

The Billboard

The World's Foremost Amusement Weekly

JANUARY 4, 1941

15 Cents

Vol. 53. No. 1



JAN 2 1941

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AGO
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GENERAL AMUSEMENT CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK · CHICAGO · HOLLYWOOD · LONDON

The Billboard

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January 4,
1941

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\$300 UNION SHELL-OUT

Again Urges Honoring of Circus On New Issue of Postage Stamps

CINCINNATI, Dec. 28.—Since the United States Post Office Department is again considering suggestions for new stamps to be issued during the coming year, with one classification under consideration being the Famous Americans, Charles E. Milbauer, who began a campaign for representation of the circus on postage stamps back in 1930, again urges all circus fans and performers to get behind the campaign to bring about the issuance of a stamp honoring P. T. Barnum or the Ringling brothers.

As Milbauer suggested in 1930, all that one has to do is write a postcard

to Postmaster-General Frank Walker at Washington, stating that he desires a postage stamp honoring the circus. Or, Milbauer suggests, the cards may be sent to him at 1697 Broadway, New York City, and he will draw up a petition and mail it to Washington.

The response to Milbauer's request in 1930 was most disheartening. He says he received a total of two postcards from persons who were not members of the Circus Fans, but merely readers of *The Billboard*. The Fans and performers did not respond at all, at least thru him, he says.

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

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

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

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

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

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

La Martinique featured Betty Hunter, of *Parade* fame, but did not draw much business. Spot was forced to change its policy and is currently featuring a dance band. The Flamingo Hotel, on the other hand, experimented earlier in the season with a girl show and abandoned that in favor of names from Broadway shows. Current headliners are the DeMarcos, doubling *Drop Back and Girls Together*.

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

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

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

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

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

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

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

Record Chi Opening For Henie Ice Show; Capacity in Buffalo

CHICAGO, Dec. 28.—Playing to the largest opening night crowd in the show's history—16,304 paid admissions—Gonja Henie's 1941 *Hollywood Ice Revue* began an 11-day engagement Thursday (26) at the Chicago Stadium and appears to be headed for a gross of more than \$200,000. Show is a riot of brilliant routines and novel specialties, and Miss Henie goes over big as ever. The star's two skating partners, Eugene Mikolaj and Harrison Thompson, also are outstanding hits. There is much more comedy in this year's show than in any previous one and it adds materially to the entertainment value. Best of the comedians is Fredy Trinker, a marvelous skater and top applause-getter. He gives a performance of show-stopping proportions. Pyra Dietl, still skater, also was a tremendous hit. Both he and Trinker were called back for many encores.

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

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

With the exception of the opening night, when 9,299 customers paid \$14,850, attendance was a sellout for the engagement. House capacity is 12,000. There were 360 standees on the second night, and 300 standees on the last (Saturday) night to bring the total attendance to a little under 100,000. All admissions ranging from 75 cents to \$2.75, capacity house scaled at \$75,000, according to Arthur Wirtz, producer. In addition, standees paid \$1.10 each. Reduced train rates for out-of-towners near by helped the draw. Since advertised weekly net is \$60,000, booking showed a nice profit for the management.

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

Board Rules Sunday Shows in Halifax; Ministers Squawk

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

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

It is being freely predicted that the voluntary collection, instead of a regular admission price as had been originally intended, will not be satisfactory. Allio Fausse Flyers Canadian is convinced to underwriting any deficit, other less powerful theater operators are not so financially qualified.

N. C. Sundays Not Banned

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

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

	Page
Broadway Beat, The	4
Burlesque	21
Carnival	32-38
Circus and Corral	39-40
Classified Advertisements	48-50
Coin Machines	50-52
Endurance Shows	28
Fairs-Expositions	42-44
Fla. Curtain	30
General News	3-9
General Outdoor	29
Harrison's Broadcast	41
Legitimate	16-17
Lists	26
Letter List	51-53 and 58
Magic	27
Music	10-15
Musical Merchandising	64-69
Night Club Reviews	19-23
Night Clubs-Vaudeville	18-25
Non-Theatrical Firms	29
Notes From the Crossroads	41
Orchestra Notes	11
Out in the Open	41
Parks-Pools	45-46
Pipes	57-58
Possibilities	4
Radio Talent	6-9
Record Buyout Guide	59
Repercute Tent Shows	41
Rinks-Skaters	41
Sheet Music Leaders	42
Show Family Album	49
Songs With Most Radio Plugs	12
Scrapped Events	16
Television	6
Vaudeville Reviews	23-25
Vaudeville Crosses	27
Wholesale Merchandise-Pipes	54-58

ROUTES: Orchestra, page 14. Act, Units, and Attractors, 24 and 25. Dramatic and Musical, 25. Ice Shows, 25. Burlesque, 23. Carnival, 32. Circus, 37. Miscellaneous, 39. Routes Correct. See List, 58. Events for Two Weeks, 57.

PHILLY LEGIT TAKES 352G

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

PHILADELPHIA, Dec. 28.—Local legit season, after a virtual hand-to-mouth existence since starting late in August, goes into the second half with an impressive \$502,100 already behind it. It's not the kind of coin that used to come in when there was a steady stream of attractions to keep interest alive and a \$2 or \$4 top was the thing. However, considering the fact that the hump figure represents only 11 out of a possible 18 weeks at the Forrest Theater (Sibert), 11 weeks out of 16 at the Locust Street (Sibert), which didn't get under way until September 9, and a single week at the Exchange Theater (Independent), total gross indicates that interest in legit here is very much alive.

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

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

Forest again provided the bulk of the box-office figure, accounting for \$230,800 of the \$502,100 with Al Jolson's *Hold On to Your Hats*, season's high to date with \$55,000 for two weeks; *Philadelphia Story*, \$24,000, one week; *Second Helping*, \$7,800, eight days; *Twelfth Night*, \$47,500, two weeks; *Night of Love*, \$41,000, two weeks; *Dullbury Was a Lady*, \$27,000, one week; *Pal Joey* \$29,000, 10 days. Not a single attraction ran in the red.

Locust St. shows \$61,200 on its books with *Pins and Needles*, \$18,700, two weeks; *Ladies in Waiting*, \$18,500, two weeks; *Sim Sala Bim*, \$7,000, one week; *Conquest in April*, \$11,100, two weeks; *Ladies in Retirement*, \$23,000, two weeks; *Off the Record*, \$5,000, one week; *Sim* (See PHILLY LEGIT TAKES on page 31)

Ohio Ticket Tax Talk

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

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

'Actors Together' Offers Comedy

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

A show man set gave the hard-working cast a handicap which wasn't overcome until the final moments of the succeeding stanza. From that point on the bit moved briskly until its conclusion.

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

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

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

Joe Cohen.

FRANKIE MASTERS

(This Week's Cover Subject)

FRANKIE MASTERS, bandleader and composer, has the looks of a juvenile, but isn't reticent about admitting that he's been around for years, and the years have been very good to him. The composer tag is a recent addition to his accomplishments, with "Scatterbrain" and "Charming Little Feller" just up the ladder with his own commercial releases sponsored by Coca-Cola, beginning January 1, over the NBC Red network.

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

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

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

Selective Service Mail

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

Also in the Carnival Department is given a list of registrants who are considered delinquents.

Changes in Pa. Agent Law Sought

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

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



NEW YEAR'S EVENTS:

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

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

Eddie Garr knows a girl who's afraid to yarn for fear Al Stepel will make a prototype out of her!

With so many musicians donating blood for Britain, Eddie Bush says there are now five types of blood instead of four—the newest known as "B37".

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

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

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

A 18-year-old lad won a bottle of champagne for being the best economist of the evening at Sammy Kaye's "So You Wanna Lead a Band" stunt at the Commodore. At the end, he turned the bottle of bubble water over to the musician with the plea, "I never touch it," and won a cheer from the audience—not the type of cheer known, however, to his father—who happens to be James Lyons, borough president of the Bronx!

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

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

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

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

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

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

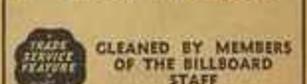
NEW YORK, Dec. 28.—Rogers' Corner, a Joe Rogers restaurant-with-talent project which took the site of Jack Dempsey's opposite Madison Square Garden, opened Christmas night without a show, this being due to performer union support of building trades, hotel and restaurant workers, and pastry and baker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

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

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

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

Possibilities



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

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

For FILMS

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

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

For LEGIT

MUSICAL

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

Rainbow Room's Dance Experiments

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

By EDWARD SEAY

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

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

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

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

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

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

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

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

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

Try Pitt Benefit Control

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

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

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

Federal Agents To Investigate ASCAP Philly Activities

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

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

Agents disclosed they will spend

Crosby Income Hits 800G; Air, Pix, Disks

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

His new pact with Paramount, effective June 1, calls for a schedule of nine pictures to be made within the next three years, at \$170,000 per picture. He also has the choice of making one of his three annual pictures on another lot, should he see financial and artistic advantages.

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

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

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

A ★★★★★ Hit With Show People

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

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Opposite Madison Square Garden. Only two blocks from Radio City, in the heart of the theatrical and shopping district. The hotel is a thoroughly modern, friendly, home-like with 800 large, beautiful apartments, double rooms with every comfort, and 400 bedrooms, gymnasium and swimming pool.

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

NEW YORK, Dec. 31.—Field of radio directing has become standardized in the last couple of years, and the salaries are what they were in the boom days, able directors are dragging down fairly important money. Prices now being paid for free-tones work are about as follows:

Average good director gets \$125 to \$150 on daytime strip shows, with some agencies paying as low as \$75 for this work. Blackett-Dampier-Hummert, for instance, will pay \$75, but go up to \$125. Higher priced directors will get \$200 on a daytime strip. Example is Edwin Wolfe, who reportedly takes this for Perry Young's family. However, Wolfe has been on the show a very long time. Usual practice is to start at \$125 and work up as the program gets successive renewals.

Half-hour evening dramatic programs bring \$100 to \$200, and in some instances more, but many pay \$100. Bill Baker, who reportedly received \$1,000 a shot for Hollywood Playhouse programs. Baker is also said to have received much higher money on special jobs. When Paramount bought an hour's time on CBS to play the pic, Alexander's Ragtime Band, Baker is said to have received \$2,000.

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

Eddie Byron, working on District Attorney, was reportedly getting between \$400 and \$500 for his director's stint, but since he became producer of the show he is reportedly getting between \$700. According to Mike Kennedy, talent manager, series for Carter's Little Liver Pills. He has done Dick Tracy, The Godwin, David Harum, owned Terry and the Pirates and others.

Bill Gardner, hired by Rudy Vallee to direct, and considered by many as a prime factor in the show's success thru his dealing of the business with John Barrymore, reportedly gets \$1,250 out of the show's total cost of \$9,000.

The Knight's take on Collier show is reported at \$600, with Mann Holmer the same on Maxwell House. Tom McKnight, working on *Blondie* and *Sheepskin Movies* programs, is reported as getting \$200 each, but McKnight is also producer and may get more. Jay Hanna, working on *My Athletes* series and often handling Phillips Food shows, is reported as earning \$300 weekly.

According to sources, top directors include Byron, Knight, Holmes, Ed Wolfe, Chick Vincent, Hanna, Bill Brown, and Carlos De Angelo. De Angelo's weekly take currently is figured at about \$1,000, this income coming from visits on *Mandala* the *Merchies*, *Hilltop House*, *The Gravelly*, *Saturday Party*, and *Wholesome Playhouse*. At the end of this month, De Angelo adds Ellen Randolph to his list.

Can't Fool a Philly Cop

PHILADELPHIA, Dec. 31.—Local police department's drive on private clubs selling the hard stuff after the legal curfew hours reached into WCAG with amazing results the other day. A zealous rookie hit-and-sneaked with an imposing blue-and-white patrolman, barged into the office of Harry M. Lafferty, assistant to station wren De Leon Levy, and started firing questions. Warning aside Miss Lafferty's protests, he declared, "Orders in order. We're investigating all clubs and you've got one here. What's this WCAG Women's Club all about?"

Most of the names mentioned in this story command \$150 for a daytime serial and \$200 for evening variety shows. "Stingers," an own director puts it, fluctuate between \$35 and \$75 jobs.

According to trade execs, a good director can knock down between \$600 and \$700 weekly with a few programs, but only about 10 or 12 men around New York are said to average this figure. Field, however, is considered much more stable than setting, which partly explains the yet of most actors to become directors—despite fact that in-demand actors like Betty Gravin, Charles Corbett, John Brown, and others may knock down as much as \$20,000 yearly. It is pointed out by NBC's Al Williams and other execs that the normal expectancy of an actor's life—from the viewpoint of income—is just about five years. Directors do better.

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

Hayes' New WABC Post

NEW YORK, Dec. 31.—Arthur Hill Hayes, for three years in the radio sales division as sales manager of WABC, has been appointed general manager of the network's key outlet.

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

SPRINGFIELD, Mass., Dec. 31.—WMAZ applied this week to the Federal Communications Commission for permission to change its frequency from 1,420 to 880 kilocycles, to install a new transmitter and directional antenna, and to increase its power to use blowout per night and five kilowatts for day operation.

Advertisers, Agencies, Stations

NEW YORK:

HOWARD INCHES, owner of Pe-Pla, sold drink company, set for a show over WCAG five times weekly at 9:45 p.m. Inches will call on health and nutrition, while his wife, Carolyn Hill Inches, takes on recipes.

Ben Grazer has landed a sponsor, Radio Corporation of America, for his quarter-hour news period over WEAF at 11-11:15 p.m. William Klay appointed publicity director for Beach Radio Productions. WXYZ-TV, station to WHYY, move out air from 7-9 p.m., operating on 1,000 watts at 351 megacycles. Cy Blum handling programming.

F. Willard Butler, in charge of NBC's Local Sales Traffic Department, appointed salesman in Spot and Local Sales Department. Butler on Christmas Day became engaged to Dorothy Michel, secretary to R. F. Clancy, manager of the Traffic Department.

Friday Wagner has signed a three-year contract with WJOL for broadcasting of three 15-minute programs weekly starting January 8. Ben Gilmor, editor of *Friday*, will do comments. Set by H. C. Morris & Company.

Ben Wain renewed for the seventh time on *Hot Parade*.

BALLY PHILLIPS, of CBS's trade press department, is on a week's vacation in the Vermonts all country.

PHILADELPHIA:

Ted Fowler, formerly with WYAR, Atlantic City, now WPEN relief announcer.

Morris Plan junking heavy news schedule on WIP in favor of a spot campaign, staggered at other stations around town.

Eric Withman, KYW staff accompanist, gets a regular weekly spot for his organ satirist.

Clarence H. Palmer joins Fey & Ellington

A Wise Guy, Huh!

PHILADELPHIA, Dec. 31.—Reason for WDAE canceling the highly-looked-foring 121st show finally came out. Harold Davis, program director, had planned a pretentious show to debunk the "121st" myth. Script called for mirrors to be broken in front of the mike, a black out shined in front of the announcer, and the mike to be set up under a ladder—in fact, all the things generally verboten were included in the program menu. At the last minute, Davis rushed into the studio with the last pages of the script, which stated definitely there was no truth in the legend of an ill-omened day.

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

CBS To Import S. A. Talent, Says Paley

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

Current broadcasts, he explained were once too successful for two reasons. One is technical difficulties and inadequacy of the short-wave methods when unaccompanied by rebroadcast pick-ups, and the second is the failure on part of present producers to cater to the tastes of the Latin American audiences.

Paley stated that the new network, which would begin operation September 1, 1941, already consisted of 89 long-wave and 25 short-wave stations. Regular affiliation contracts have been entered into by the major stations and networks, guaranteeing to use at least one hour a day of CBS's programs. Deal calls for special programs to originate in SA for distribution via CBS here.

Advertisers, Agencies, Stations

AL PAUL Lefson gets the star's tourist account.

Elaine Jeanne Gould added to WFLA's music department to clear the lines, with Lilian Ernie (Lily) her retained post as secretary to Fred Dodge, assistant to General Manager Roger W. Clipp.

Helmut McMahon, of the WFIL auditing department, back after mending a broken shoulder blade suffered when she slipped on an icy walk.

WDAE and WPEW both testing new transmitters.

Philadelphia Club of Advertising Women inaugurates a bi-monthly educational series on WCAG.

Julian G. Pollock gets the post of a Christmas party in account Albert J. Caplan, account exec, fighting on radio to supplement the newspaper schedule early in the new year.

FROM ALL AROUND:

TOM HARMON, all-American football star, was a dinner guest of KOO-KPO (San Francisco) announcers Sunday.

Roland Drayer has succeeded Don Mulford as NBC (San Francisco) orchestra leader, the latter having been called to duty as a lieutenant in Uncle Sam's army.

KROW, Oakland, has started a news commentary series labeled *The World This Week*.

KOO-KPO personnel will attend a Christmas party in the office of General Manager Al Nelson (GJ).

Eugene Mac, Plumstead has moved from WOOV, Montgomery, Ala., to WSGN, Birmingham, Ala.

Dame Munroe has it that Frank Defina, WJOL (Wilmington) operator, is on the verge of announcing his engagement.

WEAU, Eau Claire, Wis., operated by the Central Broadcasting Company, joined the NBC Red and Blue networks on Christmas Day.

FCC Skeds Looksee Into Southern N. J. Station Operations

CAMDEN, N. J., Dec. 31.—An inquiry into operating practices of WCAM, local municipally-owned station, will be made by the FCC at a hearing tentatively set for January 29 in Washington. Station, which sells its available commercial time to the Mack Radio Sales Company, has been on the selling block for several years. Hearing will also include inquiries on WCAP, Asbury Park, N. J., and WTNJ, Trenton, N. J., which share time with the local station. Licenses for all three stations are up for renewal, and hearing is expected to iron out the issues in Southern New Jersey broadcasting set-up.

Prime reason for the hearing, it is understood, is the failure on the part of the three stations concerned to reach a mutually satisfactory time-sharing agreement for the facilities allocated to them. Each is assigned operating frequency of 1300 kc. at 200 watts power. The hearing is expected to determine whether the stations should be allocated specific hours for operation. The FCC will also examine representatives of the stations, it was learned, on whether they have directly or indirectly transferred or disposed of any of their rights to others without authority from the commission, and whether their broadcasting operations have been "in the public interest."

Personnel Shuffle At WSGN; Terry Up

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

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

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

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

Upped AFRA Fee Pends

NEW YORK, Dec. 28.—Proposal to increase initiation fee in American Federation of Radio Artists may be held over until February 1 as result of numerous requests that the trade be given this six weeks' notice. Matter has to be approved by union's board, which is expected to cash the proposal. Upped rates, from \$20 to \$30, will apply only in the main centers of New York, Chicago, San Francisco, and Los Angeles. Lower rates prevail among the other locals.

Gilchrist to Ferris

BOSTON, Dec. 28.—Charles Gilchrist, director of news and special events for WEE-WEEA, resigned today to join the Earl Ferris Radio Feature Service, Inc., in New York. Gilchrist has been at WEE since May, 1936. Colton (Chick) Morris, staff announcer since 1939, will succeed Gilchrist. Morris, a former member of the staff of the *Christian Science Monitor*, will continue to emcee the *Musics* show.

Radio Talent

New York

By JERRY LESSER

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

JAMES SYDOR, the Tennessean of the photographers, flew to **JOHN POWERS** models to Florida the day after Christmas. . . . **BETH BROWN**, author of many successful cowboys, including *For Men Only* and *Apples*, will enter the radio ranks with a serial about the life of a Manhattan business girl. She is working as a stenographer at the new Bond Building above and get freshened info on her subject. For *Apples* who worked two months as a chorus girl.

Old maid **BENNY LEONARD** has made more money on quiz programs than that intelligent man of letters, **GENE TUNNEY**. . . . **ERNEST GOODMAN**, co-owner of a Swedish restaurant in Iowa, was born in Mexico City and interprets speeches in Spanish for radio networks. . . . Of the 21 murals in the Old New York Room at Radio City only one is inaccurate—that of Radio City itself. . . . **JACK BERTHELL**, who joined Columbia Broadcasting System less than two years ago to head its personal-appearance department, got the nicest

Christmas gift of all. He was made vice-president of CBS. . . . **AL BLAINE HASSSETT**, television get of NBC, walked out of a wife recently, her manager cracked: "There goes 90 per cent of my salary."

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

Bonus Spots on WHAT

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

Flamm Would Nix WMCA-Noble Deal

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

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

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

NBC's Okla. Affiliates

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

ACA Sets Up Philly Offices; Drive Set

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

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

F.M. License Extension

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

WIGM Readies Debut

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

Chicago

By NORMAN MODELL

WAAZ's Movie Tattler put the ultimate in eloquent brevity into a wire which was signed **MIL AND MRS. HAL TAYLOR** and contained no message. The Telegraph office did not know how to make of it, not realizing that a man who is at a loss for vocabulary is generally reserving all words for his bride. . . . **DOLores OILLEN** was in town for a Christmas visit with her folks. . . . **CHARLIE LYONS** has taken care of **NORRIS GOFF'S** (Lum's Abner) Christmas present for three years. He sent him a gold-plated vase surrounded by a German waving a lantern and bearing an inscription in Boemian, declaring it to be the Lyons Christmas Award valid only if won three years in a row. In 1941 and 1942 Lyons will save time on shopping merely by certifying the award for the second and third year. . . . Another screwy gift was that sent by **CHARLES UNGUERT** to **PAUL DRYMER**. Knowing that the writer of *No and Keds* adores bobble, the director sent him a bobber, a book of marble, and a book of instructions on how to sculp.

WHITNEY FORD will emcee a New Year's Eve show for the boys at Fort Sheridan. . . . **VIRGINIA VERNILL** is trying to organize groups of professionals to give the camp fire shows regularly. . . . **ELEANOR YORKE** appeared on the stage of the Auditorium Theater, along with Senator Hot and others, at the Anti-War Rally December 30, and read her prize-winning story. . . . This was **BETTY WINKLER'S** first Christmas in eight years that was not interrupted by a call to work a show. . . . New castings in *Beulah's* Children include **LILLIAN WHITE** as Mrs. Baxter, **WILLARD WATERMAN** as Dr. Page, and **BRET MORRISON** as Dr. Hesse. . . . **MARY PATTON** is playing the new part of Betty in *Night to Happiness*. . . . **ARTHUR OODFREY** has renewed his contract with the Garnett Company for "11. **POST PEARSON**, **KENNETH D. FRY**, and **HILL CUMMINGS** left for New Orleans Sunday to handle the NBC preview of the Sugar

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

Neel to NBC, Wash.

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

WWSW Foreign Lingo Ban

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

The Truth Will Out!

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

Program Reviews

EDST Unless Otherwise Indicated

Alan Courtney

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

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

Poor was Murray on the three hours caught, Courtney introducing Ben Wain, Andre Baruch, and a few other notables for informal pop. Platters mostly pop stuff until 2 a.m., after which mostly operetta and light pop discs—except when listeners specify. If request a pop.

Requests for tunes solid, led by Postal, and all making requests are given membership in an all-night club. Station is now engaged in surveying its all-night audience, and will base a time pattern of the program upon result of survey.

In its present shape, program a bit Courtney are decidedly soothing for a listener's insomnia.

"Mystery History"

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

This historical quiz had a ride on the Mutual network last year. With the mind-fog placing the emphasis on the word drama, station has revived it as a weekly local stationer. And while it carries the same game stars of '39, it still comes up as a climb for the listening listener.

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

An expert cast is used, and Benjamin S. Mack, history professor at a local high school, in which all items both in writing the show together and in serving as quizmaster. Mill Spooner at the organ for the musical interludes, writing originals to word off ABCAP tamperings. Victor Herbert's *American Pastors* was the identifying theme when Mutualized, but so go now. Don Martin takes production credits, doing a commendable job to never letting it slip. If sustaining this program dispels the popular belief that American history is a "dry" subject. A table radio, a book on television, and a smoking accessory are prizes.

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

Orderbook.

"Knights of the Road"

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

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

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

Program has a lot of talent and potential commercial worth. Resisting by Hank Lawson is first-class. Book.

BMI COST ONE MILLION

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

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

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

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

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

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

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

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

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

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

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

SESAC Is Calm Over Indictment

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

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

Brown's NBC Talent Post

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

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

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

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

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

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

Billed is that the Tin Pan Almy might have possibly contemplated themselves acting in motion. A chain of circumstances which finally landed the radio interests in the music business, thus extending into a new field the alleged monopolistic activities of the networks—which already allegedly enjoy monopolies in record, transcription, talent, and theater fields.

Indie Station Stamped

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

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

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

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

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

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

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

Chief was the

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

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

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

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

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

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

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

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

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

probably also be informed that the BMI catalog is available.

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

MBS Year Analysis Indicates Growth

NEW YORK, Dec. 28.—Mutual Broadcasting System, in a round-up analysis of activities and business in 1940, states that 80 stations joined the net, that 1,898 special events were broadcast from United States and Europe, and that billings rose sharply.

Addition of the 80 stations brings the total MBS stations to 100, as compared to 118 a year ago. Network billings for 11 months of 1940 totaled \$4,100,071, an increase of 39.8 per cent over a similar period in 1939. Estimate for the year is \$4,500,000, as compared with \$3,250,728 in 1939.

Special features division presented 820 programs of spot news, features, sports, and talks, consuming 378 hours and 33 minutes time. Programs from abroad totaled 1,029, adding up to 208 hours and 57 minutes.

NBC Claiming Public Not Sore Over ASCAP Ban

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

In a period of two months, dating back to the time that NBC first began clamping down on use of ASCAP music on remotes and sustainers, the network points out it has received only 85 letters. Of these, 55 were mild protests, with the remainder mostly of an inquiring nature, asking for information about the situation.

Letters now, since the sub-joining of ASCAP music on commercials beginning Monday (28), have averaged only six to eight daily, according to NBC. On Thursday NBC stated that not a single squawk had been received since Monday.

WWSW Army Program

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

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

Yankee Net's Soldier Show

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

RADIO MUSIC FACTIONS HIT

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

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

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

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

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

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

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

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

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

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

Miller also said in part: "The Thomas decision of last week."

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

How One Song Got the Air Anyway

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

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

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

KDKA's Holman to Army

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

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

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

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

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

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

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

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

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

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

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

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

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

Rainbow Room Buys Theme Song for Its Remotes; See Trend

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

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

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

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

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

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

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

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

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

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

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

NEW YORK, Dec. 28.—Battle royal is being waged by Glenn Miller and Bobby Byrne over the latter's vocalist, Dorothy Claire, which may culminate in a \$20,000 court suit against Miller for "conspiracy to breach a contract." Miss Claire and a representative of Miller's attorney, David Mackay, served notice on Byrne yesterday that she is leaving as singer of the Byrne band January 5 and will commence working for Miller the following day.

The day she begins working for Miller, A. Edward Moskowitz, attorney for Byrne, declared, suit will be filed against Miller for \$20,000 for "conspiracy, connivance, coercion, and intimidation." Situation becomes a more complex one since both bands are being managed by the same office, General Amusement Corporation.

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

Also Miss Claire had a two-year contract with Byrne, signed and countersigned by her mother because she is still legally "an infant," she accepted an offer of \$200 salary made by Miller. Her salary with Byrne was \$75 plus evening clothes, extra for recordings, and an extra stipulation for radio broadcasts to come.

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

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

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

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

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

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

N. J. Spot To Vie With Meadowbrook

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

Contemplated policy takes in consideration of such bands as Dick Jurgens and Tommy Tucker for the spring. Carl Mason's Moore is also mentioned as a band with possibility. Avino Rex is current at the spot. With the institution of the new policy will come increased ad time on Mutual and an intensive publicity campaign handled by the Hal Davis-Lieber office.

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

Colorado Ballroom in the Market for Name Orchestras

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

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

Only 860 for Louis Prima

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

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

A Rose by Any Name

PHILADELPHIA, Dec. 28.—You can never tell Nathan Schwartz that the surest way to gain fame in orkstra is via the gramophone. He knows better. Nathan recently saw the local market grabbed for himself the post as WFLA musical director, but instead of coming out on the air as "Nathan Schwartz and his orchestra," station decided to call him "Norman Black."

The first "big moment" started Monday (25) when Black, now Schwartz, began his first big commercial show for Bond Bread. Program originates at WFLA for the Greater Newark regional web covering 15 stations in the Mid-Atlantic States. But again Black, now Schwartz, has to start building a new name all over again.

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

Requestfully Yours

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

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

Barnet, O'Connor Clash and Split

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

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

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

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

Moore's 400 in Harrisburg

HARRISBURG, Pa., Dec. 28.—"Pat" Moore's club drew a gate of about 400 at 35 cents admish for student hop at Club Madrid here Monday (27), taking its share of pre-Christmas punishment. Average attendance for Monday night dances at the spot is about 650.

Ink Spots Attract 1,800

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

802 Rules Minimum Number of Musicians for Single Dates

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

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

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

12 men per engagement.

The hotels New Yorker, Astor, Commodore, Plaza, Ritz, Carlton, Essex House, Capital, Biltmore, Roosevelt, St. Regis, Pierre, Plaza, and Riverside Plaza must hire no less than 10 men. Also falling into the 10-musicians category are RONA's Point Palace, Mecca Temple Ballroom, Webster Hall, The Livingston (Brooklyn), Knight of Columbus (Brooklyn), and Shilling's Casino (Bronx).

Hotels and ballrooms in the eight-musicians department, include the Edison, TAT, Diplomat, Towers, Half Moon (Brooklyn), McAlpin, Ambassador, and Park Lane hotels, in addition to the Downtown Athletic Club.

These spots are used in the New York area for the majority of club date work. Name bands will not be affected much, because most of them have the minimum number of musicians required, except in cases where they have had to cut down in order to conform to the budget of the employers.

Count Basie Leaves MCA

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

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

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

Ballroom Ops Give Up Terp Rhythms for Martial Airs

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

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

Weeks Strong in Lincoln Despite Pre-Holiday Lull

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

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

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

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

Prior to Fox's going to England in 1929 he led a band in California. While in England Fox played in theaters and night clubs, and recorded for both Victor and Decca. Band is being handled by the Morris Agency.

Delaware Ballroom Burns

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

Any Commission?

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

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

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

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

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

Midwestern Murmurs

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

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

Penn-Jersey Patter

PETER LIND HAYES, tautie music, is during a theater date in Philadelphia, tips that he's going to leave the variety stage to lead a band. . . . **MARY HEALY**, screen starlet, will do the new band's canary chores. . . . **BLUE HARRON** is reported to be backing a newcomer, **LEW KENTIN**, former song plunger for the New York juke, who is building a band in Philadelphia. . . . Entia crew flying the Harmon colors sets to debut at a Buffalo, N. Y., spot. . . . **JIMMY JONES** has moved his Steel Pier orchestra into Fay's Theater, Philadelphia, until next May, when he is dotted-lined to return to the Atlantic City amusement center. . . . **HUSS OENTILE** and **BOB UNDERWOOD's** all-gal gang split the musical assignment at Old Mill Inn, York, Pa. . . . Philadelphia ballrooms set up **ARMOLD WYAND** at Bombay Gardens, PAT BRICE at Oakes Dancing Academy, and **ROGER KENT** at the Barclay. . . . **ERNIE BODNAM** at Club Condado near Trenton, N. J. . . . **MORTY LANTIER** has his lads at Benny the Bum's, Philadelphia. . . . **BILLY JOHNSON** new-comer at La Juna's Chester Inn near Pleasantville, N. J.

Of Maestri and Men

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

Detroit Ork Agency Takes On Four Additional Units

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

bing dates, the DeBridge & Gurrell Agency here is currently handling four additional units. Two are new bands booked into local spots, Pete Viera, opening at Saks' Show Bar, and Maude Lopez, current at Club Bell's.

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

Cold Holds Henry Busse to 1,500 at Denver Ballroom

DENVER, Dec. 28.—Henry Busse drew an attendance of 1,500 at the Rainbow Ballroom here on December 15. Admission was 35 cents per person, tax included. 27 cents extra for reservations. The first stage of cold weather the city

And His Name Isn't Allen

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

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

experienced didn't help the take any.

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



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N. Y. JOURNAL-AMERICAN

No. 3432

Commercial Firms Now Saying It With Gratis Sheet Music

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

Most recent example was pulled Thursday (26) when Nick Kenny and J. Fred Coots knocked off a tune that was played in connection with a dozen John Pears models flying down to Florida to perform women's publicity tasks for the Miami fashion resort. The song, *From First to Flowers (In Eight Hours)*, was played at LaGuardia Airport here by Mitchell Ayres, whose orchestra was the core of the fashion show and the tag line of the band. "Fashion in Music" stunt was promoted by Eastern Air

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

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

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



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Music Items

Songs and Such

GLENN MILLER's guitarist, Jack Lathrop, is the composer of two songs which the "Mad" singer just recorded. They are *Helpful* and *Long Time No-See, Baby*.

Julietta Sanabria, musician at Havana-Madrid, New York Latin library, put the finishing touches on three of his tunes which he sold to Robbins Music, including *Jarama* (Latin rhythm), *Borrachitas Queridas* (Latin liability tune), and *Removable* (the bing-bing play).

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

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

Publishers and People—It is now starting himself in New York. Famous Music has acquired the publishing rights on a Buffalo, N. Y., Don George on best, Totton Hall, and the writing man.

Low Levy is expected back from the Coast in three or four weeks. He's been out there since last November while his associates, Alvin Karpis, have been in charge. The A. Younger Agency, meantime, making himself on signing up material for Levy has the Atlantic Company.

Alvin Karpis, writer-publisher-owner of *Alvin's Music*, which was the old *Artie Shaw* is a co-owner in *Mayfair Music* (previously known as *Joe Davis*), and Henry Spitzer who runs the firm as general business manager. Both firms while each operates as an independent entity.

Both *Alvin* and *Spitzer* will continue to head their companies, but as soon as negotiations between the two firms are completed, it will be the generalization of professional staffs that will operate for the benefit of both companies.

Barlow Does Unusual Biz at Buffalo Spot

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

Col. Manny Prager preceded Barlow for a 10-day stand November 18 to 28 and did the biggest Thanksgiving business of any band in some years. Howard Becker, who opened here September 17 and stayed eight weeks, drew the biggest crowd for any one night, about 1,800, although his general drawing power did not compare with the current unit's. Capacity here is about 1,300 persons. So far this season is on par with 1938, when Tommy Flynn held the stand, but 1939, 1937, and 1938 are considered the best years in the past five. Flynn still manages the ball, but holds an indefinite location at *Frankie Chas* and here.

Hawkins Tops RCA Help's Dances Second Year in Row

GARDEN, N. J., Dec. 28.—Erskine Hawkins, playing the *Conventium* Ball here last Friday (30) at the last dance of the year sponsored by the *Victor A. A.*, accounted for the biggest crowd of the year, drawing 8,000 dancers. A straight 40-cent gate made it a *Billboard* \$2,300 at the box office. Hawkins also drew the *Victor A. A.*'s largest crowd during 1940.

Full money, territorial fees, stippled the relief for them. Distribution of four \$500 prizes among RCA-Victor employees in the company's annual "Support Achievement" contest aided the draw.

ALBANY, N. Y., Dec. 28.—The *Black* orchestra closed a three-week engagement at *Bojo's* local night club.

Woody Cotton, vocal arranger, the *Coaling* of *Kyle* orchestra for the winter.

It Can't Happen—But It Did

DETROIT, Dec. 28.—Even the judicial bench isn't above suspicion these days, according to a Detroit after-dinner party. A judge at the *Shelby Hotel* here.

Event was at the *Shelby Hotel* here. It was not outside the jurisdiction of the judge, the security of his confidence. A when he turned around company. He is a clarinet musing. Check-up found he had to disclose it, and *Berdun's* up failed to do so. It was a case of the "it didn't happen here" order, as he took only. Finally, but a week went by and it was in his hands. He had to replace it as it was a French instrument. It was no longer being manufactured.

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

Seranton Record Co. Claims Violation of US Disk Settlement

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

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

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

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

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

NEW YORK, Dec. 28.—Current favoritism toward popular-price dining and dancing is causing a switch in the music policy of Childs Restaurants, the chain contemplating a return to the band policy once used in 13 restaurants throughout the country, when from \$750,000 to \$1,000,000 per year was spent for music. Only lately Childs went back to installing bands in three New York restaurants, the *Paragon* Grill, which has been using Henry Jerome's band, the *Spanish Gardens*, with Jerry Waldo's ork, and the *Bainbow* Boon (not to be confused with the *Rosefeller* project), with Art Hodes. The first of the three had a network wire, the second had one, and the third hasn't.

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

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

Lyman and Kramer Cases To Go Before AFM Fla. Confab

NEW YORK, Dec. 28.—Final disposition of Abe Lyman's claim against Billy Rose for an alleged breach of contract will be aired before the International Executive Board of the American Federation of Musicians, which convenes in Miami January 27. New York delegates will also present Local 824's case against Mrs. Maria Kramer, owner of the *Milcon* and *Lincoln* hotels, who has appealed the union's decision, in which she was found guilty of an alleged \$8,000 kickback.

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

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

term of his contract. He said that he worked five and a half weeks at that unexpired period, but deducted the amount. Lyman will appear personally to press the charges further, since he opens at the *Royal Palm* in Miami on January 16. His presence, however, is not required. Jack Rosenberg, Harry Suher, and Max Avons will represent Local 804 at the union exec meet. News out of town, could not be reached for comment.

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

AFM Locals Elect

WILMINGTON, Del., Dec. 28.—Officers recently elected to posts in Local 811, American Federation of Musicians, include James A. LePere, president; Victor Galle, vice-president; Henry Draine, recording secretary; William Whitless, treasurer; Leonard Whann, business agent; Samuel Deany, sergeant at arms. The executive board is comprised of the above officers and Theodore Berger, Joe Fisher, Ray Regus, Ray Meager, Edward Schwabo, and Walter (Doc) Vohl.

MILWAUKEE, Dec. 28.—Volunteer District has been re-elected president of the Milwaukee Musicians' Association Local 8, American Federation of Musicians. Other officers named are Walter Romann, vice-president; Roland Kohler, secretary; Charles Wagner, treasurer; Alex May, trustee for three years; Jerry Pollack, sergeant at arms. Executive board members elected are George Bach, John Dwyer, Ervin Davis, Louis De Santis, Orban Heidrich, and Ernst Stradell.

WATERTOWN, Wis., Dec. 28.—Chas Schoeber has been re-elected president of the Watertown Musicians' Association. Other officers named are William Jones, vice-president; Allen Kopp, recording and corresponding secretary; Paul H. Hoppe, financial secretary; and treasurer, Eugene Wolf, sergeant at arms; John Wodfrier, trustee for three years; Fred Block, Henry Schaller, and Vernon Gehler, named to the executive board. The association turned over to the Family Welfare Association \$193.43 as the proceeds from its annual charity ball, for which five orchestras furnished music without charge.

SERANTON, Pa., Dec. 28.—Mads Cetta was re-elected president of Local 126, American Federation of Musicians. For his third term. Other officers named were William Cox, vice-president; William J. Emuel, treasurer; Henry J. Mohl, secretary; William Eiden, sergeant at arms; Herbert Sealy, business agent, and Frank Campbell, William Emuel, and President Cetta, delegates to national convention.

SPOKANE, Wash., Dec. 28.—Local 108, American Federation of Musicians, re-elected Dudley I. Wilson, president and business agent for the coming year. H. L. McMullen and Fred Hartley were re-named to the posts of vice-president and secretary, respectively, with Ed McNurt becoming the new treasurer.

Board of directors re-elected were Don Fiala, George Hill, Charles Boomer, Norman True, and James Clark. New director chosen is Jack Bruck.

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On the Records

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

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

By DANIEL RICHMAN

BUDDY CLARK (Okes)

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

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

TEDDY POWELL (Bluebird)

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

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

EDUARDO CHAVEZ (Victor)

El Jarrito (The Little Jug)—Conga, V. A Lo Lelo (For Away)—Conga, VC.

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

CONNIE BOSWELL (Decca)

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

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

MERRY MACS (Decca)

Do You Know Why?—V. Is It That Just Like Love?—V.

The Macs take the first side better than the second, giving it the advantage of their expert harmonic blending in a cool, slow arrangement. The flipover contains more vocal camaraderie, with the voices as prominent in most of this group's arrangements setting the pace for a rhythmic, extremely listenable version of a light, lighthearted song.

(See ON THE RECORDS on page 47)

On the Stand

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

Jimmy Joy

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

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

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

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

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

Clyde Lucas and His California Dons

(Reviewed at Benjamin Franklin Hotel, Philadelphia)

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

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

Dance incentives are fashioned along smooth, smart hotel-cupper club patterns, arrangements showcasing the virtuosity of a set of six fiddles, three of the four saxes doubling on the rosin pad. As a result of the string gloss, syncs sparkle as much on the waiters and musically selections as on the standard and current pop pages. Another fiddle double makes it "The Seven Singing Fiddles" for the concertized selections, with Johnny DeVooght handling the solo scratchings.

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

On the Air

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

By SOL ZATT

Charles Baum

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

THE piano-playing maestro who made his debut on the airwaves while he tickled the keys at St. Regis Hotel, New York, now finds himself upstate, bringing the same style of subdued rhythms that earned him a marishon stay at the weak Dutchman business.

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

Mitchell Ayres

(Hotel St. George, Brooklyn, N. Y., NBC Blue Network, Thursday (28), 12:05-12:20 a.m.)

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

But the announcer on this remote really takes the pain for selling the band, with his patter built around Ayres' tag line, "Fascious in Music." Intro is woven into very smart announcements, emphasizing a fashion, a vocalist, a song, or the band. A very smooth line of banter that gives away a song, and a smart all-around job of selling.

band, highlighting the hammering of pianist Al De Crescent.

On the vocal score, Clyde's brother, Lynn, deserts his seat in the sax section to make most of the wodge for the band's seemingly endless and varied repertory of novelty selections that range from the New Orleans to Chinese swing peppered with refreshing and wholesome comedy bits. Trumpeter Paul Orens handles the push pattern, with Clyde also doing vocal duty. Lucius Ferris and fiddler De Vooght also blend for the trio harmonies. With the wealth of throat experts on stand, standardized first deers is hardly missed.

Orderless.

Henry Busse

(Reviewed at Rainbow Ballroom, Denver)

BUSSE's well-known shuffle rhythm is as popular at a dance as it is in a hotel or night spot. Tompos are steady at all times, and the six brass, five reeds, and four rhythm are solid and full. Brass group really dancing in mind, and trumpets can really lay it on, rumba bones especially doing nice work in either sweet or rye. Joe Ferris is new on first trumpet, and Larry Cappelli, formerly with Joe Reichman, joined the outfit as a tenor man.

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

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

Truckloads.

Phil Levant

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

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

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

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

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

Oscar de la Rosa

(Reviewed at the Hurricane, New York)

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

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

The tempos are nice, even, and highly inviting to dancers and table siters alike. *Smile.*

New Plays on Broadway

Reviewed by Eugene Burr

WINDSOR

Beginning Friday Evening, December 30, 1940

THE OLD FOOLISHNESS

A play by Paul Vincent Carroll. Directed by Rachel Crothers. Settings designed by Donald Constantine. Book by Vail Cantorino. Music composed by Ashworth Press. Costumes by Mildred Manning. Stage agent, Bernard Simon. Stage manager, Stuart Fox. Presented by John Golden. Mrs. Sheeran, Margaret Maude Peters, Roy Roberts, Vincent Donahue, Mrs. Moran, Grace Francis Findlay, Dan Soran, Walter Burke, Maeve McHugh, Sally O'Neil, Phelim Fitzgagan, Laurence O'Brien, Rosemaryanne Fitzgagan, Guerta Donnelly, The Canon, St. Clair Bayfield, Francis.

ACT I—The Kitchen of the Sheeran Family—In a Glen at the Foot of the Mourne

Mountains, County Down, Ireland. An Afternoon in Summer. ACT II—Scene 1: Same Place. A Week Later. Scene 2: The Ruins of an Ancient Castle. A Few Days Later. ACT III—The Sheeran Kitchen—Two Days Later.

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

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

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

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

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

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

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

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

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

ROYALE

Beginning Thursday Evening, Dec. 19, 1940

CUE FOR PASSION

A play by Edward Chodorov and H. S. Kraft. Directed by Otto L. Preminger. Setting designed by Herbert Andrews, built by William Wilson and Vincent Donahue, at the New York Studios. Press agents, Charles Wadsworth and Frank Goodman. Stage manager, William Richardson. Assistant stage manager, Edwin Gordon. Presented by Richard Aldrich and Richard Myers.

Vivienne Ames, Dolis Nolan, John Michael Elliott, George Colbourne, Clare Saunders, David C. Smith, George J. Center, Dave Herrick, Thomas Colby, Ann Bailey, Claire Nesbit, Reporter, Fred Sears, Melchor Farrar, John Millan, Ellen Love, Photographers, Leonard Keith, Francis Chapman, Gels Sankargand, Paul Jean Coulon, Oscar Karand, Cliff Clabbe, Winton Craft, Clifford Carter, George Locke, Robert Lee Phillips, Lauren Gilbert, Marvin A. Miller, Clay Clement, Doctor, Albert Bergh, Commissioner, Edward Butler, Medical Examiner, Russell Morrison, Detective, Edwin Gordon, Edward Fether, Scott Morse, Harold Gray, Harold Gray, Lucie Coulon, Lili Valery, Hughes, D. A., Douglas Gilmore, The Hotel Suite in a City Between New York and Washington on a Night in November. ACT I—5:15 P.M. ACT II—Scene 1: 7:30 P.M. Scene 2: An Hour Later. ACT III—Two Hours Later.

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

The first play—act, rather—a blistering psychological study of a world-famous newspaper woman married to a world-famous novelist. She has risen to the heights upon his reputation, and now stands forewarned upon him, jostling it over him and, despite her overweening egotism, displaying herself as an arrogant, stupid, vicious woman, a power in the political scene and an idol of unthinking "intellectuals." As for her husband, he writes in the psychological scene into which she has cast him, even appearing in a play that she has arranged partly as a toy for him and partly to get him to love her, to Arthur. Blinded by the spume from her tongue, her husband takes perverted pleasure in making himself a libidinous, drunk-sodden, hate-spattered beast, and ends the act by threatening his wife with a divorce that will wreck her reputation.

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

Out-of-Town Opening

"Flight to the West"

(Wilbur) BOSTON

A play by Elmer Rice. Presented by the Playwrights' Company. Staged by Mr. Rice. Setting by Jo Heilinger. Cast includes Keith McCurthy, John Ylgers, Harold Dymenforth, Rudolph Wells, Paul Mann, Don Neesh, Lydia St. Clair, Helen Ronda, Constance McKay, J. J. Kelly, Boris Markoloff, Eleanor Mendelsohn, Paul Merrick, Arnold Moss, Betty Field, Hugh Marlowe, Karl Malden, Grandon Rhodes.

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

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

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

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

Structurally the play is far better than the Rice of old. The dialogue is clever, sometimes heated, sometimes placid, and sometimes overdone, but always good. The cast is tops. Honora goes to Lydia St. Clair as the Belgian woman, for a beautifully restrained and extremely effective characterization. Also turning in a marvelous performance is Paul Merrick, who is a thoroughly hateful Nazi.

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

Helen Ronda as the girl who has lost an arm, James Beley as the appeasement colonel, Constance McKay as the newspaper woman, Arnold Moss as the author, Ruth Marlowe as the husband, Boris Markoloff as the Russian, and Eleanor Mendelsohn as the Jewess, all do effective work.

MRS. Kaplan.

an innocent little girl who was the bait to see the novelist alive. City officials, eagerly toying, take orders from her.

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

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

NEW YORK, Dec. 30.—Whether or not American Guild of Variety Artists will continue as an independent branch or whether it will be absorbed by Actors' Equity Association will be decided at a meeting today of the emergency Executive Committee of the Associated Actors and Artists of America and representatives of AGVA. Matter was to have been disposed of Friday, but lack of a quorum prevented any decisive action. Meeting on Friday, therefore, was confined to a general outlining of terms being laid down by Screen Actors' Guild and Accore's Equity, which have struck over 100,000 strictly into AGVA, and which are reluctant to advance any more money unless the union changes policies. Whether or not absorption would have to go to a membership referendum in AGVA was undetermined at this time also, according to Paul N. Turner, counsel to the Four A's. Turner said he would have to examine the constitution and charter of AGVA more thoroughly to interpret the Four A's procedure.

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

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

Equity has disapproved of the method

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

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

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

NEW YORK, Dec. 30.—AGVA threatened to pull the show from George White's Gay White Way opening night (20) when White failed to sign a closed-shop agreement. White finally agreed to write a letter in which he stated that he will negotiate for a closed shop and a basic minimum agreement. It was accepted by AGVA as a temporary contract.

Edward's, Philly, Adds Show

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

New York

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

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

Philadelphia

KODIE WEBER, new emcee at the Park Casino. . . LILLIAN FITZGERALD at Stamp's Cafe. . . GEORGE HUNTER heads roving show for Alan Hotel's Jungle Room. . . MARY HICKELL takes over the lead at Senn's the Barn.

LOHRAINE CHEVALLIER, Mickey Dee, and Kay Trotter for the new show at Casano's. . . SHANNON AND MEIN return to Hopkins Bathhouse.

ESTRELLA AND PAPO join A Night in Havana revue at Club Ball. . . FRANCES VALDA opens at Carredra. . . MAY DUGGS, Jimmy Fitzgerald, and the Tampa Boys newcomers at the Stark Club. . . CHARLOTTE CLARK, Park Casino peeper, lands a West Coast assignment with Dave Gould, MOM dance director.

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

Hollywood

Here and There:
PROFESSOR LATOY, handwriting artist who appeared at the Rita Curson, Atlantic City, last summer, is at Monte Pinos's Coppelbans, slated to continue indefinitely.

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

For ASCAP-BMI Notes

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

Small Buff Spots Adding Strollers

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

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

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

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

New Spot for Shreveport

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

Duncan Sisters Own Club

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

Club Talent

THE ROSILLANOS will remain at the Statler Hotel, Detroit, until January 29.

HARRY HIGMAN has gotten over a sleep of months while on the Coast.

THE RITZ BROTHERS (all of them) were also on the sick list with the flu.

BEN LESSY will be on the opening show of Margie Manie's Club, Miami, opening early in January.

JANE MACDONALD, English ice skater, returned Monday (16) from a vacation in Havana.

ESTRELLA VILLANEVA, dancer, is at El Patio, Baltimore, Md., with an all-Latin show including Dixie and Delores, Dolores Laurel, and the Siboney act.

DON THOMAS is being booked by the KTRP Artistic Bureau on a series of convention dates in St. Paul.

GEORGE NEISEN is in his third week at the Pavilion, New Bedford, Mass.

ROLANDO AND VERDITTA, dancers, are booked for the Ranch, Seattle, Wash., following their current stand at the Curve, Winnipeg, Man.

MAS-TERS and HOLLINS, dancers, are at the Mount Royal Hotel, Miami, along with Billy De Wolfe and Lester Cole.

JAMES RICHARD and Joan Caren, until recently at the Edgewater Beach Hotel, Chicago, are now in their third week at the Brown Hotel, Louisville, Ky., from whence they move to the Claridge Hotel, Memphis, Tenn.

JOAN GREY is working for a limited engagement in the Garden Terrace Room of the Providence-Biltmore Hotel, Providence, R. I.

JANIS AND ANTHONY are in their 12th week at Frank Palmbo's, Philadelphia show.

DUDE KIMBALL, since winding up at the Covered Wagon, Fort Wayne, Ind., has been working club dates in the Indianapolis area for Kay Keller.

VALLEY AND LYNNE opened January 3 at Hotel Philadelphia, Philadelphia.

MARCO AND MARSHA, after winding up at the Orpheum Theater, Los Angeles, moved to the Hotel Club, Salt Lake City, for a two-week stay.

JOE KASTOR, with the Morris Gees attractions at the New York World's Fair the past season, is en route to Miami Beach, Fla., to spend the winter.

PEDRO AND HAPAKI, have closed at Alpine Village, Cleveland, and are now in a two-weeker at Hall Moon Club, Steubenville, O.

White's New Spot And Rose Diamond Horseshoe Square Off

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

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

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

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

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

The William Moss Catering Corporation, operators of the private Fairway Yacht Club, filed a voluntary petition in bankruptcy December 28 following a charge of violating the Star's policy by selling drinks to non-members. Liabilities listed amounted to \$10,783; assets, \$480. Among the liabilities is \$2,850 owed in salaries to 43 employees.

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

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

The Treasure Island, owned by the Bethlehem Engineering Company, remains dark. The recent landlords, a trio fronted by Walter Wall, dropped an estimated \$50,000. The next door Treasures is still open but, sadly, poorly. Latest innovation is a Colored show.

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

Carbondale House Stunt

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

Selective Service Mail

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

Also in the Carnival Department is given a list of registrants who are considered delinquents.

Night Club Reviews

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

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

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

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

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

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

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

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

Third was Al Norman doing his pants slingshoter *sway* bit and then acrobatic dancing. A talented, likable fellow. Then a *Conscriptee* number with some of the choruses singing mildly amusing limericks about the army, followed by young Geraldine and Joe in a comic song which included sock acrobatics, falls, and head spins by Joe. A punny turn.

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

Then comes a *Ben's Night at Hotel* *Curves* number that has lively little brunette, Marion Miller, singing in flapper style the title song and then Harris and Shore, in racy costumes, doing a couple of comedy dances that drew applause.

Then follows a *Stage Magazine* scene which has Martha Ray as subscription

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

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

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

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

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

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

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

The old Cotton Club spent \$60,000 to open up and paid \$30,000 a year rent. White also got the place for \$30,000 a year rent and painted the exterior of the building as well. The Cotton Club grossed as high as \$41,000 a week during its career at this site, but had slipped to around \$12,000 a week when it finally folded.

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

Paul Dents.

Michael Todd's Theater-Cafe, Chicago

Talent policy: Two bands alternating for dancing and one paying for show; two shows a night. Management: Michael Todd, manager; Howard Mayer, publicity. Prices: Dinner from 75 cents; drinks from 25 cents; admission charge 20 cents.

This much-discussed new spot had a brilliant premiere Friday night (27), with Hollywood trimmings—searchlights playing across the sky, flash lights flaring as musicians snarped, arriving well-knowledge, and more than 2,000 persons roundly applauding the huge revue presented.

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

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

Show is all that. Todd's vivacious notices promised. Opening number, *Hello Chicago*, is a salute to the patrons by the 10 New Orleans Belles, well trained and attractive chorus. A. Robbins, veteran

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

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

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

Hoza-Moira, with a few assistants, presents an acrobatic balancing act that has plenty of thrills. Act was featured on the *Hinging Brass*, and *Barnum & Bailey Circus* last season. It is spectacular and goes over big.

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

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

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

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

Gay *New Orleans* is staged by Howard Shurt, and the production is supervised by Sumner Lambert. Show is conducted by J. Freeman, dance direction by Ivan Pahnova, costumes designed by Irwin Shand, musical arrangements by Ted Royal. Designer and art director of the theater-cafe is Watson Barrett.

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

Leon & Eddie's, New York

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

With other local shows going into bankruptcy this 13-year-old K2A Street club goes ahead, spending more dough for its current show than it did for a long time.

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

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

Betty Allen, doubling from *Panama Hattie*, is a cute number who sings special arrangements in pleasing rhythm style. Shows improvement in showmanship and did okay with *You Can't Brush Me Off*, *More Than You Know*, and *Ladies Are Lonely Lovers*. Renee Wilson, a shapely blonde, offered six Crazy dances that won cash and had interest mainly because of the excellent maid costumes. For the earlier show she did a waltz dance, shedding parts of her costumes behind a prop tree.

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

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

The finished girls in a military number closed the show.

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

Nerida Sagarra, an exotic trumpet, leads the songs line.

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

Hotel New Yorker, Terrace Room, New York

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

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

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

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

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

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

The capabilities of its defects, however, can (and will) be overlooked in the general ice revue flavor. In the superlative swing and sweet swing of the Herman contingent—not the least of whose attractions are Woody's clarinet and ballrooming—in the smart and beautiful decor of the room itself, and in the always excellent sustains and service. Daniel Schuman.

Hotel Roosevelt, Blue Room, New Orleans

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

When Bill Barde's hand first stepped into this top spot a couple of years back he was unknown locally. His entry into the business sporting Barde in his last appearance, had to endure a severe setback when so many members of the rock became ill here that recognition was necessary. This time he and his men show a versatility that equals anything shown here.

Applause, like of which has not been heard before in the nitery, showed appreciation of each show of Morton Downey. At the opening show Morton (23) has been seen in several shows and nearly brought down the house with *When* (See NIGHT CLUB REVIEW on page 26)



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—PAUL DENIS, The Billboard.

Vaudefilm Grosses

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

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

The Paramount (3,064 seats; \$17,000 house average) did the best business of the year, getting a standing \$63,000 for week ended Tuesday (24), the first week with Tommy Dorsey's band, Nicholas Brothers and film *Love Thy Neighbor*. With the New Year's festivity, the second week is expected to go over the top with \$85,000. Take Wednesday and Thursday amounted to nearly \$23,000.

The Strand (2,736 seats; \$23,500 house average) did \$17,000 for the first week ended Thursday (26) with Abe Lyman's band and film *E. T. Treat*. Second week should go around \$44,000.

Loew's State (1,827 seats; \$22,500 house average) for week ended Wednesday (25), in spite of \$18,000 with John Kirby's band, Maxine Sullivan and film, *Christmas in July*. New bill came in Thursday (26) with Dorothy Stone and Charles Collins, Jay C. Flippen, and Honey Family and pic, *Thief of Baghdad*. Looks like a \$50,000 week.

The Roxy (1,835 seats; \$26,000 house average) had its worst week in its history, touching bottom with a miserable \$12,500 for six days ended Tuesday (24). Bill

had Lynn, Royce, and Vanya; Adrian Botkin Trio, and Wesson Brothers. Film, *One Night in the Tropics* contributed tremendously to the b-o. downfall. Wednesday's opener is headed by Mario and Florio on stage and film *Chad Hanna*. Gross is expected to reach around \$45,000.

The Music Hall (2,300 seats; \$24,000 house average) surprised with a big \$92,000 for week ended Wednesday (25) with No. No. Norris and the annual Christmas show on stage. Stageplay holds over until Monday, but pic changed Thursday (26) to *Philadelphia Story*. Gross is expected to reach around \$115,000. First two days of this film took in \$31,000.

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

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

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

Pay's Theater (seating capacity, 2,300; house average, \$8,500) getting in the Christmas business for week ended Wednesday (25) to make up for the pre-holiday shopping days, got over the mark nicely with \$7,000. Gladys Britton, the busy lead, with Daria and Scannel, Sylvia and Clement, Park and Clifford, Grandma Perkins, house line, and Jimmy Jones's house orchestra comprised the flesh portion. *Men Against the Sky* on screen.

New bill opened Thursday (26) points to \$8,000. House again has two easy acts for the lead in Tirra and Konja, with the vaude act featuring up Bert Wallon, the Romano Brothers, Rober and Ray, Edna Albert, Robbins Brothers and Margis, and *Dancing on a Dime* for the screen.

W-B Vaude Okeh

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

Others on the bill were Will Morris and Dobby, Lou Handman and Florio LaVerre, Hickey Brothers and Alice, Lewis and Oliver Sisters. Joe Peinberg Agency books show. Pic was *Loidie*.

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

Great Lester Good

LINCOLN, Neb.—The one-night stand of the Great Lester at the Strand, Sunday (22), at 25 to 30 cents per person, drew \$410, very good.

Assistant, potentially, was Doroela (U.), a returned second-run.

Dayton Meager 6G

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

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

CHICAGO.—As was expected, Christmas week brought light grosses to all the vaudefilmers, the take in every instance being considerably below normal. Singer's Stage and an ordinary pic couldn't draw them into the Oriental in paying numbers, and pulled a weak \$12,000. State-Lake hit about the same mark, with Ada Leonard headlined. The Chicago Theater, with the picture *Tin Pan Alley* held over and only a fair stage bill, drew a poor \$7G.

Current week, ending Thursday (2), should be excellent for all the theaters. There were packed houses Friday and Saturday. The picture, *Love Thy Neighbor*, starring Jack Benny and Fred Allen, at the Chicago, is sure-fire, and along with it the house has a good stage show, with Tamara, Arnet and Broderick and other standard acts, and should roll up 35G or better. At the State-Lake, the picture *East of the River* will not mean much.

Ind'p'lis Houses Squeeze Past Red

INDIANAPOLIS.—For the week ended December 26 the smaller Lyric (1,892 seats) outdrew its larger competitor, the Circle (2,712 seats), 49,990 to 48,400, grosses which put both houses on the dark side of the ledger by some amount. Lyric did it with Larry Clinton's orchestra, which was handicapped by absence of three musicians hurt in auto wreck. Pic was *Lady With Red Hair*.

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

Plan To Reopen Mainstreet, K. C.

KANSAS CITY, Mo., Dec. 28.—A cooperative movement is under way to re-open the Mainstreet Theater, 2,300 seats. Downtown merchants have decided to re-invest the \$2,000,000 investment in this house, the second largest theater in the city, in order to attract the 40,000 persons who spend an estimated \$2,000,000 a year in the immediate neighborhood. Albert Schoenberg, real estate operator who owns the theater, has already started negotiations for vaude. Reopening of the Mainstreet is a part of the civic improvement plan, which includes widening of Main Street, installation of a new street-lighting system, and modernization of building fronts.

Open New Beaumont Club

BEAUMONT, Tex., Dec. 28.—Fran Maroney and orchestra Thursday opened the Brown Derby club on the Port Arthur Highway. Spot was formerly the Neptune. Music is managed by Al Brown. Floor acts include Rambling Rocketts, skaters; Elsie Lynn, dancer, and Drake Walters, emcee. Brown says spot will change acts weekly, with the Ink Spots booked for early February.

Flex in Syracuse House

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

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

at the box office, but stage show *Streets of Paris* has plenty of talent and appeal. And house should hit better than 10G. Ted Weerna's orchestra, coupled with a fair stage bill, should give the Oriental a very fair week in spite of an ordinary picture. May do 15G.

Spokane Biz Off

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

Buddy Johnson's Ice Frolics unit did poor business, according to Manager Willard B. Seale of the Orpheum. The show played December 31 to 34, and was supported by *Blondie Plays Cupid* on screen.

The Post Street, vaudefilm standby, dropped \$350 under average of \$1,750 for week-end of December 30 to 32. Manager Bill Krums reported. Acts were Owen and Hartman, Clark and Van, Paul Cadieux, Munro and Adams, and St. Claire Sisters. *Earl of Padishane* and *Triple Justice* were on the screen.

Springfield \$\$ Off

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

On the stage were Wayne Kenon, Haynes and Perry, Al Trenton, Kay and Dick, Debrah and Dupree, and the D'Sprey Trio.

Ban Mixing in Quincy

QUINCY, Mass., Dec. 28.—No *Blondies* will be allowed next year in any of the taprooms here, according to a decision reached by the license commission. The commission claims they have received complaints of mixing. Chairman Sherry Crane said, "If there is real talent there will be no objection."



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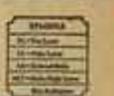
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Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.



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State, New York

(Reviewed Thursday Evening, Dec. 26)

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

Jay C. Flippen, veteran Broadway character, comes in a brief, final measure and certainly finds himself in a better position in the introductions than in his own spot. He is not up to date and the support from Peggy Bernier is next to closing it possible but not solid. After a couple of stories, he contributes some special lyrics to the standard terms of *My Blue Heaven*, and then goes with Peggy. She later turns to personality songs, delivering *Travels in Fish Fry* and *Fun, Stripping Out With a Merry Tonight* with extra juicy lines. The stuff has yellowed around the edges.

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

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

Dorothy Stone and Charles Collins are a good looking and capable musical comedy and novelty dance team who impress with graceful work and routines that are different if not sensational. Their set, in order, included a well-arranged tap to *Over the Rainbow*, a novelty depicting a romance between a Yankee and a Southern belle, an impressive interpretation of *Brain's Lullaby*, and a play skit in *Reynard the Fox*, in which they impersonate the playful creatures. Their musical arrangements rate special mention.

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

Business big first evening show opening day. First January bill (2) will have Little Jack Little's band, Three Stooges, and Estelle Taylor. See *Honolulu*.

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Vaudeville Reviews

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 27)

Ted Weems and his orchestra did not do a very satisfactory stage fare. Band has a heavy complement of capable entertainers and has been given a solid build-up the last year thru its radio commercial, *Beat the Band*. Orm Downes goes over with a simian-like cry on the skins. Marvel Maxwell rings the bell with several hokey-wokey numbers. Elroy Turner, as ever a jive, wistful Glow-grown, while the other boys produce an interesting effect with vari-colored flashlights in the darkness. Red Ingle works a dummy (before a dead mite), pretending to be a ventriloquist, while Edna Tanner's voice and whistle register from backstage. Perry Como has the crowd bowing for encores with his excellent rendition of pop ballads.

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

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

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

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

Roxy, New York

(Reviewed Wednesday Evening, Dec. 25)

To get a crack at the school vacationing market during rule, the Roxy Roxy booked in circus pictures. *Chad Hanna*, entitled *Iron Will*, Dr. Edmond's magisterial *Red Wheels Rolling*. It's a technicolorized bore from start to finish—and who expects kids to get up steam about beautiful Linda Darnell? Henry Fonda and Dorothy Lamour, we forgot to mention, are the stars, but better watch this Darnell gal.

Mario and Florin and the always reliable Ode Foster Girls save the program. Florin opens with a corking good *Giorgio*, number that snapped the audience out of its post-pix lethargy. Striking use of phospho penmanship here, and the crowd wasn't slow in responding.

Juggler Bob Ripa gets the second punt with his china, plates, and rubber-ball balancing, with wooden mouthpieces twisting epteroid being his top trick. His Trump-styled manner of having audience participants by receiving and throwing back the ball and having him impromptu it on his mouth elongation didn't come off too well at this showing.

Mario and Florin, an always effective combination, get top billing and George L. Richard Finney makes their entry appetizing by warbling a Berkeley square ditty near the right wing, and the duo comes thru a simulated palatial entrance, the curtain lifts, and presto there's in a full-blown power-wig setting. First top is a beautifully done waltz following with a turkey number. Finish with a vintage 1913 tuxedo trot that made a well-filled house get off its hands.

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

Lina Bandy is a superb winter scolar, with 24 Posters and 13 boys on roller skates. Blander, to be sure, but they moved as if on blades. Their exiting revealing line formation at high speed was a pipkin.

Leonard Traube.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, Dec. 26)

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

when teamed with Muriel Thomas in her impersonations of *Hippurion in The Spiffie* and *Tyrone Power in The Rains Came*. It was hilarious slapstick comedy, with Sully taking the doubling in the latter. Their wisecracks brought loud guffaw.

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

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

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

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

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 27)

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

Opening production number is a clever novelty, with the line girls doing a marinette routine to introduce Bob Bromley puppeteer. Bromley, recent hit at the Caper Palace, is a clever mimping lair, and his little puppets are really lifelike. Effect is heightened by backstage sound effects. Most novel bit is the man on the flying trapeze. Flyer on trapeze 22 feet above the stage is worked with strings from below and goes thru an amazing trap routine. Bromley also has the familiar open string, Negro tap dancer, ice skater, and strip-tease artist, the last-named clever and good for laughs.

In the dupe spot Walter Dore Wahl and Emmet Oldfield score nicely with their comedy acrobatics and finish strong with some marvelous straight work—difficult pull-ups, handstands, and other stunts.

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

Harison and Fisher are a smart ballroom team and their graceful routines brought generous applause. Their satire on the Russian ballet made a smash comedy finish.

Arren and Broderick were the laugh hit of the bill. Girl is a clever comedienne and her phony operatic warbling, mugging, and slipstick gags got a terrific hand. Man scored nicely with his straight piano work.

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

Earle, Philadelphia

(Reviewed Friday Evening, December 27)

Holiday bill is a merry musical fests, finding Larry Clinton's rock and the Borah Minevitch Harmonies Rescals sharing the stage spotlight, with Kay Kyser on the screen in *You'll Find Out*.

Clinton's contribution is on the down-pedal side, missing up his swing selections with the sweet and a south of the border touch. Numbers are mostly Clinton originals, with the genial maestro alternating on trumpet, trombone, and clarinet when not swinging the stick. Band beats it off with *Polero in Blue*, and includes *Kansas City Blues*, a medley of the maestro's hit tunes, including *Watusi Takes a Holiday*. Orm Lowe, and identifying *Dipsy Doodle*, dips into the sacrocent swing for a *Study in Surrealism*, and to ring down the rag, a string swinger for the *Semper Fidelis* March.

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

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

M. J. Orosdenker.

Vaude Slump in Denver But Club Dates Still Okeh

DENVER, Dec. 23.—Flash is pretty much washed up here. Of the four possible vaude houses, the Deans, Decker, Orpheum and Taber, the first three have not had a single flash show this season. The Taber has had four weeks of shows, two Major Bowes units, the *Flying High Reels*, and last week's variety bill. None of the others has any bookings scheduled for the next two months, altho the Deans may set a unit after February 1. The Deans, Orpheum, and Denver are first-run houses, while the Taber is a double-feature second-run.

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

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

Fox, Mich., To Stagger Vaude

DETROIT, Dec. 23.—After unsuccessfully playing vaude at both local big theaters, the Fox and the Michigan, at the same time two weeks ago, both managements have come back to staggering shows. A "gentlemen's agreement" appears to enable the houses to give stage-shows on alternate weeks, as had been the case for several months previously.

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

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

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

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"Gems of 1941"

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

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

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

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

Line is on again for a snappy Hawaiian novelty, The Pennington strikes a serious note when she warbles a group of *Ho-Bo-Bo* pop numbers, most capably. Bob Rover, well emcee, teams with Miss Mabel for a knock-out acrobatic and witty patter that gets a lot of laughs. They go into a nice dance routine and bow out to loud applause. Line returns for an Oriental number, and Yvette presents her specialty dance, which is a fitting climax to the number. Rhythm Bunches, three boys and a bow fiddle, get chimney with the audience and dish out some snappy music.

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

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

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

Ted Weems

(Reviewed Monday Evening, December 2, at the Palace Theater, Akron, O.)

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

Probably next to Weems, audience interest is in Perry Como, the band's leader, who is well known in this section. He took several bows in response to his offerings, only *Forever* and *Maybe*.

Red Ingle does a ventriloquist act and Elmo Tanner pleases with a whirling specialty. Ormond Downes wins nice applause for his skin-beating in fast tempo, as does Mervel Maxwell, who is lovely in a black formal, singing *The Ferryboat Swendsen*, and the bandman helping out in novelty.

Musical effect is short assortment of magic with his featured illusion, a neat guillotine trick.

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

Arms and Arms, who have been here before, do a novelty knockabout that would get at least a guffaw or two from even the most dignified patron. They entered laughter with a fast and active turn.

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

Reviews Of Units

Dan Fitch's "World of Pleasure"

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

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

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

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

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

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

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

Then a song number brought the girls back. A double strip act, billed *The Right Way and the Wrong Way To Get a Cowboy*, followed. *Archie Pellow* and *Letta Love*. The stage was divided in half, with the lights banking out first one side and then the other as the two girls showed how they are taken out on either side of the railroad tracks.

The Southern, brother and sister, followed with a dance act. Then the evolution of the exotic dance presented Letta Love, Joann Brooks, and Ar Della Pellow, in hula, show, and fan numbers.

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

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

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

"Folies Bergere"

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

Clifford Fisher's *Folies Bergere* played to 275 sell-out houses on its tour since Christmas Day. Show is beautifully conceived and gorgeously costumed, with artistry displayed in its staging and lighting. Opening is a dress-parade extravaganza presenting a bevy of beauties in gorgeous costumes. Three other resplendent production numbers would be just as artistic without their French monikers.

Le Luce de Paris is an excellent staged piece, with Emmet Case doing the staging chores, and Lily Sandin, an entertaining emcee routine backed by Myrtle's poses as a silver statue.

Dennis and Dolina, novelty dancers, are featured in the artistically staged *Au Fond de Mer*, with Ann Merriman doing a fifty feet in singing the musical score. Gloria Colburn does an exceptional stunts in toe and ballet work. Her lightning-fast spins and clever toe work gets repeated applause.

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

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

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

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

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

Ted Fio Rito

(Reviewed Monday Afternoon, December 2, at Broadway Theater, Charlotte, N. C.)

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

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

Base player Candy Candito, featured in an amateurishly presented baseball game and his standard act, vocating in a shrill treble and a foghorn bass. Baseball skill apparently had not been rehearsed, as the boys were not trying while Candy's performance was lackluster, the pit for want of audience encouragement. Candy double-voiced *Jumping Jive*, *Ma, He's Making Eyes at Me*, and *I Want to Play on Your Side*, presented as a baseball act.

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

Band is strong on rhythm, with drums, bass, two guitars, and piano, combined with four reeds and five brasses. Reeds are Aden Carver, Sammy Leeds, Traxler, and Fred Shedd; brass, Otto Boco and Joe Little, trumpets, Chick Dougherty, Norris Harley, and Chick Maurer, trombones; guitar, Red Varner and Vito Muncio; drums, Frank Flynn; bass, Candy; with Bill Rose directing Fio Rito at the piano. Band did only fair job.

See Justice.

"Sunkest Vanities"

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

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

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

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

Other specialties include Robert Hines, pretty hypochondist; Maxie Sank, in two possible dances; Toy Mae, Chinese girl singer who shouts *Songs of These Days* and *A Good Man Is Hard to Find* in a monotone; Charlie McGarity, youthful drummer in a mildly manicured performance; a la Krupa; and Dr. Marco, dwarf comic.

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

Warner Taylor.

"Vanities of 1941"

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

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

by a sparse audience at show caught. Wells Brothers are a trio of likely looking chaps who go thru a difficult routine with zip and zest: Iita Owens, tiny daughter of the show's manager and her owner, sang *Playmate* and gave her impression of Sophie Tucker singing *Some of These Days* with all the enthusiasm of a real trouper. Then Buddy Cameron, a hard-working young fellow, showed deft and speedy tap footwork in two routines.

And there was a very bit of hip-wagging by the chocs in arounds and a bull dancer, while Madeline offered a passable modified strip.

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

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

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

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

Warner Taylor.

Great Lester

(Reviewed Sunday, December 22, mid-night show at the Stuart Theater, Lincoln, Neb.)

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

Male usies is mostly at the stagehand variety, but the female, Diane Rivers, is extremely cute, and with a figure that is a miracle in itself. Latter is nicely displayed, and makes up for what is lacking in hanging drops.

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

There is no special business, which is much a part of other shows. The show shows these days, and all the stuff is straight.

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

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

"White Way Casino Revue"

(Reviewed at Columbia Theater, Alliance, O., Thursday Evening, December 13.)

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

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

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

(See UNIT REVIEW on page 24.)

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

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

Little Free Traffic

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

Unions seem admit that without a few blocks unions would not be able to check on broad aspects of classed shows in the trade.

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

With Actors' Equity, which has the highest initiation fee, as a base, the following is an example of the interchangeability pact in operation: A member of the Brothers Artists' Association moving into legit receives credit for \$25 initiation fee (if they were paid) and has to pay Equity \$75 difference, plus full \$10 dues. In return it is possible that the performer may receive just the minimum two-week engagement at \$50 a week, plus \$20 a week for four weeks' rehearsal, or \$180.

Rules in Operation

An AGVA member acquiring a legit job would have to be paid up with \$10 and \$18 initiation and dues in his parent organization, and would pay \$93 initiation and \$8 dues to Equity. If, however, the AGVA member had not paid into AGVA because of credit received for American Federation of Artists affiliation, he has to pay full dues and initiation in Equity.

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

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

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

\$185 in Initiations

Were a performer to start in the chorus of the BAA and manage to get employment successively in the other jurisdictions his total initiation fee would be about \$180 and his dues \$97 on the basis of the current theory of interchangeability. Moving from BAA to AGVA, on the standard pact, the performer would pay an additional \$2 initiation and \$10 dues. Into Chorus, Equity performer from BAA would shell out another \$10 and \$17. On acquiring a legit berth performer would pay out another \$95 and \$18. Should a booking take the same performer into the AGMA jurisdiction he would have to give that union \$5 and \$9. Upon acquiring a radio engagement the performer would have to pay \$20 and \$12 to AFPA. After February 1 this would be increased to \$45 additional for initiation, so AFPA's rates will be increased as about that time. Then, if the performer were lucky enough to get a class A job in pictures, he would have to pay to SAG another \$45 and \$24. A chart accompanying this article presents initiation and dues figures for the four A branches. Performers can approximate their rights in a general way on the basis of the theory that a performer gets credit only for what he pays into his parent union up to half the rates of the jurisdiction he is entering.

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

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

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

2 More Cowboy Names for Vaude

NEW YORK, Dec. 28.—Two new traits headed by Western stars are being rounded on a series of one-night theater stunts. Don (Red) Barry, Republic player, starts Robinson territory January 30, while Ray Corrigan, Monogram, opens around January 6 thru Ohio. Corrigan has a two-month leave from the studios. Martin Wagner, of the William Morris Agency, is handling the outfits.

They Come and Go

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

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

New Orleans Spots Expect Top Season

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

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

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

Dorben Line in Cincy

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

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

UNIT REVIEW

(Continued from page 23)

ception of the conga, a nicely presented touch.

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

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

Carbone, Hillary, McFarland, and Brown collaborate to burlesque the *Shooting of Dan McGrew*, which is good for laughs. Hillary and Brown carrying off top honors. Carr recites the poem off stage.

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

Good crowd; entertainment in *The Villain Still Pursued Her*. (RKO).
Rex McConall.

(For Orchestra Routes, Turn to Music Department)



Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

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

ACTS, UNITS, & ATTRACTIONS	SYMBOLS	LOCATIONS
Adler, Larry (Sherman Ambassador) Chi, h.		Chicago
Allen, Beverly (Palmer House) Chi, h.		Chicago
Allen, Betty (Leon & Edwina) NYC, nc.		New York
Alma, The (Albany) Albany, h.		Albany
Armstrong, Fred (Grand Atlantic) N.		New York
Albert, Minsky (Cocoanut Grove) Boston, nc.		Boston
Arden, Rayne (808) Chi, nc.		Chicago
Andrew, G. (Beverly Hills Newport) Kr., nc.		Knoxville
Andrews, Rex (Philadelphia) Phila, c.		Philadelphia
Antolek, Rex (Colonial) Dayton, O., l.		Dayton
Arden, Dolly (Edgewater Beach) Chi, h.		Chicago
Arnall Bros. (Palace) Cincinnati, h.		Cincinnati
Artemus of Rhythm (Petroli-Hell) Indianapolis, nc.		Indianapolis
Azzur, G. Broderick (Chicago) Chi, h.		Chicago
Azzur, Pepper (Green Villa) Baltimore, nc.		Baltimore
Bachman, Olga (Algonquin) NYC, h.		New York
Baird, Henry E. (Columbus Barristers) Pa., h.		Pennsylvania
Baker, Bonnie (Bilance) NYC, h.		New York
Ballard & Rex (Gilman) Cincinnati, h.		Cincinnati
Barnes, Gladys (Vesta Club) Phila, nc.		Philadelphia
Barr & Estes (Lyric) Indianapolis, h.		Indianapolis
Barry, Philip & Clark (Park Central) NYC, h.		New York
Barnes, The (Miami-Silverdell) Miami, h.		Miami
Bass, Lulu (Gay Nineties) NYC, nc.		New York
Beattie & Cappelle (Netherland Plaza) Cincinnati, h.		Cincinnati
Belov, Peggy (Village Gate) NYC, nc.		New York
Benson, Fred (Crosby) NYC, c.		New York
Bernard, Ben (Gay 900) NYC, nc.		New York
Berni & Jovanova (Netherland Plaza) Cincinnati, h.		Cincinnati
Berwick, Eva (Balthus Room) NYC, nc.		New York
Birch, Margaret, Trevor, G. C. Jan. 7, Greenway, H. H. Bailey St.		Greenway
Black & Elms (Green Garden) Albany, N. Y., nc.		Albany
Black, Gertrude (Gay White Way) NYC, nc.		New York
Bob & The Twins (Green Tree Tavern) Washington, Pa., nc.		Washington
Borov, Arthur (Vincennes Gardens) Hollywood, nc.		Hollywood
Borov, Arthur (La Matiniana) NYC, nc.		New York
Bost, Harold (Crosby) Miami, Fla., nc.		Miami
Bromley, Bob & Marjorie (Chicago) Chi, l.		Chicago
Brown, Red (Spartan) Dallas, nc.		Dallas
Brown, Evelyn (Jockey) Trenton, N. J., nc.		Trenton
Brown, Frank (White) Wagonway Regatta, Wis. h.		Wisconsin
Brown, Dolly (Tenth Club) Phila, nc.		Philadelphia
Brown, Betty (Sage) NYC, nc.		New York
Bryant, Willie (Cafe Society) NYC, nc.		New York
Byden, Louise (Coco Mary) NYC, nc.		New York
Burnett, Martha (Goose House) NYC, nc.		New York
Calgary Bros. (Cocoanut Grove) Los Angeles, nc.		Los Angeles
Callahan Sisters (Sherman) Chi, h.		Chicago
Callaway, Alva (Sherman) Cincinnati, l.		Cincinnati
Campbell, Fred (Algonquin) NYC, nc.		New York
Caney, J. Grand Plaza, N. C., & Duluth, Minn., h.		Duluth
Cappella & Beatrice (Club Bursale) Detroit, nc.		Detroit
Carlson, Kay (Northwood Inn) Detroit, nc.		Detroit
Carlson, Kay (McGee's 13 Club) Phila, nc.		Philadelphia
Carlyle Sisters (Knoxway) Phila, nc.		Philadelphia
Carmy, Alma (Lyric) Indianapolis, h.		Indianapolis
Carpenter, Don, Quartet (Hazel Studio) Washington, nc.		Washington
Carr, Billy (808) Chi, nc.		Chicago
Carrier, Charles (The Hat) Union City, N. J., nc.		Union City
Carrroll, Janet (Latin Quarter) Boston, nc.		Boston
Carr, Jim, Wallace (Crosby) Cincinnati, h.		Cincinnati
Cassidy, M. C. Jan. 1-2; (Pantages) Cincinnati, h.		Cincinnati
Cassidy, M. C. Jan. 1-2; (Pantages) Birmingham 3-5; (Crosby) Atlanta 12-14, l.		Birmingham
Casson, Joan (Huron) Louisville, h.		Louisville
Casson, Joan (Crosby) NYC, nc.		New York
Casson, Beatrice (Broadway) Boston, c.		Boston
Cass & Rosita (Crosby Atlantic) Rio de Janeiro, nc.		Rio de Janeiro
Chandler, Peggy (Club & Boy's) Trenton, N. J., nc.		Trenton
Chase & Fox (Walton) Phila, h.		Philadelphia
Chick, Sam, Mai, Gelly (Crosby) Cincinnati, nc.		Cincinnati
Chick, Fred, Fanny, Berenice, Pa. l.		Pennsylvania
Chick, Fred (1000 St.) Cleveland, h.		Cleveland
Chick, Fred (15-Bar) Chi, nc.		Chicago
Chick, Fred (Crosby) NYC, nc.		New York
Clark & Billy (Pantages) Newport, Ky., nc.		Newport
Chicago Theater Guild (Chicago) Chi, l.		Chicago
Clifford, George (Crosby) Chi, Phila, nc.		Chicago
Clouse, Martha (Broadway) NYC, nc.		New York
Colquhoun, Fred (Edgewater Beach) Chi, h.		Chicago
Collins & Barry (Sherman) Chi, h.		Chicago
Collins & Wanda (Philadelphia) Phila, h.		Philadelphia
Collins & Edwina (NYC) NYC, nc.		New York
Conno, Perry (Central) Chi, l.		Chicago
Conrad, Bob & Green (17 Club) Miami, nc.		Miami
Conry, Joe Jr. (The Hat) Union City, N. J., nc.		Union City
Cook, Adlen (Greenwich Village Inn) NYC, nc.		New York
Cook, Leonard (Sherman) Phila, c.		Philadelphia
Cook, Jack (Crosby) NYC, nc.		New York
Cornell, Claude (Gay) Chi, nc.		Chicago
Cornell & Sawyer (Harry's New Yorker) Chi, nc.		Chicago
Cornell, Arturo (Javona-Madrid) NYC, nc.		New York

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

BRANCH	PRINCIPALS		CHORUS	
	INITIATION	DUES	INITIATION	DUES
BAA	\$ 25	\$ 12	\$ 3	\$ 0
AGVA	10	16	5	19
AEA	*100	19		
CHA			15	12
AGMA	10	75 to \$ 2,000 income	10	12
	10	25 to 1,000 income		
	10	30 to 10,000 income		
	25	30 to 25,000 income		
	25	100 over 25,000 income		
AFPA	**25	24 to 2,000 income		
		38 to 5,000 income		
		48 to 10,000 income		
	30	60 to 30,000 income		
		75 to 50,000 income		
		100 over 50,000 income		
SAG	***30	30 to 15,000 income	18 (class B)	
		60 to 50,000 income		
		100 over 50,000 income		
Hungarian	10	8		
Italian	2	12		
Hebrew	180	20		

*Equity's fee increased from \$20 December 1.
**AFPA's fee will be increased after February 1.
***SAG's fee recently increased from \$25 for both senior and junior members. SAG members joining in New York, however, still pay only \$25 initiation, but must make up the difference if they work on the Coast.

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

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

The Interstate Circuit, which has five big city houses using units once a month and booked by Charlie Freeman out of Dallas, is the only Southern circuit paying any real dough. It uses units of around 35 people and pays \$3,000 to \$4,000 a week.

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

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

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

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

SALISBURY, N. C., Dec. 28.—Stage units currently in the Carolinas, playing picture houses for the most part, include Paul Chiovet's Stars and Stripes revue, with Charles and Helen Stone, Lund and Lund, and George Ballester, at Medford, N.C., with the Six Lucky Girls, Edison and Louisa, Evelyn Willard, and the Three Yeoman Brothers.

Also Broadway Frying Show (revue with story and special musical score) with Juro, Charley Tupo, M. West, the Jell Birds, Mae Wynn Foursome, Bonto Brothers and Rita Company, Patricia Lane, Princess Lanna, Broadway Kels, and Johnny Vance's Broadway Vagabonds.

Also Sea-See Hayward's Pepper Box Revue, with Bonnie Strenwalt, "Smoko" McKenna, Marion Anderson, Billie Love,

Cy and Sae, Bert Hudt, Tanya, and the Gips Schultz band; Owen Bennett's Grandstand Feet Show, with Beatrice and D'Artale, Three Olympic Boys, MacBee and Henderson, Pat Lodier, Miss Christine, and Josito and his band; *Bring On the Girls*, all-girl unit; Trixy Willie's *All Girl Band and Revue*, with Robert Bury, Ina Clarke, and Ichabod Crane.

Also Tony Pastor's Gay '90s Revue, with York and Tracy, Jack Lavier and Company, Mel Hall and Company, Suggs Lynch, Ben Bryant and Company, Pen-American Revue, and Barned Mill's *Laff Parade*, with Mable "the Blonde Bombshell."

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

NIGHT CLUB REVIEWS

(Continued from page 20)

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

Darlene Walders, acrobatic dancer, went on the first show sans her own legs. Her act lacked polish, although some of her tricks were most difficult and well executed. Maurine and Norma, dance team, specialized in Latin American routines. Soloists with Bardo include Ory Penci and Esther Todd, the latter a Betty Grubish blonde who sang smooth and warm best.

Bardo's smoozing is easy-going and enhanced by absence of patent-leather finish. He is no slouch on the violin. **Paul Mark.**

Hotel Times Square, Jive Room, New York

Talent policy: Small band and continuous entertainment. **Management:** Hotel Times Square, operator; Philip Kelly, entertainment director. **H. W. Heller,** publicity. **Prices:** Drinks from 40 cents.

After a successful start several months ago as the American Bar, this intimate room has undergone a change of name and entertainment line-up. Having built itself largely on the strength of the fine hot jazz disseminated by its erstwhile stellar attraction, the Clarence Frost Trio, the spot is apparently attempting to establish what reputation it has acquired as the only swing mecca in the Times Square area (excluding, of course, the 92d Street rendezvous of 1935). Hence the new name and the constant exhortations to the customers by the all-colored cast to "get in the groove, you cats."

Unfortunately, the true jazz aura that prevailed when the Frost boys just played rather than talked a great band of swingology has evaporated in a self-conscious, superficial jive vacuum. Sam Stewart, of *Flat Foot Floogie*-Slim and Slim fame, leads the band, aided by piano, guitar, and sax-clarinet, thru the customary series of hot licks and get-bells, but with the exception of the guitarist's excellent jazz pickings, the crowd's outburst can't be mentioned in the same paragraph with the Frost combo.

Comedy relief (something else new here) falls to Snooky Marsh. Starting out in a frenzied, March is more energetic than comic, and manages to sell himself only by generating audience wonder that anyone can act so deranged and still remain on the right side of a Propaganda Committee. Marsh tries hard to be original, but succeeds only in being aboriginal in his delivery of some spottily humorous song and patter material.

Olinda Easter rounds out the rotating floorshow pattern with a session at the piano that is effective to a modest way. Self-effacing despite her exuberance, singer-pianist succeeds in providing mere routine entertainment than all the straining of the rest of the talent produces. **Daniel Bachman.**

Copacabana, New York

Talent policy: Dance and show band; Latin band; floorshows at 11:15 and 2. **Management:** Monte Proser, operator; Jack Diamond, music agent; Prince J. Hines, emcee. \$2 nightly except Saturdays and holidays (\$2).

The brightest East Side newcomer of the season, smart in atmosphere, talent,

New York's First Latin Club Was the Cubanacan

NEW YORK, Dec. 30.—Lee Posner, veteran night club owner and press agent, recalls the first Latin-type night club as being the Cubanacan at 114th Street and Lenox Avenue in 1934. As advertised in *The New Yorker*, it was a dance and lasted two years under two different managements.

Among those who played the spot, says Posner, were Pachito, then a marmosa shaker and now fronting his own band at the Verandah, and Bloss Costello, who used "to hang around the club all the time."

and general management. Ever since its opening some two months ago, business has been big and the patronage of the best caliber. And a very admirable feature, typical of all Monte Proser activities, is the continued use of strong, costly talent, even tho' the spot has already caught on with the social set.

Current layout includes the music of Nat Brandwynne's scuzzy band and of Jack Martini's, who is fronting Frank Marti's Latin outfit. The show is topped by Adelaide Moffett, Jane Doering, Fernando Alvarez, and the Samba-Sirens (group of Broadway show girls).

Miss Moffett's vocalizing has never been better. Back of her slim and eye-appealing shape, she delivers smart arrangements of pop tunes in a sweet, lusty vocal mannerisms. The show girls in Brazilian costumes bring her out to open with a smart Latin-type number and she is then left alone (with Nat Brandwynne at the piano) to do *Unbreakable You, You Got Me This Way, Who Am I?* and *I Ain't Got Nobody*.

Jane Doering is a talented ballet and character dancer who appeared in two spots with well-interpreted Spanish routines. She is young, good looking, and displays more than average talent. While artistic, routines are also commercial.

The entire bill is lavishly trimmed with the Samba-Sirens, who appear in three numbers and in as many costumes changes. The vocals are capably handled by Fernando Alvarez (emcee), handsome youth, and Juanita Suarez who appears in the colorful finale. In keeping with a native custom, the show girls in that number appear with their baskets and hand out oranges, pineapples, etc. to the rhapsodic customers.

Miss Suarez fronts a rhythmic combination which dishes out the Latin tempos with native fire. She makes a swell appearance and is more than a decoration with a pair of marmosa in her hands. Her Latin songs attract plenty of attention. Frank Martini, in the play, leads the music in order, while Fernando Alvarez helps out with vocals.

Brandwynne's boys (12) play sweet, soothing melodies. The contrast is welcome and pleasing. His instrumentation includes three fiddles, three saxes, trumpet, accordion, and four rhythm. **Sam Houghberg.**

St. Moritz Hotel, Cafe de la Paix, New York

Talent policy: Dance and show band; floorshows at 8:30 and 12; dance instruction hour 9:30 to 10:30. **Management:** Gregory Taylor, hotel director; Robert Reid, publicity; Nina Henderson, emcee. **Prices:** No cover, no minimum; dinner from 11.75.

An intimate, continental room. Two sets used in addition to the dance band, and such a high standard of entertainment quality that is of more than passing interest.

Current show fills the assignment. The dance work of the Paulens is dignified, tasteful, and entertaining in a quiet, simple way. They dress neatly and make a good appearance. Their routines included an imaginative interpretation of a classical poem, a rumba, and a light tango. They multiply doubling during the instruction hour, inviting the customers to try out the latest American and Latin steps.

Lois January, musical comedy soprano, has a youthful, winning personality. She places more emphasis on operatic and classical selections than on lighter numbers, to please the more serious element in the room. However, her forte is the gay, carefree song which has the full benefit of her delivery. Voice is trained and pleasing.

Eddie Verano and his band, here for 16 months, are a perfect selection for

this spot. They play American, swing, and Latin music and, tho' the outfit is composed of only six musicians (two fiddles, piano, drum, trumpet and accordion), it can easily compete with a larger combination. Most of the men double on instruments, giving the group fullness and variety. Verano makes a smart appearance and plays a violin with talent. Vivian Blaine, attractive blond vocalist, handles the ballads with a dramatic and appealing voice. Bobby Diaz, costumed Cuban, plays the marmosa and sings Latin numbers. Miss Blaise works on the handstand and opens the floorshows with a couple of pop ballads. Entire layout is in for an indefinite run. **Sam Houghberg.**

Havana-Madrid, New York

Talent policy: Dance and show band; dance band; production floorshows at 8:30, 12, and 2:30. **Management:** Angel Lopez and Raymond Ferrer, owners; Ed Weiner, press agent. **Prices:** Supper minimum \$1.50 except Saturdays and holidays (\$2).

This Broadway ritzy's new show, which opened October 17, has been changed quite a bit. Sergio Orta, who emceed and produced it, is working the Club. Eddie Philadelphia, Estrella and Pepe, Pedro and Chino, Virginia Bianco, and Oscar de la Rosa's band are all out. Replacing them are Manor and Mignon, Pepita and Lucia, and Proilan Maya's band.

Manor and Mignon, ballroom team, soaked across three strong numbers, including a tango and a paso doble, with the girl's sleek appearance doing much to sell the routine. And again, with other embellishments and artistry and held close attention all the time. Took a couple bows. Pepita and Lucia are two young Mexican girls who harmonize Mex tunes with rest, encooring with a charming English-Mex version of *Oh Johnny*. A cute team.

Arturo Gozier, handsome baritone, does a nice job emceeing as well. Rosita Corra ran up her usual show-stop with her spirited, classical Spanish costume dance. Her gyras number, with her long hair loose over her shoulders, was especially attractive. The eight exotic damask parade flasks, sleek costumes that have just enough to make them very alluring. Go thru simple conga and rumba routines.

Mays led his band thru lively, single rhythm and speed time with Juanita Suarez's rumba band of seven men, which also did an excellent musical job. **Paul Dema.**

Cafe Society, Boston

Talent policy: Dance and show band; floorshows at 7:30 and 11:30 a.m. **Management:** Hazel and Maw Green, entrepreneurs and producers. **Prices:** Dinner from \$1; drinks from 30 cents; minimum \$1.50 Saturdays and holidays era.

When Hazel and Maw Green were at the old Southland they produced the best colored shows the Hub has ever seen. After the Southland changed name and policy the Greens opened their new spot with colored entertainment only.

They have lost none of their showmanship. In two short weeks they have made Cafe Society a class spot—the only one of its type with colored entertainment. Canny booking and ability as producers enable the Greens to put on a wham show.

Headliner is Myra Johnson, ex-chirper with Pats Waller, whose torchy renditions are a hit. She sings three numbers, *Nobody's Baby, Fanny's Been Flying To High, and I'm Sleeping Out With My Memory*. *Fanny's Been* has a distinctive arrangement that is really good. The flying is marred by some silly, superfluous clowning with emcee Larry Steele. Encored with *St. Louis Blues*. Well received. A standout entertainer.

A handsome young dance team, the Kordeas, appear all too briefly in three short numbers. Their costumes are sharp, and their routines are different and distinctive. A definite asset. Last one has a distinctive arrangement that is really good. The flying is marred by some silly, superfluous clowning with emcee Larry Steele. Encored with *St. Louis Blues*. Well received. A standout entertainer.

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Excellent emcees aids in building this spot. **Mike Kaplan.**

Deep South Spots Still Add Talent

BILOXI, Miss., Dec. 28.—Paul Gordon and co. opened the winter season of the Broadwater Beach night club's Rainbow Room December 19. Floorshow includes the Truchardos and Skippy and Her Vixen.

ALEXANDRIA, La., Dec. 28.—Sky Roof night club opened Christmas Eve under management of Mrs. E. Sykes. OK of 10 places under Jerry Wayfield.

SHEEPERSPORT, Ia., Dec. 28.—Zephyr Room of the Washington-Yorker Hotel opened Jan Saturday in celebration of completion of first project in hotel's \$350,000 reconstruction program. The new show opened with George Wald and co.; Jacqueline Reed, vocalist, and dance team of Galante and Leonarda. Dance floor has been enlarged.

Big Minneapolis House Tries Vaude

MINNEAPOLIS, Dec. 28.—The 4,000-seat Minneapolis Theater will reopen New Year's eve with a vaudeville stage. Ken Murray will head the first stage bill and the picture will be *The Parade of 1941*. House will be under the supervision of Eddie Weisheit, manager of the Riverside, Milwaukee, and Livingston Lanning will be resident manager.

The A. B. Marcus unit comes in the second week. Murray will be supported by Ruth Perry and Dick Dumbor, and picture will be 28 and 30 cents, including tax.

Magic

By BILL SACHS

LOS ANGELES Society of Magicians recently started the following officers for the ensuing year: Arthur E. Diether, president; George W. Putnam, vice-president; J. C. Cooper, treasurer; David E. Swift, secretary; Charles Nelsch, sergeant at arms; and Dr. Ralph Smith, Jack Wilson, and William J. Van Berkel, trustees. . . . **BILL BAILEY** (La Pollette), president of the Los Angeles Society the last two years, is leaving these soon to take up residence in Iowa. A banquet recently was held in his honor at The Bowl, Los Angeles, with more than 300 friends present. Jack Gwynne and other jocos amused the crowd with their art. . . . **THE GREAT OBRAM** presented his *Magical Merry-Go-Round*, a two-act play, at Avery Memorial Auditorium, Hartford, Conn., December 27-29, under auspices of the Children's Educational Department of the Wadsworth Athlete's Club.

. . . **LESTER LARK** (Marvino) has resumed his club work in the Cincinnati area, after spending Christmas at home in New Tension, Ind. . . . **PAUL BALFONTE**, who formerly trouped as El Diablo the Magician, has discarded his tricks in favor of puppets. . . . **LER NOBLE** closed at the William M. Ferry Hotel, Grand Haven, Mich., December 28 and December 31 began a week's return engagement at the Commodore Club, Buffalo. He played a two-weeker at the latter place a month ago. In Grand Rapids, Mich., recently, Noble enjoyed a visit from Aladdin, who is reported enjoying a fat season in schools. . . . **THE GREAT JAXON**, ventriloquist, now working out of the Erin Creech office, Columbus, O., opens January 6 at the Paddock Club, Wheeling, W. Va. The Great Stanley and wife Emily, recently caught the Jaxon turn at the Kentucky Club, Toledo, O.

AL PAGE and wife Ernestine, were visitors at the magic desk last week while in Cincinnati to spend the holidays with the latter's folks. They played Saturday (28) at the Strand Theater, Cincinnati, and then departed for Dover, O., for a week at the Dever Hotel, from whence they move to the Jennings' Club, Niles, O., both booked by the Bob Davis office, Akron, O. After several more weeks in Ohio, Al and Ernestine head for Florida, playing the Henry Grady Hotel, Atlanta, en route. Their first Florida stand is the George Washington Hotel, Jacksonville. Ernestine has acquired a new marimba and is using it in the act. . . . **JULIUS J. FRESLEY** did his clown magic turn in the Harriet Lane Children's Ward of the John Hopkins Hospital, Baltimore, December 24. . . . **VALLRAU THE MAGICIAN** (Henry B. Balboa), of Boise, Idaho, has had his magic show in Canada the last three months, where he says he has been doing well in theaters. Other dates are scarce, however, he reports, with only a few dates using sets. The usual holiday dates were nil, he says. Early in January Vallrau proposes to Vancouver Island to play Victoria, Ladysmith, Duncan, and Nanaimo. In addition to his magic, Vallrau presents an old-fashioned boy routine.

"BLASPHEMIOUS" ROSENKRUM visited the Marquis Show at Del Rio, Tex., recently, and delighted the kiddies with his good humor and willingness to attempt anything from a hat to a borrowed road. Ross Dawn, Dr. Brinkley's well-known "Voice of Light," was hostess to Mr. and Mrs. Marciano in Del Rio. . . . **ROBAN** is residing in Del Rio, Tex., dividing his time between his business there and his ranch at Bandero, Tex. **RALPH RICHARDS**, the Great Richards of a few years back, recently has been appearing over a radio station at Monterey, Mexico. . . . **CHARLES RUBENS** presented his magic for the kiddies' children at Charity Hospital, New Orleans, last week. . . . **BOB KELSON**, of the Magic Hobby Club, Columbus, O., was instrumental in landing a page of photos in the Sunday section of *The Columbus Dispatch* December 22, showing various members of the club running thru their stunts. Among those pictured in the page layout, besides Nelson, were Dr. V. H. Finsterwood, Dr. William T. Palchian, Frank W. Knodner, Herbert L. Fink, Ralph Bull, Leont. W. F. Bright, R. D. Bates, and E. A. (Sam) Houston.

Late Rosenberg Bookings

NEW YORK, Dec. 28.—Phil Rosenberg's latest bookings include Amette Clair and Margo, who opened yesterday at the Eltinge bars, also a colored unit in Detroit.

Opening tomorrow, Zoltia, Palace, Buffalo; Joe Roberts, Hudson, Union City, N. J.; Al and Murray, Gaiety, Norfolk, Va.; Marion Lane, Gaiety, Washington, D. C.; and Henry Bee Keller, Casino, Pittsburgh, Pa. December 31, Halpa Brown, one-nighters, January 3, Dian Rowland, Star, Brooklyn; Gloria Dahl, Detroit, and the colored unit in Dayton.

January 6, Margie Hart, Lyric, Bridgeport, January 6, Henry Bee Keller, one-nighters, January 10, Zecia, Roxy, Cleveland; Scarlet Kelly, Detroit, and Julia Bryan, Dayton, January 11, Peaches, Garrick, St. Louis, January 12, Margie Hart, Empire, Newark; Marlene, Washington; Noel Carter, Gaiety, Baltimore; Rhoda Westall, Union City, and Lois DePer, Pittsburgh, January 13, Marian Miller, Bridgeport, January 13, Rose LaRose, one-nighters.

First Eyes 2d House

PHILADELPHIA, Dec. 28.—Strong possibility exists that Iray First will open a second burly house in town, Gaiety Theater. Travelling units go into his True Theater.

First has always had a second house running here. He converted his Gaiety into a grand movie house several years ago when he moved his stock to Hippo Theater, which is now also on a grand pay policy.

JESSICA ROGERS, up from Tampa, making her burly bow with First's *Stolen Sweets*, until. . . . **BON GANNON** still another burly comic getting a chance at legit, having been offered a part in a new musical being readied by Buddy DeSylva.

Reviews

"Stolen Sweets"

(HURST)
(Reviewed at Tree, Philadelphia, Monday Evening, December 22)

Plenty ingredients peppered Derz, making for smash showing. And as the running is stepped up to meet the pace set by the principals, Sweet stacks up well.

Major excitement comes from "Shoery" McAllister and "Stinky" Fields, team which is as standard in these circles as their material. But they still make it count for laughs, especially their *Moderside Justice* bit with "Shoery" the judge and "Stinky" as defending attorney and courtroom janitor. Stuff is all slapstick and team has enough on the ball to make the upper stage circles.

Efforts of the team overshadow Jimmy Coughlin, who is more nimble on the hoof than with the gag-making.

Bert Saunders gives stellar straight support, with some assist from Joe Horling, who turns in a neat top and soft-shoe single turn, and from Mel Bishop, whose forte is giving fine tenor voice to the ballet bits.

Dorothy DeLavena makes a fancy foil for the runaround, holding her own as well in a soft singing spot, sporting tutored tonais for *Cerberus* and *Old Man River*.

Rhythmian display leaves little to be desired. Stately Jessica Rogers, a looker and brawler, makes it a soothing eye cure; blonde Mieke Dennis devotes her undressed ritual to ritual evolutions; while Marlene, in the top spot, changes the pecking pace with a beautiful chase.

Line of 14, four for deuce, give a good account of themselves, with the ballets given punch by the contentionist exhibitions of Marion Melrose.

Jack Montgomery on the production

Burlesque Notes

(Communications to New York Office)

NEW YORK:

ALLEN GILBERT'S producing contract with the Republic has been extended to June, 1941. . . . **CEL VON DELL** opened at the Star, Brooklyn, December 26. . . . **CHET ATLAND**, singer at the Gaiety, passed around the clips December 21 when he became a first-time papa of a girl, Lynne, born to Frankie Tsy, chorine, in Riverston Hospital.

GYPSY NINA was a last-minute booking by Paul Rosenberg at the Republic, opening December 28. . . . **LLOYD MOLLER**, of the Garidge, played heat last week to Sammy Clark, here from Chicago, by going the rounds of the Polite houses and Harold Minsky's 31 Club, Muller, during a recent Chicago visit, was the guest of **CHUCK**. . . . **JERYL DEAN** opened at the Gaiety December 30 in place of Amette, original booking. Amette to a Miami nightingale instead. . . . **ANN CORIO**, during her Bridgeport, Conn., stay Christmas week, was granted by Max Rudnick Christmas matinee off to visit the family in Hartford, Conn.

. . . . **JEAN EUGENE**, new stripper in the East who opened at the Eltinge last week then Dave Cohn, was a principal at the Polite, Los Angeles, for 13 weeks. Also on the Midwest Circuit earlier this season and has a home in Brentwood, Wash. . . . **MOBBIE TRAUER** Troup in Brooklyn, which introduced Polite show for the first time December 27, has Frank D'Armond as cork leader. Dave six troupe acts in the pit; Frank Newland, chief electrician; Danny Doyle and Frank McCarthy, assistants; Harry Bennett and Walter Neils, carpenters, and George Smith, prop. Cleon Throckmorton is supplying the scenery, and Era Collins the costumes. James Wilson is backstage chief, and Babe Bernstein in charge pit front. Additions to the opening cast were Fanya, (Rhythm) Blane, Charles Country, Jack Buckley, Marvin Lawler, Mitch Todd, and Lesora and Charles.

. . . . **PEITTE CARROLL**, at the Republic, just became the proud possessor of an air pilot's license. Tecla Tolans and Doris Parker, two Allen Gilbert chorines, were guests of Peitte at a Christmas dinner at the Hotel President. . . . **PAUL SMITH** is still in the Will Rogers Memorial Baroque Lane, N. Y. So is Margo Meredith, another ex-burlesquer.

. . . . **ELBIE MACK**, formerly of the Republic, is chorus captain for producer Betty Keane at Bill Collins' Capital, Toledo, O. . . . **CEL DEVINE**, Harry White, and Levan and Belle were part of the Midwest Circuit cast that reopened Jacques Curva House, Waterbury, Conn., December 27. New operator is Max Michaels of Boston, with Ben Bernard producer. From Waterbury shows go to Buffalo. . . . **MARION MILLER** was pictured and storied in *The World-Telegram* December 21. The Queen of Gaiety's family member was disclosed as Marianne Girardina, Birthplace, Shenandoah, Pa., but brought up in Georgetown, Ill., the daughter of a coal miner.

BRENDA WILLIAMS, under exclusive management of Allen Gilbert, left for N.E. Harper a burly stock show in Menoro City, where she remains four weeks. Then to the 69th Club, Chicago. . . . **HAMONA** celebrated a birthday December 18 at the Republic. Moved to the Caravan, Miami, December 27. . . . **CHRISTIE WINDSTOCK** spent his vacation over the holidays away from his job with an auto supply house in Raleigh, N. C., assisting out front at the Republic. In Raleigh, Chester also helped in lighting and scenery for the little theater group, and even did a little acting himself. . . . **SONIA DUVAL** recently gifted husband-musician Nick Carter with a dog while in Toronto. Three weeks later Nick long-distanced that the pooch had given birth to nine pups. . . . **UNO**.

CHICAGO:

CLEO OANFIELD closed on the Midwest Circuit and opens at the Tivoli, New York, January 10. . . . **LOVEY STACKY**, dancer, opened at Cincinnati December 31. **MARY GRANT** is playing the Radio, Chicago, this week. . . . **ANN VALENTINE**, opened the Midwest Circuit at Toledo, O., Friday (27). . . . **STELLA MILLS** was stricken suddenly ill and was unable to open at St. Louis. **GLADYS FOX** rushed there by airplane to take her place. . . . **VILMA JOZSY** is cooling from the West Coast to open on the Midwest Circuit February 3. . . . **BERT MAREH** will open in stock at a new theater in Palermo, N. J., soon. . . . **R. S. MORGUE** Mexican unit is now in its fourth week and will add nine new principals in the January 4 opening.

and, with Mireck Valtone maestro for the music. His only fair when tonight.

Next unit in is headed by Zozya DuVal, Delores Greene, and Tury Fuller. . . . **M. H. Crodenker**.

Tivoli, Brooklyn, N. Y.

(Reviewed Friday Evening, December 27)

Newest addition to the local burly scene teed off with a sprightly show to good opening day business. The Tivoli switch from double feature to current policy may start a series of similar changes in other burly houses because of pic situation. Success of this Morris Traube house is being watched with interest.

Adding to inevitable opening day misgivings was the failure of Charles Country to arrive because of faulty plane connections. Jack Buckley, straight man, took care of Country's comic assignments. Did comparatively well. Garrett Price new to these parts, having long been on duty on the Midwest Circuit, brought some new material. Skits in general were good, not too blue, and went over big with the audience, which included a big percentage of family trade.

Only new stripper in these parts is Elaine Sherman, first in the line-up. Works smoothly in shedding the G string. Also gives out with a few romps. June H. Clair, in the featured role, precedes her peeling with a recitation of life as an army camp lassie. Paula Lind and Surya Simles Blase complete the strip contingent.

Allen Gilbert's production is uniformly good. Especially so are the coms, can-can, and ballet numbers. However, the coms need much more drill before the desired effect will be obtained. Nine show gals, with Bobby Drake spotted, provide atmosphere and epidermis display, while the line consists of 11.

Specialties are by Lebere and Charles, doing a neat act in *Just Marvin Leche* in a mediocre tap. Mitch Todd does the ironing in the production number. Floyd Ballley does a good straight. *Out* is under direction of Frank D'Armond. . . . **Joe Cohen**.

B'd'g't 2:30 A.M. Show

BRIDGEPORT, Conn., Dec. 28.—Ronan Manager Eddie Madden of the Low-Poll-Lyric Theater, Third Circuit house, says on New Year's Eve, in addition to the midnight show, he will put on a "milkmans' matinee" at 2:30 a.m., the first time this idea has ever been tried out in Connecticut.

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50 Elm St. SAN FRANCISCO, CALIF.

Ogle Season Off; Switching Indoors

DEMOPOLIS, Ala., Dec. 28. — Jimmie Ogle Show, which closed a 30-week canvas season here December 21, reopened in business January 2, with rehearsals beginning here January 5. Troupe moves under canvas again around April 1. Next season's tent season was far more than that of preceding years, Ogle reports, with the first accounting showing a substantial loss. Show played its established territory, with Ogle attributing the poor business to current caused by the war situation.

The Ogle organization played all three-night stands in 1940, but Ogle plans to switch to one and two-nighters for the 1941 season.

Nealand Recalls Old Faves Omitted From Recent Article

Richmond, Va.

Editors The Billboard:

Here are a few names of old-time favorites of the 1920-30 days which I forgot to mention in my story in your recent Christmas issue. Since I wrote entirely from memory and without the aid of scrap books, there were many names omitted:

Here De Voss Players, the Four Picketts Stock Company, which had as one of its members James Cowan, mayor of Wilmington, N. C.; the Pulper Brothers, with J. Harrison and Addison Auliger; the Mac Edwards Players, who toured the mainline provinces for many years; the William B. Barlowe Players, who originally started St. John, N. B.; Halfack, M. A. and the larger sides of the West Indies, and occasionally played engagements in Central and South America; the Lyceum Theater Stock Company, in which I was associated with Nat L. Jensen, comedian, and which played 30 weeks in St. John, N. B., during the season of 1927 and 1928.

The Walter Baverly Players were Middle West favorites and, as far as I know, the only repertory company that ever was presented on a carnival midway. Baverly, who made his headquarters in Wayne, Neb., owned several shows and rides, but his tent rep was the feature attraction, presenting one show nightly, with all other attractions closed for the occasion. The Paul English Company was a Southern favorite, with headquarters at Baton Rouge, La.

Replying to L. Verne Stout, I inadvertently omitted the name, as he states, of one of the greatest personalities of the rep field, Frank Winstinger, who was most versatile of the Winstinger family. He was a splendid comedian and a fine actor, with a hit following in his native Wisconsin. He built a big open-air theatre in his home town, Wausau, Wis., and played his productions there late in his career.

During the halcyon days when Cecil Spooner was starred at the head of her own company, her admirers built a theatre, which still bears her name, at 100th Street and Boulevard, New York. Cecil was the wife of Charles E. Hanner, who at one time had 20 road shows under his management.

And Johnny Prince, mentioned by J. Lou Stimpson, was the father of John Gilbert, famous film star. His mother was Ida Adair, beautiful blond leading woman who was re-starred with Prince in the old rep days.

WALTER D. NEALAND.

By Heath in Hospital

WEST LOS ANGELES, Calif., Dec. 29.—By Heath, veteran tent and rep performer and producer who several years ago entered the song-writing business in Hollywood, has entered Veterans Hospital here for constipation and other minor ailments. He will be here a month. Heath recently paid a number, when Tommy Toots His Horn, which he wrote in collaboration with Fred Rose, in the James Roosevelt picture, Put o' Gold, starring Hokey Hunt, James Stewart, and Phyllis Diller. Heath was also collaborator on the song, The Little Red Fox, which enjoyed popularity a year ago.

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Fixed to all towns and sections of the production A Stock Production New Year. For address: 412 SOUTH GEORGE ST., HOME, N. Y.

Nealand Opus Read With Interest By Vets Who Recall More Oldies

Editors The Billboard:

Walter D. Nealand's article concerning repertory companies of the old days was read by me with no little interest, as were the letters from J. Lou Stimpson, L. Verne Stout, and Philip Reister, which appeared in a recent issue.

The writer has had the pleasure of working with many of the companies mentioned by Nealand and some he failed to mention, among them Helen Grace, Nathan Apel, owner and manager; Chas. Koefler, Harris Parkerson; Davidson Stock Company, A. E. Davidson, manager; Hoy's Comedians, Frank S. Davidson, Martin's Comedians; Fats Comedians, Dick Paris, manager; M. Hillman, Nick Tuft Company, Edna Foy Company, Edwin Weaver Players, Weaver & Beach Company, Franklin Stock Company, Charley Gilmore Company, Clara Turner, Hickman-Bowen Company, Latham & Leigh Company, Hoyd Stock Company, Norma Ginnavin Company, Jack Lyrin, and Frank Dudley.

EDWIN WEINER.

South Boston, Va.

Editors The Billboard:

Another show Walter D. Nealand forgot to mention in his 1920-30 article was the Florida Devereux Stock Company (parson the spelling; it may be incorrect), which played my home town, Viola, Ill., every winter some 35 years ago. I was the prop boy at the town opera house, J. Doug Morgan was the leading man with the company, and J. B. Roulet, manager and piano player.

Then there was also the Lehr & Williams Comedy Company, starring Ma Lehr, mother of Raynor Lehr, and the Bob Devereux Stock Company. At that time the Original Williams Stock Company was the Williams Comedy Company, managed by Thomas Williams. About that time, 30 years ago, there were two boys who became stage struck and started out with a bona-fide show. One of them, Billie Guthrie, made the grade. The Williams Stock was from a coal mining town—Gilchrest, Ill. That was before my time, and I am 50 years old now.

CLYDE J. WHITE.

New York.

Editors The Billboard:

I was pleased with Mr. Nealand's article giving credit to repertory and stock companies for radio and film talent. I also thank Mr. Nealand for mentioning the Phil Mather players.

I also noticed J. Lou Stimpson's letter

wherein he spoke of the company I had out in his section—A Mexican Girl. We played thru Missouri, Kansas, Iowa, and Nebraska under the direction of Jo Rickard. I had been with a musical comedy, A Night at the Circus, that particular season, leaving the afternoon of December 1, 1907. I operated The Mexican Girl with tip-and-down success.

The Phil Mather Players toured for years thru the East and in Canada until the pictures put the quietus on our form of entertainment. Showdown! Cue 'em!

PHIL MATHER.

Portland, Ore.

Editors The Billboard:

I enjoyed reading Walter D. Nealand's "1920-30 and Up" article in your Christmas number, but I wonder how he failed (See NEALAND OPUS on page 61)

Worthan Cites His Record; Says Toby Is Far From Dead

Arlington, Ill.

Editors The Billboard:

As the rep page has taken on new life as to the shows that have come and gone, thought I had better get in my own plug.

The Charles Worthan rep show was organized in 1912 and has continued to date, playing the same circuit it started. We cannot boast that we have made a fortune, but we have succeeded in entertaining our patrons. We owe no actor, and no actor owes us.

It is on record in Equity's office that we were the first rep show to go "Toby," with 14 members. Also, we have written all of the good name plays, which we paid for, and have had people with the show that are now names in show business.

We hear a great deal of talk about the Toby show being dead. We find they like them. Not a full week's rep, but one or two on the week. One has but to listen to Barrymore, Vallee, and Wells to find that Toby is being done by the country's best known actors. Same goes for the medicine shows. Many of the best programs on the air are nothing more than high-class medicine shows, with their premiums, contests, and give-away plans. The only thing they give is the candy sale.

The rep shows may be dead but I am not discouraged. As long as John Barrymore does Toby, so will I, only I'll use a real vet. CHARLES WORTHAN.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Passo Derbyshow Winds Up

SAN FRANCISCO, Dec. 28.—Ray Passo's Derbyshow, which opened in National Hall here November 28, came to a close last Saturday (21), with Johnny Mahar and Rufus Mason pulling down first prize. Eisen and Mickey Thayer Jr. were second and Clara Wears and Joe Nally third. W. D. (BUD) Askew was associated with Passo in this one, and Ernie Bernard was floor judge. Danny Bruner, Mickey Thayer Sr., and Jimmy Gable handled emcee chores.

One Year Ago

BERT DAVID's show in Kankakee, Ill., was under way. Thirty teens answered the starting gun. . . THAYER TWINS, Eisen and Mickey Jr., won the Dittcher-Jamboree in Columbus, O. . . HAL J. ROSS contest in Phoenix, Ariz., was playing to hefty business, promising to outdo his previous contest there. . . GEORGE WALKER was playing a four-week engagement at Club Belle Vue, Pointe Gutierrez, Que. . . HEINZ SHAPIROFF was recuperating in Louisville, Ky., of injuries sustained in an auto accident. . . RYDERS LUCKY MAX, a vaudeville dancing comedian and class, was in his seventh week at the Top Hat Club, Beaumont, Tex. . . JUDY ELZER was playing the same spot as a singer. . . TED MERRIMAN and

Mina Maryland were performing the live act.

JOHNNY GUILFOYLE has several Gamblers, N. J., fans who say they caught his unit show in Harrisburg, Pa., some time ago and wonder if he will make that territory again.

JOHNIE DILLON says that he has recuperated from his accident and that other than having some dental work done is suffering no ill effects. "Just inherited some of that 'necessity,'" says Johnny "so you can look for an announcement after the holidays."

ANS SCHLEY is tips on the popularity list of Mrs. Irwin Koponen, of Chicago. Mrs. Koponen wishes Ann would drop the column a line on herself and Don Deid.

LUCILLE PENNINGTON—Teddy Hayes, trainer in the recent Waterloo, Ia., contest in which he mentions that you were a contestant, writes he has some important mail for you.

LOTS OF CHRISTING CARDS are being held in the Mail-Forwarding Department for endurance show people. Better take a look at Letter List.

SOME OF YOU endurance show promoters should make a New Year's resolution to send more news on your contests to the column. It would sure be appreciated.

Rep Ripples

A. S. FITZGATHERLY, after the closing of Billory's Comedians, hopped into Miami, where he's working theaters and parks with his heading specialty. . . MAURICE LUCKETT, who has been pounding the ivories with the George Richman vaude show, which closed in North Carolina December 14, spent the holidays with his mother in Fiddlyville, Ky. . . LELAND STANFORD HARRIS, of the Lucretia Fashion Play, got in the holidays in Chicago. He reports that the troupe reopened for its fifth season January 13 in Chattanooga, Tenn. Harris says that on a recent one-day engagement in Memphis, Tenn., the show was forced to do three performances a day to handle the crowds. . . KURTZ BROE report satisfactory business around Nelson, B. C., with their vaude-pie trick working schools and merchants' tie-ups. . . RILLY AND BETTY BLYTHE write that they closed a good season recently in New England and high-balled it home to High Spire, Pa., for the Christmas season. They say their decision to close came when the New England snow became too deep for them. . . CECILIA HINGW, vaude-pie reciter after a holiday layoff in Hamilton, Ont., resumes January 6 in Central Ontario. Show has been enjoying a satisfactory 5-o. play, despite the fact that extreme cold weather halted performances at several stands in recent week.

THE EVENING TRANSCRIPT, of Susquehanna, Pa., queries us as to what has become of the old-time beton winners, such as Fred Smith, of Corning, N. Y.; Johnny Leedy, and others who were in their prime 40 years ago. "When we see the drum and fife of the present day," writes The Transcript inquirer, "clever as they are, we cannot help but go back in memory and again see their men heading the parades, doing their stuff in mastery manner." . . . HEATH rep and lab vet, typewriter from Hollywood, where he is now engaged in the song-writing business, that quite a few former lab, minister, and rep performers are doing okay in pictures. Practically all of them who have tried have made the grade, Hy informs. "I sometimes wonder why more of the old-timers don't take a crack at it," Heath writes. "They can use good comedy and character talent in pictures, and many of the old-timers have it. If they can take a guy from behind the pipe—who who never read a line in his life—and make an actor out of him and they're doing it out here, I don't see why the others can't make it."

V. E. THOMAS, formerly of the Thomas Community Players, is in the radio repair business in Shawneetown, Ill. . . THE MORGAN SHOW, vaude-pie unit, is in camp for the winter at Wyatt, Mo. . . MONTE NOVARRO, formerly with the "Redbee" Hayworth circle in North Carolina, info that he and Howard Fuller have combined units, with the show set at Rogers' Velvet Grill, Buffalo, until January 6. Novarro says he's figuring on a career trek with the show in the spring. In the roster are, besides Novarro and Fuller, Cleo Cleo Lamm, Janice Gray, Marlene Dixon. (See REP RIPPLES on page 61)

THOMAS LOCATES IN WYATT, MO. . . WYATT, Mo., Dec. 28.—G. W. (King) Thomas, who closed his Community Players four weeks ago, has placed his equipment in storage here, where he is now operating a motion picture theater. Thomas is constructing a new home and picture theater here and after 30 years on the road plans to settle here permanently. He is operating his present theater, the King, six nights a week.

Selective Service Mail

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

Also in the Carnival Department is given a list of registrants who are considered delinquents.

The Final Curtain

ANDERSON—J. Hartwell, 48, who had served the Spartansburg (W. Va.) Civic Music Association as treasurer since its organization, December 30 in that city. Survived by his widow and a daughter.

ATHENS—Agnes, 42, screen star of the silent era, who rose to stardom as Biograph's leading woman in *The Ape*, in Hollywood Hospital, Hollywood, December 25 after an illness of several weeks. Born in Carbondale, Ill.; her acting career began as an extra at the Embassy theatre in Chicago. From there she went to Vitagraph, where she was co-starred with Edward Earle in 25 film versions of O'Herry stories. Subsequently she was engaged by Paramount to play opposite the late Wallace Reid in *The Love Special*. Her first starring film play was *The Lane That Had to Turn*. Other screen appearances included *The Ten Commandments*, *Forbidden Fruit*, and *The Answer*. The advent of talking pictures marked her decline in films. She attempted a comeback three years ago but with little success and died in relative obscurity. A daughter, Marie, survives.

BIGELOW—John E. (Jack), 70, former crooner and minstrel performer, December 17 while en route to the Pacific Coast Showmen's Banquet and Hall in Chicago. Bigelow toured abroad with Haverly's Minstrel Orchestra and was with the old Bench & Bowers Minstrel for many years as a member of the blackface team Bigelow and Brown. Services in Los Angeles, December 20, with interment in Showmen's Rest, Evergreen Cemetery there.

BRANNON—Martha E. mother of Thomas Brannon, president of Affiliated Films, independent exhibitor of Atlanta, and Revy Brannon, of the RKO office, Charlotte, N. C., recently in Charlotte.

CHILA—Mrs. Rebekah Elizabeth, mother of Frances and Carmen DuCoin, song team, in San Francisco, December 10. Deceased was a native of New York. Interment in Holy Cross Cemetery, San Mateo, Calif.

COOH—Mary, actress, in St. Luke's Hospital, New York, December 21 from pneumonia. Mrs. Cooh started her career with Proctor's Stock Company, in 1900 and appeared in *Neque*, *The Magnificent*, she performed in the touring companies of *Blowout Time* and *Fifty Million*. Frenchmen and appeared in both the stage and film productions of *The Women*. Miss Cooh also has been on the radio, as well as in motion pictures. She had been a member of the cast of the radio programs *Life and Love of Dr. Jekyll and My Other Wife*.

COOK—George W., 57, projectionist at the Avalon Theatre, Milwaukee, and member of the Motion Picture Projectionists' Union, Local 164, December 17 in a Milwaukee hospital. Survived by his widow, three sons, his father, four sisters, and a brother.

CROTHERS—Lulu M., 75, sister of Rachel Crothers playwright, December 23 in Bloomington, Ill.

DEISS—Julius, 81, circus and theater musician and composer, December 23 at Masonic Home, Springfield, O. For many years Deiss was a violin and piano teacher in Cleveland. He played at the old Opera House, Cleveland, and was a member of the original Cleveland Symphony Orchestra. In later years he played in the orchestra at the Palace, Hippodrome, and Colonial theatres, Cleveland. A march he wrote while at the Masonic Home has been published and adopted in Cleveland by the Meridian Lodge of

Masons, of which he was a member. Surviving were his daughter, Mrs. Dorothy Main, of Los Angeles, and a sister, Mrs. Tina Brug. Services and interment in Cleveland, December 27.

DOEBLER—Philip, 86, for more than 20 years operator of a dance pavilion at Middlefield, O., December 21 at his home in that city. A native of Winesburg, O., he had been identified with the amusement business most of his life. A sister survives. Services and burial in Middlefield.

DOWLING—George J., 61, in show business for many years, recently in Carmel, N. Y. Dowling had been with the Ringling Bros. Circus and had appeared in Broadway shows with Lew Fields.

DUGAN—Barney, of Pittsburgh, trouper for 35 years, in Jefferson Davis Hospital, Houston, Tex., December 18 of injuries sustained December 13 in an auto accident. A married sister of Mrs. also accident. A married sister of Mrs.

DANIEL FROHMAN

Daniel Frohman, dean of the nation's producers and managers, president of the Actors' Fund for 37 years, and affectionately known as Uncle Dan to generations of theater people, died at LeRoy Sanitarium, New York, Thursday morning, December 29. He had been injured in a fall at his home early in November, and resultant complications included pneumonia and a heart condition. He was 69 years old.

Daniel Frohman, the oldest of the three Frohman brothers who were famous as managers and producers, was born in Sandusky, O., in 1851. His father, a merchant, had also presented shows in neighboring towns, but it was to the Frohman name rather than to the theater that Daniel first turned. He went to New York in his early teens and took a job as office boy on the old Tribune under Horace Greeley at a salary of \$3 a week.

He remained in the newspaper field, on the Tribune and other New York papers, for some years, entering the theater 56 years ago, in 1874, at which time he accepted a post as advance man for Callender's Original Georgia Minstrel. He continued as an advance agent for five years, working mostly for J. W. Haverly, and visited practically every hamlet in the land.

In 1879 he left the road to become manager of the Madison Square Theater under Steele Mackaye as general manager and the Mallory Brothers as owners. Working at the Madison Square at the same time was David Boissac, who held down the post of stage manager.

Frohman worked for the Mallorys, both at the Madison Square and the Fifth Avenue Theater, until 1880, during which period he introduced his most famous innovation in the show business. The first show to play under his tenure at the Madison Square was *Hazel Kirke*, which enjoyed the then unprecedented run of more than 400 performances; and it was while the New York run was continuing that Frohman, out of his wealth of road experience, conceived the idea of sending out road companies while the play was still in New York instead of waiting until the New York run was over.

In 1886 he leased the old Lyceum Theatre and formed his famous stock company, which at one time or another included practically every famous stage name of the period. It played at the old Lyceum until 1902, and in 1903 the new Lyceum on 45th Street was opened.

Frohman was married in 1903 to Margaret Hillington, but six years later the marriage was ended by a California divorce.

In later years he made few productions, but always continued an extremely active interest in the theater, remained as head of the Actors' Fund, which he had helped to found, and retained his apartment atop the Lyceum, one of the most famous of Broadway residences. His last production, made after years of retirement, was in 1923, when he offered an English version of *Yvette Kurb* at the National Theater. In 1925 he published a charming and anecdote-filled book of memoirs, *Daniel Frohman Presents*.

He was a director of the Jewish Actors' Guild and the Episcopal Actors' Guild and had been a director of the Paramount Company, Paramount Famous Lasky Corporation, and the Percy Williams Home. He was a member of the Lamb, the Friars, the Greenroom Club, and the Actors' Order of Friendship.

burgh is being sought by the Hyde Park Funeral Home, Houghton.

ECHES—John J., 60, owner and proprietor of Bloody Brook House, South Deerfield, Mass., since 1914, December 17 after a long illness. For the past 37 years he had been engaged in the hotel business, formerly conducting Bullhead Inn, Bridgport, Conn., and Bay State Hotel, Northampton, Mass. Survived by his widow and two sisters.

EYRE—Frank B., 57, for 20 years closely associated with the late David Belasco as a confidential assistant, December 22 at a Cleveland hospital. Survived by two sisters, Mrs. Jessie Garner and Mrs. Daisy Booth. Interment in Lakewood, Cleveland suburb.

FARMER—Arthur B., 77, for many years manager of Union Hall, also known as the Star and Cedar theaters, 82 John N. B., recently at his home in St. John.

IN MEMORY
Of the Darling Wife and Mother
FRANCES FISHER
Who Passed Away December 17th.
We Miss You, Dear,
HOW A MAKING FISHER.

FITZGERALD—Scott, 44, novelist, short story writer, and dramatist, at his Hollywood home December 21 of a heart ailment. His first book, *The Side of Paradise*, epitomized the era of his best works, the 1920s. He wrote five other books, the last of which was *Papa at Reville*, published in 1933. *The Great Gatsby* was acclaimed by critics as the best. Two books were collections of short stories, *Fishers and Philosophers*

and *Tales of the Jazz Age*. In 1925 he published a satirical play, *The Vegetable*, his most successful collection of short stories was in the volume *All the Good Young Men*. He married Zelda Sayre, of Montgomery, Ala. Their only child, a son, was born in 1921.

FUEBER—Andrew, 83, who had made wife and masks for every Vaudeville Parade and had in St. Louis since 1880 and fashioned wigs for many American stage celebrities, in a hospital in that city recently of infirmities of age. Burial in St. Louis, December 16.

GALLAGHER—Paul R. (Pat), 46, comedian, featured for years with tabloid shows on the old Joe Spiegeberg and Gus Sun tab circuits and for the last six years owner of Pat's Showboat Grill, Boston, Mass., at Montgomery Hospital, Boston, December 25 following a stroke. Altho he had been ill for some time, his death was unexpected. Born in

to friends who identified the body. Haines had been in Augusta about three weeks, where he worked in a show's cookhouse. His body was found in the street, and the coroner is investigating the cause.

HARRIS—Lydia, night club vocalist, December 24 in Chicago after a brief illness. Survived by her husband, Frank Doula, cafe proprietor.

HOLT—Jess Thomas, 29, well-known carnival mechanic, instantly in an automobile accident near Vancouver, B. C., December 16. He was mechanic for the Dottie Moss Motorbros on Gold Medal Shows last season. Burial in St. Paul, Tex.

KENNEDY—Ken, radio performer and music teacher, December 23 in Chattanooga, Tenn., of a heart attack. Kennedy had been with Station WOOD, Chattanooga, for five years, as leader of the Hawaiian Hillbillies. Survived by his widow, Dorothy; three daughters, Norma, Lillian, and Joan; his mother, Mrs. N. W. Kennedy; and two sisters, Billie and Mildred, all of Dallas, Ga. Burial in Dallas, December 28, with interment in Forest Hills Cemetery there.

LARAWAY—Clifford C., 40, proprietor of the Kit Kat Club, Cleveland, December 24 at Woman's Hospital of a cerebral hemorrhage which occurred December 22. Survived by his widow, Theresa; a brother, Earl H., and a sister, Mrs. Mola McMechan. Burial in Sharon, Cleveland suburb.

LABSON—Louis N., 69, many years secretary of the Old Wauwat (Wm.) Novelty Works, December 15 at his home in that city. He was associated with the firm for nearly 20 years, retiring in 1930. Survived by a daughter, sister, and two brothers.

McCALLIN—Mrs. May, 58, wife of John T. McCallin, Baltimore theatrical agent and former circus and carnival owner, recently in Baltimore, Ga. Burial in Baltimore of bronchial pneumonia. Her late father, Charles Howard, and two brothers were also performers. Survived by her husband and two daughters, Mrs. Lillian Hawkins and Mrs. Hartman Bittorf, formerly known as the McCallin Sisters, vaudeville performers. Burial in Baltimore Cemetery, December 21.

McCOMB—Mrs. L. L., 80, mother of Arthur O. May, of the vaudeville team May and Kliduff, December 18 at her home in Norman, Okla.

McLEOD—John Henry, 80, well-known hotel and restaurant man, last identified with the McLeod and Arlington hotels in Buffalo, December 11 at his home in that city. McLeod began work in the hotel business as an errand boy in the old Prospect House, Buffalo, and later became publicity man and solicitor there. He was a 33d degree Mason. Survived by his widow, Daisy. Burial in Buffalo, December 17.

McDONALD—Clarence A., 44, head of a theater circuit bearing his name, recently in University Hospital, Columbus, O., of a heart ailment. He was a director of the Independent Theaters Owners of Ohio. His widow and two children survive. Burial in Columbus.

McDONALD—Mrs. Eliza, mother of the late Clarence McDonald, theater circuit owner, December 31 in Columbus, O., of a stroke suffered December 17, following her son's funeral. Survived by three daughters. Services and burial in Columbus.

MADDISON—Ralph, 59, known as the Ernest E. Lawford

GROSS—Philip, 43, dramatic coach, in the Brooklyn Jewish Hospital, December 25 of an internal hemorrhage. He was connected with the Young Men's and Young Women's Hebrew Association of the Bronx as director of dramatics since 1918. He founded the Thilliana, one of the first little theater groups in Jewish centers to present full-length plays. He leaves his wife and a daughter.

HALLUM—Robert (Uncle Bob), 67, general manager of Cumberland Valley Shows since their inception in 1904, of a heart attack at the home of his son in Nashville, Tenn., December 22. A retired printer, Hallum was a member of the Nashville Typographical Union No. 20 and an employee of The Nashville Banner for 25 years, part of which time he spent as composing room superintendent. He entered outdoor show business in 1920. Four sons, Joseph, Paul, and Eugene, of Nashville, and Robert Jr., Detroit, and two daughters, Mrs. R. E. Kirchner and Mrs. J. C. Danner, of Nashville, survive. Interment in Woodlawn Memorial Park, Nashville, December 25.

HAMES—Elmer L. (Scotty), showman, in Augusta, Ga., December 18. According

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Ernest E. Lawford, one of the best known character actors on the legitimate stage both here and in England, died December 27 at Medical Center, New York, after a long illness that had forced him practically to live in hospitals between appearances in his last few plays. His last role was in *The Brown Double* last year.

Lawford, who left Oxford to become a barrister but quickly switched to acting, was on the stage for 50 years, appearing first in England with Lily Langtry as *Le Beau* in *As You Like It* February 24, 1890. His success was quick, and during his half-century stage career he appeared in many famous plays and scored a long list of outstanding successes. A few of the many plays in which he was seen were *The School for Scandal*, *The Streets of Conquer*, the original production of *A Woman of No Importance*, *Charles's Aunt*, *The Prisoner of Zenda*, *Expert of Havana*, *Joletha*, *Wings Over Europe*, *Mary of Scotland*, and many Shakespearean productions. His first American appearance was in 1903 in Clyde Fitch's *Prissy*. Mrs. John J. Lawford survives.

He leaves a wife, a daughter, Betty, and a son, Charles E.

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He leaves a wife, a daughter, Betty, and a son, Charles E.

Billy Hill

Billy Hill (William Joseph Hill), 43, songwriter, died December 24 in a Boston hotel of a heart attack.

Hill started his professional musical career when he organized an orchestra for a Chinese restaurant in Salt Lake City, and later played in Nevada, Idaho, Montana, and Honolulu.

He started writing and selling his songs on a small scale, doing out a bit here there, and finally gained recognition when he wrote *They Call Down the Old Pine Tree*. Among the many songs he composed were *Empty Saddles*, *Light's Out*, *Wagon Wheels*, *The Old Spinning Wheel*, *Have You Ever Been Lonely*, *There's a Cabin in the Snow*, *Sleepy Head*, *Chapel in the Moonlight*, *Alone at a Table*, and *Ten, Add for Me*, and so on. His most famous composition was *The Last Rodeo*, which set a new tempo in dance music.

Hill collaborated on tunes and lyrics for several motion pictures, among which was *Rhythm on the Range*. He leaves his wife and a daughter.

Singing Miner, who had toured Canada and the United States for 35 years in vaudeville and as an attraction at fairs, recently in Springfield, N. S. Can. Survived by a son, Harry, a professional wrestler, who has been with carnival.

MYERS—Charles Ernest, 35, of Omaha, member of a vaudeville acrobatic team, killed in automobile accident near Ottumwa, Ia., December 18. Burial in Omaha.

ORGAN—William G., 37, Sharon, Pa., musician, December 21 at his home in that city after several weeks' illness. For 15 years he was a drummer with Bill Casey's Society Orchestra, playing Western Pennsylvania and Eastern Ohio. A sister survives. Burial in Sharon.

PHICE—J. P., 52, former owner and manager of the J. P. Ranch Road, suddenly September 20 in Adelphi, O. Survived by his widow, Minnie, and his mother, both of Adelphi.

ROBERTSON—Ralph, for the past 21 years an executive of the St. John, N. B., Exhibition Association, recently at his home in that city. Survived by his widow, a son, a brother, and three sisters.

SCHROEDER—Elsie (Mrs. Theodore Thomas), 63, one of the original Three Golden Graces, bronze posing act, December 21 in the Empire Hotel, N. Y., of a heart attack. The act was brought to this country 25 years ago by Ernest Brenck.

SHRIMS—George, 66, singer, recently in Montreal, N. B., suddenly in vaudeville and on the radio in the maritime provinces the past 38 years. Survived by his widow.

SHUNK—Harry, 79, for six years an end man with the Al O. Field Minstrels, December 24 at his home in Cardington, O., of a heart ailment. Shunk joined the Field show in 1918, and was active in many revues and minstrel entertainments produced by the Aladdin Shrine Club in Columbus, O. After retiring from minstrel Shunk was employed for a time in the Ohio attorney general's office. Survived by his widow, Emma, and a half brother. Services and burial in Cardington December 28.

CARD OF THANKS

We wish to express our appreciation for the many acts of kindness and expressions of sympathy and condolence rendered by our friends and neighbors during the recent illness and death of our beloved son, **MR. & MRS. PAUL SULLIVAN**, Flying Butlers, Shilohville, Pa.

STOCK—Albert V., 41, of Canton, O., pianist, former dance band leader, and radio executive, December 18 in Mount Carmel Hospital, Detroit, of injuries sustained the previous day in an automobile crash in which his wife, Marcelle, also was fatally injured. After a successful orchestral career in Canton, which eventually took him to New York as pianist for Whitley Kaufman's orchestra and other bands, he formed his own unit which played thru the Middle West. He disbanded his orchestra after playing for several months in Detroit and became identified with Akron, O., radio station. Later he joined stations WIBC, Canton, and WKRN, Youngstown, O. He was also later program manager of a Detroit station, and assistant manager of Edna Park, Youngstown for a season. He parents, a son, a daughter, and a brother, Earl, survive. Services and burial in Canton.

TARRANT—James Doyle, rodeo performer known as Tex Dorr, found dead December 14 in a home cottage, Bathurst, near Grand Junction, Colo., with his left hand around his neck. The coroner termed it suicide. Dorr won the world's championship for bulldogging at Cheyenne (Wyo.) Frontier Days in 1938.

TYLER—Thomas, 54, former director of the Fertile Valley Agricultural Society, Fertile Valley, Sask., Can., December 15 after a long illness. Survived by his widow and four children. Burial in Conquest, Sask.

UNDERWOOD—Franklyn, 62, former actor and story editor for 20th Century-Fox Films, in Doctors' Hospital, New York, December 22 after an operation. Underwood started his career in Denver in 1904 at Bitch's Gardens. He then went to California and a few years later went to New York. While performing in New York he appeared with Mrs. Leslie Carter, Nancy O'Hall, Margie Bambush, and many other well-known actresses. He left the stage and became general manager for Oliver Morosco and was with him for several years. In 1930 he joined 20th Century-Fox and had been with it since then. He leaves his wife, Mrs. Frances Soreen Underwood, an actress, two sisters, and two brothers.

VERBEUL—Mrs. Germaine, 56, wife of Louis Verbeul, French playwright, December 23 in the Hotel Madison, New York, suddenly. She also leaves two children.

VONNEBET—Walter, 54, former New York actor, at his home at Lake Maxinkuckoo, Valparaiso, Ind., December 25. He was seen on Broadway in *Strange Interlude*, *Fant*, and *Grand Hotel*. His last Broadway role was in 1930 in *The Footman Always Rings Twice*.

WEST—Nathaniel, 24, novelist and screen writer, and his wife, Eileen, 26, of North Hollywood, killed in an auto accident near El Centro, Calif., December 22 while returning from a hunting trip in Mexico. West had written a number of original screen plays, including *I Stole a Million* and *Born To Be Wild*. His wife was the subject of a book, *My Sister Eileen*, written by her sister, Ruth McKenney, which opened as a play in New York December 21. West also wrote *Miss Lonelyheart*. During the last few years he had been a script writer in Hollywood and was the author of *Men Against the Sky*.

Marriages

BRAUNSTEIN-SEIDMAN—Oscar Braunstein, neurologist, and Betty Seidman, dramatic actress, in Philadelphia December 23.

CULVER-MAASSEN—Carol Jack Culver, musician, at the Hi-Hat Club, Bismarck, N. D., and Marjorie Luella Maassen, December 17 in Bismarck.

DE WILDE-WILSON—Ferdinand de Wilde, actor, and Eugenia Wilson, star of Tobacco Road, in Reno, Nev., December 17.

GODT-TICK—Gene Godt, member of the new cast at Station WRO, Des Moines, Ia., and Betty Frances Vick, of Fort Smith, Ark., at Fort Smith December 21.

GREEN-LANG—Murray Green, singer, and Edna Lang, singer, December 29 in New York.

JAFFE-MUIR—Henry Jaffe, attorney for American Federation of Radio Artists, American Guild of Musical Artists, and American Guild of Variety Artists, and Jean Muir, actress, December 20 in New York.

STEIGMAN-ROBIN—Joseph Steigman, non-pro, and Maryol Robin (Margot Robinson), emcee/essence, November 27 in New York.

TATE-KAYE—Hal Tate, radio announcer, and Nikki Kaye, radio writer, in Baltimore December 28.

THOMAS-BRADLEY—Buddy Thomas, member of the staff operating the Little Baskettier, Philadelphia, and Eden Bradley, night club performer, in Philadelphia December 25.

WORTH-FETERKA—Eaton Worth, Omaha, orchestra leader, and Eleanor Feterka, in Council Bluffs, Ia., October 10, it has just been revealed.

Coming Marriages

Joe Peacock, member of Buddy Clark's orchestra, and June Renaud, singer, soon.

Fred Thomas, neurologist, and Billie Walker, burlesque show girl at Jack Lynch's Walnut Boof, Philadelphia, in that city this spring.

Harley K. Wickham, of Monierey, Calif., and Adabel M. Fowler in Battle Creek, Mich., in March.

Births

A daughter, Louise, to Mr. and Mrs. Chet Atkins in Riverside Hospital, New York, recently. Father is a singer and mother is Frankie Kay, show girl.

A son to Mr. and Mrs. Dick Evans in Wilkes-Barre, Pa., General Hospital December 21. Father conducts a sports program on WBAX, Wilkes-Barre, Pa.

A son, William Jr., to Mr. and Mrs. William Tingley at St. Mary's Hospital, Grand Rapids, Mich., December 1. Father has been associated with Lewie Rem's Circus for the past several years, and the mother is the former Julia Zilonis.

A daughter, Jean Carol, to Mr. and Mrs. W. K. Hobbs December 18. Father is manager of the R. & H. Amusement Company.

A son, Frederick Dean, to Mr. and Mrs. Don Faltreich November 26 in Berwyn, Ill. Father is pianist with Tiny Hill's orchestra.

Divorces

Nancy (Troushley) Ross, violinist, from Walter Gilbert Ross Jr. in Springfield, Mass., December 24.

Margaretta Biondi, film actress, known as Margo, from Francis Lederer, actor, in Las Vegas, Nev., December 21.

PHILLY LEGIT TAKES

(Continued from page 4)

Solo Star (return), \$10,000, first week. Conquistador and Rocco were both in the flop category, and both called it quits here.

Klinger saw only one week, adding \$20,000 with the *Mask & Wig High* as a *Rise*, which pulled \$2,000 better than the previous year.

All indications point to the fact that the first-half figure will be more than doubled when the final curtain falls on 1940-41. Optimism is chiefly due to the fact that bookings for the next few months are plentiful at both the Forrest and Locust Street, with scatterings at the Erlanger and the Walnut Street Theater, long-dark independent houses.

After a dark Christmas week, Purcell reopened December 30 with Dennis King's new musical, *She Had To Say Yes*. For two weeks, *Gray With the Best* following on January 13 for one week. *Holloman*, an unannounced engagement starting February 17. *The Mrs. Winesap Goes to Dinner* for two March weeks starting the 10th. *There Shall Be No Night* on April 21 for a fortnight, and *The Male Animal*, date to be set.

Locust Street also has heavy advance bookings. *She Sings Her Hopes* for the first week of the new year, *Yakel Joy* following on January 6 for two weeks. *The Time of Your Life* filling two more starting January 27, with a date to be set for *Separate Homes*.

Erlanger, recently taken over by William Bolman, movie man, makes good its promise to give the audience some competition, lighting up New Year Eve for a single week to present *First Step to Heaven*. Walnut Street, leased to Kay Hunt, burlesque impresario, has been selected for *Life With Father*, opening February 3 for an indefinite run. *Denney's Fantasy* will also play at a local legit house, with the Walnut figured most likely.

ROGERS' CORNER OPENS

(Continued from page 4)

bars that figure to supply heavy night action.

Rogers pulled a fast opening, few believing even his dynamite could make a prom-so early, but hurdling obstacles in an old story with the Magic of Midway, as he likes to be known. Everything about the place sniffs class and distinction and everything is tastefully done up. In back of the lounge there's a walk with the nostalgic Peacock Alley tag. A few cages were sunk into the walls there and several hundred canaries inserted for their singing stints. It's all backed up by animated lighting and fluorescence. Frank La Pasa designed the lounge and slyer, and the murals were done by Hans R. Teichner.

The triple-threat sassy, with different price level, is something new in this sector and may start a vogue, but the Crozier cost a good \$100,000 and ropes don't get forged from such fabulous sums—fabulous for these days.

Rogers has been plugging pop joints to get over, but is not operating a hash joint. The food is comparable to anything in town, and well served with a wide repertoire from a hatch of cuisine. He brought over Arthur Bates from Flushing as manager, along with other personnel, including talker Jack Kieseland, who is doing

the greeting there and very well, too.

Rogers' Corner is all by itself on a class act and show shop with medium take in the belt area west of Seventh Avenue, the other corners and byways being occupied by sidewalk Madison Square Garden acts. By what the Corner can expect, but a sticker may be the molasses months of summer, when arena bookings are practically from hunger.

The reformed expositionists has a world of friends in the sports-show brackets and counts on an accumulation. Rogers' Corner has the stuff and the rest is up to fate.

By getting ready at Christmas, the operator gave himself a full week to iron out the kinks for New Year's Eve, for which he is getting \$3.50 per in the lounge and \$7.50 in the Rumba Room.

Leonard Traubel.

MY SISTER EILEEN

(Continued from page 27)

a conga line or something with Eileen that ends with Eileen going to jail. She emerges to receive a decoration from the Brazilian government.

Aid so it goes. In the end it looks as tho Ruth might win her young man, and the girl's father, who has come in from Columbus to take them home, is defeated in his purpose when they sign a lease for six months more in their underground rat trap.

Miss McKenney's original stories must have been hilarious. And Messrs. Fields and Chodorov have done a terrific job in turning them into play form, keeping constant movement and coming up with a constant succession of sock laugh lines. And a terrific job, too, is done by Mr. Kaufman, whose pacing, pointing up of laughs and general comical direction have never been better.

Shirley Booth, as Ruth, walks off with the evening's honors, a process that man is getting habitual with her by this time. As always, she does a job that is so perfect in its readings, its technique, and its variety that it's only after you're out of the theater that you begin to wonder how on earth she does it. Also scoring heavily are Gordon Jones as the football player, Morris Carowatzky as the landlord, William Hunt Jr. as Ruth's dad, George Cotton as an *O'Neil* cut Man handyman, Richard Quine as a milkmaid awash from a drug store who takes magnificent falls every time he enters or leaves the room, and practically all of the others. Any one of them does a job that would have walked off with an ordinary production.

The only exception is Jo Ann Sayers, who for some utterly inexcusable reason was imported from Los Angeles to play the title role. Miss Sayers looks and acts like a showgirl unleashed by mistake on the legitimate stage; her movements are awkward, her readings are as flat as a series of soggy pancakes, and her interpretation and projection have all the sparkle, verve, and effect of a kindergarten recitation. She very nearly forces the play into the doldrums, but it is constantly saved by the fact that her lines are funny, even the way she treats them. And that is the genius of the other players. They work like co-operative derricks to lift the dialog she lets drop, and more power to them, they constantly succeed.

My Sister Eileen is by long odds the most generally hilarious play of the current season.

FROM OUT FRONT

(Continued from page 27)

to continue to defend all honest thought, no matter how I may despise its ideas and theories, against the growing and dangerous tide of American Fascism.

Never to let up in the swelling fight for a free theater and a free America, in no matter what cheaply transparent "patriotic" guise the foes of that freedom may come.

TO CONTINUE to go to all small acting groups who send me tickets and whose productions can be fitted into a somewhat crowded schedule—and to try to be fair to such groups both ways, praising whenever praise can be given, but using professional standards to judge those who, by sending tickets, ask to be judged by them.

To continue to get my biggest theatrical thrill out of unreported discoveries, such as the eruption of a magnificent small-group production like the *Previus Players' Othello* in the delivery of an outstanding performance by a player I have previously named.

To try to distinguish, as I have always tried, between the component parts of any theatrical production—in try to allocate praise and blame justly—and to do my best to avoid visiting the sins of the playwright upon the actors, the sins of the director upon the playwrights, or the sins of the actors upon the director.

To refuse to recognize as a competent, working critic anyone who is unable or unwilling to make a similar attempt.

To weigh against any actitudes that are harmful to the theater, no matter who is responsible for them, or from what high plane—theatrical, political, or clerical—they may come.

To continue to put trumping above egomania, theatrical effectiveness above esthetic artiness, and the theater and its welfare above any other consideration.

NOW all that's necessary is to live up to the resolutions. Meanwhile a Happy New Year—and a Happy New World—to you all!

Ruth Martone Is HASC Aux Prexy

Helen Brainerd Smith elected treasurer for 8th time—bazaar successful

KANSAS CITY, Mo., Dec. 28.—With attendance the largest since start of the fall and winter meetings, Ruth Martone was elected president of the Ladies' Auxiliary, Heart of America Showman's Club, at the annual convention in its clubhouse in the Reid Hotel here on December 20. Others who took office with Mrs. Martone were Lettie White, first vice-president; Blanche Francis, second vice-president; Pearl Vaughn, third vice-president; and Loreta Ryan, secretary. Re-elected treasurer for the eighth consecutive time was Helen Brainerd Smith.

During the meeting, conducted by Mrs. C. W. Parker, the bazaar committee reported the event held in the lobby of the Reid Hotel was successful. Numerous homemade articles, including fruit, cake, and other attractive items, were donated by members. Martha Walters, of the cemetery committee, reported the arrangements for the memorial services had been made and that club's plot would be appropriately decorated. Margaret Hughes, June Taylor, and Ruby Vaine were on hand for their first meeting of the season.

Weekly award, donated by Gertrude Allen, went to Marie Klemin. Crocheted tablecloth, donated by Viola Peirly, was awarded to Dan Royal. After newly-elected officers responded to congratulations, the meeting was adjourned and refreshments were served. Homemade cakes made by members were brought in and coffee was provided by the men's club. Several tables of bridge were made up and players made good use of the new cards donated by Bellini Manufacturing Company. Ross Lee Elliott was accompanied by her mother, Mrs. Joe Strong.

West Bros. Ink Reid Again

ST. JOSEPH, Mo., Dec. 28.—Charles Reid, general agent with West Bros. Show, quartered here, has been engaged for 1941. J. W. Laughlin, owner, said here this week. Reid will accompany Laughlin on a trip north prior to Southern fair meetings. Quarters' activity is under way and expected to be in full swing late next month.

Reports from Hot Springs, Ark., indicate that Mrs. Laughlin has responded to treatment there and will be fully recovered soon.



ELECTED PRESIDENT of the Ladies' Auxiliary, Pacific Coast Showmen's Association, Alberta Foster will be inducted into office at the auxiliary's annual installation dinner in the Alexandria Hotel, Los Angeles, on January 6. Mrs. Foster comes from a family of showfolk. Before her marriage to Merle Foster she owned and operated the Allerton Loomis Players, who toured Mississippis and Eastern States for many years. She's a niece of Clara Zeiger, of the C. F. Zeiger Show, and Mrs. Alice Wrightman, of Wrightman Amusement Company. Her mother, Jessie Loomis, is well known in dramatic circles.

Great Lakes Signs 4 Fairs

TOLEDO, O., Dec. 28.—Al Wagner, owner of Great Lakes Exposition Show, upon his return here for the holidays from the South reported that his show has been booked to provide the midway at four 1941 Alabama fairs. They are Covington County Fair, Andalusia; Dale County Fair, Ozark; Dallas County Fair, Selma, and Montgomery County Fair, Montgomery.

Three N. C. Fairs to Proll

BENNETTSVILLE, S. C., Dec. 28.—S. E. Proll, owner-general manager of Proll's World's Fair Shows, last week closed contracts to provide the midway at three North Carolina fairs in 1941. They are Albemarle Fair, Iredell County Fair, Statesville, and Union County Fair, Monroe.

Dec Lang's Quarters Work Under Way in Sinton, Tex.

ST. LOUIS, Dec. 28.—Dec Lang, owner-general manager, and Dan Meggs, assistant manager Dec Lang's Famous Shows, returned here this week for the holidays after a two-week trip to Arkansas and Texas. They also visited Sinton, Tex., show's quarters, where much activity prevailed under direction of Lester Hutchinson. Joe Klein, chief electrician, and assistants are building new electrical equipment to augment the already well-illuminated midway. Shows' light and power plants need no overhauling, as they are new and in good condition. Ralph Hatton, transportation manager, has a crew of mechanics repairing the rolling stock. Lloyd and Virgil Sattler and John Mathis, ride foremen for the past eight years, are readying the rides, and Harold (Blacky) Adams is breaking in new sets for the Monkey Circus.

Law Finch and Jack Barnes are getting the company-owned concessions in shape. Also in quarters are Mrs. Aletha Mathis and daughter, Colleen; Irvin Brown, Gus and Mary Foster, Alene Hatton, Lloyd Schimmel, and Roy R. Rose. John Sweeney again will operate the bingo game in 1941, making his 13th consecutive season with the show. During a visit to The Billboard's office yesterday Dec Lang said the show will be enlarged and two new rides, purchased during the recent Chicago meetings, will be added. He also booked two new shows in Chicago.

All spring dates and a good string of fall fairs, including the much-coveted North Central Fair Circuit, have been booked. Show will open early in February at Corpus Christi, Tex.

Numerous Showfolk Attend Grubbs-Fornachon Wedding

ST. LOUIS, Dec. 28.—About 400 crowded the International Association of Showmen's clubhouse in Maryland Hotel here the night of December 19 to witness the marriage of Owen Grubbs Jr. and Ann Fornachon. Grubbs is head barman at Happy Hollow, local meeting spot for showmen, and is popular with members of the IAS and Missouri Show Women's Club. The bride is a featured performer with Steve Cady's Gang, night club unit. Tom W. Allen, chairman, was in charge of arrangements. Assisting him were Dec Lang, Charles T. Guss, George Davis, J. Crawford Francis, Floyd Heman, and Frank Seering. Club members donated a "pot of gold" to the newlyweds, who also received numerous individual gifts. Judge Charles Fitzgibbon officiated at the nuptials, while Virginia Byrd was bridesmaid, and Hal Olsen, best man. Tony Deyer's orchestra furnished the music and, after the ceremonies, refreshments

Curl, Lamb Form Combo To Launch New Show in '41

LONDON, O., Dec. 28.—W. S. Curl, owner-operator of the shows bearing his name, and William E. Lamb, well-known showman, who has been operating a thrill show for a number of years, have combined their interests and will launch a new organization next season to be known as the W. S. Curl & W. E. Lamb Combined Shows. It was revealed here this week. Present plans call for 10 shows, 9 rides, and about 30 concessions.

Opening has been set for early next May and management contemplates touring the Middle West and Southwest. Staff will include Curl, manager; Lamb, business manager and advance; Mrs. Josephine Curl, secretary; Don Wagner, lot superintendent and electrician, and Pat Hardine, transportation and ride superintendent. Mr. and Mrs. Curl left local quarters this week for Hot Springs, Ark., where they will remain about two months. Mr. and Mrs. Lamb will join them late in January after attending several fair meetings.

Lippman To Manage G. L.

FLORENCE, Ala., Dec. 28.—Eddie Lippman, last season manager of Andy Bros. Exposition Shows, has been signed in the same capacity with Great Lakes Exposition Shows for 1941. Owner Al Wagner said here last week. Robert H. Kline has been re-engaged as general agent.

were served and dancing and fun-making prevailed until early morning.

While it was impossible to obtain the names of all present, these showfolk and friends were noted: Mr. and Mrs. Tom W. Allen, Mr. and Mrs. George Davis, Mr. and Mrs. Floyd Rose, Morris Lipky, Christ Tompras, Abe Batton, Don Hart, Carl Hoffman, Joe Poite, Audrey Schuster, Walter Olsen, Daniel J. Meigs, Irvin F. Brown, M. and Mrs. Dec Lang, John Sweeney, Don and Powell Leonard, Mrs. Anna Jane Pearson, John and J. Crawford Francis, Harry G. (See Showfolk at Wedding on opp. page)

List of Army Camps

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



VIEW OF THE 19TH ANNUAL BANQUET AND BALL of the Pacific Coast Showmen's Association in the Salon D'Oro and Grand Ballroom of the Hotel Biltmore, Los Angeles, on December 17. Crowd was one of the largest to attend any similar event sponsored by the club.

Midway Confab

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

DO your fair shopping early!

BOOKING his sound truck with Imperial Showers for 1941 recently was Al Devine.

R. L. GIBBS reports from Park Falls, Wis., that he has signed an electrician and lot man with the Frisk Greater Shows for 1941.

NO good showman can be defeated by the odds set against him.

WINTERING in Washington, D. C., are Mr. and Mrs. Joe Lee, of the Royal Russian Midways, and W. R. Agner and W. L. Ritchie, all of Beckmann & Gersty Shows.

OPERATOR of Bernard's Freak Animal Farm and Shows, Willie J. Bernard is in South Liberty, Mo., preparing his organization to return to the road in 1941.

IN show biz the week after Christmas is usually as still as a mouse.

FORMERLY of Columbus, Ga., Mrs. Atalab M. Fowler is slowly recovering from an attack of the flu at her home in Battle Creek, Mich.

booked their bingo, photo gallery, and watch-a-concessions with Stephen's Shows for 1941, making their fourth season with that organization.

MR. AND MRS. LOSSNIE PERKINS, of Mighty Monarch Shows, are in Atlanta, having been called there from the shows because of serious illness of Perkins's mother.

ADVERTISING is a great thing, provided that every 25-cent ticket doesn't cost the show 35 cents to get it.

LAST SEASON with Dodson's World's Fair Shows, Boston (Dutch) Lane and Joe Baker have opened a zoo on Highway No. 1 between Alma and Waycross, Ga., Ezra Jackson, caretaker, reports.

"HAVE been with the annex on Milo Anthony's Museum since closing with Frank Burke's Shows," cards Hille Baker from Gladewater, Tex. "Business with the unit has been good. H. B. Land and his Scotch Band joined recently."

ALL that a girl side-show manager expects of his talker is that he make his openings sound like the truth.—Whitey Cooks.

He's a — an Entrant

AMONG the lies coming in thick to the famous Burlington Liars' Club, according to an INS dispatch from Burlington, Wis., are tall stories, submitted for the title of Champion Liar of 1940, that have to do with thick fog, thick darkness, and fish-thick rivers. It seems that among the entrants is Roy E. Ludington, general manager of Crests Enterprises. He claims that when he was a boy in Indiana in 1883 it was so dark one night that when he went to the barn with a lantern the darkness cut off the lantern's light and he had to wait till morning to see the glow. Out of still life this, observes the dispatch, the National Champion Liar will be selected on January 1.

SOME of the midway doctors try the road before setting down. Only experience will convince them that lots of people don't pay in town either.—Cousin Peleg.

AFTER CLOSING with the Great Sutton Shows in Arkansas, Mr. and Mrs. Ed L. Hall spent Christmas with relatives in Albuquerque, N. M. They report they plan to be in Dallas for the Cotton Bowl football game New Year's Day, after which they will return to Louisville, Ky., to ready their equipment for 1941.

JO JO THE CLOWN, of Dodson's World's Fair Shows and Mighty Showedy Midway, went to Lima, O., for the holidays because of illness of his mother, F. C. Hyle reports. He did some clowning for a local merchant and worked Christmas parties for a number of the Ohio city's societies.

THRU the co-operation of our auspices, the Independent Hook and Ladder Company, everyone got out of the hotel.—Duke G. Shilling Odeless Midway.

ABBY (TINY) TIBBETTS, former group-game mink man and manager for Mulochy & Dean, Salisbury Beach, Mass., has enlisted as a pilot in the Royal Canadian Air Force and is stationed at Manning Airport, Toronto. Tiny also has been with the Art Lewis, W. C. Kase, and Dick's Paramount Shows.

JACQUELYN McSWINEY, dancer and wife of Tramp McSwiney, cousin and girl show operator, has been released from a San Francisco hospital, where she was being treated for a physical breakdown. She will recuperate in the California city until the spring, when she plans to take to the road with a girl show.

WE suckers are running true to form. With billions flooding the country and a war boom seeming certain, we ain't making any preparations to get our share.—Great Wheelbarrow Shows.

JOHN T. HUTCHENS, owner-general manager of the museum bearing his name, letters from San Antonio, Tex.: "I'm booked with Alamo Exposition Shows in 1941 and not Texas Exposition Shows, as was previously reported, and will open about February 10 in Brownsville, Tex. Museum business has been good so far."

OWNER of Elliott's Shows, formerly the Blumhouse Shows, Frank J. Elliott recently was elected president of the Amherst (N. S.) Canadian Legion. Elliott plays Amherst each season under Legion auspices, and also promotes an indoor show there each spring under the same sponsorship. His shows also are quartered in Amherst.

THEY used to bring the midways to the people by laying them out on the streets. Now they must bring the people to the midways—with billing and other advertising agency.—John Cooney, p. s., Cafe & Exoner Shows.

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8-164, 8-165, 8-166, 8-167, 8-168, 8-169, 8-170, 8-171, 8-172, 8-173, 8-174, 8-175, 8-176, 8-177, 8-178, 8-179, 8-180, 8-181, 8-182, 8-183, 8-184, 8-185, 8-186, 8-187, 8-188, 8-189, 8-190, 8-191, 8-192, 8-193, 8-194, 8-195, 8-196, 8-197, 8-198, 8-199, 8-200, 8-201, 8-202, 8-203, 8-204, 8-205, 8-206, 8-207, 8-208, 8-209, 8-210, 8-211, 8-212, 8-213, 8-214, 8-215, 8-216, 8-217, 8-218, 8-219, 8-220, 8-221, 8-222, 8-223, 8-224, 8-225, 8-226, 8-227, 8-228, 8-229, 8-230, 8-231, 8-232, 8-233, 8-234, 8-235, 8-236, 8-237, 8-238, 8-239, 8-240, 8-241, 8-242, 8-243, 8-244, 8-245, 8-246, 8-247, 8-248, 8-249, 8-250, 8-251, 8-252, 8-253, 8-254, 8-255, 8-256, 8-257, 8-258, 8-259, 8-260, 8-261, 8-262, 8-263, 8-264, 8-265, 8-266, 8-267, 8-268, 8-269, 8-270, 8-271, 8-272, 8-273, 8-274, 8-275, 8-276, 8-277, 8-278, 8-279, 8-280, 8-281, 8-282, 8-283, 8-284, 8-285, 8-286, 8-287, 8-288, 8-289, 8-290, 8-291, 8-292, 8-293, 8-294, 8-295, 8-296, 8-297, 8-298, 8-299, 8-300, 8-301, 8-302, 8-303, 8-304, 8-305, 8-306, 8-307, 8-308, 8-309, 8-310, 8-311, 8-312, 8-313, 8-314, 8-315, 8-316, 8-317, 8-318, 8-319, 8-320, 8-321, 8-322, 8-323, 8-324, 8-325, 8-326, 8-327, 8-328, 8-329, 8-330, 8-331, 8-332, 8-333, 8-334, 8-335, 8-336, 8-337, 8-338, 8-339, 8-340, 8-341, 8-342, 8-343, 8-344, 8-345, 8-346, 8-347, 8-348, 8-349, 8-350, 8-351, 8-352, 8-353, 8-354, 8-355, 8-356, 8-357, 8-358, 8-359, 8-360, 8-361, 8-362, 8-363, 8-364, 8-365, 8-366, 8-367, 8-368, 8-369, 8-370, 8-371, 8-372, 8-373, 8-374, 8-375, 8-376, 8-377, 8-378, 8-379, 8-380, 8-381, 8-382, 8-383, 8-384, 8-385, 8-386, 8-387, 8-388, 8-389, 8-390, 8-391, 8-392, 8-393, 8-394, 8-395, 8-396, 8-397, 8-398, 8-399, 8-400, 8-401, 8-402, 8-403, 8-404, 8-405, 8-406, 8-407, 8-408, 8-409, 8-410, 8-411, 8-412, 8-413, 8-414, 8-415, 8-416, 8-417, 8-418, 8-419, 8-420, 8-421, 8-422, 8-423, 8-424, 8-425, 8-426, 8-427, 8-428, 8-429, 8-430, 8-431, 8-432, 8-433, 8-434, 8-435, 8-436, 8-437, 8-438, 8-439, 8-440, 8-441, 8-442, 8-443, 8-444, 8-445, 8-446, 8-447, 8-448, 8-449, 8-450, 8-451, 8-452, 8-453, 8-454, 8-455, 8-456, 8-457, 8-458, 8-459, 8-460, 8-461, 8-462, 8-463, 8-464, 8-465, 8-466, 8-467, 8-468, 8-469, 8-470, 8-471, 8-472, 8-473, 8-474, 8-475, 8-476, 8-477, 8-478, 8-479, 8-480, 8-481, 8-482, 8-483, 8-484, 8-485, 8-486, 8-487, 8-488, 8-489, 8-490, 8-491, 8-492, 8-493, 8-494, 8-495, 8-496, 8-497, 8-498, 8-499, 8-500, 8-501, 8-502, 8-503, 8-504, 8-505, 8-506, 8-507, 8-508, 8-509, 8-510, 8-511, 8-512, 8-513, 8-514, 8-515, 8-516, 8-517, 8-518, 8-519, 8-520, 8-521, 8-522, 8-523, 8-524, 8-525, 8-526, 8-527, 8-528, 8-529, 8-530, 8-531, 8-532, 8-533, 8-534, 8-535, 8-536, 8-537, 8-538, 8-539, 8-540, 8-541, 8-542, 8-543, 8-544, 8-545, 8-546, 8-547, 8-548, 8-549, 8-550, 8-551, 8-552, 8-553, 8-554, 8-555, 8-556, 8-557, 8-558, 8-559, 8-560, 8-561, 8-562, 8-563, 8-564, 8-565, 8-566, 8-567, 8-568, 8-569, 8-570, 8-571, 8-572, 8-573, 8-574, 8-575, 8-576, 8-577, 8-578, 8-579, 8-580, 8-581, 8-582, 8-583, 8-584, 8-585, 8-586, 8-587, 8-588, 8-589, 8-590, 8-591, 8-592, 8-593, 8-594, 8-595, 8-596, 8-597, 8-598, 8-599, 8-600, 8-601, 8-602, 8-603, 8-604, 8-605, 8-606, 8-607, 8-608, 8-609, 8-610, 8-611, 8-612, 8-613, 8-614, 8-615, 8-616, 8-617, 8-618, 8-619, 8-620, 8-621, 8-622, 8-623, 8-624, 8-625, 8-626, 8-627, 8-628, 8-629, 8-630, 8-631, 8-632, 8-633, 8-634, 8-635, 8-636, 8-637, 8-638, 8-639, 8-640, 8-641, 8-642, 8-643, 8-644, 8-645, 8-646, 8-647, 8-648, 8-649, 8-650, 8-651, 8-652, 8-653, 8-654, 8-655, 8-656, 8-657, 8-658, 8-659, 8-660, 8-661, 8-662, 8-663, 8-664, 8-665, 8-666, 8-667, 8-668, 8-669, 8-670, 8-671, 8-672, 8-673, 8-674, 8-675, 8-676, 8-677, 8-678, 8-679, 8-680, 8-681, 8-682, 8-683, 8-684, 8-685, 8-686, 8-687, 8-688, 8-689, 8-690, 8-691, 8-692, 8-693, 8-694, 8-695, 8-696, 8-697, 8-698, 8-699, 8-700, 8-701, 8-702, 8-703, 8-704, 8-705, 8-706, 8-707, 8-708, 8-709, 8-710, 8-711, 8-712, 8-713, 8-714, 8-715, 8-716, 8-717, 8-718, 8-719, 8-720, 8-721, 8-722, 8-723, 8-724, 8-725, 8-726, 8-727, 8-728, 8-729, 8-730, 8-731, 8-732, 8-733, 8-734, 8-735, 8-736, 8-737, 8-738, 8-739, 8-740, 8-741, 8-742, 8-743, 8-744, 8-745, 8-746, 8-747, 8-748, 8-749, 8-750, 8-751, 8-752, 8-753, 8-754, 8-755, 8-756, 8-757, 8-758, 8-759, 8-760, 8-761, 8-762, 8-763, 8-764, 8-765, 8-766, 8-767, 8-768, 8-769, 8-770, 8-771, 8-772, 8-773, 8-774, 8-775, 8-776, 8-777, 8-778, 8-779, 8-780, 8-781, 8-782, 8-783, 8-784, 8-785, 8-786, 8-787, 8-788, 8-789, 8-790, 8-791, 8-792, 8-793, 8-794, 8-795, 8-796, 8-797, 8-798, 8-799, 8-800, 8-801, 8-802, 8-803, 8-804, 8-805, 8-806, 8-807, 8-808, 8-809, 8-810, 8-811, 8-812, 8-813, 8-814, 8-815, 8-816, 8-817, 8-818, 8-819, 8-820, 8-821, 8-822, 8-823, 8-824, 8-825, 8-826, 8-827, 8-828, 8-829, 8-830, 8-831, 8-832, 8-833, 8-834, 8-835, 8-836, 8-837, 8-838, 8-839, 8-840, 8-841, 8-842, 8-843, 8-844, 8-845, 8-846, 8-847, 8-848, 8-849, 8-850, 8-851, 8-852, 8-853, 8-854, 8-855, 8-856, 8-857, 8-858, 8-859, 8-860, 8-861, 8-862, 8-863, 8-864, 8-865, 8-866, 8-867, 8-868, 8-869, 8-870, 8-871, 8-872, 8-873, 8-874, 8-875, 8-876, 8-877, 8-878, 8-879, 8-880, 8-881, 8-882, 8-883, 8-884, 8-885, 8-886, 8-887, 8-888, 8-889, 8-890, 8-891, 8-892, 8-893, 8-894, 8-895, 8-896, 8-897, 8-898, 8-899, 8-900, 8-901, 8-902, 8-903, 8-904, 8-905, 8-906, 8-907, 8-908, 8-909, 8-910, 8-911, 8-912, 8-913, 8-914, 8-915, 8-916, 8-917, 8-918, 8-919, 8-920, 8-921, 8-922, 8-923, 8-924, 8-925, 8-926, 8-927, 8-928, 8-929, 8-930, 8-931, 8-932, 8-933, 8-934, 8-935, 8-936, 8-937, 8-938, 8-939, 8-940, 8-941, 8-942, 8-943, 8-944, 8-945, 8-946, 8-947, 8-948, 8-949, 8-950, 8-951, 8-952, 8-953, 8-954, 8-955, 8-956, 8-957, 8-958, 8-959, 8-960, 8-961, 8-962, 8-963, 8-964, 8-965, 8-966, 8-967, 8-968, 8-969, 8-970, 8-971, 8-972, 8-973, 8-974, 8-975, 8-976, 8-977, 8-978, 8-979, 8-980, 8-981, 8-982, 8-983, 8-984, 8-985, 8-986, 8-987, 8-988, 8-989, 8-990, 8-991, 8-992, 8-993, 8-994, 8-995, 8-996, 8-997, 8-998, 8-999, 8-1000, 8-1001, 8-1002, 8-1003, 8-1004, 8-1005, 8-1006, 8-1007, 8-1008, 8-1009, 8-1010, 8-1011, 8-1012, 8-1013, 8-1014, 8-1015, 8-1016, 8-1017, 8-1018, 8-1019, 8-1020, 8-1021, 8-1022, 8-1023, 8-1024, 8-1025, 8-1026, 8-1027, 8-1028, 8-1029, 8-1030, 8-1031, 8-1032, 8-1033, 8-1034, 8-1035, 8-1036, 8-1037, 8-1038, 8-1039, 8-1040, 8-1041, 8-1042, 8-1043, 8-1044, 8-1045, 8-1046, 8-1047, 8-1048, 8-1049, 8-1050, 8-1051, 8-1052, 8-1053, 8-1054, 8-1055, 8-1056, 8-1057, 8-1058, 8-1059, 8-1060, 8-1061, 8-1062, 8-1063, 8-1064, 8-1065, 8-1066, 8-1067, 8-1068, 8-1069, 8-1070, 8-1071, 8-1072, 8-1073, 8-1074, 8-1075, 8-1076, 8-1077, 8-1078, 8-1079, 8-1080, 8-1081, 8-1082, 8-1083, 8-1084, 8-1085, 8-1086, 8-1087, 8-1088, 8-1089, 8-1090, 8-1091, 8-1092, 8-1093, 8-1094, 8-1095, 8-1096, 8-1097, 8-1098, 8-1099, 8-1100, 8-1101, 8-1102, 8-1103, 8-1104, 8-1105, 8-1106, 8-1107, 8-1108, 8-1109, 8-1110, 8-1111, 8-1112, 8-1113, 8-1114, 8-1115, 8-1116, 8-1117, 8-1118, 8-1119, 8-1120, 8-1121, 8-1122, 8-1123, 8-1124, 8-1125, 8-1126, 8-1127, 8-1128, 8-1129, 8-1130, 8-1131, 8-1132, 8-1133, 8-1134, 8-1135, 8-1136, 8-1137, 8-1138, 8-1139, 8-1140, 8-1141, 8-1142, 8-1143, 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"AM NOW in my seventh consecutive season here as bartender," letters Joe Post from the Hotel Claridge, Rochester, N. Y. "Paul D. Sprague paid me a surprise visit. He's handling the advance and doing the booking for Harry Lewiston's Museum. Paul reported that the unit is doing well and management contemplates playing this sector soon."

RANDIMARTER with Dodson's World's Fair Shows, Charles Clark and Mrs. Clark left shows' Jacksonville, Fla. quarters recently for Tampa, Fla., where they will remain until after the fair. Mrs. Clark produced and managed the Gay Parade Shows with the organization last season. Both will return to the shows in 1941.

"WHEN out of the door there arose such a clatter"—that it was easy to guess that the bees in winter quarters were arising back at the barn on Christmas morning or that it was the bees of the show killing the joy of the day.

VACATIONING in Florida since closing a successful season with the Keystone Midway Shows are Mrs. Eddie Richardson (Alois the Alligator Girl); her husband, and her brother, Alois the Alligator Boy, who recently signed with the Crescent Amusement Company for a number of Florida fairs. They report they have been enjoying some good fishing at Bowling Green, Fla.

"SINCE CLOSING with the Ben Williams and Lawrence Greater Shows, I've been playing night clubs to good business," Monte Navarro informs from Buffalo. "I have continued my Parisienne Models with Howard Fuller's Broadway Hotels. Combined units are billed as Navarro & Fuller's Parisienne Models and roster includes myself and Fuller, owners-manager; Che Che Lamarr, Janice Grey, Marlene Dixon, Anne Harris, Talyna, Don Alvarado, and Miss Nellie."

I'm not weeping over wasted opportunities, but these horses with broken legs that I bet on last summer have left me with a broken pike this winter. Oh, well! Maybe they'll be good bets next summer, as I understand they're still making back on them.—Ding Jan Johnson.

PENN PREMIER SHOWS' quarters notes by Bill Decker from Strasburg, Pa.: "Much work has been turned out here and Miss Dietrich is now in charge of activities. All new equipment has been purchased and it will be used to rebuild the organization for next season. Among recent visitors were Julie McNight, Clarence Ribow, and Harry Belden. Al Byrdick and brother, Bill, spent several days here after returning from a hunting trip with General Manager Lloyd Serfass."

DURING the recent Lions' Club Circus in Mattiesburg, Miss., many visiting trappers called at the circus office to renew acquaintances and take a look-see at the event. Among them were Jack L. Oliver, Dr. L. R. Holtkamp, Mr. and Mrs. H. (Reinde) Fritz, James Ogden, Mr. and Mrs. Sidney Hoeg, Mr. and Mrs. C. E. Davis, Mr. and Mrs. J. B. Bell, Mr. and Mrs. James Montgomery, R. K. Booth, Edward Welsh, W. L. (Geoch) Harrell, Jack Starling, M. L. (Slim) Collins, and Mrs. Peggy Lamon.

AMONG the many features in the floorshow at the Pacific Coast Showmen's Association's annual Banquet and Ball in the Balcon D'Ore and grand Ballroom of the Hotel Baltimore, Los Angeles, on December 17 was the well-received musical number, *Silks From the Woodbox of Mrs. May*, under direction of Frank Hubbard. Appearing in the skit were Russell Cundy, Jasper Hutchinson, Wilmont Hollinger, Joe Dyer, Donnie Thomas, Lou Marcano, Oswald Degrant, Joe Barrett, Earl Hatch, Nate Giffins, and Harry Davis.

ADDITIONS to Scorsen Bros.' Shows since opening of the winter unit in Ladowick, Ga., include Mr. and Mrs. Frank Allen, photo gallery; Mrs. De Goldenstein, jazz and corn game; Mr. and Mrs. Joe Hurley, bowling alley, fishpond, and palmistry stand; Fred Moran, chair-plane and five tapestries; Mrs. Edward Graves, knife trick; Miss Harriet, high pole. Management of the organization was held to the memorial at a Thanksgiving dinner. Shows are operating without a hitch. Leo (Spook) Drury reports, and business has been good. Joining in Scotland, Ga., were Jerry and Maggie, of



GENERAL MANAGER of Penn Premier Shows, Lloyd Serfass posed for this photo at his organization's quarters in Strasburg, Pa., shortly after a two-week hunting trip in Pike County, Pennsylvania, where he bagged a 10-point buck weighing about 175 pounds. Serfass is directing quarters activities.

side-show note, and Miss McLane, fat-girl show.

ONE of these University Lecturers on midwinters that you read about, "This is the largest snake in captivity. There is only one in captivity that is larger, but he is still in the jungle and they haven't caught him yet. A snake force-feeds himself and then lays in denials."

MANY West Coast showfolk attended funeral services in Los Angeles on December 26 for the late John E. (Jack) Biglow, who died suddenly on December 17 while en route to the Pacific Coast Showmen's Association's annual Banquet and Ball on December 17. Many floral tributes were given by members of the PCSA, with Harold (Pop) Ludwig paying a touching tribute at the club's Showmen's Rest plot in Evergreen Cemetery. Active and honorary pallbearers included Leo Haggerty, Chris Olsen, Charles Grenier, Al M. Miller, Ted LeYons, Henry Wallace, Barney Tunney, Billy Amant, Jimmie Dunn, Norman Peel, James Gallagher, Al Oulken, and Ray Johnson.

NOTES from Texas Kidd Shows from Grand, Tex., by H. B. Howe: Shows stand on the sunny equipment grounds at Marfa, Tex., for the week ended December 14 was a winner. Good crowds were on the midway every night and money seemed plentiful. Chick Castle, of the T. J. Tidwell Shows, is spending the winter on the organization. Mrs. Texas Kidd Jr. has recovered from a recent illness. Texas Kidd left on a buying trip recently. Shows worked to exceptionally good results on opening night here. Ted Guster entertained, Captain Fuller and several border patrolmen at opening. Billie Basinger has canceled her contemplated Florida vacation until the spring. Horse Gollips purchased a new car in Marfa.

WHEN in doubt on some shows about a piece of office business, ask the manager. If he's in doubt, he'll ask his agent. If his agent

is in doubt, he'll ask the treasurer. If the treasurer is in doubt, he'll wire the owner. If the owner is in doubt, he'll ask his lawyer. By that time the show will be out of town and in a new spot and in doubt about another piece of office business.—Colonel Patch.

NOTES from Aransas Pass, Tex., by N. L. Dixon: Among recent arrivals were Mr. and Mrs. C. A. Sanders, who are operating a live shrimp boat at Ellis Point. Eddie Pool is in the guide and fishing party business. Doc Harper, former carnival owner, is operating his own cafe here. Osa Denmark Langley won the cash award given by the Sanders for catching the most fish over a week's period. Other winners were Dutch Dept and Juanita Edwards. Arriving lately were Mr. and Mrs. Homer Ellis, Jimmie and Carl Byers, and Chief and Mrs. Bender. While visiting in Corpus Christi, Tex., recently the writer saw Buck and Mrs. McClanahan, Mr. and Mrs. Art Hansen, Mr. and Mrs. Mizer, Buckle and Mrs. McLemore, Herbert Hall, and H. P. and C. M. Hill. The writer also has signed with Texas Exposition Shows to again handle the legal end for 1941, while Mrs. Dixon will be The Billboard sales agent and handle the front gate.

15 Years Ago
(From The Billboard Dated January 2, 1926)

Sixth annual Christmas Tree Celebration, Vanderbilt Show, and Banquet, given by the Heart of America Showmen's Club in the lobby and ballroom of the Coates House, Kansas City, Mo., proved a huge success. . . . W. S. (Bill) Franks closed his indoor circus in Lagrange, Ind., and went to Detroit. . . . Nate Miller, superintendent of concessions with the Nat Heiss Shows, was in Florida with the Nell Austin Florida Sunshine Gilt Edge Shows. . . . Leon W. Marshall, animal show operator, was proprietor of an eating establishment in Tampa, Fla. . . . David D. Rankin was holidaying at his daughter's Detroit home after closing with the Morris & Castle Shows.

Capt. David Lattip and family were wintering at their home in Charleston, W. Va. . . . Sydney Landcraft was wintering in Quincy, Ill., after a successful season with Snapp Bros' Shows. . . . L. C. Gates signed to again pilot the Great Eastern Shows, and G. C. Morton was booked to continue as assistant manager. . . . Harry Scott, clown policeman, and his dog were doing street advertising for stores in Greater Cincinnati.

H. G. Patterson was wintering in Alliance, O., where his Miscellaneous Toyland and Palace of Fun attractions were stored. . . . Al Fisher, concessionaire, was in the whitestone business in Tampa, Fla. . . . Harry A. Illinois, manager of Hyle F. Maynor's rides, and Mrs. Illinois were in New York for the holidays. . . . Gus Arger booked lookbooks with Brown & Dyer and Boyd & Linderman shows. . . . General Manager J. P. Murphy went home to Piqua, O., but couldn't stand inactivity and was back in Nat Heiss Shows' quarters 10 days after he left them.



SCENE OF MUCH ACTIVITY at the annual convention of Western Fair Association in the Palace Hotel, San Francisco, on December 11-14 was the Crafts Show's suite, where were deposited models of new prints, miniature hotspots, midwinters attractions, and rides to be introduced on the Crafts units next season. Left to right: Harold Perry, special agent; Ben Dobbin, manager of Crafts Golden State Shows; O. N. Crafts, owner-manager of Crafts Enterprise, and Joy E. Livingston, general manager.

EVANS MONEY MAKERS
Make your Concession the LIVE SPOT! Rely on EVANS' 47 Years Experience for the Latest and Best

Amusement Equipment

PADDLE WHEELS OF ALL KINDS \$10.00 UP
Long Range Shooting Galaxies and Explosive for all kinds. Wheels of every type. Everything for the Showman.

FREE CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

TILT-A-WHIRL
AFTER TEN YEARS STILL TRUE . . .

"Chief among the money earners for this season has been the Tilt-A-Whirl" . . . "It gave an exceptional large number of profitable rides" . . . "The ride has sufficient attraction to be done on for year after year of profitable operation."

IF YOU WANT TO GET . . .
GIVE YOUR TILT-A-WHIRL and Celebrations a NEW TILT-A-WHIRL in 1941.

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SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills
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CONCESSION TENTS CARNIVAL

Our Specialty for Over 40 Years

UNITED STATES TENT & AWNING CO.
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EDDIE HACKETT
New With "Mac" McNally Handling Southland Chevy's Shows

Southland Chevrolet
MIAMI, FLA.

TENTS-BANNERS

24x00 Off Center Side Show Top
16x49 Hip Roof Top

CHASLEIGH DIVISION—BROTHERS MICHENERSON

O. HENRY TENT & AWNING CO.
4811 North Clark Street, CHICAGO, ILL.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Dec. 28.—Thursday's meeting was canceled because of the holidays and next regular meeting will be held on January 1. President Frank B. Conklin, sojourning in Florida, writes he hopes to be here for the big New Year's Eve party. House committee Chairman Lew Keller and his assistant, Bill Carsky, are planning a swell night and expect a record crowd. Bob Lehman, L. E. (Larry) Hogan, Bernie Mendelson, Ned Turti, and Sunny Bernst left for Kansas City, Mo., for the Heart of America Showmen's Club banquet and ball. Christmas wires were received from President Frank Conklin, Marie Hanauer, Harvey Miller, Fred Donnelly, and Ray Marsh Brydon. Members were grieved to learn of the death of the mother of Brother Al Cohn. Messages of condolence have been forwarded. Past President J. C. McCaffery left for a brief Florida vacation. Irving Maltz came in for the holidays and Harvey and Mrs. Miller left for Iowa.

Ladies' Auxiliary

Club held a board of governors meeting in the classrooms at the Sherman Hotel on December 20. Ann Burns and Mrs. Daisy May Hennies were elected to membership and the application of Doris Kinner was presented and tabled for the next meeting. Members were pleased to learn that Mrs. Tom Rankine, past president, was appointed a representative at the installation dinner of the Ladies' Auxiliary of the National Showmen's Association in New York.

Club also has appointed Mrs. Leah M. Brumlee a representative to the Ladies' Auxiliary of the Heart of America Showmen's Club Banquet and Ball in Kansas City, Mo. Mrs. Brumlee also is a past president of this auxiliary. Correspondence was received during the week from Mildred Cohen, president of the Ladies' Auxiliary, N.Y.; Grace Coes, Bea Hamid, Gladis Travis, Gene Martin, and Loretta Ryan. Members will hold their regular meeting on January 3, and President Mrs. Joseph L. Strubich urges all to attend. Mrs. Strubich has returned from Florida, Ill., where she spent Christmas.

event has become one of the club's most anticipated affairs since its inception. Brother Joe McKee's home on Christmas night where he held open house, appeared to be a duplicate of the rooms due to the large number of members constantly coming and going. Club thanks the many members who sent in Christmas cards.

Brother Moe Elk's parents, Mr. and Mrs. Sam Elk, celebrated their golden anniversary on Christmas Day. Accountant Herb Leves left on a vacation trip to Havana. Members were sorry to learn that Brother Jack Peiberg underwent an operation at Dayone (N. J.) Hospital, and that Brother Trus D. Perkins is ill at home. Members are reminded that letters and personal calls are always appreciated by those confined.

Brother Max Sharp reports success with his 33 Club. Bessie like Diddy Simmons received the most Christmas cards among the boys around the club. Brother Benno Meyers visited after too long an absence. Club extends thanks to Brother Spitz, florist, for his generosity in decorating the rooms.

Birthday congratulations to Jack Peiberg, Jack Frock, January 1; Henry B. Roth, Thomas Hartman, J. Harry Goldberg, Harry B. Nelson, LaMotte Dodson, Dr. Henry C. Falk, Philip L. Cook, Neal Carr, A. Frank Hallen, Mike Ziegler, Howard Ingram, S. Morris Sommers, Harry Be Gar, Joseph J. Dinko, Sam Shapiro, 7.

Ladies' Auxiliary

Father of Sister Mildred O'Done has been operated upon. Sisters Theresa King and Mimi Sussman are ill. Paid-up members will be guests at installation dinner on January 7. Sister Martha Warner has recovered sufficiently to leave the hospital in Toledo.

International Showmen's Association

Maryland Hotel

ST. LOUIS, Dec. 28.—At club's regular meeting on December 19, with President Dee Lang presiding, membership drive report showed splendid results for the first month's drive when 43 members were accepted. Strict adherence to the rule "that only people actually engaged in show business or allied industries are acceptable for membership" is making the club one for "showfolk only." Despite how strongly anyone is recommended, if such a person is not actively engaged in show business, it is impossible for him to become a member. Bro. Charles Lang, president, turned in 23 applications, all of which were accepted.

Those joining in the past month are Marion Alfred, W. C. (Billy) Bentler, Daniel J. Meigs, John A. Palmaro, Frank J. Kleh, Mickey Parrell, Owen Salmon Whitlout, Leonard McElmore, Joe Klein, Ervin F. Brown, Lloyd Statter, Milt Hinate, Danny T. Bibb Jr., Clarence Stannard, Frank Harrison, Howell Eugene Adams, W. H. Gambler Sr., W. H. Gambler Jr., Ralph Clyde Glenn, Gus Porter, James E. Hearse, Ralph Hartman, John Mathies, Sam Licherstein, Sylvester Gredling, Jernale Lynch, Harold (Buddy) Peddock, E. Lawrence Phillips, C. B. (Red) Scott, Fred E. Cox, W. E. Strieby, Ben Weiss, Little Joe Miller, Thomas Shasky, Warren Matthew Murphy, James E. Strites, Jack Downs, E. Walter Evans, John Courtney, Mike Barnes, Frank R. Windley, Jake Shapiro, and Herman Klein.

Secretary Charles T. Coas reported dues for 1941 were received from the following the past two weeks: J. C. McCaffery, Dee Lang, Ed. T. Kelly, Nymie Bechtler, John Swenson, Tom W. Allen, Walter B. Fox, Charles A. Lens, Don Leonard, Noble O. Fairly, Pat Purcell, Powell Leonard, J. Crawford Francis, C. A. Vernon, William Pink, Harry G. Deolton, Leo C. Lang, Floyd Heese, John A. Francis, Phil Little, Harry W. Hennies, Morris Lipsky, Fred Zachille, Kenneth Blake, Al Reysinger, George Davis, Robert Mansfield, Roger E. Haney, Sam Solomon, Francis L. Deane, L. S. (Larry) Hogan, Abner K. Klina, E. W. Weaver, Lee Sullivan, George A. Golden, Curtis J. Velare, Kate Guilman, Charles DeZuko, Sonny Bernst, Rudy Cobb, Art



EDDIE LIPPMAN, who closed the 1940 season as manager of Andy Bro's' Exposition Shows, has been signed in the same capacity with Great Lakes Exposition Shows for 1941. Owner Al Wagner announced last week.

Oliviani, L. O. Clifton Kelley, Matt Dawson, and Peter G. Rust.

A group of members of the IAS and the Missouri Show Women's Club will hold a party in the classrooms on New Year's Eve.

Heart of America Showmen's Club

Raid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Dec. 28.—Regular weekly meeting was held in order by President Harry W. Hennies, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also at the table. Minutes of the previous meeting were approved, as was the financial report. Communications were read from Charles T. Goff, W. M. Hirsch, Bellmer Manufacturing Company, Alan Herschell Company, L. G. Eagle Printing Company, Charles W. Green, and M. J. Jenks. Past presidents on hand, who were given seats of honor, included Brothers Norris B. Cresswell, Abner K. Klina, John Castle, Noble O. Fairly, and P. W. Deem.

Brother Elmer C. Velare, accompanied by Mrs. Velare and Mrs. Grace Geofrey, stopped here en route to Solina, Kan. Velare was stricken ill during his stay and has been confined to his room at the Hotel Muehlebach. He is reported to be recuperating rapidly, however. Brother W. Frank Delmoine, memorial services chairman, reported his committee has completed all arrangements and that Dr. Walter Wilson would officiate. Floral offering at the tomb will be a large wreath in the form of a heart, with appropriate inscriptions.

Brother Ellis White, who was appointed Biquet and Ball Committee chairman, succeeding Brother Norris B. Cresswell, reported the ticket sale is going along nicely and all arrangements for the event, which will be held at Hotel Phillips, have been completed. From present indications it looks like a sell-out. Don Turco orchestra will provide the music, and Sonny Bernst will emcee. Brother George Barton, well-known agent and press representative, who has been confined in a hospital for the past three years, sufficiently recovered to attend the meeting and he received a big welcome. Burton is one of club's oldest members. President Hennies called on various members for brief talks and among those who responded were Brothers John Castle, P. W. Deem, Norris Cresswell, George Hawk, Clay Weber, and C. P. Zeiger.

Brother Zeiger won a big hand when he arose to ask permission for him and Mrs. Zeiger to supply the luncheon at the next meeting. The offer was graciously accepted. Brother Dave Stevens is still confined to his home, L. C. and not J. C. Reynolds is first vice-president of the club. The club will cooperate with the Midwest Merchandise Company in furnishing Christmas joy to the poor children as in other years. Frank Capp again will portray Santa Claus, assisted in distributing gifts by Brother Chester J. Levin. HASC Christmas tea now adorns the lobby of the Hotel Rai, where the ladies' auxiliary

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 28.—A typical night in the lobby of the Field Hotel during Christmas is something like the following: The chairs are turned in a circle so half the group may see the door and who enters, while the other half can see the desk and hear if anyone is called on the telephone. Now Hennies goes to the desk and obtains two Christmas cards. When she opens them and finds from whom they came, Ruth Hennies and Ruth Martone rush to their rooms to address cards in the senders, as they are the ones they forgot. Ruth can't remain long, as she must take her dog, Mike, out for a walk. Someone idly remarks that there seems to be more dogs in the hotel this year than ever before. There follows a heated discussion as to the number of different animals that were kept at one time in the old Coates House Hotel. Clara Zeiger said she remembered when Dave and Irene Laskman had a boxing kangaroo in the basement. Viola Fairly tied that with the statement that Louis Luskies kept a huge snake in a box, covered up with a blanket, under his bed all winter. We all spoke of Sammy, the ape, that Juanita and Eddie Strasburg had and that used to entertain with a ball game all his own.

George Hawk stops by and, hearing the argument, recalls the year that Tex Clark brought a snood, bear, and an elephant into the lobby for the Christmas celebration. He offers photographs for proof and all are convinced. One picture shows 10-year-old Marty Williams Jr. wrestling the bear, with the camel and elephant in the background. Having gained his audience's interest, George also tells of the year the Con T. Kennedy Show wintered on Grand Avenue, near the old Grand Avenue Station. Two lion cubs were born there but were a little puny, and Don Riley, the animal trainer, brought them to the hotel's furnace room, where they remained thru a severe cold spell.

Boby Velare and her niece, Grace Geofrey, come in then en route to Solina, Kan., and while Boby advises her husband, Elmer, has severe cold and is confined to his room, the rest of the group discusses the correct pronunciation of Grace's name until she tells them it's pronounced "Joffey." Peggy Reynolds displays a set of English bone-handled stags and steel knives and tools, one of a set of three she gave away for Christmas. Sammy Ansher sits in a wicker chair, saying he's there to protect Margaret's interests until she arrives, which she soon does, carrying three books from the Jones Lending Library. She says she'll sit up all night reading and then return them the next day. Mollie How enters with corn muffins for anyone who wants them, while Billie Willis arrives dressed in a new knitted suit and is forced to tell how long it took and how much yarn was used for the dress on him. Margaret Stone tells a tall one about some of the boys who carried home money in a gunny sack from a good spot. Loretta Ryan delivers mail and cards to several. Letty White gives a recipe for the relish she sold at the bazaar. Rose Hennies, with a heavy cold, tells what will sure be hot still uses her lanky often.

Jesse Nathan advised that her 88-year-old mother wants a can opener that fastens on the wall for Christmas. Bud Brainerd tells about thinking her husband, Art, had left the apartment and looking for the door on him. Margaret Stone tells a tall one about some of the boys who carried home money in a gunny sack from a good spot. Loretta Ryan delivers mail and cards to several. Letty White gives a recipe for the relish she sold at the bazaar. Rose Hennies, with a heavy cold, tells what will sure be hot still uses her lanky often.

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National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Dec. 28.—Club's social activities the past week have been terrific and the New Year's Eve party, with no admission charge, will top off the old year in merry style. Dance orchestra has been hired to play until the wee hours of the morning. Ladies' Auxiliary gave a Kiddies' Christmas Party Tuesday to more than 200 underprivileged children. Christmas trees, decorations, balloons, Santa Claus, and a clown were on hand to greet them. While enjoying a turkey dinner served by the women of the auxiliary, the children were entertained by a novelty stage show, Punch and Judy, etc. Each was then presented with a stocking filled with goodies, a toy, and a wooden cap and scarf set by Santa Claus (Secretary Sam Rothstein). On the bill were Frank Parish, clown; Willie Solar, the dandy of Snow White; Dixon Brothers, acrobats, and Ajax's Punch and Judy. Dorothy Packman was "Impressario" and Andre Dumont the emcee and stage manager. Many of the turkey stars were wearing a black show for the first time and, as one member remarked, "they were sailing it up along with the turkey." The funds for the fête were made possible thru a Penny Bag drive under the chairmanship of Sister Bea Hamid.

Organization's annual Christmas Dinner in the rooms for members and body showfolk and their families proved a huge success. The dinner was catered and about 375 were served while an enjoyable stage show in progress. This

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Dodson's World's Fair

JACKSONVILLE, Fla., Dec. 28.—Work at quarters on the fairgrounds here is progressing rapidly under direction of General Manager M. C. Dodson and Pinkie Edgar, who is looking after the purchasing of all material. Because oak timber is at a premium here, two trucks were sent to South Carolina to bring back the wood to be used in repairing and building new wagons. Four wagons, to be used to transport the new Rocket ride booked by Mr. and Mrs. J. C. Weer, under construction. Plans call for 18 new wagons to be built. Five new light towers are being constructed under direction of Dewitt Hodson, and a new front is being readied for the Gay Parade Show. Illumination front is being enlarged and attraction will feature new lighting effects. About 75 of the show's personnel are wintering here and quarters have their share of daily visitors. Mrs. J. C. Weer and sons passed thru on Dec. 27. 18 ex routes to Miami, where they have their Rocket ride booked with the Eddy Bros.' Shows. They spent one night as the guests of Mr. and Mrs. M. G. Dodson. Weer remained at his South Bend, Ind., home for a few days on business, but will join Mrs. Weer in Florida. Mr. and Mrs. M. G. Dodson left this week for Savannah, Ga., to spend the holidays with Mr. and Mrs. C. O. Dodson.

J. BEVINS.

J. J. Page

JOHNSON CITY, Tenn., Dec. 28.—All around quarters are awaiting the call for activity. Roy Fann, who is in charge, enjoyed a surprise visit from his brother, Carl, and sister-in-law, and just before Christmas the trio left for Perry, Ga., Carl's home, to spend the holidays. On Roy's return, rebuilding and repainting will begin. Several new fronts will be built, as will a transformer wagon to house transformers purchased during the year. Roy Carey, concessionaire, had a large cargo selling novelties on local streets and in adjoining towns to good results. Bob Richards worked wire jewelry. Crew at quarters were guests at a Christmas dinner provided by Owner Page. Mr. and Mrs. J. J. Page also were guests at a dinner at their home and partaking of the delicacies were Chris Jernigan, Mr. and Mrs. Frank Sheppard, Mr. and Mrs. R. E. Savage, and Buford and Charlotte Miller. Mrs. Bob Coleman arrived on Christmas Eve to spend the holidays with her parents. She will leave about January 1 for Key West, Fla., to book her concessions at one of the annual going there. Owner Page, accompanied by Chris Jernigan, was away on a business trip the past week.

R. E. SAVAGE.

Blue Ribbon

COLUMBUS, Ga., Dec. 28.—Activities at local quarters start about January 1, when Mr. and Mrs. L. E. Roth return from an extended trip to Hot Springs, Ark., the Chicago meetings, and a visit with Mrs. Roth's mother and sister in Columbus. O. Crew, in charge of Lee Paden, secretary, includes E. P. Sumrall, chief mechanic, and Jimmie Paden, ride superintendent. Much has been getting ride motors in shape for the coming year. The writer has kept the office open all winter and at present is closing the books for the season. Visitors included Mr. and Mrs. Bill Dollar, Pat Miley, Jerry Jeffries, Lee Ahrens, Mr. and Mrs. Clarence Thomas, Max Lorenz, and Mr. and Mrs. Spud Murphy.

LEE PADEN.

Prell's World's Fair

WINNETT, Ill., Dec. 28.—All the major quarters activities began soon after January 1. General Manager S. E. Prell has issued orders for the start of preliminary work because of the unusual favorable weather. Joseph Parsons reports he and his crew have completed the basic alterations to the Merry-Go-Round and have released it to the scenic artists' department for finishing touches. Ben Check, master machanic, is overhauling transportation equipment, while Charles Powell, concessionaire, has been assigned the task of securing additional transportation equipment. Mac-

greg Prell says shows will be completely motorized when they take the road early in 1941. Cash Miller has signed for next season and plans a new Ten-in-One Sals Show. He stopped here recently to start construction of the attraction. Plans for new Gul-Bevins and Minaret Show fronts have been given by Prell, and Sam Caruso has been approved by go-ahead signal on preliminary construction. Lion Motorfrone has been erected upon the grounds, and the cars are being broken to a new act under the guidance of Darsdevil Marion Ellis, assisted by Flash White. The writer has been doing some special and successful promotional work for the shows. Pop Dechena is busy improving the acting abilities of abused animal performers. Harry J. (Doc) Ward, mail man and The Hubborn's sales agent, still makes his daily trip to the post office. Mr. and Mrs. Stacy Knott have acquired a new home, near quarters. THOMAS W. RICE.

Great Lakes Expo

FLORENCE, Ala., Dec. 28.—Preliminary work has started at quarters on the local fairgrounds. Happy Graff, master builder, is in charge and has his crew building four new panel fronts, with neon and chromium finish. The midway will present six new light towers in 1941 and several new rides have been ordered. Five tractors and trailers and three new show cars will be added. Al Boner's stage Show has been booked and he is busy readying his equipment. General Manager Al Wagner and Representative Robert H. Kline will attend the fair meetings in the North and then return to finish up the tour of the South. Eddie Lippman left for the South on a business and pleasure trip. Mr. and Mrs. Al Wagner returned to their home in Toledo for the holidays. Harry Smiley accompanied them. Many showfolk are wintering here and much visiting is done daily.

JOHN DAVIS.

Zimdars Greater

HOT SPRINGS, Ark., Dec. 28.—Work in quarters here has not started, but many jobs are being cut up as numerous shows are wintering here. Mr. and Mrs. W. E. Kelly returned to show after a visit with Mrs. Kelly's folks in Guy, Ark. Norman the Wizard and Company have been playing houses the past two weeks, but are here until after the holidays. C. E. Reed, agent, came in from Memphis for a few days, but has returned to that city. Visitors included Frank (Dutch) Waldron, Reynolds & Wells Show; Mr. and Mrs. Labbrook, of Mt. Vernon, Ill.; Mr. and Mrs. L. E. (Eddie) Bush, and Mr. and Mrs. Mike Reelin, Blue Ribbon Show; J. W. Laughlin, West Bros.' Shows; Harry W. Hennis, Hennis Bros.' Shows; Charles Hill, C. D. Scott Shows, Mr. and Mrs. C. P. Reinson, Hipon, Wis.; Roy Goldstein and Tom Fuzzell, Fuzzell's United Shows; Mr. and Mrs. William Dyer, Dyer's Greater Shows; Mr. and Mrs. Whitely Danely, International Congress of Oddities; Fred McIntire, S. L. Cronin, and Mr. and Mrs. Albert McElroy.

LAVERN ZIMDARS.

Sickels United

JACKSON, Tenn., Dec. 28.—Quarters have been established uptown here and work will start about February 1. Since shows did not tour last season, all canvas will be new. Management will build an attractive entrance front and new show fronts. Managers Bob Sickels recently returned from Illinois, bringing a Merry-Go-Round, Ferris Wheel, and Chairlift with him. Mr. and Mrs. E. E. Baker and son, Buzz, are here, where Buzz is in school. E. E. Baker is general superintendent; John Denton will have the organ game, and the writer is secretary. CLIFFORD MATTHEWS.

Crafts

NORTH HOLLYWOOD, Calif., Dec. 28.—The holidays have been gala and Christmas Day saw all work at a standstill and quarters crew enjoyed itself in typical yuletide spirit. Owner and Mrs. O. N. Crafts were hosts to their family and close business associates at a turkey dinner. Shows in attendance were M. and Mrs. Roger Warren and daughter, Carol Ann; Mr. and Mrs. George Sears and

son, Niel, and Mr. and Mrs. Frank Warren. A huge Christmas tree was loaded with gifts for all, with the chief recipient being Owner Crafts. Others at the dinner were Mr. and Mrs. Roy E. Ludington, Mr. and Mrs. Bruce Hankock Sr., Mr. and Mrs. H. Hennick Jr., and Harold Mook. Quarters work will resume January 1, when all departments start full blast in order to complete the heavy schedule planned by Crafts. H. C. Landaker is in charge of special front construction and need installation. E. Versteeg will look after the electrical requirements, while Bill Myers supervises construction of light towers and front entrance arch. James Lynch is in charge of the commissary, with Charlot Warren acting as purchasing agent at quarters. Louis Gody is chief. Mechanical department includes Frank Kennedy, Pollock Kitchener, and Nick Obrovac.

With closing of the five-week Christmas Show in Los Angeles, the trail consisting of the Auto Scooter, Merry-Go-Round, Ferris Wheel, and Miniature Autos returned to quarters, as did the ride which had been on location at the Columbia Studio under Roy E. Ludington, assisted by Mark Doman and Harold Mook. Cookhouse had a month's run at the former location under George Farnat. Owner Crafts left Christmas night for Wichita, Kan., to pick up his place, Lee Brandon, general representative, reports progress in the North, while Ben Dobbert, manager Golden State Shows, has mailed in several good contracts for that organization. George Everett Coe is busy and seen around quarters at rare intervals. Roy E. Ludington is back from a tour of Mexican border towns which will be played by Crafts 20 Big Shows in February. One more big party will be celebrated. It will be staged by Uncle John (Spot) Hagland on New Year's Eve, when he returns from a sojourn in North Carolina. CLAUDE (CURLY) RODGERS.

Miami

MIAMI, Dec. 28.—Eddy Bros.' Shows, having their best season here, are working steadily. At present they are showing at Northwest 36th Street and 37th Avenue on school grounds and record crowds are spending plenty. Jewish War Veterans are preparing for their first carnival, having contracted with Eddy Bros. to furnish the midway. The Ladies' Auxiliary will sell tickets at all Miami Beach hotels.

Eddy Bros.' Shows broke records for gate attendance at the Miami Seaside Fair. The midway was really a flash, and shows and concessions did a nice business.

ness. Eddy's will furnish the midway for the annual colored fair here. Jake Croft has the ex. op. concessions at the annual air races, which open here on January 10. Jake is employing only showfolk and at present has over 200 engaged. He and Sam Crowell have all the novelty concessions at the Orange Bowl Fiesta. Both have many other dates lined up for the winter.

Jimmie Vair and Tommy Higgins, owners of Jimmie's Restaurant, means for visiting showfolk, took a party of showfolk on a fishing trip in Tommy's motor cruiser. Catch totaled 47, all of which were minnows, so the boys had a small feast for their trouble. Tommy again will have his steam-baked cookhouse on the World of Miami Shows.

Carnival men here report they are enjoying their best winter in years. Carl Couch and Paul Curtis are contracting for several dates in South Florida, using Jimmie's Restaurant as headquarters. Mr. and Mrs. C. E. Barfield arrived here and hit for Key West, where Barfield will stage and direct the annual fair. Local theater men, as usual, are squawking about too many outdoor shows this winter. They want the license fees increased for such troupes.

3000 BINGO

Heavyweight cards, black on white. Wood tables provided. Two sides, 200 numbers each. Set up in the following time and price:

25 cards, \$9.50; 50 cards, \$4.00; 75 cards, \$4.25;
100 cards, \$5.00; 150 cards, \$6.25; 200 cards, \$11.25;
250 cards, \$17.50; 300 cards, \$18.50.

Remaining cards, \$5.00 per 100.
No. 140 — Extra Heavy Green Back Sides, Per 100, \$20.00.

3000 KENO

Made in 20 sets or 100 cards each. Placed in 2 rows across the table—100 up and down. Light-weight card. Per set of 100 cards, 1400 cards, \$25.00.

All Bingo and Keno sets are complete with wood matters, table and weighing sheet. All cards size 127.

LIGHT WEIGHT BINGO CARDS

Black on white, round cut, thickness. Can be replaced at diamond. 2,000, set \$27. per 100. 4,000, set \$27. per 100. 6,000, set \$27. per 100. 8,000, set \$27. per 100. 10,000, set \$27. per 100. 12,000, set \$27. per 100. 14,000, set \$27. per 100. 16,000, set \$27. per 100. 18,000, set \$27. per 100. 20,000, set \$27. per 100. 22,000, set \$27. per 100. 24,000, set \$27. per 100. 26,000, set \$27. per 100. 28,000, set \$27. per 100. 30,000, set \$27. per 100. 32,000, set \$27. per 100. 34,000, set \$27. per 100. 36,000, set \$27. per 100. 38,000, set \$27. per 100. 40,000, set \$27. per 100. 42,000, set \$27. per 100. 44,000, set \$27. per 100. 46,000, set \$27. per 100. 48,000, set \$27. per 100. 50,000, set \$27. per 100. 52,000, set \$27. per 100. 54,000, set \$27. per 100. 56,000, set \$27. per 100. 58,000, set \$27. per 100. 60,000, set \$27. per 100. 62,000, set \$27. per 100. 64,000, set \$27. per 100. 66,000, set \$27. per 100. 68,000, set \$27. per 100. 70,000, set \$27. per 100. 72,000, set \$27. per 100. 74,000, set \$27. per 100. 76,000, set \$27. per 100. 78,000, set \$27. per 100. 80,000, set \$27. per 100. 82,000, set \$27. per 100. 84,000, set \$27. per 100. 86,000, set \$27. per 100. 88,000, set \$27. per 100. 90,000, set \$27. per 100. 92,000, set \$27. per 100. 94,000, set \$27. per 100. 96,000, set \$27. per 100. 98,000, set \$27. per 100. 100,000, set \$27. per 100.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

MOTOR CITY SHOWS

Opening in Southern Ohio around April 15

WANT RIDES: Not conflicting. Will book or buy Octopus. Good opening for neatly framed Pony Ride, Chairplane, Scooters, etc.

SHOWS: With or without outfits. Want Party to Manage Ten-in-One (will furnish complete outfit 20x100 tent and 140-ft. banner line). Can place Expose, Snake Show, Minstrel or any other Show. Good proposition to Glass House, Fun House and Penny Arcade.

CONCESSIONS OF ALL KINDS: Want Wheels, Grind Stores, Diggers, Cook House (privilege in meal tickets), Pop Corn, Candy Apples, Corn Cane, Ball Games, Mouse Game, Long and Short-Range Galleries, Penny Pitch, String Game, etc.

Want Billposter with truck, also Sound Truck.

Fair Secretaries—If you want a first-class Midway with 10 Rides and 10 Shows for your fair, get in touch with us.

VIC HORWITZ 355 Lake St. Toledo, Ohio

DON'T MISS THE BIG ONE! GREENVILLE NATIONAL HOME SHOW

THE HEART OF THE KENNESAW MOUNTAIN SYSTEM, GREENVILLE, S. C. WEEK FEB. 10, GREENVILLE, S. C. ON 3 SHIFTS.
WANTED: Auctioneer, Kitchen Gadgets, Wire and Jewelry Workers, Glass Blowers, Candy and Nut Tarts, Program, Shows, Band, Your Own Novelties, etc. (No Game, No Wheel).
25000 ADVANCE TICKETS. 50¢. QUIZ PROGRAM AS TRICK-A-DAY.
Opening Night Greenery's Night. Real newspaper and radio publicity. Mayor, Pres. of Chamber of Commerce, State Director of FHA on sponsoring committee. Deposit required. Space limited.
S. HODGES BRYANT, MGR., 307 NEWS BLDG., GREENVILLE, S. C.

POPCORN

These are three good reasons why most Concessionaires buy their Popcorn Supplies from us:
1—HIGH QUALITY 2—LOW PRICES
3—SAME DAY SHIPMENT

Write for Our New Fall Price List and Our Special Offer on New Popcorn Machines.

Gold Medal Products Company
481 E. PEARL ST. CINCINNATI, OHIO

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Cordia Wick, Fla.
Week ended December 28, 1940.

Dear Reader:

"Jingle board, jingle board, jingle thru the play." These words were sung here all thru the week by every man, woman, and child on the show, the bosses having given the stand its privilege free, with the winnings going toward a real Christmas dinner for the show's personnel. From opening time on Monday up to Christmas Eve the booth had a steady play, resulting in an all-time high plateau dinner. Orders to keep the midway dark for the day were given by the bosses, who even went to their tricks to raise the extra money needed to put the day over in a big way. The show's secretary charged the amount against the jingle board to be worked off when it opened on December 26.

The girl show tent was stripped and then gaily decorated for the biggest Christmas jamboree ever staged. At one end of the top stood a giant tree with all of the trimmings, while beneath it were stacked thousands of gifts for all employees and visitors. Up one side laid down another were long tables large enough to seat over 2,000 people. Every fry and cookhouse chef, augmented by the house trailer wives, prepared a spread fit for kings. For weeks the office staff worked on the guest list, making sure that no one was neglected.

Table No. 1 was reserved for the ride operators and their helpers. No. 2 for the show operators and their help, and No. 3 for concessionaires and helpers. No. 4 was reserved for all visiting trouper, while No. 5 was reserved for all fair or fete-like who at that time had no fair, (this is the only day of the year on which we entertain fairs and fete-like.) The five bosses and their staff spread out among the five tables to enjoy the repeat with their people.

Theatermaster Lew Truckee, the show's aggressive general agent, was the life of the party and insisted on elaborating upon his clever work executed during the Chi conventions. He said himself, the Moses who would lead us, and his long white flowing beard impressed us as being an angel.

Before the dinner was half over we were pleasantly surprised with the arrival of the Dreyhead Beters, operators of the show bearing their name. Irish Jack Lynch was also a visitor, who arrived just in time. Several carnival

managers stopped for a toddy, but we didn't mention their names even before the fairs fair secretaries nor will we mention them here.

Girls for everyone seemed to be the vogue. The five brothers held back the most pleasant surprise until the end, when they presented each occupant of the berth and stateroom cars with a new de luxe house trailer. This delighted the dining car operator so much that he gave them all of the dishes in the privilege car; throwing in the gas stores for good measure.

Thursday found the midway back to normal. The jingle board opened to try to get the dinner abridged. A big "Peace-on-Earth" sign adorned the top, but some of the earthly peace officers insisted on getting a piece of the score and thus kept the dinner on the burr. Hearing of the shortage, our legal adjuster said, "Christmas comes but once a year, so I'll stand the bill." Before several witnesses, he tossed the dinner committee the short \$1.16.

MAJOR PRIVILEGE

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 28.—During the winter in accordance with custom, we shall resume the series of articles on the legal phases of various subjects of interest to our membership, and would appreciate hearing from members as to their preferences of the subjects to be considered.

There recently appeared in The Congressional Record an article inserted by Congressman John G. Alexander, of Minnesota, in which he decried the high cost of transportation and in which he urges all shippers to organize to correct this alleged evil. Congressman Alexander cites several instances in which carriers have advertised their earnings, and he claims that the picture created is not entirely correct. We shall be pleased to furnish a copy of this article to any member upon request.

This office has received additional information relative to the cost of electricity in New York, Pennsylvania, Michigan, Alabama, California, and other

States, which information we shall also be pleased to furnish our membership upon request.

Hennies Showfolk Guests At Leach-Clawson Dinner

BIRMINGHAM, Ala., Dec. 28.—J. Warren Leach, president of Alabama State Fair, and Ralph J. Clawson, manager of Hennies Bros.' Shows, were hosts to the showfolk crew in quarters here at a Christmas dinner. President Leach donated a roast turkey and plenty of refreshments, while Clawson provided all other trimmings.

In attendance were Dan King, Tobe Finn, Andy Anderson, Mr. and Mrs. Miles Riley, George Nelson, Oeville Clevenger,

Draft Delinquents

ST. LOUIS, Dec. 28.—Draft Board No. 3, located at 713 1/2 Chestnut Street, has announced that the following trouper are considered delinquents, having failed to respond at the proper times: Besudreux, Carlisle Albert; Benjamin, Chester Everett; House, Lee Jackson; Lerner, Harry; Williams, Hubert.

Ralph Houser, Frank Irvin, Arthur Verocese, E. O. Roome, Karl Von Faulk, Mac McClaran, Charles Ladd, K. P. Chester, Mr. and Mrs. R. O. (Buttons) Grant-ham, George Helzer, Mr. and Mrs. Ted Mitchell, and Red Huntlinger.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Dec. 28.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

Name	Order No.	Name	Order No.
Adams, Walter W.		Mason, Chester H.	581
Alford, Elmer R.	511	Miller, Hurvey A.	
Allen, Claude		Miller, Jake	68
Babbs, Louis W.		Miller, John L.	
Ball, Emerie	400	Miller, Oregon Augustine	219
Banks, Harold Chester		Miller, Ralph A.	
Barber, Otis G.	545	Mills, Madison E.	90
Beggs, J. Francis		Moore, Thomas	
Blaks, Delbert Sam		Morley, Donald V.	
Bookman, Chas. G.	415	Morse, David S.	
Boria, Valentin		Moyer, Edward	
Bornwald, Arthur B.		Mullen, Harry J.	
Broda, Joseph John		Muster, Paul	
Bujnowski, Joseph Steve		Myk, Joseph K.	
Bumgardner, Lee		Nichols, Green Jake	
Byrnes, Frank Anderson		Nixon, Paul E.	
Cahill, Jas. L.		O'Brien, Donald	
Chambers, Larry		O'Neil, Patrick J.	
Clark, Brbt. A.	385	Own, George	60
Cole, Creston E.	4206	Patterson, Leon L.	401
Conkie, Winston Ralston		Perry, Chester	544
Costello, Tom		Petty, Leon	
Covey, John O.		Polite, Leo	
Davis, Robt. L.	478	Polk, Milton L.	
Davis, E. W.	557	Porter, Clyde R.	
Dawson, Samuel Geo.		Redinger, George R.	
Dellow, James H.		Reagan, Phillips T.	541
Dodson, Mr. Jesse		Reaves, Jr. Jesse D.	
Kelhart, Harry A.	142	Richardson, Raymond J.	362
Elmott, Merl R.	384	Roberts, Steve	
My Mike J.	85	Robinson, Ralph J.	
Endicott, Jimmie R.	417	Rogers, Glen O.	13
Farabee, Paul E.		Russell, Paul G.	
Farnest, Lewis E.	578	Rutherford, Claude B.	
Faulstich, Chas. T.	413	Samuelson, Charles Elmo	
Fitzpatrick, Fred Harold		Satterfield, Thomas M.	120
Fleming, Lloyd J.		Sawyer, Hugh T.	492
Force, Harold W.	484	Sealy, Clyde Honey	
Foster, Jack Mitchell		Shannon, Bert	
Fox, Bonnie		Shaw, Wm. M.	315
Frick, Jack L.		Shellito, Sterling David	
Gaverson, Steve J.	132	Smith, Jimmy LeRoy	
Goldfarb, J.	320	Smith, Jr., Geo. Edward	
Greaves, Wm. F.	357	Slaney, Michael J.	288
Harvey, Clarence Wesley		Stanley, Frank	320
Hartilla, Albert		Stewart, Jack Alexander	
Helm, Chas. F.		Stites, Eugene R.	
Hess, Mack		Suenger, Mont	
Hooper, Harry James		Taylor, L. E.	
Horton, Walter		Therault, Hubert David	
Hill, Leo V.		Thomas, Arthur	
Jackson, Ralph		Thompson, John J.	
Jackson, Robert	82	Triconi, Jerry Michael	
Johns, Wesley Lefroy		Van Hosen, Lawrence K.	
John, Frank S.		Vaughn, John Clifford	
Jones, Wm. W.		Wall, Otis L.	
Kesley, Edwin M.		Wall, Lewis	
Keith, Forrest Edward		Walters, Pershing W.	
Kelson, Charles Edward		Wapnick, Nathan	418
Killbrew, Raymond O.		Ward, Wm. P.	
King, Ray Taylor		Washburn Jr., Nelson	
King, Patrick T.		Weathers, Sandy P.	533
King, Tex		Wells, Albert	
Knight, Joe P.		Wiggins, Roy	
Kuennon, Douglas Glen		Wiss, Richard L.	118
Laury, Bill Lee		Williams, Lewis Henry	
Lee, Arthur W.	237	Wormak, Frank Joseph	
Leito, Anthony		Wray, John H.	408
McDaniel, Daniel E.	450	Wright, Henry R.	
McCormick, Jesse A.	494	Yonko, Spens L.	
Mallery, Richard	164	Yost, Arthur M.	130
		Zubel, Alex.	

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Besudreux, Carlisle Albert	145	Learned, John R.	616
Benjamin, Chester Everett	130	Lerner, Harry	488
Bubanka, John Madison	518	Whitner, Lawrence Homer	631
Lambert, Edward Joseph	672		

NEW YORK OFFICE, 1564 BROADWAY

D'Stricio, Rudolph		Keller, Fred	
Ermer, William Patrick		Nicholas, Steve	1896
Hudson, Harvey		Yates, Eddie Penn	

WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

Sponsored Events

Veteran, Lodge and Other Organisation Festivities

Conducted by CLAUDE R. ELLIS

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

Charity Fete Nets \$6,200 in Winnipeg

WINNIPEG, Man., Dec. 28.—Annual Christmas Charity Carnival in Civic Auditorium here on the nights of November 30 and December 2 and 3, under auspices of business groups was the most successful yet staged, reported E. J. Casley, general manager of the E. J. Casley Shows.

who furnished 20 concessions and aided the committee in setting up the event. Paid admissions of 14,000 was a low record and there was a profit of about \$8,200.

Concessions were heavily patronized and many valuable prizes, obtained thru co-operation of business men on the purchasing committee, were awarded. Added attraction was Herb Brittain's band for dancing. Minneapolis Burners were guests on opening night and their drills on the dance floor were well received.

WANTED LARGE CARNIVAL

for the week of July 4th, 1941, by the Class Volunteer Fire Co. No. 1, Union, Pa.
Wm. E. C. LONG, Secretary

SEASON'S GREETINGS

George Hannelord Family
HAROLD MORTON'S CIRQUE
The Arena, Cleveland, O., Dec. 24th to Jan. 2nd.

WANTED

For the United States, Jan. 20th, by three weeks. For the United States, Jan. 20th, by three weeks. For the United States, Jan. 20th, by three weeks. For the United States, Jan. 20th, by three weeks.

H. SINGER, 70 Jay St., Boston, Mass.

Shorts

AMONG attractions appearing in James Dawson's Christmas Revue in and around Fort Smith, Ark., were Arnie Lakes, Everard's Hollywood Monkey Revue, Hazel King's Canines, and seven-piece band. Show had special lighting effects and ordered a new sound system.

CONSTRUCTION is progressing on a modern auditorium to seat 800 at Carolina Beach, N. C.

MILT HERRIOTT reported he recently exhibited mimics of the State Criminal Inmate Hospital at St. Peter, Minn., with his dogs and ponies and plans to make it an annual affair.

Business Okeh for Hamiter's Circus

DALLAS, Dec. 28.—Jimmie Hamiter's Circus, indoors, has been enjoying good business and fair play at night in the smaller towns of North Texas. The winter unit is laying off for the holidays, but will reopen after the new year in East Texas. Alvin Lane is doing the billing for the winter unit, and Al Clarkson is general agent. Hamiter recently returned from an equipment-buying trip for the tent show he will take out early next year.

Work at quarters here is going forward, despite daily rain and cold weather. Jack Woods is on the job repairing the trucks, and Skinny McLean is painting them.

Capt. Noble Hamiter, wild animal trainer, and brother of Jimmie Hamiter, is a holiday visitor. He came in from the Polack show, where he has his lion act, to spend Christmas with his parents. His father, Dr. J. J. Hamiter, is a leading animal authority in Texas and operates a large veterinarian hospital in Dallas. P. W. Owens, now connected with an automobile firm in Fort Worth and formerly an agent of the Al G. Barnes Circus, was a visitor recently.

Galler Takes Heavy Loss On Miss. Lions' Club Show

HATTIESBURG, Miss., Dec. 28.—The Lions' Club Circus produced at the Walnut Street Showgrounds here, week of December 16, by Joe Galler, was a financial flop, but all performers and local hills were paid in full by Galler, who suffered a heavy loss in the venture. So stated Walter B. Fox, associate director of the show, who gave lack of co-operation by the sponsors and little public interest as reasons for the failure.

Acts on the program were Merrill Brothers and Sister, Janice Guyer, Aerial Lassies, Avery, Paulie, Tramps, Harrison, Tramps, Johnson-Kanera, Tramps, Lorraine Walker's Lions, and Frank B. Stout, who also acted as equestrian director. Date Curtis acted as official announcer, and music was furnished by the Buckeye State Show's colored band. H. G. Starbuck had all concessions, and Robert Fox and E. J. Sweeney were in charge of advertising and the official program.

Miami

MIAMI, Dec. 28.—The Clyde Beatty Jungle Zoo, at Fort Lauderdale, continues to draw big crowds. Business Christmas Day was capacity. Special rates for school children in groups help the gate considerably. Educators are taking advantage of these rates and bringing students in large bodies. Clyde Beatty gives them a special talk on wild animals. Kirsta Kuecht is doing a swell job on publicity and announcing the show. Clyde and Harriet Beatty will lead the Orange Bowl parade December 30 with four elephants, two camels, and several cages of cats.

Lucky Teiler is expected to visit the zoo and talk business with Clyde. Startling news is anticipated when they get together. Frank Walters is a guest of the Beattys.

Bob Morton, of indoor circus fame, has left for Cleveland to personally direct the huge Shrine Christmas circus there. While in the North he expects to sign contracts for several other Shrine indoor circuses. Mousie Robinson is expected to follow shortly, and will be in charge of the advance force.

There is nothing definite yet on the report that Larry Sunbuck will stage a circus and rodeo here in February.

ERNIE REDWELL and his Deade Lizzie worked Larry Sunbuck's rodeo and thrill show Christmas week at Minneapolis. Act was set by Charles Zeisler.

Selective Service Mail

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

Also in the Carnival Department is given a list of registrants who are considered delinquents.



C. A. PRINROSE, who again will be general agent of Leuts Bros' Circus. It will be his seventh season with the show.

Austin King To Troupe No More

COVITE MADERA, Calif., Dec. 28.—Austin King will not go out on the road again so far as he can see, as he plans to devote his time to writing, his hobby for many years.

During his 43 years of trouping, mostly in the circus field, King says he had a habit of jotting down notes, which are now useful in his writing. On his recent tour in Australia he sold his first short stories for radio programs, which, he says, has encouraged him to carry on his radio writing in America.

Harrisburg IABP&B Elects

HARRISBURG, Pa., Dec. 28.—At a recent meeting of Local No. 29 of the International Alliance of Billposters & Billers John Whitney was elected president; Ed Pitt, vice-president, and Edward S. Rupp, secretary. Rupp is presently posting at the Senate Theater here.

SLIVERS JOHNSON, booked with Gus Sun for 1941, has had a costly Austin for the last three years instead of his Pummy Ford.

Clevelanders "Eat Up" HM Thrill Circus; 24,000 First Four Days

CLEVELAND, Dec. 28.—The "Winter Thrill Circus," staged and produced by George Hamill and Bob Morton, opened its 16-day stay at the Arena on Upper Euclid Avenue Christmas afternoon with a matinee for exactly 6,300 members of the Free Junior Aviators' Club of Cleveland. Some 24,000 have attended the matinees and evening shows to date. From the first act, Dolly Jarobe's riding lion, to Hollywood's "Love Ranger" galloping out on his white charger tipping "Hi Yo Silver" for the cowboy finale, the crowds have "eaten up" the thrill acts with round after round of hearty applause.

The producers grabbed 16 of the biggest and best circus acts, put them on a three-hour program, and they ran them thru in break-neck speed. With just a tiny taste of the usual circus pageantry, the show highlights and concentrates on aerial novelties and "thrillers."

Opening the show is a hand concert, with Joe Baule as the guest conductor, and songs by Doris Reed. Following in fast order are the Grand Parade, Dolly Jarobe, with her riding lion and a lion leaping thru a ring of fire; Billy Hale, a comedy knockabout novelty; Taylor Troupe, comedy tumblers; Miss Doris, featured harcheck rider; Circus Ballet, with 16 gorgeous dancing gals; Great Pinner, rolling a big white ball up a spiral tower as fireworks exploded around him; the clown, getting a desecrating show of crowd-ecstasy; Terrell Jacobs, in a great set with his 16 acts, with his best trick penmanship; six of them to form a loving family group while a lion rolls a flaming barrel around inside the circle; Peaches Big Revue, an aerial thrill feature, with the pet girls dancing in mid-air, just under the ceiling girder; Happy Harrison's Trained

Former Acrobat Now Arizona's Leading Showman

PHOENIX, Ariz., Dec. 28.—When Bella-Foto Circus 30 years ago lost an acrobat, its loss became Arizona's gain, for it gave the State a man who is today its outstanding showman.

One April night in 1910 when Bella-Foto pulled out after an engagement here, it left behind Harry L. Nace, an acrobat, who after taking a last bow with his troupe, packed away his spangled tights and brocade, the sawdust trail to become rooted in Arizona soil.

In the three decades since that night, Nace has been a key figure in the progress and development of public entertainment in Arizona.

Known in show circles from Coast to Coast and from Canada to Mexico, Nace now either owns or directs 25 theaters in Arizona, including five show houses here. During this week, special programs were held in all these theaters to mark Nace's 30th year of service to the public of Arizona. Radio salutes to this pioneer showman were also given during the week by stations KOY, Phoenix; KTUD, Tucson, and KJUN, Bisbee.

His first venture here after leaving the circus world was to take over, in partnership with Jo Rickards, now a widely known Pacific Coast showman, what was then known as the Airshow Theater, in Globe, Ariz. He later established the Savoy Theater, which like the Airshow was roofless and floorless, and shortly afterward, Nace and Al Reeves established the Coliseum Theater.

In 1912 Nace and Reeves built and opened the Empress Theater, the first show house in Phoenix to have a wooden floor and seats that were fastened down. Three years later Nace established the Albee Theater, which had not only a floor, but a roof and folding seats. It was considered a classic of the times. Opening of the Strand Theater here followed in 1918, the Balto in 1920, the Ramona in 1924, and the Orpheum, one of the community's finest, in 1928. The Stradio was added to the list only a few years ago.

Nace has never lost his love for the circus. Each year for several years since including 1936, he found it highly to appear in special hand-to-hand balancing acts before audiences at the Arizona State Fair, presented gratis.

Clevelanders "Eat Up" HM Thrill Circus; 24,000 First Four Days

Ponies and Dogs, delighting the kiddies; Australian Nace, with their roaring motorcycles doing incredible loop-the-loops inside an immense steel globe; again the clown; Walter Gulve Circus, comedy antics on the aerial bar; The Flying Atlantic, four daredevils who create one of the best sensations of the show as they drive a motorcycle around a circular runway up near the top of the building, as two good-looking girls sport on a trapeze attached opposite the whirling cycle. To top it all, the motorcycle brings the spectators to their feet as he does hip-ups on the danced wheel; the ballet returns again, and this time with Doris Reed, the singing star; Wallenda Circus, tops in high-wire artists, building up their visual suspense before their show-off, which is highly described as hair-raising; then the famous George Hanford Family, with the featured "George," the riding fool, taking home the show's top honor, the Delmore, in their toy airplane and whirling propeller, bustling around the ceiling with a comely air-lift quite easily hanging by her toes on a swing fastened to one of the stumps; the clown returns, to his good-by in one last riot of fun; Flying Leathers, outstanding aerialists; Ben Kyle, the female daredevil, climbing up a 100-foot tower and then back-diving into a tiny pool of blasting oil, and finally, the set that came close to taking the first prize, Peaches Big Revue, the aerial artist, who reaches 100 feet high space to bring headling into a small and shallow tank of water.

Al Sutphin, head man at the Arena, said that "it looks as tho the Cleveland kids and grown-ups go to this high-voltage stuff, so in spite of the fact that these thrill acts are expensive, maybe I'll try it again next year."



JULIUS DEISS, circus band and theater orchestra musician and composer of note, who died December 23 at the Masonic Home, Springfield, O., at 81; was, perhaps, the oldest of Ohio's musicians and hailed from Cleveland.

15 Years Ago

(From The Billboard Dated January 2, 1926)

Whitey Leuter, in 1925 boss property man for the Sparks Circus, had a winter job with the Third Halm Tent & Amusement Company, Chicago. . . . George V. Connor was re-engaged to manage the Side Show of the Sparks Circus. . . . The Mighty Haag Shows ended the season December 19 at Marianna, Fla., where it had winter quarters. . . . Bert Snow, general manager of Cullen's Animal Circus, was in Turlock, Calif., for the winter. His show was in quarters in Minneapolis. . . . Jerry Mugivan announced that the American Circus Corporation would not have a Wild West Show for 1926. . . . The managers at the Ringling quarters in Bridgeport, Conn., was enlarged and new sleeping and stateroom cars were added. . . . Pullenberg's bears were on a European tour. . . . Buck Baker, of the Big Show, with his backing Ford, was playing a limited engagement on the Columbia Burlesque Circuit. . . .

William W. Workman, State Senator of Virginia, who was twice president of the Poster Advertising Association of America, bought an interest in the Heritage Bros' Circus. . . . John Merrin, formerly of the Hagenbeck-Wallace Circus, was engaged as contracting agent of the 101 Ranch Show. . . . The Della O'Dell Circus was in its 38th week in Texas and doing very good business. . . . Rudolph Handerson and Company were booked to return to the Bella-Foto Circus for 1926. . . . S. L. Cronin was appointed banner solicitor of the American Circus Corporation for the winter season. . . . Pete Staunton was booked to manage the Hagenbeck-Wallace annex. . . . Mary Ormes aligned with the Bella-Stirling Circus for 1926 to feature her revolving trapeze act. . . . Horace Laird and His Merry Jesters had joined the Belknap Vandeville Circus unit. . . . Walter Strong, 78, for many years a trainer of horses with various circuses, including the Big Show, drowned December 22 in a canal at Croton Falls, N. Y.

FRANK SHEPPARD, who in recent seasons has been one of the featured aerial turns with Cole Bros' Circus, reports he will not return to the circus next season, as he has other plans. He is currently in New Bedford, N. C.

List of Army Camps

Readers interested in U. S. Army Fests, Camps, and Stadiums will find a list of these appearing in insertions in the Wholesale Merchandise Section of *The Billboard*. The first installment appeared in the issue of December 14. The fourth appears in this issue.

Hartmann's Broadcast

CINCINNATI

THE optimism displayed by the outdoor showmen at their annual conventions in Chicago in early December last over the coming season was well justified, but it should be even stronger now with United States government experts expressing their opinions of general business conditions in 1941 and for several years following.

The consensus of these experts is that this country will have its biggest business boom in history this year—that all the unemployed who are able to work will be absorbed within a few months when industries will be going at full capacity as a result of the government's rearmament program.

These experts point out that national income, which was estimated at \$73,000,000,000 for 1940, will possibly exceed \$80,000,000,000 in 1941, which would be \$3,000,000,000 more than the great boom year of 1929. January, February, and March are expected to show no customary seasonal declines with new shifts of workers added to meet the demand of the administration for speedy production of war materials.

In the last eight months, it was stated, industry added about 2,500,000 employees to pay rolls, and pay rolls for the year of 1940 were the highest in the last 10 years.

The United States Commerce Department reported retail sales thru the year were 7 per cent higher than in 1939, resulting in a total of about \$48,000,000,000, and that the Christmas buying season just past broke all records for volume. In 1939 the volume of retail sales was \$40,000,000,000, but prices at that time were higher than in 1940.

Agriculture seems to be the only weak spot this year, still the experts claim that with prices rising and consumption increased thru greater industrial employment, this will offset in part the loss of foreign export markets.

The railroad and construction industries had a prosperous year in 1940; likewise the auto industry, and indications are that there will be no let-up in these lines.

Because of the demands of both the United States and British governments on American industry, the experts believe that the \$17,000,000,000 armament program which was started last year will probably be increased to \$20,000,000,000 this year. Contracts amounting to more than \$10,000,000 for war supplies for these countries already have been placed, and, as pointed out by the experts, it will require months to fill these and two or three years to fill those to follow.

When employment conditions are good, show business is good, and it looks like the city outdoor amusement enterprises worthy of patronage and operated properly are in line not only for big business in 1941, but for several years thereafter. Of course this situation could change quickly if something unforeseen happened.

THE Pacific Coast Showmen's Association and the National Association of Amusement Parks, Fairs, and Beaches were given recognition in Domestic Commerce, a weekly bulletin issued in Washington by the U. S. Department of Commerce (Joseph H. Jones, secretary) and Bureau of Foreign and Domestic Commerce (James W. Young, director). Both organizations received notice in the issue of December 17 under "Trade Association Activities" the data being furnished by the secretary in each case.

The notice about the PCRA read: "The following unique description of its membership has been received from the Pacific Coast Showmen's Association, an organization composed of both employers and employees in the circus and carnival industry, formed in 1923: 'Our membership of over 200 is very much cross-sectioned.' It consists of promoters of carnivals and carnivals, advertising agents, truck drivers, tailors, dressmakers, etc., including the gentleman who is a 'bearded lady.' The facilities of our headquarters office are one of our finest services; there is a buffet, recreation hall, assembly room, library, and board of governors' room. 1823 South Grand Avenue, Los Angeles; Lou W. Johnson, Executive Secretary."

And here's what was said about the MAAPP: "The early-December annual convention and trade show of the Na-

tional Association of Amusement Parks, Fairs, and Beaches had an attendance of over 1,000. Its membership includes 300 manufacturers and distributors of recreational equipment and devices, as well as proprietors of parks and fairs and exhibitors. This association estimates that the present national total of major amusement parks is about 900. 1201 North Wells Building, Chicago; A. H. Hodge, Secretary."

IT WAS a sort of elephant walk in Milwaukee shortly before Christmas when seven pachyderms were in town. The local papers devoted considerable space to them. No, the bulls were not in one show, but several. Six were from out of town. The seventh was Venice, whose home is at Washington Park. Senger's Circus had two with them at the Riverside Theater, Polaris Plaza, Circus, getting ready to follow the midwinters at the Riverside, one, Will Hill, ran at Grand Brook's show, and Frank Duck, of the World's Fair Highlight, one.

Leonard Traube's

Out in the Open

NEW YORK

The Whirl of Today

OLD-TIMER—Walter L. Main, the veteran circus man who is crowding 80 but whose skin is still baby pink (and he's as glib and analytical as ever he was), will revise his own title if he can unearth the proper equivalent at the right price. "How many younger people in circus are as enthusiastic as Main?"

YOUNG-TIMER—The intelligent son of an intelligent father goes on his own this year after dogging his puppy's footsteps in parks, the new also does solo work. New Rex D. Billings Jr., just named manager of Seaside Park, Virginia Beach, Va. A few more like young Rex and the amateurish part industry needs' worry about its future.

ITINERARY—After seven weeks in Red Springs, Dick Gilsdorf, of Dick's Paramount Shows, hit town, then to his Nutmeg State quarters, to be followed by a trip thru New England, making last meetings in between. Gilsdorf threatens to leave the South next season.

COMPLAIN—Edgar H. (Doc) Kelley, the Galax Ferry (Conn.) institution, smiles as follows: "For the third time in so many years I am calling your attention to the fact that Out in the Open did not open in December 14 issue. How long must we suffer this injustice?" The Doc is more familiar with our omissions than we are.

HISTORY—Job (Bazooka) Burns, with his wife, Elizabeth, and son, Bobby Jr. was on the Veal Show, 1920-24, when the bazooka was unband of and Ding Crosby had not yet crossed his path. Following John Veal's death in 1922, Mary Veal married George W. Johnson, now deceased, who owned the fraternal circus bearing his name. Mrs. Johnson sends a note to say that there are two things she never misses—one of Bob's films and the weekly upending of what show trade paper.

EROS—An otherwise brilliant piece on Billy Root by Jack Alexander in The Saturday Evening Post was mailed by two glaring faults. Lincoln Dicker, mentioned as general manager of the Aqueduct, died two months before the date of issue. The site of International Casino in New York, indicated as having been's interest for a project, has blossomed out as one of the town's largest gambling shops—and the circumstances on some had been going on for weeks.

FILE—Don's nice Chad Neena, from the detailed Wayne Wards, Railroad, Co. to see it and the question as to why Hollywood has never produced a good authentic circus picture will still go begging. There isn't good circus action in it, despite a wealth of material and opportunity.

COMMUNIQUE—From The Dispatch Rider, probably the only daily newspaper in the Canadian Active Parks, forwarded to us by its editor,

IF YOU have ever tried to move from one office to another, do your Christmas shopping, address Christmas cards, look for news, and review the current vaudeville and night clubs all at one and the same time, you can get some idea of what we were up against during Christmas week. These moving (not movie) guys are the most promising people in the world. "Just leave everything as is in your desks and letter files," they tell you, "and we'll see that it arrives at the new office in perfect order—only don't leave anything in 'em that may leak." (As if we'd be guilty of having any leakables in our desks.) Well, everything arrived! In perfect order? One guess is enough. These movers are the greatest mitologists we've ever seen. They even qualify as sleight-of-hand artists. You look for something in the H file and find a bunch of Ws. Just your usual sweater you put in the upper left hand drawer turns up in the lower right. But, slowly, order is emerging out of chaos, and some time in 1941 we

hope none more to have everything at our fingertips.

New location, in case you haven't read the boxes that have been circulated thru The Billboard the last couple of weeks, is 125 N. Clark Street—Suite 1214. We hope you'll come up and say hello. First visitors were our neighbors, Larry Hogan and Jack Duffield, who found Don Ray Littleford seated behind an 18-18-inch table, his six-foot desk having failed to arrive as per schedule. But it's all set now, and the interesting is out!

JACK (ARIE) TAVLIN concluded his midweek show at Goldblatt's State Street department store on Christmas Eve and reports it is the most successful show he has yet held. Jack has left for Fairview, Pa., and from there will go to New York. Max Goodman took in Chicago territory to a swing around winter fair meetings. . . . William Klaus, Green Bay (Wis.) fair man, visiting his daughter in Brandon, Ill. . . . Frank Rowden, doing special promotional work for the Walt Disney show, stopped off briefly in Chi on his way to L. A., but didn't have an opportunity to say his annual holiday visit to the humor folks in Waukegan, Ill.

DeBough, manager of the local Ringling office, left for Philadelphia Thursday (26) on the Penn's General. On the same train were Phil and Mike Shapiro, of Globe Poster. . . . The South Henie ice show, which opened Thursday (26), is getting a terrific play, as usual, and stadium officials are happily going crazy trying to handle the ticket demand.

ONE of the joys of the holidays is looking over the greeting cards when the rust of Christmas is past and feeling the originality displayed by many of the clever. They run the gamut from sly sardonic to quiet dignity.

UNDER THE MARQUEE

(Continued from opposite page)
line. Later they were with the Ringling show in Meric Evans' band.

W. W. WORKMAN TEST, of the Circus Saints and Sunners Club, will hold its annual Christmas party January 4 at the John Marshall Hotel, Richmond, Va. The test has an attractive, circus theme and program for the occasion. Special Christmas and New Year entertainment committee includes Charlan A. Sohma, club manager; Albin D. (Horn) Watson, ring master; Thomas A. Scott, Louis H. Muehlin, Ferdinand J. Billing, William H. Homburg, Joseph I. Koss, Francis E. Reed, Jack A. Lyons, James E. Mann, and Clarence T. Riddick.

TED LA VELDA, since the close of the Al G. Kelley-Miller Bros' Circus season, has been operating a small museum 50 fair business. He had no contact with quite a few of fair, tho. in Louisiana and Arkansas. He recently visited his parents in Hot Springs, Ark. After Christmas he reopened and will work east, playing three-day stands in medium-sized towns. He is carrying one outstanding freak, with the remainder of his show consisting of novelty acts. He will operate his side show in a historical circus next year.

CIRCUS PERFORMERS and shows at two large St. Louis department stores closed Christmas Eve. As Peacock-Bare were the Barkers, clown; Lou Morgan, comedy bicycle riding; Lelley Bartholomew, magician; Roy Barrett, clown; Joe Franklin and His Pals, dog act; Otto Orthing, clown; and Monty Bushler's dog act. Francis W. Knudling Jr. and Herbert Tompkins, circus master, as Santa Claus at Scruggs-Vandervoort and Barney show, and Denny McFride presented his Tramp Pigs for the third successive year. Craig McJewer closed.

Truck and Trailer Legislation

Illinois Act Upheld

EAST ST. LOUIS, Ill., Dec. 28.—The Illinois truck control act was sustained by Judge Victor Humphill in Sangamon County Circuit Court in a recent case filed by the Corthorn Motor Carriers, the Dasey Trucking Company, and Harry Miller of Taylorville, Ill. in which the plaintiffs stated the act was invalid because it delegated excessive regulatory power to the motor carriers' division of the State Department of Public Works and Buildings.

The only section of the act that Judge Humphill did not sustain was the one that made mandatory the granting of a certificate to six truckers representing the industry agreed by 55 shippers in his area, stating that his services are needed. One of the main provisions of the act is a periodic compulsory testing of brakes and other parts of trucks.

WRITE
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& BATTERY CO.
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Liability on SS Reported On by Danziger in '37

SPRINGFIELD, Mass., Dec. 28.—The situation in which fairs find that they are subject to payment of Social Security taxes for 1937, '38, and '39, as brought out at the annual meeting of the Fair Managers' Association of Iowa in Des Moines on December 8 and 10, was anticipated as early as 1937 by Milton Danziger, assistant general manager of Eastern States Exposition here and then chairman of the government relations committee of the International Association of Fairs and Expositions.

The Iowa association's action in instructing its legislative committee to study ways and means to secure exemption for the three years followed statements by F. M. Halpin, chief of enforcement, tax division, Internal Revenue Department, that the present exemption went into effect on January 1, 1940, and does not exempt fairs from Social Security obligations for the three preceding years.

In his report to the IAFFE at its 47th annual meeting in the Hotel Sherman, Chicago, on November 30, 1937, Chairman Danziger said: "Your chairman carried on a fruitless correspondence with the bureau and then appeared personally before a bureau commissioner and attorney at Washington. It was the opinion of the legal division and sustained by the commissioner that, inasmuch as Congress did not expressly exempt fairs, it could not be written into the law by implication that the fairs were exempt. The bureau makes clear, however, that this ruling in no wise jeopardizes the exemptions fairs now enjoy in other provisions of federal income tax laws."

1940 Iowa Aid Is \$140,000

DES MOINES, Ia., Dec. 28.—The 39 county and district fairs in Iowa received \$1,000,000 as their second-half payments of State aid, bringing the total received in 1940 to more than \$1,400,000. Previous payments amounted to \$118,893. Funds are allotted to county and district fairs in accordance with a State law providing for annual State-aid payments to fairs which meet certain restrictions. Based on a percentage of what fairs pay in premiums, aid is provided from a biennial appropriation from the Legislature. Maximum payment to any fair in 1940 was \$1,000,000, with 39 county and district fairs receiving that amount. County receipts down to \$624,923.

At HILLERSBURG, O.—Urd E. Steussel was elected president of Holmes County fair Association; Fred Spring, vice-president; H. C. Leggett, secretary; Bert Olague, treasurer. Vell Spring was retained as assistant secretary.

Special Programs And Name Days

By ROY RUPARD

Address by the secretary of the State Fair of Texas, Dallas, at the 50th annual convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 8.

In discussing the subject of Special Days and Programs, I can only tell of our own successes or failures in the promotion of the attendance of large groups. We have found that where a pattern fits one group, it may be a failure with another. We have had some most successful special days. We have also had some failures, one of the latter being our own Dallas Day. In spite of all our efforts we have been unable to build up a large attendance on that day. The larger fairs feel that there will be big crowds in town who wish to combine their visit to the fair with a shopping tour, and the stores insist on remaining open as an accommodation to them. This may be sound reasoning. At any rate, they refuse to close and, of course, the smaller merchants follow the leaders.

Among our most successful special days have been Children's Day, Negro Day, Opening Day, and Woodmen of the World, or Fraternal Day. Each one of these days has been a promotion in itself. During the past few years we have given our special day program a great deal of thought, and we feel that these promotions have been well reflected in additional gate receipts.

In 1938, after the close of the Pan-American Exposition and the resumption of our fairs, we had about 112 special days. We handled most of the promotion thru our regular organization up to the fair period, then we employed a young man to handle details, to meet all special groups, and provide anything they might require for their meetings.

Kids' Day Outstanding

In 1939 we set up a department to have charge of these special-day activities, and employed a man to take it over. The success of this move is reflected in the fact that we made more than 150 special designations in that year. The same was true in 1940, which we feel was our most successful year in the matter of specially designated days. We were fortunate in finding a man admirably suited to just that sort of planning, and gave him full rein. We feel that much of the success of our 1939 and 1940 fairs is due to this special work and exploitation. In addition to the special man we have had at work on this program, several of our days have been handled by committees appointed for this purpose. We had committees at work on our opening day, Dallas Day, Woodmen of the World, Army Day, and Negro Day, and these proved to be outstanding successes.

Children's Day brought the largest single day's attendance in our history. (See SPECIAL DAYS on page 50)

Crowd Lure of Attendance Awards

Address by Harold F. DePue, secretary-manager of North Missions State Fair, Great Falls, at the 50th anniversary convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 8.

My topic is The Crowd Lure of Attendance Awards.

In speaking to you concerning such a subject, I find myself torn between two emotions. The first is the rather self-conscious glow of a mother who sees her infant walk off with a high prize in the annual baby contest. For, beautiful as it may seem, a fair which I managed at Sidney, Mont., in 1922 became the first in the United States to institute the awarding of attendance prizes in a manner exactly similar to that which is followed today by fairs and expositions throughout the nation in making similar awards.

My second emotion in discussing this

subject is a rather amazed wonder that I failed to realize the full possibilities of attendance awards and what they would come to mean in the amusement world. To explain more fully, let me say that while you and I speak of them as "attendance awards" others speak of them differently.

They achieve exactly the same purpose in exactly the same way by making what they call "bank night" awards. However, those who picked up the idea and changed it slightly for motion picture use seem to have been somewhat more acute than I.

Did they try it out, find it worked, use it, and let it go at that? They did not.

There still rises to haunt me the memory of a deal made a few years ago in a Western city, when certain motion picture magnates met with the gentlemen who had gone just one step further than I. These gentlemen had taken a step which cost them \$1. They had copyrighted the name "bank night" and hedged its use with legal restrictions.

When they ended their conference with the motion picture magnates these gentlemen had allowed themselves to be talked out of their rights, including the copyright. You may imagine my feelings when I tell you that the consideration involved was the sum of \$1,000,000.

Support Is Stronger

In looking back over that experience I wonder if there are not many parallels in the memories of you whose lives have been spent in the atmosphere of fairs and expositions. For after all many of the ideas now regarded as standard merchandising, sales, and exploitation practice by the nation's leading business concerns originated in the fertile brains of fair managers, harried by the ever-growing demand to give the public "something new." We have given them that "something new" and I think many times we have failed to realize the possibilities of our brain children.

I thought the attendance award was a good idea when I started it in Sidney in 1922. Today call it attendance award, bank night, or what have you, I still think it is a good idea and one that will do one thing vital to the peace of mind of any amusement paragon. That thing is to bring to his gates a capacity or near-capacity crowd on a night that would otherwise be marked by poor attendance.

I might say that the Sidney Fair is still using attendance awards for that (See ATTENDANCE AWARDS on page 54)

Thrill Shows of Winkley Contracted at Many Fairs

CHICAGO, Dec. 28.—Frank R. Winkley, veteran producer, performer, and booker of thrill shows, reports that among 10 contracts he already holds for his own unit and for Jimmie Lynch's Death Dodgers are those of Hardin County Fair, Eldora, Ia., at which he has presented shows for five successive years, and Wapello County Fair, Eldon, Ia., where he will play the fourth consecutive year. Winkley's Suicide Club will appear at Clay County Fair, Spencer, Ia.; All-Iowa Fair, Clear Rapids; South Dakota State Fair, Huron, and Freeborn County Fair, Albert Lea, Minn.

50 Fire Loss at Greenville

GREENVILLE, S. C., Dec. 28.—Fire of undetermined origin destroyed 111 horse stables recently at Greenville County Fairgrounds. Stowed equipment of Greenville Horse Show Association also burned. It was valued at about \$750, according to Harry R. Stephenson, a show official. Total loss was about \$5,000. C. A. Heston, owner of the fairgrounds property, said that stables were insured for \$2,500. Horse show equipment was not insured. Heston said he planned to replace the stables immediately.

More Miss. Support Urged

JACKSON, Miss., Dec. 28.—Mississippi Free State Fair here will be continued in 1941 on a "much bigger scale than the 'economy fair' of 1940," said Mayor Walter Scott, president of the fair. "Our biggest worry now is getting suitable premiums for agricultural and livestock exhibits, but we are sure of a way to get around this drawback. During the coming session of the Legislature we intend to renew our fight, only on a bigger scale, for its support of the fair."

List of Army Camps

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



VIEW OF THE BANQUET, largest ever held by the Fair Managers' Association of Iowa, in the Venetian Ballroom of the Savery Hotel, Des Moines, on the night of December 10.

New York World's Fair

Experience the Best Teacher After All

A Paper Written for the 50th Anniversary Convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, December 4.

By LEONARD TRAUBE

New York Office, The Billboard

A person would be an awful dumbhead if he didn't learn something from the World's Fair—even as a mere observer with two years of coverage of the actual operation and three years of watching how the organization came into being on April 30, 1930.

To learn is one thing—to apply that learning quite another. The showman came away from Flushing Meadows with an awful lot of ammunition for application to his profession. The ride operator is now greater in mental and inspirational stature as a result of the Gotham Olympian. The general concessionaire equipped with many a new technique for future use. The officials of state and county fairs gathered the findings of the foregoing major stages, augmenting that knowledge by such details as lighting, architecture, construction, special events, ground transportation and traffic control, publicity, advertising, and a veritable hoard of other classifications.

The showmaker to his left, each man to his field, but there was a common denominator—what was it? The answer is too obvious: It was the gate. That means attendance. That means a per capita for individual or total. There is a universal more important, what is it? Until dissenters give voice to their beliefs, let's examine the cold statistics.

We learn, first, that there was little to choose between the two years. Why should that be? The second edition, 1940, figured to be overwhelmingly second-rate, but it wasn't. In certain departments 1940 was even better, amounting to a reversal of the experience of the age.

Hint for Historians

The paid attendance for the 170-day run in 1940 was 19,113,713. This was a decline of approximately 3,000,000 as measured against the corresponding period the year before. If stacked up against the first 170 days of 1939 the decline was less than 4,000,000. The daily average in 1940 is the most important while any statistic is available. It was 112,388 in 1940—or about 27,000 less per day than during 1939. If the 70-run fair had had the 18 extra days which 1939 enjoyed, it would have attracted an additional 1,673,800 people. Month-by-month 1940 attendance was twin-like in character as compared with the first edition. October-September were in the 1-3 positions each year. This year's June, fourth in ranking, was fifth the year before. But 1940's July was the real stunner, coming out fifth as against third last year, a position enjoyed this year by August, which was fourth in 1939.

An analysis of October of 1940 furnishes a remarkable hint for historians. It drew 4,642,338 people, a daily average for the 27 days of 171,938, a figure which is unparalleled in the history of crowd magnetism. Altho the total was about half a million off last year's pace, it would have done 100,000 better than the same month in 1939 had the current year's concluding month enjoyed the fair extra days.

A chart of final paid attendance, with a summary of and comparison with 1939, gives an intimate picture of operations. The cold figures are often superficial, so they can be bent, twisted, and distorted to give different meanings to different people, depending on what one is seeking to prove, the honest, permanent reality—no device from a showman's statistical record of incontrovertible evidence in his quest for Truth and, as a consequence, his march toward the pinnacle which we know as Perfection.

High Charge Disasters

We learn from an examination of the record that there were 114 fairs in 1939 which fared better than 100,000 each, or 92 per cent of the 123 fairs. In 1940 there were 50 days—of about 85 per cent—in that category. Four Sundays in October during the year, brought a attendance of 200,000 or better. This is memorable tribute to the all-knowing God who ruled that Man rest on the seventh day of the week. Liberal interpretation would sense our amusement, impressive to say that wholesome pleasure seeking, relaxation by an inspection of educational exhibits and inspired thinking thru the noble aspects of an exposition are the greatest forms of restfulness. It might precipitate an avalanche of fairs with Sunday openings or closings or both, a policy which is in practice at many State and county fairs today. I hope no one will think me vulgar for attempting a commercial link to a Biblical passage.

Figures are traditionally cold, impersonal, unresponsive, but they are also human because it is humans who create figures and sustain them. We shall come to that presently. The first edition of the New York column got 75 cents at the gate. Five dollars would not have been too much, despite the dissenting opinions of disgruntled, denigrated, and disordered minds. Make it 18 dollars and the exposition would not only have been a good buy, but show business as represented by an exposition cannot deal with actual value and expect the public to be persuaded. Ability to pay is far more important than commodity merit. To visit an exposition, or to visit a State or county fair, is to visit an intangible. It is all things to all men, but is first and foremost an expression of one of man's noblest virtues—that of being inspired as he is educated and educated. This is a merit this family world idealism, but men do have ideals and he is inspired, whether he is aware of it or not.

By charging 75 cents in 1939 the fair killed its opportunities for magnetizing a minimum 40,000,000 people, and it would emphatically have done so despite a multitude of weaknesses, part and parcel of which was a hostile national press. Let's skip the gruesome details—they are too familiar already. Let's just say that the financial tycoons in back of the fair were irresponsible in their desire to maintain a 75-cent admission, unwilling to indulge in "leaked experimentation" save on week-ends and in the hours after sundown—and the after much estimating, arguing, cajoling, flattery, and urging on the part of operators and, incidentally, a trade press which shall go nameless out of sheer modesty.

Human Element Tests

This brings up the human element. Toward the end of the 1939 run the belated and dazzling glamour boy, the same being the garlanded Governor Whelan, was succeeded as acting chairman by a man whose practical vision and unexampled genius for getting things assembled and executed the right way with the right people, including the personal and professional advice of the late Lenov Dickler, changed the course of history. In the "winterism" period that vision and that genius became a reality for application to the Forty Fair. The man was Harvey D. Gibson, chairman of the board of the World's Fair and the most powerful factor in the entire set-up.

Mr. Gibson brings in the show business—he is a chain character par excellence—he is out of a page of Barnum's—

he is that kind of freak who had the unprecedented courage and the colossal goal and daring to take the advice of education—the advice, mind you, of people who spend their lives learning how to make money—the people in the show business. Mr. Gibson surely belongs on the midway of any combination of shows on any combination of fairgrounds. Imagine a millionaire of the Gibson type slandering precedent by seeking the counsel of the thousands! Mr. Gibson would have made the Prince of Hinnings famous!

Came the dawn of 1940 and with it a gate admission lowered one-third to 50 cents. But this program of customer encouragement ran parallel to another program: On the negative side, the fair was deodorized, altho deodorization is not very negative except as a figure of speech. On the positive side, the fair was humanized, personified—and that is very positive indeed. What do we have as elements? We have a 75-cent admission sliced down to a popular-looking four bits. We have a smel that was eliminated. We have a stuffed shirt atmosphere that was brought down to earth, the symbolic old shoe that gives men comfort.

Result? The fair bloomed during the 70-run in a manner that almost shaded the super-star-studded virgin edition.

Conclusion? There must be something in that gate business and the policy that is inevitably intertwined with it.

In 1933, on the very floor of this convention, Raymond Lee, of Minnesota State Fair, proved it before the New York World's Fair was even heard of. In 1933 the gate fee at Minnesota had been 50 cents. The next year the fair did an unprecedented thing—it reduced it to a quarter. The result is deeply imbedded in the record. Grosses were increased in every major department—gate, grandstand, and midway. The net profit was greater than during the 1933 regime. Minnesota's parallel program was an "Everybody Pays" technique, but it could implement that demand only after instituting a cut in admission to a price that would not possibly be lower unless there was nothing at all. As a parenthetical remark it must be stated here that the World's Fair of 1939 and 1940 was the most passive fair in history. There was leakage, to be sure, but the leakage was normal, anticipated—it did not in the least affect the foundation.

Care Most Important

We have tried to prove that there isn't anything more important than what you share the customers to get into your grounds. From our ancestor point of view it is one of the first fundamentals of good operation, the essential expression of good business judgment. Yet it is this very factor which, while it is supposed to solve financial problems, often defeats its own ends by becoming an obstacle. The reason is that you cannot—or I think you cannot—improve your financial status thru customer satisfaction. In short, an customer or potential customer will become the prey on the mere hands of civic pride or community consciousness. Minnesota—this is my shining example but there are countless others—made a virtue out of the reduction. It made civic pride a must, and by making it a must made it pay.

If the pocketbook is affected, save your sentimental passages and appeals for your breadsides or where you will. Or try it on your piano and see what sure you can evoke. (The fact that the pendulum is thinking so your gates does.) (See N. Y. WORLD'S FAIR on page 55.)

County and District Fairs

What They Mean to State Fairs

Address Delivered at the 50th Anniversary Convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, December 3

By MRS. DON A. DETRICK

Bellefontaine, O.

Altho I have for many years watched the development and work of the International Association of Fairs and Expositions from afar with keenest interest, this is my first visit to an annual meeting of the association, and I would like to take this opportunity to express, on my behalf and on behalf of the 100 fairs of Ohio, heartiest congratulations to the officers and directors of the I. A. F. E. as well as to those members of the association who have made its continuance and advancement thru the years possible. The International Association of Fairs and Expositions has in its 50 years rendered

most valuable service to American fairdom and may celebrate its golden jubilee with pride not only for past achievements but also for the splendid foundation for the future which has been laid. Making a talk reminds me of a story about a housing expert who took a trip into the Scandinavian peninsula to make a talk on better housing to the Legislature. He arrived at one of the small towns and set up his exhibit in the only available building. The hour for the lecture came, and with a huge crowd of villagers had gathered outside the hall, so one ventured inside. The lecturer stepped



Fair Meetings

Indiana Association of County and District Fairs, January 6-8, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fair Association, January 7 and 8, Hotel Jayhawk, Topeka. E. M. Saffell, secretary, Glasgow.

Wisconsin Association of Fairs, January 8-10, Hotel Deschamps, Milwaukee. J. Y. Malone, secretary, Beaver Dam.

Oregon Fair Association, January 10 and 11, Imperial Hotel, Portland. Mahel H. Chadwick, secretary, Eugene.

Ohio Fair Managers' Association, January 15 and 16, Dettler-Welch Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Association of County Fairs, January 15-17, Lovoy Hotel, St. Paul. Lewis Scofield, secretary, Zombrota.

Maine Association of Agricultural Fairs, January 17 and 18, Argonne House, Augusta. J. S. Butler, secretary, Lewiston.

Washington Fair Association, January 17-18, New Washington Hotel, Seattle. Thomas E. Wood, secretary, Chehalis.

South Texas Fair Circuit, January 20, Bellville. C. H. Burdick, secretary, Fredericksburg.

Western Canada Fairs Association, January 20-23, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Porcupine in Prairie, Man.

Western Canada Association of Exhibitions, January 20-23, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. A. W. Lombard, secretary, 130 State House, Boston.

Association of Tennessee Fairs, January 21 and 22, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Michigan Association of Fairs, January 21-23, Port Shelby Hotel, Detroit. H. B. Kelley, secretary, Illinois.

South Carolina Association of Fairs, January 22 and 23, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Dakota Association of Fairs, January 23-25, Waldorf Hotel, Fargo. Dr. G. A. Ottinger, secretary, Jamestown.

North Carolina Association of Agricultural Fairs, January 24 and 25, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Mississippi Association of Fairs, January 24 and 25, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

Rocky Mountain Association of Fairs, January 26-28, Rainbow Hotel, Great Falls, Mont. Jack M. Suckroff, secretary, Sidney, Mont.

Virginia Association of Fairs, January 27 and 28, John's Hotel, Richmond. Charles B. Halston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chas. G. Marshall, secretary, Arlington.

Illinois Association of Agricultural Fairs, January 29 and 30, Abraham Lincoln Hotel, Springfield. A. W. Glavin, secretary, Brown.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swayer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Ploverview.

Class "B" Fair Association, February 12, King Edward Hotel, Toronto, Ont.

Ontario Association of Agricultural Societies, Feb. 13-14, King Edward Hotel, Toronto.

Louisiana State Association of Fairs, February 14 and 15, Lake Charles. F. O. Benjamin, secretary, Tulalaha.

New York State Association of County Agricultural Societies, February 16, Ten Rock Hotel, Albany. O. W. Harrison, secretary, 131 North Pine Avenue, Albany.

to the floor and invited them to come in. There was a lot of murmuring and small talk, but the speaker could make out no definite reason for the delay. Finally he called upon a bright-looking fellow and asked him what was the trouble. "They want to have some understand- (See County District Fairs on page 46)

First Profit of Pageant in AC Peps Sponsors

ATLANTIC CITY, Dec. 28.—The record feat of the Atlantic City Beauty Pageant of paying off its debts and showing a profit was achieved for the first time when a certified check for \$10,000, payable to the city, was drawn by pageant officials and presented to the city commissioners on the day before Christmas. The check represents a similar amount given by the city to pageant officials in advance of the 1940 event to help defray expense. The report shows that in addition to paying the city, two \$1,000 checks were given to local charities and a profit of \$300 remained for working capital next year.

All pageant officers were re-elected, including Bennett E. Toussley, president; Frank P. Gravett, operator of Steel Pier, and Howard Busby, vice-president; Paul J. O'Neill, treasurer; Lemore Slaughter, secretary.

It was decided that the 1941 pageant will also be held in Convention Hall, used this year, as in 1940. The pageant committee, which was also paid. Prior to 1940 the pageant was held on Steel Pier. The Mardi Gras, a success this year despite limited preparation, is to be made into "a real big event next year," according to Toussley. The baby parade, sponsored by Hanna's Million-Dollar Pier, and the Mummer's Parade from Philadelphia will be retained and improved. An all-year pageant publicity campaign is being planned.

In Changing World

By HARRY A. ACKLEY

Address by member of Ackley, Bradley & Day, Pittsburgh, at 23d annual convention of National Association of Amusement Parks, Pools, and Beaches in Chicago on December 5.

This is a symposium to establish some facts and to peer, if not into, at least toward the future. Frankly, the view is not clear, visibility is low, and perception is dulled by the thunder of world events. That we are in a changing world is not to be disputed. When one tries to reconcile the past experience with the present and to make plans to apply the rules of this industry, as we have learned them, to the future, there is apt to appear before one's vision the specter of frustration. It is not easy to even state the problem in understanding terms; less easy to offer a solution.

A Roman philosopher, viewing the breakdown of the old order all around him and failing to perceive the arrival of any new order, wrote, "And therefore who so seeks the truth shall find in no way peace of heart." When I accepted this assignment—rather late for sound research—I sent out a call for help on the subject. Before me is a letter which says in part:

"I have stood on the sidelines and watched the decline in cash receipts of amusement parks since 1918; I have observed that the attractions that formerly brought great crowds no longer attract them. I am not particularly pessimistic today, but you asked for it. . . ."

And he offered no remedy. Another contributor who has undoubtedly been exposed to a changing world during these creative times has some criticism to offer and some constructive remedies to recommend and we shall hear from him from the floor. Some time ago I had the privilege of reviewing some graphs prepared by a man well qualified to assemble such data and the curve labeled, "Receipts From Park Rides," was plotted to show a continuous downward trend, and another curve labeled, "Volume of Restaurant Sales at Automobiles," was plotted to show an upward sweep over the same period of time.

Cut Loose From Past

This work was done to prove the direct relationship between the revolutionary increase in the use of automobiles by the masses of the people and the decline of patronage on the riding devices in parks, particularly the Coasters. His facts were authentic and the argument second consecutive. Rides (and with them, parks) were doomed and the date of extinction was set, according to that authority, at precisely two years from



GEORGE T. SMITH, associated with Lake Worth Amusement Company, former operator of Casino Park at Lake Worth near Fort Worth, Tex., since 1928, is slated to continue management of Casino Ballroom there. City of Fort Worth will operate the bathing beach after demolition of other equipment in the beachfront park. Manager Smith, representing J. N. Arnt, Bellefontaine, O., to whom the ballroom was sold as first mortgage holder, is negotiating for a five-year lease on the city-owned site.

Who Said No Room For Youngies? Ask R. D. Billings Jr.

MIAMI, Dec. 28.—Yule cheer this year comes to the vacationing house of Rex D. Billings Jr., a typical chip off the old block. The old block is Billings, the elder, general manager of Belmont Park, Montreal, another Miami regular. Father RDB is no Methuselah, which makes his son, very much within draft age, but junior is much wiser and much more experienced than his actual age would indicate.

What's the fuss all about? Here: Rex Jr., also known as Buddy, has been appointed manager of Seaside Park, Virginia Beach, Va. At 29 he is undoubtedly the youngest park pilot in the business—in a business which everyone thought snuffed his children's designations to the oldies. Selection of young Rex reverses the theory. Young M. Schott, of Coney Island, Cincinnati, also topped the theory and made good besides—but that was by inherited succession. It's quite a leap from Canada to Virginia, even by extra-fare train.

Rex was reared in the park atmosphere. He started out in Iodes Park, Youngstown, O., where his pop was head and held down the pony track detail at a high tender age. He then migrated to Luna Park, Coney Island, N. Y., with his sire and held down practically every job in the lodgers. When Pop Billings went Canadian, Bud went along as promotion manager and general factotum, doing five years of the same. The first season there were three pinches. During the season just past R hit the 150 mark.

In-between park chores Rex was a cruise director, a guide atop the RCA route in New York, radio announcer, musician, drama director, head of transcription for RCA-Victor in Montreal, and a welder of a mean typewriter. Manager Billings said he plans to install several new rides, perform a complete paint job, retemp the concession line and midway, and lay out extensive publicity-advertising-promotion.

Directors of the park are Thomas P. Thompson, president; C. Neff, vice-president; Albert Hoffmann, secretary; and Allen J. Horbenner, attorney.

that date. However, that was 10 years ago and our parks are still going and some are showing signs of a lusty revival.

At this point I shall disagree with my authorities and with our ancient philosopher whose troubled mind could perceive only a glorious past and nothing for the future. When Confucius taught the Chinese to reverse only the past the ancient, and to contemplate nothing else, he stopped the progress of the eastern world and brought about centuries of decadence that has established misery, hunger, famine, disaster. (See Changing World on page 48.)

100 Years of Operation

By J. H. NORTON
Lake Compounce Park, Bristol, Conn.

Address before the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 5.

The invitation by your program committee to bring to this convention a brief history of the origin and development of Lake Compounce is indeed a privilege and an honor. The personal sentiment connected with our park, in addition to its intrinsic value, can be easily understood when one considers that in addition to 98 years of continuous operation as an amusement resort Lake Compounce has been the property of six generations in the same family covering a period of 258 years.

Nestled in the foothills of the lower Berkshire Range, partly in Bristol and partly in Southington, Conn., 18 miles from the capital city of Hartford and in approximately the geographical center of the State, Lake Compounce was established as an amusement park in 1843. But let us go back even further to the middle of the 17th century, at which time a tribe of Tunix Indians and their Chief Compound occupied the land adjacent to the lake now known as Compounce, in what was then a part of Farmington, now Southington.

There are three original deeds which furnish the evidence in regard to this chief. His name is variously given as Compous, Compous, Compowen, and Compowen, and appears with those of other Indians who gave to the white settlers title to the Farmington and Waterbury lands. Ancient Farmington extended over a territory now covered by 10 towns and a portion of several others.

Purchase Price 9 Pounds

The first two deeds, one dated May 22, 1674, and the other of August 26, 1674, convey to the white men a large tract of land in Farmington, and Waterbury. These deeds were both signed by the "Universal Nonsuchgun," supposedly the father of John A. Compound, whose name comes second, followed by the names and marks of 25 other Indians. The third deed of December 2, 1684, transferred to the English settlers another large tract of land including the lake now known as

Compounce and also confirmed the previous grant of 1673-74, the same to be discharged from all forms of burdens, sales, titles, mortgages, leases, fines, fees, joynters, doweries, suits, or encumbrances whatsoever—just to give you a sample of some ancient legal expressions. Purchase price, by the way, was 9 pounds. In this deed of 1684 the name Compound stands first in the list of signatures.

One looks upon this ancient document, rescued from the oblivion of over two centuries, with a sentiment of profound veneration, and pictures to himself the group of swarthy faces as to the names written, the Indians added with their own clumsy fingers their individual mark or totem. The deed is valuable not only for its Indian signatures, but for the autographs of men famous in the early history of Connecticut: Thomas Judd, John Standley, Benjamin Judd, John Wadsworth, Timothy Standley, and John Hopkins, free men of Farmington, and most of them among its 84 proprietors.

To Death in Kettle

John Norton, pioneer ancestor of the present owners of Compounce, was one of the original Farmington proprietors, and in the course of time the so-called Southington division, including the lake and adjacent land, became his property. Tradition tells us that Chief Compound had his home in a large cave near the shore, and that, while crossing the lake in an iron kettle, he drowned, finding his grave beneath its waters. A singular coincidence in connection with the legend is that Compound's mark, as seen in some of his signatures, resembles the outline of a kettle which suggests the pleasing fancy that this may have been his device or emblem.

In 1842 there occurred an event which brought the obscure little lake into prominence. At that time the invention of the electric telegraph was creating a great deal of interest, and Harlan B. Bradford, of Bristol, conceived the idea of demonstrating the power of electricity by blowing up the lake. Some 50 years later an old handbill was discovered advertising the exhibition.

The program called for a lecture accompanied by six experiments to illustrate the movements of electricity in heaven and earth, the whole to culminate in a submarine explosion. To quote the program: "A cartridge will be placed in the top of one of the trees and fired by the battery. A large quantity of gun powder will be placed under water near the center of the lake, and a raft anchored over it. This raft, together with vast quantities of water to be hurried upward, followed by a delicate ruyal that of a cloudburst or waterpout."

The ancient *New Britain Bee* devoted its entire front page to the event and estimated in true newspaper fashion that it attracted some 10,000 spectators. (How wonderful it would be if we could get similar publicity from the papers today.)

Apparently Bradford's speech and preliminary experiments were successful, but when the crucial moment arrived and the switch was thrown to set off the grand explosion exactly nothing happened.

Then the fun started. As usual, there were those who considered Mr. Bradford an impostor and threatened violence with some insulting remarks thrown in. Others considered it as the honest attempt to interest and instruct. The war spirit took possession of both sides, coats were thrown off, sleeves rolled up, and the fray began. Many interesting incidents developed in the battle but finally the ringleaders were seized, thrown into the lake, and then chased off the grounds. Bradford's followers disappeared and peace and order were restored.

Swing Is First Ride

But this silence was no longer to remain unbroken. Those who had seen the beauty and felt the charm of this lovely spot came again and brought others. Tired the enterprise of Gail Norton, owner and proprietor, the cart path around the lake became a road, bowling alleys were built, rowboats were placed on the lake, and a revolving swing was installed. This revolving swing, as it was called in those days, was in reality a Ferris Wheel, built of wood and operated by hand. The first barbecue was held in (See Century Operation on page 48.)

List of Army Camps

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

Out To Direct Pool Shows

CORAL GABLES, Fla., Dec. 26.—Alexander Ott, who has been appointed sports director at the Miami Biltmore Hotel and Country Club here, as announced by Milton M. Chapman, managing director, will conduct elaborate weekly pool shows on Sundays.

With the Zoos

NEW ORLEANS.—Two young Nubian lions, one male, were donated to Audubon Park Zoo here by a bottling firm and brought to the city Christmas week by Mr. and Mrs. H. O. Matthews, trainers. Contest will be held to give them names, said Superintendent Frank Meeks. They will be company for Cloo, young lion born at the zoo, who was left in a rear spot while others were recently moved to new quarters.

CALGARY, Alta.—Calgary Zoological Society has received two lynx as a gift.

MARSHLTON, O.—Pair of Michigan bear cubs have been purchased by Marshlton Municipal Zoo. They are quarantined in the pit formerly occupied by Jiggs, five-year-old black bear, destroyed recently because of wildness.

PHILADELPHIA.—Death of a bee, New Zealand parrot, only one of its kind in Philadelphia Zoo, was attributed to old age. It was brought here in 1928. A recent acquisition is a sparrow hawk.

American Recreational Equipment Association

By R. S. UZZELL

Fred Levere at Savin Rock Park, West Haven, Conn., was decorating a Christmas tree in his office when the writer called, and he expressed the cheerfulness of the occasion. He feels sure of a substantial upward surge for 1941 and expects his tenants to share in the increase of business at "The Rock."

John Tierman was struck by a car on Beach Street and sent to the hospital for repairs. Not fatal but very painful and may keep him in the hospital into the new year. He had just locked his car and was going to the sidewalk when hit. His successful season, in which he earned the cost of his new ride in the one summer, is thus marred before his annual trek to Florida.

Bakeman was pecking a show front for shipment to Venezuela. He is not likely to take a ride down there this year on his own account. His brother has been taking down and shipping the Coast, Coaster ride, from the New York World's Fair to Venezuela.

Juliano has his fine Merry-Go-Round and cotn machines ready to run on any fine day and is proud of the finest front at the "Coney Island of Connecticut."

"More Like Old Times"

L. D. Paltasler, president of Mountain Park, Holyoke, Mass., has one new concession erected almost complete and prospects for others soon.

All along the line it begins to look more like old times. At this season for the past 10 years we have had hardly a peep from park men at the end of December.

At Luna Park, Coney Island, N. Y., where there are renewed signs of awakening, a new dance and disc plane on moderate lines is incubating, with some other major attractions, showing that Milton Shuman has the courage of his convictions.

George F. Smith Jr., done with the Fuddy Fair, is answering the call of the wild and will soon be back in our industry. A park or a big ride? Which card comes up, George?

Bridgport, Conn., is humming. Pleasure Beach just cannot miss some of the coin of the realm that is circulating in abundance in the old Barnum city.

If such a thing is possible, then George A. Hamill has new enthusiasm. A dynamite in breeches, which operates on all the high tension it has, may be able to put on more power. At any rate, he sees a new light breaking and is setting up his enthusiastic outlook.

Free Publicity Earned

The writer has not seen any place peddling only gloom.

J. H. Norton, Bristol, Conn., told us in Chicago that, although his two parks came to his attention direct from the Indiana, they were not expecting to return it to the Indiana. Again we see all of you not to give your parks away. They surely are going to be used in 1941.

Henry Martinelli, Springfield, Mass., has two shooting galleries. Some weeks ago he ordered a supply of shells to care for his 1941 requirements. He has the

shells at September prices and is now sure of getting thru the next season with an ample supply for his guns, war or no war.

The year saw more free publicity for outdoor amusement than in any other year of our history. The *Saturday Evening Post* gave all of a front page cover to one ride and frequently published humorous illustrations of various rides and attractions. All this is wholesome and helpful. Largely because we have kept the devices mechanically clean and physically safe have we come into public favor. Let us live up to our record and better it in 1941.

CENTURY OPERATION

(Continued from page 42)

1847, some visitors from Alabama assisting to introduce this Southern method of preparing the lamb for the rustic feast. In 1851 Isaac Pierce, a neighbor and cousin, was taken into partnership and hence the firm of Pierce & Norton of the present day.

Lake Compounce offers many interesting and unusual examples of the ice age. Extending along the east side of the lake is a high embankment or "esker" carved out by the passage of a mighty glacier in ages past. A mountain scene, 100 feet high rises almost perpendicularly from the west shore, its front a rugged mass of upheaved rock and cliffs, covered with timber and mountain laurel. Compounce's cove lies at the foot of this mountain and to the south Lover's Rock, a huge boulder towering 40 feet in the air and undoubtedly deposited there during the glacial period. Winding around the lake and among the cliffs are many beautiful scenic trails. So generous was nature in bestowing its beauty on this little park, it was only logical that Compounce should become the mecca for outings and picnics of all descriptions. Most historic of these is the famous Crocodile Club, organized in 1875. At that time my grandfather, Gao Norton, a member of the Legislature, petitioned that body to set off a certain portion of his property from the town of Southington to the town of Bristol.

Outings for 65 Years

Members of the Legislature influential in securing the granting of this petition were by him invited with their friends to a sheep roast at Lake Compounce. So successful was this affair that a permanent organization was formed and the name Crocodile was adopted, and this in this informal and unorganized manner the club began. The unique invitations aimed at the early date are still in use today and the qualifications for membership include an invitation from a member, gentlemanly conduct, and \$1.80 for the dinner. The club has met annually since that time and this year has celebrated its 65th reunion. Meeting day is always the last Thursday in August and unlike our Thanksgiving Day, has not been changed by any Presidential edicts.

The oldest organization on our books is the Compounce Spiritualist Association, which has met annually for 75 consecutive seasons. The Old Men's Association and the Bald Headed Club are quite unique in character, and the Sphinx Temple of Hartford has been a guest since 1888. To this end, Lake Compounce has become famous for its sheep boxes and banquets, catering annually to hundreds of industrial, fraternal, and political organizations, schools, churches, and civic associations, many dating back from 40 to 60 years. Among the larger groups the United Aircraft Corporation, New Departure Mutual Aid Association, and the State Fish and Game Association each brings some 12,000 to 15,000 people to our park. The latter organization holds 24 different sporting events that are going continuously all day long, including rifle shooting, trap shooting, field trials for coon and bird dogs, archery, bait and fly casting contests, swimming and diving, canoe tilting, outboard motorboat races, and even a wood-chopping contest.

In 1895 the Bristol & Plainville Tramway Company constructed the first

trolley line from Compounce, and in 1900 another line from Meriden, Southington, and Plainville, was opened by the Connecticut Company. This service has now been discontinued, due to the advent of the automobile. During the '90s and early 1900s Lake Compounce featured a beautiful electric fountain and summer vaudeville, with various free acts and outdoor attractions. The moving pictures displaced the vaudeville and in later years the most profitable free attractions have been fireworks and band concerts.

"Not Back to Indiana"

Dances are held three nights a week, Thursday, Saturday, and Sunday, with name bands on Sunday. Our experience has been that the popularity of the name attractions has taken off the past two seasons, with the exception of a few top bands such as Tommy Dorsey, Key Keyser, and Glenn Miller, with Tommy Dorsey holding the record of 4,200 in attendance. On the other hand, local orchestras did much better; average attendance in Saturday dancing around 1,500. In general, park business was very good last summer, coming very close to our best season of 1937. We maintain and operate a sufficient number of rides and concessions to satisfy our patrons, but we are careful not to overdo this to the extent that any of the natural beauty is destroyed, as that is really our greatest asset. Most important of all is to maintain the good will of the community at all times thru fair and square dealings with the public. Only recently Lake Compounce had the good fortune to be mentioned on two different national radio programs without any solicitation on the part of its owners.

Annually the park produces a nice return on the investment and, if past seasons are any indication of what the future may bring, we have not the slightest intention of giving it back to the Indiana.

CHANGING WORLD

(Continued from page 45)

and backwardness as a regular way of life in their lands. To adapt the opposite view is to achieve the opposite result.

Our greatest obstacle is on innate fear of, or resistance to, change. Any assumption that we have learned our business and know all about it is to be smug, and smugness in this changing world is dangerous. For this industry to ride the wave of the future it may be necessary to cut losses from the past. The attractions of 1919 no longer attract. Of course not. The conception of an amusement park established in a day gone by may need revitalizing to bring forth new forms and new appeal to our sophisticated young.

Need of Vision Great

Banish fear of change. Beware the ghost of obsolescence. Because an installation is not worn out mechanically is the poorest of reasons for keeping it. It is possible the recreation men needs retraining. Can you not picture the probability that a new generation of more vigorous youngsters has superseded the jans and gin crop of post-war and prohibition years? The crowd wanted to have things done for them. It may be that the present and the next crop want to do things themselves. The amazing and to us alarming growth of municipal recreation departments is proof of that.

Can you not envision an installation of modern fast tennis courts and badminton courts, with a fee for playing and a pay gallery for spectators? Have you investigated the possibilities of an indoor building that is now a white elephant? Country clubs that were once exclusive are turning into public courses for a fee because the masses have turned to golf. They are competing with you; can't you compete? The club that turns to public golf also installs a swimming pool to supply a demand for something for the family to do while dad plays 18 holes, and a fine dining room and a cocktail bar and lounge, and playground apparatus for the little tots, and sports and service and no-nonsense bathhouse.

The purpose of this symposium is to provoke your interests, your disagreement, even your resentment of the implications. If we would ride the wave of the future we need to be visionaries—practical visionaries. How can you finance a revolution in your industry? That, too, only requires vision. Mediocrity cannot. And does not attract patronage or financial support, and today our industry is plagued with a stultification of mediocrity in many places.

The Thompsons and Ingersolls and

Stenicks and other geniuses of an earlier day in our industry found ample finances and public support. The amusement industry is not slipping into oblivion, for it is needed now more than ever, but it may be slipping into new trends and even into new hands. Do you accept the challenge?

COUNTY, DISTRICT FAIRS

(Continued from page 44)

ing about the fee they are to receive for listening," the villager said.

"Yes," the villager replied. "Anyone can talk but it is so hard to listen so long."

Same Objective for All

We are here to increase our knowledge and wisdom, and perhaps we should keep in mind the admonition of the Negro preacher who said in concluding a sermon on "wisdom": "It ain't the things yo' don't know dat gets you into trouble; it's de things yo' know for sho' dat ain't so."

A fair has been defined as an educational institution where every undertaking of human endeavor is brought together in close association for comparison and judgment, where the individuals who have studied and labored receive their rewards in medals and premiums and exhibitions. From all walks of life, from the youngest laborer's child to the oldest consumer.

About 60,000,000 Americans gather annually to witness and participate in 2,300 county, district, and State fairs and expositions. People go to fairs to learn, to cement fellowship with friends and neighbors, and to be entertained.

Encouragement of agriculture and community life has always been a vital part of the American program. Fairs are family institutions and are truly American institutions. Fairs promote progress by focusing attention upon the ideal!

What do county and district fairs mean to the State fairs?

Our county and district fairs have the same objective and purpose as our State fairs—the promotion of agricultural and industrial progress, with particular emphasis upon agriculture. Both the State fairs and the county and district fairs have a unique part to play in the fulfillment of that purpose, and there need, of course, be no conflict between county fairs and State fairs. Just the opposite spirit—that of co-operation and mutual assistance—should prevail, and does prevail. We are happy to say, in most every State, it is obvious, of course, that agricultural and industrial progress may be more rapidly advanced where there is greatest co-operation between county and district fairs and State fairs. I hope for and believe we will have an ever-increasing co-operation between county and district fairs and State fairs.

Barometers for Big Ones

County and district fairs make and keep the public fair-minded and help to whet the public's appetite for and interest in the State fairs. A few years ago there were many critics who proclaimed that fairs were old-fashioned symbols of a passing era and would soon become extinct in this modern, speed-loving, mechanical age. But today fairs continue to march on with apparently greater popularity than ever before, and we now seldom hear anyone say that fairs are dying out. This onward and upward march of the fair has in itself made a great impression—perhaps more subconscious—upon the minds of the public mind and has been an important factor in drawing more and more attention to all fairs.

The county fair draws forth from all parts of the county the most valuable, the most beautiful, the most nearly perfect, the most interesting, and the most worth while in all classifications of agriculture, industry, education, and entertainment, and the State fair in turn gets the "cream of the crop" of the exhibitors, educational and entertainment feature. The State fairs have many exhibitors, many entertainment attractions, and educational features which they would not have in such great numbers and which would not be so easily obtained if it were not for the fact that these exhibitors and attractions have opportunity to show at numerous county and district fairs as well, before and after the State fairs.

The county and district fairs are in a sense training schools for State fair exhibitors. For it is usually at the county and district fairs that men and women, boys and girls receive their first experience in exhibiting their livestock, their grains, fruits and vegetables, their handicraft and art work, and the products

(See County, District Fairs on page 52)

RIDE CONCESSIONAIRES ATTENTION!!!

Double & Triple Seater Bikes or smaller, modern, Aerial Rides. Also wooden, modern, capacity rides, such as Bicycles, River Street, etc. Good opportunities for extra income, steady, safe, unassured park. Would also like to send a dozen M-44s for county season. Priced \$1.00 each. **BOX 6-14, care Billboard, Cincinnati, Ohio**

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Bronze medal class recently organized at Moonlight Gardens Roller Rink, Springfield, Ill., now has 50 members, reported Noble Galligan, instructor. He is assisted by Mrs. Lloyd Noble, the former Marilyn Grant. They were formerly connected with Danford Roller Rink, Decatur, Ill. At the pro-

fessional school sponsored by the Roller Skating Rink Operators' Association of the United States in Detroit they were awarded bronze medals for dance and figure skating.

SKATELAND Trenton, N. J., in proximity to Fort Dix, has made Tuesdays Fort Dix Night, uniformed men being admitted at a special price.

SILVER LEAF Roller Rink Club, Springfield, Ill., elected officers on November 5, reported Alvin M. Fowler, naming Jerry Tucker, president; Connie Pohl, vice-president; and Helen Loveton, secretary-treasurer. Club celebrated the first anniversary of its inception with a party on January 8. On December 7 members attended the fifth anniversary celebration of Fernwood Roller Rink, Peoria, Ill., and the Silver Leaf hockey team was defeated by Fernwood by a 4 to 3 score. Club staged a waltz contest on December 18.

VICTOR AND BETTE roller skating team, opened with the New Year's show at Evergreen Casino, Philadelphia.

MONDAYS, Tuesdays, Wednesdays, and Saturdays have been set aside as public nights at the Rollardrome, St. John, N. E. Thursdays and Fridays are for private groups. Dancing is also offered. An orchestra and photographer with amplifier provide music. Refreshment concession was opened recently.

CHICAGO Roller Skating Club elected officers on December 16, reported Corresponding Secretary Oliver Bay, naming George Corbell, president; Dave Bay, vice-president; Paul Hackett, treasurer; Jessie Schreiber, recording secretary, and Paul Werner, sergeant at arms. Club now has 468 members. Activities in the area included a Christmas party on December 18 at Hollywood Rink, Chicago, featuring a graceful skating contest, races, and door prizes. Roller and Saddle Club party on the same night at River-view Rink, Chicago. Booster Club party at Planet Rink, Chicago, on December 30, and an anniversary party at Mill Bridge Rink, Lyons, Ill., on December 30, at which waltz contests were featured.

J. M. SMITH has taken over Rainbow Roller Rink, near Hogsstown, Pa. He purchased it from A. Funk, who is reported to be opening another rink in Washington, D. C.

FLO AND EV (Florence B. Pomroy and C. E. Chaffin) report they are teaching international-style dance skating at Thunroque Roller Rink, Rochester, N. H. They also spend one night weekly as instructors at Huntington (Mass.) Roller Rink.

IRVING JACOBS, of Mammoth Garden Roller Rink, Denver, reported good results from a campaign to get the social set skating conscious, with two or three society parties booked weekly. New Year's Eve party was scheduled. Two winter waltzes will be given as prizes in a waltz contest on January 6, and received to start soon, will be staged one night weekly. The month-old rink club has 250 members. They are working in classes in figure, dance, and speed skating under direction of John Mann. Revue, Mammoth Gardens Roller Skating Rink, is to be staged in February and rehearsals are under way.

FRED H. FREEMAN-managed Winter Gardens, Chas. Yous, and Lynhurst rollerways in the Boston area closed on December 24 to permit employees to be with their families and all afternoon classes were canceled during the holiday period. However, daily matinees were held at Winter Gardens. For remainder of the winter Lynhurst will operate as a rink four nights weekly, with dancing on Saturdays. Winter Gardens and Chas Yous held skating parties on December 31 and Lynhurst staged a dance.

TWO professional roller skaters, Gordon Medora and Manuel Fortuna, are among enlisted men at Westover Field, army air base near Springfield, Mass.

ARMORY Roller Rink, Chicago, operating with afternoon and night sessions on Saturdays and Sundays, is staging a series of waltz contests, reported Bill Hamling, skateroom manager. Finals will be held on January 10 and trophies will be awarded first, second, and third-

place winners. Following the finals there will be a 200 tramp contest. Novice races are held on Saturday afternoons and winners of finals will be given medals. Russell Young is the new organist. Floor Manager Vic Prosch is conducting a free dance class of 75 on Sunday afternoons after regular sessions. He has a staff of six assistants. Others on the staff are Al Holman, assistant manager; Roger Sadock, doorman; Florence Plack, cashier; Fred Zamko, assistant skateroom manager; Richard Simon and Bruno Smith, wardrobe, and Mr. and Mrs. Sid Keen, refreshment stand.

FOR the purpose of promoting advanced roller skating a meeting of California skating clubs and operators of rinks they represent was held at Ed Prko's Santa Rosa Rink on December 15, reported Armand J. Schaub Jr., manager of River Garden Rollardrome, Heidelberg, Calif., who attended the meeting with members of the River Garden Skates Club. After the meeting there was a banquet and floorshow, followed by a skating program. Among clubs and rink managers attending were Captain City Roller Club, the Berkeley, Sacramento Golden Gate Club, San Francisco; Chuck Hines, Ambassador Roller Rink, San Francisco; and Ambassador Skating Club; Garland Skating Club, Petaluma; Valley of the Moon Club, Sebastian's Rollardrome, Sonoma; and Hambling Rollers, Santa Rosa.

ROLLER RINK at Royal, Pa., operated by Ed DeYoung, was damaged by fire on December 22. John O. Jones owned the building. Estimated damage of \$5,000 was covered by insurance.

IN operation since October 27, business at American (Ind.) Roller Rink has been 100 per cent above expectations, reported President George W. Pearce, who has purchased the stock of Mr. Van Noy and is operating the rink. Twice as fast turn-away crowds. There is a possibility of the corporation being dissolved. Rink has installed a skater, a device to prevent beginners from falling. It consists of an aluminum trolley encircling the floor and accommodates 15 persons. Ed Reynolds has been engaged as electric organist. At a recent Christmas party prizes were distributed, and a New Year's Eve party was also staged.

MODERN FAIR (Continued from page 42) In about one-half, or in 400 of the Texas newspapers.

We tried an experiment this year which proved very successful. We believe that a continuation of the experiment will prove of greater mutual benefit to the State Fair of Texas, to Southern Methodist University, and to the senior journalism class of that

school each year. The head of the department turned his senior class over to our publicity department for the fair period, and we used them to great advantage. They came out first a few days before the fair. We gave each one of them a season pass. They again reported on Press Day and partook of Press Day courtesies.

After Press Day from two to five reported to the publicity office daily and received assignments. They turned a copy of their story into us, a copy to the professor for class work, and another copy was sent to the home-town newspaper of the student. There were 11 of the 15 senior journalism students from out of town, and they were successful in getting their stories used in the local home-town newspaper.

The kids got a big kick out of their assignments, we got some subjects covered had it not been for them, and we got many inches of additional publicity in our Dallas newspapers as well as the 11 home-town papers of the out-of-town students. We are already at work on a better tie-up with the 1941 seniors, working again with the professor in charge of the department, who said it had been the best laboratory experience any of his classes had ever had.

Experiments in Publicity

Another experiment that has paid high dividends during the past year was the moving picture *The Fairest of the Fair*, which many of you saw the other night. We believe this has been the most successful piece of publicity we have ever done. The picture was shown in 700 theaters and in 600 schools. The attendance at these showings has been roughly estimated at 4,000,000, one-fourth of which has been in the schools. The results of this picture, we believe, were reflected in the enormous attendance of 215,000 on Children's Day. We have made another picture this year in sound and color and are promised even a better distribution this year than we had last.

Still another experiment we tried this year was in our luncheon club program. Due to the fact that all of these must be given prior to the opening of the fair each year, and also that we have no entertainment available, our programs have been sort of drabbed by those in charge of the program. In fact, they were losing interest in giving us a program.

This year we adapted a quiz program from the radio style of entertainment. We called it "Double or Nothing" and printed a booklet containing facts on the State Fair of Texas. We gave 410 prizes at each luncheon club program, and every person who returned to answer was given a pair of tickets to our grandstand show. The club members had words of fun, and we believe this program saved our face for future programs.

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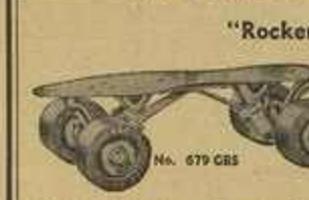
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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ART-MODEL F TARGETS, \$10.00, OR TRADE for Graetchen Columbian or Vest Pocket Bell for Northwestern Peanut Vendor or Twenty-Record Phonograph. TODD NOVELTY CO., 519 1/2 North Main St., Pueblo, Colo.

ARE YOU IN NEED OF ANY WURLITZER Paraphone? Save 75%! Write immediately. Tell us what you want! SUPREME VENDING CO., 257 Rogers Ave., Brooklyn, N. Y. rfx

BALL GUM, 50" FACTORY FRESH, 12c BOX. Tab, Stick, Midgey Chunks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. Jan1x

BALLY RAPID FIRE, \$122.50. SEEBURG Paraphone, \$17.50. Mechanically perfect. In deposit. H. REICH, 322 S. E. 1st Ave., Miami, Fla.

FOR SALE CHEAP — KENNEY SUPER TRACK Times, Pastimes, Chrono Bells, Radio Rifle, CHARLES PITTLE, New Bedford, Mass. Jan25

FOR SALE—A. E. T. CHALLENGERS, \$11.00. Get our prices on like-new and used Martie Camet. Every Machine guaranteed. Dry-Bird, deposit, balance C. O. D. SOUTHWESTERN AMUSEMENT COMPANY, 1111-1112 Navarro St., San Antonio, Texas. Jan1x

FOR SALE — SLIGHTLY USED MILLS FOUR Bells Consoles, serials 800 and up. Will trade for Mills Blue or Brown Fronts. AUTOMATIC MACHINE CO., 1107 W. Tust. St., Canton, O.

FREE PARTS AND SUPPLIES CATALOG No. B-17 for all coin machines. Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pa. rfx

GOODBODY HAS A MESSAGE FOR EVERY operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. Jan1x

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNYER CO., 592 10th Ave., New York. rfx

ROCK-OLA WINDSOR, TWENTY RECORD, \$52.50; Wurlitzer 5, Cavalier Model, \$30.00 two for \$60.00; Wurlitzer 500, \$139.50; COLEMAN NOVELTY, Rochester, Ill.

SACRIFICE — 100 1c SNACKS, LOTS OF 5 — \$8.00 each; 100 1c Hershey Vendors, \$2.50; 25 1c Ball Gum Vendors, \$1.50. Others. CAMEL VENDING, 402 W. 42d, New York.

SKILL JUMPS, HOCKEY, HI-BALLS, RIFLES, A. B. T. Targets, Legal Counters, Duggers, Baseballs, Moral Typers, Vitalizers, Exhibit Multiscopes and Arcade Machines. Also Location for Penny Arcade. BEDR, 2468 E. 23 St., Brooklyn, N. Y. rfx

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ORCHESTRAS AND STROLLERS WANTED—Cocktail Combos, Union. Rush photos; details. State minimum. **CONSOLIDATED ORCHESTRA SERVICE**, Alhambra Apt. Hotel, Birmingham, Ala.

SMALL UNIT SHOWS, MUSICAL NOVELTIES, Western or Hillbilly Units wanted for small theatre near army camps. Write **LOWE FAYNE**, Texas Theatre, Mineral Wells, Tex. j411

TROMBONE PLAYER IMMEDIATELY—salary, sleeper bus. Twelve piece band. Leave soon for Texas for three months. **RAY ALDERSON**, Dubouque, Ia.

WANT TWO MECHANICS—ONE WITH PUMP experience with distributor or jobber. One with Arcade equipment. A-1 Mechanics only need apply. **BOX NY-14**, Billboard, 1504 Broadway, New York.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Ruidia, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology, Charls and Bala, Wholesale, Largest stock, 164-page illustrated catalogue. **WELSON ENTERPRISES, New Address, 336 E. High, Columbus, O. j414**

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. j4114

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE OF TRICKS, BOOKS, Supplies, Ventriloquist Figures, etc., 25c. **KANTERS**, 1311 Walnut, Philadelphia, Pa. j414

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? OUR COLLECTION of 10 Novelty jokes, postpaid \$1.00. **KANT NOVELTIES**, 323 Third Ave., Pittsburgh, Pa. j4114

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen, will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 2.

AMBITIOUS!—SHOW TALKIES THEATRESSE Communities, Sound Equipment, Weekly Programs tested. Head 16MM, Sound Projectors, \$25.00. **BOX NY, 521 E. State Street, Erie, Pa.** j4114

ANNUAL CLOSE-OUT OF 16MM. SOUND AND Silent Movies, Yearly event, Largest selection of features, Comedies, Cartoons, Novelties. Send for your "Bargain-Movie-Special" today. Specially sound for silent. **INSTITUTIONAL KINEMA SERVICE, INC.**, 1566 Broadway, New York City.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereoscopes, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO.**, 1318 Wabash, Chicago. j414

NEW VICTOR "D" AMPLIFIER—LIST \$125.00, 25% discount. **ATV** outlet. Add A Unit. Factory guarantee. **EVANSTON 6**, Box 115, Cincinnati, O.

RELICTIOUS FEATURES AND COMEDIES—35 and 16 in Sound—Slides 25 only. **E-ADRAMA**, 2204 N. Sheridan St., Chicago. j4114

SHOW MOVIES — NO INVESTMENT, though shows theatrically yours your territory waiting. We furnish Film, Sound Projector, etc. Write for details. **BOX C-C**, care The Billboard, Cincinnati, O.

Show Family Album



AT THE LEFT are the Original Flying Valentinos, snapped the season of 1906 while appearing as a free act with the C. W. Parker Shows, managed by Con T. Kennedy. Left to right: George Valentino, retired and living in Peru, Ind.; Bob Valentino, who worked in female costume at the time and is now a member of the Peerless Potters, and Ben Beno, who because of an injury sustained about a year ago in a fall has retired and become custodian of the Pacific Coast Showmen's Association, Los Angeles. At the right are Joe Gailer (left), owner-general manager of the Buckeye State Shows, and a couple of buddies, snapped in 1911 while they were members of the U. S. Marine Corps. Next to Gailer is Charles Slaughter. Name of the man on the right is not remembered. As a leatherneck Gailer saw service in Mexico, Nicaragua, and Haiti, gaining the rank of non-commissioned officer. He was honorably discharged in 1915, but was not accepted for service in the World War. He was born and educated in Hungary.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be accepted. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

TWO PORTABLE SIMPLEX ACME 35MM. COMPLETE, Amplifier, Twin Speakers, 1,000 Watt, heavy duty Motors, \$295.00. Perfect operation sound. Now in use. **FILM LIBRARY**, Box 843, Henderson, Tex.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 11x12 and 2 1/2x3 1/2 pictures. Send for general catalog and information on new metal precision enlarger-reducer. **MARKS & FULLER, INC.**, Dept. BC540, Rochester, N. Y. j414

ALL 4 FOR 10c OPERATORS—CUT PRICE on All Machines and Supplies. Full Length Camera. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. j41

DIME PHOTO OUTFITS CHEAP—ALL SIZES, better drop in and see them. All the latest improvements. **Bergens, P. O. CAMERA**, CO., 111 E. 35th St., Chicago, Ill. j414

DIREX DIRECT POSITIVE PAPER — NO FADING, best gradation, highest speed. **THE POSITIVE CORP. OF AMERICA**, 244 Fifth Ave., New York, N. Y. mb14

DOUBLE UNIT PHOTO MACHINE — TAKES picture 1 1/2x2, 3x4 Enlarger without Lens, \$125.00; 3x4 Camera, \$35.00. **ERICK ELIAS**, Thomasville, N. C.

ROLLS DEVELOPED — TWO PRINTS, EACH, and two free Enlargement Coupons, 25c. Reprints, 3c each; 100 or more, 1c. **SUMMER'S STUDIO**, Unionville, Mo. j4114

YOUR GOLDEN OPPORTUNITY — DOUBLE Photo Machines make 2 1/2x3 1/2 and 1 1/2x2 complete with Viewfinder and Tiring Table. Lowest prices. Write at once. **PRINCETON MFG. CO.**, Princeton, Ky.

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Greeting Tags, Restaurant Novelties, Salesbrokers, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets. Lowest prices. 40% commission. Experience unnecessary. Free details. Sales portfolio free. **WILLIAMS**, 2130 Clady, Detroit, Ill. Chicago. j414

WANTED — PERMANENT REPRESENTATIVE for Answer Uniforms, Suspenders, Aprons, Frock, Nuns, Doctors, Waitresses, Uniforms. Smartest styles. First quality. Exceptional commissions. Line free. **HOOVER**, 231 W. 19th St., Dept. NK-4C, New York City. j414

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels — Positively no disappointments. **NIFEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill.

TATTOOING SUPPLIES

BEST AND FLASHIEST CHROME PLATED Tattooing and Engraving Machines, Engraver and Transformer complete, \$7.50. Illustrated list. The only Tattoo Supply House on the Pacific Coast. **OWZEN JENSEN**, 412 S. Main St., Los Angeles, Calif.

TENTS—SECOND-HAND

FEW SLIGHTLY USED, GOOD AS NEW TENTS — State size. Send stamp; postage ignored. Write **SMITH TENT COMPANY**, Auburn, N. Y. fe134

THEATRICAL PRINTING

FREE — SAMPLES OF OUR NEW DESIGNS IN Flashy 3-Color Window Cards, 1x2 1/2, non-bleeding, \$3.00 hundred. **TRIBUNE PRESS**, Box 251-B, Fowler, Ind.

LARGE MOVIE HERALDS, 3 1/2x14 1/2 (12) — \$1.25 per 1,000. Five Date Changes. (All 16MM. Releases.) **NONPAREIL PRINTING**, 812 Manton, Pittsburgh, Pa.

WANTED TO BUY

USED LIGHT PLANTS, 800 TO 3,000 WATTS; Used Lighthouse Unpolished Seats and Chairs, four Worlitzer 616A. Will pay \$35.00 each. Must be in good condition. Write to **FRANK MITCHELL**, P. O. Box 979, Pasadena, Tex.

WANT ED — PENNY ARCADE LOCATION, **BOX NY-15**, Billboard, 1504 Broadway, New York, N. Y.

WANTED—TWO FOOT GAUGE STEAM LOCOMOTIVE with Tender. Must be in fair condition with enough power to pull thirty passengers. **LOUIS DONATI**, 1364 Candia Rd., Manchester, N. H.

At Liberty Advertisements

Be a Word (First Line Large Light Capital)
20 a Word (First Line Small Light Capital)
1 in a Word (Extra Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25c CASH WITH COPY

NOTICE

Due to the excess of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in case of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

At Liberty—Two Minutes for Hand to Hand and Grand Tumbler. Also do Transmitter and Walk and Piping Act and Tumbler Act. Act. Can do Acrobatic, Trillio, Hacks. Have been with Davenport, Morton Act. I would like to do some act or troupe. Join at once. **Bill Dean**, 25 Woodland St., Norwich, Conn. j41

AT LIBERTY AGENTS AND MANAGERS

A-1 AGENT—WILL BOOK Copyright Bands. Box office attractions. Contact **RAY SALZER**, General Delivery, Rochester, N. Y. j41

AT LIBERTY FOR COMING SEASON — J. C. Admire and wife. General Contracting Agent, press, billing, night class, show promotions, guest ticket sales, advertising banners, slides, Acts. 40. Have car, Mason and Elk. For circus, carnival, tent, boat or thrill shows. Address **BOX C-644**, Billboard, Cincinnati, O.

GENERAL AGENT — SMALL MOTORIZED CIRCUS. Will furnish party. **COLE ROBINSON**, 287 E. 10th St., St. Paul, Minn.

Agent — Handle any kind attraction, circus or stage. **Bassett**, 1000 Broadway, Cincinnati, O. **Beatriz**, 1000 Broadway, Cincinnati, O. **Beatriz**, 1000 Broadway, Cincinnati, O.

Bellevue Alliance Agent With Car—Have territory Coast to Coast. Can book anything of music, wing dance music. Will work as rider. **Beatriz**, 1000 Broadway, Cincinnati, O.

AT LIBERTY BANDS AND ORCHESTRAS

OPEN FOR LOCATION

AT LIBERTY — DUKE KAMAKUA AND HIS Tropical Swing Band. Entertainers, extraordinary, a six piece, all string, native tunes. Hawaiian melodies, rumba and conga rhythm, sweet, swing dance music. Will work as rider. **Beatriz**, 1000 Broadway, Cincinnati, O.

Earle and Emile, Their Rhythms and Songs — Now arranging engagements from January 6, 1941. Two young men, singing and playing music that swings lightly but joltily. A piano-accelerator and bass violin plus horn with every type of rhythm and song. Excellent appearance, good singing personalities. **Beatriz**, 1000 Broadway, Cincinnati, O.

FOUR CLASS SISTERS — NOVELTY DANCE Band available after January 10, for night clubs, hotels, etc. Flare, six doubling Clarinet, Standard Guitar doubling Hawaiian String Guitar, Drums. Two good Vocalists. Hillbilly numbers, novelties, comedy entertainment. Good wardrobe and fine set-up. This is a real attraction. Write or write **WAIN CLASS**, care General Delivery, El Paso, Tex. j411

SONS OF THE PRAIRIE — SIX-PIECE STRINGED Band, Western Musical Vaudeville working style, clubs, theatres, looking for show connections for summer. **Beatriz**, 1000 Broadway, Cincinnati, O.

The Smith's Show 5 Show Orchestra and Old Time — Together it makes a Realistic Act. It is a real variety of musical, theatrical, dancing, etc. Only outside clubs. **Beatriz**, 1000 Broadway, Cincinnati, O.

AT LIBERTY CIRCUS AND CARNIVAL

TRAINED DOGS, MONkeys, Foxes, High School Horses, All offers considered... F. L. GRAY, Box 61, Lemon Grove, Calif. 941

AT LIBERTY DRAMATIC ARTISTS

JEFF AND BETH URRUH—JEFF, VIOLIN AND Trumpet... BETH, PIANO AND Accordion... General Delivery, Florence, S. C.

AT LIBERTY MISCELLANEOUS

ARCADE MANAGER, PHOTOGRAPHER—WILL accept position at Berry Arcade Manager and Quick Finish Photographer... BILLY C. GAY, Box C-645, Billboard, Cincinnati, O.

Jazzlike After January 15—Britten and Myrtle... JOHN H. BROWN, Chicago, Ill.

Club—Club, piano, face, indoor and outdoor... BILL H. BROWN, Chicago, Ill.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—SOUND PROJECTIONIST—Married, thoroughly reliable... VIRGIL WOOD, 125 E. 14th St., Paramount, Ark. 1625

Establishment—Expert projection... JIMMY BROWN, 1017 5th St., Ark. 1618

Photographer—Specialized in theater work... M. B. GAY, 622 E. 14th St., Paramount, Ark. 1618

AT LIBERTY MUSICIANS

ORGANIST WITH OWN Instrument, DANBY DANIEL, Roosevelt Hotel, Jackson, Miss. 1611

AT TRUMPET DOUBLING TENOR SAX—READ anything take-off... JACK SACER, 130 N. 10th St., Okla. 21 V.

ALTO SAX AND CLARINET—AGE 19, SINGLE... LESTER MAURER, Jackson, Miss. 1611

LEAD TRUMPET—WELL EXPERIENCED... LESTER MAURER, Jackson, Miss. 1611

TENOR CLARINET AND BASS CLARINET—Five commercial time, lead or harmony... LESTER MAURER, Jackson, Miss. 1611

TENOR SAX, CLARINET, VOICE—AVAILABLE January 20, Union, dependable... LESTER MAURER, Jackson, Miss. 1611

TRUMPET—AT LIBERTY JANUARY 7 or soon after... LESTER MAURER, Jackson, Miss. 1611

30 ALTO CLARINET, 30 TRUMPET, EXPERIENCED... LESTER MAURER, Jackson, Miss. 1611

Die—Barrett Glenn... HENRY... 22, Atlanta, Miss.

Wing... HENRY... 22, Atlanta, Miss.

Wing... HENRY... 22, Atlanta, Miss.

Wing... HENRY... 22, Atlanta, Miss.

AT LIBERTY PARKS AND FAIRS

HIGH POLE ACT FOR COMING SEASON—Also Tractor Acts... G. HIGGINS, Billboard, Cincinnati, O. 1618

Clubs... HENRY... 22, Atlanta, Miss.

AT LIBERTY PIANO PLAYERS

CAPABLE GIRL PIANIST—EXPERIENCED, all essential... BOB 132, Okla. 21

CARL WHYTE—SHOW OR NIGHT CLUB Pianist... Address General Delivery, New Orleans, La.

AT LIBERTY SINGERS

AT LIBERTY—RADIO BASSO, SCOLAS, GUAR... HENRY... 22, Atlanta, Miss.

DANCE VOCALIST—BARIitone VOICE... TOMMY TOWER, 212 N. Davis St., Greenwood, N. C.

AT LIBERTY VAUDEVILLE ARTISTS

"KING"—HOLLYWOOD'S MOST EDUCATED... P. O. BOX 1094, Hollywood, Calif. 1625

AT LIBERTY—YOUNG, Comedian, Harmonica, Solo... HENRY... 22, Atlanta, Miss.

AT LIBERTY—YOUNG, Comedian, Harmonica, Solo... HENRY... 22, Atlanta, Miss.

AT LIBERTY—YOUNG, Comedian, Harmonica, Solo... HENRY... 22, Atlanta, Miss.

AT LIBERTY—YOUNG, Comedian, Harmonica, Solo... HENRY... 22, Atlanta, Miss.

AT LIBERTY—YOUNG, Comedian, Harmonica, Solo... HENRY... 22, Atlanta, Miss.

SPECIAL DAYS... (Continued from page 47)

with a total of 313,000 visitors from all parts of Texas... We do not merely open the gates for free admission...

produced by the local Corps of Magicians... The usual refreshment in price of admission is shows, rides, drinks, etc., has helped to make the day outstanding.

Negro Day Built Up

Monday of the second week we have the Negro parade... The result was so satisfactory, and they were so interested in the parade...

Attendance this year was 50,000, in spite of a light rain during most of the afternoon... Next year the committee promises there will be 100,000.

Keys on Opening Day

Opening Day was always a big problem with us... We plan to extend the activity of this day by including other lodges and making it a Fraternal Day.

In addition to the days mentioned there are many other ones each bringing in a large number of people... We believe a little time, money, and effort spent in helping to interest these groups in attending the fair is a body, designating the day of their visit as their special day.

The total attendance of our fair this year was 1,016,437... We feel sure, formed a good part of this total.

handled by a member of our Junior Board of Directors.

Groups Stimulate Gate

A most interesting feature this year, not in the nature of a special day promotion, but of vital interest to fair visitors, was a visit of the Second Division of the United States Army from San Antonio... Another day that proved of great interest and educational value was that devoted to the chemurgic groups.

Women of the World Day has become a big event at our fairs... We believe a little time, money, and effort spent in helping to interest these groups in attending the fair is a body, designating the day of their visit as their special day.

The total attendance of our fair this year was 1,016,437... We feel sure, formed a good part of this total.

N. Y. WORLD'S FAIR (Continued from page 44)

not in itself prove that the admission fee is right... We believe a little time, money, and effort spent in helping to interest these groups in attending the fair is a body, designating the day of their visit as their special day.

Once attendance has been built up why tamper with promotional bargains that tend to reduce net gains? The idea after the build-up is to hold the fair-going population and increasing it thru the normal channels...

That in our word—the gate—is what I learned from the New York World's Fair... We believe a little time, money, and effort spent in helping to interest these groups in attending the fair is a body, designating the day of their visit as their special day.

Hope the gate and you'll get later... We believe a little time, money, and effort spent in helping to interest these groups in attending the fair is a body, designating the day of their visit as their special day.

Make it cheap and you will reap... We believe a little time, money, and effort spent in helping to interest these groups in attending the fair is a body, designating the day of their visit as their special day.

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Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Merchandise Users Confident '41 Will Surpass All Records

Big cash garnered in 1940 because of presidential election, but defense money flowing over nation points to greater profits during the new year

NEW YORK, Dec. 28.—Prize users, novelty workers, and badgeboard men are anticipating a bigger and better 1941. With the closing of 1940 came reports that many of them in the trade had garnered a good bit of change because of the presidential campaign and the defense program. All seemed optimistic over the 1941 outlook. While the defense program is yet to get into full swing, training camp workers are busy. Construction crews furnish the most of the income at present. Advantages of working this type of business is that practically all items are popular. Many of the training camp workers, especially those in camps where the soldiers have arrived for a year's training, are getting folding money with patriotic items, such as pillow tops, compacta with military insignias, and wallets with embossed flags.

Badgeboard Men Lead

Perhaps the outstanding trading of the year was done by badgeboard workers, who reaped a huge cash harvest with presidential novelties and buttons. In campaigns since 1912, political buttons had failed to bring large income to workmen. This year conditions took a sensational turn for the better and designers skilled in the cause by offering items that had instant eye and sales appeal. Comic buttons proved big numbers and were especially popular.

The second terms of the New York and San Francisco fairs also added to the demand for novelties and souvenirs. The Tynan and Paraphernalia market was to be seen in nearly every corner of the nation.

Better Mktg. Trend

Commissioners at fairs reported a definite trend toward better merchandise. Cocktail and limbohorn sets, decanters, and clock and mirror sets had one of their biggest years. Clocks, always consistent money-makers, are believed to have set records that will be difficult to topple in 1941. However, new electric designs were introduced late in the year and they are expected to exert great influence in shattering sales tabulations of 1940.

With the registration of civilians for the draft, identification items put identification and key chain workers in the limelight. Again the manufacturers came to the aid of those selling the lines, and items that had eye-appeal as well as usefulness occurred, such as keys chains with a replica of the State automobile license also claimed a spot in the list of money-makers.

The defense program has started the wheels of industry humming and camp pay rolls as well as those of camp towns have been increased, pointing to a bigger and better year in 1941 for merchandise workers.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALES-CARDS and TRADE STIMULATORS.

By BEN SMITH

Well, here we are at the beginning of a new year, a year which we hope will go out as successfully as it has started, clear of direct involvement abroad and with business booming. It should be a good year for operators. Loose change is again burning holes in John Pullin's purse—the tremendous Christmas sales figures are graphic proof of that—and the boys should be able to rake in their share of the do-over. And to make

(See DEALS on opposite page)

New Jersey Boom Ups Salesboard Demand at Plants

TRENTON, N. J., Dec. 28.—Gains in industry, agriculture, and other fields are creating a boom for prize users, especially salesboard operators who work factories. It was learned today. Indications are that demand for items offered on salesboards will increase as New Jersey adds more factories to its fast growing list. During the past 30 months, 2,018 new industrial buildings, with value of nearly \$24,000,000, have been constructed, and 2,946 new industries have started in the State, a report by R. C. Maddox, managing director of the New Jersey Council, to Governor A. Harry Moore revealed.

Firms have begun or expanded operations in New Brunswick, Hoboken, Belle-

One-Minute Photographers Busy In Vicinity of Training Camps

NEW YORK, Dec. 28.—One-minute photographers are reaping a harvest of cash in the vicinity of training camps, as are souvenir and novelty workers. Soldiers and camp construction workers are buying photos of themselves and other items to send to the folks back home.

According to the Bencon Camera Company, many one-minute men, realizing the profits to be made in this field, have set up their tripods and cameras in the vicinity of camps. With wages running into big figures, those in the trade are getting their share of the money. Pictures are taken and delivered in about a minute in the new portable folder that fits in this type of work with camp life. Men who had anticipated a gloomy and profitless season in the South have hopped on the hand wagon and are said to be earning a pretty penny for themselves.

Texas Boom

Things are booming in Texas, where millions are being spent for defense. In Corpus Christi a new \$25,000,000 naval air base is under construction. At Freeport, 30 miles from Galveston on the Gulf of Mexico, the population jumped from 3,109 to 7,500 in 90 days because of work being done there. Houston is

villa, Paterson, Hillside, Kerrville, Bahway, Bayville, Jersey City, Neptune, Flemington, South Millville, Newark, Wallingford, Pleasantway Township, Linden, and Edgewater.

Maddox estimated the annual output of New Jersey farms has been maintained at a level of about \$100,000,000.

U. S. Army Posts, Camps, and Stations

Each week one of the nine corps areas of the army will be listed in this section. Clip these lists for future reference.

Fourth Corps Area

(North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana)

ACTIVITY	POST OFFICE	FREIGHT OFFICE
Angusta Arsenal.....	Angusta, Ga.....	Angusta, Ga.
Barkeley Field.....	Shreveport, La.....	Barkeley Field, La.
Port Barrancas.....	Port Barrancas, Fla.....	Pensacola, Fla.
Camp Beauregard.....	Alexandria, La.....	Alexandria, La.
Port Benning.....	Port Benning, Ga.....	Port Benning, Ga.
Camp Blending.....	Camp Blending, Fla.....	Port Bragg, N. C.
Port Bragg.....	Port Bragg, N. C.....	Port Bragg, N. C.
Chapman Field.....	Monticello, S. C.....	Charleston, S. C.
Charleston Ordnance Depot.....	North Charleston, S. C.....	Charleston, S. C.
Port Clinch.....	Amelia Island, County of Nassau, Fla.....	Fernandina, Fla.
Port Dade.....	Port Dade, Fla.....	Tampa, Fla.
Port DeBolt.....	Pensacola, Fla.....	Pensacola, Fla.
Dorr Field.....	Aradale, Fla.....	Aradale, Fla.
Edin Field.....	Valparaiso, Fla.....	Greenville, Fla.
Jackson Barracks.....	New Orleans, La.....	New Orleans
Camp Jackson.....	Camp Jackson, S. C.....	Hopkins, S. C.
Key West Barracks.....	Key West, Fla.....	Key West, Fla.
Minneapolis Airport.....	Jacksonville, Fla.....	Jacksonville, Fla.
Lancon Field.....	Port Benning, Ga.....	Port Benning, Ga.
Maxwell Field.....	Montgomery, Ala.....	Montgomery, Ala.
Port McCheson.....	Anniston, Ala.....	Anniston, Ala.
Port McPherson.....	Port McPherson, Ga.....	Port McPherson, Ga.
Port McKee.....	Port McKee, Fla.....	Pensacola, Fla.
Monroe Field.....	Moreno Point, Fla.....	Charleston, S. C.
Port Moultrie.....	Monteville, S. C.....	Charleston, S. C.
Port Morgan.....	Port Morgan, Ala.....	Poley, Ala.
New Orleans Quartermaster Depot.....	New Orleans, La.....	New Orleans
Port Ogilthorpe.....	Port Ogilthorpe, Ga.....	Port Ogilthorpe, Ga.
Pensacola Military Base.....	Pensacola, Fla.....	Pensacola, Fla.
Port Pickens.....	Port Pickens, Fla.....	Pensacola, Fla.
Port Pickett.....	Port Pickett, N. C.....	Port Bragg, N. C.
Henry J. Hatley Field.....	Port McCheson, Anniston, Ala.....	Anniston, Ala.
Port Screven.....	Port Screven, Ga.....	Port Screven, Ga.
Camp Shelby.....	Hattiesburg, Miss.....	Hattiesburg, Miss.
Southeast Air Base.....	Tampa, Fla.....	Tampa, Fla.
Port Sumter.....	Mountville, S. C.....	Charleston, S. C.
Port Taylor.....	Key West, Fla.....	Key West, Fla.
Municipal Airport.....	Tuscaloosa, Ala.....	Tuscaloosa, Ala.

reported to have more building per capita than any city in the country. In addition to this, Ellington Field, a flying field established during the World War, is being improved at a cost of \$2,000,000. Randolph Field, near San Antonio, is also getting costly improvements. In Freeport, the one-minute men are doing business on a large scale. The new photos in the portable frames and folders are especially popular with the carpenters and other workmen called in for the jobs. Better prices are being obtained, and the boys report that never before have they seen such volume.

Profits Flowing

Profits are also flowing for demonstrators who have the new Vires-Glass Juice and Juicer. The knife cuts, peels, and slices all kinds of food and is finished in three colors—sapphire blue, shell pink, and rock crystal. This stainless, sanitary, and durable item comes individually boxed. The juicer and cover is rust and tarnish proof and is easily cleaned. A selling feature is that it extracts and strains juices and leaves no metallic taste.

Workers are also finding wide demand for the new wax shell brooch with name in raised coral-colored letters. Brooches are assembled in about 30 seconds, and workers find that soldiers and construction crews are ready buyers of the item.

BINGO BUSINESS

By JOHN CARY

REV. LUCIAN J. ABRELL, of St. Boniface Church, Ladyswood, N. D., was kind enough to forward the writer a copy of an editorial that recently appeared in *The Ladyswood Monitor*. We are reproducing the editorial in this column because we think it of interest to bingo operators:

Inconsistencies

"Inconsistencies in government policies are not infrequent. And one of the most glaring of such is the policy of the government against lotteries.

"The post office department keeps all eyes on everything which might be even remotely associated with the principle of lottery. United States mails cannot be used to carry sweepstakes tickets, newspapers may not print the names of lottery winners, persons who operate lotteries in this country are subject to fines and imprisonment.

"Thus has Congress ruled upon the lottery.

"And yet the same Congress decrees that lottery shall determine who shall be drafted into the military service of the United States. It uses lottery to take human life and bars the use of lottery in financial channels.

"Which is more important, life or wealth?

"We are thoroughly in accord with all efforts to prevent crooked lotteries. But public officials who ban lotteries are merely shutting their eyes to one of the prime instincts of man—the desire to take a chance.

"It is itself a gamble from beginning to end. Every form of business endeavor, all agricultural endeavor is a gamble. There are so many elements beyond the control of man which affect life that it could not be otherwise.

"And so, when newspapers carried

(See BINGO BUSINESS on page 54)

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.



NEW NOVELTY
"HOUSE BROKE
PETE" IS
SENSATIONAL
SELLER

This Liquid Ketchikaner Ash Tray is smart and novelty of beautiful plastic construction and finished in four different colors. Made by The U. S. A. Patent & Co. Inc., Each Ash Tray is furnished with a unique story of the ash-tray. Only in novel. An ideal gift for novelty stores, taverns, hotel bars, saloons, cigar stores, soda fountains and restaurants.
 No. 89191—Per Doz. \$9.75. Per Gr. \$42.00. 5 Samples Postpaid for **\$1.00**

Catalog 402 of 684 pages of quality merchandise listed for thousands of prices and awards, convenient to use on request. Mention your business. We do not sell retail. Prices list 25¢ each. This offer on G. O. D.

JOSEPH HACH COMPANY
 "The World's Bargain House"
 317 & 223 W. MADISON ST., CHICAGO, ILL.

Time Boat



Bingo and salesboard operators and other prize users are finding big demand for Time Boat. A new pendulum clock. Howard Clock Corp. operation reports. It has a solid wood hull with walls of warp-proof treated and finished veneer, and is 21 inches from bow-riser to stern and 17 inches high. The nautical hardware as well as bezel and spokes on the clock are triple chrome-plated and the four-inch dial has easy-to-read numerals. The famous Howard electric movement is used. It operates on 110-120 volt 60-cycle AC current and comes equipped with underwriters approval cord. Weight is 4 1/2 pounds when packed in individual cartons for shipping. Special low prices are offered to introduce the item, the firm reports.

by G. Hango and salesboard operators who want special merchandise for prize awards are finding the item right up their alley. New low prices allow a good margin of profit, the firm reports.

Toiletries

According to William A. Woodbury, Inc., the new de luxe package line recently issued by the company is proving one of the most popular on the market. It is said to be earning a good profit for demonstrators, coupon workers and canvassers. Four new perfume de luxe were recently announced. Display material is available on the new face powders, creams, lipsticks, rouge, and perfumes. With workers now planning for 1941, large shipments of toiletries and cosmetics are being made. Prices allow a good margin of profit, and shipments are made promptly, the firm adds.

Sea Shell Brooch

J. A. Whyte & Son report that the new sea shell brooch with change in raised coral-colored letters shows promise of being among the top mack-gutter of the season. Brooch comes attached to printed card. It takes about 30 seconds to assemble. Demonstrators, wire jewelry workers, novelty, and souvenir workers, and hodgepodge men have proclaimed it one of the most promising items released recently. Orders are shipped within an hour, the firm reports, and special prices are offered those in the trade.

Signs

Sparkling signs is a line that has stepped into the limelight during the past few weeks and shows indication of being a top money-maker. Gem Sign Company reports. Agents are garnering good returns with the line in nearly every section of the nation. A large assortment with novel illustrations is offered. Stores, taverns, gas stations, and similar spots are prospects for the line. Prices allow opportunity to earn a good margin of profit, the firm reports.

WORLD'S FAIR VIEWERS
 Complete with free mailing for showing on hand! Immediate delivery. Restless! See our listing like Wild Fire. NOW CAN BE RETAILED AT 25¢ EACH.
DOZEN \$1.75 **GROSS \$18.00**
 Sample Mailed 25¢

BENGOR PRODUCTS CO.
 878 BROADWAY, NEW YORK, N. Y.

HOT WATER with SPEED KING



MAGIC DISC Works on Any Electric Light Socket
 MILLIONS of homes, stores and offices everywhere need SPEED KING—the new, amazing Water Heater—fast heats your boiling water so fast it takes your breath away. No need for waste of time or fuel. Just a simple "plug-in" at any 110-volt light socket—and presto... just the amount of hot water you need for boiling for shaving, for dishwashing, GREATER because you don't have to heat water when you need only a few quarts. EASIER because the instant electric heat goes directly into the water. Sets fast on a 40-second demonstration. Heat is hot—the product, easy to carry. Almost as silent as. Everyone wants it!

SAMPLES for AGENTS

JUST SEND NAME
 I WANT you to know the almost instant heating action of the SPEED KING water-heating invention. Write quick for free sample offer—a postcard will do. Get an actual sample SPEED KING for making demonstration. You can make plenty of cash on my agent. JULY 15th. We are starting now. SPEED KING solves the hot water problem when fixtures shut down. Ask quick and I'll show you how to make the fastest sale of your life, now. Send No Money!—Just your name.
 Address: L. S. Patterson, Pres.
NU-WAY MFG. COMPANY
 Dept. 431, Walnut Building, DES MOINES, IOWA

TIME IS SHORT! UNTIL NEW YEAR'S EVE WRITE OR WIRE YOUR ORDER NOW

No.	DESCRIPTION	Per Doz.
89204	Feather Brooches, 18 in.	\$ 8.50
89210	Long Brooches, 20 in.	1.20
89228	Decorative Nails, 8 in.	.75
89229	Mrs. Inflation Dress Hat, 10 in.	.50
89232	Mrs. Inflation Power Hat, 10 in.	1.00
The Following Are American Made		
89233	Full Size Tissue Wipe	1.00
89273	Extra Fancy Metalic Hat	4.50
89278	Metallia Hat, 10 in.	8.00
89284	Metallia Hat, Full Size	10.00
89287	Colored Champagne Nails, 3 in.	1.75
89291	Metallia Shaker Hat, 8 in.	2.50
89291	Brigids Colored Metalic Nails, 4 in.	4.50
89292	Jewelry, Per 1000	1.20
89293	Quartz Crystal, Per 100 Pkgs.	1.50
89294	Quartz Crystals, 1/2 in.	.50
89295	Quartz Crystals, 3/8 in.	.45
89296	Perls, Assort. Colors	1.50

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Discount Retailer WITH ALL G. O. D. Goods

NEW ITEM

On January 15, in this Magazine, we will announce a SENSATIONAL NEW ITEM! Nothing like it ever listed! Tremendous appeal! Irresistible novelty. Good sales and big profits for you! This is really something SPECIAL! For advance details write...

EVANS NOVELTY

800 Washington, CHICAGO

Extra Value! \$2.25 EACH



5 for \$10.50

No. 89 883—Largest Crystal Watch. Excellent 12 in. W. Chrome Case in standard elegant design with beautiful dial. Guaranteed 10 years. Guaranteed 30 months. Each in attractive gift case. An amazing big value for this quality precision watch. Low price. Write for coloring five watches for \$10.00.

DEALERS, Write for Catalog.
ROHDE - SPENCER CO.
 223 W. Madison St., Dept. "B", Chicago.

NEW BLACK LIGHT ELECTRIC EYE

FREE BURGULAR ALARM
 SEND your name—no money for free facts about the sensational new black light electric eye.

NAVY-ALARM—the first novelty in a long time. Tremendous national publicity has created huge market with three hundred thousand homes as a burglar alarm and in gas stations and office as an alarm, detector and distributor. Buy now. KATHY 118 on Washington. Demonstration and special performance. If you see one, don't lose a minute. Write to KATHY 118 on Washington. Dept. A-421. 223 FIFTH ST., Des Moines, Iowa.

Radio Clock

An item that is doing well for prize users is the new Sentinel combination radio and electric clock. D. A. Pachter Company reports. Combo gives marvelous performance as a radio and 24-hour service as a timekeeper. Super-heterodyne circuit of five tubes has a built-in aerial and external aerial connections, giving seven-tube performance on five. It employs new dual-purpose tubes, and tunes into 1,750 frequencies, covering the standard broadcast band. Has high output audio system with dynamic speaker, and provides fine tone quality along with ample volume. The clock is a Hammond synchronous movement and operates independently of the receiver on AC current. Cabinet features a large illuminated dial for simplified tuning. Set measures 14 by 7 1/2.

DEALS

(Continued from opposite page)
 Things roller operators are now quite convinced that, if an item has consumer appeal, practically every type of deal will move, whether the take is large or small. Regular deals, both on small and large cards, the one-shot and two-shot and the legit deals, should all pay good dividends in 1941, and with a greater variety of deals played there should be less trouble finding suitable merchandise to work.

On the whole 1940 paid out for most everyone, especially for operators who hopped the band wagon on the Dunhill Silent Flame Vell Dancer earlier in the year. Outside of this item there was no outstanding new salesboard number introduced, but a larger selection of merchandise available did much to make up for that. What 1941 holds in store no one really knows. However, we are fairly safe in assuming that this year will also have its items which will click for big coin on a card or board. Every year has seen one or more such items introduced and this year should be no exception.

There usually is a bit of a lull right after the first of the year, but the appeal of the salescard is such that it will not be long before deals are moving briskly again and the boys are on the way to building a new stake. That's what makes this business so sweet. An operator need never be idle for any great length of time. If he is not lazy, is not afraid to make cold turkey solicitations, and is willing to pursue payments looking for locations, he can keep busy 12 months of the year with something concrete in the way of cash to show for his efforts.

It is this prospect of continued employment, in addition to low investment requirements and the opportunity to cash in heavily when a slick premium is conceived, which has kept operator ranks filled in the past and will keep this business flourishing in the future.

HAPPY LANDING AND A HAPPY NEW YEAR.

IN 1941—MAKE THE BIG SHURE CATALOG YOUR BUYING GUIDE!

BETTER VALUES FOR LESS MONEY—OUR POLICY FOR OVER 50 YEARS.
 IF YOU HAVEN'T A COPY OF OUR LATEST CATALOG, WRITE FOR ONE NOW.
 Established 1889 **N. SHURE CO.** 200 West Adams St. CHICAGO

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55
 Salesboard Operators and Jobbers! If you want to enjoy real profits—send for your Free Copy of this tremendous Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments... at prices that defy competition. Loaded with pre-making deals that are assigned for fast sale and swift profit! Write today!
 If interested—ASK AGENT FOR YOUR BIG NOVELTY CATALOG NO. 54

GELLMAN BROS.

119 North Fourth St. MINNEAPOLIS, MINN.

WE CARRY EVERYTHING

For Wagon Jobbers, House Canvassers, Premium and Salesboard Operators. BIG PROFITS in Drug Items, Extracts, Lotions, Notions, Canned Goods, Kofee, Pen Deals, Sideline Merchandise. Write for Free Catalog.

SCOPI CHAMOIS SKIN
 Full Size (Square). A REAL VALUE at 40¢ Each. Dozen \$4.50
 PATRIOTIC BANNERS
 METAL FLAG LABEL BUTTONS, 100 for 95¢. (Includes Postage Payment.)

CHAMPION SPECIALTY CO., 814-M Central St., Kansas City, Mo.

BINGO GAMES AND SUPPLIES

CARNIVAL SUPPLIES... PREMIUMS... NOISEMAKERS... HATS... BALLOONS... WRITE FOR OUR NEW NO. 250 CATALOG BE SURE AND MENTION YOUR LINE OF BUSINESS.
MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.

BINGO BUSINESS

(Continued from page 54)

headlines about the drawing from the subcommittee, which carried the first minutes of the committee's meeting with the draft lottery, we could not but wonder at this colossal inconsistency.

"Lottery becomes the means by which the course of millions of lives are changed overnight; lottery determines who shall be called into service. Why is it such a crime, then, for a church to run a bingo party or for the Army to claim to give away an automobile to the holder of a ticket whose number corresponds to the one drawn?"

"In North Dakota we have laws more strictly-laced on this subject than in many States. A general relaxation of this type of legislation would create a healthier respect for other laws."

WHY IS IT such a crime, then, for a church to run a bingo party?

THAT IS ONE question we would like officials of every State to answer. However more and more States are answering the question in favor of merchandise bingo. When Reverend Arrell sent the clipping, his letter accompanying it stated: "Maybe the editor of your bingo page might like to use it." He was right; we're always glad to see editorials of this type. For we heartily agree with the Rev. Don G. Matson. There is food for thought in the editorial and it is a pleasure to pass it along to our readers.

MANY STATES that have decided on bingo leave it up to the qualified voters of the municipalities to say whether they want bingo. In most cases all that is necessary for an organization planning to sponsor bingo is to submit a petition signed by at least 5 per cent of the qualified voters and the aldermanic group. This brings the case home, and in practically every case where merchandise games are concerned, favorable action is taken.

THIS IDEA of permitting municipal officials to take action on the matter is as it should be. These groups are able to study the book being done with the proceeds and they know the sponsoring organization. It is only in cases where the real value of bingo is not known that these groups rule it out.

FROM Reading, Pa., comes news that



**NEW MOTORISTS
WATCH-MY-TURN Signal**

OPERATES FROM DASH
REACHES LEFT TO SHOW
RIGHTS OR LEFT TURN!

<p>A WHIRLWIND Full and efficient and low priced and easy to install and operate.</p>	<p>PHONE PLACED ON TO YOUR DASH</p>	<p>SECTION CAPS ON TO YOUR DASH</p>
--------------------------------------------------------------------------------------------------------------	----------------------------------------------------	----------------------------------------------------

LET US SEND YOU A SAMPLE DEMONSTRATOR FOR YOUR OWN CAR

Just return your check that in 10 days, this complete package will be delivered and your dash will be in shape.

NO MONEY! Your small check on cash will be refunded to you when you return the demonstrator.

WATCH-MY-TURN SIGNAL CO.,
Dept. W-431
Walnut Bldg., Des Moines, Iowa

LET US SEND YOU A SAMPLE DEMONSTRATOR FOR YOUR OWN CAR

Just return your check that in 10 days, this complete package will be delivered and your dash will be in shape.

NO MONEY! Your small check on cash will be refunded to you when you return the demonstrator.

WATCH-MY-TURN SIGNAL CO.,
Dept. W-431
Walnut Bldg., Des Moines, Iowa

ELGIN, WALTHAM, BULOVA

Quartz Movement
MEN'S POCKET
AND POCKET
WATCHES

\$2.95

Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.

LOUIS PERLOFF
722 Walnut St., Philadelphia, Pa.

CHEVILLE BED SPREADS

Approved \$2.99 retail value. \$1.99 in-
stantly available. \$2.25 100 down. 3 months
\$1.50. O. R. 100 down. 2 1/2 months.
\$1.00. O. R. 100 down. 1 month.
\$1.00. O. R. 100 down. 1 month.

DA. BED SPREAD CO., B. R. Nelson, Ga.

The Regal Theater is the first in that city to offer bingo to its patrons. The game is for merchandise prizes only. Theater has advertised 10 big merchandise prizes weekly and announced that the game would be a feature for three-quarters of an hour nightly, in addition to the regular entertainment. During the holiday season 83 parlors were playing bingo day and night in the city and immediate vicinity, and it is estimated that at least 100 spots are in operation in this territory.

COUNTY, DISTRICT FAIRS

(Continued on page 46)

of their industries. The knowledge, experience, and success gained at the county and district fairs encourage many of these exhibitors to go on to participate in the State fair.

County and district fairs are often helpful to State fairs as barometers of public likes and dislikes to fair educational and entertainment features. Also, new elements and factors in the county's life have public attention focused upon them and interest in them stimulated by making them a part of the county and district fairs, and then to turn these elements and factors in the community's life become a part of the State fair.

State fairs receive valuable publicity thru the county and district fairs. I don't know how true this is in other States, but I know that in Ohio the State fair received a full page of press of each of the nearly 100 county and independent fairs of the State, and the State fair is publicized thru announcements and other forms of advertisements at the county fairs.

County and district fairs thru their majority votes sometimes influence methods and policies of State fairs, as well as selection of personnel of the State fair management, in worth while and helpful ways. For example, in 1939 the Ohio Fair Managers' convention passed a resolution urging the new director of agriculture to select an active fair man from the ranks of our State association membership for the new State fair manager, and such a man was later appointed.

Greater Opportunity Now

County and district fairs are boosters for the State fair. I doubt if there is any other group of people who are more interested in and more enthusiastic boosters of the State fairs than the men and women who are officers and directors of our county and district fairs.

County and district fairs are most meaningful to State fairs for the foundation they provide, upon which the great State fairs are built. In part at least, the county and district fairs help to bring out the best in all classes of agriculture and industry; they help to make and keep people fair-minded; they are media of publicity and promotion; they are training schools for exhibitors; they are barometers of public taste; they are State fair boosters.

I like what Claude Mills said in his article in the *YAFS Golden Jubilee* edition of *The Billboard*: "They (the fairs) are getting what is needed for their highest attainment—intelligent thought, high ideals, and hard work. What else except success can attend the fair that plainly labels its exhibits, upholds its educational features, provides balanced entertainment, drafts the best citizens, brings

the city and country together in displays, properly parades its entries, guards its sanitation, profits by its mistakes—and stays out of a rut?"

And even the our efforts seem unsuccessful at times, they need not be in vain if we take the attitude of the great Edison, who tried 60,000 experiments before he made a storage battery that worked. To an assistant remarking at the bewildering total of Edison's attempts at one result, the inventor said, "Foolish! Why, man, I have not a lot of results. I know several thousand things that won't work which I didn't know before."

I like, too, the recipe for a successful fair which Sam Lewis (York, Pa.) gave in a talk at the IAFS meeting in 1937. He said, "Take 41 weeks of hard work, mix in a bit of common sense and, for the 42d week, add a big dash of good luck!"

In closing, I would like to say that I have today, after 23 years' experience in fair work, as a county fair secretary and secretary of the Ohio Fair Managers' Association, greater faith than ever before in the necessity for and value of our county, district, and State fairs. And in this hour when the emphasis is upon national unity and national defense, our fairs have, it seems to me, the greatest opportunity they ever had to serve America, thru the continued stimulation and encouragement of agriculture and industry, improvement and by the strengthening of public morals thru community-wide co-operation and participation in each of the 2,200 American fairs. Fairs can and will have an important part to play in making America stronger than she has ever been before.

I do not believe there is any finer group of men and women on the face of the earth than the fair men and women of America, and I am supremely confident that in their hands—in your hands—our fairs will continue to advance and prosper and to fulfill in an ever greater measure that purpose for which they were founded.

ATTENDANCE AWARDS

(Continued from page 44)

very purpose and that they are still achieving that same purpose after using it for 18 years. Incidentally, merchant support for the attendance award plan at the Sidney Fair is now stronger than ever.

It is true of any program or plan which endures thru the years, the method is simple. I might say also that it pays its strength from one of the strongest of all human emotions—the desire to get something for nothing.

As now operated by the North Montana State Fair, the plan simply consists of selling to merchants numbered tickets which they in turn give to their customers with each dollar cash purchase, or for each dollar paid on open account, usually for one month immediately prior to the fair.

Ours is a six-day fair. We therefore give 12 awards, one each afternoon and one each evening. Eleven of these awards are cash. The 12th, the major award, is made on the evening when our attendance award ordinarily be the least. Last year our weakest night was Tuesday. This year we made the attendance award Tuesday evening and were rewarded with a sold-out grandstand and bleachers.

Accepted by Public

If you are still skeptical attend your

For 46 Years . . .

The Billboard has worked untiringly to make its readers engaged in or affiliated with the amusement profession speak well of the publication—by the best way of course, meriting it—thru conscientiously rendering a definite service to them.

This service has been performed in numerous ways. The publication has attacked editorially where attack was necessary, and it has defended where defense was needed.

It has always fought for the best interests of the amusement profession. It has always strived to have its news authentic and its criticism constructive.

It has offered suggestions for the betterment of show business. It has published for years a Letter List, Routes of transient shows and people, Lists of events of various kinds, etc., and of late years it has been running additional trade service features.

It has provided a special service at its various offices to inquirers or callers for information and advice concerning amusement organization and individuals.

The quality of The Billboard's service in the future is indicated best by the quality of its past performance. It is aimed to be of even greater and better service in the future, and criticism or suggestions to aid in accomplishing this are earnestly welcomed.

Also welcome, as in the past, is news or other data pertaining to the amusement fields that is interesting or has a definite value to readers of The Billboard.

own home-town motion picture show which features a weekly "bank night" usually on Wednesday evening. Unless your town is the exception it proves the rule, I think you will find you will have a hard time to find a seat to view what will probably be the worst program of the week.

Now a few words concerning the way the plan is operated: The awards are made by drawing the winning numbers from a box which contains all of the numbered tickets, stubs of which are retained by the contestants. No one knows who is left unburned to assure that the public knows the drawing is absolutely honest.

Our fair has a number of community committees composed of farm men and women who arrange the exhibits from their community. We utilize these committees in turn. The committeemen and committeewomen, one at a time, pick a ticket from the main box and place it in a cigar box held above the head of the committee chairman. All are blindfolded. When 10 or more tickets have been put in the cigar box the chairman picks a ticket from the box, hands it to an announcement committee, which immediately broadcasts it over the loud-speaker system.

All winners are identified by name and address. They have three minutes to appear on the platform. Loud-speakers relay this information to the midway, where hundreds gather.

In all the years the contest has been operating we have not had a single complaint nor one public expression of dissent. In other words, if you believe it, believe in it, and will pay money to come and see who gets the major award on the night you choose to give it. And that, to a fair manager, is very important.

Now about another and equally important side of the story. How about the merchants who pay so much a thousand for the tickets they give to their customers? I have never tried to get them to co-operate year after year.

The answer is an emphatic "no." The North Montana State Fair first opened its gates in 1923, when attendance awards were given. That year there were 126 merchants taking part. Last year 384 merchants took part. This year 287 took part and were glad to do so.

They were glad to do so because the public demanded it, which meant that the public was eager to make as many dollar purchases as possible the month before the fair and to pay up as many old bills as possible.

No "Bad" Features

In ancient China it was the custom to pay all bills at the time of the new year. In Great Falls old bills are paid up the month before the fair opens its gates. I am informed the same is true in Sidney where the law is more strict, and an estimate it is true anywhere the plan is operating.

It may occur to many of you that making a dozen attendance awards in a single week would result in serious delays to programs. It will not if you will have your committees rehearsed in what they are to do, with all equipment ready for the drawing in place on one corner of the stage near a microphone so your sponsor can tell your audience just what is happening. If you proper publicity you will fill your bleachers well represented. We have never had to draw more than eight tickets. Almost every award is made on the first ticket drawn.

This explanation may seem somewhat one-sided. You may think I have given all of the good features of the plan and none of the bad. Well, in 18 years, I haven't found any bad features.

Fair patrons like the idea, as I have ascertained by repeated polls. Merchants like the idea, as is demonstrated by the increasing numbers of them who take part in this program yearly.

It is at fair managers like the idea because it swells average attendance each day and because it can be used to swell attendance on any given day by making the major award on that day.

The North Montana State Fair is situated in a town of 30,000. Any night a major award is given we can be assured that representatives of from 8,000 to 8,000 families will be present from a wide area. Apply the same figures in proportion to your own area and your fair and you will have a fair idea of what attendance awards can do for you. Definitely, they will lure attendance, and do it on the nights you need it most.

And maybe if some of you play around with the plan you'll uncover new angles to make it work better. If you do I have just one word of friendly warning—best the movie boys to the copyright office.



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. Starts your business.

HARRY PAKULA & CO.
 5 No. Wabash Ave., Chicago, Ill.

ELGIN & WALTHAM
REBUILT WATCHES
 \$175
 Jewel, 18 Size, in E.
 H. Exp. 100,000, 15
 Band for Price List. Money Back if Not Satisfied.
 CREGENT CITY WATCH MATERIAL CO.
 113 N. Broadway, St. Louis, Mo.

NEW JEWELRY for ENGRAVERS.
 Demonstrations and Promotional Literature
 Immediate
 Lockets, Rings, Crosses, Engraving Items, etc.
 Send for CATALOG
 #1—\$2.00 for
 #2—\$5.00 for
MAJESTIC NOV. CO., 907 8th Ave., New York, N. Y.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!
 Discover the greatest money-making business since the discovery of gold. Hoover uniforms are the most popular and profitable business in the world today. Hoover uniforms are sold in every town, city, and village. Hoover uniforms are the most popular and profitable business in the world today. Hoover uniforms are sold in every town, city, and village. Hoover uniforms are the most popular and profitable business in the world today. Hoover uniforms are sold in every town, city, and village.

WALTHAM
 New Push Filter Pens—Lester Pens—Contributions.
 The new Waltham all-steel pens give you the best money. Write for price list on all types Waltham pens.
STARR PEN CO.
 309 W. Adams St., Dept. B, Chicago, Ill.

MEDICINE MEN
 Write today for new wholesale catalog of Tablets, Oil, Balm, Soap, Tablets, Hints, etc. Low prices—quick service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. George St., Columbus, Ohio

FREE WHOLESALE CATALOG
 4000 OPPORTUNITIES
 Household goods, Dairy and cream, washing, soap, furniture, cosmetics, food, jewelry and toys are a few of the thousands of articles shown in this exciting catalog. It is a complete, up-to-date and accurate.
250 PAGES
 Check off 10 interesting money-making ideas. Write them that you can make your earnings \$2 to \$15 a day and starting volume orders. Each and every item will make a money back guarantee. Get your copy by sending for it today.
SPURD CO., 1414 Broadway, L. A. Calif.

Selective Service Mail
 In the Carnival Department of this issue appear the names of those having selective service mail in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.
 Also in the Carnival Department is given a list of registrants who are considered delinquents.

PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
 (Cincinnati Office)

P. A. WHITE . . . has arrived in Summersville, W. Va., from St. Louis, where he met Fred Cummings working and Pat Murphy working your name-on-a-ess-hill brooch in downtown dime stores to good biz. White says he has been drafted into the army and is visiting home before leaving.

WHAT'LL IT BE for the New Year?
MRS. ANNA MAE NOELL . . . "We met up with the Art Gilberia and George Bishop down here again and we plan to spend Christmas in New Orleans. The Federal Housing Project here has rubbed us all of the best parking lot in town."

MR. AND MRS. L. C. BURGE . . . have been working Louisiana with patriotic stamps to big business and report that army camps in that State are good on patriotic items. They would like to read pipes from Charles Wilcox.

EXPECTANCY AGAIN is the watchword in Pitchdom for 1941.
BEN EYSEL . . . from New Orleans that he has been writing about for a farm journal, and that cotton and sugar cane farmers have been hit hard thru that section; so he's looking for a new sheet to work.

HARRY WOODRUFF . . . the fountain pen expert, pipes from Bangor, Me., that he is putting on a sale in a large department store there.

PITCHMAN'S PRAYER: "Please let 1941 be a better year for all of us."

BERNIE GOLDSTEIN . . . "I have been writing from Fresno, Calif.: 'I have been working the San Joaquin Valley with blocks and blades to fair biz. I met the king of soap men, E. J. Carlson, working the same territory. He has the finest pitch of anyone I've ever seen in the soap business. Carlson has taken up a permanent residence in Fresno. He and his wife and daughter recently made a trip to their former home in Denver and stopped in Salt Lake City, which town proved the money town of the season for him. I saw Rob Carey, of Omaha, working a little specialty of his own to good takes here in the valley.'"

S. DANIELS . . . working in Dallas, scribbles from New Orleans that Percy Abbott is still battling a 100 per cent cure for the boys. Daniels says a few pitchmen are working and getting money in New Orleans. Abbott is a swell fellow and just squared it for six more boys to work, according to Daniels.

TRIFOD OPINIONS: "Place your claims for next year and then go out and collect the benefits."

HARRY GREENFIELD . . . suggests that pitchmen start the new year right by sending in good pipes. He comments from New York that that town has produced some of the best health speakers in the country, saying that millions of people have heard them and that

millions of dollars have been invested along health lines, due to the work of these pitchmen. Harry says the following pitchmen started in New York: Ed Rose, Sergeant Frank Poulos, Sam Kramer, Jerry Pradokini, Bill Boyce, Jack Dillon, Ben Hagan Sisters, Doc Griffith, Doc Victor Perry, Morris Botwin and family, Ike and Mike, Pat Dana, Bob Brown, Herman Keller, Louis Weiss, Jack Kahn, Charles Mason, Al Bellars, Salter Jim White, Sol Addis, Young Samson, Eddie Templeman, Joe Carroll, Al Lenz, Sol Brody, Dave Newman, Murray Harlan, Larry Velour, Doc Hunt, Mr. and Mrs. Oswald, Fish Buddha, Rajah King, Robert O'Neil, Dore Gury, Al Lench, Mr. and Mrs. Murray, Chief Thunder Cloud, Kid Brown, Jack David, the late Frank Urban, Jack Wilson, Harry Omer, Joe McCarthy, Jack Dorsey, Nurse Hickey, Phil Reis, and Eddie Stone.

NOW'S THE TIME the revolutionists begin reading their excuses for all those well-planned resistors for the coming season.

JAMES S. MILLER . . . closed his fair season with a bang at Anderson, S. C., altho he had a poor start. He has been working jewelry the last two years. On his way to Buffalo, he stopped at Baltimore, where he reports he cleaned up at the races. He has booked his jewelry layout in one of Buffalo's chain stores until January 1, when he jumps to Florida. He would like to see pipes from Whiskey Perry and Harry Kibbe.

HOT-SHOT AUSTIN . . . writes from San Antonio, Tex., that he is still in the tuberculosis camp in the hills there, where he has been since last August. He feels much improved and hopes to be back on the sheet by summer.

FAMOUS LAST WORDS: "This is the 52d week I've been out and haven't played a blower yet."

J. W. SWIEHER . . . is still in West Virginia working med to slow biz, as the mines are not doing well and the WPA is all that is left.

DOC BILL COCHRAN . . . pencils from Spartanburg, S. C.: "I have been home here for the holidays. Worked here with Doc John Harper two days to fair takes. I spent three months with the London Trainway Exposition, a whale show, closing with it December 12 at Hattiesburg, Miss. Am heading into the Kentucky tobacco country with herbs and oil after the first of the year. I saw Doc Frank Curry in Greenville, S. C., sporting a new car. Would like to read pipes from J. C. Miles, W. X. Rowe, Lawrence Earnest, Morris Sauteroff, Ellis Rhodes, I saw Joe Wallace in Fitzgerald, Ga., a few weeks ago. He was doing nicely."

THEY TELL US that chain store demonstrators did a highly lucrative business the weeks before Christmas. Did you come out on top, too?

LEO SANDBERG . . . is said to have closed his demonstration in Pittsburgh December 24 and headed east for the Big Town. The report says

he topped all pitchmen in Glintie's store, Pittsburgh, with his.

MEMORIES: Remember when Howard Van Dusen lost his wig in Herculowitz, Cal., and found it the next morning on a hitchhiker's seat in front of the post office? When Just and Eddie Lew Kramer had the Quillen Family Show in Ohio? When George M. Bragg and Harry Livingston became inebriated and sired in the Town Hall at Sattee, Va., and were forced to visit an milk and crackers for four days? These were the good old days.

FRANCIS J. HUGHES . . . shoots a pipe from Chicago, his first in 17 years; but he is still pitching. He has been with the Rubin & Cherry Exposition since 1931.

"FEDERATE PITCHMEN, SHOWMEN" . . . is the title of an editorial in The Chicago Daily News of December 24. It reads in part: "Under the embryonic sample of the new European order which Der Fuehrer stamped upon France after the armistice last June, some 300,000 French 'forains' have been put out of business. The 'forain' corresponds in a way to the pack peddler of pioneer America, with some characteristics of the modern pitchman and the medicine show man. Is that big news? Being out of business or out of a job certainly hasn't been in the 'man bites dog' category since 1929. From the standpoint of social symbolism, the plight of the French peddlers and itinerant showmen might be the key story of this age of disintegration. . . . It was itinerant merchants, storytellers, showmen, singers, and magicians who were the very advance guard of modern times. It was men like the French forains, now sooty harassed by the renaissance of feud and caste under the Nazis, who started that great world that flowered in the 19th century. The French forains are out of a job and Jews are being driven back to the Ghetto. Measured on the slide rule of social evolution, there are no bigger news stories. Unless men at the West in our time really understand the meaning of them, their sons will never know what happened to their area, for they will sink into another soggy sea of ignorance such as drowned out the light of human brains 15 centuries ago."

JERRY, THE JAMMER, SAYS: "You can either be a clown or pitchman. You can't be both."

Pitchdom Five Years Ago
 The Connie and Dolly Med Show was in Collins, Miss., getting a good living, but no big biz. . . . Doc Frank G. Kress was forced to close his show in Scranton, Pa., because of a serious injury to his mother, Frank (Society) Kress went to Paterson, N. J., which the show broke up Helen J. Rex to her farm at Andover, Pa., and George (Musical) Sims to Allentown, Pa., to pitch poles. . . . Harry Turner was still selling pens in Tulsa, Okla. Boys were tipped to stay out of Oklahoma, Missouri, and Kansas, as Harry

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Events for Two Weeks

December 29-January 4
CALIF.—Pasadena, Tournament of Roses Parade, 1.
 Sacramento, Winter Sports Carnival, 4.
FLA.—Orlando, Tin Pan Tourists Christmas Party, 28-Jan. 15.
 Sarasota, Tin Can Tourists' Dinner, Closing 22-Jan. 4.
MO.—St. Louis, Poultry Show, 3-5.
N. Y.—New York, Poultry Show, 1-3, New York, Dog Show, 3-4.
O.—Cleveland, International Expo, 4-13.
TEX.—Dallas, Cotton, Wool, Poultry, 31.
W.D.—Minneapolis, World's Fair Highlights, 4-12.
January 4-11
COLO.—Delta, Poultry Show, 4-9.

CONN.—Middletown, Poultry Show, 6-10.
FLA.—Miami, All-American Air Mannevers, 10-12.
 Tarpon Springs, Green Cross Day, 6.
 Winter Haven, Dog Show, 10-11.
KAN.—Topeka, Poultry Show, 6-11.
MICH.—Bay City, Poultry Show, 9-12.
 Detroit, Allied Festival for World War Relief, 11-13.
N. Y.—New York, Dog Show, 12.
 New York, Midwinter Show, 10-12.
O.—Cleveland, International Race, 4-12.
S. D.—Watertown, Poultry Show, 4-12.
W.D.—Springfield, World's Fair Highlights, 4-12.

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Concessions

Text of two addresses on the same subject delivered by superintendents of space at the 50th Anniversary Convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 4, by

HARRY J. FROST
Minnesota State Fair

C. C. BAKER
Oklahoma State Fair

A few years ago at a meeting of the School in Fair Management sponsored by this association, a man by the name of John O. Kent then managing director of the Canadian National Exposition at Toronto, presented a paper entitled "Don'ts and Concessions." Just a couple of years ago in the business of selling concessions, I read that outstanding address. In the past 16 years I have read it many times, and to me it has become a sort of creed.

When your secretary invited me to speak to you today on the subject of Concessions there seemed to be no better outline than Mr. Kent's code of ethics for the handling of concessions. There are 16 topics in the discussion, but to cover them all would take too much time, so I have picked out what, to me, are the most important and will try to discuss each of them.

The first one is—"Don't gouge the concessionaire." Fair officials often forget, or lose sight of, the real reason for having concessions on their grounds. Service and satisfaction to your patrons and a reasonable profit for the concessionaire are overlooked when the space rental price is set. The dollar sign in the measuring stick of the value of the concession to the fair. If you are tempted to raise your price, or to accept special privileges, look for some special privilege, look carefully into the facts. We have found that it pays to gain the confidence of certain operators to the extent of finding out what they have done over a period of, say, five years. If you can get that information and deduct from it such items as the price he pays-for space, his light bill, his railroad expense and hotel bill, and about 30 to 35 per cent for maintenance purchased—you can determine whether or not to like the price.

Another method is to correspond with other fairs having about the same total attendance and compare prices for similar concessions. A central office such as that proposed by Thomas H. Canfield and Balpa Benfield is still a paramount need. Uniformity in the matter of concession rates and space rental charges could be worked out in a set-up of this kind, and while local conditions alter some cases, it would be enough contracts of other fairs to know that either Minnesota is overcharging some people or some of you are undercharging them.

I believe you will see cash registers in all of our concessions some day. These cash registers will be owned by the fair and rented to the concessionaire at a small fee. Our cashier will handle all the money, the gross will be divided, with the small cut to the fair and the large end to the concessionaire until it reaches a certain agreed figure. This method will be divided equally with the concessionaire, so you can gauge on your space rentals. Remember, concessionaires are just as human as you are, and in the end you and the consumer pay.

Another topic—"Don't blame him (the concessionaire) for all the sins committed on your grounds. Perhaps your rules are faulty or local conditions provocative of improper conduct." In almost every case where the concessionaire is blamed for all the bad on our grounds our rules are wrong, our supervision is poor, or our general attitude toward the welfare of the patrons of our fair is extremely lackadaisical.

Again quoting Mr. Kent: "Don't forget that the public holds you responsible for happenings on your grounds. You cannot pass the buck to the concessionaire." Buck-passing to the concessionaire is a great American turn among fair men. At the fair is over, the carnival is gone, and the concessionaire is at the next town, it is an easy out for some of us to say, "Why the dirty, so and so, did he do that to you? Well, we will see that he doesn't get back here next year," etc. You're wrong. You're just as wrong as the man who committed the error; and a wise fair patron knows just as well as you do. He has an understanding with every concessionaire as to just what he can and cannot do, and you will run less chance of being called on to "pass the buck" afterward.

"Don't overload your grounds with competitive concessions." Things are

"The day of fairs is gone. They are a relic of a long gone past."

For more than a thousand years fair managers have heard these remarks. But as long as your secretaries plan and execute your fairs in a manner so ably described by the Supreme Court of Mr. Noah's great State, Massachusetts, you can turn a deaf ear to those irritating words. In an opinion handed down in a lawsuit between a fair and one of its concessionaires the court said: "The great agricultural fair of this nation, by its very nature, must mean and do mean 'All things to all people.'"

In making fairs mean "All things to all people" concessions play a vital part. Concessions are too numerous and complicated to be fully discussed in this short paper. So I shall deal with just a few fundamental principles that underlie all concession operations. When I finish, which will be in a very few minutes, the matter will be thrown open for the discussion of any concession problem you might have. Within the collective experience of the people in this room is the answer to any problem involving any phase of the fair.

There are really only two reasons for having concessions at your fair. The first, and by far the most important, is to satisfy the needs and desires of the visiting public who pay admissions at your gate. The only reason is your financial gain. I place this body needed reason in second place because if you keep the best interests of the public in mind when planning and selling your concessions, you will find your income increasing year by year.

Your premium list is designed to mean "All things to all people," so is your entertainment program, even your selection of advertising media and the price range of your admissions. But I am afraid that many of us just sell our concessions.

Your concessions department should also mean "All things to all people." To do this, plan your concession sales on your ground maps. Spot each and every kind where you think it should be. Then sell fewer of each type of concession than the maps indicate you can sell. This will insure your concessionaires a profit that will bring them back year after year. In the long run you will profit also. If you oversell, the concessionaire is forced to gouge your public to pay his profits. You and to secure sufficient money to get out of town. It is in your public that is getting hurt, not his. Next year he can go to a new stand while you must do business at the same old location year in and year out.

When he gouges the public, he also "burns up" the location he occupies, making it worth less the next year. All of you know that it takes years to build back a location once it has been "burned."

If you have a large turnover in operators of any concession, look out—the red flag is up. You have been charging too much or selling too many locations. Probably both.

Before signing a contract with any concessionaire investigate him as carefully as you would any man you were hiring for a responsible position on your

different today than they were 16 years ago. Competition has made specialists of the majority of our concessionaires. All of our concessionaires have improved, in appearance, and businesslike methods are the prevailing practice. We should have a variety of concessions so that too many of the same kind are not placed in close proximity—or we are guilty of improper planning.

At Minnesota we have worked out this problem by the use of uniform, portable concession stands, which we own and rent to the concessionaire at a reasonable rental. We have 75 of these stands, 10 in size from 10'x12' to 16'x24'. We paint these stands each year, the canvas is all of one color and kept in good repair. The general uniform appearance adds much to the attractiveness of the grounds. From our traffic conditions, and from neighboring exhibits or attractions, we decide what size stand to put on each location, and then we sell the

staff. What is his character? What do other fairs say about him? He will have more contacts with the public than any man on your pay roll. If he is right the chance are his methods of operation will be also and he will build good will for you and your fair.

Have a clear and definite written contract with each concessionaire no matter how small a sum of money is involved. Be sure that both of you agree exactly on the items he is to sell, the size of his space, and his location. If you do these things thoroughly when selling the concessions—at fair time there will be very few infractions requiring your attention.

When an infraction of your laws, rules, or contract does occur, crack down on the offender quickly. The word "con" gets around the grounds and further infractions by others are eliminated.

Live up to your side of the bargain just as scrupulously as you expect the concessionaire to do with his part. For example, when you sell the frozen custard exclusive, don't sell another for pineapple whip or frosted or frozen mints. Or when you sell one concession for a certain price to one operator, charge all other operators of the same concession the same price if their locations are of equal value. Friendship or sentiment should have no bearing on your price schedule.

All contracts are sacred. They are the promises that men live by, not just pieces of paper with writing on them. Without their fulfillment life would soon become unlivable. When your concession contracts are not fulfilled in every detail, your income will soon dwindle. When the going gets tough to years of excessive rains there is a tendency on the part of some concessionaires to seek reductions in their rentals. Perhaps Mr. Corey, of Iowa, or Mr. Lee, of Minnesota, will tell us their experience with this sort of thing. I understand the dew was a little difficult to cope with at both their shows this year.

Don't compromise with the concessionaire. If he can't pay the balance he owes you, take his note for the balance. If he is the kind of concessionaire you want to be dealing with your public he will pay the note. When you compromise with him you are making another choice, when the concessionaire folds down the circuit has to re-educate as to his obligations.

Insure as concessionaires are concerned the desires of the public consist of two general types. First, the satisfaction of their physical needs and, second, their entertainment or pleasure. Since the public visits the fair primarily for fun and pleasure, let's glance at this type of concession.

Under this heading come games, photography, binoculars, novelties, etc. Down in Oklahoma the past two years we've had an Italian with a trained monkey and a hand organ. His concession is the best example of one that brings you income and really furnishes the public a lot of fun at practically no cost to them. He works anywhere on the grounds so long as he does not interfere with any other concession operations. This results in his use of locations that have no sale value otherwise. Within a moment after he starts to grind his organ a crowd of boys and girls, among in age from 5 to 20, gathers to watch the monkey. When the pennies fall that little fellow really goes into his act. I recommend the monkey as the biggest little attraction for any fair. Your publicity department can always make the front page with him.

Whether you have games or not is a question for you to decide in the light

of your custom, laws, etc. We have them. Their problems are so perplexing that I hope considerable time in the open forum to follow will be devoted to games and ways of improving them.

Concessions satisfying the physical needs of the visiting public consist in the main of food and drink stands. The old saying "The way to a man's heart is thru his stomach" might well be changed to read, "The way to a man's purse is thru his stomach." Any salesman having a tough prospect to sell usually tries to wine and dine him first—a softening up from within, so to speak. In this softening-up process your food stands are all important.

After a family has seen all the fire-stock, machinery, and other exhibits they are tired and hungry. If they are charged an exorbitant price for a poor meal and a few drinks, they will be thinking your chances are of getting this family to enjoy the midway or your grandstand attraction and return the next year? The food operator making a circuit of fairs is the backbone of this department with most of us. He has less at stake in your community than the church or lodge groups or the local restaurant men operating on your grounds. Do get the co-operation of your municipality and city health inspectors to assist you in the closest kind of supervision. See that no food stand has misleading signs and that prices are posted in plain view of all their customers.

Church or lodge groups offer you in addition to their excellent food a large amount of publicity. With all due apologies to these wonderful ladies, we must admit they will do a certain amount of talking, and it might just as well be about your fair. One of our church groups has an advance sale of food tickets that can be exchanged for food at their stand on our grounds. This is about as effective in securing attendance as our own advance ticket sale, yet it costs us nothing. Then, too, when a mother gives her child one of these tickets on children's day—that child spends its cash on the midway, thereby increasing our income from that source.

Granting of wholesale privileges call have a very definite effect on the fair. Unless you throw the gates open to all comers at just a nominal admission fee, the finesse of an English diplomat is needed to retain the good will of the wholesalers wanting to serve you. Sale of an exclusive right to one automatically incurs the ill will of all the rest. The added income you can get from exclusive rights is worth taking out when you find that the wholesaler and his will of the disappointed wholesaler and at the same time improve the quality of service and lower the cost to the concessionaire.

Even then you can get into trouble. Prior to 1930 we had three bread companies serving our fair. They suggested that one company have the exclusive right in 1931, another in 1940, and the third in 1941. In addition they would give an elaborate educational display of their products. This looked like an answer to the bread problem for three years to come. Everything went fine in 1930 but, in and behold, when we drove up to the gates on the opening Saturday this year—there was a picket line. The bakery having the 1940 fair had non-union truck drivers!

Monday afternoon, after 45,000 Oklahoma City school children were on line in the picket line, moved a half mile west, stopping all street cars and taxicabs at that point. There in a forest of bearded fairgoers another armistice was signed, this time in a streetcar instead of a railroad car. The picket lines were removed and transportation service resumed.

job of feeding people, your guests, under auxiliary conditions.

Inquiry as to a matter that causes much grief on many fairs grounds. You have health inspectors, milk inspectors, ice cream inspectors, dairy and food inspectors, factory inspectors, minimum wage inspectors, safety inspectors, and even the inspector of inspectors, and I am told that at some fairs concessionaires pay a fee of \$4 each inspector comes around. A traveling concessionaire going from State to State, unfamiliar with the laws, is put on the spot.

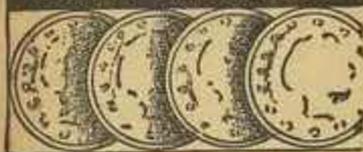
Frankly, I do not know the remedy. At Minnesota, while we have too much inspection, no fee is charged, and which we have some complaints, it has not become a serious matter. Concessionaires tell me it is a serious matter at many fairs.

Electric service for modern appliances is more and more in demand, it is often hard to get, and often installation is de-

space, both the rental of the stand. When the stands are all sold there is no more space available for lunch and refreshment. These uniform stands, limited in number, have done much to regulate too close competition.

Another important point is "Don't forget that you owe certain duties to the concessionaire after you get him on your grounds. He will pass on to the public just the same treatment you give him." Fair treatment to the concessionaire is just as important as fair treatment to the man who brings in a herd of cattle or half an acre of machinery. I have seen many fairs go the limit to make a herdman comfortable—water is handy, feed is right close, and his sleeping quarters are arranged for. Machinery exhibitors often get the best corners at reduced rentals. The same fairs make no effort to provide a water tap or a sewer for the dining hall or refreshment stand operator who is trying to do a good

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Prospects

So many signs point to a successful year for all branches of the coin machine industry

The prospects for the coin machine industry in 1941 appear very favorable as the new year is approached. If due allowance is made for two factors that may change trade conditions during the year.

The optimistic side of the picture is based on the stimulating effects of defense money as it spreads its benefits thruout all business and industry. Time has proved that the coin machine industry benefits mostly as industry and business in general benefit. The good effects of the spread of defense money have already shown that it will have a wonderful effect in boosting the patronage of all types of coin-operated machines. This optimism is not an effort to take advantage of the troubles of the world but rather the idea of joining in that high tide of American courage which will build our defenses and also give all possible aid to our friends.

The two factors that might possibly change the picture during the year are the uncertainty of war and also the possibilities of legislation that might handicap the trade. At the present time world and national conditions may change fast, so that no prognosticator can foresee the end of another year from the beginning. But the American people prefer to go ahead and meet all such eventualities by being prepared. Whatever may come, good business and thriving industry will be the best preparation for it. As the whole country moves forward, the coin machine industry will also move forward. This is not a time to be discouraged about anything and the coin machine industry has many reasons for which to be optimistic as the new year begins.

The legislative threat naturally will hang over the trade for a few months in 1941. But the amusement games industry is certain to make some good gains in legislation when so many States begin to consider the games business. Trade experience has shown that successful licensing systems can be developed and such licensing now seems to offer the best hope for a fair permanence to the amusement division. The main problem will be to secure fair and reasonable license fees. It is safe to expect that a majority of those States that consider a license on amusement games will keep the fees within reason. Enough trade information is now available so that legislators will have facts on which to work.

There is no question that the amusement games division will have to watch its corners and put up a strong defensive fight in many States. Generally, it seems the trade is better prepared than ever before to present its own side of the case. There seems to be general agreement also that the amusement games industry is willing and expects to contribute revenue to both State and city governments. There will be no effort to escape taxation, but a general willingness to pay reasonable fees. With the Arkansas license plan as a modern example, many States will see how successfully a reasonable license plan can be made to work. It is also noteworthy that all license plans with exceptionally high fees do not work so smoothly. High fees lead to tax evasion, bogus licenses, and monopolies.

The prospects for 1941 indicate that those news factors which tended to keep music operators uneasy in 1940 have now lost their disturbing influence. Operators have seen the new inventions, and having seen them, they can go ahead with confidence. The outgoing year has indicated the value of the modern phonograph and especially when it is installed with complete auxiliary services such as wall boxes. The public is still king and the music business will go forward by catering to the public with all the conveniences possible and also a high quality of recorded music.

Due to certain disturbances in the field of broadcast music, it is probable that music boxes may come to fill an even larger place in supplying the popular demand for music than ever before. The natural trend is in the direction of the phonograph, and the alertness of music operators in keeping up with the demand for music may make 1941 an eventful year in music box history. Leaders in the phono trade are being kept busy with certain legal problems, and signs up to now indicate a favorable outcome for the industry as a whole. The more progressive and liberal elements of the time are on the side of the phonograph trade, a fact which may mean a great deal in the future.

Music operators can be assured that new inventions and developments will keep the industry alive during 1941. Such new ideas as movie machines and telephone music will prove enough of a stimulus to bring out the best in the industry. The music box industry as a whole will find it possible to serve the country another year with popular music.

With the rapidly increasing activity in industrial plants and offices, the vending machine industry has much to look forward to in 1941. This is true of practically all types of vending machines—candy-bar venders, cigarette venders, beverage venders, bulk penny venders, and all others. It is surprising what a stimulus the new industrial activity has proved to be in the bulk vender field. In fact, the big prospects for the full effects of industrial progress to be felt in 1941 make it an unusually promising year for venders.

As the old year closes it appears that the federal government is about to make real headway in stopping the slug epidemic which became so discouraging in recent months. This will mean much to the future of cigarette venders and will, of course, be very helpful to all types of machines.

Thus, so many things combine to give an optimistic outlook for the next year. If perchance our country should be drawn into war, or if it should be necessary for the nation to ask the services of the manufacturing industry, all that can be said is the industry will do its duty. One phonograph manufacturer is already quite busy with defense orders. These things will happen quietly and the industry as a whole will move forward in all its divisions.

The 1941 Coin Machine Show is so sure to surpass all records that it will be an early boost for the industry, giving the trade and the outlook for the year a far-reaching spirit of optimism.



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ACE from
JOE FRANK

Biz Boom Forces Nat'l To Expand

MENHICK, L. L. N. Y., Dec. 28.—National Novelty Company here has tripled its floor space by adding its adjoining stores to its present location. "Our policy of getting the finest reconditioned used games is bearing fruit," said Earl C. Banks, head of National. "Customers who give us a trial come back for repeat shipments, resulting in increased business which forced us to acquire larger quarters."

In addition to larger space for National's offices, salerooms, repair shop, and paint shop, the enlarged quarters include a record exchange, greater facilities for the storage of machines, and a modern shipping department.

"If things continue in 1941 as they did in 1940," continued Banks, "even our tripled floor space won't be enough to take care of the demands of our hundreds of satisfied customers. Operators have come to know they can depend on National Novelty for top-notch games and service, and we're going to keep on giving them just that."

Automatic Sales To New Quarters

NASHVILLE, Tenn., Dec. 28.—Joe Frank of Automatic Sales Company, announces that increased business has made it necessary to move from his present location, 416-A Broad Street, to new and larger quarters at 393 Second Avenue North, where more than 10,000 square feet of floor space will be available.

Ample parking space has been provided adjoining the new location, and Frank has invited all coin men in the territory to visit his new showrooms, where he says the largest stock of new and used machines in the South will be on display.

Frank will stage a formal opening of his new quarters immediately following the coin machine convention in Chicago.

Grand Jury Holds Minn. Crusader

MINNEAPOLIS, Dec. 28.—Latent returns in the investigation of the investigators in Minneapolis by the Hennepin County grand jury finds the Rev. Henry J. Soltau, vice crusader, indicted on four charges, one each of perjury and operating as a detective without a license and two of subornation of perjury.

At the same time federal agents apparently moved into the investigation of the Minnesota and Hennepin County Law Enforcement League, of which Soltau is secretary. Also indicted for perjury were two former Soltau investigators. The grand jury is also inquiring into financial matters of the law enforcement league. Altho Soltau has declared many times that his only income is \$1,200 per year from the Anti-Saloon League, it was alleged that his bank book showed deposits of \$3,600 in the last year.



CARL HOEHLER, of United Amusement Company, Kansas City, Mo., former Western distributor, boxing titleholder, punches the Exhibit Stand Company's new Arcade Punching Bag.

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1 Bally Super	\$22.50
4 Bally Champion	14.00
2 Bally Triumph	14.00
1 Bally First Landing	12.00
1 Bally Pick Em	12.00
1 Bally Coronet	12.00
2 Chicago Coin Dice	14.00
1 Chicago Coin Tupper	24.00
1 Chicago Coin Buckaro	21.00
1 Gottlieb Gold Star	24.50
1 Gottlieb Drum Major	24.50
1 Gottlieb Bowling Alley	17.00
1 Exhibit Python	25.00
2 Exhibit Jamboree	15.50
1 Kenney Super 818	17.00
1 Kenney Ball Six	16.50
1 Winner Broadway	17.50
2 Mills 1-2-3	24.50

CONSOLE FREE PLAY

1 Animal Heaps	\$24.50
1 Bally Gold Cup	42.50

PHOTODUPLICATIONS

1 Rock-Ola Console, 1940	\$17.00
2 Rock-Ola Imperial 20	52.00
1 Rock-Ola Regular, 12 Record	33.00

The above machines are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. These prices are effective January 4, 1941. Write or wire us for your price on any new coin operated game.

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00 BROAD STREET
New York 2, N. Y.

CUB
3 Roll—Cigarettes or Cans or 5 Cakes. Play with Automatic Coin Depositor and 2 Records. Cash Bonus 1¢ or 2¢ or 10¢. Bonus which would not be paid in 10¢ deposit. Balance C.O.D.

ACE
3 Roll Straight Paper or Jumbo 10¢ or 20¢ with Automatic Coin Depositor and 2 Records. Cash Bonus 1¢ or 2¢ or 10¢. Bonus which would not be paid in 10¢ deposit. Balance C.O.D.

SAMPLE 13.95
Case of 6 \$75.00

SAMPLE 14.95
Case of 6 \$80.00

AUTOMATIC SALES CO.
416A BROAD ST., NASHVILLE, TENN.

ON NEW YEAR'S EVE

... make the best resolution of your life—to INVESTIGATE the IN-COMPARABLE STEADY PROFITS of the great PHOTOMATIC machine! It's the business of a lifetime—PROVEN BY 7 YEARS OF WORLD WIDE OPERATION to be the finest of all coin machine moneymakers!

INVESTIGATE!
International Microscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

AUTOMATIC (USED) "AS IS"

1 BALLY CLUB HOUSE	\$12.00
1 KEE BELL (Bank Top)	35.00
2 JOCKEY CLUB	10.00
4 KENTUCKY CLUB	25.00
1 LIBERTY BELL (Fins Top)	10.00
3 RIO	17.50
1 TANFORAN	15.00
3 TRACK TIME (Round Head)	17.00

A-1 RECONDITIONED

1 BALLY ROYAL FLUSH	\$22.00
2 BERRY DAY (Bank Top)	25.00
1 ODD LUCK	27.00
4 JUMBO PARADE (New Head)	27.50
1 LIBERTY BELL (Fins Top)	10.00
4 SQUARE BELLS	55.00
1 ONE TWO THREE (Old Style)	40.00
2 PAGER FLOOR (25-1 Brown)	77.00

COUNTER GAMES

2 DOUGHBOY	\$10.00
2 IMP 1/2 Operator	7.00
2 MERCURY (1/2 Operator Reel)	15.00
1 X-PRV	12.00
1 SMOKE BELL	5.00
1 SPARKS (Charmie Reel)	19.00

1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2025 Linn Ave., ST. LOUIS, MO.

SELL-OUT ON FREE PLAYS
A-1 CONDITION

Life of Card	\$25.00	Revolvers	\$22.50
Lot of Fun	15.00	Big Six	25.00
Big Gun	30.00	Big Six	10.00
Lights	22.00	Score Card	12.00

REEL EQUIPMENT

Rock-Ola Ten Pin	\$25.00
Expo Ten Pin	25.00
Chicago Ten Pin	25.00

1/3 Deposit, Balance C. O. D.

We are distributors for Missouri Major League Baseball.

AMERICAN COIN MACHINE CO.
816 Grandview St., New Orleans, La.

FOR 1941.. MORE THAN EVER BEFORE WE SAY-- "OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US"

IRV MORRIS
Mgr. Newark Office

GEORGE PONSER
President

New enlarged quarters and finer facilities, including the exclusive "Orbitation" process for equipping used machines now available. Finest stock of new and used machines in America at the most favorable prices! Every used machine reconditioned so that it looks and works like new, regardless of price! **BUY WITH CONFIDENCE FROM GEORGE PONSER AND SAVE MONEY!** Write and tell us just what you need!

Be Continued! Get Our New 1941 Price List TODAY!!

GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY

11-15 E. RUNYON ST. NEWARK, N. J.

YOU NEED CUB AND ACE

CUB
SAMPLE 13.95
CASE OF 6—\$75.00

ACE
SAMPLE 14.95
CASE OF 6—\$80.00

BALL GUM \$3.75 Per Case of 4250 Balls

TIME PAYMENTS TO THE DESERVING!!

TORR, 2047A So. 68th St., Phila., Pa.

Look To The GENERAL For LEADERSHIP!
DUE TO FIRE WE HAVE TAKEN THE FOLLOWING Temporary Quarters 306 NORTH GAY ST. BUSINESS GOING ON AS USUAL BALTIMORE, MD. THE GENERAL VENDING SERVICE COMPANY

PAT'S BARGAIN BUYS FOR THE NEW YEAR

FREE PLAYS	Triumph	Consoles
Lambert	Playhouse	MISCELLANEOUS
Big Gun	Playhouse	Gottlieb Truck Records
Big Gun	Playhouse	Expo Ten Pin
Big Gun	Playhouse	Expo Ten Pin
Big Gun	Playhouse	Expo Ten Pin
Big Gun	Playhouse	Expo Ten Pin
Big Gun	Playhouse	Expo Ten Pin

PAT'S AMUSEMENT SALES COMPANY
2704 EUGLIA AVENUE, CLEVELAND, OHIO
Phone NEARNESS 1900

MUSIC MERCHANDISING

Wurlitzer Unveils New Line Jan. 5-6

NORTH TORAWANDA, N. Y., Dec. 28.—The Hudson Wurlitzer Company will unveil its new line of automatic phonographs on National Wurlitzer Days, January 5 and 6, in 50 cities from Coast to Coast. The new phonographs have been named Victory Models.

According to "Mike" Hammergren, Wurlitzer general sales manager, the idea of Victory Models comes from the fact that the new models represent an outstanding achievement in phonograph design that will enable Wurlitzer music merchants to top all competition.

The new Wurlitzer line includes a super de luxe model with a new feature that is said to be the most important contribution ever made to the eye-appeal and play-appeal of any automatic phonograph. Wurlitzer is said to have the exclusive license for this feature in the automatic phonograph industry. Besides the super de luxe model the new line includes a standard model with new and distinctive lines, as well as a more generous use of plastic and novel lighting effects. The Colonial Model 790, introduced in November, is also included as part of the Victory line. Wurlitzer music merchants state that the reception accorded this model has exceeded all expectations.

"The success of the Colonial model proves that many locations were foregoing the advantages of an automatic phonograph because they could not obtain a conservative model that would harmonize with their particular decorative scheme and surroundings," said Spencer Reese, assistant sales manager. "With this new model, Wurlitzer music merchants are lining up locations they couldn't touch before, including the better hotels, private clubs, restaurants, night clubs, and cocktail lounges."

Roundout the Victory line are two counter models, both complete phonographs with built-in speakers. One is the smallest counter model ever built. During the past year, Wurlitzer officials say, music merchants have had their eyes opened to the possibilities in the small location field, and 1941 promises to see further activity in this direction.

Commenting on the new line, Carl Johnson, Wurlitzer vice-president, stated: "While refinements have been made to improve the tone and ease of servicing, no radical mechanical changes have been made. This will be welcome news to Wurlitzer music merchants. We have worked out our mechanical problems over the years, and there has been no need to try anything new that might possibly add to, rather than decrease, the music merchant's selling problems."

In addition to the Victory line of automatic phonographs, Wurlitzer's line of remote-control equipment, wall boxes, bar boxes, portable units, and speakers has been completely redesigned, and according to Ray Hinchbaugh, chief engineer, "will set a new high in mechanical perfection for the industry."

New Modern Vending Offices Open Jan. 6

NEW YORK, Dec. 28.—Officials of Modern Vending Company announced this week that new headquarters of the firm at 10th Avenue and 45th Street will open January 6. New offices are located in the heart of the music machine district of the city's Coin Row.

Modern's offices at 10th Broadway will be shuttered for the last time on Friday, January 2. This office will be closed all day Saturday (4) while equipment is being moved uptown to the new quarters.

In extending a blanket invitation to the trade to visit their new offices, Modern executives point out that their decision to move uptown was prompted principally by their desire to serve their customers in a better and more efficient manner. "Our new record department," they cited, "with its private listening rooms plus the many improved service facilities we now have, are sure to score with all our customers. The move is but another indication of the growing success of Seburg equipment," they concluded.



Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Association of Tobacco Distributors, Palmer House, Chicago, January 13, 14, 15, and 16.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 3, 1941.

Third Annual Northwest Coin Machine Show, Minneapolis. Tentative dates March 26-27. Radisson Hotel, Minneapolis.

Cleveland Automatic Electric Phonograph Owners' Association, Brown's Canteen, Euclid Avenue at East 17th Street, Cleveland, January 9.

All-Industry Refrigeration Convention, Chicago, January 12 to 16.

National Peanut Week, January 23 to 31.

Ohio Cigarette Vendors' Association, quarterly State-wide meeting, Hotel Hollenden, Cleveland, January 5, 1941.

Beverage Bottlers' Conventions:

Arizona. Hotel Westward Ho at Phoenix, January 27 and 28.

Colorado. Hotel and city not announced, January 29 and 31.

Massachusetts. Hotel and city not announced, January 13 to 15.

Nebraska. Hotel Norfolk, Norfolk, January 9 and 10.

New York. Hotel Syracuse, Syracuse, January 21 to 23.

Texas. Hotel Adolphus, Dallas, January 16 and 17.

RCA Head Tells Of Music Progress

CAMDEN, N. J., Dec. 28.—G. K. Throckmorton, president of RCA Manufacturing Company, in his year-end statement made special mention of recorded music and coin machine movies.

"The popularity of recorded music continues its remarkable upsurge," Throckmorton said. "Substantial price reductions of recordings in both the popular and classical field have broadened the base of the market for recorded music. Music lovers may now own more of the music which they have always wanted, and new converts to recorded music find their investment much lower than ever before in history."

Pointing to coin machine music, he said: "A significant new development in the field of entertainment was the introduction of coin-operated sound motion picture reproducing instruments. The sound reproducing mechanism for Soundies was developed by RCA Victor engineers and is being manufactured in the company's sound equipment factory at Indianapolis."

New Method of Disk Manufacture

HARTFORD, Conn., Dec. 28.—Walter E. Dittmar, president of the Gray Manufacturing Company, of this city, has announced the development of a new and patented method for the production of flat-disk phonograph records from a strong, flexible plastic compound. The new process is said to eliminate much of the expensive equipment now required in producing phonograph records, particu-

larly the costly and time-consuming electro-plating operation.

The new Gray records are about one-sixth as thick as commercial records now in use and are said to be virtually unbreakable. Dittmar has indicated that they can be made available in clear plastic as well as in a variety of colors.

Denver

DENVER, Dec. 28.—Johnny Pratt, of Rio Grande Music & Sales, Lee Cruce, N. M., was a Denver visitor this week. Operating in the Mesita Valley, Pratt reports business holding up nicely, with prospects bright for the coming year, due to concentrations of soldiers in that area. Pratt placed several orders for Rock-Ola remote control equipment with the Denver Distributing Company. He also was enthusiastic over the receipts of his Sky-Fighters.

One of the pioneer coin machine operators in this region, O. M. Yant, passed away recently at his home in Sterling, Colo. Altho most of his operations were in Northwestern Colorado, Yant was well known through this territory. His passing is a distinct loss to the operating field.

Property note—Active members of the Modern Music Company organization are driving new cars. They are Frank Malone, Frank Hubert, Jim Sweeney, Ralph Brandenburg, and Charlie Vieth. L. D. Shulman, owner of the company, entertained this week at a Christmas party.

Automatic Equipment was selected to feed Christmas music at the Union Station and at Civic Center, the scene of an elaborate Christmas display. The idea of Christmas music at railroad depots was started several years ago in Denver by

Mary Lee Road, now in charge of such music at Grand Central Station, New York.

Arvin Wahl recently installed a 14-box remote control unit at the newly re-modeled Coats, one of Denver's most popular drive-in stands.

Oilson Bradshaw, of the Denver Distributing Company, is making big plans for the coming year, including the remodeling of the company's quarters, as well as the regional Rock-Ola showing scheduled for March 7. Brad reports a most successful 1940 and has distributed cash bonuses to his employees. He recently received a special courtesy membership appointment to the Denver Chamber of Commerce.

Most folks can't offer proof of their angling ability, but not so Al Roberts, manager of the Wolf Sales Company, who won a cup for his deep-sea fishing prowess at the Wurlitzer sales meeting in New Orleans. J. C. Ditto, head serviceman of the Wolf organization, spent Christmas in Fort Worth, Tex. George Rosenfeld, territorial representative, on his first trip thru New Mexico, reports excellent acceptance of his product among operators in that territory, and says indications are that 1941 will be a banner year.

Recent visitors and purchasers of equipment at the Denver Distributing Company included Pat Johnson, Rawlins, Wyo.; O. E. Burns, Grand Junction, Colo.; David Dingler, Idaho Springs, Colo.; Glen Gibbs, Fort Collins, Colo.; and A. A. McDougal, Atwood, Kan. Denver Distributing Company reports much interest among operators in the O. D. Jennings line of bell machines, and states that despite the length of time Sky-Fighters have been on the market there is not a new machine available in this territory. Bradshaw expects to complete purchases of machines for his stands at the Chicago show and says business so far has far exceeded his expectations.

Reports are that W. T. Orr, of Alhambra, N. M., has one of the finest operating quarters in this part of the country, now that it is completely installed in his new quarters.

Gano Senter, of the Denver Sales Company, had quite a write-up in *The Rocky Mountain News* on his Christmas tree. The Senter tree, which virtually has come to be a South Denver tradition, attracting up to 2,500 visitors, is the result of 30 years of gathering ornaments from every part of the world. Nearly 4,000 ornaments are used. Fifty man-hours of work are required to dress the tree, which is done under the supervision of Mrs. Senter. A day and a half is required to dismantle the tree, which is lighted by 400 colored lights.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Dec. 28.—AMI Distributing Company, Hazleton, Pa., and the Standard Coin Service Company, Tamaqua, Pa., had ads in the *Hazleton paper* in a co-operative page marking the first anniversary of the Blue Comet Diner.

With receipts not announced for the last two weeks of December income from parking meters here is expected to be \$8,000 above the 1939 collections. Comptroller Tom A. Evans, superintendent of accounts and finance, reported. Total collected time for this year, omitting the last two weeks of this month, is \$44,248.83. Evans said the estimate for the 1941 budget includes an expected \$9,000 income from the parking meters. It was budgeted at \$40,000 for 1940.

It was revealed that it costs Wilkes-Barre 25 per cent of the gross collections to maintain its parking-meter system. There are 723 meters operating entailing the employment of two patrolmen daily for collections, a patrolman for repair work on meters, and meter boys, another to stand by the city treasurer's office during the counting of the nickels and a \$1,500-a-year clerk in the treasurer's office.



PART OF THE CROWD at Guarantee Distributing Company's Louisville, Ky., branch on the day the Colonial model made its debut. Third from left is Wurlitzer District Manager Fred Barber. Third from the right is Ben Boyer, manager of the branch office.

Buffalo

BUFFALO, Dec. 25.—Sales as well as collections, which were subject to a slight let-down just before the holidays, have begun to come in for that holiday rush.

Plans by the local trade to attend the 1941 Coin Machine Show in Chicago are more elaborate and ambitious than in many years. Practically every distributor and operator has decided to attend. All are looking forward to a swell time.

Low Wolfe, head of Rex Amusement Company, Rock-Gla outlet here, has made arrangements for 20 operators from Buffalo and surrounding cities to take the trip to the Windy City in a private car. Credit will leave the Queen City Sunday night, January 12, in a coach hitched to the Commodore Vanderbilt streamliner.

Wolfe hasn't forgotten any detail in making his crew of friends comfortable, and has made reservations for them at the Hotel Morrison, right near the Sherman.

Among the men in the Wolfe group are Bill Flynn, Harry Wiesner, Al Bergman, Arden Pratt, and Harry Silverstein. Harry Winfield and Ben Kulk, prominent local distributors, are also taking the trip, but may make up their own parties.

Chris Sousa, service man for Jim Blakeslee's Incoquo Amusement Company, is adding to his yuletide joy by being married today (28) to Emma Lalley, whom he met while working on his route. Coin machines can apparently play Cupid, too.

Music machine business has received some rise by constantly expanding installations of telephone wired central control station set-ups.

An array of bands which have been featured at the Buffalo and Century vaudeville houses has helped publicize those bands' recordings, due to nice publicity tie-ups. Theaters use a phonograph in the lobby prior to and during the band's stand, which helps advertise the work, as well as its recordings and the music box itself. Latest bands in this territory were Woody Herman and Clyde McCoy, with Gene Krupa and Charlie Barnet previous visitors.

Bernard Blacher, Amplified Music Company, has successfully embarked in the

game line and finds the combination of music boxes and pinballies all right. Blacher has hit on a new music machine promotion idea which is increasing the plays on his phonographs greatly. He goes around with a recording machine outfit, makes records of patrons' voices on location, then slips the disks into the music box so that the customers pay to play their own "masterpieces." The home-made pinballies themselves don't gross much, but attention is focused on the phonographs and bigger play results.

Pinball games, according to distributors, are constantly improving in appearance and play appeal. Low Wolfe thinks the best games are Attention and Duplex.

New Orleans

NEW ORLEANS, Dec. 28.—F. W. King, of C. & N. Sales Company, is on a trip thru North and Central Louisiana.

The D. M. McDonalds will soon celebrate their 44th wedding anniversary. Max is back in New Orleans again after completing an extensive business trip in Mississippi.

A shipment of Shipman Manufacturing Company stamp vendors has been received by the J. H. Ferris Novelty Company and placed on location to meet the Christmas and New Year's rush for postage.

Thomas Best, of the service department of Rudolph Wurlitzer Company, North Tonawanda, N. Y., arrived here this week from Birmingham, Ala. Best is on a check-up tour of the Southern territory for Wurlitzer.

Andy Monte, of the A. M. Amusement Company, distributor of International Musicop's Sky Fighter, continues to report sales running ahead of factory shipments. Monte says the holiday pick-up in demand for Sky Fighters is larger than he had expected.

ED RODRIGUEZ, of the American Coin Machine Company, returned this week from Chicago, where he was the guest of several factory heads. Rodriguez returned with the State distributorship for Western's baseball game, Major League.

Sam Gentlich, manager of the Dixie Music Company, Mills phonograph distributor here, has returned from a trip thru the Delta area where he sold a number of Mills Empress and Throns of Music machines.

Norman Bass, district manager for RCA-Victor, Memphis, Tenn., was a visitor at the Electrical Supply Company office this week. Hugh Smith, in charge of record sales, told Bass that December's turnover of RCA-Victor disks will be largest in a decade. Bass announced that record sales were larger this year than last throughout his territory and that he notes a decided better demand for higher class music this year.

Heavy patronage from the city proper is reported by locations in adjoining Jefferson Parish as pin games return for the first time in two months or more.

With the first shipment of Daval's Cub and Ace counter games sold-out, the Dixie Coin Machine Company, Daval distributor, reported heavier sales than expected from interior points. Both machines promise to outsell the popular recent Daval game, American Eagle.

Larry Copeland, for several years an operator here, has been appointed distributor in Mississippi for Mckertor & Associates sales of Phonovision machines.

Julius Pace, president of the Coin Vending Machine Operators' Association, has returned to his office after being confined to his home for several days with a cold.

The epidemic of flu that struck at Alexandria, La., last week continued to spread. All theaters, sport centers, churches, and schools have been ordered closed until the worst part of the wave is reported gone. Thus far the flu has not hit near-by Camp Beauregard where 45,000 soldiers are camped.

JUST ASK YOUR NEAREST BUCKLEY MUSIC SYSTEM DISTRIBUTOR

THE New "32" BUCKLEY MUSIC SYSTEM

using twin 616-616A or 716 record changing mechanisms—featuring new illuminated boxes with hinged doors for easier servicing and simple, new mechanism, extremely beautiful new cabinets and incorporating a hundred more new and better and exclusive BUCKLEY MUSIC SYSTEM features for greater, steadier and easier profits because of larger record selection for the player.

ABOUT

The finest
one
for '41"

ABOUT

THE New LIGHT-UP BUCKLEY MUSIC SYSTEM

for '41

for 12-16-20-24 or 32 record changing mechanisms. Featuring new, fully illuminated colored plastic panels. Lighted, colored plastic instructions panel. Lighted, colored plastic side panels. Clear-vision lighted program. And many, many more features built from an operator's standpoint to increase profits and bring out the flash, particularly in dimly lighted locations.

BUCKLEY MUSIC SYSTEM, INC.
4225 W. LAKE ST. - CHICAGO - ILL.
EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N. Y.

SOME REAL BUYS

SEEBURG REMOTE CONTROL PLAYBOYS.....	8	39.50
1939 SEEBURG WIRELESS WALL-O-MATICS....	17.50	
1939 ROCKOLA DELUXE.....	135.00	
1939 ROCKOLA STANDARD.....	110.00	
WURLITZER 412.....	22.50	

Title Strips 55c Per 100

SHAFFER MUSIC CO.

514 S. HIGH ST.

COLUMBUS, OHIO

MICHIGAN

MUSIC OPERATORS

See the 1941

BUCKLEY
LIGHT-UP
SEE IT — HEAR IT
PLAY IT

OPEN
HOUSE—
JAN. 4-5-6

Bar, Booth, and Wall Boxes
32-Record Selection
Direct Touch-In-Touch
Action

ON DISPLAY AT—

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3165 GRAND RIVER AVE.

DETROIT

Phone: Temple 2-7974

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SEEBURG'S
MAYFAIR
PLAZA

\$149⁵⁰
LOTS
OF
10

SINGLE — \$175.00

BABE KAUFMAN 250 W. 54th St., N. Y. C.

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3-9613)

Nothing cheap about
Miracle Point Needles
except the price.

M. A. GERETT CORPORATION
2942 N. 30th Street, Milwaukee, Wis.

BIGGER AND BETTER THAN EVER BEFORE!

JANUARY

IS YOUR LUCKY DAY!

OPENING DAY OF THE
COIN MACHINE
SHOW
SHERMAN HOTEL
CHICAGO
JANUARY 13-16, 1941

REGISTER NOW!!!
REGISTRATION BLANK IN THIS ISSUE

News Notes

That the United States Record Corporation, which filed a voluntary petition for reorganization last June, has no immediate recording plans is indicated by the report that El Oberstein, firm's recording chief, is going into the band management field in February when the remaining U. S. band under contract will have freed themselves of all ties. Oberstein plans to take on Harry James, among other leaders.

The Ink Spots have been signed for a spot in the 20th-Fox musical "The Great Broadcast." Rudy Vallee has signed a contract with Universal Pictures. Columbia has sponsored Gene Krupa's lease for another two years. . . . Jan Merrill, vocalist currently appearing at the Hurricane, New York, has signed a contract with Victor and is recording under the Bluebird label.

New Jersey Network

ONE of the most impressive networks of music machines in any State is located in the dozens of roadhouses which dot the highways of New Jersey. Altogether most of them use bands for their regular dance sessions, the more popular spots have two to three bands placed in convenient corners in the main room or in adjoining bars and cocktail lounges. A typical example is Donohue's, Mountain View, N. J., which has been catering to dances for 12 years. Owner Jim Donohue has three music machines and each is doing remarkably well despite the full-sized band playing in the dining room. The machines are kept active between dance acts, afternoons and after the regularly scheduled dance band working hours. Donohue seldom plugs the records of the outfit currently playing in his club. He feels that the fans attracted by the band want to see him in person and they would rather listen to recordings by competitive bands. His operator, accordingly, feeds him with suitable records.

At the Flagship, Union, N. J., Mr. and Mrs. Charlie Fizer make it a practice to learn the musical tastes of their patrons and supply the music in demand both on their bandstand and in the two music machines located in the building. Their operator keeps in close touch with them and supplies their needs at regular intervals.

Talent and Tunes
On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

They Wrote It

MACK GONDON and Harry Warren, each a famed songwriter in his own right and authors of nearly 300 hit tunes, are responsible for Down Argentine Way, a current leader in the Record Buying Guide. The boys are known for their timely work and are capable of producing a hit based on the latest and most popular trend in music. The tune in question was written for the picture Down Argentine Way, which is designed to promote good will among the Latin American countries. They also wrote Two Dreams Met, featured in the same picture. Another of the recent hits is You Say the Sweetest Things (Baby), used in the picture Fin Fan Aley. Both are stationed in Hollywood.

This and That

THE first recordings made by Chasley Spivak under his new Okeh contract include his theme song *Night Is Ending, What's Cooking?*, and *3rd Down, Red*. . . . Jack Leonard, another Okeh personality, has recorded the theme song of his former boss, Tommy Dorsey. The title? *I'm Getting Sentimental Over You*. . . . Teles Demetriades, the alert manager of Victor's foreign department, prepared a new tavern record, titled *Cousin's Poize*. He is going to make sure that all operators hear it when they attend the Coin Machine Industries convention at the Sherman Hotel, Chicago, January 18-19. . . . For one of her latest Columbia records, Ella Logan has revived *The Curse of an Aching Heart*. . . . Will Bradley is one of the first bands to record a number from Hal Roach's forthcoming

musical picture, *Road Show*. He made *I Should Have Known You Years Ago* and features Phyllis Naylor on the vocal.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.

CINCINNATI:

Scrub Me, Mama, With a Boogie Beat. Will Bradley.

The rise in popularity of boogie woogie numbers is boosting the stock of this Bradley number in the Ohio territory. In some parts of the country it is coming up as strongly as his previous boogie tune, *Beat Me, Daddy, Eight to a Bar*. The successor is designed to please the *Daddy* fans.

CHARLESTON, W. VA.:

Song of the Wanderer.

Erskine Hawkins.

Hawkins, popular in this State, is responsible for the many plays given this tune. Operators claim the song itself has plenty of appeal for music machine fans and should be given a real chance on locations.

PORTLAND, ORE.:

Papa's in Bed. Tommy Tucker.

A novelty played in good T. Tucker style, which is a favorite in this Oregon territory. It is getting good support in both taverns and the better class locations due to its wide appeal. Has a good chance of clicking.

LITTLE ROCK, ARK.:

Pompton Turnpike. Charlie Barnet.

A novelty that has come up and has gone down in many parts of the country but is showing healthy signs here and doing as well as some of the more popular hillbilly records, which, as a rule, are tops in Little Rock. Barnet is a popular name in this area.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended December 27 and the week before, ended December 20. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service. Due

to the current fight between the leading radio networks and the music royalty collecting society, ASCAP, songs published by the network's own music firm, Broadcast Music, Inc., are favored on all programs.

This Week	Last Week
1.—Frenesi	3
2.—So You're the One	1
3.—There I Go	2
4.—Give You My Word	4
5.—I Hear a Rhapsody	5
6.—Tonight	7
7.—Same Old Story	10
8.—Practice Makes Perfect	8
9.—You Walk By	6
10.—Accidentally on Purpose	—

San Francisco

SAN FRANCISCO, Dec. 28.—Most interesting highlight of news from this vicinity is the success being achieved by the newly organized Amusement Merchants' Association, public relations arm of the industry.

Old Macklin, administrator, reports from his office in the Marshall Square Building that the organization's program is being encouragingly supported. Seventy-five per cent of local operators have signed as paying members. Others are coming in daily.

Meetings are scheduled at about 10-day intervals. Participation, co-operation, and enthusiasm shown indicate much accomplishment in store for the group. Macklin is an experienced public relations counsel and was a key figure in the creditable 1940 San Francisco world's fair build-up.

The Amusement Merchants' Association is achieving numerous intra-organizational services, as well as its more general public function. Members are helped in the interpretation of existing and new legislation. By clarifying troublesome features of legal documents, operators are helped to not unwittingly become involved with the law.

With regard to relicensing, which is a current consideration, no difficulty is being experienced at this time, except in certain downtown locations where the only apparent basis for business is the operation of pinball games. In these locations, particularly where pay-back and free-play is general, new licenses have been withheld with the threat of outright revocation. By and large, however, the picture has been entirely satisfactory. Enforcement demands have been relatively lenient and reasonable on all counts. Incidentally, the term "replay" is replacing "free play."

Business has been conspicuously active. A number of old games called in at the beginning of the legislating development have been kept out of operation, some having been sold to out-of-town operators. It is noticeable that the installation of new games continues unabated.

RECORD POLL

WHO, in your estimation, was the outstanding recording artist on music machines during 1940?

WHAT was the most popular recording on your automatic phonographs during 1940?

The answer to these questions will come from the nation's operators. The winners will be announced at the 1941 Coin Machine Show.

This poll is conducted under the auspices of the Coin Machine Industries, Inc., national association of manufacturers, which is sponsoring the 1941 Coin Machine Show.

Coin Machine Dept., The Billboard

155 N. Clark Street, Chicago

Most popular recordings for 1940 (up to December 10) in my territory were:

First by

Second by

Third by

Most popular recording artists for the same period:

First

Second

Third

This vote is based on our records covering an operation of machines. ●

Name

Company

Street

City and State



TRAILER DISPLAY ROOMS are brilliantly exemplified by the Jack B. Moore Company's "Lazy Nickel Limited," luxurious trailer demonstration unit used by the company to present Seebury Music Systems to operators in the Pacific Northwest.

ANDY IONA (Columbia)

Aloha Hawaii—Four-record Album.

Disciples of the grass-skirted school of melody will reap a harvest here, with Iona, one of the foremost exponents of the school, conducting a wax tour thru some of the more enjoyable music of the Islands. A record addict has to be particularly partial to the melodic enchantment of Hawaii to be interested in this packaging, but there are a lot of disk purchasers so minded, and this album is a better-than-average addition to the already large number of Hawaiian disk groupings available.

CHUCK FOSTER (Okeh)

Oh, You Beautiful Doll—PT. VC. Sleepy Time Gal—FT. VC.

Possibly there is a demand for the cut-and-out corn depicted on sides like these. Freddie "Rechnickkaftra" Fisher has been doing nicely with it for some time. But then there is a satiric undercurrent in the Fisher brand of corn that amuses the listener because he gets the feeling that nobody's taking it seriously and it's all in fun. So as with this disk, *Oh, You Beautiful Doll* is the Fisher theme song, and on this side, as well as on the other, the boys seem to be in dead earnest. Which makes listening slightly painful, because, except as satire, this sort of unadorned melodic and rhythmic corn went out years and years ago. With all the available bands around that aren't lucky enough to get a recording contract, this type of wax effort seems to this listener to be slightly inexcusable.

GENE KRUPA (Okeh)

Yes, My Darling Daughter—PT. VC. Siles Kriep—FT.

Krupa gets a nice drive and lift on the Jack Lawrence number that Dinah Shore single-handed has raised to public prominence, but for the first time Trent Dale falls down a bit on the vocal. For a song like this to become one of those general prophecies by which where comparisons are inevitably drawn (in this case with, of course, Miss Shore's splendid version), and anyone but the original delineator invariably loses out. At any rate, Miss Dale tries hard and sings well enough, but humor and real vocal salesmanship are lacking. Reverse breaks the run of ballads that Krupa has had of late and displays the band in a fairly slow riff number that contains the usual quota of hot solo. It's arranged and played capably if not excitingly.

KAY KYSER (Columbia)

I Can't Remember To Forget—PT. VC. To Be Continued—FT. VC.

A couple of undistinguished ballads are made more palatable than they might ordinarily be thru the smooth, dependable treatment given them here. Confined to the back of a number of the Arthur Schenker-Howard *Diets I Guess I'll Have To Change My Plan*, its relationship to that tune being its only distinction. Kyser, however, manages to install it in and life into it, with Harry Bahbit for his usual capable assist on the words. Companion piece is slow and sweet and pedestrian, again made listenable thru Ginny Simms' vocal and the oke's polished performance.

DUKE ELLINGTON (Victor)

I Never Felt This Way Before—PT. VC. All Too Soon—FT.

Ellington constantly continues to amaze in the fertility of his musical imagination, which keeps him so far ahead of the pack from the standpoint of jazz ingenuity that he's likely never to have any competition in the sort of thing contained on side B here. Duke's piano ripples thru a slow rhapsodic musical portrait that features Ben Webster's sax and Lawrence Brown's trombone against an orchestral background that is weird and lovely in typical Ellingtonian tradition. This side far outdistances the pretty straight ballad commercialism of the A side, also Ellington's instrumental color lifts a weak song by its bootstraps. Herb Jeffery's lyricizing here is affected and unnecessary.

BARNEY BIGARD (Bluebird)

Charlie the Chub—PT. A Lull at Dawn—FT.

Bigard heads the second of the small unit comprised of men from Ellington's top band to appear under the Bluebird imprint. This is not jazz in a more conventional, straightforward approach than the banquets to his Victor sides by the Duke himself. But while it's not as individualistic, it's as good technically in its own way, with Bigard's clarinet hold-

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 15)

ing the spotlight in a fast and slow performance on sides A and B, respectively. Little general interest will be engendered by this disk, but it will be a must on every swingophile's list.

CHARLIE BARNET (Bluebird)

Sarah Mc, Mama, With a Boogie Beat—PT. VC. I Can't Remember To Forget—FT. VC.

Barnet's sax and Bill Miller's boogie-woogie piano take the honors on the first side here, but the feat isn't too great. A large part of the run-to-label surface is devoted to Ford Leary's vocalizing, which is what keeps the version from being good. Leary normally can sing a rhythm tune to good advantage, but he sounds forced and strained here, apparently in his desire to do a bang-up job of the number. Fisticomatic is an ordinary party ballad dressed up in a nice arrangement, with Bob Carroll contributing a good vocal chorus.

WILL BRADLEY (Columbia)

The Lonesome Road—PT. You're Lucky To Me—FT.

A Ray McKinley tour de force on drums is *Lonesome Road*, and here he gets his chance to engrave it for posterity. It's a nice bit of lute-beating that he does, too, with the entire side amounting practically to a solo. The band manages to get in some licks in a fast tempo and spends one chorus backing Ray in stop-chorus fashion. And for those close listeners there's a little unintentional humor supplied by Ray's humming to himself as he goes thru his part; it probably wasn't intended to come thru on the disk, but it did, and it adds to the listening enjoyment. Reverse is pretty ordinary for this band, with Freddie Black donating a few bars of his fine piano for the highlight. It's medium tempo on this side, no boogie-woogie at all, and a capable but conventional all-around performance.

BEN BERNIE (Okeh)

Did Anyone Call? PT. VC. If Ya Had—FT. VC.

This is a nice commercial couplet, for it combines a straight, strictly dance arrangement and a novelty that asks for audience participation. The A side ballad is far more danceable than listenable, with smooth ensemble tooting and a steady medium tempo being more tempting than ear-arresting. Bernie dons his emcee mantle for the reverse, explaining the idea of a lyric "game" and

then illustrating it with the aid of Don Dixon and the Halcyon Sisters. It's cute and listenable, and there are a couple of laughs produced by the wordage in spots.

ELLA FITZGERALD (Decca)

Cabin in the Sky—PT. VC. Taking a Chance on Love—FT. VC.

These two songs come from the Vernon Duke-John Latouche score for the current Broadway musical *Cabin in the Sky*, in which Ethel Waters evokes raves for her handling of the numbers, particularly *Taking a Chance on Love*. Miss Fitzgerald need take no back seat in her own treatment of these melodies, for she has poured a lot of her fine warbling into this double, and she is backed rhythmically and well by the band. The latter is more or less incidental, however, with the sides amounting to a vocal holiday for Ella. She celebrates it royally.

ANDY KIRK (Decca)

When I Saw You—PT. VC. Little Man—FT.

Kirk here mixes a ballad with a medium bounce instrumental, with the whole adding up to a good bit of record making. Honry Wells shines, as he has done often in the past on Kirk disks, on the vocal chorus on the first side, and the band contributes good solos and a nice beat and drive to the reverse.

VAUGHN MONROE (Bluebird)

The Last Time I Saw Paris—PT. VC. High on a Windy Hill—FT. VC.

Monroe brings an earnest interpretation to the Jerome Kern-Oscar Hammerstein touching ballad on the A side by playing it in a too bouncy and a too swingy style. The leader's vocal is sincerely delivered, but the theme of the song just doesn't call for swing. Monroe's baritone leads off the long chorus on the reverse and comes back to wind up the side after a short oke interlude. Vocally and melodically, the number is too much on the heavy side to be entirely satisfying.

FRED ASTAIRE (Columbia)

I Ain't Hip to That Step (But I'll Dig It)—VC and Tap Dancing. Poor Mister Chisholm—V.

Astaire adds two novelties from his and Artie Shaw's picture, *Second Chorus*, to his already released sides of songs from the score. Half of this double contains the vaunted Astaire tapology, interesting in a last-chorus duet with the drums. Fred's genial vocal personality comes thru nicely on both sets of lyrics, second

one of which is amusing in its story of a mandolin player who broke a string every time he tried to swing. A good trumpet solo and a fine sax passage distinguish the first and second sides, respectively.

RAY NOBLE (Columbia)

Stomp Sue—PT. Far Away—FT.

It's difficult for Noble to do anything hot or even good, but he comes close to it here with a pair of sides that despite nice solos and typically meticulous arranging are a little too run-of-the-mill for a band of the caliber of this one. Little of Noble's customary skill and brilliance shines thru, and the songs themselves, both original, lack the composer-maestro's usual imagination.

McFARLAND TWINS (Okeh)

The Yankee Doodle Polka—PT. VC. Wait Till She Sees You in Your Uniform—PT. VC.

Both sides are light and honey, with unrelaxed Donald Duck interpolations interspersed thru the arrangements. The Twisters there undertake both novelty vocals and are given a good deal of space throughout both sides, a bit more than their rather weak harmonizing merits. But the disk is lively and pleasant in a general sense.

CAB CALLOWAY (Okeh)

North of the Mohawk Trail—PT. Goin' Congo—Congo; VC.

Calloway's *North of the Mohawk Trail* is no *Cherokee*, but its Indian overtones are far, and it produces some competent swing passages. Tyree Glenn's trombone takes solo honors. Reverse is Cab's version of a song, which often has much more than some of the inimitable Calloway coat design and a muddled Congo beat. Both sides are fair enough, but they assume slightly ambitious proportions that the band has a little trouble living up to.

GUY LOMBARDO (Decca)

The Moon Fell in the River—PT. VC. Somenchere—FT. VC.

Two more typical Lombardo sides, both ballads, both played in the same soft, minding style that the Royal Canadians have used so successfully for so long. Carmen Lombardo quarters thru side A's lyric: "Mort o' me, goes Illinois to a lesser extent on the reverse.

RUBY NEWMAN (Decca)

Let's Be Buddies—PT. VC. My Mother Would Love You—FT. VC.

Newman's smoothly danceable style fits these two Oke parties close tunes nicely, with the band taking them in average tempo grafted onto nice if undistinguished arrangements. There is an air of polish surrounding these versions, however, that makes up for the lack of outstanding ensemble or solo work. Bob Hannon does extremely well on both vocals.

TOMMY DORSEY (Victor)

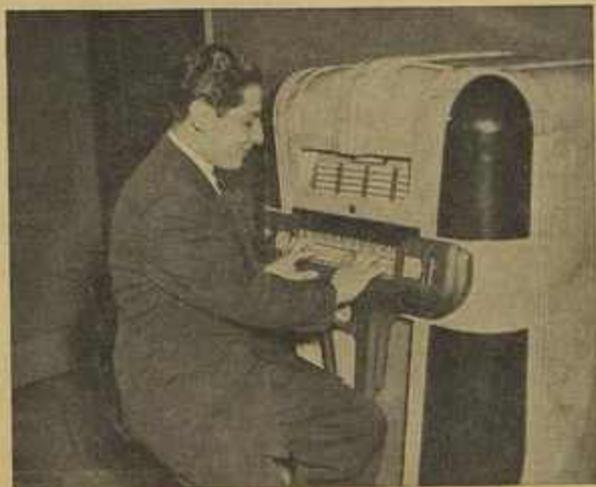
Swing Time Up in Harlem—PT. VC. Swing High—FT.

After what seemed to be an interminable series of ballads, the Dorsey penthouse turn swings the other way, and Tommy returns to hard in no uncertain terms. Even the titles here indicate a determined attempt to make up for the time spent in balladizing, and the groove on these two sides more than justify the expectations raised by the tags. The first side is hot, and the second is hotter, with Ziggy Korman's open bar trumpet blasting thru in a terrific performance. Don Lodice stars on tenor sax on side A, with Connie Haines' vocal getting in the way of some fine tooting. *Swing High* is in better order, a real killer that really kicks.

ORRIN TUCKER (Columbia)

You're the One (For Me)—PT. VC. Gosh I Wish I'd Listened to My Mother—FT. VC.

Tucker cuts two sides from his first note, *You're the One*, and it is to be hoped that his performance in the film, at least on these titles, is better than it is on wax. The arrangements are puny, the fiddle work is jerky, Tucker's A side vocal is weak and Bonnie Baker is Bonnie Baker on side B. Only the Bodyguards, the Tucker vocal group, turn in some efforts that arouse any listening pleasure. Johnny Merer and Jimmy McHugh fell down on their job of grinding out a made-to-order ditty for see Bonnie, with a forced, unfunny and pointless lyric gracing *With I'd Listened to My Mother*. Other song is cute, rhythmic, and lyrically clever, but it's garbled here.



BAND LEADER JOE VIERA strikes an attitude on the white highboard of *Miss Empress*. Viera was impressed with the tone of the machine. His band may be heard at the Congress Hotel Glass Hat in Chicago.

EASTERN FLASHES

NEW YORK, Dec. 28.—This holiday season proved one of the gayest in Eastern coin circles in recent years. Most of the operators, distributors, and jobbers will close their books on a successful 1940 and already plans have been made for a bigger and better 1941. The coin machine show at Chicago is eyed with keen anticipation, as the new games that will be displayed there will have a big influence on next year's receipts.

AROUND THE TOWN . . .

One of the outstanding Christmas cards shipped during the mail deluge was the one that had a message in the shape of Adams Coin and sent out by Mike A. Strong, of Q. V. Corporation. . . . Nat Cohn, of Modern, says that although the firm expected a lull during the holidays, the staff was busier than ever with orders for Seeburg equipment. . . . Much interest is being shown in the announcement by International Machines of \$5,000 in prizes for operators. Wires, phone calls, and letters have been pouring into the office on the strength of the news, Bill Moskowitz reports. . . . The stock is hovering over Hymie Rosenberg's house. . . . Mike Munves was busy this week with his accounts a Merry Christmas. Mike's right-hand man, in his 10th Avenue office is Milton Neuffer, who has been in the coin biz for many a moon. . . . Joe Munves, who attended the NAAAPP convention in Chi, reports the trade can expect its biggest receipts year in 1941. . . . According to George Oves, Mike Munves' assistant, the merchandise vendor division is going at top speed. . . . "Bertie" Moskowitz will attend his first Chicago convention with Charley Aronson and Bill Albert. Bertie admits he's a little nervous about attending the event since his companions have given him some reports on the past meetings. . . . Moses Aronson and Albert, of Brooklyn Amusement Machine Company, say the firm now employs 20 people and business is getting better day by day.

FAMT FLASHES . . .

Marty Roth, Oil Part's partner, says Oil is capable of settling down. He cites the incident of Miss Paris reading the evening paper and Oil playing with his son in their Long Island bungalow. Marty adds that he actually witnessed this impressive picture of domesticity. . . . Mc and Mrs. Joe Hirsch got a tremendous hand following the special rumba exhibition they gave at Stanley's Bar Mitzvah party. . . . Joe Fishman got a kick out of passing off his beautiful daughter as his sister. But his son is taller than he is. . . . Sol Silverstein, of Chicago Coin, in town for the holidays. He's still a bachelor and likes it that way. . . . Eddie and Mrs. Corriean really enjoy their cigarettes. . . . Morris Silverstein's double coin interests keep him in Albany, N. Y., the first three days of the week, and the rest of the time in New York. . . . Harry Rosen, of Miami, is in Miami enjoying the sunshine and improving his golf. . . . Jack Jaffe looks like a page from *Esquire* in a tux. . . . Nat and Lillian Cohn can really dance



HEBB MILLS, treasurer of Mills Novelty Company, gives the glad hand to Orchestra Leader **Jan Garber**, who wanted to see the **Sensafides**. Panoram will be exhibited at Mills factory and at the convention at the Sherman Hotel, Chicago, January 13-14.

and could hold down a professional engagement. . . . Ben Haskel, of Haskel & Goldberg, coin attorney, is a different looking individual in evening clothes. . . . Louis Goldberg and Al Lifshay deserve a lot of credit for the swell job of managing Amalgamated affairs. Both are working harder than ever.

MEEN AND MACHINES . . .

Willie (Little Napoleon) Blatt isn't doing much bragging but is said to be doing one of the biggest distributing jobs in the business. Reports are that he is leading in Buckley Music System sales. . . . Mike Chance, of A. H. DeGrueter, says the firm is far ahead on orders for the Champion cigarette merchandiser and promises to give the boys an awful lot at the convention. . . . Tony Casparro, of Weston Distributing Company, Inc., spent last week at the exhibit factory in Chicago. . . . Bert Lane, of Seaboard Sales, is one of the busiest guys in the business, despite the fact that he should get back and take it easy for a spell following the swell job he did during his first year in the district field. . . . Sam Sachs, of Acme Sales Company, is reported doing a good job with the Bellahie ball organ speaker. . . . James and wall boxes keep George Panser on the hop. With the Mills Panoram coming to town, George says he will really be kept busy. . . . Dave Simon is getting set for the convention. . . . Al Simon tells that he's going to stay in town until the convention no matter what comes up.

COIN SHOTS . . .

Max Weiss, of Brooklyn, who recently returned from the Windy City, enjoys a good rummy game. . . . Al Goodman, of Savoy, will soon name the day. . . . Sam Kramer, Brooklyn operator, will soon take a long-delayed vacation. . . . Abe Schmitt, Brooklyn operator, is recovering from torriditis. . . . Better business is reported to have forced Willie Levy, of Brooklyn, to forego his usual card games. . . . Al Simon, of Savoy, remains Klumback champ despite the challenge issued by Jerry Kaufman, of New York. . . . Jack Senel is reported losing weight. . . . Phil Hansen won't let cards interfere with his meals. He goes home and eats and comes back to finish the game. . . . Harry A. Marcus, Brooklyn operator, now has the title of "Champion Stogie Smoker." . . . Brooklyn operators say one of the best times to be had is a visit to Morris Karlit's home, recently completely refurbished. Morrie's partners are Abe Black and Tenny Karlit, and they're doing a swell operating job. . . . Irv Fischer is a busy man. . . . Jack Rich-

ich is still looking for the headman. . . . Jack Fitzgibbon passed around those individualized gifts that are characteristic of Bally. He says he'll have an important announcement as soon as Ray Meloney returns from Florida. "Weather's so good," says Fitz. "Ray hates to leave." . . . DeWitt (Doc) Eaton, of Buckley Music System, Inc., is one of the happiest guys in town, with his distributors putting out more and more wall and bar boxes. On his return from a trip thru New York State and Connecticut, Doc said: "Demand for Buckley, especially the new 23 and light-up boxes, is growing everywhere." . . . Tri-Way Products Company, Brooklyn, reports that the Ultratone speaker-balls has eluded solidity, as has the demand for the new lighted Illuminators.

JERSEY JOYNTING . . .

Dave Stern, of Royal Distributors, Inc., Elizabeth, was recently elected president of the New Jersey Music Operators' Association. . . . Reports have it that Eddie Corriean, of Palisades Novelty Distributors, Grantwood, is one of Bally's biggest sales factors. . . . Russell Ulberg, Corriean's right-hand man, is considered one of the busiest of the busy in the State. . . . Irv Morris, of George Panser Company, Newark, pulled a good stunt. He cut out pocket knives to the firm's out-of-town customers with the request that a penny be sent in return so that friendship would not be cut. Result was that the office was flooded with coppers and orders for Chicago Coin, Gettlich, and other products handled by the firm. . . . Lester Carroll, originator of the Panser Carolization rebuilding process, is resting on his well-earned laurels. . . . Al Hafkin, of Siegel Sales, Northey, continues to talk about his six-month-old son, David. . . . Jack Keonberg, of Crown, reports that some surprises will soon be let out of the bag. . . . Bill Ehrenberg, Elizabeth, is kept busy by his fine locations. . . . H. Beitz and Ed Marks are vice-president and treasurer, respectively of the New Jersey music operators' organization. . . . Leo Waldor is interested in telephone music. . . . Irv Ornstein got so many Christmas gifts, he's seriously thinking of opening a gift shop. . . . Al Cohen, of Ace, has gone in for David's Club and Ace in a big way. He says the new collections were so good he visited the location to check for himself. . . . Jack Kay, of Ace, Newark, had a Christmas party that went over big, running far into the night.

FROM HERE AND THERE . . .

Abe Plish, of General Amusement, Hartford, claims his firm is busier than ever and that all he needs is more great games and music to make 1941 top all. . . . Hotel Clarie, New Haven, set up a burning fireplace over which an organ speaker had been installed for Christmas music emanating from the manager's office, where a photo had been placed. Idea was Jerry Altma, of Yale Amusement Company. . . . A. Graceland, of Ace Novelty Company, recalls the time when everything about which the boys talked was automatic. . . . Max Abelson, of Max's Specialty Company, New

Haven, is one of the busiest men in the State.

Bookton invitations have been received from Ben Palatrank. His son recently had his Bar Mitzvah. This makes Ben a lot older than most of the columnists thought.

I. H. (Tex) Rothstein, of Banner Specialty Company, Philadelphia, got himself proud by mailing friends a swell daily appointment calendar with clock. It bears his slogan, "We Endorse Only the Best."

From Miami Irv Sommer, of Modern's office, vases cordials came up in miniature, golf bags and bars for Christmas. Irv really gets a long ways to find tricky gifts.

MORE FROM NEW YORK . . .

Al Schlessinger is reported taking it easy in his Poughkeepsie home and will soon leave for the South to regain his health. . . . Ernie C. Backe, of National Novelty Company, Merrick, L. I., who has become known as one of the leading distributors, says he's expecting big things in 1941 and will soon have some big news for the trade. . . . Irving Mitchell celebrated the Christmas holidays by passing out bonuses to his employees. . . . Chippy Matix claims he has a surprise for the trade. . . . Dave Firestone, of the Cent-A-Mint Sales Corporation, returned from a long sales trip to enjoy the holidays in town. He reports that the firm has just completed some big deals and that it will have a ho-ho-ho in the show. . . . Benny Leonard's restaurant on Seventh Avenue opened last week and clicked immediately. Many columns dropped in to eat and wish Benny luck. . . . Dave Margolin, of Manhattan Distributing, spent a few days in New York and then hurried back to Philadelphia for the holidays.

Maurice Barnhard Heads Royal Sales

NEWARK, N. J., Dec. 28.—Maurice Barnhard, well known in Jersey coin circles, has been appointed sales manager for Royal Sales Company here. Firm is exclusive distributor for the Buckley Music System in this State.

Barnhard (Snuggly) Sugenman, of the firm, said: "Maurice understands the music operators' problems. He is well known as a conscientious worker in behalf of the music operators, and will direct all sales for Buckley Music System from now on."

Speaking of his appointment, Barnhard said: "One of the first things I plan to do as sales manager for Royal is to take so the speed and personally meet with the music operators to explain the Buckley Music System. There is no doubt in my mind that our 30-day, free-trial installation, guaranteeing double the present profits on any location, will more than convince operators of the value of the Buckley Music System. Our low down payment and liberal time payment allows the music operator to actually pay out of earnings."



BUCKLEY MUSIC SYSTEM'S Jean Martin displays the firm's Music Box and reports the firm is going strong in all sections of the country with the product.

Exclusive
NEW ENGLAND
DISTRIBUTORS
OF
JENNINGS TELEPHONE
WIRED MUSIC
Automatic Coin
Machine Corporation
140 Chestnut St., SPRINGFIELD, MASS.

RECONDITIONED
REFURNISHED
PHONOGRAPHS AT LOWEST PRICES

Wurlitzer 530	\$148.50	Wurlitzer 716	\$39.50
Wurlitzer 630 Kopyists	129.50	Wurlitzer 412	32.50
Wurlitzer 630	129.50	Wurlitzer 412	32.50
Rock-Ola 1023 Diamond	135.00	Wurlitzer 24	79.50
Rock-Ola 1023 Diamond	125.00	Wurlitzer 24A	79.50
Rock-Ola 1023 Diamond	142.50	Wurlitzer 24A	79.50
Wurlitzer 818	39.50	Wurlitzer 24A	79.50
Wurlitzer 818	44.50	Wurlitzer 24A	79.50

Terms: 1/3 With Order, Balance C. O. D. Outside U. S. A.—Cash in Full.

DAVIS SALES CO., 105 Lexington Ave., SYRACUSE, N. Y.

DECCA

Hot Tips for Operators

HAD THE NICKELS WITH THESE NEW DECCA NUMBERS

- 3477 WHEN I LOST YOU
WHEN YOU'RE A LONG, LONG WAY
FROM HOME
Big Crosby with Paradise Island Trio
- 3477 FRENCH
A SONG OF OLD HAWAII
Woody Herman and His Orch.
- 3546 IT'S A GREAT DAY FOR THE IRISH
WHO THREW THE OVERALLS IN
MRS. MURPHY'S CROWDER
The Jesters
- 3550 YES, MY DARLING DAUGHTER
JOHNNY PEDDLER
Johnny Long and His Orch.
- 3558 OK, NOW I HATE TO GET UP IN
THE MORNING
OH! THEY'RE MAKIN' ME ALL OVER
IN THE ARMY
Dick Robertson and His Orch.
- 3552 SCRUB ME, MAMA, WITH A BOOGIE
BEAT
JOHNNY PEDDLER
Andrew Sisters
- 3468 PUTTIN' AND TAKIN'
I'M ONLY HUMAN
Ink Spots
- 3464 ALONG THE SANTA FE TRAIL
DOWN IN TOYLAND VILLAGE
Guy Lombardo and His Orch.
- 3464 TWO BREKES HEY
DOWN ARGENTINA WAY
Bob Crosby and His Orch.
- 3478 LET'S BE BUDDIES
REMEMBER ME
Connie Boswell
- 3482 DO YOU KNOW WHY?
ISN'T THAT JUST LIKE LOVE?
The Merry Maes
- 3453 A NIGHTINGALE SANG IN BERKE-
LEY BOULEVARD
DID ANYONE CALL?
Guy Lombardo and His Orch.

Decca Records Inc.

Canadian Distributors:
THE COMPO CO. LTD.
LACHINE, MONTREAL
QUEBEC

Detroit

DETROIT, Dec. 28.—Helen Hill, Evans Coin Machine Company, has taken over the business with the withdrawal of Irving Potberg from partnership.

One of Detroit's first operators to be called up in the draft was Lawrence P. Eder, who has operated in a small way for several years. Larry has a handicap which will make it impossible for him to serve in the army—he is blind, but despite that handicap he has operated machines and his downtown cigar store daily. He operates peanut and candy vendors.

V. Christopher, partner in the Alza Novelty Company, Detroit jobbers, is leaving on a two weeks' vacation in Florida. His partner, M. Y. Blum, is expected to make a Florida journey shortly after his return.

Lincoln Amusement Company has made a move to tie in with its own name by moving from Woodrow Wilson Avenue to a new store on South Furs Street in Lincoln Park. The company, which was considering going into the jobbing field, is concentrating exclusively on operating in the music machine field, according to Russell Trilck, partner. Other partners in the company are Frank Staffs and Louis Epton.

Jack Fladigan, amusement machine operator, is back from an extended hunting trip with his nephew in Southern Pennsylvania—and he returned with his deer. He was planning a trip to Indianapolis this week to survey the coin machine territory in that section.

Eddie Olson, who operates in the gun machine field, is adding a steeling—opening a restaurant to run along with his machine route.

Jack Moore, brother of the veteran operator Max Moore and himself an operator of amusement machines, is being called Yonker Moore now along machine row.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

TRADE SERVICE FEATURE

Billboard

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

A Nightingale Sang in Berkeley Square. From the pace this exotically lovely ballad set from the outset it's no surprise to see it land up here among the top phonograph tunes of the moment. It's arrived in a solid, substantial way, and it looks good to hang around for a few weeks. **OUT LOMBARDO** has overtaken the lead established last week by **GLENN MILLER***, but the latter is close on Lombardo's heels, with **HAY NOBLE*** bringing up the rear.

Ferryboat Serenade. (10th week) **ANDREWS SISTERS, KAY KYSER***, **GRAY GORDON***.

We Three. (9th week) **INK SPOTS, TOMMY DORSEY***.

Beat Me Daddy, Eight to a Bar. (7th week) **ANDREWS SISTERS, GLENN MILLER***, **WILL BRADLEY***.

One in a Million. (6th week) **VAUGHN MONROE, WILL BRADLEY***, **TOMMY TUCKER***.

The Five o'Clock Whistle. (4th week) **GLENN MILLER***, **ELLA FITZGERALD***, **BESKINE HAWKINS***.

Down Argentine Way. (3d week) **HOB CROSBY***, **SHEP FIELDS***, **LEO HEHRMAN***, **GENE KRUPA***.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Dream Valley. Getting hotter with each succeeding day, this seems almost certain to jump into the "going strong" classification in another week. The simple melody is being carried into the coin phones by **SAMMY KAYE***, **FRANKIE MASTERS***, and **WOODY HERMAN***, with little choice among the three disks in the matter of popularity.

Along the Santa Fe Trail. Another ballad that gives every indication of stepping out among the real blue ribbon winners in another week or two is this Western-type song. It has one of those appealing melodies that catches the ear, and its titular tie-up with the Warner film, *Santa Fe Trail*, isn't hurting it any. **SAMMY KAYE***, **DICK JURGENS***, and **KATE SMITH*** are doing the honors here.

French. Climbing remarkably fast in this beautiful Mexican number, which has been a pretty big retail record seller for some time, but which has only just started to click in the music machines. **ANTIE SHAW*** and **WOODY HERMAN*** have sharply contrasting versions, and both are doing about equally well in the phones.

A Handful of Stars. A movie tune from *MGM's Nellievaloo*, that is showing progress in its march toward the top. There isn't too much about the song that's different enough or unusual to predict success; bottom for it, but at the moment it's moving ahead nicely, and a good many operators are doing well with it. In the **GLENN MILLER*** arrangement.

Two Dreams Met. Showing down again in its drive for the top, this picture song will probably never hit the front lines at this late date. It's been trying to do it too long now without succeeding, and altho it's still being played in a number of machines, and profitably, it's not likely that its career will go much further. Still **MITCHELL AYRES*** and **TOMMY DORSEY***.

Stardust. With the success of his recording of *I'll Never Smile Again* music machine history, **TOMMY DORSEY*** duplicates the performance with this Hoagy Carmichael classic—complete to slow tempo, Frank Sinatra-Trip Piper vocal, and similar scoring, taking in Tommy's trombone and the celeste that did so much for *Swing Along*. And the hit promotion of that disk are beginning to be duplicated, if present indications are correct. It started off well this week, and ops had better watch this one closely. Some of their colleagues are already doing very nicely with it.

Ho's My Uncle. Weakening a bit is this patriotic jingle with the different touch of **ABE LYMAN*** and **KAY KYSER*** have had the only two versions to mean anything under the needle, and they're still the only ones in the picture, but each is losing his hold a little bit.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

Rhumboogie. (8th week) Pretty nearly thru. **ANDREWS SISTERS***.

Falling Leaves. (8th week) Still hanging on. **GLENN MILLER, JIMMY DORSEY***.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon sales performance, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

Java Java. A new **INK SPOTS** recording that is being mentioned by some operators as a worthy follow-up to the various disk disks that the Spots have had of late. Better keep an eye on this one for the opera fourtime's popularity, plus an attractive title, is apt to push it far.

Mean to Me. Another record that is beginning to attract attention in those machines already playing it is this ballad from the **ANDREWS SISTERS***. The song will be remembered as a well-known hit of yesterday, and the disk is further unusual in that the Andrews girls sing a ballad for the first time in their recording career. It looks good.

Yes, My Darling Daughter. Mentioned in this space several weeks ago, it is now imperative to list it again as a strong possibility, because of reports that, as in the case of the above numbers, indicate a good future for it. It's **DINAH SHORES'** record here, Miss Shores having introduced it on the Eddie Cantor radio show.

Do You Know Why? A picture ballad, from the Jack Benny-Fred Allen Paramount movie, *Lone Thy Neighbor*, that seems to have the stuff to get it places along the phonograph network. As the picture gets around in the neighborhood houses, operators would do well to make this tune available to nickel-droppers.

* Indicates a vocal chorus is featured on this recording.

Double-numbering records are purposely listed from this column.

Pace Setters

of the
*Popularity
Parade*



on **VICTOR**
and
BLUEBIRD
RECORDS

VICTOR "POPULAR" RELEASE NO. 404
LIST PRICE 50c

27254 The Last Time I Saw Paris
High on a Windy Hill
Lucy Rose

27255 All Comes Back to Me Now
Talkin' in My Heart
Nat King

27256 You Forgot About Me
Whisper in the Night
Artie Shaw

27257 I Getta See a Dream About a
Girl
A Cathedral in Rio
Bing and Sany with Sammy Kaye

27258 Peg o' My Heart
Night Song
Bunny Berigan

27259 Agua Agua—Rumba
Viel Panama—Rumba
Xavier Cugat

BLUEBIRD "POPULAR" RELEASE NO. 310
LIST PRICE 35c

B-10982 Anvil Chorus—Part 1
Anvil Chorus—Part 2
Glenn Miller

B-10983 Come Down to Earth, My
Angel
Mexic Mountain
Freddie Martin

B-10984 You Forget About Me
Moonlight and Tans
Lorry Clinton & His Bluebird Orch.

B-10985 Waltz Till It Happens to You
Easy Rhythm
Earl Hines

B-10986 How Did He Look?
Miss Johnson Phoned Again
Today
Joan Merrill

B-10987 I'm Always Chasing Rainbows
Somebody Stole My Cat
Bob Chester

B-10988 Keep an Eye on Your Heart
552 Antonio Rose
Gray Gordon & His Trio Rhythm

B-10989 Everybody Loves My Baby
Scram
"Pats" Waller and His Rhythm

For five star performance—RCA Victor Presents—Troy Tatum, in Canada, RCA Victor Co. Ltd., Montreal, Order RCA Victor Home Point Record from your RCA Victor Distributor today.

*Vocal Refrain.

Order today
from your
DISTRIBUTOR





HOME RUN NOW
ONLY \$15.00

Each in Lots of 5 or More. Sample Home Run \$16.50

Each 1/3 cent with coin, balance C. O. D.

VICTOR VENDING CORP.
3711 W. GRAND AVENUE, CHICAGO

MERCHANDISE MACHINES

New Bottle Vender At Industry Show

CHICAGO, Dec. 28.—A newly developed, manually operated coin vending cooler for carbonated beverages in bottles will be exhibited for the first time at the forthcoming coin machine show at Hotel Sherman, Chicago, by the Ideal Dispenser Company, Bloomington, Ill. This is to be a companion product to the milk dispenser the firm has marketed successfully the past two years or more.

The aim in developing the new cooler and vender is to provide a device so simple in operation and sturdy in construction that it can be serviced by regular bottled beverage deliveries, with a minimum of repairs and expensive adjustments. It is claimed that this has been fully achieved.

Made in two sizes, both are 27 inches wide and 36 inches high, but the smaller is 31 inches long, while the larger is 43 inches long. The smaller model holds 55 to 59 bottles and the larger 95 to 100, and these may be small or large bottles. It is possible to dispense from one to seven flavors with this device. To secure the beverage the customer lifts the lid, makes his selection, and slides the bottle to the bottle release, deposits nickel, and lifts bottle out, the whole operation accomplished in an instant. Retaining simplicity itself and requiring only that a catch bar at end of cooler be released, after which bottles can be placed quickly in position.

Newspaper Hits Cigarette Taxes

READING, Pa., Dec. 28.—The Reading Times in an editorial December 17, titled "100,000,000 Up in Smoke," rallied to the defense of cigarettes which seem to be the goat, every time lawmakers look for something to tax.

"Lean back, drag deep on that cigarette, and enjoy it," said the editorial. "You and other tobacco users are paying nearly \$100,000,000 in taxes this fiscal year for the privilege.

"That's the estimate of the National Tobacco Tax Conference. Federal tobacco tax yields increased 5 per cent in fiscal 1940, and State tax yields from the same source, 13 per cent.

Ordinarily increasing and likely to increase still further, the tobacco tax has now reached 5 cents in Louisiana and Arkansas, 4 cents in Mississippi, 3 cents in eight other States, and 2 cents in 13 others.

"With defense and other expenses mounting, My Lady Nicotine may be carrying a heavier burden during the next few years—and that's no pipe dream."

National Peanut Week, Jan. 23-31

CHICAGO, Dec. 28.—January 23 to 31 has been set aside as National Peanut Week, a promotional gesture to further the sale of the peanut and its by-products. A window decorating contest is one feature of this campaign, with large prize money being offered for the best display.

A peanut festival will be held in Suffolk, Va., during National Peanut Week, featuring a coronation ceremony at which the Peanut Queen will be crowned. Radio broadcasts will be sponsored from Washington, Chicago, and the Pacific Coast.

The campaign will have a definite value to the operator of bulk vending machines and should receive the whole-hearted backing of the coin machine operators, officials of firms manufacturing peanut vending machines below.

Operators desiring to help promote the operation of peanuts should write W. B. Jester, National Peanut Council, Suffolk, Va. He will send a quantity of peanut stickers that can be placed on globes of peanut vending machines.

Slow Locations—Operator's Nemesis

By W. R. GREINER

The Northwestern Corporation

Slow locations are the dread of every operator. Each machine that is serviced requires a certain expenditure of time, effort, and money—which remains constant whether the take from the machine is 25 cents or \$3.

Did you ever stop to seriously consider this fact, or do you spend hours each week servicing locations that don't begin to pay their own way? You can't build up the route and income you want with such locations and it is foolish to put up with them.

If a machine does not produce as it should, there is some definite reason for it. It may be a case of wrong merchandise; the machine may be placed in the wrong spot in the location; portions may not be regulated properly.

Move Slow Producers

It is up to you to get to the bottom of this situation, determine how these locations could be made to produce as they should. But if all the experimenting fails, you are money ahead to pull the machine and place it in another spot.

Machines that do not produce are a hazard to the profits of your business. Not only do they fail to pay their own way, but they cut down on the percentage of profit which your other locations have built up.

Remember, your income can be only as great as the producing power of your machines. Operators are fortunate, because they themselves can determine what this figure shall be. A careful survey of your route, vending out the slow machines and placing them in better spots can be accomplished during your daily routine of servicing machines—and what a difference you'll see in your route!

Candy Men To Show At NATD Conclave

CHICAGO, Dec. 28.—Many prominent candy manufacturing companies will be among the exhibitors at the ninth annual convention of the National Association of Tobacco Distributors, a number of whose members are jobbers of candy as well as tobacco products. The conclave will be held at the Palmer House here January 15-18.

One of the features of the convention will be an exhibit of a completely equipped and fully stocked model distributing house. The exhibit, which will measure approximately 62 by 34 feet, will include a candy department.

Soft Drink Firm Building New Plant

PHILADELPHIA, Dec. 28.—A new \$1,000,000 plant will soon go up in Philadelphia to house an industry that began in a little drug store here 64 years ago—the Hires root beer enterprise.

The Charles E. Hires Company dedicated this week that a site assessed at \$100,000 and covering more than six city blocks has been bought. Still carried on by the son of the founder, the soft drink company today operates 11 plants in the United States, and Canada and a large sugar plantation in Cuba. It sells 440,000,000 glasses of root beer a year.

Washington Tax \$189,185

OLYMPIA, Wash., Dec. 28.—Cigarette stamp revenues during the month of November amounted to \$189,185, the tax commission reports.

Ohio Cig Men Continue Fight For Fair Prices

CLEVELAND, Dec. 28.—Ohio cigarette vending machine men will continue to fight for a fair cigarette price despite the upturning of an injunction requiring that cigarettes be sold for not less than 10 cents per package or two for 31 cents. The original injunction was obtained by the Ohio Fair Trade Committee.

The Appeals Court dissolved the injunction which had prevented the defendant, Lane Drug Company, from selling more than 20 brands of cigarettes at less than the fair trade price. The court held that contracts might be made covering one product, but not all brands of one commodity within the same contract.

The court also declared present contracts were between groups of jobbers and groups of retailers, thus eliminating free competition required by the Ohio Free Trade Act. An appeal has been filed with the Ohio Supreme Court.

Cig Taxes Net N. Y. \$2,029,307 in November

ALBANY, N. Y., Dec. 28.—New York State collected \$2,029,307 in November thru the 3-cent-a-pack tax on cigarettes, bringing revenue for the first five months of the fiscal year to \$10,820,732. Dealers acting as State agents in affixing stamps to cigarette packages received \$108,383 in commissions last month, Tax Commissioner Mark Gravay said.

IF YOU WANT THE BEST IN BULK VENDING—BUY



Northwestern

More than ever Northwestern leads the bulk vending field. High quality machines for every course and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION
205 E. AMSTERDAM ST., MORRIS, ILLINOIS

THE FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

TORR 2047A-50.68
PHILA., PA.

Close Out—Prices Slashed

Reconditioned Cigarette Machines

- NATIONAL 6-20, complete \$19.95
- with cabinet and 25 machines of ADAMS
- 7 COLUMN STEWART A McGUIRE (Model 51, complete with cabinet stand) 35.00
- 8 COLUMN CHRYSLER #82 (Model M) 9.95

from Stand \$1.50

LOTS OF 5-10% Discount

To receive 15¢ or 20¢ coin slots. All Machines perfectly reconditioned.

1/3 Deposit, Balance C. O. D.

HERALD VENDING CORP.

41-14 24th Street, L. I. CITY, N. Y.

FREE!

Don't miss, during the month of January only, we will send you 25 machines of ADAMS re-vending guns to operators of 50 or more machines in the state of Missouri and Iowa only. We will send you 10 re-vending guns and 10 machines operators with the high quality of ADAMS' trade and to follow them in the reaction of ADAMS' gun vending.

G. V. CORP.

33 W. 46th St., N. Y.

★★★★ HOME RUN ★★★★★

and all Victor Vending Corp. Machines can be bought on time payments from

TORR 2047A-50.68
PHILA., PA.

SILVER KING
\$5.50 Each in lots of 10

ONE OF THE 250 MODELS



5 Lb. "SILVER KING," TIME PAYMENT PLAN ON \$6.50 SILVER 10 at KINGS, NOW, 50c A MONTH

FREE Cat. & Instructions. Write today for terms.

TORR 2047A-50.68
PHILA., PA.

IT'S NEW! IT'S TOPS! IN BEAUTY AND PERFORMANCE

TASTEE MINT
Penny Vender

A new high quality penny vender! Easy to handle—simple to operate! Utilizes new cam principle—nothing to jam, wear out or adjust.

Write Today for details!

ANDREW CORRETTA & CO.
1208 Euclid Ave., CLEVELAND, OHIO

ASCO WEEKLY SPECIALS

- | | |
|-----------------------------------|-----------------------------------|
| 10-20 Street Vender, 5 ea. \$2.38 | 10-20 Street Vender, 5 ea. \$2.38 |
| 10-20 Street Vender, 5 ea. \$2.38 | 10-20 Street Vender, 5 ea. \$2.38 |
| 10-20 Street Vender, 5 ea. \$2.38 | 10-20 Street Vender, 5 ea. \$2.38 |
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| 10-20 Street Vender, 5 ea. \$2.38 | 10-20 Street Vender, 5 ea. \$2.38 |
- ASCO, 140 ASTOR ST., NEWARK, N. J.

Schedule Round- Table Discussion For NATD Show

CHICAGO, Dec. 29.—Twelve round-table conferences have been scheduled for the ninth annual convention of the National Association of Tobacco Distributors (NATD) at the Palmer House, Chicago, in January. The series of informal discussions in which a record number of conferees will participate will cover many vital subjects confronting tobacco men. Discussion No. 10 applies to cigarette vending machines.

Because many coin machine men are interested in the field of tobacco purveying we list the 12 subjects below:

1.—Can legislation restricting unfair competitive practices alone assure the survival of the distributor?

2.—What gross profit is required for the efficient marketing of the fastest selling, nationally advertised brands as compared with the profit on cigars and sundry items?

3.—While retaining the exclusive distribution of certain brands of cigars, pipes, candy, etc., a substantial number of distributors rely on sub-jobbers to obtain and maintain distribution of such brands, especially in thinly populated areas. Is a distributor justified in enjoying the sole distribution of a product when his sales personnel is inadequate to cover all the potential outlets in his territory?

4.—The future of the cigar business greatly concerns every distributor. What can the distributor do in his respective territory to increase cigar consumption?

5.—Owing to lack of aggressive leadership, in many territories, local or State associations have not reached their desired effectiveness. What can be done to build leadership in local associations?

6.—Granted that manufacturers' missionary effort is indispensable to the furtherance of the consumer's acceptance of a product, is it more productive for the missionary man to accompany the distributor's salesman or to work independently?

7.—In some localities, wholesale tobacco distributors are currently operating on a five-day per week basis. Is a general application of the five-day week desirable for tobacco distributors?

8.—Economic conditions have impelled the wholesaler and retailer to diversify their business by adding a substantial number of sundries. Also some distributors are successful sundry merchandisers, by and large, tobacco wholesalers have not acquired the technique to sell sundries in a substantial volume. What can be done to stimulate more interest of sundries by the distributors?

9.—The very existence of the service distributor depends upon the efficient distribution and promotion of the manufacturers' products, and one of the major functions of the NATD is to improve these merchandising standards. From the manufacturers' standpoint, in what specific ways can the distributor improve his methods?

10.—While a considerable number of legitimate wholesale service distributors have branched out into the field of mechanical merchandising, a substantial number of others still regard vending machines as an undesirable and unimportant factor in wholesale distribution. Should the vending machine be an integral part of the operations of the wholesale distributor?

11.—The practice of consigning merchandise and returning goods has developed to such an extent that it has become a pronounced evil in the industry. What can be done to rectify this condition?

12.—Under the present practice, when the manufacturer assigns the exclusive distribution of his products to a distributor, it is generally based on a gentlemen's agreement. Would it not be more equitable and fair to both parties to render such agreements in the form of legal contracts?

Glassgold New Du Grenier V. P.

HAVERHILL, Mass., Dec. 29.—Francis C. Du Grenier, president of Arthur H. Du Grenier, Inc., announced the appointment of Burnhart (Bip) Glassgold as vice-president of the Du Grenier firm. Glassgold will be in charge of sales and will work out of both the main office of the firm here and the New York headquarters at 615 10th Avenue.

Glassgold comes to Du Grenier from



BURNHART (BIP) GLASSGOLD,
vice-president of Arthur H. Du
Grenier, Inc.

U-Need-a-Pak Products Corporation. His association with the vending machine industry dates back to 1938. As a member of the U-Need-a-Pak sales organization in St. Louis and Detroit he became well known in Midwestern coin circles. Later, upon being called to the home office in New York to assume an important executive post, he became equally well known among Eastern operators and distributors.

Prior to 1936 Glassgold was secretary and general counsel of the Snider Packing Corporation, Rochester, N. Y., a position he assumed following a successful law practice in New York.

Du Grenier, in making the announcement of Glassgold's appointment, revealed that Glassgold as well as other Du Grenier executives will be at the Du Grenier booth at both the Coin Machine Show and the National Association of Tobacco Distributors' Convention to meet operators of vending machines.

Mandell Wins Sales Contest

CHICAGO, Dec. 25.—Mae Mandell, Northwestern Sales & Service Company, Brooklyn, was the title of No. 1 Northwestern distributor in the sales contest conducted by the Northwestern Corporation, Morris, Ill.

The final tally showed that Mandell, who took an early lead but was often hard-pressed to maintain that lead, had finished ahead of all others. "The fact that Northwestern operators have a bunch of live-wire distributors to serve them was proved beyond question of a doubt," declared W. R. Greiner, official of the company.

Second place winner was Peanut Products Company, Des Moines, Ia. They followed closely on the heels of Mandell. Last year's winner, Wilson & Brown, Dallas, made a flying start and at the end of October were close to the top. However, they lost their second place standing to Peanut Products by a few points. They did manage to beat out the Reliable Vending Machine Exchange for third place.

Others who fought all the way and finished after the four surmised leaders were Acvo Vending Machine Exchange, Newark, N. J.; M. T. Daniels, Wichita, Kan.; Marvin E. Maddox, Washington; American Cigarette Machine Company, Pittsburgh; Eako Coin Machine Exchange, Philadelphia, and E. T. Barron & Company, Minneapolis.

Pan Exhibit Set For Industry Show

CHICAGO, Dec. 29.—"We extend to all colleagues a cordial invitation to stop in at Booth 86 to see our complete line of vending machine merchandise," declared William Seefeldt, sales manager of Pan Confections, Chicago.

"We pride ourselves," he continued, "on having the fullest line of money-makers, and a few minutes spent at our display will return many dollars."

In the December line-up of the most popular vending machine candies, as

reported by Pan, the following are the Big 10: 1. Candy Tenny Beans; 2. Midget Baked Beans, hard shell; 3. Assorted Licorice Pastels, hard shell; 4. Salted Virginia Peanuts, blanched; 5. Panko Ball Gum; 6. Salted Mixed Nuts; 7. Salted Spanish Peanuts; 8. Boston Baked Beans, hard shell; 9. Chocolate-Coated Raisins, coated; 10. Assorted National Stars.

Tobacco Use on Rise in Mexico

WASHINGTON, Dec. 28.—Consumption of leaf tobacco by domestic manufacturers in Mexico during the first nine months of the current fiscal year amounted to 29.7 million pounds, an increase of approximately 4 per cent, as compared with the same period a year ago, according to a report from Agricultural Attache L. D. Mallory at Mexico City. Mexico imports only small quantities of tobacco, and over 95 per cent of the leaf consumption in factories is grown within the country. At present there are indications of general business improvement and as employment increases in 1941 from manufacturing activity, construction, and other developments, the demand for tobacco products is likely to rise further.

The consumption of tobacco in Mexico has been on a general upward trend during the past decade, increasing from 21.3 million pounds in 1935-'36 to 28.3 million in 1938-'39, but the domestic crop has risen in far greater proportion. For the past four years (1937-1940) tobacco production in Mexico has averaged about 44,000,000 pounds annually, or an increase of 65 per cent over the previous four-year average.

No data are available as to leaf stocks in Mexico, but there is evidently some accumulation. Consumption for the past four years has averaged but 47,000,000 pounds, and less than one half of 1 per cent of the Mexican crop is exported.

Kill Pepsi-Cola Loft, Inc., Merger

PHILADELPHIA, Dec. 28.—The long-proposed merger between Loft candies and Pepsi-Cola soft drink concerns is off for the time being, according to local sources, officials in the candy concern. It was learned that the Bureau of Internal Revenue has declined to approve proposals to merge Loft and Pepsi-Cola as a "tax-free" proposition, although company counsel and tax experts maintained that such was the case. Under the circumstances, it is said, Pepsi-Cola stockholders do not feel justified in subjecting themselves to the risk of possible tax claims growing out of such a merger. However, directors will continue to work out a plan of merger or consolidation. Loft, Inc., owns about 80 per cent of the Pepsi-Cola stock.

Ky. Cig Tax Yield Up

FRANKFORT, Ky., Dec. 28.—State cigarette tax collections last month amounted to \$162,534. In November, 1939, they were \$150,623.

Suggestions on Game Manufacture

To the Editor:

On page 74 of the December 21 issue of *The Billboard*, the article by R. C. is very good. I endorse his suggestions heartily, especially the alarm bell, as we just had 20 machines robbed. The doors were pried off and they were able to twist the whole lock around.

It is my understanding that a collar to fit on locks can be bought for 20 cents. It seems to me the manufacturers could put on the ball and collar, as it would save the operators plenty. J. A. P.

N. Y. Incorporations

ALBANY, N. Y., Dec. 28.—Secretary of State Michael P. Walsh has authorized three new vending machine companies to conduct business in New York State. The new enterprises include:

Champion Specialty Manufacturing Company, Inc., Brooklyn. Capital 250 shares of stock. The subscribers to the capital stock are David L. Chasal, Esther Brenner, and Stella Davis, New York.

Lincoln Service, Inc., Brooklyn. Capital 200 shares. Stockholders: Benjamin H. Schor, Isaac Elman, and Sadie Barad, Brooklyn.

American Coin Machines, Inc., Manhattan; 106 shares. Stockholders: Alexander Savanuck, Harmons L. Gordon, and Barry P. Goodstein, New York.

Who Are 4 Men On Show Poster?

CHICAGO, Dec. 28.—The four men on the poster advertising the 1941 Coin Machine Show have created considerable comment, according to Herb Jones, advertising manager of Bally Manufacturing Company and chairman of the show publicity committee.

"Numerous operators and distributors," Jones explained, "have written to ask who the four men are. They even claim to recognize some certain operator or distributor in the group and want to know why so-and-so gets the free publicity. I want to emphasize, therefore, that any resemblance to any person in the industry is purely coincidence."

The four men are, of course, symbols of the industry in several different ways. They can be considered as representing the amusement service, and vending divisions of the industry—thus emphasizing the fact that the entire coin machine industry is represented at the show. Or the four men may be thought of as an operator, a jobber, a distributor, and a manufacturer—meaning that the show is the place where all factors get together in a spirit of harmony and co-operation. Finally, the quartet indicates that coin machine men from the North, South, East, and West will converge at the 1941 Coin Machine Show, Sherman Hotel, Chicago, January 13-16.

Coca-Cola Buys Site for Fourth Chicago Plant

CHICAGO, Dec. 28.—Coca-Cola Bottling Company of Chicago, Inc., has assumed title to the vacant northwest corner of Fullerton and Narragansett avenues, on which it plans to erect its fourth plant in this city at a cost of approximately \$200,000 for land, building and equipment. While the transaction still is in escrow, the deal is expected to be closed shortly. Ground may be broken around the middle of January.

Constantly increasing business is necessitating the construction of this new plant to serve the Northwest Side, officials said. In fact, business is so good that consideration is being given to the erection of a fifth Chicago plant near the Loop next spring, they explained. Negotiations now are being carried on for several places of property between the Loop and Racine Avenue.

It is estimated that the new Northwest Side plant will be able to turn out about 24,000 cases of Coca-Cola a day. The garage will accommodate around 150 trucks. It is probable that around 150 employees will be added to the pay roll, making a total of approximately 600.

Mississippi

NATCHEES, Miss., Dec. 28.—Harry King Barth, musician and former operator, left December 23 for Hollandale, Fla., to join the Original Dixieland Jazz Band, of which he was formerly a member.

Joe Hing, former service man at La-Air-Tex Company, now working for Uncle Sam on a defense program project in Jacksonville, Fla., was home for the holidays with Mrs. Hing and daughter, Rose.

WE ARE NEW JERSEY DISTRIBUTORS FOR "HOLE-IN-ONE"

★ Only \$17.50 ★

ASCO 1400 Ave. H, Newark, N. J.

"BARGAINS" 19-24 Cans. Penny Beans 23.45 Penny Beans 2.30 Best 1-2 Cans 2.30 2-24 Cans 12.75 5-24 Cans 12.75	"WANTED" Ball Gun Machines 12 Counter Games ART—All Types 14 x 8 Pin Ball Bingo—Criss Cross MIDWAY VENDING MACHINE CO. 222 West 42nd St., NEW YORK CITY
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Atlas Officials Radiate Optimism

CHICAGO, Dec. 28.—Some men possess the happy faculty of being able to look ahead, of seeing into the future and forecasting coming events," comments Edith and Morris Ginsburg, heads of the Atlas Novelty Company, Chicago. "As 1940 draws to a close," they continued, "we believe that we can point

with pride to achievements of the past year. The ever-increasing stimulus of new designs and new improvements have helped us to forge ahead of even the fast pace set by the coin machine industry.

"What did man futures has up his sleeve in anybody's guess. But in view of just accomplishments, how can anyone in the coin machine industry be anything but optimistic?

"The new year only serves to bring to us, more fully, the truth of this. Life



J & J NOVELTY COMPANY, Detroit distributor, held its annual Christmas dinner at the Club Royale, Detroit, December 17.

RESOLUTION:

To continue giving the same superior kind of friendly personal service plus real values in coin controlled machines.

Morris and Eddie Ginsburg
ATLAS NOVELTY CO.

Start the New Year RIGHT with . . .

HOLDOVER	\$64.50
DOUGHBOY	39.50
THREE SCORE	49.50
DOUBLE FEATURE	54.50
SPEEDWAY	42.50
SPEED DEMON	44.50

Send for Complete Bargain Guide!

PHONOGRAPHS

RECORDS	
Model C-12 Records	\$2.50
Model D-20 Records	\$3.50
Model E-30 Records	\$4.50
Model F-40 Records	\$5.50
Model G-50 Records	\$6.50
Model H-60 Records	\$7.50
Model I-70 Records	\$8.50

ROCKOLA'S

1048 Counter Model	\$39.50
DeLuxe—20, 20 Records	\$39.50
Standard Labyrinth	\$39.50
RECORDS	
R-10—10 Records	\$24.50
S-1—10 Records	\$24.50
500—24 Records	\$47.50
500A—24 Records	\$47.50
500B—18 Records	\$39.50

1048—100R, 20 Records	\$9.50
TITLE 578 (P.S.—) Per 2,000	LAYAL CLEVER—\$2.00 Gal.
Special Discount on All Parts.	

TERMS: 1/3 Dep. Balance C. O. D.

ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. WESTERN AVE., CHICAGO, ILLINOIS
 Assoc. • ATLAS AUTOMATIC MUSIC CO., 6333 Grand River, Detroit
 Offices • ATLAS NOVELTY COMPANY, 1901 Fifth Ave., Pittsburgh

DOUBLE HONEY FOR YOUR MONEY!

CUB
SAMPLE \$13.95

ACE
SAMPLE \$14.95

2-Red 3-Way Play—
 Chronicle or Pull or Blum-
 bers with Coin Dividers
 and 2 Separate Dash
 Bases. Standard Driver
 75%-25% (also 80%-
 20% model, 1¢ or 5¢
 or 10¢ Play. ORDER A
 CASE TODAY!

3-Red—Strategic Poker or
 Joker Wild Poker Play
 with Coin Dividers and 2
 Bonus Cash (0 or 1)
 Standard Driver 75%-
 25% (also 80%-20%
 model), 1¢ or 5¢ or 10¢
 Play. ORDER A CASE
 TODAY!

B. D. LAZAR COMPANY

1835 Fifth Ave. PITTSBURGH, PA. • 1426 N. Broad St. PHILADELPHIA, PA.

RUSH YOUR ORDERS NOW!

FOR THESE FREE PLAY AND NOVELTY PINGAMES!

FREE PLAY		Gold Star	\$57.90	Youth Club	\$32.50
Big Obble	\$50.00	Glamour	27.80	Triumph	11.50
Big Wheel	27.00	Hold Over	27.00	NOVELTY	
Bankroll	30.00	Home Run	20.00	Fantasy	\$12.50
Quadrangle	27.00	July	18.00	Big Six, P.P.	8.50
Big Leap	\$19.00	Leaves	22.50	Up & Up	6.00
Big Town	27.00	Landscape	27.50	Roll	8.00
Big Show	27.00	Paris	14.00	Roll 'Em	6.00
Crusade	\$35.00	Paris	14.00	Lucky	3.00
Castles	\$22.50	Paris	14.00	Roll	7.00
Crusade	17.50	Paris	14.00	Roll	7.00
Double Feature	24.50	Paris	14.00	Roll	7.00
Draw Hand	27.00	Paris	14.00	Roll	7.00
Circle	40.00	Paris	14.00	Roll	7.00

Roxy Sales Co.,

4 Amsterdam Ave. NEW YORK CITY • CI-6-7313
 NEW YORK CITY • CI-5-9413

Get the CALVERT Price List FIRST!!

• Max every one of the new and used games of all kinds and make you want at the price you want to pay.

WRITE FOR IT NOW!
 (SAVE MONEY)
 THE CALVERT NOVELTY CO., 708 N. HOWARD STREET, BALTIMORE, MD.

can offer no greater happiness and contentment for a man than to be able to work optimistically with optimistic friends.

"And so we pause at this season, to sincerely say thank you for your friendship and good will, and for you and those near and dear to you—a new year of real happiness, and a man-sized share of the better things in life."

Houston Coinmen Win Anti-Trust Suit; Instructed

HOUSTON, Tex., Dec. 28.—Thirty-three Houston music operators and four officials of a Houston electrical workers' union won an anti-trust suit December 12 in an Austin District Court. The suit was decided in favor of the operators and union officers by a special instructed verdict.

The suit was filed last spring by the attorney general's office and an injunction against the defendants secured in the same court that rendered the favorable decision for the defendants December 12.

It had been alleged that a conspiracy existed between the union and phonograph operators to coerce and illegally

dictate locations, restrict sale and fix prices of phonographs, and set scale of commissions for locations.

Gano Senter Sponsors Showing of Panoram

DENVER, Dec. 28.—The official Rocky Mountain showing of the Mills Panoram will take place at the Silver Glade at the Cosmopolitan Hotel January 5 and 7. It was announced by Gano Senter, president of the newly formed Rocky Mountain Soundies Company, franchise holder for Colorado and Wyoming. Showing January 6 will be a restricted invitational showing, the following night it will be open to the general public.

Widespread newspaper and radio coverage for the event has been arranged, and it is expected that James Roosevelt, head of the Soundies Company, producer of the film used in the machines, and prominent officials of the Mills Company, which manufactures the machines, as well as several outstanding Hollywood personalities, will be in attendance.

NOTICE

10 Mills Free Play Fruit Vendors, new ref. styles and features on machines. Better than ever. \$120.00 each. 1/3 deposit, balance C. O. D.
 CENTRAL TEXAS AMUSEMENT CO.,
 TAYLOR, TEXAS

JUST A FEW DAYS LEFT TO REGISTER FOR THE 1941 COIN MACHINE SHOW!!

MAIL TODAY!

THE BILLBOARD
 155 N. Clark Street, Chicago, Ill.

Gentlemen: Please have my admission badge ready for me at the 1941 Coin Machine Show registration desk.

Name _____
 (Please print plainly)

Address _____ City and State _____

I am connected with the industry as I have indicated in checking the following:

- Operator Jobber Distributor

I operate the following types of machines:

- Amusement Music Merchandise Scales

Other types, if so list _____

Signature _____

Please enclose letterhead or business card at identification.

You may register for others by listing here:

MUSIC OPERATORS, ATTENTION!!

and while you're at it, why not mail in the ballot choosing the best orchestra and recording of 1941. You'll find the ballot in the music section of this issue.



LET'S GO—

TO THE COIN MACHINE SHOW

"BIGGER AND BETTER THAN EVER BEFORE!"

**SHERMAN HOTEL
CHICAGO**

JANUARY 13, 14, 15, 16, 1941

DON'T MISS THE '41 SHOW! - MAIL YOUR REGISTRATION TODAY!

COIN MACHINE INDUSTRIES INC., ³²³ SHERMAN HOTEL CHICAGO

SEND REGISTRATION BLANK IN THIS ISSUE TO THE BILLBOARD, 155 N. CLARK ST., CHICAGO

Coast Strong On A-A Guns

SAN FRANCISCO, Dec. 28.—The aptitude of the great interest in the holiday activities, board games, and other sports activities, Pacific Coast patrons of locations found time to give Kenney's Air Raider a terrific play during the past week, says Lou Wolcher, head of Advance Automatic Sales Company.

"The great features of Air Raider prove their appeal with each succeeding day of operation," said Wolcher. "In all my experience I have not seen a game that continues to build up interest as does Air Raider."

Gottlieb Set for Big Business in '41

CHICAGO, Dec. 28.—"With the year 1940 we are closing the biggest year in our history," officials of D. Gottlieb & Company state. "We will welcome 1941 in our model new factory," they continued, "all set for still bigger business ahead. The work of moving is completed. The new systems are being organized, our bright new production machinery is being fitted up, and the new year will find us ready to start ahead on our new goals. The new Gottlieb factory is without a doubt the finest and most modern

coin machine production plant in the world. Equipped with innovations in machinery and methods, it will permit production speeds and standards of quality that have been only dreamed of but never realized before.

"Business indications point to a tremendous volume increase in the coin machine industry for 1941. With its new facilities, D. Gottlieb & Company will continue in the forefront of manufacturing and maintain its enviable position of leadership in the future as in the past."

No Holiday Stop In Baker Production

CHICAGO, Dec. 28.—"Holiday time is usually inventory time and conditions force us," state Baker officials, "to keep going at top speed to supply the demand for Defense. The new five-ball novelty game timed to the topic of preparedness. Reports from operators everywhere say that Defense is getting the top dollar and ranks highest in mechanical perfection."

Harry Hoppe, vice-president of the Baker Novelty Company, stated: "Before we release any new game we put it thru an exhaustive series of tests. Fundamental appeal and mechanical performance plus earning power must prevail in all Baker products. The games must satisfy and our customers are protected with our guarantee."

DEFENSE

From Inferior
Machines

BUY MONARCH

★

Pace Savings Kugroff 1940 Model Combination Payoff, Free Play		\$128.50	
Brookline Columbia Big, Best Gold Award—New Appearance—Perfect		\$84.00	
ONE BALL FREE PLAY SPECIALS!			
Bally Sport Special	\$17.50	Bally Gold Cup Console	\$57.50
Bally Victory	\$9.00	Bally Europa	\$44.00
Bally Arrowhead		\$22.50	
ONE BALL AUTOMATIC PAYOUTS			
Grand National	\$34.50	Thirteen	\$27.50
Gold Medal	\$8.00	Scout Pan	\$2.50
Mills 1-2-3	\$26.00	Mills Flasher	\$2.50
Bumper Upper	\$3.50	Food Bag	\$7.50
Handing	\$57.50	Fangpang	\$8.00
Home Growth	\$9.50	Hot Day	\$7.50
AUTOMATIC PAYOUT CONSOLES			
Kenny Super Trackline	\$142.50	Kenny Parline	\$144.50
Bally Royal Flush Card Console	\$9.50	Kenny Triple Entry	\$17.50
Justina Multiple Race	\$2.50	Kenny 1928 Trackline	\$7.50
Water Race	\$7.50	Mills Square Ball	\$9.50
Water Race	\$7.50	Bally Teary	\$7.50
Embark 1938 Plaza Phonograph—20 Records—Perfect		\$144.50	
Wurlitzer 616 Phonograph—16 Records—Perfect		\$7.50	
Kenny Anti-Aircraft—New Appearance—Perfect		\$9.50	

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.

1545-NORTH FAIRFIELD AVE. CHICAGO, ILLINOIS

Everything Going Well for Conclave, Reports Gilmore

CHICAGO, Dec. 28.—That the 1941 coin machine show will be bigger and better than ever before is shown in the latest comments of Secretary-Manager James A. Gilmore, who is enthusiastic about show prospects and predicts that it will be the greatest show ever held in every respect.

Already received by Coin Machine Industries, Inc. are over 1,000 advance registrations. This is more than have ever been received in a comparative period before previous shows. Exhibit space is also ahead of totals for other years. "The demand continues and the supply, therefore, is constantly diminishing," declared Gilmore. He predicts that many of the regular exhibitor exhibits are likely to be disappointed in getting space, as the show is nearly sold out despite the extra space available.

Hotel officials tell Gilmore that the demand for rooms has already been noticeably heavier than during previous shows. Gilmore advised all who had set failed to reserve rooms to do so immediately. Gilmore offers to take care of reservations forwarded to him. "Should the Hotel Sherman be sold out early," he says, "we will make every attempt to secure rooms for outmen at the nearest hotels.

"Already the spirit of enthusiasm that prevails thruout the industry is so contagious that everyone in the industry is talking about the show and anxiously and enthusiastically awaiting the opening date.

"It is indicated that there'll be hell-poppin' in the hotel all thru the show dates. With more variety and finer exhibits than ever before . . . with more in attendance than ever before . . . with a better program than ever before . . . with better prospects for the coin machine industry than ever before . . . and with more enthusiasm than ever before . . . how could there be any mistake about it?—the 1941 coin machine show is bound to be bigger and better than ever before. Come along, operators, distributors, and jobbers, and help make it so. It's your show, so come and enjoy it; better still—profit by it."



JIMMY CONZELMAN, vice-president and coach of the Chicago Cardinals professional football team, will be a guest speaker at the opening day luncheon of the 1941 Coin Machine Show.

Monarch Preps For Big '41 Biz

CHICAGO, Dec. 28.—Al Stern, official of the Monarch Coin Machine Company, says that the 1941 coin machine show promises the biggest flood of orders for equipment in the history of the industry.

"Every indication points to a big business year in the coin machine field," he said. "Improved economic conditions, together with increased public acceptance of coin machines as amusement and sales promoters, means more orders for the exceptionally fine equipment which manufacturers promise for 1941.

"In the new three-story headquarters of the Monarch Coin Machine Company is the spirit of optimism is evident in keeping with the present tempo of the coin machine world. We expect to see the show start off to the greatest year in our history, and we are making preparations to that end."

Asco N. J. Distrib For Robbins Game

BROOKLYN, Dec. 28.—Dave Robbins, of D. Robbins & Company, revealed this week that Asco Vending Machine Exchange, Newark, N. J., has been appointed distributor for his firm's new Hole-in-One counter skill game. Territory will include all of New Jersey.

"In commenting on the appointment, Robbins stated that Al Cohen, of Asco, is highly enthusiastic about the sales possibilities of Hole-in-One and predicts that it will be an outstanding success.

Coimnen See Panorama

MILWAUKEE, Dec. 28.—Several hundred Wisconsin coin machine operators were given a preview of the Mills Panorama movie machine and soundies at the offices of the Vie Manhardt Company, Inc., December 19 and 20.

Manhardt, who holds the Wisconsin distribution rights, believes he will be able to place 125 of the machines next year in Milwaukee County. Alteman T. B. Welmeyer is preparing an ordinance for the regulation of the soundies, object of which is to prevent racketeering and questionable pictures, it was said.

"BUY 'EM BY THE CASE!"

"CUB"

3-Roll 3-Way Play
With Coin Divider
and 2 Separate Cash Boxes.

Sample \$13.95

Buy 'Em by the Case.
Case of "CUBS" \$75

"ACE"

5-Roll Poker Play
With Coin Divider and
2 Separate Cash Boxes.

Sample \$14.95

Buy 'Em by the Case.
Case of "ACES" \$80

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago, Ill.

ASSOC. ATLAS AUTOMATIC MUSIC CO., 1939 GRAND RIVER AV., DETROIT
OFFICES ATLAS NOVELTY CO., 1501 FIFTH AVE., PITTSBURGH

Sabu, of Movies, Enjoys Pinball

OTTAWA, Dec. 28.—Sabu, Hindu elephant boy, star of the movies, *Drama* and *Thief of Bagdad*, put on a different kind of a show here recently. The dark-skinned youngster, who speaks perfect English, was in the Canadian capital to appear in person at the premiere showing of *Tales of England*.

But apparently that showing was farthest from his mind. For nearly two hours he kept popping dimes into pinball machines in an uptown tobacconist's shop. Sabu proved his ability at flashing the lights on the scoreboard and thereby enjoyed himself.

HOLE-IN-ONE

A NEW COUNTER SKILL GAME WITH EARNING POWER OF \$1.25 PER HOUR



ORIGINAL NOVEL! EXCITING! A ball of wood is struck by a mallet which is controlled by the player. Game is played on a table 4' high in 10 sec. All skillful hits are recorded. Requires only 11¢ in coin a minute. 100 hits in 10 min. 100 hits in 10 min. 100 hits in 10 min. Director's Price ONLY \$17.50

ATTENTION! DISTRIBUTORS! WRITE FOR OUR ATTRACTIVE OFFER!

D. ROBBINS & CO. 1141-B DENAAR AVE. BROOKLYN, N.Y.

Coin Machine Show Creates Favorable Industry Publicity

By A. E. GEBERT
Advance Machine Company, Chicago

FAVORABLE newspaper and radio publicity for the entire coin machine industry will be one of the biggest benefits of the 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13-16. The show serves as a brilliant stage on which coin machine men can effectively dramatize the industry's contributions to the economic welfare of the country.

Prominent Publicity Firm

In order to obtain the maximum benefits of publicity Coin Machine Industries, Inc., the manufacturers' association sponsoring the 1941 show, has retained an outstanding firm of public relations counselors to prepare and direct publicity in connection with the show. This organization, Theodore R. Sills & Company, handles publicity for the banking industry, the independent grocery, the laundry industry, the road-building industry, and many other large industrial groups.

In charge of coin machine publicity at the Sills headquarters is Hugh Burns, formerly associated with leading coin machine manufacturers and known to coin machine men throughout the country. His knowledge of the industry's problems, plus the experience of the Sills organization in the publicity field, insures favorable press recognition for the industry.

The coin machine industry's part in creating jobs and purchasing power provides the theme of a powerful publicity story, which will be published in news-

papers from Coast to Coast and in the trade magazines of dozens of industries supplying material to the coin machine industry. The many new and revolutionary types of amusement, music, and vending machines to be revealed at the January show will also provide interesting newspaper stories which cannot fail to win the good will of the public. And the good will of the public is probably the most essential factor in the continued progress and prosperity of the industry. Thus the 1941 Coin Machine Show—and the resulting publicity—directly contributes to the financial welfare of every man and woman in the industry. For that reason alone, if for no other reason, every operator, jobber, and distributor should be sure to attend the bigger and better 1941 Coin Machine Show, Sherman Hotel, Chicago, January 13-16.

Western Reports Production Rise

CHICAGO, Dec. 28.—Don Anderson, sales manager for Western Products, Inc., reports that production on Tot, token payout counter game, has been increased. "The rise in production follows an increasing demand for Tot," said Anderson. "It is attributable not only to the fact that the game is proving one of the biggest counter game attractions but also to the fact that our new sales plan provides a great savings to operators." "Increased production now places the game at its highest peak since its introduction several months ago when it was so enthusiastically received by the operating world."

Arnold Buys Main Vending Machine Co.

CEDAR RAPIDS, Ia., Dec. 28.—Sale of the W. P. Main machine company, owned since 1918 by W. P. Main, to John H. Arnold, former employee of the firm who has been in Cedar Falls for the last year, was announced here recently. The consideration was approximately \$22,000. Arnold said that he is consolidating all of the company trade names under the one firm name of National Manufacturing Company that will be used hereafter. This consolidation affects the former Appleton Novelty Company, the New Specialty Company, and the Standard Mercantile Company, he said. Arnold's purchase includes the factory and sales organization. E. L. Weidner, of Iowa City, has been appointed sales manager.

Strat-o-Liner at Top of Popularity

CHICAGO, Dec. 28.—Chicago Coin's latest release, Strat-o-Liner is still in the van of the season's crop of money-making games, advises Samuel Gensberg, official of Chicago Coin Machine Manufacturing Company. "All reports point to a run of unusual and highly profitable length in every location where Strat-o-Liner is placed," said Gensberg. "This highly flattering condition bears out our prediction that Strat-o-Liner was slated for a high position on the honor roll of games for this past year. It is not at all improbable that it will rank high when the list of big money-makers for 1941 is selected at this time next year." Samuel Wolberg, co-official, reports that shipments in cartoned lots continue to leave the factory daily, headed for every distributing point in the nation. "Production continues at a full-pace," he stated. "We expect to maintain Strat-o-Liner production lines for quite some time to come since demand has shown no signs of abating."

Manufacturers! Rush List...

Manufacturers are requested to have their advertising or publicity department send in an alphabetical list of all coin machines and accessories now made by them and actively on the market. This list should be sent at the earliest moment possible to Walter W. Hurd, The Billboard, 155 North Clark Street, Chicago. We want to publish a complete alphabetical list of every coin machine and accessory product, together with a brief description, in our 1941 Coin Machine Show Number. An early response to this request will enable us to make the list a worthy feature. With the co-operation of all manufacturers we can make it a complete buying guide for the industry. With the co-operation of all manufacturers we can make it a real boost for every machine on the market, for every manufacturer, and for the industry as a whole. Please make out your list alphabetically, giving the trade name of the machine or product, and after each name give a brief description of the machine or product. Please make descriptions very brief in order to assist our editorial staff in compiling the list. The list will be published under three general classifications: Music Machines, Amusement Games, Vending Machines. Accessories will be listed under the general classification to which they belong or under a miscellaneous heading. The name of the manufacturer will be given in each case.

We want to list every known coin-operated machine or product now actively on the market. The information you send will also be kept in our files for the information of prospective buyers.

We cannot undertake to list any machines or products except those duly reported by manufacturers in response to this request. Remember, an alphabetical list of all coin machines, products, or accessories now actively on the market, with a brief description of each machine.



NEW 1941 DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin rot showing the last 5 coins, the best protection against slugs. Built for 1c-5c-10c-25c Play Made Only By WATLING MFG. CO. 4640-4660 W. Fulton St. CHICAGO, ILL. Est. 1889—Tel. COLumbus 2719 Cable address "WATLINGITE," Chicago

"Be Sure To Look Me Up at the COIN MACHINE SHOW!"
ART NAGEL
AVON Novelty SALES CO.
2323 PROSPECT AVE. CLEVELAND, OHIO.

ORDER THESE STAND-OUT BUYS TODAY!
Evans Payout Phonograph, \$50.00
Automatic GOLF GREEN... 99.50
WRITE! WIRE! PHONE!
Seiden Distributing Co.
7220 Broadway, ALBANY, NEW YORK

UNITED'S BARGAINS
Write a Deposit Now for These Classified Recordings A-1 Buys
PERFECT FREE PLAYS
MILLS 1-2-3 LATE MODELS... \$34.25
BALLY ARROWHEADS... 14.50
PHONOGRAPHS
SERBUK 1935 REGALS... \$14.25
ROCK-OLA 1939 STANDARDS, 124.50
PENNY PHONOS, Like New... 29.50
Wholesale's Best Progressive Distributor
1/3 Deposit, Balance C. O. D. Out on Our Mailing List.
UNITED COIN MACHINE CO.
2911 W. North St., MILWAUKEE, WIS.

HAWTHORNES... \$25.00
GOLD MEDALS... 30.00
1/3 Deposit, Balance C. O. D.
HAL L. MARCH
BRATTLEBORO, VERMONT



COME AND GET 'EM FROM HARRY PAYNE!

CUB
3 Red-Cigarette Fruit or Nougat Play with Cops Drivers and 2 Separate C & S Buses, 1c or 5c or 10c.
Sample \$13.95
Case of 6 \$75.00

ACE
3 Red Poker or Silver Wild Play with Cops Drivers and 2 Separate C & S Buses, 1c or 5c or 10c.
Sample \$14.95
Case of 6 \$80.00

H. G. PAYNE CO.
312-314 Broadway, Nashville, Tenn.

BARGAINS PAYTABLES
25 Grand Nationals... \$89.50
3 Phonographs... 75.50
4 Spinning Reels... \$9.50
FREE PLAY TABLES
Lute Mel. Mille... \$10.00
1-2-3... \$49.50
D. Coniards... 10.00
10 Cuckers... 12.50
F. Flashes... 15.50
D. D. D... 23.50
Shoppers... 15.00
Have large quantity of Free Play Tables which we are clearing out at Rock-Bottom Prices. Write for further information.
SLOTS
60 Mills Blue Frodo, D-J-G-A... \$20.50
PHONOGRAPHS
"412" Whirlers... \$24.50
"818" Whirlers... 23.50
Order direct from this ad, 1/3 Deposit, Balance C. O. D.
Reference: First National Bank, Hickory, N. C.
JONES SALES CO.
1330-32 Trade Ave., HICKORY, N. C.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



COLUMBIA GOLD AWARD CIGARETTE BELL

With Optional Front Drawer or Back Door Payout System Will Open Your Territory.



COLUMBIA JACKPOT BELL

Convertible From Nickels to Dimes, Quarters, Pennies. Best Bell Buy for Your Money.

Also Larger Club Model and Chrome Bell.

GROETCHEN

130 N. UNION CHICAGO

MILLS PHONOGRAPHS
CONSOLES
BELLS
DISTRIBUTOR
TABLES

KEYSTONE NOVELTY & MFG. CO.
2611 & Montross Sts., Philadelphia, Pa.
Baltimore Office
815 Cathedral St., Baltimore, Md.

BIGGER AND BETTER THAN EVER BEFORE!

REGISTER NOW!!!
REGISTRATION BLANK IN THIS ISSUE

IS YOUR LUCKY DAY!

OPENING DAY OF THE
COIN MACHINE
SHOW
SHERMAN HOTEL
CHICAGO
JANUARY 13-15, 1941



GEORGE ROYER, SOUTHERN MINNESOTA OPERATOR, played Santa Claus to his locations by giving them brand-new phonographs for Christmas. Shown above is a load of the machines, at Acme Novelty Company, Minneapolis, being inspected by Ozzie Truppman, Acme sales manager, and Chuck Glezer, driver.

Export Official Sees Big Market In So. America

PHILADELPHIA, Dec. 28.—The outlook for export sales in Central and South America is most optimistic, according to John S. Haber, in charge of foreign sales for the Philco Radio & Television Corporation here. Haber, who has just returned to the United States, visited Cuba, Chile, Peru, Colombia, and all of the Central American countries on an extended market survey.

The last country visited was Mexico, where he spent more than two months. It is here, Haber predicts, that the greatest strides will be made. "Only several weeks prior to the recent inauguration of Mexico's President Camacho, many people predicted revolution," said Haber.

"Now that the inauguration is over a new note of optimism has been struck. Banks have lowered their interest rates and general business has picked up amazingly.

"Definite signs of prosperity in Mexico are indicated by the increase in new buildings, renovation of old buildings, lack of available office and store space, and the reception given 1941 model automobiles," concluded Haber.

Massillon, O., Moves To Legalize Trade Stimulators

MASSILLON, O., Dec. 28.—Moving to legalize gambling, city council has adopted an ordinance which would permit and license the use of salesboards, trade cards, and other similar trade stimulants. The measure goes to Mayor W. Leah for his approval.

The measure was adopted under suspension of rules at a recent meeting by a vote of 7 to 2. The mayor will decide who will get licenses, which would cost \$50 a year, if the ordinance is adopted.

Police Chief Stanley Switzer would serve as temporary inspector to see if that salesboards are first stamped as having passed thru city hall and to make sure that none makes more than 30 per cent profit.

"Due to the fact that I am not thoroughly familiar with the set-up as embodied in the ordinance, I am going to give this every consideration," said Mayor Leah. However, a second 7 to 2 vote by council could carry the ordinance over his veto, should he refuse to sign it.

Coin Machines Force Enlargement of Mints

PHILADELPHIA, Dec. 28.—The Philadelphia Mint, unable to keep up with an unprecedented demand for coins as a result of the national defense program and the increasing popularity of automatic vending machines, soon will launch a \$35,000 improvement program to make it the most modern in the country, if not in the world. Now rolling mills will be installed, electric melting furnaces will replace the present gas

burners, and mechanical devices will be introduced to eliminate the hand-pouring methods now used.

When the program is completed a year hence, mint officials said, production capacity will have been nearly doubled.

Minneapolis-St. Paul

MINNEAPOLIS, Dec. 28.—With the Twin Cities immersed in Christmas shopping and celebration coin machine business naturally fell off a bit, coinmen report.

Optimism over the coming year runs high here and prospects for one of the finest coin machine years are sighted by many.

The talk these days among coinmen almost always turns to the 1941 Coin Machine Show and what a grand time is being expected in the Windy City. Distributors report that while reservations are coming in for the official Twin City train to Chicago, many of the operators are planning to drive.

Lois Welcher, of Advance Automatic Sales Company, San Francisco, stopped in the other day to chat with his old pal, William (Bipino) Cohen of Silent Sales Company. Lois was flying to New York, where he will be met by Mrs. Welcher in time for New Year's Eve. From Manhattan the Welchers will head for Florida, returning to Chicago in time for the 1941 Coin Machine Show.

Bill Cohen, filled with the Christmas spirit, is wondering what to expect next. At a Hanukkah play at Temple Israel Sunday Bill's young son enacted the role of Haman, the Hitler of thousands of years ago.

At La Beau Novelty Company business has been going good. Rock-Ola keep getting a good share of business at La Beau.

Sam Taran, of Mayflower Novelty Company, spent several days in Chicago last week visiting with manufacturers.

Chuck Carter, of Star Novelty Company, St. Paul, has been getting great with his pinball and novelty route, opening several new locations.

Frank Subjeck, operator from Winona, Minn., has installed a 15-box remote control Wurlitzer job in Winona. He's walking on air delighted with the way the installation has taken hold.

Vern Foster, in charge of the Acme Novelty Company recent department, reports a sizable increase in disk business despite the holiday slump. All numbers are getting a heavy play, also told Oscar (Ozzie) Truppman, Acme sales manager.

L. N. Jensen of Chippewa Falls, Wis., was another visitor to the local sector.

Sid Levin, of Hy-G, Amusement Company, is back on the job again after a

week's sojourn holding a nurse's hand in St. Mary's Hospital here. An infection laid him low during that period.

Another slice back on his feet and able to get out and around once more is Joe Realy, Hibbing (Minn.) operator, who came to the Twin Cities the other day on business.

Loaded with deer is the best way to describe Bill Hattestad of Cottonwood, Minn., who came up with a sizable chunk of venison for the boys.

Harry Larson, of H & L Novelty Company, is a busy man these days, so much so he is forgetting his route—if that be possible—to sell tickets and advertising. Harry, who is an officer of the Banquet Club Center Men's Club here, is out doing an excellent job in promoting the club's amateur boxing show. All proceeds will go to the Center.

Glen Ratcliffe, Wurlitzer music merchant from Superior, Wis., dropped in at Acme Novelty Company this week to look over the new Colonial model with a view of introducing it into his territory.

Here on a holiday buying tour and coin machine business were Mr. and Mrs. Oscar Sundem of Montevideo, Minn.

Oakley Pearl, of Acme Novelty's auditing department, has returned from a visit to Acme's Milwaukee office.

A sport that's real sport is ice fishing—spearing 'em right thru a fish hole—and Don Leary, of Automobile Sales Company, is an ice fisherman who knows how to spear the finnie. Don has returned from Big White Fish lake north of Brainerd, Minn., where he had excellent luck fishing thru the ice.



An Immediate Hit! ...
AMERICA'S
FINEST ELECTRICAL KIT!

Plenty of everything you need to repair over the latest games . . . contact levers, slide points, buttons, rivets, bushings, etc. . . all standards as used by original manufacturers. Absolutely no obsolete parts! A real time and money saver. Order now!

#RB14, kit complete \$6.50

Sensational Spring Kit!
Every type of spring used on the latest games . . . pins, supports, side springs, flags, ratchet extensions, ratchet pins, plunger, fields, etc. Worth twice the price if prepared. Order now!

#RB16, kit complete \$3.50

New! Bulb & Fuse Kit
Practically every type of bulb and fuse you need for all year general worth twice the price. Perfect for home, office, school. Always carry this kit!

#RB20, kit complete \$7.50

**MIRABEN
COMPANY**
2041 Carroll Ave. Telephone 2683
CHICAGO HAYmarket 2683

CLOSEOUT PRICES
On the Newest and Best Pin Ball and Counter Games. All Makes in Stock. Write for List.

NEW WALLS CROSS LINE, \$72.50
Pop Pop Roundabout and Game Like New
4 Lucky . . . \$12.50 2 Aviline . . . \$47.50
2 Pick Em . . . 12.50 4 Commodore . . 17.50
3 Rotation . . 48.50 3 Trillion . . 15.00
3 Elite Spot . . 25.00 3 Super Six . . 12.50
3 Three Sons . . 25.00 4 Star . . 12.50
3 Thriller . . 10.00 2 Contact . . 10.00
Over 100 Others at \$10.00 to \$12.50 Ea. & Up.
Send for \$4.95, 100 Pearl Machine, \$1.50 Ea.
New Patent & Ball Game River King, \$5.00 Ea.
1/3 M. O. Decker, Baltimore C. O. D.
GENERAL COIN MACHINE CO.
227 N. 10th St. PHILADELPHIA, PA.

WANTED
SHORT RANGE TUBES
EXHIBIT MERCHANTMAN DIGGERS
Mr. Royal Novelty, Inc.
306 E. Baltimore St. Baltimore, Md.



**ALL CIRCULATION, ADVERTISING,
AND EDITORIAL RECORDS WILL BE BROKEN
WITH THE BILLBOARD'S CMI SPECIAL ISSUE**

YOU CAN'T MISS . . . IN JANUARY

No trade paper publisher can claim that an advertisement will do more selling than an actual exhibit in the midst of several thousand of the nation's biggest and most important operators. That is why the manufacturers will be represented at the Convention.

On the other hand, no one can possibly claim that an exhibit at the CMI show will be seen by all of the country's operators. There will be thousands who do attend, that's true, but there will be many more thousands unable to make the trip. These prospects will be at home waiting to read all about the Convention and Trade Show. For more than 10 years they have looked to The Billboard's Convention Special as the only complete "index" of new machine announcements. They know "convention time" is "announcement time" for all the manufacturers. They are anxiously awaiting The Billboard's Convention Special NOW!

**FORMS CLOSE FRIDAY, JANUARY 10
THE BILLBOARD, 25 OPERA PLACE, CINCINNATI, O.**

**ALL ATTENDANCE AND EXHIBIT RECORDS
WILL BE BROKEN AT THE CMI CONVENTION
JANUARY 13, 14, 15 & 16, SHERMAN HOTEL**



CHICAGO

Plans Under Way For Northwest Show in March

MINNEAPOLIS, Dec. 28.—With the appointment of several committee chairmen, plans for the third annual Northwest Coin Machine Show were under way this week in full force. Originally scheduled to take place in February, the show dates have been changed to March 25-26, and the spot the Hudson Hotel here. By that time the hotel will have completed installation of its new ball-room.

The show is being sponsored by the Minnesota Amusement Games Association, of which Tom Crosby, of Faribault, is president. Considerable interest has been aroused among coin machine operators throughout the Northwest toward the forthcoming show. Many of them remember the fine exhibit put on by the association last year and are looking forward to another excellent time in March.

Crosby has appointed Doug Olsson, of Midget Sales Company and president of the Minnesota Amusement Games Association, as chairman of the entertainment committee. Don Leary, of Automatic Sales, has been named publicity chairman.

"The 1941 Northwest Coin Machine Show will be one of the finest in the country," reports Don Leary. "We are planning to introduce a number of new features, and our displays will be among the most elaborate ever exhibited. Al-



"A PAIR OF BEAUTIES," declares officials of the Daval Company, Chicago. "No, not necessarily the girls—no mean Daval's new twin small counter games, Cub and Ace."

ready distributors are inquiring about the show with a view to taking space for exhibiting their products. In March, when the coin machine show of the Northwest is on in full force here, Minneapolis and the Twin Cities will be the mecca of coinmen from all parts of the country. We are certain we're going to stage a show that will not soon be forgotten by the hundreds who will attend."

Coach Conzelman Of Chi Cardinals At Show Luncheon

CHICAGO, Dec. 28.—James Conzelman, coach and vice-president of the Chicago Cardinals professional football team, will be a guest speaker at the opening day luncheon in connection with the Coin Machine Industries, Inc., exposition at the Sherman Hotel January 13, according to an announcement made today by James Gilmore, general manager and secretary of the association.

Conzelman undoubtedly is one of the most entertaining after-dinner speakers in the country. His brilliant wit and professional delivery and poise have made him one of the most sought-after speakers in the Middle West.

Conzelman's outburst calls for a recital of his recollections of the Washington U.-Missouri game of 10 years ago, his first year as coach of the Washington team. The story is one of the funniest football yarns ever spun. If members of the association need be convinced beforehand, Gilmore said, all they have to do is remember that Jimmy has been the top speaker for two seasons at the fall quarterback club meetings sponsored by The Chicago Herald-American, meetings which have been studied with brilliant oratory.

Showing Soon on Night Bomber

CHICAGO, Dec. 28.—Claude R. Kirk, head of C. R. Kirk & Company, reports that a number of prominent distributors in the coin machine field have indicated that they will be present at Kirk headquarters for the formal presentation of Night Bomber.

"The private showing at our offices will be attended by distributors only, at which time plans will be presented regarding the distribution of Night Bomber," said Kirk. "The showing will be held starting January 13."

Cleveland Soundies Showing Attracts Many

CLEVELAND, Dec. 26.—Midwest Specialties, Inc. held a press, radio, and screen preview of the Rosevelt-Mills Panoram movie machine and amities December 18 in the Rainbow Room of Hotel Carter. More than 100 guests attended the showing.

Urban N. Anderson, president of Midwest Specialties, distributor of the machine in Northern Ohio, presented many soundies freely.

After the machines cannot be delivered until after the first of the year, the organization has contracts at the time for more than 30 of the machines, it was said.

Grand National Ready for Show

CHICAGO, Dec. 28.—"Registration by remote control is the Dimecity service we're offering," reports Mac Charvis, of Grand National Sales. "We're sending out thousands of registration blanks to operators who are planning to come into Chicago for the convention. When these blanks are filled, we register our friends automatically, so there's no waste of time—no standing in line."

At the present time Grand National is the scene of double activity because of its annual pre-inventory sale and extensive preparations for the show. "In gratitude for the biggest year in our history we are planning many surprises. We're still holding booth 206, and we invite our friends to come as early as possible to get in on the extra fun. Al Sebring, head of Grand National, and I will be at the Sherman morning, noon, and night."

ALLIED APPROVED

RECONDITIONED COIN MACHINES

FREE PLAY GAMES

Mills 1-2-3	Star Champ \$39.50
F.P.	Short Stop . 39.50
Pool	Big Show . 36.50
Old Feature	Common . 35.50
Three Score	Oh Boy . 34.50
Speed Home	Mr. Chip . 27.50
Speed Way	
Doughnut	

WRITE FOR FREE PLAY LIST

AUTOMATIC PAYTABLES

Grand Stand \$27.50	Roller \$58.50
Face Mixer \$7.50	Old Milled \$4.00
Grand Stand 27.50	Short Pay \$2.50
Headlines \$7.50	Prize \$11.50

WE HAVE 'EM!
ACE AND CUB

Sample \$14.95 Sample \$12.95
Case of 6 \$80.00 Case of 6 \$70.00

SAVE DELAY—ORDER TODAY
FROM "ALLIED"

CONSOLES

Mills Square Ball	\$40.50
Teakette, 1938	\$22.50
Race Tails, 1938, Walnut Cabinet	\$7.50
Saltine, 1938	\$1.50
Daisy Day Flat Top	\$2.50
Tartan	\$9.50

PHONOGRAPHS

Wurlitzer 500, Like New	\$149.50
Wurlitzer 600A, Bug Proof	\$37.50
Wurlitzer 100, 10 Record	\$4.50
Wurlitzer 719, 18 Record	\$4.50
Seeburg Gem	\$17.50
Seeburg Royal	\$2.50
Seeburg Model "C"	\$1.50
Seeburg Grand, 1939	\$10.50
Seeburg Standard, 1938 Model	\$2.50
Rockola Deluxe, 1939	\$39.50
Rockola 1939 Quarter Note	\$7.50
Rockola Windsor, 1938 Model	\$4.50

TEN STRIKES, GUNS, ETC.

Seeburg Street the Chimes	\$107.50
Wagon's Auto-Amerl. Gun	\$9.50
Wagon's Gun	\$7.50
Rockola's Ten Pins	\$9.50
A.M.T. Target, Model P, Blue Gold	\$4.50
Target 1/2 Duplex, Blue C. O. P.	

F. O. S. Chicago.

Allied

NOVELTY COMPANY

Phone: Capital 4747
3520 W. Fullerton, CHICAGO, ILL.

BIGGER AND BETTER THAN EVER BEFORE

REGISTER NOW!!!

REGISTRATION BLANK IN THIS ISSUE

IS YOUR LUCKY DAY!

OPENING DAY OF THE
COIN MACHINE SHOW

SHERMAN HOTEL

CHICAGO

JANUARY 13-16, 1941

YES!

GOLD AWARD

YOU HAVE COMPLETE CONTROL OVER THE GOLD AWARD ON THE AMERICAN EAGLE

MYSTERY PAYOUT GOLD AWARD MODEL

★That's WHY more and more coinmen are now buying MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE. To Play can award as high as \$5.00 on Gold Award Game. To Play can award as high as \$25.00 on Gold Award Game. Cash is NOW by making your order to your nearest Daval distributor TODAY!!

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

HERE'S THE COMBINATION FOR "SAFE" PROFITS!

"CUB"

SAMPLE . . \$13.95
Case of 6, \$75.00

"ACE"

SAMPLE . . \$14.95
Case of 6, \$80.00

ORDER A CASE OF CUB AND ACE FROM "SOUTHERN" TODAY

SOUTHERN AUTOMATIC MUSIC CO.

"THE HOUSE THAT CONFIDENCE BUILT"

542 Second St. 428 Broad St. 313 W. Seventh 531 N. Central Ave.
LOUISVILLE, KY. NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.

SLUG CONVICTION IN OMAHA

Industry Swings Into Action, Stopping Phony Coin Sale

Officials of national coin machine associations aid in prosecution

Jesses, Darling's address is 120 South La Salle Street, Chicago.

Laws Violated

The two sections of the Federal law (Title 18 of the Federal Criminal Code) under which the conviction of Wasser-

man was obtained are as follows: "Section 778, (Criminal Code, Section 164.) Counterfeiting minor coins.—Whoever shall falsely make, forge, or counterfeit, or cause or procure to be falsely made, forged, or counterfeited, or shall willingly aid or assist in falsely making, forging, or counterfeiting any coin in the resemblance or similitude of any of the minor coins which have been or hereafter may be coined at the mints of the United States; or whoever shall pass, utter, publish, or sell, or bring into the United States or any place subject to the jurisdiction thereof, from any foreign place, or have in his possession any such false, forged, or counterfeited coin, with intent to defraud any person whomsoever, shall be fined not more than \$1,000 and imprisoned not more than three years. (R. S. Sec. 5438; Mar. 4, 1909, c. 321, p. 164, 35 Stat. 1119.)"

"The first conviction in Federal Court against a seller of slugs of this type was returned in Omaha December 20, following a jury trial in the United States District Court which had consumed most of the three preceding days.

The defendant in this case was Max A. Wasserman, who operates a novelty store in Omaha. In September an indictment was returned by the federal grand jury charging Wasserman with possession and sale of "falsely made and counterfeited coins" in violation of Section 778 of Title 18 of the Federal Criminal Code, and also charged him with "issuing . . . tokens and devices . . . intended to be used as money for and instead of the 5-cent piece authorized by law" in violation of Section 392 of the Code. The jury returned a verdict of guilty on all three counts.

May Appeal

Sentence will not be passed by the judge for another week. Reports indicate that the defendant will appeal to the United States Circuit Court of Appeals.

John F. Dahl, Omaha, cigarette machine operator, and another Omaha citizen made the original complaints which brought about the conviction, and the case was prosecuted by Bennett L. Murphy, Assistant United States Attorney, under the direction of J. T. Motera, United States Attorney at Omaha.

Darling reports that he and his assistant, F. J. Newman, who attended the Omaha trial, have been co-operating closely with federal authorities for several months on slug matters, and that the situation in other parts of the country may warrant other similar actions.

Many operators of cigarette, candy, and soft drink vending machines, and phonographists have reported to Darling in the past few months the increasing prevalence of slugs, and other operators who are suffering losses from slugs are invited to write him in detail about their

Important Data

TO ALL COIN MACHINE MEN:

In this issue is printed a registration blank for the 1941 Coin Machine Show. The necessary credentials entitling common to admission will be ready for all those who use this blank. Common who fail to make advance registration will be required to register before entering the convention floor. Advance registration will eliminate annoying delay in obtaining these credentials.

TO MUSIC MACHINE OPERATORS:

A ballot appears in the music section which has provision for the nomination of the three top recordings and the three top recording orchestras or artists of 1940. The results of this poll, conducted under the auspices of Coin Machine Industries, Inc., will be announced during the 1941 Coin Machine Show in Chicago.

TO ASSOCIATION SECRETARIES:

Each year we publish a directory of trade associations in the coin machine industry. This directory is used generally by the trade for correspondence with the various associations. We are requesting association officials to give us the necessary data for bringing the directory up to date.

Association officials are requested to answer the following questions and mail to Walter W. Hurd, The Billboard, 155 N. Clark Street, Chicago:

1. Give full name of association.
2. Official headquarters address of the association.
3. Name and address of the secretary and president.
4. Names of other officers and directors.
5. Times of regular meetings of the association.

Many associations send an annual report for publication in the convention issue of The Billboard, telling what the association has done during the present year and what it plans to do next year.

These reports give good publicity to your association and are very helpful as an exchange of ideas with other associations. We would appreciate having a report from your organization.

Address all communications to Walter W. Hurd, The Billboard, 155 N. Clark Street, Chicago. (New Chicago office is in the Ashland Building—just across the street from the Sherman Hotel.)

and imprisoned not more than five years. R. S. 5462; March 4, 1909. See Ch. 321."

Case Sets Precedent

OMAHA, Dec. 20.—A jury here in Federal Court may have ended the use of slugs which is said to have resulted in heavy losses by operators of coin machines.

The jury returned a verdict of guilty in the case of Max Wasserman, wholesale novelty distributor, who was accused in three counts of violating the counterfeiting laws thru sale and possession of the slugs. Two counts covered "de luxe" slugs that Wasserman was accused of owning and vending, the third count covered any slugs intended to be used as money.

Ernest Murphy, assistant United States Attorney, told The Billboard the case is the first in the country to cover sale and possession of slugs. If the verdict is upheld in the higher courts, he said, it will put a stop to the sale, manufacture and possession of slugs.

Highlighting the use of slugs, Federal officials said, has kept pace with the growing popularity of coin machines. Judge Donohue deferred sentence on Wasserman, and the defendant's attorney indicated he would appeal.

BADGER'S BARGAINS

FIVE BALL FREE PLAYS

Gold Cup . . . \$40.00	Playmate . . . \$44.50
Mills 1-2-3 . . . 39.50	Speedway . . . 42.50
Yacht Club . . . 38.50	Wagon . . . 29.50
Super Six . . . 22.50	Bally Beauty . . . 23.50
Troops . . . 18.50	Everest . . . 27.50
Triumph . . . 16.50	Arrow Head . . . 16.50

PHONOGRAPHS

Reich 1939 Victor . . . \$129.00
Rock-Ola 1939 De Luxe, less tax . . . 144.00
Brooklyn Gem . . . 109.00
Rock-Ola Phonograph King 121 . . . 25.00

COIN MACHINES

Five Star 10 Multi-Combination . . . \$129.00
Reich 1939 Free Play, Single-Play . . . 129.00
Mills 1939 . . . 129.00
Parade, Free Play . . . 89.00
Reich 1939 Bestopps, 5, 10 and 25c . . . 79.00

AUTOMATIC PAY TABLES

Grand National . . . \$89.50
Crown Standard . . . 89.50
Thinktopps . . . 89.50

LEGAL MACHINES

Bally Ball . . . \$49.00
Chicken Game with Base . . . 49.50
Rock-Ola Ten Pin . . . 39.50
Bally Silver, Late Model . . . 19.50

Our New 1941 Catalog Just Off the Press; Thirty-Two Pages, Contains Hundreds of Names and Addresses of New Machines, 8000's of Accessories and Parts, Most Complete Coin Machine Catalog Ever Offered. Don't Fail to Send for Your Free Copy. Terms: 10% Cash With Order, Balance C. O. D.

BADGER NOVELTY CO.
2846 N. 20th St., MILWAUKEE, WIS.

568 USED PHONOGRAPHS MUST GO—568

Now Shipping All Makes, All Models Used
Phonographs To All Parts United States

WURLITZER—P412—12 Records	\$ 21.50
“ 616—16 “	\$ 36.50
“ 616A—16 “	\$ 41.50
“ 600—24 “	\$124.50
“ 500—24 “	\$136.50
“ 61—12 “ (Counter)	\$ 68.50
ROCK-OLA—STANDARD—20 Records . . .	\$122.50
“ DE LUXE—20 Records	\$135.00
MILLS—1939 Throne of Music—20 Records.	\$155.00

All Machines Guaranteed Good Condition. Terms—1/3 Deposit With Order, Balance C. O. D.

RUSH YOUR ORDERS NOW

OHIO SPECIALTY COMPANY

29 W. COURT ST. CINCINNATI, OHIO	539 S. 2ND ST. LOUISVILLE, KENTUCKY
-------------------------------------	----------------------------------------

IT'S NEW

\$4.80 EXTRA FOR YOU

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

EACH \$1.00 (without jar)
(Jar 25c Extra)

WISCONSIN DE LUXE CORPORATION



IT'S NEW

96 Tickets Free. You get 1946 Tickets instead of the usual 1850—

96 Extra Tickets, giving you \$4.80 more profit.

Takes in . . . \$97.30
Pays Out . . . \$72.00
Definite profit of \$25.30

EACH (in lots of 12) 90c

1902 N. 3d Street
Milwaukee, Wis.

B O O T H

2
2
5



Phonograph—Pins—Vendor Operators—No Ingot
series with

VIEW-A-SCOPE

350 diff. films, 1000's, (1000 different films)—2000—
Blue—Black—Children. Five year location—4 of
B Play Bill Movies with serials. Write today for
complete details. Films, 75c. Complete, including Battery
and three Films, \$25.00 each.

AUTOMATIC GAMES 3423 Fullerton Ave.
CHICAGO, ILL.

ACME MARCHES FORWARD WITH WURLITZER

ACME extends a cordial invitation to visit either of our two Show Rooms on NATIONAL WURLITZER DAYS, Sunday, January 5, and Monday, January 6. See the complete display of Wurlitzer phonographs and auxiliary equipment for 1941.



An efficient organization of 30 people! 2 completely stocked and equipped sales rooms!

New Milwaukee Branch opened for convenience of operators in Wisconsin and Upper Peninsula of Michigan! Other branches soon! Watch for announcement!

ACME NOVELTY CO.

Exclusive Northwest Distributors
for Wurlitzer Automatic Phonographs

BLANKET THIS TERRITORY WITH
A NEW STREAMLINED SERVICE!

WURLITZER

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

NO. DAKOTA
MINNESOTA
MICH.
WISCONSIN
SO. DAKOTA

ACME NOVELTY CO. 1124 Hennepin Avenue, MINNEAPOLIS
214 West Michigan Avenue, MILWAUKEE

SAVE WITH SAVOY ON FREE PLAY GAMES!

JOLLY	\$27.50
RED HOT	17.00
SHORT STOP	25.00
BOXY	24.90
TRIUMPH	14.50
SCORE CHAMP	22.50
SPEEDWAY	44.50
COMMODORE	17.50
DIXIE	47.50
LINDBLADE	42.50
SKYLINE	44.50
FOLLIE	17.50
CROSS LINE	57.50

SPECIAL!!
DOUBLE FEATURE
AND FOX HUNT
\$27.50 EACH

HAPPY NEW YEAR
TO ALL!!

1/2 Deposit, Balance C. O. D.

SAVOY VENDING CO.

651 ATLANTIC AVE.
BROOKLYN, N. Y.

SEE JACK—SAVE "JACK!"

BIG SHOW	\$18.00
RED TOWN	18.50
SPORTY	25.50
HORSE RUN	23.50
HORDER TOWN	35.50
SCORE-A-LINE	44.50
SCORE CHAMP	14.00

ROXY	\$21.50
SCORE GARD	17.50
SPORTS	13.50
JOLLY	21.50
DRUM MAJOR	30.50
PUNCH	10.50
DOUBLE FEATURE	29.50

SUPERCHARGER	\$12.50
KEEN-A-BALL	11.50
BIG LEAGUE	19.50
BRITE SPOT	22.50
SHORT STOP	20.50
THREE SCORE	29.50
SUCKAROO	12.50

All these games like NEW! Please state second and third choice when ordering.

1/2 Deposit, Balance C. O. D. on all orders!

NEWARK COINO, 107 Murray Street, Newark, N. J.

TWO NEW HITS!

"NEW COMBINATION"
640 HOLES SLOT,
AND DICE TICKETS
Takes in \$42.00
Average
Payout... 19.89
Profit... \$22.11
A THICK BOARD,
SNAPPY LOOKING

"BLACKOUT"
790 HOLES
TIP TICKETS
Takes in \$39.00
Average
Payout... 19.09
Profit... \$19.91
BEAUTIFUL 5-COLOR
PRODUCTION.



GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

Cleveland

CLEVELAND, Dec. 28.—Midwest Specialties, Inc. has been appointed distributor for Panoram Boundies and opened offices at 508 Film Building, Cleveland, Urban Anderson, Samuel Brodria, and George Ulicjan, all Clevelanders, are the principals of the firm. Firm also has operating rights for Northern Ohio. The company held a premiere showing for invited guests in the Rainbow Room of Hotel Carter Thursday evening, which was attended by a large and enthusiastic crowd, including many civic leaders. Urban Anderson demonstrated the machine and explained its operation in detail.

The Cleveland Cigar Dealers' Association has voted to incorporate the association and change the name to the Cleveland Retail Tobacco Dealers' Association. Corporation papers have been filed with the Secretary of State.

The Ohio Cigarette Machine Operators' Association will meet Sunday, January 5, at 2 p.m., in Hotel Hollenden. The next quarterly meeting of the Ohio Cigarette Vendors' Association will be held in Cincinnati in April, the date to be announced later.

Mount Vernon, O., merchants are chaining down their penny cigarette machines, following the theft of four machines in two weeks.

William Schwartz, counsel for the Ohio Cigarette Vendors' Association, has prepared a bill for introduction to the Ohio Legislature at its next session that will put teeth in the present laws pertaining to the manufacture, sale, and possession of slugs.

Markey Company of Cincinnati, Ind., has been incorporated by M. M. Markey, N. Engel, and J. B. Harbours, for 350 shares.



CUB and ACE

3 Real Cigarette - Fruit or
Wardens - Play with Cops
Dividers and 2 Separate
Cops Boxes, 12 or 16 or 100.

Sample... \$13.95
CASE OF 6... \$75.00

3 Real Poker or Joker Wild
Play with Cops Dividers and
2 Separate Cops Boxes,
12 or 16 or 100.

Sample... \$14.95
CASE OF 6... \$80.00



TEMPORARY QUARTERS DUE TO FIRE
THE GENERAL VENDING SERVICE CO., 306 N. GAY ST., BALTIMORE, MD.



NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!
No detail is called unless...
Just Five Dollars among many now included in the latest "National's Illustrated Newsweek"
... Merit for it Now! 5% off for full cash with order, Money Order, Certified or Goldie's Check (only)
Just pay 10c to do it up your way, CREDIT! 5-6c per order and 10% Dep.
... Shows the name of your bank.

NATIONAL NOVELTY CO., Merriek, L. L., N. Y.

Evans' JUNGLE CAMP

You Asked For It—
Here It Is!
4 MODELS
For All Territories!

- ★ FREE PLAY (straight)
- ★ FREE PLAY (metal vander)
- ★ FREE PLAY (convertible)
- ★ FAYOUT MODEL

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
12 15 12 12
SEE OUR DISPLAY

★
FULLY
METERED



Fastest, most appealing console of its size ever. 21 1/2" x 11" Occupies less than 4 sq. ft. floor space! High speed Solman-Dia action. Captivating! Dismantling proven mechanism—no equipment—absolutely free from legal! Mystery selection of 1 or more Symbols. Awards from 2 to 40! Cumulative Free Plays to 99! Slip-proof single slot. NOW IN PRODUCTION

LOW PRICE!

TEN STRIKE
Free Play or
Cash Reserve!
Write for Details!

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

Hi-lite of the Convention

10 ACTS of VAUDEVILLE 10

SPONSORED BY
SUPERIOR PRODUCTS

TUESDAY, JANUARY - 14th
9 - 12 P. M.

LOUIS XVI ROOM SHERMAN HOTEL

BE SURE TO VISIT BOOTH 125



WISHES OF SUCCESS ARE TENDERED to Fred Neuman (left center) by George Murdock, West Coast district manager for Rock-Dia, on the opening of new Rex Vending display rooms in San Francisco. Left to right are shown Thelma Reaton, Charles Moerhand, Vincent McNamara, Neuman, Ben O. Abram, Murdock, Viri Purvine, George Zashall, and the Rock-Dia Leadership Girl.

Celebration of Oregon Supreme Court Victory

PORTLAND, Ore., Dec. 28.—More than 125 Oregon and Washington operators, jobbers, and distributors celebrated the success of their cause in the Oregon Supreme Court with a stag dinner in the Heathman Hotel's Georgian Room December 28.

Highlights was the presenting of tokens of esteem to the honored guests, Walter E. Patten, local cafe owner, and Ace Arnsberg, president of Portland Operators' Association, for the parts they played in getting Supreme Court approval of pinball games for amusement.

It was announced to the more than 50 gentlemen present that their contributions in the inauguration of a charity policy made it possible to present more than 500 new toys to the Toy and Joy-makers', charitable Christmas project sponsored by the fire department. Judge Wright, of Western Distributors, Inc., toastmaster, made the presentation to representatives of Toy and Joy-makers. Harry Neuner, local operator, headed the operators' charity committee.

Good for a big laugh was the unveiling of a mammoth picture of Arnsberg in African hunting costume, taken by J. Frank Meyer, of Exhibit Supply Company, recent host to Arnsberg at Palm Springs, Calif.

Among visitors were Lou Wolcher, of Advanced Automatic Sales, San Francisco, and Sully Solomon, Seattle manager for Western Distributors. Manufacturers and distributors were well represented in the big list of door prizes.

Telegrams read expressed the inability of Beta Crabtree, of Mills; Jack H. Moore, and Ralph Henzog, attorney in the court test, to attend the meeting. An entertainment program followed the banquet and a session to discuss coming legislation and gambling vs. amusement was postponed.

Chicago's 1940 Retail Trade \$1,700,000,000

CHICAGO, Dec. 28.—The value of Chicago's 1940 retail trade fell advance to approximately \$1,700,000,000 this year from \$1,607,000,000 in 1939. Lawrence H. Whiting, chairman of the domestic commerce committee of the Chicago Association of Commerce, estimates. "Continued and substantial advances" were predicted for 1941.

Wholesale and manufacturing improvement should keep pace with retail gains, according to Whiting. "While actual figures have not been released as yet by the census investigators, all signs are upward," Whiting said. "Members of our headquarters staff," he asserted, "who keep close tabs on Chicago business, indicate that the 1940 combined total for wholesale, manufacturing, and retail will approximate \$10,000,000,000. This compares with \$8,900,000,000 in 1935 and \$4,900,000,000 in 1923. What these figures indicate in brief is that Chicago this year, as for some years past, will do approximately one-third of the nation's total wholesale, manufacturing, and retail business."

Robbins Handling New Game Spitfire

BROOKLYN, Dec. 28.—"In a special deal just consummated with the manufacturer, we have taken over the national sales program of Spitfire, a new counter skill game," report Dave Robbins, head of D. Robbins & Company, Brooklyn.

"Spitfire," he continued, "is a clever game following a war theme. The machine has a moving airplane which is controlled by the player. A ball of gum is vended into the plane and represents a bomb. Below the plane is a battleship with two funnels. The object of the game is to move the plane over the battleship and release the bomb so that it falls into one of the funnels. All skillful hits are recorded. Spitfire has a large ball gum capacity, holding over 1,000 balls. The game will be exhibited at the Coin Machine Show in booth L.L.A.



NEW MONEY-MAKING SENSATION!

PICK - A - PACK

COUNTER CIGARETTE GAME
Producing amazing earnings in all types of locations!

PENNY PLAY

NOW! SPECIALLY PRICED
\$14.75

F. O. B. Chicago
GUARANTEE
TY PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded.

BAKER NOVELTY CO., Inc.
2825 Washington Blvd., CHICAGO

PICK-A-PACK

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

TORR 2047A-50.68
PHILA. PA.

"TAKE IT FROM ME—THESE ARE AMERICA'S FINEST BUYS," H. F. Moseley

"CUB"



5-Real 5-Moz Pine (Cigarettes, Fruit or Bubbles), Coin Dividers and 2 Separate Cash Boxes. 12, 15, or 19¢.
Sample Case of 8
\$13.95 **\$75**

"ACE"



5-Real Poker or Joker Wild Play with Automatic Coin Dividers and 2-Separate Cash Boxes. 14, 16, or 18¢.
Sample Case of 8
\$14.95 **\$80**

QUICK! RUSH YOUR ORDER FOR A CASE OF CUB & ACE

MOSELEY VENDING MACHINE EXCHANGE, INC.

OO BROAD STREET

Day Phone: 5-8511

RICHMOND, VA.

Night Phone: 5-0228

Galaxy of Big New Ideas at 1941 Coin Machine Show in Chi

By RICHARD GROETCHEN
Groetchen Tool Company, Chicago

WITHOUT question the 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13-16, will present the greatest galaxy of new ideas ever gathered together under one roof. To operators and distributors who recall the wonders of previous shows it may seem hardly possible that the 1941 show can surpass other years in wealth of startlingly new money-making ideas. But to one who has had a glimpse of what the January show will offer it seems equally impossible that any future show will ever surpass this one.

As chairman of the show committee in charge of display arrangements, it has been my privilege to discuss with many exhibitors the new 1941 products to be revealed at the show. Naturally I cannot disclose the nature of these new products. But I can say that every manufacturer I have contacted to date is coming up with at least one new and different idea.

The very fact that so much display space has already been contracted for is an indication of the magnitude of the '41 show. Not only the main exposition hall, the mezzanine, and the grand ballroom will be packed with displays, but it has been necessary to open a new annex hall directly below the main hall.

From every angle the 1941 show will be bigger and better than ever before. And, most important, the show will raise the curtain on machines which will insure that the operating year of 1941 will also be bigger and better than ever before.

Genco Foresees '41 As "Biggest Year"

CHICAGO, Dec. 28.—Looking back on the greatest year in their history, officials of Genco Manufacturing Company predict that the coin machine industry in general and Genco games in particular will enjoy unprecedented business in 1941.

"Every indication points to 1941 as a big year," stated Dave and Meyer Gensburg, Genco executives. "No proof need be cited of the indisputable fact that the public has taken to pin games as one of its favorite forms of amusement and relaxation. We at Genco are proud that our games in a large measure have contributed to the pleasure of the nation.

"During 1940," they continued, "we have produced one of the most successful strings of hit games in our history. Increased sales and operators' reports of greater profits are but two of the many signs that convince us of the basic soundness of our manufacturing methods. During 1941 we pledge ourselves to continue turning out winners. This isn't a mere optimistic claim, but a pledge based on the knowledge of new and better ideas that we intend incorporating in our new 1941 games.

"As a matter of fact," they concluded, "our first game for 1941, which will be released next week, will incorporate several of these new ideas. We expect it to get all operators off to a flying start in '41, because test location reports already prove this game to be a real winner."

Buckley Distribs On Pacific Coast

CHICAGO, Dec. 28.—The new line-up of distributors for Buckley Music System, Inc., will make their music systems available to every operator in the Pacific Coast States, officials of the firm advise.

Along with the announcement that William Corcoran is the new sales manager for this territory comes the report that the firm has seven distributors on the Pacific Coast. The distributors follow: Los Angeles—William (Bud) Parr, General Music Company, and Charles A. Robinson; Fresno, Calif.—Joe H. Baker; San Francisco—Sam S. Kingston; Metro Music Company; Oak-

NOW READY FOR DELIVERY!

CHAMP

CLASS — APPEAL — EARNINGS!

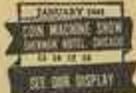
Beats 'Em All

WAY OUT IN FRONT—NO COMPETITION!

New Jackpot Innovation!

\$104.50

IMMEDIATE DELIVERY



Season's Greetings
To All Our Friends and Customers

THANKS A LOT FOR MAKING 1940
OUR GREATEST YEAR!

D. GOTTLIEB & CO.

Our New Factory

1140-1150 N. KOSTNER AVE., CHICAGO

PRE-INVENTORY SPECIAL VALUES!

5-BALL FREE PLAY GAMES

BOTTLES	GEMO
Seven-Line \$50.00	Basegame \$59.50
Three Bars 49.00	Duck Ranch 82.00
Drum Major 45.00	Wanda 49.50
Big Blue 32.50	Callahan 47.00
Baseball 32.50	Big Tower 32.50
Score Card 35.00	Follies de 190 32.50
Lions-Clare 32.50	Punch 27.50
100-Fun 35.50	
BALLY	EXHIBIT
Wanted 850.00	Luchino 445.00
Manit 24.50	Shooting 35.00
Lighting 39.00	Lease 32.50
Yellow 15.00	Caddy 32.50
22.50	Comet 21.00
Triumph 15.00	
Punch 15.00	OHIOGIN
Yocco 17.50	Boy 337.50
Champion 20.00	Fox Hunt 52.50
	Comedian 32.50
KENNY	Nippy 24.50
Non-Champ \$54.50	Lucky 24.50
Smash 32.50	July 35.50
Red Hat 32.50	
Roger Six 24.50	STONER
100-Bit 32.50	Recliner 649.50
Supercharger 22.50	White Spot 42.50

PHOTOGRAPHS

Rock-Ola 750 De Luxe	\$148.00
Rock-Ola 750 Standard	127.50
Rock-Ola 12 Standard	25.00
Wurlitzer 800 Piano Keyboard	135.00
Wurlitzer 800 Piano Keyboard	145.00
Seeburg K-50, Resonance Feature	95.00

PAYOUTS

Mills 1-2-3, Early Payout Units	\$24.50
Scott Paper	\$4.00

CONSOLES

Track Time '28	\$75.00
Track Time, Red Heads	40.00
Kentucky Club	45.00
Extra Points, 1940	25.00
Exhibit Longhorn, F.P.	22.50

MISCELLANEOUS LEGAL GAMES

Baby Raffle Five	\$143.00
Mitt Joseph Parola, F.P.	85.50
Baby Alice	24.50
Rock-Ola Ten Pins	49.50
New Steam Ball Game	75.00
Rock-Ola World Series	39.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago

Season's Greetings
and Best Wishes to
All Our Friends & Customers
NATIONAL COIN MACHINE EXCHANGE
1811-13 Division Blvd., CHICAGO, ILL.

SPECIAL SALE OF
FREE PLAY MACHINES
Duck-Dee \$34.00
Gold Cups, Yale
Mud \$2.50
Metal Types \$4.00
500 Medal \$3.50

G. N. VENDING COMPANY
682 W. Broad St., COLUMBUS, OHIO

OPERATORS, WRITE...
H. G. PAYNE COMPANY
315-316 Broadway, NASHVILLE, TENN.
Payne Vending Company, Inc., 1000 Columbia, St. Louis, Mo.
of new and used Coin Machines in the South



DWIGHT ORSBORN, President Manufacturing Corporation's District manager in Louisiana, Mississippi, Tennessee, and Alabama, is the son of A. D. Orsborn, Los Angeles, one of the oldest music operators in the business. His brother is in the distributing business and handles Packard products. Dwight has been a member of the automatic music industry since the days of automatic pianos.

BETTER BUYS FROM BLATT!

ALL FREE PLAY GAMES

Bally Beauty \$15.50	Yacht Club \$88.00
Great Line 54.50	Triumph 8.50
Dink 52.50	Seven-Line 42.50
Drum Major 34.50	Overton 15.00
Home Run 22.50	Speedway 35.00
Eric Ball 25.50	Dart Swinger 7.00
Rotation 37.00	Supercharger 8.50
Super Six 9.50	White Ball 12.00
Jelly 21.50	1/3 Wish Order
Leontine 35.00	Balance C. O. D.

Supreme Vending Co., Inc.
557 ROGERS AVE. • BROOKLYN, N. Y.
BRANCH: 201 GRAND AVE., BELMONT, L. I.

QUALITY SPEAKS FOR ITSELF

FREE PLAY 1 BALL	FREE PLAY	PAYOUTS
Mills 1-2-3, F.P. \$47.50	Triumph \$14.50	Royal Dress \$107.00
Falcons, F.P. 34.50	Cowboy 16.50	New Homes 37.50
Cong. F.P. 23.50	Big Six 12.00	100 Royal Flush 97.50
Mills 1-2-3, Result F.P. 25.50	Twinkle 12.00	1838 Kentucky Club 37.50
Arrowhead, F.P. 24.50	Avian 12.00	Mills 1-2-3 22.50
Arizona, F.P. 22.50	Books 12.00	Across the Board 17.50
Across the Board, F.P. 15.50	Cherish 10.50	Derby Times 24.50
Ten Bells, F.P. 43.50	Pyramid 10.50	NOVELTIES
Praketic, F.P. 19.00	Comet 10.00	Ten Bells \$88.00
Ex. Beat, Game, F.P. 25.00	Water 10.00	Western Baseball 64.50
Bally Alley 25.00	Stork 10.00	U-Pick-It, Like New 37.50

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2018 CARNEGIE AVENUE, CLEVELAND, OHIO

land, Calif.—Mel Beer, Beer Music Company, Sacramento, Calif.—D. E. Scudder, and Portland, Ore.—Aubrey V. Hentley. "Each of these men has had years of experience in the music field," said factory officials, "and has a thorough knowledge of the problems confronting the operator. They are now ready to show the new Buckley line which will increase revenue for all."

New Director For Pitney-Bowes

NEW YORK, Dec. 28.—Election of L. C. Stowell, executive vice-president of Underwood Elliott Fisher Company, as a director of the Pitney-Bowes Postage Meter Company was announced recently. Pitney-Bowes manufactures the new and much-publicized coin-operated mailing machines which weigh mail, indicate postage needed, accept coins, and stamp the mail correctly. The firm also makes a machine for affixing tax stamps to cigarette packs.

MILLS
Fiesta
JANUARY
13 14 15 16

GENCO HIT PARADE OF 1940



IN 1941... GO GENCO AGAIN!

HOLD EVERYTHING!

NEW GENCO HIT OUT NEXT WEEK!

A HAPPIER NEW YEAR TO ALL!

... with the 1941 GENCO HITS
... greatest ever produced!

OH! BOY! BANNER ENDORSES
Daval's CUB and ACE 100%



QUICK!
ORDER
NOW!

SAMPLE \$14.95
CASE OF 6 \$80.00

SAMPLE \$13.95
CASE OF 6 \$75.00

BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

Pinball Boom Days Back, Says Heiman

CHICAGO, Dec. 28.—"The market on all types of pinball games is expanding at a clip that harks back to the boom days," said Harry Heiman, sales manager of National Coin Machine Exchange, Chicago, on his return from a flying trip thru the Central States.

"There is every indication that 1941 will reach new peaks in the point of sales volume, attributable to the better industrial conditions as well as a marked change in the licensing conditions," continued Heiman.

"Never before in the history of National Coin, of Chicago, have we had so many late reconditioned games on our floors to fit the purse of large and small buyers. To give operators a chance to load up on sound, dependable games at bargain prices, we have slashed all prices and feel sure our values will defy competition. All used games are so thoroughly reconditioned that many look like new!"

Joseph Schwartz, president, added: "We guarantee all equipment so that operators buying from us know they are getting 100 cents on every dollar. Coinmen are invited to visit us and satisfy themselves that we have what they want at prices they can afford to pay."

More Movie Mentions About Coin Machines

WILKES-BARRE, Pa., Dec. 28.—Additional mentions of coin machines in motion pictures were in *The Hit Parade of 1941* and *Go West*. In the former, one of the supporting players comes into a drug store and two of his co-workers give him the check, whereupon he puts a coin in the machine, gives the check to the clerk, and says: "Take it out of my window and keep the change for me." Sure enough, just as he is walking out the door the sound effects give the impression that the jackpot has been hit.

BERT
LANE
Says:

HERE'S TO A
**HAPPIER
NEW YEAR**
FOR EVERYONE
WITH
GENCO GAMES

MUTOSCOPE'S
SKY FIGHTER
DAVAL'S
'CUB' and 'ACE'

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

You can ALWAYS depend on JOE ASH—ALL WAYS

START THE NEW YEAR RIGHT WITH THESE BUYS

Willa Boat ... \$32.50	Wills 1-2-3, F.P. ... \$34.50	Supercharger ... \$12.50
Champion ... 14.50	Masses ... 24.50	Thrush ... 12.50
Comedian ... 11.50	Ocean Park ... 14.50	Trolley ... 12.50
Circe ... 15.00	Red Hot ... 17.50	Triple Threat ... 16.00
Double Feature ... 25.00	Rotation ... 36.50	Tigger ... 12.50
Parade ... 12.50	Roosters ... 14.50	Up & Up ... 10.00
Follies ... 22.50	Scope Champ ... 17.50	Wynona Bambi ... 10.00
Waltz Star ... 22.50	Scope King ... 14.50	1940, F.P. ... 65.00
Jolly ... 27.00	1/3 WITH GROUPS	BALANCE C. O. D.



ACTIVE AMUSEMENT MACHINES CORP.

800 North Franklin Street, Philadelphia, Pa.

Phone, Market 2654

MAKE THIS YOUR FIRST NEW YEAR'S RESOLUTION!!

GET OUR NEW PRICE LIST

Contains all the Latest and Best New and Used Machines at prices that guarantee you Bigger and Better Profits!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Grocho Marx, in the scene on an Indian reservation, is telling the Indian chief what the white man has done for the Indians and says words to the effect that they put the Indian and buffalo on a nickel and then invented ball machines to take away the nickels.

First Again With

"CUB"3 REEL-3 WAY PLAY WITH
AUTOMATIC COIN DIVIDERS★ A DUAL OPERATOR'S MACHINES 2
Separate Coin Boxes and Player's CabinetSAMPLE
\$1395CASE OF 6
\$75.00

Size Just 8 1/2" x 10" x 13 1/2"

"ACE"5 REEL POKER PLAY WITH
AUTOMATIC COIN DIVIDERS★ Eliminate need for meters. Cut down
operating. BIG CASE BOX FOR OPERA-SAMPLE
\$1495CASE OF 6
\$80.00

Size Just 8 1/2" x 10" x 13 1/2"

AMERICAN EAGLEWorld's Smallest
Punch Symbol Ball
With Automatic
Token Award.SAMPLE
\$32.5010 for \$270
Gold Award Model
\$1.00 ExtraBall Gum Model
\$2.00 Extra**BALL GUM**12c Per Box, 100 Boxes. Case of
100 Boxes, \$12.75.

1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.

**Central Distribribs in
Enlarged Quarters**

KANSAS CITY, Mo., Dec. 28.—The new and enlarged quarters of the Central Distributing Company at 23d and Grand streets, Kansas City, will be the scene of the unveiling of Wurlitzer's 1941 Victory model phonographs. This event, an open-house party, is scheduled to take place on National Wurlitzer Days, January 5 and 6.

Central Distributing Company's new facilities are said to be the finest and most complete in this section of the country. The smart display rooms were designed by the Rudolph Wurlitzer Company's stylist, Paul Fuller. All appointments and furnishings are in perfect harmony.

Service facilities have received even more careful attention. According to Central Distributing Owners Tim Crummett and Findley Mason, "Our building consists of three floors," they report, "with convenient shipping and loading platforms to expedite the movement of merchandise."

Showrooms and offices occupy the first floor of the building, with receiving, shipping, parts, and service departments on the second floor. A stock of used phonographs will be maintained on the third floor.

The entire efforts of the Central Distributing Company for 1941 will be devoted to the distribution only of Wurlitzer phonographs and auxiliary and remote control equipment, they report.

**Distribribs To Gather
At Daval Booth**

CHICAGO, Dec. 28.—According to officials of the Daval Company, Chicago, there will be plenty of men at booths 52 and 53 to tell operators all about Daval's new counter games at the 1941 Coin Machine Show. Officials report that most of Daval's distributors have indicated that they will spend time at the booths to meet and greet men from their own territories.

Such distributors as Electro-Ball Company; Sicking, Inc.; Atlas Novelty Company; Banner Specialty Company; R. D. Lazar Company; Seaboard Sales, Inc.; Trumount Coin Machine Company; H. G. Payne Company; Silent Sales Company; Moseley Vending Machine Exchange; Mayflower Novelty Company; the Markkopp Company; Ideal Novelty Company; and the Mac Mohr Company report that they will visit at booths 52 and 53 to meet customers from their own territories.

"We are all proud of the great comeback that Al Douglas and Dave Holtenhein have made this year," said a distributor. "Not only will we make it our business to stop off at the booths 52 and 53 for a few hours each, but we are all going to tell the trade what great games Daval has built."

It is believed by Daval officials that its booths will have the greatest gathering of distributors from all over the country.



GEORGE ROSSERO, Packard Manufacturing Corporation factory manager, was formerly with Nordyke & Marmon Motor Car Company. He also was with Holcomb & Howe, Indianapolis, and Thomas & Shover Steel Products, Indianapolis. Holding key positions, Holcomb & Howe of one time built the Electramuse phonograph.

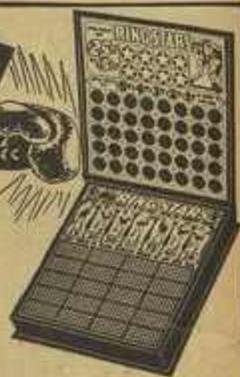
**Bally BROADCASTS
SEASON'S GREETINGS TO THE
COIN MACHINE INDUSTRY****RING STARS**PACKS A
REAL PROFITWALLOP

Large 3-color picture tickets of popular ring stars. 50 SURPRISE FREE PLAYS to players punching "Knockout" tickets. Beautifully embossed book cover.

No. 11358	5c Play	1000 Holes
Takes in \$47.50	Average Payout \$23.05	
Also made for 10c Play		

Get Ring stars in action now! Write for new folder NC-21.

Meet us at Booth 94 at the Coin Machine Show on January 12th to 16th

HARLICH MFG. CO.1413 JACKSON BLVD.
CHICAGO, ILL.**Bally Doubles
Its Show Space**

CHICAGO, Dec. 28.—Bally Manufacturing Company will have the largest display in the history of the company at the 1941 Coin Machine Show, according to statement by George Jenkins, Bally's general sales manager. "In order to present the most complete and varied line in Bally's history," Jenkins explained, "we have doubled the space used last year. The Bally exhibit will occupy the north end of the main exposition hall. In this space we will display the new Bally line which will insure a dominating position in 1941 for Bally distributors and operators. The 1941 Bally line will embrace practically every field of operation.

"Altho the Bally space will be packed with an array of new machines, ample space will be provided to permit operators and distributors to inspect the line in comfort."

MILLS

Fiesta

JANUARY

13, 14, 15, 16

TOTBIGGEST TOKEN PAYOUT
COUNTER GAME MONEY-MAKER!

Now Biggest Value . . .

BUY 2—GET 3!

Western Products, Inc.

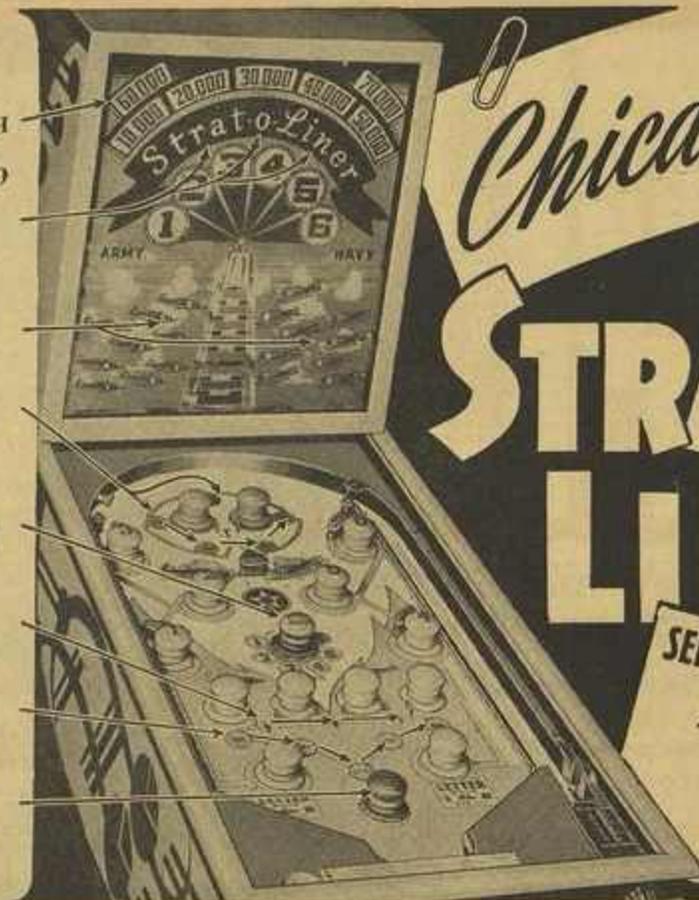
925 W. North Ave.,

CHICAGO

WANTED AT ONCE
VENDING MACHINE SALESMENA real deal and a money maker. Write today
for particulars.**THE VIPEDEX CORP.**

STOCKTON, CALIF.

★
IT IS THE
HEARTFELT WISH
OF THE CHICAGO
COIN MACHINE
COMPANY THAT
1941 WILL BE
A YEAR OF
UNBOUNDED
PROSPERITY,
HAPPINESS AND
HEALTH FOR
EVERYONE IN
THIS GREAT
INDUSTRY.



Chicago Coin's NEW STRAT-O LINER

SEE US IN BOOTHS
25-26-41-42



Air Raider Play At New Heights

CHICAGO, Dec. 28.—Concluding days of 1940 saw play on Air Raider, Keeney machine gun game, reach a new high level, according to J. H. (Jack) Keeney, head of J. H. Keeney & Company.

"The holiday spirit, stronger this year than for several years past, was much evident at locations throughout the country," said Keeney.

"The fact that there has been more money available to the public made it possible for location patrons to spend time and money on personal recreation as well as on gift shopping. Reports from our distributors, who have been watching Air Raider play closely, state that play on the gun was as great and in many cases greater than at any other time since its release.

"Air Raider's powerful attraction was well demonstrated during the holiday

week. A game has to have something on the ball to be able to compete against all the excitement of Christmas and New Year's Day preparation and celebration, and Air Raider conclusively proved its worth as a location money-maker under those conditions."

Keeney advised that production on Air Raider continues at a brisk rate in response to continuing demand.

Reliable Specialty Takes Show Booth

CLEVELAND, Dec. 26.—Reliable Specialty Company, Cleveland, announces it will be represented at the 1941 Coin Machine Show and that representatives will be on hand to display and demonstrate the firm's products.

Reliable will show its full line of wall organs, corner wall organs, auxiliary speakers, and cabinet stands at booth number 247.



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$3.65
1200 hole F-5275-Horses at 3.92
800 hole F-5270-Pocket Dice at 1.89
720 hole F-5255-Pocket Jack at 1.86
600 hole F-5305-Royal at 2.12

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

SPECIAL

HOLD OVER \$25.00 EACH
DOUBLE FEATURE \$25.00 EACH

Get it at the
LEHIGH SPECIALTY CO.

N. W. COR. 2ND & GREEN STS. PHILADELPHIA, PA.

FROM THE HOUSE OF DEPENDABLE SERVICE

10 Free Play Jumbo Parades \$115.00
6 Pace Saratogas, 5c \$75.00
Fruit Reels \$115.00
6 Mills Square Bells, 5c 65.00

Write for our Complete Bargain List on all kinds of coin operated equipment. Half deposit with order.
CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., Cleveland, Ohio

SALESBOARD OPERATORS

FOR
A. B. C.'s DEALS THAT CLICK

With
JERRY GOTTGLIEB

"Originator of Good Deals"

300 4TH AVE., 22ND F., D.

NEW YORK CITY



RENOUD THE PRIDE OF SPOKANE, WASH. An office of beauty shines out into the night. These new display rooms are occupied by the Standard Sales Company, Rock-Ola distributor. H. D. Senerson, owner of the firm, reports that expanding phonograph business forced acquisition of this fine new location.

DUPLEX



Another Exhibit Winner
with SUPER SPECIAL AWARD feature
SCORED by ONE SWITCH—when lit.

Out Earns the Best
and
does not wear out
Your Distributor has it NOW!

Five
Ways
to
Score

Re-Play
104.50
Convertible

EXHIBIT SUPPLY CO. 4222-24-26-28-30 W. LAKE ST. CHICAGO

SPECIAL

FREE PLAY PIN GAMES

MILLS	WESTERN
1-2-3 Free Play	Triple ... \$25.00
Lee Mod. \$45.00	CHICAGO COIN
Schall ... 10.00	Naps ... \$19.50
GOYTLER	BAKER
Keeney-Bell \$15.00	Twinkle ... \$15.00
Lite-a-Card .35.00	4-8-8 ... 15.00
Ball, Champ 15.00	EXHIBIT
GENCO	Comp. ... \$30.00
Bang ... \$15.00	Zip ... 10.50
DAVAL	Rolling Alley 13.00
Gun Club ... \$10.00	Skull Bone ... 45.00
Sam ... 10.00	Bouncer ... 10.00
Liberty ... 10.00	Airline ... 10.00
Follow Up ... 10.00	Gordon Gold 29.50
High Life ... 10.00	BALLY
BYORER	Eureka Single
Baseball ... \$25.00	Coin ... \$24.50
Crubble ... 10.00	Scram ... 10.00
KEENEY	Gold Owl ... 48.50
Red Hot ... \$25.00	Dandy ... 10.00
Super Bit ... 24.50	Crowd ... 68.50
Speedway ... 40.00	Through ... 18.00
	Parade ... 10.00

We Are Distributors for
DAVAL "ACE" and DAVAL "CUB"
172 Dennis, Balcony C, D, D.

Season's Greetings to All
Our Friends and Customers
MILWAUKEE
COIN MACHINE COMPANY
1855 W. Forest St. Milwaukee, Wis.

PRE-INVENTORY SPECIALS

FREE PLAY BARGAINS

Big Sixes ... \$17.50	Fellas ... \$32.50	Roller Derbys ... \$30.50
Big Town ... 34.50	Clamers ... 44.50	Score a Line ... 51.50
Cadillacs ... 44.50	Lenesters ... 44.50	Skylines ... 62.50
Comedones ... 32.50	Mr. Chips ... 24.50	Spartas ... 44.50
Dixies ... 62.50	Polio ... 54.50	Summerlines ... 45.50
Dude Ratches ... 59.50	Powerhouses ... 54.50	Triumphs ... 22.50
Flagships ... 16.50	Pooches ... 27.50	Vazations ... 24.50

PAYTABLE VALUES

Grandstands ... \$72.50	Hawthornes ... \$54.50	One-Two-Threes ... \$12.50
Grand Nationals ... 37.50	Thirladowns ... 54.50	Pocomakers ... 79.50
Sport Pages ... 52.50		Preakers ... 16.50

LEGAL EQUIPMENT

Anti-Aircraft, M. Cab. ... \$59.50	Chicken Sams ... \$54.50	Bull's Eye ... \$47.50
Anti-Aircraft, Br. Cab. ... 79.50	Ten Strikes ... 49.50	Western Baseball ...
Bally Alleys ... 24.50	Shoobollettes ... 49.50	Comb. F.P. & P.O. 64.50

WRITE TODAY FOR OUR COMPLETE LIST OF PRE-INVENTORY BARGAINS

Visit Our Booth—No. 206 at the Coin Machine Show
GRAND NATIONAL SALES COMPANY
2300-08 W. ARMITAGE AVE. CHICAGO, ILLINOIS

FACTORY RECONDITIONED BELLS

LIKE NEW & GUARANTEED

MILLS	
Blue Ferns—Eligant	\$69.50
Brown Front, R-100-254	69.50
Bonus, G2	82.50
Wagon Bell, G4	85.00
Cherry Bell	87.50
Blue Front, G-10-200	92.00
G. T. Bell	92.00
Fortuna	95.00
Vest Pocket Bell	27.00
PAGE	
Eligant Bell	\$68.50
Pink Coin, G2	44.50
All Star Comet	37.50
Pace KIRL	32.50
Pace Bantam	15.00
JENNINGS	
Bitter Chis—Eligant	\$70.00
Triple X	90.50
Disc Bell	59.50
Chief	29.50
Little Disc, W	15.00
BALLY BELL	
WATLING ROTATOR, G-10-254	34.00
DOLLYBAR—LATE	39.00
A. C. BELL	27.50

MAYFLOWER NOVELTY CO.
2218 University Ave., St. Paul, Minnesota

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