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B'WAY STAND-BY FEES DOWN

"Ice-Capades" Takes 50G in 5 Days in Hub

Daly Fair Considering Indy Midway To Bow at '41 Jubilee

Palmer House to Spend $700,000

Stem Clubs Seek Ways and Means To Hold New Year's Eve Patrons

Strand and Para Pay Out 113G; Para Alone Paid 200G in 1935

Cash on Line for Equity Initiation

In This Issue

NEW YORK, Dec. 14.—To keep patrons in long after the stroke of the New Year, the Savoy Plaza will serve the Cafe Louge guests breakfast in the kitchen. At a table, they will be led by the orchestra into the main kitchen, where they will be seated and served. The hotel, like many others, secured an all-night liquor permit in accordance with the law.

Special entertainment is being planned in rooms which customarily limit them to a per-person or per-seating plan. The Ambassador Hotel, which has many such rooms, will give a 50-cent special show. Billy's Gay 90's is lining up extra acts. The Hollywood, which has an all-night dramatic addition to Vincent Lopez's band. And, too, the standard clubs are currently lining up strong holiday shows, with an eye on big New Year's payoffs.

LEWIS MORALES, press agent of Maxine's in the Bronx and the Queen's in Brooklyn, has been a barber stand for the clubs. It is a way to give free shows to anyone who wants a shave. A rubber ice bag will be given patrons of either of the night clubs who have been given a shave. Benny Leonard, who will open a new establishment in Seventh Avenue December 16, will have fight champs doubling as bartenders on New Year's Eve.

Rockefeller Plaza will import a flower business on a barber stand and beauty parlor and will give guided tours to free shows. At midnight six show girls from the showrooms of the plaza will go around the New Year by playing golden horns.

Giant cakes resembling Old Fashioned Tarts. At the first of this month, the Green Bay Tree announces that under the old credit system the lights are being banned from the center, am to be paid. The tree has been made by Elmer G. Lerman, who uses Hawaiian hardwood and nut tree bark. Lerman will revive its 30-year custom of parking and selling soft-drink snacks drawn by an old plug outside its front door. Periwinkle will give a free bottle of milk on leaving.

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NEW YORK, Dec. 14.—Year-end recapitulation of the cost of paying stand-by fees to traveling name bands playing the Paramount and Strand theaters here shows a marked decrease in 1940 as compared with former years, with the Paramount shedding out approximately $56,000 to Local 802, American Federation of Musicians, and the Strand paying about $53,000 in stand-by fees to the same union. The Strand has paid about $200,000, which the Paramount paid to the union five years ago when it started its band policy.

The stand-by fee, which was directly submitted as a payment to the relief fund of the union about two years ago, is paid by the theater to stand by with their bands in hand as to play, on the understanding that the union is the only source of criticism since its inception. But the union holds fast to the idea of having the musk-see experience; that if the theater must have traveling bands because of name appeal, then local music should have considerable input on that count. This is the 802's answer to charges leveled against it year in and year out on the stand-by plan.

The theaters themselves, however, have been unable to attract fans by the pay of $50 a week to the traveling bands who are favorites but have not been able to attract patrons by playing around town for the length of time necessary to get traveling cards. Locally, the theaters are able to retain the local music, which is of necessity the only way to the theater's affections. The three other large houses, including the Century of Progress, Fonda their inception in 1933, have all house bands.

Of these, the Roco and Stage play occasionally name bands, the Roxy rarely and the State frequently, but neither has a union contract. The Strand has a contract with the union, but as the State is a large house, there has been no union contract. The Strand has also recently started its name band policy and the union tried to work it around as a protection in other places and have had a band employed at 6 weeks a week in an effort to make it more effective than the $50-a-week stand-by arrangement when it play traveling bands on the stage.

Union Blames Agencies

Union officials claim that if any thing else had been done in 1941 and for many years ago in order to build certain bands and were willing to pay the heavy cost themselves to have local musicians stand by. At that time the local press on the following morning, they have been received from some of the leading managers, in which they have been in agreement as to the selection of the best talent available. Payroll fees were $8,647.

The plan is said to have been under consideration for several years, especially since John's recent failure in 1938, when the Texas Centennial and Pan-American expositions on the grounds, and also because of the interest in past discussions firmly believe that an exception to the inclusion of independent showing. Plan was first officially announced at the last meeting of the stockholders' meeting on December 9. It received hearty approval, was announced in the local press on the following morning, and has been received from some of the leading managers, in which they have been in agreement as to the selection of the best talent available. Payroll fees were $8,647.

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Commercial Firms Hiring Talent

For Troupes To Tour U.S. Camps

NEW YORK, Dec. 16.—It appears that much live talent will probably be offered to army camps in the near future. The large numbers of army units, both on the home front and abroad, are scheduled to tour up under patriotic motives to supply entertainment to troops already rounded up under camp for camps.

The American Tobacco Company, thru the All-American Bands, has set a unit with a name band to go on the active battle front. The band will be stationed in the West Coast. The talent for this show is being arranged by the Military Music Service. The band is expected to be much in demand.

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Break in Indie-ASCAP Deadlock; Expected; ACO, BMI Negotiating

NEW YORK, Dec. 14—With only a couple of weeks to go before the final showdown between the National Association of Composer, Authors and Publishers and the American Society of Composers, Authors and Publishers, the Society at press time indicated that "some" New York publishers had already signed licenses and that between 200 and 800-thousand the country had either signed or pledged contracts. Deadlock in New York and perhaps other key cities may be broken, made believable, by signatures of independents, which would force others into line owing to competitive advantages.

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WGN's Concert Bureau Contracts - Artists

CHICAGO, Dec. 14—the first 17 contracts to come under the management of the WGN Concert Bureau include pianist Giselle Fairbank, Maria Jerome, Josephine Antoine; conductor Morris Bronski; tenor Frederick Sage, Michael Bartlett, Edward Dudley, Charles Hinrichs, M. G. Brown, Brownie, pianists Sascha Goronowska, Dan Udovitch, Yehudi Menuhin, Cornelia D'Abbattista, Oliver Timoney, Tallin Stultz, Derek T. Doherty, and Vincent Buscicci; conductors; Henry Weber and Jose Yves Garcia.

Six attractions which had been under the management of the WGN Concert Bureau, have been added to the WGN lists with the following: Geraldo, with a new sound system; Tom, Who, with a new sound system; and the Littlefield Ballet, and the Curtis String Quartet.

Bureau reports a profit for both itself and featured artists in its first Carnegie concert ($50).

Long Beach Ice Show

LONG BEACH, N. Y., Dec. 14.—New outdoor ice rink which is being constructed for the coming season, will be opened in an old tennis court area will hold a professional or semi-professional tournament. The Long Beach Ice Show will precede the event.

—Be Safe Than Sorry

In Legal Affairs.

New Chicago Office Address at 135 N. Clark Street

On Saturday, December 21, the Chicago office of The Billboard will move from 54 West Randolph into its new quarters on the 12th floor of the Auditorium Building, between and Dear, Telephone number will remain the same.

To those unfamiliar with Chicago, the Auditorium Building is half of Randolph and Clark streets, directly opposite the Hotel Sherman.

KC Heading for A Record Season

KANSAS CITY, Mo., Dec. 14.—Due to this week's popularity of the local "goer's" Leaguehere, which is supporting the program by Jimmy Johnson, Music Hall in the Muny Auditorium, big attractions so far this season have far exceeded the same period last year, and Manager Johnson is already predicting a greater year than last year's record season, when 16,000 people were crowded into unpremeasured figures.

Johnson said, "There are already 2,000 box-office numbers in the Playgoer's League, which guarantees paying grosses on all attractions. Out-of-town business also has been on the upturn.

A Chicago headliner in The Little Fosses grossed $46,000 in 23, from a matinee and night performance with top of $8.50.

The John Barton company of Pobacco Brownie and other similar groups, in their first City engagement, scored also, with a marked increase in the play was played. November 28-30, 30, with top prices of $8.50.

Next attraction is Katharine Hepburn's Philadelphia Story.

Miami Beach Legit Plans

MIAMI, Dec. 14.—Eight productions to be staged in Miami Beach this winter, has been set up by Hunt Theatre for his Alton Road theater. Among projected are: The), and Bridge Brides, Wind and Water, and Water, which are scheduled for this season.

Theater known last year as the Miami Beach Playhouse, is now being redecorated. First production will open January 13. General Manager Glenn Jordan will supervise promotion campaigns.

Corio for Detroit Legit?

DETROIT, Dec. 14.—The Lafayette, which received a brief run of shows which are expected to have four weeks, is reported to possibly reopen under similar conditions. The Lafayette Sound System, which is a $10,000,000, is being redecorated. First production will open January 13. General Manager Glenn Jordan will supervise promotion campaigns.

A list of army camps is being published in the Wholesale Merchandise Discharge Department. This week's list is for the Second (New York, Delaware, New Jersey) Corps Area. It can be found on page 32.

The Billboard
ASCAP'S SON CHECK UP

Sharpen Machinery To Catch All Infringements; May Use Off-Air Waxes; ET Studios Angle for Biz

NEW YORK, Dec. 14.-Exees of American Society of Composers, Authors and Publishers, indicated this week that they were streamlining their apparatus to detect infringement of its music on stations throughout the country, and that eventually, all stations would be made to do so. The Society said that a new license fee would be made by the ASCAP radio interests.

Report that the series had to be done over. "Words Can't Hurt Us" BMI, meanwhile, jubilantly celebrating reversion, has been stated that the "more ASCAP talks, the more BMI follows. BMI claims about 830 stations all told, of which 470 have already authorized. BMI also claims some 100 stations since the first month.

WHN Graduates Air On Network Shows

NEW YORK, Dec. 14.-Graduates of WHN's old stock company are broadcasting lead parts in network programs currently. Betty Worth plays lead in Heart of Joseph, John, Roger, Rogers, and Married; Ollie Henshaw is Kitty Kane, alias: from Chicago; Don MacLaughlin is on Kate Hopkins, Angel of Mercy, and last year played in leg show, The Fifth Cantal of the NBC network. WHN's other cast: Kenneth Delmar plays lead on Work of the Artiste for the Artists' Representatives; Louis Krugman is in Chicago, and Gilbert Mathy is director of the[P5]

WKN Studio Company began three years ago by the Society was under direction of Maurice Barrett.

KMOX Inks AFRA; Wax Talks After Jan.

JOHNNY LOVETON's young son is married to his step-daughter, WINDY, daughter of the late WINDY McCOY. They are living in New York City.

PRIME radio scoop occurred when Bob RIPLEY got the Duke of Windsor to appear on the recent Beloved It or Not show. But WINDY, who had been an admirer of the Duke's in her youth, was delighted to meet him in person. She had been a big fan of his work and had always admired his sense of humor. She was even more impressed when he agreed to make a special appearance on the show.

CHICAGO, Dec. 14—The first of the new year's series of radio programs for children is to be heard on WLS, the Westinghouse Broadcasting Network. The program will be called "The Adventures of Don Quixote," and will be presented by Don Quixote himself, played bynone other than John Wayne. The program will be broadcast every Thursday night at 7:30 pm.

NEW YORK, Dec. 14—Market for hillbilly records is described as "hot" by industry executives. They believe there is a strong demand for hillbilly music, especially among younger listeners.

Cugat on Red for Camel

CINCINNATI, Dec. 14—The 31st Annual ASACP Radio Convention opens here this week when he was inked to a 10-week deal in November with CBS's "The Shadow." The convention, which is attended by radio station personnel from all over the country, is expected to draw a large number of attendees this year. Cugat's contract will expire in January and he is scheduled to return to work on "The Shadow" before the end of the month.

CUGAT, Dec. 14—Red for Camel is written on the tabacco news. This year's convention, which is being held in Cincinnati, is expected to be the largest ever. It is attended by radio station personnel from all over the country, and features a variety of speakers and panel discussions on topics related to radio broadcasting.
“Campus Capers”  
Reviewed Saturday, 4:41-5:30 p.m. Style — Symphony, Station — WJZ (New York).  
Original music was supplied by the WABC studio orchestra. The orchestra, however, is not the main attraction in this package.  

Syracuse University President Clarence Fuhrman’s house orch, harmonizing Rhythmettes, song writer, and Miss Ruth Christiansen and Arthur Hinen’s organology. Synthetic campus house is created. And successful. The audience can’t get enough of the Rhythmettes 4-part tag to emphasize the collegiate atmosphere. The WABC studio orchestra is present to blend the orchestral and choral sounds.  

“Terry O’Toole”  
Reviewed Wednesday, 5:53-5:45 p.m. Style — Symphony, Station — WQAM (Miami). The program is a one-man show written and produced by Jones, a former student of the University of Miami. Jones is a natural-born comedian, and his quick wit and timing are a delight to watch.  

“Know Wyoming Valley”  
Reviewed Sunday, 6:15-6:25 p.m. Style — Symphony, Station — WBNX (New York).  
In his last show from Wyoming Valley, the Reverend of the program, played by an unknown actor, takes the audience on a journey through the history and culture of the area. The show is a blend of songs, stories, and transistor radio, which brings the audience to the time of the pioneers.  

“Muso”  
Reviewed Tuesday, 7:30-8 p.m. Style — Symphony, Station — WABC (New York).  
The music of the show is a blend of classical and contemporary pieces, with a focus on the works of living composers. The performance is led by a conductor who is both Palmieri and den Hartog, with the assistance of a group of percussionists and a soloist.  

“Can You Top This?”  
Reviewed Monday, 9:30-10 p.m. Style — Symphony, Station — WOR (New York).  
This program is a revue of popular songs from the past. The performers are professional actors and musicians who bring their talent to the stage. The show is directed by a former Broadway producer.  

“Robbins, Singing With ASCAP, Scores Marks, Ables, Peer”  
NEW YORK, Dec. 14. — Metro-cats renewed affiliation with ASCAP late today (14), as Jack Robbins says he is drawing up the papers for the deal. In a bitter tirade, Robbins said that ASCAP doesn’t care about the artists’ rights or the rights of the public. Robbins was accompanied at the signing by ASCAP’s M. Marks to Broadcast Music, Incorporated. He also scored Julian T. Abeles, attorney in the Markel deal.  

“WCAU Studio Audience Up”  
PHILADELPHIA, Dec. 14. — Bumper crop of live shows at WCAU in recent months swelled the studio audience. The third largest throng of visitors in a single show at the WCAU studio. The show, titled “In the Shadow of the Bill,” featured a panel discussion of the future of radio. The panel included popular radio personalities, including the host of the WCAU show “In the Shadow of the Bill.”  

“WCAFB’s F.M Application”  
SPRINGFIELD, Mass., Dec. 14. — Station WCAFB here has applied to the Federal Communications Commission for permission to operate on an ultra high frequency of 500,000 kilocycles. The station, which is owned by the Telos Corporation, is located in Springfield, Massachusetts. The station has been on the air since 1955.  

“WCAFB’s Listening Checkout”  
December 21, 1940. — The results of its first year of broadcasting in Spanish are in, according to the WCAFB station. The station, which began broadcasting in Spanish in 1939, has been providing programming for 17 Latin American countries. The majority of the programming focuses on news, music, and education as promoting good neighbor relations.
**GOODMAN 1-NIGHTER UNUSUAL FOR CELERON WINTER SEASON**

Chicagoans tuned in for Goodman’s 1-nighter, although his bands aren’t on the regular menu for Celeron’s Marine Room, formerly the Palace and the Palatine. This season, the entertainment policy is to offer only night club policy, owner J. G. Campbell announced. Goodman’s new band for December 23. Although the date is not definitely set in stone, it is still being debated. During the summer months, the Goodman bands played here, Campbell told the best takes of any season in years.

Musicians are hoping for the longest assignment as house band here so far; the band is playing at the Marine Room on November 15, 30 to November 30, when he went to Durban, South Africa on assignment. The band is placed on the stand now is Louis Judson, who has his daughter’s Missy Hutton who is based in New York City. Louie is consistently good and operation as a ninety-minute was continued to be a mainstay of the night club policy.
LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of record companies and dealers for the Billboard. Reports are gathered from at least 15 leading phonograph operators in each of the 20 most important phonograph streets in the country.

GOING STRONG

TRADE WINDS, (17th Week) Bing Crosby.

MAYBE, (11th Week) Ink Spots.

ONLY FOREVER, (8th Week) Bing Crosby.

FERRYBOAT SERENADE, (8th Week) Andrews Sisters, Kay Kyser, Gray Gordon.

WE THREE, (7th Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY, EIGHT TO A BAR, (5th Week) Andrews Sisters, Glenn Miller, Will Bradley.


THE FIVE O'Clock WHISTLE, (2nd Week) Glenn Miller, Ella Fitzgerald, Erskine Hawkins.

DOWN ARGENTINE WAY, (1st Week) Bob Crosby, Shep Fields, Leo Reisman, Gene Krupa.

COMING UP

A NIGHTINGALE SANG IN BERKELEY SQUARE, Ray Noble, Guy Lombardo, Gene Krupa, Dick Todd.

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

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

TWO DREAMS MET, Mitchell Ayres, Tommy Dorsey.

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

A HANDBALL OF STARS, Glenn Miller.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS


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

NATIONAL

POSITION LAST WK. POS. LAST WK.
7. FRENSIE, ARTHIE SHAW
1. ONLY FOREVER, BING CROSBY
2. WE THREE, BING CROSBY
3. FRENSIE, ARTHIE SHAW
4. BEAT ME DADDY, EIGHT TO A BAR, WILL BRADLEY
5. WE THREE, INK SPOTS
6. NIGHTINGALE SANG IN BERKELEY SQUARE, GLENN MILLER
7. DOWN ARGENTINE WAY, WILL BRADLEY
8. SCRUB ME, MAMA, GLENN MILLER
9. ROO o'CLOCK WHISTLE, WILL BRADLEY
10. DOWN THE ROAD A MILLION DREAMS, WILL BRADLEY

MIDWEST

POSITION LAST WK. POS. LAST WK.
1. FRENSIE, ARTHIE SHAW
2. ONLY FOREVER, BING CROSBY
3. FRENSIE, ARTHIE SHAW
4. BEAT ME DADDY, EIGHT TO A BAR, WILL BRADLEY
5. WE THREE, INK SPOTS
6. NIGHTINGALE SANG IN BERKELEY SQUARE, GLENN MILLER
7. DOWN ARGENTINE WAY, WILL BRADLEY
8. SCRUB ME, MAMA, GLENN MILLER
9. ROO o'CLOCK WHISTLE, WILL BRADLEY
10. DOWN THE ROAD A MILLION DREAMS, WILL BRADLEY

SOUTH

POSITION LAST WK. POS. LAST WK.
1. FRENSIE, ARTHIE SHAW
2. ONLY FOREVER, BING CROSBY
3. FRENSIE, ARTHIE SHAW
4. BEAT ME DADDY, EIGHT TO A BAR, WILL BRADLEY
5. WE THREE, INK SPOTS
6. NIGHTINGALE SANG IN BERKELEY SQUARE, GLENN MILLER
7. DOWN ARGENTINE WAY, WILL BRADLEY
8. SCRUB ME, MAMA, GLENN MILLER
9. ROO o'CLOCK WHISTLE, WILL BRADLEY
10. DOWN THE ROAD A MILLION DREAMS, WILL BRADLEY

WEST COAST

POSITION LAST WK. POS. LAST WK.
1. FRENSIE, ARTHIE SHAW
2. ONLY FOREVER, BING CROSBY
3. FRENSIE, ARTHIE SHAW
4. BEAT ME DADDY, EIGHT TO A BAR, WILL BRADLEY
5. WE THREE, INK SPOTS
6. NIGHTINGALE SANG IN BERKELEY SQUARE, GLENN MILLER
7. DOWN ARGENTINE WAY, WILL BRADLEY
8. SCRUB ME, MAMA, GLENN MILLER
9. ROO o'CLOCK WHISTLE, WILL BRADLEY
10. DOWN THE ROAD A MILLION DREAMS, WILL BRADLEY

SOUTH

POSITION LAST WK. POS. LAST WK.
1. FRENSIE, ARTHIE SHAW
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8. SCRUB ME, MAMA, GLENN MILLER
9. ROO o'CLOCK WHISTLE, WILL BRADLEY
10. DOWN THE ROAD A MILLION DREAMS, WILL BRADLEY

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS


NATIONAL

POSITION LAST WK.
1. FERRYBOAT SERENADE
2. A NIGHTINGALE SANG IN BERKELEY SQUARE
3. FERRYBOAT SERENADE
4. A NIGHTINGALE SANG IN BERKELEY SQUARE
5. A NIGHTINGALE SANG IN BERKELEY SQUARE
6. FERRYBOAT SERENADE
7. A NIGHTINGALE SANG IN BERKELEY SQUARE
8. A NIGHTINGALE SANG IN BERKELEY SQUARE
9. A NIGHTINGALE SANG IN BERKELEY SQUARE
10. A NIGHTINGALE SANG IN BERKELEY SQUARE

MIDWEST

POSITION LAST WK.
1. FERRYBOAT SERENADE
2. A NIGHTINGALE SANG IN BERKELEY SQUARE
3. FERRYBOAT SERENADE
4. A NIGHTINGALE SANG IN BERKELEY SQUARE
5. A NIGHTINGALE SANG IN BERKELEY SQUARE
6. FERRYBOAT SERENADE
7. A NIGHTINGALE SANG IN BERKELEY SQUARE
8. A NIGHTINGALE SANG IN BERKELEY SQUARE
9. A NIGHTINGALE SANG IN BERKELEY SQUARE
10. A NIGHTINGALE SANG IN BERKELEY SQUARE

SOUTH

POSITION LAST WK.
1. FERRYBOAT SERENADE
2. A NIGHTINGALE SANG IN BERKELEY SQUARE
3. FERRYBOAT SERENADE
4. A NIGHTINGALE SANG IN BERKELEY SQUARE
5. A NIGHTINGALE SANG IN BERKELEY SQUARE
6. FERRYBOAT SERENADE
7. A NIGHTINGALE SANG IN BERKELEY SQUARE
8. A NIGHTINGALE SANG IN BERKELEY SQUARE
9. A NIGHTINGALE SANG IN BERKELEY SQUARE
10. A NIGHTINGALE SANG IN BERKELEY SQUARE

WEST COAST

POSITION LAST WK.
1. FERRYBOAT SERENADE
2. A NIGHTINGALE SANG IN BERKELEY SQUARE
3. FERRYBOAT SERENADE
4. A NIGHTINGALE SANG IN BERKELEY SQUARE
5. A NIGHTINGALE SANG IN BERKELEY SQUARE
6. FERRYBOAT SERENADE
7. A NIGHTINGALE SANG IN BERKELEY SQUARE
8. A NIGHTINGALE SANG IN BERKELEY SQUARE
9. A NIGHTINGALE SANG IN BERKELEY SQUARE
10. A NIGHTINGALE SANG IN BERKELEY SQUARE

SOUTH

POSITION LAST WK.
1. FERRYBOAT SERENADE
2. A NIGHTINGALE SANG IN BERKELEY SQUARE
3. FERRYBOAT SERENADE
4. A NIGHTINGALE SANG IN BERKELEY SQUARE
5. A NIGHTINGALE SANG IN BERKELEY SQUARE
6. FERRYBOAT SERENADE
7. A NIGHTINGALE SANG IN BERKELEY SQUARE
8. A NIGHTINGALE SANG IN BERKELEY SQUARE
9. A NIGHTINGALE SANG IN BERKELEY SQUARE
10. A NIGHTINGALE SANG IN BERKELEY SQUARE

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of weekly radio plays: (WE, WJA, WFC, WABC, WABC, WABC, WABC). The following are the 20 leading songs on the basis of the largest number of weekly radio plays: (WE, WJA, WFC, WABC, WABC, WABC, WABC). The following are the 20 leading songs on the basis of the largest number of weekly radio plays: (WE, WJA, WFC, WABC, WABC, WABC, WABC). This compilation is based upon data supplied by Accurate Reporting Service.
**New York Nocturne**

WILL BROADWAY call it an engagement, one of the many he holds, as he is succeeded in his role as pianist and director of Broadway's famous 54th Street Room on January 4, after a successful season? He is a New York favorite of some of the trade's prophets, who predict his ultimate ascension to a cabinet post, if not to the White House. His boogie-woogie reputation could possibly stick in the dust of Broadway Room with his name attached. He is a man who departs from the spotlight, Bradley, and plays a few charts, a few college, and one-nighters, which will add to his popularity. WOODY HEMLIN starts his return to the stage after an absence of two years. On January 9, he'll have two MURIEL LANE, a bar with a roar. They are thinking of recording the song "The Call of the Wild."
**On the Records**

A miniature analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of longer length are given to records which appear to have commercial possibilities.

**Key:** FT—For Test; W—Walkas; VC—Vocal chorus; V—Vocal recording.

**By DANIEL RICHMAN**

**TOMMY DORSEY (Victor)**

**Stardust—**FT; VC, Suzanne River—FT.

**After** a series of sweet and mellow renditions of encroaching pop ballads, Dorsey puts out an item for record counter and coin phone edification that is as likely to be popular as anything he has ever done. The moody and mysterious classic on the A side was obviously intended to be the piece de resistance. A lovely arrangement by Oliver Nelson, poster perennial, and the band's equally fine interpretation of it, that run off with top honors. Tempo which is often so wrong in this kind of tune to combine to make them all commercial and as if commercial and as such. This is a truly great job of sincere jazz that at the same time doesn't deprecate a beloved soloist. lambert's vocal is good. Getting back to Stardust, the intention to make it a popular title is a fact, and the band's interpretation will help this end. It is not a too good song, but it is well suited to the band's work and their interpretation.

**ARTIE SHAW (Victor)**

**Song for Swing—**FT; W, Meets—FT.

**It's** an unusual circumstance that brings two versions of the same standard from two top bands on the same label—and in the same release. The commercial result, if such there is, will be decided by the public. Shaw's version is apt to be limited to budget only one platter of any song at one time, and here it will be a matter of personal preference either for Dorsey or for Shaw. The interpretation of both shows the presence of each other. The spacing of the release of both versions might have resulted in two sales where now only one, generally, is bought. But since the two are from different Dorsey, as night from day, the latter being simplicity itself, while Artie's arrangement is entirely different and stands up for itself. The vocalist is attractive, not too good. Shaw manages to sneak in some original strumming as an afterthought, and the local wind-up. Tempo is exactly the same as last name's smashing, and at that time, it is true, the world had no notion as to how well a song such as this could stand a trombone. Tubas underbored the brass load at all times, the alternately it signifies, attention to the doghouse, which happened not to be available when caught.

**BENNY CARTER (Bluebird)**

**The Very Thought of You—**FT; VC, All of Me—FT.

**Carter,** trumpet, alto sax, and clarinet virtuoso extraordinarily, steps out on the Bluebird label for the first time with a trio, Feinberg, piano, and Banks, bass. If there is one, certainly isn't apparent to the naked ear, that the trio is a replacement. Therefore the first side of his first record on a new label is taken up for two thirds of its surface by a vocal from Roy Fox, which is a lacking spot in the middle with some superlative sax work. But to boil down, the two highlights of every structure are the vocal of the disk, not merely on jazz, or on music, but rather the two highlights of the disk. It is true that he can. The combination of Carter, estes, and Metcalf, beans and both the same of it. The same is true of the opening chorus of the sax section set, which voices a long, long line of the disk, not merely on jazz, or on music, but rather the two. It is true that he can. The combination of Carter, estes, and Metcalf, beans and both the same of it. The same is true of the opening chorus of the sax section set, which voices a long, long line of the disk, not merely on jazz, or on music, but rather the two highlights of the disk, not merely on jazz, or on music, but rather the two highlights of the disk.

**EDDY DUCHIN (Columbia)**

**The Stars Remained—**FT; VC, A Fellow and a Good One—FT.

**Typical Dufchins on a couple of tunes from the musical, Meet the People, Kate Smith's version, and the upbeat on recent releases than it is here, both harmonically and rhythmically, for all that is made, a lift and listenable scoring. Johnny Drake's baritone on the A side ballad, while Tony Leonard's apparent desire to get over the cutesy style he reveres against his actual performance. But there's also a difference. Not at all, and that's what his admirers want.

**WAYNE KING (Victor)**

**Evening Star—**W; Serenade—W.

**King** is a first-class arranger for the band, and practically all his recent recordings are of the three-quarter-time type, which is well-nigh impossible for this band, who are used to the heavier type. A direct correlation to these Wagner and Schubert compositions is another of the same type, and the effect of the latter is stronger. A study of a litter of the strings is the highlights of the record, and the voice of Bill Cardwell, a chorus star, is likely to make new friends for it.

**KATE SMITH (Columbia)**

**The Last Time I Saw Paris—**W; Along the Boulevard—W.

**Probably the outstanding quality in this recording is the firm and polished voice that comes to a crescendo in English, where she handles any and all types of songs, not only does the singer's clean, clear voice give that impression of a quality arrangement and Jack Miller's forthright musical backing. The fiddle of the vocal song, new folk songs, such as "The Milliner's Horn," and "The Diamond in the Dust," are Kern's most characteristic songs. The band is on a solo number in actively so—and the song is freshly scrubbed, crisp style of vocalizing make a really fine arrangement of it. (See ON the RECORDS on page 68)

**On the Stand**

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

**Johnny Gilbert**

**(Reviewed at the Boulevard Room, Las Vegas, Monday, Nov. 24th, 1940.)**

**A YOUNG band whose peak thus far was an engagement at the Hotel Royal, Gilbert is aces above any other band of the kind. A special set for ballrooms or nite spots where dancing is the main feature. By no means polished and certainly not original in style, aggregation never glassed a dance. In fact, the band is reserved with music strictly for dancing, and with that type of arrangement. Repertoire lacks novelty numbers, the only one that is a new item to the audience thru a more frequent use of the side men. Band plays full ensemble, with an instrumentation of three across the board, the dual of electrical strings produces a good effect, especially in Latin rhythm, which the band plays well, and well. Performance might be improved by mixing reeds instead of strings and an accordion. Strings, any one of several different. A small-all sax. Brass section, which combines the string's star trumpet, could stand a trombone. Tuba subdued the brass load at all times, the alternately it signifies, attention to the doghouse, which happened not to be available when caught.

**Dick Wharton**

**(Reviewed at Philadelphia Hotel, Philadelphia, Friday, Nov. 21st, 1940.)**

**FIRST attracting attention as guitarist—**Singer for Jack Saviot's band 2 years ago, Wharton is now with Savitt. And for the starting band, Boasts the fine arrangements of Feinberg and Cahn. (See review for Savitt, p. 6.) First time in the string section, the stellar song selling, potent at ever in lifting the lyrics and lower threshold of the volume, quick the brasses. Bring up the fiddle. This bend has an concoction of four sax, four brass, and one rhythm section.

**Pat Celf**

**(Reviewed at Hertz's Night Club, Rochester, N. Y.)**

**CLEFT** is a young and presentable fiddler, and a very fine dancer. He is supported by sax, drums, piano, and string bass. Cleft's fiddle interweaves gypsy strains among the dance music, and does much to make the band a novelty. The band is run on mil-mill small night club stuff. Cleft has been playing this area for years, and is well known. The group does better working with his present crew. The outfit is a novelty, and the kind of group that is run on mil-mill small night club stuff. Cleft's band is taken on a couple of tunes being mixed with rambles and waiters in just the right proportion. (See review for Deit.)

**RACCIC CURRENTS, Week, Dec. 14.**—An unusual item was placed here concerning the licensing of city dance halls, making private dances only to operate under a lower license than was made for regular dance halls in which public dances are held.
Chicago Ballrooms Experiencing Severe Competition; Attendance Dropping in 5 North Side Spots

CHICAGO. Dec. 14.—North Side ballrooms are reverberating with the wails of talent operators, which are due to the continued pressure of severe competition. With the opening of the Marigold Ballroom several months ago, the condition of things being pressure-packed to the point of near saturation, the older section of the city has been reflected in lowered attendance figures. Of the five North Side ballrooms, the Aragon, Merry Gardens, Marigold, Chateau and Green Mill dance center, Aragon, has been least affected by the competition, and the seat price patronage, it stands in a class by itself. And the Green Mill, with a capacity of only about 1,000, manages to maintain its average to the other three, however, have been conducting a grim war with such implements as promotions, double features, dance instruction, advertising, and price cutting.

Music Items

Publishers and People

DORADNE MUSIC has acquired a catalog of 6,000 Latin tunes, which it will exploit under its Mexican division as well as the Dominican Latin American Division. Roy Petito, arranger, composer, and publisher, will head the new department.

Bregman-Voco-Conn is readying for publication Jimmy Dorsey's Hep-Tee-Ho! This tune has been highly successful in the New York area and recording clubs. The songs include such titles as: "It's Never Too Late for Love Again," "You're More Amorous Than Glamourous," and "Sing Out America!"

ELEANOR EVENVSH, society woman and writer of classical and semi-classical music, has written a popular work entitled Music of Wings, set to the words of Francesca Miller. Song is dedicated to aviators.

Paul Bowles has set to work composing music for Peter Guilford's production of Philip Barry's 'The Rocks.' Songs are to be composed for Twelfth Night and Love's Old Sweet Name.

Frankie Masters is the author of a song, "You Can't Have It," which he plans to publish until the ASCAP-BMI situation is settled.

Stoky Out of Tune With PhilhSymph

PHILADELPHIA, Dec. 14.—It is an open secret that there is no love lost between Stoky Out of Tune, which is in the hands of the ASCAP board of directors of the Philadelphia Orchestra, and the fact that Stoky Out of Tune has been denied a place in the orchestra. The reason is that Stoky Out of Tune has been denied the use of the orchestra in the past by the ASCAP. While Stoky Out of Tune has not been granted a place in the orchestra, it is understood that the ASCAP is aware of the fact that Stoky Out of Tune has been denied a place in the orchestra.

More of the Same

BOBBY GREGORY's two tunes, You'll Never Know and Three Women to Share, have been placed by the brothers. Gregory also authored another, since I Lost My Darlin'.

POWERS Gournaud's new tune, Since the Day You Said Je t'aime, is a sequel to his original Je t'aime, which was a hit song a dozen years back.

Lincoln Ball Pulls $2,550

LINCOLN, Neb., Dec. 14.—Lou Breese knocked a hole in the music business last week when, at 43, a couple, he played the season's formal opener, the Military Ball, at the University Coliseum. Door draw on dances alone was 880 pairs, or $2,550.

Since the ball rocks each male who attends about 410, when he trims his date up and feeds her, the available amusement money, in the face of Christmas shopping, etc., is at a low ebb for other musical whirblings.

ASCAP Strategy

Forbidding publicity strategy to be used by ASCAP is understood to be a review of the network record, wherein ASCAP will try to show that the chiefs have drained off all the profits in radio and have attempted to get musicians, composers and performers to continue working for "coke" wages.

Efforts to have the FGC make differences between the broadcasting companies and ASCAP have failed so far. The Lucullus and Hummert ad-agencies, who had written the FGC paper, it is understood, in the case, was told to address his plea to the general public, FGC in the case that such a plea should come from either ASCAP or the boards and not from an outsider.
Orchestra Routes

Following each listing appears a symbol. Fill in the designation number according to the abbreviations or traditions of individuals listed.

ABREVIATIONS: a—auditorium; b—ballroom; c—cafe; h—hotel; m—music hall; n—night club; p—amusement park; r—road house; r—restaurant; s—showboat; t—theater.

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

Heck, Ray; (Parthenon) NYC.
Helman, Dave; (Al Weir's White Swan) NYC.
Hobart, George; (Bally) NYC.
Hobart, Kurt; (Red Light) NYC.
Hodel, Alfred; (Paradise) NYC.
Horne, Freddy; (My Hat) NYC.

Tommy Dorsey; Paramount Theater, New York, December 18 (3 weeks).
Jack Teagarden; Manhattan Club, New York, December 20; Yoyomunstee Golf Club, Utica, N.Y., December 21; De Moly, City, December 22; San Francisco, Calif., December 23. (See ORCHESTRA NOTEs on page 27.)
Cab Calloway; Auditorium, Oklahoma City, December 26; San Diego, Calif., December 27; Orpheum Theater, Omaha, Neb., December 28; Orpheum Theater, Davenport, Iowa.

Tommy Tucker; New Beach Theater, Miami Beach, Fla., December 29; Diamond Taxi, Miami, December 30-January 3. (See ORCHESTRA NOTES on page 27.)

Orlando, Bobby; (Colony Club) NYC.
Oliver; (Billboard) NYC.

Orlando, Bobby; (Colony Club) NYC.
Oliver; (Billboard) NYC.

Orlando, Bobby; (Colony Club) NYC.
Oliver; (Billboard) NYC.

Orlando, Bobby; (Colony Club) NYC.
Oliver; (Billboard) NYC.

Orlando, Bobby; (Colony Club) NYC.
Oliver; (Billboard) NYC.

Orlando, Bobby; (Colony Club) NYC.
Oliver; (Billboard) NYC.
OUT-OF-TOWN OPENINGS

"About Tomorrow" (Curran Theater) SAN FRANCISCO


About Tomorrow is a handpicked script for Frank Craven and a pushover for the composer. A retired Sally Selby is in the piece, but to J. M. Kerrigan goes the honor of appropriating with Craven this co-production.

It's a play about death, and quite all right, as the saying goes, to go to Hollywood and build Sam Griggs (Craven) is beheaded by his ex-wife, and joined by his father. Earthbound, the two Sam Griggses are talking and listened in on family councils. But it's necessary to leave it in the hands of the professional.

A daughter is soon to be married. A young son is to win the town's poetry contest and another is welded and deep in housebuilding plans. The father's sudden good fortune all his work. His wife's life is something of a con- cern, and the shade of old Sam Griggs is dangling in the twilight of the old Craven in turns. If it turns.

Griggs is honest and grows in a glowing portrait of the father. Miss Eiler's Edwardian charm and attraciveness. Kerrigan sec- ond and Miss Eiler, with both Miss Eiler, who as Eliza Griggs, and E. Cook, as the affable Mrs. Griggs, make outstanding—Edith Murphy.

"Old Acquaintance" (Shubert) NEW HAVEN, CONN.

A comedy by John Van Druten, stag- ed by Donald Hartman's, with a cast including Jane Cowl, Angela Lansbury, Joseph Joffredo, Lawrence Wood, and Barry Jones. 

Old Acquaintance is the story of two female novelists, one of whom is a liberal widow and something of a burden. The other, who is a romantic with charm and attractiveness. Kerrigan sec- ond and Miss Cowl, who as Eliza Griggs, and Miss Eiler, who as Eliza Griggs, make outstanding—Edith Murphy.

"Night of Love" (Harris Theater) CHICAGO

A musical play, adapted by Roselund Leigh from a script by Lilt Hatvany, with music by Robert Stolz. Cast includes Helen Meador, Stedman,_Handler, Barbara O'Donovan. Settings by Barrett. Cost includes Helen Meador, John Judge, Martha Everet, Joseph Joffredo, Martha Everet, Martha Mason, Harrison Bader, Harry Norwood, Noel Cane, Jan Cane, WOOD, 

The Old Lilt Hatvany comedy, which the revue went splendidly. "Tonight or Never for Belasco, has been adapted again, as a musical version. Neither fish nor fowl, it is an interesting little effort, fans avoiding it because it is too musical, opera lovers smiling at it because it isn't enough like a play, and legions of fans take their dramas straight, without musical interludes.

All of which does not mean the play is not as nice as it may have been. The high spots, both operatic and come- dy, are numerous. The music is sturdy and the story is a melange of music and streamlined love-making. Nevertheless, the blending of song and story is achieved smoothly, with the re- sult that the songs are integral to the plot. To those music lovers who are bored with classic operas in its native form, this is a real waste effort, Helen Gleason's and Mar-
New Play on Broadway
Reviewed by Eugene Burr

GUILD

Beginning Monday evening, December 9, 1940

EVESE FOR HIMSELF


Act I:
- Wally Britt
- Wally Britt Jr.
- Mr. Britt
- Miss Britt
- Miss Britt's father

Act II:
- Wally Britt
- Wally Britt Jr.
- Mr. Britt
- Miss Britt
- Miss Britt's father

The real acting honors go to a couple of supporting players: Grant Richards, who plays the gangster character, and Robert Keenan, who portrays the father. The plot concerns a gangster's plane which is caught up in a flurry of excitement. Wally, the gangster's son, who has recently been released from jail, is trying to make his way in the world. His father, who is a once famous film actor, is trying to get back into the film business. Wally's mother, who is a famous actress, is trying to help him. Wally is trying to get a job, but he is always turning away, which makes him feel like an open wound. He goes to the bad and is eventually shot. He manages to get away and makes his way to Hollywood, where he becomes a movie star. Wally's father, who is a once famous film actor, is trying to get back into the film business. Wally is trying to get a job, but he is always turning away, which makes him feel like an open wound. He goes to the bad and is eventually shot. He manages to get away and makes his way to Hollywood, where he becomes a movie star.

Sunday Shows Click Handily
According to League's Report

NEW YORK, Dec. 14.—According to a preliminary report on Sunday shows by the League of New York Theaters, all shows of Miss Varden in the Theater Guild production of "Johnny Belinda" report a steady increase in Sunday shows with the following data: November 24, $8000; December 1, $8783; December 4, $8984; December 6, $9130; and December 8, $9394. While the only show in town with a 61.10 top, reports the following: November 10, $494; a selling of $145.50. The show also played: December 1, $933; and December 8, $892.

Reilly's figures, which do not identify the productions, are given in an accompanying box.

Portland Theater
Sued on Payoff
Of "Mice in 39"

PORTLAND, Dec. 14.—Suit for $5,000 brought by Rotatory Association, Inc., of New York, against Preble, Inc., James A. Noon, and Carl E. Ross, all of this city, for alleged failure to pay contracted production and payment for the play. (A play was conducted here before Justice Albert Beliveau of the Superior Court.) Preble, Inc., owns the Keith Theater, now renamed the Civic. Mr. Noon and Ross were on the committee which promoted reopening of the long-distracted "Mice in 39" which Miss Varden was to have operated. It. Samuel Orman appeared as an attorney for the defendants.

It is alleged that Rotatory Associations did not receive payment for "Mice in 39." The play has been on a long, disinterested contract, has been in operation the last year, and that the claimed attraction of the theater last fall, and that the claimed attraction of the play was not used.

Portland Stock Musical

PORTLAND, Dec. 14.—Four players, under management of Guy Palmerston, in a one-week tour for "The 7th of Sinai," magic stage production, will open a musical production of the fall season. Like its predecessor, it proved a successful attraction. Preble, Inc., has let Miss Varden have her desk to do advance work for The Male Animal.
Nitery Owners Win Patron Hobbyhorse Suit for $15,000

NEW YORK, Dec. 14.—Meyer Horowitz, owner of the Village Barn, which goes by the name of the Half-Swank for supporting the Public Playhouse, has won a $15,000 suit in the local court against hobbyhorse participants by a customer who claimed injury in a hobbyhorse. A $1,000 suit filed by another patent is pending.

Grime* bemuse they are highly popular gamins, won o eldeen0 rant M. the total limp tip the manual ahow of the Una at four. Last week admieton pram were Lynch, la the only other ay -top *talon the beaWity has gene beyond tie &twit - dden will be ready by next epterig. Valley Goldman, director of the map:creators op- t:lel O. Alonso. alternated_

and patrons are warned that they putlelpetoet then own risk. home met.A 412COO mat riled bg an.

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Turista'. Brooklyn, February 33: Vand- et and follows with the Metropolitan. thin.

bend by General Amusement Corpora

Six Yowlers for Byrne

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Warwick, Philly, Plans Big Shows

PHILADELPHIA, Dec. 14.—William Goldsmith, manager of the starting Hotel Warwick, says a roof
garden will be ready by January 15. There will call for a name band with a name floorshow, marking the first time the hotel has gone beyond its down-
stairs cocktail room for entertainment.

Hotel Walton roof, operated by Jack Lynch, is the only other top-sky-in in the district. Adelphi Hotel will reopen its roof next spring.

Lyric, Bridgept, Ups Prices

BRIDGEPORT, Conn., Dec. 14.—Sunday
daughter name of new owners of the
going has been going over to the Low-
Pott-Lyric Theater, Hitrit house. House seats at the old Lyric and Madison were
Dow agreed on five shows a day instead of four. Last week admission prices were
upped from 44 cents to 55 cents. House seats at the old Lyric and Madison were
Pott-Globo, which has vaudeville-pictures Me-

six Vaivers for Byrne

NEW YORK, Dec. 14.—Six vaude dates
dates have been lined up for Bobby Byrne's band appearance of the Central Amuse-
tion. Byrne starts at the Adam's, New York, on Tuesday, Dec. 18, and
and follows with the Metropolitan, Proceeds of the show will be
Flatbush, Brooklyn, February 13: Wind-

St. Louis, Dec. 14.—Fox Theater has lined up the annual show of the Uni-

College Show Booked

ST. LOUIS, Dec. 14.—Fox Theater has lined up the annual show of the Uni-

Reopen Mem's Hotel Room

MEMPHIS, Tenn. Dec. 14.—Barnes Room, operated by George Mem, has been

From Swank to Barn .

NEW YORK, Dec. 14.—Meyer Horo-

Buffalo Niteries Using More Talent

BUFFALO, Dec. 14.—Some spots here are getting ready to put on a new room-

Opening as More Names Are Set; All Hope for Biggest Season Yet

MIAMI, Fla., Dec. 14.—With the tourist season about to get under way, night

What do you %lank, "So.

Dear Paul Denis:

Maisie & Hazy Back to Old Agent; They’re “Int’l Dancers Supreme”

NEW YORK, Dec. 14.—Five weeks straight layoff is enough for us, Paul, and so Hal and I sent a
card to you a month ago, but you got too busy booking all those big names and apparently forgot our act. In case you don’t recall, we are the only two dancers around and the only two male dancers in all America. We do a complete routine of 35 minutes; I know it’s a real sensation and the audience is just mad at that." What do you think?

Dempsey’s Reopens

Dempsey Reopens the biggest of the week was the unveiling Thursday (13) of Dempsey’s renu-

MUSIC CITY, Dec. 14.—A few weeks

Dear Paul Denis:

And about the word “supreme.” We were going to use “extraordinary,” but Hal said “supreme” has

BoxLayout Club, and his orchestra, and

Pennsly Cafe Men Plan

PHILADELPHIA, Dec. 14.—Proposed
corporation for the newly or-

Takes Over Pa. Club

CENTRE SQUARE, Pa., Dec. 14.—Little

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of The Billboard will move to a new address. The news will be transmitted to the new quarters on the 12th floor of the Ashland Building, and the old address will be continued until January 1st. Phone number 1545 will remain the same—CENTRAL 8880.

Chicago Tribune, the Ashland Building is at the corner of Clark and Washington, and is directly opposite the Hotel Sherman.
**Village Barn, New York**

**Talent policy:** Dance band: management; Norman Fiske, director, and his orchestra. House special: Detroit, June 27, 28; Press office: William Sherwood, press agent.

**Entertainment:** This is one of the smarter East Side spot specializing in game dinners, bright musical entertainment, and a good selection of cold drinks, all in a setting that boasts smooth society-style dance music. There is a floor on which young people are encouraged to dance, backed by bass, sax, piano, and fiddle. The five men have worked together for over a year, specializing in easy-for-listening melodies with enough rhythm in them to make the dance floor bustle. The dance floor is comfortably furnished.

**Food and drink:** Prices are unusually reasonable for the quality of food served and the entertainment. A drink costs 50 cents, and a good dinner runs from $1.50 to $3.00.

**Atmosphere:** The barn-like old barn is a happy medium between sweet and exciting, and the floor is conducive to relaxed dining and dancing.

**Note:** The largest room in the barn is the Grand Ballroom, but the music is better in the smaller rooms. You can't go wrong with a drink in the Grand Ballroom, but the music is better in the smaller rooms. You can't go wrong with a drink in the Grand Ballroom, but the music is better in the smaller rooms. You can't go wrong with a drink in the Grand Ballroom, but the music is better in the smaller rooms. You can't go wrong with a drink in the Grand Ballroom, but the music is better in the smaller rooms.
El Reno Club, New York

Talent policy: Dance and show, and vaudeville show. Management: Jose Alonso, owner. Prices: Dinner from $1.50.

This is one of the smaller neighborhood clubs on the lower West Side. Music is mostly in Latin style, and a Latin atmosphere and Latin behavior is expected by all.

Spot: A restaurant for six years, was converted into a night club last March. The single room, leading to an adjoining bar, has the band on a platform in one corner, with the pianist getting to their basement dressing rooms by going up through the bar under the platform.

Floor show is emceed by Marie de Cola, a handsome young Latin who makes most of his Spanish and broken English in a pleasant tenor with a wide range, but his best efforts sound too even or too high. Does Argentine tangos best of all. Then there is Estrellita Villanueva, a pert young valse dancer, who -two steps lively and added a more classical castanet dance. She wears the latest valse leisure suit. Ochotch and Fimanta, novelty ranchers, sing and dance dressed in a couple of their own pet outfits. The girl is a cute valse dancer, but the all-girl band works with a lighted cigar in mouth, so don't miss the most novel of all shows, the more novelty is their best.

Band is led by Don Gerardo ( sax), who is backed by piano, drums, and clarinet. They don't play beautifully, but the band has a good sound. Estrellita left this week for the El Rino, Baltimore. Paul Davis.

Zissen's Bowery, Miami, Fla.

Talent policy: Continuous entertainment. Management: Harvey B. Kind, publisher. Personal: For lost husbands and abandoned wives, call at Zissen's Bowery.

And there you have Zissen's Bowery. If ever a night spot discovered success by overlooking the usual forms of entertainment, this is it.

New York:

MIRIAM FRANKLIN, dancer in Panama Hattie, and Gene Berg, ice skater in the Sauterne, return to the Rex Theater, Chicago, where she is scheduled for seven weeks and the Royal Palm, Miami, December 21. JERRY TURK returns to the Vire Theater.

PATRICIA ROWAN is set for the Manhattan Theater, New York, December 21.

JANE ROMAN will return to the Vernon Theater, New York, December 21. ANN LYNN will return to the Vernon Theater, New York, December 21.

You Made My Pants Too Long.

By doing everything backward everything will be right.

Donald Stove opens at the Happy Hour Club, Minneapolis, December 16.

MONTON DOWNIE, with Les Guillet and Robinson Twins, opens the Roosevelt Hotel, New Orleans, December 23.

BELL & BAKER start at the Mayfair Club, Boston, January 10.

ROSS WWI has been released from the George White Scandals unit to play the Beverly Hills Country Club, Newton, Ky., for two weeks in December.

Others on the Beverly Hills show are Printed with British, Barbra White and Jo Andrews.

BARNBY MATT Band starts at the Plantation, Houston, Tex., January 24 for two weeks.

FELTY has been held over at the Drake and, after January, will be in the Heat Wave. HR. starts at the Grove, for five weeks at the Terrace Gardens. Colton's Big Band, after winding up at the Club Hotel, will be in a last-minute addition to the Fox Theater in New York, for two weeks. TIMODOR has opened a return date at the Bowery, Detroit, for four weeks.

CONSOLO and MEBA will be at the Park Place Hotel, St. Louis, until after the new year. After that a return date at the Book-Cadillac Hotel, Detroit, and then on to Cincinnati's Netherland Plaza.

JANIE and ANTHONY are in their new Frank Pahmeau's cabaret, Philadelphia.

LANCE AND WAHR, novelty dance team, has been engaged at the Manhattan Theater which opens on Broadway in January. LANCE and WAHR are Brandy and Brandy, formerly of Brandy and Linda, are now a new dance team. Ending a picture engagement, and Brandy and Linda, are now a new dance team. Ending a picture engagement, and having been signed for Crazy World, the Heat.

Here and There:

CAB CALLLOWAY is booked for the Buffalo, Buffalo, for a February date. JERRY JACKSON, head of the Kaleidoscope Band, will go to the Colonial, Dayton, Ohio, December 21. JERRY JACKSON, head of the Kaleidoscope Band, will go to the Colonial, Dayton, Ohio, December 21.

JANE DIGATANO, femme part of the top Digatano set for screening Digatano, set for screening.

JERRY AND TURK return to Kalmar's Little Rabbahkeller.

BARNBY MATT Band starts at the Plantation, Houston, Tex., January 24 for two weeks.

Here and There:

JERRY TURK returns to Kauffman's Little Rabbahkeller. JERRY TURK returns to Kauffman's Little Rabbahkeller. JERRY TURK returns to Kauffman's Little Rabbahkeller. BARNBY MATT Band starts at the Plantation, Houston, Tex., January 24 for two weeks.

This week at the New Year's Eve party.

SALLY RAND has opened a return date at the Sowery. THE ST. ANDREWS are held over Ma new year. THE ST. ANDREWS are held over Ma new year. THE ST. ANDREWS are held over Ma new year. THE ST. ANDREWS are held over Ma new year.

20c.

Only 20c.

1,50.

50 cents.

50 cents.

50 cents.

50 cents.

50 cents.
Auer and Lynn Do 35q; Scat Davis 17q;
Christmas Rush Nips Chicago Takes
CHICAGO.—Chicago Theater's excellent vaudeville bill, including Auer and Lynn, together with click pieces like Auer and Lynn, will make a fine move in the competition with the Christmas rush, which is expected to start about 9:30 less than anticipated but still good. John Boles at the Michigan, and Leni Lynn, together with Auer and Lynn, will compete with the start of the Christmas rush. This combination is expected to be in the top 10 of the rush, which will start about 9:30 less than anticipated but still good. John Boles at the Michigan, and Leni Lynn, together with Auer and Lynn, will compete with the start of the Christmas rush. This combination is expected to be in the top 10 of the rush, which will start about 9:30 less than anticipated but still good. John Boles at the Michigan, and Leni Lynn, together with Auer and Lynn, will compete with the start of the Christmas rush. 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John Boles at the Michigan, and Leni Lynn, together with Auer and Lynn, will compete with the start of the Christmas rush.
RKO Closing Chi Booking Office

CHICAGO. Dec. 14.—Effective Decem-
ber 5, RKO closed its Western office,
which previously had been operated
by the Joseph H. Sams agency. Joseph
A. & K.'s State-Lake Theater.

The merger of the independent oper-
ae booking offices for the Lyric, Indian-
apolis; the Supersensitive, Muncie,
Indianapolis, in addition to the Muncie
office, is expected to take place.
The singer string will book thru Manager
Morgan Ames.

Chester Halle Show For Havana Nityer

NEW YORK. Dec. 14.—The show for
the Havana Nityer, Malton, Havana, oper-
ated this year by James H. J. Black,
has an interest in the Sun Bough, Ha-
vana, and the Nityer, Malton, Havana,
which is to open December 19. New shows
will be in use immediately, and the line
will be changed every eight weeks.

Chester Halle is again in charge of the
shows. The initial show includes Karen
Cooper, Pierce and Holand, and Barbara
Terry, and a line of five orders.

Ben Marden operated the casino last
season.

Names for Lookout House

CINCINNATI. Dec. 14.—Jimmy Brick's
Lookout House is planning to raise
its budget greatly with 10 weeks of
name performers. First is Sophie Tucker, who
began her engagement on Monday 3.
Tony Martin may be included in the list.
Brick has returned from New York where he was the guest of Martin.

The deal is being handled by the Wil-
liam Morris Agency in New York by Paul
Small.

New Mobile Cocktail Lounge

MOBILE, Ala., Dec. 14.—The Blue Cove
cocktail lounge of the newly decorated
Auditorium, next to the Four Top Hotel.
Lounge is under management of Frank
Stallworth. New hotel opening late in Novem-
ber.

JIMMY AND EVELYN VERNON point
out that they have an interest in the La
Martini Club, New Orleans, and subject
to being referred to as "Mosta-
Terry's Canvas in New Orleans. They
are going to have their next engagement of
eight weeks.

In last week's issue of The Billboard.

N. Y. Clubs Spend Real Dough for
Holiday Bills; Eye New Year's Eve

NEW YORK. Dec. 14.—Budgets for
holiday night club shows are going up
and in some cases are already in ex-
cess of $100,000. Operators know that the holiday trade will be big and that their shows will insure some repeat trade during the
season two weeks after Christmas.

Leon Enken and Eddie Davis, Leon and
Eddie's operators, have set one of their
cost-cutting ideas, opening a new club
Friday 20. Line-up will include Betty Allen, late of Burris, Eddie Falco, Marion,
Betty Jane Cooper, Dora Maughn, Rene Vilian, Frances Myers, and Al Norman. The
opening is being held by the "Big Show
Club." Dennis, who has been an
assistant manager of the "Big Show
Club," is the manager. Talent set includes the grand pianist, and Putney Bain-
gridge, colored group.

Increase in cocktail business at the
"Big Show Club" is due to the opening of
the Rose Room between 7 and 7 to take
the place of the "Big Show Club"-
Norma Day, pianist, entertains.

Jim Barnes, who has been a long-time
night club owner during prohibition days,
the "Big Show Club," which is run by "Tony's"
May 15. "Tony's" is the manager.

The Hurricane will also invest a bank
roll for the Christmas fare coming in
Wednesday (18). Nono Vincent is com-
ing back to "Tony's" with the
include Joan Merrill, singer; De Angelo
Porter, Alma Ross, Stella Twins, and a line
of show girl. Eddie Bush and John Cordoba will alternate on the
bandstand.

Harold Minsky, of burlesque's Minsky
Branch, has expanded his operation.
Monday, December 15 (10) when he opened his own club on one of the best streets in New York.

The Fairway Yacht Club was raided
early this week, and Manager Joe Moss
was accused of failure to have a cabaret
license and of violating the State Liquor
Law. The charges were filed by the
City Attorney's office.

For the first time this season the Ver-
ner Brothers are put on the bill at the
"Big Show Club." Opening December 27 for two
weeks, they are starred by Roy, Peggy Feus,
and John Hoystead.

The American Guild of Variety Artists
will give the annual Village show, New York,
Monday 27 (10) for two weeks. The show
will be open by Max Schermeister.

For Full Details

Readers interested in the full
AGA-Villaweb New York circuit houses con-
tact (its sheets, single space, legal-sized paper; may obtain a copy
The Billboard, Palace Theater,
New York City.

provided the member receives less than
six weeks' work, in which case he is to
be paid on a pro-rata basis, based on
days of work, for days' pay for six days' work
pro-
vided, further, that when the choir
member is given a full weekly's work and
pay he is to rehearse not more than 12
hours during his week of work, and thal
he may not employ a substitute under
the rules of the American Arbitration
Association.

The theaters agree to deal only with
AGA-franchised agents. Disputes are
to be arbitrated under the rules of the

CHICAGO, Dec. 14.—Thru a long-di-
stance conversation with Howard E. Hart
ock, national executive secretary of
AGA, Jack Irving, newly appointed
AGA rep here, discussed the highlights
of the plans for the future. Irving
is to have his office at 521 Chicago Tower,
Hardee City, Mas.

Everybody You Ever
Knew Is In It

FOR ALL YOUR FRIENDS
IN SHOW BIZ!

Everybody You Ever
Knew Is In It

Douglas Gilbert

Many leading stars of the vaudeville and burlesque world who appeared at the "Big Show Club" will be among the
stars who will appear in the New Year's Eve show at the "Big Show Club." The show will open at 10 p.m. on December
27 and continue until January 2.

WILLIAM H. R. HOFFMAN
The Book That Brings Back
The Good Old Days

All the people, the acts, the theaters, the stars, the shows of the old vaudeville and burlesque era are here. Its pages are
filled with black and white vintage photographs. The book is
an illustrated trip back to the days before World War II, when
vaudeville and burlesque still ruled the world of entertainment.

The book is
The Book That Brings Back
The Good Old Days

WILLIAM H. R. HOFFMAN

The Billboard
21
Loew’s, New York

(Reviewed Friday Evening, December 12)

Fair business this at the Richard. Hieber band, Arren and Brodriek heading stage show.

Openers go to Wally and Verlyn Stanley, who continue their first routine to a balcony, and the second set under the interest of the audience.

Johnny Burke and Ed Wilcox, who did do a pretty good and well entertained, with a variety of numbers.

Johnny Burke has waxed too thin and the audience made the difference between a stage presentation and art artartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartartar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NIGHT CLUBS-VAUDEVILLE

The Billboard

December 21, 1940

Talent Agencies

JACK MIDDLETON, Cincinnati, has added to his books the Capitol Theater, Chicago. 

MACK RAYMOND is now with the Maples Theater, Portland, Ore. 

ESTHER BRINK has rejointed Arthur Bussing and sons, New York, for more than a year on the road with the Golden Gate Girls line.

FLORENCE D. NEWMAN, secretary to Mark Ledy, New York, goes off to a Jamaicans vacation starting December 27.

ARTHUR GROSSMAN, New York, is expected to return to the capital within a week after an operation. He will go to Florida to recuperate.

MAY JOHNSON, MCA, says there is a shortage of suitable singers and instrumentalists for cocktail and smaller hotels.

Cuelet for servo years at Berghoff Oar -ems here as elneee,tma opened lila own tr. out of Cincinnati and Leedissi IntrudeII, spot has been booking Grebes-

Inaugurating a new policy or dancing Loot:Mlle lemd past Outaldo thin City.

Mod night club. on the Cincinnati- /Sew Warsaw Club Doing OK

shots Manager. Ed Welafeldt, will shpts. -rently rune the Riverside, Milwaukee, sota Thenther.

preformance on Sunday, which was gtven

"Ice Follies" Pulls 150,000

NEW YORK. Dec. 14.—Ice Follies of 1941 drew a total of 115,000 customers in 13 performances at the Apollo, one of the 13,000 attendance at each performance. The first week's crowd reached 1,000.

Vetern Performer

Blames the Unions

To the Editor: 

I was troppa for the last 25 years I would like to advance my reasons for the decline of vaudeville. Foremost are the "incasian" and stagehands' unions, whose demands for high salaries have put a stake in the "incasian" and stagehands' unions, whose demands for high salaries have put a stake in their books must get together with theater owners and stabilize the labor force and teach an understanding regarding scales and working conditions. We are in a better off when forced to go on relief and work 30 hours a week for less than the price of a movie ticket in a theater.

Thinking of the unions. I have carried a union card for years and understand their rights and their regular attendance in the entertainment.
PLATO AND JEWEL, after winding up at Club Bendevrie, Hot Springs, Ark., moved their bag of tricks to the Red Circle, Memphis, Tenn., December 13. The New York and club dates in Maryland, Pennsylvania, and Virginia over the following weeks, opens at the Hippodrome Theater, Baltimore, December 10 for a week. Beginning in November, the Kansas City, Mo., and Russell Swann appeared on the double bill with a troupe of the Detroit Times Goodfellows at the Michigan and Fox theaters, Detroit, Saturday, beginning December 8. A TARZAN, ETTE, magic-mental, combination, are always burning at the Hotel Pere Marquette, Peoria, Ill. Also at the hotel was the Tenth Annual American Whirlwind, a four-week run at Hotel Jefferson, Peoria, Ill., December 9 and opened a two-day date in the west; at the Manhattan House of the Leland Hotel, Aurora, Ill. CHARLES LEIGH entertained the Peon Power argus about a week. Now at the Hippodrome of Chicago has SOON the Marquisiion motto staff. After Jack Middleton, was met by the taget. New York, New Romany Room. Washington _

Get back the Tactile Northwest. return* to Salt Lake City this week to dent Charles Melte) Jones woe tonna-

... THINK-A-ORINK HOFF-... Stiller has been booked for the Palate. Harbledor 2!)... The house will we mot bookings them. 

... his stand at the Paramount starting 

... GLORIA JEROME. hangs over the northern states and region. 

... his stand at the Paramount starting 

... GLORIA JEROME. hangs over the northern states and region. 

... his stand at the Paramount starting.
Be Safe Than Sorry
In Legal Affairs

Higher court cases pertaining to the amusement business are cited by Lee T. Parker, attorney at law, in the last issue. The Board, each month, the next installment will appear in the issue dated December 28, under the heading of "How To Avoid Liability for Injuries to Circus Patrons."

Rep Ripples

EDWIN WEAVER stopped off at the Franks' desk last Tuesday (10) en route to Charleston, W. Va., where he plans to frame a three-people turn in theaters.

AL PITCAITHLEY, of the territory around Buffalo, N. Y., Jane, son of the former Jane Madison, presented pictures and E. P. Hannon's new all-star comedy, "The Second Star," is the major feature of the show. Packaging is excellent and the play runs for a week with the Jack Jones tent in Wisconsin. THOMAS' FUN SHOW, now a bowler in satisfactory biz in the territory around Buffalo, N. Y., JAY MAISON, past summer producer coming into the present fall play, is spending his time in Chicago. Vanlusa, has been in Savannah, Ga., with the Rankins, then to play military camps in the South. The former Chicago showman made 11 weeks of Eastern and Southern fairs as emcee and lecturer with Bob Lee's front line show.

CASHFORD PLAYERS are working sustenance on their tobacco stops.

WRANGLERS HAMMO, well known in rep circles, is busy in preparation for the show. He has taken over the old Overland, Mo., BIRD'S SHOW recently making its debut in Central Mississippi. They will show religious pic along their route during the holidays.

CHESTER STEELE, former owner of Steele's Comedians, has a school and hall show in the Abilene, Kansas, area. Steele's are the top sketch men, still, pictures, and a small animal exhibit. STEELE'S FUN SHOW, vaude- -pix combination, will offer a full injection, The Crown of Thorns, in conjunction with its regular program, during the holidays. Troupe is now in Dallas, Calif., where it is reported having good luck contacting a color play. The King Still Reigns, in Maine territory. He has been working the Great Salt Lake State.

FREEMONT TURGEON has operated a six-truck in New England and Eastern Canada for several years. He has seen the activities of resort towns. In Maine and New Hampshire, the show is in full swing and whatever else popped up. He has recently designed the suit that he terms an original model film and vaude- -show idea. He is bringing a 100-foot portable house and has its acts to present in the audiences, and in order to step up receipts he plans to give two nightly shows. He is working at Keene, N. H.

TURGEON is no newcomer to the game, but his ventures into the foreign area where he has already seen a big financial gain. The present film will augment his show film with a host of acts for the vaude- -pix and vaude- -show idea. The outfit is booked to move south for the winter. Here's one trick that has about being dashed over- -head, even half rent is licked.

Cutting the Nut

E. F. HANNAN

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Non-Theatrical Films
Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Tampa, Dec. 14—Roadshowmen are turning their attention to Florida. The first of the several conventions for Tin Can tourists will be held here next week. Some 15 other conventions of various parts of the State, the first of which is in the Tampa area, will be held between January 10 and February 24 and where army camps are under way in the winter program will be presented.

Tin Can tourists' conventions of the World will be held here in the Tampa area, to include more than the usual opportunity to give works for the shows.

Meeting in Session
The first of the series of conventions for Tin Can tourists opened at Avon, Fla., Monday and will close December 21. Annual home-coming and Christmas holidays will be spent at Sarasota December 1 and 3. The convention scheduled at Arcadia January 6 to 18, and the program will be concluded at Sanibel Lighthouse January 20 to 24. Several other Florida conventions have been announced.

Conventions, headquarters in the Tampa city trailer park, only a few blocks from the downtown center, are being given during the winter non-theatrical movies have been shown here by roadshowmen who head for the season. Movies have also been a definite part of the entertainment of the Army camps and Hilltop, on the outskirts of the city.

16MM's Known at Tampa
Programs which have been shown in the Tampa area, the largest crowd has been treated large crowds in the home of John Benfield, 3rd Louisiana, Let-

cutting it short
—By THE ROADSHOWMAN
Steve B. Brightman is in charge of the shows given at the Boys' Club, Fair-

CROWLEY, La., Dec. 14—Working in conjunction with the Army, men in this section have increased their bookings by showing films during time out. Shaded lighting is used and the movies run 10 to 15 minutes, allowing the instruction a ample time to lecture on the subject.

Films on plant life are reported as the tops in this field. Consolidated schoolies are arranging for these shows on regular schedules. Biology classes in this section have been held at the colleges and revised the instruction to map the lectures. Wild Flowers in College Park, one-reel subject in color, has been booked for shows following the holidays.

New and Recent Releases
(Butting Time is Approximate)

ODDITIES IN THE LAW, released by Nu-Art Films, Inc. Film shows the various oddities of several states. For example, in Minnesota, the law permits only two hours—unless it is hatched to stage. Running time, 10 minutes.

LIFE CYCLE OF THE WHITE OR CHINESE ROSE, released by Nu-Art Films, Inc. A scientific exposition of the life cycle of this insect, which is found in the country gardens and truck patches of the United States and Europe. Close-up shots show the insect's consumption of living plants. Running time 10 minutes.


AUDL LANG SYNE, released by Post Pictures Corporation. Dramatization of the old ballad. The poem is recited and sung at appropriate spots in the program. Running time, 67 minutes.

WE'RE IN THE LEGION NOW, released by Post Pictures Corporation, shows the Legion's activities in various sections of the country. Cast includes Evan Hunter, Vincent Barnett, and Claudia Dell. Story is built around two American gangsters who are engaged in a war that is presented by their pals. In an effort to help solve the mystery, the other gangsters, the Americans enlist in the Legion. Running time, 86 minutes.

STAND-BY FEES DOWN
(Continued from page 3)
Only a few customers will be forced to pay higher rates due to the current shortage of labor. Many have been paying stand-by rates as high as 25 cents per hour.

THE SHADOW STRIKES, released by Post Pictures Corporation. The hero's struggle against the leaders of an outlaw gang. Cast includes Bruce Cabot, June Darrell, and Louis Calhern. Running time, 63 minutes.

LA GRANDE SIRENE, released by Post Pictures Corporation. The story of an Italian community. Cast includes Walter Huston, Dolores Del Rio, and Ronald Colman. Running time, 63 minutes.


DANCE YOURSELF TO SLEEP, released by Post Pictures Corporation. The story of a young girl's struggle to make Ends meet. Cast includes John Wayne, Barbara Stanwyck, and John Ireland. Running time, 63 minutes.

MRS. McGUIRE, released by Post Pictures Corporation. The story of a young girl's struggle to make Ends meet. Cast includes John Wayne, Barbara Stanwyck, and John Ireland. Running time, 63 minutes.

GET YOUR GEARS, released by Post Pictures Corporation. The story of a young girl's struggle to make Ends meet. Cast includes John Wayne, Barbara Stanwyck, and John Ireland. Running time, 63 minutes.

THE BILLBOARD Morale
NEW YORK, Dec. 14—Lient. Bruno Korn has been appointed officer in charge of the Army show room, Fort Hamilton, Brooklyn.

Applies for the position of "The Billboard" in Newark, N. J.

ORCHESTRA ROUTES
(Continued from page 14)

Changing weekly, are new policy at the Hotel Marion. Eugene T. Oliver was appointed manager of the show room.

First order December 21 is Barney Hopp and His New Englanders, with Denise, Courtney and Henry Buss crews to follow.

Oliver stated that opening of Camp Joe will allow the new policy, the Army, business has brought about better patronage of night spots in this vicinity.

Big Buy 16mm

HEAVY PROJECTORS

14 MONTHS TO PAY

BRAND NEW LATEST MODEL

1000 WATT LAMP—30 WATT AMP WITH 2-12" HEAVY DUTY SPEAKERS

YOUR PRICE $298 NO FINE, 16MM. CHARGE

14 MONTHS TO PAY

WRITE FOR DETAILS

BOX D-9, The Billboard, Cincinnati, Ohio

RELIGIOUS FEATURES

16MM. SOUND 35MM.

This Is the Kingdom, Beautiful Ru, Brother Ali

OTTOMARBACH, 369 North Ave., N. Y. Cits

THE BILLBOARD WEEKLY

Covering the Motion Picture and Entertainment Industry
Conducted by: G. KENNETH BRENNAN
1308 Sixth Avenue Building, Pittsburgh, Sydney, Australian Office: THE BILLBOARD.
The Final Curtain

J. Harold Murray

December 21, 1940

ADAMS—Lewis R., 80, dean of the Duke University School of Law, died at his home in Durham, N. C., December 7 at age 80. He was a native of New York City and was a graduate of the University of Virginia. He was a member of the Duke University Board of Trustees and had been associated with the university for many years. Survived by his widow, Sarah E.; two daughters, three sisters, and two brothers.

BRENNEN—Joseph D., 81, retired ac-
countant, died at his home in Bremerton, Conn., December 8. He was a native of Bremerton and had been associated with the local business community for many years. Survived by his widow, Mary J.; two sons, and two daughters.

BRENNER—Charles, 82, pianist and
composer, died at his home in Philadelphia, Pa., December 9. He was a native of New York City and had been associated with the local music community for many years. Survived by his widow, Helen; and two daughters.

CAGLE—Howard R., 67, for many years
head of the local steel industry, died at his home in Dallas, Tex., December 10. He was a native of Texas and had been associated with the local steel industry for many years. Survived by his widow, Margaret; and two daughters.

CAGLE—Mrs. E. W., 85, died at her home in New Orleans, La., December 11. She was a native of New Orleans and had been associated with the local business community for many years. Survived by her widow, Mary J.; two sons, and two daughters.

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A Review of the Carnival Season of 1940

Important Events and Happenings of the Year will be features of the

Holiday Greetings Number

Watch for this issue dated December 28

Allerta Foster To Pilot PCSA Auxiliary in '41

LOS ANGELES, Dec. 14.—Allerta Foster was elected president of the Ladies' Auxiliary to the Pacific Coast Showmen's Club. Miss Foster, who has been a member of the Auxiliary for several years, was the only candidate for the office. She was elected by acclamation.

New York, Dec. 14.—The New York section of the American Association of Advertisers in the Motion Picture Industry has elected a new board of directors. The board consists of 10 members, eight of whom are elected for one year and two for two years. The new board includes many well-known personalities in the motion picture industry.

Banquet-Ball Net Will Total Nearly $2,000

Exhibit profit is more than $1,000—plans for party on New Year’s Eve

CHICAGO, Dec. 14.—Pursuant to an amendment to the constitution and by-laws recently adopted by the Showmen’s League of America, the League will meet on Thursday night for a banquet and ball on New Year’s Eve. The banquet will be held at the Chicago Athletic Club and the ball at the Congress Hotel. The League’s officers will be elected at the meeting.

ACA Officers Re-Elected for '41

CHICAGO, Dec. 14.—The annual meeting of the Amusement Corporation of America was held on December 5 at the Hotel Sherman. The officers of the corporation were re-elected for another year.

Strates Renewed at Batavia

SAVANNAH, Ga., Dec. 14.—Midway Park, operated by the Georgia Interstate Shows, has renewed its contract with the Strates Bros. Circus for another season. The contract runs from April 1 to June 1.

A Century of Profit Show

By STARR DE BELLE

Carnival of the Century

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of The Billboard will move from 64 West Randolph into its new quarters at 155 N. Clark Street. The move will take place during the afternoon and the office will be closed for the day.

On Sunday, December 22, the Chicago office will reopen at its new location.

First Vice-President of the Pacific Coast Showmen's Club is Los Angeles, Joe Glancy recently was elected first vice-president of the club. The election took place at a meeting of the club in Los Angeles in 1941. A West Coast showman, he will have two opportunities to face the challenges of the job.
CARNIVALS

Midway Confab

(Communications to 25-27)

CAMP followers next season?

TOM IRVING, of Irving Bros., Shows, is in Syracuse, N. Y., where he reports he's enjoying his role as Santa Claus.

STILL in Veterans' Hospital, Atlanta, is H. W. Reed. He'd like to read letters from friends.

FRANK ZORDA is still playing weekend spots in Georgia and Alabama with his Midnight Show to good results.

LOT DEPUIR passed thru Dallas last week en route to Mexico City, where he plans to remain for about a month.

FAVORITE last words: "No, we do not need any advice about our portable light plant."}

NEW DREAM BOOK

120 Pages, 2 Full Colors, East. Chicago.:

PARK SPECIAL WHEELS


BINGO GAMES

10 Player Complete $0.50

SEND FOR CATALOGUE.

现已出版

ADAMS, OSCAR C. LOOK, P. O. C., CARNIVAL MANAGERS.

NOW HOOKING SHOWS AND ADVERTISEMENTS FOR 1941

PARK SPECIALS, WHEELS

Gold Medal Products Company

WANTED TO BUY

For cash, Kiddie Rides, Land Gallery, Whip Power Unit complete. No junk.

Attention, Showmen!

Our 1941 Samples of Statuaries, Con relates, Reports, Sheets, etc., are ready for mailing. Write for your sample now.

THE FAIR PUBLISHING HOUSE

NEW LONDON, OHIO

NOTICE CARNIVAL MANAGERS

Hire good Art Light Plant for medium show. Have high color, novelty, and suitable for any size or date and put in proper condition. Also can sell. P. O. BOX 305, PINE BLOOF, ARK.

Consistent Money Makers

LOOPO-PLANE—OPPO-POLO-PLANE

The New Ride Sensation

FLY-O-PLANE

EYERLY AIRCRAFT CO., ORE.

LYNN 

EASTERN FACTORY BRANCH:

RICHARD P. LUBE, CHATT, STARK COUNTY, OHIO

European Sales Manager: STEWART L. RUDOLPH, ENG.

TAPE THE WORLD IN RIDE VALUE

POPcorn

There are those good reasons why smart CARNIVAL Managers 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

191 E. PEARL ST., CINCINNATI, OHIO

December 21, 1940

No Matter Where, One Finds The Billboard Reps There

PORT CROOK, N., Dec. 14.—No matter where a man in the show business goes, there are "the boys" of the Billboard looking out for him.

One of our men, in B Company, Third Infantry, Benne Luchino, established and turned 

Sally Rand's Nudie Ranch at the Golden Gate International Exposition, San Francisco and Leo D. Lockhart, once a talker on the Royal American Shows, were both scouts for recruits.

And their captain is Barney Oldfield, who's been on the West Coast for years in Lincoln, Neb., before being called for a year's duty.

HANS KIMMEL, CARNIVAL MANAGERS

but decided recently to remain home and make new warburgs for our acts next season.

OBERG SAMPERS JR., past season with Jim Hockeys' Ten-In-One, is appearing with the "Royal American Shows.

He says he'll open in Atlanta about Jan. 7.

TENNEPLANE foreman on Hudy & Gent's shows, Robert Moore, and ROWELL V. Valley, two showmen in Natchez, Miss., while there they were the guests of Key Check Night Club.

A FAIR secretary was heard offering a carnival his fare from fence to fence, provided that the carnival furnished the fence.

HAVING closed a successful 57-week season with Billy Ray, a veteran at Cincinnati, was a recent visitor to Tucson, Ariz. His shows are quartered in Portland, N.

THAD RINGO, minstrel show operator, is in Miami, Fla., several days while en route to Florida, where he plans to winter.

RICHARD M. WEIDEN, manager State Fair shows, was a recent visitor to Tucson, Ariz. His shows are quartered in Portland, N.

J. G. (TOMMY) THOMAS, representative of the Johnny J. Jones Express, was a guest at Cincinnati offices of The Billboard on December 14 on his way east for a trip in the South.

HAVING concluded his 11th season as swing foreman with P. F. Bee Shows, and C. H. Shears, is in Grand Rapids, Mich. From there they will rejoin their husbands in Florida and then go to New Orleans to celebrate their wedding anniversary and attend the Mardi Gras.

WILLIAM LEWIS, of the Jones J. Express, was a guest at Cincinnati offices of The Billboard on December 14 on his way east for a trip in the South.

Since leaving Miller Bros.' Shows, W. M. (Mack) Mcenefit signed with the Sensational Wadshara, aerialists, who have been traveling and functioning in the second act for 1941.

MEL VAUGHNT, owner-general manager State Fair shows, was a recent visitor to Dallas, stopping over en route to Tucson, Ariz. His shows are quartered in Peabody, N.

TWINS, Mrs. James W. Gross and Mrs. Martin S. Euston (HeLEN and Stell) are in Winterset, Iowa, where they have begun to repair and paint equipment for 1941.

H. B. DICKSON, ride operator, and family are wintering in Winterset, Iowa, where they have begun to repair and paint equipment for 1941.

Since closing with Dodson's World's Fair Shows, Homer B. Sharer (Robert Roberts), who went to Miami for the winter, reports he will return to the Ray Cramer Show next season.

About 100 showkold attended the Masonic Lodge Banquet at Fisher's Touring Camp in Tallahassee, Fla., on December 5. Tex Patagust reports. Price winners for the cleverest costumes were Finley Pepper, Alfred Pepper, and Francis Bond, Hartleid's Cosmopolitan Shows.

In The Youngstown (O.) Daily Vindictor Charlie Leedy said: "In a store show downtown it is amusing to watch the freaks in the windows looking at the funny people in the street."

"WE'LL spend Christmas here, as the soldiers promised us all their holiday leaves."

Since leaving Miller Bros.' Shows, W. M. (Mack) McCaffray signed with the Sensational Wadshara, aerialists, who have been traveling and functioning in the second act for 1941.

The Billboard

For the record: where he plans to winter.

NEW LONDON, OHIO

WEST'S, Minn., on December 5, 1940, in Grand Rapids, Mich. From there they will rejoin their husbands in Florida and then go to New Orleans to celebrate their wedding anniversary and attend the Mardi Gras.

WILLIAM LEWIS, of the Jones J. Express, was a guest at Cincinnati offices of The Billboard on December 14 on his way east for a trip in the South.

Chief Rain in the face of the Organization again in 1941.

ROBERT HUGHES, of Hughes & Gent's shows, recently signed Robert I. Wood, a former ham of Natchez, Miss., to winter at this same location.

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Eddie Hackett

New With "Mac" McKinley

Southland Chevrolet
MIAMI, FLA.

CARNIVALS

John R. Ward Shows, Albert Stringer, accompanied by Mrs. Stringer, entered Tennessee Pass, Colo., where they are spending the winter fishing and repairing their house trailers.

COOKHOUSE gossip: "Wonder why the g. didn't come out to see us when he was in town as we meant holding our hairy remarks."

JAMES LALLO, marquee and light loader foreman on Gold Medal Shows, the past season, has been visiting his wife's relatives in Bubee, Ariz., since closing with the show in Las Vegas, Nev. He is in consultation with a construction company there for a new contract.

LAST season with the State Fair Shows, Sidney and Mildred Preeson are now with the Santa Fe Exposition Shows in the Rio Grande Valley, with headquarters in Weslaco, Tex. Presson adds they are working a few months on the side and spending some time fishing.

EASTERN AMUSEMENTS, INC., recently held its winter stockholders meeting in Tampa, Fla., where President Robert C. (Bob) Edwards resides. Last season Edwards managed the International Casino, one of the company's units, on the World of Mirth Shows.

RILLY SHERIFF'S TROOPS, in quarters at Savannah, Ga., is working out a bit in state parks for next season. Rosalee are planning to play several indoor dates in Cleveland and Detroit, and Billy, scouting for an additional new-type cannon act which is being trained in Savannah.

"It's never too late to mend," remarked a midway path when he handed over a double to a Saturday night's catch—Mike Good.

"JUST BOOKED my new Turnover Porkhouse with John Geomax, of Bright Light Shows, who recently came to me, Frank W. Love from Pittsburgh, to operate the Cumborough, Md., by train because of the bad weather, Geomax, who also operates in the office and was sampling at the 117th Field Artillery and is with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery and is with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C., has been working on his photo gallery with the 113th Field Artillery Battalion at Fort Raleigh, N.C.

"MR. AND MRS. C. E. (DOC) BARFIELD and Mr. Collier left here on December 11 for their quarters in St. Marks, Fla. Mr. and Mrs. C. E. (Doc) Barfield have operated the Barfield Shows in Winter Haven for the past season, and the annual fall season at the Barfield Shows in Winter Haven.

"MR. AND MRS. HARRY RUBIN and Mrs. Rubin's parents, Mr. and Mrs. M. C. Collier, went to Kansas City in the Barber for a brief visit to their son, Paul, who is in the United States Army and is with the 33d Field Artillery Battalion at Fort Ethan Allen, Vt.

WHILE most general agents are backing in better weather in Florida, their horses probably will not be out looking for an opening spot—Earl Ackerman.

MR. AND MRS. HARRY STEWART, of Winter Haven, Fla., are spending the winter in Winter Haven, Fla., operating their own show, which is the Winter Haven Show at Winter Haven, Fla.

FORMERLY with several circuses and Pratt's World's Fair Shows and the past season with John Geomax, of Bright Light Shows, Mr. and Mrs. Emery Kiddie Ride on Emty Bros.' Shows, Charles Coning recently emigrated from the United States Army and is with the 33d Field Artillery Battalion at Fort Ethan Allen, Vt.

TO compete with the cookhouses at a pumpkin fair last fall I had to buy a pie from a church booth and the slices were still hot—Oscar, the Hane.

"MY WIFE AND I recently closed a prosperous season with the Gold Medal Shows."

EDDIE HACKETT
CARNIVALS

December 21, 1940

Be Safe Than Sorry

In Legal Affairs...

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated December 28 under the title of "How To Avoid Liability for Injuries to Circus Patrons."

In Nashville, N. H., after an attack of acute indigestion, ... and Mrs. Bryan Woods were vaccinated in Norfolk, Va., after having re-signed with Brown & Dyer Shows for 1926, making their fourth season woth it. Mrs. Ann McNulty was presenting her Punch and Judy show in a department store in Jacksonvile, Fla. ... Million M. Morris and brother, Plainville, Conn., left for the Chicago meetings to spend the holidays with their parents in Washington, D. C. ... Tampa, Fla., proved a lucrative spot for the David A. Wise Shows.

BIRTHS

(Continued from page 28)

Sollie Hancock in Durham, N. C., November 20. Father was former circus operator on the Mighty Shoeley and Royal Palm shows.

A daughter, Nicolette, to Nicholas and Sohna Dominica, in Detroit on November 30. Parents are dancers at the Monte Carlo Studio, Detroit.

A daughter, Jewell Marie, to Alberta, Promise and Mr. and Mrs. Ivan Kinner November 19 in Jacksonville, Fla. Mother is daughter of S. H. Work, well known etc., in America.

A girl, Barbara Estelle, to Mr. and Mrs. William D. Bowers, of the Bowers Shows, in St. Vincent Hospital, Norfolk, Va., recently.

A son, baby to Mr. and Mrs. Sam T. Polack, of Polack Bros. Circus, at Fort Madison, la., November 200. Mother was formerly Genevieve Hughes, once a rider in and around Miami. Father is associated with the Club Ball in Miami.

Divorces

Letta S. Padon from Freeman Gossen, Amos of the radio team Amos 'n Andy, in Hollywood December 10.

Frances Joyce, former showgirl, from Charles Howard Jackson in Reno recently. A son, David, was born. Parents are entertainers.

From W. Dixon Kramer, of Portland, Ore., a son, Michael, November 19. Parents are connected with Statler Winter, Indianapolis, in Cincinnati December 18.

15 Years Ago

(From The Billboard Dated December 19, 1925)

Los Angeles

LOS ANGELES, Dec. 19--Continued

Sam J. Levy, chairman of the Showmen's League of America annual Banquet at the Hollywood Canteen, last week, closed with Silver State Shows, came in for the winter, as did Joe Pasque, Red Newington, Pa. E. N. (Dad) Workman with the Newington, Pa. E. N. (Dad) Workman for the Winter and joined the Big Wide World, including Jack Ruback, Benny Hyman, A. (Booby) Oshad, Art Hansen, Tommy Rose, Frank Powers, Fred Ball, Louise. Hickman, Ray Dixon, Johnny Quinn, Pat Harvey, Charles Howard, John and Russell Grant, Bill Spears and Bob Hammond are the original artists.

List of Army Camps

Headquarters interested in U. S. Army Posts are asked to send us a list of these running Installments in the U. S. Army Posts in the United States. The first installment appeared in the issue dated November 22. The second appears on page 82 of this issue.

Los Angeles

1925

Los Angeles, December 21, 1940

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First Two Standards

Of Arthur's...Are Satisfactory

WESTMORELAND, Calif., Dec. 14--Second stand of the first two in the Showmen's League of America shows, formerly a Sunday school band, were featured in the Granada and American Legion Post on post grounds in Los Angeles last week.

Mrs. Arthur Stiern, manager-owners, and Mrs. Charles Cee, organized the band, which played a program of 16 tunes.

There was an audience of 200 persons in attendance.

The band's next engagement is a concert in the Granada,

Los Angeles, December 21, 1940

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Des Moines Fortnight Big
For International Congress

DEN MOGERS, Ia., Dec. 14.—After a successful week for the International Congress of Oddities at 214 Walnut Street here, business was up a week that proved better than the first, reported Gary Dehae, publicity director. Much radio advertising by remote control from the museum, newspaper ads, and rural mailing lists, backed by a strong show that advertised itself, brought not only city patrons but those from surrounding country.

Many staff members went to the Chicago conventions as guests of the management while operations of the show was in charge of J. J. Stenon and Arthur Hoffman. General Representative Ray Marsh, Bryden reported Chicago visits pleasant and profitable, having contracted the International Congress of Oddities under canvas as a unit to appear at several remote control broadcasts. Have Ign. and Bl. Moeeta, now quartered of an enterprise made in good time, and a -Shear*, accident.

Annattoest Wonder, &min&, of the holler being operated with an essay, tractored peasant and Bortman. Paper ads, and curenting line, backed by the street here. hinillara warranted another Congress of Lewiston presented each member with a new hat, coat, and cuff links. A. C. Baker, of Lewiston, Baker said he had difficulties with his line but was not defeated, and a cane was given away.

The Tellingsteam Vindicator ban given Resod co-operation, and spot arrermers

DE MOINES, La., Dec. 14.—After a seven-day lay-off, Skeeter and Lewiston's Freaks Strong poured a week's rain In Grand Rapids, Minn. Skeeter, a native of the plains, was featured in the week with Henry, the man with the bloodhound. He finally got a new dog and the dog was featured in a new act. The act was well received and Skeeter was pleased with the results.

Korte's World's Fair Unit

EL PASO, Tex., Dec. 14.—This city saw its first large museum in several years with the opening of the Korte's World Fair. Pete Korte's World Fair attraction, Roy B. Jones reported. Located in the old Flannery Building on the Antonio Street, unit will remain here until the New Year for the Christmas Day football game. Date was heavily advertised by John M., and Ingelman, billposter, billed the country as a whole area. The station radio stations here and in Juarez, Mexico, are being used and unit carried out the city's annual parade campaign in advance. This city has no problem of enrolling thousands of soldiers stationed in the city. Pete Kortes World Fair, the unit now quartered in the city, is being featured in a new act with Lewis, the monkey, and Lewis, the monkey, both trained in the art of monkey tricks.

NEW SLEA TRUSTEES

SAN ANTONIO, Tex., Dec. 14.—Managers of the Oddities Museum, currently in its second week at 1101 Alamo Plaza, have announced that business for the first five weeks of the season was good. Miss S. H. Huschman, the owner of the museum, said there were many visitors during the week, and that business was good. She said that the museum was making a good profit.

Scheider's Assembly Scores

UNITED STATES, S. C., Dec. 14.—S. J. (Doc) Scheider's World's Assembly of Strange People opened in South Carolina last week, H. M. (Tommy) Thompson reported. A big draw with the Merchants' Association materially aided attendance, and Bill Robinson's ice cream was one of the features of their annual Bambi Claus Parade.

Lorow Bros' Oddities Open

WINSTON-SALEM, N. C., Dec. 14.—After a seven-year lay-off, Skeeter and Snookey Lorow again have their Living Museum of Oddities, a feature of the show. They have been having good turnover recently to good results. Since closing their regular act, they have operated in several cities where they had three midway attractions, at Buffalo, N.Y., and Atlanta, Ga. They played a week's stand in Gadsen, Ala., and the city was very much pleased with their act.

Main street location in Greenville, S. C., marks the third of the winter so far. Bill Davis, formerly secretary-treasurer of "The Billboard," is handling the advance and publicity.

BALLYHOO BROS.

(Continued from page 29)

Our aggressive general agent claimed he had passed thru the town on his way down, but on account of the train not stopping, he had been forced to double back. The agent was not in the mood to indulge in this practice and was completely unaware of the fact that there was any doubt that we play West Virginia next spring."

"Buz, buzz, buzz! There are many buzz bodies in house-trailer hives who carry your name. Be sure you get all our premiums, and never bring in any honey. There are many bees and queen bees in every trailer camp. We sometimes have to remove some body in the wax. MAJOR PRIVILEGES.

21ST ANNUAL BANQUET AND CONVENTION

OF HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY

KANSAS CITY, Mo.

CHRISTMAS TO NEW YEAR'S
TACKY PARTY DANCE DECEMBER 30TH
AT REID HOTEL
BANQUET AND BALL NEW YEAR'S EVE
FIESTA ROOM, HOTEL PHILLIPS
MAKE RESERVATIONS NOW. TICKETS $3.50
Showmen's & Fair Secretaries' Convention All Week

HUNDREDS OF DOLLARS IN GIFTS
(Donated by Manufacturers and Supply Houses)
GIVEN AWAY DURING WEEK

The Convention and.
Sociability Reigns.
HEART OF AMERICA SHOWMEN'S CLUB
Reid Hotel, Kansas City, Mo.

BEN WILLIAMS SHOWS, INC.
WISH ALL OUR FRIENDS
A MERRY CHRISTMAS AND HAPPY NEW YEAR
WE ARE NOW CONTRACTING ATTRACTIONS FOR 1941
SHOWS: Motocross, Fair, Rodeos, Circus, Amusements, etc.
ALL Rides, Nitro Bikes, Rides, Walk the Plank, Wagon Train, etc.
FREE AIDS: Play, High Sensational Act or Comic Act.
FAIR SECRETARIES and COMMITTEES, contact our general manager, MATTHEW J. RILEY, for full information.

EANGELINE SHOWS

Can place balance winter, Eric Diggers, Photo Gallery, Palmist, String Game, Fish Pond, Watch-La., Hoop-La, Knife Rack, Country Store, Lead Gallery, Winfield, Louisiana, week December 16; Springfield, week December 23.

USE A CALLIOPE NEXT SEASON

Start your season with a calliope and get away from the old style loud speakers that everyone to town now use. Get an advertiser that will make them up with a tune that is different. We have some reholt instruments at bargain prices for quick sale and will quote you prices and samples. Equipped with engine for那种 use or electrical motor for calliope show use or for ornament on lot.

TANGLEY COMPANY, Musecatine, Iowa
North and South Carolina. Illegirda. and here and they soon win Love for Mr-
Springs.

Chrteunaii take a six-week vocation and spend the SO build their own quarter..
looking forward to a banner 1041. reason.
&fence., Dillow% meld the canon prom)
night woe lost on the steasons.
year's trek carried the organization then WOUND, at Yeniamnor. 8. C., recently. 7704

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Equipment Back in
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Exposiiion Souvenir Corporation
MANY FINE NUMBERS
WORLD'S FAIR VIEWERS
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Petty, Ruth iLearent Unmet Cormeton. KY.

Paul.

no:ono, WaIty EL. Joseph. SOO.,

ROUTES
atm Sinn Clark. Beaufort, B. C.; Buck

MmIthetv. Syracuire, N. T.; Mr. and lam.
Pittsburgh, (Downtown) 15th. Pkwy.

ToTheWiner

Carnival. We will have the heavy aelo of SIIO and SIAS
Coliseum next spring.

tomorrow at the Coliseum, 13.41 scared

Birds were left for their homes are
KnoxFrith, Benneville, S. C.; Eugene
with our friends in Los Angeles.

Frontal Wings., Rock Hill, S. C.; Mr. and
Mrs. Charles Si Huckle, Buck, and Mrs.

 Ned Wall, Leomin, N. C. K. E. Lam-
lle has placed his art gallery in Beatle-

so, C. for the holiday. Quar-
ters will open about January 1, with M.

H. Baker in charge. All events will

be overhauled and rescheduled for 1941.

Bullock Tour Okeh;
Equipment Back in
Sunter, S. C., Barn
SUMTER, S. C., Dec. 14. — Bullock Ammoration Company’s equipment dis-
played on the grounds here, its win-
ter home for the past four years, after closing a 36-week season to satisfactory
returns at Venenta, S. C., recently. The
year’s tour carried the organisation through South and North Carolina, Virginia, and
Georgia, and despite much inadver-
tent weather early this spring only one
play was lost on the season.

During the tour in Beaufort, N. C.,
Manager and Mrs. Bullock were host to
the players, who were most agreeably
received, and the Manager Bullock said the season proved satisfactory; in all respects, and he
looking forward to a banner 1941 season.

He has purchased two new trucks and
plans to add a major ride for the next season.

The Bullocks have purchased a large
tract of land here and are making plans
to build their own quarters. They will
take a six-week vacation and spend the
Christmas holidays with relatives in Dayton, O. Then they will go to Hot Springs,
Ark., where the Bullocks, Mr. and Mrs.
E. A. Murray are at home in St.
Petersburg, Fla. M. H. Baker went to Atlanta
to purchase rebuilding and painting sup-
plies.

Sherman Bros. & Tweed (Capt. Lawrence
Shields, Ellis (Ballarat Train) NYO, no.

Sing, Irving (Klonodie Corinigers) Marshfield,

Sheila, Myra (Greensboro) NYO, no.

Bais, Bsex (Chi. ) NYO, no.

Smith, Manny (Ash-Andy) NYO, no.

Smith, Joe (Decatur) NYO, no.

Smith, Bob (Decatur) NYO, no.

Spont, Jack (Northwood) Detroit, 122.


Stoll, George (Ashland) NYO, no.

Stelling, Alice (Glidden Tavern) Phiha, no.

Stilling & Shuler (Peter’s Rockfish) Phiha,

Street, Frank (Springfield) Phiha, no.

Beigeo, Three (Pal.) Cleveland.

Storm, Joe (Shaw Patio Club) Phiha, no.

Southerland, John (Tall City Club) Phiha,

Sumner, Heman (Fivonah) Chi, no.

Tamura (Close Knaue’s) Phiha, no.

Tell Sisters (Royal Palace) Miami, no.

Tibbitts, Margarita (Cleveland) Phiha, no.

Tibbs, Coleman (Knight) Annapolis, Md.,

Tideman, Jim (Club Hall) Phiha, no.

Triter, Al (Lake) Phiha, no.

Tom & Wing (Beverly Hills) Newport, Ky.,

Tom, Kermit (Lake Park) Phiha, no.

Unger, Jack (Dinny & Sue’s) Chi, no.

Valley & Lyon (Borraine) Harrisburg, Pa.,

Vance, Jerry (Jr.) Phiha, no.

Vance, Tula (Wilberth) Plattsmouth, Ne.,

Vaze, Frank (Cher) Phiha, no.

Wachter, Max (Kalamazoo) NYO, no.

Walker, Roy (Sandusky) Phiha, no.


Walker, Jim (Lula) Phiha, no.

Ward, Bill (Jack & Bob’s) Trenton, N. J. no.

Ward, Warren (Cincinnati) Phiha, no.

Ward, John (Cincinnati) Phiha, no.

Ward, Sue (Cincinnati) Phiha, no.

Woods, John (Cincinnati) Phiha, no.

Wilder, Joe (Cincinnati) Phiha, no.

White (Edward) (Cincinnati) Phiha, no.

White, Jack (Club Hall) Phiha, no.

Whitfield, Fred (Ashland) Phiha, no.

Whitlock, Bud (Cincinnati) Phiha, no.

Wickenburg, Bob (Cincinnati) Phiha, no.

Wilkas & Dare (Oriental) Chi, no.

Wilkins, Leo (Cincinnati) Phiha, no.

Wilson, Bob (Cincinnati) Phiha, no.

Wood & Bryan (Nineteen) Phiha, no.

Wright, Lenard (Cincinnati) Phiha, no.

Wright, Harry (Cincinnati) Phiha, no.

Wymore, Dick (Cincinnati) Phiha, no.

Zera, Bob (Sherman) Chi, no.


MISCELLANEOUS
Brann Bros. Show, Big Lake, Tex., 16-21.

Dunbar & Duncy Show, Moon roast Junction,

North, S. J., 18-21.

CARNIVAL
(Routes are for current week when no dates
in some instances possibly mailing points are listed.)
Antique Auction, Atchison, Kan., S. & H. Am. Co.,


Wells, Sam, Excursion, delaware, S. C., 15-28.


CIRCUS
Hamid-Morton: (Arena) Cleveland, 0., 25-

Pollock Bros. (Riverdale Theater) Milwaukee

ADDITIONAL ROUTES
(Received Too Late for Classification)
Callahan Sisters: (The Toe Club Milwaukee

Cheapo Girls (Cincinnati) Ohio & Country

Cherry, Josie: (St. James Motel) Dallas, Taz., 16-21.

Diamonds, The (Pearl) Thessaloniki, 16-21.

Harp, The (Carnival) Boston, 16-21.
Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Dec. 14.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires to present a skeleton force being maintained by the Selective Service along with others now in charge directing the canvass crew. Owner Samuel E. Pruell, acting as captain, direct the canvass crew. Owner Samuel E. Pruell, acting as captain, directs the canvass crew. Qatar, with Stacy Knott in charge of rides, and Harry Michal, in charge of ordering and the canvass crew, with Carl and Jack Crockett, with Cap. Gerte Miller, stopped over in quarters for a short time and a South crew, including Mr. and Mrs. Frank Sparkes and Mrs. Edgar G. Cable, received a warm welcome from the crew, including Keeler and Temple. The Bonzai Troops is wintering in Tampa, Fla., as men and Mrs. Harry Fox. THOMAS W. RICE.

Wallace Bros.

JACKSON, Tenn., Dec. 14.—Good weather elsewhere has enabled the crew to complete much work. All woodwork and painting is being handled first and all equipment is now in order with plenty of ground space for painting and repairs. The crew, including Capt. Walter McRae, and Bob Sickles, all of the P. F. Bee Show Shows, has performed a fine job. The members of the shows in Jackson and Greenville, including Hube Wadley, Pearl and Roy Hawkins, Mr. and Mrs. Frank Sparkes, Mr. and Mrs. James Reed, and the Delmar, are now on their way to Florida. The Palm Springs Indian tribe, under the care of Captain Lumpkin, are attracting much attention from the local crowd.

James E. Strates

SAVANNAH, Ga., Dec. 14.—With ideal weather conditions, activities are under direction of Master Mechanic James Yotat, is getting along as much as possible before the weather changes. The Delmar, a great distance crew, is taking a well-earned vacation. Miller, confined, trains, for equipment, is unloading all ride motors. New Hawaiian Revue front is rapidly taking shape and new lighting effects will be featured. Neon and fluorescent tubing will be combined in color combinations. Fluorescent lighting also is being installed in the remodeling office wagon. It also will be used in the press wagon. Captain Wallace is in New York and will send us phrasing info that things are progressing nicely on his current booking tour. Recent visitors included Mr. and Mrs. Shep- pard, Mr. Raymond Netter, Frank Carr, John Gordon, Richard Williams, Sr., Pete Refine, Bill Leon, Charles Everman, Mr. and Mrs. Frank Lynn, Charles Everett, Bill Spaulding, D. B. Sterling, Bill Ruben, Bill Plam, and Sam Levitt. Mr. and Mrs. Ely Prentice, and Mrs. Arthur Walsh, and 15 and Inn—Campbell advise they are having a swell time in Florida. John Golitschke, from Charlotte, N. C., that he has returned from a visit to his folks in Nashville, and will visit quarters en route to Florida. The lions and other animals under care of Captain Lumpkin, are attracting much attention from the local crowd.

DICK O'BRIEN.

American Carnivals Association, Inc.

ROCHESTER, N. Y., Dec. 14.—Reflecting upon the seventh annual meeting in Chicago, we are more than ever convinced that the membership represented at the sessions has indicated an enthusiasm and interest in the activities of the association and present indications point to the fact that the association move ahead to greater progress. We desire to welcome Into membership the International Congress of Oddities. We present the show membership of the association today. All in all, we were much pleased with the outcome of the meeting, and like the association.

(See AMERICAN CARNIVALS on page 38)

Draft Delinquents

CINCINNATI, Dec. 14.—Draft Board No. 7, located in Room 201, Hotel Harriv, is advising all citizens that the names of several draft delinquents are considered delinquents, having failed to respond to the draft notice of Board Chairman, Mrs. Charles F. Elwood, Mr. and Mrs. Sky Prentice, Mr. and Mrs. Arthur Walsh, and Mr. and Mrs. Frank Lynn, Charles Everett, Bill Spaulding, D. B. Sterling, Bill Ruben, Bill Plam, and Sam Levitt. Mr. and Mrs. Ely Prentice, and Mrs. Arthur Walsh, and 15 and Inn—Campbell advise they are having a swell time in Florida. John Golitschke, from Charlotte, N. C., that he has returned from a visit to his folks in Nashville, and will visit quaters en route to Florida. The lions and other animals under care of Captain Lumpkin, are attracting much attention from the local crowd.

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(See AMERICAN CARNIVALS on page 38)
Showmen's League of America

Sherman Hotel
Chicago, Ill.

CHICAGO, Dec. 14.—Excitement of convention week is over and club has settled down to business-making. Thursday night's meeting was interesting. President Frank R. Conklin presided and introduction was given by Vice-President Carl J. Sodeman, Second Vice-President Harry W. Hennies, Treas.- Sec.- Registrar, and Secretary Joseph B. Strebich. Past presidents on hand were Edward A. Hoge, Ernest W. Young, J. C. McCaffrey, and Frank P. Duffield. Membership committee got into action early and presented applications of Samuel Snyder and Ed Andrews. Both received favorable action by the board of governors.

Relief committee reported that Edgar O. Hart is in Alexian Brothers' Hospital for attention. Eulogy at home are Tom Rankine, James Murphy, and Jack Lydick. Reports indicate Arthur Hopper is getting along nicely.

A wire advises that Oscar and Mrs. Hoback left Philadelphia. House committee has been active and the room is being cleaned for the club's opening. The date is Martin and Mrs. Laird. Banquet and Ball committee has its first report ready and closed to $2,000. Memorial Service and President's dinner reports were well received. Final reports were discharged with Jacob L. Levy, Jett Caprice, and Max Icasee in charge.

Consensus is that the 1940 ball was one of the finest ever staged by the I. O. T. A. Rossmoore and the League proud with the program. Brother Charles F. Sullens and Brother O'Henry Tent & Annw Company's membership is fast growing. It's a fine one. See SLA on page 39

3000 BINGO

Place at 10:00. Also a Bingo game at 11:00. Admission 25 cents. No profit. Proceeds for Veterans' help.

3000 KENO

Made to 500 or 100 cards each. Potted in the room. Winning numbers are announced. Post one of 100 cards, tally card each.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

WINTER'S WORK

Can also get at once, complete, work with Mechanics and Electricians. Whether you or any other Mechanics I know favorably. Reply to your name, 424 W. Duryan, 424 E. 6th St., Chicago, Ill.

INTERNATIONAL CONGRESS OF ODDITIES

World's Newest Big Show

REYNOLD & WILLS SHOWS

Now Booking and Contracting For Season 1941

WORKS SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON

FIREMEN'S CIRCUS AND FROLIC

NEWPORT NEWS, VA., DECEMBER 26, 1940

KANSAS CITY, Mo., Dec. 14.—Regular weekly meeting was called to order by President Al Brinold, with Secretary G. C. McGinnis and Treasurer A. B. Alshuler in attendance.

Minutes of last meeting were approved and a note of thanks read for the work of the late J. W. Cook, whose death was announced.

Committee of nominations for officers for 1941 was next in order. Brothers Haney, Child, Decon, and Duval were appointed to the committee to make arrangements for club's annual meeting.

Several members made brief talks and Brother Haney introduced the entertainment, which was accomplished by Brothers Lowman and Donaldson on the organ, with some comedy skits and ball, which will be held at the library on New Year's Eve. Brother Haney, D. O., Mess, and Duval were in charge.

Ladies Auxiliary

Regular auxiliary meeting was held in the clubroom on December 7, with Mrs. Haney, Mrs. Hennies, and Mrs. Kier among those present. Membership application was approved. They then was brought into the clubroom and a discussion on winter programs was held. The club is on the lookout for some new ideas for the program. The club's calendar of events is now open to any ideas.

There will be a meeting of the executive committee on January 9th, to discuss the budget and program for the coming year. All members are invited to attend.

The club has a new executive committee, consisting of President Haney, Vice-President Child, Secretary McGinnis, and Treasurer Alshuler.

The club is planning to hold a winter carnival in January, with entertainment provided by Brothers Lowman and Donaldson, who will be in charge of the program. The club is also planning to hold a dance in February, with entertainment provided by Brothers Lowman and Donaldson, who will be in charge of the program.

The club is also planning to hold a dance in February, with entertainment provided by Brothers Lowman and Donaldson, who will be in charge of the program.
RB Quarters Busy; Building, Training, Moving Along Fast

SARASOTA, Fla., Dec. 14.—Many improvements are in the making at the Ringling-Barnum quarters here, and training has begun much earlier than usual, with new horse acts and new animal in congress greasing at a rapid pace.

A concrete ring is being put up in a new area to accommodate the increased number of horses. A wire fence will continue to enclose the ring and enable the horses to feed inside. The size of the new area will be increased by the addition of an open barn, with a large area for the horses to roam around in.

The new area will also be used for the training of the horse acts, with the goal of improving their performance and reducing the risk of accidents. The horses will be trained to perform various maneuvers, such as jumping and running, in order to prepare them for future performances.

The increased number of horses and acts will likely require additional infrastructure, including stables and feed bunkers, to accommodate the needs of the horses. These improvements will be made in order to ensure the well-being of the horses and provide a safe and comfortable environment for their training and daily activities.

Meanwhile, the staff at the quarters is actively involved in various tasks related to the care and training of the horses. They are working to ensure that the horses receive proper nutrition, medical care, and exercise, which are essential for their health and performance.

The increased focus on training and improving the horse acts will likely result in enhanced performances and a more engaging experience for the audience. This will benefit the ringling-Barnum quarters, as it will attract more visitors and increase the revenue generated from ticket sales.

In conclusion, the improvements at the Ringling-Barnum quarters are aimed at enhancing the performance of the horse acts, improving the care and well-being of the horses, and increasing the overall quality of the experience for the visitors. These efforts will not only contribute to the success of the quarters but also ensure that the horses are treated ethically and humanely.
**Ringling North lam teen most Courteous evening of December 10.**

carting of the Oars Club of that city

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December 21, 1940


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The Rose Killan Circus was making a trip

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the holidays, when it was playing at the East Side Theatre. 

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over $2,000 in favor of a horse dealer for the loss of five trained dogs. 

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Emerson was appointed to the post of the Central

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AMERICAN CARNIVALS

(Continued from page 35)

Be Safe Than Sorry

In Legal Affairs...

Higher court cases pertaining to the amusement business are cited by Lee T. Root, president of the City Council in the last issue of The billboard each month. The next inst:altion will appear in the December issue, under the title of "How To Be a Leader for Injuries to Circus Patrons."

PHILADELPHIA,

Dec. 14.—For the fourth consecutive year, this city will host the National Museum of America’s Greatest Showmen, which will be held at the Franklin Institute. The show will run until January 1.

The National Museum of America’s Greatest Showmen will be open from December 15 to January 1, with a special exhibit of circus memorabilia. The museum will be open from 10:00 AM to 5:00 PM, and admission is free.

Philadelphia is hosting its annual Christmas parade, which will feature floats, live entertainment, and a visit from Santa Claus. The parade will begin at 10:00 AM on December 25, and will make its way through the city’s downtown area.

Philadelphia is also home to the Philadelphia Zoo, which is open year-round and features a variety of exotic animals and vegetation. The zoo is open from 9:00 AM to 5:00 PM, and admission is $15 for adults and $12 for children.

The city is also known for its rich history, including the Independence Hall, where the Declaration of Independence was signed, and the Liberty Bell, which is housed in a glass case in the Independence National Historical Park.

Philadelphia is a city that is constantly growing and changing, and it is always exciting to visit. Whether you’re interested in history, culture, or just want to relax and enjoy a great city, Philadelphia is definitely worth a visit.
IOWA WOULD VOID S. S. TAX

Seek Exemption
On Three Years

Managers plan retroactive
law for 1937-39—opening
get-together is popular

DES MOINES, Ia., Dec. 14.—Harness horse racing, the Social Security tax, and the race for three years or
less. Managers of fair associations have already expressed the hope that the 1937 Social Security tax law will be
repealed, and in the meantime have taken steps to secure a temporary exemption of the tax for the three-year
period. One reason for the managers' desire to seek exemption is the fact that the Social Security tax is levied on
the total amount of receipts for the fair, regardless of the length of the fair, and the tax is payable to the govern-
ment even if the fair is not in operation for the entire three-year period.

A R. Corey Steps Down; Cunningham Is Made Iowa Sec

DES MOINES, Ia., Dec. 14.—After managing 39 Iowa State Fairs, Arthur R. Corey stepped down as secretary of the
State Fair and was replaced by Lloye Cunningham. Corey served as a member of the board of directors, at the annual
meeting of the Iowa State Fair Board in the Des Moines Hotel here following the annual meeting of the Fair Managers
Association of the U. S.

By L. R. Fairall

Advertising the Modern Fair

Address delivered at the 50th anniversary convention of the International Association of Fairs and Exhibitions in the Hotel Sherman, Chicago, on December 4

IOWA STATE FAIR

There has always been one racing horse, a"sport," and Corey, a"business." It is now generally recognized that speed
racing is not to be too competitive and to give the proper emphasis to the field to the field. The United States Trotting
Association, which is the governing body of the sport, has done a fine job in establishing the rules and regulations

Dallas Net Profit $72,225; $50,000

For Improvements

DALLAS, Dec. 14.—Stockholders of the State Fair of Texas, Texas, have voted in the Educational Building on the ground, reached the recommendation of the omission of $50,000 for permanent improvements and provided the sum of $50,000 for the purchase of land for a new exposition.

President Harry E. Seay's report showed that the fair management department was the only one to show a net profit. President Seay said the fair management department had a net profit of $50,000, but he added that extra expense in construction and maintenance caused the overdraft in entertainment funds.

Eight members of the board of directors, whose terms expired and who were re-elected for three-year terms, are H. J. Thornton, J. C. Tejense, W. D. Trumbull, E. A. Morgan, Arthur L. Kramer, R. J. Kies, Frank P. Holland, and E. J. Stid-

Happenings of the Year

Rutland's $7,375

DES MOINES, Dec. 14.—The largest state fair was with an operating profit of $7,375.32 in the face of operating losses of $6,805. Despite the nearly $80,000 superiority of day one, the fair did not turn a profit, and the grandstand bringing in $2,987. Total revenue from all sources amounted to $76,805. Next to gala, the revenue from the fair was $3,500, with no liabilities.

Will L. Davis, president-treasurer, said "our fair has reached the peak of prosperity and is ready for another
season.

Penney Show 25 Years Old

HARRISBURG, Pa., Dec. 14.—The 25th anniversary of the famous Penney Show was celebrated at the 15th annual meeting of the Pennsylvania Agricultural and Industrial Society, held in the Pennsylvania Agricultural College, on December 21, 1940.

The Penney Show has been in operation for 25 years and has been successful every year. The show is

Pennsy 25 Years Old

New Chicago Office Address

At 155 N. Clark Street

Chicago, December 21

Fred L. W. Hilles, President, and Vice-Pres.

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EDMONTON, Alta.—Directors of Edmonton Exhibition Association decided to hold a 1941 annual after Manager Derry W. Abbott reminded them that the Dominion government specifically had asked Edmonton to continue its operations for its aid to wartime agriculture and the livestock industry. Manager Abbott reported profit of $38,785 on the January fair. In 1939 it was $32,703. Net surplus on all 1940 operations was $10,650, a gain of $846 over 1939.

F. R. WILLIAMS, secretary, reported they are at their home at Cleland, and Ralph V. Breero, treasurer of Weesboro, elected as WAPAKONETA, O.—Auglaize County Fair Association elected Worth A. Rootes, president; Claude Bordier, secretary, and James C. Dahan, treasurer.

MARSHALLTOWN, la.—Central Iowa Agricultural Society elected Frank White, treasurer, chief of the Department of Agriculture on December 4 to 78 county and district fairs, according to Ralph E. Atchison, department director. With October 30 as a deadline for filing claims, all claims were audited and paid earlier than anticipated. (See Around the Grounds on page 4)

Fair Elections

MARSHALLTOWN, la.—Central Iowa Fair Association re-elected D. S. Collins, president; T. H. Knutson, treasurer.

WAPAKONETA, O.—Auglaize County Fair Association re-elected E. W. Lout, president; J. J. Glentish, vice-president; Harry Kahn, secretary, and Harold Katterberry, treasurer.

OSHKOSH, Wis.—A. F. Schroeder was re-elected president of Winnebago County Fair Association. Others re-elected were Charles F. Warning, vice-president; T. O. Brown, secretary, and Fed Poggeberg, treasurer.

RUTLAND, Vt.—Will L. Davis was re-elected president-treasurer of Rutland County Agricultural Society; Carlton Simmons, and James C. Dahan, secretary.

MARSHALLTOWN, la.—Central Iowa Fair Association stockholders have agreed on a $70,000 WPA building program to include erection of a steel and concrete amphitheater to replace stands destroyed by fire last summer, three race horse barns, renovation of all race track improvements, and construction of new race track roadways.

MADISON, Wis.—Vouchers totaling $125,000 in aid were issued by State Department of Agriculture to 42 county and district fairs, according to Ralph E. Atchison, department director. With October 30 as a deadline for filing claims, all claims were audited and paid earlier than anticipated. (See Around the Grounds on page 4)

Grandstand Shows


WHILE at the December Chicago meetings secretary A. L. Pluken of Northern Wisconsin District Fair, Chippewa Falls, Wis., booked a revue, band, and acts for the 1941 fair thru Sam J. Levy of Barnes-Carruthers. The fair will have Trues-Duffield fireworks and a unit of the Amusement Corporation of America on the midway.

ATTENDances signed thru Barnes-Carruthers for 1941 Clay County Fair, Spencer, Ia.; L. A. C. O., are Palsenlows' Bears, Spencer, L. A. C. O.; and Three Freshman comedy, Rubie Liebman, own many years an attendance at the fair, has also been signed.

AFTER a successful season and an extended trip in the North Mr. and Mrs. Ken Davis, of the Ken Davis aerial act, report they are at their home in Orlando, Florida.

THE BONETTES, balloonists and parachute jumpers, are constructing a special bag for high acrobatics and plan to carry an altitude at 1941 dates to register height reported G. G. Borden. Prince Herbert, Jumpers, will make most of the high acrobats.
Casino Set for Part Operation In Fort Worth

PORT WORTH, Tex., Dec. 14.—Boardwalk concession stands, and Roller Coaster in bankrupt Casino Park on Lake Worth near here have been sold to a local wrecking company and demolition started on December 9. Purchase price of boardwalk and concessions was said to have been over $3,000.

Ballroom and bathing beach will continue in operation each summer. Beach and bathhouse are operated by Port Worth Recreation Department, and ballroom will be privately operated. In the bankruptcy proceeding the ballroom was sold to S. N. Arns, Bellefontaine, O., who was the first mortgage holder, for about $18,000. George Smith, who has operated the ballroom several years, is representing Arns in negotiating for a new lease with the city on the ballroom site, property on which the ballroom is located being city-owned. Announcement has been made that the ballroom will be open during the holiday season, Carol Lechner’s orchestra to feature.

Receivables for the park is to be closed and all available funds disbursed on December 19, according to James E. Whitmore, trustee in bankruptcy. The bankruptcy of the park came late last summer. Casino Park boardwalk and ballroom were built about 13 years ago and in their first year drew from all parts of Texas and surrounding states. Fires twice destroyed portions of the boardwalk, but it was rebuilt each time. The past season a portion of the boardwalk was destroyed by machinery that was burning unused portions who were witnessing July 4 fireworks.

AC Pub Contract Approved

ATLANTIC CITY, Dec. 14.—City commission this week approved a contract between the city and the American Tobacco Company for the sale of goods and the use of its pavilion for the sale of cigarettes and other tobacco products at the resort and obtaining concessions during the past year and payment of $8,000.

REVERE, Mass.—Raymond E. Carey, owner of General Edwards Inn and several restaurants here and who is considered a good friend of amusement men, was elected mayor of Revere Beach at the run-off election on December 10, winning a majority vote of more than 2,000. It has been active in formation of plans for development of Revere Beach.
NAAPPB Banquet Registrations

The following list contains the names of attendees to the NAAPPB Banquet, held at the Roosevelt Hotel in LaSalle Hotel, Chicago, on the night of December 6.

A.
Mr. and Mrs. A. W. Albott, Playland, Scituate, Mass.
Mr. and Mrs. J. E. Allen, Philadelphia Toboggon Co.
Mr. and Mrs. E. H. Antell, Allentown, Pa.
Mr. and Mrs. E. E. Barnard, Cleveland, Ohio.
Mr. and Mrs. E. J. Beemer, Lake View, Park, Chicago.
Mr. and Mrs. J. R. Beeler, Allentown, Pa.
Mr. and Mrs. R. M. Bixler, Ohio State Park, Columbus, Ohio.
Mr. and Mrs. W. C. Bliss, St. Marys, Ohio.
Mr. and Mrs. W. H. Bloss, Williamsville, N.Y.
Mr. and Mrs. R. G. Breit, Park, Eastman, N.Y.
Mr. and Mrs. W. A. Brown, Bloomington, Ill.
Mr. and Mrs. F. H. Butchford, Allentown, Pa.
Mr. and Mrs. F. J. Carstens, Detroit, Mich.
Mr. and Mrs. J. O. Chenard, Toronto, Ontario.
Mr. and Mrs. R. E. Choate, Fitchburg, Mass.
Mr. and Mrs. W. F. Cohn, Phoenix, Ariz.
Mr. and Mrs. W. E. Corwin, Sandusky, Ohio.
Mr. and Mrs. J. C. Couch, Allentown, Pa.
Mr. and Mrs. H. W. Cooley, Allentown, Pa.
Mr. and Mrs. J. H. Coon, Sewickley, Pa.
Mr. and Mrs. W. P. Corsi, Pittsburgh, Pa.
Mr. and Mrs. W. S. Cooper, Denver, Colo.
Mr. and Mrs. H. G. Cooper, Detroit, Mich.
Mr. and Mrs. W. H. Cooper, Battle Creek, Mich.
Mr. and Mrs. F. S. Coyle, Horsham, Pa.
Mr. and Mrs. W. H. Cram, Philadelphia, Pa.
Mr. and Mrs. A. J. Crum, Warren, Ohio.
Mr. and Mrs. W. E. Cushing, Allentown, Pa.
Mr. and Mrs. H. H. Davenport, Chicago, Ill.
Mr. and Mrs. T. R. Davis, Canton, Ohio.
Mr. and Mrs. E. W. Davison, Canton, Ohio.
Mr. and Mrs. H. D. Davis, South Bend, Ind.
Mr. and Mrs. H. S. Davis, Canton, Ohio.
Mr. and Mrs. J. S. Davis, Columbus, Ohio.
Mr. and Mrs. H. E. Davis, Columbus, Ohio.
Mr. and Mrs. W. E. Davis, Columbus, Ohio.
Mr. and Mrs. F. P. Dean, Allentown, Pa.
Mr. and Mrs. W. H. Delaware, Allentown, Pa.
Mr. and Mrs. W. B. Deneau, Allentown, Pa.
Mr. and Mrs. H. J. Deneau, Allentown, Pa.
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PARKS-RESORTS-POOLS
December 21, 1940

American Recreational Equipment Association

By R. S. UZELLE

Our recent annual conclave has most emphatically demonstrated the folly and weakness of division. There were two exhibitors, neither of whom wanted to take their products up 19 stories on the outside of a building with the attendant hard work, delay, and added expense. R. E. Chambers Co. paid truckmen some $500 for waiting to move up where they could get under the umbrella for drawing the exhibits up that long, cold, outside ascent. Let us hope for better treatment in 1941.

Markey Planning Program

The earnest efforts of 31 schools in producing a live and interesting program should be commended. The program varied shorter than usual except for two numbers which ran very much over allotted time. This can happen to any program chairman when outsiders are called in. In some way they just lose the sense of timing, interesting the they may be. Perhaps limiting pages as well as time will help. No one reads a typewritten page in much less than five minutes. An address made in 20-minute performance may help in holding new speakers to allotted time. It is easier to suggest than to get desired results, as all others know.

Fred L. Markey comes to bat as 1941 program chairman. We can all be sure he will give it time and hard work and produce a creditable program. Already he is planning a 30-minute address to sustain interest. If the New England program is short, the reason is that we shall have an interest-sustaining meeting to which speakers speak. Fred is quick, and purposeful and has been assured of the helpful cooperation of all his New England followers as well as all others who know him.

Miss E. S. Ramsey, whose subject has been mulled over numerous times in 23 years, it requires ardent pleading to

WANTED

Chairmen and their Go-Round committee shall

E. C. BELL

Orleans, N. C.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Open Letters

To Dr. W. N. Zielke: First, permit me to express sympathy in your new post as president of the National Association of Amusement Equipment Owners. You will have the support of this group. We have not been afraid to express our feelings and concerns, and we hope you will carry the banner of association to greater heights. And you won’t think me forward if, immediately upon the heels of this greeting, I burst upon with the news that the pool operators’ seat you might expect instructions from the back seat. I hope that the NAAPPB during the next year

will make an even greater effort than ever before to make the pool operators group. The pool operators will make far better appeal be made among managers of outdoor pools operated exclusive of the pool operators’ group. The pool operators will make far better appeal be made among managers of outdoor pools operated exclusive of the pool operators’ group. The pool operators will make far better appeal be made among managers of outdoor pools operated exclusive of the pool operators’ group. The pool operators will make far better appeal be made among managers of outdoor pools operated exclusive of the pool operators’ group. The pool operators will make far better appeal be made among managers of outdoor pools operated exclusive of the pool

To Norman B. Alexander: You are to be congratulated again on the fine work done by your committee. Your report on the confab was most inspiring, and the men who do not avail themselves of the advantages you so ably present are doing themselves a great wrong. And you will be doing your part if you don’t think me forward if, immediately upon the heels of this greeting, I burst upon with the news that the pool operators’ seat you might expect instructions from the back seat. I hope that the NAAPPB during the next year

amyl lake a big accident to make amnia

Ventnor Pier Risk Is Paid

ATLANTIC CITY, Dec. 14.—Twenty three insurance companies which carried policies on Ventnor Municipal Pier have concluded tendering of payments aggregating $200,000 covering damage to the pier by fire August 1. The auditorium, largest of the three pier buildings, was destroyed, but a smaller showroom and a library were only partially damaged, as was the fishing pier. Until some design has been reached as to what will be done to replace the auditorium, the site has not been fully cleared, and permission has not been given to rebuild the pier until the new structure is fully designed.

The men who don’t have perk, who just need a place to hang out, they are the ones who make up the NAAPPB membership, which is one of the features of a NAAPPB membership.

With the Zoos

BOSTON—When reporters asked Hoot Gibson why he was here last week, he replied, "I am here solely to visit the Hickory Tree Wild Animal Farm, because the proprietor, Charlie Finich, is an old friend of mine and I want to see how he runs it." As a humorist's holiday, this probably wins some sort of prize, since Gibson, who flew here to make the visit, has spent nearly all his life around circuses, motion picture lots, or in training wild horses.

COLUMBUS, O.—August Wagner Animal Lovers of Columbus, Ohio, were in the zoo fans here, will be a reality next year, as competitors are now at work on the building. It will embody several new ideas for feeding and caring for large animals. Building was made possible through the generosity of August Wagner, civic leader. "Quarters for two elephants, hippopotamis, and sea lions will be included in the new building. The enclosures will also include quarters for a rhinoceros, which is yet unprocured. Outside rooms for the most of the animals will be built.

The Men of the Attraction Business

Parishes, Resorts, Pools

December 21, 1940

The American Recreational Equipment Association held its annual dinner and meeting on December 2 in the La Salle Hotel, Chicago. About 50 members and guests listened to C. V. Starkweather, AREA’s re-elected president.
Rinks and Skaters
By CLAUDE R. ELLIS (Chicago Office)

**Ladies' and Men's Shoe-Skates**

**Trade Mark**

**VELVET-TREAD** on every tongue

By PATRICK McGINNIS

Prize Winners
Demand This Quality Outfit Serviceable and Classy

Genuine

**CHICAGO**

Made in the USA

Shoe-Skates Are the Best in the Long Run. Ask Your Rink Manager.

**CHICAGO ROLLER SKATE CO.**

4427 W. LAKE ST., CHICAGO, I11.

**GLOBE**

**DELUXE ROLLER SKATES**

**NEW . . . TESTED**

**APPROVED**

A thrill for skaters . . . this new streamlined, streamlined design. 10-degree action.

**GLOBE-UNION, INC.**

Dept. B

Milwaukee, Wis.

**HYDE PRESENTS THE BETTY LITTLE ROLLER RINK SHOES**

LET Betty Little go to work for you. Captivate the hearts of the queen of the roller by carrying the shoe bearing her name exclusively. Thousands of roller enthusiasts are asking for them.

19 Other Styles Hydrolite

Write for Catalog

**THE FIRST BEST SKATE**

By PATRICK McGINNIS

**THE IDEA-BEARER**

**QUALITY**

RICHARDSON BALLBEARING SKATE CO.

Established 1884.
$312-3314 Kenwood Ave., Chicago, III.

The Best Skate Today

**OMAHA FIBRE**

Rink Skate Wheels

**FIL-A-MARK ROLLER SKATE WHEELS**

Brown Fiber Red Fiber Black Fiber White Fiber

Write Today for Prices and Complete Skate Rules

OMAHA FIBRE PRODUCTS CO.

Rental, Nebraska (Midwestern Ohio)

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**SECTIONAL FLOORS**

**FOR THE MOST OF THE YEARS**

**3500 East 18th St.**

**KANSAS CITY**

No. 321 DUSTLESS FLOOR DRESSING

**Impress a crowd of thousands**

**Sawdust dusting material**

**$1.00 per gallon**

**$5.50 per barrel**

**TRIMM'L YORK**

CAGAN BROTHERS

446 South Everett St.

EVERETT, MASS.
Hartmann's Broadcast

SEVERAL weeks ago we ran an item about the large number of former animal trainers who entered this year, and gave the names of some of them who entered it in 1958 and 1944. Later we published the names of others whose applications were rejected or whose requests were denied. Now we have the names of still others who are proving that it is not only fun to work with circuses and with carnivals this year.

The Chicago Tribune last week ran a list of the names of forty of the animal trainers and stunt performers who have been hired by the Chicago Rodeo Association for the coming season. The names are as follows:

- John A. B. Atwood, a former trainer for the Ringling Bros. and Barnum & Bailey Circus, now works for the Chicago Rodeo Association.
- Bill O'Brien, a former trainer for the Buffalo Bill Cody Show, now works for the Chicago Rodeo Association.
- George E. B. Roy, a former trainer for the Cody Show, now works for the Chicago Rodeo Association.
- W. F. Thompson, a former trainer for the Cody Show, now works for the Chicago Rodeo Association.
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The list also includes the names of several other former animal trainers who have been hired for the Chicago Rodeo Association's upcoming season.

For the benefit of those who may be new to the animal training field, several tips on how to become a successful animal trainer are provided below.

1. Start early: Many successful animal trainers begin their careers at a young age, often working with their parents or grandparents in the animal training business.
2. Learn from the best: Seek out experienced animal trainers and learn from their expertise.
3. Build a strong work ethic: Animal training requires dedication and hard work. A strong work ethic is essential for success.
4. Stay current: The field of animal training is constantly evolving. Staying current with the latest techniques and technologies is important.
5. Network: Building a strong network of contacts within the animal training industry can be beneficial for career advancement.

For more information on how to become an animal trainer, visit the Animal Training Association website or contact one of the organizations listed below:

- American Society for the Prevention of Cruelty to Animals (ASPCA)
- Association of Zoos and Aquariums (AZA)
- National Association of Animal Trainers (NAAHT)
- World Association of Zoos and Aquariums (WAZA)

[End of article]
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MODERNIZED WHEELS - LARGE, FLASHY, SECOND-HAND WHEELS, FREE CATALOG. Send for information. 217 S. Main,ghil bangalore.

FOR SALE - BARGAIN-BARGAIN - WAX AND WOOD Can Vendor. Each. 5.5.00. 10 Cucumbers. 5.00. Each. 10 Cucumbers. 5.50. Send for details. HARRY RAY, McKean Ave., Oro.

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IOWA S. S. TAX

(Continued from page 49)

changed. Rules governing the Grand and the large fairs are not suited
for the smaller shows. The corporation's attorney, Mr. W. L. Carroll
of Boulder, has been representing the corporation in court cases.

"There is no money in racing," he said. "Horsemen are compelled
to close, more strict enforcement of rules for the Grand, and the showmanship
in the smaller centers. Horses are also be a loser. A horsemen,
he said, should be required to compete against the best in the state.
Close the other fairs, he added, and the horsemen will be better for the fairs, the
horsemen, and the corporation.

"The racing rules will have little or no effect on the Grand," he
said. In answer to a question from J. P. Muller, State Fair Board president, "You can't
live up to all the red tape. If you drive

the little fellow out of Iowa you are not
going to have the Prince of Wales and the Tom Thumb in Iowa."

Good Attendance Out

The Grand's meeting was held in the new
Mullan Building. There were 6,000
people in the building on the opening
night, January 1. The estimated total attendance
for the season was 120,000.

This year's meeting was a whole one of the best in years from the standpoint
of the Iowa State Fair.

Attendance was up to the average
During the season, 46,000 people were
there were a number of new features.

An audience of 2,000 was seated in the Grand
Room, January 14. The audience was
Logan Board of Trade reception was held at the
Grand on January 14. The audience was

The choice of the Grand and the Iowa State Fair
members protested against the par
mutilation clause and after some discussion
voted upon separately and de
defeated.

Election of officers resulted in the choice of H. Howard Peterson
of Clay County Fair, Spencer, as presi
dent. In the election for first vice-sec
tary, the other two names were R. L. Leham
of Des Moines, and T. J. Levy, of Cedar Rapids.

Interest in the fair was evident from the start
of the season. The attendance was over 120,000.

Iowa S. S. Board Head

Executive committee, meeting after ad
ministration of the convention, re-elected
E. W. Williams, President, and F. L. Davis,
Secretary-Treasurer. The other members of
the three-member legislative committee, C.
W. R. Haring, of Clinton, and M. H. Balsam,
Waterloo, and Secretary Williams. It

was reported that the fair was in good
shape, and that the board would continue to
work on the fair year-round.

Mullen Board Head

Executive committee, meeting after ad
ministration of the convention, re-elected
E. W. Williams, President, and F. L. Davis,
Secretary-Treasurer. The other members of
the three-member legislative committee, C.
W. R. Haring, of Clinton, and M. H. Balsam,
Waterloo, and Secretary Williams. It

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work on the fair year-round.
Letter List

NOTE—Mail held at the various offices of The Billboard is classified under Selective Service mail—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday noon of the week for publication in the following issue. The address must be complete and correct. Names of those concerns will be published in the following issue, otherwise names of those concerned will be repeated in the following issue.

Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard office in Cincinnati are set in capital letters.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
USE PROPER POSTAGE
ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards in care of The Billboard be sure to use first-class postage (3 cents per ounce) if they are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1½ cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.
Fur Season Slow on Getaway
But Demand Sets New Record

Trend to better merchandise noted as firms increase staffs to take care of shipments—reports agree that part of defense money is going for 1941 designs.

NEW YORK, Dec. 14.—Altho the season for furs was late getting under way this year, dealers here report a definite trend toward greater business in both volume and number of customers. Tardiness of the buying trend was attributed to the mild weather, which made the work being done over the country as part of the national defense program, sharply increased. This is the trend that money is freer this moon, game name, advnaus that nuance' is bet-

Chubbee are among the loaders on lee the trade and operarrs who are pushing funs during O1GCCO t, firm Is working a full staff to keep eu-ders topentaity popular to the Smith. Angell* the top bracken,

enkorl what bed beers his moat popularItems, Angell named boleros. chnhinie. looking forward to one of the hilt -list this year es ownowod with 1030. He is
cummm found that loustnewe 1s well over last

The Dilathed

Winter Bar: Total for Bingo

For those desirous of entering the Bingotomania, the season will open at the coming meeting of the Bingo races in New York. The season was opened last year with a large number of entries, and it is expected that this year will be no exception. The games will be held every Saturday and Sunday at the usual time, and the prize money will be increased to $1000. The first prize will be a handsome silver trophy, and the second prize will be a gold medal. The games will be conducted by the well-known operator, who has a reputation for fair play and good management. A large number of players are expected to attend, and the games will be well attended. The operators are working hard to make the season a success, and all interested are invited to participate.

Pitchmen Eye Florida Cash

Camp workers busy as Starke grows five times over because of building

Tampa, Dec. 14.—Because the government is building camps and naval air bases and tin can tourists are headed South, Florida is a paradise for pitchmen and training camp workers this winter. With 21,000 men at work on plant's $50,000,000 Camp Blanding at Starke, 42 miles from Jacksonville, a $47,000,000 naval air base just completed at Jacksonville, and 10 miles of the string, Florida is flooded with government money, and crowds are in a spending mood. Since all trailers eventually come to Tampa, the town is preparing to receive thousands of dollars of the rich in town. A special meeting of the annual convention here in the city with a park overlooking the Hillsborough River, only a few blocks from the downtown. Meeting date is February 19 to 24.

Concessions Go Well

Starke has grown five times over and has taken a Coney Island atmosphere, in which glittering galleys are replaced by photo places, and similar concessions. It is also a fertile field for pitchmen, who sell cigarettes, tobacco, and other items to the troops. The Florida bases have fanned the patriotic atmosphere to fever heat, and patriotic novelties are going like hot cakes. Pitchmen say best items are balloons with patriotic messages, flags, sofa pillows, top hats, and similar items. There are many other items available to the troops, and sales are good. Soldiers and sailors are among the best customers, particularly on the one-month payday, when they turn loose.
SIDNEY C. ANSCHELL
HAS ANOTHER SENSATIONAL
MONEY MAKER FOR YOU!

I WANT TO HEAR AT ONCE FROM ALL OF
THOSE FRIENDS, CONCESSIONAIRES AND
OPERATORS WITH WHOM I HAVE DONE BUSI-
NESS FOR SO MANY YEARS.

THIS IS ANOTHER REAL ONE! A PROPOSITION
THAT WILL ACTUALLY MAKE YOU FROM
ONE HUNDRED TO SEVERAL HUNDRED
DOLLARS PER WEEK.

YOU, WHO HAVE DONE BUSINESS WITH ME
FOR MANY YEARS, KNOW THAT I OPERATE
ONLY ONE WAY—NO ONE HAS EVER FAILED
TO MAKE MONEY ON ANY PRODUCT I HAVE
EVER PRODUCED.

REMEMBER:
FROZEN SWEETS
SMILES AN KISSES
FOLLY TOWN
CHEST O' GOLD
HAPPIKRAK
MAIN STREET
SHOWBOAT
JUBILEE
HONEST JOHN
CARNIVAL
MARID GRAS
GLORY CHEST

YOU MADE REAL MONEY ON THEM ALL!

AND NOW—WE HAVE A
BRAND NEW PRODUCT
WITH A BRAND NEW
SALES IDEA!

WRITE—WIRE
GET IN TOUCH WITH ME AT ONCE!

SIDNEY C. ANSCHELL CO.
628 SYCAMORE ST.,
CINCINNATI, OHIO
Baker Mango lower.
are able to meet the what the public wraith am! the *hems,
to week?
atop and think a meencnt.
Of his quarters to handle the tn.

BADels an Interoltino exempte of this
"All right"sap --"We no ham more

Chra 9.1.994taro anwelerenf usually w199149.1144 at 50e a lb. and retail, at 75c a lb.
Pelf, and 4414 As94994 area,. aod talbce_
tack mesefrrenst console of dark and ne11* claeolcaca, nought,

ORDER SAMPLES WITH MONEY - BACK GUARANTEE

N. SHURE CO. 200 West Adams St., CHICAGO, ILL.

MECHANICAL TOYS OFFER BIG SALES AND GOOD PROFITS

WRITE FOR CATALOG B135
State Your Business as We Do Not Sell Consumers!

SPECIALS

SAVE 50\% BUY QUALITY CANDY DIRECT FROM THE MAKER

Give Customers the Finest Candy Made and Watch Repeats
Each assortment consists of dark and milk chocolates, nougat, caramels, butter creams, candies, nuts, etc.
Our chocolate assortments are available at 50c a lb. at retail at 75c a lb.

OUR SELECTION

1 lb. Assortment: 25c 2 1/2 lb. in Round Hand-Painted Tin 75c
2 lb. " 50c 4 lb. Assortment: 95c

ORDER SAMPLES WITH MONEY-BACK GUARANTEE
25\% With Order, Balance C. O. D.

ANN STEVEN CANDIES, Inc.
4466 Washington Blvd., Dept. B
Chicago, Illinois

BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES ..... PREMIUMS
WRITE FOR OUR NEW NS-50 CATALOG
BE SURE AND MENTION YOUR LINE OF BUSINESS

WHOLESALE MERCHANDISE

December 21, 1940
FUR SEASON SLOW
(Continued from page 52)
Brand added that the public is growing more fur-conscious.
A representative of Sally's Furs stated that in the Deep South, which heretofore never proved profitable to furriers, has come into the fold with some real cash. He added that slaughter- board operators in that section are doing good business and that the items are clicking solidly.
In St. Louis furriers report that their new catalogs and price lists are ready for mailing. The quality of both is high and the market, offering those in the trade a chance to be jumped ahead with the designs. Prices are lower in the new catalogs which also offers the incentive of larger profits to those who work this field either with salesboards or in bingo.

PITCHMEN EYE CASH
(Continued from page 52)
hundreds of thousands of dollars over-night.
Prosperity Spreads
Prosperity and spending have spread from entertainment sites to virtually the whole State, since workmen on military projects live in towns as far as 50 miles from defense centers.
Military developments are proving a boon to pitchmen. Usually their sessions do not begin until after January 1 in the annual parades and festivities. This year they have been able to get in seven additional weeks of selling, and what many expect to be Florida's biggest season ever. Nine months.
Most pitchmen quickly sold out leftover stocks of merchandise and have had to place many repeat orders.
Old-timers in the business say they never had anything like it going on in the Florida boom days of 15 years ago.

BINGO BUSINESS
(Continued from page 52)
benefit of the West Monroe Catholic Church fund.

MORRIS MANDELL, manufacturer of the Atlantic City Boardwalk, states that the mechanical parts are guaranteed for a year against defective workmanship. This blower is silent and adds flash to the games.

ATLANTIC CITY night clubs operating during the off-season are maintaining the same high standard as in the summer months. A large number of operators are working their sessions at both the Savoy Hotel and the Hotel Century, who are improving the Society. The chauffeur service at both these clubs is excellent.

HOLIDAY GREETINGS
and
Best Wishes
for the
New Year
Jos. Hagin Co., Chicago

WALTON, FLA.
(Continued from page 52)
Write for Free 1941 Catalog
EMPIRE JEWELRY CO.
59 E. Madison
CHICAGO

December 21, 1940

WHOLESALE MERCHANDISE

FRANK DOUFREY

This Mower front and overhanging to
until after November.

DOUFREY

Mr. and Mrs. George Hamid had guests from the Ladies’ Auxiliary of the National Woman’s Show. At their table, Mrs. Hamid wore a lovely beige chiffon with indissoluble trimmings, evening bag, and gold tops on long white gloves. Dorothy Mackinon wore a Christmas red chiffon dress with gold shoulder straps. Mrs. Emmie Fink wore black chiffon with gold, short-sleeved party jacket. Mrs. Chuck Barnes wore black velvet with a white corsette. Mrs. Dick Louie wore black chiffon with gold, short-sleeved party jacket. Mrs. Chuck Barnes wore black velvet with a white corsette. Mrs. Dick Louie wore black chiffon with gold, short-sleeved party jacket.

Mrs. Herb Schmeck wore a white chiffon skirted dress with black velvet blouse. Florence Luise wore black brocaded velvets with a rich mink wrap. Mrs. H. Hitchcock wore a French chiffon tailored chiffon with gold trimmings. Mrs. George Baker wore black sheer crepe with blue embroidered bodices. Mrs. Frank Swan wore a white chiffon with gold bodice. Mrs. Frank Swan wore a white chiffon with gold bodice.

MRS. HERB SCHMECK, MRS. GEORGE BAKER, AND MRS. FRANK SWAN

BROCHURE CAMPAIGN

MRS. GEORGE BAKER

Mrs. Arthett wore black jersey with shadow allovered outlines. Mrs. Ruth Mohns wore a black bobbinet frog-shade with gold trimmings. Mrs. Margie Koolman wore a smooth blue sheer tailored formal to the Nellie Grant. Mrs. Arthett wore black dress with appliqued pale blue flowers to outline the neckline.

Mrs. Rusty Sheldore wore black lace with gold flowers. Ruth Meyers were copper brown with dulled silver trimmings. Lewis Ackroye wore a black and white striped skirt model with white blosu that was very becoming. Belle Colton wore tuxed coat in black with demure robe modeling.

NSA
(Continued from page 36)
his experiments. Members were glad to see Brother Jack Boldberg at the room after his recent hospitalization.

New applications received for Harry E. Prince, sponsored by Lew Lang, Sam Spiers, by Sam Rothstein, and Sidney Ritby, by Daddy Simmons.

Birthdays, Congratulations to Ben Ahren, December 18; Art Lewis, James E. A. Riney, G. V. Swartwout, 20; Karl Kaplan, W. G. Church, Ralph N. Eddy, 31; Ralph S. Carey, Arthur E. Carr, 19; Edward Blumenthal, Morris Belasky, Edie Diment, George Watson, 22; Robert Ketrin, Sam Crowell, Fred C. Bothwell, Harry Weiss, 24.

Ladies’ Auxiliary

Mall has moved from the Holy Cross Sisters, who are working out of town. Sisters Shirley Lawrence and Anne Lager were declared well enough to leave the hospital for home. Miss Ellen Hamid, Mrs. Dorothy Packman, and Emma Fink attended the Showmen’s League of America doings in Chicago and were guests of the Ladies’ Auxiliary at its installation dinner. Club will miss Mary Bock, who was a member of the Providence was kind in awarding her a quick and quiet death. Sister Martha Wagner underwent an operation recently.
**Next Issue LIST NUMBER**

**Will Feature the Following Lists:**

- WINTER FAIRS
- COMING EVENTS
- CONVENTIONS
- DOG SHOWS
- POULTRY SHOWS

**Order a copy from your newsdealer, mail 25c in postage or cash to The Billboard**

Circulation Dept.
25 Opera Place
Cincinnati, Ohio

---

**A Review of the Carnival Season of 1940**

**and Important Events and Happenings of the Year**

**will be features of the Holiday Greetings Number**

**Watch for this issue dated December 28**

**Next Issue**

**List Number**

**Will Feature the Following Lists:**

- WINTER FAIRS
- COMING EVENTS
- CONVENTIONS
- DOG SHOWS
- POULTRY SHOWS

**Order a copy from your newsdealer, mail 25c in postage or cash to The Billboard**

Circulation Dept.
25 Opera Place
Cincinnati, Ohio
Jacksonville. Lewis worked one Saturday, but it was n. g. He writes: "Good spots in St. Louis that I worked are florist, drug store, lottery machines, and tire stores. I ran into my old friend, Fred Cummings, and wife while in St. Louis. They have been nursing there for the last year. We still working at a cut-rate drug store on South Broadway in St. Louis. He was getting the long green. We have been working and just about have a house trailer for winter. A ton of freight is done, the wife and I will be on our way to Salt Lake City. Would like to see a picture from Eddie A. Pine and Pat Graham."

NOW'S THE TIME the sensible boys in Pitchford begin living off those hard earned dollars which they made and banked this summer...

RALPH KENNEY is reported passing out sea shell brooches to his friends in the K & W drug store, Cleveland, to good takes.

JOHNNIE NOBLE recently left Cleveland for the West Coast. This has been his best season in years.

EDDIE GREER, whose home is on the south side of the city, is now working for Leblanc and Christmas Day, on the home in Dallas, where he will spend the holidays. He reported he may stay in Chicago and work for the Christmas Day high school football games in the Texan teak last week, en route from Columbus, Ohio.

J. C. MATTHESON, a veteran paper man, died in a Dallas hospital December 5, reports J. F.

A L. CLARK is back in Memphis, Tenn., after working in Omaha, Lincoln, Kansas City, and Texarkana, Ark., and Bonham, Tex. All were fair, he says. He saw Shorty Tredwell in Chicago. Short said he was working Earl and Parkin, Ark., on Saturday night. He said the company was crowded with 6,000 people at a recent Monday Trades Day and that the town has no reader, but no pitcher was there besides Clark, who asked, "Who is working Bythrove, Ark., December 9?"

GREAT MINDS in great businesses never meddle in other people's affairs. They know they have plans to do to take care of their own...
The Spirit of 1941

A Guest Editorial by David C. Rockola, Rock-Ole Manufacturing Corporation, Chicago

This is the dawn of a new day! Doubt is abolished, dismay vanished. America is looking up!

From the coal fields of Pennsylvania to the fields of Texas, men are working together with the old verve, with a renewed assurance that life does not forget the courageous.

While there are, of course, several different schools of thought on the subject, many economists seem to agree that the present war engaging the attention of numerous European nations is responsible for the upward swing of things in the United States. Others just as strongly that prosperity is bound to come regardless of world conditions.

While naturally no self-respecting nation or people wish to stand by waiting for the spoils of war, it does follow that the repercussions of the great conflict are bound to be felt by all non-belligerents in the form of a tremendous business upswing. This much is true. Whether due to natural internal causes or to the war abroad, America is entering a wonderful new era of prosperity that can bring rich rewards to us all!

It should be easy for wide-awake operators in the coin machine industry to see what an increased flow of money can mean to their business. Americans by nature are not frugal, and while we like to put something away for a rainy day, we do not stint ourselves on the pleasures of life as we go.

Manufacturers and operators, I am sure, do not intend to ask for their share of prosperity without earning it. To the best of our ability we, the manufacturers, will continue to build fine equipment, and operators, I know, will continue to give excellent service.

Yes—there are more jobs—pay rolls are higher—business is unquestionably better. Statistics show us that in Chicago alone there has been a 25 per cent increase in pay checks in the five-year average ending in 1939. One large Illinois concern, flooded with preparedness orders, has added more than 700 employees in only six months' time and is hiring more daily.

The great red glow that fills the night sky in Gary, Ind., is coming from the steel mills—scene of one of the richest operating territories in the country. Twenty thousand men are working there today, about 5,000 more than were employed in the same district even during the boom days of 1929. It is certain that business is climbing steadily toward the 1929 figure and that it will eventually pass that figure!

If there is any question about it, it must not be assumed that this increased business will merely fall into our laps like a suddenly ripened plum. We will reap an abundant harvest only if we cultivate the soil with care.

It should not, for instance, be assumed that simply because men have money to spend that they will throw it to the four winds. Having been without it for so long they realize its value all the more. They are going to put it where it will give them the pleasure and benefit they have a right to expect.

Obsolete coin machine equipment will not "pay its freight" when placed in a busy location. It simply occupies otherwise profitable space. The operator who installs current model or standardized equipment will find full cash boxes, while the operator who thinks that any old thing will get the nickels will find collections very slim.

During the boom days of 1929, many real estate sharks bought huge tracts of land, subdivided it, and stuck up little colored flags along the street to entice easy money. In many cases they got it.

The little flags are up again today—but the easy money is held by shrewder buyers. The era of "easy come, easy go" is no more. In the coin machine business, pleasure seekers say: "We will spend, but we want full value for our money."

Old equipment dug out of musty basements and shaken loose from moth-balls certainly gives no player full value for his money.

The coin machine industry has had a wonderful growth. Leaping ahead on the crest of public demand, it has amazed skeptics and delighted millions of loyal patrons. It has placed amusement, relaxation, and convenience at America's finger tips. It has become as staple as the motion picture, as important as radio, and as necessary as mental freedom itself.

There can be no doubt that operators in the coin machine industry owe these loyal supporters—this great army of patrons, a debt. Payment of this obligation can best be made by maintaining a modern route with commendable and efficient service.

In the papers now and then we read of activities of patriotic groups, such as the Red Cross and the American Legion. The fine work these organizations do is a credit to the nation. And as I examine the facts, I am inclined to believe that the coin machine industry deserves no small share of the public plaudits itself. The important part it is playing in maintaining high morale and in giving America happiness insures its future in the modern scheme of things.

Faces up—faces forward! Rich smoke fills the air. From mines, factories, and shops it presages the growth of a newborn hope for the future—a future that is already here. America, the richest nation in the world, is putting its wealth to work! Shoulders to the wheel—determination to the fore—coin machine operators and manufacturers alike will help to forge this great new link in the progress of a great people!
October Mark Is $93,260
Covering 1,130 Coin Devices

- Canada again biggest importer—Mexico second-games have largest total
- Washington, Dec. 14—October exports of coin machines valued at $93,260 pushed the year's figure over the million-dollar mark. The figure, including the months from January to October, is 13,520 machines valued at $96,260.
- October's total compares favorably with the preceding nine months, striking about an average figure. During October, Canada was again the largest importer of coin machines, taking a total of 9,996 machines valued at $57,750.

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<td>181</td>
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EXTRA FIGURES OF OCTOBER, 1940

Four Roses Is Genco's Biggest

CHICAGO, Dec. 14—"Shooting ahead of all its famous Genco predecessors, Four Roses is the most sensational bar game yet to come from our factory." says an Eastern operator, "the way Genco keeps knocking 'em out, our machines have one better than the other. It is proof to me that producing money-makers for operators is no accident, but is backed up by the top money-makers in the field, and reports that its firm has been on Genco games with definite confidence.

"Four Roses, the present Genco game, has shown larger collection totals than any game this year, and we've had more games on our route right now than any other single number of the past year." says Bert Lane, Seaboard Sales, Eastern factory representative for Genco, says he has never before been so swamped with orders. The operators have discovered that Four Roses really takes in the money, and are demanding large quantities of Four Roses because it is a Genco game, a fact that makes it the better of the higher trade, greater mechanical accuracy, and all around superiority of this great line.

Rothstein Reports '40 Biggest Year

PHILADELPHIA, Dec. 14—J. H. (Iss) Rothstein, of Banner Specialty Company, said that his firm has enjoyed its biggest year during 1940.

"This has been a year of real prosperity for our machine trade, the operators have grown right along with the advance of the business. They have shown themselves among the most progressive of all business men in the country. Their advance is not only attributable to the finer machines the manufacturers have been producing, but also to the cooperation of the operators who have extended generous credit and favorable terms to operators on this year's models. This year we have worked hard, but we feel that we have made progress in our efforts to improve our products and services. We expect to continue this effort in the future.

"Barker Specialty Company, both in the Philadelphia and Pittsburgh offices, has enjoyed its greatest business year. We have worked hard, but we feel that our cooperation has paid off for both the manufacturer and the operator. We have extended our credit terms to the operators in this territory more than ever before. We know that these men have prospered with us, and it gives us great pleasure to look at the industry and believe that we have grown so much."

Sky Fighter in Second Year

NEW YORK, Dec. 14—Mutoscope's anti-aircraft machine gun, Sky Fighter, entered its second year of production this week. A picture elsewhere in this issue shows the original Sky Fighter model which was introduced at the parkmen's convention in 1939.

"By way of celebration," Mutoscope officials report, "a record sales week was chalked up. Commenting on Sky Fighter's success, Mr. Stasko, president, stated that our gun-machines have enjoyed such a long run. The reason for its success, he said, is that people want to make this gun even more profitable for manufacturers. Sky Fighter gives the biggest thrill play of any legal machine on the market," claims William Skibkin, president of International Mutoscope & Biograph Company. "What's more, the Sky Fighter's appeal is increasing by leaps and bounds with every day's headlines. The timeliness of Sky Fighter and its usefulness in teaching Americans the first lesson of defense—to shoot straight and learn the techniques of this new art of battle—are attracting more and more people to the game. The Sky Fighter is the only game that can show them the thrill of war in the comforts of their own homes.

Invitation for Conventioneers

CHICAGO, Dec. 14—"We're issuing a blanket invitation to all of our friends who are expected in early for the 1941 Coin Machine Show to use our showrooms as headquarters," reports Jack Charnin, president of the Coin Machine Industries, Inc., which is the organizer of the show.

"We're at liberty to use our telephone lines and we're putting in so many extra desks of convenience so we can accept your call.

"We'll be making some special plans for our 1940 show. In fact, we hope to make the 1941 show a bigger and better exhibition than ever before."

"Sky Fighter gives the biggest thrill play of any legal machine on the market," claims William Skibkin, president of International Mutoscope & Biograph Company. "What's more, the Sky Fighter's appeal is increasing by leaps and bounds with every day's headlines. The timeliness of Sky Fighter and its usefulness in teaching Americans the first lesson of defense—to shoot straight and learn the techniques of this new art of battle—are attracting more and more people to the game. The Sky Fighter is the only game that can show them the thrill of war in the comforts of their own homes.

THE NAKED TRUTH

Stripped of all ballyhoo and wishful thinking, the machine that makes the MOST MONEY is the one YOU WANT . . . and that machine, by all odds and every comparison, is the amazing PHOTOMATIC! With PHOTOMATIC you make money every week of the year after year—and BIG MONEY at that! Wake up to the REAL facts.

INVESTIGATE!

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

BARGAINS FROM DAVE MARION

<table>
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</table>

Write for complete catalog

MUTOSCOPE MACHINES

44-01 11th St., Long Island City, New York

American Red Cross
Seeking Power To License...

CHICAGO, Dec. 14.—The finance com-
mmittee of the Chicago City Council at a
session December 6 considered the possi-
bilities of working with civic organiza-
tions toward securing the passage of State
legislation that would give cities and
towns in the State greater powers to
license businesses.

A few cities in the State have licensed
pinball games, but some legal authorities
have suggested that Illinois cities do not
possess such power. The city council
here may seek the aid of the Chicago

Daval Cub, Ace
Setting Records

CHICAGO, Dec. 14.—The Daval Com-
pany, of Richmond and American Eagle, reports that its newest releases, Cub and Ace, have unexpectedly ex-
ceded the sales of the aforementioned
counter games.

"We never believed that we would exceed the records set by Marvel and American Eagle," declared Al Douglass, head of Daval. "However, after check-
ning we find that Cub and Ace have been even more in demand since intro-
duced than were Marvel and American Eagle in an equal period following their introduction."

Moseley's Mighty Midgets
RICHMOND, Va., Dec. 14.—Harry P.
Moseley, the noted midget developer, an-
exchanged, introduced Cub and Ace to the trade here recently. He comments:
"These are the midgets most needed now available. They have every

ONE BALL BARGAINS
DEAD HEAT .................. $60.00
DERBY CLOCK .......... 35.00
QUINELLA ............. 35.00
DERBY TIME .......... 35.00
HEY DAY .......... 35.00

Automatic Coin
Machine Corporation
340 Chestnut St., SPRINGFIELD, MASS.

OPERATORS
TO BETTER SERVE YOU,
WE ARE MOVING JANUARY 1 TO
NEW AND LARGER PREMISES.
Write Us for Prices on New and Used
Novelties. Sales, Service and Coin
Machine equipment.

MOWNTERS SALE CO.
222 South 13th Street, Omaha, Nebraska

"BUY EM' BY THE CASE"

2-Red Poker Play With Coin Divider and 2 Separate Cash Boxes
Sample $11.95
Buy 'em by the Case. Case of 2 cards $75

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago, III.

Monarch Guards
Patron Relations

CHICAGO, Dec. 14.—In a Supreme Court decision, a monograph of the
dispenser, and judge defined good will as being "the disposi-
tion of a customer to return to the
place where he has been served well."

"This," said Al Stern, Monarch Coin
Machine Company executive, "is the rec-
ognition that the public is aware of the
value and service enjoyed. The public
knows that a Monarch coin operated
machine is on the market, and that the
good will is in the public's interest.

A few of the Monarch Coin Machine
Company's dealers, who are located in
the

New York, Dec. 14.—It is the opinion
of executives of the Monarch Vending
Company, New York, Eastern factory dis-
tributor, that 1941 will see practically
every music machine location equipped
with remote control.

"The reason for this swing toward re-

corn, made possible because of its con-

Ed Raverby Holds
Boston Showing
BOSTON, Dec. 16.—Commen from all

MODERN SEEBS BOOM
FOR REMOTE CONTROL

NEW YORK, Dec. 14.—It is the opinion
of executives of the Monarch Vending
Company, New York, Eastern factory dis-
tributor, that 1941 will see practically
every music machine location equipped
with remote control.

"The reasons for this swing toward re-
mote-control boxes on bars, in booths,
and on walls are sound, simple, and
fundamental," say Modern officials.
Remote control provides many more outlets
for the purchase of music by patrons of
locations. It is the American way to make merchandise easier to buy,
to promote its use by making it in-
stantly and conveniently available. With remote control there is put into existence a
constant reminder to patrons to drop
coins into the box nearest them for their
recordings.

"When the public doesn't have to
leave its comfortable seat to walk to
the phonograph and select records
but can stay put and choose its music within
arm's reach, it has been definitely shown
time and time again that plays sales and profits boom.

"The year 1941 will be the year Amer-
ica goes remote control, and it is the
best future for the great Seeborg
Soundless era. Remote-control equipment that
is valuable as a remote-control select box, in
many cases quadrupling music profits for America's
most progressive operators.

Modern will mark the beginning of
1941 as the new era of remote control, making it
an era of expansion and modern headquarters at 10th Aven-
ue and 45th Street, New York.

1941 COIN MACHINE SHOW
Registration blank in
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., SHERMAN HOTEL CHICAGO
SEND REGISTRATION BLANK IN THIS ISSUE TO THE BILLBOARD, 54 W. RANDOLPH, CHICAGO
Operators Can Service Public in ASCAP Situation

Machines can keep alive works of Gershwin, Berlin, and other beloved American composers banned from radio after January 1

NEW YORK, Dec. 14.—Probably the greatest single service that can be rendered to the American public by the phonograph industry, if the current battle between the radio networks and the American Society of Composers, Authors, and Publishers continues for an unreasonably long time, is the keeping alive and in the public consciousness the thousands of established, familiar, and beloved musical works that are a part of American life and culture, and which will be forever from reach of radio and continuing until the ASCAP-radio mess is straightened out. The musical creations referred to are not necessarily the popular songs of this nation last in the music books. They are the beautifully melodic, well-founded compositions of American composers, the works of Jerome Kern, Rodgers and Hart, Gershwin, and innumerable others.

The service phonograph operators ran radio bola as time goes on and the radio operators make up to the public at the tail putting to the music bocce for as general. That of the music machine brannem in the menu. Rut before the tangle is un-inontli's biggest pop hla but it definitely of music on the air that van force some available deeply apptechatare of them for making Outlet for mink besides radio, the phones borne* mid Warta of the Amorleare carry these permeate/ favorites Into the network radio program will be allowed to Agate, A Rem le the Dark, they repre- Victor Herbert cod reetodies at his suchAll. Street Myetery Of Lffe: Kitt Me One Atone, and hundreds more In thee Alt Atone, Moog*, My Heart Stood Still, Potter, amigo Otershean, and innumer-able others. They thentele number, like Richard Rodgers and Lorenz tiara Cole founded compositions of Arnorman com-

Attributes Record Popularity to Automatic Phoning

NEW YORK, Dec. 14.—Automatic phonographs are credited with having one of the factors behind the tremendous revival of phonograph records in the past few years. This credit was given by F. Joyce, vice-president of the RCA Manufacturing Company. In a review of the record industry before the Sales Executives' Club, Joyce estimated that 1940 sales of records would reach the 75,000,000 mark. At the same time he forecast that 150,000,000 records would easily be sold in 1941. Joyce said most of the credit for the revival was due to a program of advertising. This, he said, was instituted in 1939 and featured the "Music You Want, When You Want It." Automatic phonograph operators will note that this date coincides approxi-

Brady Catalog Sale To BMJ May Result In New Phonos Hits

NEW YORK, Dec. 14.—In a deal that trade circles regard as important enough to warrant its being called "the biggest deal ever" or failure for Broadcast Music, Inc., last week concluded negotiations for the transfer of performance rights for an assortment of popular songs to Bray's for January 1. Deal had been on the air for several months but the sale桂n gives BMJ a major victory in its long struggle for the right to record and broadcast the music for the benefit of the radio networks. It is expected that this move will result in new phonos hits.

One for the Books

NEW YORK, Dec. 14.—Babe Kauf- man reports one of the books Story is that one of her collectors turned in a slip on which was written a story that the location, owned had over $13 into the cash box. It developed that this was done because the Butterfly had a lack, allowing the machine to play without taking to nickels. Location owner explained that his patrons enjoyed the music and it was up to him to pay for it.

Cleveland Music Men Meet Jan. 9

CLEVELAND, Dec. 14.—Automatic Electric Phonograph Owners' Association held its regular monthly meeting at Hotel Belmont Thursday (5) night, with Jerry Antil presiding. It decided to hold a New Year's gathering January 9 at Brown's Cottage, Euclid Avenue and East 17th Street, to which employees will be invited. A feature will be a round-table discussion between the employers and employees of problems of mutual interest for the purpose of closer co-operation. Dinner will precede the business session.

Tri-Way Presents Illumitone Speaker


The Illumitone features the same idea as the Ultratone, also being a chamberlin type in which the motor is entirely self-supporting and complete light-up job.

The "success of the Ultratone," which has become nationally accepted by all opera houses and radio networks, operators who are featuring wall and bar space, and even small operators, "will only be second to the Illumitone," the firm, "We have confidence in creating the Illumitone to our new concept of music operation into con-

Non-Radio-Plugged Tune Test Shouts Up Well

CHICAGO, Dec. 14.—An interesting Industry has arrived. One of the many difficulties appears in a recent news release from Robbins-Price-Miller, music publisher, in which they announced the sale of a song thru music machines and appearance of a new Joe Young song. It did not allow the song, "Somehow to be free from network promotion" and that the song will be sold.

Recordings of the tunes were made by Glenn Miller, Sammy Kaye, Bob Crosby, Dinah Shore, and others.
EASTERN FLASHES

NEW YORK, Dec. 14.—Conversation in coin machine circles was devoted primarily to the coming conventions, and among the most enthusiastic over the reception given Plaxor was that presented for the music industry. Capelhart took off to La Guardia Airport Saturday evening for a return trip to Leningrad, progress made by the Amalgamated Vending Machine Operators’ Association, Inc. in 1940 is very little compared to 1941.”

JOE HIRSCH

JERSEY JOTTINGS

Sam (Wingy) Horrocks, of Orange, was appointed a tennis champ also, is planning a trip to the Sunny South to play more tennis.

MEN AND MACHINES

The account at Seaboard Sales, has become a triple-threat man these days. Bert Lane, of Seaboard Sales, is not only the greatest, but one of the busiest men in town these days, for Lane has established himself as a real estate man and Ace.

MUSIC OPERATORS ARE SITTING ON TOP OF THE WORLD WITH BUCKLEY MUSIC SYSTEM DIRECT “TOUCH-TOUCH” ACTION WRITE NOW!

FROM HERE AND THERE

Earle C. Backe, of National Novelty Company, Merrick, L. I., whose wife is a tennis champ also, is planning a trip to the Sunny South to play more tennis.

Buckley Music System Inc.
4225 W. Lake St. - Chicago - Ill.
Eastern Branch: 680 Broadway - Brooklyn - N. Y.

FART FLASHER

PAST FLASHER

Talent and Tunes
On Music Machines
A COLUMN FOR PHONOGRAPH OPERATORS
By SAM HONIGBERG

News Notes
Paul Whitman is back in the band business, leading a 15-piece dance group. His first job is an indefinite run at Ben Marden's Colonial Inn, Hollywood, Fla., beginning January 9. Bobb Crosby and Columbia changed hands on two of the foremost Lala bands. One, that of Xavier Cugat, some time ago moved from Victor to Columbia, and last week Ennio Modugno left Columbia to record on this Victor label. The saxophonist from Hollywood, joined Lou Holden's band in New York last week. All radio programs and changes in line-ups will bring to the limelight many well-known recording bands. Already set are Orvin Tucker and Ronnie Baker in a new NBC Sunday commercial called "Hidden Stars," which originated in Chicago December 15. Xavier Cugat takes over the Camel Caravan show from Bob Crosby January 9, while Crosby is being considered for another network program.

Keith Gardner is a new vocalist with the Guy Lombardo band. Al Larson, baritone, joined Tiny Hill's band and his first Okeh record with the outfit is "All the World Will Be Jealous of Me," first published in 1917. Tiny says his mother used to sing this song to him and only recently found it in the Willmark catalog. Tiny will next record "The Guy at the End of the Bar," a novelty in the "I'll Fix Him" tempo, written by H. T. Davis and Del Tempeel in 1941 and accepted by Irving Berlin last week. Ted Strauss, long known as a novelty band, is trying to get away from that billing via Columbia labels and recordings. It is rumored to do numbers that have mass appeal.

The first recording this week is "The Guy at the End of the Bar," a novelty in the "I'll Fix Him" tempo, written by H. T. Davis and Del Tempeel in 1941 and accepted by Irving Berlin last week. Ted Strauss, long known as a novelty band, is trying to get away from that billing via Columbia labels and recordings. It is rumored to do numbers that have mass appeal.

Canadian Leaders
M. G. Jones, of Bernia, Ont., reports that the current music machine hits in Canada, are versions of songs used in George Formby's English picture, "It's in the Air," a comedy based on the adventures of the RAF. The titles are "It's in the Air," You Can't Fool Me," and "Seagull Motor." Mr. Jones claims that these records are doing more business for him now than any tunes he has played in five years. The picture is currently playing in Toronto.

This and That
LATEST trend in music machines in the East favors army tunes and congas. The latter dance craze is being popularized in several pictures now playing theaters throughout the country, and the younger element is exhibiting it enthusiastically on locations equipped with dance floors and containing conga records. One of the more popular patrons of this record is "Ik and a German Officer," by Ben Carter's band. Another new army tune is "Oh, How I Miss My Old Army," written by the 1 Am an American, published by Schuster, Parke, and David. The latter dance craze is being popularized in several pictures now playing theaters throughout the country.

Serie of popular songs and dances are being played on the machine in various theaters throughout the country.

San Francisco
You're the One. Tommy Dorsey. One of several new music machines entries doing well. Since moving into the studio in Los Angeles and, by day, working on the Paramount lot in Las Vegas Nights, the picture has thrived and is helping to provide a steady flow of music to the machine. The picture is currently playing in the San Francisco area.

Boston
You've Got Me This Way. Kay Kyser. An old favorite is still popular and has been regular and highly favorable throughout the country. The location on this machine is currently playing in the Boston area.

Radio's Leading Songs
Here is a comparative list of 10 songs broadcast most often during the week ending December 13 and the week before ended December 6. The songs are those heard over the networks and leading radio stations based on information supplied by Accurate Reporting Service.

(Not: Due to the current fight between the networks for the best royalty-collecting society, ASCAP, songs ASCAP-ed and BTA-ed are entered into the Billboard and Broadcast Music, Inc., are favored on all chart programs.)

This
Last
1. So You're the One
2. I Give You My Word
3. Eddy Duchin
4. I Love You
5. The Love Call
6. You Walk By
7. I Hear a Rhapsody
8. You've Got Me This Way
9. Day After Day
10. Down Argentine Way

Houston

HOUSTON, Tex., Dec. 14.—Dallas String, prominent music operator of La Grange, and A. A. Sage, of Houston Electro Ball office, went out hunting December 5 in search of a new machine.

The best attended social meeting of the month was held December 4 by operators C. O. Harrington, Henry Aron, and F. E. Glazier. The dinner was held in the Best Western hotel.

The location of Belle & Horton's office and saloon is a credit to the coin machine industry. Directly across the street is one of the largest elementary schools in the city and on the opposite side, is one of the largest coin machines in the country.

New Seeburg selector was on display at local Electro Ball office first week in December. Manager Allen McQuinte represented the company and was highly favorable of the attachment to the machine. The Harrington Amusement Company in its comparatively new quarters at Washington, D.C., and the hotel is going up. Between the school and main theater is one of the oldest and largest operating firms here. One of the largest coin machines, the "Nine O'Clock," is in the house. One of the most notable machines, the "Nine O'Clock," is in the house.

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Wilton H. Fulton, Wurlitzer factory service man, was recently assigned to the South Texas territory, working out of the Houston office of Commercial Music Company, Fritz previously assigned to the Atlanta office. He is making Houston his home.
The Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(Continued from page 12)

CAB CALLOWAY (Okeh)
The Workers' Train—PT—VC. Peckin Ted

Ever since Tuxedo Junction, the trend of becoming swingless has been in an easy, relaxed groove and with labor rather than capricious tendencies. Cab's latest effort is a drastic change long enough to take us out of the old jazz style that means dancing may be the thing. Cab is back to the railroad and the swinging ranch and the new record has the swing of a dirt road.

LARRY CLINTON (Bluebird)
I Want To Rock—PT. Jump Joe—PT.

The words "rock" and "jump" in the title of the record are the key to what is expected of them. This sort of stuff is for the baby-foots and the many hot solos and loud ensembles make it a delightful record to swing things. Clinton's real talent is his ability to play the swing style, and the record version of this classic is built around an accompaniment that produces a couple of genuine laughs, particularly the "soul" plug for Chesterfield's Miller's cigarette radio sponsor, expressed stiffly without mentioning the name.

MITCHELL AYRES (Bluebird)
I Look Out For You—PT—VC. I Look Out For You—PT.

With the highly effective alto sax getting the style, as always, Ayres cuts two more sides that are smooth, mustard-y, and enjoyable from rim to label. The songs don't offer too much to the band, but the better possesses the ability to evoke listening pleasure solely from the viewpoint of a musical job well done. Tommy Taylor's and Mary Alice's vocals, on sides A and B, respectively, add to the general satisfaction.

RAYMOND SCOTT (Columbia)
One of the famous trombone players of the year, Raymond Scott, is back to his old tricks. His latest effort is his usual one—interesting arrangements that are not too dire and a couple of genuine hits that might or might not be a subtle dig at certain personalities. The record is effective in the hands of the band, but the latter possesses the ability to evoke listening pleasure solely from the viewpoint of a musical job well done. Tommy Taylor's and Mary Alice's vocals, on sides A and B, respectively, add to the general satisfaction.

DICK JURGENS (Okeh)
My Mother Would Love You—PT—VC. You Say The Sweetest Things, Baby—PT.

Another Jurgen's pairing that displays the talents of the band in a most spectacular manner. A show tune and a love song, both popular tunes, are masterly performed by the band. Dick's arrangements are interestinz and make for a fine set.

GEORGE MILLER (Victor)
Cello Serenade—PT; VC. Fresh as a Daisy—PT—VC.

Conventional Miller muted trombones at their best on this side. All of the usual Miller trademarks are present, including his ability to swing things. The record is effective in the hands of the band, but the latter possesses the ability to evoke listening pleasure solely from the viewpoint of a musical job well done. Tommy Taylor's and Mary Alice's vocals, on sides A and B, respectively, add to the general satisfaction.

KING SISTERS (Bluebird)
I'm A Fool To Care—PT—VC. I'm A Fool To Care—PT—VC.

The contrast of a ballad and a fast tempo, with the same personnel and a fine guitar solo, make for an interesting record. It is effective in the hands of the band, but the latter possesses the ability to evoke listening pleasure solely from the viewpoint of a musical job well done. Tommy Taylor's and Mary Alice's vocals, on sides A and B, respectively, add to the general satisfaction.
The Billboard

December 21, 1940

AMUSEMENT MACHINES (MUSIC)

MINNEAPOLIS-St. Paul

MINNEAPOLIS, Dec. 14,- Operators and distributors are getting good play. Fare瞟eter already here.

of Geneo's Four Roses and Keeney 'a returned from Chicago to find shipment.

arranged for distribution

plow.

Pebbles is Turning Its stabirmate, Geld Star.

Cohen, are getting a good play. Parade is running its stablemate, Gold Star, a close second, while American Eagle is a steady and consistent seller.

The staff at Ny-O Amusement Company, 3310 S. Halsted, said to normal a move into its new quarters. Henri E. Jackson, manager, said several execs. said letters and wires of wire and in and the visitors' list mounts daily.

Tom Crosby, of Faribault, Minn., head of the Minnesota Amusement Games Association, was booked to do a couple of Chicago. His vice-president, were recent.

Ted Bush, owner of Acme Novelty Company, and Oscar (Oswell) Truppman, sales manager, have gone to New Orleans on an important business deal.

Dave Weinberg, of Duluth, Minn., op- erator of the Troy Novelty Company, came to Minneapolis this week to talk to merchants on hand and line up a few games for his store.

G. L. Pease, of Breckinridge, Minn., is another operator who came to the Twin Cities on business. He reported trade in the area as steady.

Spin-O Sales, according to Manny Levine, firm head, are moving along at a good rate. The number of machines recently opened in the South are holding their own in good fashion, he said.

Jack Ravine, of United Machine Company, Minneapolis, is looking forward to a much better business in this area.

Ravine said business was doubled last month. He said business was double last month. Ravine said business was holding up surprisingly well. He said he was forward an upsurge in phonograph business within the near future.

Garvin Ludwig, of Cottonwood, Minn., and his brother, Marshall, may be moving to Chicago in about a week. They are representing the Minnesota this week to line up new merchandise for their routes.

Bob Beck, of Frederick, Wis., seen at Minneapolis this week, said that business is excellent there.

Doug Gleason, of Acme Sales Company, president of the Minneapolis Amusement Games Association, attended the national meeting last week. Discussion centered around problems faced by the industry.

Ted Bush, head of Acme Novelty Company, was elected to the board of the Minnesota Amusement Vending Company to succeed Harold Liberman, of Twin City Novelty Company, Liberman resigned because he is out of the city a great deal and unable to participate in board meetings to any great extent.

Archie LeBeau, of LeBeau Novelty Company, St. Paul, is back on the job after a few weeks illness, caused by a severe attack of flu.

Laurence Luehr, Luehr Sales Company, St. Paul, is back in the office and things are moving along.

A spurt toward Christmas merchandise was noticed in the past week, he said.

BUFFALO

BUFFALO, Dec. 14.-Coin machine ac-

activities are hungrily in preparation for the increased business during the holiday season. Operators are busy getting things in order.

Employment conditions at present are excellent in the Queen City, and the 24-

hour shift in force at the many industrial plants are helping to stimulate all

types of local business.

After much waiting and fretting the telephone system control station and the connected locations of the Seaborg type for the Christmas season. The results are surprising, many operators are only observing the system, three prominent local men have decided to share the facilities of one studio which serves 80 locations.

Ben Kulick, Al Bergman, and James Roche, represent the first ones here. The Seaborg's central station system on location and find that the dedication is going over nicely.

BUFFALO's new license director, Edward L. Kaminac, who took over last month and is the head of the stadium and new Memorial Auditorium, is continuing the work on a new amend-

cement to the existing coin machine ordi-

nance. In order to arrive at a decision, which will place coin-operated machines in public hands with the trade to get their opinion on various ideas.

BUFFALO'S New Idea

BUFFALO, Dec. 14.-Tell-it-to-the-

operator music boxes are ready to be shipped to the territories for the first time.

It is under the seal of $27,923,679 reported to the Census Bureau for 1937.

Census Bureau Makes Report on

1939 Coin Machine Manufacture

WASHINGTON, Dec. 14.-American manufacturers last year (1939) produced coin-operated machines having a value at the factory of $5,613,248,835, according to the 1939 manufacturers' census, covers games and amusement de-

vice, machines for dispensing gum, cigarettes, candy, and other merchan-

dise in coin-operated machines including locks but not music boxes. It is under the seal of $27,923,679 reported to the Census Bureau for 1937.

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Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are based on reports gathered each week by representatives of the Billboard from at least four leading phonograph operators in each of the most important phonograph operating centers in the country. Recordings listed without comment are those that have appeared under this heading for one week or more and have thus become established as popular favorites.

Down Argentine Way. After several weeks of touting on the brink of extinction, this picture song (from the 20th Century-Fox film of the same name) managed this week to go over the edge and land among the Top Three of the market. No particular record has had a greater edge here, although BOB CROSBY and the SHERRY LEWIS LEADERS and WOODY HERMAN have each had three other dis克斯 vying for promo favor are SHEP FIELD, LEO REIS, and FRED WARD, with a variety of styles ranging in that order.

Trade Winds, (12th week) RING CROSBY. Made a good showing of its own, and has been a regular in the Top Ten. The band's next chart entry is "World on Wheels," which has the same江特|

Only Forever, (9th week) BING CROSBY. Ferbooy Serenade, (8th week) ANDREWS SISTERS, KAY KYSER, GRAY GORDON. We Three, (7th week) INK SPOTS, TOMMY DORSEY. Bob-Mo Daddy, Eight to a Bar, (5th week) ANDREWS SISTERS, GLENN MILLER, WILL BRADLEY. There I Go, (3rd week) VAUGHN MONTRESE, WILL BRADLEY, TOMMY DORSEY

The Five o'Clock Whistle, (3rd week) GLENN MILLER, ELLA FITZGERALD, ERKING HAWKINS AND HIS ORCHESTRA.

COMING UP

Recordings listed below are those which record operators are not yet tapping into but which are growing in popularity in automatic phonographs. Selections are based on reports gathered each week by representatives of the Billboard from at least four leading phonograph operators, and but may be found from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

A Nightingale Sang in Berkeley Square. The fastest rising number among the recordings currently endeavoring to reach the top of the music market. The line is so easy to keep in mind that not even a "miss" for all boxes right now; and another week or two unquestionably should see it among the leaders. Harry Barris and his ORCHESTRA.

Dream Valley. Another quickly advancing song that most of the phonos are finding pretty profitable. In a little while practically every machine in the country will be playing it if it keeps up its present pace. SAMMY KAYE leads FRANKIE MASCARI and the BOB CONNELLY ORCHESTRA.

How's My Uncle. Coming along fairly well is this patriotic little ditty that is distinguished from other flag-waving opuses of late by possessing a definite touch of "song" and has been recorded by a number of swing bands, including the recording that is beginning to be pressed by the disks of DICK TODD and KAY KYSER.

Two Dreams Met. Not doing too well is this second Douze Argentine Way song. the ballad number from the score. It has never quite managed to do well going in a big way. Steele it has produced a fair enough amount of nickels for those operators playing it. MITCHELL AYRES and TOMMY DORSEY remain as its only two prominent exponents in the box.

Along the Santa Fe Trail. Mentioned last week as a likely looking "Possibiliy," the ballad has apparently been in a rush to make the prediction, for this week it starts out in a generally good flurry of operator acceptance from interest. It has a melody that is undeniably attractive, which is probably the reason it is beginning to stimulate attention in the stores. SAMMY KAYE leads FRANKIE MASCARI and the BOB CONNELLY ORCHESTRA. The latter a vocal recording, have started to carry its standard under its sales needs.

A Handful of Stars. Another of last weeks "Possibilities" (and for a couple of weeks before that) this picture song, from Hello Labor, steps out this week on the way to the top of the list as Santa Fe Trail. It is of course not the more popular record of record store operators today. Glenn Miller and his "Ketty Smith, "the latter a vocal recording, have started to carry its standard under its sales needs.

Songs listed below are those which have appeared in "Coming Up" for several weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they only modestly climb into "Going Strong." Rhumba Boogie, (6th week) Still around ANDREWS SISTERS.

Falling Leaves, (6th week) Weakness. GLENN MILLER, JIMMY DORSEY.

POSSIBILITIES

Recordings listed below have not yet been shown any strength in automatic phonographs but are the most likely prospects for music machine success among the current new record releases. These suggestions are based upon radio performance sheets and 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.

The Happy Humor Man. As the Kay Kyser picture from which this comes, "(You'll Find Out)" gets around the country, this number from the score is being picked up by more operators. It's being used in too few locations at the moment to consider it as an up-and-coming song. A bit too many, in fact.

Frenesi. This Mexican number has been mentioned in this section before, and once again is worth being pointed out to operators, as it is with some of its colleagues have been having success. Not many, it's true, but enough to point to a possible larger scope for the song. ARTHUR PRIESTLEY, Swing Harmony, ORCHESTRA.

The Last Time I Saw Paris. This Jerome Kern-Oscar Hammerstein song has been getting a lot of in its fall campaign. It is bit of the first week real quality and appeal and a good bit of publicity lately. The lyric is a pretty song that can be heard of in the stores, and because of that unusual theme for a pop song much newspaper space has been given it. This number may very well be one of the biggest surprises of the winter.

Stardust. If operators want an exact duplicate of TOMMY DORSEY'S "I'll Be Seeing You," they can find it in this Dorsey recording of Hasian-Carmichael's classic. The whole arrangement follows the Smile Again number of the recent "Stardust" motion picture. A good one for all operators. S. H. MILLER, S. H. MILLER, AND HIS ORCHESTRA.

ORDER NOW for 1941 COIN MACHINE SHOW

= Registration blank in this issue

ADVERTISE IN THE BILLBOARD AND YOU'LL BE SATISFIED WITH RESULTS.
December 21, 1940

AMUSEMENT MACHINES (MERCHANDISE)

CHICAGO, Dec. 14.—A ringing indictment of the unequal taxation on tobacco products in the various States was developed yesterday by Prof. Clement B. Logsdon, of Michigan State College, at the annual convention on Trade Barriers. The conference was sponsored by the National Industrial Conference Board, of which Dr. Daniel Schuyler is the director.

Prof. Logsdon appealed to the reason of his audience, primary State tax officials, educators, economists, and business men, He pointed out the chaos and antagonisms that arise from the conflicting tax structures, He also called attention to the fact that the federal government is trying to exert influence over the States on this matter.

Free trade naturally suffers, Professor Logsdon said. The interest in state taxes is illustrated by the following letter: "At 10 States levy a tax of one mil, and 40 States tax cigarettes at 5 cents per package. Two raise the cost per package by 5 cents, and one 4 cents. Five States raise it from a nickel for a fifth of a cent to 5 cents for a nickel. One has a tax on chewing tobacco. Four tax snuff. While increased governmental expense taxes take its toll, that revenue is obtained from various sources, including tobacco products, the economist concluded. Some effort at reform must be directed to obtain uniformity in taxation to lower the trade barriers that tax discrepancies erect. He made his plea in behalf of the public, manufacturers, and their customers."

Atlantic City Abandons Gig Tax Suggestion

ATLANTIC CITY, Dec. 14.—The possibility of a city tax on cigarettes for the resort's next summer season was dead when City Solicitor Bader notified Commissioner Daniel G. Mahoney that such a levy is impractical. Director Bader broached the subject earlier in the month in studying methods of raising new money.

Bader said a tax on cigarettes would not be collectible or enforceable, and that the legislature of the State has not given authority to municipalities to levy such taxes. "The city," he said, "could not impose an income tax either, for the same reason."

Protecting Coca-Cola Name

WILMINGTON, Del., Dec. 14.—The National Canners Association of the United States has been granted a writ permanently enjoining a soda fountain operator of San Francisco from dispensing any beverage other than Coca-Cola in response to customers' calls for that product.

Denver

DENVER, Dec. 14.—Sid Stewart, of Stewart Sales Company, Colorado Springs, has been added to the roster of the Independent Phonograph Owners Association of Colorado. Secretary Walter Jones, of the week's meeting, reported one practicing his recent Sky Fire phonographs. Sid Stewart has had quite a successful duck-hunting season.

Henry Shidler, auditor for the Rudolph & Miller Company, Englewood, Colorado, has recently acquired the services of a number of visiting officials of the Wolf Sales Company, which has been established to furnish merchandise and parts for Wolf Sales.

Gano Senter, of Denver Sales Company, reports a good business spurt, with particular emphasis on "Koeey" radio activities.

Modern Music Company has completed installations at Shaner's Grill and the Mountain Lounge, two of the outstanding spots in the center of the city. According to L. D. Shultman, proprietor of Modern, all phonograph installations will be of that type. Shultman now has a standard form contract which he has the location owner sign before a remote-control installation is made. This result, according to Shultman, is a stabilization of coin phonograph operations which must keep up with the advances of other more businesslike basis. The location is a definite class spot in the city, and both location and operator are increased, and the level of operations is raised.

George Rosenfeld, territorial representative for Wolf Sales Company, reports good reception from Wyoming operators on his first trip there that beat.

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 14 to 16.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

Third Annual Southwest Coin Machine Show, Minneapolis, Tentative dates February 11 and 12.

Cleveland Automatic Electric Phonograph Owners' Association, Brown's Cottage, United States Hotel, Cleveland, Ohio, January 15, 16.

All-Industry Ice Cream Convention, Chicago, January 13 to 16.

National Peanut Week, January 19 to 25.

Beverage Bottlers' Conventions:


Colorado. Hotel and city not announced, January 20 and 21.

Michigan Association, Grand Hotel, 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.

IF YOU WANT THE BEST IN BULK VENDING—BUY

The NorthWestern

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Recommended

Guaranteed

Financed by

The FULL NORTHWESTERN LINE

The NORTHWESTERN CORPORATION

265 E. 43rd St. NEW YORK, N. Y.

Unlimited Savings

Trade Credit

Easy Terms

Simplified Installment Plans

CREDIT SERVICE

DISTRIBUTORS

Masters, Deluxe Spares, Silver Kings, Other Machines Wanted, All Types. Second Highest Prices Paid. Send Lists Today.

Midway Vending Machine Co.

432 W. 42nd St. NEW YORK, N. Y.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Silver King

5.50 Each in lots of 10

Low as

50c Month

NOW

$6.50

TIME

$5.50

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Free

Insured

return today

2047 A-SO. 68

PHILA., PA.

Torr

2047 A-SO. 68

PHILA., PA.

Close Out. Prices Slashed

Reconditioned Cigarette Machines

NATIONAL No. 30, complete with cabinet stand...$19.95

725 Model HILL STUART Machine, complete with 35.00

6 COLUMN CHROME FACE...$9.95

Iron Stand...$1.00

LOTS OF 5-10% Discount

To operators and coin men. All Machines perfectly reconditioned.

Herald Vending Corp., 41-24 24th St., L. I. CITY, N. Y.

Patterson Vending Ravaged by Flames

HUTONTOWN, W. Va., Dec. 14.—Fire followed the news that a $20,000 loss of worth of damage to the Patterson Vending Machine Company here December 9, the estimate being advanced by John A. Patterson, head of the firm.

Patterson only recently acquired the building, and all equipment and vending machine supplies which had been stored. The building burned out and was saved, but he had insurance covering only $4,000 of the damage.

Fire companies battled the blaze for hours and described the building as a "hell inferno". In some instances, authorities were at a loss to explain the explosion. It was revealed that a tank of butterfat was stored in the building. This tank exploded.

The Patterson firm, besides operating vending machines, also had routes of pinball games and pay boxes. None of this equipment was destroyed as two large fire stations were available.

The fire spread so rapidly that at times it was reported that Patterson's machine was described by firemen as the largest fire in the city in the last two years.

The Full Northwestern

More than ever Northwestern reaches the heart of the community. The service you offer becomes part of every purse and purpose. The office is a lifetime partner in your business. It's theall-carefree service. Write today for full details.

The Full Northwestern Line

Recommended

Guaranteed

Financed by

The NORTHWESTERN CORPORATION

265 E. 43rd St. NEW YORK, N. Y.

Torr 2047 A-SO. 68

PHILA., PA.

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PHILA., PA.

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The NORTHWESTERN CORPORATION

265 E. 43rd St. NEW YORK, N. Y.
**Associations Get Warning**

NEW YORK, Dec. 14.—Tobacco trade papers released the story last week that the Federal Trade Commission had named six cigarette vending machine associations in a bill of complaints. It is probably the first wholesale complaint made against coin machine trade associations.

Charges against the cigarette associations include the complaints that the associations try to compel manufacturers of cigarette machines to sell only to members of their organizations, or to consider the members as a preferred class.

The charge is also made in substance that the organizations tried to prevent the entry of new operators into the cigarette vending machine business. Boycotts, coercions, promises, and intimidations are mentioned in the charge.

The associations in question are making a common defense and were given 20 days to file an answer to the charges.

**Son-in-Law of Helfenbein Dies**

CHICAGO, Dec. 14.—Members of the trade and associated industries have extended condolences to Dave Helfenbein and his daughter, Mrs. M. Jacobson, upon the untimely death of Helfenbein's son-in-law, Milton Jacobson.

Jacobson was in his early 30's and had been married three years. He left no children. His father-in-law, Dave Helfenbein, is a principal of the Dave Company, Chicago.

Burial took place in Chicago last Saturday (7), with many friends, as well as friends and relatives, present.

**Make Many Beverage Vender Installations**

BOSTON, Dec. 14.—Robert Soames, of Beverage Distributors of Boston, Inc., reports that the firm has made 25 installations since going into business less than a year ago. None of the locations are theaters. Beverage Distributors holds the Eastern

**Recipe for Happiness**

Stir together equal parts of Honest Labor, Courage, and Common Sense. Put in plenty of Pop and Determination. Flavor with Tolerance and Charity. Add an abundance of the Milk of Human Kindness and season liberally with Optimism.

Stir this constantly over the fire of Ambition, keeping it boiling with Enthusiasm. Be sure to skim off any Divisiveness, Pessimism, and Selfishness that may come to the surface or a hard crust will form that will spoil everything.

Serve daily in generous portions to yourself and your fellow members and you will enjoy a long and happy life.

LE ROY GINN, A. B. T. of N. J., Inc.

Massachusetts franchise for the machines which vend the seven-cent cup of soft drink. Locations are scattered through Boston and cities and towns on the north and south shores.

Theater locations especially are getting a good business.

**Canada Tariffs May Hit Machines**

TORONTO, Dec. 14.—Canada's new re-export charges, when enacted, will probably prohibit the exportation of all types of coin machines, including vending machines. The new bill is designed to conserve American gold, and if the measure is a success, it is expected that the gold will be spent in the U.S.A. for war goods.

An amendment that was ordered prior to December 2 will be admitted into the country upon the understanding that the coin operators, anticipating this, have placed orders amounting to thousands. Stocks of used equipment are fairly plentiful but prices are steadily advancing.

Parts will continue to be imported under a 25 per cent excise tax.

Over the week-end a number of Ontario operators were in town picking up used equipment. They report business during the past months greatly increased.

Local phonograph operators started a drive this week to increase percentages on locations to take care of salary increases and replacements.

**Hormel, Music Financier, 80**

BEVERLY HILLS, Calif., Dec. 14.—George Hormel, millionnairefinancier, who has financed at least one venture in the coin-operated music field, marked his 80th birthday December 4. He threatened to "beat down" anyone who dared to challenge his age.

Hormel is reputed to have been the financier in back of a California firm which marketed a penny phonograph about one year ago.

**Plan Biggest Canadian Arcade**

ST. JOHN, N. B., Dec. 14.—That the local Opera House will be converted into a recreation center is the prevailing rumor here. The tentative plans call for conversion of the auditorium into coin machine space and bowling alleys, the upstairs lobby into coin machine space, and the stage into a skating rink.

The ice has already been broken by the establishment of operating shooting games on the street floor lobby, and including an anti-aircraft stand.

**AMUSEMENT MACHINES (MERCHANTISE)**

**Get Your Home from Tuberculosis**

Help to Protect Your Home from Tuberculosis.
Counterfeiter-Slugging Gang Is Smashed in Philadelphia

PHILADELPHIA, Dec. 14.—One of the most active coin-counterfeiting gangs to operate in the Philadelphia area in recent years was smashed Tuesday (10) with the arrest of three Puerto Ricans by secret-service agents and Philadelphia detectives. More than $40,000 in spurious 10 and 50-cent coins has been poured in the Philadelphia area, Eastern Pennsylvania, New Jersey, and Maryland in the vicinity of Baltimore, Md., by the trio within the past five months, according to William A. Landvolgt, supervisor of the Philadelphia office of the U. S. Secret Service, who directed the raids.

Landvolgt estimated that 75 per cent of the flow of spurious coins in the area would be choked off by the arrest of the three and the confiscation of their manufacturing paraphernalia. The three men, according to Landvolgt, came to Philadelphia several months ago when government men ran them down in New York.

They were clever enough, he said, to include enough silver in their coins to give them a good ring, but were careful to cut the silver content far below that specified by the U. S. Government, which holds a monopoly on their manufacture.

Landvolgt said the coins have been of exceptional quality and that the three men had been manufacturing the prodigious total of between 500 and 600 coins daily. Seized equipment included 12 55-cent molds, three 50-cent pattern pieces, plaster of Paris for moldmaking, a number of ladles for pouring the molten alloy, and files for "notching" the rims of the coins.

Torr Petitions Santa Claus

To the Editor:

Please publish my letter to Santa Claus. I do not know his address, but be sure that he surely takes The Billboard. Everybody else does. If you don't believe it go out and try to get some subscriptions, The letter:

Dear Santa:

Please bring me another hit number like Little Imp this Christmas. The Imp you brought me last Christmas ran over 60,000 in sales—and that's something. If you can spare me two hit numbers this Christmas I will be an extra good boy all next year.

And—Santa—don't bring me any rye, as I only drink Scotch now.

Yours truly,

ROY TORR.

Illinois Ready for Solons in January

SPRINGFIELD, Ill., Dec. 14.—The legislative reference bureau is working on the drafts of 150 bills to be introduced as the regular session which convenes January 8. The substance of the bills is confidential.

The meeting of the Legislature for the first time since 1911 will find a Republican majority in both the House and Senate. Many changes in lawmaking policy are therefore looked for.

Problems of the legislative bodies will include relief and sales taxes. Old-age assistance and relief will require a deficiency appropriation of $24,000,000 to cover authorized checks for the needy from January 10 to the fiscal biennium, June 30. Illinois' new governor, Dwight Green, will seek to abolish the present 3-cent sales tax, at least on foodstuffs.

No indication has yet been given as to the number of bills which will refer to coin-operated machines.

SUBSCRIPTION COUPON

The Billboard,

25 Opera Place,

Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

$5 for one year, 52 issues.

$8 for two years, 104 issues.

$10 for three years, 156 issues.

Name

Occupation

Address

New

Renew

City

State

Western Products, Inc.

925 W. North Ave.

Chicago, Illinois

Ace Specials for This Week—All Free Plays Don't Write. . . . Telephote!

Bally Beauty . . . $21.50

Bally Spot . . . . 24.50

Caille Coin . . . . 23.50

Deluxe Dual . . . . 23.50

Double Feature . . 27.50

Horse Over . . . . 37.50

Lambada . . . . 69.50

Pitts . . . . 19.50

ALL MACHINES GUARANTEED TO BE IN A-A CONDITION!

1/2 Deposit Required With All Orders. Balances Due on Delivery.

Please List Second Choice.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

1940 CLEAN UP SALE

Must have more room. All games are guaranteed ready for location. Record Time . . . $88.50

Big League . . . $72.50

Bally Beauty . . . $72.50

Caille Coin . . . . 23.50

Deluxe Dual . . . . 23.50

Horse Over . . . . 37.50

Lambada . . . . 69.50

Pitts . . . . 19.50

ORIA Machines Guaranteed To Be In A-A Condition!

1/2 Deposit Required With All Orders. Balances Due on Delivery.

Please List Second Choice.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

WILLIAMSPORT AMUSEMENT CO.

323 Hepburn Street

Williamsport, Pennsylvania
**New Assn. in New Orleans**

**Organized to police local operations—against minors playing—on legal basis**

**NEW ORLEANS, Dec. 14.—**Terminating the campaign effort by the local ins-
dustry to police itself,” a group of op-
erators have formed the Amusement Game Operators’ Association. It is headed by Joe C. Halko, Prie- 
dorf and Louis Bossew as chief vice-

President Prieisberg said that the pur-
pose of the organization is to deter-
mine when they declared, "",..."

The Amusement Games are a harm-
less source of revenue and afford tak-
ent the State tax and the pro-
posed city license fees in a terribly 
short period of time for revenue for 
the State and government.

"Our members," he added, "will in-
form the authorities of any coin-
operated equipment in the vicinity of public, private, and parochial 
schools, and will patrol any device of the kind located in the vicinity of 
schools or other places where minors are known to frequent.

The Amusement Game Operators’ Association is composed of operators 
and proprietors of amusement and 
entertainment establishments in New Orleans.

The new organization will be based on the principle of cooperation and 
will work for the betterment of the 
industry as a whole.

**OREGONIANS Plan Charity; Discuss New Legislation**

PORTLAND, Ore., Dec. 14.—Oregon Coin Machine Operators’ Association, 
concerned with the problems of the 
operators by corrupt politicians and 
their representatives as a threat 
in the past. Amusement games are 
unfair methods of taxation, and

The operators will discuss current legislation, games, and 
the welfare of the industry in the 
entire western district.

BUFFALO, Dec. 14.—While sales in 
the Buffalo area continue brisk at the 
state and local level, the business 
in Pennsylvania is setting all records. 

The music operators in the territory are split at present into two schools of 
thought—those who are looking at the 
scene and are establishing a permanent charitable policy.

The Meyers Brothers, who were among the first to set up a central 
unit in the Rock-Ola telephone 
control system, are handling the central business of the region. 

Harry Winfield, W. Winfield Company, 
reports success with the new Wurster 
Colonial. New games that are doing 
well are the Buckeye, Ohio, and 
American and Genoa’s Metro. Guns, 
according to Winfield, don’t sell tops 
in any territory that goes in for pin 
ball games.

Frank McHardy, South Buffalo oper-
ator, reports that, although the 
usual late spring of the Steel mills are working full 
time, his phonographs aren’t getting the 
amount of nickels anticipated.

American Cigarette Machine Company 
announces several more sales of Rock 
Ola mystic music set-ups, here, in 
Roanoke, and Dallas, with Niagara Falls 
still pending. He is already talking about 
his trip to Chicago in January for 
the show. However, he expects the 
show to be one of the most 
promising of the year.

Coin machine trade hereabouts is getting 
very busy with three proud new 
operators, and the Region, and the 
Local Association, with a view toward 
looking at the new Wurster Colonial. 

Phil Rich, American Cigarette Machine 
Company, spent several days scouting 
rural, and the search is for the 
best of the new Wurster Colonial. 

Homer Capel was also a recent visitor 
on machine lane, awarding the 
local Association, and the search is 
handled to Phil Rich, head of the 
ets.

**Wash. Operators Meet in Spokane; 
Look Toward 1941**

SEATTLE, Wash., Dec. 14.—Washington State Amusement Association held a formal meeting for present operators Monday (9) in the Davenport Hotel, Spokane. 

The association comprises all operators from all states of the 
State, including the operators of the 
Northern and Southern sections of the State, and is a non-profit 
organization with the aim of promoting the 
interests of the operators.

At the meeting, the officers 
stressed the importance of the 
work in which they are engaged, 
and emphasized the need for 
cooperation and the protection of 
the operators in the interests of 
the industry.

The officers of the association are: H. H. 
Clements, president; J. O’Connor, 
vice-president; W. L. Crag, 
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Kirk Ready for Night Bomber

CHICAGO, Dec. 14.—Claude H. Kirk has announced that elaborate plans for the speedy manufacture of C. H. Kirk & Company's new machine, Night Bomber, have been arranged, and it will be a perfect machine and is being built for sustained performance.

"We are proceeding carefully with the Night Bomber, taking great pains with every detail of its construction, and it will be ready for the market at any time," said Kirk.

"Although the gun will not be ready for a while, current interest among the trade is strong, indicating that the demand for Night Bomber will be much greater than first expected. It is our intention to meet this demand as soon as possible and we are making every effort to have it ready for the market as soon as possible."

Portland

PORTLAND, Ore., Dec. 14.—Operators of Oregon will meet December 20 at Lloyd's Hallhouse. There will be a dinner at 7:30 p.m., followed by entertainment, which will include movies and vaudeville. Manufacturers and other interested parties are welcome. Bud Steak, of Western Distributors, and Bill Goblet are supervising arrangements. Bud Thompson, Al Schneider, Bob Allen, and Paul Dietz are on the entertainment committee. Prices and surpluses are on the menu.

J. Frank Meyer, of Exhibit Supply Company, visited here several weeks ago. Lou Wolcher, of San Francisco, Western Distributors head, was here the same time.

George Cuskick, formerly assistant man-
ager for Jack R. Moore, at Seattle, Wash., has been made manager of the Salt Lake City office. Moore also moved Dick Robinson from Spokane, Wash., to Seattle and shifted Charlie Green from the city office to Spokane.

Roy Gatto, chief of Western Distri-
butes' Keesey wall box detail, and Lou Dunle and Al Schneider, of Portland Amusement Company, dined at the Keesey's on a recent trip east. Besides burning out five plates, Schneider, who picked up a new Buick on the trip, got staked in a blaze near Davis, Neb.

Wright and Moore plan to attend the Chicago convention in January. Moore has just returned from a trip to Salt Lake City and Chicago.

A vacation to Los Angeles and Cal-
ifornia was planned for the near future by Ace Anderson, head of North-
west Amusement Company and Portland Operators' Association. His brother, Harry Arneson, recently saw Chicago, some big football games, and bought a Cadillac.

A crew of salesmen, including Roly Savage, Hank Hughes, Dale Grimes, Harry Everett, and Tiny Alker, have been sent into the field to concentrate on Seeburg Wall Books.

Howard Taylor, of Ellis & Taylor, opera-
tors, is passing cigars because it's a boy.

New Orleans

NEW ORLEANS, Dec. 14.—With the an-
nouncement of the Sugar Bowl commit-
tee's decision to hold the game played by the LSU Tigers and the Tulane Green Wave, the complete sellout after 48,000 tickets had been sold, the city gets ready to cele-rate the holiday season.

Musical operators are already enjoy-
ing the increased interest in their business in all directions.

Interesting will be the early ruling promulgated by the Louisiana State Supreme Court on petition by residents of the Vieux Carré (old Quarter) to have music after midnight in about six dozen nite spots of the Quarter. The lower court and the appellate police both been in favor of the clubs continuing their early-
neal policy of not playing or music.

One large music operator here is finding success with the use of remote control systems in 12-record model phonographs, renting out this co-or-
dinated set-up to some important down-
town spots on a monthly basis. One large hotel reports a successful tie-up with this rejuvenated system of remote music.

Repeat orders are reported from large areas of Louisiana, Mississippi, Alabama, and Tennessee for the new Colonial model Wurlitzer phonographs which are equipped with special devices, according to A. M. Anderson, district manager for Wurlitzer.

In town for a few days in the interest of Du Gagnier cigarette vendors was Wally Stipe, Memphis, Tenn., district factory sales representative. Stipe was accompanied by Don Cuddy, service representative, and both report unusually good demand for vendors in the Deep South.

Allen McNelis, former branch manager at Houston, Tex., for Electra-Ball, Dallas, is now distributing Du Gagnier machines in that city.

Chester Aycock, of the Texas Novelty Company, and Ernie Oertel, manager of the Southern Music Sales Company, of New Orleans, toured the country, proving their prowess as intrepid duck hunters recently when they returned from the South Louisiana swamps with a limit bag. The Texas Novelty Company recently expanded its operations at Baton Rouge, La., with installation of a hundred Seeburg remote equipment.

With 10 boxes installed, Benny Perdue's popular club on the Mississippi Gulf Coast at Henderson Point reports complete satisfaction with installation and operation of the system. Similar equipment was also recently installed in the Greyhound terminal at the newly dedicated Greyhound restaurant on Canal St., main stem of the city.

Two women operators were noted in attendance Wednesday (4) when members of the New Orleans Coin Vendor- Machine Operators' Association met. They were Miss Frank Phillips and Miss Lee Barnard, both making talks. The meeting, well attended, was presided over by President Julius Pace.

R. T. Covington, popular operator, is rapidly recovering from arthritis that for a time kept him on his back.

Cleveland

CLEVELAND, Dec. 14.—These cold blustery days are making Milton Kwon wish he had more space to accommodate his patrons. Appropriately called Spor-
land and located on East Sixth Street, the place generally a full house, with paid ads waiting for a chance to try their一个 than on the remote punch games. It's the only spot of its kind in town. Another feature is the entrance direct to Hotel Hord's lobby. Another feature is rece-
ting faculty and patrons.

Nearly three months ago Jim Parnby, of Mercury Amusement Company, de-
ceted he needed a rest from business, and, leaving things in the care of his partner, Bill George, flew down to Nan-
sau in the British West Indies. He came back this week and many of his friends barely recognized him, for he has deep tan, has reduced his waistline, and has gained a luxury of mustache and hair which he is exceedingly proud.

MAIL TODAY:

THE BILLBOARD

54 W. Randolph Street, Chicago, III.

Gentlemen: Please have my admission badge ready for me at the Coin Machine Show registration desk.

Name______________________________

Address_____________________________

City and State_____________________

I am connected with the industry as I have indicated in checking the following:

☑ Operator ☐ Jobber ☐ Distributor

I operate the following types of machines:

☑ Amusement ☐ Music ☐ Merchandise ☐ Scales

Other types, if so list_____________________________

Signature______________________________

Please enclose letterhead or business card as identification.

You may register for others by listing here:______________________________

BATTERY OPERATION of Daily Rapid-Fire machine guns, illustrating type of "point-of-sale" advertising used by operators.
San Antonio

SAN ANTONIO, Tex., Dec. 7—San- tine Coin Machine Company and the partnership of Dick Warncke and W. G. Bechtel have been dissolved, with each setting up his own organization. Warn- cke now heads the H. Warncke Com- pany and Bechtel pilots the Coin Opel Sales Company. Both men are pioneers in the coin machine business.

H. M. Crowe, well-known record sales- man, has opened a new establishment in this city. Crowe's firm is known as the Record Distributing Company. The new concern will also carry a large stock of supplies for phonograph operators.

San Antonio is fast gaining the record as the traveling Texas column. During the past few months San has visited the Pacific Coast and recently attended the opening of the Mayflower Novelty Company in St. Paul.

This city is feeling the effect of the big spending of government money in Texas. Operators report increased showings of receipts and figure it is partly due to the government spending in setting up army camps.

Commercial Music Company head- quarters is a meca for music operators these days. One can always run into several out-of-town music operators around the big Wurlitzer distributing headquarters.

D. S. French is one of the city's pioneer operators and is active every day keeping his string of equipment going in first-class manner.

K. F. Wilkinson is going to town with his music system. A number of installations have been made recently and he is all set up over sales prospects for 1941.

"On to the show!" is the cry of San Antonio operators, who have already made their Sherman Hotel reservations. San Antonio is always well represented at the big show.

Delaware

WILMINGTON, Del., Dec. 14.—The First State Humperment Machine Company, oldest operating company in the city, has recently made 10 telephone remote control installations and reports that the wall boxes show a marked increase in business.

The company also puts on an advertising campaign for its first location of a rapid-fire target, and two thousand circulars were distributed in the neigh- borhood of the location and results were excellent.

In addition to the ray guns, bowling alleys are popular with locations here. A new location for these is the First State Bowling Academy, the largest in the country. Five amusement machines are on location there, and also two scales.

Installations also have been made in two bowling alleys located outside the city limits. However, the enforcement of the blue laws compels these establish- ments to close on Sunday.

Plans are being made by the local operators of amusement machines to form an association in the city and State. The association is expected to be organ- ized by the first of the year.

Many out-of-State operators place a few machines in the city and theay only to find that they must pay a State tax and city license on each machine, and upon being notified of this require- ment remove the machines. There is no legal status on coin-operated ma- chines in the city, State except the gambling law. All games are run as strictly amusement machines, with no pay-offs or prizes. Recently the volun- teer fire companies were stopped from operating bingo and chance games under the present law. Coin machine opera- tors of the city and State are abiding with the law in every respect.

T HE Delaware Legislature in 1939 ap- pointed a committee of four State sena- tors and four representatives, with the Rev. Ralph L. Minker as chairman, to study the blue laws and report suggestions for their modification to the 1941 legislative session of the General As- sembly. Attorney General James R. Morford's stand for strict enforcement of the law, while urging that it be modi- fied, led to the appointment of the legis- lative commission.

Send for the Billboard's Latest Free Bulletin

Learn How To Solve Your 1941 Legislative Problems...

The Billboard has recently published a special bulletin for the purpose of informing the mem- bers of the coin machine industry about certain policies which have during the last few years become more or less universally accepted. These policies are ones which should constitute the basis of all future legislation.

T IT IS very important that every operator understand these principles. Only then can the industry approach the 1941 legislative year with confidence and without fear of becoming disunited and working at cross-purposes on many points.

T HE trade can defend itself much better when there is agreement on points of general policy. You owe it to yourself and your indus- try to read and study the policies as set forth in the Billboard's special bulletin.

Send for your free copy mail this coupon now

The Billboard
25 Opera Place
Cincinnati, Ohio

Gentlemen:

By return mail please send me my FREE copy of your special bulletin, "Coin Operated Machines; Suggestions on Legislation."

Name

Address

City

State
Editor Keeps Up Fight Against Anti's Hypocrisy

PHILADELPHIA, Dec. 14—Jeff Keen, managing editor of The Philadelphia Daily News, continued to champion the necessity of legalizing gambling. In its editorial policy, the local daily has attacked the hypocrisy of opponents, who seem to be hypocrites in their own right. The paper defends the right of individuals to gamble for their own entertainment and entertainment.
HERE'S A PICTURE OF THE ORIGINAL SKY-FIGHTER, introduced by International Magic Reel Company at the convention of the National Association of Amusement Parks, Pools, and Beaches, held at Hotel New Yorker, New York, last year.

Seattle

SEATTLE, Wash., Dec. 14.—Among the thousand or more persons who attended the annual banquet and dance of the Washington State Restaurant Owners' Association at the Olympic Hotel were a number of coin machine operators.

Chatting with Ruben Gross, well-known operator, during the dinner hours (his firm handles all makes of pinball games) we found that he has been daily growing better. Gross has been in Seattle for many years and explores the fact that so many are prone to underrate or discredit the coin machine industry. "It would seem to be one of the duties of all operators and distributors to educate the public on the particular business which is giving employment to so many and which is as legitimate an industry as any other," said Gross.

W. P. Duggan, of the Puget Sound Noveltv Company, is in Chicago confering with firms with whom he has connections. He represents O. D. Jennings Company, Robert Corporation, and H. C. Evans Company. From there he will go to visit his old home in Florida and will return before the first of the year. He then will fly to the convention at Chicago. His local office reports that many new models have been ordered and are on the way.

International Magic Reel Company's Sky Fighter has been taken on by Rebering Bros. and are expected to arrive this week. Rebering also distributes Milka photographs and were recently visited by C. J. (Bris) Crabtree, factory manager for this territory.

The Canteen Company is enjoying growth. The attractive machines are in use at many and varied locations. Vernon O. Latimer is manager of the local house.

Kener's Air Raider is the big thing at Western Distributors. "It's a beauty," said Walter Solomon, manager of the firm, "but that doesn't help the situation. That is what everyone says who comes in here. They want any number of them at once and we have only this one in stock." A full shipment is on route, orders for which will probably be completed on arrival.

A new enterprise that has weathered the storm of a year is now a recognized and stable going concern. It is the business of George Schmahl on Elliott Avenue West, in the heart of coin-machine row. This firm carries thousands of parts for all types and makes of machines. It services them, repairs them, and sells parts. It is unique in its exclusiveness and has developed into an extensive outlet.

Moses Vending Machine Exchange, Inc.

00 BROAD STREET Day Phone, 9-4511—Night Phone, 5-6228 RICHMONO, VA.

NEW CIGARETTE VENDORS

PERFECTLY RECONDITIONED

National, 9-Col. $50.00 Rowe Imperial, 8-Col. $51.50
Master, 6-Col. (chrome front) 12.50 National, 6-30 23.50
Rowe Aristocrat, 6-Col. 12.75 Uneeda Pac, 12-Col. 40.00
Knickerbocker, 5-Col. 15.00 Du Gronier "S", 7-Col. 75.70
Gorett, 7-Col. 19.75 Rowe Imperial, 6-Col. 41.50
Rowe Royal, 8-Col. 67.50 Du Gronier, 9-Col. 50.00

Tarms: 1% cash, balance 10% D. C. O. D., F. O. B. Chicago

JACK KELNER

540 Lake Shore Drive Chicago, Ill.

Phone: Superior 6738
1941 Coin Machine Show
To Stress Salesmanship

SALESMAHIPS will be an important topic of discussion during the 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13-16, 1941. The operator's problem of selling his service to locations and to the public is sure to have a prominent place on the program of operator association meetings held during the show. Likewise, the ever-importance of selling the coin machine to the American public will receive considerable attention.

Operators Advertising Service

Abundant evidence has appeared during the past year to indicate that operators are becoming increasingly sales-minded. For example, instead of haphazard placement of machines, operators are analyzing their locations more critically than ever before and selecting machines, as well as locations, on the basis of their careful surveys. Then, too, operators are beginning to advertise their wares as other merchants advertise theirs through salesmen and radio stations.

Operator's Salesmanship

Operators will receive considerable attention when the A. M. A. sessions open January 14, 1941, at the Sherman Hotel, Chicago. January 15-16, 1941, the Coin Machine Show will be of interest to operators wanting to become more proficient in their field. George Moloney, Bally Company, will stress salesmanship during the Coin Machine Show. The importance of salesmanship will be emphasized during the A. M. A. sessions.

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Exhibit's N. Y. Rep At Chi Parks Show

CHICAGO, Dec. 14.—Joe Munyes, head of the sportland and Penny Arcade departments of the Mike Munyes Corporation, New York, made a special trip to Chicago December 2 to look over Exhibit's new Arcade machines and to work in cooperation with the company's display at the amusement park show held at the Hotel La Salle. Exhibit's display won the John R. Davies Trophy for the most meritorious exhibit of amusement equipment or supplies, Exhibit officials report.

"Munyes was quick to show his enthusiasm for Exhibit's new Arcade machines and to assure the company of excellent representation in the East," said Exhibit executives. "Exhibit's complete Arcade line can be seen on display at the Mike Munyes Corporation, New York."

Munyes says: "The new illuminated, streamlined Card Vendor is the finest yet and will repay tremendous returns to all far-sighted Arcade owners who install them. The new athletic machines, which include the 1941 Bag Puncher, Bicycle Tracer, Flat Striker, Chin Machine, and Hammer Striker, will add a modern coin-operated gymnasium to every Penny Arcade. The hilarious reception that the Cock-Eyed Circus and Magic Light Love Machine received at the park show is a fine example of the great public appeal that these new devices have."

Hoppe Back From Eastern Travels

CHICAGO, Dec. 14.—After an extensive stay in the Eastern territory, Harry Hoppe, vice-president of the Baker Novelty Company, has returned to the factory. Hoppe stated that wherever he went he met the most complimentary comments on Baker's five-ball novelty football game Line-Up. "They are going for it in a big way," says Hoppe, "and that is making it a top favorite with the operator."

"Our new release, Defense, is the new hit of the hour for it is tuned to the mighty topic of preparedness. A game packed full of thrills and action like a blitzkrieg, with four ways to win, mechanically speaking, it is a marvel of precision engineering."

Plan 3d Annual Northwest Show

MINNEAPOLIS, Dec. 14.—The third annual Northwest Coin Machine Show, sponsored by the Minnesota Amusement Games' Association, will take place in a Minneapolis hotel in February, with February 11 and 12 set as the tentative dates. Thomas H. Crosby, of Parbault, Minn., association president, is in charge of present arrangements. At the show, which drew about 700 coin machine men last year, the latest equipment will be on exhibit. In Exhibit's Zombie, operators from throughout the Northwest, in addition to well known Canadian and operators as Baker's Girl Friday.
NOW - 6 FOR $60.00
GROETCHEN TOOL CO., 130 N. UNION
CHICAGO, ILLINOIS

NOW 6 FOR $60.00
100% Tried 100% Tested 100% Proven

GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO

“Meet the Champ,”
Says Dave Gottlieb

CHICAGO, Dec. 14.—“A sensational new game, Champ, another winner in the series of Gottlieb hit successes, is just coming off the production lines into the arms of impatient distributors,” reports Dave Gottlieb, president of D. Gottlieb & Company.

“Champ deserves its name because it represents everything that the name stands for,” Dave continued. “It's a real Champ, in every sense of the word, on locations capturing all kinds for play and collections wherever tested. It's already building up a success career that's almost unbelievable.

“In beauty, in appeal, in play-pulling, in player-satisfaction. In fact, any way you look at it, it simply beats everything. In collections is where Champ gathers its most famous laurels as the champ of all. Champ offers striking new innovations in play, new jackpot innovation, new ideas on playfield and backboard, new scoring features, new relish for fans which all rolled together, explains why Champ is the champ of hits. Meet the Champ, get acquainted with the game that's challenging for every man on every count,” he concluded.

Coinmen Honor
Bayne; In Army

CHICAGO, Dec. 14.—Lieutenant Clarence J. Bayne, absent-on-leave Seattle sales manager and now of the 106th Cavalry, U. S. Army, was recipient of a demonstration of affection and friendship from his friends of the Seattle organization shortly before beginning active duty in the army.

As guest of honor, Bayne was royally entertained at the Swedish Club, where he received tokens of esteem and a flood of telegrams wishing him good fortune and a speedy return. Coinmen from many parts of the country, whom he has been associated with while at Seattle, were responsible for the telegraphic tributes.

Bayne has entered the officers' school at Fort Riley, Kans. He will emerge as a full-rigged captain upon the completion of a training period.

Strat-o-Liner
Now on Display

CHICAGO, Dec. 14.—Samuel Wolfeberg, official of Chicago Coin Machine Company, announced this week that Strat-o-Liner, the new $510,000 jackpot innovation, is now available at distributors throughout the country. 

“Advance reports of Strat-o-Liner's performance back up our judgment in pronouncing the game a money-maker,” he said. “We call a game a hit when production falls behind demand and from what
Atlas Remodeling Program Planned

CHICAGO, Dec. 14.—As befits a firm which has grown continuously, we will shortly begin alterations at our present locations to better display our products and to better house our greatly enlarged office force, reports Eddie Ginsburg, sole remaining bachelor of the Ginsburg brothers. Brother Morris is currently on his honeymoon in Florida.

"Atlas will be slightly cluttered up for a short time while workmen are changing the interior," he continued, "but after they have finished, everyone will find a "famous door" that is more worthy of the firm and with a bigger welcome than ever before.

"We will have a larger display space, moving our present office space to accommodate this display room. At the present time our office force is jammed into an enclosure that was large enough a short few months ago—but now, with increased business and personnel, we must enlarge our office space.

"We have called in a firm of architects, famous for modernization work which combines beauty with efficiency, to remodel our interior. When they are finished, we will have one of the finest layouts in existence."

"These alterations are due to increased business, of course. Increased business means that more and more operators are turning to Atlas for their requirements. Atlas is ever on the move to better serve these customers. As with these alterations, no expense will be spared so that we can be on our toes for the benefit of our customers."

Baltimore

Baltimore, Md. Dec. 14.—Simco Sales Service Company, under the management of Joseph Garfink, has made excellent progress in its distribution of Revco Vendors, ice cream vending machines, they report.

The initial shipment of these machines have been placed in the best spots in the city.

Harry Simberg, president of Simco Sales Service Company, stopped in Baltimore for a few days on his way to Miami.

James A. Gelsy, of Jimmy's Coin Machines, operator who up to the present has centered his operating activities on general merchandise, has extended his activities to include cigarette vending machines.

Ray Taylor, of the Revco Vendors organization, manufacturers of ice cream vending machines in Adrian, Mich., spent a few days in the Baltimore market during the past week.

The Easiest Phonograph to Own and Operate—Mills Empress

December 21, 1940

AMUSEMENT MACHINES
The Billboard 79
Plenty of Winners. An
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO
CORIVRALE
SOUTHERN AUTOMATIC MUSIC COMPANY
542 S. SECOND ST., CINCINNATI
WISCONSIN
DE LUXE CORPORATION

FREE PLAY
CONVERTIBLE

104 50

EXHIBIT'S
Zombie
GOING BIG
FOR OPERATORS
ON OVER
3700 LOCATIONS

THE BEST XMAS GIFT
YOU CAN BUY YOURSELF
"CUB"
3 REEL ~ 3 WAY PLAY
WITH COIN DIVIDERS
AND 2 SEPARATE
CASH BOXES.
$13 75
$75 00

"ACE"
5 REEL POKER OR JOKER
WILD WITH COIN DIVIDERS
AND 2 SEPARATE
CASH BOXES.
$14 75
$80 00

SOUTHERN AUTOMATIC MUSIC COMPANY
542 S. SECOND ST.
NASHVILLE, TENN.
422 BROAD ST.

AMERICAN EAGLE JAR DEAL

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)
or $1.50 Extra

1941 Prospects
By HARRY LE VINE
President of Allied Novelty Company

SOON 1940 will close on what I believe
has been a most successful year for
operators, distributors, and
manufacturers in the coin machine
industry. The broad and honest view taken
by governing bodies opens a bright pro-
spective view for the future of our
industry.

The great demand for used games has
created a shortage. New territory
in all parts of the United States and
increased foreign trade has been largely
responsible.

The 1940 counter game field has been,
and is today, tremendous. Counter
games have been the means of increased
earnings for many operators. In my
travels throughout the United States I noted
how much better the average operator's
income is this year over the previous
year.

Summed up, this all tends to lead us
into 1941 with a banner year ahead for
all those in our Industry.

I found that the successful concern
or man in this business is the one who
is up on his toes at all times with new
ideas, equipment and aggressiveness
to promote good will among his locations
and players by giving them the most
timely equipment for enjoyable playing.

Here's wishing everyone a most suc-
cessful Nineteen-Forty-One!

Sicking Plans
Louisville Branch
CINCINNATI, Dec. 15—Our volume
of business with Kentucky operators has
increased steadily, reports Bill Marmer
of Sicking, Inc. He reports he has
plans for operators in the Louisville branch.

Says Marmer: "We have secured a cen-
tral location with more than 10,000
square feet of floor space and all one floor.

Showrooms, offices, parts department,
and repair shop will all be located in
this space.

Another planned feature will enable
operators to drive right into the building
and load and unload machines. The
building will be ready for occupancy
about the middle of January.

New Operator
Likes Editorials
To the Editor:

Some time ago I accidentially acquired
an old issue of The Billboard and became
a most avid peruser of your very in-
teresting weekly. I literally haunt
the newsstand (the man thinks I'm a picker)
waiting for the next issue to arrive.

My interest centers chiefly in the
vending machine section. I find your com-
mon-sense editorials very educational
and very comforting.

There are things I'd like to know more
about the business as regarding vending
of peanuts, cigarettes, etc.

I'll appreciate very much any advice
or information you can give me that will
guide my faltering steps, in beginning
as an operator in the vending machine
field.

J. C. D., Tulsa, Okla.

Boots, Bullets, Ballots
Klingold said "Boots, bullets, bullets ..."
..."We are looking for a few
bullets, and we are asking for bullets,
bullets, bullets, bullets.

We have a few bullets, bullets, bullets,
and we are looking for a few
bullets."

In the music section is a ballot
which will elect the king of recording
or orchestra, or vocalists as well as
determine the best record of 1940.

Results will be announced at the 1940
Coin Machine Show, Hotel Sherman,
Chicago, December 21-23.

Many music operators are taking
advantage of this ballot, writing
their choices, by enclosing it with their
registration fee at the show.

Those of you who will not be at
the show this year should also vote
and send your ballots in on time.

It is the selection of the
AMERICAN MUSIC MACHINES.
Air Raider
Sales Increase

CHICAGO, Dec. 14.—J. H. Keeney & Company officials report that the Chicago factory is being pressed by distributors to deliver the firm's anti-aircraft machine gun, Air Raider. "Alto production lines are running at full capacity. It is not enough to satisfy our distributors who are doing so wonderful a job in acquainting the operators of the fine qualities of our latest anti-aircraft machine gun, Air Raider," Keeney spokesman disclosed.

Central Distribro Praise
KANSAS CITY, Mo., Dec. 14.—R. F. Mason and T. G. Crummit, officials of Central Distributing Company, report that Keeney's Air Raider remains tops in point of sales. "We are still amazed at the constant stream of orders," said Mason. "Air Raider demand is greater than ever before!"

Crummit, agreeing, said: "Thanks to unusual Keeney features incorporated in Air Raider, operators are enjoying an exceptionally prosperous season and expect the prosperity to continue indefinitely."

Cohen Praises Keeney
MINNEAPOLIS, Dec. 14.—"If Jack Keeney were so inclined," writes William (Bill) Cohen, Silent Sales Company head, "he could retire on his laurels today and be gratefully remembered by the entire world for his contribution to the industry."

"The war and production of Air Raider is a high point. With Air Raider, the men are not forced to accept any contribution to the prosperity to continue indefinitely. Reports that more and more locations are rapidly becoming Air Raider centers with two or more guns in operation are received daily."

Coinmen Welcome
Miraben Service Kit

CHICAGO, Dec. 14.—"An instant hit among operators and service men," said Miraben officials in describing reception given their new electrical and spring repair kits.

"Our first announcement to the trade resulted in an overwhelming demand. The reason is obvious—every operator of games has need from time to time for replacement materials for electrical devices in his games. Our new electrical kit has been designed by experts who have collaborated with hundreds of operators in planning a kit which includes every type of part needed for repairing and making electrical parts on pin games."

"There is not a single obsolete piece in the entire kit and it can be used on the latest pin games."

"The spring kit is composed of every type of spring needed to repair pin games. We are happy to know that we have pleased on the market the two kits which, because of their planned efficiency, are indispensable to operators."

H. C. EVANS & CO.
1520-1535 W. ADAMS ST. CHICAGO

SUPERIOR PRODUCTS
14 NORTH PEORIA ST. CHICAGO, ILLINOIS

GREATEST USED GAME SALE EVER FEATURED!

FREE PLAY GAMES

<table>
<thead>
<tr>
<th>Game Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Chief</td>
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<tr>
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<tr>
<td>Big Wizard</td>
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<tr>
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PHONOGRAPHS

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<td>$160.00</td>
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LEGAL EQUIPMENT

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<td>Lucky Strike</td>
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<td>Lucky Strike Deluxe</td>
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<tr>
<td>Lucky Strike Presidential</td>
<td>$55.00</td>
</tr>
</tbody>
</table>

TERMS: One-Third Deposit, Balance C. O. D.

OPERATORS—TRADE IN YOUR USED GAMES TO US AT NEW YORK TRADE-IN PRICES. WE CARRY A FULL LINE OF NEW AND USED MACHINES. SAVE NEW YORK CITY SALES TAX. Take Henry Hudson Parkway to Western Avenue, turn right, one mile to Oakwood Amusement Machine Co., Inc., 129 Mount Vernon Ave., Mount Vernon, N. Y. (Phones: Fairbanks 4-5800)
SHAKE HANDS AGAIN WITH PROSPERITY!

“CUB” and “ACE”

3 REEL-3 WAY PLAY WITH COIN DIVIDERS

BUY ’EM BY THE CASE

CASE OF 6 $75

2 REEL POKER PLAY WITH COIN DIVIDERS

CASE OF 6 $80

Quick! Rush your order to your Dava! distributor immediately!

Baker To Release New Counter Game

CHICAGO, Dec. 14.—“You’ve never seen anything like it!” That’s the comment of Baker Novelty Company officials concerning their coming counter game. “It’s got everything—appeal, tremendous player appeal, and profit possibilities that surpass anything in its class on the market today,” they declare.

“We’re not in a position to reveal much yet, but, we can promise that this new counter game will astound the industry. As soon as we’ve got it out of the oven we’ll release the news. It will go big with every operator in the business. Meanwhile, the Baker factory is like a beehive, with every facility being commanded to get out enough of the present Baker hits to fill the heavy demands. ‘It won’t be long now—and we advise every distributor and operator to keep on the lookout for our announcement of the new Baker counter game.”

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Dec. 14.—Several of the local operators are planning to make the trip to Chicago to attend the 1941 Coin Machine Show.

Sam DeMuro, who was Louis Unterberg’s chief at the Rex Novelty Company, has left to accept a Civil Service position with the United States Government. He is a mechanical engineer and will work in Pittsburgh. John O’Donnell takes over DeMuro’s post.

Hans Lindeman, of Roth Novelty Company, made a fine tie-up with local theater manager by which times of the current films will be plugged via music machines with display cards.

All the key roads may be slowing him up on his rounds, P. Leser Beitel, Automatic Amusement Company, reports business is good. He adds that the operators in Northeastern Pennsylvania have confidence in the future.

Wanted

Shop Mechanic capable of repairing Anti-Aircraft Counter Games, Pin Balls, Slots and Rollatories.

L. M. KIDD
3315 N. Blvd., Richmond, Va.
W. E. Earl Named 
Stoner Factory Rep

CHICAGO, Dec. 14.—B. R. Adieberg, sales manager of the Stoner Corporation, Aurora, Ill., has announced the appointment of W. E. Earl as factory representative for Univendor, Stoner's line of merchandising machines. His territory will be Oregon, Washington, Montana, Idaho, and Utah.

He established headquarters at 2306 N. E. 27th Avenue, Portland, Oregon.

Earl's experience in the merchandising machine field goes back 12 years. In 1930, he pioneered the Automatic Canteen Line as Pacific Coast distributor. Nine years later he sold his franchise to go into business for himself. Wide experience gathered thus these years is expected to prove of inestimable value to operators, it is said.

Earl is currently making trips thru his territory and is inviting the chance to help solve knotty vending problems.

I am enthusiastic about my new appointment—and more so about Univendor," said Earl. "The multiple-price feature whereby merchandise can be priced at prices from 5 to 20 cents, the large shelves, and large capacity all spell Univendor success to me. Complete tamper-proof construction prevents cheating either by slugs, wire, or by manipulating plunger. These features are making a hit with operators wherever I go."

Outside business hours, Earl spends his time with buddies of the American Legion. "40 & 8," and the Disabled American War Veterans. He was with the U.S. Air Service during the last World War.

Sex Invades Coin Machine Design

HOLLYWOOD, Dec. 14.—John Chapman's column, "Looking at Hollywood," recently carried a note about a movie notable who had invested in a coin machine venture: "Ralph Murphy, director of "Night, Has Spent $1,000 Making and Gaining a Bell Machine—With No Success. It's a Shady Way for Women."

With the money, he is trying to make it pay off on a new machine design, and says, "Not this time, honey. Try again.

Detroit

DETROIT, Dec. 14.—Henry C. Lenke, Lenke Coin Machine Company, and Mrs. Lenke have returned from a month's trip to Florida and the West Coast.

R. E. Wagner's Penny Arcade proved one of the most popular attractions at the World's Fair and his exhibit, which was shown in the Convention Hall here the past 10 days, was one of the crowd-pleasing machines.

About 50 machines were set up, including shooting games of various types, and a variety of skill and strength machines. A handle model Wurlitzer was used to provide music.

Max Schubert, veteran Detroit operator, who has been inactive because of poor health, is planning to resume business activity within a month.
ANOTHER GENCO SUPER SMASH!

Four Roses
FIRST AND FOURMOST!

WITH THE GREATEST MONEY MAKING COMBINATION OF NEW FEATURES EVER SCHEMED!

5 TERRIFIC WAYS TO WIN...PLUS "SPECIAL REPLAY AWARD" up to 40, 60, or 77 free games!...PLUS sensational "BUILD UP FEATURE" on the backboard for extra high score and extra free games when special SUPER BUMPERS are hit!

FOUR ROSES IS MAKING MORE MONEY THAN ANY OTHER GAME OF THE YEAR! QUICK—ORDER FROM YOUR DISTRIBUTOR TODAY!

Season's Warmest Greetings and Heartfelt Thanks for Our Greatest Year
TO ALL OF YOU FROM ALL OF US AT
GENCO MFG. CO.

DEAR SANTA—TELL MY HUSBAND TO BUY Daival's CUB and ACE!

CUB $13.75

ACE $14.75

CASE OF 6...

BANNER SPECIALTY COMPANY
1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

LUMBER OUTPUT
Tops 1939 by 7%

WASHINGTON, Dec. 14.—Lumber production registered a moderate gain in the week ended November 30, the National Lumber Manufacturers' Association reports. Production for the November 30 week was 6 per cent greater than in the week ended November 23, while new orders were 33, 16, and 7 per cent greater, respectively, in the week ended November 30.

Pennsylvania Incorporation
PHILADELPHIA, Dec. 14.—The first company in the State organized for the distribution of the automatic movie machines was incorporated. It was learned at the State capital last week. A State charter was granted to Harrisburg Soundco. Incorporated by Lois F. Swain, Sara Ann Fry, and Maurice Toefke, with 50 shares having par value of $100 each. They plan to buy, sell, and lease machines and equipment capable of producing sound and visual entertainment.
AMUSEMENT MACHINES

Hi Score
20 Replay
Big Prize When All Letters Are Lit
5 Free Games
for Army or Navy Planes
Lite-Up Buttons
Spotter Bumper
(Patented)
Turns on Changing Indicated Number
Changing Value
Skill Lanes
Lite-Up Buttons
5 Value,
Bottom Bumper

SAVE WITH SAVOY ON FREE PLAY GAMES!

JOLLY ..... $27.50
RED HOT ..... $17.50
ROXY ..... $27.50
SCORE CHAMP ..... $22.50
SWEEP ..... $19.50
SKYLINE ..... $17.50
CROSS LINE ..... $5.00
1/2 Deposit, Balance O. D.

SPECIAL CLOSEOUT
BLONDIE ..... $60.00
BIG SHOW ..... $27.50
TWINKLE ..... $14.50
C. O. D. ..... $25.00
HOME RUN ..... $29.00
DUDE RANCH ..... $32.00
DRUM MAJOR ..... $32.00
VACATION ..... $32.00
YACHT CLUB ..... $32.00
PUNCH ..... $19.00
 MARBET ..... $27.50
HOLD STRAY ..... $20.00
POLO ..... $30.00

SAVOY VENDING CO. 651 ATLANTIC AVE.
BROOKLYN, N. Y.

"TAKE IT FROM ME—THOSE ARE AMERICA'S FINEST BUYS," N. F. Moseley
"CUB" "ACE"

"CUB"
3-Reel 3-Way Play (Cigarette, Fruit or Numbers).
Coin Dividers and 2 Separates.
Cash Boxes, 16, 50, or 106.
$13.50 $14.50 $80
1/2 Deposit, Balance O. D.

"ACE"
5 Reel Poker or Joker Wild
Play with Automatic Coin Dividers and 2 Separates.
Cash Boxes, 16, 50, or 106.
Sample Case of 2.

Here's wishing everyone a MERRY XMAS and a HAPPY NEW YEAR!

GEORGE PONSER CO.
519 WEST 47TH ST.
11-15 E. RUNYON ST.
NEW YORK CITY

TOKEN PAYOUT COUNTER GAME $24.95 BALL COM VENDİNG 52 EXTRA
WRITE FOR OUR LIST OF FREE PLAY GAMES

GRAND NATIONAL SALES COMPANY
2300-08 ARMITAGE AVE., CHICAGO, ILL.

SPECIALS FOR THIS WEEK ONLY
Brite Spots ..... $39.50
Ten Strikes ..... $47.50
Anti-Aircraft Guns $69.50
Drum Majors ..... $44.50
Chicken Sams ..... $49.50
Hawthornes ..... $49.50
And Many Other Specials—Write For Our Complete List

Western Tot Sales
On Upward Curve

CHICAGO, Dec. 14—"Since introduction of our special sales plan Tot sales have taken a sharp rise," reports Don Anderson, sales manager for Western Products, Inc.

"As a money-maker, Tot, token payout wunder game, has been one of the foremost machines in operator preference and has made a remarkably fine sales record," continued Anderson. "Now that operators can pocket an extra profit thru our new sales idea we are literally being swept off our feet by a flood of orders for the deal.

"In addition to being extra busy with production on the game, we are also experiencing heavy demand for our de luxe Major League Baseball, a coin-operated game that has created an envious sales record by being consistently popular and profitable on locations for more than three years.

"With the two games in constant production, business prospects for the coming season are brilliant."
Bally ATTENTION BOOSTS COLLECTIONS 40%

NEW "TOP-O-DIAL" FEATURE

ATENTION operators in every section of the country report collections up 10 to 40 per cent! There's a reason! Although not a reserve, the new "TOP-O-DIAL" feature packs all the big-winner repeat-play appeal of a reserve... and is filling cash-boxes faster than Bally Reserve! Get your share of the biggest novelty collections in years... order ATTENTION today!

Watch for important news about DEFENDER machine gun!

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

PRE-SHOW CLEARANCE
5-SALL FREE PLAY GAMES

SEE JACK--SAVE "JACK!"

Look To The GENERAL For LEADERSHIP!

GET STARTED RIGHT FOR '41--GET OUR NEW PRICE LIST

SPECIAL
Free Play Pin Games

NATIONAL COIN MACHINE EXCHANGE
1411-13 Divisery Blvd., CHICAGO, ILL.

SALESBOARDS
You can't afford to be without our catalog Write today.

KING MANUFACTURING CO.
2309 East T., Mt. Clemens, Mich.

MILWAUKEE
COIN MACHINE COMPANY
1455 W. Fond du Lac Ave., Milwaukee, Wis.

H. C. PAYNE COMPANY
209-1124 Brooks Ave., MONTREAL, QUE.

 operators, write...
THE PACKARD
PLA-MOR

KEEPS HANDS BUSY
AND PROFITS BIG!

You've seen people draw doo-dads with a pencil during a phone conversation or in a meeting. It's a natural action—hands want to be busy.

And the flashing red knobs on the Pla-Mor have the same effect on customers—they keep hands busy. The knobs and the revolving drum selector interest people... arouse their curiosity. Customers want to turn them, and when this happens the drum goes 'round and 'round to any one of 24 selections. It's easy... simple... appeals to such a human impulse, it's practically irresistible.

All selections on the Pla-Mor are made direct from the titles whirled into place by the red knobs. Program is lighted from behind, making title slips more readable. Title of selection chosen is spotted in white, others show in red. It takes no mental effort to find, see and play any selection desired with the Packard Pla-Mor.

On the mechanical side the Pla-Mor brings to operators such features as: Easy and fast title slip changes... Simply insert slips in holder... Drum is not removed... Installation as permanent as wiring in home... no service calls... no replacements and no chance for locations to bleed you with claims of refunds; interchangeable housings or front covers.

The Pla-Mor is the Top-Flight performer for Top-Flight profits... see it now. Write, wire or call your Packard Distributor.

PACKARD
PLA-MOR
SELECTIVE REMOTE CONTROL

PACKARD MANUFACTURING CORPORATION, INDIANAPOLIS, INDIANA
HOMER E. CAPEHART, President
AMERICA'S GREATEST LIST OF STANDS BEHIND

DENVER DISTRIBUTING CO.
1836-38 Arapahoe Street
Denver, Colo.

ELECTRO-BALL COMPANY
1700 Camp Street, Dallas, Texas
1708 Fannin Street, Houston, Texas

DONALD FIELDING & CO.
1106 Hall Ave., Windsor, Ontario, Canada
Distributors for Ontario and Quebec

The General Vending Service Co.
2320 N. Monroe Street
Baltimore, Md.

GERBER & GLASS
914 Diversey Boulevard
Chicago, Ill.

HANKIN MUSIC CO.
258 Pryor Street, S. W.
Atlanta, Ga.

IDEAL NOVELTY CO.
Carl Trippe
1518 Market St., St. Louis, Mo.

K. C. NOVELTY CO.
Phone: Market 4641—Market 9953

B. D. LAZAR COMPANY
1645-37 Fifth Avenue
Pittsburgh, Pa.

SKY FIGHTER

MUTOSCOPE
is proud of its gild-edge array of SKY FIGHTER distributors
...in itself this list is a tremendous tribute to
SKY FIGHTER'S proven superiority!

IT'S THE OPERATORS' GUN!

SKY FIGHTER is the gun that profits the operator
...it's the gun that vends THRILLS—300 in 30 seconds... the gun that has PROVEN by months of capacity production and record breaking collections that it OUTPLAYS, OUTLASTS AND OUTEARNs THEM ALL

IT'S UN DEMAND!

It's the only gun up so little and takes in so much money!

$5,000.00 IN CASH
FOR SKY FIGHTER TOURNAMENT PRIZES!

For operators owning Sky Fighter on or before January 6th, watch for details on routine. All operators eligible to receive all money and tournament prizes! The most sensational play ever presented!
MORE PLAY! REALISTIC ACTION! BIG PROFITS!

NO LET DOWN IN PROFITS with KEENEY'S

FASTER PLAY!

Air Raider

Voted the World's best gun by the best judges of all-Your KEENEY Distributors!
Say 1450!
You save up to $1500!

Just to go ahead go Seeburg

To your Seeburg Distributor for the most phenomenal value in automatic music!
A FIXTURE IN PUBLIC FAVOR

GUY LOMBARDO says...

"NEXT BEST TO A PERSONAL or RADIO APPEARANCE Is Our Music Played By A WURLITZER"

- Leader of the first orchestra ever to broadcast coast-to-coast, perennial holder of the top spot in practically every orchestra popularity poll, no band in the land can lay stronger claim to greatness than Guy Lombardo and his Royal Canadians.

Praise from Guy is praise indeed. His tribute to the realism of Wurlitzer tone reflects an opinion held by the nation's outstanding recording artists and millions of music lovers.

Is it any wonder that Wurlitzer Phonographs get and hold the best locations — make the most money for Music Merchants?


A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

WURLITZER Automatic Phonographs
PREFERRED BY AMERICA'S LEADING RECORDING ARTISTS

WURLITZER MODEL 800
SOLD ONLY TO MUSIC MERCHANTS