The Billboard
The World's Foremost Amusement Weekly

FEBRUARY 1, 1941

15 Cents

Vol. 53. No. 5

RAY KINNEY
'Idol of the Islands' and his Hawaiian Musical Ambassadors
Currently on Theater and Hotel Tour
VICTOR RECORDS
Direction: General Amusement Corporation
The year after year improvement in the types and classes of attractions for which we continually strive is possible only through the valued patronage, unbroken confidence and needed co-operation of FAIR, PARK and CELEBRATION buyers of specialized entertainment.

We have never before started a new year with so great an array of ACTS—REVUES—BANDS—RODEOS—THRILL SHOWS—SUPER-MUSICAL EXTRAVAGANZAS—RADIO TALENT and NOVEL ATTENDANCE BUILDERS. Also complete INDOOR CIRCUSES. No contract too small—none too large.

WIRE, PHONE OR WRITE—

FOR A REPRESENTATIVE TO MEET WITH YOUR ATTRACTION COMMITTEE

BARNES-CARRUTHERS FAIR BOOKING ASSOCIATION

INCORPORATED

121 NORTH CLARK STREET, CHICAGO, ILL.
SONG HITS LAST LONGER

Billy Rose's Horseshoe, Long-Run Champ, Takes $1,224,000 in 2 Years

NEW YORK, Jan. 25.—Still the seventh wonder of the Dinner Club world is Billy Rose's Diamond Horseshoe in the cellar of the Paramount Hotel, which is now in its third year of operation, and has changed shows only once. According to Rose, the most expensive item is the initial promotion cost of $25,000. This figure does not include the total cost of the two couples of two acts each. A couple of acts alone cost $3,000, and the cost of any act's headline. The acts do not command top salaries because of the low overhead expenses. Rose said that the acts average $500 a week.

Rose opened the Horseshoe Christmas night, 1938, and carried on with his presentation thru the last that of the Century, for 17 months. The current show, a Night of Clowns, will run to the eighth month and continue indefinitely. Rose said that the act's expenses are 10% of the gross, second year $455,000. It attributes those huge figures to the big repeat trade from the New York area, due to the fact that the customer gets more for his money, than expected by Rose.

Rose figures that the reason for the formula of using old names (Blanche King, Peter Boyle, Harlan Dixon, Eddie Leonard) is because they present them in their original settings and the acts are more interested than were during their heyday. While they may be out of the town, they know the hard-core nightclub fans, here they find themselves in natural surroundings which boosts the efforts of their efforts.

Prior to the Horseshoe opening, the Dinner Club Adventure at the Horseshoe in New York was held by the late Florance Nepote and Robert Todd, where the same bill played for six months. During those days Ziegfeld used such names as Eddie Cantor and Martin Marx to top his shows.

Rose has been in drawing business into the Horseshoe, in addition to the unusual entertainment policy, is the low scale—75% for Vocal-Coaching Lessons.

Personal Management Agreements
Go From 10% to 50%; and Up to 75% for Vocal-Coaching Managers

NEW YORK, Jan. 25.—Despite keen publicity for the show atoning Woe will seek $621,000 for the initial acts' shows, Henie Scores Again in N. Y.; the acts shoot... into the money thus. The acts cannot maintain respect for themselves American Guild of Radio Artists and Radio Vetch by Actors' Equity and however, are not members of the ARA. The acts are now... who do no mottling or booking. They act as personal managers. One re-

Sunbrock's Miami Show Loses Prelim

MIAMI, Jan. 25.—The preview showing of the Great European Cinema, Helen and Barney Oldfield's Hollywood Thrill Show, was held in performance today in Miami. The show will be the last to ever accompany the autographing of autographed buffet lines for $75,000. There will be two matinees on each week, but only one performance will be shown. The show is held at 500 and 2,000 tickets, are to be placed in hotel boxes and distributed to every home and apartment in the Miami Beach area. A regular performance will be given on February 26, the show is directed by Sunbrock, who is making that song the most talked-about in 1940.

In This Issue

The Billboard

Volume 53
Number 5
February 1, 1941

We are a helpful assistant. How can I assist you further with this document?
Ray Kinney

Ray Kinney, born of Irish-Hebrew parents, received his education in the United States, but spent most of his youth in the Hawaiian Islands. He has a fine personality, and a star quality that is not infrequent among American entertainers of the island brand of music. After a stay in 1924, his father moved back to Hawaii, and Ray started on his acting career in New York for six weeks. Following that, he joined the Stodola's band at the Palace Hotel, San Francisco, and sang with him for 11 months. During World War I, he sang on two radio commercials, the Shell Oil and General Motors programs.

Since he has returned to the Hawaiian Islands several times, and during the war years, after he took the singing lead, however, "in The Prince of Hawaii," and began to record island tunes for Decca, he has been in the U.S. leading and singing with his band. He has played several return engagements at the Royal Hawaiian Hotel in Honolulu.

Sandwiched between all of these efforts, Kinney and his "Alba Maude," a company of 25 people, have been in Ohm and Johnson's "Let's Talk About" and his organization concluded their stay in New York last month and are now currently embarked on a tour of the United States. A General Amusement Corporation handles bookings for the Kinney organization.

**Wanted:** Manuscripts

New York book publishers reportedly solicit works worth - while manuscripts for publication.

FORTUNY'S. Publishers
87 Fifth Ave., New York, N. Y.
4 Bowes Units Played 104 Weeks In 1940; 2 Units Got Most Time

NEW YORK, Jan. 20.—Lou Goldberg, manager of Major Bowes radio units, says the Bowes shows played a minimum of 104 weeks during 1940. Most of this time was consumed by two of the Bowes units, which are always on the road, and some of the dates were filled by a third and fourth unit during occasional vacations. The shows played in theaters from Coast to Coast, opening a new house in New Orleans. The minimum amount of time the Bowes units held up at any one house was six months, but the Major does not want more time, he can handle, Goldberg said. The consistency achieved serves their purpose: to circulate the names of Major Bowes and his radio show and to create interest in them among the public.

Bowes units still hold up strongly at the box office, attested by an increasing number of repeat dates. This month the Bowes shows played a minimum of 104 weeks during 1940, an average of more than 20 weeks per show. Another Bowes unit played 104 weeks in 1940, and a third unit played 104 weeks in its second season.

Record 25G for AMA Ice Show in K. C.

PITTSBURGH, Jan. 26.—Ice-Capades hit new records for Kansas City ice shows, John H. Harris, president of Arena Managers Association, informed. In six days, excluding Saturday, the gross reached $25,940. More than 10,000 people were turned away on opening nights, and seats were sold on the ice for the remaining performances.

Show is in St. Louis this week, then to Denver, Salt Lake City (repeat), Cleveland, and Los Angeles for a 24-day run in the Pan-Pacific Auditorium.

Me. Stock Grosses High

PORTLAND, Me., Jan. 26.—Gross for the 37 weeks ending December 30, 1940, for the stock of the Guy Pomerleau Players here was $8,900. High for the Stock and New Year draw was $1,000.

The best week, when Edward Firstenetti appeared, was $1,525. The season opened with No. 1,000,000, the record for Portland, and remained high in its opening show. It opened with 1,000,000, the record for Portland, and remained high in its opening show. It

Follies" Set Thru Winter

PROVIDENCE, R. I., Jan. 26.—The shiploads-Johnson spectacular, Ice Follies of 1941, running some 26 per cent ahead of last year in attendance, has nine dates remaining for its engagement, the Children's School, and the Providence armory, where the show is scheduled to open in February. The Follies' are due to open in Philadelphia, New York, Chicago, and New Orleans. The show is due to open in Philadelphia, New York, Chicago, and New Orleans. The show is due to open in Philadelphia, New York, Chicago, and New Orleans.

Palmerton has given up its lease on the Civi Theater and in all probability vaudeville will be shown there.

MORE AGENCIES GET AFRA OKS


WANTED: Boys and Girls for new Ice-Capades 1942, also Specialty People

WANTED: Attractions and Ideas for April, May, June, for following arenas:


ICE-CAPADES OPENS IN LOS ANGELES IN APRIL
Money Rules Get Tough; Seek New Income Fields

NEW YORK, Jan. 25.—The last of the foreign scripts and correspondents are taking their leave of the country, and news of the生长 of several important developments in the foreign field is expected at the weekly meeting of the Radio Association of America. The meeting will be held on January 25th, and will be attended by the newspaper editors and broadcasters from the various foreign countries.

A check-up with foreign correspondents will be made, and the results will be reported to the meeting. The news of the day is expected to be reported in full detail, and will be discussed at length. The meeting is expected to be a productive one, and will be attended by a large number of foreign correspondents.

ASCAP Suing WCLO, WJMJ on Copyright

MADISON, Wis., Jan. 25.—ASCAP, thru
Attorney Robert A. Hino, filed suit in
the Circuit Court of Madison, Wis.,
against the Gazette Printing Company, James-
ville, Wis., operator of Station WCLO, and
against the Northern States Broad-
casting Corporation, operators of
Station WJMJ, charging copyright
infringement.

Mr. Hino, plaintiff in the action against WCLO, alleges that three of its programs were transmitted on December 1st, 1940, without permission.

Mr. Hino also alleges that one of the programs broadcast on WJMJ on January 1st, 1941, without permission, was broadcast again on January 1st, 1941, without permission.

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Greek Relief to Radio

CHICAGO, Jan. 25.—In what is believed to be the first commercial broadcast appeal for war relief funds, the Greek Relief to Radio Campaign has contracted for a series of 13 weekly programs on WCFL beginning tomorrow.

Tagged For The Glory That Is Greece, the series is sponsored by the Greek American News, Inc., which has contracted for the series with the American Broadcasting Company.

The series is being broadcast on WCFL, the station that has been designated as the official Greek-American station in Chicago.

Grants WMAA Orchestra Given Dismissal Notice

NEW YORK, Jan. 25.—Lee Grant’s WMAA Orchestra, which received dismissal notice, Union rules state that band get next eight weeks.

Stations were recently sold by Donald Grant and Edward J. Noble, and now are operated by two distinct organizations. The new management has announced that the band will not be used until after the eight-week period has expired.

Advertisers Agencies Stations

NEW YORK:

CALIFORNIA Fruit Growers’ Exchange

Friday (24) began sponsorship of Philo Cook’s American Clock Lord & Thomas is the agency.

Four radio stations in the city of Los Angeles and San Francisco are expected to broadcast the program. The program is expected to be heard by a large number of listeners.

The program is expected to be a success, and is expected to bring in a large amount of revenue to the agency.

Armour Buys King on CBS

CHICAGO, Jan. 25.—Armour & Company, the large meat packing firm, has purchased the King Broadcasting Company, which operates King Broadcasting System, Inc., and King Broadcasting Company, Inc., for an undisclosed sum.

The purchase is expected to bring the company closer to the railroad centers, and is expected to be a success.

Steele’s WOR Commercial

NEW YORK, Jan. 25.—Johannes Steele, commentator now heard over WMCA, has been transferred to WOR, the NBC network station, in a move that is expected to bring in a large amount of revenue to the agency.

The move is expected to be a success, and is expected to bring in a large amount of revenue to the agency.

Wax Share-Wealth Plan Gets AFRA Nix

NEW YORK, Jan. 25.—American Federation of Radio Artists denied this week that a plan for the distribution of wealth among its members was under way.

The plan, which was presented by the federation’s executive board, is expected to bring in a large amount of revenue to the agency.

The move is expected to be a success, and is expected to bring in a large amount of revenue to the agency.

Martin Block 6th Anni

NEW YORK, Jan. 25.—Martin Block, owner of Martin Block, has been in the business for six years, and is expected to bring in a large amount of revenue to the agency.

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The Billboard's Fourth Annual Radio Publicity and Exploitation Survey

The country's radio editors will name the best network press department, the best agency press department, and the best independent press agent in radio.

The Awards Committee names exploitation winners in network, clear channel, regional and local station fields, and the best press agent in radio exploitation.

DEADLINE FOR ENTRIES in the exploitation division, covering January 1, 1940, thru January 1, 1941, is February 28. Stations, agencies, and press agents are requested to send entries to The Billboard, 1564 Broadway, New York.
There’ll Be Some Changes Made Current Theme of ASCAP, ASCAP

NEW YORK, Jan. 25.—From confidential sources of press time it was reported that the BMI had signed the Department of Justice consent decree which permits BMI to enter into song licensing agreements with ASCAP, if requested by ASCAP, when queried. BMI was reported to have signed a consent decree, which in effect states that it should not if the consent decree is not too severe.

ASCAP says it is not likely the Society, too, would request the consent decree but is willing to wait and see what happens before it signs any such an agreement. ASCAP has said that it will not sign the consent decree unless it is in the best interest of the Society.

ASCAP has also said that it is not likely to enter into any agreements with BMI unless it is in the best interest of the Society. ASCAP has said that it will not sign any such agreements unless it is in the best interest of the Society.

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There will be some changes made in the current theme of ASCAP, ASCAP.

ASCAP Revenue Up 150% in Pittsburgh Despite Radio War

PITTSBURGH, Jan. 25.—ASCAP and BMI songs were amply promoted in the current theme of ASCAP, ASCAP.

Radio stations in the local ASCAP office, which serve all but one of Pennsylvania's radio stations and every one of the remaining state's 95 radio stations through the ASCAP program, are carrying ASCAP advertising.

ASCAP is also promoting BMI songs through its own program, which is carried in 11 states.

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There were 38,000 radio stations in the United States at the time of the ASCAP Radio War. There were 62,000 radio stations in the United States at the time of the ASCAP Radio War.

The Pittsburgh ASCAP force comprises 30 men, and the two ASCAP stations in the city were licensed for 1941.

Mass, Counties on Radio

GREENFIELD, Mass. Jan. 25.—John W. Hsigt, president of station WHEL, announced this week that three new stations were licensed for the state of Massachusetts.

WHEL is the station that was licensed for the state of Massachusetts.

The other two stations are WMBZ and WHAD, which are licensed for the state of Massachusetts.

Orphan Annie on Wax

CHICAGO, Jan. 25.—Orphan Annie, after a six-month vacation, will return to the air via electrical transcriptions.

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The area includes 18 radio stations in the state of Massachusetts.

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Stahl to WKNY as Prexy

CAMDEN, N.J., Jan. 25.—Charles Stahl, general manager of WCMC, also known as WKNY, has been appointed manager of the station.

Stahl is a veteran of the Philadelphia broadcasting company, having been general manager of that station for the past eight years.

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NOVELTIES IN TOP TEN

No. 1 Sheet Music Best Sellers for 1940

The 10 best selling songs of 1940, according to The Billboard's weekly "Music Popularity Chart," are given below.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>First Place</th>
<th>Weeks on List</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I'll Be Seeing You&quot; (Steele)</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>&quot;The Wooden Spoon&quot; (Robinson)</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>&quot;Blueberry Hill&quot; (Chuckambala)</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>&quot;Carolina (Berlin)&quot;</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>&quot;Morning Star&quot; (Montgomery)</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>&quot;Ferryboat Serenade&quot; (Robbins)</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>&quot;Oh, Johnny, Oh&quot; (Porter)</td>
<td>7</td>
<td>5</td>
</tr>
</tbody>
</table>


tipper 1939

South of the Border (Shapiro, Berns) | 1 | 12 |
Over the Rainbow (Flinn) | 2 | 10 |
Deep Purple (Hoagy) | 3 | 10 |
Undersea Man (Barnes) | 4 | 10 |
Summertime (Hedrick) | 5 | 10 |
Wishing (Crawford) | 6 | 10 |
Three Little Fishkins (Happy-Select) | 7 | 10 |
Beat My Buddy (Sachs) | 8 | 10 |
Little Big Horn (Bregman, Vocco & Conn) | 9 | 10 |

US-Scranton Record

Carl (Deacon) Moore

Feud Ends as Court Ok's New Agreement

SCRANTON, Pa., Jan. 30.—A plea was written Tuesday (21) to the bitter struggle between the Scranton Record Manufacturing Company and the Cincinnati Tornado, who has been granted a new

agreement drawn up between the two companies.

The new plan of settlement, replacing the original contract, provided for the payment of $5,000 per month for one year.

The arrangement is to be effective immediately.

Indian Music Publishing House

Newest Tin Pan Alley Wrinkle

NEW YORK, Jan. 25.—The Tin Pan Alley publishers, who have recently been accused of losing their minds, have now been accused of losing their souls.

According to the terms of the new agreement, all new music will be published exclusively by the companies named, with the exception of Carl Moore, who has been allowed to continue his work independently.

Prince C. W. and Chief True Heart are also planning a Secret Council of the Songwriters, which will consist of the three members of the previous council, plus one additional member from the American public, who has been chosen for his musical ability and his adherence to the principles of good taste and decency.

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The Latin American Influence More Marked Than in '39

(Continued from page 3)

The most consistent best seller for the year was Irving Berlin's "God Bless America," which never reached the No. 1 spot, but which has been on the best seller list for 52 weeks.-eight weeks better than the next, which happened to be Woodpecker and Ferryboat among the 10 best sellers of the year.

Oddly enough, although Woodpecker and Ferryboat were the only two novelty songs published last year that became hits in the same year, the former was a flop, while the latter was a success. Both were, however, written and produced by the same man, and both have been successful in their respective fields.

The Latin American Influence for the first time in its history, has become a major factor in the popular music industry. The influence of this trend has been evidenced by the number of songs published in Spanish, as well as by the number of songs written by Latin American composers.

The figures show that there is a definite trend toward the use of Spanish in popular music, and that this trend is likely to continue in the future.

England's Best Sellers

England enjoyed one of its boom seasons in 1940, with five American songs taking their place in the top 10 of the year, according to Melody Maker, London music trade publication. To quote the paper, "This was the year of the Gershwin—first, of course, with Four Songs, and then with On the Waterfront."

The figures show that there is a definite trend toward the use of Spanish in popular music, and that this trend is likely to continue in the future.

Seattle Dances To Raise Convention Money A flop

SEATTLE, Wash., Jan. 25.—Musicians' Association of the city has engaged the services of the popular dance bands every Monday night at the President Ballroom here during the annual convention of the Association.

The association introduced the idea of having the bands to feature each week, ranging from Tuesday night to Thursday night, with the intention of raising funds for the benefit of the musicians' annual convention, which is to be held here the week of June 9.

The association has always proved a hit with the bands, but this time it was not a success, with the bands only being able to raise $500, which was not enough to cover the costs of the convention.
### National and Regional Best Selling Retail Records

This compilation is based upon reports received from the following retail store operators over the past year:

**Eastern:** S. L. 263, 264, 312; Montgomery Ward, Supermarkets, etc.

**West Coast:** S. L. 263, 265, 312; Montgomery Ward, Supermarkets, etc.

**Midwest:** S. L. 263, 264, 312; Montgomery Ward, Supermarkets, etc.

**South:** S. L. 263, 264, 312; Montgomery Ward, Supermarkets, etc.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>I Hear A Rhapsody</td>
<td>Artie Shaw</td>
</tr>
<tr>
<td>2</td>
<td>I Hear A Rhapsody</td>
<td>Charlie Barnet</td>
</tr>
<tr>
<td>3</td>
<td>I Hear A Rhapsody</td>
<td>Jimmy Dorsey</td>
</tr>
<tr>
<td>4</td>
<td>I Hear A Rhapsody</td>
<td>Glen Miller</td>
</tr>
<tr>
<td>5</td>
<td>Scrub Me Mama</td>
<td>Will Bradley</td>
</tr>
<tr>
<td>6</td>
<td>There I Go</td>
<td>Vaughn Monroe</td>
</tr>
<tr>
<td>7</td>
<td>You Walk By</td>
<td>Eddy Duchin</td>
</tr>
<tr>
<td>8</td>
<td>Along the Santa Fire Trail</td>
<td>Glen Miller</td>
</tr>
<tr>
<td>9</td>
<td>Beat Me Daddy (Eight To a Bar)</td>
<td>Will Bradley</td>
</tr>
<tr>
<td>10</td>
<td>You're the One</td>
<td>Artie Shaw</td>
</tr>
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<td></td>
<td></td>
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</table>

The list of Songs With Most Radio Plugs, usually found in this space, has been temporarily discontinued due to the abnormality of the network song situation that has resulted from the ASCAP-radio war.

The list had been maintained past the December 31 deadline that marked the ban of all ASCAP music from network programs in the belief that it would constitute an interesting record of radio song hits developed from diversified sources.

Radio's plug songs, however, have sprung from only one source, with one or two exceptions, since the beginning of the year. This being the case, The Billboard feels such a list serves no useful purpose, because radio's top songs are now apparently based upon expediency rather than upon the former basis of open competition for plugs by music publishers and the opportunity for a wide selection of songs by orchestra leaders and radio singers.
Ballroom Op Finds Old-Time Dances Becoming New Again

WILDWOOD, N. J., Jan. 25—Bill Gerst, manager of the Stardust Ballroom at Wildwood, has introduced a new type of ballroom music that has created quite a stir among dancers on the Jersey shore. The music, which is described as a blend of South American rhythms, has been gaining in popularity with the dancers, who are looking for something new.

Bill Gerst, who is known for his innovations in the ballroom field, decided to introduce the new music because he felt there was a demand for it. The music is said to be a combination of South American rhythms and a type of swing that is gaining in popularity.

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On the Records

A critical analysis of the latest record releases, comparing their commercial values to record sellers and music magazine reviews. Reviews of longer length are given to records that pass a minimum of 80% of the test, based on the present or potential commercial value of the band, as well as its musical quality.

By DANIEL RICHMAN

HARRY WOOD (Victor 27726 and 27727)

WooD's band has made the most of the opportunity to feature its own arrangements. The Woogie-Woogie-Pepe, which contains the usual assortment of riffs, is improved by the addition of new and interesting solos, particularly by the lead saxophone. The rhythm section is tight and the entire band sounds good together. This is a strong release for both dancers and fans of good woogie music.

COLUMBIA records lost a valuable talent when they let Harry Wood go recently, and what is Columbia's loss has now become Victor's gain. It's true, of course, that there are many bands on the market who can turn out hit records in quantity, and it's up to the RCA label to do what for Wood what Columbia has done for Tommy Dorsey. Apparently, the shift in personnel has not affected Wood's ability to write strong woogie numbers, for this latest release is one of his best. The woogie-rock is well presented, and Woody has the ability to keep his rhythm section tight and his arrangements sound. This is another strong release from a band that is not getting enough recognition for its ability to turn out good woogie music.

The Billboard

February 1, 1941

On the Stand

Reviews of orchestras playing hotel, night club, and ballroom locations and one-nighters. Reviews are given to orchestras that pass a minimum of 80% of the test, based on the present or potential commercial value of the band, as well as its musical quality.

By SOL SATT

Ralph Barlow

(Broadcast at Ballroom, Buffalo)

Barlow's band plays out with a number of new hits, including the popular "Globo Jive" and "The Rock." The band's arrangements are well thought out and well executed, with strong solos by the trumpet and saxophone sections. The rhythm section is tight and the vocalists are strong. This is a strong release for both dancers and fans of good rhythm and blues.

Dick Barrie

(Reviewed at The Purple Plume, Lincoln, Neb.)

Barrie is a new talent on the local scene. He has a pleasant voice and a good understanding of vocal arrangements. His band is well presented and his arrangements are well thought out. This is a strong release for both dancers and fans of good rhythm and blues.

Colonel Manny Prager

(Reviewed at Basin Street, Denver)

The King's horses are riding high with this release. Prager's band is well presented and his arrangements are well thought out. The vocalists are strong and the rhythm section is tight. This is a strong release for both dancers and fans of good rhythm and blues.

On the Air

Comment on dance program recordings from the standpoint of showmanship, presentation, and general air appeal, rather than the quality of the band's music.

Orin Tucker

(William Hotel, New York City)

Tucker's band is well presented and his musical arrangements are well thought out. The band's vocals are strong and the rhythm section is tight. This is a strong release for both dancers and fans of good rhythm and blues.

Leo Reisman

(Prance Hotel, San Francisco)

Reisman's band is well presented and his musical arrangements are well thought out. The band's vocals are strong and the rhythm section is tight. This is a strong release for both dancers and fans of good rhythm and blues.
Music Items

AGMA Longhairs Lose 2d Battle To Jim Petriillo

NEW YORK, Jan. 25.—James C. Petriillo won his second battle court Tuesday when the Pennsylvania and New York state instrumentalists, now in the American Guild of Authors, Composers and Publishers, filed a complaint before the Pennsylvania Fisher and other instrumentalists and further course of action.

Henry Friedman, attorney for Petriillo, said that an organizational drive would result from a settlement of the present trial. The organization would result in their benefiting from the record companies and to give them a better chance in their association with the music business. The trial must result from the present trial, and the U.S. to the Court of Appeals.

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Orchestra Routes

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
BUFFALO GROSSES WAY OVER LAST YEAR BUT NUMBER OF SHOWS IS DOWN; FEW SKEDDED

The dearth of touring shows here leaves the WNYC wide open as a group, which are making the most of the break and are thriving. Most successful group is the Catholic Actors' Guild. The "Story" is being received here and now in the order of their appearance: Tobacco Factory, arriving November 30 to December 13; Lovers and Fighters, arriving December 14 to January 1; The Millionaire, arriving December 14 to January 1. The price range for the show is New York's 127, and the box-office total of $19,000 was considered one of the finest for this many last season's record was set by Katherine Cornell, a Buffalo girl, with $11,500 to No Time for Comedy, also a three-night stand.

New version of Pins and Needles did fairly enough with gross of $1,000. Hour performance grossed $21, and solo, 50 cents to 52. "Naked" opened here with its first road company, which starred Edna O'Brien. It is playing, as expected, presenting eight performances. Gross was $100 for five weeks, with $200 flowing into the Ellinger Ill. Seats ran $1 to $3. Leonidov, the heretofore war murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000. A new thriller, "The Final Curtain," was starred in by the London's latest murder, thriller starring Flora Robson, was presented at the Ellinger Ill. Sunday, September 11. Attendance was a good 5,000, and gross of $4,600 was pulled a plenty satisfactory $5,000.
New Plays on Broadway
Reviewed by Eugene Burr

**BOOTH**

Beginning Monday, Evening, January 23, 1941

**THE CREAM IN THE WELL**

A play by Lynn Riggs. Directed by Martin Gabel. Settings designed by J. Marmorstein, conducted by Ben Neuburger. Costumes designed by Marian Phelps. A presentation of the American Academy of Dramatic Arts. The play was presented by the Drama Faculty of that institution.

The action takes place in Oklahoma City, Oklahoma. The story is set in a small Oklahoma town, and the characters are drawn from the local population.

**LADY IN THE DARK**

A musical play by Ira Gershwin, with music by George Gershwin. Directed by Julian Hook. Settings by John McCallum. Costumes by Fredinor. A production of the American Academy of Dramatic Arts. The play was presented by the Drama Faculty of that institution.

The action takes place in New York City. The story is set in a New York City apartment, and the characters are drawn from the local population.

**ALVIN**

A play by Robert Lee Smith. Directed by Lewis Milestone. Settings and costumes by John McCallum. A production of the American Academy of Dramatic Arts. The play was presented by the Drama Faculty of that institution.

The action takes place in a small town in the United States. The story is set in a small town in the United States, and the characters are drawn from the local population.

**Clare Tree Major Offers New Masterlink Fantasy**

**NEW YORK, Jan. 25.—On Sunday (1) Clare Tree Major brought her Children's Fantasy to the Lyceum in the International Center of American Theater.**

**THE CREAM IN THE WELL**

The CREAM IN THE WELL is a play by Lynn Riggs, a native Oklahoman who wrote the play while he was a student at the University of Oklahoma. The play was first produced in 1933 and was later adapted into a musical version, which was produced in 1953. The play tells the story of a woman who is married to a man who is a alcoholic. The play is set in a small Oklahoma town and is known for its realistic portrayal of the characters and their relationships.

**LADY IN THE DARK**

LADY IN THE DARK is a musical play by Ira Gershwin and George Gershwin. The play was first produced in 1930 and is based on the novel of the same name by Francis H. Gummere. The play tells the story of a young woman who is discovered to be a musical savant. The play is known for its catchy songs and its poetic dialogue.

**ALVIN**

ALVIN is a play by Robert Lee Smith, a native Oklahoman who wrote the play while he was a student at the University of Oklahoma. The play was first produced in 1940 and is known for its realistic portrayal of the characters and their relationships. The play tells the story of a family who is struggling to make ends meet in the rural South.

**Clare Tree Major Offers New Masterlink Fantasy**

Clare Tree Major is a native Oklahoman who has been producing children's fantasy plays since the early 1930s. Her plays are known for their imaginative settings and their ability to capture the imagination of children. Her new Masterlink Fantasy is set in a world where magic and realism coexist, and it is sure to delight both children and adults.

**Review Percentages**

(Listed below are the decisions of several critics on the same general metropolitan-district commercial-district-commercial percentage. In the same percentages, "no opinion" rates are listed for those who are not available.)

**Lady in the Dark**

100% Watts (Tribune), Martinez (News)

**The Cream in the Well**

50% Watts (Tribune), Martinez (News)

Whipple (Telegraph), Coleman (News)

Whipple (Telegraph), Coleman (News), Martin (PM), Atkinson (Times)

**NO OPINION**

None

**NO OPINION**

None

**NO OPINION**

None

**NO OPINION**

None

**NO OPINION**

None

**NO OPINION**

None

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**NO OPINION**

None
**Conventions Boost Chicago Cafe Biz; But Spending Less**

CHICAGO, Jan. 23—Night clubs and dance halls are recovering from a holiday high from convention visitors, according to national operators. Convention patronage has been up to expectation for the past two weeks.

The all of the clubs are doing more business than they have ever enjoyed before, according to national operators. Shortly after New Year's most clubs were sluggish because of convention visitors, particularly furnishing men, and the result has been heavy convention patronage.

Conventions have been a boon to the club business. In 1940 there were 92 conventions in town last week, not an unusual number for the week. This year there was a smaller number, but the conventions were more important. At the beginning of January there were 22 conventions in town last week, not an unusual number for the week. This year there was a smaller number, but the conventions were more important. The hotel business has been up to expectations, and the club business has been in full swing.

**Leon & Eddie's**

**Seeks New Comices**

NEW YORK, Jan. 25—New clubs were given a break at Leon and Eddie's this season during the temporary absence of Eddie and Joe Samuels, co-owners of the Club. Leon and Eddie's well-established comedy name, Eddie and Joe Samuels, make a successful return.

The first to come in under this plan is Jack White, who did so well that he was held over for another show and now a second set was added. In addition, George has run a hand at the Leon and Eddie's after their vacation. The second club set for Leon and Eddie's is Jackie Mills, who has been around town all week. He comes on February 14, with the new show, which will have a capacity of almost 1,000. Rooms will compete with the near-by wires.

**Cub Talent**

**Detroit Bookers Add Night Clubs**

DETROIT, Jan. 28—Increasing importance was attached to the ad for night spots marked this week by the booking of the Club Lavin, Buffalo, using six people on a two-week engagement. The club, using six people on a two-week engagement, opened January 17, with the booking of the Club Lavin, Buffalo, using six people on a two-week engagement.

**Colored Acts Set In Classy Spots**

NEW YORK, Jan. 25—Bill Robinson and the Nicholas Brothers have both been booked into two of the smartest clubs, the Cocoanut Grove and the Hurricane. An employment of colored talent.

The Detroiters have been on the road and are now on the road, and the bookers have been on the road, and are now on the road. The Detroiters have been on the road and are now on the road, and the bookers have been on the road, and are now on the road.
Biltmore Hotel, Bowman Room, New York
Talent policy: Dance Band. Management: Williams B. Burke, manager. Prices: $1 supper cover week nights. $1.50 Saturday, dinner at 6 p.m.

Are a hard-working nicely matched team. The customers eat up his comely songs, the music

Hurricane, New York
Talent policy: Floorshows at 8, 12, and 2. show and dance band; Latin alternate band. Management: Mario Vincent, proprietor. Booking: Joe Ross and Jack Tomlin, publicist. Prices: $1 admission. Men minimum $1.25 to 2 p.m., $2 supper minimum $3.50 Saturdays and holidays.

One of the newest shows here in a long line of entertainment, presented by the two regular scheduled band shows (8 and 12) and works briefly on the bandstand following

Bilmore, Garden Room, Providence, R. I.

606 Club, Chicago
Talent policy: Show combo and dance music. Management: Eddie Myers, manager. Variety Band, assistant. Price: $1 admission. Men minimum $1.25 minimum for ringside seats. $3 minimum for tables. When there's a house band, the show is pleasant. Of Cross and Dunn, little need be said. Their songs are as fine as anything you've ever heard. The bar is full of people, and their service is quick and fresh. Their is a beautiful pool, whitened

Zimmerman's Hungary, New York
Talent policy: Dance band and show; floorshows at 8 and 11:30 nightly. Management: Louis Zimmermann and Joseph Bulben, owners. Prices: Dinner from $1.

When caught at dinertime Tuesday (Feb. 5) the management is planning to close the place down for a week and shoppers.

The showfloor is a hybrid of American and Hungarian styles. Hungarian styles have Marcia Harris, charming little brunnete who does nectar

Belvedere Hotel, New York

The hotel's new show is in the First Class Lounge, which makes the band sound like a claque. The music

Roosevelt Hotel, Blue Room, New Orleans

The New Blue Room, however, stepped up to the plate and made the metropolis taste of the great round good entertainment, topped of

Denison's Minstrels
An Amsterdamm allied with the others recognize its

CATALOG WORLD RIGHT SHOWS
The denison's Minstrels
J. T. DENISON & CO. 
250 N. Walnut Av. Indianapolis, Ind.

The annual catalog of concert programs, shows, and entertainments, with a full display of the Denison's Minstrels. This volume is a valuable guide for all who are interested in the field of entertainment.
on the floor by that unique clarinet act, the Pepper Pot, New York, who can make a splash in 10 years, Jan Ozonee's sweet music takes the audience to its bones, capturing the essence of this Bombay club. The performances start with a bang, and we can't wait to see what happens next. Ozonee has been known to bring out the best in his performers, and tonight is no exception. We can't wait to see the rest of the show and see what kind of magic he has in store for us. If you're looking for a great night out, look no further than Pepper Pot, New York.
MCA Plans 12 to 16-Week Nitery Circuit for 20-25 People Units

CHICAGO, Jan. 26.—Grandfather's Folks unit, currently doing small town, is now on tour of Midwest and is expected to appear in New York in February. The unit is under the direction of Jack Dexter, director of the MCA unit, and is due to perform in a variety of cities in the Midwest. The unit will consist of a 12 to 16-week circuit, and is expected to perform in a variety of theaters and clubs in the Midwest.

Jack Dexter, director of the MCA unit, has been actively involved in the development of the unit, and has been responsible for its successful tour. The unit is expected to perform in a variety of locations, and is expected to attract a large audience. The unit is expected to perform in a variety of cities, including Chicago, St. Louis, and Kansas City.

Bert Smith 50-Girl Show Opens Month

SAN ANTONIO, Tex., Jan. 25.—Interests in the Bert Smith 50 show are being heightened by the recent announcement of the release of the show for a month's run. The show will be performed at the Capitol Theater, and is expected to attract a large audience.

Woolfolk Lines Up Butterfield Shows

CHICAGO, Jan. 23.—B. Woolfolk has booked the following Butterfield shows: The Blackhawk, the Capitol Theater, the Grand Theater, and the Metropolitan Theater. The shows will be performed at the Capitol Theater, and are expected to attract a large audience.

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

EXPLANATIONS OF SYMBOLS

a — auditorium; b — ballroom; c — cafe; cb — cabaret; cc — country club; cb — cabaret; m — municipal; n — night club; p — park; r — restaurant; s — showboat; t — theater.

NYC — New York City; Phila — Philadelphia; Chi — Chicago.
February 1, 1941

AGVA Calling N. Y. Meet Feb. 8; San Francisco in Agent Deadlock

NEW YORK, Jan. 25.—The executive committee of the Americans Guild of Variety Artists newly appointed national body (AGVA) has been authorized by the national board to hold a meeting at which the agents in New York City will be informed of the present state of its union affairs. Hoyt H. Findlay, national executive secretary, explained today that the meeting will be held Feb. 8, and that it will open with a public address by Mayor Fiorello H. La Guardia.

AGVA has been under criticism from within and without for its reluctance to hold membership meetings in New York City, and it was explained that they were in no position to hold a meeting due to their inability to form a national headquarters which finally will be the vehicle by which it can establish a stronger union image.

AGVA, in a national meeting in November, was formed as a result of the merger of the American Federation of Actors and Atlanta's Variety of America to form the all-powerful entity known as AGVA.

Last week Hymie Goldenstein, president of the Associated Agents of America, was the first speaker on his company's behalf.

2 More Philly Clubs In Liquor Bd. Jam

PHILADELPHIA, Jan. 25.—State Liquor Control Board again went on hearing and let the town's leading eateries with the park mammies end, and which during the time.

Ruben's, located at 632 W. 30th St., will probably be held Feb. 13.

Palmombo Opens 5th Club

DETROIT, Jan. 25.—The new Oriental Club opened Thursday, along with the 5th Club, opening at 2:00 a.m. under the management of Jack H. Doke.

Detroit Comm. Expands Music

DETROIT, Jan. 25.—Cliffy Bella's Com- modore Club is shifting from a band to a group of five bands. for the time at the rate of $10 per day.

Palumbo Opens 5th Club

DETROIT, Jan. 25.—Cliffy Bella's Com- modore Club is shifting from a band to a group of five bands. for the time at the rate of $10 per day.

Burlesque

(Hint Circuit Shows)

An annual event

Broadway, Jan. 25.—The annual event of the society was held Thursday, at the American Legion Hall, 207 N. Wacker Drive, Chicago, Ill.

Dr. John, a member of the American Legion, was the master of ceremonies.

The program was divided into two parts, with the first part consisting of a musical revue, and the second part featuring a vaudeville performance.

The musical revue included songs by various bands, as well as performances by a number of individual artists. The vaudeville performance featured a variety of acts, including comedians, singers, and dancers.

The event was attended by a large crowd, and was praised for its high-quality performances.

Dramatic and Musical

Bands are for current week when available

Bankhead, Tallahassee, in The Little Miss

Conventie Hall, Tulsa, OK, Feb. 3

Carson, Chicago, in The Little Miss

Convention Hall, Minneapolis, MN, Feb. 3

Drama, Minneapolis, MN, Feb. 3

Miss America, Atlantic City, NJ, Feb. 3

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VAUDEVILLE REVIEWS

State, New York
(Reviewed Thursday, Evening, Jan. 23)
Despite some last-minute dirty work by the boys, the opening of the show was not too graceful. The two acts, Hal LeRoy and Lowan, opened the show with a number of comic effects that had the audience in stitches. The boys, with their special brand of slapstick comedy, managed to entertain the audience throughout the performance.

Benita Hume and her troupe, under the direction of Robert Hume, who handles the balcony smoothly, Fanny Cogswell, also a member of the troupe, is a real crowd-pleaser. Their performance is a perfect blend of music, dance, and comedy.

The Emerald Sisters (2) went well in an early spot with their knockabout act, and their final number, a song and dance, featured excellent results. For an encore, they presented a comic skit that had the audience in stitches. Their performance was a real crowd-pleaser.

Johnny Woods was the act of the evening, with his act featuring a mixture of comedy, music, and dance. His performance was a real highlight of the show.

The last act of the evening was a special feature, with the return of the famous Johnnie Kirk, who had been away for some time. His performance was a real highlight of the show, and he received a standing ovation from the audience.

LISLE AINSLIE with Ben and Ben
(Reviewed Friday, Evening, Jan. 24)
Lisle Ainslie with Ben and Ben is a new act that has been well-received by the audience. Their performance is a perfect blend of comedy, music, and dance, and they have managed to entertain the audience throughout the show.

The act features Lisle Ainslie, who is a seasoned performer, and Ben, who is a rising star in the vaudeville circuit. Their performance is a perfect blend of comic routines, musical numbers, and dance routines, and they have managed to entertain the audience throughout the show.

The act is currently performing at the Lyric Theatre in New York City, and they are a must-see for any vaudeville fan.

Walt Disney with his famous Mickey Mouse
(Reviewed Friday, Evening, Jan. 24)
Walt Disney with his famous Mickey Mouse is a new act that has been well-received by the audience. Their performance is a perfect blend of comedy, music, and dance, and they have managed to entertain the audience throughout the show.

The act features Mickey Mouse, who is a beloved character of the Disney universe, and his sidekick, Minnie Mouse. Their performance is a perfect blend of comic routines, musical numbers, and dance routines, and they have managed to entertain the audience throughout the show.

The act is currently performing at the Lyric Theatre in New York City, and they are a must-see for any Disney fan.

THE 5 CANESTRELLYS
Currently LOEW'S STATE THEATER, New York
Booked by DAVE SOLT, thru GEORGE A. HAMID OFFICE

THE 5 CANESTRELLYS
MUSICAL COMEDY SINGING AND DANCING
NOW—ORIENTAL THEATRE, CHICAGO
Just Concluded—7 WEEKS COLOSINOS, CHICAGO

DUDE KIMBALL
"THE COUNTRY PLUMBER"
THREE NIGHT CLUBS—VAUDEVILLE

Lyric, Indianapolis
(Reviewed Friday, January 24)
Brute entertainment flows at high tide on the Lyric stage in Shoot the Works. The Indianapolis show consists of several vaudeville acts presented in one evening's variety. The threading thread is a dud, but its entries are well-timed. Shoot the Works, however, is meant as a strictly corn show and as a dud it is absurdly funny. It is a bit of luck that the audience is something better than average and can appreciate a sincere effort. The other acts are well-received, and the punch line is a real punch line.

Bob Pate and Company follow ultra
(Reviewed Friday, January 24)
Bob Pate and Company follow ultra.
**Jamaica, Long Island, N. Y.**

(Reviewed Friday Evening, January 24)

The show in this nabe house, while not on a par with the best, has nevertheless entertaining performances. There are also some songs and dances done from time to time.

In the top spot is Tami Dobbins, a security guard who has a good voice and does well in her parts. There is a week's worth of entertainment, which is more suitable for outdoor use than in theaters. The show starts on time and follows up with an alligator. It is a good sight to see.

The show starts off hypnotizing a robot. This robot is a good one and does well in his parts. There is a week's worth of entertainment, which is more suitable for outdoor use than in theaters. The show starts on time and follows up with an alligator.

As a whole, the show is good and should be recommended. The roadshow is appropriate for outdoor use.

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**Review of Unit**

"Red, Hot, and Lovely"

(Reviewed Thursday Evening, January 9, at Columbia Theater, Alliance, O.)

The show is reviewed this week because it is the first of its kind. The reviews are good and the show is well received. The booking is for a week.

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**VAUDEVILLE NOTES**

Pouter C., knife-throwing and vaudeville star, has appeared in three weeks at the State-Steak, Chicago. He has been engaged for two more weeks.

Handicapped by severe hoarseness, he broke the voice tempo of his dance band and consequently did not perform as well as he usually does. However, he is recovering and is expected to return to his usual form.

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**Draper Booked Through May**

NEW YORK, Jan. 25.—Paul Draper, after closing at the Royal Palm, Miami, to go to Jacksonville, will appear at the Palace, Akron, Ohio, for the season.

He is booked for the Palace through May.

**BENIE SCORES AGAIN**

(Continued from page 1)

**MORE AGENCIES**

(Continued from page 1)

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**Earle, Philadelphia**

(Reviewed Friday Evening, January 24)

An all-seating show on stage this trip.

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**Jamaica, Jamaica, Long Island, N. Y.**

(Reviewed Friday Evening, January 24)

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(Continued from page 1)

**MORE AGENCIES**

(Continued from page 1)
B'way Biz Slows; James and "Chorus"
45G Opener; Busse and Reynolds Big

NEW YORK—Hoboes are slowing the take at Broadway vaudeville. However, still others are feeling it will be made up with program changes.

Itinerary (2,000 seats; $84,000 house average), continued along the same path, showed the St. Louis State pianist stagecoach with Jay and Lou set for the St. Louis Coliseum, putting the second highest $84,000 for week ended Wednesday (25). Fifth week may do around $70,000. Fourth week brought $60,000, pushing $125,000, $150,000, and $200,000.

The Paramount (3,664 seats; $22,000 house average) bit off a satisfactory $45,000 for first week (21) of its engagement with Harry James org. Max Baer and Maude Davis, Frank Parker, and film Star Chorus. Second week is expected to hit around $30,000. Glenn Miller’s next comes in next.

The Forty (8,525 seats; $98,000 house average) had an off-week second of Nadine’s Big and stagecoach with Non- chantals, Harris, Charm, and Shobnon; the Marins, and Lang on stage, pulling $32,000 week ended Wednesday (25). First week was $30,000, in sturts Thursday (26) with a Major Bowes Unit on Thursday (26), and with a Motions Picture Serial Bill on Friday (27). Films an an extra unspaced and may do around $45,000 for the week. A holdover.

The Strand (2,378 seats; $35,500 house average) fell to a n.p. $20,000 for the second week, ended Thursday (28) of Sammy Kaye band and film. Fourth week averaged $19,000, and Kaye’s bill came in Friday (30) with Harry James org. and Louella Stearns’ film, High Sierra. First week should go to $14,000.

Kay Kyser’s 53G At Fox, Detroit, Tops 10-Yr. Mark

DETROIT—Record grosses of 10 years’ standing were broken last week by Kay Kyser, who took $106,000 in 2,200 seats, ($48,000 house average), with a program of five pictures, $21,000 for the third week. Kyser in his last appearance at the Fox.

New Kyser mark breaks all records of the house. When gross run up to $60,000 on a few occasions aided by higher admissions of up to 85c, which averaged around $25,000. Kayser’s first week was $80,000, and Kayser’s last week was $60,000. Kayser is now in the course of completing his 10th year of the picture.

Earle, D. C., Swell 25G; Capitol 22G

WASHINGTON—Stages up Friday with $30,000, the highest gross this season. The Edith Day Bill was the favorite. Saturday’s $22,000 house average was good. Day was only out in the 2,800 seat house before a small audience.

Earle was weather an all, too. Warner’s Earle was down to 2,000 seats on Sunday (20), and Monday (21) Earle was down to 2,000 seats. There was a $20,000 house average on Sunday and Monday.

Melinda. Last weekend was $20,000, and Kayser’s last week was $60,000. Kayser’s first week was $80,000, and Kayser’s last week was $60,000. Kayser is now in the course of completing his 10th year of the picture.

Blackstone SRO; W-B Houses Oke

WILKERS-Barre, Pa.—Despite one of the best snowstorms of the winter, the winter weather has no effect on the stage business. A house bill is packed full of okeyes, a house bill is packed full of okeyes, a house bill is packed full of okeyes, a house bill is packed full of okeyes, a house bill is packed full of okeyes.

Springfield Slumps

SPRINGFIELD, Mass.—An influenza epidemic has stopped the houses and has put a stop to the shows. The weather an all, too. Warner’s Earle was down to 2,000 seats on Sunday (20), and Monday (21) Earle was down to 2,000 seats. There was a $20,000 house average on Sunday and Monday.

Tyson’s Capitol attempts $150,000 for the week ending January 29 on Matinee Wing. They have a good stage and a good stage and a good stage and a good stage and a good stage and a good stage.

Raft P. A. Helps Hartford Week-End

HARTFORD, Conn.—George Raft p. a. at the State, January 18 and 19, resulted in a hefty $65,000 take, with 21,000 in attendance. Raft on the stage, and featured 15 different acts, and might have shatte the house record of $70,000.

On the stage were featured a dance act, and a dance act, and a dance act, and a dance act, and a dance act, and a dance act.

The stage bill was $750, Street Folies and featured the folkloric Gertrude Dolen, Olga, Nina Olesova and Allen Murton and their four dogs. Naive Ballads and Street Folies.

On the screen, Bank Dick.

"Gay '90s" Weak 69C

DAYTON, Ohio—"Gay '90s" was a weak $69C. The bill was a weak $69C. The bill was a weak $69C. The bill was a weak $69C. The bill was a weak $69C. The bill was a weak $69C.

Seaside Good

BEACH, Wash.—With Bud Harris and Company heading the vaude show last week, the Palomar Theatre (1,000 seats) had a good week, grossing $7,000. Others on the show were Kelly and O’Dwyer, J. W. nee O’Dwyer, and his saxophone, Claire and sisters and O’Dwyer, and Paul O’Dwyer.

The camp was operated by John and wife, and the stage features were a dance act, and a dance act, and a dance act, and a dance act, and a dance act, and a dance act.

Savannah, Ga. — Studio Scandals probably broke all-time record at the Strand and Metropolitan, both houses enjoying a packed house, with a sale of $650 per box. The Strand was sold out, with a sale of $650 per box. The Strand was sold out, with a sale of $650 per box. The Strand was sold out, with a sale of $650 per box.

Scandals "Unit S5 In Sav'nh 4 Days

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Waltzro was unusually new and neat, with a sale of $650 per box. The Strand was sold out, with a sale of $650 per box. The Strand was sold out, with a sale of $650 per box.

Spokane Gross Down

SPOKANE, Wash.—The customers apparently went out two features pictures along with the Blondie". Receipts for the vaudebill of January 17 to 19 dropped $500 under the last week.

At the Oriental the stage bill is better, with a sale of $650 per box. The Strand was sold out, with a sale of $650 per box. The Strand was sold out, with a sale of $650 per box.
Magic

By BILL SACHS

"Who is this Marquis guy?" queried the new stagehand. Burt arrived on deck to give the ship's first performance and, according to Burt, had a difficult time making his entrance. The ship's captain, Burt, had built up a terrific resistance to cold by prancing around in the nude in front of the audience. The only solution Burt could think of was to engage in a Q-string upon some of the ship's passengers. Burt, in the meantime, was preparing for the return.成日 "Now, Mr. Rubin, Please"

NEW YORK, Jan. 29.—A yarn released by Max Rubin, press agent for Magothee, claims that the cast of Magothee has been threatened with a strike. The claim is based on the fact that the cast has been allowed to work without pay for the past two weeks.

Cast Walks Out for Stagehands, But Without Phillips' Knowledge

NEW YORK, Jan. 29.—A two-performance strike at the Republic Theater, by the cast of Magothee, was settled today when the management agreed to rescind the pay cut. The cast, which was ordered to report by the management, walked out in sympathy with stagehands. The strike was called by Joe Weinstock, manager of Magothee, who said that he was unable to carry on with the show because of the strike. The strike was settled when the management agreed to pay the stagehands their full wages. Phillips, in his office today (29), claimed that he was ill at his home at the time of the strike, but he had planned to open the new Capri Theater to keep them out of the cold. Manny Hering, operator of Republic, claims that the cast was "way laid" and that he is now considering hiring former stagehands while on strike.

Burlington Burlesque Notes

(Communications to New York Office)

WINNIPEG WANTS BURLY

Chico Jan. 29.—Dominion Theater, 1421 Portage Ave, has announced that the Nickelodeon, Midwest Circuit booker, will open the show in Winnipeg. The show will be followed by the Stanley Brothers, Frank Lewis, and the chorus.

TOMMY MURPHY, veteran prop man, has announced that he will be playing in the show. Also appearing will be the Stanley Brothers, Frank Lewis, and the chorus.

BURLINGTON BURLINGMOORE

Burlington, Vt., Jan. 29.—The New York City Home for the aged has announced that it will be playing in the show. The cast will be headed by the Stanley Brothers, Frank Lewis, and the chorus.

The Sphinx

40th Anniversary Number

Published March 10

Largest-lost magic magazine ever issued. Beautiful Pictorial Section. Magic section includes tricks, illusions and articles by the most famous magicians. Published separately twice a year. Single copy $1.50. Subscription $3.00. Offer accepted after February 1, 1941. Price $1.50.

The Sphinx, 130 West 42nd Street, New York, N. Y.
Dear Mr. Sachs:

Walter D. Neall's informative article on the Neall Family of the Mary Young Productions appeared on the pages of this issue, and I am forwarding to you a list of various letters on the Neall Family, which I have received and which I have been unable to use in my research. I am sending you a list of additional letters, which I hope you will find of interest. I am sure that you will be interested in the history of the Neall Family, and I am looking forward to hearing from you.

Sincerely yours,

Mary Young

**Endurance Shows**

(Communications to Bill SACHS, Cincinnati, Ohio)

**Five Years Ago**

GEORGE K. PULVER put on a first-class contest, playing in the Expansion Building at the Colorado State Fairgrounds, in Denver, Colorado, on Friday, August 24th. The company was made up of 100 members, including 30 drummers, 15 cornets, and 15 bass players. The contest was judged by a panel of 100 judges, who were from all over the country. The contest was won by the Denver Band, with the following scores: 1st Place, Denver Band, 90 points; 2nd Place, Chicago Band, 85 points; 3rd Place, New York Band, 80 points. The contest was judged by a panel of 100 judges, who were from all over the country. The contest was won by the Denver Band, with the following scores: 1st Place, Denver Band, 90 points; 2nd Place, Chicago Band, 85 points; 3rd Place, New York Band, 80 points.

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**Service Selective Mail**

In the context of this issue, theSelective Service Mail section discusses the names of various businesses that have been set in capital letters. These names are set in capital letters to denote the business or organization. The section also mentions the various offices of The Billboard. This list of names is set in capital letters and is used as a reference for the selective service mail.
Non-Theatrical Films

Conducted by THE ROADSHOWMAN

(Communications to 1564 Broadway, New York City)

Non-Theatrical Business Growing in Middle West

Holiday business reported eight times better than 1939 -- children's and adult's parties a profitable field -- use of large screens adds to bookings.

CECIL RAPID, in Jan. 25 -- Roadshowmen in the Midwest are keeping busy making money in the non-theatrical field because they put on shows in a professional manner. Christmas holiday shows are good business and operators are successful in making money in sound as well as the silent film service.

Their secret of success is that they use 8 by 10 or 9 by 12-foot large screens to attract attention. They are using props, slides, and other effects to make the show a big hit.

In addition to making money from the shows, they are also getting a lot of advertising for their showrooms.

Pratt added that this is the most profitable time for them to make money.

Films on Avion Increase Bookings

MONOR, in Jan. 25 -- Roadshowmen in this section report that bookings have increased by 50% in the past 30 days because of the addition of films to the plane schools and community centers. They are using pictures on the radio, in motion pictures, on television, and in advertisements.

An operator who puts on shows in the Midwest said that his audiences have increased by 30% in the past 30 days because of the addition of films.

Films on Avion have been a big hit in the Midwest because they are a new and exciting way to bring entertainment to people.

Child Labor Group

(Continued from page 4)

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Children's groups are planning to stage a demonstration in the city to protest against child labor.

The Child Labor Group has been working hard to try to get the city to pass a law that will prohibit children from working in factories.

All in all, it's a highly entertaining show, despite Mr. Hart's contributions. We would recommend it to all who have not seen it before.

"HEAT" TO TRY AGAIN

(Continued from page 4)

Nalary rates for child actors are now based on a new system of percentages. The fee is now based on the size of the part and the age of the child.

Milt Miller, a former child actor, is now planning to show old-time movies at home. Negotiations are now under way.
BERGEN — Tracy C., 69, former manager of Central Cafe and Quartier for 24 years, died at his home in New Haven, Conn. on January 13, 1941.

SMITH — William H. (Harry Back), 73, one of Philadelphia's oldest cafe men, died at his home in New Haven, Conn. on January 13, 1941.

STEPHEN — William H., 69, pioneer Detroit motion picture theatre owner and secretary-manager and manager of the De Luxe Theater Corporation, Detroit, died at his home in Detroit on January 13, 1941.

Windsor-born and nine children. Interment in Mount Olive Cemetery, Detroit.

RICHARDSON — George B. Stone, circus band leader, in Grady Hospital, Dallas, Tex., died in that city on January 6, 1941.

BURIALS — Walter, Mt known in the automobile business, in Fulton, Mass., January 16, 1941.

MILLER — Robert, 24, plant manager, Budweiser brewery, died of a heart attack, at 8:15 a.m. on January 2, 1941, at his home in New Haven, Conn.

STEPP — William H., 69, pioneer Detroit motion picture theatre owner and secretary-manager and manager of the De Luxe Theater Corporation, Detroit, died at his home in Detroit on January 13, 1941.

Windsor-born and nine children. Interment in Mount Olive Cemetery, Detroit.
SLA Auxiliary Feed Proves Successful; Club Proxy Honored

CHICAGO, Jan. 26—Members of the Ladies' Auxiliary, Showmen's League of America, met today at the Grey Room of the Hotel Sherman here on January 17. The highlight of the presentations was a bouquet to Mrs. Helen C. Cox, chairman, presented by President Joseph L. Stribling by Mrs. Field, made the presentation.

The auxiliary's new bus was received from Louis N. St bins, Olive Oakes, and Florence Curley, President Cox returned from the Coronado, and now resided at the auxiliary's Ladies' Auxiliary of the American Academy of Arts and Sciences where she presented her sister, Lillian Wood, to the auxiliary.

In attendance were President Stribling, Mrs. H. A. Lehner, chairman, Mrs. Butcher, chairman, L. L. Lohman, and Madeleine R. Sloan, well-known showman and fair is March 10 and will be held in the annual Theatrical Night of spring entertainment. pear in the issue of December of The Billboard.

In addition to several other new fair contracts already announced, the Jones show will be the fourth consecutive year for the Jones organization at the State Fair from September 17 to October 2.

The billboard published in the edition of May 12, 1941, which it will play this year for the sixth consecutive time. The Jones show will be represented at the meeting of the General Committee on the 25th.

In addition to several other new fair contracts already announced, the Jones will play Mid-South Fair, which will play the year for the sixth consecutive time. The Jones show will be represented at the meeting of the General Committee on the 25th.

The fair is March 10 and will be held in the annual Theatrical Night of spring entertainment. pear in the issue of December of The Billboard.
SHOWMEN'S LEAGUE OF AMERICA
Shawnee Hotel
Chicago, Ill.

CHICAGO, Jan. 25.—Vice-President Harry W. Hennessey presided at the January meeting of the Showmen's League of America, the table were Secretary Joe Strohbach, and Past President Bob Lush on hand.

Routine matters were dispensed with quickly, questions being asked about the performance of the Adolphus Hotel on January 31. All members agreed that the house had shown good co-operation, and that the event was a success.

Next meeting will be held on February 21. Vice-President Tony Browne, who is to charge of the next Banquet program, will have the meeting.

SHOWMEN'S CLUB—RIO HOTEL—KANSAS CITY

KANSAS CITY, Mo., Jan. 25.—Regular weekly meeting was called to order by Acting President Chester L. Levine, with President Harry A. Lohman in attendance. Assistant Secretary Bertram K. Burt was absent, and Harry Albanter also present. Attendance was slightly below capacity of the house. Business covered the usual routine matters, and was conducted in a businesslike manner. A new member, Frank B. Kohler, was elected to the club. It was voted to send a delegation to the National Police Band Festival at Cleveland, and to attend the convention of the Eastern Club in Chicago.

SHOWWOMEN'S ASSOCIATION—SHAWNEE HOTEL—CINCINNATI

CINCINNATI, Jan. 25.—Weekly meeting of the Showwomen's Association was held last week with the following members present: Mrs. Clara Cermak, Mrs. William H. Thomas, Mrs. James E. Strates, Mrs. John Sweeney, Mrs. George Herrn, Miss Arthur Hoffman, Miss Helen Hoffman, Miss Ida Hoffman, Miss Dorothy Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen Hoffman, Miss Helen 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Mercy, Harrisville, South Carolina. He has been working together for the past two weeks and is expected to be ready for opening on February 23.

Among recent visitors were O. H. Hildbrand, Mr. and Mrs. George Davis and Morris Joky left St. Louis, Jan. 25.—Show owners and agents have been having busily regular the past two weeks, on route to fair meetings. Among visitors to the International Association of Showmen's clubhouse and other hotels were Mr. and Mrs. F. B. Jones, owner and manager of the famous company; Mr. and Mrs. T. F. McFarland also live in the hotel; Mr. and Mrs. W. J. Smith, general representatives; Wilton E. Peck, secretary; E. M. Smith, assistant general representative; and others.

During the week the most unusual camp, located on the back end of the grounds, was the scene of a great deal of activity. All week long we were entertained by Mr. and Mrs. W. J. Smith, general representatives; Wilton E. Peck, secretary; E. M. Smith, assistant general representative; and others.

Dear Editor:

I am a Winter quarters sag with the highway to make eating dough until June 1. During the week, we were entertained by Mr. and Mrs. W. J. Smith, general representatives; Wilton E. Peck, secretary; E. M. Smith, assistant general representative; and others.

Sincerely yours,

[Signature]

With the Ladies

By VIRGINIA KLINE

PENSACOLA, Fla., Jan. 25.—We stopped at Pensacola, Fla., and ordered a box of new books for each of us and while there Edna Jones, president of the Baseball Club, took tea on a tour of the city. After a pair of ball caps, we are considering delinquents.

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[Signature]
Truck and Trailer Legislation

SALEM, Oct. 25.—A bill read before the Senate on Oct. 25, and referred to the committee on corporations, by the Senate, for the first time January 15, proposes several changes relating to the size, weight, and load of vehicles operating on the highways of the State. The bill is a measure to improve the efficiency of the operation of the highways and to promote the safety of those using them. The bill includes provisions for the registration and licensing of vehicles, the enforcement of weight and load limits, and the establishment of standards for the construction and operation of trucks and trailers.

CARNIVALS

February 1, 1941

The Billboard

Coming Marriages

Wald Klinger, saxophonist with Sonny Fontaine's orchestra, and Betty Duval, former vocalist with the orchestra, were married in a ceremony held in Chicago on February 1.

Burlesque Notes

Despite the inclement weather, the theme of the night was "Electric," as the Hirst Circuit in Detroit had a Sunday Celebrity Night January 23.

MARRIAGES

MARRIAGES (Continued from page 20)

Bubbles Yvon, singer, with the American Jubilee Sales Company of Chicago, has married Arnold Nyeen. Their wedding took place in the Little Church Around the Corner, New York City.

Divorce

Dorothy Del Rio, film actress, from December 1939, was granted a divorce by the Los Angeles Juvenile Court on January 17.

Births

A daughter to Mr. and Mrs. F. E. V. was born at St. Luke's Hospital, New York, January 15.

A daughter to Mr. and Mrs. King Park was born at the Hotel Knickerbocker, New York, January 16.

A daughter to Mr. and Mrs. J. 0. Smith was born at the Continental, and the little girl was named Lawrence Holtman. The baby was admitted to the Children's Hospital, Fort Worth, Tex., December 30.

A daughter to Mr. and Mrs. Harold Mosley was born at the Hotel Knickerbocker, New York, January 16.

A daughter to Mr. and Mrs. Mervin Barber was born at St. Luke's Hospital, New York, January 17.

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The contract's the thing!  
FRANK WARD, who closed the show with the Jay Gould Shows, has returned to his home in Brownsville, Tex., following a visit to Monterrey, Mexico.

WELLES BLAIR cards from Youngstown, O., that Joe-Ann La France, Queen of Mystery, is working night shifts in that city for Louis Irwin.

FAIR conventions also make strange bedfellows.

TRAP DRUMMER, Bert V. Barnes, advances from New York, where he is vacationing, that he has signed with Walter Leating's lather and will beDivision in Des- 

BECAUSE of her perfect teeth and winning smile, Beulah Beeman, of water shows, became all dressed up in blue for her engagement to a Mr. Boy, as Mr. and Mrs. Y. New, of New York, who was her sponsor, is using her as a model.

ANOTHER type of winter trouping—making it all the ameerican way.

RECOGNIZE this "silly" number? It was carded and danced by the Royal American Shows all last season, where it failed on the Parkside. He's Leo Lockhart, former Michigan boy, who has bid to beat a live draft number, and is now with the Third Infantry. B Company, 16th Division, which he started in the infantry as a red baron.

SPILLMAN ENGINEERING CORP.
WHAT'S WRITTEN IN THE SKY TONIGHT? A woman's spirit may rest in the stars.

PENNY ARCADE FOR SALE
Complete, 36 Machines, Extra Table, Cupboard, No. 3724, De Valt Amusements, Redwood, N. T.

SUNSET AMUSEMENT CO.
Exclusive un
Penny Pincher, 10,000 Cards, Fancy Machines, Pub. Game, &c.
Address: P. O. Box 448, Newark, N. J.

J. F. SPARKS SHOWS
Now booking Shows and Attraction for 1941 season. Address: Post Office Box 566, Emery, California.

SOL'S LIBERTY SHOWS
Now booking Shows and Attractions for 1941 season. Address: P. O. Box 223, Garwood, N. J.
Munk Mosps

IF I HAD $1,000,000, I'd soon double it! That's why, and only with an intense appreciation. First, I would buy a sailing craft (perhaps one of the over-age cruiser) and then I would surround myself with every famous explorer and jack-o-lantern on earth. Then, with Darkest Africa experience preferred. We would travel to a distant destination, the land of the wild and weird, and I would capture supplies for two or three years. We would supply ourselves with the latest equipment and then, after our destination which I won from a brother hunter in a crap game several years ago and have kept under cover.

Arriving at our secret goal, we would position ourselves in the right place and then, with a pot boiling on the orange top, the final step would be to bring in the !

We are getting harder but last summer's jackets are getting better. Well, here's a bit of a surprise and that one day the day was a day to

"WE'RE still on the grid and have been sending business offers," letters B. R. (Dave) Davidson, agent with Mad Cody Fanning Show, from St. George, Ga., still have four more weeks in Southern Pacific territory, say the Jingles of the Plate. Side shows are repainting and improving equipment. The H-E-T-L-H showman is on a fishing tour, and Florence Wallis recently took delivery on two new shows from the Bolling-Stotts.

CONTRACTING

Two circus stores and dock point with the John H. Marks show recently were Clifford Davis, of Davis Brothers, and Edward O. Matthews, of Porcher Brothers.

Some companies have closed negotiations with the Bright Lights shows, including the American Shows, through Ohio, West Virginia, and Kentucky. An eastern agent recently announced that it plans to keep the stores open and then jump into Ohio to open with the bright light shows.

WITH the arrival of equipment stores

TENTS-BANNERS

50-125 Min 100% Tent suitable for Skating Rink, Sideshow, Tentscala, 1000 R 600, 1000 R 1800, 1000 R 2600, 1000 R 3500.

CHARLES EDWARDS & H. M. MENDISON

O. HENRY TENT & AWNING CO.

1011 North Clark Street, CHICAGO, ILL.

Crystal Exhibition Shows

NOW building Shows and Concessions for: 1941

COFFEE MINE (W. I.

J. W. RUTT, Crystal River, FIA.

IMPERIAL SHOWS

BOOKING SHOWS, RIDES AND CONCESSIONS

E. A. KOCH, 1901 Montrose Av., Chicago

LA VERNE EXHIBITION SHOWS

Opening Sat., Feb. 15

WALT WINANS SHOW, 1902 19th St. S.W., Washington, D.C.

MARTIN & LOISER or TOMMY SCOTT, San. Di.
Winter-Quarters News and Gossip
As Represented by Reports for the Shows

James E. Strates
SAYSVAN, Ok., Jan. 23. — Doc R. Gar- field has been appointed manager of the Hall of Science attraction for the 1941 season. He will have charge of all exhibits and arrangements for the show. He has had many years of experience in the amusement business and is well qualified for the position. The Hall of Science will be one of the top attractions in the show this year.

Fred Allen
ST. LOUIS, Jan. 25. — With the arrival of the winter, the business of the show has slowed down. Fred Allen, who is general manager, is keeping busy with his negotiations for next season. He is satisfied with his winter season so far and is looking forward to an even better one in the spring.

Elise Expo
PARSONS, Kan., Jan. 25. — Manager Elise has announced that the show will be opening early in the spring. He has ordered a new front panel and a new tent for the show. He is also planning to add several new acts to the program.

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SCENE OF THE 21ST ANNUAL BANQUET and ball of the Heart of America Children's Club in the new Fiesta Room of the Hotel out one of the most successful years in the history of the club.

February 1, 1941
Staff Writer

14

February 1, 1941

CIRCUSES

Conducted by CHARLES WRIGHT — Communications to 25 Opera Plaza, Cincinnati, O.

Monarch Roy R. Schuhman, who is general chairman of Cleveland's All Fairs committee, is to be produced by Orrin Davenport in the Municipal Auditorium there February 1-24, says this year's show looks like the best one yet.

Mrs. Bud Anderson Is Recovering From Operation

KANSAS CITY, Mo., Jan 25.—Mrs. Bud Anderson is recovering from a major operation on December 30 at St. Luke's Hospital here. Bud Anderson is in bed here until she is released from the hospital. Mrs. Norma Anderson, who also underwent a major operation January 7, is recovering at St. Mary's Hospital, Kansas City.

Building at Bud Anderson's winter quarters in Kansas City is progressing under direction of Loren Doyle. Several new cages and trailers are being completed. Captain Hart is breaking a winning wild animal group, which will be a feature on the Anderson show the coming season. J. K. Wilcox, Joe E. Webb, and John Collins, management men, are working on the new buildings.

Tentative Program

February 1, 1941


February 1 and 2.

February 3, 4, 5.

February 6, 7, 8.

February 9, 10, 11.

February 12, 13.

February 14, 15, 16.

February 17, 18, 19.

February 20, 21, 22.

February 23, 24.

February 25.

February 26.

February 27.

February 28.

February 29.

February 30.

February 31.

Unheard of Today

ST. LOUIS, Jan. 25.—Charles Blanchard, of St. Louis, has been heard to say that his mother-in-law, Mrs. Mary Warner, and her daughter, Mrs. Ethel Blount, were all killed in the New Years' Day lynching at St. Louis.

12d Cale Unit Off for Davenport Cleveland Date; Heavy Program

LOUISVILLE, Ky., Jan. 25.—Following several weeks of continuous traveling, the 12th Cale Unit has returned to Davenport's home, and will arrive in Cleveland February 1 for a Cleveland and Orrin Davenport's Al Brown Cale indoor date, which opens February 2 at the Municipal Auditorium. This unit will augment the other acts playing in Grand Rapids this week and will continue thru the remainder of the Davenport dates.

The coop-erations of General Manager Terrell, of Cole Brothers, sever-al days ago and the addition of the new feature will be seen in the extraordinar-y program. The addition of the all-new Liberty horse acts and the rem-a ining of the programs, to get together with three new seal acts and a 15-dield pony display, will be the main feature of the Cleveland show.

B. J. Colley, Cale editor, says he is writing the final notes with Jean Allen, who will be featured in the ele-phant display and the high school horse show number with his mother, Bourringer, the Buffalo Tramp of cale, and John Smith and Adolph Dubois, noted horse trainer; Otto Greighbel and Mrs. Greighbel, has been converted to color fans, and is in close, along with the Hal and Thomas Tramp of all-lg- fliers, and Bill Freeman and Helen Lynn, are saddlestills.

Other Cale folk will include Miss Jean Allen, Vic Robbins, bandmaster for Davenport, and Mrs.

Hunt Bros. Buys Land; Builds Barns, Other Structures

TRENTON, N. J., Jan. 25.—Hunt Bros. Circus, in winter quarters here since August, has added 30 acres of land on Highway 28 south of town and has built a new elephant and cat animal barn, 26 by 40 feet, a horse and pony barn by 26 by 40, and a work shop and garage, 20 by 26.

The foundation for a 35 by 80-stall horse barn is to be built and next spring three stile-barns will be built to house all the horses and a family, announcing Charles T. Hunt.

Five 1940 Chevrolet trucks have been delivered to the circus. Two 15-ton flatbeds and two 24-foot semi-trailers are under construction for reserved seat, box and balcony, box and balcony and box and balcony.

The foundation for a 15 by 30-stall horse barn is to be built and next spring a four-stall barn will be built to house all the horses and a family.
CIRCUSES

The Billboard

February 1, 1941

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Jan. 25.—The following men have selective service mail at The Billboard's offices, in various cities and instances that the names are imprinted on warrants and in other order number cards. The order numbers are given in parenthesis after their names:

**CINCINNATI OFFICE, 25-27 OPERA HOUSE**

Adams, William W., 1111 East 83rd Street, New York City. May 12-16.
Adams, William, 3131 Custer Ave., Chicago, Ill. May 12.
Adams, William, 1219 West 350 South Ave., Salt Lake City, Utah. May 16.
Adams, William, 1101 East 68th Street, New York City. May 16.
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Under the Marquee

[Text continues...]

List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of these running in installments in the current issue of The Billboard. The first installment is on page 40 for the month of January, number 14, 1940. The eighth appears in this issue.

The Corral

[Text continues...]
RINKS AND SKATES

By CLAUDE R. ELLIS (Cincinnati Office)

February 1, 1941

The Billboard

UMBACHS SEE GAINS IN DANCE INTEREST ON EXHIBITION TOUR

DORCHESTER, Mass., Jan. 25.—Reports that interest in skate dancing in New England is running high are confirmed by results of a good-will tour made on January 3 and 6 by Mr. and Mrs. Melvin Umbach, professionals at Winter Garden Rollerway here. They were accompanied by Winter Garden Manager Fred H. Freeman and Mrs. Freeman.

The tour stop was at Leo Doyle's Rink Bina, Springfield, Mass., where interest in dancing is said to be running high. Demonstrations of seven international dance styles by the Umbachs were enthusiastically received. On the following night they were guests of Rink Club of Benjamin Franklin Rink, Boston. (Columbia Skate Palace, members of the Roller Skating Rink Operators Association of the United States. Manager Fred Freeman was a big receptive for the visitors. After dining in town at a Chinese restaurant, where the Umbachs gave exhibitions of 14 dances, including bronze and silver test dances and one gold dance, the Bruins left for the north.

Bay Ridge Sets Fete

BROOKLYN, Jan. 25.—Bay Ridge residents are giving a program to celebrate the 11th anniversary of its inception with a festival to be held at the Corona Art League. Thursday's program will feature exhibitions of figure skating by members of all clubs, including S. L. and some Bay Ridge skaters in a comedy act. On Friday figure skating exhibitions will be given by Irene Matalowsky and Ruth Bergman, instructor Jerry Gipson, and dances will be given by the Bay Ridge skaters. Specialty numbers are planned for Saturday, anniversary and carnival night, January 26. Dancing was open only to members, and presentation of the 14-Step Lead was a special feature.

MILL AND MRS. RAY NICHOLS of California, are teaching skate dancing at Arena Rink, St. Louis, reported E. M. Storer, manager. Arena Rink is one of 32 Rinks in St. Louis, according to Mr. Storer.

On January 19 the rink staged a success for Low Class Waltz, which was invited to meet new ones and old friends were there for them. They had exhibited for three years and were invited to meet new ones and old friends were there for them.

AUDUBON (N. J.) ROLLER RINK is scheduled for a special program on Saturday nights after regular sessions.

"AFTER being out of the roller-skating business for many years, or more than a decade, I started to find out what it was that made the skaters want to come back again. I was not always successful, but once I started to get the word out, the farmers would come. They loved to be in the rink, and the children and the adults would come. They enjoyed being in the rink, and they would be talking about the rink and its activities.

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Job for P. A.'s Seen in Slump

Pools and beaches hit by rumors after big holiday rush in cut-rate area.

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

MIAMI BEACH, Fla.—Despite what has been the busy second-week end of the month, hotel operators are finding it difficult to attract the number of tourists they anticipated. The overcrowding at the hotels and the high cost of room rentals is a big factor in the slump, and the operators are beginning to wonder if the season will be a failure.

January 15 had come and gone and the cabanas were constructed, more hotels were built and mom clubs opened. But the period was expected. On the other hand, Miami Beach was becoming dull before January 15. "The stadium settled down this week," said one hotel operator. "There is plenty of room down here."

"The Beach is very quiet right now," said a hotel operator. "There is plenty of room for the tourist."

"There is plenty of room for the tourist," said another hotel operator. "The Beach is very quiet right now."

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"There is plenty of room for the tourist."
With the Zoos

MILWAUKEE—County commission
ners for a meeting with the board of
hich the African rhinoceroses expected to reach
zoo here have decided to acquire two
 and 15 and July 15. They will be a gift from
Davenport, Ia., and contributed $4,000 for their purchase.

PORTLAND, Ore. — O. N. Baldwin, Washington Park zoo keeper, drove a
early Wednesday morning to Oregon City to pick up four yearling black,
and three males, for the zoo. O. C. Bates, Clack
matt Pauls, Obo, stockman, paid half
the expenses for the trip, and got some of the zoo's old buffaloes. The
trip cost the city $83, representing their load in catching them.

FLA. JOB FOR P. A.'S

(Continued from opposite page)

...em... Just that those thousands upon
thousands of people who have been to the zoo during Crush time, returned to
their homes, spreading the story of the
wonders of the outdoors, and the
innocuous entertainment of the outdoors.

Write the crowds are to come, this
river is infused with praise agents,
and to just what person you bring into a
ballyhoo artist of any sort. More
than 2,000 people, including the
club, for every one who was there
has its
point of view.
Don't get me wrong, I'm
I think this migration of New
ork publicity men is excellent for the
reason that it adds to the prestige of our
business in particular.

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I think this migration of New
ork publicity men is excellent for the
reason that it adds to the prestige of our
business in particular.

With the Blue Sky, are two ace Broad-
way and Coney Island, is,
and Coleman Jacoby. Their presence in
beauty of amusement interests
in this
river is infused with praise agents,
INTERNATIONAL SEC'S SHOW TIM

W. Canadians Offer War Aid

* Annuals to proceed despite loss of grants—McNeill is new head of Class A loop

WINNIPEG, Jan. 25—Decision to carry on thru the war and aid of amusement organizations has been made as far as possible, marked the annual meetings of Western Canadian Exhibitions (Class A) and Western Canada Fairs Association (Class B) in the Portage and Main Hotel.

Barrett-Carruthers Fair Booking Association, Chicago, made a series of contract awards for grandstand shows in both loops. Class A gave a choiceerto J. W. (Patty) Costin, head of the Costin Shows, a Canadian organization, to enter on engagement at the same dates and under the same conditions.

Costin will also have the midway at Lakehead. Exposition, Port William. Wallace Bros. Show, presented by the Canadian government, was given the 14 stands and 41 days by Class B. The program represented by M. H. Barnes, Ernie Young, and P. H. Krone, in which they drove six horses with a small-three-baggage-car move of 30 and 20-gallon tanks. It will put out three shows a day, one complete in 30 minutes, on the midway for the Lakehead Fair at Port William-Port Arthur.

Grants Are Stopped

Cutting off of government grants will hit the stock prize lists again this year. Grants have been cut back in New York, in the province of Quebec, and in the Northwest Territories, giving the impression that the government has been considerate of a want of space.

Officials elected are: H. A. McNab, Belleville, Ont., president; H. A. Diveley, Calgary, vice-president; Sid W. Johns, chairman of the board, W. H. Bean, secretary, and E. J. Bagley, treasurer.

Other officers unconfirmedly acclaimed were the following: Claude Rollins, president; Alex B. B. Robinson, executive vice-president; C. W. Shadwell, secretary, and W. W. White, treasurer.

Annual reports of the officers show a surplus of funds in the treasury of the association.

Other fair activity included a fair show in the main arena, and the transfer of the Bluebonnet stock show from the main arena to the midway.

Major Plant Changes Set

AT MEMPHIS; HEADS RENAMED

MEMPHIS, Tenn., Jan. 23—Major improvements in facilities, with but a few changes as possible in normal activities, were announced by President Edward Skene, of the Metropolitan Association here.

Robert E. S. Skene, formerly a member of the Metropolitan Board of Directors, has been named as director of the association.

Major changes included a new member of the executive committee, the appointment of executive assistant, and the appointment of a new chairman of the executive committee.

The plan for the annual winter meeting of the association, to be held hereafter with the Metropolitan Board of Directors, will be announced.

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Maine Men Pick Wheeler

South Paris head will be host in '42 — topics are talked in group sessions

AGUSTA, Me., May 23.—Over 375 attended the 39th annual meeting of the Maine State Agricultural Fair Association here May 22, reported Secretary James B. Butler, of Skowhegan. The Executive Committee, with President Albert P. Robinson presiding, led the meeting for race secretaries and officials which unanimously adopted the resolutions and motions which had been previously adopted by the Associated Clubs. President Robinson presided over a meeting of executive officers which was called to order by Secretary Butler.

The 11 a.m. session was divided into three groups. In the banquet room, the annual luncheon was served to the officers and directors, and the Executive Committee, with President Robinson presiding, presented a $300 check to the Friends of the Oxford County Library. President Williams presided over the business session.

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Around the Grounds

FORD DU LAC, Wis.—Ford Du Lac County Fair Association has booked Allen F. Bolger, 4-H Club director, to speak at the fair. Mr. Bolger is the head of the 4-H Club program in Sauk County and is well known as a speaker on 4-H Club subjects.

MERRILL, Wis.—Barnstormers have been engaged for 1941 Merrill 4-H Club Fair.

MANTOSTOW, Wis.—Mantostow County Fair and Junior Fair Association have started promoting the fair and the Junior Fair. The fair is scheduled for August 1-3.

PRENTON, Wis.—Secretary Russell Hub reported that 1940 Sandusky County Fair was a success and that the fair was turned over to the county at a profit of $50,000.

GRAND ROUNDS, Wis.—For the first time since 1918 Grand Rounds Fair Board of Directors met. The board was elected and met to discuss the future of the fair.

Fair Elections

EDMONTON, Alta.—Edmonton Exhibition Association re-elected Charles W. Wilson, president; Lee S. Williams, vice-president; Percy W. Hobbs, director.

PLEMINGTON, N. J.—Pleminington Fair Association re-elected Major E. B. Elerick, president; Dr. C. S. Harlow, vice-president; and J. B. Heini, secretary.

RICHMOND, Tex.—Fort Bend County Agricultural Society re-elected H. H. Moore, president; H. E. Crowell, secretary; and E. G. Davis, treasurer.

VANCLEVER, B. C.—B. C. John Dunham re-elected president of Vancouver Agricultural Society; W. C. Macintur and P. H. Moore were re-elected to the executive committee.

MARIETTA, O.—Frank L. Christy was re-elected president of Marietta Agricultural Society; C. L. Moore, vice-president; and J. M. Gill, secretary.

PAINESVILLE, O.—Charles C. Diggles was elected secretary of Lake County Agricultural Society, succeeding Charles J. Gray, resigned, who held the post of secretary for 20 years. Mrs. Myrtle Oatman, treasurer, was also re-elected.

BLUE HILL, Me.—Hancock County Agricultural Society re-elected president, W. H. Strong, treasurer; and E. W. Williams, director.

HILLSDALE, O.—Franklin County Agricultural Society elected John F. W. Shook, president; John W. G. Osterman, vice-president; and C. H. Brown, director.

LEBANON, O.—Warren County Agricultural Society re-elected president; G. F. Anderson, vice-president; and J. H. Litus, director.

NEW CASTLE, Pa.—R. P. Boehm was named president of Lawrence County Agricultural Society; J. H. Miller, vice-president; and J. W. Reine, secretary.

BALSA LAKE, Wis.—Pulaski County Agricultural Association re-elected J. A. Mack, president; T. F. Holstead, vice-president; and E. J. Johnson, secretary.

WATERWHEEL, Wis.—Watwater County Agricultural Association elected A. J. M. Boll, president; C. C. Kallum, vice-president; H. W. Crum, treasurer.

DARLINGTON, Wis.—Dr. A. F. Scherer was elected president of Darlington Agricultural Society; Charles J. Wilson, vice-president; and J. W. M. Mathis, treasurer.

WISCONSIN, Wis.—Wisconsin County Agricultural Association re-elected President E. W. Strong, treasurer; and E. W. Crum, secretary.

BURLINGTON, Kans.—Burlington County Agricultural Association re-elected J. E. Lewis, president; C. N. W. Kellogg, vice-president; and E. W. Strong, secretary.

ALTMONT, N. Y.—Albany-Schenectady County Agricultural Association re-elected President R. D. M. Carter, treasurer; and J. R. H. Peck, secretary.

WANTED

30-Car or Larger Train Show for Midway

J. L. & P. Co., 560 S. 1st Ave., La Crosse, Wis.

NOW BOOKING FOR 1941

Write for complete details and illustrated catalogues.

The Billboard

WANTED

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KANSAS CITY OFFICE

494, 500 S. 13th St.

555, 500 W. 11th St.
Ohio Plans Trust Fund for Use in Liability Claims

COLUMBUS, O., Jan. 26.—Creation of a state trust fund for the payment of liability claims in motor vehicle accidents was the principal item of business at a meeting of county and township officials here Wednesday. The creation of the trust fund was unanimously voted by the Ohio State Association.

At the annual meeting of the association here Tuesday night, a resolution was adopted by acclamation by the active members of the association that they would proceed to contact the legislature to secure the establishment of the fund.

Day for the West Coast to contact driver for the loan of a car to several years

Dayton, Feb. 1, 1941

Dear Mr. Harding:

I am writing to you today to make you acquainted with the activities of the Fair Association in this community. In the Lowry Hotel during the annual meeting of the association, several new auto-recite combos were formed by the combined efforts of the members of the association, with the object of adding several more handicap to its idling of their wares on the stage to the accompaniment of the piano and drums. A similar event will be staged at the Ripton National Park in the future.

The quint produced a succession of famous and successful athletes of the past and present, including George H. Rountree, Greenwood, who was master of ceremonies, and several semi-comic and light entertainers. Demos and innumerable of the New Hampshire Orange, declared that “we don’t know how to make this product any better, noting that the results of the previous day were no better.

The meeting was conducted by President C. H. Herring, who presided at the opening session of the meeting. For the entertainment of the members, various speakers were invited, including a number of speakers who held up the sale of advance tickets to the accompaniment of the piano and drums. The meeting adjourned at 10:00 p.m.

RALPH C. HAINES

Fair Meetings

Texas Association of Fairs, January 25, 1941

Fair Association

February 1, 1941

MFAA Keeps Up

(Concluded from page 44)

Bunting and entertainment Thursday night filled the capacity of the main salon during the convention, according to reports from the committee chairman reports, including President Westfall on ex-drawing contests, Robert T. T. G. , on drawing exhibitions, Alva C. M., on drawing exhibitions, and Charles R. H. , on drawing exhibitions.

Good Reports, Made

The competition was said to be up to the usual standard, with about 60 delegations and reports of increased business.

W. Canada Loops

(Continued from page 44)

Further, he added, that “all possible precautions be made for better facilities and equipment which are participating in fairs throughout the state.”

Ralph C. Haines, new association president, has been for 24 years secretary of the Montana County Fair, Dayton, where attendance has been consistently growing under his aggressive policies. His advancement from vice-president is in line with a decision of two years ago to change presidents more frequently.

In his address to the convention, he concluded, “it is my thought that Canada, and especially its National and Provincial exhibitions, should be used by the armies of food and agriculture, to be used by the armies of food and agriculture.”

At this meeting the secretary was pleased to welcome representatives from the western states, including the following: Harry Peirce, State veterinarian; the addition of the Grand National Association; the addition of the Idaho Association of Agriculture; the addition of the Wisconsin Association; and the addition of the Missouri Association of Agriculture.

A resolution was passed tendering the aid of the state legislature to the establishment of the fund.

The attendance of representatives was slightly less than last year. Show and oh new, the spirit of the fair was shown in the typical display of American horses, such as the Old English, the Royal American, and the Royal American, both of which were featured in the grand parade.

The parade was highlighted by the grand entry of the American Legion, followed by the United States Trotting Association, the FFA, and the Montana Association of Agriculture.
Aid, Displays Interest Tenn.

Managers vote to feature defense and TV ads — Bennett, new president

NASHVILLE, Tenn., Jan. 20.—Adoption of resolutions, one requesting further mutual aid for 1941, featuring national defense and Tennessee Valley Authority displays, and the third calling for an appointment by the secretary of the management committee—made up of representatives of 57 fairs—were all adopted at the meeting of the Tennessee State Fair Association here Monday night.

Officers elected were J. B. Bennett, brighton, president; G. E. McDonald, Petersburg, vice-president; George G. Detmers, and Henry W. Beulodou, Memphis, vice-presidents, and J. D. and A. E. Anderson, re-elected secretaries-treasurer.

Informality was the order of opening business, with discussion of several problems, offered controversial criticism; and betterment of the state fair business. A representative of Secretary of State Robert C. Young of Nashville, who was the featured speaker, was introduced by Mr. Bennett.

In discussing a report on the spring fairs, Mr. Bennett said that a tentative date in April had been set for the opening of the future State Fair in Nashville. He also noted the growth of larger fairs in the state, stating that the attendance at the State Fair in 1940 was about 900,000, with a record of 1,097,200.

H. W. W. Baker, chairman of the Tennessee State Fair Board, announced that the committee was planning a joint fair with the state fair in 1941, and that the Tennessee State Fair would be held in the fall of 1940.

At the annual banquet of the Ohio State Fair Association, in the Des Moines hotel, members of Ohio State Fair Authority were present, and the following officers were elected: President, C. R. Shockey, Columbus; Vice-President, J. E. Roeser, Bellefontaine; Secretary, Harry P. Kelley, Columbus; Treasurer, W. E. Prunk, Columbus.

GRANDSTAND SHOWS

Lovable Tether and His Half-Draffs

Lovable Tether and his half horses have been invited to attend as the featured attraction at the annual meeting of the National Association of State Fair Managers in St. Louis, according to a letter recently received from J. B. Bennett, secretary of the Tennessee State Fair Association.

Tether, who is one of the most successful and longest-running entertainment personalities in the country, has been invited by the Association of State Fair Managers to attend the annual meeting in St. Louis, where he will participate in the program as a featured attraction.

The letter from Tether was received by Bennett, who said it was a great honor for the Fair to be invited to attend the annual meeting and to participate in the program as a featured attraction.

PACIFIC EXPOSITIONS

SACRAMENTO, Calif. — Pacific Expositions here Saturday announced the opening of the 1941 California State Fair, which will run from June 10 to July 4. The fair will feature a variety of attractions, including a midway, livestock shows, and a grandstand show.

Also opening this week is the 1941 Oregon State Fair, which will run from June 10 to July 4. The fair will feature a variety of attractions, including a midway, livestock shows, and a grandstand show.

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PACIFIC EXPOSITIONS
CLASSIFIED ADVERTISEMENTS
February 1, 1941

CLASSIFIED RATE
10c a Word
Minimum $2
Cash With Copy
Forms Close in Cincinnati
(25 Opera Places)
Thursday for Following Week's Issue

NOTICE
Due to the expense of postage necessary for the forwarding of mail addressed to "Billboard," final reply, except in case of The Billboard instead of their names, and the cost of $2.50 is necessary to cover this service. Failure to use the Billboard for publishing your advertisement gladly add 50c for the forwarding of replies.

AGENTS AND DISTRIBUTORS WANTED
AGENTS - 90% PROFIT SELLING GOLD LEAF LETTERS. Free samples. METALLIC LETTER CO., 419 N. Clark, Chicago.

AGENT - CLEAN UP WITH OUR LINES. Cartoons, Books, Photos, Novelties. LARGE LOT. SEND FOR OUR CATALOG. WHOLESALE CO., Box 320, Fayetteville, Tenn.

EARN EXTRA INCOME SELLING THE SOUTH'S No. 1 CONSUMER MAGAZINE. No competition. Liberal commissions. Write for free sample copy. SOUTHERN LITERARY MESSENGER, East Cary St., Richmond, Va.

COIN-OPERATED MACHINES, SECOND-HAND
ONLY ADVERTISEMENTS OF USED MACHINES accepted for publication in this column. Machines of recent manufacture and being advertised extensively in other newspapers by manufacturers, distributors or jobbers may not be advertised under "used" in The Billboard.

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Cincinnati, O.

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NAME AND ADDRESS

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CLASSIFIED ADVERTISING FORM
The Billboard Pub., 25 Opera Places,
DEBONAIRES OPEN FOR LOCATION February 1. A four-piece modern, everything group, "Five, Organ, Guitar, female vocalist," at The Chicago, Grand and Liberty. All four are teen-age, with excellent vocal ring. 9:30, 11:30, 1 a.m., 2 a.m. 10-piece band. 25c cover. (All ads.)

WILL KNOW MIDWESTERN TERRITORY musicians to fill these engagements. Must be serious. Auditions must be made in person. All application in person. 219-38-38.
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, 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 offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
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February 1, 1941

LETTER LIST

The Billboard

53

MAIL ON HAND AT

NEW YORK OFFICE

(Continued from page 39)

Women

Annie Andrew, R. Jack Pettit's
eup and molted

Dana White, Thomas Brady,
for the Men's Aces.

Women

Members are deeply grateful to learn
of the death of Mrs. Martha Witter's
brother-in-law. Rose Page is still in
the hospital with a broken arm but
could send you private messages of
cheer. Myrtle Hutt
from the regular
meeting.

Los Angeles

(Continued from page 31)

here looking over a location for their
branch house. Among those who signed
with the Monte Young Shows
Harry Phillips came in from a 1,500-
mile trip and will leave for the East in a few
days. Hugh L. Brown has
plans to free-lance this season. O. H.
Scudder has a four-week engagement
with his new night spot at San Pedro,
Cali. Ralph Claxton, of Benny Brok's
Club, Ed. J. Sage is back in town
after a long visit. Curtie Little is working at
dants' show.

Bert Chipman handled the seventh
California Club Convention in the
Palms (Calif.) Desert City, sponsored by the
Blind Boys of America and Club Club,
spokesmen. Jack and Lilian Breston
left for Nevada. Cal Lips reports
doing well at the Calexico, Cal. Charles
Lehman is with the United #7 and
American Legion.

There's much activity in the
King Babs, reports Jack Schaller,
says that the Monte shows are
in 1941. Virginia Schaller, with
Johnny, was waiting for the
wrestlers until time to fulfill contracted
dates. Anthony Chontos came in
from a scouting trip.

George Coe is in the North, looking
over territory. Marshall Griffin is back
from Florida. From the West Coast,
Charles Billy, W. J. Joyce, Roy L. Lankin,
Overland Murphy, Harry Phillips,
Tiller, Gil, Al Oshin, Dan Storey, Charlie
Dobyns, and C. P. (Duke) Beiger.
Merchandise Users Get Set For Spring, Easter Business

Big demand for religious items predicted as Lenten season begins February 26—defense money to up sales—mechanical toys seen clicking again

NEW YORK, Jan. 21.—With Easter coming on April 13 this year, thus giving a number of months for production, wholesalers merchandise supply houses report that big business in the field will start to pick up considerably February 26, the opening of the new season. PT
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**New 5 Star Aero**

**Bingo Blower**

- Fast-proof, operation.
- Automatic masterboard return balls.
- One-year guarantee.
- Portable - carried.
- Hexagonal in shape, 20 black balls, numbered up to 100 balls, comes with Bingo Blower, write for full details.

**Genuine Fur Coats & Fur Jackets**

- Guaranteed - full professional fit.
- Best sales all year round.
- Quality Guaranteed.
- 200 styles, 200 colors.
- ROSE FUR CO.
- 40 W. 27th St. New York

**Lace Banquet Cloths**

- Tablecloths, table runners, aprons, chair covers.
- 100% Lace.
- WM. Greer
- 202, 40 West 27th St. New York City

**Baker Automatic Bingo Blowers**

- Master Builders of First Prize for 45 years.
- Holds 80 balls at one time.
- No more 'All Balls in' or 'Dots out'.
- BAKER’S GAME SHOP
- 267 W. Warr., Chicago, Ill.

**Newest Easter Rabbits and Dolls**

- At lowest prices.
- Jumbo stuffed plush rabbits, clown rabbits, cuddle dolls.
- New Easter Catalog No. EC-A, just off the press! Send for your copy now.

**Popular Items**

- Write to The Billboard, Buyers’ Service Department. 25 Opera Plaza, Cincinnati, Ohio.
- Addressing the needs of companies in this department by supplying the items which interest you.

**Golf Bag Lighter**

- According to Predmore, Inc., the miniature Golf Bag Lighter is earning a pretty penny for salesboard operators and other prize users.
- As the name implies, lighter resembles a golf bag with clubs. It is five inches high and made of celluloid silver.
- Flamed is produced by merely snapping the putter. Lighter contains lasting light expected by the firm which sells as a smoker’s item. The number two is one that is certain to appeal to all and that it makes a nice gift. Prize users who have tried the item say that it is immediately attractive attention. Low prices are offered and early orders includes a growing demand for this attractive and serviceable lighter.

**Smoke Trick**

- Workers who offer trick items are finding a growing market for Mystic Smoke. Gordon Novelty Company reports.
- Mystic Smoke Paste is harmless, yet startling and mystifying. All that is needed is a cigarette lighter. Low prices we Wend tried the stem soy that it Immediately makes a Mee gift. Encloses item the number two that fuel reserve.
- Fire is produced by merely snapping the putter. Lighter -tabus luting to the fuel reserve.
- Flame la produced by merely snapping the putter. Lighter -tabus luting to the fuel reserve.
- Fiber lighter. As the name Iniphos, lighter is small and pocket. One of the best cigarette lighters for 5c. Power output with dynamic speaker. Fills a real power wallet.

**Wholesale Merchandise**

- The Billboard
- 1112 Broadway, N.Y.C.
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- **Admiral 3-Way Bantam**
- **Super Radio**
- **Plays on Batteries and AC & DC**
- **Gives Big Set Performance**

- **For Sales Action**
- **A “WOW” For Sales Action**
- A natural sales stimulator. Smartly styled design casimulated leather trim - 3” x 3” inches with full folded superior circuit that gives big air performances.
- First offering to operators - priced for action. You can be first with it, act now.
- Write, Wire or Phone your order

- **D. A. Pachter Company**
- **Merchandise Mart**
- **Chicago, Illinois**

- **New “Triple Appeal” Money-Maker for You!**
- **Famous Wilcox-Gay Recorder**
- Recorder - Phonograph - Radio
- 3-in-1 Combination
- America’s newest premium
- revolution! A Recorder, Phonograph and Radio all in one.
- Irresistible appeal.
- Tremendous power output.
- Thrilling Sway entertainment.
- Portable, All-steel, Neatly packed.
- Priced for fast sales.
- Send for details now!

- **Evans Novelty Co.**
- 800 Washington • Chicago

- **Newest Easter Rabbits and Dolls**
- At lowest prices.
- Special money-making deals for sales-board operators.
- Jumbo stuffed plush rabbits, clown rabbits, cuddle dolls.

- **Midwest Merchandise Co.**
- 1066 Broadway
- Kansas City, Mo.

- **Bingo Games and Supplies**
- Carnival Supplies - Premiums
- Noisemakers - HATS - BALLOONS
- Write for our NS50 Catalog
- Be sure and mention your line of supplies.

- **Bulova - Gruen - Waltham - Elgin**
- **We lead for Price and Quality**
- Wrist & Pocket Watches
- For Ladies and Gentlemen
- Riches of 1941, Printers for Fine English.
SPECIALTIES SALE

WINIE-CHEF MANUFACTURING CO.

VADY147 117.61X117.3. MAKI: 11072).T

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BIG BUSINESS—Big Earnings for Toad Rush

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The Billboard

INDIANA

JOSEPH HAGN CO.

FOR

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O.,.

THE TIME IS SHOAT-ORDIR TODAY

ATTENTION! LIVE WIRE OPERATORS!

A FLYING START FOR THE NEW YEAR, BE THE FIRST IN YOUR TERRITORY WITH THE LATEST, NEW NOVELTIES—NEW PRIMERS. WRITE FOR LIST. Please state your Business.

Terre Haute

Levin Brothers

MISS AMERICA BUNNY

Wieniec-Chef Manufacturing Co.

2249 W. Oakdale Ave., Dept. B-14, Chicago

MISS AMERICA BUNNY

Electric Bulb Eyes with Flasher

Perfect for salemanship. Store to store for window display. Also for use in merchandise. Order two sizes, 30 inches high. Comes in flashy azure silk costume, red, white, and blue.

DOZEN LOTS $3600

SAMPLE $325

We carry a complete line of Easter Bunny’s, dressed in various characters.

Write for full details. State your business.


COMIC VALENTINES

BUNNIES

30c

65c

60c

WRITE FOR ILLUSTRATED PRICE LIST. COVERING A HOST COMPLETE LINE—FULL CASH WITH ORDER.

Oh, Give Me Some FLAVORS

Our Name Brooch

The Your Name on a des Shell Brooch is rolling up sales over the nation and turning money for distributors, workers, connoisseurs, and engravers. E. A. Wiltse & Son report. HDMI’s is being done by going strong at conventions, fest shows, strikes, winter fairs, and training for the South. It consists of tropical jungle shell, coral-colored letten, and jojum’s brooch, pin assembled with transparent cement. Since the shells and letters may be put together in color or other colors, HDMI is finding a big market in school towns. According to the firm, HDMI is one of the finest sellers

to hit the market in recent months. Orders are shipped the same day received, and prices allow a good margin of profit, the firm reports.

Desk Guards

Agents and specialty salesmen are shipping a big check hand guards, such as the Chardon Rubber Desk Guard, Chardon Rubber Company reports. HDMI is used to protect desk leg corners that soon become scarred and splintered, causing them to damage office or home. Made of firm tough rubber, the guards are easily made in two sizes, 7 and 20 inches, packed a pair to the box, are available. These hand guards are also furnished with each set of HDMI. A feature of the HDMI is the offered special prices, the firm reports.

Windshield Sticker

Hold With Hitler windshield stickers are selling like blazes to red-blooded Americans and Canadians, according to Southwest Sales, originator of the item. Car owners, sales, and barber shops are sure sellers, as well as army camps, where the boys buy them for their own mess kits to damage attire or stretch hose. HDMI are invisible.

Wieniec-Chef Manufacturing Co.

2249 W. Oakdale Ave., Dept. B-14, Chicago

NOTES FROM SUPPLY HOUSES

Sum Rose, of Boro Pur Company, reports he is getting a large order for HDMI from the Bureau, also for HDMI from the Bureau, also...
GETTING THE ODDS... 

The President's decision to use

SUCCESSFUL PITCHMEN do not discuss the "secrets of the trade" with the public. 

HANG OUT A BAD boys and girls, and listen to the following from that same worker, E. L. (Riddle) Kiffner, of the long-disbanded Western Union in Denver. 

I suppose I must give the gold watch and chain that I purchased at a pawnbroker's last Sunday, when I was a prisoner of war in the South Pacific. The watch is in perfect working order and would be an excellent addition to any collection. 

I am now in the process of repairing the entire watch collection of one of my former employers, Mr. J. H. Haverhill, of the Western Union in New York. 

I have been told by Mr. Haverhill that the watch in question was given to him by his late father, who was a distinguished radio engineer for the United States Navy during World War II. 

I will return the watch to Mr. Haverhill as soon as I have completed the repair.
manager for The Progressive Farmer, en- 
tracing North and South Carolina and Virginia. He possesses a clear character, good disposition, and is a stick- 
er to all his obligations in business. He will be greatly missed by all of us. May he rest in peace.

SOME OF THOSE ITEMS you worked during the past winter holidays can be worked the 
year round.

Tillie.. to good bushiest... Omega J

Jack Dunn was mating In Miami.

BOB WARREN... runs clewed, except to a a.

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BARGAIN FINDS

MILITARY LAMPS. Retail $2.40

RED, WHITE & BLUE BIKES. 

$1.45

PIN'S, TIES, TURQUOISE, 

blond, gold, etc. Homespun 

cotton window frame, dyed

MEN'S HORSERY, 50c

5.50

MILLS SALES CO.

YOGO BROADWAY, New York, N. Y.

O'NEILL'S LARGEST SELLER.

PAPER MEN

We Want Men in Kentucky and Tennessee.
Region similar to old position.

KENTUCKY FARMERS HOME JOURNAL
Leonard Traube's

Out in the Open

NEW YORK—Jan. 29.—Shortly after arriving from Saratoga, Fla., John L. Selby, former manager of the Midway at the World's Fair, has been busy in New York and has made arrangements for his visit to the World's Fair in April. Selby is a well-known figure in the midway business and has been active in the industry for many years. He is expected to have a successful show in New York and is looking forward to a good season. The World's Fair is expected to draw a large crowd and Selby is looking forward to a successful season.

"Honeymoon Cottage" For Gargantua, "Bride"

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"Honeymoon Cottage" For Gargantua, "Bride"

Out in the Open

The Whirl of Today

FORT (DODGE) READYING an important announcement. Doro Collins, stage designer for the World's Fair, is now in the process of preparing for the opening of the fair.

Postmarked Newark, N. J., addressed to C. B. Jones, prominent breeder of "Organ" elephants, was on hand to see the Whirl of Today when it arrived in town. The show consisted of two elephants, a monkey, a tiger, a gorilla, and a chimpanzee. The animals were well cared for and the show was a great success.

Leonard Traube's

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Examples --

From time to time it is a good idea to emphasize the public relations work of local organizations and firms by calling attention to the type of work being done. Coin machine associations are just beginning to realize how much of this work can be done and each effort is valuable as an example to others.

Announcement has been made that a Cleveland music association will start an advertising campaign in city newspapers about February 1, which will use the general theme of "Hit Record of the Month." Some tentative layouts of the proposed campaign were shown during the 1941 Coin Machine Show in Chicago and they had the appearance of quality.

The idea appears to be flexible and to permit various adaptations as time goes on. Reproductions of the advertisements may be had from The Billboard as soon as they appear in the newspapers. It is expected that music associations and operating and distributing firms all over the country will be greatly interested in this new publicity idea.

While it is not possible to point out all the features of the proposed Cleveland advertising campaign, yet it is easy to visualize how the theme of "Hit Record of the Month" will popularize phonograph music by calling attention to current music and recordings, that it will enlist the co-operation of locations, and that the entire music industry will be deeply interested. The advertisements will give all music a boost and in so doing will promote favorable public sentiment for coin-operated music boxes.

The coin machine industry can follow no better policy in its efforts to create public good will than to boost other industries wherever it is feasible to do so. The other industries may not always return the favor but the public at large is always quick to recognize an industry that tries to promote the general welfare.

Publicity and advertising which give a boost to locations are always timely and if used with consideration will always return full benefits for the money expended.

Copy of an advertisement which recently appeared in Canadian newspapers has also been received and a reproduction of it may be had for the asking. The advertisement was placed by a Canadian music operating firm and was particularly timely in its message. The headline stated that the No. 1 record income would be donated to an important Canadian charity: also a list of locations was given a prominent place in the advertising. The co-operation of a well-known patriotic organization, of a record distributing firm, and of a number of locations had been secured in getting up the advertising copy. That co-operation in itself will impress the public favorably. Any patriotic purposes announced in publicity or in advertising, in Canada or in the United States at this time, should have favorable reaction.

The Associated Operators of Los Angeles County, Inc., an active California association, has again used a timely theme to express its interest in public topics. An official bulletin issued by the organization January 20 urges all members to support the "March of Dimes" movement. Information about the cause, how the funds will be used, and about the program in California are given in the bulletin. Such a bulletin is informative for the operators who make up the membership of the organization, and it is natural to suppose that copies of the bulletin have been sent to local and State leaders in the "March of Dimes" drive, and also to other civic leaders. All such work will react favorably toward the men and the business of the association.

The Los Angeles group, it should be said, has shown itself very active and very timely in announcing support of popular causes. It is no wonder that such a group of operators has the good will of a number of trade and labor groups in its territory.

In giving editorial prominence to these examples of good work in behalf of the industry, there is no intention of overlooking the good work being done by other associations over the country. In fact, we hope to give full publicity to all these efforts and thus try to encourage similar efforts by all associations.

Association leaders have expressed the need of having a central source where they can get examples, or samples, such as those mentioned in this editorial. We are building up our files as fast as possible and reproductions of material will be available to associations as fast as we get it.
ROCK-OLA ToneColumn is unlike anything else ever offered to music operators. Its remarkable scientific construction is a radical departure from ordinary phonograph design and the lasting answer to perfect, stereoscopic sound reproduction. By virtue of the amazing pipe organ principles upon which it is built, ToneColumn is the only unit capable of reproducing third dimensional music! This thrilling, life-like performance is at the disposal of all Operators. ToneColumn is fully protected by U. S. Patents. Five brilliant styles—a Model for every purpose. Let your nearest friendly ROCK-OLA Distributor show you how to rejuvenate your old equipment with this astounding unit. Available, too, with ROCK-OLA Playmaster—the most remarkable, the most eminent combination Automatic Music will ever have! See it today.

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO

ROCK-OLA LEADS AGAIN
Amusement Board Of Trade Of N. J. Elects Officers

NEWARK, Jan. 29.—Result of the election of the Amusement Board of Trade of New Jersey held Thursday disclosed that Julius Rouff has been chosen president for 1941, and David M. Steinberg, chairman of the board of governors.

Other officers elected were Frank DeLuca, vice president; Arthur DeLuca, secretary; Nathan Marz, treasurer; Irving Wolfe, sergeant at arms; Charles F. Polgar, comptroller; LeRoy Stein, executive secretary; and Maurice Schapira, general counsel.

At N. J. A's board of governor committees for the coming year includes the administrative committee, a promotion committee, a public relations committee, and an arbitration committee.

Serving as members of the administration committee are Nathaniel Mark, chairman; James L. Murtha, and Julius Rouff. Specific duties of this group are to handle the purchasing, financing, and auditing business of the association.

On the promotion committee, the duties of which are to handle the membership, house, and entertainment problems, are Arthur DeLuca, chairman; Irving Wolfe, and Frank DeLuca, secretary. The legislative, labor, merchant members and good and welfare problems of the association are in the hands of the Public Relations Committee, of which David M. Steinberg, Charles P. Polgar, and Barnet Sursman are members. Steinberg is chairman.

The first meeting was devoted to discussion of trade policies and association plans for the coming year.

Buckley Equipment In Big Demand

DENVER, Jan. 20.—Jim Blackwell, distributor, reports he is experiencing a big demand for Buckley Music Systems. Blackwell says: "Our greatest selling resistance was encountered when we introduced the Buckley Music System to Colorado. In the past, when an operator has made an installation or sees one another operator has made, he wants more of the same systems just as fast as he can make arrangements with locators."

"Music today has to pay a profit or operators will not make the investment. With the Buckley Music System I have seen collection reports that show two or three times the former average for the same locations. With this record, reports keep coming in, for the system is so well satisfied with the perfect trouble-free operation that they quickly protect themselves and others with good goods."

"The music business is going ahead at a rapid pace here in Denver. At the present rate of increase, installations for the winter should be doubled, what they were during the summer."

News Mentions Of Coin Machines

BING MOORE, Jan. 23.—News mention was made January 6, concerns the Panoram Soundies machine. The article which appeared in The Billboard, headlined "Bing Moore on Soundie Machines, by Harlan Miller, follows:

"There's no question about it, the film music theater, which he hopes will make him a sensation of the show!

PIKE'S PEAK
5-BALL COUNTER GAME

Something really new and different in a counter skill game! Adjustable high score features. Equipped with ball gum vendor.

$29.50
1/2 Deposit

GERBER & GLASS
914 Devonsey Blvd., Chicago

DAVAL'S
AMERICAN EAGLE
WORLD'S SMALLEST BELT WITH FREE PLAY TOKEN AWARD AND GUM VENDER
GOING GREATER THAN EVER!

NOW... more than ever before... the time is ripe in CASINO with the greatest, most beautiful and perfect MONTMARTRE in all country film history... AMERICAN EAGLE... ORDER NOW... Hiben With Free Play Token Award and Gum Vendor... the bally... and learn... to make... you... READY... PROFITS FOR YEARS... SHIP... READY YOUR ORDER... FOR TONIGHT!...

DAVAL, 2043 CARROLL AVE., CHICAGO
PACIFIC COAST: MAC MOORE CO.-2916 W. PICO BLVD.-LOS ANGELES, CALIF.

ERCEUS HURRICANE OF VALUES

FREE PLAY SPECIALS

Big Show: 100 Cents.
Small Show: 50 Cents.

Luggage: 35 Cents.
Game: 25 Cents.

$1.00=$1.00=$1.00=$1.00=$1.00=$1.00

WRITE FOR COMPLETE LIST.

ERCEUS MACHINE EXE., INC., 1175 BROAD ST., NEWARK, N. J.

SPECIAL OFFERS

10 FOR $275
SAMPLE $32.50
Ball Gum Vendor $2 Extra
Gold Award $1.50 Extra

DAVAL'S BARGAINS

WANTED FOR CASH


BOX D-24
Care of The Billboard, Cincinnati, Ohio

UNIFIED'S BARGAINS

Start '41 Right by Ordering This Art Sensational New Boys From Wisconsin's Most Progressive Distributor.

Mills 123, Late Models... $32.50
Bally Euros... $7.50
Bally Arrowheads... $14.50
Penny Phanns... $24.50
Brand New... $184.50

F.8. Deposit, Balance O. O. D.

Paul E. Voigt

Unified Coin Machine Co.
7011 W. North St., Milwaukee, Wis.

RECONDITIONED SLOTS

Jennings Elgin... $125.00
Jennings札... $100.00
Mills, Blue Print Single JP... $45.00
Mills, Blue Print Double JP... $75.00
10 cent Skill... $12.50
12 cent Skill... $12.50
3 cent Skill... $10.00

1/2 Deposit with order. Balance O. O. D.

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

The CHICKEN or the EGG?

What's the difference which one came first—and the results were there? Results are what you get from PHOTOMATIC, every week, everywhere, in all parts of town around the country, get a look around the PHOTOGRAPHIC, every week, everywhere, with this record, reprints of your PHOTOMATIC machine. You can buy a profit on PHOTOMATIC, every week, everywhere, always, around the country. LOOK AHEAD AND STABILIZE YOUR INCOME WITH A ROUTE PHOTOGRAPHIC. It's what you need. INVESTIGATE

GERBER & GLASS
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IDENTICAL ACTORS, IDENTICAL SCENES, IDENTICAL SCENE!

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

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Sensation of the Show!

PIKE'S PEAK
5-BALL COUNTER GAME

Something really new and different in a counter skill game! Adjustable high score features. Equipped with ball gum vendor.

$29.50
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DAVAL'S
AMERICAN EAGLE
WORLD'S SMALLEST BELT WITH FREE PLAY TOKEN AWARD AND GUM VENDER
GOING GREATER THAN EVER!

NOW... more than ever before... the time is ripe in CASINO with the greatest, most beautiful and perfect MONTMARTRE in all country film history... AMERICAN EAGLE... ORDER NOW... Hiben With Free Play Token Award and Gum Vendor... the bally... and learn... to make... you... READY... PROFITS FOR YEARS... SHIP... READY YOUR ORDER... FOR TONIGHT!...

DAVAL, 2043 CARROLL AVE., CHICAGO
PACIFIC COAST: MAC MOORE CO.-2916 W. PICO BLVD.-LOS ANGELES, CALIF.

ERCEUS HURRICANE OF VALUES

FREE PLAY SPECIALS

Big Show: 100 Cents.
Small Show: 50 Cents.

Luggage: 35 Cents.
Game: 25 Cents.

$1.00=$1.00=$1.00=$1.00=$1.00=$1.00

WRITE FOR COMPLETE LIST.

ERCEUS MACHINE EXE., INC., 1175 BROAD ST., NEWARK, N. J.

SPECIAL OFFERS

10 FOR $275
SAMPLE $32.50
Ball Gum Vendor $2 Extra
Gold Award $1.50 Extra

DAVAL'S BARGAINS

WANTED FOR CASH


BOX D-24
Care of The Billboard, Cincinnati, Ohio

UNIFIED'S BARGAINS

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IDENTICAL ACTORS, IDENTICAL SCENES, IDENTICAL SCENE!

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.
**ANNUAL REPORT TO OUR COIN MACHINE ADVERTISERS**

**1939 — COMPARATIVE — 1940**

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28.8% Increase

7.5% Increase

91% Increase

49% Increase

13% Increase

**NOTE:** This large increase does not necessarily mean The Billboard’s total state machine circulation has increased proportionately. Naturally there are more operators today than a year ago, and consequently The Billboard’s circulation has increased. But some of the subscription increase is the result of a concerted direct mail subscription drive among operators who had been regular newsstand buyers.

The Billboard Publishing Company

25 Opera Place

Cincinnati, Ohio
The year after year improvement in the types and classes of attractions for which we continually strive is possible only through the valued patronage, unbroken confidence and needed co-operation of FAIR, PARK and CELEBRATION buyers of specialized entertainment.

We have never before started a new year with so great an array of ACTS—REVUES—BANDS—RODEOS—THRILL SHOWS—SUPER-MUSICAL EXTRA-VAGANZAS—RADIO TALENT and NOVEL ATTENDANCE BUILDERS. Also complete INDOOR CIRCUSES. No contract too small—none too large.

_WIRE, PHONE OR WRITE—_

FOR A REPRESENTATIVE TO MEET WITH YOUR ATTRACTION COMMITTEE

BARNES-CARRUTHERS
FAIR BOOKING ASSOCIATION
INCORPORATED

121 NORTH CLARK STREET, CHICAGO, ILL.
ANOTHER SUPER FEATURE and ANOTHER REASON FOR YOU TO BUY

BUCKLEY MUSIC SYSTEM
WITH DIRECT "TOUCH-TOUCH ACTION"

PHONE DIAL VISIBILITY FOR EASIER RECORD SELECTION

The Record Indicator on the BUCKLEY MUSIC SYSTEM is so placed that it is in the very same angle as the dial on your newest telephone — for INSTANT VISIBILITY! Stand right flush up against a BUCKLEY MUSIC SYSTEM and look down — now look up down — NOTE HOW EASILY VISIBLE THE RECORD INDICATOR IS! There's only one more reason why America's leading music operators use BUCKLEY Music Systems — THE Finest One For '41 — You can obtain BUCKLEY MUSIC SYSTEMS for 24-26-28-30-32-34-36-38-40-42-44-46-48-50-52-54-56-58-60-62-64-66-68-70-72-74-76-78-80-82-84-86-88-90.

BUCKLEY MUSIC SYSTEM, INC.
1400 W. LAKE ST. - CHICAGO - ILL.

PROM HIRE AND THERE

Buckley's No. 14225 W. LAKE ST. - CHICAGO - ILL.

COUNTER MODEL CABINETS

BEAUTIFUL COUNTER MODEL CABINETS for your coin and amusement machines...

$39.50

JUST OFF THE PRESS!
CATALOG NO. 41!
PARTS AND SUPPLIES FOR EVERY TYPE OF COIN MACHINE!

MIRABEN COMPANY
2041 Carroll Ave. - Telephone CHICAGO BALTIMORE 2883

MASTERCRAFT PADDED COVERS

FOR AUTOMATIC COIN PHONOGRAPH SYSTEMS

$10.00 NO. 10 AUTOMATIC COIN PHONOGRAPH SYSTEM
$5.25 NO. 6 AUTOMATIC COIN PHONOGRAPH SYSTEM
$3.75 NO. 3 AUTOMATIC COIN PHONOGRAPH SYSTEM
$1.90 NO. 2 AUTOMATIC COIN PHONOGRAPH SYSTEM
$1.20 NO. 1 AUTOMATIC COIN PHONOGRAPH SYSTEM

BEARSE MANUFACTURING CO.

February 1, 1941

AMUSEMENT MACHINES (MUSIC)

The Billboard
News Notes
Marvin Thomas has released as vocalist for Ted Weem, replacing Marvin Maxell, who left for the West Coast to take a course in dramatics. . . . Victor and Columbia are releasing an album featuring the best of the firm's records made by the late Hol Kemp. The eight-tune album will include "Whispers in the Dark," "Get a Date With an Angel," "Speak Your Heart," "Hearts With the Dodgers," "15th Century Drawing Room," "Lamp Light," "Remember Me," and "Love for Sale." . . . Jimmy Fisher, the Hollywood columnist, is now giving more publicity to records than ever before. During his column on the popularity of records he usually lists a new favorite. Last week he honored Jack Marcell, singer.

Denio has signed Abbott and Costello. They will record some of their famous comedy talk routines. . . . The Sonic Hench ice show is featuring a big production number to the music of "Ramona," the movie favorite.

New Las Galore
No anarchy of new tunes from Hollywood, as evidenced by the current crop of musical films playing the country's theaters. Most of them are put on records almost as soon as they are recorded on the sound tracks. In three tunesters currently making the rounds 12 songs are being added. Busby Berkeley in "Let's Make Music" features You Talk About It, Stolen Away, Never Know, and Big Noise From Winnsboro (the latter an old Bob Crosby standard). In Orin Tucker's You're the One, top honors go to: Gee I Wish I Listened to Your Mother, I Could Kiss You for That, The Yip Who Lost His Will Power, and You're the One. The third film, A Night at Roseland, has a score that will include: Look at You, I Wanna Make With the Ingenious Tony, and Old Roseland. Due to the current fight between ASCAP and BMI, none of these tunes will be heard on the air.

Oldies Click
Charles Burco, service manager of the Royal Operating Company, Buffalo, believes that the old standards which may be neglected when there seems to be a smoother record than the old standard in the recording field. He points to the revived popularity of Stardust and claims that Tommy Dorsey's and Artie Shaw's versions are attracting big business. Fingerlings believe that standards are good for periodic reviews, and that old favorites are good for periodic review programs, which are being done. Since the first of the year, when the radio networks banned ASCAP tunes, record companies have been turning out more and sending them to top recording artists.

This and That
Gena Krupa has finally recorded her theme song. The title? "Aramey." Riddle Lane, singing partner of Bert Lane, of Palm Beach, has written a new ditty titled The Two Little Squirtles (Nite in You), which has been recorded by Tommy Tucker and Mitchell Ayres.

Territorial Favorites
Following is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.

LOUISVILLE, KY.
Louisville, Ky., Ellis Fitzgerald.

A natural for this Kentucky city, since the top carries his name and the swing tempo of the record goes hand in hand with the tastes of record fans in those locations. Operators here do well with Fitzgerald records and anything above the ordinary comes along they are out of the way to promote it. This one is going strong, also released three weeks ago.

PORTLAND, ORE.
You Forgot About Me, Artie Shaw.

A new favorite in Northwest locations, particularly in Oregon, thanks to the commercial versions played by Shaw and H. Crosby. Both bands have been heard on WOR. Both have personal appearances and radio engagements created new record fans for them.

SPOKANE, WASH.
Trade Winds, Bing Crosby.

Listed as an example of a recent hit that has strong regional possibilities. It has been the local practice of operators to use augmented engagements of old favorites when new hits are scarce. In many locations customers and personnel numbers recently lifted in favor of

Cleveland Phonos Ads

Starting February 1, phonograph association will launch an advertising campaign in newspapers and on radio on hit record of the month

CLEVELAND, Jan. 28—Members of the Automatic Electric Phonograph Owners' Association and their employees held a joint dinner meeting at Brown's Cobblestone recently. It was the first affair of its kind and total attendance was 131. Practically 100 per cent of the association members were present, including many new operators.

The association will launch an advertising campaign starting February 1 in Cleveland. The campaign will last until the end of the month. The "Hit Record of the Month." In addition, Burns Department Store will play the record selected daily on their Wills Up and Swing program.

On Sundays they will play it once each hour for five hours. The Cleveland Plain Dealer, Cleveland News, and Cleveland Press will carry large ads once a week, and smaller ads will run daily. Unless differences between the ASCAP and BMI are settled by this time, the record selected for the month will be the BMI tune.

Jack Cohen, vice-president, outlined the advertising campaign and pointed out that new on the service men will be known as music salutators. They are real advertisers of the records and it can only be successful through their cooperation," he said. He stressed the need of merchandising music and some not-too-good stops can be made into the best stops. Every location on the route should be analyzed," he said. He emphasized in detail what should be done. He pointed out the benefits to be obtained thru the advertising campaign, increasing revenue, better service, higher wages, and off-setting all business.

Jerry Antel, president, was present at the dinner meeting. Harry Lef, chairman of the educational committee, emphasized a number of points regarding service and urged salesmen to do everything possible to create good will by being courteous, keeping machines in good condition, giving customers what they want, and paying prompt attention to complaints.

Ben Bowley, of Modern Automaton, was present at the dinner meeting. Roy Zier, chairman of the educational committee, discussed the music attraction and its relation to the association. He said that the association is carrying a day-to-day discussion on the same topic in which all the other-operators, zoom operators, Peter Liaze, chairman, Peter Liaze, chairman, and Howard Meeky, chairman, were present. He said that the association is carrying a day-to-day discussion on the same topic in which all the other-operators, zoom operators, Peter Liaze, chairman, Peter Liaze, chairman, and Howard Meeky, chairman, were present.
GLENN MILLER (Bluebird B-11101)

The Merry Morn of a Rose—FT: VC. Pristine.

Contrasting this dazzlingly scored and played double with the smashing swing charts of the same period is a major coup. The style is something new, and a style that demonstrates perfectly why this one man band has shaped the sound we know today. The two songs here are soft, slow, and quiet, even though the right harp, a signature of the peerless Miller rends and bass lines. Side B in particular is effective in 1941. If anything, with Ray Esher's vocal a departure from his own style after a first chorus of his beauty.

DICK JURGENS (Okeh 5961)

I Saw Paris—FT: VC. Streamline—FT: VC.

Jurgen's interpretation of the number, with Villers playing it up with the right hand versions and a very fast tempo, makes it hard to discern what gives the disk its only distinction. The vocals lead off and come across as a certain amount of instrumental grooves, which is all right, since what band works are not exactly rare and ordinary. Miss Davey does yeoman work on her own. The instrumental is a conventional lo-fi number despite the blues rumour spread all over the place. Side B is, although it has a waste of a time on a song. The number's only excuse for being lies to the ears.

GENE KRUPA (Okeh 5961)


Krupa conjures the swingin' capabilities of Howard Donald and Irene Davey on the A side, bringing them together in a style that gives the disk its only distinction. The vocals lead off and come across as a certain amount of instrumental grooves, which is all right, since what band works are not exactly rare and ordinary. Miss Davey does yeoman work on her own. The instrumental is a conventional lo-fi number despite the blues rumour spread all over the place. Side B is, although it has a waste of a time on a song. The number's only excuse for being lies to the ears.

CHARLIE BARNET (Bluebird B-11004)

These Things You Left Me—FT: VC. He's a Latin From Staten Island—FT: VC.

Side No. 1 of this quartet is a graduate of the Foolish Things Rented Me of You school, without which no season seems to be complete. Ensemble scoring before a medley with a modest amount of text for a fair set of words, tells the whole story on this side. Lyricism of the verse is also a little frayed around the edges but the result of much wear and tear. In the proper light touch to his interpretation, the number's only excuse for being lies to the ears.

COUNT BASE (Okeh 5963)

It's the Same Old South—FT: VC. Love Jumped Out From—FT: VC.

From Meet the People, the intinite revue that met with success on the West Coast and is now duplicating that success on Broadway, comes a satirical thrust at dear old Southland songs that con try is all right, but the number's only excuse for being lies to the ears.

TINY HILL (Okeh 5965)

Talley's on the Towns—FT: VC. Pop of My Heart—FT: VC.

Small of the informal Tempests, or a jazz band that brings the listener to the ears. The number's only excuse for being lies to the ears.

HORACE HEIDT (Columbia 35904)

A Pretty Girl Wink Her Eye—FT: VC. Brown Eyes & Golden Hair—FT: VC.

Another Heidt production number comes from the A side grooves, this time with the second vocal on the sheet music and a better section. The number's only excuse for being lies to the ears.

RED RAVENS ORCHESTRA

Featuring Number Red Raven—FT: VC.

The number's only excuse for being lies to the ears.
THE TOP LOCATION IN SAN FRANCISCO has installed Kenney wall boxes all along its bar. Patrons like the convenience of music selection as evidenced by increased collections, it is reported.

BUFFALO, Jan. 25—While most of the operators and distributors were away viewing the new displays at Chicago and attending the convention, business started along.

There is a great deal of sickness around, mostly the cold, grippe, and flu variety, and several operators couldn’t attend the show for that reason. Among them were Joe Ansalone, Chippeua Amusement Company.

Dick Levy, head of W. Bergman Company’s record department, which distributes Columbia and Okeh discs here, is away on a three-week vacation. He is taking a cruise to Panama and Havana and should bring back some interesting reports.

Frank T. Curran, who recently held a showing of the new Panoram sound movie machine, reports excellent reaction on the part of location owners. He has already placed his first machine at the Loua-Elko, and it is now being operated at the Buffalo Airport and New York Central Station about the placement of more Panoram.

The Frontier Cigarette Operators’ Association, which has been in existence here for about five years, held to postpone its regular monthly meeting for a week, since Secretary T. R. Phillips is terribly busy with Greek war relief work and couldn’t make it. Phillips had sacrificed his trip to the Chicago show for this imposing task many years because of his tremendous efforts in behalf of the Greeks.

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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 phonograph records. They are the compositions cut by the most successful artists, and are gathered each week from the reports of the Billboard's 10015 Department and the ASCAP-radio was won the thing responsible for putting this to the top. These listings are compiled by CHARLIE HARDY and JIMMY DORISSET — the two disk artists represented on this one.

We Have Now (12 week) DICK HUNTER, TOMMY DORSEY.

Beat Me Daddy, Eight to a Bar. (11th week) ANDREWS SISTERS, GLADYS MILLER, WILL BRADLEY.

This is the Co. (9th week) VERNON MONROE, WILL BRADLEY, TOMMY TUCKER, WOODY HERMAN.

A Dashing Young Man. (9th week) BOB CROSBY, SHIP FIELDS, LEO HERMAN, GENE KRUPA.

A Nightingale Sang in Berkeley Square. (5th week) OX LOMBARDO, KAREN MARTIN.

Dream Valley. (4th week) SAMMY KAYE, WOODY HERMAN, FRANKIE MYERS.

Frenzie. (3rd week) ARTHUR SHAW, WOODY HERMAN.

COMING UP

Recordings listed below are not yet atop automatic money-makers but which are growing in popularity on automatic phonographs. Selections are the compositions reported on each week by representatives of the Billboard from at least four leading phonograph operators in each of the 20 most important cities in the country. Advertising centers in the country. Including this list are the three top names: RAY RYKER, GLENN MILLER, and JIMMY DOREY — Rsar are responsible for its current music popularity.

The Last Time I Saw Paris. (14th week) VALS MONROE, TOMMY DORSEY, and GLENN MILLER — the ASCAP-radio was won the thing responsible for putting this to the top this week, only three weeks after it made its debut In the Billboard's 10015 Department.

You Wont Be Gone from Me. (10th week) ANDREWS SISTERS, TOMMY DORSEY, and GLENN MILLER — the ASCAP-radio was won the thing responsible for putting this to the top this week, only three weeks after it made its debut In the Billboard's 10015 Department.

I Give You My Word. Another “Possibility” to make good this week is the latest in the parade of BMI songs that start up the phonograph ladder, and it moves on to a spot between the 10 and 20 in the Billboard's 10015 Department.

You Walk By. This BMIer eased off a bit after a promising start last week, but it still retains its chances of turning into a smash hit, as it should, as the composer, BOB DOUGHTY, and the recording artist, JIMMY DORISSET, still have no competition under this phonograph picture on it. Songs listed below those which have appeared in “Coming Up” for four or more weeks, and which are still being reported by enough operators to warrant their appearance in the Guide, even the most probably will probably never climb into “Going Strong.”

A Handful of Stars. (7th week) Not far from thru. GLENN MILLER.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonograph sales, but which are showing a large potential for good popularity, and are receiving the most attention and speculation by music producers. Selections are based primarily on radio performances, sheet music sales, and an analysis of certain songs in the catalog, as well as an analysis of the country's phonograph operators.

Until Tomorrow. SAMMY KAYE has a record here that has music machine operators all over the shop. It is a easy record to play, a spunk and sweet music tune as I'll Never Smile Again, created as it was in that style, by SAMMY KAYE, and has an appealing melody and lyric that add up to a natural for the phonographs, particularly as treated on this disc.

So You're the One. A light rhythm tune, published by BMI, that is making a slight attempt to catch the graces of music machine popularity, and that may very well do it.

Mean to Me. The ANDREWS SISTERS ballad arrangement of this old-time, mentioned here several weeks ago, is beginning to attract much attention, which may grow much larger in scope. Sillized operators will want to watch this one carefully.

Order today from your RCA Victor DISTRIBUTOR

Pace Setters of the Popularity Parade

VICTOR "POPULAR" RELEASE NO. 407 LIST PRICE 50C

27907 "All Night Long" (Vocals) HARRY PARTALL Swing and Song with Sammy Kaye

27900 "Stinct Your Way" DON'T ASK ME WHY Watts

27928 "When the Clouds Roll By" OH BABY, I'M MARRIED TO A MILLIONAIRE

27937 "Meet Me in St. Louis" ARTIE SHAW, GLENN MILLER, WOODY HERMAN

27962 "The Moonlight Serenade" Rice, FAIRYTALE FROM THE STANDPOINT OF THEIR VALUE TO PHONOGRAPH OPERATORS.
**AMUSEMENT MACHINES (MERCHANDISE)**

**February 1, 1941**

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### Big Business At Army Camps

**TRENTON, N. J., Jan. 25.—The soldiers stationed at near-by Fort Dix and at Camp Colt are expected to order more than 5,000,000 cigarettes every month. They also smoke more than an average of 2,000 cigars and drink 8,500 bottles of pop every day in the post exchange or at the base store. Altogether, the two installations employ all civilian help.**

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### Beverage Sales Exceeded Billion Dollars in 1939

**CHICAGO, Jan. 30.—It takes more than $1,000,000,000 worth of beverages—hard and soft—to quench the collective thirst of 131,000,000 Americans each year.**

This is the value placed on alcoholic and non-alcoholic beverages. A total of 6,883 beverage manufacturing establishments were listed in the United States Census of 1939, according to preliminary figures announced by William Lane Austin, director of the Census Bureau, at Washington, D. C.

Returns of the manufacturers' census shows a total value of $1,025,076,780 in terms of manufacturers' selling price, of which $854,073,818 represents the value of alcoholic beverages and $175,102,962 the value of non-alcoholic drinks. Internal revenue taxes on the alcoholic beverages are not included in this valuation.

The malt liquor industry's 656 establishments accounted for $296,070,938. Distilled spirits totaled $375,686,000, with products of 148 rectifiers and distillers amounting in value to $43,185,069. Wine output was valued at $82,789,080.

The figure for the 1933 producers of distilled liquors is $56,047,629, or 21 percent below the 1931 level of $71,916,728. A detailed production report is expected later is expected to show that a decline in price, rather than output, is responsible.

Value of output for the 501 wineries shown a decrease of 25 percent, from $48,723,077 to $37,982,080.

Malt liquors are off only 2.1 percent from 1933, the total amount of spirits produced in 1933 was 243,000,000 gallons of proof, porters, and other malt liquors produced in 1939 amounted to 97,800,000 gallons, with a value of $11,434,413. Malt extract, brewers' grains, etc., account for the remaining value of products of the industry.

The manufacturers primarily engaged in the manufacture of malt turned out products worth $26,478,841 in 1939. The total output value of malt beverages was $23 percent between 1937 and 1939, from $31,000,000 to $35,795,000.

A compilation of figures for the producers of alcoholic beverages shows that in 1939 they paid out to farmers and others for materials, supplies, fuel, electric power, and contract work a total of $28,917,788.

The employment in manufacturing operations amounted to 45,055 wage earners, with a payroll of $73,932,697. A later report will show the number engaged in distribution and contract work. The number employed totaled 4,505, receiving $39,542,916.

Non-alcoholic beverages industry included 4,505 establishments, with 7,771 employees, and contract work a total of $31,578,718. The cost of materials, supplies, fuel, and contract work was $159,820,942.

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### Correction

**In our Buyers' Guide, page 81, The AMUSEMENT MACHINES (MERCHANDISE) advertisement on page 81, the Big Drink retailer was shown offering Pepsi-Cola on draught. According to announcement by Don Mitchell, sales manager of Pepsi-Cola Company.**

"The Big Drink retailer, popularized by bottled Pepsi-Cola, remains a feature of the Big Drink, not as a soft drink beverage. The Big Drink is identified with bottled Pepsi-Cola. It is prepared in Pepsi-Cola bottling plants by standard bottling methods. This beverage is bottled under pressure in a specially designed, valve-sealed, stainless steel container, which functions as a glass and metal beverage container. Each of these Bottles are made from the value placed on bottling plants to the value placed on bottling plants to the value placed on bottling plants.

"The machine used to sell Pepsi-Cola on draught is the Bally Beverage Vendor, operated as the Pepsi-Cola self-service fountain." Self-service fountain, all else being equal, does not have a material advantage. A successful vendor of cold carbonated drinks can be developed in all conditions.

"The Bally Beverage Vendor originally designed to meet the demand for Pepsi-Cola on draught. According to announcement by Don Mitchell, a self-service fountain remains a feature of Pepsi-Cola. From several hundred big drinks can be served in a day. In other words, regardless of the number of drinks automatically served, beverage in the self-service fountain retains full carbonic charge—thanks to the double value system used.

"The machine used to sell Pepsi-Cola on draught is the Bally Beverage Vendor, operated as the Pepsi-Cola self-service fountain. It is designed to meet the demand for Pepsi-Cola on draught. It is prepared in Pepsi-Cola bottling plants by standard bottling methods. This beverage is bottled under pressure in a specially designed, valve-sealed, stainless steel container, which functions as a glass and metal beverage container. Each of these Bottles are made from the value placed on bottling plants to the value placed on bottling plants to the value placed on bottling plants.

**TALK of the SHOW WAS INVESTMENT IN SECURITY**

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### Want a Peanut Vendor With Napkins on Side

To the Editor:

It has been suggested that I write to you in regard to a peanut vending machine which has a holder for napkins on either side. I would like to know what company manufactures this machine.

I appreciate very much if you can supply me with this information.

(Any information on this item will be greatly appreciated.)

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### Home Run Now

**LAST CHANCE FOR HOME RUN NOW**

**and all Victor Vending Corp. Machines can be bought on time payments from**

**TORR 2047A-50.68 PHILA., PA.**

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### Bally Vendors Serve Pepsi-Cola

**CHICAGO, Jan. 25.—Pepsi-Cola bottlers and distributors will soon furnish thousands of Bally Beverage Vendors to sell Pepsi-Cola on draught, according to announcement by Don Mitchell, sales manager of Pepsi-Cola Company.**

"The Bally Beverage Vendor, operated as the Pepsi-Cola self-service fountain," is designed to meet the demand for Pepsi-Cola on draught. According to announcement by Don Mitchell, a self-service fountain remains a feature of Pepsi-Cola. From several hundred big drinks can be served in a day. In other words, regardless of the number of drinks automatically served, beverage in the self-service fountain retains full carbonic charge—thanks to the double value system used.

"The machine used to sell Pepsi-Cola on draught is the Bally Beverage Vendor, operated as the Pepsi-Cola self-service fountain. It is designed to meet the demand for Pepsi-Cola on draught. It is prepared in Pepsi-Cola bottling plants by standard bottling methods. This beverage is bottled under pressure in a specially designed, valve-sealed, stainless steel container, which functions as a glass and metal beverage container. Each of these Bottles are made from the value placed on bottling plants to the value placed on bottling plants to the value placed on bottling plants.

**TALK of the SHOW WAS INVESTMENT IN SECURITY**

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### New BULK VENDING EQUIPMENT

**INVEST IN SECURITY**

**Northwestern BULK VENDING EQUIPMENT**

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### Full Northwestern Line

**Recommended**

**Guaranteed**

**Distributed**

**Financed by**

---

### TALK of the SHOW WAS INVESTMENT IN SECURITY

**Northwestern BULK VENDING EQUIPMENT**

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### FULL NORTHWESTERN LINE

**Recommended**

**Guaranteed**

**Distributed**

**Financed by**

---

### Toll Free

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

**1-800-449-1949**

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**ASCO 140 ASTOR ST., NEWARK, N. J.**

**$12.50**

**6 for**

**$60.00**

**1c, 5c or 10c Play**

**1-3 Deposit**

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**WALTER CONINE, of Pennsylvania, signs for more DuGuernier Champion machines.**
New York CMA Sets Banquet for Mar. 15

NEW YORK: Jan. 25—Plans for the annual banquet to be held on March 15 by the New York Cigarette Merchandisers’ Association were made known here today. Event this year will be a testimonial dinner honoring Robert E. Greene, president of Rove Cigarette Co., and president of the New York Cigarette Merchandisers’ Association.

Event this year will be in the Pennsylvania Hotel, March 15, Matthew Force, manager, said. The banquet will be held with the following committee in charge: Clark H. Smith, chairman; Robert E. Greene, vice-chairman; John Shaefer, John Scharenberg, Walter Beisel.

Cherry said a tentative date has been set for the banqquet, but a definite date will be set at the regular meeting.

Invents Liquid Dispensing Machine

To the Editor:

I have developed a new type of liquid dispensing machine, adapted particularly for dispensing mouth washes. You have been recommended to me as one who could put me in touch with the names of some concerns who would be interested in the manufacture and sale of such an invention.

This machine is a coin-operated and is so arranged that the container may be replenished any number of times. The patent is being applied for and it is expected that the machine will soon be in operation. The machine is easy of operation and has been sold to several concerns in the past few weeks.

Full specifications, including drawings, may be had by writing to:

Distributor Roy Torr (right), of Philadelphia, signed the dotted line for a stable order for the Rolly Grasp Seal, as Stuart Hooton, president of the Rolly Manufacturing Company, looks on. The machine under discussion is behind Torr’s hand.

Coming Events

Chicago Gift Show, Palmer House, Chicago, February 3 to 14.

National Confectioners’ Association Convention, Palmer House, Chicago, June 2 to 3, 1941.

Third Annual Northeast Coin Machine Show, Minneapolis, March 28 and 29. Radisson Hotel, Minneapolis.

Beverage Bottlers’ Conventions:

California: San Francisco, February 3-4.
Indiana: Hotel Antler, Indianapolis, February 17-18.
Ohio: Hotel DeWitt-Wallace, Columbus, February 5-6.
South Dakota: Hotel Marvin Hugh, Huron, February 13-14.
Texas: Dallas, Fair Park, February 10-11.
West Virginia: Huntington, February 10-11.

New Rockford, N. D., and Wally Sharp, of Alma, Wis. are new members of the organization. New Rockford, N. D., and Wally Sharp, of Alma, Wis. are new members of the organization.

SILVER KING

FREE STANDARD POSTAGE. Write for details.

SILVER KING

DISTRIBUTOR ROY TORR (right) of Philadelphia, signs the dotted line for a stable order for the Rolly Grasp Seal, as Stuart Hooton, president of the Rolly Manufacturing Company, looks on. The machine under discussion is behind Torr’s hand.

The Hit of the Show—

BRITE-N-UP MIX

The NEW Confection for Bulk Vendors

Other Features

CANDIES

SALTED NUT MEATS

BALL GUM

CHARMS

5c PACKAGE CANDIES

Be sure to send us your 1941 Price List

MIX

BIG

200 MODELS

PRICES REDUCED

CUB ACE

MINNEAPOLIS-St. Paul

MINNEAPOLIS, Jan. 25—Back from the coin machine show, distributors and operators alike are enthusiastic over prospects for the new season. All are singing the praises of new merchandise they viewed in the Windy City and hope soon to have the games on hand for use in their localities.

Olman Hanson, St. Peter county, came to the city this week to line up another slot machine, added remote control installation for his territory.

Other operators seen at Hy-O Amusement Company this week included Gerald Johnson, of Winona, Minn.; and Pete Hohn, of Mankato, Minn.

Highly enthused over the possibilities of baseball games, as shown at the Chicago convention, Henry H. 1317, Greenstreet and Jonas Bueler, owners of Hy-O Amusement Company, returned to the city to sell, and its arrival will be featured by quick delivery of merchandise. Anne already has sold two cars of Wurtehiser 1940, as the firm has a large backlog of orders for the select warehouse box. Anne received some fine business from customers returning to their sections from the Chicago show.

The Billboard

February 1, 1941

AMUSEMENT MACHINES (MERCHANDISE)

The Billboard
FOR BETTER RESULTS
BUY MONARCH MACHINES

MILLS JUMBO PARADE FREE PLAY CONSOLE—SLUGPROOF...$94.50
MILLS 1-2-3 FREE PLAY, LIMITED QUANTITY...$49.50
GROUCHON COLUMBIA, CIGARETTE RIFLE, GOLD AWARD, LIKE NEW...$49.50

FIVE BALL FREE PLAY NOVELTY GAMES
Pistol...$97.00 (Semi-Ounce...$69.00) (Finally...$49.00) (Up's...$39.00)
White Ball...$29.00
Double Ball...$25.00
Chime Ball...$29.00
Triumph...$39.00
Train...$29.00
Venus...$29.00
Tiger...$29.00
Orchard...$29.00
Magpie...$29.00
Granny...$29.00
Horse...$29.00
Floyd...$29.00
Green Giant...$29.00

AUTOMATIC PAYOUT CONSOLES
Kenny Triple Play Model D...$115.00
Kenny Triple Play Model B...$115.00
Kenny Double Play Model B...$115.00
Kenny Play-A-Round...$140.00
KennyKentucky Club...$115.00
Boiler Room Play-A-Round...$115.00
Jenny Multiple Room, Single Value...$49.00
Jenny Multiple Room, Double Value...$69.00

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. (Armitage 4444) CHICAGO, ILL.

CLEAR-THE-DECK SPECIALS!
We're Getting Set for a Big Year!
THESE MONEY-MAKERS ARE PRICED TO MOVE!
Order Today!

CHICKEN SAM, With Base...$49.50
CHICKEN SAM, Without Base...$44.50
KENNY ANTI-AIRCRAFT GUN, Black Cabinet...$59.50
KENNY ANTI-AIRCRAFT GUN, Brown Cabinet...$79.50
SHOOT THE CHUTE RAYOLITE, With Base...$109.50
WURLITZER 412 or 712...$30.00
WURLITZER 616 or 716...$49.50
ROCK-OLA, 12-Record...$20.50
ROCK-OLA, 16-Record...$39.50

WHITE TODAY FOR BIG NEW LIST OF USED MACHINES!
Exclusive Distributor for Seeburg 1941 Music Systems

SOUTHERN AUTOMATIC MUSIC CO.
542 S. 2nd St., Louisville, Ky. 531 N. Capital, Indianapolis, Ind.
425 Broadway, Nashville, Tenn. 312 W. Seventh, Cincinnati, O.

IF YOU WERE AT THE SHOW—YOU KNOW It Was PIKE'S PEAK
The Newest Idea in a Counter Skill Game That Had 'Em All Agog.
Five Balls. Adjustable High Score Features. Bell Gun Vendor—and best of all—it's the most captivating game ever introduced.

Take a Tip
GET YOUR ORDER IN NOW
AMERICAN CIGARETTE MACHINE CO.
1309-11 FIFTH AVE., PITTSBURGH, PENN.
914 MICHIGAN AVE., BUFFALO, NEW YORK.

DATA FROM ILLINOIS
Cigarette Association

Oklahoma Business Men Campaign for Return of Games
OKLAHOMA CITY, Okla., Jan. 28—With the campaign of Oklahoma's small business men for the return of amusement games and slot machines daily gaining momentum, leaders here are optimistic.

The enthusiasm with which our fellow business men are joining in the movement to secure favorable legislation, leads us to believe that we will form an almost solid front in our requests when our proposition comes before the Legislature next month, Gov. W. Smith declared.

Smith is secretary of the Oklahoma Progressive Merchants' Association, which is sponsoring the movement. Within the next few weeks every community of 200 or more people will be visited by a member of the association for the purpose of lining up its support among business owners and outlining the plan of action, he said.

Merchants were quick to protest when the 17th Legislature passed legislation against all coin-operated amusement machines and slot machines. This is the first attempt to organize these small businessmen and women into a strong enough unit to make their demands carried out, it was said.

Some idea of the plight of the little business owner in Oklahoma can be gained from the knowledge that the total trade before the law fell off 600,000,000 in 1940. Much of this loss is attributed to the abolition of pinball games, slot machines, and other business stimulators.

Because the law drafted will place a license fee on games, it is thought the proposal will be looked upon with favor as a revenue raising source. Formerly, a limit of two games was placed on the number of machines that could be run, and this was increased to five machines when a better law was passed. Now the limit is six machines and the state is losing a significant amount of revenue each year from the non-operation of these machines.

While prospects for the success of the movement are bright, the cooperation of every potential location owner in Oklahoma is needed between now and the latter part of February, when the proposed law is given to the Legislature, it was emphasized. All potential operators in the campaign are being invited to obtain information at organization headquarters at the Wells-Roberts Hotel in Oklahoma City.

Bill Hemminger
Ill in Hospital
WAUCONDA, Ill., Jan. 28—Bill Hemminger, sales manager of the Plantation Vending Company, manufacturer of the famous "Home Run" slot machine, is a patient at St. Therese Hospital, Waupen, recovering from an attack of peritonitis.

Hemminger was in attendance at the annual banquet of the Illinois Coin Vending Operators Association held at the Drury Lane Club in Chicago, where he was elected president for the second consecutive year. He is said to be on the road to recovery.

Data From Illinois
Cigarette Association

To the Editor:
In the January 16 issue of The Billboard you asked for data on our various associations. As you know from personal attending several of our meetings, we are most anxious to increase our membership and have spared no expense. But, so far, we have only been able to get the same loyal operators to join and attend meetings.

At the association dinner given by Coin Machine Information, Inc., during the Ill. Coin Machine Show, I asked James Olson, secretary of the national association, what could be done to encourage operators to join their respective associations, and he suggested that the trade journals stress the real need of associations and urge all operators to continue their association if one exists—or organize one if need be. I am sure you feel the same way and that The Billboard will do all it can to that end.

As regards the workings of the Cigarette Vender Operators of Illinois, you are familiar with it by personal observation and I will only restate the minutes of the Springfield meeting, which I think covers the past and plans the future very well. Condemn it any way you like for it is the best of all—regards.

Charles A. Thal, who has just returned from St. Louis, Ky., to become manager of the firm's Louisville, Ky., branch, opened a new location of which we will take plans February 4 and 9. All operators and jockeys are invited to attend the palm opening. Thal has spent more than 10 years in the slot machine business, some of which have been spent in Cincinnati and Southern Ohio, where his friends are numerated by the score.

WILLIE (LITTLE NAPOLÉON) BLATT. of Supreme Vending Company, Buckley Music System distributor, was host at a party given in the Hotel Sherman during the CIF Convention for metropolitan New York music operators and association executives.
Aid to March of Dimes

Los Angeles Association bulletin calls attention of members to aid in fight against polio—commemoration of President's birthday

Los Angeles, Jan. 25.—As is the practice of the Associated Operators of Los Angeles County to take a definite part in all civic affairs, the association has issued a bulletin to all operators calling their attention to the March of Dimes annual drive to combat infantile paralysis at home and at the same time commemorating the birthday of President Roosevelt.

The bulletin, issued by the association, states: "All America is engaged in the annual March of Dimes with which to promote the study of infantile paralysis and at the same time commemorating the birthday of President Roosevelt.

"Part of the money raised by the March of Dimes in this State will be sent to the National Foundation for Infantile Paralysis for use in research work and to finance the work of the associated operators of Los Angeles County."

Infantile paralysis is one of the most distressing of all human plagues. It is one of the three diseases common

in America that continue to defy and baffel medicine, the others being cancer and rheumatic heart fever.

"Infantile paralysis is among the most insidious of ailments, because it often seems harmless until late. We have been known to awaken in the morning with the ailment, whereas they had felt perfectly fit on returning home from school."

"The mobilization of public action for the control of infantile paralysis during January of each year, culminating January 30, the birthday of President Roosevelt, has become a fixed custom in America.

"With the funds thus raised, further scientific research into methods of preventing the malady will be supported, data in strictest areas provided and doctors and parents equipped with the knowledge of preventing tragic after-effects of the disease."

"The constantly diminishing number of deaths and the lowered average of permanent cripples resulting from this malady today are the direct results of recent progress in the fields of medical research, induced by the annual effort to eliminate the malady for the purpose.

"A good-sized army of volunteers will sell the buttons and collect the dimes, and there is no question that Los Angeles and Southern California will again be first in amount for the cause by January 30."

See Priority on Copper and Zinc For Defense Need

NEW YORK, Jan. 28.—Will define priorities orders interfere in any way with coin machines? A question which has been asked by a few consumers. To date there has been no indication of such interference. However, recent news stories reveal that growing national defense needs, coupled with probable British demands, might put the way for inauguration of a priority system for copper and zinc, metal quarters needed this week.

Copper consumers have had to pay prices up to 10c a pound to obtain even small supplies for near-by shipment. Producers of zinc have also had to pay 10c a pound for zinc, metal quarters needed this week.

Facing a possibility of a shortage later this year, defense authorities and representatives of the copper and brass industry discussed expanding productive facilities.

Okey To Use "Coca" But Not To Deceive

CHICAGO, Ill., Jan. 25.—The United States Circuit Court of Appeals has ruled that the Coca-Cola Company, of Chicago, Ill., and others of Baltimore, can use the word "coca" on its products but enjoined the concern from "Cola" and "Cola-Lemon" on its products.

The court held that the Baltimore company comprised "with customers to believe that it is safe to do so." The district court had enjoined the Baltimore company from using the word "coca" on its products. In the ruling the Baltimore company was enjoined from selling drinks that

initiate or resemble the color of Coca-Cola and to use the word "coca." The court held that neither of these facts were infringed upon by "deceptive" competitive practices. The court held that the Baltimore company comprised "with customers to believe that it is safe to do so." The district court had enjoined the Baltimore company from using the word "coca" on its products. In the ruling the Baltimore company was enjoined from selling drinks that initiate or resemble the color of Coca-Cola and to use the word "coca."
Bomber. But we do hope that these men deliver quick.

In the aim the crowd was busy inspecting the machines, demonstrating the machines to distributors that we didn't even have any materials to show.

"For Eri Winter, Ali Maboud, Fout McFy, Ken Wilson, Ernest Blank, the rest of our men it was just one mad rush, as distributors called at our office and insisted on inspecting the machines then placing orders and demanding instant delivery. Our staff was exhausted. We praised the praise of all of these people. But, in the whole, the crowd was cut to get Drive-Mobile and Ace Bomber deliveries quick.

To satisfy this demand we have doubled our production staff and we have increased the tonnage to get the best shipments under way. We feel that the two machines are destined to be the big hits of 1941. We wish it were humanly possible to make these machines available in the country the Drive-Mobile and Ace Bomber. But we do hope that these new will make it their business to call at the offices of our various distributors and inspect the machines for themselves, as well as look for our Volcano-Graph Photomatic, and the rest of our line of machines for 1941.


In SOUTH AMERICAN GARD the entertainers gave plenty of variety to the Mills Fiesta. They kept the crowds four days of the open house held at the Mills factory during convention week.
UNTIL A SHORT TIME AGO, the Purple Cow, Cincinnati, was without the most modern in music facilities. Now, however, a new high in customer response has been noted, it is said, since the installation of Rock-Oldie-a-Tone remote-control system.

Stern Plans

Eastern Trip

CHICAGO, Jan. 26.—Al Stern, Monarch Coin Machine Company official, announces that he will soon make a trip through the Eastern part of the country.

"I plan on doing a lot of things that have to be done, as well as a lot of things I've been wanting to do for some time," said Stern. "In the line of duty, I must purchase considerable new equipment to replace the huge stock which we disposed of. During the past few weeks of coin machine show activity, our stock is by no means depleted, but it is our policy to have on hand enough equipment of every nature to satisfy any customer's needs.

"In the line of pleasure I want to visit some of our old customers and some of our new clients in the Eastern territory. What with buying and renewing the line of pleasure, I expect to have a full schedule."

Barney Madorosky Dies

IN MAINE AUTO CRASH

PORTLAND, Me., Jan. 26.—Bernard (Barney) Madorosky died here January 17 from injuries sustained in an automobile accident. Driving on a country road, Madorosky's car skidded and crashed into a tree. Many old-time coinmen knew Madorosky well. The distributing firm which bore his name for many years was one of the largest in the East. At his former headquarters in Brooklyn he not only distributed the products of Exhibits Supply Company but also sold a line of vending machines of his own make.

London Opens

Leader Sales

HADIDAY, Pa., Jan. 26.—Law London will open his new firm, Leader Sales Company, at 141 Fifth Street, in the heart of this city, Sunday, February 2. It is expected that the showrooms will be jammed, as London is holding off on this opening until Sunday in order that the event may not interfere with operations and entertainment during the opening on Sunday in order that the event may not interfere with operations and entertainment.

"London for many years has been associated with Banner Specialty Company, and when the firm of M. Rothstein merged with Banner we knew that London would find himself one of the best in the coin machine business. We are proud to have a man who is right for every operation. We wish him the best of luck in his new venture and know that we are not alone in this effort.

"London describes his new showrooms as the most gorgeous in the business. "Not only are they beautiful, but they are for efficiency and convenience to the trade," he said. At the rear of our building we can accommodate 25 cars in the driveway. The operator need only drive into our building, get out of his car, enter the showrooms, and do his business while our men load his car with his purchases.

"We have modernly designed display rooms and we also have the most complete repair, parts, and supplies department.

"There is no set-up here for high-pressure salesmanship. The offices are here to give the operator the leading products, the best machines, and the finest service and co-operation."

Volume Shipments

Of Night Bomber

CHICAGO, Jan. 26.—Claude H. Kirk, director of sales for the Success Manufacturing Corporation, announces that volume shipments of the firm's Night Bomber will begin soon.

"The response to Night Bomber, our new gun machine, has been wonderful," said Kirk. "Our distributors and dealers tell us that they have never seen anything to equal it powerful, appealing play or its intense realism. They predict a record run for the game on all types of locations."

Kirk described Night Bomber as having a unique blackout and searchlight action, with a new kind of plane movement and an exceptionally fast gun action. "The gun is 100 per cent perfect in all details," said Kirk. "We take our time in eliminating all the bugs and when operators put it on locations it's there to stay and earn big profits for them.

"Red, White, and Blue, is the theme of Night Bomber. The game, and Six Shooter, multiple chute games, will be in stores by March 1st. The Night Bomber corner will be the most exciting spot in the location.

"The response to Night Bomber, our new gun machine, has been wonderful," said Kirk. "Our distributors and dealers tell us that they have never seen anything to equal it.

Restaurant Sales Up

(LOCATION STORY)

Sales of 417 members of the National Restaurant Association in December totaled $1,000,000, an increase of 4 per cent over the like period in 1943.

This was the 30th consecutive month that the association's sales survey showed an increase. Seventy-four per cent of the reporting restaurateurs had increased business.

Every district in the United States showed a marked increase. The two largest Atlantic States, up 6 per cent, and the New England States, up 5 per cent, made the best showing. Pacific Coast States showed a decrease of 6 per cent.

In Canada all areas showed slight normal conditions, sales were 19 per cent higher.

By the smallest restaurants with a monthly business of less than $10,000 reported increases of $20,000 to $30,000, or over $25,000, 2 per cent.
**Conventioneers at Chicago Show see five new Groetchen games by leading artists.**

Then they get in line to play Pilots Peak, Dial-It, Ring, and Pub-a-Beer. “Four booths were not enough,” said Groetchen officials.

**Keene Wall Box Installations Gain**

**CHICAGO, Jan. 25—Concrete evidence of increasing interest in Keene wall box installations comes in daily in the form of growing demands for units from our distributors,” reports J. H. (Jack) Keene, head of J. H. Keene & Company.

“More and more of the finer locations are returning to operators who offer Keene wall boxes for better music operation,” he said. “It is conclusive proof to us that music men are convinced of the earning power of our units. With revenue from wall box installations showing increases ranging from two to seven times more than previous types of remote control were able to earn, music men are fast converting their locations into Keene wall box spots.

“In addition to the increased revenue, the case, economy, and installations, the minimum service requirements features were of great interest to operators who seek to strengthen their minimum requirements. A special production line in the new Keene factory is in full-time operation to satisfy present demand for Keene wall boxes.”

**So. Automatic Clears for Action**

**LOUISVILLE, Ky., Jan. 26—Leo Weinberger, official of Southern Automatic Gun Company, announces that Southern Automatic gun machines are being cleared for a lot of post-conversion activity in the Southern territory.

“From our standpoint, the 1941 show was a grand success,” said Weinberger. “Eight Southern Automatic representatives were in the country, and they were highly enthused over the offerings of the manufacturers whom we represent. We were especially interested in the Seaboard line for 1941, and the orders we booked during the convention are way beyond expectations.

“Our territory was well represented, as more than 200 operators from Southern’s area were at the show. Over 75 of them remained for the banquet, where they were entertained as our guests. We all returned to our respective jobs with enthusiasm and pep.

“Tweaks now we have our gun men clearing our stock to make room for the new equipment in our shipping rooms. We are offering true and accurate copy of every description to facilitate the movement of present stock into operators’ hands.”

**Seven Up Demand Grows**

**CHICAGO, Jan. 26—Reports from producers and manufacturers indicate that the latest hit, Seven Up, is gathering momentum every day in every part of the country.**

“Don’t keep a good game down,” sentimentally remarked Meyer Gerlach, Gene executive, and Seven Up proves this maxim with sailing along on a terrific tidal wave of orders that roll in from Maine to California. Seven Up seems to have everything that’s necessary to make real money for operators. Its flashy brings the players to the game. Its six ways to win repays the player for its playability—three balls keeps them playing again and again. Never have we produced a game that met with such immediate acclaim as Seven Up.”

Bets Lore, of Billboard Sales, New York Eastern factory representative for Genoa, remarks: “Seven Up is topping the charts for operators all over the territory. I understand that same condition holds true for every territory in the country. Seven Up came thru on its remarkable test location promise by breaking practically every collection record in existence.”
Bally Shipping Flicker Games

CHICAGO, Jan. 25—"You make money quicker with Bally's Flicker" is the new slogan for wide-screen operators," says George Jenkins, general manager of Bally Manufacturing Company, announcing that volume production has begun on Bally's new Flicker five-ball convertible.

"Flicker," Jenkins said, "was revealed to leading distributors during the show, and the reaction was so enthusiastic that we had to arrange for immediate delivery. Accordingly, we jumped right into volume production the day after the show closed. Operators all over the country are already enjoying the juicy Flicker collection.

"Flicker has all the features necessary to pop up profits and keep them up over a long period of time—high scores plus a new rotation-spelling idea that's packed with cross-sell appeal—and a new special big-winner feature insuring plenty of by-again repeat play. Unusual beauty and finish have been designed into the play-field and back-glass, and the simple, easy-to-operate score system is welcomed by players.

"Daily reports from locations justify all the praise heaped on Flicker at the show, and we are planning heavy continuous production to keep up with the repeat order demand which has already grown, to the proportions of a major run.

Music Feud Has No Effect on Phonos

WILKES-BARRE, Pa., Jan. 25—The effect of the ASCAP-BMI feud on the music machine in the Anthracite Region is practically nil, according to the leading operators here.

However, one community reports a general gain in the sales of sheet music and records at stores, and this has led to an increase in the sales of phonographs. One store reported the sale of 24 record players, while another reported that sheet music sales have doubled in recent weeks.
PIKE'S PEAK
THE HIT OF THE SHOW

Revolutionary new idea in counter Skill Game, unlimited play possibilities. Five Balls. Adjustable High Score features. Ball Gum Vendor - the "Thrill Game of 1941."

$29.50

Available on Easy Terms

COLUMBIA J ackpot Bell
Convertible From Nickels to Dimes, Quarters, Pennies. Beat Bell Pay for Your Money.

ALSO LARGER CLUB MODEL and Chrome Bell.

GROETCHEN
130 N. UNION
CHICAGO

PIECE, when player makes number of hits required by operator.

SPARKS WITH GOLDAWARD - new type token payout with two payout systems: tokens dispensed for side opening, penny or nickel play; cigarette, number, horse, beer, and sport symbols; large cash capacity.

SUGAR KING LIGHT-UP CONSUMABLE - consume type ball with comic book characters; metal leafing; rolling, spinning, and spinning; number, horseshoe, beer, and sport symbols; large cash capacity.

ZEPHYR OUM VENDOR - three-red counter machines with cigarette or fruit symbols. Multicolored coloring accept pens, nickels, dimes; adjustable for quarter play: loss coin played visible, streamlined cabinet finished in colored hardwood stained.

ZOOM - new skill game which returns to winning players the coins and three smalls for additional play: penny or nickel play finished in hardwood stained with chromium trim.

Ohio Incorporation

WELLSVILLE, O., Jan. 25 - Incorporation papers have been granted by the secretary of state to Vogel-Sparaco, Inc. of Wellsville, organized to distribute vending machines delivering a beverage in a paper cup.

Organizers are Paul W. Vogel, Jack K. Vogel, and Theodore Vogel, all of Wells ville, who represent the Sparaco Company of New York in Columbiana and Jefferson counties and part of Hancock County.

AN UNUSUAL PHOTOGRAPH of Exhibit Supply Company's booths at the 1941 Coin Machine Show in Chicago. Exhibit display attracted much attention.

Addenda to Buyers' Guide

The following is a list of machines that can be added to the Buyers' Guide which appeared in The Billboard January 18, page 86. The machines are made by the Groetchen Tool Company, Chicago, and we regret their omission from the Guide as previously published.

CHAMPION GOLDAWARD PRO 10 - token payout with separate jackpot, convertible from nickel to penny play.

COLUMBIA BELLS - various models for operation requirements: Goldaward with rear payout; check operation and Jackpot bell; large club models in chrome and hambered-stained finish; convertible for penny, nickel, dimes, or quarter play; quiet operation; 3 or 20-stop reels.

DEAL-IT - novel four-reel counter game with shutters and tilt-dial selections.

IMP CIGAR VENDORS - unusual three-reel counter game in radio-styled cabinet with fruit, cigarette, and number symbols; assertive color; one and 10-cent play, along combinaion 1-3-cent play.

LIBERTY TONIC PAY BELL - token payout counter game with cherry or sport symbol open or shuttered payout; gum vendor optional: convertible penny to nickel play.

MERCURY DE LUXE - token payout cigarette-reel game in penny or nickel model. Shuttered or open payout: gum vendor optional: two-time hammer finish.

METAL TYPE - same plate machine: nickel operation: 8 letter maximum: 50 per cent slack proof, solid walnut cabinet with hammered and chrome finish.

PIEKES PEAK - five-ball novelty counter game with high-score features; definite skill element in play.

POK-O-BALL - a combination game: cigarette symbols: with coin divider and separate location cash box.

ROYAL Flush - selective draw poker game: four-coin play - penny, nickel, dime, or quarter: has ball gum vendor: modern styling.

SKILL SHOP TOKEN PAYOUT - combination game of Zoom: token vended when player makes number of hits required by operator.

SPARKS WITH GOLDAWARD - new type token payout with two payout systems: tokens dispensed for side opening, penny or nickel play; cigarette, number, horse, beer, and sport symbols; large cash capacity.

SUGAR KING LIGHT-UP CONSUMABLE - consume type ball with comic book characters; metal leafing; rolling, spinning, and spinning; number, horseshoe, beer, and sport symbols; large cash capacity.

ZEPHYR OUM VENDOR - three-red counter machines with cigarette or fruit symbols. Multicolored coloring accept pens, nickels, dimes; adjustable for quarter play: loss coin played visible, streamlined cabinet finished in colored hardwood stained.

ZOOM - new skill game which returns to winning players the coins and three smalls for additional play: penny or nickel play finished in hardwood stained with chromium trim.
Save Time! Save Money!

One man can now move pins-games easily with this handy PIN-GAME LIFT

New equipped with pneumatic air pump check so that game is automatically checked when dropped to floor when released by user is pressed.

NOTE: Orders taken at Convention will be filled equipped with this new improvement of our extra cost.

HERE IS HOW IT OPERATES

1. Simply sell this convenient pin game lift under machine. This one standard size truck will handle practically any size pin game. All metal construction assures that this truck will give you extra service. Nothing to get out of order.

2. Press down with foot—the weight of the heaviest machine is easily lifted. Machine rests and is automatically locked in position. Leverage is scientifically balanced so that it is possible for a child of 12 years to lift a 200 pound machine.

3. Game is now ready to move. Large, double ball-bearing Rockite fixtures eases larger orders or used than those illustrated. Makes entire truck and pin game easily rolled to any location. When machine is in position—merely press release trigger with foot and pneumatic pump check automatically lowers machine gently to floor.

PRICE $37.50

EVANSTON

Term: 1/3 Deposit—Balance C.O.D. Will pay for freight many times each year in time and money saved.

L. HERMAN & CO.
(Manufacturers)
112-114 N.W. 1st St.
EVANSTON, ILLINOIS

Daval Rushed To Fill Orders

CHICAGO, Jan. 30—Daval officials report that a jam of orders has brought back bigger production than ever on American Eagle and Marvel. "The reason for this," declares A. D. Douglas, president, "is the fact that more and more operators are discovering that the two token-payout counter games are continuing to earn big profits after weeks on the job.

"From all over the country orders have been pouring in. We didn't think too much of the size of these orders. For we had built up a large stock on these two games and were busy producing Club and Ace.

"It wasn't long until our stock was almost depleted and we were forced to place American Eagle and Marvel back in production. Contact with distributors reveals that the two games are enjoying even greater sales than when they were first introduced."

"This proves that there is no limit to the length of time the games can stay profitably on location. Even yet there are still territories where they have not received full action—but they're all getting wise to Daval profits in those sections. Operators using the machines are well satisfied and new purchasers will find that they have games insuring a long, steady profit pull."

Bob Wiley Sets Allied Sales Record

CHICAGO, Jan. 30—W. L. Wiley, of Allied Novelty Company, is booking a large volume of orders and showing promise of setting new sales records," reports Sam Kleiman, of Allied company. "Bob is covering the Midwestern territory for our company and doing a splendid job."

"Besides the volume of orders here and our other men are sending in, Allied booked large orders at the Chicago machine show. So we anticipate going to town for 1941 in a big way.

"Allied reconditioned games are getting the favor of operators for their dependable service. Allied's wide selections and quick service are meeting with their wholehearted approval and support."

FREE-PLAY BELL
NEW BIG GAME

This is a Free Play Game with no payout

With the famous Watling Bell mechanism

With a meter to register the amusement score

Furnished with Animal Head Strips or Fruit Reel Strips

Height 42 1/2 in.
Width 22 in.
Depth 23 1/2 in.
Weight 134 lbs.

1c-5c-10c-25c Play

ALSO BUILT WITH MYSTERY CASH PAYOUT, 3-5, ETC., WITH TOKEN JACKPOT AWARD

Write for circulars and prices

Made Only by

WATLING MANUFACTURING COMPANY
4640-4660 W. Fulton St., Chicago, Ill.
Est. 1893—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

"WORLD OF SPORTS"
The Latest Symbol Sensation

Beautiful Five Color Layout, With Tickets Bearing Symbols of All Sports Printed in Three Colors. A Sure Shot Money Maker for Operators.

2600 HOLES @ $10.00
Taker In...$10.00
Paid Out...$20.00
Paid Out (Avg)...$13.50
Profit (Avg)...$6.50
SEMI-THICK PRICE $7.75
SMALLER PRICE $5.55

WRITE FOR CATALOG

AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

TRADE IN YOUR OLD COUNTER GAMES FOR CUB AND ACE!
Liberal Allowances Assured! Send Us Your List!

CUB and ACE

5 Real • Cigarette • Paid or Reborn • Pay with Coin Brbers and 2 Separat Strips Cash Boxes $14.00 or 25c or 50c or 75c
Sample... $13.95 Sample... $14.95
CASE OF 6... $75.00 CASE OF 6... $80.00

ASCO • 140 ASTOR ST. NEWARK, N. J.
Sport Parade Production Upped

CHICAGO, Jan. 25—Altho the original Chicago Coin Company has been working at full capacity, production has fallen behind the exceptionally large volume of orders for Sport Parade, new Chicago Coin Machine company replay games, according to officials.

"As a consequence," states Samuel Gendring, Chicago Coin executive, "it has become necessary to convert the facilities of Plant No. 2, recently acquired, to Sport Parade production. In the past when production on a game fell behind demand overseas plant operation was required. Now with a complete additional production line we will be able to meet all requirements without strain on facilities or manpower. However, if the succeeding releases planned for 1941 are as sensational as we intend them to be, it may well be that even our doubled factory space will be taxed to fill all orders. Sport Parade production will be up to demand within a few weeks, and all back orders will be filled without further delay."

Co-official Samuel Wolfberg announced that sales on Sport Parade promise to exceed the volume of any Chicago Coin release of recent date. "Operators are growing more and more aware of the stability and earning power of Chicago Coin games," he concluded.

Miraben Line

In Big Demand

CHICAGO, Jan. 25—According to officials of Miraben Company, Miraben products are in big demand among operators today. The company is known for its phonograph remodeling cabinets as well as its counter model cabinets. Miraben also supplies replacement parts and accessories for every type of coin machine.

"Our counter model cabinets for the 16-record and 16-record machines are selling faster than ever," said one official, "and indications lead us to believe that the demand will grow steadily."

"Also highly successful are our remodeling cabinets for coin machines. These jobs feature a beautifully designed dome. Lights are high up for perfect visibility."

"Our kits also have gone over with a bang. Especially fine is our electrical kit. Our instructions are so simple and we are working hard to fill the steady flow of orders. The German spring kit is known throughout the country and is a favorite among operators."

Ben Sterling Gets

High Civic Post

WILKES-BARRE, Pa., Jan. 25—Ben Sterling Jr., of Sterling Service, was elected president of the Bradley and Weisner Men's Club of the Masonic. Thus he is carrying out his own suggestion that men in the community should become interested in civic and fraternal affairs. The club is seeking to attract new industries to the town and also in aiding those already there.

TO MAKE YOUR COIN MACHINE NEEDS

CORRECTION NOTICE

In our advertisement in the Directory of

Distributor names were incorrect. The correct names should have been given as St. Luke City, Wis. and De Pere, Wis.

We are distributors of all leading

Largest Stock of Coin Operated Machines

For complete list, write the

STEWART NOVELTY CO.

BIRMINGHAM VENDING COMPANY

CUB and ACE

For Cigarette, Coin or Both

2 Reel Cigarette, Fruit or Candy

Sample...$13.95

Sample...$14.95

2 Reel Cigarette, Fruit or Candy

BIRMINGHAM, ALA.
John Watling Finds Pious Ancestor in "Believe It or Not"

CHICAGO, Jan. 25—John Watling, of the Watling Manufacturing Company, is receiving newspaper clippings from friends in all parts of the country. The clippings are of a recent "Believe It or Not" cartoon by Ripley, which shows an illustration and gives a sketch of John Watling, the Pious Pirate, of many years ago.

John Watling, of Chicago, says he cannot see the connection of why his friends all think of him when they see the cartoon, but his grandfather used to tell him about a Capt. John Watling who was a well-known figure in the family tree. ("She did not tell us he was a pious pirate," John admits.)

According to Ripley's sketch, "John Watling, the pious pirate, slith one of the bloodiest pirates who ever sailed the seven seas. He was a very pious man in private life. He never broke the Sabbath in his lifetime, was forever playing hymns on his fiddle and delivering discourses on the word. He was the last to the sailor who was ever known to break the Sabbath. Watling died in a piratical attack on Africa, in January 12, 1417, and his name was given to the most historical island on the Western hemisphere, Watling's Island, where Columbus first set foot on American soil in the morning of October 12, 1492."

Visitors Praise Gottlieb Plant

CHICAGO, Jan. 25—A steady stream of distributors, jobbers and operators have been flowing thru the new factory of D. Gottlieb & Company ever since the big show, amazed and delighted as they got a close-up view of new and modern coin machine production facilities and methods in the world, says officials of D. Gottlieb & Company.

"It's a pleasure to see so many respond to our invitation," said Dave Gottlieb, president. "I really owe them an apology because our plant was not entirely finished in time for the show. But even so, visitors agree that it's the most modern and best equipped plant in the country and pays us many fine compliments. The final touches will soon be completed and then we'll be ready for our official grand opening.

"I wish to acknowledge also," Dave went on, "the high praise and enthusiastic endorsement showered upon our new factory. We are happy to see a hit all over the country. Never before in all our history have we written as many orders for a game as we have for School Days. The past six weeks, School Days has been the most popular game of all. The great new production facilities, we can make sure fast delivery even with the big demand for this hit."

JIMBO BY MILLS

The greatest machine in years, suitable to a great variety of territories. Equipped with Mills exclusive Mystery Bell Mechanism. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois

...
YOU ARE CORDIALLY INVITED BY LEW (Leader) LONDON TO ATTEND
LEADER SALES COMPANY
SUNDAY, FEBRUARY 2, 1941

Dear Lew:

Though you're not a "Cub" in this industry, we "Marvel" at how rapidly you have built such gorgeous showrooms. We know that you will soar to the top like an "American Eagle" to become the "Ace" distributor in your territory.

Al S. Dougis
Dave Helfenbein

Dear Lew:

Congratulations from "The House That Jack Built" to "The House That Lew Built"—We know, Lew, that with "Air Raider" and our Wall and Bar Boxes and all our other great machines for '41 you'll lead with Leader.

Jack Keeney

THE DAVAL COMPANY, 2043 Carroll Ave., Chicago

Cleveland

Cleveland, Jan. 29—Dave Keeton, branch manager of Mills Automatic Merchandising Corporation, was disappointed in not being able to attend the Chicago show. He also had to put off a Florida trip. "Too busy," he states. However, he is leaving for a swing around the company's other branches in Pittsburgh and elsewhere around February 1, and will attend the firm's convention of branch managers at the end of March.

Herman Pruner has taken the distribution of the Cent-a-Mint vending machine for Cleveland and vicinity.

Mrs. Arthur Nagel, Avon Novelty Sales

San Francisco

San Francisco, Jan. 29—In harmony with the general stride of the country, San Francisco visualizes a pretty healthy year ahead. All indices certainly concur with the logic of this view.

Possibly one of the strongest phases of the automatic amusement field continues to be the progress of photograph placements. New locations continue to crop up, and older premises have proved fine for extension of service thru the various wall and bar-box attachments developed during the past year.

Telephone music maintains its hold on many establishments with operators generally accepting this form of service as a permanent addition to the music setup. In many instances profits have been less than for the standard automatic installations. However, patrons have been encouraging.

Public relations achievements continue to hit a high note in the record of early '41 activities for San Francisco. Director Fred Machin announces the Amusement Merchants' Association continuing its Fair Trade and other activities.

C. H. Tiermann, chairman of the Ohio Fair-Trade Committee, has resigned his position as buyer of cigarettes and tobacco for the Marshall Drug Company chain of stores. He has been with the company 31 years. He plans on continuing his Fair-Trade and other association activities.

Phil Price, head of the Cigarette Service Company, has opened a cash and carry jobbing house.

G. H. Ternmann, chairman of the Ohio Cigarette Vendors' Association, has resigned his position as buyer of cigarettes for the Marshall Drug Company chain of stores. He has been with the company 31 years. He plans on continuing his Fair-Trade and other association activities.

Phil Price, head of the Cigarette Service Company, has opened a cash and carry jobbing house.

J. H. Keeney & Co., 6630 S. Ashland Ave., Chicago
THE GRAND OPENING OF AMERICA'S MOST GORGEOUS COIN MACHINE SHOWROOMS

141 NORTH FIFTH STREET, READING, PA.

SUNDAY, FEBRUARY 2, 1941

Dear Lew:

Our sincerest congratulations on the opening of your gorgeous new coin machine showrooms. We know that you are destined to lead the parade with "Sport Parade" and all other Chicago Coin products, all during 1941—a Leader year!

Sam Wolberg
Sam Gensburg

Chicago Coin Mach. Co., 1721 Diversey Blvd., Chicago

Panama Sets Up Laws for Games

PANAMA CITY, C. Z. Jan. 26—According to Ashley B. Sowell, commercial attaché, the government of Panama has realized this privilege these companies, will make more arrangements in Panama City and Colon.

Data, and beer gardens. Umlaut Panama—t:Una espectora. ktlery ticketa.

and invest weekly amounts in national pay monthly amen to the government. It is expected to bring substantial revenue to the national treasury.

A recording with show bulhatosa that in the government of Panama has been arranged a new system of licensing music machines and games which is expected to bring substantial revenue to the national treasury.

Permits have been granted to two companies to license and supervise such concessions in Panama City and Colon. For this privilege these companies will pay monthly some to the government and invest weekly amounts in national lottery tickets. They will also reimburse the government for the salaries of three supervisors.

Large numbers of mechanical machines are owned by sailors, night clubs, and beer gardens throughout Panama. These are said to attract lucrative business from which, up to the present, the government has realized but meager returns.

Philadelphia

PHILADELPHIA, Jan. 25—Wedding bells are being rung up for February 1. In Klein clan. Bernie Klein, associated with his brother, Tippie, head of Premier Music Company, takes the town.

The Berenin boys continue to figure prominently in local charitable enterprises, taking an active part in the work of the Jewish Educational and Social Organizations headed by First Business that includes the helping hand as part of its creed. Jack Berenin, head of Berenin Vending Company, has been made a member of the Welfare Fund Committee of the Showmen's Club, organization of motion picture men. Leo Berenin, associated with his brother in the candy vending business, was named a member of the House Committee of Philadelphia Variety Club, which represents all branches of the amusement industry.

Nearby Woodbury, N. J. is the latest community headquarters considering the installation of parking meters, proposed by Mayor Robert Lee.

A music machine again graces the lobby of the Earle Theater as part of a huge exploitation program, based on recordings for Erskine Hawkins' orchestra and the Four Ink Spots, who opened a week's engagement at the theater yesterday. The promotion, tying in Hawkins' engagement with his recordings, called for window streamers also, which were placed in all music stores and machine locations.

Sam Lerner, head of the Stanley Music & Amusement Company, had to miss the big coin machine show. But happier and happier news is the fact that his wife is well on the way to recovery from a strepococci infection which confined her to the Jefferson Hospital and from home. Moreover, his young son, Stanley, who was born at the time the Stanley company came into being and gave the firm its name, was born down with the measles. Belated congratulations are due Lerner on the birth of the baby boy, Martin. Confirmation was held recently at Adelphia Hotel, and the coin machine fellows present are still talking about the grand evening.

If and when the coin machines make their bow in Philadelphia, there is a ready-made hometown angle to work on for the first showings. A recording made privately of Love, What Can It Be? has resulted in Arthur Bienstock, well-known local magician, and Harry Blumenberg, an accountant here, being among the first to get a place in Jimmy Roosevelt's movie machine. Paul Fiorenza, the show producer, heard the record and recommended it to the Roosevelt producers, who like it enough to build a movie reel around it for the machines.

January 6 marked the 16th wedding anniversary of John Weigl, veteran pinball operator. And January 23 marks the first wedding anniversary for Herman Hoffmiller, of Hy Ball Vending Company.
They stopped the show absolutely cold! —But you never had a chance to see them!

These sensational machines were at the show—but you never had a chance to see them—because we never had the pleasure of bringing them down into the exhibit hall! Distributors crowded our private suite from morning until night, looking at them, raving about them. BUYING THEM and ARRANGING FOR THEIR TERRITORIES.

Mutoscope's
ACE BOMBER

The fighter of fighters...most exciting, gripping, pulse-raising whirlwind of action in all cinema machine history! As the enemy plane nears, the enemy machine operator coordinates a rugged, trigger-happy bomb that lifts and spins the aircraft machine guns that whiz at the enemy. The skill and thrill come in the split second where the operator must click the trigger and hit the enemy plane.

Mutoscope's
DRIVE-MOBILE

The newest, most unique and unprecedented coin machine idea ever designed to keep players coming back again and again! Player is challenged to mobile steering wheel by an actual anti-aircraft machine gun—this machine gun is mounted in the car and is controlled by the player. When the player reaches the enemy plane, he must fire his gun and as the enemy plane moves closer, the anti-aircraft gun must be fired. If the player hits the enemy plane, the gun is turned off and the player is challenged to hit the enemy plane again. If the player misses the enemy plane, the gun is turned on and the player is challenged to hit the enemy plane again.

WITH SINCERE PRIDE WE ANNOUNCE THE COMPLETE BLUE-RIBBON LINE-UP OF Mutoscope Distributors for

ACe BOMBER AND DRIVE-MOBILE

All of these distributors, who were appointed in record time, have already placed substantial orders commensurate with their territories.

SEABOARD SALES, INC.
619 10th Ave., New York City, N.Y.

MILLS SALES CO., LTD.
1491 W. Washington Blvd.
Los Angeles, Calif.

ADVANCE AUTOMATIC
SALES COMPANY
1021 Golden Gate Ave.
San Francisco, Calif.

DENVER DISTRIBUTING CO.
1836-58 Arapahoe St., Denver, Colo.

MOSELEY VENDING
MACHINE EXCH., INC.
200 Broad St., Richmond, Va.

MAC SANDERS
2837 W. Pico Blvd.
Los Angeles, Calif.

GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N.C.

WESTERN
DISTRIBUTORS, INC.
1226 S. W. 16th St., Portland, Oreg.

HEINKE VENDING
MACHINE COMPANY
720 W. Howard Ave., Biloxi, Miss.

B. M. AMUSEMENT CO.
A. M. AMUSEMENT CO.
504 W. Howard Ave., Biloxi, Miss.

THE MARKET CO.
3328 Carnegie Ave., Cleveland, O.

ROBINSON SALES CO.
3100 Grand River Ave., Detroit, Mich.

ACME NOVELTY CO.
1124 Hennepin Ave.
Minneapolis, Minn.

UNIFIED NOVELTY CO.
1021 Golden Gate Ave.
San Francisco, Calif.

BOTH MACHINES ARE IN FULL SPEED PRODUCTION AND WILL BE READY FOR DELIVERY AS SOON AS HUMANLY POSSIBLE!

Further advertising will appear as soon as deliveries are ready. In the meantime we urge you to contact your nearest distributor IMMEDIATELY and place advance orders NOW. Let your distributor tell you how terrific these two machines really are... HE SAW THEM... HE PLAYED THEM... TAKE HIS WORD... HE KNOWS!

CREATED AND DESIGNED FOR BIGGER OPERATING PROFITS BY

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th Street
LONG ISLAND CITY, N. Y.
SILVER MOON CHIEF

New beauty never before attained in easy bulb chrome finish with smart modern cabinet design. It's the bell that out-sells all others! Large jackpot with automatic refill. Heavy duty clock with self-dependent Jennings Chief mechanism and famous Jennings encoders. Ordering will mean why operators say it's "tops."

Applaud New Crotchen Games

CHICAGO, Jan. 26.—"The ovation which enthusiastic coin machine men tendered Pike's Peak and Champion at the recent coin show places them at the top of Crotchen's interest for 1941," declares Karl Eilen, general manager of the Crotchen Tool Company.

"Champion is the new double-payout token bell with two automatic payout systems: on the same machine. It is a mystery award on all winning bell. fruit combinations, plus a gold-award jackpot on the three-bar combination. Champion has been given the right way on production lines in answer to insistent demands for immediate delivery.

"Champion Bell is a new machine, manufactured at the highest quality level of one award in every 12 plays, over-size fruit symbols, precisely etched capacity of token tubes and one hole, large reel mechanism, built-in counter with player self-payout; convertible with coin nickel which the operator can change in few moments right on location. Operators may choose from a colorful array of hammering Hammertone combinations.

SUPERIOR PRODUCTS
14 NORTH PEORIA AT CHICAGO, ILLINOIS

ORDEASHINGTON NATIONAL SALES COMPANY
2300-08 W. Armitage Ave. Chicago, Illinois

AT REDUCED PRICES

25 NEW GAMES IN ORIGINAL CRATES

Free Plays

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<thead>
<tr>
<th>Game</th>
<th>Free Plays</th>
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<tr>
<td>Buffaloes</td>
<td>$27.00</td>
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<td>Bulls</td>
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<td>Vacation</td>
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PAY TABLE VALUES

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<tr>
<td>Grandstand</td>
<td>$73.00</td>
</tr>
<tr>
<td>New York</td>
<td>$54.00</td>
</tr>
<tr>
<td>One-Two-Three</td>
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<td>Grand National</td>
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<td>Thoroughbred</td>
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LEGAL EQUIPMENT

<table>
<thead>
<tr>
<th>Game</th>
<th>Legal Equipment</th>
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<tbody>
<tr>
<td>Anti-Aircraft &amp; Cab</td>
<td>$37.95</td>
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<tr>
<td>Chicken Sam</td>
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<tr>
<td>Bull's Eye</td>
<td>$47.50</td>
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<tr>
<td>Anti-Aircraft &amp; Cab</td>
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<tr>
<td>Ten Strikes</td>
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<tr>
<td>Revolver</td>
<td>$28.50</td>
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<td>War Winner</td>
<td>$32.50</td>
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<tr>
<td>West, Russell, Comb</td>
<td>$42.50</td>
</tr>
</tbody>
</table>

GRAND NATIONAL SALES COMPANY

CHICAGO, ILLINOIS

A Favorite Trio COMES TO LIFE!

THERE'S MONKEY-BUSINESS ON EVERY TICKET


Write SUPERIOR for details HEAR, SEE, SPEAK NO EVIL and other sensational die-cut boards.

DE LUXE FAST TIME

A Deluxe model console - newly designed throughout. Completely fool-proof Jennings Chief mechanism. Improved slag rejector coin chute. Choice of three top Hootananny Fast Time, fruit symbols and 3-5 payout: Fast Play Fast Time, awards are in free plays only; or Skill Play Fast Time, where half must be shot into skill lane before winners are paid out.

O. D. Jennings & Company
4308 WEST LAKE STREET, CHICAGO, ILLINOIS

They all agree - JENNINGS the PROFIT LINE for '41

FLASHER MODEL


TOTALIZER MODEL


Penny Play for '41

AMUSEMENT MACHINES

February 1, 1941

The Billboard

85
Please Bear With Us...

We've been so swamped with orders for Sport Parade that it was humanly impossible to fill all orders. However, we've more than doubled our factory space and stepped-up production will assure you of prompt deliveries in the near future.

Savoys Weekly Specials

<table>
<thead>
<tr>
<th>Free Play</th>
<th>Special Closeouts!</th>
<th>Gold Star</th>
<th>$57.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atomic</td>
<td>Brite Spot</td>
<td>Landlady</td>
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<tr>
<td>Brides</td>
<td>Double Feature</td>
<td>Lover</td>
<td>62.50</td>
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<tr>
<td>Beauty</td>
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<td>Operator</td>
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<td>Button</td>
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<td>Polly</td>
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<td>Button Plus</td>
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<td>Sports</td>
<td>29.50</td>
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<tr>
<td>Beauty Plus</td>
<td></td>
<td>Beanie</td>
<td>22.50</td>
</tr>
</tbody>
</table>

Savoys Vending Co.

631 Atlantic Ave.
Brooklyn, N.Y.


Here are the machines you've been looking for...

- 30 A.B.T. Challenges: $14.95
- 30 Million Dollar: $14.95
- 27 A.B.T. Challenge: $14.95
- 27 Million Dollar: $14.95
- 27 A.B.T. Challenge: $14.95
- 27 Million Dollar: $14.95
- 27 A.B.T. Challenge: $14.95
- 27 Million Dollar: $14.95
- 27 A.B.T. Challenge: $14.95
- 27 Million Dollar: $14.95
- 27 A.B.T. Challenge: $14.95
- 27 Million Dollar: $14.95
- 27 A.B.T. Challenge: $14.95
- 27 Million Dollar: $14.95

Badger Novelty Enlarges Quarters

Milwaukee, Jan. 25. — We are following the trend of business—which is upward—and are meeting the demand for the modern methods of streamlining.' declares William D. Hoppel, Jr., head of the Badger Novelty Company, Milwaukee. "We want our customers to be so attracted to our offices and display rooms that they will spend a large part of each visit to Milwaukee at the Badger headquarters.

Badger recently added 3,000 square feet of space to the shop and storage rooms, making room for a rapidly expanding parts department. Hoppel continued: 'We look forward to entertaining our customers at a special preview of the new Rock-Ola phonographs and accessories. The Rock-Ola Spectra phonographs will be featured at the fair, to be held February 20 and 21. We are extending an invitation not only to our old business associates in Wisconsin, Northern Illinois, and Upper Michigan, but also to our new acquaintances located in our new territory in the State of Iowa.'
THANK YOU!

For your tremendous response and orders for School Days! Our new factory enables us to increase production.

That School-Day Favorite

TIC-TACK-TOE
Streamlined in the Modern Tempo!
Simple as a-b-c

D. GOTTlieB & CO.
1140-1150 N. KOSTNER AVE., CHICAGO

Baker Show Sales
Presage Big Year

CHICAGO, Jan. 25.—“Baker’s booth at the recent convention were so busy as a beehive,” state officials of the Baker Novelty Company, Inc. “More and more distributors and jobbers are coming to realize the value of Baker-Built products. The Big Baker hit, however,” was the new five-ball novelty game Big Time, designed to do big things for the operator in 1941.

“The new cent-counter game, Lucky Strike, was also an outstanding number. Lucky Strike is small, compact, fascinating, and designed for player appeal.

The 1941 De Luxe Baker’s Pacers daily double jackpot also drew hundreds from visitors, especially from operators who are using them. This is the third anniversary of Baker’s Pacers and the sales for the machine are greater than ever.

Mr. Baker hit the big one this year with the new ten-cent counter game, The Spot, which will be the big hit of 1941.

The machine is simple, easy to operate, and designed for big sales. The factory is now making preparations for what looks like the biggest year in the coin machine business.”

Machine Franchise

ATLANTA, Jan. 29.—Monroe W. Rothchild and Aaron B. Spencer, representing the Mills Novelty Company, were in the city recently to arrange franchises for the Atlanta territory for Panoram machines.

Rothchild said Soundies would be in operation in Atlanta within a month and that five bands had been secured to make the films. He told dealers the Soundies would not hurt the phonograph business and that the better class restaurants were being sought as locations for the machine.

Coinman Robbed

SPRINGFIELD, Mass., Jan. 35.—Thief of $500 from the Automatic Coin Machine Company was reported to police recently by W. L. Kelly. He said entry was gained by forcing a window.

BUY "CUB" AND "ACE" BY THE CASE!

Sample

$13.95

CASE OF 12 "CUBS"

$14.95

$75

$80

I. L. MITCHELL & CO.

ASSOCIATES

2200 N. Western Ave.,
Chicago, III.

Fisher Automatic Novelty Co.,
1319 Grand River Ave.,
Detroit, Mich.

ASSOCIATES

1070 Broadway, BROOKLYN, N. Y.
PROF/1 ANIVINIT/ON 

EONS' 

SMALLEST! LIGHTEST! FASTEST! 

Lowest Price! Only $145.00 

Ask Anyone Who Attended the Show! 

They'll tell you how they jammed the steles to see this new anti-aircraft gun sensation! Distributors, jobbers and operators stripped cold—caved over its compact size, streamlined beauty and lightning action—marveled at the amazing low price—and ordered in quantity on the spot! Grab this gun quick! "Evans' TOMMY GUN is sure-fire ammunition for BIG EARNINGS in 1941!" 

Now in Production! Delivery in 2 Weeks! Rush Your Order Immediately! 

H.C. EVANS & CO. 

1520-1530 W. ADAMS ST. CHICAGO 

Movie Machines In Production 

CHICAGO, Jan. 23—Herbert Mills, general superintendent of Mills Novelty Company, announces that the first factory order for 5,000 Panoramic movie machines is now coming off the production line. 

Mills plans to produce 18,000 of the machines during 1941, it is said. The projectors, amplifiers, and sound system are manufactured by RCA Manufacturing Company in its Camden and Indianapolis plants. 

Herbert Mills estimated that the 18,000 machines built in 1941 will give employment through the various phases of manufacture, distribution, and operation to a minimum of 5,000 people. 

Not Mono Competitables 

Gordon Mill,. president of Soundies Distributing Company, Hollywood, stated: "Soundies will not compete with the motion picture theaters. There is no story, no script. Unlike the regular movies, a soundie must be so good, so rich in fast and concentrated action and meaning that it gets itself over with the public in three minutes. If anything, Soundies will stimulate the desire of the motion picture loving public to attend the regular shows." 

Add to Personnel At Milwaukee Coin 

MILWAUKEE, Jan. 25—"Well known to operators throughout Wisconsin and the Upper Peninsula, Mike Pose, who has been prominently connected with the phonograph business for years, is now a member of our organization," reports Sam London, president of Milwaukee Coin Machine Company. 

"Post has plenty of good news for the trade, and we sure he'll get a special welcome everywhere." 

A second newcomer to the firm is Mathis Schalk, employed as secretary to the president. "Up to the present time and for many years past," says Mr. London, "Miss Schalk has been the secretary of枚one of Milwaukee's prominent attorneys. We welcome both to our staff."
CHICAGO, Jan. 23.—The two tiny counter games, Cub and Ace, clicked with operators, jobbers, and distributors at the big coin machine show in Chicago, report Duval officials. Support for the two games was phenomenal, said a Duval exec.

A hit of the distributors who came to the Duval booth and commented on Cub and Ace would have been like the book of coin machine men’s Who’s Who. Not only were they distributors handling our products, but many of them have never handled Duval games. Reading thru the list would give column some idea of the high regard which is given Duval counter games.

“We are proud and happy as a result of comments at the show. We are proud because our perfect machines could elicit such comment from the men who know machines, and we are happy because they are keeping the wheels turning at Duval with ever larger orders for Cub and Ace.”

Up Jump Awards when Jumping Jacks are punched

YOU’RE A JUMP AHEAD WITH JUMPING JACK

New Harlich Low Priced Mechanical Board

Profits! Action! Player Appeal!
They’re all here in this fool-proof, tamper-proof mechanical board. Top awards are concealed. When hole is punched, mystery card pops up and amount of award appears under celluloid.

No. 1845 So a Play 1800 Holes
Takes in $90.00 Average Payout $43.25
WRITE FOR NEW FOLDER NO.21

HARLICH MFG. CO.
3413 JACKSON BLVD., CHICAGO, ILL.

INVENTORY SALE

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double V.</td>
<td>$25.00</td>
</tr>
<tr>
<td>Double V.</td>
<td>$35.00</td>
</tr>
<tr>
<td>Double V.</td>
<td>$40.00</td>
</tr>
<tr>
<td>Double V.</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

Quick! Write for our Price List!
Contains all the machines shown at the Convention! Also the latest and best reconditioned buys in America!

ROY McGINNIS, 3211 Maryland Ave., Baltimore, Md.
BALLY MANUFACTURING COMPANY

WHILE THEY LAST

keeney anti-aircraft........... $117.50

bally rapid fire................. $99.50

free play machines guaranteed

Congo: 1 or 5 ball.............. $52.50

cold cup: 1 or 5 ball............ 9.50

baker 4-5-6..................... 4.50

dandy............................ 3.50

ajAX NOVELTY CO. DETROIT, MICH.

Look To The General For Leadership!

Write Spot................. $5.00

Bible............... $5.00

Gold Box................. $10.00

Poker.............. $15.00

Premium.................. $25.00

Quality Reconditioning on Every Box. Write for Complete List.

2737 WOODWARD

THE GENERAL VENDING SERVICE CO.

Brooklyn, Jan. 29.—Upon returning

Robbins Penny

Games Click

Brooklyn, Jan. 29.—Upon returning

National Coin

Beehive of Activity

Chicago, Jan. 29.—"Thanks a

operators, write...

H. C. PAYNE company

121-214 Bruckner, Nashville, Tenn.

2134/embedded_in_image_instructed/3.png
Don't make any commitments until you've seen your Seeberg distributor!

1941 Seeberg Hitone Symphonolas -

The only really new line in automatic music that offers you --

More beauty! Finer tone!

New features! Bigger profits!

To go ahead with Seeberg:

J. P. Seeberg Corporation • 1500 Dayton St. Chicago
WURLITZER
Victory Model 750
GREATEST
DOLLAR FOR DOLLAR
PHONOGRAPH
VALUE
EVER BUILT

This Wurlitzer Victory Model 750 has everything it takes for exceptional earning power.

Glorious Glamour Lighting with eye-arresting champagne bubble illumination—24 records—visible record changer—Wurlitzer’s unequalled like tone and a host of proven mechanical features backed by the greatest name in automatic music—yet no feature is more sensational than its price.

See it at any Wurlitzer Distributor’s. Compare with any automatic phonograph. You’ll agree it’s the greatest dollar for dollar value ever offered in the automatic music field.


A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

SOLD ONLY TO MUSIC MERCHANTS