

# The Billboard

The World's Foremost Amusement Weekly

DECEMBER 14, 1940

15 Cents

Vol. 52. No. 50



DEC 11 1940

PERIODICAL ROOM  
GENERAL LIBRARY  
UNIV. OF MICH.

**FRANCES  
CARROLL**  
And The Coquettes  
All-Girl Orchestra

Featuring Viola Smith,  
Acclaimed America's  
Fastest Girl Drummer

Personal Management:  
Carl Oehler

*Bravo*

Joe Glaser

PRESENTS

*The Six Star Band*

★ **ANDY KIRK** ★

and his "CLOUDS OF JOY"

★ **JUNE RICHMOND** ★

*Mistress of Song*

★ **MARY LOU WILLIAMS** ★

*The Lady Who Swings the Band*

★ **FLOYD SMITH** ★

*Swing Guitar Sensation*

★ **HENRY WELLS** ★

*The Real Thrill in Heart Singers*

★ **DICK WILSON** ★

*Top Notch Tenor Saxophonist*

Currently Appearing  
at the

**REGAL  
THEATER**  
Chicago, Ill.

Hear these latest DECCA Records by  
**ANDY KIRK** and his "CLOUDS OF JOY"  
today!

"WHOM"

"LOVE IS THE THING"

"SCRATCHIN' THE GRAVEL"

"WHY GO ON PRETENDING"

"FINE AND MELLOW"

"TAKE THOSE BLUES AWAY"

Personal Management: **JOE GLASER, INCORPORATED**

RCA BUILDING, RADIO CITY, NEW YORK. TEL. CIRCLE 7-0862

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

## LEGIT'S RADIO SPENDING

### Switch of Marks Music Catalog To BMI Labeled Major Victory

NEW YORK, Dec. 7.—E. B. Marks, president of Marks Music Company, and Merritt Tompkins, chief of Broadcast Music, Inc., late Saturday concluded a deal calling for transfer of performance rights in Marks catalog to BMI as of January 1. Negotiations for the switch had been going on for months.

Transfer of the Marks music to BMI constitutes a major victory in the latter's fight to acquire music for broadcasting after December 30, on which date ASCAP's station licenses expire. Trade circles regard the Marks-BMI deal as important enough to mean the difference between success and failure for BMI.

Marks-BMI deal was not as difficult to carry thru as that involving the Metro catalog, inasmuch as Marks' library dates back to 1894, or prior to the foundation of ASCAP. This means that many of the composers are not ASCAP members, thus obviating legal difficulties. ASCAP, for instance, had stated

that in the event the Metro catalogs switched the Society would still retain control over performance rights by virtue of the contracts with the writers.

Tunes included in the Marks catalog are *Glow Worm*, *Andalusia*, *Rancho Grande*, *Where Did You Get That Hat?*, *Castle Walk*, *Amapolé*, *Mama Inez*, *Say Si Si*, *Everybody Works But Father*, *Lily of the Valley*, *Under the Bamboo Tree*, *Take Back Your Gold*, and others representing a cross-section of American music for 50 years. Marks was also the first publisher of songs by such writers as Irving Berlin, Sigmund Romberg, Hart and Rodgers, and others. BMI is now preparing a list of 8,000 Marks songs which will be available beginning January 1. Clearance of other tunes will be more complicated owing to legal angles involved regarding those writers who are ASCAP members.

At press time price of catalog could not be ascertained, but it was rumored that BMI is paying \$1,000,000 for performance rights over a period of five years, with a possibility that rights would then revert to Marks. Catalog is estimated at 15,000-20,000 titles.

### "Ice Follies" Pulls Ahead Of Last Year

NEW YORK, Dec. 7.—Averaging a 10 per cent increase in attendance in the six cities already played, *Ice Follies of 1941*, fifth edition of the show, has been playing to a good box office the first four days of its 11-day engagement here at the Madison Square Garden. Attendance thus far has been about the same as last year, with a daily average between 12,000 and 13,000. This year's figures, however, take on greater importance because the show is running simultaneously with *It Happens on Ice*, under the aegis of Sonja Henie and Arthur Wirtz, at the Center Theater.

Up to this point show has played to 47,000 customers in 73 days and experienced its largest increase in business during its opener in Los Angeles, when attendance jumped 80 per cent, according to W. D. Hadlich, show's p. a. Follies will give a total of 10 performances here, having its booking interrupted by a hockey season on Sunday. It is substantially the same well-groomed, fast-moving show reviewed in *The Billboard* September 21 when it opened in Hollywood.

In the four years that show has been touring, yearly attendance started with 300,000 in 1936; went to 1,000,000 in 1937; 1,210,000 in 1938; and 1,300,000 in 1939, for a total of 5,310,000. The last two figures include attendance ranging between 300,000 and 400,000 during the show's 16-week run at Winterland, San Francisco. S. F. run this past summer set 375,000 was actually 21,000 under last year's, but the increases in Los Angeles and along the line have already offset that. According to Hadlich, the *Follies* has played to more customers than have all the other ice shows put together.

Production on the latest edition is smart in a quiet manner and represents a cost of \$85,000, excluding skaters' salaries. Average cost of production in previous years ran between \$40,000 and \$50,000. Weekly nut for performers is \$20,000 on present show, which lists 66 skaters. Chorus people, numbering 36, start at \$40 for a trial period and then earn \$50 and \$60 a week. Trial period for principals calls for a \$60 starter, but (See *ICE FOLLIES PULL* on page 37)

### "Hellzapoppin" Has Record With 50Gs for Time; Indies Cash In

NEW YORK, Dec. 7.—Competing entertainment media of legit and radio have at last found a common denominator after years of opposition, with legiters now buying thousands of dollars of radio advertising time. Most of the productions which have advertised on radio have done so via spot announcements and with little continuity. Record spender, however, is the Olsen and Johnson musical, *Hellzapoppin*, which has used over \$50,000 worth of air time since its opening, and which is the only legit to have followed a policy of continuous radio plugging thruout its run. Policy was instituted by Claude E. Grenaker, press agent for the Shuberts, who has handled the *Hellzapoppin* press. Theater Guild is also among the pioneer legiters advertising on the air, having used 14 spots back in June, 1936, over WQXL.

According to Grenaker, the Shubert show experimented not only with the constant plugging plan, but at times used radio advertising on two and three stations simultaneously. The p. a. personally supervises the *Hells* spots so as to make adjustments quickly when new and better spots open or when tie-ups can be effected.

He started the show's commercials on

Stan Shaw's *Milkmen's Matinee*, over WNEW, September, 1938, and arranged for a special, partly reciprocal deal, whereby the station's call letters are displayed on the stage. In addition to the barter phase of the contract, Grenaker (See *LEGIT SHOWS* on page 15)

### Ringling Estate Hearing Recessed

SARASOTA, Fla., Dec. 7.—The United States Government began introducing testimony this week in its effort to oust John Ringling North and his mother, Mrs. Ida Ringling North, as executors of the John Ringling estate, against which the government has filed tax claims totaling more than \$3,900,000. After four days, during which numerous records and documents had been introduced and several witnesses questioned, Circuit Judge George W. Whitehurst recessed the hearing until December 9.

The government sought to show that the executors spent "large sums" for repairs on a home owned by the estate which they occupy here, James A. Haley, manager of the local office of the estate, identified bills for repairs to the home and said the executors paid no rent on the property.

Testimony as to the alleged "lobbying activities" of the executors in connection with certain bills introduced in the Florida Legislature in 1937 and 1938 was brought out by James A. Brown, of Miami, Internal revenue bureau agent. Brown said the executors paid over to J. Velma Keen, Tallahassee attorney, who is president of the Florida Bar Association (See *RINGLING HEARING* on page 34)

### Al Siegel, Jack Barry End Odd Agency-Vocal Coach Arrangement

NEW YORK, Dec. 7.—With Al Siegel leaving for the Coast to take up a \$500 weekly job as vocal coach to Shirley Temple and other MGM players, his partnership with Jack Barry has been dissolved.

The original pact provided that Barry would furnish Siegel with a studio and office and pay for clerical help. Siegel, in turn, would give Barry 25 per cent of his commissions on femme singers under his (Siegel's) contract. The pact was to run for two years, but contained a clause giving Siegel the right to withdraw from the set-up after the first six months should a better proposition come along. The six months would have expired in February.

Barry charges that Siegel had been "in arrears" on his payments. Barry also said that since Siegel opened at the Paramount with Connie Russell he has not set foot in the office.

A settlement of all Barry's claims was effected between their attorneys prior to Siegel's departure Thursday (5) for Hollywood.

The original contract also provided that Barry would agent all the singers under contract to Siegel. Among them are Connie Russell, Joan Merrill, Beverly Roberts, Patricia Ellis, Paula Stone, Ethel Barrymore Colt, and others. Barry said he will continue to agent them, altho they are not now attached to any office. Connie Russell is not included, since she will probably be signed by MGM.

Before Siegel left he made arrangements with his attorney, Michael Halperin, to deposit \$10,000 annually to take care of all notes to Barry and others to whom he is indebted.

Phil Ellis, vocal coach, has now joined Barry in the capacity previously held by Siegel. Ellis formerly did arrangements for NBC and for the numbers in *Hellzapoppin*.

### Move Started To Amend Old Sunday Blue Laws in Boston

BOSTON, Dec. 7.—Tommy Maren, manager of Monte Proser's Beachcomber and president of the Boston Restaurant Owners' Association, says the first step in a plan to remedy the Sunday law situation in Boston has been taken. Maren said a bill had been filed for presentation to the next biennial session of the Legislature next month providing for an extension of Saturday night closing hours from midnight to 2 a.m. Sunday.

This is the first move of the BOA to eliminate ancient laws which prohibit the sale of liquor and seriously restrict entertainment on Sundays. Since Lou Walters started it at the Latin Quarter last year, other clubs have begun to use Sunday night shows. The shows are given strictly as such and are not followed by dancing—for dancing is not allowed in the Hub on the Sabbath.

Sunday shows were started in the Hub many years ago, known as "sacred con-

certs." The licenses provided for the appearance of symphony orchestras and soloists only. Later John Graham brought in the big bands, John Phillip Sousa and others, and they played to packed houses at the old Boston Theater—now the Keith Memorial.

Because of the Sunday laws the shows started at 5 p.m. and had to be over at 11 p.m. Later changes were made to allow vaude between those hours, and eventually the law was changed to allow censored pics and singing and talking acts—without make-up. At least that was what was intended, but in order to clarify the situation the politicians went ahead and listed every type of act that could work. And, of course, some were left out. At the time the changes were made the question of Sunday entertainment was placed under the department of public safety, with local city officials (See *BOSTON BLUE LAWS* on page 27)

### In This Issue

	Pages
Broadway Beat, The	4
Burlesque	25
Carnival	29-39
Circus and Corral	40-42
Classified Advertisements	53-55
Coin Machines	64-100
Endurance Shows	26
Fairs-Expositions	48-51
Final Curtain	28
General News	3-5
General Outdoor	52
Hartmann's Broadcast	52
Legitimate	15-16
Letter List	56-57 and 63
Magic	25
Music	9-14
Music Merchandising	66-71
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Notes From the Crossroads	52
Orchestra Notes	10
Parks-Pools	44-47
Pipes	62-63
Possibilities	5
Radio	6-8
Radio Talent	8
Record Buying Guide	71
Repertoire-Tent Shows	25
Rinks-Skaters	11
Sheet Music Leaders	11
Show Family Albums	54
Songs With Most Radio Plays	11
Sponsored Events	39
Television	6
Vaudeville Reviews	22-23
Vaudeville Crosses	24
Wholesale Merchandise-Pipes	58-63

**ROUTES:** Orchestra, page 14. Acts, Units, and Attractions, 20 and 34. Dramatic and Musical, 20. Ice Shows, 20. Burlesque, 20. Carnival, 34. Circus, 34. Miscellaneous, 34. Routes Received Too Late, 34.

# NO S. A. MELON FOR ACTS

## Government Good Will Program For Latin America Planning To Send Out Only Long-Hair Talent

WASHINGTON, Dec. 7.—Any benefit to talent resulting from the government program to export American culture to Latin America will be incidental and indirect, it is felt. That is the impression obtained from talks with the Council of National Defense, which, under Nelson Rockefeller, will spend \$3,000,000 to familiarize our southern neighbors with our mode of life.

According to the theory now prevailing at our State Department, the propaganda of dictatorships now pumped into South America thru short-wave radio, press, and subsidized movies can be thwarted by a similar program extolling the virtues of democracy. American artists in radio and motion pictures, under this theory, would pave the way for this pro-

gram by awakening a Latin American interest in our concept of civilization.

Under such a broad plan it is not difficult to see how ideas got around that (See No S. A. Melon for Acts on page 46)

### Salem Theater Fire

SALEM, N. Y., Dec. 7.—Fire which followed an explosion leveled the Star Theater building here Monday (2), causing a loss estimated at \$40,000, including a print of *Tim Fess Alley*. Cause of the explosion, which for a time threatened the entire business section, was not immediately determined. The theater is said to have been covered by insurance.



THERE'S talk about Billy Rose taking over Luna Park next season. Now if we could switch that to "somebody taking over Billy Rose" that'd be news! . . . King Pfeiffer, the Jimmy Johnston of the rascals, will invade the night club field by promoting a pair of rugged female grapplers—the kind of girls you'd love to bring home to your mother-in-law. . . . Two days before Desi Arnaz eloped with Lucille Ball he informed Mario at the Hurricane (who gave Desi his start at La Conga) that he wasn't serious about the whole thing. But then nobody is in Hollywood. . . . Ed Wynn and Al Jolson, who I always thought considered themselves strictly one-man shows, wouldn't let their showgirls double at local hot spots—on the premise that it might hurt their musicals. . . . Herbert Marshall is one English star who won't be sniped at for his British Relief efforts while east—for Marshall gave his right leg for his country, while the others are just giving it a great big hand!

Sylvia and Leonard Lyons visited with President Roosevelt at the White House last week and presented the Chief Executive with three Dewey Anniversary spoons they got from Bill Hardy. The former Assistant Secretary of the Navy examined them closely and not only identified each ship and named each skipper by name, but outlined all the naval engagements each ship engraved on the spoons went thru during the period depicted. . . . Bob Musel, of U. P., is writing the Miami Royal Palm Show with Abe Lyman's arranger, Lionel Rand. . . . Hedda Hopper will do four radio guest shots in addition to her six Sunkist Orangeries while in Manhattan for 12 days—and she calls it a vacation.

IN A fortnight former lightweight champ Benny Leonard will open a restaurant on Seventh Avenue and 52d Street. The same week another new eatery will be unfurled under the Tony Canzone tag. Which recalls Fred Allen's old gag—that he couldn't become a boxer because he couldn't stand the smell of cooking! . . . Speaking of unique personalities operating enterprises, I have figured out what ought to make a neat feature story for *Gollier's*, *The American*, or maybe *Cosmopolitan*. The men most active in catering to both Cafe and Saloon Society (the difference lies in the minimum and cover charge) include: 1 Oil Man, 1 Fur Salesman, 1 Garage Owner, 1 Accountant, 2 Hoofers, 1 Plumber, 1 Carnal Barker, 1 Court Stenographer, 3 Press Agents, 2 Stockbrokers, 1 Credit Furniture Man, 1 Lawyer, 3 Prize Fighters, 1 Bus Boy, 9 Waiters and Headwaiters, and 1 Sailor.

Humphrey Bogart, at the Strand, thinks all screen buddies should carry nosebody-guards—to prevent wiseguns from testing how tough the Hollywood toughies really are. . . . Lolita Cordoba may buy into a slice of a Broadway club. . . . Several years ago Darryl Zanuck signed adorababy Joan Carroll to hold over the head of Shirley Temple. Now that Shirley's living on her Social Security and 8-year-young Joan is a sensation in "Panama Hattie," Fox would like her back on the lot a lot again. . . . Millicent Rogers is still sick abed in Doctors' Hospital. While Millionaire H. H. Rogers is in Hollywood turning picture impresario—planning to release a flickture thru Walter Wanger.

CHICO MARK insists any musicians he hires for his band must have a sense of humor in addition to a sense of rhythm. The boy'll all wear Chico's standard green corduroy pants and brown shirts—and to show who's boss, the Marxman will wear brown corduroy pants and a green velvet shirt. . . . The money behind George White's new nitery is costumer Dastan's Senior Friedlander. . . . Suggested sign for the Copacabana, the Beachcomber, Butler's Tap Room, the Panamanian, or maybe the bar at the Metropolitan Opera House: "Try Two Zombies and See Double Features."

A list of army camps will be published in the Wholesale Merchandise Department, starting with this issue. This week's list is for the First (New England) Corps Area. It can be found on page 58.

### Springfield Munny Theater

SPRINGFIELD, Mass., Dec. 7.—Springfield at last has a municipal theater, coming almost as a gift by way of the tax-title foreclosure route rather than thru public subscription. The city now has full and undisturbed title to the Franklin Theater thru a decree of the Land Court in foreclosure proceedings instituted by the city law department.

The total due the city in taxes and interest, except for the assessment for the current year, is \$9,087.93. Taxes for this year amount to about \$1,500 more. The foreclosure covered the amounts due in back taxes and is for the balance of the 1933 assessment and all the subsequent taxes up to the present year.

## Sherman to Coast For Film Names; Has Build-Up Plan

NEW YORK, Dec. 7.—Eddie Sherman, indie vaude booker, will go to Hollywood next month to persuade studio execs to allow film names to go on p.-s. tours. According to Sherman, one big name is already about to be delivered.

Sherman plans to provide the film players with high-priced writers supplying suitable material. He will argue that too many times film players have been hitting the road with little or no material. Good material, he claims, will enhance the value of the film player during and after the tour.

Also, prospectus plans to build around the player a unit designed to show him off. For this reason Sherman says he plans a production department. He is confident the studios will co-operate if it can be proved that the p.-s. will be handled so that the player will increase his popularity.

Another factor favoring this proposition is the fact studios will be relieved of paying contract players' salaries while they are on tour.

Such a set-up, according to Sherman, would give vaude an additional hypo. He says there is a scarcity of names for de luxe houses thruout the country.

Sherman says he would agent the film names as well as book them into his own houses.

## Philly New Theater Has Routine Revue

PHILADELPHIA, Dec. 7.—The New Theater has again fashioned contemporary America into a musical revue, this season tagged *Inside America*, a two-acter by Mel Tolkin and Reuben Davis, staged by Luis Cordano, with settings by Herbert Suteliffe Jones, and presented week-ends at the group's own theater. Opening chorus promises this one will be different, but it soon settles right in the groove that has characterized so many of the country's "New Theater" groups. However, it has somewhat lifted itself above political haranguing and social significance, and there's meat for a Shubert or a Max Gordon in one of the 18 bits, in which gangling Anita Michaels describes herself as "the girl who un-overs for magazine covers."

Biggest comedy moments are provided by Ed Felbin with a number about deportation of aliens, willing to be sent back anywhere except to Camden, considered by localites in the light of Hoboken to New Yorkers. Another show-stopper is *Mother Love*, sung and danced amusingly by Ben Low and Margaret Bennett in tenderloin style, its theme line being "Don't kill your mother on Mother's Day." M. H. O.

### FRANCES CARROLL

(This Week's Cover Subject)

FRANCES CARROLL is the attractive and talented young lady who wields the baton for the Coquettes and who shares billing attention with Viola Smith, the head lady of the unit and whose claim to being the world's fastest girl drummer goes unchallenged.

Miss Carroll is 22 years old, was born in Buffalo, and before joining the Coquettes worked as a single in leading Broadway night clubs. She has natural curly red hair, which is one of her great assets as she leads the melodic girls, and she dances, sings, and plays the clarinet.

She has appeared in Vitaphone shorts with the Coquettes and on her own and has appeared at the nation's leading theaters, cafes, and hotels. She has won many beauty contests, and on several occasions her likeness has been utilized for extensive advertising campaigns by national advertisers.

The Coquettes are a co-operative outfit, with Miss Smith as president and Carl Oshler acting as personal manager. In recent weeks the 11-girl organization has been playing theater and one-nighter dates in the South.

SPECIAL PRINTED ROLL OF MACHINE  
**100,000**  
FOR **\$20.00**

RESERVED SEAT - PAD - STRIP  
COUPON BOOKS - RESTAURANT  
CHECKS - SALES BOOKS AND  
ALL ALLIED FORMS

409 LAFAYETTE ST. N. Y. C.  
52 W. WASHINGTON ST. CHICAGO  
1615 CHESTNUT ST. PHILA.

**ELLIOTT TICKET CO.**

STOCK  
ROLL TICKETS  
ONE ROLL \$ 40  
TEN ROLLS 3 50  
FIFTY ROLLS 15 00  
ROLLS 2,000 EACH

Double Coupons,  
Double Price  
No C. O. D. Orders  
Accepted

### "Ice-Capades" for Springfield

SPRINGFIELD, Mass., Dec. 7.—The Ice-Capades of 1941 has been booked for an eight-night stand at the Eastern States Coliseum, West Springfield, December 25 thru January 1, according to an announcement made by Eddie Shore, president of the Springfield Hockey Association, lessor of the Coliseum.

## Lamb-Yocum Ice Revue Set For Month at Omaha Hotel

OMAHA, Neb., Dec. 7.—Gladys Lamb-Rube Yocum Ice Revue opened Monday (25) in the Bombay-Black Mirror Room of the Fontenelle Hotel here, and will remain thru December 22. The Lamb-Yocum unit, employing real ice, recently concluded eight weeks in the Restaurant Continental of the Netherland Plaza Hotel, Cincinnati.

From Omaha, Lamb and Yocum take their bear into the Skyway Room of the Peabody Hotel, Memphis, Tenn., for six weeks with options, opening New Year's Day.

## Possibilities

TRADE SERVICE FEATURE  
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

GLORIA BLAKE—young coloratura, still in her teens, who is ideally suited to take over the type of role given to Deanna Durbin a couple of years ago. Her finely trained voice is impressive, and, with proper direction, she could turn into a winning personality on the screen. Caught at the Beachcomber, New York, where she offered both semi-classical and standard selections with equal effect.

SYLVIA WELD—legit ingenue caught in *Fleshing* at the Hudson Theater, New York. She has done fine jobs in previous appearances, but in this she is faced with the toughest role of her career and does splendidly with it. Has intelligence, insight, and the ability to deliver fine readings. Also, she is extremely attractive in a sort of Hepburn-like way—only prettier. Should screen well.

# Web Talent 'Monopoly' Likened to Old Theater Biz at FCC Probe; Ask Divorce of Chain-Bureau Tie

WASHINGTON, Dec. 7.—Alleged talent monopoly of the radio chains was flayed this week by Martin Gang, representing indie talent agents, with charges that artists' bureaus could not act in best interests of performers; that the "monopoly" was similar to that held in the theater business by the United Booking Office 25 years ago; and that the bargaining agreement inked by AFRA and the chains contained a joker aimed at agents. Gang asked that the government divorce radio companies from their artist bureaus. Appearing before the FCC during oral arguments on the FCC Monopoly Committee's report of radio broadcasting, he told the commissioners that it was their duty to prevent misuse of broadcasting licenses.

The Los Angeles attorney, who is a partner in the firm of Gang & Coop, declared that NBC and CBS "absolutely control the concert situation in the United States." He stated that artists like Padarewski, Yurbi, and Flagstad had to go to the broadcasting companies in order to get concert appearances. He argued that agents are practically fiduciaries, who counsel their clients on personal affairs, money, appearances, and other matters which contribute to the growth of their professional career. Establishing this relationship, he pointed out that broadcasting companies are primarily interested in selling time to advertisers. Gang declared that this put the radio companies in a conflicting position which prevented their acting in the best interests of their artist clients.

Indie agents do not have broadcasting permits by which they can direct the flow of talent to their own offices, he said, and it was up to the FCC to see

that corrective steps be taken.

Broadcasters have discovered a "cheap way" to tie up talent, Gang insisted, thru the simple means of artist bureau contracts whereby artists pay the radio company money for employment. Another way, he said, is thru guaranteed employment contracts which assure the artist of some income.

He stated that it was not enough to propose rules to limit option time obtained by chains from their affiliated stations. "The monopoly would still exist," he charged, if the networks are allowed to drive all independent artist representatives out of business and thus control available talent. "You would have theoretically free stations operating their transmitters and only one or two or three places to go to get their programs," he told the commission.

He said he was loath to seek relief from Congress or to instigate criminal proceedings before the courts, because that would be extreme. The FCC, he urged, had the necessary powers and should use them. He denied that agents would have a monopoly for themselves if the FCC should accede to his demands. He declared there were many agents and they compete with each other violently.

As to talent, Gang stated that it was against the chains' interests as employers to get the most they can for artists they represent. He pointed out that the higher the talent costs the harder it is to sell sponsors. He said he knew of cases where chains have, thru their artist bureaus, secured exclusive representation for a sponsor and then gone out to dig up the talent for that sponsor, theoretically acting as agent for

(See NETS GET VERBAL on page 7)

# UNDERWOOD Home and Field Secretary



THE UNDERWOOD PORTABLE TYPEWRITER WITH BUILT-IN TYPING STAND

EXCLUSIVELY UNDERWOOD

HERE is an Underwood Portable Typewriter with a sturdy, folding Typing Stand built into the Portable Carrying Case. No need now to hunt for a place to type. It's right there . . . to be set up whenever you want, wherever you go.

See the Underwood Portable Typewriter with Built-in Typing Stand at your Dealer's . . . ask for a free trial . . . inquire about convenient budget terms.

UNDERWOOD ELLIOTT FISHER COMPANY

One Park Avenue, New York, N. Y.

Sales and Service Everywhere



WE'RE ON OUR WAY TO THE HOTEL PRESIDENT

THE TOPS IN HOTEL VALUE IN NEW YORK CITY

Special Theatrical Rates

By the WEEK ROOM with BATH and RADIO . . . \$10.00

48th St. West of B'way-N.Y.

## Mask & Wig Show Has Good Score

PHILADELPHIA, Dec. 7.—High as a kite, University of Pennsylvania's 23d annual Mask & Wig production, starting its road tour Wednesday (11) in Allentown, Pa., is sure-fire as all-masculine collegiate productions go. Central figure is Benjamin Franklin, founder of the school. Old Ben, however, is not approached too seriously. And while the costumes and settings are of the 1740 vintage, dialog and situations are today's, with reference to national and municipal politics, movie stars, and such recent affairs as the Penn-Cornell football game. Excuse for it all is Franklin's problem. Excuse for it all is finding a husband for one Abigail Dinglebender. Book is the work of Louis DeV. Day Jr., Sidney Werthimer, and John Collins Parry.

Again, it's the musical score that sparkles. Of the 18 songs provided by Clay Boland and Bickley Ruchner, those destined for a hit parade career are likely to be Not So Long Ago, My Gal, and I'll Sing Your Praises. M. H. O.

## Stein Leaves Hospital Bed

NEW YORK, Dec. 7.—W. H. Stein, Music Corporation of America vice-president, has been released from the hospital and is convalescing at the home of Charles Miller, MCA executive, at Tarrytown, N. Y. Stein had been bedded for several months, during which time a leg was amputated because of a blood clot.

Miller said that Stein will probably be up and ready to take over his desk within a few months.

100-1500-1500 DANCE • ORCHESTRA REVUE • MINSTRELS  
A complete selection of colorful stock illustrations for all occasions — special designs for your show — quick service — low prices — write for samples.  
PRINTING COMPANY 1334 VINE ST PHILA., PA.

CLASS OF SERVICE: This is a definite class of service. It is a service that is not to be had elsewhere. It is a service that is not to be had elsewhere. It is a service that is not to be had elsewhere.  
WESTERN UNION  
FOR CHRISTMAS—USE WESTERN UNION'S CONVENIENT HOLIDAY SERVICES.

1. GREETING TELEGRAMS (20c LOCALLY).
2. GIFT ORDERS.
3. SHOPPING ORDERS.
4. MESSENGER ERRAND SERVICE.

Direct Subway Entrance to all Points of Interest  
New York's Popular HOTEL LINCOLN  
44th TO 45th STS. AT 8th AVE.  
OUR CHOICEST ROOMS From \$3  
1400 ROOMS each with Bath, Servidor, and Radio. Four fine restaurants acclaimed for cuisine.  
MARIA KRAMER PRESIDENT  
John L. Horgan Gen. Mgr.  
HOTEL EDISON SAME OWNERSHIP

IN THE CENTER OF MID-TOWN NEW YORK

STOCK TICKETS  
ONE ROLL . . . \$ .50  
FIVE ROLLS . . . 2.00  
TEN ROLLS . . . 3.50  
FIFTY ROLLS . . . 15.00  
100 ROLLS . . . 29.00  
ROLLS 2,000 EACH  
Double Coupons,  
Double Price.  
No C. O. D. Orders  
Size: Single Tick. 1 1/2"

### SEASON'S GREETINGS

TO THOSE that it has been our privilege to serve for nearly half a century, the ending of another year, with the approach to a new one, serves to remind us of what is to us a most pleasant relationship. In this spirit may we extend Holiday Greetings and all Good Wishes for 1941.  
THE TOLEDO TICKET CO., Toledo, O.

### SPECIAL PRINTED

Roll or Machine  
10,000 \$ 6.95  
20,000 \$ 9.85  
50,000 \$ 12.75  
100,000 \$ 19.60  
1,000,000 \$ 150.50  
Double Coupons,  
Double Price.

# DISK TANGLE TIGHTENS

## Waxworks Balk at MPPA Renewal; Seek Deals; ET Shortage Seen

NEW YORK, Dec. 7.—Transcription tangle increased this week, one of the chief Eastern waxeries stating flatly that it would not renew its contract with the Music Publishers' Protective Association and another stating that it would not sign a contract similar to that now in effect. Contracts expire December 31.

C. Lloyd Egner, NBC exec in charge of the transcription division, in speaking of renewing for the Theasurus, stated, "We are not interested in renewing the MPPA license at any price. So few, if any, of our subscribing stations will be licensed with ASCAP that there is no point in our continuing to supply them with ASCAP tunes." He further stated that the Theasurus was using absolutely no ASCAP music at the present time.

Another of the chief Eastern transcription libraries stated it would not sign with MPPA under current contract conditions, but would favor a deal calling for payment of 2 cents a song per subscribing station. In event this could not be done, exec stated his company might clear wax music rights thru the music publishers direct, making individual deals.

Of the three leading Eastern transcription libraries using ASCAP material, only one, World Broadcasting System, indicated it would probably renew under conditions similar to existing pact. Charles Gaines, of World, stated that whether World renews depends upon the requirements of subscribing stations. "We will continue to produce the music the stations will be able to perform," he said.

Contract between MPPA and chief Eastern waxeries expires December 31 and calls for payment of \$15 a tune, this fee being for permission to record. Some ET companies have long felt the charge was arbitrary, and not very long ago a test case involving NBC was instituted in order to determine the validity of the charge. Case, however, was dropped.

A few months ago wax men were also discussing possibility of securing a sliding scale of mechanical fees, with \$15 the price for use of tune the first year and a lesser sum for the second year. Under present contract the \$15 holds for only one year.

Some of the waxworks are now branching out into unusual deals in clearing music. One such deal just concluded with a publishing house calls for payment of \$5 for permission to record. With this sum okeh up to a ceiling of 200 stations. This figures out to 2 cents a tune.

### Wax Shortage?

Both transcription execs and platter turners on stations are expressing doubt that there will be enough wax to feed stations not licensed with ASCAP after December 31. BMI some months ago concluded deals with chief ET com-

panies whereby 500 non-ASCAP waxes were to be distributed gratis to BMI member stations. According to trade estimates, there is about one month's supply of these waxes left and more are urgently needed. Whether the transcription industry will fully co-operate in manufacturing them is doubtful. ET execs pointing out competitive angles not to their liking. Chief of these is the fact that the "bonus" waxes are given gratis, whereas transcription companies must charge a fee for the wax.

Just how acute the shortage might become is indicated by Art Green, one of the best local salesmen on the air. Green estimates that a station using nine hours of canned music needs a minimum of 144 tunes. He figures this on basis of phonograph recordings requiring an average of three minutes. Transcriptions are shorter, so 144 figure is considered conservative.

SPRINGFIELD, Mass., Dec. 7.—Milton W. Stoughton, commercial manager at WSPR, said that that station had planned to discontinue ASCAP music on December 1, but that inability to get sufficient transcriptions from BMI had forced them to alter their plans. They have already signed with BMI, and are now broadcasting between 50 and 75 per cent of their music, which Stoughton called "tops."

## Fancy Op Intermissions

NEW YORK, Dec. 7.—Saturday afternoon broadcasts of the Metropolitan Opera, sponsored by the Texas Company over NBC, will carry three innovations during the program's intermissions. Between first and second acts Mrs. August Belmont, of the Opera Guild, will conduct session to introduce personalities who work behind the scenes and make the broadcasts possible. Second innovation is a "question forum," conducted by Milton Cross, with listeners submitting queries and receiving a Victor Record Album if queries are used. Final intermission period will be given over to National Council of Women for talks on "The American Way of Living."

## NBC's Book Program

NEW YORK, Dec. 7.—Women's Educational Department of the National Broadcasting Company is growing a new series program idea known as the *Circulating Book Shop of the Air*, scripted by Hope Lawder. Program calls for dramatization of current novels.

## CBS Issues Supplement on Music Clearance Research

NEW YORK, Dec. 7.—CBS on Friday (6) issued to its owned-and-operated stations a supplement to its research on music clearance, carried in detail last week in *The Billboard*. New material states: (1) When there is no question that the ASCAP member is a full time employee under contract to make arrangements which become exclusive property of the employer, such arrangements may be played. (2) Published music which bears no copyright notice, or copyright notice without a date, is also in the public domain. This notice may not appear on first page of the orchestration. In-spect all pages.

Regarding phonograph records, following advice is given: (1) Confine yourself to records cleared by BMI. (2) Tape the side of the record not licensed, so as to avoid accidental playing of ASCAP tunes.

Following advice is given apropos transcription library service: (1) Tape across the face all tunes which you are not licensed to play, so that these will not be accidentally played. (2) Notify New York radio sales offices to prevent tallormade transcriptions running on the

## When Selvin Is Sullivan

NEW YORK, Dec. 7.—Whether the name is Ben Selvin or Ben Sullivan is maybe just a point of view. Selvin, Muzak exec, built a special program for McCutcheon's department store. McCutcheon's execs were not satisfied, and Selvin trekked over to investigate. He thought he sensed the trouble, and proceeded to remedy same by inserting an Irish tune every half hour. After a couple of days of Irish Eyes, Mother Maccherie, and other ditties of the "Owd Sod," Selvin once more visited McCutcheon's. Program was declared wonderful. When Selvin was leaving, McCutcheon's exec said, "Goodby, Mr. Sullivan."

## Use "Audimeter" on New Nielsen Survey

NEW YORK, Dec. 7.—The Nielsen Radio Index, new survey method, in a survey just released, reports that during the month of December 91 per cent of radio families tuned in during each 24-hour period. For the month of June the figure is 84 per cent. It indicated, further, that about 8 per cent of all radio families listened less than one hour per day. Data obtained from surveys in Illinois, Wisconsin, Indiana, and Ohio during 1938.

Survey was made via a visualizer, a comparatively new invention called the Audimeter. It is a graphic recording instrument which is installed in the homes, and records the radio activities of the set owners. Automatic methods of decoding record tapes and punching cards used in the Nielsen Index have been established.

Reports are monthly and contain about 1,000,000 different figures or pieces of information classified into six categories, such as general listening habits, program ratings (four types), program analyses as to audience turnover, minute-by-minute audience curves, ratings by subdivisions, sales effectiveness, station coverage, and network coverage. About 200 Audimeters have already been installed. Over 800 more will be installed within the next six months, so that the next survey will include 1,000.

## Gilbert's WNEW Show

NEW YORK, Dec. 7.—Dick Gilbert, editor of *Metrozone*, will emcee a musical show starting on WNEW Monday (9). Gilbert will also warble and will be the station's first male vocalist since Barry Wood, three years ago. Merle Pitt will be the maestro. Program on at 11:30-45 a.m.

## Chi Opera Hypo Via Radio; 19% Attendance Rise

CHICAGO, Dec. 7.—Chi opera attendance is 19 per cent ahead of last year, according to J. C. Thompson, manager of the Chicago Opera Company, and this is due to other publicity in a large degree.

As yet no public appeal for funds has been aired here, such as the Metropolitan's drive for \$1,000,000, but broadcasters' co-operation in familiarizing the public with opera has been more pronounced this year than any year previous. The NBC and CBS outlets and WCFL have boosted the opera with free plugs. WGN and Mutual have lent the strongest support, with Monday night broadcasts direct from the Civic Opera House, *Stars of the Opera* program, seven minutes of song and interview nightly, Pageant of Melody program, a Wednesday night half hour on which opera stars guested in November, and *Your Music I.Q.*, a quiz show on which a number of opera stars were represented on the board of experts.

To illustrate how radio has built the opera's b. o., Mr. Thompson pointed out the *Felizia's*, starring John Charles Thomas, was a sellout on November 22, two days after the singer had appeared on *Pageant of Melody*, whereas two previous performances had flopped by comparison. Another sellout was Helen Jepson in *Le Traviata* on November 29, eight days after she had been featured on *Stars of the Opera*. On the whole, too, this season's attendance, since WGN's Monday night opera broadcast got under way, has shown a marked improvement.

## F-M License Granted WGN

CHICAGO, Dec. 7.—A construction permit for an F-M station, the first to be given any Chicago station, was granted to WGN yesterday by the Federal Communications Commission. Permit provides for a frequency of 45.2 megacycles. Station will be designed to reach an area of 10,000 square miles, or a radius of 73 miles around Chicago. Construction will start immediately, the transmitter to be located on the 29th floor of The Tribune Tower. Estimated initial cost is \$85,000. Station will operate 12 hours per day, from noon until midnight, with little duplication of regular WGN features.

## Transfer of WMCA Pends

WASHINGTON, Dec. 7.—Donald J. Flamm, sole owner of WMCA and W2XQ, figures to bow out of Manhattan broadcasting if the Federal Communications Commission approves sale of his station to Edward J. Noble, of Greenwich, Conn., for \$850,000 cash. This sum is on deposit with the Bankers Trust Company, payable to Flamm when and if the FCC okehs the deal. Noble is chairman of the board for Life Savers, candy mint.

## Tatting on the Tattler

CHICAGO, Dec. 7.—Hal Tate, WAAP's Movie Tattler, has had to absorb so much guff about love at first sight for material for his broadcast, he has evidently inoculated himself with his own propaganda. Meeting a visitor from Baltimore, a freelance radio writer, Nikki Kaye, he courted her on a Merry-Go-Round for three days, then proposed to her by long-distance telephone. Thinking it was a gag, the lady said yes, which caused another phone call to repeat the proposal and emphasize his seriousness. But Miss Kaye, who couldn't be swayed by remote wire, suggested a Christmas visit to Baltimore.

Effect on Hal, who is acting a bit dizzy in the interim, is to take a lot more seriously the plotty plots of his scintillating cinemartists.

## WCAU Gets FM OK; Hypo Philly Tele

PHILADELPHIA, Dec. 7.—WCAU, first station in town authorized to construct an FM transmitter, expects station to be completed and in operation within three months. Permits from the FCC came this last week. Dr. Leon Levy, WCAU proxy, said that construction will begin immediately. Station will provide 12 hours of service daily, equally divided between the day and night hours. Before the end of the year, the WCAU official stated, "we hope to have a construction permit for a television transmitter granted to us by the FCC."

WCAU's tele station will sprout atop the Architect Building. Equipment is understood to have been ordered already from RCA, and once permish comes thru tele station will be ready for operation within five or six months. KYW is also waiting the approval of its transmitter site for a television station, reported to be atop the Saving Fund Building. When Philadelphia's W2XQ already operating, it will make three tele stations for the town.

# Radio Talent

## New York By JERRY LESSER

# Art Versus Dollars: Latest Version of NBC-Tosky "Rift"

NEW YORK, Dec. 7.—Is it art, or is it dollars? That is the problem now being mullied by longhair maestri who have inside information about the "rift" between Arturo Toscanini and the National Broadcasting Company. When Toscanini did not appear on his first radio broadcast of our season Saturday (30), NBC gave out a story that he was "indisposed," but according to men in his band, the truth is a story of art versus materialism, with you-know-who in the different roles.

at press time, and Spitalny could not be reached for comment. Dailies have carried story that the "rift" may be permanent; but Toscanini is expected by NBC to finish his current series.

Local 802, AFM, officials would not confirm or deny, simply stating the incident was "unimportant."

## WFIL Hypo on Live Programing; Dep't Store Activity Up

PHILADELPHIA, Dec. 7.—Election debris cleared away and the ASCAP-radio impasse threatening to curtail the use of music, James Allan, WFIL program director, is building a bumper crop of live sustaining shows, with the emphasis on the dramatic fare. Moreover, station is preparing for frequency modulation, having filed application this week with the FCC for static-less transmission. As Fred Dodge, assistant to Roger Clipp, WFIL general manager, explains it, "Comes FM, and programs will tell the story," indicating that it will take more than power or wattage to attract listeners.

WFIL's Drama Laboratory, a series of experimental plays, returns Tuesdays. Starting this week announcer Roy LaPlante begins his five-a-week *The Ghost of Thunder Island* dramatization.

Gloria Marcus, soprano, gets two weekly shots with Norman Black's studio orchestra also adding an *In Old Vienna* Sunday stint to their program schedule. Four of the five local newspapers with space-for-time swaps with the station sponsor live shows on WFIL, which has added impetus to the programing, with more activity in that direction coming from department stores.

Lit Brothers is championing the way with live shows. While Frank & Seder and Strawbridge & Clothier stores use only spots, Lit has the lead all alone in sponsoring six and a half hours of live shows weekly on WFIL. *Ruth Barrett Reporting*, a quarter-hour newsy shot about women and events that interest women, gets three weekly rides. Miss Barrett also does three 15-minute periods weekly for Lit telling fairy tales to children. Sportscaster Hal Simmonds is sponsored for six quarter-hour shots weekly by the store and twice weekly a quarter-hour *Lit Family Store Party* is aired, store employees displaying their talents.

William Morris Agency, Inc.; A. & S. Lyons, Inc.; Collier, Nelson & Todd; Ruth Collier, Inc.; Beyer & MacArthur, Sam Jaffe, Dolan & Deane, and Howard Lang, Ltd.

Other phases of argument over the committee report touched suggestions that there no longer be exclusive contracts between single network companies and their affiliates. Reduction of option time on affiliates and limiting network participation in transcription companies were also proposed.

Altho NBC and CBS contested all suggestions in the FCC report, most of their fire was directed at the Mutual Broadcasting System, which had petitioned an end to exclusive affiliation contracts.

While denying some of the figures contained in the report, the chains did not contest the case by denying their commanding position. The Communications Act gives the FCC special powers over "chain broadcasting," but commissioners do not know whether that means regulation of chain activities in subsidiary fields, such as artist bureaus and transcriptions or music performing rights either.

People seeking redress for conditions now existing in radio insist that the law gives the FCC ample latitude to correct evils in broadcasting. At any rate, they believe the powers of FCC in these respects should be argued before the courts and, if an adverse ruling is reached, the Communications Act may be amended. Opponents of this view declare that Congress intended these questions to be decided by other agencies, such as Federal Trade, to restrict unfair trade practices, and the Department of Justice, in cases of monopoly.

Modification of rules proposed by the FCC Monopoly Committee are expected, and it is believed the full commission will adopt these to be aired in the courts by affected parties.

NBC allegedly was peeved over the symphony's long rehearsal hours, these hours mounting up to plenty, as per musicians' union scale. Situation is understood to have finally come to a head when contractor H. Leopold Spitalny came into a Toscanini rehearsal at about 7:35 p.m. Friday (22) and pulled some of the symphony men who were to appear on the Cities Service program at 8 p.m. Toscanini is understood to have been badly burned at this interruption.

Members of the symphony during some of these rehearsals were having a field day, particularly when the maestro gave Verdi's Requiem the once over. Requiem has a long section wherein a chorus sings, which means the instrumentalists just relaxed.

Office of Samuel Chotzinoff, NBC serious music expert, would not comment on the above version of the story

## Nets Get Verbal Shellacking on Talent Policies

(Continued from page 5)  
the talent but actually acting as agent for the advertiser.

**Bureau's Night Club Biz**  
Further inroads into agents' business by broadcasters, he charged, was thru their relations with night club owners. He accused the chains of urging their own talent upon night spots if owners expected to get a sustaining pick-up from their clubs. He said that it had been the practice of agents to put their clients into night clubs to ripen their talents, and the sustaining radio shows helped to increase their reputation. This practice is being taken over by the broadcasting companies, he said.

**Claim AFRA Joker**  
Continuing his blast against radio operating companies, he said that a collective bargaining agreement between the chains and the American Federation of Radio Artists contained a joker aimed at agents. The agreement, he said, was lifted from one reached between Los Angeles agents and the Screen Actors' Guild, but that the AFRA agreement contained a couple of new wrinkles. Section 19-c would give the union power to revoke the license of an agent who solicited the client of another agent, while Section 19-d provided a split in fees between an agent and the person who informed that agent of prospective work. This was a mysterious provision, he said, and all agents were curious to know who originated its wording. Its effect, he said, put NBC and CBS into the agents' own business to the extent of 50 per cent, because as soon as time is sold they know who buys it and what the show is going to contain. All the chains have to do is call up an agent, tell him about the show, and then be declared in on 50 per cent commission or half what the agent gets.

**UBO Comparison**  
Gang's appearance before the FCC resulted from a letter written by him to the commission on November 19, which outlined the fears of agents. He declared that a similar monopoly existed 25 years ago when United Booking Office existed as a subsidiary of a theater chain. He said that all competent talent had to sign exclusively with United in order to appear in its houses, and that independent theaters had to meet United's demands if they wanted good performers. As a result of United's monopoly, he declared, Indies were coerced into selling their houses to United's parent company, or turning over controlling interest in the houses.

He told the FCC that he was acting for the Music Corporation of America;

KENNY BAKER is considering a Town Hall concert. . . . When VINCENTE COMES appears with the Milwaukee Symphony Orchestra late in December it will be the first time a gulfarist has ever been featured with a symphonic group in this country. . . . OSCAR LEVANT and BARRY WOOD, brothers-in-law, not only married into the family but now share another bond in common—the same sponsor. . . . Addition to the cast of *The Goldbergs* is ZINA PROVENDIE. . . . CLAIRE NIESSEN, who plays Peggy O'Neill in *The O'Neill's*, is agog over her forthcoming debut on Broadway. She is in *Cheer for Passions*, opening December 19. . . . CHARLES EDWARDS is tuning into the groove as WOR's only movie commentator.

**QUICK smiles:** XAVIER CUGAT says the ideal girl is one you look forward to and backward at. HOPE MANNING'S crack to a talkative agent: "What are you, man or mouth?" SHELLA BARRETT'S description of an East Side club: "It's quite refined—the only things under the tables are bread crumbs." . . . GRACE HARTMAN'S report of a flop show: "The house reminded me of OSCAR LEVANT—a smattering of audience." . . . JANE FROMAN'S description of a whacky script writer: "His typewriter must have been designed by SALVADOR DALI." . . . PAUL DUDLEY, *Treasure Chest* scripter-producer, says: "A bassoon is an ill wood wind that nobody blows good."

DINAH SHORE has had her option taken up for another 13 weeks on the EDDIE CANTOR show. . . . Ditto for HOLLACE SHAW on the PHIL SPITALNY broadcast and ARTIE SHAW on the BURNS AND ALLEN show.

Letter addressed to Eddie Chase, Meko-Belene Ballroom, WGN, Chicago, was delivered to Martin Block at WNEW, New York. The postman changed the address himself. . . . LYNN MURRAY, doing the music on the Campbell Playhouse, is working on *Doctor in the House*, which is set for Friday (13) with Frederic March and Florence Eldridge. . . . SHELLING OLIVER has been added to the cast of *The Man I Married*.

RALPH FORBES and JILL ESMOND have been cast as the leads for *The Citadel*, third production in the Wheatons Playhouse series. Show will be ready for airing late this month and will run for four or five weeks.

**WATCH AARON STEINER**, recently signed as head of WORLD PROGRAM BUREAU. . . . CECIL W. SECRETST has been appointed assistant to CHARLES CHRISTOPH, director of radio for the TED BATES agency. SECRETST formerly wrote the PHIL COOK and EMILY POST shows and was the first dramatic star in radio. He played Bob on *Mary and Bob*, was director at one time for Young & Rubicam, is well liked by all actors. . . . CHARLES (KEWPIE) KEMPER and GEORGE HAGOPIAN are back in New York and are being mistaken for LAUREL and HARDY. . . . BEN BERNIE is auditioning BABY ROSE MARIE for road engagements. . . . KEESAN WYNN back on the *Speedo* since his play, *White Heired Boy*, folded. . . . UNCLE DON celebrates 15 years in radio December 15 by heading his third annual charity show at a New York hotel. . . . Worry is keeping Coast of Missing Heirs producer JOHN LOVETON of the show this week, because his year-old youngster fell from his crib and injured himself. . . . SYLVIA GARR, WINS rhythm singer, was inducted as mascot of Fort Totten.

**PRACTICALLY** every symphonic program on the air will pay tribute to JAN SIBELIUS, the Finnish composer, on the occasion of his 75th birthday next week. . . . Recently a tailor was a contestant on *Take It or Leave It*, and won some money. He was so gratified that he made a suit for emcee BOB HAWK, the garment being worth triple what the tailor had won. . . . Adventures of Elery Queen is expected to have a sponsor before December 15. There are three prospects. . . . HAROLD DEBECKER and his son, HALDOR, are both in Broadway plays. . . . Altho the Metropolitan Opera has been unionized, Tenor FRANK FOREST, the *Double or Nothing* vocalist, declares there's no truth to the rumor that the management plans to strike for higher notes. . . . Altho he'll do a couple of broadcasts from New York, JACK BENNY will fly back to the Coast for a yuletide session with his daughter, JOAN NAOMI.

**DIRECTOR MAURRY LOWELL** auditioned his own radio show last week. It's a honey, entirely new in idea. . . . MONNY MOHN will be new to the WAYNE KING dramatic skits. . . . JOAN BLAINE will make a short-wave broadcast to England next week. . . .

## Chicago

By NORMAN MODELL

**AMONG** those brought here by the Fourth School Broadcast Conference were LEWIS TITTEBON, GEORGE WENY, LYMAN BRYSON, and RAYMOND GRAM SWING. Another visitor from New York is HILDERED PRICE, Chicago gal who got tired of trying to crash directorial clicks here and moved to Gotham, where, we hear, she has been treated mighty nicely by radio biggies, including MOLLY BERG. . . . But New York stop-watch jugglers need not feel too proud because the same closed-shop conditions sent SYLVIA LEIGH here, where she stole a running part in *Ma Perkins*. . . . *Take It or Leave It* sponsors, despairing of finding a hall large enough to accommodate BOB HAWK fans, rented the Auditorium for his December 13 broadcast from this city. . . . DAN SUTTER and FRAN CARLON found their current roles in *Ma Perkins* the wisest of their careers. Script has them happily married, too.

FRANCIS (DINK) TROUT, Piny Pickett in the CBS serial, *Spattergood Bates*, will portray the same character in the screen version of this story. . . .

Contracted for this week's *In Chicago* Tonight broadcast over WGN and Mutual are RUTH GIBSON and MARGA AUER, with ANNA NAGEL coming up for December 26 airing of *No, No, Nanette*. . . . JOHN GRIMES and the THREE STEEL SISTERS, of the *Wheeling Steelmakers*, were in Chicago last week, doing the town up as well as getting publicity on other WGN shows. . . . BOB TRENDLER became the papa of a boy Wednesday (4). . . . EVELYN OVERSTAKE, WLS's *Melody Maid*, has been transferred to KOY, Phoenix, Ariz. . . . PHIL LORD has a new role on *Tom Mix Straight Shooters*. . . . GINGER JONES and BOBBIE DEANE have been added to *Woman in White*, GAIL HENSHAW and BILL BOGE to *Road of Life*.

### Screen Guild's 800G

NEW YORK, Dec. 7.—Gulf Oil Corporation's Screen Guild Theater's contribution to the Motion Picture Relief Fund will hit a figure of \$800,000, according to CBS, before the end of the program's season. Show, handled by Young & Rubicam, goes over 75 CBS stations Sundays at 7:30-8 p.m.

### Radio Contest Course

SPRINGFIELD, Mass., Dec. 7.—For the first time in Massachusetts, the Division of University Extension offers a course for radio contestants. The course will primarily train those who wish to acquire contest technique. William D. Burleigh, commercial representative of WSPR, who has won more than 250 contests in the last four years, will be in charge of the course.



**Bubrelle's**  
ESTABLISHED 1899  
PRESS CLIPPING BUREAU, Inc.  
World-Telegram Building  
120 Barclay St., New York, N. Y.  
BARCLAY 7-5371

# Program Reviews

EDST Unless Otherwise Indicated

## "Lessons in Loveliness"

Reviewed Thursday, 8:25-8:30 a.m. Style—Talks. Sponsor—Drezma, Inc. Station—WABC (New York).

Nell Vinick offers a few moments of beauty hint chatter via transcription, three weekly. It's fleeting and not very impressive material. Presentation follows the aged pattern of introducing the subject via conversations a la drama. Selling is not convincing.

Someone with ingenuity, or at least one new idea, ought to get hold of the program. Weiss.

## "Musical Comedy Favorites"

Reviewed Wednesday, 8:15-8:20 a.m. Style—Musical. Sponsor—Select Theaters Corporation. Agency—Blaine-Thompson Company, Inc. Station—WABC (New York).

This five-minute transcription plugging *New Hellespoppin* is a renewal after a lapse of four months. In keeping with the zaniness of the legit musical, program starts off with a cackling laugh. It is an imitation of the show's stars, Olsen and Johnson.

Charles Stark handles the straightforward copy, and is followed by a revival of a hit tune from a musical comedy of yesterday. The closing commercial is short and to the point.

As breakfast accompaniment it's not had fare at all. Weiss.

## "Children Also Are People"

Reviewed Wednesday, 3:45-4 p.m. Style—Talks. Sustaining on WABC (New York, CBS network).

This is a new series of programs designed to aid the mothers of growing children, and is presented by the department of education of the Columbia Broadcasting System.

The offering this day was Lanny Ross's (former Boy Scout) interview with a Boy Scout on the subject of what a boy should read. Tie-up is with *Boy's Life* Week. Both parties were stilted, cold, and dull.

There is hope for the show, tho. The advance notice of future programs lists more attractive subjects. If it is handled with ingenuity, some listeners might tune in frequently and enthusiastically. Weiss.

## "Backstage Interviews"

Reviewed Tuesday, 3:15-3:30 p.m. Style—Theatrical interview. Sustaining on WDAS (Philadelphia).

By setting up lines backstage at the Earle Theater, with the added advantage of Harold (Buzz) Davis, of the station staff, to parry the banter with the theatrical celebrities making personal appearances, station gets a star-studded stanza each week which offers more than merely a name. Davis, quick at matching gags with the guests, and displaying an amazing knowledge of music when interviewing the musicians, makes it smooth-flowing.

Skips the usual fundamentals about age, schooling, and favorite breakfast menu by getting immediately down to a meaty and topical discussion angle. When caught, he was pitted against Cab Calloway.

Recording of the maestro introduces the period, and time is found to bally attractions at the theater. Grodenker.

## "Raymond Richmond Presents"

Reviewed Sunday, 10-10:30 p.m. Style—Drama. Sustaining over WMEX (Boston).

First in what is planned as a series of dramatic presentations Richmond got off on the wrong foot by presenting a weak, inadequate script presented by—for the most part—inferior players. Script dealt with two men in a hospital, one an epileptic and the other a paralytic. The paralytic has a button fastened to his hand in order to summon assistance each time his roommate was taken with a fit. In return the epileptic in his lucid moments describes things outside for the benefit of the paralytic. The obsession that if he had the other's bed he could see these things for himself becomes so strong that at the next at-

tack the paralytic falls to press the button, allowing the roommate to die. He gets the bed only to find the roommate had been kind to him by describing things that didn't exist—for the window faced a blank wall.

Very morbid, this still might have been a forceful show if the script were not so loosely conceived and if the talent had been better selected. Only one or two members of the cast showed any promise, or knowledge of radio technique. Show, directed by Bert Kelsey, is typical of Boston, where poor scripts and bad production are the rule rather than the exception. As long as shows of this caliber are permitted on the air, there is little hope for any future for radio in Boston. Kaplan.

## "The Spirit"

Reviewed Saturday, 7-7:15 p.m. Style—Comic strip dramatization. Sponsor—The Philadelphia Record. Agency—Direct. Station—WFIL (Philadelphia).

Considering that *The Spirit*, crime adventure comic in the paper's Sunday editions, is fast chasing Dick Tracy into a rumble-seat position in popular favor, this stanza has practically a ready-made audience for itself. And the dramatic efforts of the actors are worthy of the advantage.

Each dramatization is complete, based on the following morning's story. When caught, a frantic telephone call tells of a corpse in a college dormitory. The Spirit (Sam Serata) with his down-South *Ebony* (Salvatore Benigno) comes thru with his usual flair, battles the criminals and winds up with lipstick all over his face.

Interest is sustained thruout, Mill Spooner at the organ tying together the scene changes. Enid Hager, of the Record staff, scripts and produces. Gal was formerly with the station's production department, and does an excellent job.

Commercial palaver limited to bally on the paper's Sunday comic section. Grodenker.

## "The Bright Show"

Reviewed Sunday, 6-6:30 p.m. Style—Variety show. Agency—A. W. Lewin & Company, Newark, N. J. Sponsor—Peter Breidt Brewing Company. Station—WMCA (New York).

A new variety show designed to sell beer. There is the usual band on hand (Lee Grant), band vocalist (Madge Marley), and, for an added attraction, a Hollywood gossip sifter (Jack Eigen). Fairly entertaining fare.

The premiere program featured Eigen in some pretty senseless gossip. The items were of no consequence, altho his vibrant delivery made them sound more important than the European conflict or the recent outcome of the Presidential election. A more informal, easy-going style would not only suffice but would improve the program.

Grant fills his inning well. He plays the pop tunes as they should be played—in lively, bouncing rhythm. His vocalist, Miss Marley, displays a winning vocal personality and sings a hit like a veteran.

Ted Campbell handles the commercials and they are not boring. Nonigberg.

## "The Pause That Refreshes on the Air"

Reviewed Sunday, 4:30-5 p.m. Style—Music. Sponsor—Coca-Cola Company. Agency—D'Arcy. Station—WABC (New York, CBS network).

This series for Coca-Cola brings together a group of very competent entertainers and shows promise of developing a large audience. Talent includes Andre Kostelanetz's orchestra, violinist Albert Spalding, and guests. Guest for opening session was baritone John Charles Thomas, and line-up for following programs includes equally eminent names.

Music steers a middle course, program delivering a bit of popular and classical material, but going to neither extreme. Session should undoubtedly please that large audience which likes good music but finds ultra longhair stuff boring.

Spalding, in addition to stint with the violin, is emcee. He is surprisingly capable as a splotter, bearing out promise

that was indicated by talking session on CBS's *Forecast* series last summer. Played one number in masterly fashion.

Kostelanetz band as good as ever, and is occasionally aided by a special chorus. Thomas did *Sylvia* and *Home on the Range*, both excellently.

Plugs by John Allen Wolf try to tie up the program with the Coca-Cola slogan, "The Pause That Refreshes." Ackerman.

## "Campbell Playhouse"

Reviewed Friday, 9:30-10 p.m. Style—Dramatic. Sponsor—Campbell Soups. Agency—Ward Wheelock Company. Station—WABC (New York, CBS network).

Playhouse opened its season with a tear-jerker well slanted for popular appeal. Yarn, titled *Air Mail to Red Riding Hood*, by Vina Delmar, was a dramatization of a letter wherein a night club singer tells why she has given her daughter back to the family of her one-time husband. Yarn unfolded a sad, sad story, with Miriam Hopkins and Humphrey Bogart okeh in the leads.

Program directed by Diana Bourbon, who pointed up the hokey angles for popular consumption.

Ded Sharbutt sploted. Ackerman.

## "Woman's Page of the Air"

Reviewed Wednesday, 8:45-9 a.m. Style—Talks and interviews. Sustaining on WABC (New York, CBS network).

Adelaide Hawley's 15 minutes are well planned, fast moving, and absorbing. She's a past master of this art of programming for women. As in her fashion shorts for the screen, she manifests a sense of humor, alertness, and a respect

for the intelligence of her audience, with the result that she does not talk down to listeners. She assuredly can claim loyalty among all classes of women, and not only the shut-in housewife, tho, the latter she probably is a refreshing episode.

Miss Hawley has a neat and direct style of reporting. She did a snappy job reporting an interview between Mayor La Guardia and fashion editors. Her style is direct quotes, well selected, and verbs preferred over adjectives. Similarly, her interview with Edward Kilenyi, pianist, netted lively copy, attributable to the manner in which she frames her questions. Weiss.

## "Quizmaster"

Reviewed Saturday, 8-8:30 p.m. CST. Style—Quiz. Sponsor—Erie Oil Company. Station—WHBL (Sheboygan, Wis.).

This program, broadcast from Warner's Sheboygan Theater, is a take-off on the Dr. J. Q. program. Announcers contact members of the theater audience, who are given 30 seconds to answer questions put to them by the "Quizmaster," who announces the money to be paid beforehand if the question is answered correctly.

In addition, the program has a true and false jackpot contest for the entire audience, with \$10 split up among the winners. If there are no winners the money is held over and added to next week's \$10 pot.

One dollar is also paid for each question submitted and used on the program, and ducats for the theater are given to those attempting, but failing, to answer questions correctly. Plugs are put in from time to time concerning coming attractions at the house. Brunner.

# Advertisers, Agencies, Stations

## FROM ALL AROUND:

### NEW YORK:

**J. B. WILLIAMS COMPANY'S** Good Neighbor News, shortwaved to South America from Cincinnati's WLWO, has had initial tests as station's first short-wave commercial and has been set for a 52-week contract thru the J. Walter Thompson Agency. . . . Robert Henderson, of NBC News and Special Events, reports for duty at Naval Air Station at Pensacola, Fla. Henderson, a lieutenant, is first NBC employee to be called. J. B. Williams Company, thru J. Walter Thompson, has renewed *Trade or False* for one year, starting January 6, over 23 NBC-Blue stations. . . . Commerce Insurance Agency has contracted for six 15-minute programs weekly for 13 weeks over WINS, starting Tuesday (8). Set by Law King Agency. . . . Robert Donald, Inc., publicity and radio production firm, has opened offices in New York, with members including Donald De Liser, formerly with Lady Esther Cosmetics; Robert C. Durham, formerly with Benton & Bowles, and John P. Colihan, Pat Patrick, and Stephan C. Leifert. . . . Lois Lorraine, with CBS the past five years, has joined Voices, Inc., as account executive. . . . Analysis of radio's election night coverage, according to survey in 18 leading cities done by Samuel E. Gill, indicates that more than 50 per cent of country's 20,000,000 family-owned sets were tuned to CBS.

### PHILADELPHIA:

**EVE KNIGHT** gets the nod for the singing spot on the *KYW Campus Capers*, fed to the NBC-Red. . . . Charles Kaplan, of the WIP sales staff, packing his bags for a Florida vacation. . . . Leslie W. Joy, KYW general manager, reports station broke all sales records of its 19-year history during October. . . . Herman Taylor, the fight promoter, has nixed, but emphatically, the idea of having his leather-pushing boxing sessions televised by Philco's WX3E, altho most of the other events at the Arena will get video treatment this winter. . . . Roderick Di Nardo gets a weekly WHAT spot for his organ melodies. . . . Lester Planos duplicates its *Piano Facts and Fancies* stanza on WDAS for WIP listeners. Thomas Veronne does the repeat show. . . . Adrian Bauer adds the *Fawn Soap* and *Merz* leather goods accounts. . . . John Paecenda rounding out his fourth year as WIP newscaster this month and handling 55 minutes of sponsored flashes and commentaries nightly. . . . Harry A. Bastian, N. W. Ayer pres., named to head the 1941 United Charities Campaign public relations committee, with John (Jake) Bréel, Ayer publicist here, serving as executive vice-presy.

**FIRISCO NOTES:** Carl E. Wieneger, formerly musical director at KOA, Denver, has been placed in charge of NBO record department here. . . . Gordon Owen, CBS San Francisco sales rep., is in the hospital as result of a facial infection. . . . San Francisco post-office employees properly delivered a letter to Jack Gresson, KSFQ announcer, addressed "Jackie Gargleson," and proposing marriage. . . . KGO and KPO announcers are refused personal phone calls during the three-minute period before and after the signoff.

Dixie Dabbies: Louis Reed, commercial manager of WWL, New Orleans, spending two weeks in Gotham. . . . Owen Jones, CBS production staffer, spending a week in the Crescent City, guest of officials of WWL. . . . Pinky Vidacovich, musical director of WWL, promises to use a strait jacket on band members who make it harder to observe the BMI affiliation. . . . Clark Alexander, Mobile, Tulsa, and New Orleans radio announcer, died December 1 after operation. . . . Irvin Fazzola, former member of Bob Crosby band, joins music staff of WWL. . . . Jane Kaye and Pat Bullman, of Winston County, Alabama, and on staff of Alabama stations for some time, join cast of *National Barn Dance* in Chi. . . . Jack Catalano is latest addition to announce staff of WDSU, New Orleans, replacing Bob Kingsley, who joined army. . . . Alice Wakefield in new secretary of WDSU.

. . . Harry L. Blvd, formerly of Geytr, Cornell & Nowell, Inc., New York, to copy staff of Fitzgerald Agency, New Orleans.

Albert W. Marlin, general manager of WMAS, Springfield, Mass., has been elected president of the Kiwanis Club. . . . John W. Haigis, owner of Radio Station WEAL, Greenfield, Mass., has been re-elected president of the Pioneer Valley Association. . . . Richard C. Ferndal has been appointed radio editor of *The Springfield* (Mass.) Republican, to succeed Benjamin Buxton, resigned.

## WCLO's 10th Anniversary

JANESVILLE, Wis., Dec. 7.—Some 1,300 persons attended a festival in the high school auditorium here recently commemorating 20 years progress in radio broadcasting in the nation and WCLO's 10th anniversary. Featured speakers were City Manager Henry Traxler and Sidney H. Bliss, co-publisher of the *Janesville Gazette*.

Mr. Bliss reviewed the case of ASCAP, the "music monopoly."



# ASCAP STRIKE "BALONEY"

## 802 Blue Ticket Points to Record

NEW YORK, Dec. 7.—Local 802's Blue Ticket, running for re-election December 19, made public its platform this week. It is based on "the record speaks for itself" and "accomplishments," giving an accounting of its activities of the past two years.

Platform cites 19 points considered to be a "basis of tried and tested ability," dealing with finances, hospitalization, band concerts, collection and escrow department, agents, remote-control wires, unionization, radio, six-day week, theaters, hotels and ballrooms, arrangers and copyists, contract law, WPA, Social Security, social service, union relief, and transfer members.

On finances, administration candidates, headed by proxy Jack Rosenberg, claim responsibility for raising the "union's finances to the highest level in our history, leading to greater relief fund distribution, collection, and escrow office to enforce payment of wage scale."

Also cite free hospitalization at Manhattan General Hospital for unemployed and indigent members; getting the city government to finance band concerts, control of kickback thru escrow department, and investigation of agents, which has resulted in the loss of licenses for unethical agents.

Union points out its fight against booking agencies on controlling network wires, in which it was recently victorious, when the AFM added the practice to its set of violations. Blue Ticket also pledges to "continue the fight to maintain further gains."

On the mechanization problem, administration states it has "enforced" scales and working conditions for transcriptions and recordings, and "will continue to do everything possible" to regulate canned music.

It also cites the establishment of the five-day week in radio, and the creation of additional employment by establishing minimums, and the inauguration of the six-day week for seven days' pay in hotels, cafes, and ballrooms.

Establishment of minimum numbers of men in musical shows, signing of non-union hotels and ballrooms, raising wages for arrangers and copyists, enforcement of contracts, a pledge to fight for the enlargement of WPA benefits, and employers' responsibility for the payment of Social Security taxes, a pledge to carry out relief benefits within the union, and protection of transfer members and applicants conclude the platform.

At the same time, 500 members of the local are being put to work on election day as ballot tellers at \$10 per man.

### No "Go-Between"

NEW YORK, Dec. 7.—Billy Van, charged several weeks ago as being the "go-between" between Sam Tabak and the Unity Ticket, opposition to Local 802's Blue Ticket, denies the allegation of President Jack Rosenberg, who said Van acted in that capacity.

"Sam Tabak has never been nor is an intimate of mine, politically or otherwise," said Van.

### Porcelli Re-Elected Prez Of Atlantic City Local

ATLANTIC CITY, Dec. 7.—Alfonso Porcelli was re-elected president for the ninth consecutive year of the Musicians' Protective Association, Local 681. Other officers elected are Joseph Gluck, vice-president; William Rinski, secretary-treasurer; Anthony Briglia, sergeant at arms; Albert Sabath and Milton Kaplan, delegates to the Central Labor Union; Joseph Portale and Salvatore Cerminara, auditing committee; and Michele Rissaldi, Frank Coviello, Michael Leonardo, Pete Russo, and Daniel Goldhaber, board members-at-large.

The most hotly contested balloting, according to Proxy Porcelli, was that between Rinski and Victor Leopold, for secretary-treasurer. Rinski squeaked out Leopold by only three votes.

### Play, Don't!

NEW YORK, Dec. 7.—Faced for the first time since the inception of its band department with the problem of booking two bands with the same name, William Morris Agency execs went into a huddle this week and decided what to do about Al Donahue and Sam Donahue.

The latter Donahue is the maestro who was the center of a storm a few weeks ago when Sonny Burke's band quit him (Burke) in a body and reinstated Sam D., its former leader, to his old position. Morris' office booked the Burke band in its last job as such, and also took over the new set-up.

Confusion set in proper, with the two Donahues under the same aegis, but Al Donahue need no longer worry. His namesake had his handle changed—to hold on to your hats—Don Hughes.

## Campbell Out of FB; To Go on Own

NEW YORK, Dec. 7.—Norman Campbell, former manager of Paul Whiteman's band and more recently a location booker for Frederick Brothers' Music Corporation, resigned his post there last week (1) to enter the personal management field, locating himself in the office of Paul Wimbish.

Campbell, however, said that he isn't tied up with anybody else, and is exclusively handling Ted Black's band and the Circle Ferdinando, Cleveland. Bill Frederick, head of the New York office of FBMC, would make "no comment" as to his successor.

Campbell joined Frederick Bros. last summer, succeeding Fred Williamson, who also left to open his own office.

## 650 for Local Pennsy Ork

HARRISBURG, Pa., Dec. 7.—Red McCarthy's ork, local outfit which tours occasionally, registered a gate of 650 at Club Madrid here Monday (2) at a weekly student dance at 35 cents admission.

While student hops will continue thru holiday season, management sees pre-Christmas slump during next few weeks, but is continuing promotion of events.

## Teagarden Pulls 2,100

SCRANTON, Pa., Dec. 7.—Despite snow and cold weather, Jack Teagarden attracted 2,100 to Masonic Temple here Thursday (28) at 50 cents each, plus tax. The Buddy Club was the sponsor.

## Four Bookers in Search of a Date —A Short Story, Slightly Sad

NEW YORK, Dec. 7.—What practically amounted to a bookers' convention converged on Albany, N. Y., last week, with agents from four band offices piling into the New York State capital on the same day—all having the same purpose in view—selling a band to Bob Murphy, of the New Kenmore Hotel. But their "thoughtfulness" in letting each other out of each other's sight cost all of them the date.

On Monday a week ago Bill Burnham, location booker of Consolidated Radio Artists, figured that it would be a bright idea to go up and see Murphy about a band which he was sure he'd be crazy about. When Burnham gets a hunch like that, it's a cinch for a sale, so he gave rise to the impulse and took a train to Albany.

Lo and behold, as the classics first described it, whom should he meet on the train but Russ Lyons, who gathers similar impulses for Music Corporation of America. Burnham knew that Lyons wasn't taking the ride just to see the Governor, so they discussed the weather, Lindy's, and other important items of topical interest.

The competition, however, grew fierce when the twosome arrived in Albany, for there they found two others, Norman Campbell, of Frederick Brothers (since resigned), and Jack Carney, of General Amusement Corporation. Each questioned the other as to the important mission which brought them to such an out of the way place, 150 miles from the nearest rumor. Everybody said something else—but they all wound up at the New Kenmore Hotel.

Then they started to watch each other for fair, and made sure that no one saw Murphy, a seasoned band buyer, without the company of the others. But all were cooking up schemes to get him alone—which no one did. Came morning, however, and each had a new sales angle for Murphy. He couldn't resist their respective offers.

But—Murphy stopped them all dead in their tracks. He informed them that Ed Fishman, of the William Morris Agency had sold him a band over the phone. Namely, Ben Bernie, an MCA ork.

## So Says Petrillo at Exec Board Meet To Tackle Social Security

CHICAGO, Dec. 7.—Spiking rumors that he would yank all sustaining bands off the air if the battle between the American Society of Composers, Authors, and Publishers vs. the broadcasting interests wasn't settled by the end of the month, James C. Petrillo, proxy of the American Federation of Musicians, said that the rumors were "a lot of baloney." Petrillo made this assertion here at a special meeting of the international executive board of the AFM and the heads of the major booking agencies to discuss angles that would lead to a possible revision of the Social Security laws. The radio situation was not discussed, despite the headache it has caused in the booking agencies.

Present at the meeting, in addition to the AFM board members and Gen. Samuel Ansell, attorney for the Federation, were Julius Stein, president of Music Corporation of America; Morry Lipsey, also MCA; Charles E. Green, president of Consolidated Radio Artists; L. A.

## G. Krupa No Longer Handled by Michaud

NEW YORK, Dec. 7.—Gene Krupa, who has been personally managed by Arthur T. Michaud since he formed his own band two and a half years ago, bought his contract from Michaud this week for an unreported sum, after a series of "disagreements" which have been going on for some time.

Krupa, currently on a theater tour, could not be reached for comment, nor could his road manager, Frank Verniere, be reached. Verniere, who has been Krupa's road manager since Gene became a band leader, will probably assume the personal management.

Michaud's contract with Krupa had a little more than two years to run before expiration.

## Eric Madriguera Leaves Columbia for Victor Label

NEW YORK, Dec. 7.—Eric Madriguera this week was signed by Leonard W. Joy recording manager for the Victor and Bluebird labels, to record for the Victor 50-cent black label.

Madriguera had been dishing his Latin American rhythms for the Columbia half-dollar platters, and the switch-over brings him into the spot at Victor formerly held down by Xavier Cugat, who went on the Columbia rolls in October.

Frederick, president of Frederick Bros.' Music Corporation, and Nat Lefkowitz and Carl Snyder for the William Morris Agency. General Amusement Corporation, the invited to attend, was not represented.

After meeting for three days, beginning Thursday, there was a possibility that the conflict would stretch far into next week because of the intricacy of the problem the Federation is attempting to tackle. It might ultimately wind up in the federal courts, because no matter what the Federation decides should be done, it's up to the government to allow it. Social Security board has received proposals from the Federation in the past, but the various interpretations in different States have had both the board and the Federation up a tree.

The big problem the meeting is attempting to grapple with is getting up a definition of Social Security and unemployment insurance that will be applicable in 48 States, and not as the State laws stand now, where in some States the spot employing musicians pays Social Security, and in others the band leaders are defined as the employers.

Union's position is that every musician is an employee, and as the law stands now they've been paying hundreds of thousands of dollars annually that do not accrue to their benefit. One union official said that when a band leader plays in a hotel, cafe, or ballroom his status is that of a department head, and only the boss insofar as his presence makes possible the employment of others.

Reason the Federation called the agency heads together was to get their opinions, facts, and angles, so that in case the battle resolves itself into a court contest the Federation will be armed from all slants of the business.

On the ASCAP-radio matter, it was stated that the situation is one completely outside their prerogative, and the AFM will not get in the middle.

## Boston, Newport Locals Hold Annual Elections

BOSTON, Dec. 7.—Major officers were re-elected this week by the Musicians' Protective Association Local 9 of the American Federation of Musicians.

George Gibbs, Gus Fisher, and J. Edward Kurth were re-elected president, vice-president, and secretary-treasurer respectively. Board of directors consists of Billy Eastman, Tommy Hawkins, Bill Daley, Louis Winer, and Freddie Hatch. Bert Nickerson and Bill Boyle were selected as delegates.

NEWPORT, R. I., Dec. 7.—Howard G. Milne was elected president of Newport Musicians' Union at the annual meeting held Sunday (1) at Labor Temple here. He succeeds Joseph G. Arterl. Other officers selected were Thomas Caruso, vice-president; Frank L. Curtin, secretary-treasurer; Peter Luxon, sergeant at arms; Charles Bardley, business agent.

## New Ballroom in the Works For Philly Suburban Area

PHILADELPHIA, Dec. 7.—The new year will bring a new ballroom to this territory, dancant planted in the suburban sector near Upper Darby. Daniel Mullin and Phillip J. Mulhern have leased a building in that part of town to be converted into a dance hall providing 7,000 square feet of dancing space.

Being able to draw from the city proper, because of high-speed transportation lines, and the suburban towns as well, it is expected that the new ballroom will be a regular stopping-off place for traveling name bands.

## Decca Signs Richard Humber

NEW YORK, Dec. 7.—Richard Humber, who had been recording on the Royale label for the U. S. Recording Company until the firm filed a petition for reorganization, has signed a term contract with Decca. He recorded his first set Thursday (5).

### He Fixed Him

PHILADELPHIA, Dec. 7.—Louis Gress, the Park Casino maestro, was kiddingly reminding the other night how he put Artie Shaw in his place by firing him for insubordination from his music crew several years ago on the Eddie Cantor air program. "Yeah," chuckled Gress, "I put him in his place—in the sun."

## Orrin Tucker Takes Season's Top at Des Moines Archer Spot

DES MOINES, Ia., Dec. 7.—Despite near zero weather, Orrin Tucker got off to a good start on a series of one-nighters in Iowa and Nebraska, cracking the season mark at the Tom Archer Tromar Ballroom in Des Moines December 3. Prices were \$1 per person plus taxes, and 2,200 crowded into the dance to hear we Bonnie Baker and Tucker for a \$2,200 gross, which was far ahead of any other gate since the Tromar opened for the fall season.

Will Osborne played the spot November 28, Iowa's Thanksgiving date, and pulled in 1,400 at 60 cents plus taxes. Hal Leonard grossed nearly \$500 on Saturday night (30), with 1,000 dancers at 45 cents plus taxes.

Leo Pieper observed his 38th birthday at the Tromar Sunday (1), third straight year the occasion has found him playing there. Manager Kernell Bierkamp presented the leader with a telegram signed by more than 1,000 Tromar patrons. Business was good on the Pieper date, with a \$400 gross at "beat-the-clock" prices.

## Johnny Messner Attracts 800 in Springfield, Mass.

SPRINGFIELD, Mass., Dec. 7.—More than 800 people danced to the music of Johnny Messner at the Butterfly Ballroom here November 21. Mitchell Labuda, ballroom owner, said. At 55 cents each they left more than \$450 at the box office to provide the guarantee for Messner and leave a nice profit for the management.

SPRINGFIELD, Mass., Dec. 7.—Glenn Gray and His Casa Loma Orchestra will play at a massive British war relief ball at the Municipal Auditorium here December 27. Clyde S. MacDonald, chairman of the committee on arrangements, has announced.

## Barron's \$1,904 Excellent At RCA Employees' Shindig

CAMDEN, N. J., Dec. 7.—After a long line of swingers, Victor A. A. brought in a sweet dispenser for a dance November 15 at Convention Hall here, with the result that the sugar boys beat the jivers at the box office. With Blue Barron for the downbeats, dance drew 4,780 steppers at a straight 40 cents, including tax, to make a gate of \$1,904. Localite Bill Honey supplied the relief sympos.

Barron band, making it a first-time in this territory, was well received by the dancers. Sponsoring group is composed of RCA-Victor employees.

## PHOTO REPRODUCTIONS

All sizes, glossy prints, from 5c. in quantity. 400 prints, \$1.00. \$2.50. 100 prints, \$2.25. Others even lower. Refer to ad. MCA, RCA Victor, Wm. Morris, ORA, etc. Write for price list. MOSS PHOTO SERVICE, 165 W. 46th, N. Y.

## BALLROOM - CAFE WANTED! OR ROLLER RINK

Successful Chicago Operator Lost Lease. Complete Ballroom, Bars, Roller Skating, Floor, Heating, Hot Water, Air-Conditioning. Will Consider District Sale or Partnership in Ballroom or Rink Suitable for this New, Modern Enterprise.

BOX 464, THE BILLBOARD, CHICAGO, ILL.

## WANTED

FOR SOUTHERN BOOKINGS—ORCHESTRAS, RETROLES, COCKTAIL COMBOS. Send photos, references, etc.

## CONSOLIDATED ORCHESTRA SERVICE

Alamont Apt. Hotel, Birmingham, Ala.

# Orchestra Notes

By DANIEL RICHMAN

### Broadway Band Stand

IN THE midst of all the bitterness and recriminations surrounding the ASCAP-radio battle, which is about the only topic of conversation in the music biz these days, a particularly heartwarming note is struck by the amazing recovery of BILL STEIN, Music Corporation of America exec, from an illness that cost him the loss of one leg and almost his life. . . . Stein was skidded to leave the hospital this week, and his plans call for recuperation at the Tarrytown, N. Y., home of Charlie Miller, MCA brother exec. . . . JACK ROSENBERG, Local 802 pres., is predicting that the incumbent administration will "make it by 10 to 1" when the union goes to the polls for its annual election December 19. . . . BEN CUTLER returns to an old stand, the Rainbow Room, January 15 for a three-month engagement. . . . CUBAMERICA MUSIC CORPORATION, organized six weeks ago to handle Cuban orks and entertainers in this country, becomes sole agent for the entertainment at the Havana-Madrid. . . . ELISBO GRENET, CMC president, announces the first show his org is booking for the spot opens there on the 15th, will feature FROILAN MATA, Cuba's "Ambassador of Music," and will cost around \$3,000 weekly. . . . Maya band replaces Oscar De La Rosa at the ritzy. . . . HOWARD WOODS has made five changes in his outfit, and breaks in his revamped crew of 11 men at a school dance December 20 at the Astor. . . . The Beschcoomer, Monte Proser's highly successful club, will present an unusual band-stand scene starting this week, when two fem maestri alternate for the music-

making. . . . CAROL GOULD is the front for a society band there, with ARMIDA, quondam movie player, heading a rumba aggregation. . . . JACK TEAGARDEN introduces a new gal singer, LYNNE CLARK, when the band starts a two-weeker at the Arcadia Ballroom Wednesday (11). . . . LOU HOLDEN and His "Disciples of Rhythm" started at Meyer Horowitz's Village Barn on the 10th. . . . CAROLYN CROMWELL, a new chirper from Hollywood, handles the vocal assignments for Holden.

### Midwestern Melange

EMIL FLINDT and FREDDY DAW have switched stands for the month of December, the former now current at the Paradise Ballroom, Chicago, the latter moving into the Merry Garden in the Windy City. . . . JACK RUSSELL has been inked at the Edgewater Beach Hotel, Chicago, for five Mondays, longer than any Monday batoneer has had there so far. . . . Also in Chicago, HERB BUTEAU is the new maestro at the Marigold Ballroom. . . . William Morris office set RAY NOBLE into the Chicago Theater for the January 17 week. . . . CAB CALLOWAY'S schedule is taking him from the Deep South up thru the corn belt this month and next. . . . JACK WEBER has returned to Libby's Club Era, Chicago, with an entirely new orchestra, featuring a male trio. . . . CLYDE KISSINGER, half of the strolling combination known as "We Two," writes that the combo closes a successful date at the Hotel Retlaw, Fond du Lac, Wis., on the 10th. . . . ED LAVIN, formerly with Bill Carlsen's ork, takes over the first trumpet chair in Ace Brigade's

## New Goodman Band Potentially Greatest of BG's Whole Career

PHILADELPHIA, Dec. 7.—Benny Rides Again is not only the title of Benny Goodman's first Columbia record release since a summer hiatus brought on by a sciatica spell, but it is as well a thumb-nail impression of his newly organized band, which was riding in a high, wide, and handsome style when caught on a solo flight here last Thursday (28) at the Grand Ballroom of the Broadwood Hotel for the Thanksgiving dance sponsored by Sigma Delta Kappa, intercollegiate fraternity. Tooting is still in the top swing style. And once the ragged edges are evened and several contemplated changes in the brass section completed, the ork would be as sure of a Goodman gang even greater than the Benny of any time during the past several years.

Still shopping around for instrumental stars, the instrumentation is set with no intent to use strings. Latter were discarded at the outset. By far the most rounded section at this early stage is the saxes, using two alto, two tenors, and a bary horn, with two leads in the alto and tenor range. With the possibility of a single change in the section, present line-up includes Skipper Martin, alto lead; Jack Henderson, tenor; Gus Bivona, alto and baritone; Georgie Auld, tenor; Bob Snyder, baritone.

### Forrest Good as Ever

In the brass section, with the possibility of one or two changes to add more heat to the horn take-offs, line-up includes three trumpets in Alex Pila, Jimmy Maxwell, and Irving Goodman, and two trombones in Lou McGarrity and Robert (Cutty) Cutshall. Rhythm section is practically set, with Harry Jaeger at the drums; Artie Bernstein, bass; Mike Bledsoe, guitar; and Bernie Leyton, piano. Holen Forrest is in as good voice as ever for the heart-warming vocals, while Goodman gives out with the clarinet wizardry out front. And the maestro is not adverse to gushing over with the personality stuff to make the dancers feel there is no unsurmountable pedestal between the stand and the floor.

Dance was showered with financial as well as musical glory, according to Alfred Collins, dance committee chairman. Some 1,100 couples deposited \$3.50 per, with the steep tariff towering to a gross of \$3,850. George Sommer, territorial luv, made the music continuous.

### Auld Solo Star

Apart from all the musical meat contained in the Fletcher Henderson and Eddie Sauter arrangements for the band, the biggest excitement is in the tenor chorus takes of Georgie Auld, who is given more instrumental leeway than the maestro himself. And there was no giving the crowd enough of Auld's inspired sax ridings.

In addition to the band itself, Goodman is as much concerned with the fashioning of a band within the band, this time with a sextet, the Raymond Scott brand of arithmetic making Goodman the seventh man. Mainstay of the chamber group is Charlie Christian's sizzling electric pickings on the guitar, with instrumental gloss in Goodman's clarinet, Auld's tenor, and last but not least, Cootie Williams' trumpet tooting. Bernstein, on bass; Jaeger, drums, and Leyton on piano until Teddy Wilson is ready to return after the first of the year complete the small combo. Sextet offerings are not as breath-taking as the Goodman trio and quartet of the Lionel Hampton days, boys just feeling their way around to strike an individualistic style.

### Cootie a Show-Stop

Ever doing the unconventional, Goodman has hit the bull's-eye again in disregarding ordinary color barriers by taking over Williams, Duke Ellington's trumpet ace. And that the acquisition is condoned by the collegiates is seen by the fact that they continually clamored for Cootie. And a show-stop in the true sense of the word went to the septa star, who stepped out as trumpet soloist for Ellington's Cootie's Concerto, showcasing his plunger growling, and for Ed Sauter's Puddin', a righteous stomper.

Intention of Goodman is to use Williams as featured soloist in concert fashion for some selections and to reinforce the brass section on other opuses. And Cootie shows to advantage in both instances. They stopped dancing for his solo set, and the present weakness of the brasses became most apparent when Williams joined the section to give it the force and body it lacked all evening for the final dance selection, Benny Rides Again. M. H. Orndorfer.

band, replacing Clyde Cissell. . . . After 15 weeks at the Egyptian Room, Sioux City, Ia., FRENCHY GRAPFOLIER goes back to Dave Pider's Club 100, Des Moines, Ia., for an indef engagement. . . . AB NEWMAN is at the Lookout House, Ashland, Ky. . . . EDDIE MENICK, who has trod his own band for several years, has joined Mennie Lopez Four, originally the Romany Trio, which went into Cliff Bell's spot in Detroit for an indef run last week. . . . combo will probably alternate between Bell's and the Commodore Club, under the same management. . . . The new Cascades Room in the Hotel Ohio, Youngstown, O., boasts the first stainless steel dance floor in the world, according to the management. . . . floor was supposed to have cost about \$40,000 to create.

### Penn-Jersey Patter

GEORGE BAQUET sets some sort of a record this week by having played for eight consecutive years at Wilson's Cafe, Philadelphia. . . . JENNY GRAHAM gets going at Hotel Moorhous, Chester, Pa. . . . BUD LEWIS brings his lads to Pine Tavern, Trenton, N. J. . . . ROL PARKER first in for the Little Ritz Cafe, Center Square, Pa., reopening under new management. . . . ROGER KORTLAND, Philadelphia maestro doing officer duty among the draftees at Fort Meade, near Baltimore, organizing a new dance band among the many musicians coming to camp. . . . MARIE NANETTE moves her Hawaiian Band to Charlie Harris's 20 Club, Camden, N. J. . . . HERBY WOODS, going under the MCA managerial cloak, opens this week at the Benjamin Franklin Hotel's Coral Cafe, Philadelphia, making the second band for the spot, with CLYDE LUCAS taking over Bill McCum's stand at the hostelry's Garden Terrace. . . . JOE GARRY and His Jersey Cavaliers get the call for the dancing at Community Hall, Camden, N. J. . . . JIMMY GORHAM, featuring Miriam Hutchinson for the songs, locates at Club Embassy, Philadelphia. . . . MORRIS MOSLEY makes for the dancing at Dreamland Dancing Academy, Philadelphia.

### Of Maestri and Men

NAT BRANDWYNNE succeeds Pancho at the Copacabana, New York, December 20, the latter going down to Florida. . . . Six more sides of hot jazz re-issues are due from Bluebird shortly, the first release of this type since last May. . . . Included among the revered jazz names on the forthcoming re-issues are Benny Moten, New Orleans Rhythm Kings, McKinley's Cotton Pickers, and Paul Whiteman. . . . WING MERLIN set at Laurel-in-the-Pines, Lakewood, N. J., for an indef stand. . . . TED COIT takes over the post of managing director of Musicraft's new children's record department. . . . initial task will be to get into production the first in a series of recorded dramatic albums. . . . Now that CHARLIE BARNETT's union difficulties have been straightened out, he has made some changes in his band. . . . HARRY GORDON is the replacement for Cliff Leeman on drums, Leeman's going with Charlie Spivak; PHIL STEPHENS is new on bass; CONN HUMPHREYS and LEO WHITE add two new faces to the sax section, and a fourth trumpet and a fourth trombone come in in the persons of GEORGE ESPOSITO and BILL ROBERTSON respectively.

## Miami Local Against Low Scale Concerts

MIAMI, Dec. 7.—Refusal by the local Federation of Musicians to allow a branch in its scale has stalled the city-federal program for 100 concerts in Miami parks. The break developed over the refusal of the local to permit its members to accept an offer of \$6 a performance, made by the city to supplement WPA musicians. Local scale is \$7. City officials planned a total of 100 concerts financed jointly by WPA and the city, with the city spending \$13,500 and expecting to get \$25,000 additional from WPA.

An alternate program has been suggested by the union, calling for 42 concerts. The local holds that Bayfront Park in Miami and Flamingo Park in Miami Beach have been sacred to private employment in the winter in the past, and that allowing WPA entrance into that picture is endangering the rights of members to private employment. Next step is in the hands of the Miami city commission.



# On the Records

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

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

By DANIEL RICHMAN

## XAVIER CUGAT (Columbia)

Make It Another Old Fashioned, Please—Beguine, All Baba—Rumba.

CUGAT, one of the most popular exponents of Latin American rhythm in the band business, here cuts his first two sides for the Columbia label after a lengthy stay on the roster of Victor artists. For his Columbia debut Cugat chooses a Cole Porter number in that composer's most sophisticated style (the song being from the current successful musical, *Panama Hattie*) on the A side, and a typical rumba for the reverse. Cugat has rarely made a bad record, and here he turns out two arrangements even better than his customary product, due largely to full, clever, colorful scoring in a medium that this crew mastered a long time ago. The Porter song needs its lyrics to give it its fullest meaning and worth, and the omission of the words here hurts a bit because the tune is not the most melodious of Porter's output. It's therefore even more to Cugat's credit that his smooth, polished performance of it, backed by the subtle beguine tempo, makes it the fine listenable item that it is here. Companion piece is ably shown with plenty of rhythm and melody, and Xavier extracts the last drop of each from it, resulting in a beautifully played rumba that explains why this type of music has taken such a hold in this country.

## ALVINO REY (Bluebird)

St. Louis Blues—FT, VC. Now, Now, Now Your Boat—FT, VC.

REY'S band has been on this label before, but only as accompaniment to the Four King Sisters. With this pressing the outfit comes out from the obscurity of background supplying to debut as a full-fledged recording crew in its own right. The King girls are present for the vocals, but Rey gets the top billing on the label. Altho this initial effort is far from perfection, he manages to justify his right to carry a disk by himself with a couple of pretty interesting arrangements that highlight the leader's electric guitar work. Latter is unquestionably good, but the humorous touches interpolated in the second chorus don't jibe with the weird modernism of the lead-off passages on *St. Louis Blues*. Both the Handy classic and the reverse have nice enough drive and polish, but there's a too-conscious striving for brilliance, with that rare quality never achieved. The singing sisters are not too much in evidence on either side, and what they do is, like the band's performance, adequate but not very distinguished.

## LEO REISMAN (Victor)

The Last Time I Saw Paris—FT, VC. What Makes a Song—FT, VC.

RECORDING that stands to have an extremely heavy sale among intelligent record buyers is this Reisman disk, because of its A side. The song engraved on it is probably the finest example to come along in many a month of what can be accomplished when a couple of astute, experienced, thoughtful musical craftsmen get together. As the title implies, the number is a eulogy to the Paris that was before the collapse of France last summer—a surprising theme for a popular song, and a theme open to complete mutilation at the hands of writers less capable than Jerome Kern and Oscar Hammerstein, II. What could have been maudlin and corny has been handled with a truly touching bitter-sweetness, the melody gay and at the same time sad, the lyrics nostalgic but sincere and intelligent. And Reisman captures the true meaning and import of the song in one of his most polished arrangements to date. Phil Ducey also rates a low bow for his straight-forward baritone approach to the words. Whatever the future success of the song itself, this side ought to find an especially large audience among platter purchasers who like something not only fine but unusual as well. The reverse is merely the other side of the record; also expert Reisman treatment, but insignificant in comparison with the Kern-Hammerstein gem.

## KAY KYSER (Columbia)

My Mother Would Love You—FT, VC. Fresh as a Daisy—FT, VC.

Great is the only word to describe the performances on both sides of this double. Danceable, listenable, expert arrangements, not noisy but containing plenty of punch in their clean-cut simplicity, and two of the sweetest vocals on recent records make this a coupling that Kyser can be proud of. It's not as spectacular as some of his novelty disks, but the duetting of Ginny Simms and Harry Babbitt on side A, and the humorous lyric delineation by Babbitt on the reverse can stand up with the most elaborate of the Kyser efforts—and come off victorious. All in all, a showmanly, musicianly presentation of a pair of good songs.

## WOODY HERMAN (Decca)

Blues on Parade—Six-Record Album. There I Go—FT, VC. Beat Me Daddy, Eight to a Bar—FT, VC.

Decca continues its orgy of smart album merchandising with a packaging of some of Herman's better-known blues effusions. The grouping can't fail to attract not only admirers of this band, but lovers of blues as well, since the band has long since proven itself as a

dispenser of this style of jazz. The pop release is in Woody's always capable manner, altho the tempo on *Beat Me Daddy* is a bit too fast, resulting in a slightly breathless vocal from the maestro. Typical Herman riff touches thread their way thru the arrangement, which comes out a bit late (the Will Bradley, Glenn Miller, and Andrews Sisters versions having established themselves some weeks ago), but which will undoubtedly sell well because of the growing Herman popularity. *There I Go* is solid, slow, and workmanlike. (See ON THE RECORDS on page 69)

# On the Air

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

By SOL ZATT

## Dean Hudson

(Blue Gardens, Armonk, N. Y., Mutual Network, Tuesday (3), 1-1:30 a.m.)

PLAYING their first location stand in Eastern territory in some time, Dean Hudson and his crew, from down in the Southlands, impress as a lively and definitely commercial outfit—a sock band with a lot of sock ideas, expressed extremely well over a late-hour sustainer which could easily have been mistaken for a commercial.

He dips his hand into a variety of tunes (the non-ASCAP bugaboo isn't in full bloom yet at Mutual), and comes out with a handful of good musical ideas which are vocaled singly and by a choir developed within the band. The choral group is well rehearsed, and turns out a sock job, as does Sonny Stockton with a fine tenor voice.

It was one of those programs that are full of studied and well-thought-out angles and ideas, and worth anybody's time.

Whether the tunes were sweet or a modified hot, Latin or oldie, the program had a commercial wallop.

## Hal Kemp

(Ambassador Hotel, Los Angeles, Mutual Network, Thursday (5), 11:30-12 a.m.)

HAL KEMP'S midnight air session is just another bit of proof of why the maestro has been in the higher brackets for so long. He's just consistently good. And he brings to the mike a warm personality and a good half-hour session of music that makes solid listening.

He also gave the audience a last crack at the old show stuff which will be barred from the airwaves after January 1, and made a point of emphasizing the works of Cole Porter and Irving Berlin. It was a nostalgic half hour and a real sentimental tickler to those who have a yen for the old show music.

# On the Stand

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

## George Sommer

(Reviewed at Broadwood Hotel, Grand Ballroom, Philadelphia)

A PART from a stylized tag line—"Rhythm and Rhyme in Sommer-time"—it's forthright extrology that Sommer serves the dancers in this territory. And not geared to any particular style, it's fashioned to meet the modes of every type of dancer, giving out equally well on the sweet stuff as on the stomperoo.

It's a youthful aggregation, and the arrangements are youthful and varied as well. Sommer makes an engaging stick wielder. Instrumentation takes in four saxes, three trumpets, single trombone, bass, piano, and drums. While the band never gets into the sorcery groove, everything is offered with a high rhythmic content, guaranteeing dancing pleasure on ballroom floors.

Pleasant nod also goes to the vocalist, Jean Stewart, fetching brunette, who has no trouble in building the ballads big. When caught here band was well received by the dancers, and hardly any nervous tension was noticeable in the booting, considering that Benny Goodman was on the opposite stand.

Orodenker.

A detailed news-review of Benny Goodman's new band, around which so much trade interest has centered, will be found on an adjoining page in the Music Department in this issue.

## Bob Knight

(Reviewed at the Hotel Pierre, New York)

VERSATILITY is the hallmark of Knight's small combo, which has been displaying that asset in quantity sufficient to have kept it at this smart and discriminating bistro for the past half year. Knight, former guitarist for Horace Heidt and an electric guitar expert of sizable stature in the business, has built himself a crew that is up to any demand made upon it; and what it may lack in complete, full execution of any one individual style it makes up for in its ability to cope with all types of rhythm.

Basic set-up is three reeds and three rhythm, plus Knight and his electric guitar out front. Lack of brass naturally is a handicap to solid dissemination of swing and even ballad stuff, but nice musicianship covers up the defect pretty well in the straight dance rhythm department. For change of pace, reeds double fiddles on waltzes, with an accordion double for Latin American items. Adding to the fine impression of versatility is the combo's commendable way with Hawaiian rhythms and melodies.

Spot here calls for much society dance tempo, and the outfit's proficiency along

those lines makes its handling of jazz (even including boogie-woogie) the more surprising. Sudden shifts from society medleys to swing to waltzes, rumbas, congas, and hula effusions speak well for Knight's ability to undertake any sort of location job with his varied library and his crew's capable interpretation of it. Leader himself completes the good impression with his excellent guitar pickings and an appearance and personality that dovetail nicely with his current surroundings.

Richman.

## George Sapienza

(Reviewed at the Sagamore Hotel, Rochester, N. Y.)

THIS combo has been around Western New York State for years and opened this new hotel spot August 15 (two weeks after it premiered) and is to remain here until January 15. The room is the slickest in the city, incidentally, and is considered the best local hotel or night club job for a band.

Sapienza, who appears to be in his late 30s, is a Latin-looking fellow who strums the guitar and sings. He is backed by Ed Duffy at the piano; Harry Stern, violin; Gail Olson, accordion; and Stan Woodside, bass. Olson doubles at the trumpet and vibes and also does frequent vocals. The band is a well-organized unit that mixes straight dance rhythms with vocal and light comedy novelties, rumbas, and waltzes. Since the room has no show, the band provides all the vocal and sight stuff.

The outfit is handicapped by lack of a bandstand and a band set-up. As a result, the men stand like a bunch of strollers against the wall and look disorganized. When caught their performance was uneven. They were careless at times, but at other times produced well-knit solid music.

Dennis.

## Freddie Ebener

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

EBENER'S outfit is more listenable than danceable, which isn't strange, since it has been the regular studio band for WOW in Omaha for three years. The library has just naturally assumed a course which has it going to the ear rather than to the feet.

There are four rhythm, four brass, three sax, and a vocalist. Ebener labors right along with the boys at the drums, and technically the orchestra is without a leader of the baton-wielding type. Vocalist is Jimmy Bunn, who is pretty good.

One of the big features of the group is the five fiddles, made into a quintet by doubling two brasses, two sax, and a guitar man. They are called upon when the emphasis is definitely for ear.

Ebener's studio technique isn't the kind to pack a ballroom to the doors—which has nothing to do with the quality of the music. It's just off the beam. For radio and at mealtime in a hotel he's okeh.

Oldfield.

# Luizzi, Riccardi Win Local 77 Re-Election

PHILADELPHIA, Dec. 7.—Frank P. Luizzi and A. Rex Riccardi, incumbent president and secretary respectively of the local musicians' union, were re-elected to office at the election meeting Thursday. Luizzi defeated Charles McConnell, music contractor for the Warner Bros. theaters, who headed his campaign on a co-operative buying plan to increase employment, getting 820 votes against McConnell's 646. Riccardi defeated Lew Ingber 860 to 590.

However, the tickets were split and two McConnellites gained offices. Romeo Cella, a past union proxy, getting 748 against Ralph Kirsch's 696 for the vice-presidency. Harry Kammerer clicked with 877 votes against Vincent Zorusio's 546 for the assistant secretary assignment. Jimmy Perri, on the Luizzi ticket, grabbed off 807 votes against George Hartung's 619 as sergeant at arms. Jos Bossa was re-elected treasurer, unopposed, for the umpteenth time.

## SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 33-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

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

## Music Items

### Songs and Such

**DON RAYE** and Hughie Prince entrained for the West Coast early last week to write the musical score for the second Andrews Sisters picture, *Buck Pringles*, being made by Universal. Raye and Prince also did the music for the first Argentine Nights, via long distance.

Reed Evans, emcee, comic, and singer, is the author of *Gloids in the Night* and *Slow Down*, a blues ballad.

For the Christmas season Raymond Scott surrounded his pen with a holly wreath, and turned out words and music to *All Around the Christmas Tree*.

Lewis William Lewis, "the odd-time professional," is back in harness again in Portland, Ore., as writer, composer, and publisher of *This is My America*.

The *Penas* song, *Benny Heim*, and Arthur Jones' ballad, *One Being Day (One Lovely Night)*, has been accepted by Foreign and Domestic Music Corporation.

Charles O. Lyon, Augusta, Ga., tunesmith, is having his interests in two tunes, "She Talks Too Much" and "River Junction," looked after by Calvin Smith.

Sonny Schuyler, vocalist with Vincent Lopez, wrote two songs, "Don't Cry" and "Fleagle-Boo, the Werry Bird," which Leeds Music is having a look into.

### Publishers and People

**HARMS, INC.**, made a natural tie with **HEKO** pictures in releasing new title page editions of *Ten for Ten* and *I Went to the Ship, There's a Long Long Trail*, in the picture version of *No, No, Nanette*. Alex Kramer, music librarian and arranger for Major Bowes' *Capitol Family*, claims a case of mistaken identity, and is not to be confused with the Alex Kramer who has been composing for BMI in collaboration with Joan Whitney. The first Kramer has been connected with the Capitol for the past eight years.

In line with the patriotic wave, Remick Music has published all of the best-known flag-liters in an album, *American Patriotic Songs*. They include *Don't Give Up the Ship*, *There's a Long Long Trail*, *I Love a Parade*, *My Own United States*, *Will We Meet Again*, *Song of the Marines*, *Star-Spangled Banner*, and *America*.

Georgia Music Corporation has been admitted into active membership class of ASCAP.

Campaign has been started by Remick on the new *Rainbow Albums*, Book 1, a series of three instrumental folios. Album series contains a limitless number of instrumental combinations, arranged by Elmer Schoebel, Ernest V. Horvath, Sven von Hallberg, and Robert Carreno.

### Philly Pickings

**NEIL FONTAINE**, the Jack Lynch's band leader, dips into the baggie-woogie competition, collaborating with pianist Eddie DeLan, for *J. L. Special*, which also initials the spot's name.

Ben Greenblatt, radio's piano rambler, readying a book on swing piano for January 1 release.

Frank Capano, composer and music publisher, has been released from the hospital after a major operation, which means he'll concentrate on waltzes for a time instead of the more violent boogie-woogies.

Frank Spinogetti's new song, *You Never Said Goodbye*, with Jimmie Jerges setting the music, gets its initial hearing on WIP variety shows, and is already in the hands of a New York publishing house.

## Frasetto and Bartha Battle To a \$2,340 Draw in Phila

**PHILADELPHIA**, Dec. 7.—Battle of music between Joe Frassetto's local WIP orchestra and Alex Bartha's Atlantic City Street Pier crew crowded Broadwood Hotel Ballroom last Saturday (30), with 2,340 dancers shelling out a \$1 apiece to make it a \$2,340 affair.

It was an intercollegiate dance, promoted by the College Committee of Philadelphia, group of students representing Penn. Temple, St. Joseph's, Drexel, Philadelphia College of Pharmacy, and Swarthmore. Both bands were well received.

## \$445 for Louis Prima

**PITTSFIELD**, Mass., Dec. 7.—Louis Prima doubled his attendance at a dance at the Crystal Palace Ballroom here Thursday (28) when he drew 683 persons, as against 309 on his first appearance here some time ago. At 65 cents a head, gross was \$445.25, according to Joseph Sosinski, local booker.

## Anyone Got Any Ideas?

**JERSEY CITY, N. J.**, Dec. 7.—Paul Brenner, conductor of The 940 Request Club, recorded show on Station WAAT here, is trying to find a new tag for his program (the "940" comes from the spot WAAT occupies on the dial) and is willing to pay \$25 and the expenses for a whirl around New York's night spots to the listener who supplies him with the best one.

The fling at Manhattan night life will take in "personal" visits with maestra Glenn Miller, Sammy Kaye, Will Bradley, Tony Pastor, and Mal Hallett, current at New York hotels.

## McFarlands 2d Top Draw in Bridgeport

**BRIDGEPORT**, Conn., Dec. 7.—The McFarland Twins, in for a one-nighter November 28 at the Ritz Ballroom here, did the surprise business of the season, drawing a crowd of 2,450 persons, the second largest of the season. Record was surpassed only by Jimmy Dorsey on September 15, who drew 2,750 persons, with the next best draw being Charlie Barnet with 2,348 on October 28.

With duets priced at 75 cents, the McFarland gross totaled \$1,837.50. George McCormack and Joe Barry, operators of the Ritz, were so pleased with the showing that they rebooked the ork for December 29.

Hue Barron, in last Sunday (1), did just fair in his first appearance, drawing 923 persons. With admission at 75 cents, take was \$692.25. Has strong competition at the local Loew-Poli Lyric Theater, where Cab Calloway was packing them in for five performances.

**BRIDGEPORT**, Conn., Dec. 7.—George McCormack and Joseph Barry, operators of the Ritz Ballroom here for the past 25 years, are plenty burned up at the band booking offices in general. In an interview this week with *The Billboard* they complained that the band bookers endeavor to force unimportant and lesser-known bands upon the hall room operators, and not the bands that both the ops and the customers want. In order to get the bands that they want, they said, they have to contact the personal managers of the bands direct.

Being really fed up with the methods of the band bookers, they are prepared to accept the challenge, and from now on they are going after bands direct. Among the name bands that the Ritz has played so far this season are Jimmy Dorsey, Jimmie Lunceford, Charlie Barnet, and others.

**MADISON**, Wis., Dec. 7.—Tony Salerno, orchestra leader for the past 12 years, is managing the Uptown Ballroom, which opened here last Saturday. The spot is featuring old-time music and novelty programs.

## DuPree 39th Anniversary Dance Promotion N. S. G. With Basie

**PHILADELPHIA**, Dec. 7.—Count Basie, playing a dance last Thursday (28) at Mercantile Hall for Reese DuPree, veteran race dance promoter, did only fair in attracting 1,200 dancers. At a 75-cent gate, plus taxes, net gross was \$900, which was way under DuPree's expectations, allowing the promoter just about to break even on the date. Edge on the race dance was taken off by the PDR Thanksgiving trot the week previous, when Erskine Hawkins mobbed the hall with 2,700 dancers.

DuPree had looked forward to the Basie prom with high expectations, since it marked his 39th anniversary in the business, making him the oldest dance promoter in the country. Basie paid tribute at the midnight hour by playing *DuPree Blues*, standard blues dedicated to the promoter, who was a songwriter in his own right at the turn of the century. Congratulatory telegrams were received from practically every important figure in the music business.

While DuPree's promotions in recent years have been confined primarily to race dances, he has played practically every important white name band as well during the past four decades, and was the first to use white name bands for colored dances in Philadelphia and Baltimore in the early '20s.



# Selling the Band

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

### "Abdication Audition"

**ROYALIST** Orchestra, led by Rex Alexander, playing dance dates out of Philadelphia, has combined the "singing" and "leading the band" stunts into a most effective "Abdication Audition" presentation that makes a real audience participation show in itself. At the same time, it enables the band to cash in by building its mailing list, a most important adjunct to any territorial favorite.

Each couple entering the ballroom where the Royalist ork appears is handed a stub. Dancers are invited to mark down three selections during which they would like to sing or lead the band. To make the entry official, name and address must be signed with the stub. During the evening a single ballot is selected. And while the girl sings her chosen songs, her male partner gets the baton to lead the band.

Music merchants might do well to follow the lead of Joseph E. Zellman, dealer down in Meridian, Ky., who doesn't closet himself behind the counter to promote his sale of records. Not only does he supply the town's musical needs, but also actively promotes music. Recently he gave a talk on the origin of the record business before the Music Association Club of Meridian High School, discussing the very beginning of the record industry from way back in 1895. Other record dealers should likewise seek out opportunities to tell members of the community all about the remarkable success of the recording industry, of which they themselves are an integral part. It's the surest way to stimulate interest in records, an interest which makes for the creation of store traffic.

### Another Tie Toc Click

**GRAY GORDON**, having left the Hotel Edison, New York, for a road tour, is still very much bally-conscious, with his manager, Artie Pine, taking pains to make the advance promotion for theater dates give the desired effect to the box offices. Linking his association with the *I Am an American* song, at each theater that Gray brings his tic tockers, the manager of the house receives two weeks in advance a generous supply of *I Am an American* title pages, which bear a large-size picture of the maestro, and which have space provided for an inscription for the theater to announce the date and other information of the engagement. The title pages are for distribution around town, making an attractive piece for store windows.

Also in advance, a large quantity of book matches is sent to the theater. The match cover carries a blank side, the other side taken up with the maestro's picture, and it enables the theater to

print any information desired pertaining to Gordon's engagement. Matches are for distribution at the larger cigarette stands around town, possibly 10 days before the band's arrival. Gray also arranges for the all-important music machine, stacked with his own recordings, to be placed in the theater lobby and keep grinding away with the Gordon brand of music for a week.

New publicity firm of Hal Davis-Les Lieber in New York also pays particular attention to advance promotion. Each stop on Benny Goodman's route is covered in advance by specially written stories for every newspaper in the town where the band is booked, plus exclusive action photos of the maestro and his men. The local radio stations are contacted to arrange recorded shows on Benny. Further, Wayne Varnum, promotion expert for Columbia records, collaborates with telegrams to all the record distributors and dealers in the territory for special music machine promotions.

### Aquatenial Tie

**GEORGE BARTON**, Minneapolis maestro, made most of a recent pageant promoted by the city, the *Aquatenial*. First of all, he composed an original, *Aquatenial Swing*, to serve as the official theme song for the celebration, which rated him a full-page reproduction of the song in a Sunday edition of *The Minnesota Tribune*.

Further, in tying in with a dozen or so of *The Tribune* advertisers, using himself, his vocalist, and all the boys in the band for pictorial and testimonial purposes, he grabbed off an additional full page in the paper's rotogravure section. He had pictures of himself taken while seated at a Storytone organ, being measured for a suit, buying a pair of shoes, and even getting a work-out in a gym.

## Buffalo Dance Spot Biz Builds Steadily

**BUFFALO**, Dec. 7.—The Dellwood Ballroom, leading dancery here, is keeping up its new policy of more traveling bands, thus giving this city a better variety of ballroom bands than has been found here in some years. November 29 Ralph Barlow began an indefinite stay, replacing Cool Manny Prager. Prager's two-week stand was, according to the management, most successful, but previous bookings kept him from extending his local engagement. The Dellwood books bands thru Frederick Brothers' office exclusively so far. Howard Becker preceded Prager's ork. Tommy Flynn, who manages the ballroom, is making a success of his indefinite handstand engagement at swank Chez Ami niterie here.

Special promotion stunts, such as free dancing lessons every Tuesday, have helped increase patronage steadily. Waltz night on Tuesdays brings many old-timers; Thursday is fox-trot night, and Friday is official fraternity and sorority night. Letter organizations get a percentage of every ticket sold by them, giving the Dellwood only 30 cents net admission per, instead of the usual 40 cents. The difference is, however, of benefit to the Dellwood, as profits are brought back by increased patronage among the young steppers. Various popular try and beauty contests held at the Dellwood by the school trade have also helped the gate.

### Ballet for Scott

**CHICAGO**, Dec. 7.—The weird musical ingenuity and imagination of Raymond Scott finally have found expression in a visual as well as their accustomed aural manner. Friday (5) the Ballet Theater at the Chicago Opera House was skedged to portray in terpsichorean fashion six of the maestro-composer's better-known compositions, including *War Dance for Wooden Indians*, *Tia Juana*, *In an Eighteenth Century Drawing Room*, *Mexican Jumping Bean*, *Blue Temptation*, and *Jump House*.

Choreographer Anton Dolin was head man for the cast of 90 ballet artists in the interpretation of Scott's musical ideas.

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

A
Akin Jr., Bill: (Antlers) Colorado Springs, Colo.
Alberto, Don: (El Chico) NYC, nr.
Alben, Henry (Red): (Cafe Society) NYC, nr.

B
Bach, Richard: (20th Century Tavern) Phila., Pa.
Bier, Steve: (Washington House) Bechtelsville, Pa.
Bakay, George: (Wilson's) Phila., nr.

C
Caballero, Carmen: (La Conga) NYC, nr.
Calloway, Cab: (Aud.) Greenville, Miss., 12; (Cradle) Sars, (Circus) La., 14; (Temple Hood Garden) Baton Rouge 13; (Palms Club) Henderson, Tex., 17; (Shrine Mosque) Springfield, Mo., 19; (Blossom Club) Oklahoma City, Okla., 20.

D
D'Amico, Nick: (Cafe Bruno) NYC, nr.
Davies, George: (Colonial Inn) Singac, N. J., 10.

E
Earnest, Roland: (Hildebrecht) Trenton, N. J., 8.

F
Fager, Fred: (Fairway Yacht Club) NYC, nr.
Fay, Fern: (Montgomery) Upper Darby, Pa., 10.

G
Gagen, Frank: (Bordenwick's) Tuckahoe, N. Y., 10.

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

Abbreviations: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
Hudson, Dean: (Blue Gardens) Armonk, N. Y.
Hugo, Victor: (Little Raths Keller) Phila., nr.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.
Griffin, Jack: (Old Falls Tavern) Phila., nr.
Guy, Vernon: (Congo) Phila., nr.

Bands on Tour—Advance Dates
VINCENT LOPEZ: Capitol Theater, Shamokin, Pa., Dec. 13-14; Stanley Theater, Chester, Pa., 25; Armory, Frederick, Md., 27; Astor Hotel, New York, 31.
CLAUDE HOPKINS: Academy of Music, New York, Dec. 17-18.

Lyman, Abe: (New Yorker) NYC, h.
Lynn, Sammy: (Bomb Shelter) Dallas, nr.
Lynn, Bert: (La Conga) Hollywood, nr.

M
McCoy, Clyde: (Colonial) Dayton, O., t.
McCrain, Don: (Deshler-Wallick) Columbus, O., h.
McCrain, Joe: (Moore Club) Phila., nr.

N
Nanette, Marie: (Mary Hubbard Inn) Berlin, N. J., 10.

O
Oger, Bill: (Hillcrest) Toledo, h.
Oman, Paul: (Trocadero) Hollywood, Calif., nr.

P
Palmer, George: (Palmer House) Chi., h.
Palmer, Duke: (Pleasant View) Reading, Pa., h.

Q
Quartzell, Frank: (El Chico) Miami Beach, Fla., nr.

R
Ramos, Ramon: (Drake) Chi., h.
Rames, Bobby: (Colony) Chi., nr.

**OUT-OF-TOWN OPENINGS**

**"All in Fun"**  
(Shubert)  
BOSTON

A revue presented by Leonard Sillman, Book by Virginia Faulkner and Everett Marcy. Music and lyrics by Baldwin Bergerson, June Sillman, and others. Dances by Marjory Fielding. Sketches directed by Edgar MacGregor. Settings designed by Edward Gilbert. Costumes designed by Irene Sharaff. Cast includes Bill Robinson, Imogene Coca, Jerry Lester, Pert Kelton, Rosita Moreno, Red Marshall, David Morris, Walter Cassel, Bill Johnson, Anita Alvarez, Candido Picholo, Flower Hufer, Hope Manning, Nancy Noel, Ben Lessy, Lynn Logan, Maurice Kelly, William Archibald, Puck Peairs, Dorothy Dennis, and others.

Phil Baker and a large number of customers have walked out on Leonard Sillman's latest revue. If he takes it to Broadway still more customers will walk out.

When the show was caught Mr. Baker had already departed. A glance at the program indicates that his appearances numbered but three (including the usual bow in the finale). He left with the idea that his material was not up to snuff—something which first-nighters heartily agreed to. As a matter of fact, if he had added that none of the material was up to snuff he would still have been correct.

Much good talent is wasted on the inferior show. The old master Bill Robinson is his usual blythe, smiling, cheerful, extraordinarily capable self. His routines still sparkle, and the familiar stair routine has been added to, to encompass three flights of stairs and give an effective result. But not even Robinson—plus Imogene Coca, whose fine mugging and satirical ballet are still tops, and Jerry Lester, whose clowning is not given enough room—can make anything of this show.

Red Marshall, a refugee from burlesque, has very little to do, and the few bits in which he appears are strictly hurly bits. Pert Kelton tries hard with some pointless material which passes for humor. The skits are entirely unfunny with the exception of one with Miss Coca and Marshall.

Reports were current during second week that more money had been obtained and the show would go on. Why Phil Baker continued to receive top billing in newspaper advertising long after he had departed from the cast is inexplicable.

Mike Kaplan.

**"Hi Ya, Gentlemen"**  
(Barnhart Memorial)  
HARTFORD, CONN.

A musical comedy with Max Baer, Ella Logan, Audrey Christie, Erik Rhodes, Sid Silvers, and Christina Lind. Book by John Monks Jr., Fred Finklehoffe, and Sid Silvers. Music by Johnny Green and lyrics by Harold Adamson. Dances by Bobby Connolly. Book staged by Edward Clark Lilley in settings and costumes by Tom Lee.

Here is a story of a couple of dopes sneaked into a college to act as race-track bookies and relieve the students of their parents' hard-earned money. Romance runs in the university, however, and serves to drown out much of the impact of the plot. Johnny Green's music is tops and was being hummed and whistled by almost everybody coming out of the auditorium after the premiere.

Max Baer was the recipient of much in the way of plaudits, and several others in the company were credited with doing much to keep it moving.

In many ways the book is cumbersome and uninteresting, with result that the show is going to need an extensive overhauling if it is to make its way on Broadway. Hartford was definitely disappointed, and the house, despite generous distribution of paper, was by no means a capacity one.

J. B. Tuffill.

**"Road" Takes 5G on Third DM**  
Date: 'Foxes' Nears Same \$

DES MOINES, Ia., Dec. 7.—Tobacco Road, on its third one-nighter at Des Moines on November 24, played before a near-capacity house at the Shrine Auditorium, with attendance estimated at 4,500. Prices on the show were below previous scale, ranging from 56 cents to \$1.68, tax included, and as result total gross was slightly above \$5,000.

Tallulah Bankhead and The Little Foxes, playing at the Shrine on November 20, had 2,800 customers, with prices ranging from \$1.12 to \$2.80, with gross near the \$5,000 mark.

TRADE SERVICE FEATURE		BROADWAY RUNS	
Performance to Dec. 7 Inclusive.		Dramatic	
		Opened Per.	
Blind Alley (revival) (Wind-ser)	Oct. 15	63	
Charley's Aunt (revival) (Cov)	Oct. 17	60	
Corn Is Green, The (N.S.) (Honal)	Nov. 20	15	
Delicate Story (Miller's) (Dov)	Nov. 4	44	
Edelstein (Madson)	Nov. 27	14	
George Washington Slept Here (Loveren)	Oct. 18	59	
Horse Fever (Manfield)	Nov. 22	19	
Johnny Belinda (Belasco)	Sept. 18	94	
Life With Father (Kegeler)	Nov. 8	45.4	
Man Who Came to Dinner, The (Music Box)	Oct. 16, 30	489	
Rosemary and Mr. Deeds (Pillar-house)	Dec. 2	8	
Separate Rooms (Plymouth)	Mar. 23	297	
Tobacco Road (Forrest)	Dec. 4, 13, 20, 27	207.3	
Twelfth Night (St. James)	Nov. 19	23	
Musical Comedy			
Boys and Girls Together (Broadway)	Oct. 1	79	
Call Me My Sky (Hock)	Oct. 26	51	
Hold On to Your Hats (St. James)	Sept. 11	102	
Louiana Purchase (Imperial)	Nov. 28	222	
Man's the Word (Belmont)	Dec. 2	207.3	
New Hellzapoppin (Winter Gardens)	Oct. 11, 29	416	
Panama Hatlle (48th St.)	Oct. 30	46	

**Parks Leaves "People"**

CHICAGO, Dec. 7.—Bernice Parks, dancer and singer in Meet the People, has handed in her notice and will leave the show when it closes here in two weeks. Josephine Del Marr will take her place.

**FROM OUT FRONT**  
*There Ought To Be a Law*  
**BY EUGENE BURR**

A COUPLE of years ago, when this corner was filled to the brim (if not to the point of nausea) with crusading zeal, a campaign was undertaken hereabouts to reform the persistent custom of late curtains in legitimate theaters. With a sense of self-sacrifice truly amazing, this corner dutifully arrived at every show well before curtain time, armed with a sense of indignation and a stop-watch. The actual curtain time of the play was duly noted, and this figure, along with the advertised curtain time, was run at the head of each review. The practice was continued for about a year, and the only real result was that this column wasted about a quarter of an hour an evening, sitting in a not too comfortable seat waiting for a play to begin. There were those who professed to believe that there was not quite so great a discrepancy between actual and advertised curtain times at the end of the year as there had been at the beginning; but they were incurable optimists.

Anyhow, this column lost its masochistic fervor and the improvement, even if there actually was one, has been nullified in the years between. Curtains are now generally anywhere from 5 to 15 minutes late, a practice that there seemed to be little chance of ending until an otherwise innocuous news item came along last week.

The item concerned the tribulations of the A. B. Marcus unit in Cuba, and seemed unexceptional enough until it mentioned that a local theater inspector had "charged an infraction of the law forbidding shows to go on later than the advertised time." Get that, me hearties—in Cuba a show is forbidden by law to raise its curtain after the advertised time. If the current hysterical flood of Latin gas will should include the enactment of that statute here as a bow to Cuban pre-eminence in sensible law-making, then at least the whole Pan-American molasses barrel would have had one good, solid, practical result.

A law forcing the curtain to rise at the advertised time! It seems almost too good to be true.

THE theaters themselves would, of course, oppose it—just as they habitually oppose anything that might conceivably work for their own good. It's true that unforeseen circumstances might occur to cause unavoidable lateness, but such things happen very seldom in the run of an average show. It's also true that there could be some relaxation of the rule on first nights, when the majority of customers might resent a prompt curtain, which would cut down their time for standing in their seats, shouting across the theater, crowding at the back of the auditorium, and otherwise making general nuisances of themselves. But after the first night, people generally go on the theater primarily to see the play, and to all such, early curtains would be an unexpected boon.

An out-of-town columnist recently suggested that any plight the theater happens to be in at the moment is primarily its own fault. When competition arose in other fields, he suggested, it was met by increased luxury and service, as in the case of railroads; but the theater has done nothing to increase a desire for its wares. When I read his article, I was at first merely annoyed falling to see how the theater could possibly streamline itself, short of providing divans instead of seats and installing a swimming pool in the basement for intermission bathers. But raising the curtain promptly would be one way. It doesn't sound very important in itself, but it's a step in the right direction.

For late curtains are a real and very great annoyance to the theatrical adjunct so heartily despised by all true managers, the paying audience. Customers who arrive on time—and about 95 per cent after the first night do—are forced to sit around for 15 or 20 minutes, staring at the garish strotchies that decorate the playhouse, sifting in the plush-covered, much-too-narrow abominations that do duty as seats, and boring themselves with the fashion notes and bridge problems in the program. Except for incurable exhibitionists, private conversation is impossible in the playhouse. The people in the seats ahead are bound to overhear you, whether they want to or not.

Prompt curtains would also be a boon to those who have to go the theater night after night. As it stands, if you want to avoid counting the cups on the proscenium, you time your arrival about 10 minutes after the advertised time. At that, you often have to wait. And every once in a great while there comes a play that takes its advertising seriously and really rings up on time, and then you miss the first few minutes. This is an injustice both to you and to the play.

Seriously, a law might very easily be written into the local statute books—somewhere in the sections that deal with honesty in advertising. Perhaps present rulings against misleading advertising might even be invoked. Or maybe—the this is less likely—managers might be convinced that dealing honestly with their customers pays dividends.

**Legit Shows Spend for Air Time; "Hellzapoppin" Holds the Record**

(Continued from page 3)  
estimated that the show has spent \$10,000 on the one indie. On strictly cash basis, figure would average between \$175 and \$200 weekly, or more than \$20,000 for the two years and three months of airing. (Show reaches its 1,000th performance January 10.)

**Plenty Stations**

In addition to Marfines sales talks, Greneker bought time on WHN, WFAS, WOR, and WABC, with the last two getting most of the radio dough. All are local New York stations with exception of WFAS, which is in White Plains, N. Y. WHN and WFAS combined received about \$5,000 worth of business for the one show. WOR and WABC combined received \$41,540 in the 27 months. Of this last total, \$6,700 represents extra moneys which had been spent on both stations simultaneously.

Currently the show is running thrice-weekly spots on WABC's Musical Comedy Favorites and averaging about \$310 a week for that, and is spending \$380 a week as a participating sponsor on the Meet Mr. Morgan program over WOR. Back in 1939 show sponsored Odd Side of the News, a five-minute WABC morning program, in addition to its WOR spots, some of which were contracted

for time during the World Series, a costly set-up. Blaine-Thompson agency is now handling the Shubert accounts.

Greneker said he has been experimenting with a new idea for five-minute programs, so that the routine and commercial would change daily. Plan called for recording the comedians during various scenes in their show, and using the platters for the radio, but so far mechanical difficulties, including noise in the theater during actual performance, checked production on this idea.

Radio advertising experience which helped to sell Greneker and the Shuberts on the media occurred in Boston for the opening of Streets of Paris. Show had been scheduled to open evening of Decoration Day. At early noon unforeseen interruptions and delays made it certain that opening that night was impossible. Because of the holiday the town offered no evening papers. Greneker resorted to advertising the postponement on the local stations, and at what would have been normal curtain time only 35 persons of a previously sold-out house showed up. All others had been advised by radio. These 35 were satisfied to sit thru a dress rehearsal, and asked no refunds. The total income from the 35 customers paid for the radio ad, and the Shuberts had the seats for resale the next day.

Concluded Greneker: "I guess the radio can keep them away from the theater too."

**WQXR Used**

WQXR, which has been favored for legit advertising spots by virtue of its class audience, lists 19 legiters since 1936. Largest single show advertiser on this station was Abe Lincoln to Illinois, Playwrights' Company production. Except for one or two week lapses, show maintained continuous spot advertising between September, 1939, and March, 1940. If the ballet were included as a Broadway attraction, the Belle Russe would take first place among such advertisers on WQXR. It used seven spots in November, 1936, and has returned yearly. Other legiters on this high fidelity station have been: Fifth Column (Theater Guild), Too Many Heroes (Mrs. Carly Wharton), Frederika (Shuberts), I Married an Angel (Dwight Deere Wiman), the Group Theater, Mamba's Daughters (Guthrie McClintic), American Way (Sam Harris and Max Gordon), Little Foxes (Herman Shumlin), Daughters of Atrius (Delos Chappell), the Theater of the Piccoli, and George Abbott's Too Many Girls.

Other legiters with sporadic radio advertising on local stations include High and Higher, three weeks of spots on WABC; Male Animal, approximately \$300 weekly for a total of three or four weeks, and the Police Heroes, sometimes at \$500 a week and sometimes at \$200 a week, for a total of about \$2,500.

Back in June, 1939, when Herman Shumlin decided to try the radio medium for The Little Foxes, he hired Ira A. Shley as radio promotion man and plugged the attraction on WHN, WNEW, and WQXR for an even dozen announcements. Shumlin had been instrumental in starting a program on WNYC, too, to boost Broadway legit.

Estimate of legit advertising on WMCA is set at 60 per cent of the new productions, with shows taking spots for a week or two at the start of the runs. Since the first of this year the station has had eight shows, a few of which renewed plugs monthly. Shuberts were listed as one of the biggest buyers of time for Separate Rooms and Hellzapoppin. The Theater Guild bought six spots a week for 13 weeks in February. Others included Too Many Girls, Fifth Column, Quiet Please and the Man Who Came to Dinner.

Last week radio glowed over its new-found love when WABC released a boast claiming that its client Hellzapoppin, the only one of the Sunday legiters using radio advertising, was the only one with a sellout.

**Cedar Rapids Starts Well**

CEDAR RAPIDS, Ia., Dec. 7.—Theatrical season for 1940-41 opened here November 18 with Tallulah Bankhead in Little Foxes at the Iowa Theater. Delegations from Iowa City, home of State university, and Mt. Vernon, seat of Cornell College, helped swell large audience. Next attraction is Katharine Hepburn in Philadelphia Story.

# New Plays on Broadway

Reviewed by Eugene Burr

## HENRY MILLER'S

Beginning Wednesday Evening, Dec. 4, 1940

### DELICATE STORY

A play by Ferenc Molnar, translated by Gilbert Miller, Staged by Gilbert Miller. Settings designed by Raymond Sovey, built by Vail Scenic Construction Company, and painted by Bergman Studio. Press agents, Richard Maney and Ted Goldsmith. Stage manager, Elbert Gruver. Assistant stage managers, David Gray Jr. and J. P. Muller. Presented by Gilbert Miller and Vinton Freedley.

Mrs. Cristof ..... Edna Best  
Mrs. Lacroix ..... Katherine Grey  
Oliver Odry ..... John Craven  
Tony ..... Alfred Etcheverry  
Frank ..... Milton Neil  
Baron ..... Arnold Korff  
Mrs. Cola ..... May Thomas  
Henry Cristof ..... Jay Fassett  
Pip ..... Norman Tokar  
First Cristof Child ..... Howard Sherman  
Second Cristof Child ..... Norma Clerc  
Third Cristof Child ..... Haldor De Becker  
Mrs. Bernard ..... Carlotta Nilson  
Summons Servant ..... Leslie King  
Little Girl ..... Patsy O'Shea  
Police Captain ..... Harry Gribbon  
Office Attendant ..... Gordon Neilson  
Laborer ..... Thomas Brown  
College Girl ..... Natalie Thoburn  
Mrs. Clermont ..... Florence Fair  
Servant Girl ..... Jacqueline Clarke  
Physician ..... Harry Irvine

SCENE: Switzerland—Spring, 1940.

ACT I—Scene 1: Cristof's Delicatessen Store—Evening. Scene 2: The Store—Early Morning—A Few Days Later. Scene 3: The Police Captain's Office—A Few Minutes Later. ACT II—Scene 1: The Store—A Few Minutes Later. Scene 2: A Room in the Cristof Flat—An Hour Later. Scene 3: The Store—The Next Morning.

The one big thrill of an evening spent at Ferenc Molnar's new play, *Delicate Story*, which Gilbert Miller and Vinton Freedley brought to Henry Miller's Theater Wednesday night, comes when you leave the theater and see by the Paramount clock that it's still only five minutes to 11. Along about the middle of the sixth scene I'd expected to hear the bells ringing for New Year's Eve.

Mr. Molnar (who became a classic, one suspects, just a bit before his time) has written a piece of fumbling frippery that talks all around its main situation—and talks and talks and talks. On rare occasion the dialog is amusing, but most of the time it is annoyingly unimportant and all-but-unbearably dull. Mr. Molnar, of course, trots out his well-known Mittel European quaintness in all its trappings, but this time it seems merely like a lachrymose elephant trying to do a prouette. His reckless little plot sprawls loosely in all directions, and not even a typically polished Gilbert Miller production can lift it out of the doldrums.

The central idea is nice enough, even tho' hardly new. It concerns a silly little Swiss storekeeper (she calls herself a "silly little storekeeper" at least 1,084 times), married to a nice, solid delicatessen dealer and craving romance and a part in the world cataclysm roaring around Switzerland during the spring of this year. She has successfully defied a yen toward romance on six different occasions; but when a lad from across the border moons around the shop and she thinks him in love with her, she succumbs. She throws herself at the boy, urged on by the fact that he has been drafted and, thru him, she can take a vicarious part in the madness raging thru the world. Just why she should want to is not altogether clear.

In any case, her husband finds out about it, thru an involved and obvious accident that allows Mr. Molnar to use up a third of the evening and include a police-station skit that is written like a minor revue blackout. And then the husband has a heart attack and the wife is repentant, and they sit down to talk it all out. They also talk the customers practically out of the theater. Anyhow, the wife agrees to tell off her lover, but the husband does it for her, and they discover that the lad didn't care about the wife at all, but came into the shop to cast calicoes at a girl who works across the way. So the wife is heartbroken, and the hus-

band, for some reason, asks forgiveness for nothing in particular, requesting the young man to continue to come in to cheer his wife up. And then the young man leaves and so does the audience, both breathing sighs of relief.

There are, as remarked, a few amusing lines scattered here and there; and some of the topsy-turvy triangle situations contain elements of legitimate farce. But the lines are so buried in the avalanche of words that the effect of most of them is lost; and the situations are meaningless because Mr. Molnar has seen fit to caricature his characters and so take the fun out of them. The husband, in particular, belongs in a Sunday supplement. As for the play as a whole, calling it *Delicate Story* seems like an overstatement. Its downright anaemic.

Edna Best, who has been away much too long, brings her tender insight and lovely, glowing personality to the aid of the wife, and wins a battle against tremendous odds. How she managed to get thru one long speech, each sentence of which starts with "the silly little storekeeper," remains one of the minor miracles of show business. Jay Fassett is understandably ill at ease in the cartoon role of the husband, and many of the minor players, a number of whom have been drafted from the theater's halcyon past, do excellent jobs. Harry Gribbon, as a police captain, delivers outstanding work in the revue-skit scene, and Norman Tokar is amateurishly ineffective as a blundering shop-boy.

John Craven, as the young man, plays him in his usual manner. He still has a long way to go before he achieves the competence of a very bad professional.

## BELMONT

Beginning Thursday Evening, December 5, 1940

### MUM'S THE WORD

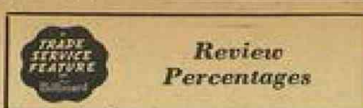
A one-man revue, imagined and performed by Jimmy Savo. Cyclorama and suggested settings. Stage manager, Al Webster. Press agent, Lorella Valmery. Presented by Jimmy Savo.

CAST: Jimmy Savo, assisted by Al Webster, Verbal Annotator, Hiram Sherman, Herbert Kingsley at the Piano.

The pudgy little moon-faced man trudged out from the wings, a small derby perched atop his head, his baggy trousers cascading over enormous shoes, his hoop-large collar loose about his neck, an old stick with a bandanna at the end flung over his shoulder. His button-round eyes surveying the audience with evident surprise, he began to perform. Almost two hours and a half later, again dressed in the same costume, he trudged back into the wings, and the audience cheered until the little Belmont Theater sounded like a miniature bedlam. They cheered him into an encore and, that delivered, they cheered until the raised house lights sent them into the streets. He had held the stage almost alone thru all the time between, aided only by his stage manager, Al Webster, who appeared briefly in two numbers; by Hiram Sherman, who came before the curtain ahead of each number as a slyly ad-libbing human program note, and by Herbert Kingsley, a marvelous accompanist and an outstanding pianist in his own right. But they were all incidental. The evening—all of it—belonged to the moon-faced little man.

He is, of course, Jimmy Savo, master of comic pantomime, who brought his one-man revue, *Mum's the Word*, to the Belmont Theater Thursday night. This reviewer has raved Jimmy before, when he was in vaudeville and in *The Eggs From Syracuse*—but never before has the silent little lord of hilarity spread himself as he's doing now, displaying the depth, the richness, and the wide sweep of his artistry. He's not always silent, it's true; as in the old vaudeville days, he occasionally erupts into piping and plaintive song, usually accompanied by astoundingly appropriate gestures. But of merely spoken words there are none, except those emitted with casual and insolent aplomb by Mr. Sherman. And none are needed.

There are 10 numbers, in addition to the prolog and epilog in which Mr. Savo appears in his immortal and traditional vaudeville get-up—and they range from the deep pathos of his startling pianissimo rendition of *Old Man River*, and the wistful, pathetic humor of his starving Bowery bum, thru all the moods, all the way to a burlesqued surgical operation in which the patient's entrails are blithely im-



(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

### "Romantic Mr. Dickens"—6%

YES: None.  
NO: Atkinson (*Times*), Watts (*Herald-Tribune*), Lockridge (*Sun*), Mantle (*News*), Kronenberger (*PM*), Whipple (*World-Telegram*), Anderson (*Journal-American*), Brown (*Post*).  
NO OPINION: Coleman (*Mirror*).

### "Mum's the Word"—56%

YES: Brown (*Post*), Whipple (*World-Telegram*), Atkinson (*Times*), Coleman (*Mirror*).  
NO: Anderson (*Journal-American*), Kronenberger (*PM*), Mantle (*News*).  
NO OPINION: Lockridge (*Sun*), Watts (*Herald-Tribune*).

### "Delicate Story"—39%

YES: Mantle (*News*), Whipple (*World-Telegram*).  
NO: Watts (*Herald-Tribune*), Brown (*Post*), Lockridge (*Sun*), Anderson (*Journal-American*).  
NO OPINION: Kronenberger (*PM*), Coleman (*Mirror*), Atkinson (*Times*).

personated by a string of frankfurters. There is almost everything between—and all illuminated by the bright humor of Jimmy's smile, by the warmth of his humanity, and by the consummate artistry of his pantomime. That smile is the embodiment of the grins of all the clowns who ever garlanded a crowd with wreaths of laughter; his humanity is the high mingling of humor and pathos that reaches a common denominator in the hearts of every audience; and his technique is excelled by none. It leaves clowns such as Chaplin far, far behind.

There's no use trying to pick out special numbers for comment; they're all worth it. In addition to the three mentioned, there is the little Swedish girl who wanders into a field inhabited by daisies and a bull; the mad mandarin who intones nursery rhymes in a whining falsetto; the love-struck washerwoman who dances gaily with her paramour's gray flannel union suits, and whose wash is trumped by an entirely invisible but highly realistic fox hunt; the bourgeois gentleman who has an excruciating time with his snuff; the fisherman who prances gaily across a prop wave in a suit of a mermaid; the pitiful jester whose meager repertory is performed in full view of an ominous hour-glass and chopping block; and even Mother Eve herself, dizzily hypnotized by the serpent after having become, in a spirit of overconfidence, gaily cozy with God.

If that sounds like a well-nigh impossible repertory for a single performer, you can only conclude that Mr. Savo is performing the impossible these nights at the Belmont. And to cap it all, during his epilog he goes into his magnificent version of *Did You Ever See a Dream Walking?* and, as demanded encore, delivers *River, Stay Away From My Door*, one of the three or four funniest things ever seen on a stage.

If it's a sensible river, it will disobey him. I can't think of anything more enjoyable than a visit to Mr. Savo's current doorstep at the Belmont.

## PLAYHOUSE

Beginning Monday Evening, December 2, 1940

### ROMANTIC MR. DICKENS

A play by H. M. and Marguerite Harper, Staged by Arthur Sircorn. Settings designed by Watson Barratt, built by Martin Turner Construction Company, and painted by Kai Velden G Company. Costumes designed by Ernest Schrapa and executed by Edwina Culture Company. Press agent, Oliver M. Saylor. Stage manager, Tom Bate. Presented by John Turk.

Martha ..... Emily Lorraine  
Dora Spenlow (later Dora Winter) ..... Gertrude Flynn

## "Father" 150G in 10 Hub Weeks; "All In Fun" Gross Down

BOSTON, Dec. 7.—*Life With Father* ended its 10th week at the Civic Repertory Theater tonight, with grosses for the period totaling more than \$150,000. Picco has been playing to capacity and near-capacity houses at every performance. Tickets are scaled at \$1.10 to \$2.50 at the 1,000-seat house. Past week pulled \$15,200—about same as previous week.

Leonard Sillman's *All in Fun* slipped badly in its second week following the withdrawal of Phil Baker. First week grossed fairly good \$34,000 at the 1,590-seat Shubert, with \$3.30 top. This week closed with less than \$18,000. Some talk of third week, but nothing definite at this writing.

Hi Va. Gentlemen, with Max Baer, Sid Silver, Audrey Christie, Ella Logan, and others at the Colonial, opened Thursday (3). 1,643-seater did good \$21,000 with \$3.30 top.

Opening Monday at the Plymouth is Dwight Deere Wiman's new show, *Old Acquaintance*, with Jane Cowl and Peggy Wood. *The Hard Way* opens at the same house December 26 for one week. *Crazy With the Heat* is booked for the Shubert on Christmas night.

## "Hellza" 6G in Worcester; 20G for Week in Buffalo

WORCESTER, Mass., Dec. 7.—*Hellzapoppin*, the first traveling musical revue to appear in this city in six years, drew a capacity audience of 4,000 at the Memorial Auditorium Monday night (2). While gross is not yet available, it is expected to approximate \$6,000, and vindicates showmen who had diagnosed the city as starting for a good musical show.

The production, with Billy House and Eddie Garr as the stars, was brought to Worcester by the Empire Amusement Company. A number of other productions are being lined up for the winter season. Prices for *Hellzapoppin* ranged from 77 cents to \$3.

BUFFALO, Dec. 7.—After quite a spell of inactivity in the legitimate stage field here the Erlanger Theater is now in the midst of a comparatively busy schedule.

*Hellzapoppin*, here for six days (eight performances) November 25 to 30, with a scale of \$1 to \$3, was able to pile up one of the neatest grosses in many years, garnering a July \$20,000.

A three-day stand (four performances) of *Wear Pins and Needles*, November 21, 22, and 23, laid an egg. The box-office total for the garment workers' musical was a very low \$4,000. Scale was a moderate 50 cents to \$2.

Next show comes December 9, 10, 11, *Flora Robson in Ladies in Retirement*. Gross is expected to run around \$7,000 or over, judging by subscriptions and advance buying, with scale at \$1.10 to \$2.75.

Marianne Leigh ..... Mary Heberden  
Henry Kettle ..... Lawrence Fitzgerald  
Charles Dickens ..... Robert Keith  
Timmy, a Waif ..... Lockland Campbell  
Mr. Spenlow ..... Marshall Bradford  
Mrs. Charles Dickens ..... Zolya Talma  
Georgina Hogarth ..... Elwynne Harvey  
Mr. Twilling ..... Richard Hoags  
Baroness Burdett-Coutts ..... Thais Lawton  
A Girl ..... Marita Sylva  
A Lady-of-the-Evening ..... Cathleen Cordell  
Caroline Bronson ..... Diana Barrymore  
Colonel Phipps ..... Tom Bate  
Governess ..... Ann Drury  
Lackey ..... Alan Raymond

ACT I—Scene 1: Charles Dickens's Lodging in London, Early 1830s. Scene 2: Library at Tavistock House, Dickens's London Home, Some 20 Years Later. ACT II—Tavistock House, Two Weeks Later. ACT III—Scene 1: Tavistock House, A Year Later. Scene 2: The Green Room of the Auditorium in the Gallery of Illustration. That Night.

The same old play about a famous literary personage bobbed up again Monday night at the Playhouse, under the sponsorship of John Turk. In the first scene, a sort of prolog, the writer loses the girl of his dreams. In the second scene, 20 years later, he is famous, prodded on by dreams of the girl he lost, and prodded in a very different manner by a wife who resents his constant interest in philanthropic societies for fallen women and sometimes in the women themselves. In the second act he recaptures his lost love, only to find her fat, fatuous, and 40; loses his wife; gallantly meets the threats of his former name to publish his love letters if he backs her of the anonymous intrigue she desires, and ends in despair when his (See *Romantic Mr. Dickens* on page 46)

## AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin N. Sargent

The foremost institution for dramatic and expressive training. WINTER TERM BEGINS JAN. 15th. Catalog from Secretary, Rm. 145. CARNEGIE HALL, NEW YORK



## 15,000 More Army Men in San Antonio; Niteries Hopeful

SAN ANTONIO, Tex., Dec. 7.—Increase of this town's army personnel by some 15,000 officers and men is expected to boost local entertainment opportunities. Only night spot is the Gleam-Tivoli Club, with a Mexican Charro band and such local talent as is available. Acts usually include native Mexican dances. The Gleam-Tivoli advertises "free wine and orchids" with a dollar dinner.

The Joy Theater presents two feature movies and a half-hour girl show, all local girls. Admission, aimed at the military personnel, is 15 cents. Ted Lewis and revue played last week at the Majestic, where officials admit receipts were "good." Box-office lines, rare for this town, would indicate receipts were very good.

## Cleve Gets Spot For Celebs Only

CLEVELAND, Dec. 7.—Herman Pirocher, owner of Alpine Village and the Hofbrau, opened his Eldorado Club with a press preview Monday (2). The club, located on the mezzanine floor of his Alpine Village, is open only to card-playing members of the press and celebs. Bobby Gordon's ork is on the circular bar, along with Johnny Banaga's Beachcombers do native melodies, and Napua Kamanuwal does Hawaiian tunes.

## Century, Buffalo, May Change

BUFFALO, Dec. 7.—The policy of the 20th Century Theater here may be subject to changes, as a shift in management gives N. D. Dipson control of the Century's interests.

The Basil Brothers, partners of Dipson since the house was taken over from Shea a year ago and converted to vaudeville, were bought out by Dipson last week. Holdings of the corporation are now estimated at around \$2,000,000. Richard Kemper, manager, continues. While several band shows were dropped in November due to an unsettled controversy over musicians' scale, December bookings look okay for vaude. Woody Herman is in this week, while other shows are under consideration.

## Nitery Poet Back in A. C.

ATLANTIC CITY, Dec. 7.—Saul Bogatin, self-dubbed "Longfellow," returns to the nitery operation ranks, taking over the club in the Cosmopolitan Hotel. Last season he bonafied the Peach Orchard Inn, resort roadhouse. Bogatin attracts attention by using original poems as copy for his advertising.

## Two Bowes Units Left

NEW YORK, Dec. 7.—Lou Goldberg, booker of the Major Bowes unit, says that he will alternate between two and three roadshows for the remainder of the 1940-'41 season.

Only two units will tour during December and Lent.

## Des Moines Club Burned

DES MOINES, Ia., Dec. 7.—The Balkony Kaba-Ra night club was destroyed by fire November 24 with damage estimated at \$5,000. Angelo Spoceto, operator, had completed construction of the spot last May.

## Swor Bros. Still Active

HOUSTON, Tex., Dec. 7.—The Swor brothers, of minstrel fame, headline the Swor Brothers' Minstrel touring Texas theaters. Unit includes Bert, Jim, and John Swor; Benny Reed, and Blossom and Possim.

## Fire Ruins Ky. Spot

WINCHESTER, Ky., Dec. 7.—The Sombreeo night club about five miles from here is in ruins as the result of a recent fire.

CHARLIE HOWARD, back from the Will Rogers Hospital, Saranac, N. Y., will revive his act as soon as his wife, Ann Howard, rejoins him, following her run at Kaliners' Little Rathskeller, Philadelphia.

## Mistake?

NEW YORK, Dec. 7.—American Guild of Variety Artists recently sent out a request to agents asking for a financial statement to prove that they are financially liable for the acts they represent and book. Music Corporation of America was included among the first batch asked.

## Steel Dance Floor In Youngstown Spot

YOUNGSTOWN, O., Dec. 7.—Hotel Ohio management has erected the first stainless steel dance floor in the new Cascares Room at an estimated cost of \$40,000. Formal opening was held Friday (29). Spot replaces the former Tally-Ho Room in the hotel. An atmosphere of whispering waterfalls and shady glens prevails in the new room. Opening talent line-up includes Bob King, Jean Riskey, the Duanos, Ann O'Connor, Betty Allen Morris, and Bud Hanaway's band. Twenty-five cents cover except Saturdays (75 cents).

The Duanos offer free conga lessons during the daily cocktail hour session.

## When Vaude Passed . . .

LINCOLN, Neb., Dec. 7.—Evil days have come to the Nebraska Theater here, which, as the Orpheum, only gave up flesh 18 months ago.

Last week, for an example, the bill ran like this: Monday, Book Night; Thursday, Country Store Night; every night a double feature and seven screen ads.

MAYME BUTTERS, who has the Rosazza tight-wire act with the DeWolfe & Page Midnight in Miami unit, during the show's recent engagement in Zanesville, O., cracked *The Zanesville Signal* with a lengthy human-interest yarn and photo, telling how she was forced to give up wire walking as the result of a bad fall a decade ago.

## George White's 7 to 10G for 1st Show Brightens B'way Outlook

NEW YORK, Dec. 7.—With the line-up of the opening show almost completed, work is being rushed at George White's Gay White Way (on the site of the former Cotton Club) to ready it for a December 26 opening. Between \$7,500 and \$10,000 is being spent for talent on the initial production. Already set are Shep Fields' band, Harris and Shore, Geraldine and Joe, Al Norman, Lena Horn, colored singer who will lead a Calypso production number, and George Negrete, singer. Patricia Norman and Bob DuPont are not yet set.

An alternating band of nine men will be used. Nanno Rodrigo's outfit was wanted, but the leader refused to cut his band from 11 to nine pieces. Roy Dodge is assisting White on the dances, while Ben Oakland and Herb Madgson have already submitted the completed musical score. The acts will work in costume, and the highlights of the show will include scenes of former White Scandals. Two-week contracts with options are offered. White is taking options on some of the acts for a new musical show he plans to produce next June.

Two shows will be presented nightly. There will be no cover. A minimum of \$2.50 (higher week-ends) will be in effect, this scale being similar to the Cotton Club prices. Monte Proser, operator of the Beachcomber and the Copacabana, has an interest in the club. He is to be in charge of the publicity set-up under a percentage arrangement. Rehearsals will get under way December 18.

Joseph Rogers, of Dufour & Rogers, who operated 24 concessions at the World's Fair, goes into the night club business here around December 18, when he reopens Jack Dempsey's old restaurant on Eighth Avenue under the name of Rogers' Corner. Al Rogers is booking the spot, and talent will include a band and several acts. Ben York's Varsity Eight has already been set. There will be continuous entertainment.

Proser's Beachcomber, which has been experimenting with various policies of late, is bowing in a new type of show

## More Names Set for Florida at Usual Salaries, But Small Acts Getting Room-and-Board Offers

MIAMI, Dec. 7.—By Christmas Florida spots will be in full swing. Much booking activity is under way here and in New York, and from indications most of the big cafe names will play Florida this season. Names will get their usual salaries, contracts indicate, but the smaller acts will work for peanuts. Some spots in Miami and Miami Beach are using the "room and board, plus a vacation" gag to attract good but unknown acts and, as a result, will pay very small salaries.

Columbia Artists, Inc., of New York, which is again booking the Hollywood Hotel's Bamboo Room in Hollywood, Fla., expects to do \$75,000 worth of Florida business this season. Jack Bertell, of CAI, reports this will be the greatest year for talent here, due to the record number of vacationists anticipated. Sales already made by CAI thru Milton Douglas, entertainment buyer for the Hollywood Hotel, include Georges and Jaina, Mary Jane Walsh, and Raul and Eva Reyes, December 8-21; Myrus, Sigrid Dagny, the Reyes (holders), and Sara Ann McCabe, thru December 31; Estelle and Leroy, two weeks beginning January 15; Hildegarde, for two engagements, one opening February 5, the other February 26; Paul Draper, February 12; Gower and Jeanne, February 19, and Maurice and Cordoba, March 5.

Concert artists set by Bertell for the Hollywood Hotel include Lawrence Tibbett, Helen Jepson, Jose Iturbi, Jacques Fray and Mario Braggiotti, Linton Wells, and Jan Pearce. Concert season starts end of January.

Bill Kent, of New York, has set Gross and Dunn into the opening show at the Esquire, Miami. Jack Cole dancers, Emu Boreo, and Yvonne Bouvier are set for the Palm Island Casino, Miami, starting December 20. Elaine and Barry start a four-week engagement at the Miami

Biltmore, Coral Gables, opening New Year's Eve.

Opening of the week in Miami was Ben Brooks' Carrousel, starting its second winter. Extensive alterations have been made, including a large stage, a larger dance floor, and a new bar on a balcony.

Henry Fink, emcee; Pepito and Carmen, a conga and rumba troupe of eight, and the music of Johnny Austrian and Sanchez furnish the entertainment. Veloso Sisters' rumba band comes in December 17, followed by Ina Ray Hutton day after Christmas. Fink and Pepito and Carmen will continue thruout the season.

Art Childers, of the Royal Palm Club, Miami, reopens December 18 with the Merriell Abbott dancers and Ted Lewis and his band. Abe Lyman and his orchestra will take over January 15, sharing billing with Tony Martin. Childers is also negotiating with Carmen Miranda and Paul Draper for January appearances.

Chester Alexander, Miami booker, will operate a night club in Lubbock, Tex., shortly. Hector S. Downe, associate of Alexander in Miami Beach and former operator of the Panama Club in Canal Zone, will join Alexander in the new Texas enterprise.

Miami Beach booking office of the Alexander-Downe combo is being taken over by Leonard Tobin, Miami Beach native and former announcer of WMCA, New York, and WKAT, Miami Beach.

## Says Beck Did Not Found the Orpheum; It Was G. Walters

To the Editor:  
This is to keep the record straight. Martin Beck was not the founder of the Orpheum Circuit. The founder was Gustave Walters, somewhere around 1887. The original Orpheum Theater was established in San Francisco, on Ferrell Street between Jones and Stockton Streets. The Orpheum failed to make a go of it on two occasions, and made a third try with the backing of a Mr. Myerfeldt, who was a wholesale liquor merchant of this city.

To the best of my knowledge, Martin Beck was never an actor, but a waiter in a concert hall located on North Clark Street in Chicago. He later went to San Francisco, where he secured a job as a waiter in the Orpheum, which in those days sold drinks. Thru marriage he obtained increasingly better positions and became a booking agent with offices in Chicago. Beck made several trips to Europe to secure acts for the Orpheum Circuit and later became its general manager.

Of course, there is a lot more about Beck which can be told, but my purpose in writing this note is just to establish the fact that Beck did not found the Orpheum Circuit. In fact, I believe that he as yet had not arrived in this country when the circuit started.

San Francisco. J. C. WILLIAMS.

## Kaliners Plan 2,000-Seat Cafe

PHILADELPHIA, Dec. 7.—If negotiations go thru, Schubert Theater, one-time legit and burlesque house, will go into a grand vaude policy or be converted into a giant nitery. Depends on whether the Kaliner brothers, who operate the Little Rathskeller and Club Ball niteries here, can get a liquor license for the house.

Kaliners plan to convert it into a nitery along the lines of the Bowery in Detroit. There would be a 35-cent admission and food and drink scaled down to ten-twenty-thirty levels. Would seat about 2,000. Only hitch is that the liquor board may still consider the spot a theater, and State law bans liquor in a theater.

If nitery plan falls thru, Joe Kaliner intends to re-light the house as a vaude grind at a 25-cent gate, using burly strippers and a dozen acts. House isn't wired for sound.

## Rainbow Room, New York

**Talent policy:** Dance and show band; floorshows at 9:15 and 12:15. Management: John Roy, manager; Edward Seay, publicity, and Marjorie Bruce, assistants. Prices: Dinner from \$2.50; supper cover \$1 except Saturdays (\$2).

The widely publicized spot was one of the first American clubs to feature Latin talent, so it is only natural that it continue to place importance on Spanish and Mexican acts.

In addition to Eddie Le Baron's band, the new floorshow features Jose Fernandez and Teresta, and Elvira Rios, Mexican singer. Gail Gail, Egyptian magician, augments the bill with amusing hocus-pocus. It is a tasteful show and quite acceptable in the classier rooms where patrons, if only out of politeness, will pay attention.

Gail Gail, a familiar Rainbow Room act, is one performer who can hold attention. His tricks are commercial and he experiences little trouble inveigling customers on the floor to stooge (one of his assistants opening show was Irving Berlin). His humble boy, a native garb, and continuous flow of gab combine to make his turn highly entertaining. Still works with coins and chicks.

Jose Fernandez was here previously with Monna Montes, Teresta, his new partner, also comes from the concert field. They do Spanish and Mexican numbers that are authentic in both steps and costuming. It is good interpretative fare, but will be appreciated mostly by concert followers. The girl is an attractive brunette and a capable dancer.

Elvira Rios, Mexican singer, is a magician in a way, too. In some magical way she arrests attention and holds it regardless of the interest in the lyrics. She creates a mood which gives depth and importance to her native songs. Good trick.

Eddie Le Baron fronts a good society band that is equal to any in American and Latin tunes. The leader is a veritable jumping bean (and a handsome one at that) who creates a spirited atmosphere in the room. Jacqueline Salter is his attractive vocalist, dispensing pop tunes with bouncing rhythm.

Dr. Sydney Ross, another magician, works at tables. Gail Gail doubles in the Rainbow Grill, in which the dancing of Don Julian and Marjori and Barry Winston band, with Jean Murray on vocals, are featured. Sam Honigberg.

## Night Club Reviews

## Edgewater Beach Hotel, Marine Dining Room, Chicago

**Talent policy:** Dance and show band; floorshows at 8:40 and 10:40. Management: William Dewey, managing director; Dorothy Dorben, producer. Prices: Dinner from \$1.50; drinks from 50 cents; minimum \$2.

New to Chi audiences, Ben Cutler's orchestra proves a good complement to a floorshow, as well as a seller of danceable music. Nine of the boys—all but the three rhythm beaters—double on violin. The product naturally is ultramelodic and effective for show features. Cutler sings and it is a good voice. Backgrounded by a glee club sextet, he renders Goin' Home. A Latin number, with Cutler at the conga drum, provides an opportunity for showing off.

Dorothy Dorben does well with a too-small budget, conjuring a good show from only two acts, the band and its vocalist, and her line of dancers. Bobby Belmont, who wisely works his puppet show on a platform, does some polished and some poor string work on dancing puppets, among them a pickaninny, a clown, a skitson, a skater, and Walt Diney's dwarf, Dopey. Skating puppet was outstanding.

The Three Martells and Mignon do some flashy adagio work, their airplane routine deserving credit for the smoothness of its effect, and the stunt in which girl is caught and balanced on one up-lifted hand for its spectacular quality. Mignon's petite, fawn-like loveliness is a decided asset. Virginia Hays, band's vocalist, does a specialty to introduce the show, playing her own piano accompaniment competently.

Miss Dorben has her line carry out the motif of the acts featured. The girls wear parachutes to introduce the adagio team, which is also dressed in flying togs. To climax Belmont's puppetry, the line works with phosphorescent dolls. Also does a neat toe ballet and a very difficult roller skating routine.

Norman Modell.

## Cafe Society East, New York

**Talent policy:** Dance and show band; floorshows at 8:30, 12, and 2. Management: Barney Josephson, owner; Ivan Black, press agent. Prices: \$1.50 minimum weekdays and \$2 Saturdays.

Now in its 10th week, this uptown branch of Cafe Society in the Village is already established. It provides a smart atmosphere—the surrealistic murals and ceiling decorations are unusual—and the entertainment is concert swing of the finest type.

Hazel Scott emcees a thoroly engaging and exciting show that stretched out to an hour and three-quarters due to demands for encores. Miss Scott herself sang and swung the classics at the piano in grand style. The Golden Gate Quartet entranced patrons with spirituals and race songs in small-voice, compelling style. A great vocal combination.

Pete Johnson and Albert Ammons waddled to the twin pianos and rippled thru boogie woogie tunes that won encore after encore. Eddie South fiddled in swingy fashion thru exotic tunes, winding up a series of encores by swinging Paganini's 24th Caprice. A great swing fiddler.

James Copp III and His Things, the only white act in the show, held his own despite the terrific competition. His wacky special lyrics, sung in screwball fashion at the piano and at a baby organ, drew astonishment and applause. His material is so nutty that you just have to sit up and listen.

The Teddy Wilson Trio closed the floorshow with swing versions of pop tunes done in superb fashion. Wilson's piano technique is of the best, and Yank Porter's showmanship at the drums definitely steals the show.

South's five-man combo dishes out dance music, providing a good mixture of rhythms more than competently.

Paul Denis.

## Jeff's Bar and Club, Miami

**Talent policy:** Show and dance band; rumba relief band; floorshows four times nightly. Management: Jeff Slatko. Prices: \$1 minimum, no cover.

Catering more to Miami's and casual droppers-in than to the de luxe traffic of the winter season, Jeff's Bar is one of the few Miami clubs with a year-round

show policy. Never spectacular, and operating on a comparatively slim budget, this club is now in its second season.

Show caught Wednesday (4) is a classic example of the type given in Miami's medium-price clubs. Roy Sedley emceed with a deft, if somewhat stereotyped, hand. His handling of the show is the standout attraction, and his work, which depends on slick patter and an intimate approach to every situation, is capable.

Harriet Brent, swing singer, is effective. Her stint consisted of three numbers, two of which depended on the lyrics for success. Her rendition of *Begin the Beguine* bettered the others. Her voice is good, if not sensational.

Elephantine comedy relief was supplied by the Four Murphy Sisters, gargantuan girls whose saving grace was their ability to laugh at themselves. They should not sing. It seems all out-sized women must have piping voices and the Murphy Sisters are no exceptions. Their dancing turns are just what could be expected of a half ton divided into four equal pieces. Their agility is surprising considering their poundage. Their good humor is quite evident, a quality appreciated by the audience as much as their performance. Being held over.

The line of girls, six, appears three times, and while their beauty is not too bad, the girls appear ill-rehearsed, and their routines are commonplace. They neither add to nor detract from the show.

An all-girl band, led by Jack and Jerry Delmar, plays for both the show and dancing. The band has one show spot, featuring all the girls in a chorus arrangement that is very good. Arrangements are interesting and well played. Much more can be said for the band than for some parts of the show. The Delmars alternate with a four-piece rumba aggregation, the Latins From Manhattan.

Jeff's show is a far cry from the type presented in the luxury rooms, but it is entirely adequate for this type of club.

Fred Gobeille.

## Flagship 29, Union, N. J.

**Talent policy:** Dance and show band; continuous entertainment. Ownership management: Mr. and Mrs. Charles A. Fitz. Prices: Dinner from 50 cents; drinks from 35 cents; minimum 75 cents week nights and \$1.50 Saturdays.

One of several neighboring roadhouses located in the central part of the State using bands which fill up the entire entertainment program. This particular spot has been using small local outfits until a few weeks ago, when it engaged the Korn Kobblers, comedy band, for an indefinite run. A better than ordinary attraction is obviously needed to combat the competition from such near-by clubs as the Chatterbox, the Brook, and the Chanticleer (located in Millburn, N. Y.), among others, which use name bands most of the time.

The thriving milk business in this room is indicative of the many kids who patronize it. However, food is a big feature with operator Fitz, and it is playing its part in drawing the older element.

Atmosphere is in keeping with the dining room of a pleasure ship and, the furnishings are not too elaborate, they fit in with the environment. There is seating room for about 500, including a large bar.

The Korn Kobblers (8) are a crazy musical bunch, playing odd instruments (in addition to legitimate ones), singing with an abundance of corn, and dipping into off-color lyrics in the wee-hours-of-the-morning dance and show sets. They can also play smooth dance tunes which are easy on both ears and gliding feet. Most of their comedy is original.

Sam Honigberg.

## Hotel Jefferson Club Continental, St. Louis

**Talent policy:** Show and dance band; floorshows at 8:30 and 11:30. Carl Roseler, hotel and night club manager. Prices: Dinners \$1.50 to \$2.50.

Carl Lorch and orchestra have established themselves as favorites at this downtown hotel spot and are now in their 10th week here, altho originally booked for only two weeks. Lorch's 12 men dispense soft music which is very danceable and ideal for bi-weekly floorshows. This smart three-year-old orchestra has risen rapidly, and young Lorch has a pleasing personality that puts

him over nicely. Band vocalist is Shirley Dean, an attractive girl with a sweet voice who puts over her numbers in fine fashion, while Paul Allen is the male soloist. Bill Blair, string bass and drummer, is featured in several specialties.

The floorshow opens with Virginia Ascher's *Munny Operetta*, six girls in randoer costumes, in a novel ensemble dance. Betty Atkinson is a clean-cut young tap dancer who shows some play and classy stepping. Plato and Jewell show mystifying sleight-of-hand tricks, best of which is the canary-bird trick, which really had the patrons flabbergasted. Rollie and Verna Pickert are about the best pair of youthful dancers seen in these parts in a long time. They present something different in dancing and have a varied routine, with their jitterbug dancing on stilts being marvelous. Rollie's impression of a prize fighter and of a drunk on stilts are masterpieces.

The finale is surefire, with the chorines attired in drum major costumes as a background for the drumming of Bill Blair and the "triple-threat" clarinet playing of Lorch and the appearance of all the acts. Lorch emcees.

During the dance intermission the Tommy Flynn Trio entertains with songs. Lorch was booked into this spot thru Frederick Brothers. F. B. Joerling.

## Dutch Mill, Norwood, O.

**Talent policy:** Entertainment by singing waiters; no dancing. Management: Charles and Bertie Marks. Prices: Dinners from 50 cents; drinks from 15 cents; no cover or minimum.

This intimate neighborhood fun spot gets a healthy play from the leaser spenders, drawing the bulk of its trade from adjoining Cincinnati. With Monday a dark night, the Mill gets most of its business week-ends, which is true of all the clubs hereabouts.

With a battery of waiters and bartenders to heckle and entertain the patrons, there's never a dull moment, with the customers also invited to participate in the almost ceaseless round of entertainment. On night reviewed Helle Baker was the honored guest, with the entertainers straining at the leash to please.

Chief funmakers are Billy Steed and Murray (Lefty) Levine, ex-burly and tab performers, who have been here for months. Their material consists of gags, bits, and ditties culled from their former fields. Tiny Frederick, heavy-weight and a newcomer, made his first try at entertaining here with an innocuous comedy song, which pleased despite the amateur setting. Outstanding, from a quality standpoint, were Henry (Doc) Schuster, the proprietor's son-in-law, who did the *Vagabond Song* and One Alone in good baritone voice, and Leo Rittenhouse, a waiter, who displayed an above-the-average basso in a pair of semi-classical selections. Bossman Charlie

**DANCE CHECKS.** Also known as IDENTIFICATION TAGS. For Women, on wrist. For Men, on coat lapel. Can be used without destroying. \$3.50 per 1,000. \$50.00 Sample 100. 50¢ RUBBER CHARACTER MASKS

Fit over the head just like a glove. Made of a special rubber painted in natural colors. Can be used in the following characters: Roosevelt, Hitler, Mussolini, Stalin, Baganman, Mahatma Gandhi, Monkey, Negro, Old Man, Mr. John Q. Mrs. John Q. Glamour Boy, Ubbalo, Young Lady, Clown, Magic, Chinese, Etc. 50¢ each. \$15.00 Send for large 1941 Wholesale Novelty Catalog showing thousands of items. Complete line of Tricks, Jokes, Novelties, Decorations, Favors, Kites and New Year Items. Please mention your line of business when requesting catalog. 1/3 Deposit—Balance C. O. D. **GORDON NOVELTY CO.** 532 BROADWAY, NEW YORK, N. Y.

**Denison's Plays**  
60 Years of Hits  
Songs  
Minstrels  
Musical Comedies  
Operettas  
Vaudeville Acts  
Blackface Skits  
We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and for every occasion. Catalog Free. **T. S. DENISON & CO.** 203 N. Wabash Ave., Dept. 16, Chicago, Ill.



## LETICIA

Exotic Dancer



CURRENTLY

LEON & EDDIE'S  
NEW YORK

Marks, too, was dragged out to sing and did surprisingly well with two numbers. Bill Flaughter and Nora Patton, bar help, also entertain, but were not caught at this look-in. Mel Kopp and Emil Dobis supply the necessary music with piano and drums. **Bill Sachs.**

**La Martinique, New York**

Talent policy: Dance and show band; Latin band; floorshows at 9, 12:30, and 2. Management: Dario, owner; Jimmy and Evelyn Vernon, hosts; Ed Dukoff, press agent. Prices: \$2 minimum weekdays and \$3 minimum Saturday and holidays.

Dario's one-flight-down club went thru a redecorating job and also shifted the bandstand so that the acoustics are now better and the club appears to be larger. Furthermore, the white and blue decor is much more restful than the old color scheme.

The change Wednesday (4) also brought in Leo Reisman's 11-piece band. Reisman's sweet fiddle leads his 10 men, most of whom double and produce excellent show accompaniment and fine dance music. The music has solidity and color. Reisman is in for five weeks.

Alternate band is that of Herbert Curbeo, whose Latin rhythms are lively, thoroughly danceable, and are enlivened by Curbeo's vocals. The band also does the rumba matinee Saturdays.

The floorshow is brief—just two acts—but punchy. Grace Poggi, a slender handsome woman, and Igoe compose an effective ballroom team. Igoe is a husky fellow who twirls the girl thru airplane spins and other strength and skill displays. Did three strong numbers, including a Gay Nineties novelty dance and a Spanish flirtation affair.

Carlos Ramirez, baritone, is back and once more thrills with his impassioned style of singing Spanish popular tunes and operatic arias. His voice has quality and range and he handles it most effectively, working with and without a mike and cleverly using facial expression and gestures as well. His version of *Nocturno* was grand. **Paul Denis.**

**Glen Winter Garden, Williamsville, N. Y.**

Talent policy: Show and dance band; continuous entertainment. Management: Harry Altman, owner and manager. Prices: Admission, 10 cent; no minimum.

This spot is run along the lines of a regular nitery, combining classic and old-time vaudeville. A large line-up of acts makes for an enjoyable stay here.

New policy of spending more for entertainers is going over big, making for near-capacity crowds every night despite the cold spell. Following Joe Howard, singer, Beatrice Kay, who is on the same act show, fits into the pattern nicely. She goes over big with her renditions of Gay Nineties tunes. Possesses a real trouper's sense of humor and timing, and has a knack of ad libbing. With her husband, Sylvan Green, at a miniature piano, she does *And the Band Played On*, *The Cure of an Aching Heart*, and *Smartie*. Did four encores and still had to beg off.

The supporting acts do nicely. Bernie Sandler, young band leader, opens with patriotic vocal in *Uncle Sam outfit*. Alton and Parker, comedy song and dance lads, come thru with nice taps and a clever Harlem wedding parody in black-face boy-girl get-up. Velyne Hagus, a good looking blonde, shows plenty sex appeal in a smooth toe dance and in a modern number called *Serenade to the Sun*.

Montrose and Pearl, Gay Nineties song and dance team, acquitted themselves well. Alfredo and Rosita, newcomers, give out with rhythmic Spanish and Mexican dances with many spins and whirls. Plenty okeh. Joey Dean, semi-acro tapster, gets himself a good hand with smooth work in top hat and tails, and winds up with a flash number. Marge Winters does accomplished acro work with twists, falls, head and handstands, executed neatly in rapid succession. Her chestfalls got ample applause. Art West, a regular fixture here, still gets laughs thru his beef trust female impersonations. Also long-time employees here are George Walker and Charlie (Red) Hall, who create much good-will with their eager-to-please attitude out front. Walker is a fast emcee who handles his duties admirably. Hall emcees during late shows and stages the hobby horse races. His special screwball song stunts in clown attire are well received, but he works to better advantage in straight juve make-up.

Special skits, a la burly, are directed by Clown Quits, in screwy outfits and

grease-paint face. The Tiny Town Midget Revue is an added attraction, with Richard Bruno displaying a nice voice. Princess Antoinette does jitterbug and hula numbers, and Colonel Casper sings. Booms-a-Daisy finale of entire cast, with audience participation, is good fun.

Bernie Sandler's youthful, clean-cut band has been improving steadily during its eight-month stay here and does a fine job of show accompaniment and dance sets between shows. **Eva M. Warner.**

**Hotel Netherland Plaza, Pavillon Caprice, Cincinnati**

Talent policy: Dance and show band; floorshow at midnight. Management: Max Schulman, hotel manager; Peter Maurice, room manager; Richard A. Elmer, catering manager; Toni LeMare, sommelier; Jean Bishop, publicity. Prices: Dinner from \$2.50; drinks from 50 cents; minimum weekdays, \$1.50; Saturday, \$2.50.

Larry Clinton's orchestra, which opened the Pavillon's season October 24, did fair on its two-week stay. Lou Breeze and his lads, in next, improved business somewhat, but Xavier Cugat's rumba-conga combo tops them both, drawing not only better crowds but injecting into this staid chamber a life and atmosphere that it hasn't seen before.

Possible reason for the Cugat success is that his band offers something different in the way of music and entertainment. Cugat's crew furnishes the floorshow, too, supplementing the usual three-act set-up. In reality, it's a continuous show when Cugat and his tireless and colorful aggregation are on the stand. Surprising is the band's ability to pull audience participation in the congas and rumbas, even at the Sunday night sessions when the younger element predominates. When the lad with the lighted pole takes the floor, an "all-out" signal for a bit of Latin terpsichore, the whole room seems up and on the floor before you can spell Xister Cugat. It's big fun for the dancers and onlookers alike.

For the all-Latin floor shows the Cugat crew swings first into a fiery *In Spain They Say St. St.* with the beautiful Lina Romay, band's canary, turning a swell job on the lyrics while backed on the chorus by four clarinetists and Angelo beating the meter on the gongs.

Adela Mara, another terrific Latin job, both in lines and ability, offers a scorching version of the *Florescence Dance*. To the *Afro-Cuban Melody*, Miguelito Valdes, who could be dubbed the Cab Callaway of Cuba, does a solid job of Latin jiving while beating out the rhythm on the conga drum. Neco Lopez follows with an entertaining session on the bongos, a distinct novelty.

Six fiddlers, headed by Cugat, offer a topnotch handling of *The Breeze and I*, with Cugat taking a solo spot with a masterful piece of fiddle work. Lina Romay returns to give her Spanish version of the *Rhumbogee*.

Carlos and Carlos, who have replaced Raoul and Eva Reyes with the band, scored solidly with three dashing and colorful native dances. Patrons are called out for a parade conga-rumba session to make for a hilarious finale. Carmen Castillo (Mrs. Cugat) didn't appear, due to illness. **Bill Sachs.**

**Donovan's Cafe of Nations, Sacramento, Calif.**

Talent policy: Dance and show band; floorshows. Management: George Pike, owner; Frank Sebastian, manager.

The showmanship that has made Frank Sebastian a widely known night club operator on the Pacific Coast is seen in the new floorshow at Sacramento's outstanding cabaret, of which Sebastian is manager.

Alto, except in one instance, the same acts that have been playing the spot since September are in the show. Costumes have been changed and production numbers altered so that every-night patrons are still being satisfactorily entertained.

Four line girls in harem attire open the show, with the boys in Les Parker's orchestra shelked out in Arab costumes themselves and singing the Riff song in the background. Dancing is combination acro and ballet.

Betty Claire, new in the show, did some good singing. Especially effective in *I Don't Want To Cry Any More*.

Exotic strip, Tatara, featured, came on next, with line backing her up in a sensuous harem dance. An excellent dancer,

she gets the most out of her act with the help of Sebastian's trick soft lights and fluorescent costumes.

Ardel and Monet, smooth, agile ballroom dance team, gave their interpretation of the Yam and drew plenty of applause. With Tatara, team has been favorite here all fall.

Parker, piano maestro and cork leader, gave off with a medley of pops well received, and the finale had the line and all dancers in another fluorescent harem dance.

Only thing the show lacks is a few laughs.

Prices are moderate. **Kirt MacBride.**

**Algonquin Supper Club, New York**

Talent policy: Continuous entertainment. Management: Frank Case, hotel director; Ross and Jacobs, press agents. Prices: \$1.50 minimum except Saturdays (\$2).

The Hotel Algonquin's supper-room policy was one year old Friday (29) and the management threw a party for its "godmother," Greta Keller, singer who made such a hit here when the room went into a supper club policy.

Miss Keller is a charming chanteuse who sings French, German, and American songs with expression and good contralto voice. Her selections are of the romantic type and are smartly mixed to keep attention all the time. She and the other entertainers are of the mature, Continental type whose personality and offerings fit the room's intimate beer-hall atmosphere perfectly.

Bela Bizony plays heart-warming gypsy, sweet pop, and classical tunes on his fiddle and also emcees. An excellent violinist, Renato Giuseppe, guitarist, holds close attention with Continental tunes. Plays exceedingly well. Cy Walter plays swiny stuff at the piano, and Oscar Andree takes the towels for concert-style numbers. All four musicians are above average and just right here.

Julian Towne, graphologist, makes the rounds of the tables.

Olga Badanova, Russian singer and former film name, succeeded Miss Keller Monday (2). Latter is leaving on a South American tour. **Paul Denis.**

**Mon Paris, New York**

Talent policy: Dance and show band; Hawaiian relief band; floorshows at 9:30, 12:30, and 2. Management: Joe Fernandez, owner; Albert, headwaiter; Dorothy Kay, press agent. Prices: Dinner from \$2; drinks from 50 cents; no cover, no minimum.

This East Side spot slipped back to a policy of quiet entertainment after Dan Healy and Helen Kane's attempt to bolster it with a Broadway following didn't work out. As a result the nitery is catering to the heavy spending trade again, with a songstress and a dance team as the diversion.

Jerry Blanchard, a blond of semi-buxom proportions, is in character with special material numbers on the single entendre side, which she delivers in talk fashion and with an engaging personality. But her rendition of pop tunes

takes her far out of audience reach.

Goes over well with the blue material. Several dance numbers are performed by Charles Sabin and Merle Rutherford, including a waltz and comedy number. Team shapes up nicely, with a smart sense of timing and showmanship. Young looking couple, they appear to good advantage on the floor and leave at the proper time. Go over big.

Music is provided by Dick Wilson's orchestra, a five-piece combo that dishes out ultra smooth dance music.

Lukawella's Hawaiians double at the cocktail bar and relief sessions. **Sol Ziff.**

**Talent Agencies**

MILES INGALLS will represent Lois Lane, Anita Louise, and the Dead End Kids for Leo Morrison, Hollywood agent. Ingalls may later present other Morrison attractions in the East. Jack Curtis was formerly sole Morrison rep here.

TONY PHILLIPS adds the Park Casino, Philadelphia's newest nitery, to his office books, setting for an opening this week Jimmy Keegan, Vivien Liberty, and Claire and Arnie. FANCHIO & MARCO, thru EDDIE SHERMAN, spots the Roxystes (16) to carry on as the house line thruout the winter season at Fay's Theater, Philadelphia. BILLY SHAW, Martin Jurow, Harry Moses, and Jack Lear, of Music Corporation of America, and Mike Nidorf, of General Amusement Corporation, all in Philadelphia from New York last week giving local acts and bands the once-over.

JOLLY JOYCE, Philadelphia nitery booker, up and around again after being confined in a hospital at Pottsville, Pa., as a result of an auto accident.

FLORENCE BERNARD, of the Eddie Sherman office, Philadelphia, takes HELEN EVERETT, singer at the Park Casino, under management. PETE IODICE, Detroit, has invaded Buffalo, booking acts into Lavin's Cafe now, while Buffalo agent WALLY GLUCK, has set Hal Bronson at Detroit's Corktown Tavern, thus somewhat evening the score. Gluck is handling Millie (Wacky) Wayne, her schedule including the Catacombs, Columbus, O; Port Meigs Hotel, Toledo, O., and Hayloft nitery, Jamestown, N. Y.

He has also signed a contract with Joe Howard, songwriting showman, for Western bookings. RAY S. KNEELAND, Buffalo, has added the Buffalo Athletic Club and the Jamestown Hotel for three and four acts respectively. WEEMS, Inc., new Chi agency, is booking the Lookout House, Covington, Ky. First show set in its entirety by this office opens December 10.

MAY JOHNSON, small unit and combo booker for Music Corporation of America, New York, now has Otto Siskoff assisting her. Siskoff was transferred from MCA's Dallas office. TOM KENNEDY, New York, has signed Johnny Howard to a five-year management contract. MIKE HAMMER and George Kuttin, New York, have resumed partnership after 10 years. Kuttin is secretary of the Entertainment Managers' Association. LOU IRWIN, New York, is co-operating with the Nelson Rockefeller committee promoting Pan-American relations.

**CIRO RIMAC**

AND HIS

FAMOUS LATIN AMERICAN ORCHESTRA

present

**"A PAN-AMERICAN SHOW"**

featuring

**ALZIRA CAMARGO**

Dynamic Singing Star and Latest Sensation From Brazil

**CHARLEY RIMAC**

ESTRELLITA PENA ★ CHINITA MARIN

currently playing

Leading Theatres, Hotels, and Cafes

Direction: HARRY ROMM, General Amusement Corp.

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

A
Abbott Dancers (Palmer House) Chi. h.
Adler, Larry (Sherman) Chi. h.
Adler, Larry (Amador) Sac. Chi. h.
Adorables, Rex (Primrose) Newport, Ky. cc.
Alexander, Mentalist (Jefferson) Peoria, Ill. h.
Allen, Jacqueline (Hi Hat) Chi. h.
Allen, Beverly (Palmer House) Chi. h.
Alman & Howland (Kallner's Little Rathskeller) Phila. nc.
Alvarez, Fernando (Copsacabana) NYC, nc.
Alvin & Larry (Williams) Toledo, h.
Andre, Renee (506) Chi. nc.
Andrew Shiers (Philadelphia) Phila. h.
Arden's Artists' Models, Don (Lookout House) Covington, Ky.
Arca, Joe (Beverly Hills) Newport, Ky. cc.
Armando & Lita (Emerald Lodge) N. Hollywood, Calif. nc.
Arnolds, Thrice (Colonial) Dayton, O. t.
Artini & Consuelo (Pago-Pago) NYC, nc.
Auer, Mischa (Chicago) Chi. t.
Auld, Aggie (St. Francis) San Francisco, h.

B
Baird, Henry E. (Columbus) Columbus, O. h.
Barclay, Irene (Barney Galliani) NYC, nc.
Barclay & Ray (Columbus) Columbus, O. h.
Barnes, Barclay (Stamps) Phila. c.
Barnett & Gardner (Stork Club) Phila. nc.
Barnett, Martin (Bismarck) Chi. h.
Bauer & Leopold (Belmonte Inn) Chippewa Falls, Wis. nc.
Barrett, Roy (Famous Bar Store) St. Louis.
Barry, Prince & Clark (Park Central) NYC, h.
Bates, Lela (Gay Nineties) NYC, nc.
Bawcombs, South American (Southland) Boston, c.
Belletti & English Bros. (Capitol) Dayton, O.
Bell's Hawaiian Follies (Oriental) Chi. 12-15, t.
Belmont Bros. (Gayety) Baltimore, t.
Belmont, Bobby (Edgewater Beach) Chi. h.
Belmont, Gloria (Gayety) Baltimore, t.
Below, Pappy (Village Barn) NYC, nc.
Bennett Sisters, 3 (Colonial) Dayton, O. t.
Bentley, June (Strut) NYC, c.
Berg, Alphonse (Hi Hat) Chi.
Bergan, Jerry (Tie Top) Montreal, nc.
Bernard, Ben (Gay '90s) NYC, nc.
Betty & L. Beria (Friendly Bar) Toledo, nc.
Betsy, Marjorie (Columbus) Columbus, O. h.
Bogantfield, Ky. 12; Henderson 13; Owensboro 16; Rockport, Ind. 17; New Albany 18.
Borchard, Jerry (Mon Paris) NYC, nc.
Borchertons (Borchertons) Baltimore, t.
Blake, Betty (Rainbow Tavern) Miami, nc.
Bob & the Twins (Tavern) Stoueville, O. nc.
Boles, John (Chicago) Chi. t.
Bowler, Mlle. Yvonne (Pago-Pago) NYC, nc.
Bowling, Major, Anniversary unit (Paramount) Austin, Tex. 11-12.
Bowley, Kay (Old Heidelberg) Milwaukee, nc.
Bradley, Loria (Cat & Fiddle) Cincinnati, nc.
Brett, Harriet (Jeff's Miami, Fla. nc.
Brett & Young (Old Harbor House) Boston, nc.
Broomey, Bob (Chez Paree) Chi. nc.
Brown & Ames (Colonial) Dayton, O. t.
Brown, Red (Columbus) Columbus, O. h.
Brown, Evans (Whitler) Wisconsin Rapids, Wis. h.
Bryden, Louise (Queen Mary) NYC, re.
Buck, George (Columbus) Columbus, O. h.
Burch, Martha (Coo Rouge) NYC, nc.
Burnell, Buster & Billie (Brown) Louisville, h.
Burns & Burnauche (Jack & Bob's) Trenton, N. J. nc.
Burns, Edna & Evelyn Price (Commodore Perry) Toledo, h.
Burns & Swanson (Evergreen Casino) Phila. nc.

C
Cappella & Beatrice (Club Royals) Detroit, nc.
Cappin, Al (Marjorie (Lakota) Chi. City, Pa. 11; Majestic) Johnstown 11-14, t.
Cardie, Kitty (Versailles) NYC, nc.
Carlin, Ray (McCoee's 15 Club) Phila. nc.
Carroll, Janet (Hi Hat) Boston, nc.
Carr, Billy (606) Chi. nc.
Carroll Sisters (Henry Grady) Atlanta, h.
Carsons (Bomb Shelter) Dallas, nc.
Casson, Bobbie (Southland) Boston, c.
Cella, Ed (Hi Chico) NYC, nc.
Challis, Beth (Evergreen Casino) Phila. nc.
Chamberlain, Peggy (Jack & Bob's) Trenton, N. J. nc.
Chapin, J. nc.
Claire & Hudson (Edgewater Beach) Chi. h.
Chaney & Fox (Walton) Phila. h.
Chevalier, Lorraine (Evergreen Casino) Phila. nc.
Chiclette (Addies on Parade) Norfolk, Va.
Cliffed, George (Embassy Club) Phila. nc.
Coates, Martin (Sawdust Trail) NYC, nc.
Coke, Jack (Rainbow Room) NYC, nc.
Coke, Jean (Benny the Boss) Phila. nc.
Colligan, The (Brown) Louisville, h.
Collette & Barry (Beachcomber) NYC, nc.
Collins & Wanda (Philadelphia) Phila. h.
Coo, Thyllis (Dempsy) NYC, c.
Conrad, Bob & Grace (5 o'Clock) Miami, nc.
Cook, Leonard (Stamps) Phila. c.
Coke, Joe Jr. (The Top) Boston, ch.
Copp, James, III (Cafe Society) NYC, nc.
Couch & Bellmare (Neon Club) Louisville, nc.
Corsello's Hollywood Casino Mimics (Palace) Cleveland 13-19, t.
Cortez, Artie (Havana-Madrid) NYC, nc.
Cortez, Flores (Summit) Uniontown, Pa. h.
Cosmo & Anita (Hopkins Rathskeller) Phila. nc.
Covett & Reed (Warwick) NYC, h.
Crackerjacks, Five (Palumbo's) Phila. c.
Croat, Chris (Blackhawk) Chi. re.
Curtis & Coral (Dancho) NYC, nc.

D
D'Amour, Franklin (Palmer House) Chi. h.
Dagmar (Colostomo's) Chi. nc.
Dagney, Harid (Hollenden) Cleveland, h.
Dale, Nicholas (Music Hall) NYC, nc.
Dale, Carlotta (Philadelphia) Phila. h.
Daniels, Billy (Stork Club) Phila. nc.
Dare, Kay (Monie Cristo) Chi. nc.
Dare, Vette (Club Barabara) Baltimore, nc.
Davenport, Janice (Colostomo's) Chi. nc.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Davis, Roy (Strand) NYC, t.
Dea, Marjorie (Orpheum) Minneapolis, t.
Dee, Carmelita (Embassy Club) Phila. nc.
Dee, Dorothy (888) Chi. nc.
DeLays, Donette (Leon & Eddie's) NYC, nc.
DeMarco, Toho (P'Aligoro) Chi. re.
DeMarco, Tony (888) NYC, h.
DeMayos, The (Hoosevelt) Jacksonville, Fla. h.
Del Oro, The (Lyric) Indianapolis, t.

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

Del Rio, Jose (Frontenac) Detroit, nc.
Del Rios (Musie Hall) NYC, t.
DeLo, Fanny (Harry's New Yorker) Chi. nc.
Delmar, Josephine (Stadler) Cleveland, h.
Dennis & Sayers (Lauria Club) Lowell, Mass. nc.
De Rhon, Maxine (606) Chi. nc.
Demmond Bros. The (Lyric Indianapolis) t.
Dias & Dolores (El Patio) Baltimore, nc.
Dickson & Gloria (Tie Top) Boston, ch.
Della, The (Bismore) Providence, R. I. h.
Dimitros, The (Yacht Club) Phila. h.
Dixon, Gage (Carrot's) Phila. nc.
Donahue, Walter (Leon & Eddie's) NYC, nc.
Dore, Elie (Cuban Casino) NYC, nc.
Doyle, Helen (Kamao Inn) Phila. nc.
Drake, Blue (Bertolo's) NYC, nc.
Dryden, Louise (Queen Mary) NYC, re.
Drysdale, Grace (Shoreham) Washington, h.
Duff, Jordan (Tavern) Reno, nc.
Duggan & D'Ray (West) Sioux City, Ia. h.
Dumas Twins (Book-Cadillac) Detroit, h.
Dumont, Marie (Griss) NYC, nc.
Dvorak, Ann (Earle) Phila. t.

E
Eddy, Val (Philadelphia) Phila. h.
Ellington, Judy (Leon & Eddie's) NYC, nc.
Eling, Julian (Diamond Horseshoe) NYC, nc.
Elvira & Santos (Club Nomad) Atlantic City, nc.
Emerald Sisters (Fay's) Phila. t.
English, Margaret (Stevens) Chi. h.
Erico & Novelle (Benjamin Franklin) Phila. h.
Ester, De Pago (Havana Madrid) NYC, nc.
Estes, Del (Minuet) Chi. nc.
Evans, Fred, Girls (Chez Paree) Chi. nc.

F
Falcon, Norbert (Brevoort) NYC, h.
Fales, Charles T., Comedy Co.; Tampa, Fla.
Fawn & Jordan (Tavern) Reno, nc.
Fay, Gloria (La Salle) Chi. h.
Fay, Vivian (Music Hall) NYC, t.
Fay, Frances (Famous Doss) NYC, nc.
Fayne & Peter (Wendland) Phila. h.
Fennell, Lou (Old Harbor House) Boston, nc.
Fern, Vera (Hoosevelt) New Orleans, h.
Fernando & Fair (Philadelphia) Phila. h.

G
Gall Gall (Rainbow Grill) NYC, nc.
Galante & Leonardo (Stadler) Detroit, h.
Gale, Alan (Stork Club) Phila. nc.
Galvan's San Social Dancers (Roxy) NYC, t.
Galloway, Marjorie (New York Casino) NYC, nc.
Garat, Pepper (Yacht Club) Phila. nc.
Gary, Willard (Earle) Washington, t.
Gaston & Gaston (Bomb Shelter) Dallas, nc.
Gautier's Livingstone (Capitol) Washington, t.
Gearhart, Livingston (Brevoort) NYC, h.
George & Jo Ann (Hollenden) Cleveland, h.
George & Jo Ann (Hollenden) St. Louis, h.
Georges & Jaine (Cocoanut Grove) Los Angeles, nc.
Gerading & Joe (Club Charles) Baltimore, nc.
Gibert, Billy (Gay '90s) NYC, nc.
Gibert, Billy (Orpheum) Minneapolis, t.
Gilmore, Dixie (Neon Club) Louisville, nc.
Givert, George (Garry's) Minneapolis, c.
Givert, George (Oriental) Chi. t.
Givert & LaMac (Benjamin Franklin) Phila. h.
Golden Gate Quartet (Cafe Society Uptown) NYC, nc.
Gomes, Vicente (Roxy) NYC, t.
Gordon & Ray (Harry's New Yorker) Chi. nc.
Gordon, Jean (Wivel) NYC, re.
Gordon, Grace (Stamps) Phila. nc.
Gram, Bobby (Top Hat Lounge) Shreveport, La. nc.
GRAY, Cynthia (Pago Pago) NYC, nc.
Gray, Gilda (Diamond Horseshoe) NYC, nc.
Gravey & Graham (Commodore) NYC, h.
Grady, Raymond & Cherie (Book-Cadillac) Detroit, h.
Grey, Jon (Chez Maurice) Montreal, Que., nc.
Grindell & Esther (Dutch MB) Baltimore, nc.

Harris & Burns (Fountain Square) Cincinnati, h.
Harrison & Fisher (Capitol) Washington, t.
Harvest Moon Dancers (Lyric) Indianapolis, t.
Hauser, Johnny (Pago Pago) NYC, nc.
Hayland, Dock (Ray-Old) Niagara Falls, N. Y. t.
Hay, Peter Lynn (Earle) Phila. t.
Hayworth, Seabee, Revue (Broadway) Fayetteville, N. C. 11; Carolina) Wilson 12; (Coca) Kannapolis 13; (Carolina) Lumberton 14; (Carolina) Goldsboro 16; (Carolina) Rocky Mt. 17, t.
Headley Twins (St. Regis) NYC h.
Heat Waves, Three (Stamps) Phila. c.
Heck, Jackie (Beverly Hills) Newport, Ky. 60.
Hilliard, Harriet (Strand) NYC, t.
Hilton, Frankie (La Salle) Battle Creek, Mich. h.
Hollingsworth, Buck, Hawaiians (Harry's New Yorker) Chi. nc.
Hollis, Marie (Oriental) Chi. nc.
Hollywood Hotel Revue (Lyric) Indianapolis, t.
Honey Family (Latin Quarter) Boston, nc.
Hornett, Johnny (888) Chi. nc.
Horn, William (Earle) Philadelphia, t.
Houston, Joanne (Piazza) NYC, h.
Hoveler, Winna, Dancing Darlings (Harry's New Yorker) Chi. nc.
Howard, Ann (Kallner's Little Rathskeller) Phila. nc.
Howard, Marguerite (Evergreen) Phila. nc.
Hughes, Bud. & Fals (Orpheum) Minneapolis, t.
Hyers, Frankie (Club 18) NYC, nc.

I
Ilea, Steven (Weylin) NYC, h.
Imagapots (Paramount) NYC, nc.
Imagard & Alan (White) NYC, h.

J
Jackson & Nedra (606) Chi. nc.
Jackson, Helen (Lexington Casino) Phila. nc.
Janisley, Four (Weber's Hofbrau) Phila. nc.
Johnson, Peter (Cafe Society) NYC, c.
Johnson, Patsy (Club Nomad) Atlantic City, nc.

Johnston, Dorothy (Jack & Bob's) Trenton, N. J. nc.
Jordan Trio (B-Bar-H) Chi. nc.
JOHN JENKINS
And Her MUSICAL PLOWBOYS
Friday, Saturday, December 13-14, 11:00 A. M.
For Dates and Terms: JOHN SINGER, Mayfair Building, 701 Seventh Ave., New York City.

Joyita & Maravilla (El Chico) NYC, nc.
Juarez, Juanita (Copsacabana) NYC, nc.
Jull, Don & Marjori (Rainbow Grill) NYC, re.
K
Kaly, Chandra, Dancers (Chez Paree) Chi. nc.
Karavaev, Simoon (Rustan Kretchma) NYC, nc.
Kay, Kelly (Harry's New Yorker) Chi. nc.
Kay & Kay (Park Casino) Phila. nc.
Kaye, Irene (606) Chi. nc.
Keith, Sally (Little Rathskeller) Phila. nc.
Keller, Greta (Algonquin) NYC, h.
Keller Sisters (Evergreen Casino) Phila. nc.
Kelson, Lee (Lyric) Indianapolis, t.
Kent, Howard (Lyric) Indianapolis, t.
King, George & Maria (Coo. Washington) Phila. h.
Knight Sisters (Paramount) NYC, t.
L
La Gitanella (Caucbo) NYC, nc.
Landrum, Robert (Musie Hall) NYC, t.
La Neer, Jeanne (Stork Club) Phila. nc.
Lane, Helen (Diamond Horseshoe) NYC, nc.
Lane, Wanda (Royal) Marion, O. c.
Lane, Rosemary (Paramount) NYC, t.
Lane, Larry (Jack & Bob's) Trenton, N. J. nc.
Lang & Lee (Stuart) Lincoln, Neb. t.
Langford, Frances, & Jon Hall (Michigan) Detroit, t.
Lathrop Bros. & Virginia Lee (Palmer House) Chi. h.
Lee, Bob (Wivel) NYC, re.
Lee, Dick (Colonial) Dayton, O. t.
Lee, Wanda (Jeff's) Miami, nc.
Leonard, Eddie (Diamond Horseshoe) NYC, nc.
Le Pwd (Walton) Phila. h.
LeRoy, Hal (Beverly Hills) Newport, Ky., cc.
Lewia, Joe E. (Chez Paree) Chi. nc.
Liss, Angie (Kelly's) Cincinnati, nc.
Lloyd & Vette (Samovar) Montreal, Que., nc.
Lone, Nick (Club Cuba) NYC, nc.
Loomis, Maxine (Club 18) NYC, nc.
Lorraine & Rognan (Michigan) Detroit, t.
Louis, Anita (Oriental) Chi. t.
Lowe, Phyllis (Henry Grady) Atlanta, h.
Lowe, Edmund (Earle) Phila. t.
Lowe, Hite & Standy (State-Lake) Chi. t.
Ludwig, Sunny (Daniero's) Belle Vernon, Pa. nc.

Lucia & Pepito (El Chico) Pittsburgh, nc.
Lynn, Lela (Chicago) Chi. t.
Lyons, Don & Beth (The Top) Milwaukee, nc.
Lyons, Pat (Crystal Tavern) Youngstown, O. nc.
Lyons, Collette (Chez Maurice) Montreal, Que. nc.
Lytell Dancers (El Chico) Miami, nc.
M
McCoy, Jack (Colonial) Dayton, O. t.
McDonald & Ross (Harry's New Yorker) Chi. nc.
McKay, DeLoyd (Club Hall) Phila. nc.
Machey, Jacky (Hi Hat) Chi. t.
Mack Lester (Lyric) Indianapolis, t.
Mack, Ernie (Village Not Club) NYC, nc.
Mack, Mae (Lookout House) Covington, Ky. nc.
McGoldrick, Ed (Ministr' Tavern) Phila. nc.
Magley, Pearl, Girls (Kelly's) Cincinnati, nc.
Malo, John, Trio (Jefferson) St. Louis, h.
Mamman, Troupe (Colostomo's) Chi. nc.
Mara, Adel (Nederland Plaza) Cincinnati, h.
Mardon, Sherman) Chi. nc.
Marlow, Great (Vienna Grill) Montreal, nc.
Marlow, Dick (Music Box) Hollywood, t.
Marna (808) Chi. nc.
Martels & Mignon (Edgewater Beach) Chi. h.
Martin, Tommy (Book-Cadillac) Detroit, h.
Martin & Allen (Lyric) Indianapolis, t.
Martin, Helen (Caucbo) Phila. nc.
Martini, Rickey (The Yari) Chi. nc.
Mary & Marilyn (Primrose) Newport, Ky., cc.
Mata & Hari (Music Hall) NYC, t.
Mater Bros. (Chez Ami) Buffalo, nc.
Mathews, Emmett (Southland) Boston, c.
Maurice & Cordeba (Hurricane) NYC, nc.
May, Marty (State) NYC, t.
Maybelle, Billie (Harry's New Yorker) Chi. nc.
Maybelle, Eddie (Brevoort) NYC, h.
Mazzone, Helena (Caucbo) Phila. nc.
Miller Bros. & Lela (Music Hall) NYC, t.
Montano, Rita (Havana-Madrid) NYC, nc.
Montrose & Pearl (Glen Park Casino) Wilmington, N. Y. nc.
Moody, Linda & Roy Benson (Walton) Phila. h.
Moore, Charley & Sate (Tower) Kansas City, Mo. J. t.
Morell, Benito (Emerald Lodge) Studio City, Calif. nc.
(See ROUTES on page 34)

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)
About Tomorrow! (Curran) San Francisco.
All in Fun; (Shubert) Boston.
Bankhead, Tallulah, in The Little Foxes; (Temple) Tacoma, Wash. 11; (Mayfair) Hollywood, Cal. 12-14.
Chatterton, Ruth, in Pygmalion; (Erlanger) Chi.
Dante; (Shubert) New Haven, Conn.
Dunbury Wau, a comed. (Hartman) Columbus, Ohio; (English) Indianapolis, Ind. 12-14.
Ellis, John, Rip Van Winkle; Playing Chicago schools.
Fight to the West; (McCarier) Princeton, N. J. t.
George, Gladys, in Lady in Waiting; (Royal Alexandra) Toronto, Can.
Gordon, Ruth, in Here Today; (Selwyn) Indianapolis, Ind. 12-14.
Hess, Eric, Pa. 11; (Colonial) Akron, O. 12; (Park) Youngstown 12-14.
Heburn, Katharine, in Philadelphia Story; (Orpheum) Pa. 10; (Shubert) Boston, c.
(Aud. Des Moines 11; (Orpheum) Sioux City 12; (Coliseum) Sioux Falls, S. D. 13; (Technical High School) Omaha, Neb. 14.
Hi-Ya Glemmen; (Colonial) Boston, c.
Ladies in Retirement; (Erlanger) Buffalo 9-11; (Hartman) Columbus 12-14; (Cass) Detroit 18-21.
Lent and Fontaine; (Cass) Detroit.
Mule Animals; (Hanna) Cleveland.
Man Who Came to Dinner, with Clifton Webb; (Shrine) Fort Wayne, Ind. 10; (Victory) Dayton, O. 11-12; (Memorial) Louisville, Ky. 12-14.
Meet the People; (Grand O. J.) Chi.
Mornings at Seven; (American) St. Louis.
Night of Love; (Harris) Chi.
Off the Record; (Lewia) Phila.
Old Acquaintance, with Jane Cowell; (Plymouth) Boston.
Out West It's Different; (National) Washington.
Pal Joey; (Forrest) Phila.
Pins and Needles; (Nixon) Pittsburgh.
Slour's L. Verne, Theater Workshop; Edgewoodville, Ill. 10; St. Louis 11; Des Moines 12; (Columbia) Philadelphia 12; Farmington 17; Springfield 18; Sullivan 19; Chicago 20; Battle Creek, Mich. 21.
Time of Your Life; (English) Indianapolis 9-11; (Coca) Cincinnati 12-14.
Tobacco Road; Belleville, Ill. 11; Springfield 12; Fort Wayne, Ind. 14.

BURLESQUE
(Hirst Circuit Shows)
(Hirst Circuit Shows)
Broadway Scandals; (Troadero) Phila 8-14.
Dazzling Carter; (Empire) Newark, N. J. 8-14.
Fads & Fancies; (Coca) Pittsburgh 8-14.
Fools of Pleasure; (Lyric) Bridgeport, Conn. 9-14.
Hindu Belle; (Mayfair) Dayton, O. 9-12.
Night Hawks; (Old Howard) Boston 8-14.
Nasty Nitties; (Hudson) Union City, N. J. 8-14.
Peek a View; (Colonial) Utica, N. Y. 13-14.
Revue of Revues; (Gayety) Washington 8-14.
Sardines; (Coca) Pittsburgh 8-14.
Scrumdiddly-Do; (Gayety) Norfolk, Va. 8-14.
Step Lively Girls; (National) Detroit 6-12.
Strip, Strip, Ahoy; (Garrick) St. Louis 7-12.
Topical Teasers; (Gayety) Baltimore 8-14.

ICE SHOWS ON TOUR
Henne's, Benis, Hollywood Ice Revue of 1941; St. Louis 10-15; Buffalo 17-22.
Ice-Capades of 1941 (Produced by Arena Managers Association); (Arena) Quebec City, Can. 11-15; Montreal 12-13.
Ice Follies (Produced by Shipstad and Johnson); (Madison Sq. Garden) New York 2-11; Hershey, Pa. 12-21.
Lamb-Trotter Ice Revue; (Pontanelli Hotel) Omaha 9-22.

## "Scandals" Into Strand, Brooklyn

NEW YORK, Dec. 7.—Strand, Brooklyn, will relight for stage shows for eight days, starting Christmas Day, with George White's Scandals. The deal was made on a pooling arrangement between Warner and Paramount.

The Scandals unit was set by Harry Mayer and Harry Kalcheim.

## Town, Detroit, May Try 6 Acts, Name

DETROIT, Dec. 7.—Town Theater, 2,000-seat house which was known as Orchestra Hall, switched to vaude this week. The house was opened by Sam Carver, for Owners Joseph Brown and Maurice Dater, about four weeks ago with a first-run double-bill picture policy.

The house closed abruptly early last week for further remodeling. Carver will use five acts and a headliner.

The house is located a mile from downtown and has been the home of the Detroit Symphony Orchestra. The Colonial, half a mile toward town, is playing stage shows, and the Michigan and Fox usually alternate with big shows.

## Ask \$5,750 for Berni Vici Unit

NEW YORK, Dec. 7.—Count Berni Vici has formed a new 40-people unit headed by Keye Luke, Chinese film player portraying No. 1 son of Charley Chan; Kathleen Kent, and Ann Nagle. Will also carry its own band and a line.

Dates already lined up are the Fox, St. Louis, December 13; Shubert, Cincinnati, December 27, and the Colonial, Dayton, O., January 7.

The unit is being submitted at \$5,750. Miles Ingalls is agenting.

## "Paris" Unit Split From First Dollar

NEW YORK, Dec. 7.—Two houses that haven't run live shows in years will be played by the Streets of Paris unit, RKO's Shubert, Cincinnati, will get it week of January 3, and the Wisconsin Theater, Milwaukee, week of January 10. The latter is operated by Skouras.

The unit will get 50 per cent from the first dollar on both dates.

## Copacabana Revue Features Hit Team

COPACABANA, NEW YORK.—This Monte Proser venture has clicked with the society crowd since its opening six weeks ago. The Latin atmosphere is appealing and the show is a brief but beautiful production using Latin talent and the Samba Sirens, six gorgeous show girls (five doubling from Broadway musicals).

What makes these paragraphs news is that Proser saw fit to increase his talent budget despite excellent business. Show was augmented Tuesday (3) by Mary Ray and Naldi, one of the top straight ballroom teams. They do exciting work and their performance is as close to perfection as is probably possible on a cafe floor. Despite the odd layout of the floor, which forces the set to work either in front of a mirror or facing the band, they made a tremendous impression opening night. Had to beg off after six numbers. In two of its routines the team employs recordings for novel effect—one a recitation of *Spirits*, the other a vocal arrangement of *Seyn's the Seyn's*.

Juanita Juarez, Latin beauty, and Fernando Alvarez, handsome youth from across the border, handle the song assignments. Line includes Rosemary Sankley and Grace Giren, from Louisiana Purchase; Jane Ball and Marguerite James, from Panama Hattie; Jackie Gately, from *Hold On to Your Hats*, and Hilda Ferguson. They appear in exquisite costumes (in two Brazilian routines) designed by Beatrice Ammidown and Miles White. Good music by Pancho and Fausto Curbello.

Jack Diamond now devotes his entire time press agenting the spot. Jack Entwatter carries on as host.

Honigberg.

## Something New in U. S. Clubs—The Bomb Shelter

DALLAS, Dec. 7.—A new night club, called the Bomb Shelter, built to look like a London explosive haven, has been built here. The spot seats 500 couples and is operated by Herbert McCord, Sammy Lynn, and Bob Carahan.

Opening show has Les and Poppy, Camanova, and Gaston and Gaston. Ork is headed by Sammy Lynn.

## Fischer Unit Set For Texas Houses

LOS ANGELES, Dec. 7.—Clifford C. Fischer's *Folies Bergeres* unit is set to start on Interstate Time in Texas beginning December 24 at the Majestic Theater, Dallas. It follows at the Metropolitan, Houston, December 31 and the Majestic, San Antonio, January 11. The unit is current at the Paramount Theater here.

The dates were arranged by the William Morris Agency. The unit is expected to play the Chicago Theater, Chicago, in January and will head east from there. The principals include Wences, Gloria Gilbert, Steve Garay, Three Martells, and Red Donahue.

## Beverly Deal Consummated

NEWPORT, Ky., Dec. 7.—Deal involving sale of part interest in Beverly Hills Country Club, said to involve around \$200,000 of the club's assets, was consummated Monday.

Pete and Glenn Schmidt will retain controlling interest, while the new stockholders, John Croft, Cleveland; Murray Cook, Northern Ohio club owner, and Sam Schraider, who formerly operated Arrowhead Inn, near Cincinnati, will assist in operation. Glenn Schmidt will continue to manage the club.

## Dows' Casino Into Full-Week Stand

NEW YORK, Dec. 7.—Casino Theater, which opened for Sunday vaude two weeks ago, will go into a full week starting Christmas.

The house is using name bands. A. & B. Dow are booking.

## Bismarck Ranch Room Clicks

CHICAGO, Dec. 7.—B-Bar-H Ranch Room of the Bismarck Hotel, according to managing director Roy Steffens, has showed a 19 per cent increase its first month, and a 23 per cent increase the second month over the last month's business under its former tag, Bier Stube. Dude ranch atmosphere supplanted the old German setting several months ago to avoid the boycott of anti-Nazi patrons.

## Bali Plans Fancy Ballet

PHILADELPHIA, Dec. 7.—A new mitered divertissement is being planned by El Kaliner, Club Ball operator. Following six weeks with a South American show produced by Sergio Orta, which opens Wednesday (11), Kaliner plans to bring in a classical ballet but modernized. Dickering with Catherine Littlefield to do choreography.

## Norman Ward Opens Club

ATLANTIC CITY, Dec. 7.—Norman P. Ward this week reopens his Norman's Cafe in the Inlet section. Ward has been operating clubs here for 14 years.

## Lexington Casino Burns

PHILADELPHIA, Dec. 7.—Fire virtually destroyed the Lexington Casino Sunday (1). Spot was operated by Harry Weinberg. George Applegate, 53-year-old caretaker, was burned to death.

# Club Talent

### New York:

JOAN MERRILL goes into the Hurricane December 18 on the show with Romeo Vincent. . . . ROSARIO AND ANTONIO, at the Waldorf-Astoria, have been signed by MGM for parts in *The Ziegfeld Girl*, now in production.

NINA KORDA, formerly Esta Aija, singer, has gone into the Fifth Avenue Hotel's Amen Corner. . . . ADELAIDE MOFFAT will be the next act going into the Copacabana.

THE PAULENS have been set by Jack Lenny, of the Herman Plaskoff office, for an indefinite run at the St. Morris Hotel, starting Saturday (7). . . . KENNY GARDNER will open at Leon & Eddie's Tuesday (10). . . . TERRY LAWLOR is in her fifth week at the Fairway Yacht Club. . . . MARITA ELLIN is current at El Gaucho. . . . THE COLSTONS have been set thru Eddie Smith to open at Leon and Eddie's December 20, following a stand with Glen Gray at the Buffalo Theater, Buffalo.

JUNE BENTLEY is back at the Cafe Sutton after an illness of 10 days.

### Chicago:

THREE MACKS AND TERRY SHANNON, novelty cocktail unit, have completed 34 weeks at the Sherman's Dome and still going. . . . CLAIRE AND HUDSON are playing the Edgewater Beach this week. Dorothy Dorben, who books the spot, will stage a college revue week of January 14. It will consist of eight of the best picked from her Friday night amateur shows, each of whom will get a week's work. . . . OEHMAN TWINS have been set into the Hollendon Hotel, Cleveland, beginning December 9, by MCA. . . . TO THE Netherland Plaza Hotel, Cincinnati, December 13, go the SINGING MARINES and their QUEEN, Blanche Bradley. . . . NELSON AND EVANS opened December 3 at Lookout House, Covington, Ky.

JOE LEWIS will be held over for the December 24 show at the Chez Paree. JANE EROMAN will be featured in that show. . . . YVETTE has been held over at the Camellia House. . . . BOOK-CADILLAC, Detroit, will launch a Toyland Show December 20, with Bobby Belmont, The Duffins, and Bud Hughes and Paia. . . . ISOBEL DEMARCO, now in her

ninth month at L'Aiglon Restaurant, continues there indefinitely. . . . NEW EXOTIC dancer booked for the December 19 show at Colosimo's by Ray Lite of the David P. O'Malley Office is Lillian Warjo. . . . LOU HOFFMAN will open at the Bismarck Hotel shortly.

LOUISE OLENN, ballerina, returns to Colosimo's December 19. Jack and Jane Lee will be in the same show.

### Cincinnati:

SARA ANN McCABE bowed out of Beverly Hills Country Club, Newport, Ky., last Wednesday (4), a day ahead of schedule, to permit her to make a Friday opening with Guy Lombardo's ork at the Roosevelt Hotel, New York. . . . HALL LEROY and Jackie Heller head the new Beverly Hills Sootshow. . . . TOM O'NEIL, emcee, and Myra and Martin, dancers, are new at the Primrose Country Club, Newport, Ky. . . . EDNA MACK, accordionist, is new on the strolling contingent at Beverly Hills.

### Philadelphia:

MARJORIE GAINSWORTH takes over the lead in the new Park Casino show. . . . CHANEY AND FOX, LePaul, and Lee Lamont added at Jack Lynch's Walton Roof. . . . CARLYLE SISTERS back at the Embassy Club. . . . TRUDY CHANDLER, formerly with Phil Spitalny's ork, steps out as a single at Evergreen Casino. . . . ALLEN STERLING heads the new show at Cadillac Tavern, line-up including newcomers Dias and Diane, Arlene and Barbara, John Lucian, and Dorothy Johnson. . . . OKLAHOMA JACK and Chiquita for the cocktail session entertainment at Tarrant's Stable. . . . MITZI LANE opens at 1523 Club. . . . SID TOMACK and the Bell Brothers, comedy team current at Club Ball, have sold their *Wey's Mountains* for MGM song to the Marx Brothers for their forthcoming MGM picture. Number is a burlesque of Nelson Eddy.

### Here and There:

ST. CLAIR AND DAY open at Earl Carroll's, Hollywood, December 26. Set by Henry Beckman, thru Miles Ingalls. . . . THE DEBONAIRS will be on the same show. . . . SARA ANN McCABE is

## Two for One

NEW PHILADELPHIA, O., Dec. 7.—Patrons of New Philadelphia's Union Theater enjoyed a bargain day Sunday (1).

Originally, the theater's weekly stage show was to be Stepin Fetchit and revue, but a mix-up in billing also brought into town another unit, *Modes and Models*.

With both troupes in the city, rather than cancel one the management combined the two for a big stage jamboree, without any advance in admission prices, 40 cents top.

## Barnets One-Day Sub for T. Dorsey

NEW YORK, Dec. 7.—Charlie Barnet will resume theater dates since his reinstatement by the musicians' union, with a one-day show at the Paramount Theater. Barnet will sub for Tommy Dorsey, who goes to Detroit to keep a date. Dorsey was originally scheduled to start December 25 but was moved up to December 18. It was impossible to cancel the one engagement.

Henny Youngman goes in at the Paramount as emcee Wednesday (11) for one week, replacing Red Skelton, who has been released for that week so that he can report for work at MGM.

## Penny Houses Add 1, 2 Days

LANCASTER, Pa., Dec. 7.—Roy O'Connell, manager of the Capitol Theater, has returned Saturday stage shows. Eddie Sherman booking. Stage went dark when squabble loomed with the musicians' union over the number of men for the pit.

One and two-day stands in Eastern Pennsylvania are mushrooming. Warners' Stanley Theater at Chester again promises to be a regular stopping off place for band shows, following the initial click of Gray Gordon Thursday (28), topping the house record by \$200. House has used bands primarily in the past, booking thru Harry Mayer, of the Warner office in New York.

At Pottsville vaude shows will carry on three-day first halves. J. Lalor Joyce, manager of the Hippodrome, reports stage shows have been clicking consistently.

## New Orleans Adds One

NEW ORLEANS, Dec. 7.—Casino Royale, now \$35,000 nitery in the heart of the Vieux Carre, on the site of the Nut Club, opened Saturday (30).

Opening bill included Lew Fidler's orchestra and three-act floorshow, all booked for four weeks. Acts include Joe and Jane McKenna; Gloria Jerome, magician, and Jo Anderson, tap.

Under management of J. George Plettinger, spot maintains \$1 minimum except Saturdays, \$1.50.

set for the Hollywood Beach Hotel, Hollywood, Fla., for two weeks starting December 31. . . . RAY HERBECCK band is booked for the Beverly Hills Country Club, Newport, Ky., starting January 10. . . . TIRZA, wine bather, has been refused permission to appear at the Roxy Club, Columbus, O. However, her booking there wasn't a total loss, since the ban got her front-page publicity in local papers.

(9) at Shamrock Club, Pocatello, Idaho, and from there head for the Coast.

SUNNY LUDWIG, after emceeing shows at Coffee Dooley's in Charleroi, Pa., for six years, moved to Daniero's in Belle Vernon, Pa. . . . THE ROSSILLIANGS opened at the Statler Hotel, Detroit, December 4 for three weeks with options.

JIMMY BRINK, bossman at the Lookout House, Covington, Ky., flew to Los Angeles last Wednesday (4) to take in Saturday Southern California Nure Dame game as the guest of Tony Martin.

MORTON DOWNEY is booked for the Lookout House, Covington, Ky., starting January 10. He follows with the Roosevelt Hotel, New Orleans, January 24. . . . CLARENCE LEVERENZ is in his 31st week at the Hotel Broad Lincoln, Columbus, Ohio. . . . DENISE opens at the Shoreham Hotel, Washington, December 23. She is also scheduled to open at Singapore Sadies, Hollywood, Fla., January 5.



conditioned by the tempo of sizzle-sappy swing, being in no mood for harp music, notwithstanding the performer's beauty, charm, and surprising musical talent.

George Givot is the highlight of the show. His roast beef dialect, as well as the material, is sock. Bernice Stone, too, sells her acro dancing. Tiny but nice, she lifts more than her weight in performance value, and executes several difficult tricks excellently.

Booked at the last minute in order to lend body, both literally and figuratively, to the band's interpretation of Hawaiian War Chant, Francis aided by good lighting, dances with effective enough undulations to make the grade. Julie Sherwin band canary, who does the vocals to this number, has a good voice and a fetching personality. Bill Owen, male vocalist with band, delivers *Blueberry Hill* and *Nightingale* sung to *Berkeley Square* in a profound baritone which is better than okeh.

Norman Modell.

## Music Hall, New York

(Reviewed Thursday Evening, Dec. 5.) Another beautifully conceived, costumed, and lighted stagemus produced by Florence Rogge. It is tabbed *Rule of Three* and starts off with a drop on which are painted a lot of slogans including the figure 3. The spotlight picks off a new slogan to introduce each of the seven parts of the show.

First is *Three's a Crowd* and has Mata and Hari, boy and girl modernistic ballet team, doing a comedy apache with the help of the veteran Nicholas Dakas. Slick comedy. Then *Three Trees* scene provides delightful sight and talk comedy that's really rare—for the usually sedate Music Hall. Robert Landrum recites a folksy poem about a hunter (Dakas) shooting a fluttering rabbit (Dania Krupaka) while three live trees prance around (Rabana Hasburgh, Belle Keiman, Main Abiliah).

Three Wise Monkeys has three gals in monkey skins (Thelma Corey, Louise Fornaca, Margaret Pink) on a big desk set, while Landrum narrates again. Not so funny. Then this brings on Miller Brothers and Loks, three colored dancers in white costumes, doing nifty simultaneous tapping on stage and on pedestals. Swell novelty stuff in addition to good solid tapping.

This is followed by *Three Musketeers* number, which is a big production scene that has the 20 male singers as musketeers in bragging mood and 36 Rockettes doing grand march formations that draw applause. The gals come on over a drawbridge extending from a prop castle. Effective stuff.

The Del Rio (three, of course) go thru unusual hand-to-hand balancing, the two boys often using the girl in middle and top position in difficult stunts. A natural applause getter.

A fancy waltz scene (*Three Quarter Time*) closes the stagemus. It has 60 ballet girls come off the ramps and other entrances and go thru lovely formations and routines bathed in the right shade of pale blue light. Vivian Fay solos with fast spins that win applause and is the center of some truly pictorial formations. And being a sucker for ballet to waltz time, we were won over completely.

The large pit symphony orchestra does only a short but smartly arranged and played overture, properly light in vein. Film is *The Thief of Bagdad* (UA), a fairly tale in technicolor. Paul Denis.

## Strand, New York

(Reviewed Friday Evening, December 6.) Despite holdover of film, *The Letter*, and Ozzie Nelson's ork and vocal retinue on stage, business here continues strong, with Humphrey Bogart heading the new talent.

Bogart's entrance on stage is preceded by a trailer made up of bits from his films in which he is on the receiving end of a well-aimed gun. Then the curtain parts and Bogart picks himself off the floor to start an affable line of chatter. He banters with Ozzie Nelson on the selection of new set of mobsmen, involving double talk. Also dialogue with Mayo Methot (Mrs. Bogart) who, on her own, does *More Than You Know* nicely. With Miss Hilliard, Nelson, and Miss Methot, Bogart does the old bury bit of having a quartet reduced to a single. Only sour note during Bogart's stay on stage is Nelson's reading of a telegram

## Strip, Both Ways

LEWISTOWN, Pa., Dec. 7.—Paul Klinger, manager of the Rialto Theater, found the perfect combination for a film-flesh show. For the showing of *Cherokee Strip* on the screen, Klinger brought in Sally Rand for the stage.

from Mark Hellinger telling how terrific Bogart is in a forthcoming film. The set winds up with the four principals sitting with backs to the audience and viewing the tail end of a cartoon saying *That's All, Folks*. Entire act went off nicely.

Support is also okeh, with Jack Seymour and Kay Picture, openers, doing a smooth set of taps. Pair are youthful, execute some nice steps and mix some j. b. work.

Gall-Gall does his usual slick sleight of hand work for a big hand. House lights are turned on so that the audience can see the small objects he works with. Works with chicks, coins, and corks, doing some very fancy prestidigitation with them. Also returned to pull a couple of fast ones on Bogart.

Nelson's contributions, as well as those of Miss Hilliard and Roseanne Stevens, are unchanged. Audience response is still okeh. Harry Gourfain, as usual, staged the show. Joe Cohen.

## Carol Bruce Date At Pierre Okehed

NEW YORK, Dec. 6.—The ruckus between Buddy De Sylva and Carol Bruce, singer in his *Louisiana Purchase*, insofar as night clubs are concerned, has been settled and Miss Bruce will make a return to the Hotel Pierre, starting December 17.

The night club date was made possible by the removal of her radio commercial with Ben Bernie to Hollywood, where Bernie goes to fill some engagements. Bernie is set to return here in six weeks, at which time Miss Bruce will return to the air show.

## Fire Destroys New Club

GALENA, Ill., Dec. 7.—New Green Lantern night club was destroyed by fire shortly before a scheduled opening November 30.

Benny Franks, club operator, believes the fire was started because of "revenge."

## L. Savitt Gets Pit Job

WILKES-BARRE, Pa., Dec. 7.—Louis Savitt, director of music at WBRE here, is new director of music at the Irving Theater, Carbondale, Pa., which stages three-day vaude.

# Reviews Of Units

## "Bring on the Girls"

(Reviewed Friday Afternoon, November 29, at the Broadway Theater, Charlotte, N. C.)

A nicely balanced all-girl unit that is solid but not sock entertainment. Featured is Andrea Andrea, who does a standard dance and strip turn, assisted by four girls from the line. Brief act consists of arty dance in filmy costume, which she sheds in flash strip finish under a blue spot.

Top honors go to the Nelson Sisters on the trapeze bar. The two, Elaine and Virginia, attractively costumed, breeze thru a fast-moving act, outdoing the average male acrobat with their gyrations and balancing. Pulled heavy plaudits.

Vivacious Betty Lee was presented in a xylophone act, outstanding characteristic being her enthusiastic approach. Also was featured in two appearances with the line. Displayed a good change of pace in her xylophone turn, and wound up with a "human xylophone" number in which she played miniature xylophones strapped to back of members of the line. She also performed with line as featured dancer and drum majorettes in military finale.

Miss Chic Kennedy served as emcee, handling assignment nicely and taking a turn with Hollywood impersonations, which includes Pitts, Garbo, Hepburn, and Brice. Impersonations were above average and done with considerable showmanship.

Comedy was supplied by Maude Hilton and June Hobart, with Miss Hilton acquitting herself creditably as a low comedian. Music furnished by Josephine Begonia and Her Co-Ed Melodears (8), who played from stage. Line contained eight.

Picture, *Street of Memories*. Business fair. Sam Justice.

## "Streets of Paris"

(Reviewed Tuesday Evening, December 3, at the Palace Theater, Youngstown, O.)

Despite its French name and by its own admission, *Streets of Paris* is less Frenchy than several other Parisian revues that have appeared at the local house.

While condensed to film-and-stage length, it still is as overrun with pretty girls as the customary Broadway revue. Altho much ballyhooed in its advance billing, with newspaper ads and announcements dominated by undraped models, it remains clean enough for family attendance.

In the place of smut and blue blackouts, it offers a goodly share of broad comedy that will make you chuckle even at some of the three-bee gags. And the dancing and music are smart enough to entertain the average big town audience between moments of fun.

Top billed turn is Think-a-Drink Hoffman, who has a portable bar laden with cocktail shakers that pour an endless stream of cocktails, liquors, and

other spirited brews. It is a fast act and magic in the modern dress of humor and audience participation.

Sid Morton and Cliff Hall tote the weight of the show's comedy, offering a series of skits that carry thru the entire production—and draw steady laughter.

The Hylton Sisters are swing singers with voices that blend well.

Frank and Jean Hubert are eccentric dancers with an amusing pantomime turn. Don Richards and Anne Crosby lead the vocal numbers.

Screen, *Mexican Spitfire Out West* (RKO). Rex McConnell.

## "World of Pleasure"

(Reviewed Wednesday Afternoon, December 4, at the Broadway Theater, Charlotte, N. C.)

Produced to celebrate Dan Fitch's 20 years in show business, this unit fails to do justice to the veteran trouper. Altho there are some good bits in the revue the unit is spotty and lacks a sock act.

Swift and Swift open with a roller-skating act, highlighted by the escape

## RKO Manager Lauds Vaude at Lecture

BOSTON, Dec. 7.—The theory that vaudeville is dead was rapped by Red Domingo, city manager of the RKO Theater here, at a session of the motion picture theater management course sponsored by the University Extension Department of the Massachusetts Department of Education.

Domingo declared that not only is vaude far from dead but asserted that a good act can find many profitable weeks of booking in New England alone.

Domingo also explained the terms and conditions of the average vaude contract and described, with the aid of blackboard illustrations, stage mechanics and lighting.

of femme member from a strait jacket while being whirled by partner with her feet locked around his neck. Otherwise it's just another skating act.

Eugene and Louise Southern are unimpressive in tap and acrobatic dance turn, altho they try hard.

Bronlee Brothers contribute the best performance in a souce acrobatic act on bars. Pair demonstrates a flair for comedy in addition to remarkable gymnastic technique. Pair wind up by discovering colored drinks which change color when poured from one glass to another. Drew top plaudits.

Iris Ison, from the line, is not impressive in a vocal turn in which she pipes *Now I Lay Me Down To Dream* and *I'm Nobody's Baby*, but she scores tremendously as she struts behind Fitch as he demonstrates how the audience would rather hear the old-time songs. Miss Ison is one of the most beautiful showgirls to appear here this season. The Myrtle Walston Girls (11) are above average and performed with rhythmic precision in three standard appearances.

Apparently intended as top act, Ralph Rogers, assisted by Elsie Donnelly, failed to sell in a turn comprising piping, musical props, and pantomime comedy. Rogers drew laughs with freak musical instruments—collapsible violin, bass fiddle containing bar, and a mobile harp featuring a strip-tease figure. Act was spotty, and singing of Miss Donnelly failed to add to act.

Audience participation was solicited in a conga turn presented by the line, with chorines canvassing the house for conga candidates. Altho male recruits failed to master the Latin rhythm, their congratulations provided laughs. Military drum review in finale was top contribution of line.

Business good at show caught. Pic, *Meet the Wildcat*. Sam Justice.

Continued Success

To

BOB WEITMAN  
HARRY KALCHEIM

Gratefully

RED SKELTON

# Vaudefilm Grosses

## Biz Good With Holdovers; Strand 40G; MH 68G; Roxy 46G; Para OK

NEW YORK.—Despite holdover shows, Broadway vaudefilmers continued strong. Weather is still in favor of theater attendance, so managers are registering no complaints.

The Paramount (2,964 seats; \$37,000 house average) pulled a fine \$29,000 for the fourth week ended Tuesday (3) of *Northeast Mounted Police* plus stage show with Red Skelton, Cass Loma band, and Connie Russell. Film hangs on for a fifth week. Ray Herbeck, Rosemary Lane, and Ink Spots are now on stage. Red Skelton moves out next week. The new stage bill holds over for the single week of *Moon Over Burma*. An equal sum is expected for the fifth week of the pic.

The Strand (2,758 seats; \$33,500 house average) continued nice with the second week, ended Thursday (5), of *The Letter* and stage bill with Ozzie Nelson band, getting \$40,000. First week did a sock \$50,000. Stage talent surrounding Nelson has been changed for the third week of the pic's run. Humphrey Bogart and Mayo Methot making personals, are expected to draw additional trade. Third week will probably do around \$40,000.

The Roxy (5,835 seats; \$36,000 house

## Philly Holds Up; Gordon Neat 20G; Fay's Swell 96C

PHILADELPHIA.—Stage grosses held up fairly well the past week considering the start of the holiday shopping season. Earle Theater (seating capacity, 4,000; house average for straight film bookings, \$14,000) grossed a neat \$20,200 for week ended Thursday (5), with Gray Gordon's orchestra heading the bill, along with Beverly Roberts, Condos Brothers, Fred (Pansy) Sanborn, Art Perry, Meridith Blake, Babe Preak, Jackie Fay, and Harold Lee, and *One Night in the Tropics* on screen. No record pacer, but considered plenty good, considering some bigger names preceding and not doing nearly as well.

New bill, opened Friday (6), not figured on doing much better, house anticipating \$21,000 in view of the fact that the department stores are keeping open late this week. Show couples the Hollywood names of Edmund Lowe and Ann Dvorak with Vincent Lopez's orchestra, along with Peter Lind Hayes, Evelyn Farney, Ann Barrett, and Sunny Skyler. Screen shows *The Bank Dick*.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) hit the season's highest mark, apart from opening week, with \$9,600 for the stretch ended Wednesday (4). Show had the advantage of Pennsylvania. Thanksgiving on opening, with the Army-Navy game extending the holiday for the week-end. Charmaine was the burly lead. Vaude surroundings included Frank Conville and Sunny Dale, three Mackis, the Dolores Dancers, June Lorraine, Lindsay Moody, the Roxettes, and Harry Kahn's house ork, with *Mexican Spitfire Out West* on screen.

New bill opened Thursday (5), hit by the first snow of the season and the holiday shopping factor, points to \$8,600. Has Pat Paroe for the girle lead, along with the Gaudsmith Brothers, Ray Wilbert, Present and Past, Emerald Sisters, and the Roxettes, with screen showing *Meet the Wildcat*.

## ACTS, SKITS, GAGS, MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, \$10; 60 RED HOT PARODIES, \$1; 120 GAGS and JOKE, \$1; 48 Comic REPUTATIONS, \$1; 60 RITS and BLACKOUTS, \$3; 100 Funny MONOLOGES, \$2; 100 SKITS and STUNTS, \$5. E. L. GAMBLE, Playright, East Liverpool, O.



FREE—Attractive Minstrel Posters and necessary Make-Up with your Show. HOOKER-HOWE Free Service Department will co-operate with Producers of any experience in Staging Reviews, Minstrels or any type of Benefit or Charity Show for Civic, Fraternal and Industrial Groups. Minstrel Shows require the minimum in Rehearsals and expense and afford the maximum in results. They are much needed right now and a good dollar earned for you. Write today for our literature, giving assistance and references. HOOKER-HOWE COSTUME CO. Box 391 Haverhill, Mass.

## Hall and Langford Top Good Chi Week; Chicago Looks for 37G; Oriental 18G

CHICAGO.—Windy City registered a better-than-average week by virtue of the attractions billed at the Chicago Theater, which nipped the public purse for 36G. Various conventions, in addition to the Stock Show, helped the take. Draw at the Chicago was Jon Hall and Frances Langford, with no inconsiderable help from Consolo and Melba, Chick and Lee, and Carl Spitz's Holly-

wood Dogs. Pix, Claudette Colbert in *Arise My Love*, Hollywood Hotel Venus and a weak pic at the Oriental only managed a mild 14G. State-Lake, with Harry James' band and several good standard acts, took in around \$14,900. Pix was helpful, a Robert Montgomery whodunit, *Housed Homestead*.

Grosses this week ought to top those of the preceding week if business continues at the same pace as the first two days. A terrific stagershow at the Chicago plus a Bette Davis pic, *The Letter*, should wind up with 37G, and possibly better. State-Lake, with John Boles as the attraction, should do \$15,000, despite the fact that Kit Carson is in its second Loop showing. Oriental promises to soar above its average, with perhaps 18G, the Ann Southern pic, *Daley*, which ran only a week at the Garrick, attracting her admirers, and Johnny (Scat) Davis' reputation for swing kicks magnetizing the jitter-kids.

## Sally Rand Meager \$8,200 in Dayton, O.

DAYTON, O.—Looks like Sally Rand will have to swap her fans and bubbles for something new to attract the customers. Despite the fact that she hasn't been here in seven years and brought along the best show of the season, the Colonial register rang up only \$8,200 for her week here.

While here Sally advertised for chorines for her Detroit engagement, but either the girls aren't stagestruck or they thought it a hoax, for the replies were nil.

## Big B. O. in S'p'g

SPRINGFIELD, Mass.—With the best Thanksgiving Day business in its history, the Court Square Theater raked in \$3,100 for a 15 per cent increase over normal business as the three-day vaudefilm bill, *Echoes of Broadway*, closed Saturday (30).

The excellent business Thanksgiving Day more than made up for slightly off houses for the Friday evening performances. Manager Bert Jackson said, and the Friday matinee were packed as a result of a parade of giant balloons in the morning.

Ice and snow evidently didn't hurt business at all.

On the stage were the Eight Muriel Ashe Girls, Joyner and Foster, Jim Penman, the Three Drees, Honorable Mr. Chang, Joe St. Onge Trio, and Johnny and Ruth Burns.

On the screen, *Diamond Frontier*.

## Pre-Holiday Season Crabs Decees Takes

WASHINGTON.—Local managers expect slight business between now and Christmas, while shoppers have their minds set on holiday buying. Consequently no super attractions are being billed. Loew's Capital, showing *Little Nellie Kelly* on screen for week ending December 11, anticipates a low \$15,000. On stage are Johnny Burke, Gaultier's Steeplechase, Marion Belett and English Brothers, and Harrison and Fisher. Last week *Rangers of Fortune* did the expected \$12,000.

Warner's Earle, featuring *Night in the Tropics*, anticipates a weak \$11,500 for week ending December 11. Patricia Norman headlines stage, along with Sheba and Raymond. Others are the Walkmires, Willard Gary, and the Roxettes. *Lady With Red Hair* last week pulled in \$12,000.

## Detroit Grosses Down; D'Orsay 75C

DETROIT.—Poor weather hurt local show business last week. Fifi D'Orsay, at the Colonial (1,500 seats; house average, \$6,000), grossed a fair \$7,300. House currently is slumping to around \$5,500 with straight vaude acts and no names. Business here depends greatly upon transient trade, which is down to a minimum, because of snow and extreme cold.

## Gilbert, Garber Fair in Omaha

OMAHA, Neb.—Orpheum's vaude bill, headlining Billy Gilbert and Jan Garber's orchestra, which finished Thursday (5), got about \$13,000, which is fair. House was priced at 55 cents top, and the accompanying film was MGM's *Dulcy*.

Good returns from flesh here thus far indicate the policy of vaude every other week is likely to continue.

# Vaudeville Notes

BETTY BRUCE goes into the Strand, New York, December 20 with Abe Lyman's band. . . . JAY AND LOU SEILER return to the Music Hall, New York, New Year's week. . . . LUIS GOMEZ, of Gomez and Minor, and the Titan Trio returned from South America last week.

CASS DALEY has been released from her Paramount, New York, date for a road tour of *Yokel Boy*. . . . FUNZAFIRE will do a one-night stand New Year's Eve at Springfield, Mass. . . . HARRY JAMES will do a full week at the Metropolitan, Providence, R. I., starting December 30. . . . ORRIN TUCKER will start a vaude tour in January.

CLYDE WHITSON, of the Whitson Brothers, has recovered from his recent illness. The quartet has been booked for the Hippodrome, Baltimore, Md., December 25, and the Earle, Washington, January 1. . . . PANSY THE HORSE has been signed with the Eddie Smith office, New York, to a management contract for three years. . . . TRYON SISTERS, now at the El Patio, Mexico City, Mexico, will sail for dates in Rio de Janeiro shortly. . . . MURTAUGH SISTERS are touring with *Hellsgoppin Jr.* unit. . . . BARR AND ESTES go to the Lyric, Indianapolis, December 27. . . . THREE RYANS open at Fay's Philadelphia, December 28. . . . LOUIS PRIMA opens on the Grand Times December 19. . . . CAB CALLOWAY walked out with \$8,300 on his deal at the Earle, Philadelphia. . . . KENNY BAKER may play the Paramount, New York, some time in January to fulfill his old contract there. . . . KITTY CARLISLE opens at the State-Lake, Chicago, January 13.

FOX, DETROIT, gets the *Streets of Paris* unit week of December 12 and, following a straight picture program pre-holiday week, will bring in the *Truth and Consequences* radio quiz game week of December 26. . . . CALGARY BROTHERS and Milt Britton's band will play the Barnes & Carruthers fair circuit next season, and Marion Bellet and the English Brothers have been signed to play George Hamid-booked fairs. Set by Herman Citron, New York.

THE WISSON BROTHERS, formerly with Benny Davis, go into the Roxy, New York, Thursday (12).

WILKEY AND DARE go into the Oriental, Chicago, week of December 13.

OLIVE FAYE, now at the Torch Club, New York, goes into the Palace, Cleveland, week of December 27, with Frank and Milt Britton's band.

MARIO AND FLORIA go into the Roxy, New York, week of December 16, with the film *One Night in the Tropics* (International). . . . GLENN CONDON, former Keith executive, is now publishing *Radio Topics*, a radio fan paper in Tulsa, Okla.

JOHNNY WOODS has just made LEO SALKIN, of the William Morris office, his Middle West representative. . . . RIVERSIDE THEATER, Milwaukee, gets POLACK BROS.' CIRCUS week of December 20.

THE LITTLEJOHNS will close at Columbus's December 18, after seven weeks. After two weeks at the 100 Club, Des Moines, they sail February 5 on the *Mariposa* for Australia, to play the *Tivoli* (See VAUDEVILLE NOTES on opp. page)



# Magic

By BILL SACHS

**JOHN BOOTH**, handsome Canadian conjuror who gave up magic as a profession more than a year ago to enter the ministry, cracked virtually every newspaper of importance in the country last week when he preached his first sermon, using magic to demonstrate his points at St. Paul's Congregational Church, Chicago. It was the most widespread newspaper coverage given a magician in many years. . . . **GLORIA JEROME**, that gorgeous magicienne from down Dallas way, is on the opening bill at the new Casino Royale, New Orleans. . . . **MCA** is canvassing its mailing list with an attractive folder heralding the arrival in this country from South America next February of Duon, mentalist. . . . **FLOR-ETTA AND BOYETTE** were the first to remember the column with a Christmas card, mailing their attractive piece November 24. . . . **MILBOURNE CHRISTOPHER**, Baltimore magick, at a dinner party in Washington the other night pulled a string of sausages from the coat of Supreme Court Justice Douglas. He is lamenting the fact that Felix Frankfurter wasn't among those present. . . . **MARQUIS THE MAGICIAN** is currently touring the Texas country, over some of the territory he made nine years ago with Rajah Rabold. . . . **LE PAUL** has replaced Roy Benson for the magic spot in the Wine, Women, and Song revue at Jack Lynch's Walton Roof, Philadelphia. . . . **FRANCIS A. DARLING** (Mantell), who retired as a professional in 1932, is now engaged in the sound and recording business in Detroit. . . . **AL DELAGE** and Company, after winding up a hold-over engagement at New Kenmore Hotel, Albany, N. Y., opened a two-weeker Monday (9) at Lotus Gardens, Washington. . . . **JOHNNY ECK**, after an under-canvas swing thru the Virginias and Carolinas, is at his headquarters in Battle Grove, Md., readying his equipment for a winter tour beginning the middle of January. He will concentrate on Florida, with Al Johnson handling publicity, and Sam Case looking after the canvas. . . . **GEORGE LOVETT** and Company, musical-mentalist duo, are current headliners at Cliff Bell's downtown Detroit nitery.

**BIRCH THE MAGICIAN** played his home town, McConnellsville, O., November 27, with the merchants of the town taking a full page in *The McConnellsville Herald* to welcome their popular landsman. Birch reports that the season to date has been most encouraging. . . . **RUSSELL SWANN** last week returned to the Club Commodore, Detroit, where he made his pro debut seven years ago. . . . **CHANDA THE MAGICIAN**, who reports pickin' his good on his present Southern tour, info's that he has added several new illusions, including one of his own creation which will require four assistants and special scenery, but which he promises will create no little furor. . . . **RAYMOND SHEETZ** is doing one-nighters thru Ohio for a Chicago agency, playing civic clubs, Parent-Teacher groups, and similar organizations. . . . **COUNT PHIL DREY**, ventriloquist, is in his 19th week at Hotel West, Sioux City, Ia., doubling as emcee. It's a record run for any type of act at that spot. . . . **JAMES J. DE VOLL**, Minneapolis mentalist and magic enthusiast, was pictured in eight columns across the bottom of the November 19 issue of *The Minneapolis Star-Journal*, demonstrating his new one-man levitation, which magicians who have witnessed it have declared to be a startling piece of magical apparatus. Advantages of the DeVoll levitation, according to reports, are (1) that it requires no assistant; (2) there is no appreciable amount of effort for the magician to keep the subject floating; and (3) it affords freedom of movement for the operator. Only objection from those who have seen it is that it is being marketed at too low a price, a fact that may lead to it reaching too many inexperienced hands. . . . **PROMK THE MAGICIAN** is playing schools and theaters thru New York State with a 10-people layout, featuring a string of heavy illusions. While playing Johns-

## Wilner Will Open Two N. Y. Houses

**NEW YORK, Dec. 7.**—Max Wilner, former operator of the Apollo and Irving Place theaters here, reports he will return to burlesque early in January, when he plans to reopen the Waldorf and Ambassador theaters with stock.

The Waldorf is a 1,000-seat house on West 50th Street, and the Ambassador is on West 49th Street, with seats for 1,200. Plans call for two shows a day.

## Tivoli, B'klyn, Gets Shows

**NEW YORK, Dec. 7.**—Tivoli, opposite City Hall in Brooklyn, will change from six to Follies shows, alternating with films. Morris Traub, operator, will start the change December 27. Allen Gilbert will produce. Gilbert will double between Republic here and the Brooklyn house. Fiesh shows will do the usual continuous four-a-day plus Saturday midniter. Rehearsals start on the 20th. Cast booker and ork leader still undecided.

## Rosenberg Bookings

**NEW YORK, Dec. 7.**—Placements by Phil Rosenberg include at the Republic here Stinky and Shorty, Saunders and DeHaven, Dolores Greene, Ramona and Jeannine, who opened December 1, and Marlene Miller and Romayne, tomorrow. At the Ettinge here Cissy Lee and Joan Mellor, who opened yesterday; Noel Carter, December 8, and Hank Henry, Bob Aida, Marian Wakefield, and Rose LaRose, December 20.

Pat Parea, Detroit, December 13, and St. Louis, 21. Marlene, Boston, 2; Newark 8; Pittsburgh, 15, and Troy, Philadelphia, 22. Julia Bryan, one-niters, 4; Boston, 9, and Bridgeport, 18. Zonia DuVal, Boston, 9. Rose LaRose, Palace, Buffalo, 13.

## Hirst Hotel in Trouble

**PHILADELPHIA, Dec. 7.**—State Liquor Control Board has upheld the suspension of the liquor license of the Zesse's Hotel, Inc., and Charles Hirsch, secretary-treasurer of the corporation.

Hotel is now operated as the Alan by Izzy Hirst.

The liquor license is suspended for 45 days. As usual, board has agreed to settle the suspension for \$450 fine.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

**ANNETTE CLIFF**, with a Hirst Circuit show, is a new-this-season stripper, singer, and dancer. Comes from Buffalo, N. Y., and replaced Elaine in the cast. . . . **JAYNE PILAT** was forced to leave her Hirst wheel show to be at the bedside of her mother, who passed away November 27 at the Sydenham Hospital.

**STAR, BROOKLYN**, Raymonds donated part of November 28, between third and fourth shows, to a benefit performance in behalf of a Brooklyn Legionnaire post. . . . **DOLORES WEEKS**, Charles (Tramp) McNally, and Harry Kane replaced Jean Carroll, Joe Freed, and Buddy Leonard at the Triboro December 6. . . . **GANINA**, an Allen Gilbert show girl at the Republic, is

burdened by a long family moniker, Alexandra Anatolievna Gak-Garinina Trumbull Galstein. Born in Shanghai of Russian parentage, she speaks Chinese and also a dialect English. . . . **LOU SIMON** is recovering from a lengthy illness in Convalescent Home, where he was removed from the Medical Center.

**MARIE CORD**, who returned to the Midwest Circuit at the Palace, Buffalo, after week of November 29 at the Galaxy, has been taking vocal lessons to strengthen her soprano. . . . **SAM COHN**, manager of the Hudson Union City, collected over \$200 for the Red Cross week of November 24. . . . **MURRAY PARKER**, comedy juggler, booked thru Arthur Fisher into the Republic week of December 1. His first time in Manhattan and in a Follies house. Has been playing niteries in the West. . . . **GLADYS FOX** has left the Triboro to spend Christmas with the family in Chicago. Then back for more extra attraction work. . . . **AUDREY CRAIG** was removed from Bellevue to Seton Hospital, much improved from a severe pneumonia attack. . . . **AL PHARE** replaced Lou Devine at the Ettinge December 6.

**BRENDA WILLIAMS**, brought out by producers Allen Gilbert and Howard Montgomery, left the show-girl ranks and the Triboro December 2 for a strip-tease principal's berth in a Midwest circuit show booked by Tommy Levene. . . . **JEAN MODE**, Irma Voegelé, Jeanne Chadwick, Bob Faye, and Ben Chasen, new principals at the Star, Brooklyn, November 29. . . . **MANYA DEL REY**, entirely recovered from a case of blood poisoning following her Triboro and Spanish theater engagements, is now at the Crawford House, Boston. . . . **DOLORES WEEKS** mourning her two-year-old show, who became too vicious to be retained as a pet. . . . **STELLA GARSO** was appointed chorus captain by producer Howard Montgomery at the Triboro in place of Thor Tone, who left to vacation over the

town, N. Y., recently. Pronk accidentally shot one of his assistants in the leg while performing the *Shooting Tars* a Women trick. The local papers splashed the story about their "home town marvel," but said she would recover.

holidays. . . . **BETTY DUVAL'S** daughter, Cheryl Spero, celebrated a second birthday November 24 at her home in Brooklyn. Among those invited were Alice Donaldson Bruhwell's Junior and auntie Zonia DuVal.

**VALERIE PARKS** has been advised by the Daughters of American Revolution she is eligible for membership and that there is no restriction on strip-teasers. . . . **PEANUTS BOHN** closed 13 weeks at the Star, Brooklyn, November 29 and opened December 6 on the Midwest Circuit. . . . **VERA DAL PIAZ** is back in the Hirst Circuit's front-line contingent after a brief layoff due to a sprained ankle sustained in getting off a train in Bridgeport, Conn., November 23. . . . **PAT PAREE** moved from the Star, Brooklyn, to Fay's, Philadelphia, for December 5 opening. Thence to the Lyric (vaudeville), Hartford, Conn. . . . **ELAYNE** returned to the Hirst Circuit December 8 in Baltimore, Md., after two weeks at the Ettinge. . . . **LELLEE SORRELL** is now in Detroit following a Casna, Boston, booking. . . . **KITTY KELLY**, sister of Margie, left the show-girl line at the Star, Brooklyn, last week to vacation over the holidays at her home in Houston, Tex.

### CHICAGO:

**MORAN AND WISER** are replacing Le Van and Bolles on the Midwest Circuit at Chicago. . . . **VALERIE PARKS** has recently nixed several offers that attempted to attract her from Milt Schuster. . . . **CLEO PHELPS**, once well-known in burly, whose former husband was Dicky Hyland, burlesque producer, is now residing in Boise, Idaho. . . . **MILDRED (PEACHES) STRANGE** is added attraction at the Roxy, Cleveland, opening Friday (13). . . . **VIRGINIA JONES** is billed as the drawing card at the Rialto, Chicago, this week. . . . **MARGARET GIBSON** and Marcia Griffin closed on the Midwest Circuit at Boston December 5. . . . **LESTER MACK** is closing on Howards' Hollywood Revue to visit his folks in Terre Haute, Ind. . . . **BOB EUGENE**, formerly in burlesque, postcards from Hawaii that he is having a grand vacation. . . . **EDNA THOMPSON** is closing on the Pinky Lee show in Toronto this week. . . . **CHARLEY COUNTRY** is remaining in stock at the Rialto here. . . . **N. S. BARGER'S** Mexican strip parade opened to nice business last week. Three other cities have made offers to attract the burly unit from Mexico City. The acts and dancers are cleaning up by doubling in the capital city's night clubs.

### FROM ALL AROUND:

**DEE RUBY**, after a spell with Minsky's Follies, opens this week at Mary Hubbard's Cafe, Berlin, N. J. . . . **FRED HURLEY** and Norma Phillips, vacationing from their Indian Lake retreat in Ohio, visited Fred's folks in Iola, Kan., last week and departed December 3 for Florida for several weeks before heading back to their Ritz club on the Ohio lake.

# Review "Madcap Maidens"

(HIRST)

(Reviewed at Troc, Philadelphia, Wednesday Evening, December 4)

This unit is a "quickie." It's a slap-together, mill-run presentation that doesn't do itself or its principals any good. Considering that it boasts the madcap team of Fred Binder and Jack Rosen, along with the veteran Billy "Scratch" Wallace's tramp characterization, much is expected. But it hardly ever comes to pass. The comics, especially Binder and Rosen, have a heck-of-a lot of fun for themselves. But the same can't be said for the audience.

Binder and Rosen resort to every undignified phase of slap-stick to milk a laugh. But they overdo it so much that it is no longer funny. Wallace's material dates back to the old Columbia wheel, and before that. As a result, there isn't a single comic sketch that turns up socks. Best of the lot is when the three combine as *The Hobbies*, itinerant street musicians, and with straight man Jimmy Francis rounding out a quartet, go barber-shop harmony for *Good-Bye, My Coney Island Maid*.

Billy Crooks, in addition to handling straight lines, provides the off-stage singing in pleasing tenor.

Line of a dozen prancers, plus four for strutting, host a many a looker. Girls above average on the hoofing and try to make each ensemble number count. Ballet numbers add up to nothing. Mixed ballroom team of Guido and Dreme, on for ballet bits, adds little. Duo is either still searching for its bearings or is breaking in new waltz and fox-trot routines.

Strippers three round out the unit. And there's no cinder in the eye-appeal of Bon Bonne, Pat Paige, and Noel Carter, two brunettes and the top-billed Miss Carter of Auburn tresses. All are of alinky s. a. proportions, all equal as well in giving the sly tease to the torso revelation.

Jack Montgomery takes production credits; Merrick Vallinote is the pit maestro. Business fair when caught.

Margie Hart is the next unit headliner. M. H. Orodensker.

## VAUDEVILLE NOTES

(Continued from opposite page)

Circuit. They expect to return in time to play fair's box season.

**MARTY COLLINS**, of Collins and Peterson, in opening this week at the Stork Club, Philadelphia, will mark the first time in the 16 years of that partnership that he has appeared without Peterson. It is just a temporary arrangement.

**ROSEMARY LANE** will open at the Michigan, Detroit, New Year's Eve. . . .

**THREE SAMUELS AND HARRIET HAYES** start Christmas Day at the Tower, Camden, N. J., and follow with the State, Hartford, Conn. Hattie Althoff set the deal. . . . **JUGGLING JEWELS** start the Brandt houses, New York, December 28. . . . **ANTHONY ALLEN**, AND HODGE have joined the Hollywood on the Loose unit, which starts at the State, Hartford, Conn., December 25.

**LARRY CLINTON** band is lined up for the Lyric, Indianapolis, December 20; Earle, Philadelphia, December 27, and the Brandt houses, starting January 16.

**STANLEY THEATER**, Chester, Pa., will get its second holiday bill when Johnny McGee starts there New Year's Eve for two days. McGee will spend Christmas in Hartford, Conn., doing five days at the State. . . . **MILLS BROTHERS**, current in the film, *Dove's Argentine Way*, start at the Paramount, New York, December 18.

## The New York City Home For All Show-Folk

# HOTEL CLARIDGE

BROADWAY AND 44TH STREET

In the Heart of Times Square

Phone: BR-yant 9-0345

### SPECIAL RATES TO THE PROFESSION

\$8 Single, \$10 Double, Without Bath.  
\$10.50 Single, \$12.50 Double, With Bath.

**CHORUS GIRLS, ATTENTION!**  
\$15.00 per Week for 3 in One Room

Shower — Bath — and Radio.  
Impossible to Beat These Prices.  
Largest Rooms in Greater New York.

## WANTED

### CHORUS GIRLS

Rehearsal every other week. Salary \$22.50. Specialties extra. Wire, write

### BETTY KEANE

Colonial, Wheeling, W. Va.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

## Glass Tent Shows Move to Quarters

OLDEN, Mo., Dec. 7.—H. A. Glass has stored his tent show equipment in the show's quarters here after being out since May 1 last, during which time the unit lost only six nights. Shows played the final 77 nights without losing a day, including Sundays. Glass reports a successful season and says that he and Mrs. Glass will make a trip thru the South soon.

The Famous Tent Theater, owned and operated by F. F. Glass, also pulled into quarters here recently. The show also is reported to have enjoyed a pleasant season.

## "SeaBee" Hayworth Is Made For Grouch Bag Holding 6C

GOLDSBORO, N. C., Dec. 7.—"SeaBee" Hayworth, whose unit is playing a circle of Wilby-Kincoy houses in North Carolina, reported to Goldsboro police Sunday night the theft of \$600 from the bathroom of a local hotel.

The money, a \$500-bill and a \$100-bill, had been kept by Hayworth in a grouch bag, which he had removed and hung on the door of the bathroom when he entered the room to shave. A few moments later, he reported, the money was missing. Two suspects are being held for questioning.

## Chet Morris Ends Tent Trek

DEARING, Ga., Dec. 7.—Chet Morris, presenting talking pictures, vaude, and magic under canvas, closed his tent season at Glenwood, Ga., November 23 after 38 weeks in Georgia with little opposition. Morris described it as his best season in several years. He expects to reopen February 1, weather permitting. Morris already has begun work on building and repainting and decorating trucks.

## Rep Ripples

GARDNER AND OLIVER have closed a six-week engagement with the "SeaBee" Hayworth circle in North Carolina and are headed for Florida to fill hotel dates. . . . BOLDUC'S SHOW, presenting vaude, pictures and mystery sketches, is reported enjoying a healthy play in Eastern Quebec. . . . FREL'S FUN SHOW, according to reports reaching the desk, is playing to good returns in the small towns thru Eastern Oregon. . . . EDWARD E. GRAY, former lecturer and picture theater owner in Alaska, has a vaudeville show operating in the Harrisburg section of Pennsylvania. . . . A. J. (TONY) AHEARNE, former rep and carnival agent, is contacting Southern Vermont societies with the religious play, *The King Still Reigns*, for a Boston concern. . . . LOWERY'S SHOW is reported playing halls in Western Oklahoma to favorable returns, despite adverse weather conditions. Show has added a picture outfit and will keep going thru the holidays, moving into Eastern California early in the new year. . . . "SEABEE" HAYWORTH writes that he's still enjoying unusually good business on his North Carolina look. He has just added a 1940 Packard sedan to aid in transporting his unit. . . . GENE MATHIS, dancer, joins the "SeaBee" Hayworth North Carolina circle December 21. . . . BUDDY CANNON, the past summer with the "SeaBee" Hayworth unit on the Hal Stone tent in Iowa, is now Private Edwin N. Cunningham (his right name), Regimental Band, 176th P. A., Pennsylvania National Guards, which entrains January 3 for a year's active service at Fort Meade, Md. Buddy will be leading man—leading with a drum.

BUSH AND TRIXIE BURRICHTER are in Kansas City, Mo., after closing with Denny's Comedians in Colorado. They are planning on spending the holidays with the home folks. . . . JAY WALL, now on the staff of a Pennsylvania newspaper, posts that he has quit the tent show field for good.

## SHOW BOAT

Partner wanted to help operate. Would lease or sell. New good deal.

HOUSTON

15 E. Fourth St. Cincinnati, Ohio.

## Readers Applaud Nealand Article; Recall Many More Old-Time Shows

Grinnell, Ia.

Editors The Billboard:

I have read the article on repertoire companies of earlier days by Walter D. Nealand in your Christmas Special and found it an interesting summary of the subject and quite authentic in most respects.

As a youth I ran props, acted as call boy, and took tickets at the Old Preston Opera House here met many of the old-time rep people. I personally knew the Spooners—"Spurge" and P. Ed Spooner and his daughter, known as Little Allie Spooner, who was always a feature on the Spooner Dramatic Company.

Edna May and Cecil Spooner were with "Spurge" Spooner, as was Edwin Tanner, who later had a company of his own out in the '90s. I think Isaac Payton over-reached himself when he told Mr. Nealand he was the originator of 10, 20, and 30-cent repertoire shows. To the best of my knowledge none of the Payton shows came into being until after the Spooners had been around several years. Corse Payton, Center Payton, the Payton Sisters, and Ota Payton came on in the '30s, I believe, but in the '80s there were the Maude Banks and May Bertone companies, which were ahead of the Spooners. Mattie Vickers' Company was also ahead of them. Personally, I believe May Bertone started the 10, 20 and 30-cent rep show, but I may be wrong.

Here are a few shows I recall from memory which Mr. Nealand did not mention and which were favorites in the Midwest: Jack Powler, Frank E. Long, LeGrande Sisters, the Crowe Sisters (starring Orpha Crowe), Noble Brothers and Jolly Della Pringle, Madison Square Theater Company, Irving French, and Earl and Bessie Craddock, which had with it Hal Kosch in character parts. Many of these companies originated in Iowa, among them Chase & Wells and later Chase-Lister, and I believe they were the first tent rep show to take to the

road. Dunn & Boone Company, of Newton, Ia., started what was said to have been the largest tent rep show ever to take to the road but folded soon. Phil and Bessie Maher had a large and excellent company, but made only one trip thru the Midwest West in 1900 or 1901.

J. LOU SAMPSON.

Casey, Ill.

Editors The Billboard:

Enjoyed the Christmas issue very much and also Walter D. Nealand's article. However, a very important repertoire manager's name was omitted. In speaking of the Winnigers, no mention was made of the man who was most successful of all—Frank Winniger. He's the man with the biggest box-office draw in their territory—the man who made the money. Frank had a chance to try Broadway himself, but when the Shuberts quoted salary, he said "No, I'll stay in my territory. I can make much more than that. At one time he was credited with nearly a million." He died far from poor.

Another show not mentioned and one of the most successful of present-day rep shows is that of Neil and Caroline Schaffner. This is one of the few big money-making shows today, operated in modern style and with equipment to be proud of. Of course, their popular radio program helps them tremendously.

L. VERNE SLOUT.

Muskegon, Mich.

Editors The Billboard:

I have just finished reading Walter D. Nealand's article on 10-20-30 shows, and cannot remember when I got a greater kick out of anything. When I was a boy, I lived a few blocks from the old Lee Avenue Theater where the Corse Payton Stock Company played for years, and Payton and his wife, Etta Reed, were the most talked-about and popular persons in that section of Brooklyn.

Etta Reed had the first automobile that I can remember, it was a single-

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### Passo's San Fran Debut Okeh; 10 and 1 Now Going

SAN FRANCISCO, Dec. 7.—Ray Passo's Debyshow, after a two-week run in Las Vegas, Nev., opened in the National Hall here Thursday (28) to a good turnout. W. D. (BILL) Askew is associated with Passo, and the house is sealed at 38 and 39 cents. Station KSNB carries three daily broadcasts.

Contestants at this writing are Joe Rock and Margie Sheets, Johnnie Russo and Penny Anderson, Hughie Hendrixson and Buttons Slaven, Joe Nalty and Cloris Wears, Porky Jacobs and Connie Colleen, Mickey Britton and Vina Walter, Smitty Innman and Rosita Romare, Mickey and Eileen Thayer Jr., Harry and Hilda De-Corraldo, Lloyd Haekler and Val Rogers, Johnnie Billie is solo.

Danny Bramer, Mickey Thayer Sr., and Jimmy Gable are emcees, Ernie Bernard is floor judge.

### 35 Teams and 6 Solos Still Going in Coliseum Longie

CHICAGO, Dec. 7.—The Coliseum Walkathon, which teed off in a big way Friday (29) when 45 couples answered the starting gun, is down to 35 teams and six solos at this writing. Contest is under the managerial guidance of Sid Cohen. Phil Murphy, Chuck Payne, and Cliff Real are emcees, augmented by Miss Wacky Wayne.

Wells Sloniger and Jimmy Farrell are judges, assisted by Whitley Helm and Chuck Lombardo, trainers. Two dynamic sprouts of 10 minutes are being presented nightly. Artie Stark's band handles the musical chores, and dolings are aired over Station WIND.

Contestants still going are Jr. Jack Kelly and Tomia Krause, Phil Arnold and Jo Jo Sperach, Eddie Leonard and Harriet Blurton, Billy and Ruthe Willis, Bozo Gliardi and Ruth Roth, Jack and Joan Duval, Johnny Devitt and Doris Neubert, Pete Carlio and Patsy Paterson,

Jimmy Barrie and Helen Clark, Earl Harrington and Ellen Hobson, Benny Mack and Betty Bussart, Don and Tillie Donelson, Shackles Horrell and Hazel Dietrich, Phil Rainey and Edwina Trahan, George Bernstein and Leona Barton, Al Schilling and Sonia Stowe, Russell Hodges and Phillis Citra, Johnny Hughes and Viola Comerford, Jim O'Malley and Dot La Rocco, Eddie Blessing and Ginger Jason, Jimmy Griffin and Darlene Carothers, Jimmy Richards and Jean Prokop, Paul Arnot and Bernice Dukes, Rockie Rhoades and Audrie Bernhagen, Mickey Carlos and Sally Smith, Buddy and Doris Jefferies, Ralph Kiefert and Anne Schley, Eddie Snak and Annette Lee, Red Munro and Floy Morin, Jack O'Meara and Penny Merkle, Jack (Dead Pan) Kelly and Pat Kelly, Bill Forte and Jenny Busch, Johnny Reid and Betty Forte, Red Keeling and Alice Sims, and Jack (Stinky) Stanley and Babe Perry, Frank Rovella, Al Smith, Fred Lawrence, Carl McCormick, Paul Freedman, and Luke Gallagher, are solos.

### Morton Grove Winds Up; McBrides in First Place

MORTON GROVE, ILL., Dec. 7.—With six teams and one solo still on the floor of the walkie here last Sunday night, drastic rules were put into effect to bring out a winner, and Eddie and Toni McBride hung on long enough to nose out Jack Stanley and Babe Perry for top honors.

Contest ran a month, and was sponsored by American Legion Post No. 134.

Eddie Begley, Eddie Leonard, Wiggles Royce, Jimmy Hoffman, and Jack (Dead Pan) Kelly emceed the contest, and New Williams and his orchestra furnished the music.

LORRAINE BERTONCINI info that Lee Sullivan and Marge Clarke, of St. Louis took the vows November 22 at the Morton Grove, Ill., contest.

sented affair, with the seat perched high above the ground. I remember Miss Reed driving down Bedford Avenue about 15 miles an hour, with as many kids as she could get on it, and the rest of us running along side. Miss Reed also organized a boys' club.

Corse Payton's famous curtain speeches were alone worth the price of admission. He had a trick of taking off his hat with one hand and passing it to the other hand then back to his head. At times he would let it drop and then catch it before it touched the floor, all the time telling of next week's bill. This would cause much laughter and admiration from the ladies.

Years later I was a stage manager for a vaudeville theater in Brooklyn, and one day Payton walked in to see an old-timer who was on the bill. I knew him the moment he walked thru the stage door. I stuck out my hand and said, "Hello, Corse." We shook hands. I had forgotten that I knew him only from a gallery seat. We soon became better acquainted, and he used to come back-stage and visit with me about twice a week. This was just a year before Corse Payton passed on to the greatest opera house of them all.

PHILIP ROSSITER.

## Byron Gosh Plans Larger Canvas Opry

LENOIR, N. C., Dec. 7.—Byron Gosh, who has toured the By Gosh Tent Show the last several years, is reported launching a larger canvas opry next spring to play his established territory.

He has made inquiry on the Gema Austin Tent Show equipment, now in storage in Newport News, Va., and has been quoted a price of \$4,800 for the Austin stuff.

Gosh, now playing North Carolina theaters with his country store give-away feature, recently concluded a 12-week engagement at the Avon Theater here.

## Klassen Closing for Holidays; Reopens in South in January

CASSVILLE, Mo., Dec. 7.—Allen Klassen, well-known repster, now showing these parts with his school show, *March of Crime*, will close for the holidays next week, reopening in the South after New Year's. Ken and Ruby Lang, formerly with the Justus-Romain Show and now with Klassen, will spend Christmas with home folks in Wisconsin.

At Miami, Okla., two weeks ago, Klassen enjoyed a visit with Emile Conley, who motored over from Pittsburg, Kan., where he is now residing. Last Sunday in Rogers, Ark., Klassen enjoyed a visit with Dick Lauderbach, who recently closed with the Jack Hart Show. At Gentry, Ark., recently, Klassen bumped into Billy Ream, veteran repster, who was showing there with his med opry. With Ream were Tim O'Day and Irene Harris, who said they were jumping into Corbin, Ky.

## OPENING COLUMBUS, O.

SOON

First Show in 5 Years

CONTESTANTS, EMCEES WANTED  
Talented Flash Teams, Plenty of Sponsors and Cash Prizes.

WANT TO HEAR FROM RAJAH BERGMAN, LENNY PAICE, HAL BROWN

All Concessions Open to Reliable Parties

HELP IN ALL DEPTS. WANTED

Write or Wire

ARCHER ENTERPRISES

JOE ARCHER, Managing Director  
P. O. Box 5454, CHICAGO, ILL.

## 2nd Announcement DERBY SHOW

OPENING DECEMBER 27

Beautiful location Beach Ballroom Duke Hall, MO—Forest Bailey, Judge.

All Teams—Airmail only.

LOU STUTZ, Wm. Penn Hotel

SAN DIEGO, CALIF.

Watch The Billboard Next Week STUTZ AND BRUNE

# Roadshowmen Can Boost Takes By Showing Timely Programs

### Operators urged to tie in movie publicity with news stories—defense program offers opportunity to cash in on films with army plots

NEW YORK, Dec. 7.—That roadshowmen can increase bookings by selecting films that are timely was revealed by Harry Post, of Post Pictures Corporation. He pointed out that advertising from this angle can be made more attractive and that people are drawn to spots showing movies that have some connection with a similar incident in headlines. Post has been associated with the movie industry operators are offered an excellent opportunity that it will mean increased profits," Post said.

"While the accent is on Christmas films at this time, there are other angles, such as national defense, sports, and similar broad classifications that offer a chance to tie in the publicity with events. There are also pictures with plots so general that everyday happenings naturally work in with them."

Citing an example of this "general plot" idea, Post said a film such as *Great Guy*, with James Cagney, fits well into crusades against crime. Since this country wages a fight on vice every day in the year, the film may be exploited on this basis. The picture may also be used for student groups studying city government, which fact adds educational value to its entertainment feature.

#### Spy Films Popular

*Navy Spy*, said Post, is a film that fits well with the headlines. This film features Conrad Nagel and Eleanor Hunt. Story is built around a G man, played by Nagel, who rescues a naval officer from a gang of international spies and crooks. Since this story is one of action on both land and sea, it appeals to audiences who are well aware of probes being conducted against subversive groups. Another film for showing with similar connection with today's news stories is *Held for Ransom*, a six-reel film in which Blanche Mahaffey, Jack Mulhall, and Kenneth Harlan appear. Plot involves a young G woman who, under orders from the secret service, is assigned to the job of trailing a band of kidnapers. This film may also be shown in connection with "crime doesn't pay" programs.

Since the public is army-conscious, *23½ Hours Leave* is a film that is being shown widely. Plot involves a rookie in a training camp. James Ellison and Terry Walker are in the leading roles. Another film that is said to be going strong is *We're in the Legion Now*. This film, with Reginald Denny, Esther Ralston, Eleanor Hunt, Vince Barnett, and Claudia Dell, has its plot built around two American gangsters who are trying to reform. Their pals resent this so vigorously that the Americans have to join the Foreign Legion to escape them. Once in the Legion they find that it is not all fun. Progressive operators are said to have worked out suitable defense angles for advertising the film and, because of this, have increased their takes.

#### Sports Films Up Takes

In the sports field, Post said, are skating, ice skating, and ice hockey for winter months, salt and fresh water fishing, baseball, and similar subjects for summer shows.

When asked how roadshowmen could find timely films, Post advised operators to study catalogs and other information sent out by rental libraries. Pictures are carefully named to give an idea as to the plot, making it easy to map a schedule. He said that operators could get effective exploitation material by studying the plots or by having a special screening of the film. The screening would also give those roadshowmen who make blow-ups a better idea as to what scenes could be featured in lobby displays to tie in with the other publicity.

**EXTRA! EXTRA!**  
**1000 16MM. SOUND FILMS**

Special Low Rates for Renters in Pennsylvania, New York, New Jersey, Connecticut, Massachusetts

**WE ALSO RENT PROJECTORS**

Write or Wire Today

**ARROW FILM SERVICE**

1600 Broadway, New York, N. Y.

### New and Recent Releases

(Running Times Are Approximate)

**LOBSTER HARVEST**, released by Walter O. Gutlohn. Color movie of the lobster industry in Maine. Photographed by Stan Barnett. Story by Marvin Wilbur; narration, Irving Deakin. Special music under the direction of Antoni P. Lavrovsky. Running time, 15 minutes.

**WALTZ OF THE FLOWERS**, released by Walter O. Gutlohn. First of the music appreciation series photographed in color by Stan Barnett. Running time, eight minutes.

**JEFFERSON AND MONROE**, released by Walter O. Gutlohn. First of the Famous Americans series, also photographed in color by Stan Barnett. Running time, eight minutes.

### Cutting It Short

By THE ROADSHOWMAN

Walter J. Clarke Jr. reports good business with travelogs and other movies in Maine. His shows are under the sponsorship of organizations. Plans are under way to operate on a larger scale.

Herbert Fiske, Brooklyn roadshowman, is mailing Christmas cards to his movie customers. Fiske is looking forward to a big year with religious films.

Harold Schmitz has been busy putting on shows in schools, libraries, churches, and community halls near Rensselaer, Ind., under the sponsorship of the Jasper County Farm Bureau Co-Operative Association. A 60-by-48-inch screen is used and throw is about 50 feet.

### ICE FOLLIES PULL

(Continued from page 3)

earning a regular contract skaters' minimum jumps to \$75. Contracts guarantee 46 weeks' employment. Highest salary paid is \$1,000 for one of the teams. Other principals are in the \$100 to \$500 bracket. Since the show's start \$1,750,000 has been paid in skaters' salaries.

Oscar Johnson and Eddie and Roy Shipstad own and still star in the show, rendering incomparable performances. Eleven other skaters date back to the first cast, which had only 20 people. The line-up includes Neena Anderson, Heinie Brock, Bess Ehrhardt, Julie Pinkleson, Marie and Verna Nelson, Paper and Zwack, Naome Wold, Phyllis Rebholz, and Valerie Fink. Ray Heim, stage manager, and Ernie Kratzinger, musical director, started with Shipstad and Johnson in 1936.

Following New York date, show moves on to Hershey (Pa.), Pittsburgh, Philadelphia, Boston, Providence, Ottawa, Montreal, New Haven, Springfield (Mass.), and Buffalo.

### BOSTON BLUE LAWS

(Continued from page 3)

In each municipality having the final say as to whether entertainment would be permitted within the boundaries of their community on Sabbath. If it was presented it would be done under the jurisdiction of the department of public safety. What entertainment has to do with public safety is still a topic of discussion.

In listing acts that could not work, officials included acrobats, jugglers, and dancers. Animal acts, bike acts, and many others were not mentioned. In the early '30s a conference between theater managers and the department of public safety resulted in a removal of

the ban from acrobatic acts and jugglers provided they wore regular clothes or gym costumes. Taps or clog dances were still out.

It was from this situation that enterprising showmen gradually found a way to present Sunday entertainment despite the ban. A production number becomes a parade or a walk. The caller in the line do walk a few steps, but for the most part it is the same routine used daily, called a walk to appease John Law. Dancers do a few flips, wear gym clothes, and become an acrobatic act. There being no limit to what can be done, it can probably be safely assumed that if a tap dancer came on the floor with a dog on a leash he would qualify as an animal act and be able to work Sundays. The law does work serious hardships, however, on the tapper who doesn't want to go as far as that. He is barred from working thru a quirk in an outmoded law.

### ORCHESTRA ROUTES

(Continued from page 14)

- Rodrigo, Neno: (Treasure Island) NYC, no.
- Ross, Edgy: (Schroeder) Milwaukee, h.
- Robb, Karl: (Hilstron Village) Boston, h.
- Romano: (Cafe Bruno) NYC, no.
- Rose, Frankie: (Nick's Club) Trenton, N.J., no.
- Roth, Eddie: (Alabama) Chi., no.
- Rowley, Art: (Fairmont) San Francisco, h.
- Ruhl, Warner: (Olme's) Hancock, Mich., re.
- Sachs, Coleman: (Pickwick Club) Birmingham, Ala.
- Samboris, Juanito: (Havana-Madrid) NYC, no.
- Saunders, Red: (Club Delia) Chi., no.
- Saunders, Hal: (St. Regis) NYC, h.
- Saunders, Charles: (Club Frelco) Albany, N. Y., no.
- Scherban, George: (The Yaw) Chi., re.
- Schroeder, Gene: (The Pirates Den) NYC, no.
- Seck, Raymond: (Blackhawk) Chi., no.
- Seitz, Walt: (Club Charles) Baltimore 10-16, no.
- Senne, Henry: (Lowry) St. Paul, h.
- Shand, Terry: (New Remore) Albany, N.Y., h.
- Shel, Noble: (Diamond Horseshoe) NYC, no.
- Shpard, Lee: (Forest Park Casino) Toledo, O., re.
- Shurr, Jack: (Roosevelt) New Orleans, h.
- Shy, Paul: (Evergreen Casino) Phila., re.
- Simpson, Hayden: (New Louvre) Salt Lake City, no.
- Siry, Larry: (Ambassador) NYC, h.
- Six, Noble: (Diamond Horseshoe) NYC, no.
- Small, Wilson: (Hillside Tavern) Albany, N. Y., re.
- Smith, Joe: (La Rue) NYC, no.
- Smith, Earl: (Windsor Castle) Reading, Pa., no.
- Smith Bros.: (Hickory Inn) Albany, N. Y., no.
- Spitalny, Maurice: (Mission Inn) LaPorte, Pa., no.
- Sprak, Charlie: (Glen Island Casino) New Rochelle, N. Y., re.
- Spur, Paul: (New Willard) Toledo, h.
- Stolt, Roger: (London Chop House) Detroit, h.
- Sterling, Frank: (Bill Bailey's) Atlantic City, no.
- Strong, Benny: (Faus) Rockford, Ill., h.
- Strom, Don: (Murray Inn) Haddonfield, N. J., re.
- Stratzer, Ted: (Monte Carlo) NYC, no.
- Sleek, Gus: (The Brook) Summit, N. J., re.
- Stick, Jimmy: (Beachcomber) Albany, N. Y., no.
- Stephenson, Charles: (Pine Inn) Albany, N. Y., re.
- Steele, Dan: & Dukes & the Decheer: (Villa Moderne) Chi., no.
- Stevens, Harold: (Golden Pheasant Club) Hancock, Mich., no.
- Strofer, Walter: (Bardere) Baltimore, h.
- Stor, Lex: (Graemere) Chi., h.
- Strickland, Don: (Radisson) Minneapolis, h.
- Sullivan, Mickey: (Lido) Worcester, Mass., re.
- Sturges, Joe: (Hotel) NYC, no.
- Sylvia, Myrtle: (Leon & Eddie's) NYC, no.
- Sylvie, Don: (Bertolotti's) NYC, no.

- Tan, Jimmie: (Kaufman's) Buffalo, no.
- Taylor, Russ: (Wagon Wheel) Pleasantville, N. J., no.
- Teagarden, Jack: (Arcadia) NYC, h.
- Terry, Frank: (McVana's) Buffalo, re.
- Thal, Person: (La Salle) Chi., h.
- Thomas, Wik: (Nash Amabile) Tex., no.
- Thomas, Joe: (Royal) Wilmington, Del., h.
- Thompson, Lang: (Arango) Chi., h.
- Thornhill, Claude: (Mark Hopkins) San Francisco, h.
- Tison, Paul: (Commodore) NYC, h.
- Tovaro, Pedro: (Henry) Pittsburgh, h.
- Towne, Jack: (El Morocco) NYC, no.
- Truce, Al: (Truce) Chi., re.
- Trini, Anthony: (Greenwich Village Inn) NYC, no.
- Troxel, Buck: (St. James) Reading, Pa., h.

- Unek, Dave: (Alabama) Chi., no.
- Valero Sisters: (Monte Carlo) NYC, no.
- Varel, Wilbur: (President) Atlantic City, h.
- Varral, Tommy: (Club Ball) Brooklyn, no.
- Vera, Joe: (Congress) Chi., h.
- Verses, Danny: (College Inn) Phila., no.
- Verson, Eddie: (St. Moritz) NYC, h.
- Viera, Pete: (Coca Loma) Flint, Mich., no.
- Vierra, Al: (Granoble) Chi., re.
- Vinn, Al: (Sportsman's Inn) Galveston, Tex., no.

- Wald, Jerry: (Child's Spanish Gardens) NYC, re.
- Wald, Jean: (Fort Hayes) Columbus, O., h.
- Wall, Jimmie: (Hill Corner) Phila., re.
- Walker, Paul: (Sherman) Chi., h.
- Walters, Lee: (Blue Lantern) Detroit, no.
- Warren, Stryker: (VFW) Logansport, Ind., h.
- Watson, L.: (Gay) NYC, re.
- Weber, Jack: (Lobby Club Era) Chi., no.
- Weeks, Benny: (Mayfair) Boston, re.
- Weems, Ted: (Lyric) Indianapolis, h.
- Welf, Lawrence: (Hiro) (Treasury) Milwaukee, re.
- Wells: (Modestine Ballroom) Clinton, Ia., re.
- Wells: (Hub Ballroom) Edselville, Ill., re.
- Wend, Madeline: (Madame) Ill., re.
- Williams, Chick: (Gay '90s Cafe) Phila., no.

46th YEAR

# The Billboard

Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World  
Member Audit Bureau of Circulation  
Published Every Week  
By The Billboard Publishing Co.  
E. W. EVANS, President, Treasurer & General Manager.  
R. S. LITTLEFORD JR., Vice-President.  
W. D. LITTLEFORD, Secretary.  
A. G. HARTMAN, Editor.  
Outdoor Dept., 25 Opera Place, Cincinnati, O.  
E. E. SUGARMAN, Editor.  
Indoor Dept., 1604 Broadway, New York, N. Y.  
Main Office and Printing Works: The Billboard Building, 25-27 Opera Place, Cincinnati, O.  
Phone, Main 5306. Cable Address, "Billboy," Cincinnati, O.

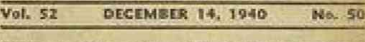
BRANCH OFFICES: NEW YORK—69, Floor Palace Theater Bldg.; 104 Broadway, Phone, MEdison 3-1616, 3-1617, 3-1618. CHICAGO—4th Story, Woodlawn Bldg.; Randolph and Dearborn Streets, Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets, Phone, Chestnut 0442. PHILADELPHIA—R. H. Patrick, 2222 Locust, Room 1001, Union City, Pa., Phone, Madison 6295. LONDON—Edward Grove, care of "The World" Bar, Crosswell House, Folkestone, Kent, London, W. C. L. England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 134 Pitt Street, PARIS—R. M. Chambers, care American Express Co., 11 Rue de la Paix.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries, upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Five Cents per Page Line, Whole Page, \$35.00; Half Page, \$17.50; Quarter Page, \$9.75. No display advertisement meaning less than 10 lines accepted. Last advertising from goes to press noon Monday.

No telegraphed advertisements accepted unless remittance is enclosed or so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 52 DECEMBER 14, 1940 No. 50

- Williams, Clem: (Spread-Eagle Inn) Stratford, Pa., no.
- Williams, Grif: (Stevens) Chi., h.
- Wills, Gander: (Auntie) NYC, h.
- Wills, Forrest: (Gerald Inn) Albany, N. Y., re.
- Wilson, Teddy: (Cafe Society) Utica, NYC, no.
- Wilson, Dick: (Midi Paris) NYC, no.
- Winton, Harry: (Rainbow Grill) NYC, no.
- Woods, Howard: (Tantilla Gardens) Richmond, Va., h.
- Woodward, Chick: (The Camp) Trenton, N. J., no.
- Wright, Charlie: (Club Cuba) NYC, no.

### YOUR PRICE \$289

**Big Buy 16mm**  
HEAVY DUTY PROJECTORS HEAVY DUTY

14 MONTHS TO PAY  
BRAND NEW LATEST MODEL  
1000 WATT LAMP—30 WATT AMP. WITH  
2-12" HEAVY DUTY SPEAKERS  
Reg. List Price \$380

**YOUR PRICE \$289** NO FIN. CHARGE

14 MONTHS TO PAY

Write for Details  
BOX D-9, The Billboard, Cincinnati, Ohio

**16MM. SOUND FILMS**

- LOWER RATES
- BIG CHOICE
- QUICK SERVICE

Catalogue and Rates on Request  
**ARROW FILM SERVICE**  
1600 Broadway, New York, N. Y.

### RELIGIOUS FEATURES

16MM. SOUND 35MM.  
This is the Kingdom. Passion Play. Beecher Francis, Christmas. The Life of Christ.  
OTTO MARRACH, 630 Ninth Ave., N. Y. City

### THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.  
Conducted by KEVIN BRENNAN  
198 City Tattersall's Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

# The Final Curtain

**ALLEN**—Mrs. Alice, 76, mother of Eddie Allen, former circus clown and recently a member of the troupe of Lynch's Daredevil riders at the Goodrich show at the New York World's Fair, recently in Bridgeport, Conn., after a brief illness.

**BARRY**—Mrs. Angela, mother of Jack Barry, agent, November 30 in Wilkes-Barre, Pa., of a heart ailment.

**BEATTY**—Guy, 64, pianist with med shows, recently in San Francisco. Beatty had been with the Brown Beaver and the F. T. Collins Bonner Bros.' Shows. Burial in Presedia, San Francisco.

**BEIERMEISTER**—Fritz Sr., singer and director, of Troy, N. Y., recently in Troy City Hospital. Beiermeister had served as conductor and director of musical events at the Rensselaer Polytechnic Institute Glee Club, the Troy Mannerchor, and the Mendelssohn Club of Albany. Survived by his widow, the former Margaret Parr, of Albany; his mother, a son, and a brother. Services in St. Paul's Episcopal Church, Troy.

**BIXBY**—Joel H., director of the Oklahoma Free State Fair, Muskogee, and newspaper publisher of Muskogee, in that city December 1.

**BRASE**—Col. Fritz, for many years director of the Irish Army School of Music and once the favorite bandmaster of Kaiser Wilhelm II, in Dublin, Ire, December 1.

**CAROTHERS**—Frank M., 62, clarinetist with the Uniontown, Pa., Masonic Band and Rutter's Band for many years, in a Uniontown hospital December 3. Carothers also had toured several seasons with Buffalo Bill's Wild West Show. He was a graduate of Dana's Musical Institute, of Warsaw, O., and a member of the musicians' union. Survived by a brother, Charles, of Buffalo. Services in Uniontown December 8, with interment in Oak Grove Cemetery there.

**COOK**—Charles, member of the Pacific Coast Showmen's Association, Los Angeles, recently. Services by the PCSA and burial in Showmen's Rest, Evergreen Cemetery, Los Angeles.

**CUTHBERT**—Mrs. Alison Ross, 76, mother of Margaret Cuthbert, program director for the National Broadcasting Company, November 28 in New York after a brief illness.

**DUVALL**—Mother of Harry C. Duvall, of James E. Strates Shows, September 14. Burial in Brockville, Ont., Can., September 17.

**EARNSHAW**—Ralph Allan, 63, former circus strong man and prize fighter, November 22 in Pyu, Burma, after a long illness. Born in Illinois, Earnshaw went to Burma in 1897 as a big-game hunter employed by the Burmese Government. At the time of his death he was engaged in the teak business there. Survived by his widow, Marion, of Springfield, Mass.; two sons, a brother, and a sister.

**FOSTER**—Frank Brisbin, 66, big game hunter and official with the Philadelphia Zoo, suddenly November 26 at his home in Phoenixville, Pa. Foster presented the zoo with many animals and also

maintained a large private zoo on his Phoenixville farm. He leaves his wife, Ellen; four sons, and two daughters.

**GORDON**—C. Henry, 57, noted for his portrayal of villain roles in the films, in Hollywood Hospital December 3 of the effects of a leg amputation necessitated because of a blood clot. In his early years Gordon appeared in stock, and after a turn on the Orpheum Circuit in a vaudeville skit with Florence Reed and Edwin Burke appeared on Broadway in *Mismates* and *The Shanghai Gesture* with Florence Reed. Gordon's screen career began in 1911, and his recent pictures include *Kid in Darkness* and *Return of the Cisco Kid*. His last role was in *Kit Carson*. He leaves his wife.

**HAAS**—Mrs. Margaret V., 67, wife of William A. (Uncle Bill) Haas, former advance man, theater manager, and booker, at her home in Pasadena, Calif., November 22 after an operation following a long illness. The couple traveled extensively and were ahead of two of Waite's Comedy companies from 1894 to 1900. Deceased was well known among repertoire folks of her time. Survived by her husband; two daughters, Mrs. Vera Richard, Balboa Islands, and Mrs. Wanda Olson, Altadena, Calif.

**HEDGES**—Mrs. Henrietta, 70, mother of Boss Coughlin, night club singer, at her home in Fort Worth, Tex., November 25 after an illness of eight months. She also leaves a son. Services in Fort Worth November 26, with burial in Greenwood Cemetery there.

**HELTMAN**—John H., 78, father of Fred D. Heltman, Cleveland music publisher the past 33 years, December 6 in a Cleveland hospital. Interment in Ashland, O.

**HOCHMAN**—Israel, 60, violinist, December 3 in New York when hit by a truck while crossing the street.

**KARN**—Dr. Frederick James, 78, principal of the London College of Music, recently in Cranleigh, Surrey, England. Beginning in 1879, he held various positions as organist and musical conductor in London and the provinces. With G. Augustus Holmes he published *Piano/orte Classics*. He married Laura Caddell in 1885, and six children were born to them.

**KELLAR**—Arthur J., press agent and husband of Nellie Revell, radio commentator, December 3 in Memorial Hospital, Newton, N. J. Kellar handled publicity for productions of the Shuberts, Arthur Hopkins, George Broadhurst, and Charles Dillingham. At one time he was press agent for Fred Stone, Edna Best, and Herbert Marshall. Besides his wife, he leaves his mother and a sister.

**KUBELIK**—Jan, 60, Czech violinist and composer, in Prague December 5. Kubelik won acclaim upon graduation from his musical studies at the age of 18 and toured five continents. In 1899 he went to Budapest, where his reception led to the arrangement of his first European tour. He played in London for the first time in 1900, and the following year debuted in New York. He married the Countess Marianne Csaks, daughter of the ex-president of the Hungarian Senate. Their seven children all devoted themselves to music or other forms of art, a daughter, Anita, being a well-known violinist. A son, Rafael, made a reputation in Europe as a composer and orchestra conductor.

**LAMONT**—Jack (John W. Reynolds), 70, veteran circus man, November 22 in Jersey City Medical Center, Jersey City, N. J., of cardiac asthma. He leaves his wife and brother, Eddie Reynolds, former showman.

**MacPHERSON**—Mrs. Grace, wife of Robert MacPherson, animal trainer, in Bub Hospital, Sharon, Pa., November 17. She and her husband had been with the old Bostock & Ferrari Shows and more recently with the Rubin & Cherry Shows and Johnny J. Jones Exposition. Survived by her husband and a daughter, Mrs. Grace Sagenich. Burial November 19 in Heywood Cemetery, West Middlesex, Pa.

**MARTIN**—John Baptist, 74, orchestra leader for nearly half a century, suddenly December 2 at Battle Creek, Mich., just one day after his formal retirement after 41 years as conductor of the Battle Creek Symphony Orchestra, which he founded. He was one of seven brothers who

achieved musical fame. Martin conducted music studios in Battle Creek and taught at the summer school at Chautauque, N. Y., for five seasons. At one time he conducted the orchestra at the Temple Theater, Detroit. Three daughters survive. Interment at Battle Creek.

**MATTESON**—J. C. (Matty), veteran paper man, who has worked in the South for 30 years, in a Dallas hospital December 5.

**PEACOCK**—Allen E., 67, former secretary of the Walworth County Fair Association for four years and former mayor of Lake Geneva, Wis., December 4 in a Milwaukee hospital, where he had been a patient since July. Survived by his widow, three children, two sisters, and three brothers.

**PUGET**—George, 58, veteran vaudeville and burlesque actor, producer, and book- ing agent, in Receiving Hospital, Detroit, December 3 after being struck by an automobile. A native of Detroit, he was in show business 40 years. He was straight man on both the Columbia and American burlesque circuits, and for some time was with the Tom Sullivan American show in the '20s. He set a house record of 133 weeks, 1917-1919, producing tab and doing character comedy at the Columbia Theater, Detroit, and subsequently was with the McCurdy Players, as well as head of his own tab company in the same territory. Later he opened the Loop Theater, Detroit, as straight man and producer with a burlesque policy. In 1932 he joined the Gus Sun Detroit office as booker and field man, after having his own booking office for a short time. With the exception of a short period booking for the Artists Service Bureau, he remained with Sun until his death. Two sisters survive. Interment in Detroit.

**ROBINSON**—Walter E., 60, actor, November 29 in City Hospital, St. Louis, of a heart attack. Among the shows in which he appeared was *The Virginian*.

**ROGERS**—James H., 83, retired Cleveland music critic and composer, November 28 in Pasadena, Calif., where he resided the past eight years. A native of Fair Haven, Conn., Rogers studied music in Berlin and Paris. Besides his musical activities in Cleveland, which extended over a period of 50 years, he was music critic for *The Cleveland Plain Dealer* for 17 years. Survived by his widow; a son, Stewart H., and a daughter, Mrs. Marian Rogers Hickman.

**SATTERLEE**—W. S., 58, secretary of Harrison County Fair Association, Missouri Valley, Ia., December 1 following an attack of thrombosis. He went to Missouri

## Charles Richman

Charles Richman, 70, stage and screen actor, died December 1 at the Brady Nursing Home, Bronx, New York, after an illness of several weeks. Richman's stage career began 40 years ago in Chicago as an amateur with the Carleton Club. He then went to New York and appeared in *Hands Across the Sea*. In 1894 he had the principal role in *Margaret Fleming*, his first important appearance, at Miner's Fifth Avenue Theater. Shortly after this he joined Augustin Daly's company and remained with him until 1899. In 1901 he succeeded William Faverham as leading man in the Empire Stock Company. Other producers for whom he performed were Charles Frohman for five years, David Belasco for three years, and William A. Brady and Gilbert Miller. In 1936 Richman made his last New York stage appearance in *And Stars Remain* at the Guild Theater. Since then he has appeared in motion pictures.

Among the plays in which he performed were *The Rose of the Rancho*, *The Fighting Hope*, *Bought and Paid For*, *Sinners*, *The Best People*, *The Dagger*, *Ladies Don't Lie*, *Strictly Dishonorable*, *Siddle Me This*, *The Girl Outside*, and *Biography*. A few of the motion pictures in which he was seen were *The Life of Emily Zola*, *The Adventures of Tom Sawyer*, and *Dark Victory*.

He leaves his wife, a daughter, and a son.

Valley in 1933 from Los Angeles. Survived by his widow and three children.

**STEVENS**—Gordon S., 44, singer, suddenly December 2 in New Haven, Conn. He was well known thruout Connecticut.

**SUTHERLAND**—James B., 63, accountant for the Calgary Exhibition and Stampede, in Winnipeg, Man., November 28 of injuries sustained when struck by an automobile.

**TRAUTMAN**—Mary Catherine, 48, wife of George M. Trautman, president of the American Association of Professional Baseball Clubs, and brother of Frank Crumit, stage and radio entertainer, November 27 at her home in Columbus, O. She also leaves two children. Services in Columbus.

IN MEMORY OF  
**LAURETTA TUCKER**  
Wife of Ernest Tucker, who passed away Nov. 20, 1940, due to a fatal accident. The most sincere, loyal partner a showman ever had. May God bless you and may your dear soul rest in peace.  
Lovingly Yours, ERNEST.

**WEBBER**—Michael, former Scranton, Pa., theater operator, in Auburndale, Fla., November 17.

**YOUNG**—Lillian, 27, colored singer, in Buffalo City Hospital, Buffalo, December 3 after an operation. Formerly featured with Jimmy Rochel's band, she last worked at the Club Moonglo, Buffalo. Burial in Buffalo Cemetery December 5.

## Marriages

**ACCONCIO-McCAFFREY** — Pasquale Accancio, proprietor of the Mill River Cafe, Chicopee, Mass., and Helen Marie McCaffrey, secretary, in Chicopee November 28.

**ARNAZ-BALL**—Deed Arnaz, night club and theater performer, and Lucille Ball, motion picture actress, November 30 at the Byram River Beagle Club, Greenwich, Conn.

**BLANKEMEIER-SCHERER** — Roland Blankemeier, projectionist, and Mildred Scherer November 30 in Sheboygan, Wis.

**BRANDON-BYERS**—D. L. Brandon, of Sulphur Springs, Tex., and Dorothy Byers, daughter of Mr. and Mrs. C. W. Byers, of Byers Bros.' Shows, in Dallas November 28.

**COLFER-CAMPBELL**—Elliott J. Colfer, New York staff member of *The Billboard*, and Dorothy Catherine Campbell, nonpro, November 30 in St. Agatha's Roman Catholic Church, Brooklyn.

**DORECK-SCHAFER**—Leonard A. Doreck, associated with his father, Steve Doreck, in the operation of the Crown Theater, Racine, Wis., and Mini Schafer November 28 in Racine.

**DUFFY-ALLEN**—Johnny Duffy, organist at the Blackhawk Cafe, Chicago, and Vicki Allen, dancer, in Chicago December 1.

**GOLD-GOLD**—Al Gold, official city press photographer with the Atlantic City Press Bureau and formerly a black-face comedian in vaudeville, and Beverly Gold, nonpro, in Atlantic City November 27.

**GRANDFIELD-HAWLEY** — Robert Grandfield and Blanch Hawley, winner of the title Miss Bridgeport in the Atlantic City beauty contest several years ago, in Bridgeport, Conn., November 28.

**HACKBARTH-WAGNER** — Harold R. HackbARTH, member of the operating staff of Station WHBL, Sheboygan, Wis., and Norma Grace Wagner at Dubuque, Ia., November 30.

**HANLEY-THORNBORO** — Don Hanley, orchestra leader, and Margerite Thornberg in Covington, Ky., November 27.

**JOYCE-ROSAR**—J. Lalar Joyce, manager of the Hippodrome Theater, Pottsville, Pa., and Esther Rosar, nonpro, of Scranton, Pa., November 28 in St. Mary's Catholic Church in the latter city.

**PARKS-CLARK** — Malcolm Parks, employee at the Pucker Theater, Green Bay, Wis., and Caryl Clark November 30 in Fort Atkinson, Wis.

**SAKS-KESSLER**—Sam Saks, of Cleveland, and Irene Kessler, Detroit radio singer, December 1 at Detroit.

**SAUNDERS-PERRY**—George Saunders (See MARRIAGES on page 33)

## Joseph M. Gaites

Joseph M. Gaites, 67, producer, died December 3 in the Descombes Hospital, Boston, where he had been a patient the past three weeks.

Thirty years ago Gaites produced *The Three Twins*, one of his most successful productions, which contained *The Yema Yema Man*, sung and danced by Bessie McCoy. Another of his musicals was *Sky High*, a hit 15 years ago. Gaites was connected with the Shuberts 14 years and in 1933 became an independent producer. A few months ago he and W. Horace Schmidlapp opened the Copley Theater in Boston to produce plays of refugee dramatists. The theater closed several weeks ago.

In 1940 he produced, or co-produced, four plays in New York: *The Man Who Killed Lincoln*, *At the Stroke of Eight*, *Boyd's Daughter*, and *Returns Engagement*. As an independent producer he presented Tallulah Bankhead in *Reflected Glory*, which played in New York and thruout the country. He later presented Miss Bankhead in *I Am Different*.

He leaves his wife and two step-children.

# ONE TRADE SHOW IN FUTURE

## ACA Favors Added Action

Program for year embraces rate cuts—to counteract “money out of town” talk

CHICAGO, Dec. 7.—Recommendations for a more active year of service for the body and emphasis that it “cannot and will not make any labor commitments for its membership” marked the seventh annual meeting of the American Carnivals Association, Inc., in the Hotel Sherman here on Monday night. Unanimous approval of the annual report of General Counsel-Secretary-Treasurer Max Cohen.

(See PROGRAM OF ACA on page 32)

## Trade Show Draws 26 Exhibitors and 29 Booth Displays

CHICAGO, Dec. 7.—Altho small in size as compared with that of the National Association of Amusement Parks, Pools, and Beaches and American Recreation Equipment Association, which day and gated it at the La Salle Hotel here, the Showmen's Exhibit Association's first annual Trade Show in the Hotel Sherman on December 2-5 managed to attract its share of visitors. Most of business done, however, by the 26 exhibitors, whose booth displays covered one side of the mezzanine floor, was accomplished during the early

(See Displays in Sherman on page 32)

## SLA Has Him As New Prexy



Frank R. Conklin

## Lang Contracts New North Central Loop

CHICAGO, Dec. 7.—Dee Lang, owner of Dee Lang's Famous Shows, contracted for the midways of the new North Central Circuit during the outdoor show meetings in the Hotel Sherman here this week.

The loop comprises All-Iowa Fair, Cedar Rapids; Freeborn County Fair, Albert Lea, Minn.; North Dakota State Fair, Fargo; South Dakota State Fair, Huron, and Clay

(See LANG BOOKS LOOP on page 32)

## NAAPPB, SLA Get Together And Arrive at Understanding

CHICAGO, Dec. 7.—At the very end of the outdoor show business convalesce here this week the Showmen's League of America and the National Association of Amusement Parks, Pools, and Beaches arrived at an understanding whereby there will be one trade exhibition for the entire outdoor field in the future.

Move was the result of an unsatisfactory set-up this week with two exhibi-

tion halls in action in Chicago at the same time; one conducted by NAAPPB at the La Salle Hotel and the other under direction of a group of members of the Showmen's League at the Hotel Sherman. Exhibitors at both spots openly admitted that neither show proved sufficiently profitable and the majority recommended that henceforth there be but a single show.

Earlier in the week the American Recreational Equipment Association, an organization closely allied with NAAPPB and composed of manufacturers and caterers to parks and carnivals, went on record as favoring a consolidation of the two shows. AREA members comprise a large percentage of the exhibitors that were at both shows and generally represent the veteran supply houses in these fields.

### Compromise By Both Parties

Negotiations were opened later in the week between NAAPPB, veteran conductor of a trade show, and the SLA, which indirectly sponsored its first show at the Sherman this year. Several propositions were submitted to the League by

(See Join for Trade Show on page 33)

## Frank Conklin Heads League

CHICAGO, Dec. 7.—Frank B. Conklin, of the Conklin Shows, Hamilton, Ont., was elected president of the Showmen's League of America at the annual election on Monday. Only the regular ticket was in the field. Other officers chosen were: First vice-president, Carl J. Sedlmayr; second vice-president, Harry W. Hennies; third vice-president, Elwood A. Hughes; treasurer, William Carsky; secretary, Joseph E. Streiblich (re-elected).

Installation of officers was held in the league rooms Thursday, with the usual ceremonies.

The league, which has made rapid

(See CONKLIN HEADS SLA on page 32)

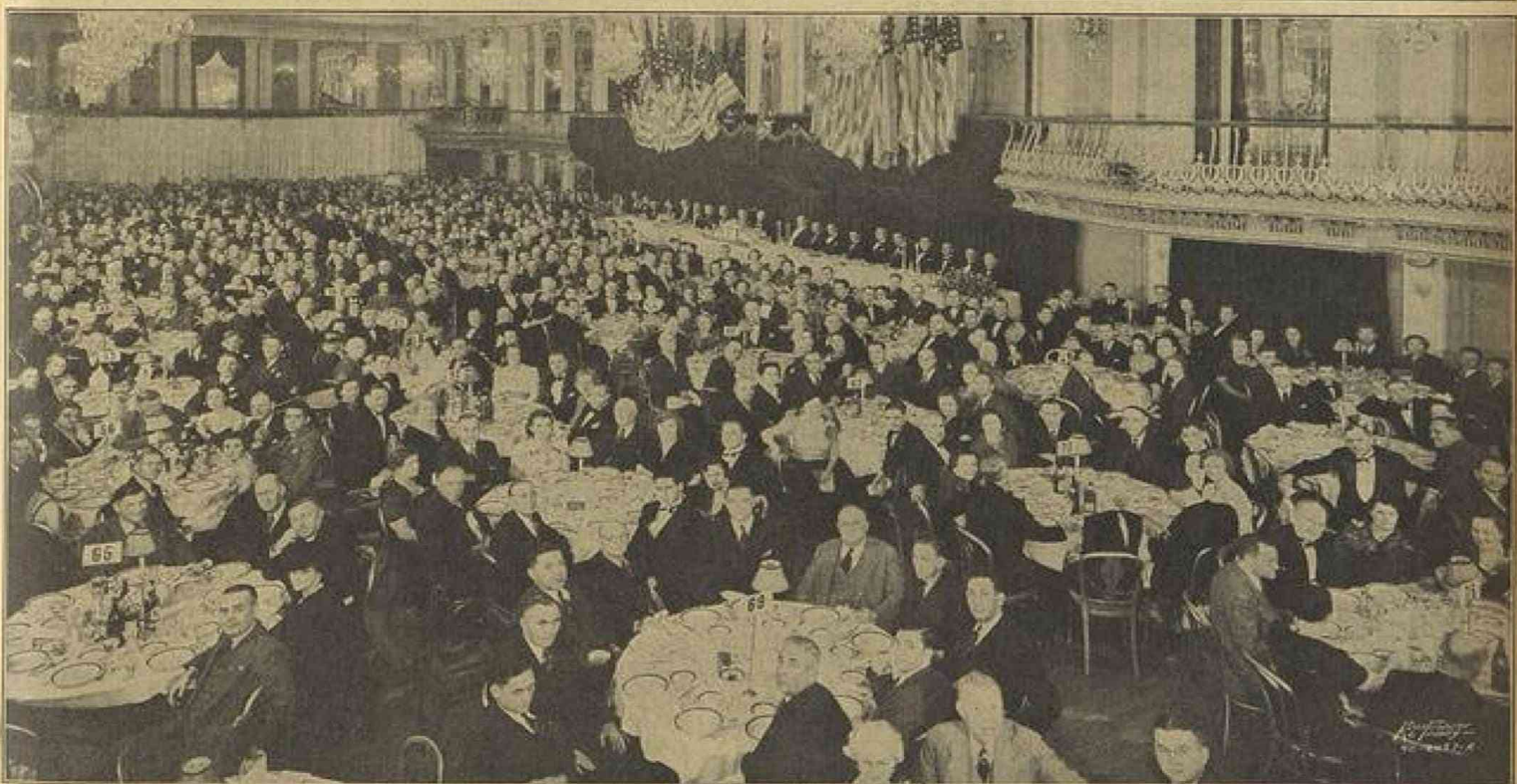
## Strates Has Syracuse Again

CHICAGO, Dec. 7.—Midway contract for the 1941 New York State Fair, Syracuse, was signed by the Strates Shows during the outdoor conventions here this week. It was reported by Owner James E. Strates. His shows played the 1940 fair.

## Goodman Wonder Shows Sign V. Zucchini Cannon Act

CHICAGO, Nov. 7.—Goodman Wonder Shows announced this week the booking of the Victor Zucchini cannon act for 25 weeks in 1941. Act will be show's free attraction at still and fair dates and will feature a shot over Ferris Wheels at the end of the midway.

Deal was made while Max and Joe Goodman and Noble O. Fairly, show's officials, were attending the annual meetings here this week.



THESE PARTICIPANTS IN THE 28TH ANNUAL BANQUET AND BALL of the Showmen's League of America in the Hotel Sherman, Chicago, on the night of December 4 honored the International Association of Fairs and Expositions. A gold theme was carried out in observance of the 50th anniversary of the IAFE.

# SLA BANQUET-BALL LARGEST

## Brilliant Fete With 1,200 Guests Toasts IAFE at Golden Jubilee

League adds new glory to its glamorous social side in appropriate setting and program—NSA check for \$500 given to Canadian Red Cross—member workers honored

CHICAGO, Dec. 7.—Once again the Showmen's League of America has scored a success with its 28th annual banquet and ball and added new glory to its glamorous social side. The grand ballroom of the Hotel Sherman was the scene of the brilliant affair Wednesday night and about 1,200 persons packed the huge room to capacity. With the golden jubilee of the International Association of Fairs and Expositions as its theme, the League did itself proud in staging a banquet and show appropriate to the occasion. There were unique touches and pleasant surprises galore and the entire affair received the unqualified approval of the guests.

Sam J. Levy, general chairman, handled the arrangements with the consummate ability of the veteran that he is, and he had able assistance from President Frank P. Duffield, Entertainment Chairman John M. Duffield, and the members of his various committees, all of whom contributed materially to the evening's success.

The big ballroom was appropriately decorated in keeping with the 50th IAFE anniversary idea. In the center of the long speakers' table were the initials IAFE in gold letters. Above the table were the American and Canadian flags, with American flags banked on each side. As the band played *Silver Threads Among the Gold* the curtains of the stage opened, revealing a huge golden "birthday" cake inscribed "50th Anniversary, IAFE."

Near the end of the bountiful repast the guests were treated to the picturesque parade that is a highlight of every banquet and ball. First four bearers appeared, each carrying an illuminated gold letter, the four forming the symbol IAFE. Other bearers followed, headed by two bearing a beautifully carved ice elephant and the others bearing letters forming "S. L. of A." Waiters carrying ice cream elephants decorated with American and Canadian flags then appeared.

### Dais of Notables

Seated at the speakers' table was a group of men all of whom are well known in the show world. President Duffield introduced them and each took a bow. At the table were Joseph L. Streibich, secretary of the League; Dr. Max Turek, chief surgeon of the American Hospital; Max Linderman, president, National Showmen's Association, New York; William Carsky, newly elected treasurer of the League; Harold Pike; Carl J. Sedlmayr, vice-president of the League; Charles W. Green, newly elected president of the IAFE; Harvey D. Gibson, chairman, New York world's fair; Frank D. Shean, toastmaster; Frank R. Conklin, incoming president; Arnold R. Gurtler, president, NAAPF; Harry W. Hennies, League vice-president; Fred Kressmann, treasurer; Mel Smith, representing the Pacific Coast Showmen's Association; Dee Lang, representing the St. Louis International Showmen's Association; Morris Haft, the League's counsel; Charles G. Driver, chaplain; Orin W. Kaye Jr., speaker of the evening; and Senator Edward Ford, humorist.

Toastmaster Shean then took charge of the banquet. He introduced several well-known guests, among them Lucien Borne, mayor of Quebec City; Senator Sid Little, Hamilton, Ont., and E. W. Evans, president of The Billboard Publishing Company, who has attended every banquet held by the League. Later in the program he introduced Joe Upchurch, manager of the American Jubilee at the New York World's Fair; John Lorman, talker at the fair, and others, and read telegrams from many well-wishers who could not be present, among them Edward A. Hughes, who is ill; Joe Rogers, Mr. and Mrs. W. T. Benson, Heart of America Showmen's Club, NSA Ladies' Auxiliary, H. of A. Ladies' Auxiliary, Tom W. Allen, Walter K. Shibley, Clarence Price, and the National Showmen's Association.

### Gibson on the NYWF

Harvey D. Gibson made a short but interesting talk. He told of his first visit to a fair 50 years ago—the fair at Rochester, N. H., and then told something of

his work at the New York World's Fair during 1939 and 1940. He said that despite the many worries of the job he never spent a more pleasant two years. But, he added, he hoped it would be many years before another world's fair is staged.

Orin W. Kaye Jr. was introduced in a unique manner. A siren wailed and searchlights played about the darkened room, giving the effect of bombers zooming above. It was an appropriate introduction, as Kaye's talk concerned the war abroad. Kaye, who is the youngest accredited war correspondent, gave an intensely interesting account of his experiences in the war-torn countries of Europe and he was received with rounds of applause.

Max Linderman, president of NSA, was introduced and spoke briefly on the work of his organization. He then presented the association's check for \$500 to J. W. (Patty) Conklin to deliver to Edward A. Hughes for the Canadian Red Cross, and Conklin accepted it with heartfelt thanks.

### Win Plaques and Cards

For outstanding work for the League a number of members were presented plaques and two were presented gold cards and life memberships. Those who received plaques were Dennis Prugh, Al Rosman, R. L. Lohmar, Sunny Barnes, Fred H. Kressmann, Charles G. Driver, Ned Torti, William Carsky, and Frank D. Shean. Life memberships were presented to Louis Leonard, who obtained 100 members in 1940, and J. Ed Brown, of the Golden Gate Exposition, who has done much for the League. Plaques also were presented to Harvey D. Gibson and William W. Monahan, the latter manager of the Golden Gate Exposition. President Duffield thanked Chairman Levy for his masterly handling of the banquet and ball and also expressed appreciation to members who lent their assistance and worked hard to make the affair a success. He also paid a tribute to the late Lincoln G. Dickey, who was a staunch worker for the League. After turning the gavel over to the incoming president, Frank R. Conklin, President Duffield was presented with a life membership in the League by Conklin.

### Great Show Is Hailed

The show which Chairman John M. Duffield and his committee assembled and staged was a splendid one. Lou Diamond and his orchestra furnished music, and Jack Kline capably emceed the show. Show opened with a cleverly conceived Gay Nineties number by Frank Bennett's double octet. Dressed in the approved fashion of the nineties they regaled the audience with tunes of the period, such as *Hello My Baby*, *Oh Swanna*, *My Gal Is a High Born Lady* and *Just One Girl*. Chris Cross presented a very fine ventriloquist act and also a clever puppet dancer. Kay Goforth, six-year-old singer and dancer, repeated her success of the president's party. Rufe

## With the Ladies At the Showmen's League Banquet-Ball

By VIRGINIA KLINE

CHICAGO, Dec. 7.—The banquet and ball of the Showmen's League was, as always, the climax of the week of the fair and carnival convention. It was even more dramatic this year with the 50-year-anniversary theme. The keynote of the color and sparkle that reaches a last high was outlined in the gold symbol of a golden anniversary. The women, as usual, grasped the idea and carried the gold along in their costumes and managed to keep that glow and glister till *Home, Sweet Home* was played. White was the favorite and framed the more vivid gowns to splendid advantage.

Mrs. Art Briese wore a white brocaded gown with full skirt banded with narrow black velvet. Mrs. Jack Storey was demure in a striped modern version of the paisley pattern. Mrs. Frank Shean in black and gold, Vera Sullivan in dull white peated crepe, Helene Palmer in dashing lipstick red, and diminutive Ida Conn in a gamine-like version of an evening tailored formal lent the right note of variety that pleases the eye. Mrs. Charles Miller was in a Windsor blue full skirt with fitted peplum-blouse; Lolita Kemp in a sham-ruffled skirted gown with crystal shoulder straps; Rose Hennies with a flowered sequin bodice topping the pastel net gown that lent a new charm to her dark coloring; Vivian Miller in dull rose with black banding; Elizabeth Yearout in turquoise blue; Shirley Lyons in black with black and gold sequined top; Mrs. Phoebe Carsky in sheer white with silver; Nan Rankin in black velvet with sheer white bodice yoke; Dottie Moss in a striking black and white gown that combined the modern with the Gay '90s charm.

The mother and daughter idea was made popular with Mrs. Ralph Hemphill in beige with pearl sequins and her daughter, Betty, in a debutante modeled chiffon gown with dusty rose cape. Mrs. E. W. Pierce in black and red, with stunning daughter, Caroline Holt, in white with black bands in outline; Mrs. Edith Streibich in sheer white chiffon and her blonde daughter in a lovely folly red shade; Mrs. Ed Hoek in dull white crepe with lipstick red cocktail jacket, and her petite daughter, Evelina, in sophisticated green. Perhaps the proudest mother was Viola Fairly with her son, Paul, who is here on short leave from his duties in Germany. Viola wore a flatteringly draped black lame with the orchids from her adoring son. Heien Brainerd Smith wore a soft chiffon in tones of top and smoke grey with a corsage of tiny pink rosebuds. Clara Zeiger wore cloud blue with silver-beaded extreme decollete top and a glistening cape of silver fox. Mrs. Annie Gruberg wore a blouse of flowerettes in many-colored sequins on a rich black gown. Mrs. George Hamid wore a poignantly outlined black with gold sequins. Doro-

Davis, hillbilly guitarist, singer, and imitator, made a big hit. Senator Ford, working from the speakers' table, delivered a splendid humorous address that went over big. Irene Vermillion and the Victor Harp Quartet presented a beautiful act that won strong approval. Miss Vermillion is a clever and attractive dancer, and the four harpists are not only beautiful but also excellent players, and the act was the hit of the show. Frank Bennett's double octet closed the show with a pleasing routine. After the ballroom was cleared there was dancing until 3:30 a.m.

thy Paektman wore dull white crepe with the evening hood shaped gracefully in gold ornamentation. Midge Cohen wore a soft heaven blue shade gown with pearly silver bead trimmings.

Mrs. Emma Fink wore a frilly skirted black with scattered sequins. Marie Beckmann wore an unusual combination of luxurious black velvet that fell gracefully away from the side-draped bodice. Mrs. Richard Lusse was in midnight blue velvet. Mrs. Goldie Fisher in a magnificent black net and silver-bodiced gown told me she was very lonesome for her special friend, Mrs. Sam Solomon, who was unable to be in Chicago for the convention. Mrs. Norma Lang wore dusty blue with quaint puff sleeves and fitted high waistline. Grace Goss wore a charming shirred white gown that was differently draped and shot with the new fall head trimming. Mrs. Ruby Velare wore a sea foam blue-green shade in appliqued lace, the lace forming the outline of the low bodice. Her niece, Mrs. Jeffrey, wore black velvet in tiered bands edged with tiny ruchings of black net. Mrs. Bernice Mendelson wore white with dull gold in ornaments and matching jewelry. Mrs. Margaret Haney wore Elmore blue with seeding pearl trimming. Mrs. H. W. Sellner wore the new dull copper-green shade in a side-filled model. Mrs. Cury Reynolds wore a soft chiffon in the drifting sand shade with embroidered shoulder straps in dark blue. Hattie Wagner wore black net with black sequins and sequined evening cape. Ethel Weer wore a tucked black model with a black skunk cape. Mrs. Jane Pearson wore rachel-shade lace with the sapphire costume jewelry. Mrs. G. R. Hoeseben wore turquoise green with gold bandings. The dignity and regal carriage of Mrs. Carl Lauther, in black velvet, was the center of attraction for her party. Lucille Hirsch in aquamarine green; Frances Keller in one of the new waltz-skirted gowns of black crepe; Mrs. Bill Carsky in two-toned dinner formal of blue and silver; Mrs. Al Lotto in black and gold.

The stunning cover-up formal of Mrs. Edythe Conklin was quite the most striking model of the new note in fur formals worn by the women of Canada and England. Mrs. Frank Conklin was as charming as usual in a leaf-green gown that was softly draped at side and back. Mrs. Mike Wright wore a white and silver lame with belted drape and wide-shouldered bodice. Mrs. Bill Bartlett was the center of attraction at her table in black with rich American beauty red in her hair and at the waistline. Mrs. R. B. Gooding in frost blue lace; Mrs. Jim Visoky in red-bloused, black-skirted net; Maud Benjamin in dull black crepe with unusual sleeve trimmings of blue sequins; Mrs. Ben Weiss in a charming black velvet with dropped shoulder draped with ermine fur trimmings; Mrs. J. C. McCaffery in a low-bodiced sky-blue net with silver trimmings; Mrs. Frank Duffield in orchid-shaded sheer chiffon with a fold drape that complimented her orchid corsage; Mrs. Sam Fidler in black crepe; Mrs. Dorothy Hennies, mother of Harry Hennies, in burgundy lace; Mrs. C. W. Parker in a flowered oyster white duchess satin brocaded in black; Mrs. Gertrude Parker Allen in tomato red with turquoise blue; Mrs. Sadie White in South Sea red with rich creamy pearl jewelry; Mrs. Harold Elliot in black complimented with quilted white embroidery; Mrs. Bess Anderson in rough blue crepe with blue costume jewelry; Mrs. Pearl Shrieber in jade green with embroidered shoulders.

As white was the theme for the evening so white was the color for Mrs. Raynell Golden, who chose an unusual ornament of white coke feathers instead of the usual flower corsage. It was just different enough to be the most outstanding combination among the white gowns, Mrs. Golden's blond charm giving the ensemble the right setting. Mrs. Lolk Roth, in black with white evening cape. (See *With the Ladies* on opposite page)

## We're Sorry

For many years it has been customary for The Billboard to publish the names of those registering at the annual banquet and ball of the Showmen's League of America. We regret to state that because the registration cards, shipped from Cincinnati, failed to reach Chicago in time, no such list will appear this year.

## PCSA Member Drive Lengthened 30 Days

LOS ANGELES, Dec. 7.—A 30-day extension of the membership drive of the Pacific Coast Showmen's Association was voted at a recent meeting. Up to November 30, original closing date of the campaign, 186 new members and reinstatements were obtained, and President Dr. Ralph E. Smith lauded the work of the membership committee and its chairman, William Hobday, terming the campaign one of the most successful in history of the association.

In making his report Chairman Hobday said he received excellent co-operation from shows and was appreciative of the assistance given him by showmen and committee members.

## Los Angeles

LOS ANGELES, Dec. 7.—Freakish weather here has resulted in good daytime business for outdoor amusements, while night play has been poor. The Christmas show, now in its third week near Beverly Hills, has had spotty business. Managing Director Waldo Tupper has arranged special days for orphans and underprivileged children. The Pacific Coast Showmen's Association and Ladies' Auxiliary were guests of Manager Tupper on the night of December 4. Bert Fisher closed temporarily because of illness to his chimps, Barney and Jimmie Valentine. Jack and Bobby Knapp, roping and whip-cracking act, are substituting Johnson and Johnson, juggling act, also has been placed in the list of attractions. Roy E. Ludington, manager Crafts 20 Big Shows, added another ride, and Harold Mook is handling the office wagon. Joe and Peggy Steinhart have added a concession to the Santa Claus Gaiway. Rudy Jacob is directing the clown guides.

Joe Walters has set up an aircraft gun concession, and Jack and Irene McAfee left the Christmas show to play other dates. Georgie Havens has been added as special attraction with Bozo. Johnny Bush is assisting. Harry Taylor has contracted his frozen custard equipment for a picture being produced by Columbia Pictures. Uncle Bill Diedrich and his ponies and dogs have taken the spot vacated by Irene McAfee at the Christmas show. Rookis Lewis was sighted downtown around the showmen's haunts and is acting as emcee in a local night club. Hugh Winston and the equestrian seals are contracted for a movie now starting production. Mark Kirkendall, seriously injured in a recent automobile accident, left General Hospital and he's now at his home here. Chairman William H. (Bill) Hobday, of the Pacific Coast Showmen's Association, reports the advance ticket sale for the club's annual banquet and ball indicates the event will be a huge success. Jack and Mrs. (Lucky) Griffith were brief visitors in and around Los Angeles. Mr. and Mrs. Bert Harris are working novelty toys in a downtown department store. Mr. and Mrs. William LaTourneur are vacationing in Southern California.

George Burmeister, after several years absence, rejoined the Coast Defenders. Carl Holt came in from Florida for the winter. J. Ed Brown arrived from Long Beach, Calif., for a brief visit. A. R. McCormack is a discipline officer at the Christmas show, while Joe Metzger is in charge of the Boy Scouts. John M. Miller has recovered from a recent illness and came in from Santa Monica, Calif., to meet the trouper folk. O. H. Hilderbrand is located in Wilmington, Calif. Verne Williams returned for the winter after closing with Cole Bros.' Circus. Milt Runkle is a member of a local selective service draft board. Joe Wehl Jr. is in a good spot in Beverly Hills, Calif. Nate Miller came up from Long Beach, Calif., for a brief visit.

## Beresoff Pilots B & F Unit

AUGUSTA, Ga., Dec. 7.—Severing connections with the Bradley-Beresoff Shows, Al Beresoff reported he is managing a winter unit of the B & F Shows, slated to play five weeks here under auspices. Line-up includes Harry Winter's Ferris Wheel, Chairplane, and Kiddie Auto ride; Jet man Tommy Paulon's three shows; Sam Weintraub, 10 concessions; Harper's cane rack; Buckets Nill, pan game; Ben Holiday, country store; Mrs. Beresoff, penny pitch; C. Price, photo gallery, and Jack Drake, cockhouse, and Dutch Lane. Beresoff is using his sound truck.

## A Review of the Carnival Season of 1940

### Important Events and Happenings of the Year

### will be features of the Holiday Greetings Number

Watch for this issue dated December 28

## Rea Ends Fair Tour in S. C.

INDIANA, Pa., Dec. 7.—John T. Rea Shows closed a fair season in South Carolina early in November and have returned to quarters here, where preparations for 1941 will begin early in January, reported Dale Armstrong. First seven weeks of the season in North and South Carolina were practically blanks because of cold and rainy weather. Motor equipment was painted before returning here. Shows will be rebuilt and painted and new canvas will be added.

## Krekos Signs Jessup Again

LOS ANGELES, Dec. 7.—W. T. (Bill) Jessup, general agent of West Coast Amusement Company for the past 10 years, has signed for the 1941 season, announced Owner-Manager Mike Krekos. Owner Krekos said the past season was one of the best his organization has had in its 12 years of existence. He is optimistic over prospects for 1941 and has added three rides.

## 15 Years Ago

(From The Billboard Dated December 12, 1925)

About 700 turned out for the successful 12th annual Showmen's League of America Banquet and Ball in the grand ballroom of the Hotel Sherman, Chicago. Sam J. Levy was chairman. . . . Midway contract for Canadian National Exhibition, Toronto, again was awarded to the Johnny J. Jones Exposition, marking its sixth time there. . . . Several general agents and managers switched affiliations during the meetings in Chicago. M. B. Golden joined West's World's Wonder; L. J. Berger went to Brown & Dyer; Charles F. Watmuff to Rice & Dorman; and Herbert A. Kline to Rubin & Cherry shows.

Kemp Bros. booked their mechanical shows, Model City and Swiss Village, with Rubin & Cherry Shows for 1926. . . . John T. Hutchins's Animal Shows and Evans's Wall of Death closed a successful season with the Nat Reiss Shows and shipped to quarters of the Zeidman & Pollie Shows in Savannah, Ga., with which they signed for 1926. . . . Mr. and Mrs. Allan Pickarts (Dorothy LaVoe) and son left the carnival field and were residing in Wichita, Kan., where Allan was managing a book store for his father. . . . Mr. and Mrs. Jack Smith and Chester Taylor, of the Leo Lipps Shows, were in Hot Springs, Ark. Harold Ryan, manager of the Ministro Show on the Nat Reiss Shows, reopened his menu-card business in Jeffersonville, Indiana.

Columbus, Miss., proved a profitable 10-day stop for the Ralph R. Miller Shows. . . . John Francis Shows completed the third week in Houston to successful results. . . . Annual luncheon of the Ladies' Auxiliary, Showmen's League of America, in Chicago scored. About 80 members attended, with Mrs. Edward A. Hock presiding. . . . Ike and Mike, midges brothers, signed with Zeidman & Pollie Shows for 1926. . . . Beatty & Dupree Shows closed the season in Wabbaseka, Ark., on December 3 and went into quarters there. . . . John (Moxie) Moxham, well-known concessionaire, was seriously ill in the Hotel Rand, Cincinnati. . . . Pete Cole was in Warren, Ark., mapping plans for a winter show.

## Fire Damages Buckeye State Equipment; Loss Set at \$750

HATTIESBURG, Miss., Dec. 7.—Fire of undetermined origin in winter quarters of Joe Gallier's Buckeye State Shows Tuesday afternoon caused an estimated damage of \$750 to organization's equipment. H. G. Starbuck, secretary of the shows, reported today.

Fire was confined to the stum stands and all but the Davis stum concession were lost.

## WITH THE LADIES

(Continued from opposite page)  
was an interested spectator of the dancing that lasted later this year than any year that I can remember, and was thoroughly enjoyed by the dancers. Paul Fairly and Vivian Miller gave a little private exhibition of the rumba, and the music was excellent.

I feel sure I did not see all the women, but I looked and looked. Those I did see were more charming than ever, and those I missed were perhaps more so, but while my heart was willing my flesh was weak and I joined the dancing and general festivity and danced the Home, Sweet Home waltz with Abner, who agreed with me that this was another of the very best banquet-balls.

## Hutchens Doing Biz in Texas

SAN ANTONIO, Tex., Dec. 7.—John T. Hutchens reported his Modern Museum, in its second week here, is doing excellent business and that his recent 12-day stand in Corpus Christi, Tex., resulted in better-than-expected patronage. Mr. and Mrs. Doc Martin joined in the latter city with their birth of twins and dope shows, annex attractions. Rich Doolin, novelty juggler, and Murray, bear boy, joined here, bringing the personnel to 32. Mrs. Hutchens is still somewhat ill, but is able to be up and about.

**"TENTS—BANNERS"**  
NEW TENTS  
USED TENTS  
NEW BANNERS  
USED BANNERS  
MAY WE SERVE  
"YOU"

Write—Wire—Phone

**BAKER-LOCKWOOD**

603 Market, KANSAS CITY, MO.  
America's Big Tent House  
Eastern Representatives, A. E. CAMPFIELD,  
162 W. 42d St., New York City, N. Y.



PRELL'S

## WORLD'S FAIR SHOWS, INC.

"A World's Fair at Home"

## Season's Greetings

Now Contracting Attractions for Season 1941

WE WANT

Cook House . . . Custard . . . Ball Games . . . String Games . . . American Pastry . . . Duck or Fish Pond . . . and other Grand Shows that can work for 10c. Also a few choice merchandise wheels—NO GRIFT.

SHOWS

Midget . . . Illusion . . . Minstrel . . . Fat Show . . . Snake Show . . . Pit Shows

RIDES

WILL BOOK ANY NEW RIDES, INCLUDING PONY TRACK.

### ★ FOR SALE CHEAP FOR CASH

- 28 Section Track for Monkey Speedway.
- Spillman Hi-De-Ho, in good shape.
- Spillman 8-Car Speedway, in fine condition.
- 26-Ft. SILODROME with Brand New Top and Side Wall.
- Dual LOOP-O-PLANE with Truck.

FAIR SECRETARIES and Celebration or Special Event Committees desiring One of America's Most Modern Amusement Organizations, which offers OVER 50 ATTRACTIONS, are invited to communicate with us.

All Address **S. E. PRELL, Gen. Mgr.**

Executive Offices: 216 Custer Ave., Newark, N. J.  
Winter Headquarters: Bennettsville, S. C.

## WANT FOR SEASON 1941

## FOLEY & BURK SHOWS

"Best in the West"

Organized Water Show. Bee Kyle, Mrs. Max Kimmer, write.

"Billy Bozzell" Wants Real Human Freaks, Strange People, Fast Novelty Bally, Mind Reading Act, a Real Half and Half with flash wardrobe, Side Show People. Write BILLY BOZZELL, 3313 E. 12th Street, Oakland, California.

## 1941 . . . AL BAYSINGER SHOWS . . . 1941

WANT: Cook-house, must be neat-appearing and cater to show people, privilege \$50.00, tickets guaranteed. Frozen Custard, Long Range Gallery, Photos, Scales will be given ex. other legitimate concessions, write. Side show (Tracy Bros., write), Crims, Expose, Monkey, Mechanical, Glass-house, Fun-house, and any good money getting shows wanted to enlarge midway; have good fronts and tops, or will book independently. Will also consider any new and novel rides. If you want to be with the cleanest, best looking medium-sized show (seven rides) in the middle west, write to Box 475, Poplar Bluff, Mo.

AL BAYSINGER, Mgr.

P. S.—Those joining now may have all winter quarter facilities free.

# Mrs. Streibich Auxiliary Pres.

**Crowd attends installation dinner—numerous tributes, congratulatory wires read**

CHICAGO, Dec. 7.—Impressive ceremonies marked the Ladies' Auxiliary of the Showmen's League of America annual installation dinner in the Crystal Ballroom of the Hotel Sherman here on December 3, with Mrs. Tom Rankine officiating, assisted by Mrs. Leah Brumleve, emcee. Inducted into office for 1941 were Mrs. Joseph L. Streibich, president; Mrs. William Carsky, first vice-president; Mrs. Harry Hennies, second vice-president; Mrs. Bert Clinton, third vice-president; Mrs. Jeannette Wall, secretary, and Mrs. Lew Keller, treasurer. Appropriate group singing was rendered while Mrs. Brumleve undraped plaques representing the five auxiliaries and women's clubs in the country, including Missouri Show Women's Club, St. Louis; Heart of America Showmen's Club, Kansas City, Mo.; Pacific Coast Showmen's Association, Los Angeles; National Showmen's Association, New York, and the Showmen's League of America.

Mrs. Brumleve presented Past President Ida Chase with luggage set, after which Mrs. Chase distributed gifts of appreciation to her past officers. Table decorations were arranged well, and beautiful flowers adorned the table, some of them having been presented by the auxiliaries of other clubs. All past presidents and organizers then were given a rising vote of thanks. One of the highlights consisted of silver trays being carried thru the room with "Ladies' Auxiliaries Welcome" in illuminated lettering.

Mrs. Viola Fairly read a tribute she composed in memory of the late Sister Aunt Mary Francis, and Virginia Kline also read one in honor of the late Annette Sheesley. Mrs. Brumleve then read congratulatory wires from Nell Allen, Ladies' Auxiliary, and Anita Goldie, secretary NSA; Joe L. Streibich, Walter P. Driver, Dr. Max Thorek, William Carsky, Mr. and Mrs. Kordin, and others.

### Interesting Talks

Brief and interesting talks were given by Jane Pearson, president Missouri Show Women's Club; Mrs. Parker, president Ladies' Auxiliary, HASC; Virginia Kline, HASC; Mrs. Bess Hamid, Ladies' Auxiliary, NSA; Mrs. Frank Slesian; Grace Goss, secretary MSWG; Mrs. Clara Zieger, Ladies' Auxiliary, PGSA; and Midge Cohen, NSA. New President Mrs. Joseph L. Streibich was presented with a beautiful gavel from members, and Nan Rankine gave Mrs. Brumleve a gift conveying many years of friendship. Mrs. Rankine in turn received a gift from Mrs. Brumleve. Luggage award went to Past President Maudie Brown. Mrs. Lou Schlossberg was awarded the electric rooster, and Dorist West won the hand crocheted bedspread, donated by Fannie Plaisir.

Another highlight was the singing of Mrs. Elsa McVeety, mezzo-soprano and friend of Grace Goss, whose renditions of *God Bless America* and *I Love You Truly* were enthusiastically received by the gathering. Mrs. Tom Rankine and Mrs. Leah M. Brumleve were given much credit for the success of the event. Following the dinner, cards and bunco were played, after which members adjourned to the clubrooms where refreshments were served.

### Guests

Mrs. Mae Onkes, Mrs. Robert Miller, Mrs. Ida Chase, Mrs. H. Beiden, Mrs. Cora Yeldham, Cleora Helmer, Evelyn Hook, Mrs. Al Miller, Mrs. Deliparian Hoffman, Mrs. Blanche Laito, Mrs. Marie Brown, Mrs. Edward Rock, Mrs. Edna O'Shea, Mrs. Ora Hatfield, Nan Rankine, Maudie M. Geller, Mrs. Lew Keller, Mrs. William Carsky, Edith Streibich, Rose Hennies, Mrs. Bert Clinton, Mrs. Jennette Wall, Mrs. Leah M. Brumleve, Mrs. Clara Zieger, Mrs. Ader Kline, Mrs. Noble Fairly, Mrs. Charles A. Goss, Anna Jane Pearson, Mrs. Louise Parker, Mrs.

### NEW YORK WORLD'S FAIR MUSEUM WANTS

Press Agent, Billers for advance department; high class Mental Act, Acrobation Player and Acrobation Museum Attractions. For capable people, 50 week, 1000. Address: FLOYD KING, 565 Essex St., Lawrence, Mass.

Frank D. Shean, Mrs. Rosa Donatella, Mrs. Midge Cohen, Dorothy Packman, Mrs. George A. Hamid, Mrs. James E. Strater, Mrs. L. E. Pink, Mrs. Elizabeth Yearout, Mrs. Roger Haney, and Mrs. Harry Duncan.

Mrs. Norma Lang, Mrs. Helen Bradner Smith, Mrs. Floyd Hesse, Goldie Fisher, Mrs. Lillian Glick, Mrs. Hallie McCabe, Mrs. Hazel Cotter Harris, Mrs. Frieda Rosen, Ann M. Roth, Mrs. F. J. Owens, Gertrude Parker Allen, Lillian Lawrence, Mrs. F. A. Jansley, Josephine Reeves, Frances Barth, Mrs. George R. Hoeschel, Mrs. J. C. Weer, Mrs. Minnie Simmonds, Mrs. Mae Howe, Mrs. Lottie Gilbert, Mrs. Pearl Schreiber, Mrs. Rosa Lee Elliott, Mrs. June Taylor, Edna Obermack, Elizabeth Anderson, Elsa McVeety, Mrs. Pearl McGlynn, Mrs. Joseph Harker, Mrs. Carolyn E. Paul, Bonnie Streibich, Dot Sleyater, Lucille Hirsch, Vivian Miller, Ann Strauss, Rose Page, Mrs. Mattie Crosby, Mrs. F. W. Burrows, Evelyn Wishard Mueller, Pearl M. Darling, Ann Doolan, Mrs. C. O'Donnell, Kathryn Doolan, Ruth Fritchle, Louise Rollo, Ann Young, Myrtle Hutt, Fannie Plaisir, Carmen Bishop, Mrs. Alice Hill, Margaret Plograsso, Ann Sleyater, Mrs. Witter, Mrs. J. W. Woods, Mrs. McKendrick, Mrs. N. Mador, Mrs. P. Keyes, Mrs. Mike Wright, and Mrs. Lena Schlossberg.

### LANG BOOKS LOOP

(Continued from page 29)  
County Fair, Spencer, Ia. Several shows bid for the contract.

In the Lang show delegation here were Mr. and Mrs. Dee Lang; Dan J. Meggs, assistant manager; John Swoney, Elizabeth Anderson, and Alma Obermark.

### PROGRAM OF ACA

(Continued from page 29)  
Rochester, N. Y., puts the association behind these proposed moves:

That a definite legislative program for 1941 be adopted.

That the association's efforts in behalf of a reduction in the cost of railroad transportation and the elimination of the demurrage charges be continued.

That the association be authorized to pursue steps looking toward a reduction in the cost of operating motorized shows by seeking reduced rates for motor vehicle licenses and elimination and reduction of gasoline and similar taxes.

That the general policies of the association, as reflected by its efforts and activities during the past years, be continued during the coming year.

### 70 Per Cent of Take Shows

Members were gratified by and showed that they intended to use figures quoted by Associate Counsel Richard S. Kaplan, Gary, Ind., regarding the venerable statement about "taking all the money out of town." He declared that he had made a Gary survey which proved that carnivals left 70 per cent of their receipts in the city, whereas 70 per cent of the receipts of chain theaters were sent to out-of-town ownership. The fact that the newspapers accepted and printed these figures, he said, had had a salutary effect in removing official opposition to licenses.

Secretary Cohen classed the past season as "between good and fair," saying that it showed some signs of improvement over that of 1939. He again emphasized care in booking. "All are in substantial agreement," he said, "that our industry has been affected by abnormal and unusual economic conditions. And the industry in part is now convinced that if progress is delayed from within it may be forced upon it from without. The association has arrived at a position of permanence as a recognized trade association in its chosen field and enters its eighth year of activity optimistic of the future and what that future may bring."

### Pat on Fed W-H Law

He praised the work of the staff of associate counsel and told of some of the valuable services performed for members during the year. Credit for the largest number of employee members during the year went to the Gooding Greater Shows with 111; second place to the James E. Strates Shows, 107, and third place to Cetlin & Wilson Shows, with three shows tied for fourth place. It was shown that among legal activities were moves in the regulation of bingo and billboards. Secretary Cohen declared, "Nothing has occurred to cause us to change our opinion on the subject, and we still feel that the federal wage and hour law is not applicable to our industry."

In reporting upon public relations, a resolution was unanimously passed thanking *The Billboard* for contributions of space and publicity devoted to the asso-

## Renamed To Lead Members of ACA



Floyd E. Gooding

ciation. Members were again asked to contact an associate counsel of the ACA when contemplating a date in any city in which such counsel may be located. It was reported that numerous carnivals were using the "Member ACA" legend upon advertising and stationery, some good results having been reported by the Gold Medal Shows, Cetlin & Wilson Shows, and Endy Bros.' Shows. Not one dispute during the year arose between members for arbitration.

Among problems of the immediate future that will call for care in management Secretary Cohen cited the national defense program, interstate trade barriers, additional taxes, admission taxes, interstate commerce laws, highway bill-board legislation, and labor activities.

### All Officers Are Retained

Unanimous action re-elected the following roster: President, Floyd E. Gooding; first vice-president, John Francis; second vice-president, Art Lewis; associate secretary, Max Goodman; associate treasurer, J. F. Murphy; secretary-treasurer, Max Cohen; directors, Oscar Bloom, James W. Conklin, Harry Dunkel, David B. Endy, James E. Strates; counsel, Max Cohen; assistant, Hyman G. Gould, Rochester, N. Y.; associate counsel, Richard S. Kaplan, Gary, Ind.; Paul M. Conway, Macon, Ga.; Louis Herman, Toronto, Ont. Past presidents are John M. Sheesley and John W. Wilson.

Membership rolls include Beckmann & Gerety Shows, Conklin Shows, Johnny J. Jones Exposition, Mighty Sheesley Midway, World of Mirth Shows, Cetlin & Wilson Shows, Sol's Liberty Shows, James E. Strates Shows, Max Gruberg Shows, Reid Greater Shows, Blue Ribbon Shows, O. J. Bach Shows, Art Lewis Shows, Ideal Exposition Shows, O. C. Buck Exposition, Happy Days Shows, Greater New England Shows, United Shows of Canada, Rubin & Cherry Exposition, Gooding Greater Shows, Dodson's World's Fair Shows, Gold Medal Shows, Kaus United Shows, Greater Exposition Shows, Spillman Engineering Corporation, Happyland Shows, Wallace Bros.' Shows of Canada, Goodman Wonder Show, Fair Publishing Company, Endy Bros.' Shows, Clemens Schmits, West's World's Wonder Shows, Holman's Rides, Coleman Bros.' Shows, Anthony Panstula, Connecticut Amusement Supply, Anderson Amusements, Martin P. Bowes, State Fair Shows, Zindars Greater Shows, Buckeye State Shows, Charles A. Lenz, Triangle Poster Print of Pittsburgh, Texas Exposition Shows, and International Congress of Oddities. These were dropped from the rolls: Broadway Shows of America, Wonderland Exposition Shows, Miller Bros.' Shows, Karl Middleton Shows, and Joseph C. Crouch Shows.

### Union Repts Get Hearing

At the request of President Ralph Whitehead of the Circus, Carnival, Fairs, and Rodeo International Union, a session was called on Tuesday night. But President Whitehead did not appear. Guy Magley, representative of the union, reporting that President Whitehead was ill. Secretary Cohen said that he had informed President Whitehead that the constitution and by-laws of the ACA precluded any action by it as a body upon labor matters and that "each member will have to determine for himself what position he will take." Representative

Magley explained the union's proposed labor set-up for carnivals and participated in questions and discussion which followed. William H. Stephens, traveling representative of the American Federation of Musicians and AFM circus representative for the past four years, addressed the ACA members on the aims of the federation.

### CONKLIN HEADS SLA

(Continued from page 29)  
progress during the last decade, continued its climb during 1940. Among highlights of the year were the move to new and better quarters in the Hotel Sherman, at a substantial saving; acquisition of additional hospital facilities, and definite steps toward providing for aged showmen. Financial condition of the league is A-1. There was a substantial increase in membership, and the charities of the league during the year were many. Prospects for 1941 are bright and continued progress is predicted.

The new president has been active in league work for years and thru his long association with show business he has wide acquaintance among outdoor showmen, knows their problems, and should prove an able leader.

Elected to serve on the board of governors for the ensuing year were Percy W. Abbott, Joseph Archer, M. H. Barnes, Fred Beckmann, Samuel Bloom, Max B. Brantman, James Campbell, Albert B. Cohn, M. J. Doolan, Walter P. Driver, Lew Dufour, David B. Endy, Max Goodman, Nat S. Green, Rubin Gruberg, L. L. Hall, Maxie Herman, Lewis B. Herring Jr., Harry A. Illions, Phil Isser, S. T. Jessop, L. Clifton Kelley, Lew Keller, Johnny J. Kline, Fred H. Kressmann, H. A. Lebrer, Louis Leonard, Morris Lipsky, Ernest Rubs Liebman, R. L. Lehner, Bernard Mendelsohn, C. D. Odum, John O'Shea, E. Lawrence Phillips, Dave Picard, Dennis Pugh, John P. Reid, Joe Rogers, Harry Ross, A. L. Rossmann, L. E. Roth, Harry Russell, Frank D. Shean, Lee R. Shean, Sam Solomon, Lee A. Sullivan, James P. Sullivan, Louis Torti, and G. L. Wright.

### DISPLAYS IN SHERMAN

(Continued from page 29)  
part of the carnival and fair men's meetings.

Like the NAAAPP exhibit, there were few new items on hand and, in a number of instances, displays duplicated those at the La Salle. Only lobby exhibit, sponsored by the Caterpillar Tractor Company, proved an attention-getter. Final day of the show encountered stiff competition from the NAAAPP meet and many visiting showfolk were too busy with preparations for the Showmen's League of America 28th annual Banquet and Ball that night to put in appearance on the mezzanine floor earlier in the day.

Exhibitors and their representatives included Alan Herschell Co., John and William W. Deane and C. V. Starkweather; Allis-Chalmers Mfg. Co., Robert Jenkins, Ernest Franks, Ervin Abramson, Harry Poy, Armour & Co.; *The Billboard*; Blach-Rocco Amusement Co., A. Blach, William de L'horbe Jr., Ralph Rocco, Walter Hinz, Roger Larson; Caterpillar Tractor Co.; Casey Concession Co., Lew Keller, William Carsky; Elcar Coach Co.; Eli Bridge Co., Lee A. Sullivan, Paul Rimbey, Glenn L. Hyder, Ben O. Roodhouse; Englewood Electric Supply Co., A. N. Anixter, D. W. Fuller; Eyerly Aircraft Co., Lee and Jack Eyerly, Abner K. and Virginia Kline.

General Electric Co. and Wisconsin De Luxe Co., L. C. Esthus, R. C. Stotts, and Louis and Ned Torti; Globe Poster Corp., Sunny Bernat, Phil Myron, and Sam Shapiro, Buddy Ruppier; Greater Show World; Los Angeles County Fair, C. (Jack) Afferbaugh; Luzzo Bros., Inc., Raymond and Florence Luzzo; Montecary, W. and Co., W. D. Lynn, E. W. Parmalee, Myron Taylor, Jack Story; O'Henry Tent & Awning Co., Charles G. Driver, Bernie Mendelson; Paint Exchange of Chicago, Louis and Judd Goldman; Percy Turnstile, D. I. Montgomery, Conrad Trubenbach, Charles Curtis.

Philadelphia Toboggan Co., Cliff Wilson, John C. Allen, Clarence Gerhardt, Mr. and Mrs. Herbert P. Schmeck, Mr. and Mrs. John R. Davies, Arnold Aimes, Sellen Mfg. Co., Arthur M. Sellen, Gertrude Meinke, and M. W. and Mrs. H. W. Sellen; Sherwin-Williams Co., E. G. Helfrick, George Basil; Social Security Board, Edward Kramer, Harold Vasconcelles, Dina Borstein, Hazel Ward; Spillman Engineering Corp., George B. Craner, Harry A. Hamilton; United States Tent & Awning Co., S. T. Jessup, George Johnson.



## Demand for Fresh Territory on Rise

CHICAGO, Dec. 7.—Numerous carnival ops were flirting with fair boards with an eye on new territory during the outdoor meetings here this week. There is evident a trend to get away from the deadly cycles of repeat dates which have been bringing only so-so or even poorer results.

EASTERN spots are interesting. John M. Sheedy again after several seasons in which his Mighty Sheesey Midway has been west of the Mississippi and in the Southwest.

CLIP WILSON, of Monsters Show note, who probably will be back with the Royal American Shows, says one season at a world's fair or major exposition is like three seasons of trouping. Talkers, lecturers, and other personnel wear out the same as machinery.

A WINTER'S stay in Norfolk, Va., is planned by Mr. and Mrs. Carl J. Lauther for their big museum, recruited from their attractions on the Getlin & Wilson Shows. Norfolk is in boom stage right now, with navy patrol ships constantly coming in and going out and shore leave as loose as ashes.

NOW of the staff of Johnny J. Jones Exposition, Sam Gluskin had as guest at the SLA banquet and ball Hiram Rody Berghult, mayor of Duluth, Minn.

A LOT of confabbing was done between Wisconsin fair sees and Sam Solomon, owner of Sol's United Shows, but it appears an impasse has been reached unless some dates are changed.

HIS visit was marred for John L. (Spot) Ragland, West Coast concessionaire, who ended his sojourn in bed at the Hotel Sherman with a couple of broken ribs. Taking time out to visit a theater, he tripped on a carpet and took a nasty fall.

HARRY A. ILLIONS, of Magic Carpet note, was also conspicuous on the Hotel Sherman's "Magic Carpet." Harry, who was a NYWP ride op, too, expects to have three Ferris Wheels and the "Carpet" in Fallsades (N. J.) Amusement Park next season. He will give Belmont Park, Montreal, a new ride, the Rolloplane, and will add a new fun ride to J. W. (Patty) Conklin's ONE Funland in Toronto.

APPEARANCE of K. G. Barkoot, now a Michigan ride operator, was a signal for a gathering of old-timers around him and in a few minutes of cutting it up it developed that nearly a dozen in the group could go back with him as members of the Barkoot Shows in 1908.

CARL J. SEDLMAYR, president of the Amusement Corporation of America, embracing the Royal American Shows, Rubin & Cherry Exposition, Beckmann & Gerety Shows, and Hennies Bros.' Shows, opined that the ACA will have

about the same line-up of fairs as in 1940.

CARNIVAL reps from Canada included J. W. (Patty) and Frank R. Conklin and M. R. Nutting, of the Conklin Shows, and Jimmy Sullivan, of Wallace Bros.' Shows of Canada.

IOWA State Fair, Des Moines; Oklahoma State Fair, Oklahoma City, and Kansas Free Fair, Topeka, will have the Beckmann & Gerety Shows in 1941, remarked Fair Secretary Ralph T. Hemphill, Oklahoma City.

CONGRATULATIONS were showered upon Mr. and Mrs. W. D. (Bill) Bartlett, Miami, Fla., the bride being the former Juanita Hare, Montgomery, Ala. Friends ferreted out that the ceremony had been performed on November 27, 1939. Mr. and Mrs. Bob Parker, of the Bartlett party, will tour in California before returning to Miami.

A RETURN of the Johnny J. Jones Exposition to La Porte (Ind.) County Fair was arranged by Fair Secretary James A. (Uncle Jim) Terry. The Jones contingent did not have the date this year.

FORMER ride superintendent for William Zeidman, Pat Anger was down from Flint (Mich.) Park for the park men's doings and set 'em and took 'em down for a while in the Sherman lobby.

FAIRLY well satisfied with his at Al Shaffer's World's Fair Highlights Cleveland engagement, T. W. (Slim) Kelley ran down from Detroit for the meetings. His side show and Frank Buck's show were the only two grossers in Cleveland, he said, but anticipations are high for the Detroit engagement, where a better set-up is possible.

THE baby member of the American Carnivals Association, Inc. is the International Congress of Oddities, which joined during the meeting. The big museum was well represented, among its personnel noted being Ray Marsh Brydon, Cash Witse, Starr DeBelle, Willard Backenstoe, and Mr. and Mrs. Harrison King.

CLIP WILSON, after cleaning up his activity at the New York World's Fair and San Francisco Expo, turned salesman again this week and peddled Fun-houses and laughing dummies for the Philadelphia Toboggan Company. Cliff is Florida bound shortly.

BENNY WEISS, Eastern concessionaire, was accompanied by Mrs. Weiss this year, who predicts she will never miss another meeting.

CLEM SCHMITZ, New York insurer, came in with the Eastern contingent and as usual was his quiet and dignified self. He reported several new contracts for '41.

LARRY HOGAN and Bill Caraky, both recently released from Alexian Brothers' Hospital here, were greeted fondly by their many friends from out of town.

NEW YORK WORLD'S FAIR was represented officially by Top Man Harvey D. Gibson, George P. Smith Jr., Frank D. Shean, and Bill Fisher, the last three being stalwarts of the last season's amusement area department. It was Fisher's first convention.

### Dyer's 31-Week Tour Wins; Goes to Barn in Mississippi

BOONEVILLE, Miss., Dec. 7.—Closing a successful 31-week season in Alabama recently, Dyer's Greater Shows moved into quarters here on Prentiss County Fairgrounds, reported George Dyer Jr., Fair Association President J. B. Franks and several other officials were on hand to greet personnel on arrival and General Manager William R. Dyer made a brief talk, thanking trouper for their cooperation.

Show traveled 9,461 miles, appearing in Alabama, Tennessee, Mississippi, Arkansas, Missouri, and Wisconsin. It played 12 fairs and 11 celebrations and opened two towns. J. D. Burke was left in charge of quarters and with a small crew began immediately to rebuild the show.

Following the closing General Manager William R. Dyer and family went to Hot Springs, Ark.; Mr. and Mrs. Harley Christianson, Marshfield, Wis.; Mr. and Mrs. Ford Barrick, Bloom, Wis.; Mr. and Mrs. C. C. Moore, Mayfield, Ky.; Mr. and Mrs. Fred Bogisse, Rock Island, Ill.; Frank Busch, Jackson, Miss.; Sam Patterson, Dea Moines, Ia.; Clayton Klandrud, Galeville, Wis.; Max Elmer, Monroe, Wis.; Lee Grissom, Corinth,

Miss.; John Kozlowski, Richardson, N. D.; Paul Miller, North Wilkesboro, N. C., and Nate Pelton, Rapid City, S. D.

### JOIN FOR TRADE SHOW

(Continued from page 29)

NAAPPB whereby it would maintain control of its own trade show but in which the League would derive financial compensation. It was not until late tonight that the League accepted the park association's offer. It is understood that compromises were made by both parties. Details of the accepted proposition will be announced in the near future, League officials stated. They gave assurance that there would be no hitchos and that an agreement would be signed shortly. It is understood that the proposition gives the League a guarantee of \$1,500 from the proceeds plus 80 per cent of the exhibition's gross above \$9,500.

This year was the first time that more than one trade show has been conducted for the outdoor business. Heretofore the NAAPPB sponsored the sole show. Prospective buyers of park, carnival, and allied equipment shuttled between the La Salle and Sherman with the result that neither show attracted proper support.

Altho nothing official has been said, it is expected that all convening outdoor organizations will meet at the same time at the Hotel Sherman next year, which means that the first week of December, 1941, will see the NAAPPB, the SLA, the AREA, the International Association of Fairs and Expositions, and the American Carnivals Association meeting once again under one roof.

### MARRIAGES

(Continued from page 28)

and Lee Perry, tap and acrobatic dancers, December 1 in New York.

SCHNEIDER - PONFEREK — Val E. Schneider, commercial director and sales manager of Station WTAQ, Green Bay, Wis., and Mrs. Ruby Nejedlo Ponferek in Appleton, Wis., December 6.

### Coming Marriages

Eddie Heller, manager of the Royalist orchestra and RCA-Victor record promotion head in Philadelphia, and Dorothy Davenport, model, in Philadelphia in February.

Alexander Bibighaus Jr., nonpro, and Alexandra Wasilewka, former tap dancer who left the stage in 1931 to become an evangelist, in Philadelphia soon.

Bill Shakespeare, nonpro, and Kate Harkin, showgirl at Jack Lynch's Walton Roof, Philadelphia, in Philadelphia next month.

Dexter W. Freese, staff member of Station WRDO, Augusta, Me., and Florence E. Kenner, staff member of Station WGAN, Portland, Me., soon.

Deanna Durbin, film actress, and Vaughn Paul, associate producer, early next summer.

### Births

A son to Mr. and Mrs. Bob Trendler in Henrotin Hospital, Chicago, December

4. Father is musical director of the Brown & Williamson radio shows, Show Boat and Wings of Destiny. Mother is Anne, of the Anne, Pat, and Judy team heard on the Barn Dance.

A girl to Mr. and Mrs. J. Mays, December 1 in Galveston, Tex. Father is pianist with Al Donahue's orchestra.

A boy to Mr. and Mrs. S. Pace December 5 in St. Louis. Father is saxophonist with Al Donahue's orchestra.

A daughter, Sara Alice, to Mr. and Mrs. H. A. McKencie in Anson Hospital, Wadesboro, N. C., recently. Parents were formerly with Dodson's World's Fair Shows, and father is now director of the Rockingham (N. C.) School Band.

A son to Mr. and Mrs. P. M. Clavelier in Firman-DeaLodge Hospital, St. Louis, November 28. Parents are concession operators, last with Buckeye State Shows.

A daughter, Joy Anne, to Mr. and Mrs. Roy Ricotta November 20 in Millard Fillmore Hospital, Buffalo. Mother is Gertrude Lutzel, well-known coloratura singer, now on Station WBBN. Father is an executive board member of the Buffalo Musicians' Union, Local No. 43.


A daughter, Mary Judith, to Mr. and Mrs. V. N. Albritten, of Albritten Amusements, Paduch, Ky., in Memorial Mason Hospital, Murray, Ky., November 24.

A son to Mr. and Mrs. Truett Kimsey in Fort Worth, Tex., November 28. Father is chief control operator at Station KPJZ, Fort Worth.

A daughter to Mr. and Mrs. Teddy Geonotti November 28 at Lying-In Hospital, Philadelphia. Father is harpist with Pat Shevlin's orchestra at Evergreen Casino, Philadelphia.

### Divorces

Fred T. MacVittie from Violet Carroffa, professionally known as Gypsy VanNess, night club hostess of Buffalo, recently in Bridgeport, Conn.



## Events for Two Weeks

- December 8-14
- FLA.—Aron Park, Tin Can Tourist's Homecoming, 9-21
  - Miami, Mabel Shiras Temple Fair & Expo, 4-14
  - Winter Haven, Camellia Festival, 15
  - GA.—Homerville, Progressive Week, 9-14
  - IA.—State Center, Corn Show, 16-12
  - MICH.—Detroit, World's Fair Highlights, 5-15
  - Detroit, 4-H Club Show, 16-12
  - St. Charles, Community Fair, 16-12
- December 16-21
- CALIF.—Huntington Beach, Christmas Frolic, 20-24
  - San Diego, Christmas Pageant, 18-23
  - Los Angeles, Pacific Coast Showmen's Assn. Banquet & Ball, 17
  - O.—Akron, Firestone Employees' Children Christmas Restoration, 20-21
  - S. C.—Columbia, Indoor Circus & Charity Bazaar, 18-24
  - TEX.—Raymondville, Bug the Coast Highway Celebration, 17

### CHRISTMAS SPECIALS AT NEW LOW PRICES

Large Monkey with Comb and Mirror, Banjo, Tipping Hat, Handloader, Dec. \$1.25; Gr. \$14.00  
No. 254 G. T. Begging Dog—new and most appealing of all mechanical dogs. Runs in a circle and bays in a most lifelike manner. Sample, postpaid, 25c; Dec. \$2; Gross \$22.50

Cloth Covered Running Mouse, \$6.00	Gross
Krinkle Santa Claus W. Post, 4.00	Gross
Puffy Pussy Rollower Cat, 24.00	Gross
Bouncing Oh U Dog, Gr. 22.50	
Large Trained Seal with Sail, 18.00	Gross
Marx Tricky Taxi, Gr. 21.00	
Gross Monkey on Chair, Gr. 20.00	
Rollover Motorcycle, Gr. 22.50	
Large Original Mechanical Oh U Walking Dog, Gr. 24.00	
Leather Strap Writ Watch, 4.00	Gross
Oh U Dog, Gr. 22.50	
Large Box Jokers, Gr. 2.25	

Send for latest price list. 1/2 deposit on all orders. Send \$2.00 for samples.

**HARRY KELNER & SON, INC., 50 Bowery, New York City**

## WANT FOR FLORIDA FAIRS AND 1941 SEASON

Rides, Shows and Concessions. Opening Jan. 16th. Forty-two weeks' work, including 15 weeks of fairs and celebrations. This show has sensational Free Act and no gate. (No gift.) All foreign license taken care of while playing twelve weeks in Florida.

### BARNEY TASSELL UNIT SHOWS

115 N. E. 71st Street, Miami, Florida, or winter quarters, Baynton, Florida



## JOIN

American Red Cross



# Showmen's League of America



Sherman Hotel  
Chicago, Ill.

CHICAGO, Dec. 7.—Club closed an interesting week with a continuation of the annual meeting, which adjourned into the first session for 1941. President Frank P. Duffield was in the chair until close of annual business and then vacated, taking his place among the past presidents while 1941 officers were installed. President Duffield's annual report showed a successful year, which was verified by the annual audit. Highlights of the week were the Presidents' Party on November 30, which proved the most outstanding held by the League; annual Memorial Service, and Banquet and Ball, which was the outstanding event of the week.

The 1941 membership drive was inaugurated, with a gold life membership card to be the prize to any member securing 100 members. O. Henry Tent & Awning Company will donate a prize, the prize and manner of making donation to be decided by the membership committee. New trustees of the Showmen's Home Fund are Frank P. Duffield, chairman; B. S. Gerety, E. Lawrence Phillips, W. R. Hirsch, M. H. Barnes, J. W. (Patty) Conklin, Cliff Wilson, Max Goodman, Michael J. Doolan, J. C. McCaffery. Action was taken to keep the fund active and committee will have something definite to report later. Appointees for 1941 included: chaplain, Charles G. Driver; Tyler, M. J. Doolan; counsel, Morris A. Haft; physicians, American Hospital, Dr. Max Thorek; Alexian Bros. Hospital, Dr. A. J. Wochinski; Canadian legal representative, Louis Herman; Canadian secretary, M. M. (Neil) Webb.

### Committees

Finance, Fred H. Krossmann, chair-  
(See SLA on page 42)



## TILT-A-WHIRL

AFTER TEN YEARS STILL TRUE

"Chief among the money earners for the season has been the Tilt-A-Whirl" . . . "It gets an exceptional large number of repeat riders" . . . "The ride has sufficient variation to be depended on for year after year's profitable operation."

IF YOU WANT TO GET . . .

GIVE Your String of Fairs and Celebrations a NEW TILT-A-WHIRL in 1941.

Sellner Mfg. Co., Inc.

FARIBAULT, MINN.



WRITE  
SIOUX TIRE  
& BATTERY CO.  
SIOUX FALLS, S. D.  
Buy on Our  
Easy Terms.

## TENTS-BANNERS

Three Wurlitzer Callola Organs,  
A-1 Condition.  
CHARLES DRIVER—BERNIE MENDELSON  
O. HENRY TENT & AWNING CO.  
4611 North Clark Street, CHICAGO, ILL.

## EDDIE HACKETT

New With "Mac" McNally  
Handling Show People's Business  
Southland Chevrolet  
MIAMI, FLA.

## 20 CAR R. R. SHOW FOR SALE

Address: BOX D-12  
Care The Billboard, Cincinnati, O.

# Club Activities



## National Showmen's Assn

Palace Theater Building  
New York, N. Y.

NEW YORK, Dec. 7.—Club's third annual banquet on November 27 at the Hotel Astor proved the biggest success to date. Over 900 attended and packed the Grand Ballroom. Late arrivals, who had neglected to make their reservations, encountered difficulty in being seated, which bears out the point made here time and again—that of first come, first served, which should serve to remind members of this policy next year.

Organization's roaming ambassador of good will, Brother William Powell, after a short stay here left for other points. He said he was going to stop in Detroit for a while, after which his friends again will hear from him from remote parts of the world. The Handicap Pocket Billiard Tournament is scheduled to start December 12. Entry fee will be 50 cents as usual. Valuable prizes will be donated by officers of the organization and others. Brother Jack Carr is tournament chairman. Brother LaMotte Dodson is in Detroit with the World's Fair Highlights show.

Thirty-odd members of the Ladies' Auxiliary held services Sunday night, December 1, for Mrs. Oscar Buck at the funeral parlor in Richmond Hill. Secretary Anita Goldie read the services. Among those attending were Treasurer Jack Greenspoon, representing the officers of the organization, and George Bernert, who acted as usher. A delegation from the club attending the funeral included: Chaplain George Traver, Mr. and Mrs. Billy Giroud, Mr. and Mrs. Lew Lange, Brothers James Davenport, Andre Dumont, Morris Levi, Barney Walker, Sam Cohen, Executive Secretary John Liddy, and Sisters Peggy Holtz, Lillian Brooks, and Helen Rothstein. A large party of officers and members of the organization expressed their regrets on not being able to attend, as they were in Chicago for the conventions.

New applications were received for William P. Lynch, proposed by Arthur Campfield; J. D. Edwards, by Jimmy Strates; Sam Spitz, by Sam Rothstein; Sunny Bernert, by Charles Lewis; Harry E. Prince, by Lew Lange; Ellis Guralnik, by Charles Rubenstein, and Peter Richards, by Casper Sargent.

Club's program for the holidays will be similar to former years. Christmas dinners will be served in the rooms on Christmas Day and a New Year's Eve party at \$1 per person will be held, at which there will be music and dancing.

Birthday congratulations to Harry Heller, Max Gruber, R. M. Harding, December 4; Irving Rosenthal, Fred Fornier, Nyal Brooks, Paul Ka Duke, 5; Joseph (Ajax) Milano, 6; Charles Thiemann, 8; (See NSA on page 61)

## Michigan Showmen's Association

DETROIT, Dec. 7.—Meeting was called to order by Acting President Hymie Stone in the absence of President Leo Lipka, who has been on the sick list. He is reported improving. Attendance was 105. Nominations were made for election of officers, to be held the first week in January. Tabulation of nominations was ably handled by Tellers Frayne and Brown. Brothers Harry Wish and Harry Stahl were active in the proceedings.

It was reported that all space in the New Year's Eve party program has been sold and that it has gone to press. Admission tickets are \$1. Frenchie Williams reported sale of 200 and was issued an additional 200. Party will be held in Eastwood Park Ballroom, Gratiot and Eight Mile Road. It has seating capacity of 1,600. Photographs of former presidents and directors have been placed in clubrooms. Reinstatement was issued to C. C. (Specks) Groscurth, Dutch Croy, on the sick list at Northville, Mich., cards that he is now taking lessons in Polish.



## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Dec. 7.—Regular Monday night meeting was called to order by President Dr. Ralph E. Smith, with First Vice-President Joe Glacy, Third Vice-President Everett W. Coe, Treasurer Ross R. Davis and Secretary Al E. Weber on the rostrum. Brother Harry Rawlings lead in pledging allegiance to the flag. Minutes of the last meeting were read and approved. Bills were presented and ordered paid. Brother Patrick A. Armstrong, sick and relief committee chairman, reported Mark T. Kirkendall, Paul Strum, Charles Guberman, John S. Lyon, Pat Shanley, and Ed Maxwell ill. Brother Ted Le Fors, chairman of the Memorial Day Services Committee, reported that services would be held in Showmen's Rest, Evergreen Cemetery, Los Angeles, at 2 p.m., December 15. Brother Harry Chipman, publicity committee chairman, had announcements of services and the December 17 banquet and ball in all Los Angeles dailies. Christmas dinner committee reported progress on plans for the gala gathering in the clubrooms. Brother Jessup donated \$5 to the dinner fund and suggested that others make donations. Designation of Past-President Night was left in the hands of President Smith.

Brother Bill Hobday, chairman of the banquet and ball, which takes place in the Gold Room of the Biltmore Hotel on December 17, urged that those planning to attend purchase tickets at once, and many responded. Names of applicants for membership and reinstatement were read and approved. They included Robert Fordyce, Charles G. Hilligass Jr., Frederick P. Brunner, Rex Cooley, John B. Kammerling, Harry Robert Cosby, P. E. McKee, Dr. Vance Offutt, and George L. Morgan. They were welcomed and asked to say a few words.

Many brothers who had been absent for some time attended. They included Joe Stenbery, back from Arizona; Mitt B. Runkle, Mike Cassey, Walter D. Newcombe Jr., Ted Newcombe, and Al Foreman. After a recess President Smith turned the gavel over to First Vice-President Joe Glacy. Report was made on Brother Mark T. Kirkendall, who was (See PCSA on page 63)

## Missouri Show Women's Club

Maryland Hotel  
St. Louis, Mo.

ST. LOUIS, Dec. 7.—November 28 meeting was presided over by President Anna Jane Pearson, with Secretary Grace Goss and Treasurer Gertrude Lang in attendance. Nell Allen, chairman of the entertainment committee, reported plans for the December 14 tacky party dance completed. Daisy Davis has charge of the advance sale. President Pearson named Norma Lang, Florence Parker, and Nell Allen a committee to choose candidates for the coming election of officers.

Maude Baysinger, of Al Baysinger Shows, attended the meeting. Lunch cloth donated by President Pearson was won by Ruby Francis, who left later for Florida. President Pearson, Grace Goss, Norma Lang, Viola Palfry, and Ethel Hesse said they planned attending the Chicago meetings. Mabel Pearson, of Gold Medal Shows, en route to Chicago, visited friends here. Following the meeting the International Association of Showmen invited members into their clubrooms for an oyster supper.



## Heart of America Showmen's Club

Reid Hotel  
Kansas City, Mo.

KANSAS CITY, Mo., Dec. 7.—Regular weekly meeting was opened by Third Vice-President Chester I. Levin, with Secretary McGinnis and Treasurer Altshuler at the table. Minutes of the previous meeting were read and approved. Ray Hagan was elected to membership. Communications were read from Secretary Joe Streblich, Showmen's League of America, and Brother Frank B. Joerling, The Billboard. President Hennis was delegated to represent the HASC at the SLA banquet and ball.

Brother Norris B. Cresswell, chairman of the banquet and ball committee, has his group busy on the event which will be held New Year's Eve in the Fiesta Room at the Hotel Phillips. The auxiliary is making preparations for the tacky party which will be held on the preceding night at the Hotel Reid. Nomination of 1941 officers will be held at the next regular weekly meeting. Following the meeting lunch was served by the auxiliary.

Visitors during the week en route to (See HASC on page 61)

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following sizes and prices.  
95 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.  
No. 140 — Extra Heavy Green Beth Sides. Per 100, \$8.50.

## 3000 KENO

Made in 30 sets or 100 cards each. Printed in 3 rows across the top, and 10 rows down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Keno sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS  
Black on white, postal card thickness. Can be re-tailed or discounted. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker. Real Class . . . \$12.50  
3,000 Jack Pot Slips (strip of 7 numbers), per 1,000 . . . 1.25  
Lightweight Lancers, 6x16, Per 100 . . . .50  
3,000 Small Thin "Browns" Bingo Sheets, 7 rollers, pads of 25, Size 4x5, per 1,000 . . . 1.25  
3,000 Featherweight Bingo sheets, 8 1/2 x 8. Loose, \$1.25 per M. Shaded in pads of 25. Per M . . . . 1.50

Postage extra on these sheets.  
Bingo Card Markers, in strips, 25,000 for . . . 1.25  
Dice boards and pads, waffle checks, coupon books, subscription books, misc. items, D. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.  
19 W. Jackson Blvd., Chicago

## CONCESSION TENTS

FULTON BAG & COTTON MILLS  
Manufacturers since 1870  
Atlanta St. Louis Dallas New York

## NOW—1941

MODEL TRUCKS & PASSENGER CARS  
Available for Immediate Delivery.  
Originators of the Showmen's Finance Plan.

Write With CHAS. T. GOSS  
STANDARD CHEVROLET CO.  
East St. Louis, Ill.

## CONCESSION TENTS CARNIVAL

Our Specialty for Over 40 Years  
UNITED STATES TENT & AWNING CO.  
701 North Sangamon Street, Chicago, Ill.

## POPCORN

There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us:  
1—HIGH QUALITY 2—LOW PRICES  
3—SAME DAY SHIPMENT

Write for Our New Fall Price List and Our Special Offer on New Popcorn Machines.

## Gold Medal Products Company

131 E. PEARL ST., CINCINNATI, OHIO

# Midway Confab

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

MUCH talk. Few contracts.

**CHARLES DRILL** left quarters of Scott Bros. Shows in Atlanta recently for a medical examination in St. Louis.

**GEORGE (KID) HAWKINS** is reported to be doing okeh in Indianapolis with popcorn.

**BILL REAGAN**, of Bremer Tri-State Shows, reported he attended the Showmen's League Banquet and Ball in Chicago on December 4.

NO one needed armored cars to carry away his contracts from the CHI meeting.

**H. M. KILPATRICK** is wintering in Gastonia, N. C., after closing a successful season as special agent and bannerman with Crystal Exposition Shows.

**WALTER B. FOX** writes from Hattiesburg, Miss., that he is assisting Joe Gailer in the promotion of a doll and toy fund circus for the Lions' Club there.

**HARIO AND MARIO**, knife throwers, report they are appearing in San Antonio, Tex., with John T. Hutchen's Modern Museum.

SOME fair bidding embraces two seasons—last season's profit and next season's gross.

**PAT BRADY** cards from Davisboro, Ga., that he has signed as electrician

tery," will close with Wilfred and Company December 14 to fill night club dates until after the holidays, reports W. Blair.

**LOBBY Everdropping**: "I booked his show last year, but never again! One of his ride foremen turned down my daughter because she didn't have a pass."

AFTER a pleasant season with Hunt Bros.' Circus, Lee Bradley reports he returned to Kentucky for a visit and recently joined John T. Hutchen's Modern Museum at San Antonio, Tex.

**BLACKIE OWENS**, athletic showman, reported he recently enlisted in the army. He is with the 41st Infantry Service Company, 2d Army Division, stationed at Fort Banning, Ga.

"HE used to be a swell guy and a regular fellow, but after I had played his fair for 12 consecutive years he finally showed his true colors by signing up another show."

AFTER 10 weeks of good business with Davis & Parrott Shows, Jay and Ruth Williams report they have returned to their home in Waynesboro, Va., to do some bird hunting. Ruth will play Florida fairs after Christmas.

**JACK GALLUPPO**, cookhouse operator, is spending the winter months as a store manager in Plainfield, N. J. He attended the closing of the New York

Crane will winter in Florida, with a 10-day stopover scheduled for Gautier, Miss., to do some fishing with Mr. and Mrs. Abe Frank.

SOME managers must have worn bullet-proof vests at the meeting or were handling the truth recklessly. They insisted someone was stabbing them in the back, but I saw no blood.—Dime Jim Johnson.

"JUST concluded one of the worst seasons of my career," writes Floyd (Slim) Arnold, the Musical Babe, from San Antonio, Tex. "Have joined the John T. Hutchen's Modern Museum since closing with the side show on Texas Exposition Shows."

AGENT with one of Bill Moore's concessions, Frankie Pay is wintering in Jensen, Fla. Mr. and Mrs. Billie Clark also are wintering there, with Billie spending much of his time installing a new air-cooled motor in his boat, Frankie reports.

**HARRY FRIEND**, father of the Five Friends, Connie, Jane, Freddy, Nell, and Ruth, advises from Plainfield, Ill., that since closing with the West's World's Wonder Shows on Labor Day the children have been ill and would like to read letters from friends.

A down-hearted manager remarked, "I didn't sign up a fair and it looks mighty dark for my midway." "What would you mean by mighty dark for a midway?" asked a listener. The answer was, "A string of colored fairs."

**MILT HERRIOTT'S** ponies are with Warren Anderson's Christmas Show, playing in Iowa and Minnesota. Two ponies are being trained at St. Peter, Minn. Early in January Herriott plans to use his ponies, dogs, and monkeys at indoor dates.

**WAYNE CAHILL** reports from Columbus, O., that he recently purchased a new trailer and that he will leave soon for Baraboo, Wis., to work in quarters for Claudine Claude, who plans taking out three rides and some concessions in the spring.

**RAY JOHNSON**, past chaplain of Pacific Coast Showmen's Association, Los Angeles, who retired from the stage on September 12 after 62 years, reported he plans to devote much time to the PCSA. He has a home at Manhattan Beach, Calif., and formerly had out Memories of the Old South company.

DURING a convention a stranger to everybody stood near the cigar counter with a clock in his hand checking the crowds in the lobby as they walked by. For three days he stood there, never saying a word. Some thought he was the house dick; others thought him a census taker. Finally a curiosity-consumed showman asked him what it was all about. "I am looking for a suitable location for a store show," was the reply.

"AM in quarters here with my People Who Make the News Show," cards Betty John from Searcy, Ark., "but plan to spend the holidays with my sisters in Washington. Mary Webb who operated a

**PENNY PITCH GAMES**  
 Size 40x40", Price \$20.00.  
 Size 45x45", with 1 Jack Pot, \$30.00.  
 Size 45x45", with 6 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price ..... \$12.50

**BINGO GAMES**  
 75-Player Complete ..... \$5.00  
 100-Player Complete ..... 7.25

**SEND FOR CATALOGUE.**  
 Full of New Games, Blankets, Dolls, Lamp, Aluminum Ware, Cans, etc.

**SLACK MFG. CO.**  
 124-126 W. Lake St., Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**  
 1941 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 11 1/2, Typewritten. Per M. . . 5.00  
 Analysis, 2-p., with Blue Cover, Each . . . . . .03  
 Analysis, 2-p., with White Cover, Each . . . . . .15  
 Forecast and Analysis, 2-p., Fancy Covers, Ea. . .05  
 Samples of the 4 Readings, Four for 25c.  
 No. 1, 24-Page, Gold and Silver Covers, Each . .30  
 Wax Charts, Heavy Paper, Size 28x12, Each 1.00  
 Gazing Crystals, Oilja Boards, Planchettes, etc.

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Samples, \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATIVE GAME.** 24-Page Booklet, Beautifully Bound. Samples, 25c.

**PACK OF 70 EGYPTIAN F. T. CARDS.** Answers 70 Questions, Lucky Numbers, etc., 35c.  
**ZODIAC F. T. CARDS.** Pack . . . . . 35c  
 Graphology Charts, 9x17, 8am, 5c, per 1000 \$6.00  
**MENTAL TELEPATHY.** Booklet, 24 P., 25c  
**WHAT IS WRITTEN IN THE STARS.** Folding Booklet, 12 P., 35c. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.  
 Mysterious Magic to Your Customers. Under Your Label. No checks accepted. C. O. D., 25c Deposit. Our name or ads do not appear in any merchandiser.

**SIMMONS & CO.**  
 19 West Jackson Blvd., CHICAGO  
 Instant Delivery. Send for Wholesale Prices.

**THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.**



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire height 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under more trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and descriptions.

**SMITH & SMITH, Springfield, Erie Co., N. Y.**

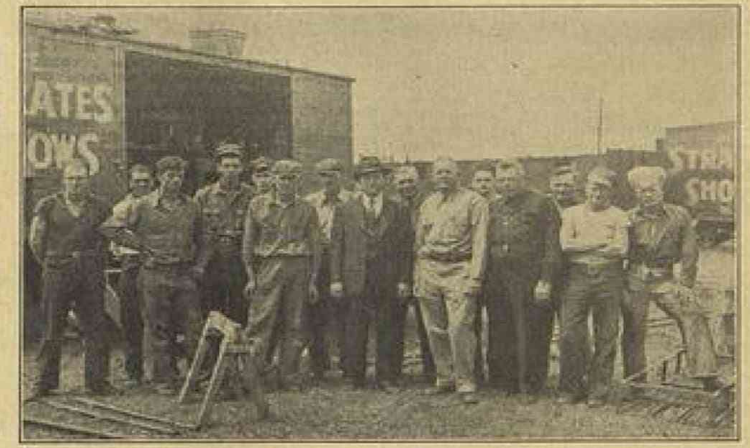
**HUBERT'S MUSEUM Inc.**  
 225 W. 42d Street, NEW YORK CITY.  
 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES  
 State salary and all details in first letter. Open All Year Round.  
**SCHORK & SCHAFER**

**SPECIAL! SPECIAL! SPECIAL!**  
**\$5.00** NEW UNITED STATES ARMY PORTABLE FIRE FIELD DESK TRUNK.  
 Cost \$10.00. Buy Now, write or wire  
**WEIL'S CURIOSITY SHOP**  
 20 S. Second St., Philadelphia, Pa.

**GOLD MEDAL SHOWS**  
 NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941  
 Address OSCAR BLOOM, Mgr., P. O. Box 608, Columbus, Miss.

**REYNOLDS & WELLS SHOWS**  
 Now Booking and Contracting For Season 1941  
 Opening March 4  
 Winterquarters: BOX 604, Yorkum, Texas

**SOL'S LIBERTY SHOWS**  
 NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON  
 Address: P. O. BOX 223, Caruthersville, Mo.



OWNER-MANAGER of the shows bearing his name, James E. Strates (center) posed for this photo in front of the shop wagon with part of the personnel of his organization at quarters in Savannah, Ga., just before leaving for the Chicago meetings. On Strates' right is Mike Olsen, transportation master, and at left is James Yotas, chief mechanic and master builder. Yotas and Olsen have been re-engaged in their respective capacities for 1941.

with L. E. Roth's Blue Ribbon Shows for 1941.

**K. H. GARMAN**, manager of Sunset Amusement Company, reported he recently booked 1941 fairs at Morrison, Ore., and Cambridge, Ill.

**HINKY WYLIE** cards from Davenport, Ia., that he opened on November 11 at the Liberty Theater there for the fourth season.

THERE is often more comment on what a manager's wife wears than on what fairs he gets.—Mrs. Uphaw.

**NORMAN EDWARDS**, chauffeur for E. Lawrence Phillips, general manager of Johnny J. Jones Exposition, has taken a position with the Stanton Theater, Washington, for the winter.

**GUS ZERVAS**, concessionaire, is requested to communicate with his sister, Mrs. Sophie Brown, 17385 Southfield Road, Detroit. There has been a death in the family.

**EMMETT J. FARLEY**, former carnival musician, reports he is now connected with a packing house in Indianapolis. Working with him is George Lage, another former trouper.

**JOE-ANN LaFRANCE**, "Queen of Mys-

World's Fair and reported it a spectacular affair.

"I'M AT THE ARSENAL here helping Uncle Sam make things safe," Jack (Tex) Hamilton cards from Rock Island, Ill. "Plan to remain here until things quiet down again."

ENTERTAINING off the hip in a hotel lobby may be ok to stall someone away from your room, but it's a bum spot to talk business and sign on the dotted line.—Colonel Patch.

**ROSS CRAWFORD** infos from Jackson, Tenn., that he is winter quarters' chief for Wallace Bros.' Shows there and that Jack L. Oliver recently arrived to spend the holidays.

**MRS. BILL (MOTHER) STERLING** is seriously ill in Sibley Hospital, Washington, D. C., and would like to read letters from her friends, reports Mrs. F. Percy Morency, of the Art Lewis Shows.

**JIMMY HOGAN**, who is hibernating in Pittsburgh after closing in North Carolina recently, cards that he will book a new walk-thru show with an Eastern carnival in 1941 and expects to have it completed by January 1.

HAVING CLOSED recently with Buckeye State Shows, Mr and Mrs. A. E.

**ELI POWER UNIT**



Pays its way on the hardest jobs. Gives nominal power service for many years with just ordinary care. Invest in an ELI POWER Unit for maximum return on your Power Dollars.

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products  
 N. West St., JACKSONVILLE, ILL.

**TIVOLI EXPOSITION SHOWS**  
 Now Booking Shows and Concessions For 1941  
 Address: H. V. PETERSEN, Mgr., Box 742, Joplin, Mo.

**EDDIE'S RIDES**  
 West lightest Concessions for good weeks, Christmas and New Year's weeks at Golden Meadow La.  
**E. J. YBARZABAL**

show with her brother, the late Johnnie Webb, is here. She will be on the front of my show in 1941."

**LYMAN R. MARTIN** letters from his home at 559 South 26th Street, Omaha, requesting that anyone knowing whereabouts of his brother, Joe L. Martin, have him contact at the above address. Lyman says his mother is seriously ill and not expected to live.

"HAVE moved to E. & M. Traller Park, Fayetteville, N. C., operated by Emil Mansfield, formerly with the Marks Shows," writes J. C. (Jimmy) Babson, formerly with Gruberg World's Famous Shows. "Park opened two weeks ago and is growing fast."

**VERNE SOULES**, owner of the Circus Street Parade of the Gay '90s, who broke his hip in Harrison, O., on May 5, is in Campbell Clinic, Memphis, Tenn., where he is to remain three months, reported Mrs. Soules, digger operator on the Rubin & Cherry Exposition during the past season.

THERE shall be falls and rumors of falls. Some shows score with the "shall be falls," and some with "rumors of falls." Oh, well, the rumors help build 'em up with what they didn't get. There's nothing like publicity.—Cousin Peleg.

**PEGGY FULLER**, who closed a successful 20-week season as electric organist with Art B. Thomas Shows on October 6, has been engaged for daily concerts at the Captener Hotel, Sioux Falls, S. D., reported Gil Tuve. She was featured at the Sioux Falls Automobile Show on November 28-December 1.

**TEX J. ALLISON** reports that despite bad weather his circus is clicking in Georgia schools. Mrs. Allison is doing a good job in advance, having missed only one school day since November 4. Shows runs one and a half hours, featuring clown numbers, juggling, magic, dogs, pie-eating contest, and lecture on the menagerie.

**MRS. JENNIE HODGES**, 68, mother of Myrtle Hutt, who is a member of the Ladies' Auxiliary of the Showmen's League of America, is at her home, 1812 West Washington Boulevard, Chicago, suffering with arthritis. Letters from friends would be welcomed by Mrs. Hodges, who has worked on concessions with carnivals for the last 14 years.

AFTER coming to an agreement, a carnival manager and a fair manager were taking drink and shaking hands to bind the deal. Said the showman to the fair man, "Now let's get the agreement right, although I've verbalized, before we take another and shake again. You are giving me your word of honor that, although you can't and won't book my midway, that you positively won't book So-and-So's."

**TWENTY-ONE** former trouper at Ohio Masonic Home, Springfield, attended memorial services conducted by Doc Waddell recently for the late Harry Bentum, manager of Bench Bentum's Diving Sensations, who died in Chicago November 29. In the service Waddell paid tribute to Bentum as a showman and friend.

**CECIL W. PRICE** letters that he has been working his photo gallery in Georgia to good business. He adds, however, that cold weather of late is keeping patrons away. Cecil has stored his girl show equipment for the winter and members of the personnel have scattered to their various winter destinations. He plans to build a new front for the girl show soon after January 1.

**JOHN J. (JACK) HALLIGAN**, who has had the side show on Conklin Shows for the past two years, is operating a winter museum, featuring George White, costumed man, and Christine, alligator girl. He's currently planning a winter tour which will take him to several leading Eastern cities. Walter Hale, completely recovered from his recent four-month illness, will handle the advance.

**CELTIN & WILSON SHOWS** were well represented at the Army-Navy football game in Municipal Stadium, Philadelphia, on November 30, reported advance man Edward K. Johnson, who saw the tilt. Others there were Co-Owners John W. Wilson and I. J. Celin; Harry Dunkel, advance man; Neal Hunter, trainmaster, and Lew Kane, Raymond Spade, and Mike Ziegler. Immediately after the game Messrs. Wilson, Celin, and Dunkel left by automobile to attend Chicago meetings.

**Mainmost Object**

TWO show owners started arguing on "What is the main object of this fair meeting?" The arguments started early Sunday morning and continued thru Wednesday. Wandering from room to room, they made the dispute hotter hourly. One insisted that it was a "get-together" meeting, a royal blitz, and held to exaggerate the last season's grosses. The other, who had reached and stayed with the crying stage, insisted that the object of the whole thing was to compare notes and to weep over wasted opportunities. Thursday morning the two managers decided to let another settle the argument. Stopping a departing brother manager to get his opinion, they were told, "The whole set-up is to give us managers a chance to contract fairs." "By George, the man's right," exclaimed No. 1 to No. 2. "You know that's what I've been trying to think of ever since I arrived."

**FRANK DUSHANE**, who recently completed his 14th season as general agent of J. J. Colley Shows at Marietta, Okla., reports he is vacationing in Henderson, Tex. After December 20 he will attend some fair meetings. He recently accepted delivery of a new Chevrolet sedan. Colley Shows had a profitable 1940 tour, spending 35 weeks in Oklahoma, Kansas, Missouri, and Arkansas, said DuShane.

**HENRY WEBBER JR.** letters from Boston: "Saw a number of carnival folk when I checked into the St. John Hotel here recently. John Gecoma's show was playing a local lot, but business was poor. State is dull and there's not much going. Among the boys here were Floyd Sheek, Bill Storey, Doc Fisher, Bobby Allen, Curly Cullen, Bill and Vern Kimple, Art Solomon, Dick Harris, George Parrott, George Scott, and Stan Reed."

WHILE two showmen were in heated debate relative to whose show had the best chance of signing up a date, another showman was signing on the dotted line and debating with himself as to whether he could afford to play it.

GUESTS of Mr. and Mrs. Wayne Endicott and Mr. and Mrs. William B. Clark at a Thanksgiving Day dinner on November 21 at the Endicott apartment in Seattle, Wash., were Mr. and Mrs. W. D. Carmichael and daughter, Normagene, formerly of American United Shows; Mr. and Mrs. Dee Newlin and Mr. and Mrs. Henry Supino, American United Shows, and Mr. and Mrs. W. R. Patrick, Bill Poole, and Shel Barret, Greater Patrick Shows.

**EN ROUTE** to Tampa, Fla., for the winter after closing at The Billboard and mail agent on F. H. Bee Shows, W. M. Jarvis reports he was delayed in Williston, Fla., several days due to a collision with another car, wrecking both automobiles and damaging his trailer. Mrs. Jarvis and her mother, Mrs. D. F. Saunders, Lexington, Ky., accompanied him. The all-sustained numerous cuts and bruises, there were no serious injuries. Jarvis bought a new De Soto before continuing the trip.

WHILE on a recent business trip to the branch office of Karmal Pictures Company in San Antonio, Tex., Jack Karmal visited John T. Hutchens' Modern Museum. He reported personnel to include Roy Pearce, William J. Blair, LeRoy Roe, and Earl Hutchens, tickets; Floyd (Slim) Arnold, rube; T. S. Murray, iron tongue; Lee Bradley, sword swallower; Skipkie Wilson, Fred West, Fred West Jr., Mouna Luu, and Marie, Hawaiians; Esther Lester; Chief Rain in the Pace, man with iron stomach; Baby Lee, fat girl; Professor Clendenin, mentalist, and Teddy Ward, lecturer.

**PHILADELPHIA DAILY NEWS**, in its December 3 issue, devoted a two-column full-length editorial nominating Ed (Spike) Howard, well known in outdoor show circles as a strong man, as its candidate for the third annual National Humanitarian Award, sponsored by the Variety Clubs of America. Reason behind *The News'* choice is that Lee Ellmaker, editor, considers Howard's qualifications the most outstanding achievement in a humanitarian way, based on the fact that Howard has given 913 blood transfusions (approximating 460 quarts) in the last 23 years.

**THANKSGIVING DAY** dinner was served a number of showfolk at the Miami home of Mr. and Mrs. Jack Brady, the past season with the Bud Anderson Circus. Guests included Mr. and Mrs. Milton Cohen, Kokomo Anders, and Mr. and Mrs. Fred Jason, Bud Anderson Circus; Mr. and Mrs. Gene Shrieber, Eddy Bros. Shows; Ruth Vogt, niece of the Jasoms; Mrs. Bell Moore, Dr. H. C. Edmunds, and Eddie Bardecki. After dinner they went to a theater and wound up at Rip Weinkle's Hippodrome Bar, where another party, headed by Fitzie Brown, was in progress.

**SUGGESTION** to convention hotels: How about removing all carpets and furniture from the lobby and covering the floor with a Ford-axle depth of good clay, putting in a few canvas-covered chairs and a bale of scattered shavings? Our dogs can stand the lots for 26 hours at a stretch, but since we have quit playing on the streets our feet have come back to earth.—Milo McGoof.

**EDWARD K. JOHNSON** comes thru with the following tribute anent the death of the late Harry Bentum. "Harry Bentum has taken the last cue and bowed out, while Bench, the other half of the team, which entertained thousands, remains to bear this world's burden. Ills dawn over there with the old pals of ballyhoo and show business is brighter than the dreams he dreamed while he was living. All showmen who knew him loved him and he was a friend to all. At times perhaps his path was steep and long and his footsteps faltered at the crossroads. But he believed in God, who steadied him, and he went on."

**E. L. DUNCAN** cards from Charlotte, N. C., that he closed recently with Celin & Wilson Shows.

**GYPSEY PETE**, tattoo artist, cards that he is working magic and fire acts in Eastern Pennsylvania and will appear with a Ten-in-One show next year.

**NORFOLK (VA.) BRIEFS** by F. Percy Morency: Wade Morton, who was seriously injured early in the season when

struck by an automobile, is up and about again. Bill Jones' weekly bingo is going strong under auspices of the Moose Club. Carl Leather's Oddities on Parade continues to pack them in. Mr. and Mrs. Gene O'Donnell, who attended the recent banquet and ball of the Na—  
(See MIDWAY CONFAB on page 39)



**CLEAN UP WITH Evans' WIN-O! THE ORIGINAL ELECTRIC BINGO GAME!**

Now's the time to cash in with this proven money making sensation! Perfect for carnivals, churches, bazaars, night clubs, ballrooms, taverns, turkey raffles, holiday entertainments, etc. Operates by remote control, mechanism absolutely foolproof. Permits individual or group play. Quits includes Win-O Board and Arrow, Control Button and Cord, 1,000 Cards, Advertising Streamers, Displays, etc. Now at sensational LOW PRICE!

SEND FOR COMPLETE CATALOG of Evans' Amusement Equipment—for 48 years the standard of quality!

**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago



**Consistent Money Makers**  
LOOP-O-PLANE—OCTOPUS—ROLLO-PLANE  
The New Ride Sensation  
**FLY-O-PLANE**  
**EYERLY AIRCRAFT CO., SALEM, ORE.**  
ASBNER K. KLINE, Sales Mgr.  
Eastern Factory Branch:  
RICHARD F. LUSSE, Chalfont, Bucks County, Pa.  
European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.

**21ST ANNUAL BANQUET BALL AND CONVENTION**  
OF  
**HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY**  
KANSAS CITY, MO.  
**CHRISTMAS TO NEW YEAR'S TACKY PARTY DANCE, DECEMBER 30TH AT REID HOTEL**  
**BANQUET AND BALL, NEW YEAR'S EVE FIESTA ROOM, HOTEL PHILLIPS**  
MAKE RESERVATIONS NOW. TICKETS \$3.50  
**Showmen's & Fair Secretaries' Convention All Week**  
\$ HUNDREDS OF DOLLARS IN GIFTS \$  
(Donated by Manufacturers and Supply Houses)  
**GIVEN AWAY DURING WEEK**  
**"The Convention Where Sociability Reigns."**  
**HEART OF AMERICA SHOWMEN'S CLUB**  
Reid Hotel . . . . Kansas City, Mo.

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

CINCINNATI, Dec. 7.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately:

### CINCINNATI OFFICE, 25-27 OPERA PLACE

Name	Order No.	Serial No.
Allen, Billy	12	
Angell, Jos. B.		
Ball, Emerie	490	3463
Beaver, Clarence E.	445	3512
Bookman, Chas. C.	415	3794
Bowman, Chas. R.	154	2970
Brangle, Lawrence John, Jr.		
Bright, James H.	350	3671
Bujnowski, Joseph Steve		
Bumgardner, Lee		
Childers, Wm. R.	488	3700
Choate, Vernon		
Clark, Robert	393	3155
Cole, Creston E.	4206	4926
Crow, Richard D.	368	3258
Davis, Robt. L.	478	3559
Dawson, Samuel Geo.		
Demetro, Archie	388	3586
Demetro, Tom		
Eckhart, Harry A.	142	3942
Elliott, Merl R.	384	364
Endicott, Jimmie R.	417	3236
Endicott, Ray		
Fastenberg, Louis J.	423	3457
Faultz, Chas. T.	413	3094
Ferguson, Walter Leon Jr.	221	4345
Force, Harold W.	494	3261
Foster, Jack Mitchell		
Gribble, Ralph V.	378	3068
Gavron, Steve J.	132	3530
Gouldie, Frank C.	131	2928
Grantham, Burford Odell		
Greaves, Wm. F.	257	3673
Hale, Charles Walter		
Hall, Chas. P.	372	3319
Hall, William Allen		
Hanson, Harry Laverne		
Hargreaves, Leo J.		
Horton, Walter		
Hughes, Howard Harold		
Hull, Leo V.		
Jacobs, Westley LeRoy		
Jensen, Ralph P.	106	3254
Jeter, Van Lee	63	3683
Johnson, Mike	397	3593
Jones, James Earl		1125
Keller, Don Herman	154	
Kessler, Sydney	403	3793
King, Ray Taylor		
King, Patrick T.		
Kvenmoen, Douglas Olen		
Lacy, William Arnold		
Lamb, Buddy	340	3498
Lee, Arthur W.	237	3033
Levine, Joseph B.	19	
McCormick, Jesse A.	494	3168
McDaniel, Daniel E.	450	3019
Mallery, Richard	184	3137
Mason, Chester H.	381	3123
Miller, Ralph A.	424	3492
Miller, Harry Edward		
Mills, Madison E.	96	3655
Moore, Thomas		
Morton, Berry		
Murphy, John W.	487	3685
Nixon, Paul E.	465	3623
O'Neill, Kenneth Robert		
Owen, Geo.	69	3681
Patterson, Leon L.	401	3347
Polk, Milton L.		
Porter, Clyde R.	473	3578
Reaves, Jesse D.	371	3033
Rhodes, Tom Allen		
Richardson, Raymond J.	362	3317
Roberts, Steve		
Rogers, Clem	13	2480
Rogers, Mervin Speed		
Rose, Roscoe		
Ruscitto, Leonard S.	375	3014
Samuelson, Charles Elmo		
Satterfield, Thomas M.	129	3674
Savoy, Hugh	492	3325
Schneemaker, Hoyt W.	501	3685
Shaw, Wm. M.	315	3661
Sneddon, Samuel Marshall		
Senigo, Michael	444	3784
Smith Jr., Geo. Edward		
Smith, Willis C.		
Stacey, Michael J.	289	3064
Stanley, Frank	330	3873
Stevens, Tom		
Stewart, Blakey W.	74	3151
Ettes, Eugene R.	448	3494
Sullivan, Chas. E.	370	3458
Thomas, Arthur	182	3482
Thompson, John J.	283	3787
Tomlin, Willis F.	488	3407
Vaughn, John Clifford		
Walk, Otis L.	344	3682
Wapnick, Nathan	418	3477
Warren, John Joseph		
Washburn Jr., Nelson	153	3046
Whitney, James John		
Wilst, Richard L.	118	3041
Williams, Lewis Henry		
Winters, James Francis		
Wolf, Mark A.		
Woodard, Russey W.	22	

## Draft Delinquents

CINCINNATI, Dec. 7.—Draft Board No. 7, located in Room 201, Hotel Havlin, Cincinnati, announces that the following troupers are considered delinquents, having failed to respond at the proper time: Bowman, Charles R. Own, George Chandler, Ray Demetro, Tom Eckhart, Harry A. Ford, John W. Goudie, Frank C. Grant, Harry L. Harper, Marshall Theodore Jeter, Van L. Kelson, Charles E. Mills, Madison E. Mallery, Richard Miller, John L. Politte, Leo Roberts, Steve Satterfield, Thomas M. Stewart, Blakley W. Thomas, Arthur Van Camp, Arthur J. Washburn, Nelson, Jr. Wilst, Richard L. Womack, Carmack Yost, Arthur M.

Williams being guest of honor. Mrs. Charles Dril has concessions booked for the winter. Jack Johnson and family and Ruth Kelley and daughter left November 30. Mr. and Mrs. Bob Stewart and son, Tommy, are here for the winter. B. M. SCOTT.

## Penn Premier

EAST STROUDSBURG, Pa., Dec. 7.—After a seven-week vacation in Florida and Bermuda Manager Lloyd Serfass has returned to new quarters here. They include mess hall, 30 by 50-foot construction building, and a 100 by 300-foot structure in which to erect new panels for painting. New tools have been purchased and work will start on eight new fronts. Trucks will be overhauled and repainted. Recent visitors were Harry Forbes; George Pitman, Chevrolet salesman, and Mickey Perrell. Manager Serfass will leave soon on a 15-day deer hunting trip. Miles Detrick has returned from Myrtle Beach, S. C., where he stored his ride. BILL DECKER.

## Wallace Bros.

JACKSON, Tenn., Dec. 7.—After closing a successful season at Jackson (Miss.) Colored Fair on October 19, a ride and Minstrel Show joined Rogers & Powell Shows to play a date at Canton, Miss., while remainder of equipment was sent to the fairgrounds here, where storage space was leased. Shop was erected and repair work began immediately. Roy Edison has rebuilt the Merry-Go-Round and James Reed is now working on it in the paint shop. Ross Crawford is chef. C. S. Reed, former agent of Zimdars Shows, and Cotton Grissom, formerly with the Wallace Shows, motored from Memphis for a visit. Abe and Edna Franks, corn game owners, are fishing in Southern Mississippi. Frank Sparks, cookhouse owner, (See WINTER QUARTERS on page 55)

## Winter Quarters News and Gossip

As Reported by Representatives of the Shows

### Scott Bros.

ATLANTA, Dec. 7.—Work is going forward in quarters at South Eastern Fairgrounds here. Overhauling and painting of the Tilt-a-Whirl is nearly completed. Max Laurence is repairing trucks and all are being repainted by Huey Waters. John Waller and hipers are to begin work on fronts soon. Shorty Wilson is working on floodlights. They will have a separate line and switch. Manager Scott is kept busy buying supplies, as he will have a larger show in 1941. Charles Scott is here and Arthur Scott is overhauling his cookhouse equipment. On Thanksgiving Day 32 turkey dinners were served. Mrs. Scott entertained at a theater party on November 29, Mrs. Jean

# Museums

Address Communications to Cincinnati Office

## Luther Norfolk Biz Good; May Be an All-Winter Date

NORFOLK, Va., Dec. 7.—Closing a successful season with Cetlin & Wilson Shows at Fayetteville, N. C., on November 12, Carl J. Luther's Oddities on Parade opened for what is expected to be an all-winter stand at 508 East Main Street here on November 16 to good business, reported Claude Bentley. Show is in a building 160 feet deep. Platforms are hung with velvet and decorated with neon. City officials have co-operated, especially Chief of Detectives Leon Norwitzky, former showman.

Mr. and Mrs. Luther attended the banquet and ball of the National Showmen's Association in New York on November 27 and upon returning here made preparations to attend the Chicago meetings. Mrs. Woodrow Olson left for Chicago to visit her parents until after the holidays. At a Thanksgiving Day dinner Mr. and Mrs. J. C. Wilson, Mr. and Mrs. Izzy Cetlin, Harry Dunkle, and Mr. Sterling of Cetlin & Wilson Shows, were guests. Many showmen wintering here are visitors, including Art Lewis, owner-manager of Art Lewis Shows; Don and Maude Montgomery, now connected with a hotel here, and Percy Morency. Personnel includes Woodrow Olson, assistant manager; Lewis Grass, publicity

and The Billboard agent; Bill Noller and Jack Manning, front talkers; Herbert Wallberg and Lee Hayworth, tickets; Priscilla, monkey girl; Labello, alligator boy; Jesse Franks, bag puncher; Captain White, human pincushion; Margaret White, iron tongue; Mrs. Luther, astrology; Louise Knox, girl with six fingers and toes; Ernie Grelves, torture board; Betty Smith, sword box; Marion Manning, shooting thru a woman; Ida Mason and Duke Edwards, midgets; Betty Varady, electric chair; Walter Delenz, magic; Nada Noller and Connie Smith, inside lectures, and Claudette, assisted by Billie Kay Burke, annex.

## Hutton Biz Fair in Mobile

MOBILE, Ala., Dec. 7.—M. C. Hutton Great Trainway Exposition did fair business here on November 27 and 28 despite cold weather on the first night. Press Representative Floyd Reeves used a heavy newspaper advertising campaign and two radio stations. Carrying 25 people, show has been out since December, 1939. Manager B. E. Banks uses twin searchlights as a night bally. Featured attractions are Lucky Bob Matthews, who joined with his lion act recently, and Jenos and Rodolfo DeHoyos, Siamese twins. Show left November 29 for New Orleans, where it is to remain until after the holidays.

Woods, Earl Edward	21	
Wray, John H.	400	3739
Yost, Arthur M.	130	3065

### ST. LOUIS OFFICE, 390 ARCADE BLDG.

Beaudreaux, Carlyle Albert	148	1428
Benjamin, Chester Everett	130	2544
Paskey, Adam Albert		
Frey, Russell James		
Stark, Mike		

### NEW YORK OFFICE, 1564 BROADWAY

Fraser, William Patrick		
McKernan, Patrick		
Nicholas, Steve	1698	5687
Ward, Harold Benjamin		

### CHICAGO OFFICE, WOODS BUILDING

Huber, Arthur Joseph  
WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Chicago, Week ended Dec. 7, 1940.

Dear Editor: Before leaving the show much time was lost because our artist had stored the drawings of our contemplated show fronts and had forgotten the plant. We finally gave up the search, departing for the Chicago meetings without them. The bosses were satisfied that the loss of the crayon drawings would not deter the booking of the show. They were more than convinced that the fair officials would remember the drawings, as they had been displayed during the 1935-'37-'38-'39 conventions. Thus, unarmed and unprotected, with the exception of a few form letters written by different business houses that had purchased banners from our agent, we arrived in Chicago.

From what the writer could see and hear over his cups, most of the festivities consisted of an endless series of back-slapping, mitt-grabbing, pump-handling, boozing, rapping, highlights, lowlights, dark lights, rehashing, and the handling of facts and figures in a wild and reckless manner. It was obvious that everybody knew everybody else's business and little or nothing about their own. Much time was wasted in telling what the other shows had and didn't have and nothing about what they had. Many of us wondered whether a fair manager was more interested in what he wouldn't get than in what he would get. Well, I guess there is nothing like surprising them when the show arrives to play the date.

Some of the fair managers wanted to know about the size and financial status of the different midways. One even had

the crust to ask our adjuster if we carried it. Another stated that he would never again pay to move in a show to play his date and he not only asked for the deposit but the railroad move in and half of the move out of town. A truck show operator was seen handing a fair sec his deposit and six barrels of gas and oil to guarantee the in and out. A railroad-show owner was seen handing a fair manager the dp., but not the in-and-out move. This he squared by handing the manager enough mileage to bring the patrons to the show in case the show couldn't get to the patrons. One fair sec demanded that the bosses give him the show passes on the signing of the contract, so the bosses immediately demanded the gate passes for their people. They finally sawed off by trusting each other with matters where no money was concerned.

We never did find out the number of the bosses' suite of rooms, whether it was No. 100, 200, or 300, or what. Somebody intentionally or accidentally removed the first number, leaving it room No. double-O. We fought our competitors by placing their room numbers on our doors. Our suite was perhaps the most unique entertaining center in the hotel. General Agent Lem Trucklow feasted the visitors lavishly from a box of lunch he received from home. The office chauffeur was on a steady go, bringing beer from our competitors' bars. This proved to be the ones we were trying to sign up that the bosses were better chisellers than the others.

Bidding was in the skyrocket class. Where sealed bids were necessary, chain offers were made at a fast rate. One fair manager who charged \$4 for house-

trailer parking didn't care about our show and ride grosses but made us sign up for 300 trailers. One of the \$10-a-foot-concession fair bosses canceled the show, claiming it was too big and would interfere with the independent midway. Another wanted the right to lay out the midway and scatter it wherever he thought it was necessary to block up a hole in his fence. Some wanted flat rates as rain insurance. To say that the show signed up everything that it expected is putting it mildly. We always expect to get the worst of it, either one way or another. MAJOR PRIVILEGE.

with Hughey & Gentsch Shows. Harry Hisco cards that he is working key checks and dog collars for the winter in Natchez, Miss.

RECENT delivery of a Schult trailer was made to Mr. and Mrs. Harvey (Heck) Hester while they visited Mrs. Hester's parents in Evansville, Ind. The Hesters reported leaving for a winter vacation in Miami on December 1, taking with them Mrs. Hester's sister, Lenora Bowen.

ANYONE knowing the whereabouts of Jack (Whitey) Dennis, when last heard of with Bennies Bros' Shows, is asked to have him contact Mrs. Betty Hawkins, General Delivery, Franklin, La. Mrs. Hawkins reports his wife is seriously ill and it is desired that he come for his child.

HARRY (SLIM) MARTIN, Ferris Wheel foreman, scriber from Elwell, Mich., that he and Mrs. Martin closed a successful season recently on Palace United Shows. Mrs. Martin had three concessions. They made a 928-mile jump to Elwell without mishap. Martin is doing considerable hunting and trapping and Mrs. Martin is cold packing for the winter.

### MIDWAY CONFAB

(Continued from page 37)

tional Showmen's Association in New York, will again winter here. Sammy Lewis has opened a shoe shine emporium on Church Street. Dr. James K. Bozeman has opened offices in the Withers Building. Bull Smith is official cuedian at quarters of the Art Lewis Shows. Bill Lewis, wrestling impresario, continues to pack 'em on Wednesday nights at City Auditorium.

AFTER closing recently as The Billboard agent and popcorn concessionaire

Advertising in the Billboard since 1905

## ROLL TICKETS

DAY & NIGHT SERVICE

SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2**

10,000	\$6.95	50,000	\$12.75	90,000	\$18.55	250,000	\$41.75
20,000	8.40	60,000	14.20	100,000	20.00	300,000	49.00
30,000	9.85	70,000	15.65	150,000	27.25	500,000	78.00
40,000	11.30	80,000	17.10	200,000	34.50	1,000,000	150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

### STOCK ROLL TICKETS

ONLY 5c, 10c, 15c & 20c

1 ROLL ..... 50c  
5 ROLLS ..... 40c  
10 ROLLS ..... 35c

### WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (10 CENT) FOR EACH TEN (10c) CENTS

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

### Cleveland WF Show Draws 100,000 Gate; Inside Spending Off

CLEVELAND, Dec. 7.—Almon R. Shaffer's World's Fair Highlights, presented in the three main halls of Public Auditorium here on November 19-30, drew slightly more than 100,000. Despite the large gate, business was disappointing for many inside pay shows. Only attractions to do good business were Frank Buck's Jungleland and Thomas W. (Slim) Kelley's Freak Show.

Sponsoring Knights of Pythias, represented by the Pythian Exposition Committee, Inc., were pleased with heavy attendance. As a result of the show's excellent reception they have decided to sponsor an annual event, to be known as the Winter Fiesta. Manager Shaffer announced that he will co-operate with

the auspices in presenting next year's affair. It will include midway attractions, industrial exhibits, and showings of winter activities of the West, Southwest, California, and Florida.

### Program Set for S. C. Fete

COLUMBIA, S. C., Dec. 7.—Elks' Club here plans a Fort Jackson night, with special features for soldiers, at its annual six-day Charity Ball and Festival in Township Auditorium, reported Jack Perry. To date 800 tickets have been sold for the ball, which will be opening night attraction. Buster Spann's orchestra will be featured. Mike and Ike, midgets, are doing street advertising. WCOS is giving several plugs daily and newspapers are lending support.

### Shorts

ESTIMATED crowd of over 85,000 saw a parade of giant balloons staged by Parades, Inc., in Springfield, Mass., on November 29 under sponsorship of the merchants' division of the Chamber of Commerce. Event was advertised by radio, mail, and newspaper. Merchants said it stimulated Christmas shopping and plans are under way to repeat it in 1941.

BUCK BANARD is furnishing horses, ponies, and bears for a series of Christmas parades put on by Covington Parade Company, reported Larry Duane. Miss McCoy is leading parades on horseback.

DESPITE participation in the war by many Canadian guides, New England Sportsmen's Show, Boston, and others staged by Campbell-Fairbanks Company, will be held as usual, said President Sheldon Fairbanks. Canadian provinces will take part. Dominion government having decided that participation promotes good will. Nee-dah-beh, Indian singer and emcee, will direct aquatic activities at Boston.

### DICK'S PARAMOUNT SHOWS, Inc.

Extend a Merry Christmas and Happy New Year

To All Our Friends

NOW Contracting Attractions For Season 1941

WANT

- SHOWS**—Have complete new SIDESHOW. Want reliable Manager and Acts for same. Have best equipment. MANAGER for GIRL REVUE. Moderately built equipment on 24 foot semi-trailer. Manager and Trainer for MONKEY CIRCUS. Have stock already broke. Entire outfit new. Have a beautiful outfit for either a MIDGET SHOW or MICKEY MOUSE CIRCUS. Neon and indirect lights. Will finance any new and novel idea to reliable showman. FUNHOUSE.
- RIDES**—Will book late model ROLL-O-PLANE or KIDDY AUTO RIDE, with or without teen transportation.
- CONCESSIONS**—showfields and to whom we will give excellent co-operation. CORN GAME. GRINDSTONES, Photos, Long and Short Range Galleries, Pitch Till You Win, NO COUPONS.
- FREE ACTS**—Want High Sensational Acts; twenty weeks' work.
- HELP**—Want an A-1 MOTOR MECHANIC. Also would like to hear from sober, reliable RIDE HELP, those able to drive semi.
- WANT SHOWS**—Especially organized MIDGET SHOW—done with hand given preference; SIDE SHOW. First class GIRL REVUE, MECHANICAL SHOW and MOTODROME. Can place one or two of the LATEST TYPE RIDES. Also Grand Stock CONCESSIONS of all kinds, BOOKHOUSE, CIGAR AND SHOOTING GALLERY, BILL GAMES, etc.
- WINTER QUARTERS**—The show is completely motorized, has modern lighting equipment and plays the best dates and celebrations in New England.
- WINTER QUARTERS**—General Manager

DICK GILDORF

### 26TH ANNUAL COAST TO COAST TOUR INTERNATIONAL CONGRESS OF ODDITIES

Finest and Largest In and Outdoor Exposition of WORLD'S STRANGEST PEOPLE

PARK EXECUTIVES — FAIR OFFICIALS — SHOWMEN FOR YOUR MANY CONTRACTS FOR THE 1941 SEASON AND YOUR MANY CO-OPERATIVE OFFERS: —WE THANK YOU—

All Correspondence to Permanent Address: 412 E. 6th St., CINCINNATI, OHIO

### KEY WEST, FLORIDA MONROE COUNTY FAIR AND VOL. FIREMEN'S FROLIC

KEY WEST, FLA., JANUARY 13-25—2 WEEKS

THE FIRST SHOW IN TWO YEARS. LOTS OF GOVERNMENT CONSTRUCTION, AND THE DATE IS IN THE HEIGHT OF THEIR WINTER SEASON. WANT SHOWS—Especially organized MIDGET SHOW—done with hand given preference; SIDE SHOW. First class GIRL REVUE, MECHANICAL SHOW and MOTODROME. Can place one or two of the LATEST TYPE RIDES. Also Grand Stock CONCESSIONS of all kinds, BOOKHOUSE, CIGAR AND SHOOTING GALLERY, BILL GAMES, etc. Want Ride Foreman for Merry-Go-Round, No. 12 Ell Wheel, Chalopines and Whip. Also capable Electrician and Mechanic—NO BOOZERS. The above celebration should be one of the best. Other Florida spots to follow. Address: C. E. BARFIELD, P. O. Box 1938, Miami, Fla.

### Phone Man

Have opening for steady, reliable Phone Man. Steady work, Advertising Programs, Tickets and Banners under Organizations. No advances. Ladders and Lumb Artists, don't bother answering.

### KAREN ENTERPRISES

4 Clinton Ave., Room 108, Albany, New York

### XMAS CHARITY BAZAAR

WEIRTON, WEST VA., DEC. 14-21  
Steel Mills Working Full Time

WANTED

Photo Gallery, Seales, Stock Wheels (no Gl, Pitch-Till-You-Win, Lumb, Popcorn. Address: WM. MEYER, 1896 Main St.

## Macon Shrine Show Attended By 46,000; Net Profit \$2,000; Receipts Ahead of Last Year

MACON, Ga., Dec. 7.—Another success was scored by the Macon Shrine Circus, which ended a week's run Saturday night, November 23, with total attendance of 46,000. Actual net profit to Arab patrol of Al Sibah Temple, sponsoring body, was better than \$2,000, several hundred dollars ahead of last year, the committee reported.

The increased earnings were reported in the face of less revenue from concessions, the gain being in the ticket sales.

As in the past eight years, the show was handled by patrol members, more than 95 being on active duty each night running concessions, handling doors, and working on stage. Admission tickets were 10 cents, three for 35 cents.

Performance was more elaborate than in the past, with total running time of one hour and 40 minutes, broken by two 30-minute intermissions for concession play.

### The Program

Bill of acts was composed of Ray Goody, tight wire and rope slide from balcony to stage; Kirk Adams' dogs and ponies, three acts; Buckskin Betty and the Shooting Stars, sharpshooting and knife-throwing act of three people; Harrison Trio, featuring Floyd Harrison, cyclists; DeKohl troupe of jugglers and equilibrists; Three Deana, acrobats; Milo Vagge, bag puncher. The Deana and Vagge joined the bill Tuesday, coming from the Ringling-Barnum show after the closing stand at Sarasota, Fla.

Herb Thompson was producing clown. Musical accompaniment was by Lee Wood at the huge pipe organ. Show, as usual, was held in the Macon Auditorium, which was crowded to capacity several nights during the week. On Wednesday the only matinee was given. It was a free event to all children in the county.

D. C. Ferguson, who was general chairman for the past seven years, was called away the day before the show was to open, being promoted by the Southern Railway to an executive position at Camp Blanding, Fla. G. P. Lockhart, vice-chairman, took over and was praised for creditable direction of the event. Others on the general committee were W. M. West and M. R. Arden, concession managers; J. V. Kennedy and P. V. Bradford.

Grady Gillon, potentate of the Temple,

### Circus Men Attend Showmen's Meet in Chi

CHICAGO, Dec. 7.—Circus and former circus men at the showmen's meet here this week included S. L. Cronin, L. B. Greenhaw, Frank (Doc) Stuart, Frank Sweeney, Clint Finney, Al Butler, Ralph Clawson, Skinny Matlock, Whitey Lehrter, Earl Shipley, Eddie Vaughan, Jack Ryan, Nat D. Rodgers, Al Martin, Phil King, Ab Johnson, James Patterson, Hazel Cotter, Hallie McCabe, Orrin Davenport, Dan DeSaugh, P. E. Boudinet, Jake Newman, Fred G. Barker, Chick Chickering, Blackie Williamson, Leo Hamilton, D. C. Hawn, Bill Naylor, Harry Bert, Floyd Nelson, Art Windecker, the Great Shubert, Robert E. Hickey, Frank Miller, William Claire, and Zack Terrell.

## A Review of the Circus Season of 1940

and

### Important Events and Happenings of the Year

will be features of the

## Holiday Greetings Number

Watch for this issue dated December 28

was emcee, assisted by Kennedy and Boyce E. Miller. An unusual added attraction at the last night was a musical program by the Shrine Chanters, musical organization of the Temple. Brooks Geoghegan handled the business details, with Dorothy Moorman in charge of office. Paul M. Gosaway was in charge of publicity for the eighth annual time, Frank Sotiro was in charge of properties.

### Nowak, Rogers Visit

A surprise visit was paid by Baron Nowak, midget, star of last year's show, who was en route to York, S. C., from Houston, Tex. He and his manager, Ray W. Rogers, were introduced from stage. Ollie Bradley had the peanut and popcorn stands, as in the past, and reported an unusually good week. His wife had a good week with a fishpond. Only other professional concession men at the show were John Applebaum, who managed a doll store, and Ralph Morocco, who had a rat game, both yielding satisfactory results.

## Work Begins Jan. 1 At Mills Quarters

BEREA, O., Dec. 7.—Work will begin at Mills Bros.' Circus quarters here January 1 under the direction of Johnnie Wall, reports Jack Mills. At present there is a crew of 10 in quarters. Weather was wonderful at quarters until November 20, when the first snow fell and the elephants, which were roaming the fairgrounds, were moved into the big exhibit building. Several winter dates have been booked for the show's elephants and other animals.

On Thanksgiving Day the personnel of the show gathered at quarters here for a turkey dinner. Recent visitors included Frank Buck, Omer Kenyon, Bob Stevens, and a score of other circus men who were in Cleveland with the World's Fair Highlights.

## Goshen, Ind., Indoor Show Has Bad Break in Weather

GOSHEN, Ind., Dec. 7.—The Indoor Circus and Charity Bazaar here November 28-30, under auspices of the American Legion, had a bad break in the weather, altho attendance was better than expected, considering the weather, reports C. W. Corwin.

H. L. Pilbert, who furnished the show and booths, told Corwin that the week was not profitable, and that no one lost money.

## Cole Begins Training Ahead of Time for Winter Dates in January

LOUISVILLE, Ky., Dec. 7.—Cole Bros.' Circus began training December 2, about 10 months ahead of schedule. In preparation for the winter dates which start in January, General Manager Zack Terrell decided to begin training ahead of time in order to break in several new recruits in the Liberty horse line-up and to have sufficient time to produce three new horse acts.

The wardrobe department also began operation under the direction of Mrs. Harry McPartan, assisted by Mrs. Jack Biggers. Only the mechanical departments and paint shop now remain to be opened after the first of the year.

For the first time Kentucky's historic Horse Show building is being utilized for the training of circus acts and displays. Adolph Delbosq and Capt. John Smith, veteran trainers of thoroughbreds, are in charge of the training. Three Liberty horse displays are being schooled, including one with 12 thoroughbred stallions. Several menage horses are also being given workouts each day by Delbosq and Smith.

Jean Allen has arrived with her horse, "Amberking" and is assisting in the training of the menage horses, as is June Russell.



HERE is pictured Mrs. Robert Preston, formerly Catherine Felius, of Hollywood, and daughter of Roy Felius, retired showman. Catherine Felius and Robert Preston, Paramount star, were married on November 15 at Las Vegas, Nev. On the same day Mrs. Preston was awarded a term contract by Paramount Studios and she will be known on the screen as Catherine Craig. Felius was an executive with the Ringling Bros. Circus for many years. He afterward, with Edvard Shipp, formed the Shipp & Felius Circus, which toured South America from 1908 to 1923. Felius lives at Bloomington, Ind., while his former partner, Shipp, resides in Santiago, Chile, S. A.

## Two-Ringer for Banard in 1941

TIPPIN, O., Dec. 7.—Banard Bros.' Circus will have a small two-ringer show next season until the fairs begin, then it will play as a free act, according to present plans, reports Larry Duane. Show will carry 38 head of performing stock: nine trucks, four trailers, and eight cows, and, cowgirls. A new idea, Duane says, is to use a 100-foot front with the word "hippodrome" in large electric lights, framed like a Wild West.

There are nine persons at quarters, but not much work will be done until after the first of the year. Stock includes two beautiful Arabian stallions. Also at quarters are four Siberian huskies. Among those at quarters are E. W. Banard, owner-manager; C. B. Banard, secretary; John Kramer, head animal man; Blue Jay, canvas; Dennis Teall, sound equipment; Duane, horses; Dad Lucas, barn boss; Madaline McCoy, wardrobe. Kramer has been in a hospital four weeks, but is doing well now.

## Santos & Artigas Open to Packed House; 23d Season

HAVANA, Dec. 7.—The Santos & Artigas Circus opened its 23d winter show at the Marti Theater here November 28 to a packed house. Show was again booked by Fred Bradin, equestrian director of the Ringling-Barnum show and is for a five-week stay. He is emcee.

Program includes the Great Waldo, Guillaume Polidor, and Guerreria; the Riders, comedy acrobats; Lopez Trio, flying act; Ely Ardity, head-balancing trapeze act; Rola Rola, the Brazilian Wonder, doing balancing on pedestal; equestrienne; Ella Bradin, Captain Pirth's three seals; Alma Torres, contortionist; Senor and Senorita Pena, Mexican knife throwers and whip manipulators; Captain Torres and his six lions; the Great Antony, slack-wire performer; Miss Daisy's dogs, monkeys, cats, and raccoons; Zorita Lambert, the Great Melvin, Chief Nabor Felix; Boby and Baby, trained chimpanzees; Maysy and Brack, acrobats and jugglers on the unicycle.

Prices run from 31 top for orchestra chairs to 30 cents in gallery. Slide Show, a number of acts from the Ripley show, is presented in the lobby; 10 cents admission.

## Schultz Equipment To Be Disposed Of

AMHERST, N. S., Dec. 7.—The animals, equipment, cages, tents, trucks, etc., of Capt. William Schultz, interned German wild animal trainer and circus operator, will be disposed of. Instructions have been received by Crowell & Balcom, Halifax, N. S., enemy property custodians, from the Canadian Government at Ottawa, Ont., to sell everything owned by Schultz. Equipment is in quarters here.

In the group of animals are lions, ponies, dogs, monkeys, and an elephant. All are trained. In addition to having been on the road thru numerous States and provinces, the Schultz Circus has been on permanent winter location as a zoo in a number of cities and towns in the United States and Canada the past 12 years. Schultz was arrested as an enemy alien while on tour with his show last summer and is now imprisoned in an internment camp near Ottawa. Singularly, he had witnessed his show as a public menagerie in several Ontario centers before settling at Amherst in 1939. He had also toured Ontario, including Ottawa, with his show.

The decision to sell the Schultz assets followed trouble with two bears, which ran amuck at different times, and one of which inflicted injuries on the caretaker of the zoo. Both bears were destroyed. They had been ugly since loss of their trainer.

## Leslie Ward Under Knife

CINCINNATI, Dec. 7.—Leslie Ward, afflicted with the Flying Wards, is a patient in Good Samaritan Hospital here following a surgical operation. He recently completed an engagement at the New York World's Fair. Ward's condition is reported good.

## Malloy To Play Fairs

CANTON, O., Dec. 7.—J. B. (Jack) Malloy, owner-manager of the J. B. Malloy Circus unit, with headquarters here, has informed The Billboard representative that negotiations are under way with the Gus Sun Agency to handle his unit at the fairs in 1941. Malloy will augment his unit for the Sun bookings.

## Selective Service Mail

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

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

General Agent J. D. Newman returned to his office for a day, then departed again on business to Chicago and New York.

Deck Scatterday, in charge of national advertising, arrived for a consultation with Zack Terrell. He will leave soon for the East.

Rey de Rosellil arrived here December 5 to join the executive staff.





# With the Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD, W. M. BINGHAMMAN  
 25 Murray St., N. O. Box 4  
 New Britain, Conn. Gales Ferry, Conn.  
 (Conducted by WALTER HOHENADEL, Editor  
 "The White Tents," care Hohenadel Printing  
 Company, Roanoke, Ill.)

ROCHELLE, Ill., Dec. 7.—The annual Pat Valdo Tent regional meeting was held at Binghamton, N. Y., on November 30. About 30 attended, including President W. H. Judd, of New Britain, Conn.; W. T. Linney and George Duffy, of Fort Plain, N. Y., and Mr. Zoltowski. Speeches were made by all who attended. Judd wound up the program with a talk and by showing three circus reels. The bar was set up in rear of the hippodrome, with tables set between bar and lounge in front of the stage. During the meeting everyone sat in the lounge and enjoyed an intimate discussion of the circus with the entire stage of the hippodrome transformed into a miniature replica of the interior of the Ringling-Barnum blue top of 1940. There were thousands of pieces of miniature circus equipment and hundreds of animals and figures performing in the three rings and upon the hippodrome track. The air was a maze of intricate apparatus with tiny figures hanging from the rigging. All lights were modern and concealed. There were no poles to obstruct the view. The entire set-up was built to represent a streamlined show—the circus of the future. After the meeting a dinner was given in the Hotel Binghamton by George Duffy. After dinner a business meeting was held. President English will call a meeting of Valdo Tent shortly after the first of the year.

A delightful evening was spent by the Charles Sparks Tent No. 14, CPA, of Norwich, Conn., at the home of the Roarkes on November 19, with the following members present: Mr. and Mrs. Palmer, Mr. and Mrs. Daley, Edna Holden, Mary Gibbon, Ruth Colt, Margaret Roarke, Alice Callahan, and Lillian C. Roarke. After the reports of the secretary and treasurer were read and approved, the evening was spent by the fans telling stories. At 10 p.m. the gang adjourned to the dining room, which had been decorated with balloons, etc., to give a circus atmosphere.

During the run of the Elks' Charity Circus at Portland, Me., Lawrence C. Brown states that he had several visits with Adèle Nelson and Lewis Reed, of Adèle Nelson's elephants; Flora and Walter Guice, the Beebes, and Laddie Lamont. Circus Fans night was observed Thursday with the following CPA in attendance: Edward Twomey, James B. Tomlinson, Philip I. Milliken, James S. McCloskey, and Brown. The last named received a call from Justus Edwards, who is with Floyd King's Museum.

Fred Schlotshauer, of Oquawka, Ill., writes that he caught Polack Bros.' Circus during its run at Peoria, Ill., and states that the Rudynoffs, Bell Troupe, Castang's chimps, Spillers' seals, Morales Troupe, Larkin Duo, and several other acts made up a fine program.

Mrs. Tip Stone, wife of our member in Woodstock, N. B., Can., in a letter to Mrs. W. H. Hohenadel stated that their son, who enlisted in the Canadian army, is now in England. The Stones attended their first CPA convention at Hartford, Conn., last spring and made many friends.

## Fire Damages Building At Bell Bros.' Quarters

GLEN BURNIE, Md., Dec. 7.—A building at Bell Bros.' Circus quarters here, which Manager Sam Dock uses for living quarters, was damaged by fire December 3. The blaze was started by a spark from a stovepipe. Equipment damaged included a public-address system, two radios, all the winter's supply of groceries and canned goods, and personal effects of Dock and others at quarters.

No other buildings at quarters were damaged, but Dock, who is 77, suffered a slight heart attack because of the excitement. Other persons at quarters at time of the fire were Ed Davinson, Jimmy Mahoney, and Edward Watchner. H. R. Brisson and family were in Baltimore at the time, but they are living in Glen Burnie in their trailer.



Jimmy (left) and Barney Arnesen, veteran clowns and comedy acrobats, who have trouped together for more than 40 years and who have appeared with practically every major circus for three decades. Barney, who is 64, is still doing his wire-balancing act. The two jokers are making Canton, O., their home. Photo was taken on the occasion of the recent Charles Siegrist Showmen's Club meeting.

## Performers Paid Off Short at Akron Doings

CANTON, O., Dec. 7.—Performers taking part in the recent circus-rodeo at Goodyear Auditorium, sponsored by the Akron Lodge of Elks, were paid off short following the final performance Saturday night, November 23, it was revealed.

After the show failed to draw any better than fair patronage the first five days of the week's engagement, performers, who took over the promotion at mid-week, agreed to lower the admission prices for the final day. Top was 55 cents and a near-capacity audience attended the last performance. Admission up until that time had been scaled as high as \$2.20 top.

Single acts, it was said, took a cut of 85, with other turns receiving corresponding reductions for their week's work. The flying act, three people, took \$25 less than the contract originally called for. The George V. Adams Rodeo Company also received less than the promoters had contracted to pay the attraction, it was said. Elks' committee in charge of the event made no announcement as to what extent it is obligated as the result of the promotion.

## Circus Historical Soc. and Other Notes

WICHITA, Kan., Dec. 7.—Will Hill, owner of Hill's Society Circus, recently had a new semi-trailer made at the Springfield Wagon Works. Arthur Stensvad, CHS of North Platte, Neb., is interested in programs of the Yankee Robinson Circus. Jimmy Dugger, clown and contortionist with Hagenbeck-Wallace Circus in the '20s, is living in Chattanooga, Tenn., where he is employed in a glassware store.

Walter W. Tyson, CHS, writes that he started his collection of circusiana with the photo of the old Sparks Circus red and gold lion den, taken in 1920.

Joe and Ted Hodgkin and Mr. and Mrs. Robert Gordon are wintering at Elwood, Ind., at Jack Raum's winter quarters, reports Bette Leonard.

## Thatcher-Stanbery Stages Parade at Fort Atkinson

FORT ATKINSON, Wis., Dec. 7.—The Thatcher-Stanbery Productions Company, of Fort Dodge, Ia., had one of its units here on December 4, staging a pre-Christmas parade. Art Miller, circus general agent and publicity director, who had been with Downie Bros.' Circus, renewed friendship with S. L. (Mose) Stanbery and daughter, Dorothy; Alert White, clown, and other members of the unit, including Kay and Eddie Barbeau, who have their Alaskan huskie dog team as the Christmas parade feature. "Dime" Wilson and Elvin Welsh had animals and equipment from the Bud E. Anderson Circus with the unit.

Miller was associated with the Thatcher-Stanbery Company in 1936.

# Circus Saints AND Sinners' Club

By Fred P. Pitzer  
 (National Secretary)

NEW YORK, Dec. 7.—The last luncheon of the Dexter Fellows Club at the Hotel Astor, when Irving Berlin was the Fall Guy, was proclaimed one of the best luncheons that were ever given in the city of New York. The date was fixed up to represent Nigger Mike's saloon in Pell Street, where Berlin was a singing waiter, and in the saloon proper seated at the various tables were some of the leading songwriters of America, including Harry Armstrong, Jack Norworth, Ernie Burnett, Capt. Gitz-Rice, Abel Bear, Harry Tierney, Arthur Schwartz, J. Fred Coots, Jean Schwartz, Nick Kenny, and Bill McKenna. Pat Rooney was there to do a little soft-shoe dancing, and Julian Eltinge, impersonator, also entertained. Harlan Dixon did splendid footwork and Dave Malen imitated George M. Cohan. Joe Laurie Jr. took the part of Chuck Conners and did a swell job. An innovation was bringing in the Fall Guy. At a given signal in comes a small brewery truck pulled by a horse and in the wagon was a hoghead of beer—Troemer's beer the wagon was marked—and out of this hoghead was pulled Berlin. He went behind the bar and became a barkeep with Harold Hoffman. Real beer was furnished to the crowd.

The menu was on a telegraph blank—Postal—you know why. The Four Lambs were at their best, too, for they posed on the main stage in tableaux to represent the various song titles of Berlin's songs. There were 18 titles reproduced pictorially and so cleverly that members and guests just paused with excitement. All of the door prizes for this luncheon were bottles of liquor. A record was released of a fake interview with Berlin on the Harold-Spittoon Forum and this created many belly laughs. Jolly Bill Steinke's barke's box was located on the stage for the luncheon and he did all right until he reached the name of Apple Jack and then he surrendered, giving way to Prexy Hal Hoffman. A great burlesque song was rendered by the Lambs Evans, Gautier, Tomkins, and Cherry. Cherry, by the way, from the floor of the dining room objected to some of Berlin's song titles and told why. Clever stuff. And another treat for the crowd was when George Tomak, who alluded to himself as the Spit-tune detective, tore apart one of Berlin's old songs and showed how he had stolen it from recent hits. Al Trahan, a member of the Tent, contributed his bit by showing how Berlin writes a song. Al brought in his own trick piano and kept the crowd in stitches as he went thru his antics.

There was another change this month and it looks as if it will stay in. The tent ritual was copied from the stage and after it was over the new members who had come in since the last luncheon were called up to the stage and introduced and then posed alongside of the picture by Tex O'Rourke and Bill Steinke of the Fall Guy. A fine touch to the luncheon was a medley of Berlin's songs as rendered by Fred Waring's Glee Club, which was Fred's contribution to this great songwriter. Waring is an ardent worker for the Tent. O'Rourke did a very clever stunt. With gestures he used all of Berlin's song titles and made a monolog out of them. Not a word outside of titles was used and the whole made a clever risqué story pieced nicely together. The marvel of the stunt was how Tex could remember all of these song titles and just where and when to use them. O'Rourke is equestrian director of the Tent.

The clever invention of Dr. Louis Clement for this luncheon was a pitcher filled with beer and won as a door prize by Eddie Hanson, he of the Kongsholm. This pitcher when put to your mouth for drinking purposes loses its bottom and the contents spill all over the drinker. Berlin was then inducted into the club. He was dressed in clothing or coat bearing hundreds of sheets of music and a high hat that bore musical notes and a fine cane with a miniature piano as a head. Irving had his own piano brought over for this occasion. It has a revolving keyboard so that he can transpose more readily and it was the piano on which he wrote his first piece. We must not forget the splendid prop work of Sam Steward, who made

# 15 Years Ago

(From The Billboard Dated December 12, 1925)

Orange Bros.' Circus, managed by Mr. and Mrs. William Newton, ended its season and went to winter quarters at Ada, Okla., November 29. Pee Wee Stevens, with the show, was seriously injured there when a tiger reached thru its cage and attacked him, nearly pulling his arm off. . . . The greater part of the equipment of Gentry Bros.' Circus was being rebuilt at its quarters in Louisville. L. W. Marshall, superintendent of lights with the show, had gone to his home in Cincinnati for the winter, and Wink Weaver, domestic animal trainer, was visiting his home in Chicago before going to quarters. . . . Being featured in the concert of the Sparks Circus were Weaver Gray, roper; Bill Martin, wrestler, assisted by Freddie Abel. . . . Mike Fagen, since closing as manager of the advance car of the Gentry Bros.-Patterson Circus had been at his home in Shelbyville, Ill., recovering from a siege of carbuncles.

Charles Sparks purchased two female elephants and three camels from Ellis S. Joseph. . . . Arthur Hoffman, for nine years side-show manager with the Hagenbeck-Wallace Circus, was making preparations to launch a six-car circus for 1926. Show was being assembled at Burlington, N. C. It was to be known as Heritage Bros.' Circus.

Manager Billy Lindeman of Sells-Sterling Circus; O. H. Lindeman, assistant manager, and General Superintendent Al Lindeman and their families were winter residents at Carlinville, Ill., the show's quarters. . . . The wardrobe department of the King Bros.' Walter L. Main Circus had begun operation at the show's quarters in Louisville, Ky., under direction of Mrs. Harry J. McFarlan and Mrs. Y. Burnett. . . . The Tom Atkinson Circus was playing in Arizona to good business.

Dan M. Spayd, of the No. 1 car of the Walter L. Main Circus, had been contracted for the No. 1 car of Gentry Bros.' Circus for 1926. . . . The Cottrell-Powell Troupe of riders also was engaged for the '26 season with Gentry Bros. . . . Joe Gould, of the Arthur Borella Trio with the Walter L. Main Circus, had been playing vaudeville dates in Cincinnati. . . . Frank Barber, billposter with the Ringling-Barnum circus in 1925, died of a heart attack in Indianapolis, Ind. . . . Mrs. Emma Lumpkins, formerly with Christy Bros.' Circus, and her husband, Charles Lumpkins, and George Stephens, also of the Christy show, were killed in an auto accident November 29 at Houston, Tex. . . . John L. Downing, of Walter L. Main Circus, and Ruth M. Williams, nonpro were married at Red Lodge, Mont., December 2.

PAIGE AND JEWETT, unicyclists, featured for several weeks the past season with Klein's Circus unit, will be under management of the Gus Sun Agency next season. Paige has conceived a small portable stage, which will be used by his act and others playing fairs during the 1941 season.

a huge replica of the Capitol from which was flying an American flag while the Waring Glee Club sang "God Bless America," one of Berlin's current hits. It was a flash finish and a patriotic finale for a great luncheon. All hats off to Prexy Harold Hoffman.

NEW USED  
**TENTS**  
 FOR SALE OR RENT  
 WRITE FOR FREE CATALOG  
**VANDERHERCHEN, INC.**  
 2846 Emerald St., Philadelphia, Pa.

'NOT SO DUMB!'  
 (Ten Tales of a Trouper)  
 by Al Priddy  
 for your autographed copy mail 25c  
 in stamps or coin  
**AL PRIDDY, 5321 Cornell, CHICAGO**

# Under the Marquee

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

**JACK CRIPPEN**, of Russell Bros.' Circus, will spend the winter in Tampa, Fla.

**C. A. KLEIN**, manager of Klein's Attractions, was in Cincinnati last week and bought some ponies.

**JIM CURRY** is clowning for May-Stern Company Store in Pittsburgh until Christmas, his third season there.

**ROXY FIBER**, of Cole Bros.' Circus, is in Fort Arness, Tex., with his family and trailer until Christmas.

**THE Immaculate Conception Catholic Church**, Augusta, Ga., has contracted the Mighty Indoor Circus, according to E. L. Matthews.

**GEORGE PICKETT**, Jimmy Davidson, Buck Leahy, Ernie La Due, and Billy Turner were in the Santa parade in Boston November 28.

**BERNIE HEAD**, who closed recently with the Ringling-Barnum advance, is in Miami, Fla., handling the publicity for the annual Miami Shrine Circus.

**MR. AND MRS. VERNON L. McREAVY** are handling the advance promotion of Polack Bros.' Circus for the Cincinnati Shrine.

**AHT LARUE** and Carl Traynor, clowns, are playing indoor dates in and around Los Angeles, where they are booked until December 24.

**LEROY CHOISSEY** (Crazy Ray) was at Monticello, Ia., December 4 in Bill Blomberg's Santa Claus parade, tooting the callopie. He still has his own big steam callopie in his cellar at Pinckneyville, Ill.

**RECENT** visitors at the Elks' Circus-Rodeo at Akron, O., were Eddie Jackson and Jack Nedrow. They spent the evening talking show business before the turn of the century.

**FOUR KRESSELS**, aerialists and gymnasts, after finishing 24 weeks of celebrations and fairs, are wintering in Indianapolis. They will have a new free act for 1941, carrying four persons.

**ERNIE WISWELL** has charge of the toy department at the Boston Store, Erie, Pa., until after the holidays. A kiddie car ride has been added and circus atmosphere prevails.

**SLIVERS JOHNSON** and His Funny Ford will be one of the major outdoor attractions of the Gus Sun Agency next season. Mr. and Mrs. Johnson played several weeks of fairs for C. A. Klein the past season.

**W. M. (BILL) MEYERS** is in Steubenville, O., handling the advance promotion of an indoor circus at Weirton, W. Va., just across the river from that city. It will be the first indoor event for the Steel City in several years.

**LARRY BENNER**, who closed with Bud E. Anderson Circus November 3, arrived in Detroit November 11 and was immediately booked solid, playing in and around Detroit. He attended the conventions in Chicago last week.

**GEORGE HANNEFORD** has two acts this winter. His big riding act is with the Hamid-Morton Circus, and his comedy camel is playing night clubs and vaude dates. His camel recently closed a week's engagement at Weber's Hof Brau, Camden, N. J.

**ZORITA LAMBERT**, who appeared with Ripley's Odditorium last winter in New York and last summer in San Francisco, is now in Havana at the Marti Theater in the Santos & Artigas Circus with Fred Bradna's troupe.

**BILL NIPPO**, formerly with Hagenbeck-Wallace and other shows, is clowning the Toyland Circus at O'Neill's Store in Akron, O. He was visited by Ben Jones, Joe Lewis, and several members of the Steglist Showmen's Club.

**THE KLINES** (Charles and Peggy), after closing fair season, are now in Houston, Tex., at a department store. Will be there until Christmas. They worked two weeks in St. Louis on the way down. Following Christmas, they will play some home and food shows.

**MELVIN BURKHART**, after a pleasant

season with the Ringling-Barnum circus, sailed for Havana November 24 to appear in the Santos & Artigas Circus at the Marti Theater there, November 28-December 29, as a member of Fred Bradna's troupe of performers.

**HARRY AND LORETTA LAPEARL** are living in North Hollywood for the winter. They are getting their little toy dog act pretty well booked at theaters and clubs. They played the Orpheum Theater, Los Angeles, two weeks ago, and will open in the Million-Dollar Theater there December 12, after which they will go into the Hippodrome Theater on December 19. The dogs are to work in several pictures for the Universal Studios after the first of the year.

**BEVERLY KELLEY**, who handled radio on the Ringling-Barnum circus again this season, is back home in Delaware, O., giving his attention to his furniture business in that city. He reports the Big Show experienced a great season, with business closing week at some Florida spots just fair. He will continue to take an active interest in the Delaware County Fair and is planning to attend the annual meeting of the Ohio Fair Managers at Columbus in January.

**A HOAX** that mountain lions were roaming about Jonestown, Pa., caused quite a bit of fun and excitement recently. A hunter displayed the carcass of a lion, saying he shot it. It developed that the cat had belonged to George J. Keller, a college professor of Bloomsburg, Pa., who trains animals as a hobby and owns a small animal show. The lion died of injuries received in a fight with another lion at the Bloomsburg (Pa.) Fair, which Keller played with his animals.

**DOC WADDELL**, of Springfield, O., writes: "There are only nine (five theatrical and four circus) showfolks of the 275 now in Elks' National Home at Bedford, Va. Mr. and Mrs. George H. Procter, Al and Ma Nation, and Jack Stanley are camping down Mathis, Tex., way Dick Cavanaugh, with the Columbus (O.) Advertising Service, 'Ace,' and wife are back from fishing haunts of Florida. Harry Russell is still selling meats for Armour to circuses. His wife, Mary Rhodes, of circus fame, recently returned from Europe. They reside in Chicago. Julius Deiss, the 81-year-old musician and composer, was stricken at the Ohio Masonic Home, Springfield, where he lives. He is in a serious condition. His home is in Cleveland."

**BILLY E. GRIFFIN** has returned to his home at Fort Branch, Ind., after spending the season on Mills Bros.' Circus, with which he expects to be again next season. After leaving the show Griffin went to Missouri and saw Daley Bros.' Circus, which he says Dick and Myrtle McGuire, Frenchy and Hazel Leboeuf, and Delbert and Ina Knight, performers of the Mills show, joined in Elsberry, Mo., as did George Griffin and Jimmy DuBois, on tickets, and Henry Rouffing, on canvas, both also of the Mills show. Billy caught Sparr Bros.' Circus in Fortville, Ind., and visited with the Harters. He says the Sparr organization is a typical family show and has good canvas and equipment. At Owensville, Ind., he saw the Newton show September 21. Paul Zump, of the Haag show, was boss butcher for Newton. Billy saw Smith's Society Circus in Poseyville, Ind., October 26. He attended the recent Evansville Shrine Show and reports it the best that Shrine has produced there. Billy says he met Ken, trick rider with Jerry Burrell's Wild West, November 30. He was heading towards Texas.

## Lee's Society Circus Clicking in Alabama

**ELBA**, Ala., Dec. 7.—Lee's Society Circus has been playing schools in Southern Alabama to fair business, presenting a program in three parts, opening with moving pictures, then a circus performance (trained goats, monkeys, dogs, lions, etc.), and concluding with a ghost show. Unit carries special stage drapes and lighting effects and uses amplified music. Brantley, Ala., has been the best spot so far, two night shows being necessary there to accommodate the crowds. There also was a capacity night house in Troy. The show will lay off during the holidays in Mobile.

## SLA

(Continued from page 35)

man; E. T. Jessop, W. R. Hirsch, M. H. Barnes, C. R. Fisher, Cliff Wilson, Rudolph Singer, L. S. Hogan, Harry Russell, E. W. Evans, Press, Roger S. Littleford Jr., chairman; Nat S. Green, Johnny J. Kline, J. A. Darnaby, Robert E. Hickey, Jack M. Duffield, Walter A. Lehter, Frank B. Joeling, Leonard Traube, House, William Carsky, chairman; Sam Bloom, Max B. Brantman, James Campbell, Frank Elkins, John O'Shea, Jack Benjamin, Oliver Barnes, and Jack Hawthorne, Cemetery, Edward A. Rook, chairman; E. Courtemanche, Charles R. Hall, P. E. Gooding, Bernie Mendelson, Denny Pugh, J. C. Thomas.

Ways and Means, A. L. Roseman, chairman; Neil Webb, Edward Murphy, Max Goodman, Joe Rogers, Morris Lipsky, S. L. Cronin, Sam Solomon, Wm. D. Bartlett, Dave Tennyson, Entertainment, Jack Duffield, chairman; Sunny Bernet, Ernie A. Young, Dave Russell, Sam J. Levy, George A. Hamid, Edgar I. Schoenly, Albert J. Moran, Geo. H. Terry, Berneis Mendelson, Walter A. Lehter, chairman; Rube Liebman, John A. Pritchard, Lou Leonard, Noble C. Fairly, L. C. Kelley, Sam Feinberg, Funeral, Robert H. Miller, chairman; Louis Keller, John L. Lorman, Dave Picard, Ray S. Oakes, Oscar Bloom, Walter P. Driver.

Membership, Harold (Buddy) Paddock, chairman; Morris Lipsky, Cliff Wilson, Neil Webb, John M. Sheesley, Jack Ruback, Harry Ross, Michael Rosen, Denny Pugh, Rube Liebman, Art Lewis, Lou Leonard, H. A. Lehrter, Denny Howard, Maxie Herman, Joe Goodman, Elmer C. Velare, J. Ed Brown, John W. Galligan, Sam Feinberg, Noble C. Fairly, David B. Endy, Fitzee Brown, E. Lawrence Phillips, Max Linderman, Harry Hennies, M. J. Doolan, James P. Sullivan, Sam Solomon, Frank D. Shean, William D. Bartlett, Frank C. Miller, Harry W. Dunkel, Frank P. Duffield, Oscar Bloom, Percy W. Abbott, William Carsky, L. C. Kelley, Edw. Murphy, Sunny Bernet, Harry A. Illions, Phil G. Little, I. J. Polack, William C. Fleming, Ned E. Torti, Pat Purcell, Nat D. Rodgers, William Glick, John L. Lorman, and Dave Tennyson.

Charities Fund, J. W. (Patty) Conklin, chairman; Carl J. Sedlmayr, J. C. McCaffery, Elwood A. Hughes, Percy W. Abbott, Oscar Bloom, James P. Sullivan, A. R. Cohn, Mel G. Dodson, David B. Endy, B. S. Gerety, Phil G. Little, E. Lawrence Phillips, Frank C. Miller, Frank D. Shean, John M. Sheesley, Sam Solomon, Rubin Gruberg, Harry Hennies, M. H. Barnes, Sam J. Levy, W. R. Hirsch, C. J. Velare, Max Goodman, Johnny J. Kline, A. C. Hartmann, Denny Pugh, Harry Ross, Cliff Wilson, E. W. Evans, Oscar Bloom, Edw. Brown, Louis Keller, M. J. Doolan, L. C. Kelley, John P. Reid, and Frank P. Duffield.

Action was taken to establish a Board of Trustees as guardians of League funds. Plans will be worked out to make this an elective board and members will be notified of the final set-up. Doc Shean has received many compliments on his work as toastmaster at the Banquet and Ball. Matter of the purchase of more cemetery property has been referred to the Cemetery Committee. Lou Leonard won a Gold Life Membership Card in the 1940 drive and presentation was made at the Banquet and Ball. Action was taken that the Pacific Coast Showmen's Association, Los Angeles, may participate in the New York World's Fair. Benefit show to the same extent as the National Showmen's Association. Brother Max Goodman opened the 1941 drive for charity funds with a generous donation from the Goodman Wonder Shows and employees.

## Ladies' Auxiliary

Auxiliary held its meeting on December 5 in the Rose Room of the Sherman Hotel, with President Ida Chase presiding. Following the regular meeting, Past President Mrs. Edward Hock graciously escorted the newly elected officers for 1941 to their respective places. New President Mrs. Joseph L. Streiblich then took over, and seated on the rostrum with her were First Vice-President Mrs. William Carsky, Second Vice-President Mrs. Rose Hennies, Third Vice-President Mrs. Bert Clinton, Secretary Mrs. Jeanette Wall, and Treasurer Mrs. Lew Keller. Board of governors for 1941 are Mrs. Al Wagner, Mrs. A. J. Welles, Mrs. Noble Fairly, Mrs. Abner K. Kline, Mrs. Marie Kortez, Mrs. Rachel Collins, Mrs. Ruth Marton, Mrs. Sis Dyer, Mrs. Betty Hartwick, Mrs. Meta Eyerly, Mrs. George Rollo, Mrs. Anna Young, Mrs. Rose Page, Mrs. Edna O'Shea, Mrs. Ann Sleyster, and Mrs. Charles A. Gos. Invocation was rendered by chaplain pro tem, Mrs. Blanche Letto. Mrs. Al Wagner, whose shows are

# The Corral

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

**JACK NELSON**, after closing with Larry Sunbrock's show at the Coliseum, Detroit, is making dates thru Iowa, Illinois, and Wisconsin with a Christmas unit for the Barkley Brothers. Nelson says that altho the show has run into 20-below-zero weather it went on.

**EVERETT E. COLBURN** signed recently to produce the rodeo for the 1941 Houston Fat Stock Show and Livestock Exposition, which will run for nine days in the Sam Houston Coliseum. Colburn contracts to bring Hell's Angel, champ buckler, to the rodeo.

**ALMA FERN (TODD)**, member of the Todds, former Australian whip act, is very ill at Anderson, Ind., and has expected to live much longer, reports Julia Todd. Alma would appreciate hearing from friends. She is suffering from enlargement of the heart and droopy.

**BILLY CROSBY**, well-known rodeo rider and producer, recently passed all flight tests for the Royal Air Force and was given a special examination and detailed to make a survey of the entire aircraft industry in both Canada and the United States, according to word from J. A. Ackerman, of Detroit. Crosby will maintain air offices in Vancouver, B. C., Toronto, and Los Angeles, Ackerman says.

**JOE MIX** reminisces from Lansing, Mich.: "Remember when Buck Jones had the concert on Gollmar Bros.' Circus; when Carlos Correo, Jim Escher, Tom (Ellis) Gonzales, and the writer were on the Dakota Max show; when California Frank had a Wild West on the Herbert A. Kline Shows; when Milt Hinkle was called the South American Kid and was doing bulldogging with three broken ribs; when Ken Maynard was featured trick rider with Pawnee Bill's Wild West at Coney Island, N. Y.; when Leonard Strawn won the world championship in trick riding at Sheephead Bay, N. Y.; when Tex Cooper was 'Young Buffalo' on the show of that name; when Chuck Haas was cartoonist on a well-known newspaper; when Lulu Belle Parr was champion lady bronco-buster; when Rube Leibman, now a prominent fair man, did rube advertising on a Wild West and also clowning; when George Kirch, of Wyoming, had a Wild West show; when Lloyd Saunders was caught by the judges chloroforming steers in 'bulldogging'?"

**RESULTS** of the recent Bakersfield Frontier Days, Bakersfield, Calif., which drew 14,500 persons are: Bronk Riding—First day, Jackie Cooper, Ben Fancher, Zack McGwiggins, Si Elliott. Second day, Gene Rambo, Jackie Cooper, Frank Schneider, Si Elliott. Finals, Jackie Cooper, Si Elliott, Ben Fancher, Gene Rambo. Bull Riding—First day, Frank Mendes, Frank Schneider, John Schneider. Second day, John Schneider, Joe Burrell, Loren Fredericks, Gene Rambo. Bareback Riding—First day, Gene Rambo, Frank Schneider, Frank Rabo, Chick Utterback, Sam Fancher. Second day, Frank Schneider, Pete Travis, Bud Cook, Chick Utterback. Calf Roping—First day, N. A. Pitcock, Gordon Davis, Glen Shaw, Oran Fore, Wid Fuller. Second day, Asbury Schell, Clay Carr, Glen Shaw, Gless Kelly, Bill McFarlane. Finals, Glen Shaw, N. A. Pitcock, Gordon Davis, Oran Fore. Single Roping—First day, Bill McFarlane, Glen Shaw, Gene Arrand, Emmett Grant. Second day, Gordon Davis, Leonard Block, Asbury Schell, Dan Poole. Finals, Glen Shaw, Dan Poole, Andy Jauregui, Buster Wolfe, Steer Wrestling—First day, John Mendes, Glen Shaw, Si Elliott, Clay Carr, Worth Prouch. Second day, Shorty Sisco, Chuck Sheppard, Ed Jauregui, Si Elliott. Finals, Si Elliott, Glenn Shaw, Worth Prouch, John Mendes.

wintering in Florence, Ala., arrived in time for the convention. Members were pleased to have her with them. A rising vote of thanks was given Mrs. L. M. Brumleve for officiating as emcee during the installation dinner. Past President Ida Chase thanked and dismissed all of her committees. Mrs. Charles A. Gos, secretary Missouri Show Women's Club, also was given a rising vote of thanks for the many applications she brought in during the year 1940, as was (See SLA on page 51)

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## RSROA Elects Freeman Prexy

**Brown resigns as president due to ill health—William Sefferino vice-president**

DETROIT, Dec. 7.—Fred H. Freeman, Boston, was elected president of the Roller Skating Rink Operators' Association of the United States at the organization's board of control meeting in offices of Arena Gardens Roller Rink here on December 3 and 4. He steps up from the first vice-presidency to fill the vacancy caused by resignation of Victor J. Brown, operator of Hy-Way Arena Rink, Union, N. J.

William F. Sefferino, general manager of the Rollerdomo, Cincinnati, was elevated to the post vacated by Freeman. The new president operates Winter

Garden and Chez Vous Rollerways, Dorchester, Mass., and Lyonhurst Rollerway, Marlboro.

President Brown resigned because of ill health. His resignation was gratefully accepted and, in appreciation of reprieve from his duties, he consented to continue as a board member. He was first president of the RSROA and was re-elected at the first annual convocation in Cincinnati when he operated Dreamland Park Rink, Newark N. J. Begging off in the 1939 election at Mineola, L. I. because of press of business, he was succeeded by Rodney Peters, St. Louis. However, at the third annual meeting in Cleveland on April 17-20, 1940, he was returned to office.

A great amount of constructive work pertaining to activities of the RSROA was transacted during the meeting, which adjourned late on Wednesday. Those who attended left for their home cities highly optimistic over the outlook for roller skating.

## Fort Thomas Spot Is Bought by Eyers

PORT THOMAS, Ky., Dec. 7.—Mr. and Mrs. E. R. Eyer, operators of Eyer's Roller Rink, Anderson, Ind., announced recent purchase of Fort Thomas Roller Rink from William Hageman and its reopening under their management on November 29. It had been closed several days for alterations.

After the regular session on November 30, the Eyers presented a group from Indianapolis and Anderson, who demonstrated international steps. Rink will operate nightly except Mondays.

## Ore. Group Talks Problems

EUGENE, Ore., Dec. 7.—Oregon Rink Managers' Association celebrated the first anniversary of its inception at a meeting here on November 26, with 13 operators attending. There was discussion of ASCAP fees and the question of meeting competition of low-priced shoe skates. Association has been instrumental in standardizing prices among rinks and obtained an early announcement from the United States Treasury Department on admission taxes for national defense. Vic Wrigglesworth, Corvallis, is president, and H. S. Hansen, owner of Mellow Moon Rink, Salem, is secretary-treasurer.

SIX MARVELS, roller skaters, closed a week's engagement at Carman Theater, Philadelphia, on December 5.

WHITE HORSE Roller Rink, Watsontown, N. J., is conducting Saturday night skate contests and awarding turkeys.

EDDIE BANNEOS has joined the checkroom staff at Arena Gardens Roller Rink, Detroit.

VERN SKELTON has opened a roller rink in a new recreation building at Herbster, Wis. Spot offers skating on Monday nights.

FROM 12:30-1 p.m. each Sunday Oaks Rink, Portland, Ore., broadcasts over a local station, with Organist Buss McClelland playing.

OSBORNE AND ALLEN, roller skaters, are appearing with George Roberts's Society Circus in the toy department of Snellenburg's, Philadelphia.

PURITAS Springs Park Roller Rink, Cleveland, closed on December 1. Since suspension of daily activities at the park the rink has been operating part time. Ken Dombey was organist. It will reopen in the spring, the management said.

OLD Twin City Roller Rink, Kelso, Wash., was reopened on November 15 by Vealr Poster, former floor manager at Oaks Rink, Portland, Ore. Len Hoyt, former Oaks organist, has been engaged. Mrs. Poster is managing the refreshment stand. Rink closed in June under management of Ralph and Harold Copeland.

Operator Poster has done some remodeling and has ordered Chicago skates.

SEFFERINO'S Rollerdomo, Cincinnati, is featuring a series of Sunday night skate-dance contests, to continue thru the holidays. Fox-trot contest was held on December 8. Winners were awarded silver skate rings with a gold skate emblem and silver skate pins. Added feature for the series will be balloon shows at close of each session.

ROLLER Skating Club of Chicago celebrated the first anniversary of its inception on November 11, reported Secretary Gwendolyn Dell Ray. Since organization the club has visited 10 Chicago rinks and five out of town. Dance classes for members have been started. Party, with graceful skating contest and novelty stunts and races, was scheduled for December 8 at New Planet Rink, Chicago.

ARMORY Roller Rink, Chicago, reopened on December 7, reported Bill Henning, who began his fifth year with the rink as skateroom manager. Rink will conduct Saturday and Sunday matinees. Victor Prasch has been named floor manager. He will have five assistants. Recent visitor was F. E. Kilby, manager of Euclid Beach Park Rink and Elysium Ice Rink, Cleveland. Second annual party of the Old-Timers' Club will be held at New Riverview Rink, Chicago. Graceful skating contest and races will be featured.

BRONZE medal classes are reported to have doubled Tuesday night business at Imperial Roller Rink, Portland, Ore. Class started with 12 members and now has about 75. Pat Patterson, professional of Redondo Beach, Wash., recently spent two weeks with the class as instructor. Rink's staff of one woman and six men instructors are members of the class and are ready to take their tests. They have also been working with the Wednesday night silver medal class. Owner Chris Jeffries reported increased interest on the part of Portland skaters are the result of classes and is enthusiastic over the movement. Preparations are being made for the rink's annual Christmas party.

FRED H. FREEMAN, general manager of Winter Garden Rollerway, Boston, attended the mid-season meeting of the board of control of the Roller Skating Rink Operators' Association of the United States at Arena Gardens Roller Rink, Detroit, on December 3 and 4. Plans are being drawn for the RSROA-sanctioned New England amateur contests at the Winter Garden rink. There will be contests in junior, novice, and senior divisions for figure skating, skate dancing, and pair free-style skating. In

skate dancing there will be junior competition in the Spread Eagle Waltz, Style A; Straight Waltz, Two-Step Promenade, and Barn Dance. In the senior division there will be competition in the Mohawk Waltz, Collegiate, Continental Waltz, and 14 Step. Winners will represent New England at United States amateur contests, to be held at Cleveland in April under RSROA sponsorship.

DOROTHY KOLB and William Opatraty, 1940, U. S. pair skating champions, who recently joined the staff of Earl Van Horn's Mineola (L. I.) Roller Rink, gave exhibitions for Mineola patrons on November 28-December 1, with special appearances at Saturday and Sunday matinees. Annual silver apple party was staged by Manager Van Horn on December 5, \$100 in silver being hidden in apples which were distributed to patrons. Employees' party will be held December 25. It will feature a longer program and special numbers. Group of 16 Mineola skaters gave dance demonstrations at Circus Gardens Rink, Philadelphia, on November 30. Four Macks, professional skaters, have been practicing dance steps on skates at the rink. Clarence Innes, who formerly appeared with Clare and the Sana Sisters, is now with the Macks. Manager Van Horn, Harry Bickmeyer, and Pat McMahon attended a recent house warming at the home of Fred Freeman, operator of Winter Garden and Chez Vous rinks in Boston.

**HYDE PRESENTS THE Betty Lytle ROLLER RINK SHOES**



LET Betty Lytle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by wearing the shoes bearing her name exclusively. Thousands of roller enthusiasts are asking for them.

19 Other Styles in Stock.

**HYDE ATHLETIC SHOE CO.**  
Division A. R. Hyde & Sons Co.  
CAMBRIDGE, MASS.

Write for Catalog

**The First Best Skate**



**QUALITY**

**RICHARDSON BALL BEARING SKATE CO.**  
Established 1884.  
3312-3318 Ravenswood Ave., Chicago, Ill.  
**The Best Skate Today**

**No. 321 DUSTLESS FLOOR DRESSING**  
Cleans the air, provides a strong grip with less wear and lower maintenance cost. \$4.00 per gal., \$3.76 per gal. in 2 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.

**GAGAN BROTHERS**  
444 Second St., EVERETT, MASS.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

**SKATING RINK TENTS**  
SHOW AND CONCESSION NEW & USED TENTS  
**CAMPBELL TENT & AWNING CO.**  
551 E. BROADWAY, ALTON, ILL.

**"OMAHA FIBRE" RINK SKATE WHEELS**  
Fit All Make Rink Skates • Over 1 Inch Wide

Brown Fibre Rink Wheels	Maple Rink Wheels	xxBlack Fibre (extra hard) Wheels
-------------------------	-------------------	-----------------------------------

Write Today for Prices and Complete Skate Parts List and Other Rink Products.  
**OMAHA FIBRE PRODUCTS CO.**  
Reifton, Nebraska (Suburban Omaha)

**Men . . . Look . . . Only \$5c**  
FOR THE FINEST WIDE FIBRE RINK WHEEL. Costs Even Less in Quantity. Get Wholesale Price List to Rinks.  
SAMPLE SET \$1 POSTAGE PAID  
MAPLE WHEELS 65c PER SET  
BLACK FIBRE BEARINGS PER 1000 \$1.20  
**AKSARBEN SKATE EQUIPMENT CO.**  
607 So. 42nd St., OMAHA, NEB.

**"Happy Days Are Here"**

They are always Happy when they Roller Skate on

**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.

**The WORLD'S Greatest**



**The Choice of Champions**  
Men's and Ladies' White Shoes  
Wide Range of Styles and Prices  
Quality Gives Best Service  
Ask Your Rink Mgr.



**1941 Calendars in Stock**  
**CHICAGO ROLLER SKATE CO.**  
Winner of Records for 40 Years  
4427 W. Lake St., Chicago, Ill.

# EXHIB SPLIT HURTS NAAPPB

## Opposition Show Cuts Attendance

Delegates out in good number—Ketchum new head—Schloss, Schmeck on board

CHICAGO, Dec. 7.—Attendance at general sessions of the National Association of Amusement Parks, Pools, and Beaches' 23d annual convention at the Hotel La Salle on December 2-6 was very good, and there was a very fair showing of exhibits staged by the manufacturers' division of the association. The fair and carnival men held their convention at the Hotel Sherman day and date with the park men and there was a competing exhibition at the Sherman.

Due to the fact that the carnival men, largest buyers of rides and equipment, were obliged to stick closely to the Hotel Sherman during the first three days of the conventions, visitors were small in number in the exhibition halls at the La Salle. Attendance was somewhat larger on Thursday, but many carnival men left for their homes on that day. Exhibition at the La Salle was handicapped by the fact that it was on the 19th floor and was cut up into two sections. Exhibitors of large equipment were put to extra expense and trouble because their material could not be taken to the exhibition hall on elevators but had to be hoisted to the 19th floor with ropes and pulleys.

In an effort to increase attendance, the registration fee was abolished this year. Anyone could enter without charge simply by registering. But the location of the exhibit hall and the fact that the park men were at one hotel and the carnival and fair men at another cut attendance. Exhibits were below the 1938 mark, the last previous convention held here.

Reasons for the NAAPPB not holding its exhibition at the Hotel Sherman were presented in detail in a report read at the first day's session of the park men. Certain misunderstandings had arisen in regard to obtaining the Sherman exhibition hall and in spite of numerous conferences no agreement could be reached.

### Gurtler Is Optimistic

A. W. Ketchum, Forest Park Highlands, St. Louis, was elected president of the NAAPPB for 1940. Other officers chosen were: First vice-president, Hoy Stalon, Spring Lake Park, Oklahoma City; second vice-president, Fred Markey, Dodgem Corporation; third vice-president, F. W. A. Moeller, Waldemar Beach Park, Erie, Pa.; secretary-treasurer, A. R. Hodge (See EXHIBIT SPLIT on page 46)

## V.-P. Is Named Pilot of NAAPPB



Adrian W. Ketchum

## Exhibitor Biz In Late Spurt

Sixty firms sponsor 85 booths at NAAPPB meet—displays attention getters

CHICAGO, Dec. 7.—Slightly increased trading marked the latter part of the five-day meet of the National Association of Amusement Parks, Pools, and Beaches, combined with the American Recreational Equipment Association, at the Hotel La Salle here on December 2-6, exhibitors announced. Hampered somewhat by competition from the Showmen's Exhibit Association's first annual Trade Show at the Hotel Sherman, December 2-5, opening business for the 60 exhibitors, who sponsored 85 booth units, was light.

Located on the hotel's 19th floor, the U-shaped exhibit hall produced few new items, but those on display proved interest getters. Much optimism about the 1941 season pervaded the exhibit hall the latter part of the convention as showmen visited booths to renew acquaintances and talk plans for next year. In addition to displays in exhibit hall, R. E. Chambers Company exhibited its Rocket Ship, and National Amusement Device Company its Coaster Cars in the hotel's lobby. Much interest was manifested in both displays. D. L. Montgomery, of Percy Turnstiles, reported that his company's sales at this year's meet were (See LATE SPURT IN BIZ on page 46)

## Single Trade Show Demand by AREA Calls for a Huddle With Other Orgs in Speedy Decision

CHICAGO, Dec. 7.—The 16th annual meeting of the American Recreational Equipment Association, manufacturing wing of the National Association of Amusement Parks, Pools, and Beaches, Monday night featured the exhibit

problems facing the outdoor show industry. Manufacturers went on record as being opposed to the present situation whereby the various associations of the amusement business meet separately and of their own accord. The AREA resolved to do all in its power to bring the associations together and to promote a common trade show in conjunction with the annual meetings of the park business, fair business, carnival business, and allied fields.

As usual the meeting was for only one day and again the business session was held following the dinner meeting where visitors and guests joined the members. The La Salle Hotel was some of the sessions. C. V. Starkweather, Allan Herschell Company, presided at the regular meeting, and Cy D. Bond, Dodgem Corporation, conducted the special discussion concerning the trade show problems of the industry.

Bond, in setting the stage for the discussion, explained in detail the problems created by separate outdoor meetings. He pointed out the disadvantages, and then called on representative exhibitors to offer opinions. Usually it is the practice of AREA to devote a major part of its time to a program session where members and guests speak and discuss several features of the manufacturing business. This year the entire program was devoted to the trade show problem, it being by far the most important facing the business.

### "One Show or None"

Members were in agreement that more than one exhibition was unnecessary and several went so far as to state officially that henceforth their firms would exhibit at only one show each year and that if there were more than one show conducted they would not exhibit at any. The "one-or-none" attitude gained momentum among members as the meeting progressed. This year (See SINGLE TRADE SHOW page 47)

## A Review of the Park Season of 1940

and

## Important Events and Happenings of the Year

will be features of the

## Holiday Greetings Number

Watch for this issue dated December 28

## Three Shows at Official Opening Of Beatty's Zoo

PORT LAUDERDALE, Fla., Dec. 7.—Clyde Beatty's Jungle Zoo here was officially opened for the winter season on December 1. Three performances were necessary to accommodate the crowds on opening day.

The program, in order, follows: Group of six lion cubs, trained and presented by John Hellott. Albert Pleet presents Minnie and Mickey, chimpanzees. Jean Evans on the high trapeze, also doing muscle grinds. Kinko, contortionist clown. Harriet Beatty with her riding tigers and elephant. Acrobatic number, staged by Ralph Smith. Clown number. Beatty's performing elephants, presented by Jean Evans and Eugene Scott. Clown number. Beatty and his fine wild animal act.

Recent visitors to the zoo were Capt. John F. Holmes, Deputy Director of Public Works, Nassau, Bahamas; Mr. and Mrs. Ora Parks, Tex Sherman, Duke Drukenbrod, Larry Hall, Mr. and Mrs. Bob Graham and son, Dave; Andy Joseph M. Patterson, president, and Fred Fletcher, columnist of The New York Times, and Mr. and Mrs. John Ashe Scott.

## Gets Second Term As Head of AREA



C. V. Starkweather

## He Set Stage for Trade Show Airing



Cy D. Bond

## Park Men Have SLA Reps on Hand At Chi Good-Will Curtain Dropper

CHICAGO, Dec. 7.—National Association of Amusement Parks, Pools, and Beaches concluded its week-long convention at the Hotel La Salle with a banquet last night which was attended by about 200, conspicuous among whom were showmen representing the Showmen's League of America, present by invitation to help restore the good will lost when the Showmen's Exhibit Association staged an opposition display in the Hotel Sherman.

Shortly before the fete began the entertainment was threatened when a rep from the American Guild of Variety Artists said he had been notified that the "benefit" had not been cleared thru the Theater Authority. The situation was straightened out after a phone conversation with TA's Alan Corelli in New York.

Arnold B. Gurtler, retiring NAAPPB president, was stricken ill suddenly and was taken to St. Anthony's Hospital, but sent a greeting wire to the banquet.

George A. Hamid was in unusually fine fettle as emcee and general peeper. He introduced the org's 1941 president, Adrian W. Ketchum; NSA President Max Linderman, J. W. (Patty) Conklin, Frank D. Shean, Edward L. Schott, and NSA Auxiliary President Midge Cohen.

Floor show included Yates and Dero, Tanner and Swift, Carter and Holmes, Little Kay Ann, Dave Tannen, Jungling Hoffman, Francis, Morgan Whirlwinds, and the Dotty Boynton 16-girl line. Show and dance music was by Joe Sanders' ork, with Red Hutsell and Blanche Labow.

# American Recreational Equipment Association

By R. S. UZZELL

CHICAGO, Dec. 7.—The American Recreational Equipment Association never had a more interesting meeting than its 16th annual and we hope that it will prove to be the most constructive. Fifty-one sat down to our annual dinner meeting for the jolly get-together that lasted from 7:30 p.m. to midnight. Our usual routine of business was condensed to allow time to listen to our distinguished guests mentioned elsewhere in this issue.

We never could understand why fireworks are expected from "The Topic of the Evening."

Real men discussed a subject fraught with dynamite but they all kept their feet warm and their heads cool. Each member present had an opportunity and was invited to get it off his chest and they surely did. We have it all of record so that our executive committee knows the sentiment of the organization with reference to the annual exhibit of amusement equipment.

We did not assume the role of dictator but only appointed a committee from our organization to meet a committee from the NAAPPB and one from the Showmen's League to plan one big exhibit under one roof supported by the three organizations and catering to the entire outdoor amusement field. There is just no other plan that makes sense and when we all agree upon that in advance, surely we can find an amicable solution. No further move is to be made by AREA until the other two committees are ready to confer with us.

### Voices of Pioneers

This was our first experience of going up on the outside of a hotel to reach the 19th floor, and what an experience! Add to all else a 6-degree-below-zero temperature, which some boys encountered on Tuesday morning, and you see the picture. It greatly slowed up the progress of getting exhibits set. Despite all the handicaps and a lot of tired men, they supported our dinner and meeting marvelously. No one hurried away from the great discussion of the evening.

They were here from sunny Florida and from cold Canada, but all on the same mission—how can we increase earnings? We surely try to help them. The absence of the registration fee to enter the exhibit room surely created good will and helped tremendously to allay last year's feeling in the matter.

How would you like to hear the voice of P. T. Barnum or Buffalo Bill just as they talked when with us. At this convention W. F. Mangels had records made of the voices of the prominent men in the business. These records will become the property of the American Museum of Public Recreation. Not of much value now, but what will the next generation think of the opportunity to hear George Hamid's voice or those of George P. Smith Jr., John R. Davies, Harvey Humphrey, Fred Pearce, Leonard Schloss, John J. Carlin, A. R. Hodge, etc.? Sorry we did not record the voice of the pioneers, but let us not fail to obtain a permanent record of our present-day amusement purveyors.

### Hodge as an Orator

A. R. Hodge has come forth as an orator. How he has kept that eloquence locked up so long is a mystery. It also is the first lengthy committed speech since Jack Lambie gave us the one on moving Labor Day. We always knew that Al was patriotic, but now we are sure of his consuming love of his country. Let us hope it will be contagious and bring Decoration Day and Fourth of July celebrations at the amusement parks which have never been here, but surely do need at this critical time of our national life. Let us hope that Al will be invited to make a Fourth of July oration in some amusement park that will be put over the air. Print that speech, Al, and have it delivered in many parks of America.

### Plans in the Making

#### To Improve Revere Beach

BOSTON, Dec. 7.—Plans which may call for an expenditure of \$1,000,000 in improving Revere Beach are to be submitted to the federal authorities soon after the first of the year, it was learned this week.

The Revere Beach property owners have been consulting with their congressmen and with Senators Lodge and

Walsh. They have every hope of being able to interest the federal government to the extent of providing a fund of at least \$1,000,000 with which to build the sea wall out a distance of several hundred feet, then providing a huge boardwalk for a distance of two miles or more along the beach and thus provide parking space for thousands of automobiles right along the beach and yet retain the beauty and excellence of the beach itself and at the same time provide a much wider and better regulated street along the beach for the traffic, which now ties itself into knots on Sundays and holidays.

If the plan goes thru, concessionaires will be asked to brighten up the fronts of their places and install streamlines, modern displays in most instances.

### Wright Organization

#### To Promote Atlantic City

ATLANTIC CITY, Dec. 7.—Creation of a \$80,000 publicity fund to be used in promoting Atlantic City as a resort by the Hamilton Wright Organization, Inc., which handles a similar assignment for Miami, was approved by the local Exchange Club in a resolution adopted by its Board of Control this week.

The resolution cited the fact that the Wright organization had performed a similar job for Miami and that the fund could be created thru an additional appropriation of about \$21,000 more than the money now being spent for publicizing the resort during the summer season.

### Mayor L. P. Gillis

#### Of Revere Defeated

REVERE, Mass., Dec. 7.—Mayor Laurence P. Gillis, who has been one of the best friends of the amusement men and concessionaires at Revere Beach, was handed a surprise package in the way of a defeat when the recount of ballots was held and the present mayor will retire the first of the year, defeated by a margin of 18 votes.

In the meantime a run-off election will be held December 10 between two present city officials, Kelley and Carey, both of whom are regarded as favorable to the amusement interests. Gillis had earned the name of being thoroughly impartial to the concessionaires and had announced plans for the further development and improvement of Revere Beach.

### Project To Protect

#### Beaches at Cape May

CAPE MAY, N. J., Dec. 7.—A project to protect beaches at this resort, cost to approximate \$123,000, was applied for by the City Commission from the Federal Works Progress Administration. The proposed project contemplates extension of the new concrete jetties in East Cape May and repair to six timber groynes on other parts of the Cape May Beach. The extension of existing concrete jetties provides that their extremities will be in a straight line rather than in an arc following the contour of the beach in that area. The present jetties are 150 feet long, with the result that their ends vary with the identification of the beach. Forming straight lines is expected to add materially to their effectiveness.

### Auto Show at Pier

ATLANTIC CITY, Dec. 7.—Hamid's Million-Dollar Pier reopened last weekend, from Friday to Sunday (1), to present an auto show sponsored by Atlantic City Packard, Inc. More than \$40,000 in cars were displayed. The exhibit was free, with door awards included, and attracted thousands from among residents and shore visitors.

## With the Zoos

DALLAS.—Marsalis Park Zoo was exhibiting a pair of kinkajou obtained recently from San Antonio. Zoo Superintendent Walton Carlton said they were the first of these animals to be exhibited here. Another new arrival for the Marsalis Zoo was a ringtail monkey, born here three days ago.

HERSHEY, Pa. — A Gila monster amazed its keepers and expert zoologists at the Hershey Park Zoo by laying eggs in captivity, an almost unheard-of occurrence, says Ward Walker, zoo director. It laid a dozen soft-shelled eggs, two and a half inches long and one and a half inches wide, and covered them in sand. The young lizards, of the United States only poisonous variety, will hatch in about a month. The Gila's feat

## The Pool Whirl

By NAT A. TOR

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

### Lobbying Swim News

Corridors of La Salle Hotel in Chi last week literally bulged with aquatic activities. . . . Understand largest turnout of pool men, both from indoor as well as outdoor fields, attended this year's convention of National Association of Amusement Parks, Pools, and Beaches. . . . Should revise that sentence to add women, for there were many femme tank operators noted at various sessions. . . . Chief topic of conversation on lips of Norman Alexander, of Woodside park and pool, Philly, was, as always, co-operative insurance. . . . He has been one of the loyal boosters of NAAPPB's insurance plan for years. . . . Don't know who said so, but it was in the La Salle lobby that it was learned that popular Bayshore Beach, outside of Baltimore, is plotting a pool on its beach next summer. . . . That was Jack Rosenthal, proxy of Pallasdes (N. J.) Amusement Park pool, attending confabs with Joe McKee, his energetic construction chief. . . . Jack is really living on borrowed time, for he had reservations on that ill-fated New York plane that crashed at the Chicago airport on December 4, but he had switched to an earlier flight at the last minute. . . . Maybe that's why he didn't have his mind on Art French's remarks at Wednesday's open pool forum. . . . By the way, surprised that no one brought up the subject of winter operation of pools when they gabbed about how to take care of outdoor tanks during winter. . . . Sure, you gotta know how to fill up cracks on exposed areas and you gotta know how to prepare filtration plant for a cold sege, but how about discussing how to keep the tank open all year and keep the cash register ringing? . . . Don't tell me the boys have given up hope. . . . Chairman French, however, told them off in explaining winter operation at Joe Day's Manhattan Beach, Coney Island, N. Y. . . . Do hope it set some of the boys to thinking. . . . Many high divers and water sports performers visiting IAPE jubilee sessions at the Hotel Sherman dropped in at park and pool meetings to greet old friends. . . . And for a complete analysis of papers read before the meeting, as well as report on subjects discussed at round-table gabfests, give me till next week, willya?

### Postman Rings Once

Appropos of brief mention last week of the new Blackstone outdoor tank, Miami Beach, Fla., a letter arrived from Blackstone's promotion director, Joseph D. Summers. He writes: "We are planning to put on weekly water shows during the winter season, but to what extent I am not at liberty to say at this moment. Our program is rather indefinite but will probably feature big names. Our new pool is one of the largest in Miami Beach and holds 90,000 gallons of fresh water. There is also a decidedly unique concrete diving board, designed and executed by Manager Alf Stone. The board and platform give the impression of a diving dolphin. The boards are located at one and three meters. The extreme depth of the southern part of the pool makes it ideal for the more spectacular high dives which will be one of the regular features of our planned entertainment. Our cabanas have been built around the western and northern ends of the pool with sloping terraces, achieved in order to allow the guests not only to see pool activities but to watch the patio dancing, which is provided adjacent to the tank." Certainly sounds like sumpin', eh?

was the third unusual occurrence at the Hershey Zoo this year. The others were raising of two Indian rock pythons and Philippine painted quail no larger than a man's thumb nail.

## Reversal in Cincy Coney Damage Action Is Affirmed

CINCINNATI, Dec. 7.—Ohio Supreme Court in a decision on December 4 at Columbus held in favor of the Coney Island Company, operator of Coney Island, Cincinnati amusement park, in refusing to review a suit against it growing out of the death in 1938 of John M. Norris, Norwood, O., who drowned when he fell from the gangplank of the steamer Island Queen, operated by the park company.

In behalf of the Norris estate suit was filed against the company and damages of \$5,000 were awarded by Common Pleas Court. The verdict was reversed by the Court of Appeals.

PHILADELPHIA.—Guarina, orangutan at the Philadelphia Zoo, became a mother for the third time, previous births in 1935 and 1937. Previous high mark for the species was two births, held by an orangutan in St. Louis, according to Roger Conant, curator at the zoo.

## FOR SALE

### THE FAMOUS CARTER CAVES OF EASTERN KENTUCKY

are now offered for sale upon easy terms to suit the purchaser, which said property consists of 1070 Acres of land, About 700 Acres are covered with virgin timber, consisting of Poplar, Hemlock, White Oak, Hickory and Beech; this timber is worth on the market at least \$25,000.00. Also there are Three Natural Bridges on said tract, one of which is equal to the Natural Bridge in Virginia in beauty and grandeur.

There are Four Large Caves on this property, to wit: The Bat Cave, about a seven mile trip; The Salt Peter Cave (wherein Gun Powder was made for the War of 1812), which is a very historical cave; The Laurel Cave, which is noted for beauty and scenery, wherein is necessary to cross an underground river on a boat to see it all; The X Cave, which is a wonderful feat, wherein there is located a Pipe Organ made by nature which has a sounding tone like a pipe organ as hand made.

This property has a large Cafeteria Building, together with all cables and other outside improvements. These caves are electrically lighted and everything is in fine condition.

This property is located just off U. S. 60, 30 miles west of Ashland, Ky., and a State Highway is built into this Cave Property. The reason for selling same is that the largest stockholder in this property died a short time ago and it became necessary to sell this property to settle up his estate.

There are Thousands of Tourists each year who visit this Resort, and any interested in buying this property will not regret to make a visit and see for themselves. If interested write or call on R. T. KENNARD, Olive Hill, Ky., who will furnish any information desired.

## SEE Mike Munves

593 TENTH AVE., NEW YORK

## FOR ALL THE LATEST Penny Arcade Machines Shown at NAAPPB Show

Complete PARK PLANNING SERVICE  
COASTERS, ICE RINKS, POOLS  
ROLLER RINKS, OLD MILLS  
ACCENTS - 20 YEARS EXPERIENCE - SINGS  
ACKLEY, BRADLEY, & DAY  
STATE BLDG. PITTSBURGH PA.

## IT'S Lusse Auto-Scooters AGAIN THIS SEASON

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.  
**LUSSE BROS., INC.**



2809 N. Fairhill St. Philadelphia, Pa.

## AT PARKS, FAIRS AND ON CARNIVALS

Write today for complete information without obligation.  
**LUSSE BROS. LTD.**  
Bardonia House  
62 Lincoln's Inn Fields  
London, W. C. 2, England

## EXHIBIT SPLIT

(Continued from page 44)

elected; assistant treasurer, A. L. Pilo-grasso (re-elected). Board of directors is N. S. Alexander, Harry J. Batt, Herbert Schmeck, J. L. Coleman, Arnold B. Gurler, George A. Hamid, A. B. Hodge, Paul H. Hudepohl, A. W. Ketchum, J. E. Lambie Jr., Richard F. Lusse, Fred L. Marker, A. B. McSwigan, Herbert F. O'Malley, Fred W. Pearce, Leonard B. Schloss, Edward L. Schott, and Roy Station. Schloss and Schmeck are new directors.

Initial session on Wednesday was opened with invocation by R. S. Uzzell and singing of *The Star-Spangled Banner* and *God Bless America*, with Arthur F. Briese as accompanist at the piano. Edward L. Schott, Coney Island, Cincinnati, presided as program chairman. President Arnold B. Gurler delivered a brief address in which he urged the park men to band together more closely than ever before for mutual assistance. "The amusement park business is in its infancy," he declared, "and is steadily growing. We anticipate big business in 1941."

## Tribute to Deceased

Greetings were extended by representatives of several outdoor organizations. Highlight of the session was the report of the public liability insurance committee by Norman S. Alexander, who told of the admirable results of the plan. He expressed disappointment that more parks had not taken advantage of it, and urged members to do so. Announcement of winners of AREA awards was made. The John R. Davies award for best exhibit of equipment and supplies was awarded to Exhibit Supply Company, Chicago. The Fred W. Pearce award went to R. E. Chambers Company, Inc., and the Norman Alexander award to the Philadelphia Toboggan Company. Remainder of the first day's session was devoted largely to general committee reports.

Following the reading of reports by the secretary and treasurer and the chairman of the various committees, resolutions were adopted paying tribute to those who died during the past year, and in each instance the assemblage stood in silence, with heads bowed, for a few seconds.

Michael Wallace, weight gasser; Mrs. Marion Knapp, sculptress and artist; John W. Batt, chairman board of directors of Playland Corporation, New Orleans, and father of Harry Batt; James E. Vlcek, vice-president and general manager, Puritan Springs Park, Cleveland; Harry S. Hall, of Crystal Beach Park, Crystal Beach, Ont., Can.; Otto Wells, head of Ocean View Park, Norfolk, Va., and Lewis Austin Coleman, of Riverside Park, Indianapolis.

An inspiring address was delivered by A. B. Hodge, secretary of the association, on *Fighting Fear for Defense*, which brought many expressions of praise from the assemblage. Calling attention to the chaotic conditions existing in Europe, Hodge painted a vivid picture of the harm that fear can do and exhorted his listeners to rid themselves of it.

## Hamid as a Pitchman

At the second day's session (Thursday) J. H. Norton, of Lake Comounce Park, Bristol, Conn., read an interesting paper on *100 Years of Park Operation* and showed a reel of colored motion pictures of the park. Some comedy was injected into the symposium on *Special Attractions—Which Pay the Best?*, handled by Arnold B. Gurler and participated in by DeArv G. Barton, Music Corporation of America, Frank P. Duffield, Thearle-Duffield, Inc., and George A. Hamid, George A. Hamid, Inc. After Barton had told of the outstanding returns name bands brought leading parks, and Duffield pointed out the advantages of fireworks displays, which please thru color, sound, sight, and motion and send people home in a happy mood, Hamid took the floor. In a kidding vein he extolled the advantages of free acts. Then, donning a white coat, he proceeded to give a pitchman's demonstration a la Clyde (Get away from me, boys, you bother me) Hager, using a peeler,

carrots, cabbage, etc., in his demonstration and rocking the assemblage with laughter.

Laurence J. Johnson, chairman of the national AAU swimming committee, presented some telling arguments for the sale of AAU meets as publicity and business builders for parks and pools. Other speakers at the Thursday session were Harry A. Ackley, Bradley & Day, Pittsburgh, whose topic was *The Amusement Park Industry in This Changing World*; C. E. Daubert, recreation department, Marshalltown, Ia., who told of publicizing swimming pools thru diversified activities, and J. E. Lambie Jr., Euclid Beach Park, Cleveland, who conducted the Professor Quiz session. Norman Alexander directed an interesting picture session on *A Camera Tour of Parks in 1940*.

On the concluding session, Friday, there were several excellent papers. M. L. Grant, president of Money-Meters, Inc., Providence, R. I., gave the park men some excellent pointers on safeguarding their cash by having their gates, rides, and other equipment with proper facilities for keeping an accurate check on all moneys. A paper by Dr. M. O. Gunderson, commissioner of health, Rockford, Ill., on *Body Temperature in Its Relation to Swimming* was of especial interest to park men, and John L. Coleman, Indianapolis, had an exceptionally good paper on *Outstanding Promotions of 1940*. Homer J. Buckley, president, Buckley Dement Company, Chicago, gave the assemblage many excellent ideas on the purpose of the various types of advertising. Arthur E. French, Joseph P. Day, Inc., Brooklyn, spoke on personnel.

The treat of the afternoon was a humorous talk by Axel Christensen, who was introduced as Prof. Oskar Waldemar Sedestrom, of Copenhagen, Denmark. Christensen is a clever entertainer and his humor struck a responsive vein and won him a big hand.

## Beach and Pool Discussions

Beach and Pool round-table discussions were held daily preceding the regular NAAAPP sessions. Arthur E. French was chairman. Topics discussed on Wednesday were: *What's New in Pools?*; *Half-Cocked Explosions*, by Earl K. Collins, editor, *Beach and Pool Magazine*; *Wister Care of Pools, and Rehabilitation of the Old Pools in Parks*, Vernon D. Platt, vice chairman of the Thursday session, when topics discussed included chlorination, Promotions, and stunts, proper size and depth of pools, and spread of disease. On Friday Norman S. Alexander presided, and discussions were on *Have We Reached Saturation Point in Municipal Construction and Competition?*, *Algae—The Perennial Pest*; *Sanitation*, and *Looking Ahead*. Many worthwhile ideas were brought out in the discussions.

After awarding of trophies by the service awards committee, the meeting was adjourned. The convention ended with a gala banquet in the Illinois Room of the La Salle.

## LATE SPURT IN BIZ

(Continued from page 44)

the best in a number of years. Exhibitors and their representatives included: Ackley, Bradley & Day; Advance Manufacturing Company, H. S. Walter, C. E. Mulliken, W. W. Mulliken; Allan Herschell Company, John and William Wendler, C. V. Starkweather; American Asphalt Paint Company; Chicago Chapter, American Red Cross; *Beach and Pool*; William B. Berry Co., W. St. C. Jones, Robert Morris; *The Billboard*; Binks Manufacturing Company; Bisch-Rocco Amusement Company, A. Bisch, William de Thorne Jr., Ralph Rocco, Walter Hinz, Roger Larson, S. Blecher & Son, B. Blecher; H. V. Bright Turnstile Company, H. E. Terry; Cagney Bros., C. L. Cagney, Robert Parr, Michael Grant; J. L. Campbell & Co.

R. E. Chambers Co., James T. Mitchell, L. S. Powell, R. E. Chambers; Cleveland Merchandise; and Novelty Company; Chicago Roller Skate Company, Ralph, Robert, Gordon, and Walter Ware, Louis Hendrickson, Edward Hamilton, Robert Ware Jr.; Convention Binder Service, Paul Brautigam; Thomas E. Cooper Park Games, Thomas E. Cooper; Custer Specialty Company, L. Luzern Custer, Gladys Mills; Doggem Co., Fred L. Markey, Cy D. Bond, James Donovan, S. Bevers; Eli Bridge Company, Lee A. Sullivan, Paul Rimbej, Glenn L. Hyder, Ben O. Roodhouse; H. C. Evans & Company, Frank K. Maitland, R. W. (Dick) Hood, Rex Shriver; Exhibit Supply Company, Percy Smith, Billy DeSelm, John Christ, Frank Cohen.

Eyerly Aircraft Company, Lee and Jack Eyerly, Abner K. and Virginia Kline; Fred Fansher Company, Fred Fansher; Fellman Pneumatic Machine Guns, Charles H. Fellman; Frederick Bros. Mfg. Corp., L. A. Frederick, W. Carl Snyder, Joe Kasper, June Darling, Bill Parent, Bill Pinsky; Greater Show World; Groetschen Tool Company, E. C. Hanson, Karl Klein, Richard Groetschen; George A. Hamid, Inc., George A. Hamid, Frank Cervone, Mrs. Dorothy Packman; International Microscope Reel Company, William Rabinin, A. W. Blendow; Fred S. James & Company; Jantzen Knitting Mills, P. H. Huedepohl; Johnson Farebox Company, D. H. Herwit; C. R. Kirk & Company, Claude Kirk, Florence Carlson; Lauerman Brothers; Lusse Bros., Inc., Raymond and Florence Lusse; Richard F. Lusse Company, Richard P. Lusse; W. P. Mangels Company, W. P. Mangels, Fred W. Mangels; Money-Meters, Inc., A. M. Gordon, M. L. Grant, R. J. Hanson; William Morris Agency, Inc., Howard Rosene, William Snyder, Larry Egan.

Music Corporation of America, DeArv G. Barton, Russell Fuchine, Mickey Rockford; National Amusement Device Company, A. Vadin; Orange Crush Company; Pacific Electro Products Company, Douglas R. Wiser, Bill Beasley, C. I. Wilhite, Carol Briggs; Paint Exchange of Chicago, Louis and Judd Goldman; Pan Confections, W. Willard, C. A. Gerlach; Percy Turnstile Company, D. L. Montgomery, Conrad Trubenbach, Charles Curtis; The Perkins Laboratories; Philadelphia Toboggan Company, John G. Allen, Cliff Wilson, Clarence Gerhardt, Mr. and Mrs. Herbert P. Schmeck, Mr. and Mrs. John R. Davies, Arnold Aimes; Pittsburgh Reflector, R. O. Williams, B. D. Leavur; Port Morris Machine and Tool Works, J. C. Erickson; Recreation Equipment Company; Sellen Manufacturing Company, Arthur M. Sellen, Gertrude Meinke, and M. W. and Mrs. H. W. Sellen; Silent Sales Company, William Cohen, Ben Friedman.

Spillman Engineering Corporation, George H. Cranser, Harry A. Hamilton; Julius Tolces Company, Julius Tolces; Twentieth Century Engineering Company, Walter P. Moffett, Roy A. Maypole, Otto A. Wulfiner; R. S. Uzzell Corporation, R. S. and C. W. Uzzell; The Webster Company, C. P. Cushman, R. M. Gray, J. Fredrickson, E. Carlson, H. J. Naper, E. Paulier.

## ROMANTIC MR. DICKENS

(Continued from page 16)

wife decides to stay around after all. In the third act he finally finds a real girl o' dreams, a young actress he has aided and who truly loves him. Lifted to joyous heights by the spring-into-autumn of his love, he insures her success; and then, when his wife again and more definitely leaves him, he loses the lass because of the harm to their reputations that a continuation of their love might cause.

This time the central figure is named Charles Dickens, and the authors of the play are H. H. and Marguerite Harper. It all seems like a bad dream that you've had at least twice before.

The Harpers add nothing whatsoever to their fundamental bromide—neither skillful dialog nor adult plotting nor anything that might distinguish their Charles Dickens from any number of unfulfilled, sentimental geniuses who have encumbered countless stages in the past. As a matter of fact, their play is so awkward in technique and mawkish in its emotionalism that it seems almost like a satirical burlesque of mid-Victorian sentimentalists like Dickens. A program note claims that they have gone to original materials for their plot; but if so, they have managed to make the originals not only undistinguished, but also stereotyped and completely puppet-like.

Robert Keith tries hard in the leading role and occasionally manages to achieve brief moments of humor and dramatic effect; for the most part, however, he punches entirely too hard, trying desperately to over-ride his inadequate material and so to make the Harpers' Dickens seem like a man instead of a cartoon from Fusch. In his effort he is hardly aided by the direction of Arthur Siroom, which is so stagey, set, and baldly unimaginative that it sometimes seems as the Mr. Siroom, as well as the authors, was trying to satirize the play's period.

Gertrude Flynn contributes a finely detailed, excellently projected character job as the first sweetheart, as both a girl and a blowsy woman; Lawrence Fletcher is pleasant as Kollie; Thais Lawton lends dignity to Baroness Burdett-Coutta, and Marita Sylva, daughter of Marguerita Sylva, does a finely restrained and effective bit as a fallen waif. But most of

the others, under the combined onslaught of dialog and direction, offer caricatures rather than characterizations. Several of them, notably Mary Heberden as an incidental vixen and Cathleen Cordell as a lady of the evening, go overboard spectacularly.

The play also marks the Broadway debut of Diana Barrymore, daughter of John Barrymore and Michael Strange. Playing the young actress, she shows real promise, along with a large number of tricks of face and hands and body that have been factually copyrighted by her aunt Ethel. She uses them well, tho, and they work splendidly for her. Still young and a bit fumbling, she nevertheless walked out from the wings as tho she were at last entering her home, and she never lost her power over the audience or the fine effect of her performance. If she's not ruined by unjustified over-praise she'll be a really fine actress in another five or six years.

## NO S. A. MELON FOR ACTS

(Continued from page 4)

the government was going to encourage personal appearance tours in Latin America by American performers and artists. When the government program was first announced it was pointed out to officials that the plan would not achieve its maximum effectiveness if the "culture" were restricted to caviar and kognette level. The acclaim which met the tours of Toscanini and Stokowski, it was argued, came from a very limited portion of the South American populace. As to possibilities for entertainers who please the masses, nothing could be found out then, and not much more can be found out now.

## Longhair Stuff

Altogether some \$3,000,000 is going to be spent, and most of it will be used to subsidize an exchange of college professors between North and South American universities, touring art exhibits, and perhaps the financing of some musical tours. The balance of the program so far outlined by the Council consists of button-selling, movie and radio executives to sell them the idea of "head south, young man, head south." To conserve funds, as much co-operation as is possible will be coaxed out of commercial ventures.

As an example, the radio companies will be urged to prepare with government help special programs for short-waving to S. A. and to exchange programs with Latin America. William S. Paley, prexy of Columbia Broadcasting, is now flying around the southern continent to look over the possibilities. Mutual, it is understood, has arranged an exchange of programs transcribed for broadcast on receipt in each country. NBC is to help with special programs of its own.

Movie men are being told that for their own good they should see that Latin temperament isn't outraged by celluloid products sent down for S. A. exhibition. *Down Argentine Way*, it was said, has been resented by Argentina. On a more positive side, the federals are urging more productions along lines of *Siroos Soliter*, a biographical film by MGM on the South American liberator.

## No Talent Aid

However, steps to encourage flesh entertainment in the export trade aren't in the cards at this time. A program which would collaborate with booking offices in this country hasn't been devised yet. A plan whereby American attractions might go to South American cities to reach the masses and be subsidized only to the extent of covering certified losses has not yet developed.

The nearest thing that approaches the flesh angle is the Council's thought that "maybe" some advantage might come from sending down some of our swing bands to follow the Toscanini-Stokowski trail, and that the Council "might" do this.

Committees to help steer the Council's program have been appointed for policy, scholarships, literature, publications, music, and art. A communications section, the nearest approach to any which might deal with flesh entertainment, directs the work for radio, press, and motion pictures. James W. Young, who before entering federal service was connected with the J. Walter Thompson ad agency, heads this section. John Hay Whitney has been appointed to take charge of movies. Karl August Bickel, from Scripps-Howard, handles press, and Don Francisco, on leave of absence from Lord & Thomas ad agency, handles radio.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## Agricultural Situation

Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

**FARMERS** bring to a close another year of abundant production. Prices are averaging a little higher than at outbreak of the war, and cash farm income for 1940, estimated at about \$9,000,000,000, is second largest since 1929. Domestic demand for farm products continues good and is expected to increase in 1941. In best position are farmers producing chiefly for the domestic market. Exports continue to decline, as European markets have been cut off by war blockades. United States exports of farm products will continue small thru 1941.

Plans for 1941 farm production are now being made, with prospects that output of agricultural products will be about the same as in 1940. Favorable price and income outlook for 1941 is contingent upon maintenance of current agricultural adjustments by farmers in order to obtain maximum benefits from increased domestic demand. Supplies of food, feed, and fibers are fully adequate for current needs plus carry-overs.

### DOMESTIC DEMAND: GOOD

Purchasing power of consumers in the United States has increased materially since last spring and is now somewhat greater than during the business boomlet which followed the outbreak of war in September a year ago. Industrial activity now is about 15 per cent above the April low. Income of industrial workers is up about 10 per cent, although only about 1 per cent above income in the autumn of 1939.

Industrial output has reached such a high level that further gains will be much more difficult of attainment. Steel output already is near capacity, and some other important industries are operating around the highest levels in their history. For some of these industries capacity is being increased, but this is a relatively slow process. Industrial activity, therefore, may be expected to fluctuate for some time about present levels.

The general business prospect for the next few years continues to favor a relatively high level of consumer purchasing power and demand for farm products.—F. L. Thomson.

### EXPORT DEMAND: POOR

Exports of farm products continue to decrease. Losses to continental Europe have been especially severe, due to the British blockade. The United Kingdom continues to take a larger volume of United States farm products than any other country, but much smaller than before the war. Canada now is the second best export market, and is taking more agricultural products than in 1939.

Important products unfavorably affected by the export situation include cotton, tobacco, wheat, pork products, fruits, soybeans, and feedstuffs. Dairy products and dried beans are in a relatively favorable position but do not bulk large in total volume of exports. So long as the war continues, total exports of farm products are not likely to show substantial improvement.—P. H. Bolinger.

### PRODUCTION: INCREASED

October crop report increased 1940 production estimates for corn, wheat, oats, grain sorghums, hay, peanuts, potatoes, tobacco, sugar beets, apples, peaches, reduced estimates for rice, beans, soybeans. Crop Reporting Board said: "The acreage of field and vegetable crops harvested is expected to be about 7 per cent less than the average prior to recent droughts . . . yields per acre are expected to be higher than in any past year except 1937. Aggregate crop production is expected to be about 5.5 per cent above the pre-drought average . . . and 1.8 per cent above production last year."

Production of feed grains this season was reported "large enough to feed livestock on hand at a normal rate per head without drawing on reserves. Production of the principal food crops in 1940 appears to be quite generally above average. Most are above average in proportion to population. The fruit crop is big, even on a per capita basis, and, with exports restricted, the supply available for domestic consumption will be large. Commercial apple production is 5 per cent below average. Citrus production may be the largest on record."

### PRICES: UP

A two-point rise in the average of prices of farm products during the past month raised the government index to 99. The five years 1910-14 equals 100. Index in October last year was 97. Highest for this year to date was 101 last February. Average of prices declined to 95 in June—low point for the year—then advanced. MAE looks for further advance this winter thru 1941, due to improved consumer buying power.

Number of farm products have been selling higher this fall than last. Outstanding has been the high level of prices of beef cattle, with fed steers selling for best prices in three years. Significant gains were recorded for wheat, dairy products, citrus fruits, and wool. Prices of practically all farm products except hogs and chickens averaged higher in the first 10 months of this year compared with last.

### INCOME: INCREASE

Farm cash income is declining seasonally, but the total compares favorably with 1939 figures. Total from marketings and government payments during the first nine months of this year was \$6,175,000,000, compared with \$5,791,000,000 in the like period of 1939. Income in the last quarter of the year may be slightly larger than in the fourth quarter of 1939. Total for the full year is tentatively estimated at \$9,000,000,000, compared with \$8,500,000,000 in 1939.

Most of the increase in the first nine months of this year compared with last was in larger returns from grains, dairy products, and meat animals.

## SINGLE TRADE SHOW

(Continued from page 44)

many firms selling to both parks and carnivals exhibited at two shows, one conducted by the NAAPPB at the LaSalle, and the other conducted by a group of Showmen's League members in the Hotel Sherman. Both shows day and dated Chicago this week.

Among those who voiced their disapproval of present conditions were George A. Hamid, New York; George H. Cramer, Spillman Engineering Corporation; Raymond Lusse, Lusse Brothers; R. S. Uzzell, R. S. Uzzell Corporation; R. E. Chambers, Chamber's Manufacturing Company; William Rabkin, International Telescope Reel Company; Herbert P. Schneck, Philadelphia Toboggan Company; Abner K. Kline, Eyerly Aircraft Corporation; Wallace St. Clair Jones, William B. Berry Company, and John Legan Campbell, NAAPPB and AREA insurance consultant.

The executive committee was instructed to contact representatives of the Showmen's League of America and of NAAPPB this week in an effort to arrive at a definite understanding before membership of those organizations scattered to their homes. At a late hour today, however, nothing conclusive had been accomplished, spokesmen said.

### Official Roster Repeats

At the dinner session earlier in the evening about 100 members and guests heard messages from representatives of the other associations that were meeting in town at the same time. Arnold B. Gurrter, president of NAAPPB, welcomed AREA to the La Salle; Frank P. Duffield, president of the SLA, and J. W. Conklin, former president of the Pacific Coast Showmen's Association, advised the membership that the AREA was welcome to Chicago and both suggested that all associations seriously consider a common trade show. Other speakers were Wallace St. Clair Jones, president of the New England Section, NAAPPB; Max Linderman, president of the National Showmen's Association, and F. W. A. Moeller, president of the Pennsylvania Amusement Parks Association.

All officers were re-elected by acclamation. C. V. Starkweather, Allan Herschell Company, is president; R. E. Chambers, of R. E. Chambers Company, first vice-president, and Raymond Lusse, Lusse Brothers, second vice-president. W. P. Mangels is treasurer and R. E. Uzzell secretary.

## AMAZING CHRISTMAS TEN DAY OFFER

# 30 Copies

**\$2.00** only

# YOU SAVE \$2.50

From the Single Copy Cost . . . No Sales Tax on Subscriptions

*This offer good ten days only*



**LESS THAN 7¢ A COPY**  
IF YOU MAIL YOUR COUPON NOW!



THE BILLBOARD PUBLISHING CO.  
25 Opera Place, Cincinnati, O.

12-14

Please enter my subscription for the next 30 weeks, for which I enclose, not the \$4.50 I would pay for 30 copies at the regular single copy price, but ONLY \$2.

NEW Name .....

RENEWAL Address .....

Occupation ..... City ..... State .....

Subscribers may take advantage of this offer to extend their subscriptions. This \$2 rate applies only in United States and Canada. Foreign rate, \$3.50. Regular rates: One Year, \$5; Single Copy, 15c in U. S. A. and Canada.

**MAIL THIS COUPON NOW**

# IAFE ADOPTS NEW BYLAWS

## U. S., Canada Cut in 7 Zones

Staggers directors, lifts dues in States to \$60 and to \$30 in the Dominion

CHICAGO, Dec. 7.—Sweeping changes in bylaws calling for a seven-zone set-up in the United States and Canada, together with an increase in dues to \$60 and \$30 for the respective nations, to allow more funds for committee, field, and missionary work, highlighted the 50th anniversary convention of the International Association of Fairs and Expositions, staged from Sunday thru Wednesday in the Hotel Sherman. From every point of view, including attendance, interest, service, smoothness, and quality and quantity of developments, the conclave was a rousing success, pushing the organization past the half-century mark in climactic fashion.

Adoption of new bylaws without opposition followed to a great extent the pattern laid down by Ralph E. Ammon, Wisconsin State Fair, when he headed the association two years ago. The Ammon wasn't here, his position as director of agriculture of Wisconsin calling him to New Orleans, the mechanical procedure was executed without hitch by the vice-chairman, Harry G. Templeton, Indiana State Fair, with the support of Frank H. Kingman, Brockton, Mass., IAFE secretary, and Charles W. Green, Missouri State Fair, who was named 1941 president of the association.

### Proxy Clause Is Out

Principal provisions in the new governing document are:

1. Office of association shall be located at residence of secretary.
2. Annual dues of members in the United States shall be \$60 (raised from \$35); members outside the United States, \$30 (raised from \$25); associations of county members, \$10 (no increase).
3. The directors shall require the secretary-treasurer to give bond to the association.
4. The secretary-treasurer shall sign all contracts and checks.
5. The association shall be managed by a board of directors to consist of the president, vice-president, secretary-treasurer, and seven others, one director to be elected from each of seven zones; directors to serve on a seniority basis (four directors were named for one year and three for two years).

A section of the bylaws provided that "each member shall be entitled to one vote, either in person or by written proxy" was altered to read "each active" (See **NEW IAFE BY-LAWS** on page 51)

## Sec in Sedalia New IAFE Chief



Charles W. Green

## Reception High Spot for Execs

CHICAGO, Dec. 7.—The Golden Jubilee convention of the International Association of Fairs and Expositions was officially launched Monday evening with a reception and supper in the Hotel Sherman. Lieut. Gov. Samuel S. Lewis of Pennsylvania, president of York Interstate Fair, relinquished the chair to Harry G. Templeton, Indiana State Fair, who led the proceedings thruout. Following the repeat color motion pictures were presented by Los Angeles County Fair, Pomona, an impressive tour of the plant which drew acclaim from the delegates. Other films were shown by the State Fair of Texas in sound, Indiana State Fair, and Oklahoma State Fair.

Each table held its compact party and the fete served to cement old friendships and start new ones.

The registrations: H. L. Seay, Roy Rupard, E. P. Jones, Texas State Fair. (See **IAFE RECEPTION** on page 50)

## Ad Clinic Pulls Big Interest at IAFE Conclave

CHICAGO, Dec. 7.—A virtually exhaustive exchange of ideas on publicity, advertising, and related subjects, preceded by an exhibit of newspaper and other advertising material, was inaugurated with distinct success at the 50th annual meeting of the International Association of Fairs and Expositions under the heading of "Advertising Clinic," brought into being by Frank Kingman, secretary Brockton (Mass.) Fair, who has been executive secretary of the IAFE since 1938.

Exhibit of printed and ad matter was held Sunday afternoon in the spacious Louis XVI room of the Hotel Sherman. One complete wall was hung with newspaper advertising by fairs in "home city" dailies, campaign stretch being limited to the week prior and the week of the fair and each ad insert dated to show sequence. Displayed on tables were souvenir programs, letter inserts, sales

(See **AD CLINIC PULLS** on page 50)

## Lynch Gets York and Plans Augmented Layout at Tampa

CHICAGO, Dec. 7.—Jimmie Lynch announced this week that his Death Dodgers thrill unit has been contracted to appear at Florida State Fair, Tampa, marking the Lynch automotive congress's first showing there.

Contract was signed on Tuesday by P. T. (Pa.) Strieder, manager of the fair, who was here to attend the convention of the International Association of Fairs and Expositions. Two days, both Wednesday, are called for, and as the expo is a February date and for years recognized as the unofficial "winter convention" of fair secretaries within 1,000-mile geography, Lynch said he intends to take advantage of the strategic period by presenting an augmented layout for the 1941 premiere of the unit.

Irish Horan, exploitation director and a unit manager for Lynch, announced that Sam S. Lewis, York (Pa.) Fair, had contracted the show for the third consecutive season. It's one day in York.

Pat Purcell and Frank R. Winkley, unit managers, said they would disclose their contracts later.

## Powwow Patter Plus a Potpourri of Persiflage

By LEONARD TRAUBE

CHICAGO, Dec. 7.—Aren't you sorry you weren't there?

AS Pat Purcell would say, what's this with Frank Fellows, the Ozark fair fellow and wagoner?—a different layout of haberdashery every day!

MAYBE it isn't funny, but the best way to get mentioned in an IAFE resolution is to have anything from a common cold up. The gentle so dignified were Louise the Herring, Texas; Elwood Aloysius Hughes, Toronto, and the Pummer boy of Portland, of the State where one rhymer of ancient vintage said he wanted to go back to.

WELL, *The Billboard* was cited in a resolution, too. It's only ailment is working at fever heat! Or is it?

YOU shoulda heard the charming dynamo, Mrs. G., giving the scold to the former Boston Strong Boy, Mr. L. (not John L.)—and on an appropriate spot, the Sherman's Magic Carpet, which, incidentally, held many a prayer by many a free-lance agent looking for a deal.

THE delegation of the Clay County Fair, Spencer, Ia., of which they claim Des Moines is a suburb, looked like a regiment. It was as if the International is a part of them. Bad English, but

you knows what we means. Kirby got all hot and bothered about something pertaining to Leo Dalley. You couldn't argue with a gent who had so much of a supporting cast with big muscles.

POCKET VELO MELPI, outdoor director of the American Guild of Variety Artists, wired absentee ballot Herring that "the AGVA solicits your co-operation for the 1941 season—avoid unnecessary inconvenience by making certain that the carnival and grandstand showmen you intend to have at your fairs have an agreement with AGVA." A wag cracked, "he could have avoided unnecessary inconvenience by stating what he meant."

CHARLIE ROSS, the CNE attraction chief, was gathering up thumb and lip-prints via the rouge route. Not a bad profession.

WELL, Charlie Nash, the Springfield (that's Mass.) colon, put in a belated appearance, making the convention an official success. He had, Mitt Danziger, stretched his sea legs, having come off the boat from Puerto Rico.

DISTINGUE: Doug Baldwin, Birmingham. Not slow, but sure: Ken Hammaker, Sacramento. Scullin' Thru: Pa (See **POWWOW PATTERN** on page 50)

## Begins Third Year As Fair Men's Sec.



Frank H. Kingman

## Past Prexies Given Plaques

CHICAGO, Dec. 7.—Award of engraved gold plaques to past presidents featured the Tuesday afternoon session of the IAFE's Golden Jubilee convention in the Hotel Sherman. Ceremony was one of a series which punctuated the conclave of this and the showmen's groups. Vice-President Charles W. Green, Missouri State Fair, who was elevated to the presidency for 1941, officiated in the chair in the absence of L. B. Herring Jr., Beaumont, Tex. Eleven past chieftains and the incoming Green were recipients of the handsome mounted pieces, but the "presidential rules" were suspended to permit Ralph T. Hemphill, of Oklahoma State Fair and many years IAFE secretary, to enter the PP circle.

Citations for each follow:  
Ernest L. Richardson, 1927—For 38 years associated with Calgary Exhibition and Stampede, Calgary, Alta., Can.; retired a few months ago.

Charles A. Nash, 1928—Entry clerk Iowa State Fair, 1910; assistant secretary, 1911; secretary North Dakota State Fair, 1914; assistant general manager Eastern States Exposition, Springfield, Mass., 1917; general manager since 1923; first convention, 1914.

William R. Hirsch, 1929—Elected to board of Louisiana State Fair, 1912; president of board, 1914-'15; secretary of fair since 1915; first convention, 1915.

Percy W. Abbott, 1931-'32—Managing director Edmonton Exhibition, Edmonton, Alta., Can.

Arthur R. Corey, 1933—Assistant sec-

(See **PAST PRESIDENTS** on page 51)

## A Review of the Fair Season of 1940

and

Important Events and Happenings of the Year

will be features of the

Holiday Greetings Number

Watch for this issue dated December 28

## Up From Director To V.P. of IAFE



Harold F. DePue



## Fair Elections

**NIPAWIN, Sask.**—Officers of the Nipawin Agricultural Society are president, O. R. Watson; vice-presidents, F. E. Staffin, Mrs. A. Warren. A fair will be held in 1941.

**WADENA, Sask.**—Officers of the Wadena Agricultural Society are president, Murdoch McMillan; vice-presidents, I. McPherson, C. Hunter, N. A. Nicholson, Mrs. H. Sumaridason, Mrs. G. F. Gillespie; secretary-treasurer, George B. Harris. The society decided to hold a fair in 1941.

**MILLERSBURG, O.**—Seven directors have been elected by the Holmes County Agricultural Society, six of whom will serve three years and one for one year. They are Herman Leisinger, Frank Shutt, Harry Goodman, Fred C. Schnell, Dr. George A. Rumbaugh, Clyde Purdy, and Harry C. Logsdon. Raymond Patterson

resigned as director and his successor will be named at a future meeting.

**MOOSE JAW, Sask.**—R. M. Johnson was re-elected president of the Moose Jaw Agricultural Society. J. P. Wilkinson and P. J. Herscher were named vice-presidents, and George Wilcox, secretary-treasurer.

**SHELBY, O.**—Five directors were elected recently at a meeting of the Shelby Community Street Fair Association. They are Mrs. Ethel Nelson, Leo Shaw, Grover Simpson, Mrs. Nellie Miller, and C. S. Black.

**CANTON, O.**—J. E. Holm has been re-elected president of the Stark County Agricultural Society. W. T. Shekels was named vice-president, and A. G. Smith, treasurer. Ed S. Wilson was re-elected secretary, a post he has held since 1924.

**BENALTO, Alta.**—Benalto Agricultural Society elected J. A. McBride president, succeeding T. Smith, who served six years; L. Wells and C. Stauffer, vice-presidents, and re-elected Secretary-Treasurer A. Norton to his 17th term.

**RUSSELL, Man.**—James Rea was named president of Russell Agricultural Society for the 12th year. Vice-Presidents are John Peddie and Mervyn S. Coulter, and Harold Barry is secretary-treasurer.

**PRINCE ALBERT, Sask.**—Prince Albert Agricultural Society re-elected C. S. Lacroix, president; Eric Given and R. Carle,

## Burchill Chi Rep For Gus Sun Agency

**CHICAGO, Dec. 7.**—Thomas Burchill, veteran agent, has been appointed Chicago representative for the Gus Sun Agency, of Springfield, O. It was announced this week by Bob Shaw, Irving Grossman, of Des Moines, has been made Western representative of the agency.

## Quiz Program at Meet Of Mass. Fairs Assn.

**BOSTON, Dec. 7.**—Following the popular trend, the Massachusetts Fairs Association will conduct a lengthy quiz program at its annual meeting here in January at the Hotel Bradford.

Prizes are to be offered contestants and quiz material is to be submitted by many of the fair managers and bookers. "The Part That Women Play in Fairs" is to be subject, also a long discussion led by Mrs. Florence Dimmick, of Vermont, following which there will be a demonstration and style show by the members of the Four-H Clubs of that State. W. J. Neal will lead the discussion of "How To Sell Your Fair to the Local Community."

Secretary A. W. Lombard is now making the final draft of the program. An invitation has been extended to several Southern and Midwestern fair managers to attend if possible during the two days of the meeting in Boston.

# Around the Grounds

**BELLEFONTAINE, O.**—In order to clear away possible legal obstacles, Logan County commissioners, by resolution, have authorized filing of an action in Common Pleas Court for authority to give to the State of Ohio for State army purposes a portion of the Logan County Fairgrounds. Legal steps are being sought for transferring the site to the State. The site involved is a strip of land 70 feet wide and 200 feet deep, fronting on South Main Street.

**PRINCE ALBERT, Sask.**—President C. S. Lacroix said Prince Albert Agricultural Society had surplus of \$950 on operations of the 1940 fair, and profit of nearly \$2,000 on the year. A \$6,000 bank loan has been reduced by \$1,000. Because the society is spending about \$2,500 on a building it has asked city council to write off \$2,400 in rent arrears and take title to the structure. Society also has asked that annual rent of \$643 be waived until the bank loan is repaid.

**MONROE, Wis.**—Profit of \$985 was reported for 1940 Green County Fair here, marking the second straight year the annual has made a profit.

**BRANDON, Man.**—At the annual winter fair held here, use of the Arena buildings as an air force manning depot will curtail many of the usual undertakings of the fair, but directors are looking forward to a strong livestock showing.

## Allen Will Be Renamed To Mass. Racing Commission

**BOSTON, Dec. 7.**—Harold P. Allen, of Brockton, well-known fair man and a member of the State Racing Commission of Massachusetts, will be renamed to that commission by Governor Saltonstall this month.

Allen has been an earnest advocate of outlasting the law so that Massachusetts fairs are protected during the period between August 14 and October 1, permitting no professional race tracks to operate during that period, thus giving the fairs free rein to operate without the competition of millionaire tracks at that time.

## Fair Meetings

Indiana Association of County and District Fairs, January 4-8, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fairs Association, January 7 and 8, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Wisconsin Association of Fairs, January 8-10, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam.

Oregon Fairs Association, January 10 and 11, Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene. Washington Fairs Association, January 17-18, New Washington Hotel, Seattle. Waldo Carpen, secretary, Chehalis, Wash.

Ohio Fair Managers' Association, January 15 and 16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Maine Association of Agricultural Fairs, January 17 and 18, Augusta House, Augusta. J. S. Butler, secretary, Lewiston.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of Exhibitions, January 20-22, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Association of Tennessee Fairs, January 21 and 22, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Michigan Association of Fairs, January 21-23, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

South Carolina Association of Fairs, January 23 and 24, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Rocky Mountain Association of Fairs, January 26-28, Rainbow Hotel, Great Falls, Mont. Jack M. Stuckstroff, secretary, Sidney, Mont.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Sworer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

Class "B" Fairs Association, February 12, King Edward Hotel, Toronto, Ont.

Ontario Association of Agricultural Societies, Feb. 13-14, King Edward Hotel, Toronto, Ont.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.



AL SWEENEY (left, seated) and Gaylord White (right, standing), newest auto-racing promotion combination operating as National Speedways under CSRA sanction, landing one of four contracts at the convention of the International Association of Fairs and Expositions in Chicago last week. In the center taking the document is C. B. Hanson, secretary of South Dakota State Fair, Huron. Harold O. Lowe, president of the fair, is standing at left, and seated at right is Emory Collins, national dirt track champ, combo's top star.

vice-presidents, and reappointed J. P. Curro secretary-manager.

**STAR CITY, Ark.**—C. K. Nichols was elected president of the Lincoln County Fair Association and Isaac Chambers, vice-president.

**MARKED TREE, Ark.**—Poinsett County Fair Association elected the following officers for next year: E. B. Glasgow, president; W. R. Melton, vice-president; Fred Ellison, secretary-treasurer.

**MONROE, Wis.**—Louis Wolleson was elected president of Green County Fair Association, succeeding B. R. Bennett. Other officers are Roscoe Smith, vice-president; William Brown, treasurer, and Brooks Dunwiddie, secretary.

**RED DEER, Alta.**—Victor Bjorkland was re-elected president of Red Deer Agricultural Society. James Cruckshank was appointed honorary president and R. A. Van Slyke and A. D. Bower were named vice-presidents.

## New Plant for Sulphur, La.

**SULPHUR, La., Dec. 7.**—Dr. A. H. Lafargue, president of the Calcasieu-Cameron Parishes Fair Association, announced this week closing of a lease with the Calcasieu Parish school board for site on which a new fair plant will be built. The old buildings are to be taken down and moved to the new site.

## 150 Expected at Ore. Meet

**PORTLAND, Ore., Dec. 7.**—About 50 fair delegates and 100 representatives of amusement interests are expected to attend the 13th annual meeting of the Oregon Fairs Association in the Imperial Hotel here on January 10 and 11, said President Herman H. Chingreen. First session will open at 10:30 a.m. Friday, and the annual banquet will be held that night. Visitors are expected from California and Washington, including Chapin Foster, president of Washington Fairs Association. Others expected are a representative of the Oregon Purebred Livestock Association; C. A. Evans, Northwest Harness Horsemen's Association, which will also meet here, and delegates of 4-H and Future Farmers of America clubs.

## Endy Attractions For Miami Event

**MIAMI, Dec. 7.**—Maht Shrine officials have announced conclusion of negotiations with Endy Broca. Shows to bring rides and midway attractions to Miami for the Shrine Band's first annual fair and exposition.

Fair is planned to be country-wide in interest and will include auto, agricultural, and industrial exhibits.

*Seldom*  
**THE STRATOSPHERE MAN**  
TRADE-MARK  
WORLD'S HIGHEST AERIAL ACT!

Again a solid season of bookings not one week's lay-off and out seven months! Many thanks to those who made this possible... and sincere regrets to the many, many others whose offers could not be accepted because of previous commitments.

New Booking 1941 season.  
PERMANENT ADDRESS:  
Care of The Billboard, Cincinnati, O.

**WINDOW CARDS**

NEW IDEA PICTORIAL WINDOW CARDS, Size 17x20, 50 for \$2.50 or 100 for \$5.00. THIS INCLUDES PRINTING YOUR THEATRE NAME AND PLAY DATES.

BOWER SHOW PRINT CO., FOWLER, IND.

ATTENTION, FAIR SECRETARIES  
Get the 1941 Edition of the Finest Thing That Ever Happened

**COUNT ERNESTO WISWELL AND HIS DIZZIE LIZZIE**

Recognized greatest of all comedy automobile acts. A patented feature. Direction: Barnes-Carrubers, 121 North Clark St., Chicago, Ill. Permanent address: 1525 Peach St., Erie, Pa.

## ACDF Decides To Map Out Programs; Williams Is Head

CHICAGO, Dec. 7.—The Association of County and District Fairs, created last year as an integral parcel of the parent International Association of Fairs and Expositions, held its second annual meeting on Monday, giving discussions wider scope by not limiting them to secretaries. E. W. Williams, Manchester, Ia., vice-chairman, presided owing to the pressure of International duties by President Charles W. Green, Sedalia, Mo. J. P. Malone, Beaver Dam, Wis., advocated an aggressive program looking toward perfecting the organization and the development of elaborate deliberations to be planned long in advance of the annual sub-convention. Assistance in this connection will be sought from Frank Kingman, executive secretary of the parent group.

E. W. Williams was named president and J. P. Malone vice-president, with Mrs. Don Detrick, Bellefontaine, O., re-elected secretary. In attendance from Ohio: W. H. Kinnan, Columbus; Sharp Ashley and Mrs. Detrick, Wisconsin; C. J. McGarry and H. A. Klefer, Wausau; J. J. Frisch, La Crosse; Douglas J. Curran, Black River Falls; Julius Cahn, Luxemburg; E. L. Putnam, Chippewa Falls; J. F. Malone, Beaver Dam; Minnesota: William A. Lindemann, New Ulm; H. W. Steele, Appleton. Mr. Williams represented Iowa.

## Sweeney, White on Own in Auto Racing

CHICAGO, Dec. 7.—Albert Sweeney and Gaylord White, both formerly with the Racing Corporation of America, have formed a partnership and will be in the auto racing game this year. They made application early this week for sanction by the International Motor Contest Association but were turned down, and they will race under the Central States Association, using the label of National Speedways. Norman Witte, Dayton, O., secretary of the sanctioning body, was unable to complete the arrangement.

It is probable that Sweeney and White will take action to obtain recognition from the IMCA. Emory Collins, 1938 champion dirt track driver, will race exclusively for the Sweeney-White combo next season.

At the meeting this week Sweeney and White signed a new fair circuit consisting of Huron, S. D.; Spencer, Ia.; Mason City, Ia.; Albert Lea, Minn.; and Sioux Falls, S. D., for nine days of racing.

## Dinner Tendered by Mr. and Mrs. H. DePue

CHICAGO, Dec. 7.—One of the pleasant social events of the annual IAFE convention was a dinner tendered a number of their friends by Harold DePue, manager of the Northern Montana State Fair, Great Falls, and Mrs. DePue. Harold, who manages to find leisure time to devote to hunting, bagged an elk this fall and decided to give his friends a special treat. He brought along to Chicago a supply of Elk steak, had it prepared at Gibby's, popular Loop cafe, and invited a couple of dozen friends to a repeat Sunday night. The chef at Gibby's did a masterful job, and the steak with wild rice and all the trimmings was a dish fit for a king. The guests spent a delightful evening at the festive board. At the conclusion of the feast Jack Story, one of the guests, assumed the role of toastmaster or emcee and on behalf of the guests thanked the hostess and host for their genial hospitality.

Those who were guests of Mr. and Mrs. DePue were W. R. Hirsch, Julia Hirsch, Mr. and Mrs. Frank P. Duffield, Mr. and Mrs. M. H. Barnes, Ken Hamilton, manager of the California State Fair, Sacramento; C. J. Sedlmayr, Mr. and Mrs. Jimmie Lynch, Mr. and Mrs. Arthur Brisee, Frank H. Kingman, Mr. and Mrs. Fred Kressmann, Max Goodman, Mr. and Mrs. Jack Story, Stewart Melgs, president California State Fair; R. L. Lohmar, Al Hartmann, and Nat Green.

Sunday being the birthday anniversary of Mrs. Sam J. Levy, the hostess and host had provided a birthday cake for the occasion and it was served to the guests, with appropriate ceremony. It also was the birthday anniversary of the DePues 18-year-old son.

## 6 in South Booked By Ralph Hankinson

CHICAGO, Dec. 7.—Ralph A. Hankinson reported that while attending the annual convention of the International Association of Fairs and Expositions here this week he signed contracts for presentation of races at six Southern fairs in 1941. He said the bookings are a forerunner of what he expects to be his greatest season in 31 years.

Charles A. Somma, secretary of Virginia State Fair, Richmond, signed to continue Hankinson's races at his annual, and Dr. J. S. Dorton contracted for races at North Carolina State Fair, Raleigh; Cleveland County Fair, Shelby, and Southern States Fair, Charlotte. Other dates signed were Winston-Salem (N. C.) Fair and South Carolina State Fair, Columbia.

Hankinson, who recently sold his Langhorne Speedway, near Philadelphia, to Lucky Teter, of Lucky Teter's Hot Drivers, for \$100,000, said he would concentrate attention on auto races in 1941. He said he would open the season at Reading (Pa.) Fairgrounds track, making the 38th event staged by him there.

## Neb. Racing Commission Not To Withhold Funds

CINCINNATI, Dec. 7.—J. A. Cullen, secretary of the Nebraska State Racing Commission, Omaha, Neb., writes: "On page 42 of *The Billboard* for November 23, there appears an article under a Lincoln, Neb., date line, with this heading, 'Nebraska Racing Board is Ordered To Explain Holding Funds.' The article explains the suit of the Nebraska Association of Fair Managers in District Court at Lincoln, and says that the Racing Commission is charged with 'withholding \$35,000, which should be parceled out to county fairs.' It further states 'no date no reason for the holdout has been entered by the commission.'"

"This article is incomplete and in the form in which it appears is an injustice to the Nebraska State Racing Commission. The facts are as follows:

"On or about July 10, 1940, a suit was filed in District Court at Broken Bow, Neb., challenging the constitutionality of the racing law and claiming that all revenues obtained from licenses or fees are required by the constitution to be placed in the public school fund. This suit asks that the State Racing Commission be ordered and directed to pay license monies now in their possession into the Clerk of the Court subject to the order of the Court.

"As a counter-action to this suit, which automatically tied up the commission's funds, the Nebraska Association of Fair Managers filed a separate action in the District Court at Lincoln, as stated in your article.

"There is no desire on the part of the Nebraska State Racing Commission to

withhold the distribution of these funds. The commission is only waiting for the courts to decide whether the funds should be paid to the county fairs as provided in the racing law, or whether they should be turned over to the public school funds, as claimed by the original litigees in the Broken Bow suit."

## AD CLINIC PULLS

(Continued from page 48)

broadside, fair publications, window cards, and premium list covers. Exhibit drew considerable attention from delegates and their expert-technicians, who attended the Chicago conventions in record number owing to the availability of the service feature.

### Judges Pick Winners

There were 253 entries in the seven classifications, run as an experiment to determine advisability of continuing on a much more elaborate and costly basis. Judges are all experts in their lines, these being John Martin, director of media, and James Kiethly, Montgomery Ward & Company; Charles Lilienfeld, ad manager, National Tea Company; W. H. Howell, Lord & Thomas ad agency, and Mel Hendricks, Outdoor Advertising, Inc., all of Chicago.

The winners were: Newspaper Advertising—1. Canadian National Exhibition, Toronto. 2. Pacific International Livestock Exposition, Portland, Ore. 3. Brockton (Mass.) Fair. 4. Minnesota State Fair. 5. Iowa State Fair.

Souvenir Program—1. California State Fair. 2. Texas State Fair. 3. Canadian National Exhibition. 4. Provincial Exhibition, Quebec City, Que.

Letter Inserts—1. California State Fair. 2. Canadian National Exhibition. 3. Los Angeles County Fair, Pomona.

Sales Broadside—1. Iowa State Fair. 2. New York State Fair. 3. Wisconsin State Fair.

Publications—1. Florida State Fair. 2. Regina Exhibition, Sask. 3. Kansas State Fair.

Window Cards—1. Missouri State Fair. 2. Eastern States Exposition, Springfield, Mass. 3. Brockton (Mass.) Fair.

Premium List Covers—1. Missouri State Fair. 2. Canadian National Exhibition. 3. Mid-South Fair, Memphis, Tenn. 4. Saginaw (Mich.) Fair. 5. York (Pa.) Fair.

### "Pulitzer" Fair Awards

Beginning with next year's convention it is expected that fairs will participate with direct entries similar to the practice in other competitions, and that the feature will assume the interest and proportions in the fair industry that the Pulitzer Prize Awards enjoy in the arts and letters. It was also indicated that a number of sectional classifications or breakdowns will be created in order to bring about more equitable gradings and, as a result, wider scope in selection. This would give the exhibitor to more awards over a wider area of inspection.



ARTHUR E. COREY (left), secretary Iowa State Fair, handing a Golden Jubilee Plaque to Charles W. Green, Missouri State Fair, newly elected president of the International Association of Fairs and Expositions, which held its anniversary powwow at the Sherman Hotel in Chicago last week. Corey was chosen to make the award because of his record of having attended the annual conclaves since 1910, a mark unmatched by any delegate. Mr. Green attended his first convention in 1933, when Mr. Corey headed the association. Note the IAFE banner in background. Photo courtesy William Morris Agency.

The round-table clinic was held in two sessions on Monday under the chairmanship of Henry Lund, expert of the Minnesota State Fair. Around the table were other publicity directors or public relations-advertising authorities, including Herb Dotten, New York State Fair; James K. Hutsell, Missouri State Fair; John Zook, Ohio State Fair; Kenneth Hammaker, secretary-manager California State Fair, and Jim Fifield, Brockton Fair, who collaborated with his chief, Frank Kingman, in framing the lengthy questionnaire and also functioning as vice-chairman during the discussions. Each took a turn at answering searching questions relating to home and out-of-town daily and weekly newspapers, fair publications, billboard advertising, radio, attractions' material, distribution and circulation, and kindred classes, each with wide ramifications. A number of technicians or fair secretaries either volunteered or were called upon from the floor. These included Douglas K. Baldwin, Alabama State Fair; E. Paul Jones, Texas State Fair; L. R. Fairall, Iowa State Fair; A. R. Corey, Iowa State Fair; Maurice W. Jencks, Kansas Free Fair, Topeka; J. J. Isaacson, Ak-Sar-Ben Livestock Show, Omaha, Neb.; John F. White, Sioux Empire Fair, Sioux Falls, S. D.; Herbert H. McElroy, Central Canada Exhibition, Ottawa, and Leonard Traube, New York office of *The Billboard*.

## IAFE RECEPTION

(Continued from page 48)

Sid W. Johns, M. Cowan, Saskatoon (Sask.) Exhibition; C. G. Baker, Oklahoma State Fair; S. M. Mitchell, E. C. Beezley, Kansas State Fair; C. B. Hansen, South Dakota State Fair; F. H. Means, Colorado State Fair; Stewart Melgs, California State Fair; J. P. Malone, E. G. Dove, Beaver Dam, Wis.; H. J. Frost, William O. Johnson, W. A. Lindemann, Minnesota State Fair; Herb Dotten, New York State Fair; Phil O. Travis, Tennessee State Fair; H. A. Beaudoin, Mid-South Fair, Memphis; Hillman Taylor, Meriden, Miss.; Raymond A. Lee, Minnesota State Fair; Maurice Jencks, Kansas Free Fair; A. R. Corey, Iowa State Fair; M. H. Barnes, Barnes-Carruthers; C. R. Lane, Topeka, Kan.; Fred Terry, Indianapolis; P. T. Strieder, Florida State Fair; Milton Danziger, Springfield, Mass.; Julius Cahn, Luxemburg, Wis.; A. W. Kalha, Milwaukee; Bill Utmeled, Marshfield, Wis.; Frank Kingman, Jim Fifield, Henry Rapp, Brockton (Mass.) Fair; C. B. Aftersbaugh, Los Angeles Fair; Kenneth Hammaker, California State Fair; Douglas K. Baldwin, Alabama State Fair; Charles W. Green, Jim Hutsell, Missouri State Fair; Harold P. DePue, North Montana State Fair; Harry Templeton, Indiana State Fair; George A. Hamid, New Jersey State Fair; Dr. J. S. Dorton, North Carolina State Fair; H. H. McElroy, Central Canada Exhibition; S. S. Lewis, York (Pa.) Fair; Stewart B. Price, Muncie, Ind.

## POWOW PATTEN

(Continued from page 48)

and Ma Strieder, Tampa. Life of the Party: Double-E Irwin, Springfield (that's Ill.) Robust: Harry Templeton, Indianapolis. Baby Face: Art Corey, Des Moines. Youngish: Maurice Jencks, Topeka. Saucy: Bill Hirsch, Shreveport. Ubiquitous: Frank Kingman, Brockton. Tall Story: Ray Lee, St. Paul (that's Minn.). Perennial Venus: Mabel Stire, Jackson (That's Miss., but she's Mrs.). Companions: Charlie and Mrs. Green, Sedalia (that's Mo, then you can say for a lotta other couples). Party Boy and Party Gal: Harold and Mrs. DePue, Great Falls (that's a Mont. away from most places.). Not Backward: Double-J Isaacson, of the spelled-backward Ak-Sar-Ben, Omaha. Max Linderman's Perpetual Debating Partner: Doc Dorton, Raleigh. All Over the Place: The Hemphills of Oklahoma. Good Guy: Sam Lewis, York (yes, he's a Pa.—and a better p. a. than some of the fraternity who are getting paid for it). A Guy You Hope You Grow Up To Be Like: John White, Sioux Falls, S. D. Genial: Phil Travis, Nashville (bet you Tenn.). Practically Every Place Somma the Tued: Charlie Somma, Richmond, Va. Quiet But Thinking: Herb McElroy, Ottawa. Good Egg: Walt Jackson, London, Ont. Amazon: Sid Johns, Saskatoon Exhibition, Saskatoon, Saskatchewan, Canada, North America, Western Hemisphere.

A Plenty Ink-Stained Wretch: Your correspondent.

**PAST PRESIDENTS**

(Continued from page 48)

retary Iowa State Fair, 1908; secretary since 1911; first convention, 1910.

Elwood A. Hughes, 1935—Introduced first Sports Day, Canadian National Exhibition, 1908, continuing to 1914; overseer, 1914-18; resumed sports program, 1920; director of publicity, 1926-28; public relations, Wrigley, 1929; CNE secretary, 1930; assistant general manager, 1932; general manager since 1934; first convention, 1926.

Raymond A. Lee, 1936—Machine Department, Minnesota State Fair, 1900 to 1924; elected to fair board, 1924; superintendent of concessions, 1924-29; secretary since 1930; first convention, 1924.

Maurice W. Jencks, 1937—Secretary Kansas Free Fair since 1931; first convention, 1932.

Ralph E. Ammon, 1938—Secretary Dane County Fair, Wis., 1928; manager Wisconsin State Fair since 1930; director of agriculture since 1938; first convention, 1930.

Sid W. Johns, 1939—Secretary Saskatoon Exhibition, Saskatoon, Sask., Can.

L. B. Herring Jr., 1940—Secretary South Texas State Fair, Beaumont.

Charles W. Green, 1941—Superintendent Light Horse Department, Missouri State Fair, 1914-18; secretary of fair since 1933; first convention, 1933.

Ralph T. Hemphill—Cashier in ticket superintendent's office, Louisiana Purchase Exposition, St. Louis, 1904; superintendent of concessions, Oklahoma State Fair, 1917-18; manager Livestock Department, 1918; secretary of fair, 1918, and secretary-manager since 1923; first convention, 1918.

The year 1927 was picked as the starting point because all presidents prior to then are either dead or retired from active participation in fair business. Between 1927 and the present there has been one presidential death, Fred A. Chapman, Ionia (Mich.) Free Fair. Completing the line-up of presidents since 1927 is E. G. Bylander, Arkansas State Fair, inactive fair-wise, but engaged in other activities, including civic work.

Frank H. Kingman, of Brockton (Mass.) Fair, IAFE secretary, was responsible for the promotional features of the awards.

Past Presidents' Club held its annual luncheon on Tuesday, with Sid Johns in the chair. Those attending were Messrs. Nash, Hirsch, Corey, Lee, Jencks, Green, and Kingman. Elwood A. Hughes, Canadian National Exhibition, was absent due to illness, and Ralph Ammon, Wisconsin State Fair, was in New Orleans on agricultural business. P. W. Abbott, Edmonton Exhibition, could not make the trip.

**NEW IAFE BY-LAWS**

(Continued from page 48)

member shall be entitled to one vote," with the proxy clause stricken out.

The zones and their directors are as follows:

Zone 1—North Atlantic: New England, New York, New Jersey, Pennsylvania, Maryland, and Delaware. Sam S. Lewis, York, Pa., one year.

Zone 2—South Atlantic: Virginia, North Carolina, South Carolina, Georgia, Florida, and Alabama. P. T. Strieder, Tampa, Fla., 2 years.

Zone 3—Midwest: Iowa, Wisconsin, Illinois, Indiana, Ohio, Michigan, Kentucky, and West Virginia. Harry G. Templeton, Indianapolis, 1 year.

Zone 4—Southwest: Missouri, Oklahoma, Arkansas, Tennessee, Mississippi, Louisiana, and Texas. Mrs. Ethel Murray Simonds, Muskogee, Okla., 2 years.

Zone 5—Northwest-Midcontinent: Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Colorado, Wyoming, and Montana. Frank H. Means, Pueblo, Colo., 1 year.

Zone 6—Pacific: Washington, Oregon, Idaho, California, Nevada, Utah, Arizona, and New Mexico. C. B. Afflerbaugh, Pomona, Calif., 2 years.

Zone 7—Canada: All Provinces. H. H. McElroy, Ottawa, Ont., 1 year.

**Hope Danziger Won't Quit**

Charles W. Green succeeded L. B. Herring Jr., Beaumont, Tex., in the pivot

chair, the latter being kept from the event in thru illness. Green was forced to pass up other presidential duties to handle the chair at the association sessions. During 1940 he headed the Association of County and District Fairs, the International Motor Contest Association, and the Middle West Fair Circuit, but he retained the last-named berth for the fifth consecutive year.

Harold DePue, Great Falls, Mont., was named vice-president, which places him next in line for the 1942 presidency. Frank H. Kingman was re-elected secretary with the commendation of the organization thru a motion made by Milton Danziger, Springfield, Mass. It was indicated that Danziger, for more than 10 years chairman of the powerful Government Relations Committee and as such one of the greatest instruments for association achievement, was reconsidering his resignation of a year ago and that he might be "persuaded" to resume his duties. It is understood that many influential members have been seeking to reclaim the former committee chief, whose chairmanship has been vacant since the resignation.

Altho convention activity was inaugurated Sunday with an exhibit of printed matter, followed on Monday morning and afternoon by an Advertising Clinic, subgroup assemblies during the day, and a Golden Jubilee reception in the evening (see other stories in this section), the first formal organization deliberations commenced Tuesday morning with the annual business session. It was at this gathering that the bylaws were voted upon.

Wayne Dinsmore, secretary of the Horse Association of America, substituted for B. H. Heide, manager of the International Live Stock Exposition in Chicago, in welcoming the IA to the Windy City, with the response being made by Mrs. Ethel Murray Simonds.

**New Members Come In**

New members accepted officially, altho some of them had already been virtually ranked, were the following associations of fairs: Maine Association of Agricultural Fairs, New Hampshire Fairs Association, Vermont Agricultural Fairs Association, Virginia Agricultural Fairs Association, North Dakota Association of Fairs, Missouri Association of Fairs, Oregon Fairs Association, and the Illinois Association of Fairs. Also admitted was the Sioux Empire Fair, Sioux Falls, S. D. Total membership now stands at 89 from the United States, 8 from Canada, and 22 bracketed in the Associations of County and District Fairs, with one vote to each as a group.

In the afternoon addresses were made by Douglas K. Baldwin, Alabama State Fair, and Dr. J. S. Dorton, North Carolina State Fair, on modernization and inexpensive investments, which aroused considerable discussion. Mrs. Don A. Detrick, Bellefontaine, O., secretary of the county and district fairs group, showed the ever-increasing deep relationship between the county events and the State expos. Name days and special programs as attendance stimulants were described by Roy Rupard, Texas State Fair, and C. B. Afflerbaugh, Los Angeles County Fair.

On the following day papers and addresses were by B. P. Sandles, Ohio State Fair, who discussed his State's Junior Fair and its meaning to 31,000 boys and girls; Sally Dickson, National Crochet Bureau; A. H. Lea, Multnomah County Fair, Gresham, Ore., night horse racing; Frank H. Means, Colorado State Fair, who delivered a narrative on Mardi Gras; C. G. Baker, Oklahoma State Fair, and Harry J. Froot, Minnesota State Fair, whose subject was concessions; Frank Wiswall, vice-president U. S. Trotting Association; M. E. Thayer, of Exhibit News; stirring movie in technicolor presented by Paul Smith, New York State Fair, subject being the 100th anniversary of the fair; Harold P. DePue, North Montana State Fair, attendance prizes; E. Paul Jones, Texas State Fair, and L. R. Fabrall, Iowa State Fair, on advertising, publicity, and promotion; Henry Lund, Minnesota State Fair, with a report on the ad clinic; Mrs. Detrick with a report from the county-district association, and a paper on the New York World's Fair by Leonard Traube, The Billboard. These and other addresses will appear in forthcoming issues.

Ralph T. Hemphill, Oklahoma City, was named president of International Motor Contest Association. Other officers are Maurice Jencks, Topeka, Kan., vice-president; A. R. Corey, Des Moines, Ia., secretary; Charles W. Green, Sodalia, Mo.; W. K. Hirsch, Shreveport, La.; Ray-

mond A. Lee, St. Paul, Minn., and Charles A. Nash, Springfield, Mass., directors.

**SKY-HIGH ALCIDOS** are slated to sail December 6 from New York for a 12-week tour in South America, opening at Caracas, Venezuela, reported Rudy Roth. They recently closed a 42-week season at Thomasville, Ga., having appeared as free act with carnivals and at fairs and parks. Wilfred and Nick have gone to Ghent, N. Y., to visit their folks, and Sid is in New York on business.

**SLA**

(Continued from page 42)  
Lucille Hirsch got the delicious luncheon she served during open house.

Correspondence was read from Mrs. A. J. Weiss, Mrs. Fred Beckmann, Mrs. John Wilson, and Ruth Martone. Mrs. Jeanette Wall was thanked by all for her co-operation on luggage book awards. Present at the meeting were Grace Coes, Viola Fairly, Norma Lang, Vivian Miller, Virginia Kline, Lillian Woods, Clara Harker, Hazel Harris, Hallie McCabe, Elsie Miller, Marie Brown, Mrs. H. Belden, Pearl McGlynn, Louise Rolkow, Mrs. Edward Hock, Anne Sleyater, Mrs. L. M. Brumleve, Lillian Lawrence, Anne Young, Anne Doolan, Lucille Hirsch, Evelynne Wishard Mueller, Myrtle Hutt, Hattie Wagner, Rose Page, Blanche Latto, Edna O'Shea, Cleora Helmer, Frieda Rosen, Lillian Roth, Mrs. Jane Pearson, and Mrs.

L. Schlossberg, Virginia Kline and Jane Pearson expressed appreciation in behalf of the various clubs being entertained during open house.

Two poinsettia plants were presented to the club by Brother E. Courtemanche. Applications received and approved for membership were from Mrs. Jewell P. Jansley, Edna Burrows, May Oakes, Mrs. George A. Hamid, Mrs. Juanita Bartlett, Mrs. Flora Webb, and Mrs. Goldie Fisher. At the November 28 meeting Rose Page donated two cakes. President Edith Streblich served cake and coffee at December 5 meeting adjournment. Anne Doolan will be hostess at the social on December 12. Be sure to attend.

**For the All New and Greater 1941 Presentation of**

**FLASH WILLIAMS**

**THRILL DRIVERS**

Write or Wire

923 NO. CENTRAL AVE., CHICAGO, ILL.

**THANK YOU**

**SOUTH DAKOTA STATE FAIR** Huron, South Dakota

**CLAY COUNTY FAIR** Spencer, Iowa

**SIoux EMPIRE FAIR** Sioux Falls, South Dakota

**FREEBORN CO. FAIR** Albert Lea, Minnesota

**NATIONAL SPEEDWAYS**

The Nation's Newest Auto Racing Organization, Featuring Emory Collins, National Dirt Track Champion, and Other Famous Speed Accs. Under CSRA Sanction

**AL SWEENEY**

**GAYLORD WHITE**

Booking Now For 1941 Fairs  
1400 SEDGWICK, CHICAGO, ILL.

**CHRISTMAS SEALS**



**Help to Protect Your Home from Tuberculosis**

**LOOK**

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

## Hartmann's Broadcast

THOSE who missed the annual outdoor get-togethers, business and social, in Chicago last week have much to regret. Some, of course, couldn't go because of illness, others because of possibly low finances, but those who were in a position to attend and didn't deprived themselves of things that were really worth while—things that make for a greater knowledge in the conduct of their business plus a happier living.

From the standpoint of combined age the functions represented 123 years of progress. It was the 50th year for the convention of the International Association of Fairs and Expositions, the 28th year for the Showmen's League banquet and ball; the 22d year for the National Association of Amusement Parks, Pools, and Beaches; the 18th year for the American Recreational Equipment Association, and the seventh year for the American Carnivals Association, Inc.

It would be interesting to know just how many outdoor people attended the combined conventions and social functions this year. There is no way of obtaining this information for the reason that, while one could get the number from hotel registrations even though it would be a big task, there are numerous attendees who reside in Chicago and therefore do not register at hotels. The number of those attending, however, might be estimated by the attendance at the banquet and ball of the Showmen's League, as carnival and other attractions people seemed to be out in greater force than ever before. Although definite figure was obtainable, it was estimated that 1,200 were at this year's SLA affair, which we figure represented about half of those at all of the business and social functions. In other words, our estimate is between 2,000 and 2,500.

Judging by attendance at the sessions of the fair men, delegates to the IAPE convention were about the same in number as in the best years, but because of the "Advertising Clinic," a new feature of the meeting this year, it can safely be said that there were more publicity men of fairs present than heretofore. Attendance at the park men's convention seemed to be about the usual size, and the same goes for the meeting of the American Recreational Equipment Association. But the number of traveling outdoor showfolk, as we said above, was larger than in previous years, due in great measure to the Golden Jubilee

of the IAPE and the specially arranged program for the Showmen's League banquet and ball in honor of the occasion.

From a business standpoint, no subject created more comment than the two trade shows—the one usually held by the AREA and the new one sponsored by the Showmen's Exhibit Association. The consensus was against such an arrangement hereafter, the feeling being that there should be only one show of this kind and staged in the same hotel where all of the outdoor conventions are held simultaneously. Great effort was made toward that end, and committees have been appointed by the various groups concerned to bring about this accomplishment. It was not learned whether any definite action on this matter was taken before all of the conventions adjourned, but, if not, no time should be wasted by the committees in threshing out the matter in as satisfactory a manner as possible to all concerned. And once it is threshed out, the meeting place and time should be decided a year in advance—before the conventions being held at the time adjourn.

As for what the new season has in store for outdoor amusement people, there seems to be no doubt that it will be a big one, judging by the optimistic manner in which they expressed themselves. Of course, all realize that the situation might change if we become implicated in the European conflict, but if conditions remain the same as now, the amusement folk look forward to a boom in 1941 with our government's defense program going full blast; in fact, they see not only a big year in 1941 but several good ones following that.

F. PERCY MORENCY, of the Art Lewis Shows, is in hearty accord with Bruce Peacock as to the irritable things concerning the carnival as outlined in Peacock's article in the Christmas Number of *The Billboard*.

"I have just completed reading the Christmas Number," writes Percy, "which is the greatest issue I have had the pleasure of receiving since I became a weekly subscriber—and that goes back to 1908. However, the article that most impressed me and fully coincided with my thoughts was the one by Bruce Peacock. He certainly covered every phase of what is detrimental to the carnival of today—wants between performances, brevity and honesty in ballys, uniformed ticket sellers. All of these hit the nail on the head.

"However, the outstanding thought of his article is the blasting p.-a. system. This is without a question the greatest drawback that has ever entered the ranks of show business, and every word written by Mr. Peacock is the truth.

## Notes From the Crossroads

By NAT GREEN

FRIDAY, Dec. 6.—Quiet has descended upon the Magic Carpet at the Hotel Sherman, at least insofar as the showmen and fair men are concerned. While the conventions officially ended Wednesday night, many of the show people still are around, picking up the loose ends, shopping for equipment at the park men's exhibit, and resting up from a strenuous week. It was, as usual, a great meeting. Maybe not as many fair men present as usual. Many of the Canadian boys were unable to attend, and we didn't encounter as many county fair men as in previous years. But the showmen were out in record numbers and there was the usual jockeying for advantage.

Bannered of the lobby is always interesting. It started this year on Saturday and before the day was over every available space was occupied. The Johnny J. Jones Exposition got the jump on everyone else by placing a neon box sign in a choice spot hours before any other banner was up. Evidently they had a

Blasting p.-a. systems, as used by bally operators on carnivals, instead of bringing customers to the box office, drive them off the lot. Further, from the past couple of years of personal experience, they have been the cause of losing locations to put the show on, due to petitions taken out by citizens who lived within 15 to 20 blocks of the showgrounds.

I certainly commend Mr. Peacock on his fine article about the evils of the carnival business, which I, after 30 some years of experience, well know."

AND here's what Harper Joy, banker and Circus Fan of Spokane, Wash., has to say about Eugene Whitmore's article, *The Circus's Turning Point*, which also appeared in the Christmas Number:

"I don't have Eugene Whitmore's address, so I cannot write him and tell him how much I appreciated his current article, *The Circus's Turning Point*, in the November 30 issue. It is excellent, and I agree with all he says.

"My recollection from reading with avid interest the country daubs of Ringling Bros. in the old days was an inventory of 1,080 people, 650 horses, three rings and two stages, 300 circus and hippodrome 'paw-faw-mahs,' 100 cages and chariots, 5 monster railroad trains, 40 clowns, 30 elephants, and 'more capital invested and a greater daily expense than any other show in the world.' Them were the days, or were they?"

capable fixer. One of the biggest banners was that of the Amusement Corporation of America, listing its four big shows. There was every conceivable size and shape of banners and cards, and they made an interesting study.

Immediately following the showmen's conventions, the annual Standard Fairs group moved in on Friday. It is probably the biggest convention of the year and we're glad we'll be covering the Iowa fair meeting during the early part of the week.

Random notes—picked up between dashes from the Sherman to the La Salle: It's good to see Al Sweeney and Clayford White entering the auto racing game on their own and we wish them luck. Both are capable men. It has been about 15 years since anyone has broken into the field in the Middle West with the exception of 1939. First fair, Huron, which the boys signed is the place where White was reared, his father having been secretary-manager of the fair. . . . Harry Lewiston, in for the convention, reports that he had a big engagement in Charleston. . . . Lou Christensen, of the Aerlin Christensens, made one of his infrequent visits to Chicago week and was saying hello to the boys on the Magic Carpet. . . . Duke and Noble, ice skating team, and their Ice/antic are booked for the second week in January at the Chicago Theater. . . . Word comes from N. Harry Cance at Hot Springs that Mickey Coughlin underwent a minor operation last week and had to spend a few days in the hospital. Arthur Hopper is still at the Springs and steadily improving in health. . . . Those two attractive gals in cowgirl costumes who received much attention at the convention were members of Jimmie Lynch's outfit. . . . Jamie Egar's Ice/colite show, in for the holidays, will take a road again in a few weeks. . . . C. B. Afflerbaugh, manager of the Los Angeles County Fair at Pomona, Calif., brought along some fine colored movies of his fair and also had a booth in the exhibition hall that attracted much favorable comment.

Sam Stratton, agent of the Hellespoppin' road show, lost his mother November 22. . . . Frank A. (Doc) Stuart and his wife, Nancy, flew in from Oklahoma City to see Frank's sister, who is ill here. . . . Nat D. Rodgers has made a tie-up with the John B. Rogers Company, pageant producer, in connection with his ticket plan, with which he has been very successful in the Southwest. Rodgers also has signed to handle the ticket promotion for Larry Sunbrock's show at Miami, Fla., in February. . . . Louis Schlossberg and his wife in from Philadelphia for the League doings. Mrs. Schlossberg celebrated a birthday December 1.



LADIES' AUXILIARY OF  
THE SHOWMEN'S LEAGUE OF AMERICA  
23RD ANNUAL INSTALLATION DINNER  
SHERMAN HOTEL, CHICAGO, ILLINOIS, DECEMBER 3, 1940

VIEW OF THE 23D ANNUAL INSTALLATION DINNER of the Ladies' Auxiliary, Showmen's League of America, in the Hotel Sherman, Chicago, on December 3.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following

Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PARODIES

NIFTY VENTRILQUAL DIALOGUE OR Monologue on Christmas, Draft, etc. Dollar each. Stamp for List, TIZZARD, 104-W, 71st, New York.

NOW HANDLING MY OWN PLAYS—CIRCLE, Rep. Stock. Send for list. Feature "Toby" shows. NEIL SCHAFFNER, Station WMT, Cedar Rapids, Ia. de14

AGENTS AND DISTRIBUTORS WANTED

AGENTS—MEN'S SUITS, 88c; PANTS, 23c; Overcoats, 41c; Ladies' Coats, 36c; Dresses, 10c; Sweaters, 35c. Other bargains. Catalog free. PORTNOY, 565-C Roosevelt, Chicago. x

GOOD SIDELINE FOR PRINTING AND ADVERTISING Salesmen—Decalcomania Name Plates in small quantities. Great demand. Also make money applying initials on automobiles. Free samples. "RALCO," 727 Atlantic Ave., Boston, Mass.

HOLIDAY NECKWEAR—QUALITY GOLD 55c Label Cravats, \$18.00 Per Gross; Quality Hand Made \$1.00 Cravats, \$33.00 Per Gross. No Free samples. Money back guarantee. We are twenty years old. KEYSTONE MFG. CO., Atlanta, Ga. x

LOCAL AGENTS WANTED TO WEAR AND demonstrate suits to friends. No canvassers. Partial Payment Plan. Up to \$12 in a day. Experience unnecessary. Valuable demonstrating equipment, actual samples free. STONEFIELD, 1300 Harrison, Dept. M-507, Chicago. x

SELL CHRISTMAS, SCRIPTURALS, CHANGES, Improved 9x11", 4 1/2x11" Signs. Tremendous unlimited market. Big quick profits. Write KOEHLER'S, 335 Coetz, St. Louis, Mo., de14x

SELL NEW, USED CLOTHING FROM HOME, Auto, Store. Men's Suits 77c, Leather Jackets 29c, Overcoats 54c, Dresses 20c, Ladies' Coats 26c. Other bargains. Catalog Free. NATIONAL, 436-M East 31st, Chicago. x

SELL BANKRUPT CLOTHING BARGAINS FROM home, store, auto. Shoes, 15c; Men's Suits, Overcoats, 75c; Dresses, 10c. Experience unnecessary. Free wholesale catalog. SUPERIOR JOBING, 1250-VU Jefferson, Chicago. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. Jan14x

WHOLESALE LIST FREE—CAMERAS, RAZORS, Blades, Lotions, Combs, Hosiery, Jewelry, Novelties, etc. BARGAIN HOUSE, 13 Prospect St., Holyoke, Mass.

ANIMALS, BIRDS & PETS

ALBINO SKUNK—PINK EYES, DECORATED, Pet, \$20.00; Ground Hogs, \$5.00; Pet Marmoset, \$10.00; BIRDIAN LAMB, 3330 West Lafayette, Detroit, Mich.

ANIMALS, SNAKES AND BIRDS FOR SHOW Folk—Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Brownsville, Tex. de28x

GIANT DEVIL FISH—THE COMING ATTRACTION Carnivals, Pic. Musicians, Store, and Side Shows. JOSEPH FLEISCHMAN, 1515 7th Ave., Tampa, Fla.

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00. Guaranteed Feeders and Babies. \$9.50. Also Armadillo Baskets, Lamps, Novelties. APELT ARMADILLO FARM, Comfort, Tex. de28x

WHITE ALBINO ODORLESS SKUNK, \$20.00; Kinkajou, tame, \$20.00; Black Spider Baby Monkeys, \$15.00; Beaded Lizards, rare, \$20.00; Cites, \$5.00; Iguana Dragons, \$5.00; Large Male Bears, \$65.00; Black Bears, \$40.00; BIRDIAN LAMB, 3330 West Lafayette, Detroit, Mich.

WRITE FOR OUR 1940 CATALOGUE—Largest, most complete ever published. MEMMS BROS. & WARD, Oceanside, N. Y. Direct Importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

MEMORY AND CONCENTRATION SECRETS revealed by Ripley. Subject \$1.00. Applicants must mention BILLBOARD. WILLIAM LORD, Box 77, Port Townsend, Wash. YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. x

BUSINESS OPPORTUNITIES

HOLIDAY NECKWEAR—QUALITY GOLD 55c Label Cravats, \$18.00 per gross; quality hand made \$1.00 Cravats, \$33.00 per gross. No free samples. Money back guaranteed. We are twenty years old. KEYSTONE MFG. CO., Atlanta, Ga. x

MAKE MONEY WITH YOUR TYPEWRITER—Tested and proven plans. Illustrated circulars free. B. A. WARREN, 15 Park Row, New York. de28

PITCHMENT SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. MANSON, 303 W. Erie, Chicago. x

1,000 IMPRINTS—50c; YOUR NAME PRINTED thereon. Amazing profits. Full line samples, 10c. THORNBURGH SERVICE, 1206 Monroe, Wichita Falls, Texas. de14

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 BARGAINS—TWENTY MILLS NICKEL vest pocket bells, only \$22.50; in first class condition and look good. One-third deposit with order. CHAS. E. LAWRENCE, 2100 Schaul St., Columbus, Ga.

A-1 BARGAINS—ANTI-AIRCRAFTS, \$69.50; Formations, \$69.50; Doughboys, \$34.50; Trilumps, \$15.00; Ten Strikes, \$45.00. Wanted. Deuces Wild, Vest Pockets, SEIDEN DISTRIBUTING, Broadway, Albany, N. Y.

ARE YOU IN NEED OF ANY WURLITZER Phonograph Parts? Save 75%! Write immediately. Tell us what you want! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. tnx

ATTENTION OPERATORS—25 CHICKEN SAMS with Bases, \$49.50; 10 Evans Ten Strikes, \$47.50; 7 Western Baseballs, \$32.50. Get our prices on Free Plays, Slots, Counter Machines, and Payouts, of all kind. Largest stock in the West. UNITED AMUSEMENT COMPANY, 3410 Main St., Kansas City, Mo. x

BALL GUM, 1/2" FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. de14x

EVANS HIALEAH SPECIAL—LIKE NEW. Check Separator, only console that will operate in automatic territory with "one shot" perfect condition, \$125.00. Token Payoff Cigarette Machines, 1939 Gingers, \$13.50; Mercury, plain, \$17.00; absolutely like new. H. E. ODOM, 3023 Weaver Ave., Baltimore, Md.

FOR SALE—PENNY PHONOS, STANDARD Models, \$25.00 each, 1/2 cash, balance C. O. D. YENDES SERVICE CO., 1817 N. 3d, Dayton, O. de21x

FOR SALE CHEAP—KEENEY SUPER TRACK Times, Pastimes, Chrome Bells, Radio Rifle. CHARLES PITTLE, New Bedford, Mass. Jan25

FOR SALE—50,000 USED RECORDS, HILL Billy and Blues. All in good condition. \$25.00 per 1,000. In lots 10,000 or over, Delivery Free. A. EICHLER, 21 Essex St., New York. Tel. Orchard 4-9855.

FREE CATALOG OF PARTS AND SUPPLIES FOR all Coin Machines. Write on letterhead or send business card. BLACK MARBLE, 1527 Fairmount, Philadelphia, Pa. tnx

GOODBODY HAS A MESSAGE FOR EVERY operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. Jan11

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNVES CORP., 593 10th Ave., New York. tnx

MIDWEST OPERATOR RETIRING—WURLITZER 500s, \$135.00; 500s, \$120.00; 24s, \$90.00; 616-A, \$50.00; other equipment cheap. A-1 condition. BOX C-631, Billboard, Cincinnati. de14

MILLS SCALES, \$25.00; GROETCHEN COLUMBIA Double Jackpots, Fruit Reels, \$25.00; O. T. Double Jackpot, \$25.00; Vest Pocket, \$25.00; Mills Slots, \$20.00; Counter Games from \$3.00 up. Novelty Pin Games, \$5.00; Cash Payout, One Ball Pin Games, \$10.00; Track Time, \$40.00; Mills Dance Master, \$25.00. O'BRIEN, 89 Thames St., Newport, R. I. x

SACRIFICE—100 1c HERSHEY VENDERS, \$3.00; 100 Stewart-McQuire Nut, \$3.25; 25 In-the-Bag Venders, \$6.50; 25 Eveready 4-Column, \$3.00. Also Machines wanted. CAMEO VENDING, 402 W. 42d, New York.

WANTED—FOUR MODEL 24 OR 24-A WURLITZER Phonographs. Will Pay \$50.00 Each F.O.B. Knoxville, Tennessee. Must Be In Good Condition. TENNESSEE AUTOMATIC MUSIC COMPANY, P. O. Box 1203, Knoxville, Tenn.

WANTED—COUNTER MODEL DIGGERS, Arcade Machines, or Complete Arcade. Have Cash. State Lowest. Address "P," Box 608, Columbus, Miss.

3 YELLOW TURNTABLE PENNY PACKS, \$10 each; 2 Ball Babies, \$5 each; 5 Blue Penny Packs, \$6 each; 3 Trio Packs, \$6 each; 1 Five Jacks, \$7.50. All A-1. The first \$85 Buy Them. JOHN HORN, Box 166, Market, Tex.

20 5c WATLING DIAMOND BELLS, EQUIPPED with Water Head similar to Milco, \$22.50 each; 20 Mills QTs 1c convertible cash or checks, used 8 weeks. Venders, \$30.00 each. All equipment in excellent operating condition. 1/2 deposit with order, balance C. O. D. CATE BROS., Union Vending Co., 701 N. Eutaw St., Baltimore, Md. de14x

200 F. P. PIN GAMES—ADVISE GAMES wanted and best offer. Want American Eagles, Sparks, Champions, Imps and Totalizers. MASSENGILL, Kingston, N. C. de14

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs, Bargains. CONLEY, 310 W. 47th, New York.

FORMULAS

NEW LIQUID FACE POWDER—A REAL beautifier. Easily mixed. Large profits. Complete selling instructions. Formula, 50c. EUGENE COLLINS, Billmore, N. C.

PITCHMEN'S NEW 924 PAGE MONEY MAKING Bible. Contains 10,000 Formulas, Recipes. Secrets for easily making fast sellers and bigger profits. Complete book, \$1.50 postpaid, or C. O. D. ADAMS BROWN COMPANY, Chestnut Hill, Mass. x

THAXLY FORMULAS FOR SUCCESSFUL PRODUCTS—Accurate Analyses Assured. Resultful Research. Catalog free. Y. THAXLY CO., Washington, D. C. x

FOR SALE SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES—Guaranteed. Heavy Aluminum Coated Popping Kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halstead, Chicago.

ALL MAKES REBUILT POPCORN MACHINES—Guaranteed. Heavy Aluminum Coated Popping Kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halstead, Chicago.

FOR SALE—PRESTO RECORDING OUTFIT, slightly used, half price; also, Racine Webster P. A. Set, large size. Write TINY LITTLE, Worthington, Minn. de21

POPCORN CRISPETTE AND CARAMEL CORN Machines—Dry Poppers, Wet Poppers, Potato Chip Outfit, LONG EAKINS, 1976 High St., Springfield, Ohio. telx

FOR SALE—SECOND-HAND SHOW PROPERTY

PEEP SHOW INCLUDING SOUND EQUIPMENT—Baby Show front, top, amplifier, also Motor Drome complete. All on railroad show. Cheap for cash. E. HIBERT, 236 Hollywood Ave., Hillside, N. J.

DUAL LOOP-O-PLANE—ALMOST NEW, Perfect condition. Beautifully lighted. Complete every way, \$1,000 cash. Can be seen at winter quarters any time. KING REID SHOWS, Dorset, Vermont. de14

COMPLETE PENNY ARCADE—Keeney guns with sound effect machine. Fey & Radio Rifles; Ten short Skee Ball Alleys; \$12,000.00 value for \$4,000.00. TOM REID, 349 15th St., Santa Monica, Calif. x

FOR SALE—SIXTEEN AND TWENTY-FOUR Seat Adults Chairplanes, complete; Kiddy Aeroplane Ride, complete. CALVIN CRUIER, Prickneyville, Ill. de21x

PORTABLE SKATING RINK—40x80 FT. Ten Maple Floor, 125 Pairs Skates. In operation here. J. E. KAUS, Kingston, N. C.

WILL BUY OR EXCHANGE FREAKS, ODDITIES, Curiosities. Have world's strangest collection. What have you? Write TATE'S CURIOSITY SHOP, Safford, Ariz.

HELP WANTED

FEMALE IMPERSONATORS WANTED IMMEDIATELY—Organizing new floor show. Also, need Girl Acts. Long engagement. Write details, experience, salary expected. DUES RANCH NITE CLUB, Berwyn, Md. de14

HOTEL ACTS AND ORCHESTRAS WANTED and furnished for all occasions. Send photos, etc. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O. de14

NEED MUSICIANS AND ENTERTAINERS—All types for cowboy band. State all you do. First class established attraction. Year round job. BOX C-633, Billboard, Cincinnati.

CLASSIFIED ADVERTISING FORM

The Billboard Pub. Co., 25 Opera Place, Cincinnati, O.

Insert the following Advertisement under the classification of

Table with 2 columns and 10 rows for classification selection.

Name and Address Must Be Included

Remittance of \$..... is inclosed to cover the cost of ..... words at 10c each (minimum \$2).

From .....

Address .....

City and State .....

Forms Close Thursday for Following Week's Issue (12-14-40)

**WANTED—GIRL PIANIST, UNION.** MUST have solid rhythm. Good reader. For girl band. Good pay. Steady work. State experience. Include photo. **JEAN SKINNER**, Central Hotel, Murphysboro, Ill.

**WANTED—PROMOTER TO EXHIBIT 8 LEGGED** Call at shows, department stores, etc. Legal prop. **P. POLESSEL**, 1707 Lakeview, Joliet, Ill.

**WANTED—FIRST CLASS PEN DEMONSTRATOR.** Must write good hand so as to engrave names on the pens with an electric pencil. Drug stores all winter. **BOX 871**, Jefferson City, Mo.

**MAGICAL APPARATUS**

**CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pictures, Palmistry, Graphology Charts and Books, Wholesale.** Largest stock. 154-page illustrated catalogue. 30c. **NELSON ENTERPRISES**, New Address: 336 S. High, Columbus, O. **ja1x**

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. **ja11x**

**LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c.** **KANTER'S**, 1311 Walnut, Philadelphia, Pa. **de21x**

**MYSTIFYING PENETRATING CARD FRAME** and information bargain and wholesale magic on receipt 25c coin. **STAR MAGIC**, 4416 Hall, Dallas, Tex.

**MISCELLANEOUS**

**ARE TRICKS YOUR HOBBY?—OUR COLLECTION of ten Novelty totes, postpaid \$1.00.** **KANT NOVELTIES**, 325 Third Ave., Pittsburgh, Pa. **de21x**

**M. P. ACCESSORIES AND FILMS**

**NOTICE**

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

**A LARGE CATALOG OF NEW 35MM. ROADSHOW Attractions from \$10.00 to \$300.00.** Also Westerns, Comedies, Action Pictures. **BUSSA FILM EXCHANGE, Friendship, Ohio.** **de21**

**"ALL-AROUND" REFLECTOR COMPANY'S** New Motion Picture Reflector; Guaranteed to Increase Screen Illumination 40%. **BOX 1987-K, Cleveland, O.** **de21x**

**AMAZING BARGAINS—16MM. SOUND AND Silent Film, Equipment and Accessories; used Ampco, Victor Sound or Silent Projectors cheap; easy terms.** **ZENITH**, 308 W. 44th St., New York.

**AMBITIOUS—SHOW TALKIES THEATRELESS Communities.** Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projector. \$125.00. **ROSHON**, 521 E. State Theatre Bldg., Pittsburgh.

**ATTENTION, ROADSHOWMEN!—ONLY \$10 per week for a complete 16MM. Sound Movie Show.** Large selection. Perfect prints. Popular Stars. If you are an established Roadman and have good sound projector, send for your "Roadshowmen's Special" today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560a Broadway, New York.

**BARGAINS IN USED PROJECTION MACHINES,** Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue 5c free. **MOVIE SUPPLY CO.**, 1318 Wabash, Chicago. **ja1x**

**SOUND PROGRAMS—35MM. RENTED, \$7.50 two nights; \$15.00 week.** Equipment. List Free. **Silent Features, \$5.00.** **SIMPSON**, 1275 S. Broadway, Dayton, O.

**UNUSUAL OPPORTUNITY FOR ROADSHOWMEN to cash in on our 16MM. Movies.** Send for our "Roadshowmen's Special" today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560a Broadway, New York. **x**

**35MM. BARGAINS—SOUND SUBJECTS, \$2.75—Features, \$12.00; Silent Features, \$5.00; Odd Sound, \$1.35.** **BEDNER FILM SERVICE**, 5300 S. Talman, Chicago. **de21**

**35MM. ACME SUITCASE PROJECTOR—500 Watt Lamp.** Will take \$22.50 or trade for 16MM. Silent Feature Film Only. **GROSSMAN**, 1438 N. Talman, Chicago.

**PARTNERS WANTED**

**ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles,"** never before shown in America. Address **J. PATEAU**, 1122 Tulane Ave., New Orleans, La. **x**

**FOR MENTALIST ACT—EACH PARTNER TO Invest \$200.** Reliability important. Man preferred. **BOX 199**, The Billboard, 1564 Broadway, New York.

**Show Family Album**



THOS. FINN and ED WENTWORTH



ALONZO CARROJO

**SEATED at the left is Thomas L. Finn, showman of Hoosick Falls, N. Y., who in 1940 celebrated the 50th anniversary of his entrance in show business.** In recent years he has toured New England with variety shows. He broke into the circus business with Sig Sautelle and later was with Charles Lee's London Shows. He has owned and operated two circuses, New United Shows and Great Eastern Circus, and over a period of 30 years has toured the East with "Tom" shows. Beside him in the photo, taken 30 years ago, is Ed Wentworth, who at that time was Finn's general manager for Robinson Bros.' "Uncle Tom's Cabin."

**Alonzo Carrojo, operator of Sammie Feinburg's chicken wheel on Wortham's World's Best Shows in 1922, is shown at the right. Picture was snapped in St. Louis. He was with the Reynolds & Wells Shows in 1940, and Feinburg was a corn game operator with Beckmann & Gerety Shows.**

*The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be selected. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.*

**PHOTO SUPPLIES AND DEVELOPING**

**ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies.** Full Length Camera. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. **de21**

**ABSOLUTELY BEST DIRECT POSITIVE BUY—** New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal projection enlarger-reducer. **MARKS & FULLER, INC.**, Dept. BC540, Rochester, N. Y. **ja1x**

**DIME PHOTO OUTFITS—CHEAP—ALL SIZES.** Better drop in and see them. All the latest improvements. Bargains. **P. D. Q. CAMERA CO.**, 109 E. 35th St., Chicago, Ill. **ja1x**

**DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed.** THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. **mh1x**

**ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons.** 25c. Reprints, 2c each; 100 or more, 1c. **SUMMER'S STUDIO**, Unionville, Mo. **de14x**

**SALESMEN WANTED**

**EVERY BUSINESS MUST BUY—PRINTING, advertising specialties, book matches, tags, pricing sets, etc.** Take orders for the pioneer line—1,000 necessity items at 50% price saving. Free details. 40% advanced commission. **WILLENS**, 2130 Gladys, Dept. 512, Chicago. **x**

**SELL—MEN'S REVERSIBLE TOPCOAT-RAIN-coat.** Send Money Order for Sample Coat, \$2.35, with assorted patterns. Sizes 36 to 46. Sells for \$4.75. Immediate deliveries. **MALBIN SPORTWEAR**, 1716 Avenue T, Brooklyn, N. Y.

**SCENERY AND BANNERS**

**BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels—**Positively no disappointments. **NILMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill.

**SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—**Now and used at lowest prices. **SCHILL SCENIC STUDIO**, Columbus, O. **x**

**TENTS—SECOND-HAND**

**LIVING TENTS—UMBRELLA AND WALL, ALL sizes.** Big discounts. Write **MINNEAPOLIS HARNESS COMPANY**, 92 S. Robert St., St. Paul, Minn.

**THEATRICAL PRINTING**

**DATED HERALDS, LARGE SIZE (4 1/2 x 12), \$1.25, over 1,000.** Five Date Changes. (All 16MM. Releases.) **NONPAREIL PRINTING**, 812 Mantion St., Pittsburgh, Pa. **x**

**FLASHY LETTERHEADS IN COLORS—ORchestra, Magicians, Circus Illustrations.** Samples. Window Cards, 100 14x22". Write Non-bending 2-Colors, \$2.95. **SOLIDAYS**, Knox, Ind.

**WINDOW CARDS—14x22 ONE COLOR, 100, \$2.50; 50% deposit, balance C. O. D., plus shipping charges.** **THE BELL PRESS**, Winton, Penn. **x**

**100 8 1/2x11 BOND LETTERHEADS AND 100 6 1/2 Envelopes printed your copy, \$1.00 postpaid.** 250 of each, \$2.00. **PRINTRITE**, Billmore, N. C.

**WANTED TO BUY**

**LION ARENA WANTED FOR CAT ACTS—**Describe fully, style, shape, specifications, size, etc. Also best cash price. **P. O. BOX 1540**, San Antonio, Tex. **de14x**

**WANTED—SEVERAL CLASS DISTORTION—**Laughing Mirrors. Will pay cash. Must be in good condition. **A. KARST**, Forest Park, Hanover, Pa.

**WANTED—GOOD USED TRAVELING OUTFIT.** State in first letter full details; also picture and lowest cash price. **ORCHESTRA**, Hermansville, Mich.

**At Liberty Advertisements**

**Be a Word (First Line Large Light Capitals) Be a Word (First Line Small Light Capitals) Be a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only**

**MINIMUM 25c—CASH WITH COPY**

**NOTICE**

**Due to the expense of postage necessary for the forwarding of mail addressed to "At Liberty" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.** Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

**AT LIBERTY AGENTS AND MANAGERS**

**Advance Agent with Car—**Reliable and know all territory. Can book anything with agent. Write **Jack Drayton**, Park Hotel, Columbus, O. **de21**

**Advance Agent—**Experienced, reliable. Theatre, wants to book any good stage show, large or small unit for theatres. Also considers indoor or outdoor attractions. Know territory. Join at once. **Jack Phillips**, General Delivery, Pittsburgh, Pa.

**Man and Wife—**Years of experience in theatre work. Desire to manage theatres for reliable party. Before ones exchanged. **Jack Hazlett**, 31 N. Seventh, Hamilton, O.

**Money raising campaigns for Clubs and Organizations.** Specializing in Yehre and Friends' Benefits. 1 season, year profits, results. **J. W. Dostal**, R.3, Box 95, Seattle, Wash. **de21**

**Want Position as Theatre Manager or Operator or both.** Experienced, ambitious and reliable. Aggressive expolier. Unmarried, age 27. Best of references. Go anywhere. You name salary. **Arthur W. Hodge**, Dickinson, N. D.

**AT LIBERTY BANDS AND ORCHESTRAS**

**OPEN FOR LOCATION**

after January 12th. Red Raven Orchestra, Victor and Decca records; 9 men (a versatile swingational crew); Wisconsin's finest commercial and swingband. **LAWRENCE DUCHOV**, Hilbert, Wis. **ja1**

**AVAILABLE NOW—DANCE AND ENTERTAINING ORCHESTRA.** Three to five people. Three complete Sax, Piano and Drums. Four, add String Bass, Five add Trumpet. Dances, vocals, good stands, fine music library. Thoroughly experienced and reliable. Go anywhere. State your music policy and best salary. **2997 Winthrop**, Indianapolis, Ind.

**AVAILABLE DEC. 20TH—SMOOTH, Commercially styled CBS and MBS Orchestra;** 8 or 9 pieces. Union, all essentials. Contact **ORCHESTRA LEADER**, 3737 W. Broad St., Columbus, O.

**JACK FROST ORCHESTRA—**AVAILABLE for Christmas week and New Years in this territory. 8 men, union. Real attraction. **JACK FROST**, care Bloombergs Orchestras, Hagerstown, Md. **de21**

**WELL KNOWN MID-WESTERN NAME BAND—**Featuring original musical style and entertainment. Twelve people, including exceptional Girl Vocalist. For details please write **BOX C-557**, Billboard, Cincinnati. **de14**

**WELL KNOWN MIDWESTERN TERRITORY Band—**Ten men and girl. Styled, union. Recordings made upon request. **ORCHESTRA**, 247 Eighth, Murphysboro, Ill. **de14**

**3-PIECE SWEET SWING TRIO—PIANO, Drums, Sax doubling Violin.** Vocals. Available Jan. 5th. Desire location Nite Club, Hotel. Sober, reliable, especially capable. Union. Licensed bookers within 300 miles write **EVERETT SWANCER**, Clearfield Co., Coalport, Pa.

**5-PIECE BAND—THOROUGHLY EXPERIENCED.** Can cut fine shows. Union. **GIL DICKERSON**, Hotel Carlton, Danville, Ill.

**Red Williams and His Orchestra—**Modern 7-Piece Dance Band. Play sweet and fine. Available for location or road December 20. Latest equipment. Large library. Radio and stage experience. **Red Williams**, 181 Main St., Riverport, Ala. **de14**

**AT LIBERTY CIRCUS AND CARNIVAL**

**Experienced Show Artist—**Want to work for respectable Circus or Carnival Owner at winter quarters painting banners, fronts, etc.; also lettering. First class work. Reliable. Ready to go now. Address The Billboard, Woods Bldg., Chicago, Ill.

**AT LIBERTY COLORED PEOPLE**

**Arnold Jackson's Orchestras—**Broadcasting from the Ohio Power Club on KEGO Tuesday, Wednesday, Thursday, available after December 20. One 10-piece & 10 piece band. 310 Lincoln St., Loveland, Ohio.

AT LIBERTY DRAMATIC ARTISTS

A GOOD COMEDIAN — DOUG MORRIS. Feathered, young, modern, worked stock, burlesque repertoire. Do Toby, Tramp Straight, Blackface, anything. Complete wardrobe. Excellent delivery. Quick study. Strong dramatics. 277 West End Ave., New York.

AT LIBERTY MAGICIANS

Feature Mental and Magic Act—Business builder for night clubs, hotels, theaters. Salary for act per evening on readings. Prince Yoo, care The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

Cover — Clubs, parks, fairs, indoor and outdoor acts. Musician, Organizer Laugh Provoking Product. Best of wardrobe. Produce single, double, one or bunch numbers. Box 455, Billboard, Chicago, Ill.

AT LIBERTY M. P. OPERATORS

Experienced—Projectionist. Home Manager or home work at liberty across business changing bands. Licensed but non-union. Go anywhere, manage, operate, paint signs, exploit. Own late model Buick. Address System and Second Car. Married, steady, and reliable. Past draft age. Reference on request. Write or Wire, my expense. Jas. W. Blackwell, R.F.D. No. 2, Augusta, Ga. Phone Dial 8-3533.

AT LIBERTY MUSICIANS

1ST OR 3RD TRUMPET — BOX 635, Bensenville, Ill. de21

A-1 TRUMPET, DOUBLING TENOR SAX—READ anything, take-off. Union, 25. Car and fuxedo. JACK EAGER, 130 N. 10th St., Olean, N. Y. de14

ACCORDION PLAYER DOUBLING SAXOPHONE and Cello. Arranger, Young. Experienced, union. BOX 198, care Billboard, 554 Broadway, New York.

ALTO SAX, DOUBLING CLARINET, VIOLIN—Union. Prefer South. LEO JOHNSON, Hotel Antler, Dayton, O.

ALTO BARI-TONE, CLARINET, ARRANGER with library—Available after Dec. 15th. Fine take-off Clarinet. Only reliable offers considered. Prefer South. Contact MUSICIAN, 3737 W. Broad St., Columbus, O.

AT LIBERTY — TRUMPET, AVAILABLE IMMEDIATELY. Good reader, tone, range, modern. MUSICIAN, 1429 7th Ave., Rock Island, Ill.

DRUMMER—EXPERIENCE, READ AND FAKE new equipment. Desire work in commercial band in East. Now working. Wire or write. BOB HUNT, 1315 Central Ave., Ashland, Ky. de14

DRUMMER, FEATURING VIBRAPHONES, available immediately. Location preferred. Wire or write. No panics. L. GRADY, 411 1/2 E. Howard, Hibbing, Minn. de14

DRUMMER—EXPERIENCE ALL LINES; PREFER small orchestra. Age, 30. BOX 40, Elberton, Ga.

GIRL GUITARIST — UNION, GOOD RHYTHM. Young, experienced in dance bands. New electric Gibson. Have car and trailer. VIRGINIA BURKETT, 3127 Farrow, Kansas City, Kan.

GUITARIST-VOCALIST — SOLOS, RHYTHM, vocals, or trio. Age, 25; married. Dependable offer essential. 485 TRUMAN, Hammond, Ind.

HAMMOND ORGANIST — OWN INSTRUMENT. Young, reliable. Work alone or with any combination. NICK NICHOLLS, 2950 Euclid Ave., Cleveland, O. de21

STRING BASS DOUBLING VIOLIN — GOOD intonation, solid tone, steady rhythm. Two years on last job. Thoroughly experienced concert and dance. Excellent instrument. Union. WALLY PELLEYER, Box 22, Erie, Ill.

STRING BASS PLAYER — UNION, NEAT, sober, reliable. No panics. JOE VESTAL, 3107 Enslaw Ave., Richmond, Va. de28

TROMBONIST — ROUTINE, SOBER, TROUPER. BING HARRIS, 202 Christmas Bldg., South Bend, Ind.

TRUMPET—SOBER, RELIABLE, UNION. MUSICIAN, 604 East Hanson St., Mitchell, S. Dakota.

TRUMPET OR PIANO—CONSERVATORY MAN with experience. Range, tone, read, and take-off. Double piano or take steady work on either. Double other instruments to a fair degree. Arrange. Sober and reliable. Age, 27. Cut or no notice. Union. MUSICIAN, 1652 Laurel Ave., St. Paul, Minn.

VIOLIN DOUBLING STRING BASS, SOUTH only. BOX C-616, Billboard, Cincinnati, O.

A-1 Violinist at Liberty—Twenty-two years' experience in all lines. Concert, ensemble and using soloist. Young, appearance and dependable. Read and take anything. Arrange and compose for string combination. Double Tenor Guitar, Mandolin, Mandocello, Viola, and String Bass. Union, age 28, sober, married. Desires string combination, prefer South. All correspondence answered. Must give two weeks. Write or wire Bernard Tappe, 755 W. Edwards St., Peoria, Ill.

Bass Double B Tuba Player—Experienced in band and theater orchestras. A-1. All offers welcome. Rosendo Leone, 132 Orleans St., East Boston, Mass.

Experienced, Capable Violinist—South only, Florida preferred; see table Dec. 29. Can also furnish good pianist. Write A. Phillips, Mount Jewett, Pa. de21

Flutist—Experienced in band, theater orchestras. All matters welcome. Write particulars. Box C-632, Billboard, Cincinnati, O.

Guitarist—All-around man. Featured on new Electric Spanish Gibson. Read, fake, rhythm, solos, fill-ins, hot playing, etc. Prefer dance orchestras, swirling combination, versatile. Union, single, sober, neat, young. Records on request. Have recording machine. Any reliable offer considered. No bands, bands. Wire, write John Rector, Hickory, N. C. de14

String Bass—Solid, good tone. Plenty experience large and small combo, any style. Cut floor shows, sober, reliable, union. Leave at once. Prefer location in South. T. A. Baklan, Lakeland, Fla.

Tenor and Clarinet—Young, single, sober, experienced, and dependable. Jam are large band. Cut or no notice. Doc Smith, Tooeys, N. Car.

AT LIBERTY PARKS AND FAIRS

FOR FREE ACTS — BOB FISHER'S FEARLESS FLYERS, Box 31, St. Petersburg, Fla. de28

Available for Xmas Shows, Fall Celebrations — Comedy slack wire act and tramp juggling act. Cecil Woods, Box 513, Poston Bluff, Mo. de14

Charles La Croix—Outstanding Novelty Trapeze Act. Available—Floor events. Can erect any attractive nickel-plated upright apparatus under almost any low or high ceilings. Large advertising posters free. Original act. Drawing card. Price reasonable. Address: Charles La Croix, 364 S. Anthony Blvd., Fort Wayne, Ind.

Darlington Circus—Dogs, Cats, Monkey. Two distinct acts. New, original, different from all others, straight show. Go anywhere. Thirteen Sixteen Locust, Philadelphia, Pa. de14

AT LIBERTY PIANO PLAYERS

DANCE PIANIST — SOLO and accompaniment, or chords. Good location preferred. Available now. Write BOX C-634, care The Billboard, Cincinnati, O. de21

PIANIST — EXPERIENCED, UNION. ALL Essentials. GIL DICKERSON, Hotel Carlton, Danville, Ill.

RHYTHM PIANIST DESIRES CHANGE — Worked well-known novelty band. Plenty ideas. Arranger. Prefer location. Write MUSICIAN, 1240 Blair St., St. Paul, Minn.

Experienced pianist—Read, transpose, etc. Ability appearance, dependable; all essentials. Box C-625, care Billboard, Cincinnati, O.

Pianist — Young man, experienced all lines. Sober, reliable operator. Prefer hotel orchestra. Raymond Dempsey, 64 Stanish Ave., Tuckahoe, N. Y. (Suburb of New York City.) de14

Pianist—Nite clubs, road shows, notice. Experienced modern sight reader; late library. Cut dinner dates, floor show music. Minor appearances, personality, reliability. Plenty specialties. Am former big-time organist. For road shows am also real straight man, novelty entertainer. Know standard acts. Available shortly. Write details. Ferdie Thomas, General Delivery, Syracuse, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

Attractive female comedienne has good song. Smash hit at Low's Uptown and Columbia Theaters N. Y. Write, don't phone. Edith Sargent, 154 W. 98th St., New York. de21

Attention — At Liberty — Jennie Silvers, well known radio and stage artist. Have been on number of radio stations, also on network. Have had my own band, do good M. C., considered excellent yodeler and singer of cowboy songs, play my own guitar, also double on bass. Have plenty of flash, ready wardrobe, do comedy, also rope swinging and do bullfight act. Have my own P. A. system, am sober and reliable. No! appearances, good possibilities, plenty experience, 24 years old. Have lay off. Write Jennie Silvers, 224 East Washington St., Hagerstown, Md.

Dieke Dandy Dog and Monkey Circus for schools, top departments, theaters, vaudeville, Flash, Jovet, disco. Presented by man and woman. Bud Harkin, 2850 Drakewood Drive, Cincinnati, O. de14

Panamaoka's Society Circus—Dog, Pony, and Monkey, featuring the Act Beautiful, the Famous White Rocked, Military Music. Presented by the only original Prof. Panamaoka. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 4th St., Philadelphia, Pa. Sagemore 5538.

Duo consisting of Dogs, Clowns, Tramp Singer, Piano solos, and two Tap Dancers and Singers for Theaters, Club Lodges, Long or short engagements. Go anywhere. 841 Olmex, Pittsburgh, Pa.

WINTER QUARTERS

(Continued from page 38) assisted by Jim Bailey and Roy Hawkins, is working on a larger cookhouse. Rube Wadley, general agent, has returned from a visit in Kentucky. Owner-Manager E. E. Farrow has returned from a trip in

the north. Jack Oliver is taking a rest. Ernest Farrow spent November 28 and the week-end with his parents, Mr. and Mrs. S. E. Farrow, and then returned to school in Murray, Ky. The writer, after an absence of five months, has returned to the fold. EUGENE C. COOK.

The Billboard CHRISTMAS NUMBER



TWO BIG ISSUES IN ONE



MAILED ANYWHERE POSTPAID 15c EACH COPY

The Billboard 25 Opera Place Cincinnati, Ohio

Please send a copy of the BIG Christmas Number to the names listed below for which I inclose 15c each.

Name Address City State Name Address City State Name Address City State Name Address City State Name Address City State Name Address City State Name Address City State

Please write additional names on separate paper







# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York



**Editor's Note:** Last week the Deals column by Ben Smith was placed under the BINGO BUSINESS head by mistake. In the Deals column Salesboard ABC's is being reprinted by request. Mentions is made of this here, so that salesboard operators and others interested in this field may clip the first of the series from the December 7 issue.

CINCINNATI is the news center from the bingo angle this week. First item of interest is that the safety council has asked sponsors to help in promoting traffic safety. In letters sent the organizations and groups holding bingo games it was stated that the city "has a poor safety record, with more than half the persons killed by autos aged 85 or older." The news story on this move says, "One of the best places to reach persons of this age group in large numbers is believed to be at bingo games." The letter also urged that a safety message be given at each game, with specific warnings for persons driving or walking to and from games.

SINCE fall bingo has been on an upward trend in the Queen City. In a report filed by Police Chief Eugene T. Weatherly to City Manager C. O. Sherrill, for October it was shown that 10 more bingo games were held than during the previous record month, May. Attendance and receipts for May were lower than for last month. Average net cost struck a new low of 54.6 cents per person in October.

STATISTICS for October showed that 308,538 persons paid \$222,218.29 at 253 parties. Charitable organizations received \$168,571.31 as their share of the receipts.

GETTING back to the first item, it seems to us that a good idea for promotion appears in this story. First of all, city officials—the safety council in particular—recognize the fact that bingo has terrific drawing power. Since city officials are desirous of putting over the safety message, and can do a good job of it by contacting bingo operators, it affords an excellent opportunity for ops

## 21,000 Army Camp Workmen Create Big Field for Sales

Training camp workers move in on Camp Blanding, near Kingsley, Fla.—salesboard workers find construction gangs good market for watches, lamps, and radios

KINGSLEY, Fla., Dec. 7.—Training camp workers with patriotic items for sale to construction men and soldiers have moved in here to take advantage of the pay rolls at Camp Blanding. Camp is Florida's largest single building job. About 21,000 workmen are adding the final touches to the \$20,000,000 project, which will be the training center for 70,000 National Guardsmen and draftees. Wage scale for ordinary workmen is 40 cents an hour for 48 hours, or \$19.01 a week after 19 cents has been deducted for Social Security. At one time the operation grew so big that it took three days to pay off. Twenty men are required to handle the pay roll.

## Housewares Expo Plans Complete

CHICAGO, Dec. 7.—Final preparations are being made for the annual Housewares and Major Appliance Exhibit to be held at the Palmer House here January 5-10. Many firms are scheduled to display the latest in merchandise. Attendance is expected to set a new peak and to include bingo and salesboard operators from a wide territory, as past shows have always introduced a galaxy of new items for prize purposes.

Brisk buying is anticipated at the event, which is sponsored by the Housewares Manufacturers' Association.

to build good will. We maintain that officials are not as familiar as they should be with the game and the good accomplished by the funds it raises. When bingo operators are offered an opportunity to promote public safety, they take advantage of it. These men are civic minded and their efforts are devoted to making the towns in which they work better places in which to live.

NEWS comes from the Metro Manufacturing Company in regard to the new rubberized bingo cage recently placed on the market. Operators over the nation are realizing the number of advantages offered by the noiseless cage, and many orders have been shipped. There is a bit of mystery about activity at (See BINGO BUSINESS on page 61)

## Zipper Jackets In Good Demand Around Chicago

CHICAGO, Dec. 7.—Zipper-front sport jackets are in great demand this season, and salesboard workers are cashing in on their popularity.

A consistent play-getter ever since introduction, jackets have taken on added popularity with the availability of styles for women in all popular sizes. A range of four colors, combined with warmth and stylishness, appealing to folks who are outdoors in all kinds of weather, are other features responsible for the strong pace being set by the garments.

Distributors of plaid, camel spun, and water-repellent sport jackets are offering generous discounts to operators.



By BEN SMITH

Last week installment No. 1 of "Salesboard A B Cs" was placed under the BINGO BUSINESS head by mistake. Mention is made of this so that salesboard operators and others interested in the field may clip the first of the series from the December 7 issue. Installment No. 2 follows.

IN the good old days when small change was loose change, almost anything could be profitably offered on a deal. This isn't so true today, yet the right item can still make a killing for an operator. If the item has proper flash and consumer appeal, if it can instill in a prospect a desire for possession, it will go. The right item may be good because it has received extensive national advertising support; it may have some special usefulness or entertainment value or holiday appeal, or it may derive its strength from the fact that it is radically different from anything that has been on the market before. In most cases this item will come from the luxury group, for luxury merchandise has always moved well on salesboards. There are many luxury products we would like to own or give as a gift but cannot or will not buy . . . yet presented with the opportunity of winning one, with the added incentive of paying as little as one cent or at the most 30 or 35 cents for the privilege, the temptation is often too great to resist.

Coming back to the thought that an item may be good because of some special holiday appeal, it is well to mention that holiday promotions have always been fine pick-me-ups for salesboard operators. There is less sales resistance at such times and John Public is glad—we might say almost anxious—to take a chance on an item appropriate to the season.

A successful salesboard item does not necessarily have to be new, tho if it is new and timely so much the better. Occasionally when a new item does not click immediately, the manufacturer loses courage and refuses to spend additional funds to force sales. Because of this many a product has gone to an early grave instead of developing into the money-maker the manufacturer expected. Some of these items are still around, either at the factory or hidden away on some distributor's shelf. If rediscovered they may be the answer for something new to work when nothing really new is available. These items (See DEALS on page 61)

## Key Chain Men Busy

Key chain workers in the vicinity report increasing demand for wrist identification chains. Firms handling the item include Identification Company.

Novelty lines which include items that make suitable gifts for the folks back home are also claiming many sales, it is said. They include powder boxes, comb and brush sets, watches, small lamps, radios, and pen and pencil sets.

Those in the trade report that business is good and that they are making preparations for the arrival of soldiers. Salesboard workers among the construction gangs say that smoker's items, such as silent lighters and cigarette servers, are in demand.

## Pa. Ruling Favors Bingo

EPHRATA, Pa., Dec. 7.—Burgess John R. Royer announced this week that he is disregarding a letter received from District Attorney Shirk of Lancaster County, in which he requested action against bingo games being held by the Ephrata Fire Company. Royer said he instructed Chief of Police Harry Doremus to follow a "hands-off" policy.

Said Burgess Royer: "The coat of playing bingo is so small and the players get so much fun out of it, I don't see what the objection could be. If the people can't have any other pleasure, I think they're entitled to bingo."

The first in a series of Saturday night bingo games for the benefit of the Ephrata Fire Company at Ephrata Community Hall was held November 16. They have continued, and will continue to be held as far as the Ephrata police are concerned, Burgess Royer said. Bingo was declared illegal in Lancaster County by a jury here last summer in a test case brought before the County Court by members of the McDeville Fire Company. District Attorney Shirk said a complaint about the Ephrata Fire Company games was made in an anonymous letter.

## U. S. Army Posts, Camps, and Stations

### First Corps Area

(Maine, Vermont, Massachusetts, Rhode Island, New Hampshire)

Note: Each week a list of army posts, camps, and stations will be published in this section. There are nine corps areas. Watch for this list and clip it for future reference.

Post	Post Office	Freight Station
Fort Adams	Port Adams, R. I.	Newport, R. I.
Fort Andrews	Port Andrews, Mass.	
Fort Ethan Allen	Port Ethan Allen, Vt.	Essex Junction, Vt.
Fort Banks	Winthrop Sta., Boston	Boston
Fort Devens	Fort Devens, Mass.	Ayer, Mass.
Fort Porter	Boston	Boston
Fort Getty	Kittery, Me.	Kittery, Me.
Fort George	Jamestown, R. I.	Jamestown, R. I.
Hartford Ordnance Dist.	Cumberland County, Me.	
Fort Philip Kearny	Springfield Armory, Mass.	
Fort Levech	Saunderstown, R. I.	Saunderstown, R. I.
Fort Lyon	Portland, Me.	Portland, Me.
Fort McClary	Portland, Me.	Portland, Me.
Fort McKinley	Portland, Me.	Portland, Me.
Northeast Air Base	Chicopee, Mass.	Chicopee, Mass.
Fort Peble	Portland, Me.	Portland, Me.
Fort Revere	Hull, Mass.	Hull, Mass.
Springfield Armory	Springfield, Mass.	Springfield, Mass.
Fort Stark	Boston	Boston
Fort Strong	Portsmouth, N. H.	Portsmouth, N. H.
Watertown Arsenal	Boston	Boston
Fort Williams	Watertown, Mass.	Watertown, Mass.
Fort Winthrop	Cape Cottage, Me.	Portland, Me.
	Governors Island, Suffolk County, Mass.	
Fort H. G. Wright	Fishers Island, N. Y.	New London, Conn.

# FREE XMAS CATALOG

Here's extra Xmas profits for you! Send for special FREE Xmas Catalog. Hundreds of outstanding premiums and gifts at sensational low prices. Electric appliances, sporting goods, toys, games, household items, luggage, radios. A complete gift selection at tremendous savings. Write NOW!

**Evans Novelty Co.**  
800 Washington, Chicago, Ill.

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Pendulum Clock

Classic is the name of the electric pendulum clock that is earning sizable profits for bingo and salesboard operators. Howard Clock Company reports. Item is of old-world design, with a modern electric movement. It has a heavy die-cast case finished in ivory with contrasting shading. Silvered dial is four inches in diameter. Overall height is 11 inches and the base six inches wide. Movement is silent and operates on 60-cycle, 110 or 120 volts. Weighs four pounds and comes equipped with Underwriters' approved cord. Firm recommends the item as a Christmas gift.

## Portable Radio

Record-O-Vox, Inc., reports growing demand for its new five-tube portable three-way radio. Set operates on AC, DC, or batteries, with superheterodyne circuit. Since the radio weighs only 7½ pounds, it may be carried about. Set is available in a two-tone simulated grain-tan leatherette case with handle. Firm reports that the A battery may be replaced for 5 cents. Record-O-Vox is also

Extra Value! **\$2.25 EACH**



5 for \$10.50      5 for \$10.50

No. 88 9583 — Ladies' Bracelet Watch. Exclusively styled 12 ½ L. Chrome Case in selected engraved designs with beautiful link bracelet to match. Guaranteed jeweled movement. Each in attractive gift case. An amazingly Big Value and wholesale premium item. Save money NOW by ordering five watches for \$10.50.  
DEALERS, Write for Catalog.  
**ROHDE - SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago

## NEW 5 STAR AERO BINGO BLOWER

- ★ Fool-proof operation.
  - ★ Automatic master-board returns balls.
  - ★ One-year guarantee.
  - ★ Portable — carried anywhere.
  - ★ Hexagonal in shape; red & black colors.
- Jobbers only, write for full particulars.



Manufacturers of all Bingo Supplies.  
1123 Broadway, N.Y.C.  
**MORRIS MANDELL**

## MECHANICAL TOYS

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE

BN 4249—O-U-DOG WITH SOCK, Small.  
BN 4248—O-U-DOG WITH SOCK, Large.  
BN 7434—O-U-DOG WITH SOCK, Jumbo.  
BN 7435—WACKY DONKEY  
BN 4303—TUMBLING CLOWN.  
BN 743 —CONCEITED MONKEY, Large.  
BN 744 —DANCING COUPLE, Large.  
BN 745 —DANCING COUPLE, Small.  
BN 8752—HULA DANCER, Large.  
BN 5305—JUMPING FUR DOG.  
BN 3090—STUNT FLYER (Airplane).  
BN 8111—KONGO MONKEY, Large.  
BN 4305—WALKING PENGUIN.

A Sample of Each Above for \$1.75 Postpaid.  
**BOARD OPERATORS!**  
IF YOU HAVE NOT RECEIVED OUR SALESBOARD CATALOG — WRITE TODAY

**LEVIN BROTHERS**  
Established 1886  
TERRE HAUTE, INDIANA

Send for NEW 1941 CATALOG  
ELGIN--WALTHAM  
GRUEN--BULOVA--HAMILTON  
Wrist and Pocket Watches  
PRICES START **\$2.95**  
QUARANTEED LIKE NEW.  
**JOSEPH BROS., Inc.**  
55 E. MADISON STREET, CHICAGO

# SIDNEY C. ANSCHELL HAS ANOTHER SENSATIONAL MONEY MAKER FOR YOU!

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

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

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

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

YOU MADE REAL MONEY ON THEM ALL!

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

WRITE — WIRE  
GET IN TOUCH WITH ME AT ONCE!

# SIDNEY C. ANSCHELL CO.

628 SYCAMORE ST., CINCINNATI, OHIO

**FURS**  
Coats—Jackets—Starts

All latest styles. Sealines, Kid Skins, Skunks, Foxes, Beavers, etc., etc.

Write immediately for NEW 1940-'41 ILLUSTRATED CATALOG & PRICE LIST.

**Best Quality LOWEST PRICES**

**M. SEIDEL & SONS**  
243 W. 30th St., N. Y. C.

**BINGO CARDS**  
100 to 3000 CARD SETS

BLOWERS — EQUIPMENT  
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

**WATCHES AND RINGS**

BRAND NEW LADIES' WATCHES  
1 Jewel—Yellow Top. In Box. **\$2.75**  
16K SOLID GOLD LADY'S DIAMOND RING. SPECIAL. Lots of 3. Each **\$2.85**

Special Prices for Quantity Users. 25% Deposit. Balance C.O.D. Sample 50¢ Extra. Send for Catalog.

**N. SEIDMAN** 173 Canal Street, New York, N. Y.

**FREE! WHOLESALE CATALOG**

4000 OPPORTUNITIES

Household goods, display food items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog. For salesmen, agents and dealers.

200 PAGES

Check-full of interesting money makers. Sales ideas that pay increase your earnings \$2 to \$15 a day and thrilling value deals. Earn and every item sold under a money back guarantee. Get your copy by sending for it today.

**SPONS CO., 12-40 Superior, Lo Center, Minn.**



**MECHANICAL TOYS OFFER BIG SALES AND GOOD PROFITS**

No.	Per Gross	Per Dozen
B40N187—4 1/2 inch Metal Monkey	\$ 8.90	75¢
B39N20—4 inch Penguin	7.75	70¢
B39N22—3 1/2 inch Walking Sooty	7.75	70¢
B39N15—3 1/2 inch Boy with Dog	7.75	70¢
B39N14—3 1/2 inch Oh-U-Dog	7.20	65¢
B40N150—Dog with Shoe	7.20	65¢
B40N185—Dancing Gnome	6.00	55¢
B40N190—Golem with Donkey Cart	7.20	65¢
B39N27—6 inch Giant Walking Oh-U-Dog	24.00	2.10
B39N41—Scuffy the Chicken Chaser	22.50	1.95
B39N38—6 1/2 inch Dancing Dog	21.00	1.85
B39N37—6 1/2 inch Walking Dog	19.50	1.75
B39N19—4 1/2 inch Sitting Panda Bear	18.00	1.65
B39N33—4 1/2 inch Marching Soldier	18.00	1.65
B39N20—7 inch Dancing Panda with Ball	16.50	1.50
B39N10—6 1/2 inch Skating Monkey	16.50	1.50
B39N6—4 1/2 inch Running Scotty	16.50	1.50
B39N12—7 inch Feather Dressed Walking Dog	15.00	1.35
B40N158—7 1/2 inch Duck and Frog	15.00	1.35
B40N158—Dancing Bear with Ball	15.00	1.35

**WRITE FOR CATALOG B135**  
The Buying Guide of the Show World  
State Your Business as We Do Not Sell Consumers!

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

**BAKER Automatic Bingo Blower**  
The only Practical Blower on the Market. Over 800 in use the past Two Years. Why be disappointed with inferior Blowers when you can get this machine at far less money?




**BAKER'S GAME SHOP**  
2807 W. Warren, Detroit, Mich.

Wholesale, Saloons, Tracks, Penny Hobbies, Master Builders of Fine Games for 40 Years. Everything in Games.

**Red Hot All-Winter Seller FUR TRIMMED ESKIMO HOOD & MITTEN SETS GRAND SALESBOARD ITEM**

The season's style sensation for skating, skiing and everyday wear. Fur Trimmed Hoods with Mittens to match; made of soft, silky brushed mohair. Very warm, very smart. Assorted colors. Packed in individual boxes. \$12 per doz. sets (\$2.50) | Hoods ..... \$8.50 Doz. Retail. Sample \$1.25. | Mittens ..... \$4.50 Doz. 25¢ Deposit on C. O. D.

Adjustable colored Lambskin Earmuffs, \$3 per doz.

**Chas. Brand, 154 W. 27th St., N. Y.**



**QUICK SALES—BIG PROFITS**

TURKEY DEALS—CANDY DEALS—JAR DEALS  
PATRIOTIC—CAMPAIGN—BANNERS—BADGES—PLATES  
MECHANICAL TOYS—CATS—DOGS—BEARS—MONKS  
LEADERS FOR THANKSGIVING—XMAS—NEW YEAR  
RADIOS—LIQUOR SETS—CLOCKS—TOYS—GIFTWARES

WRITE FOR NEW CATALOG—PLEASE STATE BUSINESS

**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST., ST. LOUIS, MO.



**HOLIDAY SPECIALS!**

XMAS CARDS, WREATHS, WRAPPINGS, TINSSEL, Knife Deals, Electric Shavers, Lamps, Clocks, Turkey Cards, Xmas Cards & Envelopes, 10 to Box, Doz. Boxes, \$1.00. Xmas Wreaths, 5 Inch, Doz. \$2.50 (Deposit—Include Postage).

FREE CATALOG to Wholesaler Agents, Premium and House Contractors. Write today.

**CHAMPION SPECIALTY CO., 814-J Central St., Kansas City, Mo.**

CHOCOLATE CANDY DEAL No. 11 24 T-LD. Gift Boxes & 1 600-Note Board @ \$4 each, takes in \$30; costs you \$5.75 complete. No. 2 DEAL: 1 24-L. Chocolates (tasty too), & 1 24-Note Push Card, takes in \$4.35; complete \$1.00. "GOD BLESS AMERICA" Soda Bottles—547, doz. 65¢; 942, Doz. \$1.25. Cellophane Flaps—3 to Pack, Doz. Packs, 38¢ Metal Flip Lead Button, 100 for \$60. Rhinestone Flag Pin—Per Doz. 65¢. Window Slickers—24 to card. Brings \$2.40. Costs you 70¢ ea.

**BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES—PREMIUMS NOISEMAKERS—HATS—BALOONS**

WRITE FOR OUR NEW NO. 50 CATALOG BE SURE AND MENTION YOUR LINE OF BUSINESS

**MIDWEST MERCHANDISE CO.** 1006 BROADWAY KANSAS CITY, MO.

offering a four-tube dynamic radio in a wooden cabinet, also designed as a gift number. Both bingo and salesboard operators are finding the items adaptable to their fields, it is said.

**Bridge Tables**

According to the D. A. Pachter Company, bridge tables are popular again this year as a Christmas gift and prize users are finding them a good source of income. The firm is offering tables in three models, with inlaid woods. A popular item is the one of rich pattern striped African tigerwood in the field and borders of claro walnut. Light corners are of prima vene, with a black ebonized maple line surrounding the tigerwood field. The table has special button release leg locks. A second model has a top of striped mahogany, with corner inlays of figured stump walnut and lines of ebonized maple. The third item has top of mahogany center with walnut border divided by a black inlaid line of ebonized maple. Bingo and salesboard operators term the tables popular holiday items, the firm reports.

**Lighted Push Button**

Demonstrators and agents are earning folding money with the new illuminated push button with illuminated name plate. Masterlite Lamp Company reports. Item is made of polished walnut-finished bakelite with translucent button and transparent name plate. Light shows clearly at night, making the name and address visible. While the item may be used by anyone, professional people find it of great value. Weighs 2 1/4 ounces and is installed in less than five minutes. Operates on all bells from 6 to 14 volts, like ordinary push buttons in standard use. Packed in cartons of 10, the firm reports.

**Alarm Clock**

Clocks are known to be consistent money makers, and the new eight-day Gilbert Alarm Clock, reports Joseph Hahn Company, is one of the best items to come on the market in recent months. Its release at this time makes it available to Christmas shoppers. Clock has an all-metal case and is available in ivory or green finish. Only two inches high, it has a base of 5 1/2 inches. Clock weighs two pounds when packed for shipping. Prize users are finding large demand for timepieces this year, which indicates that those offering clocks of this type will be in for some extra profits.

**Religious Items Claim Interest**

NEW YORK, Dec. 7.—Religious items are especially hot at this time and wholesale merchandise supply houses report that large shipments are being made almost daily. This indicates, firms say, that the demand for these items will increase during the Christmas season.

Among items reported selling rapidly is the jeweled cross on chain, sold by Imperial Merchandise Company. Cross is packed in an attractive plush-lined display box. Item is gold-plated and has eye-appeal. Genuine sea shell and mirror frames with religious subjects are also getting a great many sales. Bella Products Company reports. Various sizes and shapes are available. Frames are 6 by 8 and 8 by 10 inches. While any picture may be inserted in the frames, religious subjects are said to be tops at this time. J. Davidson also handles a line of mirror

**New Angles Up Sales Of Mechanical Toys**

NEW YORK, Dec. 7.—Local mechanical toy pitchmen have worked out schemes for attracting crowds. First scheme is to use a board for the "Mama Monkey Feeding the Baby Monkey" a new toy featured by Cohen Bros. Board has drawings of the monkeys and a large bottle of milk that's the McCoy. Attached to the bottle is sign reading, "The Baby Drinks Milk, Too." Second twist is to use another board with large musical notes painted on it to sell the Maestro Monkey. Pitchmen say that sales have been increased by use of these new angles.

frames with religious pictures. Sports Company has made large shipments of assorted necklaces. Crosses are 1/2, 1 1/2, 2, and 3 1/2 inches. They are packed 12 to the box. Since these necklaces make good gifts, the firm urges workers to order early.

**Stock Up Now!**

**TRICKS AND JOKES FOR THE HOLIDAYS**

Exploding Book Matches, Doz. .... 20¢  
Expanding Wood Plugs, Doz. .... 25¢  
Comic Glove Cards, 12 Ass. Kinds, Doz. .... 50¢  
Mystic Glasses—New! Hot! Doz. .... \$1.75  
El Paso Glass, Doz. .... 75¢  
Magnetic Dog, Best Made, Doz. .... 1.00  
Hot Spot Dumbie Table Cipher Lighter  
Silent Flame, Each ..... 80¢

SEND FOR TRICK & JOKE CATALOG

**Xmas Catalog Free**

**BENGOR PRODUCTS CO.**  
576 BROADWAY, NEW YORK, N. Y.

**FURS OF DISTINCTION**

Direct from Our Factory  
Make Your Selections From Our Seasonal 1940 Styles

Mink, Sables, Raccoons, Skunks, Foxes, Martens, Chinchillas, Possum, Kid Skins, Sealines, Beaverettes, Persian and every other fur from ..... \$7.50

Write Immediately for our free New Illustrated Catalog and Price List.

**ANDREW PAUL & E. ARKAS**  
Manufacturing Furriers  
184 WEST 27TH ST., NEW YORK CITY



**AGENTS WANTED TO SELL**

Our line of New Year's Eve Favors, such as Hats, Noisemakers, Serpentine, Balloons, and all sorts of fun Halls, Lodges, etc.

Write today for full particulars and get started. Sell direct from our catalog. We ship the orders C. O. D. Catalog Free

**BRAZEL NOVELTY CO.**  
1700 APPLE ST., CINCINNATI, O.



**WALTHAM—ELGIN**

Xmas coming—Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

**PLYMOUTH JEWELRY CO.**  
183 Canal St., Dept. A, N.Y. City



**LEADING SELLERS IN FUR COATS**

Better sellers than ever before. ALL GENUINE FUR—Costs, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. NO. free samples. Our Wholesale Price List of NEW FREE CATALOG! LOWEST! H. M. J. FUR CO. 150-B West 28th St., N. Y. C.



**SNAPPY XMAS CARDS \$15 PER 1,000 AND UP**

Sample of Our Complete Line of 120 Cards and Folders, with Envelopes, \$3.50 prepaid. (Retail value \$13.) 50 Cards and Folders \$1.50; 12 Folders, 50¢; 12 Cards, 25¢; 6 Cards, 15¢. NO. free samples. Our Wholesale Price List of Comic Christmas Cards, Funny Gifts, Joke Magic, etc., FREE.

**EAGLE MAGIC FACTORY**  
S. THIRD AVE., MINNEAPOLIS, MINN.

**ELGIN, WALTHAM, BULOVA**

Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**  
729 Walnut St., Philadelphia, Pa.

STARTS AT \$2.95



# NOTES from SUPPLY HOUSES

Carnival Novelty Company reports that a line of rebuilt watches has been added to its stock. The watches, of wrist and pocket varieties, are proving big sellers at training camps. Catalog is available to those in the trade, the firm reports.

According to Mills Sales Company a new catalog of holiday-gift items for resale is now available. Those in the trade are urged to write for the book.

## DEALS

(Continued from page 58)  
may have died not because they were lacking in basic appeal, but because they were introduced at the wrong time.

### Deals and Placements

Most deals give away two major awards and two or three inexpensive consolation awards. The individual who finishes a card for the operator receives one of the major awards and the person who selects the winning number or name under the seal on the card receives the other. The operator's profit is the difference between what the deal takes in and the cost of merchandise distributed. If the operator works with a crew, the operator's net profit is the difference between what the deal takes in and the cost of the merchandise distributed plus commissions paid the placement men for each deal completed.

In some instances an operator will work up a deal and sell it complete with merchandise and card to a storekeeper. In this case the latter keeps the entire take . . . the operator made his profit on the original sale.

To obtain maximum returns from a deal enough cards must be placed to take care of the law of averages. Some spots complete faster than others. Some don't pay out at all. But if a sufficient number of locations are covered the average returns will be satisfactory. The person who does the actual placing may be the operator himself when he works alone, or a man who works for the operator when the latter has a crew. Whoever he is, he must be a good pavement pounder, a good judge of locations, a good talker and, above all, he must be a good cold-turkey solicitor. He must be able to walk in cold on a prospect and not only sell him on the idea of working a card, but must also inspire him to literally break his neck to complete the deal as soon as possible. It is in the rapidity of turnover that big money is made.

### HAPPY LANDING.

## BINGO BUSINESS

(Continued from page 58)  
Metro, and no definite information is being released on the matter. It is understood, however, that in a few weeks the firm will bring out a new item.

SID RUDERMAN reports that bingo games are being expanded and new operators are entering the field. New equipment announced from time to time shows that the firms are on the job designing and offering new items with

which to work. Wholesale merchandise houses are also announcing new items, which go hand in hand with new equipment.

## HASC

(Continued from page 35)

Chicago were Mr. and Mrs. Lyle, Brother Harold Elliott and Mrs. Elliott, Brother J. C. Reynolds, of Reynolds and Wells Shows, and Jack Ruback. Other members who left for Chicago were George Houk, Jimmy Morrissey, Mickey Humphrey, and Hymie Schriber, en route from Dallas to St. Louis and Chicago. Roy E. and Hazel Fox are in the city playing schools. Brother Bud Anderson, owner of the Bud Anderson Circus, and his son, Luke, accompanied by Mrs. Anderson, are visiting in the city. Mr. and Mrs. Keith Chapman, of J. L. Landes Shows, are wintering in Houston, Tex. Brother Bert Melville was in on a brief business trip.

Brother Col. Dan McGugin has returned from a visit to St. Louis. Club was honored by a visit from Brother Bob Lohmar, who was en route to Chicago, and Mike Wright, of the SLA. Brother Fred Cox, who had charge of Haney rides on the Johnny J. Jones Exposition, has returned to the city for the winter. Floor plan of the set-up in the Fiesta Room at the Hotel Phillips will be placed in clubrooms. Members are requested to make reservations early so that the special events committee will be able to determine the number attending. Special events committee is ready to entertain during the holidays and it will be a week of open house at the club. Christmas tree is to be erected in the lobby of the Reid Hotel and Brother Chester I. Levin, of Midwest Mercantile Company, will again provide gifts for poor children. Brother Frank Capp will again be Santa Claus. The secretary again requests members to furnish him with their permanent address for his files.

### Ladies' Auxiliary

Altho it was the regular social meeting, a short business session was held and Peggy Reynolds was taken to as a member. Mrs. C. W. Parker, president, appointed Myrtle Duncan, Nellie Weber, Ruth Martone, Martha Walters, and Tillie Johnson as nominating committee for the coming election. Tables were then set up and bingo was played, Jackie Wilcox being caller.

Later Hattie Howk and her committee announced that the men had come in on refreshments, and chop suoy was served. Those attending were Bird Brainerd, Catherine Boyd, Lucille Henninway, Gertrude Parker Allen, Tricie Clark, Harriet Calhoun, May Wilson, Ruth Ann Levin, Pearl Vaughn, Catherine Ward, Loh Hart, Tillie Johnson, Hattie Howk, Nellie Weber, Margaret Haney, Ruth Spallo, Laura Anderson, Margaret Ancher, Elizabeth Yearout, Ruth Martone, Jackie Wilcox, Rose Lee Elliott, Peggy Reynolds, Jess Nathan, Loretta Ryan, Pearl Schriber, Mollie Ross, Martha Walters, Judy Walters, and Myrtle Duncan. Award of the night, donated by Catherine Boyd, was won by Pearl Vaughn. If any member wishes to take part in the election on December 20 an absentee ballot must be asked for and sent in by that date.

## NSA

(Continued from page 35)

Daniel De Prite, Edward B. Braden, Harold M. Gordon, 9; Raymond D. Oviatt, Francis E. Anderson, James L. Edwards, W. J. Tucker, 10; Lawrence Bowe, Herman Wolfe, 11; Morris W. Epstein, 12; Frank Schillizzi, Thomas L. Grady, Wilno (Great Wilno), 13; Nick Dobrovolsky, Edward Cohen, 14; Joseph Landy, Vincent Sirico, 15; Sam Nunis, 16; Peter Joseph LaProcia, 17.

### Ladies' Auxiliary

Sister Shirley Lawrence proposed Theresa King. Sister Julia O'Donnell proposed Mabel Strates, Onalee Jones, Nelly Marr, and Doris Lewis Secretary Anita Goldie proposed Mollie Spitz. These ladies were so impressed by the members of the auxiliary whom they met at the president's party that they decided to sign up. Banquet night was reunion night. The girls who met hadn't seen each other for years. That hard-working sister, Julia O'Donnell, went to town getting the thing she desired more than anything else, her gold life membership card. Correction: Mrs. Dave Endy was proposed by Sister Martha Weiss. The credit was given to someone else in error.

REORDERERS ARE  
POURING IN . . .  
Ask any live wire operator

HERE'S THE HOTTEST ITEM  
SINCE 1776

# MISS U.S.A.

SENSATIONAL  
NEW DOLL  
30 IN. HIGH

"MISS U.S.A." is a platinum-haired beauty . . . gorgeously gowned in a Hasty Rayon Silk Costume of Red, White and Blue. So real she seems to breathe!

Never before anything so magnificent and timely. She helps you CASH IN QUICK, RIGHT NOW, on the patriotic feeling of all Americans!

An irresistible knockout — worth \$10 retail anywhere! GET INTO THE BIG DOUGH TODAY! Sample: \$2.50 prepaid in U. S. A.

Packed 1 to a box, 12 to a Master Carton. Wire or Write for quantity prices. Operators in the East are already getting tremendous results. DON'T WASTE A SECOND — ORDER RIGHT NOW!



**JERRY GOTTLIEB**  
303-4th AVE., NEW YORK, N.Y. TEL. GRamercy 5-4435

## SANTA With ELEC. EYES

No. 9457—Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed.

Dozen Lots, \$33.00--Sample \$3.00

PITCHMEN Closing Out All Mechanical Toys. Write for Listing and Prices.

**WIS. DELUXE CORP.** 1902 No. Third St. MILWAUKEE, WIS.



**ELGIN-WALTHAM**  
and Other American and Swiss Rebuilt Watches  
Write for Free 1941 Catalog  
**EMPIRE JEWELRY CO.**  
59 E. Madison, CHICAGO

**BINGO Balls**  
Uniform-grain maple wood Bingo Balls, deep cut under heat with STEEL DIES.  
Write for Samples.  
**GOULD GREEN** 37 W. 20th St. New York City

**CHEMILLE BED SPREADS**  
Usual \$2.98 retail values, 90x105 in., colored grounds, \$22.80 dozen, 3 samples \$9.00, E. O. B. Nelson, 25% cash, balance C. O. D. Satisfaction guaranteed.  
GA, RED SPREAD CO., B-S, Nelson, Ga.

## GET IN ON THIS HOT ITEM NOW!

"House Breaks" Pete, the new novelty sensation. This liquid extinguisher ash tray is smart and snappy, of beautiful plastic construction and finished in four colors. A small rubber nipple at the top of the blazing red hydrant is the pressure valve. Made in U. S. A. Packed 4 to a box. Each ash tray is furnished with a unique story of the origin. Cash in now on this sensational seller! An ideal item for novelty stores, taverns, hotel news-stands, cigar stores, drug stores, salesboards and pitchmen.

No. 894119. Per Doz. . . **\$8.75** Per Gross **\$42.00**  
2 Samples Postpaid for **\$1.00**

**JOBBERS. WRITE FOR QUOTATIONS.** Catalog 401 of 684 pages of quality merchandise ideal for premiums, prizes and awards, concessions sent on request. Mention your business. We do not sell retail. Prices less 2% cash, 20% dep. on C.O.D.

**JOSEPH HAGN COMPANY**  
Exclusive Distributors  
217 & 223 W. MADISON ST., CHICAGO, ILL.



THE LAST "WORD" IN YOUR LETTER TO  
ADVERTISERS, "BILLBOARD"

**OAK-HYTEX BALLOONS**

**BOMBER**

A TIMELY, fast-selling novelty. Blows up 22" long, with wing spread of 20". Packed in flashy five-color envelope.

Sold by Leading Jobbers  
The OAK RUBBER Co.  
KANSAS, MO.

**NEW 1941 UNITS**

**640 498 ILLINOIS 1941**

Complete units, consisting of nickel silver frame, acetate back, celluloid front, beaded chain and aluminum insert.

Per 100 ..... \$6.00  
Units per 1,000 ..... \$60.00  
Electric Stamping Machine ..... 49.50  
Type Holders, Each ..... 2.00  
Hand Made Brass Type, Each ..... .14

RETAILS 25% 400% PROFIT.

Send 25¢ coin with your advertisement for Social Security number for an exact reproduction (no insurance on key chain and full particulars).

IRVING GREEN, Successor to Meyers & Insko  
303 5th Ave., Room 411, New York City

**ELGIN & WALTHAM REBUILT WATCHES \$175**

7 Jewel, 15 Size, in S. H. Engraved Cases, etc.

Send for Price List, Money Back if Not Satisfied.  
CHARENT CITY WATCH MATERIAL CO.  
113 N. Broadway, St. Louis, Mo.

**NEW JEWELRY for ENGRAVERS,**  
Demonstrations and Promotional

Immediate Delivery.  
Lockets, Rings, Crosses, Engraving Items, etc.

Send for Free Catalogue or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

**AGENTS — SELL DRAFTEES**

Now overlapping combination copyrighted IDENTIFICATION SYSTEM. Includes Draft and Order number, Name and Social Security number. Quick action, big profits. Send 10¢ for sample and prices for supplies.

FRANK BOROMO (8814)  
65 Central Ave., Brooklyn, N. Y.

**CHewing GUM 23c BOX**

RETAILS FOR \$1.00.

Each box holds 20 Colossal 50 Packs of Factory Fresh Gum. Snappy Display Boxes help you to get quick 100% to 200% profits. No one distributor—get started! Send \$5. for sample box (prepaid). GREAT FIELD FOR AGENTS.

AMERICAN CHEWING PRODUCTS CORP., Newark, N. J.  
4th and St. Pleasant Aves.

**OVERSTOCKED — WILL CLOSE OUT**

**JUMBO PENS ..... \$18.00 Gross**  
**PLUNGER PENS ..... 16.00 Gross**

While they last — Deposit With Order.

JOHN F. SULLIVAN  
458 Broadway (Fast Service Bldg.) N. Y. City

**MEDICINE MEN**

Write today for new wholesale list of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES  
Manufacturing Pharmacists  
137 E. Spring St., Columbus, Ohio

**ROLLED GOLD FILLED WIRE (Gold Plated)**

**Holt & Bohne**  
227 Eddy St., PROVIDENCE, R. I.

**PERFUMES**

Buy in bulk direct from the Manufacturer. Make Big Profits. Send \$1.00 for 10 Two-Dram Bottles of Assorted Oils.

LE-MAR LABORATORIES  
37 West 25th St., New York City

**VETERANS' HOLIDAY FAST SELLERS**

Thanksgiving, Christmas, New Year, the neighborly month. Get a territory. Patriotic Calendar, American Flag, Souvenir Booklets, Service Jobs, Books, "KEEP 'EM OUT OF WAR," Printing stationery to wounded soldiers. "Set Camera Exposure" by J. Edgar Hoover. Get 33¢ commissions in 100,000,000. Will Hoover's "Service Jobs" Book. Cost 20¢. Sell 100-25¢. Samples 10¢ with copy of U. S. Sup. Ct. Law. VETERANS' SERVICE MAGAZINE, 100 Duane St., New York.

**For PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**BIG AL ROSS** . . . breaks a two-year silence with this from Chicago: "Am working the mouse in Sears, Roebuck store for Bob Rocco, who has three of the Sears stores booked. Red Gunn is working the mouse also, and getting big money. Pipe in, Van Red Feather."

**ANYBODY WORK** the International Livestock Show in Chicago? How was it?

**RAY LINDSAY** . . . is working the Fair and Boston stores, Chicago, with the mouse. Carl Richardson, formerly in the Lindsay employ, has resigned and taken up the glass knife on the main floor of the Boston Store, with good results.

**DUKE WILSON** . . . is reported working peelers in Florida.

**FAMOUS LAST WORDS:** "I'm probably one of the best pitch exponents in the business. Can you spare me a double whisky?"

**TYLER WARD** . . . is in South Bend, Ind., working ties for Kreager's.

**HAROLD EINHINDER** . . . weight guesser, is reported working in Gimble's department store, Pittsburgh, selling men's clothing. He expects to remain in Pittsburgh until January 15, then head for Miami.

**WHAT YOU'LL DO** in 1941 depends largely upon what results you obtain during the holidays.

**HARRY LOVING** . . . tells from Charleston, W. Va., that he was in Huntington, W. Va., recently and saw Doc Schneider, who will try to make Florida this winter if his new printing comes in. Loving reports that Bill McCafferty is definitely not going south. He is dealing in Huntington, and doing fairly well. Harry is working blades, but says they are pretty well worked in Charleston. He reports, too, that Doc Anderson has a new loud-speaker and is getting along.

**1940—I will go out and get it this year.** I've learned that it won't come to me.

**DOC PIERCE** . . . and Mrs. Browning are working together on house-to-house canvassing in Charleston, W. Va., reports Harry Loving.

**SGT. FRANK POULOS** . . . has opened a handsome pitch store on Washington Street, Brooklyn. Joe Carroll and Bob Braun are working med and soap there. The store is doing well, but Frank's other store on Sixth Avenue is not doing so well, according to Harry Greenfield. Workers on the roster, he says, are Herman Kellar, Pat Dana, and Al Sellars.

**SPECIALTY WORKERS** should be on their toes by now. There are only two more weeks left until Christmas.

**FROM TEXAS TOMMY** . . . "After spending six months vacationing in the Northwest I am back in harness again, pitching med in Beaumont, Tex., between showers. It has rained here for a week. Roads are under water. My dad, Buffalo Cody, is working with me and we are having some good passouts in spite of the rain. My husband, Lucky

Dix, is doing fair biz with his hand-made novelties. I saw Tom Sigmourney working minerals in Houston. Would like to see pipes from Jean McLean, Jimmy Ross, Mississippi Kid, Pat O'Day, and Doc Gilbert."

**TRIPOD OPININGS:** "The successful pitchman is that way because he has the necessary amount of ambition and ability to overcome almost any obstacle."

**B. LA BARIE** . . . while spending a few days in Miami met Mack Hilley, who he says was working Grant's store there with "your name on a tropical sea shell to good takes. La Barie also saw W. C. Simpson working the same item, but he was leaving for Anderson, S. C."

**A CLEVER, impressive demonstration** what sets a pitchman apart from the ordinary salesman.

**JOHNNIE EMERSON** . . . tells that Southern California is tough on the sheet. He saw A. G. Goldberg, George Peck, Kenneth Drake, and Bill Hough hustling around Pershing Square in Los Angeles; also Joe Barrel, in from Ogden, Utah, and Sam Kaplan.

**THOSE PIPES** from the hot stove leagues are way past due. Start pitching, boys and girls.

**JACK SMART** . . . is requested to get in touch with Mrs. Dolores Leon Gaye, 423 West 52d Street, New York, who says that Jack's wife, the former Dolores Rogers, is dangerously ill. Mrs. Gaye also says that Jack may contact his wife's doctor, Dr. Hartwell, 777 Boulevard East, Weehawken, N. J.

**MAKE ALL your pitches count, and success isn't far off.**

**BOB POSEY** . . . pens from Wabash, Ind., that there are plenty of demonstrations going on in the stores there. He would like to read pipes from Al and Ann Decker, George and Martha Barry, and Al West. George

**COIL WORKERS**

MERRY CHRISTMAS

GROSS MORE MONEY IN 1941

SELL MOTORMASTER

New Price \$20.00 Per Gr.

Considering High-Class Material, Workmanship and Service, it's the Lowest Price Unit on the Market. Never Sold for Less Than \$1.00. If you are a 50c Worker Do Not Answer.

**H. O. STRIKER**  
14819 Charlevoix, Detroit, Mich.  
Pioneer and originator of the first auxiliary Ignition Unit

**LAST MINUTE SPECIALS FOR CHRISTMAS**

No. 2020 — GLOVE HAND DOGS

Phish Brown & white glass eyes. Easy to operate. Get 50¢ money. Dozen \$1.50, Gross ..... \$16.50

No. 2302 — Small O. U. Dogs, Gross ..... 7.20  
No. 2301 — Medium O. U. Dogs, Gross ..... 12.00  
No. 2303 — Monkey With Gears, Bal. ..... 1.25  
No. 2304 — Donkey W. Fly, Gross ..... 12.00  
No. 2305 — Roll Over Cat, Dozen ..... 2.00

Send \$1.00 for complete samples prepaid  
50% DEPOSIT — BALANCE C. O. D.

**GOLDFARB NOVELTY CO., 20 WEST 23RD ST., NEW YORK CITY**

**Round Signal \$13.50 doz.**  
**Heart Signal \$13.50 doz.**

**Ideal Gift Promotion!**

No. 110—New... Ladies "Expansion" Bracelets... this season's biggest "jewelry gift seller"—at this "seasonally low price"—highly polished yellow finish—looks as nice as "gold filled quality" styles retailing for \$6.50 each. Both Round and Heart shapes—in gift boxes—**an ideal Christmas Gift Promotion!**

**HARRY PAKULA & CO.**  
5 No. Wabash Ave. Chicago Ill

**WALTHAM**

Rebuhl—Chromium Case  
Leather Case

**7J... \$2.85**  
**15J... \$3.85**

SAMPLE WATCH 50¢ MORE ILLUSTRATED CATALOG ON REQUEST. SPECIAL PRICE TO QUANTITY BUYERS

**CARNIVAL NOV. CO., INC.**  
30 West 3rd St., New York City

**NEW LINE 1941 JEWELRY NOW READY**

Sigmet Pins, Rings, Brooches, suitable for engravers. Mothers of Pearl Lockets, Cameo and White-stone Rings, Roller Skate Pins. Send \$2 for complete samples. Free Catalogue.

**JACK ROSEMAN CO.**  
307 Fifth Ave., New York City

Coupon Workers • Sheetwriters • Pitchmen  
Get the Pen That Makes You Money

**WALTHAM**

New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.

**STARR PEN CO.**  
300 W. Adams St., Dept. B, Chicago, Ill.

**PAPER MEN**

We Want Men in Kentucky and Tennessee. Regular proposition to old solicitors.

Write **W. E. DEATRICK**  
**KENTUCKY FARMERS HOME JOURNAL**  
LOUISVILLE, KENTUCKY

**SNAPPY XMAS CARDS**

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10c sellers. Send 15¢ for sample cards and folder.

**WEIDEMAN'S**  
718 Jay Street, Sacramento, Calif.

**BIG PROFITS!**

Own your own business, stamping K & Y Checks, Social Security Tags, etc. in a 5¢ Flatbed. Sample, with name and address, 25 cents.

**HART MFG. CO.**  
311 Degraw Street Brooklyn, N. Y.

Complete Line of Pens, Pencils and Sets—Push Fillers and Levers. We Lead in Prices. Quick Service.

**MODERN PEN MFG. CO.**  
396 Broadway, New York City

**LATEX BANDAGES**

Self-Sealing 100% Profit — World's Fastest Pitch Item. Sample for 10¢.

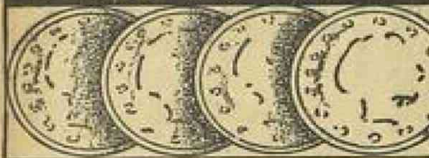
Self-Sealing  
Sample for 10¢

**R. HEYMAN**  
3126 Grand River Avenue DETROIT, MICH.





COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## Be Proud of Your Industry

A Guest Editorial by WILLIAM RABKIN, International Mutoscope Reel Company, Inc., New York

The closing of the New York World's Fair carried with it the one theme which every man engaged in the operation or sales of coin-operated machines can forever engrave on his memory and on the minds of his friends. That theme is: "BE PROUD OF YOUR INDUSTRY."

In open competition with hundreds of free exhibits at the New York World's Fair costing millions of dollars—nationally advertised and popularized by million-dollar advertising campaigns—coin-operated equipment not only held its own, but actually went over the top to be complimented by one of the country's leading bankers, a member of the World's Fair board, with the statement, "I never would have believed that coin machines could be so popular. They gave remarkable value and entertainment to everyone."

Tho the final figures aren't as yet in—Amusement Vending Machines (not including gum venders, etc.) at the Fair took in over \$200,000 during the 1940 season. And this huge amount of money was in pennies, nickels, and dimes . . . to be exact: 400,000 dimes, 700,000 nickels, and 12,500,000 pennies! Just think how vividly this proves to the coin machine industry itself the value of the entertainment it offers. It shows the way to this industry for continued prosperity for years and years. It opens the eyes of any skeptics in this industry and should make them proud of their business.

Operators who have been busily engaged in their own operations and haven't had the opportunity to survey the larger national and international markets; operators who have undergone cruelties from the press and certain fanatical reformers; operators who are wondering whether their industry will always be a top entertainment industry; operators who want to know if their future in this industry is assured—need but point to the \$200,000 and BE PROUD OF THEIR INDUSTRY.

To the millions who visited the World's Fair, there is no greater tribute than that they found coin-operated equipment one of their greatest pleasures. They learned very quickly that the coin machine was their most economical method of entertainment.

They enjoyed themselves in patronizing coin machines, and both young and old will remember this form of diversion for many years to come as an integral part of the pleasure they derived from their visit to the Fair.

The coin-operated amusement machine of today will stand up in competition to any free or purchased form of amusement of any kind. It offers the public the one basic

reason for all entertainment success—economical pleasure. It's thrifty to play coin machines. It's fun. It's relaxation. It's the kind of diversion that people like. And it's not being forced on the public, nor is it being ballyhooed and jammed down the public's throat. It's the one type of entertainment that does not boast about itself—nor spend millions to bring the public to it—it's there, an inanimate object, but an object nevertheless that pleases the public immensely. The more everyone thinks about it, the more reasons they see for being proud of their industry.

Remember, too, that your industry did not spend millions in the press, radio, and thru salesmen covering the country to urge people to come and play coin machines at the World's Fair. Remember, too, that the coin machines were not given top ranking (or even outstanding mention) in the press reporting the Fair. Remember, too, that the number of coin machines at the Fair was comparatively limited—one general arcade with 225 machines; one small arcade with 150 machines; one building with 18 target guns; 28 photomatics in the various buildings; 10 target guns in the U. S. Aviation building, and a number of scales thruout the grounds—and that by themselves, by their own display power, they were able to bring in this huge amount of pennies, nickels, and dimes from the public's pockets for economical entertainment that left a pleasant and lasting impression. They gave real value!

These are only the first steps toward the goal which this industry has set for itself. And that goal is the recognition by the press of a fact the public already recognizes: That coin machines do offer a form of entertainment which is not only unique, but which is pleasant, accessible, and economical. With such public support for coin machine amusement you can afford to be proud of your industry—for that public is your public—in your own community which enjoys the relaxation and diversion offered by the machines which you bring to it.

The success of coin machines at the New York World's Fair should become the battle cry of the coin machine industry. It's time that this industry reveled in its own achievements. Explain these achievements to everyone with whom you come in contact. And by being proud of your industry yourself, you gain great respect and admiration from the public, for it then thinks of this industry in a far different light.

BE PROUD OF YOUR INDUSTRY. Be proud of the fact that the public has taken to your type of amusement so substantially. Be proud of the fact that the New York World's Fair figures will show you are an extremely important division of American entertainment.



# Mexico Biz Looking Up

**Coinmen see good prospects—Camacho takes office—exports on the rise**

MEXICO CITY, Dec. 7.—With General Manuel Avila Camacho installed as president of Mexico and with the renunciation of all claims to the Mexican presidency by General Juan Andres Almazan, coin machine men in Mexico are looking forward in increased optimism and better profits. It is said to be specially heartening to these coin machine men that President Camacho has indicated that there will be closer co-operation between Mexico and the United States.

Business men of Mexico regard recent happenings as a strengthening of confidence. They observe that the country's economic future is bright, despite minor misadventures by disgruntled minorities.

Mexico is currently the largest importer of U. S.-made automatic phonographs, having taken in the first nine months of 1940 1,019 automatic phonographs valued at \$155,444. Imports of venders and amusement games have far outstripped in nine months the entire amount imported in 1939. Venders numbering 381, valued at \$8,252, and 607 amusement devices, valued at \$48,721, already have been taken in 1940. This is compared with the entire 1939 total of venders: 119 valued at \$1,805; amusement devices; 78 valued at \$3,370.

Total value of all coin machines imported by Mexico in the first nine months of 1940 is \$202,417. This covers a total of 2,001 phonographs, venders, and games. In 1939, 1,862 coin machines worth \$284,657 were exported from the U. S. to Mexico. On the basis of nine-month returns, it is estimated that 1940's last quarter will return at least \$70,000, bringing 1940's total almost to that of 1939 despite the handicap of a change of presidents and officeholders in Mexico. That the figure may exceed the 1939 total is promised in the latest report of the Department of Commerce for October which shows that all coin machine exports are 39 per cent higher than the same month in 1939.

Best month so far this year for trade between Mexico and the U. S. was in July when Mexico took \$33,703 worth of coin machines. Following is a month-by-month chart on the importation of coin machines by Mexico.

Month	Machines	Value
January	110	\$ 9,011
February	172	18,469
March	124	17,698
April	238	24,067
May	232	30,885
June	238	19,523
July	314	33,703
August	235	24,458
September	246	24,593
<b>Total</b>	<b>2,001</b>	<b>\$202,417</b>



FRANK ENGEL AND MIKE SPECTOR, head of Automatic Amusement Company, Philadelphia, congratulate each other on doing a good job of "getting along" as Seeburg distributors. The photo above was snapped during the lively week-end party at which Frank and Mike played host to their customers.

## Tests of Four Roses Up Orders

CHICAGO, Dec. 7.—"Activity is at an unexpected high since announcement of test collections on our new Four Roses," declare executives of Genco, Inc., Chicago. "Of course, we knew the game was a very good one, but it's even better than that."

"Overnight Four Roses has jumped into the lead because operators have been quick to see that the game has many new combinations of money-making features."

Says Dave Gensburg, Genco executive: "The way operators have jumped for Four Roses reminds me of touching quicksilver. It has been the case of instant acclaim and we're proud to have operators tell us 'you've done it again.' Four Roses is a game that gives plenty of extras to operators and players alike. It has five thrilling ways to win plus a highly appealing jackpot award than can be fixed at 40, 60, or 77 free games plus the sensational build-up feature on the backboard that keeps players on tiptoe because it offers the incentive of extra high score and extra free game awards."

"I sincerely believe, and I am backed up in my belief by our distributors, that Four Roses is the finest, most colorful, most thrilling and magnetic game we have ever produced."

## Grand National Salesman Calling

CHICAGO, Dec. 7.—"Operators today, more than ever before, are alive to speedy changes that are taking place in the coin machine industry," declares Al Sebring, head of Grand National Sales. "The minute a change of playing taste, a new type of machine, or a new sales angle appears, they immediately grab it and ride to better profits."

"Right now Mac Gburvis is busy calling on the operators of three States making a survey of location facts. He is also finding out operators' reactions to certain types of ray gun and reconditioned ray gun equipment that we expect to put over in a big way after the first of the year."

## Block Back to Same Show Booth

PHILADELPHIA, Dec. 7.—Byron Block, of the Block Marble Company, well known as a supplier of electrical parts for coin machines, reports that his firm will again feature its complete line of supplies at the 1941 Coin Machine Show in the same two booths it has had the past eight years.

"This year," Block reports, "we will have a great many innovations for the

operators. We will feature our Guardian Electric Supply Kit which made such a hit with the trade during 1940. The kit has been greatly improved and is better than ever.

"In addition, we are going to have the most complete line of supplies on display that we have ever shown. Operators, jobbers, and distributors have always looked to us for the best in supplies. We are not going to disappoint the trade."

"Already more than 10 cases of merchandise are all packed and waiting for the show. We will have many more. So the men who are planning to attend should make it their business to see our two booths when they get to the show, as there are many surprises in store for them."

## Chi Coin Releases Strat-o-Liner

CHICAGO, Dec. 7.—"With our tooling up completed and our production schedule working smoothly, our newest game, Strat-o-Liner, is slated to make its maiden flight next week," reports Sam Gensburg, official of Chicago Coin Machine Company.

"And that means that operators in every part of the nation will be in for a real thrill because Strat-o-Liner is everything an operator ever dreamed of. Intensive testing has proved that the appeal of Strat-o-Liner play is irresistible and the story the cash box tells is as sweet as a barrel of sugar."

"To eliminate possible delays in delivery, we've geared production to its highest speed and we promise the operators some real service thru our various distributors."

Sam Wolberg, co-official, stated that previews of Strat-o-Liner by the country's leading coinmen have given rise to a great deal of enthusiastic comment. "Advance orders have always been large on previous Chicago Coin releases," he said, "but the demand for Strat-o-Liner is already so great as to dwarf all former advance sale records. We are prepared to meet all demands, however."

## Confidence of Coinmen Paramount

PHILADELPHIA, Dec. 7.—In order to have a highly successful business you must have the confidence of operators, says Roy Torr, Philadelphia distributor, in analyzing the position of his firm.

"The reason for the phenomenal growth of my business," said Roy Torr, "is the confidence of operators. When you serve operators by considering and solving operators' many needs, then the better part of the job is over. We constantly are ready to supply the kind of equipment that is most profitably operated by the operator. We believe that we have served operators faithfully in this respect and have their confidence."

## Mills Great Little Bell



## VEST POCKET

We carry a complete stock of Mills Vest Pocket Bells, in Blue and Gold, and all chrome, 5c or 1c play. Immediate delivery.

## Keystone Novelty and Mfg. Company

S. E. Cor. 26th and Huntingdon Sts. Philadelphia, Pennsylvania

Baltimore Branch  
515 Cathedral St. Baltimore, Md.

## FACTORY RECONDITIONED BELLS

LIKE NEW & GUARANTEED

MILLS	
Blue Front—Sluggproof	\$29.50
Brown Front, 5c-10c-25c	40.00
Bonus, 5c	69.50
Melody Bell, 5c	62.50
Cherry Bell	59.50
Rose Front, 5c-10c-25c	37.50
Q. T. Bell	32.50
Factory	29.50
Vest Pocket Bell	27.50

PAGE	
Sluggproof Bell	\$39.50
Page Console, 5c	44.50
All Star Comics	37.50
Page Kitty	32.50
Page Barnum	18.00

JENNINGS	
Silver Chief—Sluggproof	\$70.00
Trade X	39.50
Dixie Bell	39.50
Chief	39.50
Little Duke	16.00
BALLY BELL	40.00
WATLING ROTATOR, 5c-10c-25c	24.50
COLUMBIAS—LATE	39.50
A. G. BELL	27.50

## MAYFLOWER NOVELTY CO.

2218 University Ave., St. Paul, Minnesota

## SWEETHEARTS

Sweethearts are not the only ones who like to take and exchange PHOTOMATIC pictures. Everyone else, EVERYWHERE else in the world... is a PHOTOMATIC fan. That's why PHOTOMATIC stands out as the world's finest, steadiest, surest coin machine moneymaker!

## INVESTIGATE!

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

## Eastern Operator Wants

Person Man familiar with all types of coin machines. Write, stating experience and salary expected.

## BOX D-11

THE BILLBOARD, CINCINNATI, O.

**FOR SALE PHONOGRAPHS**

ROCKOLA 1939 De Luxe ..... \$149.50  
 ROCKOLA 1939 Counter Model ..... 99.50  
 SEEBURG REGAL ..... 99.50

**WANT TO BUY MILLS VEST POCKET BELLS**  
 (Write or Write Best Prices)  
 3147 Locust St. St. Louis, Mo. MR. CARL NOVELTY CO.

**BARGAINS FROM DAVE MARION**

**CUB & ACE—IMMEDIATE DELIVERY**

Fairground	\$27.50	Spot Page	\$42.50
Akaron, P. P.	14.50	Imp. Fr., Clp.	5.00
Beetle Bug	9.50	Challenger	12.50
St. Q. T., Green	29.50	Grandstand	5.50
Chicken Sam	55.00	Billy Alley	24.50

Write for December List ..... P. Tables, \$10.00 up.  
 Write—Write Us for Quotations. Any Machine.  
 % Deposit Required—Packed Right and Prompt.

Write for Complete Bargain List.  
 MARION COMPANY, Wichita, Kansas.

# MUSIC MERCHANDISING

## Publishers' Song Plugging Problem Grows More Acute

**Banning of ASCAP numbers on CBS remotes results in increased BMI plugs and revival of Foster and other folk melodies on air programs**

NEW YORK, Dec. 7.—The first really concrete signs of a radio world completely minus ASCAP songs took form and shape this week—last Sunday (1), to be exact—when the new regime at Columbia Broadcasting System went into effect. CBS was the first of the networks to announce a total eclipse of ASCAP music on its air waves. The ban went into effect December 1, a month before the expiration of ASCAP-radio contracts. With the restriction current a week now, a good forecast of what radio's musical programs are to be like—unless, of course, the broadcasters and ASCAP get together—can be gotten. CBS's ban at present is limited only to sustaining programs, which take in late hour dance band remotes, but close attention to these shows indicates in which direction the musical winds will blow if the ASCAP-radio deadlock continues over any lengthy period of time.

While music publishers have vented most of their spleen against BMI—Broadcast Music, Inc., the music publishing house and embryo performing rights society set up by the National Association of Broadcasters to combat ASCAP by building a catalog of its own—as the symbol of their current headache, ASCAP music men are faced with competition from what shapes up as a far more formidable opponent. The latter takes the form of the well-known and well-loved folk and semi-classical music of this country—songs like Stephen Foster's *Jennie With the Light Brown Hair* and *Sweet Home*, and other public domain numbers such as *Home on the Range* and *Carry Me Back to the Lone Prairie*. These are the songs, and many like them, that ASCAP publishers will now have to combat in pushing their own catalogs. And that makes it tougher for the regulars of Tin Pan Alley, for these songs are already established in the public's mind and have long been beloved favorites.

### Two BMI Hits

BMI songs, with the tremendous advantage of radio plugging, of course are in a fine position to be lifted into nationwide hits. But of all the BMI tunes so far published in a half a year or so, only two—*Practice Makes Perfect* and *There I Go*—have approached the status of real hitdom. Song quality is still a primary factor in determining public acceptance of new music, and in the case of perennial musical favorites both quality and acceptance are established, making ASCAP publishers' headaches all the more acute.

Also publishers realized that bands on airplanes restricted to non-ASCAP numbers would go in all directions for songs to make up programs. It is believed that public domain songs of the Foster type were a little bit forgotten in the general railing and ranting against the whole situation, with BMI as its spearhead. Listening to song selection on CBS dance remotes the past several evenings is undoubtedly proving to be an eye-opener to a number of music men, who perhaps didn't believe that standards like *Jennie* and *Sweet Home* would come back in such profusion to plague them.

### Concentration on Phonos

Publishers have been of the opinion that if the ASCAP-broadcasters trouble remains unsettled they could more or less successfully combat the weaker range of music radio would have to offer thru other means of plugging and exploitation, first and foremost of which are of course the nation's automatic phonographs. But songs that the public has loved for years aren't exactly "weaker" songs than Tin Pan Alley ordinarily has fed the radio mill. All of which can have only one effect, and that is an even greater concentration on the part of music publishers on music machines as the one mass medium of song plugging.

Music row has of course long been conscious of the extraordinary power of the coin phonos as hit makers, but in the present situation many music men have been inclined to sit back and await

the final settlement of the feud, which they figured would be quick in coming. Dance remotes the past week have proved that radio can dispense a good, familiar brand of song number that is not to be despised even by top publishers of the country's music. It's true that a week is not sufficient time in which to arrive at definite conclusions, but at least it is indicative of the effort that must now be made by publishers to have their hits created in music machines to offset the stiff competition that these songs will have to meet, not from new songs published by BMI particularly, but from hardy perennials that don't have to be sold to the public—perennials that, for that matter, are among the country's musical treasures and are accepted as such by the public.

## Ed Clarke Dies Suddenly

CHICAGO, Dec. 7.—Ed Clarke, district representative for Buckley Music System, died suddenly in Louisville, Ky., November 30. Clarke had been in Louisville for several days, working with distributor J. E. Cobb, of Kentucky Springless Scale Company.

For more than 20 years Clarke was known as an outstanding salesman and operator. In coming into the coin machine business Clarke brought with him years of successful experience in selling bonds, as well as automobiles. He entered the coin machine business over 10 years ago, and in addition to selling a large volume of coin-operated scales he was a large scale and pin table operator.

Clarke was one of the pioneer salesmen in the music system field. Prior to entering this field, Clarke played the French horn in symphony orchestras in several cities. He brought his thorough knowledge of sound into the music field. Sympathy for Clarke's family as well

as the feeling of the loss of a valuable friend and counselor has been expressed in wires and letters received from distributors and operators in the Central States.

Clarke leaves a wife and six children. He was buried in All Saints' Cemetery, Chicago.

## Ted Bush Expands Firm to Milwaukee

MINNEAPOLIS, Dec. 7.—Announcement has been made by Ted Bush, owner of the Acme Novelty Company, this city, that his firm has taken over the Smith Distributing Company of Milwaukee and will now become distributor for Wurlitzer phonographs for Wisconsin and Upper Michigan. The Acme organization has opened offices at 214 West Michigan Avenue, Milwaukee, and has placed Wally Merila, formerly with Wurlitzer's retail department, in charge. He is assisted by a staff of eight people. Acme's new outlet has ample facilities for handling anything that may come along. A complete service department has been established.

"In acquiring the Wurlitzer distributorship for Wisconsin and Upper Michigan," Bush said, "we are determined to do just as fine a job for Wurlitzer products there as we have in the territory we are now serving. We have confidence in Wurlitzer and know this product is the outstanding line in its field."

## Celebrate Seventh Birthday of Repeal

CHICAGO, Dec. 7.—While members of the alcoholic beverage industry will more actively celebrate the anniversary of the repeal of the national prohibition on liquor, the coin machine industry will mark that day as a turning point for many types of coin machines, particularly music machines.

The celebration will come Wednesday, December 11, just seven years since the repeal. Hundreds of liquor organizations will hold balls and parties to commemorate the day.

The repeal of liquor seven years ago was a signal for the automatic music industry to go into high gear. Opening of thousands of taverns and other types of locations dispensing liquor with food, brought an equal number of locations for the music machines. Many authorities have pointed out this as the reason for the rejuvenation of the recording business, as well as the beginning of a greater era for automatic music machines.

Other types of coin machines, such as pinball games, ray rifles, anti-aircraft machines, and bowling alleys can today trace a goodly portion of their business to the repeal of the liquor prohibition.

## Kept Busy With Pfanstiehl Needle

WAUKEGAN, Ill., Dec. 7.—"I've really been on the run," reports Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, as he checked in from his latest sales trip.

"Minneapolis, Detroit, Cleveland, Akron, and Chicago are some of the cities I visited. I used to think I had to travel fast when I was only working on the 4,000-play needle for automatic phonographs, but now with the new Pfanstiehl home needle as well, I really have to keep hopping.

"One of the most encouraging things that I encountered is the fact that almost everywhere I went people either said the needle was selling like hot cakes or that they had heard about it and wanted to stock it. One after another they were praising the needle on one or more of its exclusive features: The no break-in period, the no break point, the fact that the needle must never be turned, or its true-tone round point.

"With a playing life of at least 4,000 plays and its unexcelled tone, the home needle is being endorsed by a great number of the manufacturers of home phonographs and radio-phonograph combinations."

## Wide Distribution For Ultratone

NEW YORK, Dec. 7.—Tri-Way Products Company, Brooklyn, reports that it now has nationwide distribution for its Ultratone chandelier ceiling speaker-baffle. "We have been extremely busy meeting the demands for Ultratone," company officers declared. "It seems that operators from all over the country are eager to utilize this unit. We are flooded with orders and inquiries.

"We have shipped speakers to 46 of the 48 States and also to some of the Canadian, Puerto Rican, Cuban, and Mexican operators of music machines. From each one of these we have had fine reports.

"Manufacturers are reported to be advising their customers to adopt the speaker wherever possible.

"From all parts of the country we receive wires, phone calls, and letters almost every day telling us how much the locations appreciate the Ultratone. Deliveries are going forward as rapidly as possible and production has already been increased to meet the demand of this nationwide coverage for our speaker."

## Sierra Sue Jinxes 'Em; They'll Never Try To Rob a Music Box Again

WILKES-BARRE, Pa., Dec. 7.—Sierra Sue, the popular hillbilly number, will probably linger in the mind of Walter Komesky, of suburban Miners Mills, for the rest of his life. Its strains blared out in a juke machine while he and a companion were attempting to rob it, according to police.

Captain of Detectives George Williams said they broke into a Miners Mills cafe by crashing a side window and succeeded in getting away with \$45 in change and a quantity of cigarettes.

"First they clipped the cigarette vending machine," Williams said. "Then they broke into the pinball machine and started on the music box, leaving the cash register, which looked like the softest to rob, until last. The music box resisted their efforts. A long screw driver was brought in to pry it open. Suddenly the tool caused a short circuit. The lights on the machine flashed on and the two fell over each other getting out of the place when it began to blare out Sierra Sue, waking up the quiet neighborhood."

The fleeing boys were seen and their trail followed by cigarettes which they dropped on their way. Komesky was soon in the custody of Detective Williams. The following day the youth appeared in court and was sentenced to serve 18 months to three years in the Luzerne County Prison.

During the court action in which Komesky pleaded guilty it was learned that he was released from jail only last July.



AT A GALA PARTY held in Southern Music Company, Inc., showrooms at Greensboro, N. C., the firm introduced Wurlitzer's new Colonial model phonograph. According to L. F. LeStourgeon, president of the firm, great enthusiasm was shown. A few of those who attended are, left to right, John O. Ross, Southern Music; Floyd Tech, Southern route man; Lynn Loy, manager of Southern's High Point, N. C., division; D. A. Graham, C & C Amusement Company, Inc., Lynchburg, Va.; barkeeper; Leonard T. Coleman, Greensboro, N. C.; Mrs. W. E. Lonerger, Lynchburg, Va.; barkeeper; W. E. Lonerger, C & C Amusement Company, Inc.; Mrs. D. A. Graham, Lynchburg; Spencer Rackley, Columbia records; R. B. Ashton, Southern office manager; Thomas Neese, Southern engineering department; L. F. LeStourgeon, Southern; W. H. Peter, Wurlitzer representative; Mr. Darnell, operator, of Oak Ridge, N. C.

# Ark. Music Men Gather

**Governor-elect addresses phono group—hear plans for furthering industry**

LITTLE ROCK, Ark., Dec. 7.—With well-known comment, a representative of the Automatic Phonograph Manufacturers' Association, and the governor-elect of Arkansas present, the Arkansas Music Operators' Association met November 24 at the Marion Hotel here.

At a later gathering, a banquet, Governor-elect Homer M. Adkins addressed the assembled music machine operators. He delivered a favorable talk to operators and complimented them on their meeting and program. F. E. Ragdale, president of the association, presided. He introduced other speakers, which included F. J. Newman, representative of the phonograph manufacturers' association, and A. C. Hughes, official of the Electro-Ball Company, Dallas.

### Commends Association

Newman, in addressing operators, said: "The Arkansas Music Operators' Association is one of the oldest associations of its kind in the country—and it is doing a good job. Every operator of music machines should be a member of the State association, as the first and only reason for the existence of any association is the familiar rule that two heads are better than one. With times as they are today, operators should get together for the good of the business. All men in the same line of business should see the good of an association. We are in a new industry, which is all the more reason why we should work together, for since we are a new industry we have more pressure brought on us with regard to regulations and taxes. Our only hope for success is to work together and have co-operation and good counsel. This can be best accomplished thru State associations.

"The public should be educated as to our business. We should advertise our business. Music is a necessity, and the

operators' phonographs are sometimes called the poor man's orchestra."

Newman concluded his address by commending the association on the work it has done and called special attention to the fact that Arkansas has a model legislative bill.

### Urges Community Activity

A. C. Hughes, of Dallas, urged operators to co-operate with the communities in which they live. "Be active in community groups, let your business be known, and be proud of your business," he advised. "Be sure to contribute to the Red Cross and Community Fund. You can gain good will by advertising in your local newspapers."

Commenting further, Hughes discussed legislative activity, during which time he declared that a clean, honest business should not agree to any unreasonable regulations or taxes. In furthering public good will he advised operators to keep records on phonographs clean without any suggestive tunes. Loud playing of machines in residential districts should be discouraged, he said.

### Legislative Program

A. J. DeMers, attorney for the association, reported to assembled members on the association's legislative program for the coming year. He told of past achievements and was sure that the coming year would mark continued success.

In a general discussion, participated in by all music men, it was agreed that competition in Arkansas is keen and that operators had to keep on their toes to keep their business going. All of this was discussed, however, without complaint and with a realization that music machine operation in Arkansas is on a high scale as regards ethics and business profit.

The association, which maintains headquarters in Little Rock, Ark., is headed by F. E. Ragdale, of Camden, Louise Early is secretary-treasurer. Vice-presidents are W. J. McPhee, Little Rock; O. M. Morgan, Hlytheville; M. L. Armstrong, Brinkley, and Joe Maynor, Texarkana.

## Mississippi

NATCHEZ, Miss., Dec. 7.—With the coming of holidays coin machine business in this area is improving.

Many operators here are taking part in a yuletide lighting contest being sponsored by local Co-Operative Club.

Joe Bing Jr., former service man of the La-Ark-Tex Company in Natchez and Vicksburg, Miss., is working on a defense program job in Tampa, Fla.

Frank Perrault Jr., service man of Seranno Company, reports that he is back on the job after a recent trip to several Mississippi cities on business.

Operators report that phonos are getting a good play on patriotic records, in-

cluding God Bless America, He's My Uncle, I'm An American, and others.

Sam Serio, Sam McCabe, Bill Eidt, and several other comment are interested in the Santa Claus Ball, the eighth annual benefit, to be given by the Natchez Civic Club for the benefit of The Natchez Democrat's Poor Children's Christmas Tree Fund. It will be held at the Windmill night club, Bill Eidt's night spot, Thursday night, December 19.

New wall boxes with direct wires have been installed in Super Store here by Lee Delaney and J. O. Modisette.



## BUCKLEY MUSIC SYSTEM

### DIRECT "TOUCH-TO-TOUCH" ACTION

"Talk about sweet profits—the sweetest, easiest and biggest profits I've ever earned since entering the automatic music business came from your Buckley Music System with Direct 'Touch-To-Touch' Action," writes one of America's largest music operators. If YOU, too, want to enjoy big, sweet profits—WRITE—WIRE OR PHONE US TODAY FOR COMPLETE DETAILS!!

**BUCKLEY MUSIC SYSTEM, INC.**  
4225 W. LAKE ST. - CHICAGO - ILL.  
EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N. Y.

**EXTRA QUALITY AT NO ADDITIONAL COST!**



★ Wurlitzer 616 as Remodeled by Acme

**Complete Sets of Parts For Remodeling**  
WURLITZER 616..\$16.80 (Dome \$7.25 Extra)

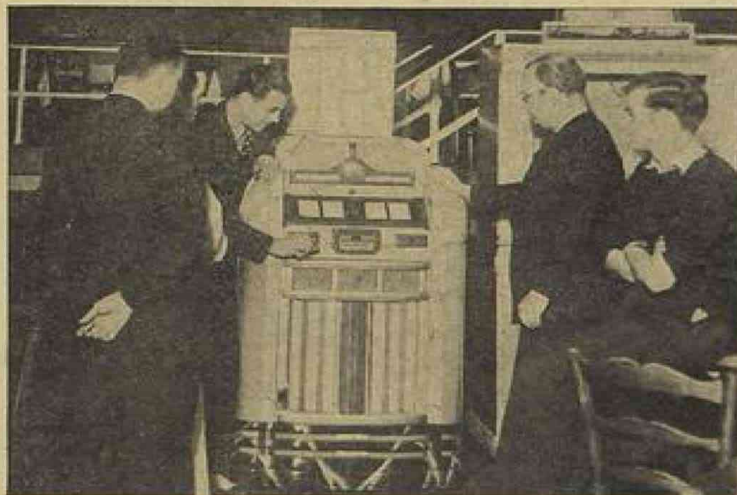
WURLITZER 24..\$17.20 (Dome \$7.25 Extra) (Base \$6.80 Extra)

WURLITZER 412..\$13.60 Simple remodeling instructions with all orders!

WRITE TODAY FOR COLORED CIRCULARS & LOW PRICES OF NEWLY REMODELED PHONOGRAPHS!

TERMS: 1/3 Deposit Required With Orders —Balance C. O. D.

**ACME SALES CO.**  
625 TENTH AVE. N. Y.  
TEL: LONGACRE 3-5136



GEORGE H. CHICON, at coin chute of Seeburg phonograph, and Jerome Lambert, at right of phonograph, inaugurate operation of the first Eastern installation of a Seeburg central station broadcast music system. Chicon and Lambert head the C. & L. Amusement Company, Larchmont, N. Y., active and enthusiastic Seeburg operators.

### MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs

For Every Make and Size Machine  
No. 4 Adjustable Pad—Accommodates all makes and sizes \$10.25 each  
No. 80 Adjustable Carrying Hinges—Accommodates all makes and sizes \$6.25 each  
No. 8 Carrying Strap—Accommodates all makes and sizes \$1.75 each  
Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproof. Write for prices on other pads to your specifications.

**BEARSE MANUFACTURING CO.**  
Inc. 1921.  
3815-3825 Cortland St., CHICAGO, ILL.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.

See Your Distributor or Write



THE ELDEEN CO.  
2000 176 W. Wisconsin Milwaukee, Wis.  
2000 PLAYS

1 to 10; 20c ea. — 12 to 50; 16c ea. — 100 ea 14c ea.

Better Music More Sales with **Mirastro Point Needles**

M. A. GERETT CORPORATION  
2942 N. 30th Street, Milwaukee, Wis.

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

## News Notes

**RICHARD HIMBER**, formerly on the Royale label, has signed a contract with Decca. He is the latest artist to leave the United States Recording Company since the firm filed petition for reorganization. . . . Decca has released a Connie Boswell album of five popular records. . . . Bon Husten, baritone, is new in Johnny Long's band. . . . Victor has signed Joan Merrill, singer. She will record for the Bluebird label. . . . Teddy Powell started on his Bluebird contract last week. . . . Harry James, who has signed with Columbia, will record on the 50-cent label. . . . Jimmy Dorsey has a new three-year contract with Decca and is set to do 48 sides a year. . . . Bob Crosby and Mary Martin will be featured in another Paramount picture—this time Irving Berlin's *Birds of the Blues*.

## Phonos in Ardsley

ONE of the most popular entertainment features in Ardsley, N. Y., is furnished by music machines located in the most popular cafes and ice-cream parlors in town. The Modern Amusement Company, which has the Ardsley Chocoolateria location, keeps the machine well fed with the most popular tunes of the day, as the kids that patronize the spot are up to the date on their music and demand the latest in the music box. A familiar sight at the chocoolateria is a crowd of youngsters around the machine studying the tunes carefully before parting with their nickels. Most popular tunes there last week were *Only Forever* and *Our Love Affair*.

## Gene Autry Special

OPERATORS see an extra demand for Gene Autry records with the release of his first big Republic musical *Melody Ranch*. While all of his Westerns are made in record time and cost comparatively little, this tune-fest has been made at a cost of \$500,000 and is scheduled to play theaters which ordinarily do not play Autry features. Picture also has Jimmy Durante and Ann Miller in the cast and four new tunes—*Melody Ranch*, *Call of the Canyon*, *Same Dream Twice*, and *Rodeo Rose*.

## This and That

**MCFARLAND TWINS** use a fancy billing on music machines reading, "Music that wins by the McFarland Twins." . . . A new tune going big around New York is *Little Boy Love*, which Betty Henson, of Roy Herbeck's band, features on the Okeh label. . . . Operators in that area, incidentally, are beginning to feature Marlene Dietrich's *I've Been in Love Before*, which she sings in her current picture, *Seven Sinners*. . . . Cross and Dunn, well-known vaude and night club act, are using a good music machine exploitation line in one of their current songs. . . . Because of the popularity of their straight version of *Molly Malone*, the Andrews Sisters will record a couple more ballads delivered in a serious vein. The trio, incidentally, will feature another boogie-woogie number in their next picture, *Suek*. *Primitives*, called *Boogie-Woogie Duke Boy*. . . . Ethel Waters and the cast of the *Cabin in the Sky*, Broadway all-colored musical, have recorded the show's tunes on Liberty records. . . . Among cafes on New York's 53d Street doing well afternoons with music boxes is the Registan Yax. Machine has a stock supply of Russian favorites, as well as current hits. . . . Much favorable comment is given the *Yankee Doodle Polka*, which has been recorded by Gray Gordon for Bluebird and Lou Holden for Decca.

## The Birth of a Song

A VISIT of songwriters Don Ray, Hubie Prince, and E. Shehy to the Famous Door, New York night club, is responsible for the tune *Beat Me Daddy, Night to a Bar*, which is becoming increasingly popular on music machines. They were listening to Will Bradley's band at the time and during a lull be-

tween dance sets Freddy Slack, pianist, and Ray McKinley, drummer, banged out a crop of swing notes. Suddenly a customer yelled: "Beat me daddy, eight to a bar." For a gag, the trio presented Bradley a boogie-woogie song using that line for a title. It proved so popular that Bradley made a two-side recording of it for Columbia, and since then several name leaders have come out with popular versions of the tune. Columbia is now selling the Bradley record as a jazz classic.

## 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.

### PHILADELPHIA:

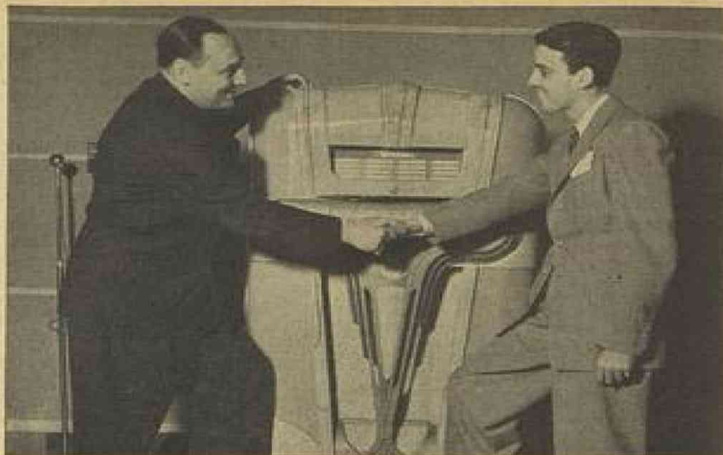
**Bad Humor Man.** Jimmy Dorsey.

Despite the fact that it was originally introduced and publicized by Kay Kyser in his picture *You'll Find Out*, Jimmy Dorsey's version of this catchy novelty is the most popular on machines in this area. Some operators list it in their coming-up batch and see it as a definite leader in three or four weeks.

### BUFFALO:

**I'd Know You Anywhere.** Glenn Miller.

Another tune from the Kay Kyser picture that is gaining fast in the ballad field. Miller, a machine leader here for



LES MARTIN, OF MARTIN & LINDELOF, Mills music distributors in the Chicago area, welcomes Orchestra Leader Dick Cisne to the Mills Music Hall, where Dick listened to a program of recorded music.

many a month, has a beautiful arrangement of it and operators already find it a favorite in many locations. Kyser himself has made a popular recording of the tune.

### DETROIT:

**Rumba-Cardi.** Xavier Cugat.

Progressive operators here are cashing in on the current Latin trend and the favorable publicity given Pan-American good-will efforts. Also, several pictures with Latin backgrounds of late have popularized the rumba and conga and there is a steadily increasing demand for such records in many locations. Cugat's rumbas (listed above is one of them) are among the more popular among record fans.

### WILKES-BARRE, PA.:

**Lo-Lo Lita.** Rene Musette.

A favorite tavern novelty recorded by Victor's foreign department, which introduced the *Beer Barrel Polka* and *The Woodpecker Song*. The locations in industrial sections report more frequent plays of this number than of any other record, including the popular hits. It is typical of other polkas. When they click they click very big.

### OTTAWA, ONT.:

**Falling Leaves.** Glenn Miller.

Altho this ballad has already seen much activity in United States areas and is gaining ground daily, its popularity is only beginning in Canada. Operators are loading up on this recording and feel that it should do as well in some locations as *Sunrise Serenade*, both written by Frankie Carlo.

## WHO IS THE KING?

What orchestra leader in music machine operators' opinion was the most popular during 1940? This poll, conducted under auspices of Coin Machine Industries, Inc., will honor the recording artist or group which is selected by operators via the ballot below. The results of the poll will be announced at the 1941 Coin Machine Show.

## WHOSE DISK WAS BEST?

Remember the "Beer Barrel Polka"? Who doesn't? Well, what tune do you think was most popular in 1940? What was it and who had the best rendition of it? Mark your choice on the ballot below. Results announced and honors bestowed on winners at forthcoming 1941 Coin Machine Show.

Coin Machine Dept., The Billboard  
54 W. Randolph St., Chicago

Most popular recordings for 1940 (up to December 10) in my territory were:

First ..... by .....  
Second ..... by .....  
Third ..... by .....

Most popular recording artists for the same period:

First .....  
Second .....  
Third .....

This vote is based on our records covering an operation of ..... machines.

Name .....  
Company .....  
Street .....  
City and State .....

## Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended December 6 and the week before, ended November 29. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service. (Note: Due to the current fight between the leading radio networks and the music royalty collecting society, ASCAP, songs published by the networks' own music firm, Broadcast Music, Inc., are favored on all chain programs.)

This Week	Last Week
1—So You're the One .....	—
2—Freneli .....	1
3—There I Go .....	2
4—Give You My Word .....	—
5—Same Old Story .....	—
6—I Hear a Rhapsody .....	—
7—We Three .....	6
8—Practice Makes Perfect .....	7
9—Nightgale Song in Berkeley Square .....	4
10—Ferryboat Serenade .....	—

## Eastern Coinmen At Preview Parties

NEW YORK, Dec. 7.—No sooner than George Ponsor had returned from the Packard factory, he held preview parties to introduce the Play-Mor to New York and New Jersey operators. New York operators were guests at the demonstration yesterday and New Jersey operators today.

Jack Mitnick, sales manager for the George Ponsor Company; Rudy Greenbaum, of Packard; and Irving Morris, Newark, N. J., assisted Ponsor with the demonstrations. Homer E. Capelhart flew in to be on hand.

Music machine men are reported to have shown tremendous enthusiasm over the new remote control systems. Ponsor said many orders had been placed for immediate delivery.

# On the Records

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

(CONTINUED FROM PAGE 12)

## FREDDY MARTIN (Bluebird)

*It's a Great Day for the Irish*—PT; VC. *Harbor of My Heart*—PT; VC.

First side comes from Judy Garland's forthcoming *Little Nellie Kelly* picture, and adds up to no more nor no less than is expected from the title. Tempo is fast, a little on the martial side, the vocal is ensemble, and there's not much to the band's work in between warbled passages. Plattermate is more in Martin's suave, danceable style, displaying again the ork's effective string section. Clyde Rogers' vocal on this one is a little on the weak side, however.

## GENE KRUPA (Okeh)

*Somewhere*—PT; VC. *You Danced With Dynamite*—PT; VC.

Krupa again for a pair of ballads, delivered simply and with conventional ensemble playing surrounding Howard Du Lany's able vocalizing. The band at times sounds a bit tired on the second side, perhaps less its fault than the long, slightly enervated Jimmy Van Heusen melody that it has to work with. Even Du Lany, normally very much at ease with a ballad, finds it a little tough wading thru the tune's complexities.

## DUKE ELLINGTON and JIMMY BLANTON (Victor)

*Sophisticated Lady*—Piano and String Bass. *Pitter Patter Patter*—Piano and String Bass.

This is an extremely unusual pairing whose appeal is nil to all but confirmed jazz students. The uninitiated may be attracted by the noted Ellington *Sophisticated Lady*, but it isn't the song they know, except for traces of the familiar melody. Blanton's bowing of the bass on the first chorus is weird to the nth degree from a strictly commercial standpoint, and it will be understood, if at all, only by experts. Remainder of both sides has him picking and slapping the strings, with the Duke's intelligent pianistics weaving in and out in their accustomed accomplished style.

## GUY LOMBARDO (Decca)

*Old, Old Castle in Scotland*—PT; VC. *Goodnight, Mother*—PT; VC. *A Nighttime Song in Berkeley Square*—PT; VC. *Did Anyone Call?*—PT; VC.

Four different songs that the quiet, uninspired Lombardo manner manages to sound pretty much alike. All are typically done, complete to Carmen Lombardo quaverings, with the exception of the last, which offers brother Lebert for the lyricizing in a style that isn't too much of an improvement on Carmen. But the Lombardo following is no white less than always, which means the sales chances here are a thousandfold greater than on the most musically adroit jazz item that appeals only to swingophiles.

## ABE LYMAN (Bluebird)

*Three at a Table for Two*—PT; VC. *Johnny Peddler*—PT; VC.

Effective brass and reeds blended in a nice arrangement, backed by danceable tempo, and aided by a smooth Eddie Holly vocal, make the A side worth while either for listening pleasure or for rolling back the rugs and tepping. Reverse is likewise well done in a fast bounce tempo and a good full arrangement, highlighted, before Ross Blane's commendable word-selling, by some interesting string plucking from the fiddles. An enjoyable double from rim to label on either side.

## KATE SMITH (Columbia)

*Adeste Fideles*—V. *Silent Night, Holy Night*—V.

The commercial possibilities of this pressing are obvious from the titles. With Miss Smith doing a sincere, straightforward job of singing these Christmas classics in her clear, strong voice, it's entirely possible that this disk will provide stiff competition for Bing Crosby's *Silent Night* on yuletide turntables this year and in holiday seasons to come. Arrangements here are simple, wherein lies their beauty.

## HAL KEMP (Victor)

*So You're the One*—PT; VC. *Walkin' By the River*—PT; VC.

The usual Kemp subtone clarinets and triple-tongued brass cuts thru these sides to a degree a shade less than on most of Hal's recordings. When this disk isn't in the customary Kemp style it's largely full, clean ensemble tooting to a danceable beat. Janet Blair's vocals are not so good, and give the disk its only inexpert touch.

## CHARLIE BARNET (Bluebird)

*Redskin Rumba*—PT; *Southern Fried*—PT.

Typical Barnet stylings on the A side, amounting in spots to another reed tour de force for the maestro. Outside of that it's a medium jump instrumental without too much individuality. Even less of the latter quality is displayed on the plattermate, a medium slow riff tune that starts with the by now almost inevitable axes backed by brass figures, and then steps out into the expected trumpet, tenor sax, and clarinet get-offs, winding up in a repeat of the first chorus scoring. Done well here, but ordinary in conception.

## BING CROSBY (Decca)

*Please*—V. *You Are the One*—V.

The combination of a new Crosby version and an old song that he was associated with in the past (he did *Please* in a Paramount picture of several years ago) has its sales potentialities. In this incarnation the tune receives the usual



PACKARD MANUFACTURING CORPORATION'S first annual get-together for its distributors, held in Indianapolis November 25-26, proved a gay event marked by good-fellowship. Above shot is of the banquet held in the main ballroom of the Clayport Hotel, Indianapolis.

great Crosby treatment, backed by John Scott Trotter's also usual fine backing. Reverse is a poor song, but Bing has a way with even poor songs.

## DICK JURGENS (Okeh)

*Sweet Molly Melone*—PT; VC. *Along the Santa Fe Trail*—PT; VC.

Several recordings of Molly have been made available within recent weeks, with no one of them managing to amount to much thus far. Jurgens's version is no better or worse in general conception and execution than the others, and it, like the others, is in the coin phonograph vein. It's soft and slow, using strings nicely, and offering Harry Cool's clean telling of the story. Flipover is also nice in a quiet sort of way.

## REX STEWART (Bluebird)

*My Sunday Gal*—PT. *Without a Song*—PT.

When Duke Ellington was on Columbia records some months ago, several of his star instrumentalists waxed their own sides on the erstwhile Vocalion label, using part of the Ellington band to back up their featured trumpet, clarinet, or sax outpourings. Now that the Duke is on the Victor the same thing is happening, with Stewart given the spotlight on this Bluebird disk. Septis star is added and abetted by a small combo of Ellingtonians, and it all adds up to fine hot jazz that, like endeavors of this type, is pretty limited in sales appeal. It's mostly Stewart's cornet here, with one or two other excellent soloists stepping forth occasionally.

## BOB CROSBY (Decca)

*Drummer Boy*—PT; VC. *Ain't Goin' Nowhere*—PT.

Side A comes from the *Strike Up the Band* movie, and is more or less a waste of time for a band like this. A lot of grooves are taken up with the warbling of the Bobolinks, and outside of a good piano chorus from Jess Stacy it's a fast, jumbled bit of nothing. Stacy has further opportunity to shine on the companion piece, making it practically a one-man performance of one of his originals. Needless to say, Jess's ivory work being as high-grade as it is, this side makes really good listening.

## WAYNE KING (Victor)

*The Waltz You Saved for Me*—W. *Song of the Islands*—W.

The King theme on the first side, re-recorded on this label, is in the same soft, slow, sweet fashion that has introduced this band on the air for years. No excitement, no striving for unusual effects here or on the reverse; just easy, restful strings, reeds, and muted brass—fine for relaxation, boring in solid, sock arrangements are looked for.

## TOMMY TUCKER (Okeh)

*Papa's in Bed With His Britches On*—PT; VC. *Oceanic Roll*—PT; VC.

Papa is completely vocal, with Amy Arnel giving forth sometimes excellently and sometimes quite the opposite. When it's the latter it's because she tries too hard to be coyly cute and succeeds only in being slightly irritating. Singing straight and with genuine humor, she's okeh. Tucker version of this novelty has some laughable lyric lines, and if dancing rather than listening is desired there's a good beat behind the wordage. The oldie on the reverse is done satirically, with the corny overtones a case of musical tongue-in-cheek. It's a pretty fair band job on this side.

## WILL BRADLEY (Columbia)

*Dearest, Dearest I*—PT; VC. *Fine o'Clock Whistle*—PT.

Bradley gets his by now expected fine drive and power on these two sides, and kicks out the best version yet of *Dearest, Dearest I*, due to a fine sock arrangement, Ray McKinley's humor-filled

vocal, and the touch of boogie-woogie (a smart stunt in cementing the band's style in disk buyers' minds, this insertion of an eight-beat on a straight dance pop tune) near the end of the side. *Whistle* is different from its predecessors already on the disk market in that it has no vocal—except for a brief McKinley talked interpolation—and concentrates solely on a driving instrumental arrangement.

## CHARLES KAMA (Bluebird)

*Rainbow Over Paradise*—PT; VC. *Sweet Kong Moonlight*—PT; VC.

Typical Hawaiian stuff, not too well done. Singing is bad, and only some nice Hawaiian steel guitar slidings contribute to the credit side of the ledger.

## FREDDIE "SCHNICKELFRITZ" FISHER (Decca)

*When You Wore a Tulip and I Wore a Big Red Rose*—PT; VC. *I Wish I Was Back in Milwaukee (With the Beer and the Pretzels)*—PT; VC.

Corn with a capital C, but corn picked by experts. Fisher makes no attempt to do anything on his records but disseminate that good old-fashioned commodity, and this disk is good for a lot of laughs, not at the band but with it, because it's obvious that it's intended for laughs, not musical appreciation. Reverse is real beer-garden stuff in addition.

## AL KEALOHA PERRY (Decca)

*Hawaiian Cowboy*—Hula; VC. *Polynesian Love Song*—Hula; VC.

The Hawaiian lyric on the A side, at least to the uneducated, makes no sense whatever, inasmuch as the English title comes in every now and then plus one interpolated "heading for the last round-up" remark. The companion side is more intelligible due to an English lyric, and over all is the customary grass-skirted rhythmpation.

## TOMMY DORSEY (Victor)

*You Say the Sweetest Things, Baby*—PT; VC. *Not So Long Ago*—PT; VC.

Dorsey on a couple of so-so songs about which the band apparently couldn't get excited; for the instrumental performance sounds as lackluster as the melodies on which it's bestowed. Connie Haines and the Pied Pipers for the first side, and Frank Sinatra on the reverse, help lift the general average of the disk, but it's weak stuff for Dorsey.

## COUNT BASIE (Okeh)

*Blues (I Still Think of Her)*—PT; VC. *The Apple Jump*—PT.

Both sides are mainly the Count's inimitable piano playing, which gives them their only distinction. Jimmy Rushing takes on a vocal on the A side that is typical race record blues singing, and for the rest it's ordinary band jump material, excepting, of course, the Basie ivory performance, which is always in a class by itself.

## VAUGHN MONROE (Bluebird)

*Your Dream*—PT; VC. *You and Your Kiss*—PT; VC.

Two Jerome Kern melodies from a new picture, *One Night in the Tropics*, that complement nicely Monroe's deep baritone and the smart, smooth scoring and playing of his band. Songs are good, as is practically anything penned by this composer, and Monroe doesn't let them down, instrumentally or vocally.



"INDICATIVE OF THE HIGH CALIBER of the locations which are taking to Keeney's remote-control wall-box installations is Waldman's, Michigan Boulevard Tavern in Chicago. The Century Music Company, firm which made the installation, advises that music receipts were increased severalfold," reports Keeney officials.

### REGISTER NOW

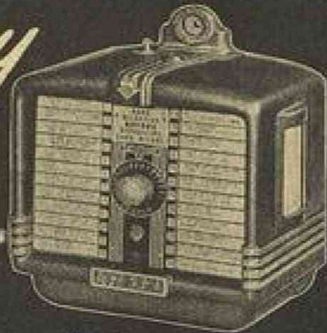
for  
1941 COIN MACHINE SHOW

Registration blank in  
this issue

# .. DEFY ALL COMPETITION!

## WALL BOXES

with *Keeney*



For ALL Makes and Models . . .

- THEY SAVE MONEY!
- MAKE MORE MONEY!
- GET BEST SPOTS!

See Your Keeney Distributor TODAY!  
**J. H. KEENEY & CO., INC.** NOT 2001 CALUMET AVE. CHICAGO, ILLINOIS  
 "THE HOUSE THAT JACK BUILT"

# 4000 Play

## Pfanstiehl Needle

COIN MACHINE

**PFANSTIEHL CHEMICAL COMPANY**  
 Metal Division  
 100 Lake View Ave., Waukegan, Illinois

No Break-In Period . . . No Break Point . . . Needle Must Never be Turned . . . Round Point, Truer Tone.

THE BEST and ORIGINAL in

# WIRED MUSIC

RODNEY PANTAGES IS A PROVEN MONEY MAKER!

**BABE KAUFMAN** 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

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

## EASTERN FLASHES

**NEW YORK, Dec. 7.**—With convention time fast approaching, conversation of Eastern coinmen is turning to discussions of what they may expect to see at the show. Consensus throught the East is that more coinmen from the Atlantic Seaboard States will be on hand for the show than ever before. Many local distributors already have reserved rooms at the Hotel Sherman, while others state they are depending on the manufacturers to help them take care of the crowds they are bringing with them.

**AROUND THE TOWN . . .**  
 Plenty of visitors in town during the week: Homer E. Capehart arrived by plane Friday (6) for Ponsner's showing of Packard's Pla-Mor. . . . Gene Cantrell, of Sanders & Cantrell Company, Troy, N. Y., and Lou Lipain, of Square Amusement, Poughkeepsie, N. Y., were visitors at Interstate's new headquarters on Coit row, where Joe Fishman and Marvin Liebowitz preside. . . . Dick Wiggins, of C. D. Jennings, showed local operators his wired music system at the Park Central. . . . Charley Lichtman, of Rocky Amusement, is seeking a spot on Coit row. . . . Jack Mitnick, of George Ponsner Company, was showing some of the boys pictures of Rudy Greenbaum that he took some time ago. . . . Mike Munves's manager with the two names wants everyone to know that his real name is George Gus. Mike, incidentally, says he's going to town on merchandise vendors. He expects to build up the new department to a point where it will be doing the same brisk business that his arcade and amusement machine departments are doing. . . . Jack Fitzgibbons was out of town most of the week contacting distributors and operators in his territory and paving the way for the announcement of the big surprise that Bally soon will make. During his absence Bill McDonald and the other boys at the Bally Building were busier than ever.

**MEN AND MACHINES . . .**  
 Jack Nelson, Rock-Ola vice-president, is on his way here from Florida. . . . Jerry Thorner, of Manhattan Distributors, was kept hopping last week while Joe Eisen was out of town. . . . Rudy Greenbaum, Packard's Eastern representative, has returned raring to go. He was laid up for a few days in the Midwest recovering from a train accident. . . . Tony Gasparro, of Weston Distributors, spent most of the week at the Exhibit plant in Chicago. . . . Sol Silverstein, Chicago Coin traveling representative, in town to tell all the boys about his firm's new hit. . . . Dave Simon, of Simon Sales, Inc., declares operators have been showing him collection reports to prove that Keeney's Air Raider is earning phenomenal profits on locations of all types. . . . Bert Lane says he's now receiving Genco games in double carload lots to meet the demand. "We're also shipping out Mutoscope Sky Fighters and Daval latest counter games as fast as they come in," he says. . . . DeWitt (Doc) Eaton spent most of his time in Boston this week choosing a

Buckley representative for New England, F. H. Parsons, of Buckley Music, is on his way here from Chicago, it is reported.

**FAST FLASHES . . .**  
 "There's something big in the air for operators here," says Al Simon at Savoy Sales. "Chicago Coin calls it Strat-o-Liner, but I call it tops," he says. . . . Constantly increasing business has meant continued expansion for National Novelty Company, of Merrick, L. I., according to Earle C. Backe, president. He reports the firm has recently acquired more storage and shipping space and has added four employees to the staff. . . . Bill Rabkin is still talking about the way operators at the Western Coin Show took to Mutoscope's Sky Fighter, Photomatic, and other equipment. . . . As more orders for Stoner's Anabel roll in, Hymie Budin says he's busier than ever. . . . Over at Tri-Way Products Company, where Ultratone, the chandler ceiling speaker, is turned out, orders are reported pouring in from operators in all parts of the land. . . . Marshall Corrine, Jr., has a new addition to his Marcor 1-cent vender which enables operators to sell both tab gum and candy bars out of the same machine.

**COIN SHOTS**  
 Sam Sachs is looking forward to 1941 with keen expectation that the phone remodeling business will boom to greater heights than ever before. "We'll have plenty innovations for operators next year," he promises. . . . Dave Firstone reports selling plenty of Mason 1-Cent Mint Venders on his current road trip. . . . Charley Aronson and Bill Alberg are rumored to be planning to unleash something hot any day now. . . . Charley Mayer, of Superior Salesboards, was taken ill on a visit here and had to spend most of his time in his room at the Taft Hotel. . . . Miss A. M. Strong, of G. V. Corporation, predicts that 1941 will be the biggest year yet for DuGrenier's Adams Gum Vender.

**JERSEY JOTTINGS . . .**  
 Between answering questions about Packard's Pla-Mor and booking orders for Chicago Coin's Strat-o-Liner and Gottlieb's Paradise, Irv Morris never seems to have a second's rest at the Ponsner Jersey headquarters. . . . Irv Orenstein, of Hercules, binds together the copies of The Billboard he receives each week. . . . Jack Kay, of Ace, is all smiles over the many orders that came in since he announced his latest sale. . . . Jack Berger, of Newark Coino, is still as busy as ever. . . . Plenty of action at Al Cohen's Asco Sales Company, too. . . . One of the busiest of the music firms in the State is Barney Sugarman's Royal Sales, according to reports. Shugy claims the entire State has swung over to Buckley Music Systems.

**OUT OF TOWN NOTES . . .**  
**FROM BOSTON** comes the word that Dave Bond, of Trimount, is swamped with orders for Daval's Cub and Ace. . . . Ed Raverby, of Owl Mint, has worked out a new shipping plan which will enable his firm to give customers faster delivery service.  
**FROM PHILLY** Joe Ash, of Active, reports that if the rush continues he



ONE OF WURLITZER'S BIGGEST INTRODUCTORY PARTIES for the new Colonial model was held at the Hotel Elitmore, Los Angeles. According to Wurlitzer officials, the party produced so many orders that Mike Hammergren, Wurlitzer general sales manager, hurried back east to lay plans for filling them with all possible speed.

# DECCA

## Hot Tips for Operators

### PILE UP THE PROFITS WITH THESE POPULAR PLATTERS!!

- 3423 DO YOU EVER THINK OF ME? YOU MADE ME LOVE YOU  
*Ding Crosby and the Merry Macs*
- 3478 LET'S BE BUDDIES REMEMBER ME  
*Connie Boswell*
- 3461 DREAM VALLEY  
WHATEVER HAPPENED TO YOU?  
*Woody Herman & His Orch.*
- 3453 A NIGHTINGALE SANG IN BERKELEY SQUARE  
DID ANYONE CALL?  
*Guy Lombardo & His Orch.*
- 3464 ALONG THE SANTA FE TRAIL  
DOWN IN FOYLER'S VILLAGE  
*Guy Lombardo & His Orch.*
- 3427 FRENCH A SONG OF OLD HAWAII  
*Woody Herman & His Orch.*
- 3458 HE'S MY UNCLE AMERICA, I LOVE YOU  
*Dick Powell*
- 3445 DO YOU KNOW WHY ISN'T THAT JUST LIKE LOVE?  
*Bob Crosby & His Orch.*
- 3446 FALLING LEAVES A HANDFUL OF STARS  
*Jimmy Dorsey & His Orch.*
- 3440 MEAN TO ME SWEET MOLLY MALONE  
*Andrews Sisters*
- 3441 LOUISVILLE, K-Y. TEA DANCE  
*Ella Fitzgerald & Her Orch.*
- 3301 NEW SAN ANTONIO ROSE WORRIED MIND  
*Texas Jim Lewis & His Band*

**Decca Records Inc.**

Canadian Distributors:  
THE COMPO CO., LTD.  
LACHINE, MONTREAL  
QUEBEC

**50,000 RECORDS FOR SALE**  
\$3.00 per 100 F. O. B. New York.  
Half money with order.  
**United Record Co.**  
310 W. 47th St., NEW YORK, N. Y.

doesn't know how he'll manage to get time to do any Christmas shopping. . . . Ed (Tippy) Klein is getting set to show the boys the workings of Pia-Mor. . . . I. H. Rothstein, Banner Specialty chief, is clearing the decks for plenty of action on new games arriving from manufacturers his firm represents.

FROM BALTIMORE Roy McGinnis sends a reminder that his firm is featuring some of the most outstanding bargains he's ever offered. . . . Irv Blumenfeld, of General, is doing a whale of a job on the new Daval products. . . . Bill Clair maintains he's going to stick to music from now on. . . . Art Nyberg, of Calvert, says he's doing big things with the latest Bally equipment.

## Interstate Takes Offices on Coin Row

NEW YORK, Dec. 7.—Interstate Machine Sales Corporation, distributor for Rock-Ola in metropolitan New York, has moved its offices to 632 104th Avenue, between 45th and 46th Street.

Joe Fishman and Marvin Leibowitz, proprietors, are now located in the center of Coin Row. They have converted a large storeroom into a beautiful showroom, office, and stockroom.

"We are looking forward to a large increase in business, not only because of our new convenient location, but also because of the fine Rock-Ola products being turned out," Fishman stated.

**REGISTER NOW**  
for  
**1941 COIN MACHINE SHOW**

Registration blank in this issue

# Record Buying Guide

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



### GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**There I Go.** This is the first of the two new tunes to climb up into this select section this week after careers that left some doubts, up to now, as to their ability to make it. This, like the song below it, started a strong spurt last week that continued with sufficient force to rate it a place among the blue-ribbon winners at last. VAUGHN MONROE\*, WILL BRADLEY\*, and TOMMY TUCKER\* are the favored trio here.

**The Five o'Clock Whistle.** As in the case of *There I Go*, the progress made by this swing novelty since its debut has been somewhat erratic, but this week finds it unqualifiedly among the top phono numbers. Three bands also are the standard-bearers for it along the machine network, namely GLENN MILLER\*, ELLA FITZGERALD\*, and ERSKINE HAWKINS\*.

**Trade Winds.** (11th week) BING CROSBY.  
**Maybe.** (10th week) INK SPOTS.  
**Practice Makes Perfect.** (8th week) BOB CHESTER\*.  
**Only Forever.** (7th week) BING CROSBY.  
**Ferryboat Serenade.** (7th week) ANDREWS SISTERS, KAY KYSER\*, GRAY GORDON\*.

**We Three.** (6th week) INK SPOTS, TOMMY DORSEY\*.  
**Beat Me Daddy, Eight to a Bar.** (4th week) ANDREWS SISTERS, GLENN MILLER\*, WILL BRADLEY\*.

### COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Down Argentine Way.** Still lacking the necessary punch to land it among the top phono items, this one continues to be good, but not quite good enough. It's entirely possible, of course, for it to blossom forth in another week with the final strength needed to lift it up, but at the moment it's status quo. BOB CROSBY\* is far ahead of his competitors, who take in SHEP FIELDS\*, GENE KRUPA\*, and LEO REISMAN\*.

**Dream Valley.** This Nick Kenny ballad took a nice forward step this week, and two other recordings joined that of SAMMY KAYE\* in the parade. FRANKIE MASTERS\* and WOODY HERMAN\* have come along well, and currently all three disks are about on the same plane in nickel droppers' affections.

**A Nightingale Sang in Berkeley Square.** This is also coming along extremely well, notwithstanding the fact that several of the records that began a week ago to carry its lovely melody thru the machines have more or less dropped by the wayside, with a couple of new ones to take their places. RAY NOBLE\* and GUY LOMBARDO\* remain of the initial group that started the song, with GLENN MILLER\* and SAMMY KAYE\* beginning to keep them company.

**He's My Uncle.** A patriotic number with a slightly different twist, mentioned as beginning to attract attention last week in "Possibilities," this week gets moving in earnest. That is not to say that it is on its way to becoming a terrific coin phono success; it's still too soon to venture a prediction as to that. But more and more machines are picking it up, and it looks good at the moment. ABE LYMAN\* is far out in front on it, with a bit of competition from DICK POWELL, who introduced the song on the air.

**Two Dreams Met.** Only fair is this song from *Down Argentine Way*, seeming to slip back this week rather than go ahead as it should have done. MITCHELL AYRES\* and TOMMY DORSEY\* still are the leading recordings current at the moment in the boxes.

**Falling Leaves.** Also losing ground the past week or so is this beautiful melody, as interpreted by GLENN MILLER. JIMMY DORSEY\* is also in the phono picture here to some degree. Instead of clicking the way it figured to, however, the song has so far failed to make too much of an impression.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on special reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

**Now I Lay Me Down to Dream.** (9th week) Practically out. BOB CHESTER\*, GUY LOMBARDO\*.  
**Rhumboogie.** (5th week) Weakening perceptibly. ANDREWS SISTERS.

### POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

**A Handful of Stars.** A bit of interest is being directed by coin phono patrons toward this picture ballad—not enough as yet to consider the song as up-and-coming, but enough to advise operators generally to watch out for it.

**Moon Over Burma.** The same thing exists here, with scattered locations finding it an attractive number. Also from a movie and also a ballad, it has its chances to click nicely.

**Along the Santa Fe Trail.** A Western type ballad with a particularly appealing melody that makes good coin phonograph fodder. Operators would be wise to keep an eye on this one, for there are several nice versions available and any or all of them are likely to hit.

**Adi-Adi-Adios.** A light, bouncy number in the same vein as *Ti-Pi-Tin* (and with a melody a bit suggestive of that success) that may fulfill operators' desires for a number of this type, of late conspicuous by its absence in the boxes.

**Do You Know Why?** Another picture song, this time from the forthcoming Jack Benny-Fred Allen starrer, *Love Thy Neighbor*. This tune, along with another one from the score called *Isn't That Just Like Love?*, may find a pretty successful career under the needles of the nation's music machines.

\* Indicates a vocal chorus is included on this recording. Double-measure records are purposely omitted from this column.

# The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 401 LIST PRICE, 50c

- 27229 Evening Star—Waltz Serenade—Waltz (Schubert) Wayne King
- 27230 Star Dust Temptation Artie Shaw
- 27231 Let's Be Buddies Make It Another Old Fashioned, Please I'm Waltz with Orchestra
- 27232 'Tola Bella High on a Winery Hill Sings and Stray with Sammy Kaye
- 27233 'Tola Bella Swango River Tommy Dorsey
- 27234 'Andani E—'Ke Ke Upe Ray Kinney and his Hawaiian Musical Ambassadors
- 27235 Choo-ee (Song of the Swamp) Across the Track Duke Ellington

BLUEBIRD "POPULAR" RELEASE NO. 307 LIST PRICE, 35c

- B-10058 I'm Looking for Someone's Heart The Voice in the Old Village Choir The Four King Sisters with Orchestra cond. by Alvin Roy
- B-10059 'Somewhere' Fresh as a Daisy Glenn Miller
- B-10060 'Walkin' by the River' I Look at You Mitchell Ayres and his Fashion-in-Music
- B-10061 I Want to Rock Jump, Joe Larry Clinton and his Bluebird Orch.
- B-10062 'The Very Thought of You' All of Me Benny Carter
- B-10063 'You're the One' 'The World Without You' Tony Pastor
- B-10064 'I'm in a Lovable Mood Tonight' Flamingo a Wing-Did Bob Chester
- B-10065 'What'll I Do if I Marry a Soldier' Fresh as a Daisy Shep Fields and his New Rippling Rhythm

\* Vocal Refrain Order ROA Victor Records Point Needles from your ROA Victor Distributor Today, in Canada, ROA Victor Co., Ltd., Montreal.

Order from Your Distributor TODAY!

## Babe Kaufman Pantages Distrib

NEW YORK, Dec. 7.—Babe Kaufman, well-known distributor and operator of music machines here for many years, has taken over the distribution of the Rodney Pantages wired-music system for the East.

Luigi Perinetti, representative for Pantages, and Babe Kaufman closed the deal this week. Babe reports she will contact operators in her territory and will have a system in operation soon. Central headquarters will be located in her offices on West 54th Street.

"The operators" says Babe, "are invited to come up and see the system in operation. I believe there is a tremendous market for this kind of equipment, and I have every reason to believe the Pantages system offers many advantages for increasing music operators' profits."

## Booming Business For Modern in Fla.

MIAMI, Dec. 7.—Business is so good for the Modern Vending Company's two Florida offices that the staffs are working thru eight-hour shifts, seven days a week, execs report. Additional employees have been added to help take care of the unprecedented increase in business, Irving Sommers said.

"Business is booming here and in Jacksonville," he stated. "The tourist trade is so good that trains, planes, and boats are booked solid for the season. The Miami area ranks first in building at this time and from all indications the surface hasn't even been scratched," Sommers said.

### Pan Lists 10 Best Bulk Candy Sellers

CHICAGO, Dec. 7.—Pan Confections, Chicago, manufacturers of candy items for bulk and 5-cent candy vendors, each month reports the candies which have been most popular with operators during the previous month. The report is taken direct from Pan's sales records and contains, it is said, consensus of opinion of operators from Coast to Coast.

During November the following were the "big 10" with bulk vending machine operators: (1) Midget Baked Beans, hard shell; (2) Candy Teeny Beans; (3) Salted Virginia Peanuts, blanched; (4) Salted Spanish Peanuts; (5) Salted Mixed Nuts; (6) Assorted Licorice Pastels, hard shell; (7) Coconut Cream Nibbles; (8) Panco Ball Gum; (9) Chocolate Coated Raisins, sifted; (10) Candy Fruities, hard shell.

Pan is now featuring several new items. These are Midget Baked Beans, hard shell, a sugar coated Spanish peanut, Tiny Peetin Hearts, Assorted National Stars in red, white, and blue; and Salted Mixed Nuts, a combination of blanched Virginias, Spanish peanuts, Brazil and cashew pieces, filberts, pecans, and almonds.

### New Nut Mixture For In-a-Bag

CHICAGO, Dec. 7.—"Operators are reporting greatly increased In-a-Bag sales thru the use of Jennings' new special nut mixture," said E. P. Winkel, sales executive of O. D. Jennings & Company.

"This new mix is the result of a very thorough and comprehensive investigation. We worked with operators, nut wholesalers, and representatives of every phase of the business. After painstaking experiments we finally developed this particular mixture. Quality and tasty variety are combined to make it one of the most popular ever created.

"Our policy of extending the fullest co-operation to operators prompted us to make this mixture. The result has



### New Cigarettes Use Quinquifolium

NEW YORK, Dec. 7.—Advertising of a new cigarette called Pinehurst began last week, it has been disclosed. The manufacturer is the R. L. Swain Tobacco Company, Danville, Va.

Pinehursts are standard-sized and priced at the same level with best sellers in the field. "Revolutionary smoothness" and "utter mildness" were among the phrases used in announcement copy.

Novel feature of Pinehurst cigarettes is that they are made by a process involving the use of quinquifolium, an herb used as an agent to keep the cigarettes moist. Glycerin or diethylene-glycol is used in most leading brands for this purpose.

Pinehursts have been extensively tested, it is said. Distribution will be limited for the present to Virginia and the Carolinas, with a slow but steady expansion planned. Cities in which initial advertising will appear are Danville, and Raleigh, Greensboro and Pinehurst, N. C.

Pinehurst copy will feature the slogan "It's seasoned," and will explain how the use of quinquifolium in the cigarettes prevent noise and throat irritation from smoking. The result, according to copy, is a "super smooth" smoke.

already been proved by the many testimonials from In-a-Bag operators testing of the immediate increase in business after adapting this new special mixture."

### Hirsch Re-Elected President of N. Y. Venders' Group

NEW YORK, Dec. 7.—Joe Hirsch, well-known operator, has just been re-elected by the members of the Amalgamated Vending Machine Operators' Association to serve an additional term as president of the organization.

Hirsch served this past year with flying colors, members report. Not only has the membership increased but the operators have generally prospered. There has been a lot of work on the part of the association for the betterment of general conditions that has helped to bring the business here greater stability, they say.

It is generally agreed among operators here that Joe Hirsch has been largely responsible for many of the improvements now in effect. They also claim that his leadership of the organization has been praiseworthy from every standpoint.

"The financial condition of the organization is better than it has been for many years," it was said. "Economic leadership is responsible for this financial strengthening of the organization. There is also belief here that with Joe Hirsch in office for the coming year that even this will be bettered and that the Amalgamated will prove itself one of the strongest operators' organizations in the country."

### OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

**Northwestern**

## 39 BELL



- ★ BIGGER PROFITS
- ★ PEP UP LOCATIONS
- ★ SMASH COMPETITION

Whatever you do—don't pass up the hottest the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up—to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION  
605 E. Armstrong St., MORRIS, ILLINOIS

### THE FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

**TORR** 2047A-50. 68 PHILA., PA.

### SILVER KING

\$5.50 Each in lots of 10



5 Lb. "SILVER KING," \$6.50  
10 lb \$5.50

FREE O.S. & Instructions. Write today for terms.

LOW AS 50c MONTH NOW—TIME PAYMENT PLAN ON SILVER KINGS

**TORR** 2047A-50. 68 PHILA., PA.

### ASCO WEEKLY SPECIALS

VENDORS	COUNTER GAMES
1¢ Ball Gum, Cap. 400 . . . \$1.45	1¢ Chicago Club House (Poker) \$5.95
1¢ Peul. Cap. 1 1/2 lbs. . . 1.95	1¢ A.B.T. Model 3 . . . 6.95
1¢ Ever Ready . . . 1.95	1¢ Y.O.F. Token Play out, Cts. Reels 24.95
1¢ Col. Cap. 12 lbs. 3.95	1¢ IMP. New . . . 9.95
1¢-5¢ Stet. Mo. P. Machine Vender. 3.95	1¢ Marvel. Token Play out, Cts. Reels 27.50
1¢-5¢ Northwestern Standard . . . 5.05	1¢ Dandy Vendor, Ball Gum . . . 4.95
1¢ Snacks, 3 col. 7.95	Send for Complete Price List.
1/2 Dep. Bat. C. O. D.	

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

### BIG APPLE PROFITS!

Operate a Route of 5 Apple Display Stands

50¢ 25 California wrapped apples. Receive only 8 inches machine space. READY STOCKED! Over 100% gross profit.

RESERVE YOUR TERRITORY!

Rec'd \$3.75 at once for sample Display Stand and 20 delicious California wrapped apples.

**D. ROBBINS AND COMPANY**  
145 GERALD AVE., BROOKLYN, N. Y.

Operators Are Making MORE Money

This New Sanitary Way of Vending Nuts and Candies

JENNINGS

## IN-A-BAG

In-A-Bag earnings are proving 3 to 4 times that of the conventional vender. One operator running over 300 In-A-Bags reports an average profit of over \$4.00 net per machine per month.

With In-A-Bag you can get locations you never had before—such as factories, shops, offices, school stores, depots, amusement places, etc.

In-A-Bag is smartly styled and sturdily constructed. Mechanism is simple and proved mechanically perfect. His slug ejector coin chute.

SPECIAL MIX FORMULA. Hundreds of In-A-Bag operators will testify to an immediate increase in sales after adopting a special nut mix developed by O. D. Jennings & Company for use with In-A-Bag.

Write or wire for details on the new In-A-Bag. Don't delay! Do it today—now!

**O. D. Jennings & Company**

4309 West Lake Street, Chicago, Illinois.



### Idaho Paper Prints Boost for Venders

BOISE, Idaho, Dec. 7.—From an editorial in *The Idaho Daily Statesman* one would conclude that coin machines were about to take over in Idaho. It is a very favorable editorial which will warm the cockles of the hearts of vending machine men. In the issue of November 23, in part, there appeared: "All those machines in which you drop a coin and pull a handle aren't one-armed bandits and the operators are out to educate the public to the fact. Right now operators of the machines are trying to prove how the automatic salesman thruout the nation are helping business.

"... there are legitimate slot machines which pay out full value every time a coin is inserted. These machines handle millions of dollars annually.

"A coin in the slot and today the busy buyer can get candy, cigarettes, minute steaks, gum, apple pie, all manner of packaged goods, and, of course, the new movies with music. You can buy peanuts for a penny, a chunk of ice for a quarter. You can get ice-cold pop for a nickel.

"And now you can get a hot dog, nicely warmed electrically before delivery. You can slip into a night club cubicle, slip a quarter in the machine, and get an electric shave. In a bathing beach dressing room, for a dime, you can be sprayed in a few seconds with a sunburn palliative which would take 15 minutes to apply by hand.

"There seems to be no end to the program. Pretty soon, it seems, you'll be able to drop a coin and get a new automobile or a pre-fabricated home—anything but the jackpot."

### Postpone Loft Pepsi-Cola Merger

WILMINGTON, Del., Dec. 7.—A special meeting of Loft, Inc., stockholders to pass upon a plan of merger with the Pepsi-Cola Company was adjourned when officials declared that additional time was needed for final adjustments with the Federal agencies concerned. Proxies representing more than 75 per cent of the outstanding stock were received in favor of the merger, a spokesman said. A meeting of Pepsi-Cola stockholders here was also adjourned.



## Cigarette Firms Chalk Up Billion Dollar Biz in '39

WASHINGTON, Dec. 7.—Sales, assets, and earning power of six leading cigarette companies whose securities are registered under the Securities Exchange Act are revealed in the latest of a series of surveys of American listed corporations, just issued by the Securities and Exchange Commission.

These six companies represent all of the cigarette manufacturers which have securities registered, with the exception of one concern having assets of less than \$1,000,000. Of the six companies, three accounted for 85 per cent of the total assets and 80 per cent of the volume of business done by the whole group in 1939. These three are the American Tobacco Company, the Liggett & Myers Tobacco Company, and the R. J. Reynolds Tobacco Company. The other three companies included in this survey are the Axton-Fisher Tobacco Company, the P. Lorillard Company, and Philip Morris & Company, Ltd., Inc.

The combined volume of business of these six enterprises amounted to \$944,000,000 in the year ended on or about December 31, 1939, compared with \$663,000,000 for the previous year.

A combined operating profit of \$109,000,000, or 11.5 per cent of sales, was reported for the group, compared with \$101,000,000, or 1.8 per cent of sales in 1938. These same enterprises showed a combined profit after all charges (including non-operating gains and losses, prior claims, interest and income taxes) of \$85,000,000, or 9.0 per cent of sales for 1939, compared with \$81,000,000, or 8.7 per cent of sales, for 1938.

Dividends paid by the six companies

during 1939 totaled \$73,800,000, of which \$5,400,000 was current cash dividends on preferred stocks and \$68,400,000 was cash dividends on common stock. In the fiscal year 1938 dividends paid out totaled \$78,000,000, of which \$5,800,000 was paid on preferred stocks and \$72,200,000 was paid as cash dividends on common stocks and \$2,600,000 was stock dividends on common stocks.

The total of the six companies' surplus accounts increased \$13,000,000 in the fiscal year ended 1939 to \$195,000,000, compared with an increase of \$8,000,000 in the preceding year. Combined assets of the six totaled \$748,000,000 at the end of 1938 and \$761,000,000 a year later. Land, buildings, and equipment at their net book value increased from \$59,000,000 to \$61,000,000 during 1939, and reserves for these assets increased from \$48,000,000 to \$51,000,000.

Current liabilities declined in 1939 from \$95,000,000 to \$74,000,000. Stockholders' equity, as indicated by book value of capital stock and surplus, increased from \$581,000,000 to \$591,000,000 during 1939.

## CMA Officials Get Convictions Against Sluggers

LOWELL, Mass., Dec. 7.—A vigorous drive by CMA officials to stamp out use of slugs in this section resulted recently in the conviction of 22-year-old Nicholas Kessaris on four separate counts. Kessaris was fined \$100 on one count and sentenced to 30 days each on three other counts. Ten more counts of slugging were filed. The three 30-day sentences will be served consecutively.

Kessaris was arrested after an investigation by the district attorney's investigator and the Lowell police inspector. The prosecution told the court that Kessaris had received four shipments totaling 75 pounds of slugs in the last few months from an Ohio firm. The slugs were sent to a variety store where they were refused and Kessaris then would pick them up at the express office. After being arrested he attempted to throw away some slugs he had in his pocket. These were introduced as evidence. Three thousand nickel and dime slugs were found in the young man's home, together with cartons of cigarettes. Kessaris is said to have received 10 cents for each package of cigarettes and he kept the three pennies which the Massachusetts machines yield with each package since the 17-cent price became effective.

The fine and sentence were accepted by Kessaris after his father refused to post bond pending an appeal. In sentencing Kessaris, Judge Patrick J. Reynolds said the young man appeared to be the front for a group of men preying on a legitimate business. The judge said he was in no way inclined to be lenient despite the plea of defense counsel.

## U. S. Collects Over 61 Millions in Cig Taxes During October

WASHINGTON, Dec. 7.—Federal taxes on tobacco products of all descriptions and cigarette papers and tubes during the month of October amounted to \$61,384,894, according to figures released by the Internal Revenue Bureau of the Treasury Department. Revenue collected in the corresponding month in 1939 was reported at \$53,687,145.30.

Cigarette revenue in October reached a total of \$33,457,726.34. Federal collections on cigarettes during that month last year were reported at \$46,155,363.26.

## Financial

CANAJOHARIE, N. Y., Dec. 7.—The Beech-Nut Packing Company, manufacturer of candy mints and chewing gum, among other products, has declared an extra dividend of 25 cents a share on common, in addition to the regular disbursement of \$1, both payable January 2 to holders of record on December 1.

ST. LOUIS, Dec. 7.—The National Candy Company here has called for redemption on December 1 of its outstanding 5 per cent serial gold notes due December, 1941, and December 1, 1942. Because the notes are called in ad-

Announcing

The ROWE

1¢ GUM MERCHANDISER

The ONLY Penny Gum Machine that handles  
all brands—all shapes—all sizes!

Sales  
in Pennies—  
Profits in Dollars!

HERE'S a new machine to sell penny gum . . . a new machine by Rowe—one of the oldest firms in the industry. Nothing like it has ever been built, for it's new in design . . . new in principle . . . new in money-making features no other machine can offer.

For example, this machine will handle any standard gum—regardless of its shape, or size, or brand; if you wish, a different gum in every column—whether it be stick, or tab, or box.

The machine itself is small and compact—only 15" high, 11" wide, 5" deep—just the proper size to fit in everywhere!

Yet, the capacity is tremendous—up to 500 pieces—with every column containing almost twice the quantity usually found in penny machines. And that's not all—there are many other important features to add dollars to your profits. If you want to know about them, and if you want to know the price—which is surprisingly low—write today to:



Sales Department

## ROWE MANUFACTURING CO., Inc.

BELLEVILLE, NEW JERSEY

## Everyone Likes Bulk Vending

By W. R. GREINER—  
The Northwestern Corporation

The universal appeal of operating bulk vendors is aptly proved by the fact that almost every trade and profession is represented among our customers. The flexibility of this business appeals to anyone interested in a part-time job, as well as a full-time occupation.

Right now among many who operate machines along with their other work are sailors, firemen, schoolteachers, undertakers, lawyers, salesmen, dentists, students, ministers, druggists, and even a magician—just to mention a few.

And why not—operating bulk vendors is not only interesting and fascinating with the many contacts it makes possible, but is also a very profitable business. There are very few ventures which have so much to offer in a lucrative way, yet having such variation in time and investment required. The quantity of machines used, the time to be spent, even the amount of earnings desired can be determined by each individual operator to meet his own needs.

The operation of a route of bulk vendors should be considered very seriously by everyone who wants to boost their income, yet not conflict with their present occupation, but especially those who want to get into a business for themselves, to be independent and to be their own boss.

...vance of maturity, a premium of one-quarter of one per cent for each year will be paid or \$2.50 on each \$1,000 principal amount due December, 1941; \$5 on each \$1,000 due December 1, 1942, and \$2.50 on each \$500 denomination due on the latter date.

The total of the bonds outstanding is \$382,000, of which \$58,000 is due December 1, 1940, the remainder representing those called for redemption.

## October Exports of Coin Machines Up 39 Per Cent

WASHINGTON, Dec. 7.—Exports of coin machines during October rose 39 per cent, according to the Specialties Division, Bureau of Foreign and Domestic Commerce. This was the concept of an early report which showed the entire specialties field on the rise. Coin machines were above average percentage of rise by 7 per cent.

October totals, it is expected, will boost the total of all coin machines exported during 1940 over \$1,000,000. Should the per cent of gain be recorded for November and December, it is thought that the 1940 totals will be one of the highest on record.

A complete breakdown of export figures for October will be published in an early issue.

## PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything best. Handmade, compact. It gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machines 20 coin-backs. We'll search it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler lock, adjustable dispenser. Vends coffee, gum or peanuts 1/4 and 3/4 lb. sizes. Thousands of Tom Thumb Vendors now helping real profits to operators. Buy's walk. Write for full details, prices and money-back guarantee today!



Write Today for  
**FREE CATALOG**  
of over 100 different New and  
Used Vending Machines, Counter  
Skill Games and Photo-  
graphs.

**IMMEDIATE DELIVERY!**  
1¢ BASEBALL  
GUM VENDOR  
ONLY . . . . . \$12.50

**D. ROBBINS & CO.** 1141-B DEKALB AVE.  
BROOKLYN, N.Y.

## Mr. Merchandise Operator, Think Of . . .

# PAN

for the biggest variety  
of quality merchandise

# PAN

for smart colors for that  
needed appetite appeal

# PAN

for new idea and suggestions  
that mean more profits

# PAN

for good, tasty merchandise

• SEND FOR COMPLETE LISTING •

# PAN

345 W. ERIE STREET, CHICAGO, ILL.

### Allied Invites Visiting Coinmen

CHICAGO, Dec. 7.—"Allied Novelty Company extends an invitation to all operators to make these offices their headquarters when they come to Chicago," offers Samuel Kleiman, of Allied company.

"During the next few weeks many operators will visit Chicago for business or pleasure or both," Sam continued. "Drop in at Allied when in town. We assure all a warm welcome. Every member of our company is always glad to be of service to our friends and customers, whether their stay in town is brief or extended."

"We'd like to make ours a meeting place for all men of the industry and would like to have them make it a point to drop in and visit with us. You'll find plenty to interest you at Allied."

### National Coin Biz Jumps Up

CHICAGO, Dec. 7. — "Our pre-show clearance has proved such a phenomenal success," reports Harry Helman, sales manager of National Coin Machine Exchange, Chicago, "that we have decided to extend the sale. The splendid response from the trade was most gratifying and we are pleased with the way they took advantage of our special offerings."

"To continue the sale we have replenished our stocks, and all machines are thoroughly reconditioned in sound shape and ready for operation. That means that operators when they receive our machines can put them right into their locations. "Another thing, our stocks are so large that operators can fill their requirements for practically any machine right from our floors. Judging by the response we've had, the business outlook for the future seems brighter than ever."



EXHIBIT DISTRIBUTOR ROY MCGINNIS, Baltimore, Md., signing an order for additional shipments of Zombic on a recent visit to Exhibit Supply Company's Chicago plant. John Christ, Exhibit sales manager, looks on.

## Coin Machines Big Part Of 1940 Parks Convention

Target guns and arcade machines chief types of devices on display

CHICAGO, Dec. 7.—At least nine firms well known in coin machine trade circles had exhibits at the 22d annual conven-

tion of the National Association of Amusement Parks, Pools, and Beaches held at the La Salle Hotel, December 3 to 8. Some visitors said the coin machine exhibits covered almost half the space. The national convention of fairs and expositions officials was held at the Sherman Hotel at the same time and exhibits were also shown there.

Among the firms exhibiting at the parks conventions were H. C. Evans & Company, Chicago, showing the Evans Automatic Bowling Alley. The model shown is not a coin-operated model but uses the automatic pin-setting mechanism familiar to the coin machine trade on the coin-operated bowling game made by the firm. The model shown was a portable standard alley.

Webster Chicago Corporation showed its p-a. systems, a recorder, and other sound equipment. International Mutoscope Reel Company, Inc., New York, displayed Sky Fighter, a target machine reported to be going well in concessions. Silent Sales Company, Minneapolis distributing firm headed by William (The Sphinx) Cohen, displayed the Keeney Air Raider and Anti-Aircraft target machines. Chicago Hardware Foundry Company displayed a coin-operated model of its Sant-Dri machine, which dries the hands and hair by a hot air current.

Exhibit Supply Company, Chicago, staged a real Penny Arcade, showing more than a score of the various machines made by Exhibit for arcades, sportlands, and other concessions. It was probably the most elaborate display at the convention.

Pacific Electro Products Company, Los Angeles, had a big installation of Lite-A-Line and Derby games. These set-ups are reported to have been successful at Pacific Coast fairs. They are not coin-operated, but use counter-type pinball games for playing the big scoreboards and is said to be a substitute for bingo.

Pan Confection factory, supplier of bulk candies and confections and candy bars to the vending trade, had its standard exhibit. The A. B. T. Rifle Sport Gun, shooting BB shot, was shown by O. R. Kirk Company, Chicago. It is not coin operated. Thomas E. Cooper, Erie, Pa., displayed a coin-operated game set-up for four players called Add-Em. It has an electric scoreboard and is a substitute for bingo.

An interesting sidelight on the exhibit was the use of standard automatic phonographs by orchestra booking agencies to play sample recordings of their orchestras and other talent.

### Keeney Air Raider Captures Locations

CHICAGO, Dec. 7.—Air Raider is on the tip of tongue of many distributors today, according to advices received from them by the J. H. Keeney Company, manufacturer of the anti-aircraft gun unit. Reports from operators, it is said, have charged the Air Raider sales electrically until the Chicago factory is

hard pressed to meet demands for the unit.

"Thanks to Keeney"—Stanley

MEMPHIS, Tenn., Dec. 7.—C. W. Stanley, sales head of Automatic Amusement Company, believes Christmas will be a doubly merry holiday for operators in his territory. "Thanks to Keeney," he stated, "Air Raider is topping off the operating year for our customers in glorious style and is getting them off to a wonderful start in 1941."

"From early morning to late evening we get nothing but the highest compliments on Air Raider. I'm happy to state that repeat order accompany the lavish praise. Air Raider certainly deserves all the nice things that our customers are saying about it."

Barok Hails Air Raider

COLUMBUS, O., Dec. 7.—"The past few weeks have been history making insofar as our sales are concerned," declares George Barok, head of the Barok Company. "That history has been written on the wonderful reception of Keeney's Air Raider. Unceasing demand continues and we look forward to the greatest of all years when we close the books for 1940, thanks to Air Raider."

"On locations throughout this territory new enthusiasm for amusement machine play is being evidenced every hour of the day wherever Air Raider is in operation—and that is on practically every location known to our operators. The enthusiasm of players for the fun features of this stirring gun is reflected in constantly growing daily receipts."

Gun Captivates Boston

BOSTON, Dec. 7.—Traditionally conservative Boston and New England have come out of their shell, according to David S. Bond, chief of the Trimount Coin Machine Company. "New Englanders," he relates, "are showing no restraint in their enthusiasm for playing Keeney's amazing machine gun game, Air Raider."

"They have been captivated by its thrilling features. Where Air Raider is in operation crowds are lined up for a turn at the gun. The reaction to the great sport provided by Air Raider is only natural, and a reflection of the great popularity of the gun is evident at our offices, where we are busy until all hours of the evening filling orders."




# "BUY 'EM BY THE CASE!"

## "CUB" BY DAVAL "ACE"

3-Reel 3-Way Play  
With Coin Divider  
and 2 Separate Cash  
Boxes.



Sample \$13.95

Buy 'Em by the Case.  
Case of "6 CUBS" \$75

5 Reel Poker Play  
With Coin Divider and  
2 Separate Cash Boxes.



Sample \$14.95

Buy 'Em by the Case.  
Case of "6 ACES" \$80

### ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3939 GRAND RIVER AVE., DETROIT  
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

## IMPS—NOW \$60.00 FOR 6

CIGARETTE OR FRUIT REELS  
COIN METER \$1.00 EXTRA

### BUY "SPARKS" TOKEN PAYOUT GUM VENDER WITH GOLD AWARD

From

## AMERICAN CIGARETTE MACHINE CO.

1349 Fifth Ave. PITTSBURGH, PA.      1523 Main St. BUFFALO, N. Y.



## OPERATORS, SAVE MONEY

<p><b>FREE PLAY GAMES</b></p> <p>Dude Ranch . . . \$30.50 Nippy . . . 17.50 Wacky . . . 27.50 Mr. Chips . . . 17.50 Castille . . . 39.50 Britt Spot . . . 39.50 Leader . . . 39.50 Lucky Strike Genco . . . 15.00</p>	<p><b>FREE PLAY GAMES</b></p> <p>Bionda . . . \$40.00 Lanella . . . 40.00 Home Run . . . 27.50 Shore Card . . . 25.50 Follies . . . 20.00 Fido . . . 45.50 Roto . . . 32.00 Big League . . . 26.50</p>	<p><b>PHONOGRAPHS</b></p> <p>Classic Marble Glo. \$165.00 Regal . . . 104.50 Gem . . . 99.50 Royal . . . 80.00 Rex . . . 75.00 Wurlitzer C's. Mfg. 91 75.00 Wurlitzer 4-12 . . . 26.00 Chick'n Sam with Base 47.50</p>
---	--	--

1/3 Deposit—Balance C. O. G.—Write for complete list.

AMERICAN COIN MACHINE CO., 357 Clinton Avenue, North, Rochester, N. Y.

## REMOVAL SALE

Wurlitzer 500 (AC or DC) . . \$144.50

Wurlitzer 600 Key (AC or DC) 125.00

Seeburg Royal. 79.50

Seeburg Regal. 114.50

Seeburg Gem . . 104.50

Seeburg Rex . . 74.50

1/3 Deposit, Balance C. O. D.

## CHICAGO SIMPLEX DIST. CO.

Exclusive Wurlitzer Distributors  
2430 South Parkway  
Chicago, Illinois



## Imp

NOW ONLY SIX FOR \$60.00

100% Satisfaction Guaranteed

OLIVE NOVELTY CO.  
2620 Logan Avenue  
St. Louis, Mo.

## Miraben Offers Electrical Kit

CHICAGO, Dec. 7.—A new electrical kit for pinball games has been placed on the market by Miraben Company, Chicago. According to Miraben, the kit was designed by experts to fit the needs of operators. All parts, say Miraben officials, are standard as used by the original manufacturers of games.

"This kit contains contact spring blades in four different thicknesses, silver points in a wide variety of sizes, fiber lifters, black bushings, contact blade insulating strips and separators, brass rivets, and complete switches which may be used on games. The outstanding thing about this kit is the fact that it does not contain a single obsolete part."

"Every part of the kit has been carefully considered so that the operator will be able to use it. All items are attractively packaged in a handy-size leatheroid covered box which will withstand a great deal of wear on service calls. Compartments in the box are arranged so that the operator knows instantly where to find the part."

"Now the operator can save himself a lot of trouble, a lot of money, and a great deal of valuable time. All he does is to take the kit along with him and he can make all necessary adjustments and repairs on even the latest pin games." Miraben also indicated that as a companion to this kit it is marketing a brand-new spring kit which includes every type of spring used in pin games and pay tables.

## Correction!

In his recent article in *The Billboard* Dave Gottlieb, president of Coin Machine Industries, Inc., described the 1941 Coin Machine Show as a "double-deck" show. Now Herb Jones, advertising manager of Bally Manufacturing Company and chairman of the show publicity committee, suggests that we ought to call it a "22-deck" show. "After all," Jones said, "practically every floor of the Sherman Hotel will be devoted to displays of new products and arrangements for the entertainment and comfort of operators, jobbers, and distributors attending the show. From cellar to roof, show visitors will find plenty to prove that the 1941 show is indeed bigger and better than ever before!"

## Minneapolis-St. Paul

MINNEAPOLIS, Dec. 7.—The varnish wasn't dry on the floors at Hy-G Amusement Company, merged last week from the Hy-G Games Company, of Minneapolis, and Amusement Games, Inc., of St. Paul, before well-wishers began to come in to give their hands to Henry H. Greenstein and Jonas Bessler, firm executives.

Another visitor to Chicago from these parts is Sam Taran, head man at the Mayflower Novelty Company, St. Paul.

William (Sphinx) Cohen and Ben Friedman, both of Silent Sales Company, have been in Chicago all week viewing new



## Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Association of Tobacco Distributors, Palmer House, Chicago, January 13, 16, 17, and 18.

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

merchandise previews and getting set for a bang-up time at the coin machine show next month.

According to Harry Bryant, the Buckley systems are moving at a fast pace at Music Installations, Buckley distributor. Bryant's organization operates 50 Buckley locations in addition to distributing the system to other ops.

Oscar (Ozzie) Truppman, of Acme Novelty Company, said business is moving along at a good pace, with Wurlitzer Colonials continuing to find their way into more and more locations that had barred phones in the past.

Marty Olson has returned from Rochester, Minn., where Mrs. Olson underwent an operation. She is reported to be doing nicely.

The snow and cold didn't prevent Cecil Treveer, Winona, Minn., operator, from coming to town to pick up merchandise.

One of the busiest operators in the business is Mrs. A. Nelson, of the Minneapolis firm of Shogren & Nelson. She is constantly on the alert for new locations and getting more than her share of good ones.

John Hartman, of Red Wing, Miss., was in town this week to pick up a few items for his ever-growing route of locations.

Harold Lieberman, of Twin City Novelty Company, is a busy man these days. Between taking care of his coin machine business and attending to his duties of president of the Jewish National Fund Council of Minneapolis, Harold has to keep stepping pretty lively.

In the absence of Sam Taran from the city, Herman Paster, at Mayflower Novelty Company, reports business has been hit a bit by the bad weather. However, he looks for a break in the cold and thereby a break toward better business.

Operators who see Dick Unger working day and night know the reason why. He has to buy shoes for a new baby daughter.

Samples of Gottlieb's new Paradise, five-ball game, have been received by Hy-G Games Company, and Hy Greenstein says he never thought it possible the manufacturer would have been able to put out a product to improve on Gold Star.

Gordon Mickelson, Mayflower representative for Iowa, with headquarters in

Des Moines, led an Iowa delegation to the Twin Cities to buy merchandise. A partial list of those who came up were Al J. Benzli, of Central Sales Company, Cedar Rapids, Ia.; Tony and Tommy Legrot, of Des Moines, Ia.; and William Johnson, also of Cedar Rapids.

Jules Dirks, operator, of Marshall, Minn., came to town to buy games for his territory.

Andy Wolf is adding to his route with new merchandise.

The "400" has been designated as the official Twin Cities train to the 1941 Coin Machine Show. Reservations may be placed with jobbers.

Additional remote control equipment for his route is the aim of Gene Swanson, Minneapolis operator.

Another Minneapolis coltman who has been building up his remote equipment is H. J. Guick.

One of the most popular operators in the St. Paul area is Mike O'Dowd, former world middleweight boxing champion. Mike in recent months has been doing a good job with his Seeburg remote control units and is constantly adding new

## Northwest Business Advances Noted

MINNEAPOLIS, Nov. 7.—New post-depression high levels were reached in many lines of business throughout the Northwest during October, the ninth federal reserve bank reports in its monthly review.

As business continued its improvement in the territory, all of the bank's indexes struck the highest marks for October since 1937, with many of them the highest since 1929 and 1929.

### Indices Move Up

Bank debits in farming centers were the highest since February, 1939. Lumber sales were the best in the 30-year records. Carloadings were the heaviest for October since 1929.

Employment declined from the September level as usual, but was the highest for October in the seven-year records.

Construction contracts were higher in value than for any October since 1919 with the exception of 1933.

Building permits, even excluding a large defense plant, increased in both number and value over last year.

### Mining Activity Brisk

Iron mining activity was brisk to feed mills operating at capacity with a near record consumption.

Volume of manufacturing production was well above last year, tho there was a seasonal decline.

Bank deposits and loans hit new highs for recent years.

Farmers' cash income in the district declined seasonally but was higher than a year ago. Agricultural product prices, however, were at about the same level as a month earlier and somewhat lower than in October last year.

equipment to take care of the great demand received on his route.

### DECEMBER SPECIALS

 <p><b>H. F. MOSELEY</b> Pres.-Treas.</p>		<p><b>5 BALL FREE PLAY</b></p> <ul style="list-style-type: none"> <li>1 Bally Gold Cup, console model, \$47.50</li> <li>2 Bally C.O.D. .... 15.00</li> <li>1 Bally Champion .... 15.00</li> <li>4 Bally Triumph .... 15.00</li> <li>1 Bally Vogue .... 15.00</li> <li>1 Bally Roller Derby .... 14.50</li> <li>1 Chicago Coin Yacht Club .... 25.00</li> <li>1 Chicago Coin Polo .... 25.00</li> <li>1 Chicago Coin O'Day .... 25.00</li> <li>4 Chicago Coin Roxy .... 25.00</li> <li>2 Chicago Coin Commodore .... 21.50</li> <li>1 Kenney Speedway .... 27.50</li> <li>1 Kenney Speed Demon .... 25.00</li> <li>1 Kenney Super Six .... 19.50</li> <li>1 Gottlieb Big Show .... 21.50</li> </ul>
<p><b>CONSOLE &amp; AUTOMATIC PAY</b></p> <ul style="list-style-type: none"> <li>2 Baker Pacer Deluxe, 25¢ Cash \$129.50</li> <li>1 Baker Pacer Deluxe, 5¢ Cash 137.50</li> <li>1 Baker Pacer Deluxe, 5¢ X Sep. 137.50</li> </ul>		<p><b>SIX for \$60.00</b></p> 
<ul style="list-style-type: none"> <li>1 Pace Races, J.P. Model, 5¢ Cash ... \$129.50</li> <li>1 Pace Races, 5¢ Cash, 58338 .... 79.50</li> <li>1 Pace Races, 5¢ Cash, 53225 .... 65.50</li> <li>1 Mills Four Bell, 5¢ Cash .... 187.50</li> <li>1 Mills Square Ball, Airm. Reels, 5¢ Cash 45.00</li> <li>1 Lucky Star, 5¢ Cash .... 57.50</li> <li>1 Kenney Skill Time, 1938 Model .... 69.50</li> </ul>	<ul style="list-style-type: none"> <li>1 Kenney Skill Time, Red Head ... \$24.50</li> <li>3 Bally Grand National .... 82.50</li> <li>1 Bally Fair Ground .... 40.50</li> <li>1 Bally Bowling Alley .... 24.50</li> <li>3 Mills 1-2-3, Free Play .... 35.00</li> <li>1 Mills 1-2-3, Cash Pay .... 24.50</li> <li>1 Kenney Anti Aircraft, Bank Cabinet, 62.50</li> <li>1 Kenney Anti Aircraft, Walnut Cabinet, 70.50</li> </ul>	

The machines listed above are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Above prices are effective December 14, 1940. Write us for your price on any new coin operated machines.

### MOSELEY VENDING MACHINE EXCHANGE, INC.

50 BROAD STREET Day Phone, 3-4511—Night Phone, 5-3329 RICHMOND, VA.

## WRITE OR WIRE

For list of over 500 Free Play Games, Slots, Consoles, Legal Machines and Counter Games out now.

Also full details of our new deal on new games.

### AUTOMATIC SALES CO.

416-A BROAD STREET NASHVILLE, TENN.

### OPERATORS—INCREASE YOUR EARNINGS

Financially sound and successful operators can increase their weekly income by operating our RAY-O-LITE Electric Ray Guns on percentage basis. Limited number available.

Write for particulars.



**PHOEBUS CORPORATION** 222 EAST SUPERIOR ST., CHICAGO, ILLINOIS



TWO MILLS SALES DEPARTMENT men do a little experimenting with the Vest Pocket Bell. Says Charlie Zender to Les Nick: "It's small, Les, but not that small." Production on the bell is said to be breaking all records.

### Strong Roll-a-Cent Demand Continues

CHICAGO, Dec. 7.—"Now in the sixth month of constant sales and production and still going strong is our counter amusement device, Roll-a-Cent," reports Al Kopko, chief of Kopko Sales & Supply Company, Chicago. "There are never any out-of-order signs affixed to this fine game. Players roll pennies down an incline and receive an award if the penny rolls thru the upright slots in the fence. There is no mechanism to get out of or-

der and the operator can easily keep track of awards, inasmuch as winning pennies go into a separate compartment. "Also moving fast is our new line of jar games and supplies. We are the Midwest headquarters for these products and have a wide selection of jar games, refills, pads, and tickets to fill the needs of the operator of this type of game. "We are now well settled in our new quarters and have every item on display, and operators may quickly choose their wants without waste of time. In addition to the above-mentioned items, we have a complete line of phonograph and game supplies."

### Philadelphia

PHILADELPHIA, Dec. 7.—The increased play on the machines during the past two week-ends more than makes up for any slack that might set in during the usual Christmas shopping weeks. Last week-end brought throngs from out of town for the annual Army and Navy football game. The week previous found the local University of Pennsylvania-Cornell football game making it a like holiday week-end. All operators reported high takes, with the spurt most welcome to the music machines, which were given one of the best plays of the year. As a result, the fact that next year's Army-Navy game is assured for the town comes as "good news" and something worth the while waiting for.

Benny Goodman, in town with his band last week, was more concerned over the reaction of the music machine operators to his new band, more than the dancers, and has promised several specials especially designed for the machines.

Herman Gart, back from a trip to Fort Meade, near Baltimore, reports that there are plenty of machines for the amusement of the draftees and the training officers. There are two music machines in the Officers' Club, a machine in the Sergeants' Club, and another music box in the canteen. In addition, there are six machines of various sorts at the Officers' Club. Moreover, machines of every sort are much in prominence at practically every roadside spot on the road out of Baltimore leading to the camp.

Past week found a revival of Gray Gordon's *I Am an American* record in the music boxes. The maestro was in town for a personal appearance at the Earle Theater. All the publicity and promotions arranged by his manager, Artie Pine, were centered around the recording. And all the ops were contacted to make certain they cashed in on it, which they did.

Eddie Heller, who promotes the Victor-Bluebird recordings among the music machine operators, is headin' for a weddin', seeing how Dorothy Davenport, one of the town's glamorous Gwen Schoch model lovelies, has uhuh-ed his proposal to become his model wife at a February wedding.

A secretarial popularity poll among the music machine operators would find top honors going to Cynthia Robbins, efficient and obliging private secretary to Arthur Pockross, head of Universal Amusement Company.

And speaking of polls, city officials can install parking meters in downtown Philadelphia without encountering serious opposition from local citizens. Dan E. Clark's "Front Door Ballet Box" survey, using a scientific cross-section of the population of voting age, shows that parking meters are oked by 83 per cent of those polled.

Al Rodstein and the missus plotting a trek to Florida to precede his trip to

Chicago for the coin machine convention. A newlywed, this will mark the first time that Al isn't soling at the Chicago affair, planning to take the little lady along. However, he won't be alone in Florida, more than a dozen operators planning a fling at the Miami moon before tackling the Chicago show. Interest in the annual show is running higher here than in previous years, and an unprecedented showing of Philadelphia operators can be expected.

Jerry Elkins, who recently stepped out on his own after being associated with brother Harry in the operation of Royal Distributing Company, music machine distributor, is awaiting a visit from the bird with a bill with a bundle of happiness any day now.

### Dallas

DALLAS, Dec. 7.—Dallas coin machine men are experiencing a generally favorable business. Chief topic of conversation of amusement men is the large local expansion of the national defense program which brought another large plane factory to Dallas during the past week. Coin machine men are of the opinion that the benefits of the tremendous expansion in the building of two large plane factories here will mean a 75 per cent increase in next year's coin machine business for this section.

Joe Williams, owner and manager of the Commercial Music Company, is away this week on a combination business and vacation trip to Hot Springs and other points in Arkansas.

George Prock, head of George Prock & Company, Texas and Oklahoma distributors for Rock-Ola products, has just returned from a several days' trip to Los Angeles, where he attended the Pacific Coast Amusement Men's Show.

Five days of continued rain and snow hampered amusement business in this section last week. The north section of the State was visited by one of the worst snow and ice storms in years. East and south sections of Texas were badly damaged during the week by torrential downpours that ranged from 5 to 12 inches of rainfall.

Dallas amusement row is turning to European war news for names. The Bomb Shelter is the newest local night spot. It features a nifty installation of new phonographs and wall-box equipment for dancing between sessions of its local orchestra.

Local coin machine men are much interested in the proposed introduction of new laws at the January session of the Texas Legislature to legalize horse racing in the State.

The D. & H. Music Company has moved to new headquarters at 3803 San Jacinto Street. The firm, composed of Barney Dosterchill and Porter Harrison, is one of the largest music operators in the city. Complete new offices, sales and display rooms, and a repair shop are being installed at the new location.



**DON'T MISS THE '41 SHOW! - MAIL YOUR REGISTRATION TODAY!**  
**COIN MACHINE INDUSTRIES INC., CHICAGO**

"LET'S GO TO THE '41 SHOW!" is the theme of this poster which is now being displayed in manufacturers' and distributors' headquarters throught the country. The poster is 24 inches by 22 inches and is printed in black, yellow, and orange. It was designed by Byrde, Richard, & Found, New York advertising agency, under the direction of Herb Jones, advertising manager of the Bally Manufacturing Company and chairman of the 1941 Coin Machine Show publicity committee.

### MAIL TODAY!

**THE BILLBOARD**  
 54 W. Randolph Street, Chicago, Ill.

Gentlemen: Please have my admission badge ready for me at the 1941 Coin Machine Show registration desk.

Name .....  
 (Please print plainly)

Address ..... City and State .....

I am connected with the industry as I have indicated in checking the following:

- Operator
- Jobber
- Distributor

I operate the following types of machines:

- Amusement
- Music
- Merchandise
- Scales

Other types, if so list .....

Signature .....

Please enclose letterhead or business card as identification.

You may register for others by listing here:

.....  
 .....



KEENEY DISTRIBUTOR MAC MOHR, Los Angeles, believes in giving operators what they want. Consequently, he devotes his display room to an easily inspected arrangement of Keeneey music units, including Keeneey wall boxes and Organettes. He reports an increasing number of Keeneey wall box installations.

## Ponser Predicts Great New Era Before Industry

NEW YORK, Dec. 7.—George Ponsler, New York distributor, predicts that the coin machine industry is "in for something" in 1941. The coin machine industry is facing what promises to be the best year in its history, he says.

"The success enjoyed during 1940 is but an indication of what can be looked forward to in 1941," stated Ponsler. "I venture to go beyond 1941 in the prediction that an era of many years' success for all branches of the industry is at hand. The public has become so much better acquainted with the value of automatic amusement and merchandising devices that it has become more or less second nature for it to patronize coin machines."

"Public confidence in the coin machine is the main indication of continued success. Coin machines have been winning a more liberal audience everywhere. This understanding is based on the hard fighting which coinmen have done to overcome crusaders of one type or another seeking self glory at the expense of these men who have invented their future and livelihood in the coin machine industry."

"For the most part coinmen have conducted themselves well during the program to educate the public. Coin machines are proving themselves the products of an important industry. Recent recognition by large financial interests indicates that the coin machine industry has arrived, and that the days of greater prosperity for men in the industry and greater use of coin machines everywhere."

"In the East 1940 has been one of the most prosperous years. There is no doubt that the cumulative effect of the success enjoyed during 1940 will gather together in one mighty push for an even more successful 1941."

"Leaders in this industry have been optimistic for the past few years, for they have foreseen that coin machines would gain the confidence of the public. They now look forward to the time when public acclaim will convince public officials of the validity and good of the industry."

"Recognition has been extended to coin machines in almost every section. Every day we hear that coin machines are gathering the good will of people. We agree that this is the case and have based the prediction for a great 1941, in part, on this attitude of the public."

"The coin machine industry is today serving millions of people in entertainment, vending, and service—and doing a marvelous job. The trade is confident of the future prospects in store because manufacturers have grown more powerful from the standpoint of engineering ability, production capacity, and financial position. With all these factors before us we can be certain that the coin machine has started on the final lap of its march to outstanding recognition in American industry."

## Seven Grand Buys Baby Shoes

CHICAGO, Dec. 7.—"Seven Grand is the counter game that buys baby's



WITH SHOW-TIME RAPIDLY APPROACHING, officials of the Rock-Ola Manufacturing Corporation report they are preparing the biggest surprise they have ever had. Workmen in the above picture are busy constructing a new addition to the factory. It is said that special huge presses will be installed to facilitate the new heavy production schedule. "What is it? You'll see it at the 1941 Coin Machine Show," say Rock-Ola officials.

shoes," declare officials of the Withey Manufacturing Company, maker of the counter game. "Seven Grand is really two games in one," they continued, "inasmuch as interchangeable cubes and award cards completely transform the game."

"It has a 3-in-1 coin divider and has a multiple coin chute for 1, 5, 10, or 25-cent play. It is built for years of hard service and little operating cost. No serviceman is needed, thus cutting costs to a minimum. The only service necessary is the enjoyable job of emptying the full cash box."

"Principle of the game is awards based on certain combinations of the dice cubes, which are agitated within a glass-covered playing field by a handle on the side of the game. The playing field, topped by curved glass and sunken into the body of the game, is covered with green felt. Dice are round-cornered and of the finest quality. Cabinets are finely finished in mahogany and walnut."

"Most outstanding improvement on Seven Grand is the idea of having two cash boxes, one for the merchant and one for the operator. The largest share goes to the merchant, who makes all awards from his share. The operator simply opens his drawer, extracts the coins, and forthwith deposits them in his Seven Grand activated, growing bank account. No counting or splitting with the merchant is necessary."

## Modern To Move To Coin Row

NEW YORK, Dec. 7.—"To serve our customers better," report executives of Modern Vending Company, "we are making preparations to move our sales and service set-up from our present location at 656 Broadway to larger and more modern quarters at 10th Avenue and 45th Street on Coitrow. Move is being made so that we may better serve music operators and keep them up to the minute on the latest developments in the Seeburg line of automatic music equipment."

The new Modern Vending Company quarters will be one of the finest and most complete in the country, it is said. The record department will be enlarged to include a complete stock of every type of record operators might need. In addition, there will be private rooms for operators to listen to records before placing orders. Office and service staff will also be increased, it is stated.

## Atlas Receiving Dept. Praised

CHICAGO, Dec. 7. — "Atlas Novelty Company's receiving department requires plenty of muscle to handle the hundreds of machines which pass thru it each day—and we've got the men with the muscle," declare Atlas officials. "It not only requires brawn but brains and fast action."

"Along with this, the receiving department demands careful inspection, such as matching of keys, legs, and backboards. Daily the equipment fills up every available inch of space."

"One would think an army of men

## Wins Parks Award

Exhibit Supply Company, Chicago, exhibiting at the 23d annual convention of the National Association of Parks, Pools, and Beaches, Hotel La Salle, December 3 to 6, won the award for the most attractive display at the convention.

The Exhibit display was in the form of a modern Penny Arcade, and scores of the latest devices and machines for arcades were shown. Everything from the modernized penny devices to the latest amusement games and machines was included.

was needed in the receiving department—but it is efficiently handled by three men. Frank Hejhal, former star football player, six foot two inches and 222 pounds, juggles crates and games as if pounds were ounces.

"Another busy worker here is Buck Buckels, formerly the Atlas night watchman. Working harmoniously with Frank, Buck is always ready to lend a hand at any task."

"Third member of this department is Jerry Jacobson, who is in charge of the new inventory system, established to reveal at any moment just which games are in the house available to fill the steady stream of orders. Together they form a unit which is indispensable."

## Jersey CMA Favors Interstate Banquet

NEWARK, N. J., Dec. 7.—Cigarette Merchandisers' Association of New Jersey went on record at its regular meeting last week as favoring an Interstate banquet rather than the dinner-dances staged by individual organizations. It was pointed out at the session that Connecticut, Massachusetts, and Pennsylvania had gone on record as favoring the Interstate affair.

No decision was reached on the matter of proposed amendment changes to the dues schedule. Matter was tabled and will probably be discussed again at the meeting December 17. At the same time the semi-annual meeting of the budget committee will be held.

A special board meeting was held Wednesday night. Next regular meeting has been changed to December 17 because of the Christmas holidays.

# VEST POCKET



# BY MILLS VIA MONARCH

COIN MACHINE CO.  
1545 N. Fairfield Ave.  
Chicago, Ill.  
Phone Armitage 1434-5-6-7

## FROM THE HOUSE OF DEPENDABLE SERVICE

Immediate Delivery on

**Genco's FOUR ROSES**  
**Keeney's REPEATER of 1941**  
**Exhibit's ZOMBIE**  
**Gottlieb's PARADISE**

## WE OFFER

(The most complete stock of bar games in slightly used free play novelty games, coinless, one-ball automatic, counter games and vending machines—also arcade equipment.)

Write in NOW for our Bulletin No. 118, just off the press.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021-S Prospect Ave., CLEVELAND, O.

## ONE BALL BARGAINS

DEAD HEAT.....	\$60.00
DERBY CLOCK.....	35.00
QUINNELLA.....	35.00
DERBY TIME.....	35.00
HEY DAY.....	35.00

## Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

## SLIGHTLY USED MACHINES FOR SALE

Reconditioned and Remodeled

Brown Paces Race  
Milli Square Balls  
Pee Sarcophagus  
1938 Skillings  
1937 Skillings  
1940 Triple Entry  
Ky. Clubs  
Fair Grounds  
Penny Rings and Penny Trops  
Light Up and Remodeled Photographs of all kinds. Will trade any of this equipment for 1000 Fire or One Ball, Daily Sport Specials, Record Times, Cash Pay or Table Models or Victor Home Runs. Write or wire for prices.

**SOUTHERN REMODELING & SALES CO.**  
103 Andrews Street, BURLINGTON, N. C.

## JENNINGS'

## ROLL-IN-THE-BARREL

Several Floor Samples, Like New. For a Quick Sale, a Bargain Price. Wire or Write **M & K SPECIALTY CO.** 309 Main Street, CINCINNATI, OHIO Distributors of Jennings and Grotchen Fine Machines.

## CLEARANCE SALE

Mills "One-Two-Three,"	\$14.50	Triumph	\$14.50
Animal Reef, F. P.	\$37.50	Punch	19.50
Stoner's "Double Feature,"	45.00	Fantasy	14.50
New Model	34.50	Scope	14.50
Exhibit's "Landscape,"	45.00	Ocean Park	13.50
Exhibit's "Gang," F. P.	25.00	Sports	14.50
One or Five Balls	25.00	Big League	19.50
Stoner's "Rotation"	45.00	Rory	22.50
Bally Vacation	37.50	Charm	19.50
Bally Mason	29.50	Alphabet	12.50
Bally G. O. D.	25.00	Buckaroo	13.50
Gottlieb SummerTime	29.50	Champions	12.50
Yacht Club	29.50	Thriller	10.00
Super Six	19.50	Lot of Fun	12.50
Big Town	22.50	Keep a Ball	7.50
Big Show	22.50	Miami	10.00
Swing	22.50	Barco	10.00
Follies	22.50	Gam by David	10.00
Niper	14.50	Tepper	14.50
Lucky	14.50	Fair	5.00

## K. C. NOVELTY CO.

Keeney "Anti-Aircraft" Gun, Black Cabinet ..... \$50.00  
Keeney "Anti-Aircraft" Gun, Brown Cabinet ..... 75.00  
Seeburg "Chicken Ban," Late Serial ..... 49.50  
Rock-Ola Ten Pins ..... 35.00  
Evans Ten Strike ..... 49.50  
Evans Six-Ball, F. P. .... 54.50

**CLOSEOUTS**  
Bally "Fleet" ..... \$95.00  
Stoner's "Double Feature," New Model ..... 54.50

**WRITE FOR CLOSEOUT LIST ON NEW GAMES AT CLOSEOUT PRICES.**

1/3 Deposit, Balance C. O. D.  
419 MARKET STREET  
PHILADELPHIA, PA.

### Sterling Writes On Need of Good Public Relations

"To the Editor: Enclosed is a clipping from a Scranton, Pa., newspaper showing one way in which we are trying to win public good will. I know The Billboard has worked hard in a national way to win recognition for the coin machine industry—an industry which provides a lot of entertainment, recreation, and gives employment to thousands of people.

"If each distributor and operator would carry on the program in his own community or backyard, a lot could be accomplished in acquainting the average business man with the true facts of this business. It is surprising how little the average person knows about the pin game industry, and how wrong and injurious are some of the conclusions which they have formed.

"I believe, in your next editorial, you should encourage every operator and distributor to participate in some kind of activity, such as the Chamber of Commerce, some church or civic organization, where he would devote some time to the affairs and betterment of his own community. Incidentally, last year when I was on one membership team I was successful in enlisting membership of several operators from Scranton. By so doing, the operator could establish himself as a business man of that community who is supplying phonographs and pin games to different merchants and thereby helping them to survive and at the same time making other people acquainted with the type of business he is in.

"Then if there were more operators who would devote some of their time in securing new stops they would be better off. After all, this business is still



"HELLO, MR. OPERATOR! We have good news for you," say the Daval girls. The two small twin counter games they hold are the Daval Company's new Cub and Ace which, the firm reports, are spreading like wildfire.

in its infancy. There are too many operators who seek to get in someone's locations and they proceed to destroy these locations by undermining terms and commissions. This work is one of the greatest evils confronting the business, and when this quarreling goes on it is picked up by the newspapers and called a racket. But it sure does give a lot of satisfaction to an operator to go into a high-class restaurant and convince the owner who thinks that a phonograph would cheapen his place of business that it will actually help his business.

"It is this type of operator that we need most, and it is this line of operation that will bring satisfaction to any operator. I know of many communities

where we have crashed some of the most high-class places with pin games and novelty guns, not so much on the theory that it would make a million dollars for the location owner, but rather that these machines would entertain his guests and customers—this has proved successful.

"If every operator should read this article, and if he should get but one helpful suggestion from this article, we feel that our time and effort have been put to some good use.

"BENJ. STERLING JR.,  
"Moosic, Pa."

### Detroit

DETROIT, Dec. 7.—John Dobranich, who operates the Zora Recording Studios, is bringing out records in two new fields for operators—Serbian and Croatian music. With the increased interest of late in foreign locations, this should open still further fields for operators, as a number in Detroit who have experimented with these language groups have found.

James Ashley, of the American Novelty Company, and E. P. Womack are going into the music publishing field, establishing the Mackley Music Publishing Company here.

Holly Manufacturing Company, maker of the Holly Grip Tester and other skill machines, is moving its plant from Holly to Ann Arbor, Mich., where it is taking over enlarged factory space, and will be able to increase production to keep up with demand for its machines.

Bud Saue, of the A. F. Saue Company, rated one of the busiest men in town this week, with plans for sales and handling of new models in various lines.

Decca Distributing Company, under the resident management of William Glasseman, has moved from its location on Lafayette Street to 23 Erskine Street. The new salesroom is more conveniently and centrally located.

Leon Wolock, head of the Standard Vending Company, which manufactured Trading Post, has turned over sales rights to the four-compartment vendor to the S. & W. Coin Machine Exchange.

M. Y. Blum, Ajax Novelty Company, has been busy clearing out used games to make room for a floor stock of Bally's new Defender. Advance sales from floor samples show favorable reaction, particularly for numerous better class spots, where a target gun machine taking up small space has been in demand for some time, it is said.

Rankin P. Peck, head of the Automatic Towel Cabinet Company, is working on plans to prepare the new towel vendor for the market.

Loren Stover has moved headquarters, formerly on Kilbourne Avenue, to a new location on Rossett Avenue. Stover, who specializes in music machines, is also manager for the Mal-King Music Company, operating organization.

Joseph H. Lang, who used to manage the J & H Amusement Company of

Dearborn, has bought out the business from Harold C. Hannay, former proprietor. The latter will operate a beer garden in Dearborn. Lang is moving headquarters to McDougall Avenue, Detroit. The firm operates a route of music machines. Lang is planning to expand into other coin machine lines.

Williams Specialty Company, headed by William Raack, formerly located in the Aberdeen Hotel, has moved to a new office at 1348 West Grand Boulevard. The company represents the Detroit operations of Raack, who founded his business in Bay City, Mich., and operated there for a number of years before opening up here.

Ben Lefkowitz, of the Auto City Candy Company, narrowly escaped being hit by two trucks in a skid on Tuesday when a sudden change of temperature iced the streets.

### Baltimore

BALTIMORE, Md., Dec. 7.—William J. Claire, manager of the Keystone Novelty Company, Baltimore branch of Keystone of Philadelphia, has just returned from Philadelphia, where he went to attend the funeral of Mrs. Dorothy Helriegel, wife of William Helriegel Jr., head of the Keystone Novelty & Manufacturing Company.

Keystone Novelty Company recently assumed distribution for the Packard Manufacturing Corporation.

Calvert Novelty Company, distributor for Bally line of coin machines, has just received its first shipment of the new Bally Attention and is getting immediate sales on it.

The Franklin Coin Machine Company, Wurlitzer photograph operating firm, reports getting a steady business on its operation.

**"TAKE IT FROM ME--THESE ARE AMERICA'S FINEST BUYS"**

**DAVAL'S "CUB"**  
Sample \$13.75  
Case of 6 \$75.00

3 Reel - 3-Way Play. (Cigarette or Fruit or Numbers) with Coin Dividers and 2 Separate Cash Boxes, 14 or 56 or 106, Ball Gum Vender, Standard Divider Model 75%-25% (Also 80%-20% Model). Size only 5 1/2" x 10 1/2". A Real Operator's Machine! Enclose 1/3 Deposit. ORDER A CASE TODAY!!

H. F. MOSELEY,  
Pres.-Treas.

**DAVAL'S "ACE"**  
Sample \$14.75  
Case of 6 \$80.00

5 Reel Poker or Joker Wild Play with Automatic Coin Dividers and 2 Separate Cash Boxes, 14 or 56 or 106, Ball Gum Vender, Standard Divider Model 75%-25% (Also 80%-20% Model). Size only 5 1/2" x 10 1/2". Perfect Poker Play. Enclose 1/3 Deposit. ORDER A CASE TODAY!!

**QUICK! RUSH YOUR ORDER FOR A CASE OF CUB & ACE**

**MOSELEY VENDING MACHINE EXCHANGE, INC.**  
OO BROAD STREET Day Phone: 9-4511 RICHMOND, VA. Night Phone: 6-6328

**QUALITY SPEAKS FOR ITSELF**

<p><b>FREE PLAY</b></p> <p>Sport Page, P.P. \$54.50 Mills 1-2-3, 1833 P.P. 49.50 Fairgrounds, P.P. 34.50 Congo, P.P. 34.50 Mills 1-2-3, Rebill P.P. 29.50 Arrowhead, P.P. 24.50 Arlington, P.P. 22.50 Progress 27.50 O Boy 27.00 Super Six 22.50 Nippy 22.50 1/3 Deposit With Order—Balance C. O. D.</p>	<p><b>FREE PLAY</b></p> <p>Scoop \$19.00 Topnotcher 19.00 Airport 14.00 All Babas 14.00 Twinkle 14.00 Big Six 14.00 Rebound 14.00 Headline 14.00 Contact 12.00 Cheerful 12.00 Whiz 10.00 1/3 Deposit With Order—Balance C. O. D.</p>	<p><b>NOVELTIES</b></p> <p>Keeney Anti Aircraft \$89.50 Ten Strike 47.50 Bake Bowls 34.50 U-Pop-It, Like New 37.50 Duck Gun 34.50 Bally Alley 29.50 Ten Strike, P.P. 82.50 Ath. Bowling Game, P.P. 29.50 Chubbies 10.00 Zita 10.00 Whiz 10.00</p>
--	--	---

**MODERN AUTOMATIC EXCHANGE, INC.**  
2618 CARNEGIE AVENUE, CLEVELAND, OHIO

**SAVE MONEY! BUY MACHINES LISTED HERE**

<p><b>FREE PLAYS</b></p> <p>Landscape \$42.00 Belle Spot 39.00 Double Feature 31.00 Rotation 49.00 Sport 31.00 Triumph 12.00 Hold Over 42.50 1/3 With Order, Balance C. O. D.</p>	<p><b>SPECIAL</b></p> <p>Evans TEN STRIKE, 1940 Model, Excellent Condition, LIKE NEW. Scores up to 150 Points. \$65.00 Evans Steel Ball \$90.00</p>	<p><b>PHONOGRAPHS</b></p> <p>Wurlitzer 616A \$45.00 Wurlitzer 24 95.00 Wurlitzer 500 144.00</p>
---	---	---

**BROOKLYN AMUSEMENT MACHINE CO.**  
660 BROADWAY, BROOKLYN, N. Y. (All Phones: Evergreen 8-4732)

**BUY WITH CONFIDENCE AT AVON NOVELTY!**

<p><b>FREE PLAYS</b></p> <p>BIG SIX \$19.50 Backdoor 17.50 Bang 15.00 Big Ten 34.50 Big League 37.50 Big Chief 72.50 Blonde 49.50 Bowling Alley 32.50 Big Chief 72.50 Champion 22.50 Chevron 12.50 Commodore 29.50 Cadillac 48.50 Centaur 15.00 Cowboy 19.50 Chief 12.50 Dude Ranch 52.50 Fishes 29.50 Fifth Inning 17.50 Fleet 34.50 Landscape 57.50 Lucky Star 41.50</p>	<p>Long Star \$35.00 Hold Over 42.50 Home Run 36.00 Oh, Johnny 49.50 On Deck 49.50 Punch 24.50 Pick Em 22.50 Polo 52.50 Merry Go Round 32.50 Roxy 37.50 Slender 22.50 Super Six 19.50 Topper 17.50 Three Score 42.50 Top Notcher 12.50 Up &amp; Up 12.50 Dial Feature 12.50 O'Boy 30.00 Triumph 19.50 Drum Major 49.50</p>
--	--

**ONE BALL FREE PLAYS**

<p>Breakneck (converted) \$35.00 Hi Card (converted) 32.50 Mills Five-in-One 59.50 Mills One-Two-Three 59.50 Mills 1840 1-2-3 110.00 Record Time, P.P. 129.50 Sport Page (converted) 59.50 Fairgrounds (converted) 34.50</p>	<p><b>MISCELLANEOUS</b></p> <p>Bally Bull's Eye \$69.50 Seeburg Chicken Sam 54.50 Seeburg Jail Bird 64.50 Keeney Anti Aircraft 84.50 Late Keeney Anti Aircraft 89.50 Mills Square Balls 64.50 Evans Skille 69.50 Mills Spinning Reels 119.00 Jennings Cigarettes 69.50 1/3 Deposit, Balance C. O. D.</p>
--	--

**WE BUY - SELL - TRADE AVON NOVELTY SALES CO., Inc.**  
2623 Prospect Ave., CLEVELAND, OHIO

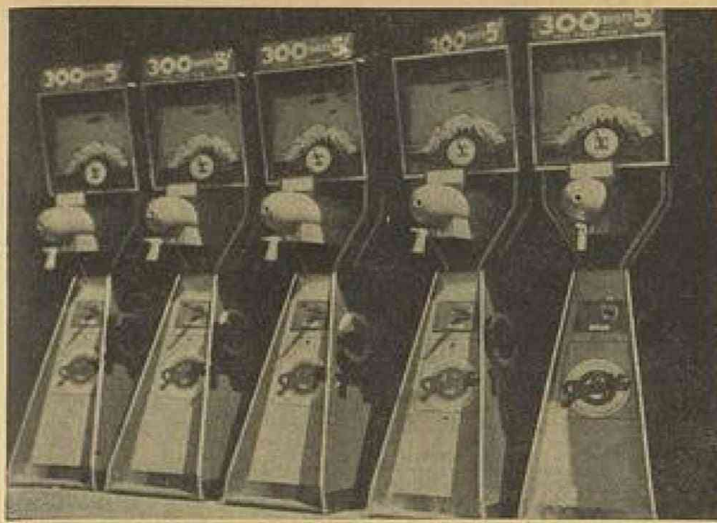
**RAINBOW SPECIAL \$60.00**

Get the Bargain of the Year. Double your money within a month!

Get a case of six assorted colors of Imps for only \$60.00.

Specify whether Cigarette or Fruit Reels, Penny or Nickel or Dime Play.

**TORR 2047A-SO. 68**  
PHILA., PA.



A BATTERY OF FIVE SKY FIGHTERS that is causing a traffic jam at Gerber's Arcade in Ocean Park, Calif.

### San Francisco

SAN FRANCISCO, Dec. 7.—The picture in San Francisco has developed some interesting turns. First, despite the rather high tax ordinance, business has continued steady. Things stood pretty much at a standstill for about a fortnight, but have moved on somewhat thru November.

A public relations program is underway, with the majority of distributors and operators strongly supporting the effort. The organization is a professional agency outside the pinball business. A long-range program has been planned to achieve recognition for op-

erators as desirable merchants of public amusement service. First meeting with the industry was held last Thursday.

The main reason for the more optimistic note is that city officials are extending a fair amount of leniency in the enforcement of restrictions and other special regulations which were worrying operators at the outset.

It appears that the recent show in Los Angeles impressed some of the local operators in the music field. Displays of telephone set-ups were very conspicuous at the show, and as a consequence at least three new sets of 20 are to make their appearance in town shortly.

While telephone music is colorful, standard phonographs have certainly been holding their own. All makes are enjoying an extremely healthy flow of business. New models have been particularly popular over the last 90 days.

Combinations of new phonographs and new bar and wall-box systems are getting a brisk play.



### JUST OUT! America's Outstanding ELECTRICAL KIT

MORE of everything—contact leaves, silver points, insulators, rivets, bushings, etc.—all standard as used by original manufacturers! A real time and money saver! Everything you need to repair latest games! No obsolete parts! A real buy at this low price! **\$6.50**

**NOW! NEW SPRING KIT!** Every type of spring used on latest games—pins, bumpers, flap springs, flaps, special extensions, rebounds, plunger, field, etc. Worth twice the price! Be prepared! Order now! **\$3.50**

**MIRABEN COMPANY**  
2041 Carroll Ave. \* Telephone  
CHICAGO \* HAYmarket 2883

**Imp** NOW ONLY **SIX FOR \$60.00**  
100% Satisfaction Guaranteed  
**OWL MINT MACHINE COMPANY**  
248 Columbus Avenue  
Boston, Mass.

### Legislatures Meeting in 1941

STATE	CONVENES
Arizona	Jan. 13
Arkansas	Jan. 13
California	Jan. 6
Colorado	Jan. 1
Connecticut	Jan. 8
Delaware	Jan. 7
Florida	Apr. 8
Georgia	July 14
I Idaho	Jan. 6
Illinois	Jan. 8
Indiana	Jan. 9
Iowa	Jan. 13
Kansas	Jan. 14
Maine	Jan. 1
Maryland	Jan. 1
Massachusetts	Jan. 1
Michigan	Jan. 1
Minnesota	Jan. 7
Missouri	Jan. 8
Montana	Jan. 6
Nebraska	Jan. 7
Nevada	Jan. 20
New Hampshire	Jan. 1
New Jersey	Jan. 14
New Mexico	Jan. 14
New York	Jan. 8
North Carolina	Jan. 8
North Dakota	Jan. 7
Ohio	Jan. 6
Oklahoma	Jan. 7
Oregon	Jan. 13
Pennsylvania	Jan. 7
Rhode Island	Jan. 7
South Carolina	Jan. 14
South Dakota	Jan. 7
Tennessee	Jan. 8
Texas	Jan. 14
Utah	Jan. 13
Vermont	Jan. 8
Washington	Jan. 13
West Virginia	Jan. 8
Wisconsin	Jan. 8
Wyoming	Jan. 14

# FORWARD MARCH ADVANCE WITH MONARCH

★ **ONE BALL AUTOMATIC PAYOUTS**

Santa Anita \$125.00	Grand National \$94.50	Grandstand \$74.50
Thistle-down 57.50	Gold Medal 55.00	Hawthorne 57.50
Sport Page 52.50	Mills 1-2-3 39.50	Fairground 25.00
Feed Bag 42.50	Hey Day 42.50	Mills Flasher 32.50

FIVE-BALL FREE PLAY NOVELTY GAMES — NEW GAMES, ORIGINAL CRATES — LATEST MODELS USED GAMES WRITE FOR SENSATIONAL LOW PRICES

**AUTOMATIC PAYOUT CONSOLES**

Baker Pacer With Jackpot \$175.00	1940 Pace Reels, 5c Play \$89.50
Keeney Pastime, Like New 144.50	Bally Royal Flush, Slugproof 89.50
Mills Square Bell, Skillfield 69.50	Jennings Multiple Racer 49.50
Keeney '38 Track Time, Check Sep. 87.50	Evans 1938 Galloping Dominoes 74.50
Pace Reels, Slugproof, 5c Play 79.50	
Evans 1940 Galloping Dominoes 175.00	

Keeney Anti-Aircraft Gun, Guaranteed Perfect **\$69.50**

TERMS: 1/3 DEPOSIT — BALANCE C. O. D. **MONARCH COIN MACHINE CO.**  
1545 NORTH FAIRFIELD AVE. — Armitage 1434 — CHICAGO, ILL.  
Cable "MOGGIN"




*Liberty Bell*

writes a new chapter in coin machine history. It is the ideal counter unit designed for maximum profits, by an organization who has the experience of building a million of successful counter games.

**GROETCHEN TOOL CO.**  
130 North Union Street - Chicago

**LOWER PRICES TO ALL QUANTITY BUYERS!!!**

A.B.T.'s NEW **BIG GAME HUNTER** SAMPLE **\$34.50**

FROM F.O.B. Shipping Point

**THE VENDING MACHINE CO.**  
205-15 Franklin St., Fayetteville, N. C.



★ IT'S LEGAL ★

*"The House of Proven Winners"*

<b>FREE PLAY GAMES</b>	<b>FREE PLAY GAMES</b>	<b>NOVELTY GAMES AND COUNTER</b>
Bally Topnotcher \$22.50	Gezelle Big Show \$29.50	Ginger \$14.50
Keeney Big 6 15.50	Bally Vogue 17.50	ABT Challenge, like new 14.50
Keeney Super 6 27.50	Bally Scoop 19.50	ABT MODEL F, like new 17.50
Keeney Thriller 17.50	Exhibit Congo (1 or 5 balls) 32.50	Bally Vogue 8.50
Bally Pickem 16.50	Exhibit Conquest 18.50	Bally Pickem 7.50
Stone Crisler 12.50	Bally Triumph 27.50	
Keeney Supercharger 22.50	Bally White Balls 20.50	
Bally Spottum 16.50		

One-Third Cash With Order — Balance C. O. D.

**J. and J. NOVELTY COMPANY**  
4840 NT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN.

## Alaska Likes H. C. Evans Games

CHICAGO, Dec. 7.—"The fame of Evans games and Evans precision engineering extends even to far-away Alaska," said H. W. (Dick) Hood, president of H. C. Evans & Company. "Up there, in what is often called the ice box of this continent, they're playing the same Evans games that are favorites here. They're particularly fond of Lucky Lucre."  
"This information comes from M. P. Duggan, head of the Puget Sound Novelty Company, of Seattle, who was recently a visitor at the Evans plant in Chicago. His company is making extensive shipments of our machines to that

far-away corner of the world, where they are proving popular and giving great satisfaction.

"Duggan was impressed with the size of the Evans plant, the modern facilities and precision methods employed in the production of Evans games. He expressed enthusiasm over our entire line, from Galloping Dominos to our new free-play cash reserve Ten Strike, and was strong for the high standards of Evans' manufacturing.

"In Alaska, Duggan pointed out, servicing machines is a much greater problem than here in the States. For that reason precision engineering and proven dependable performance are important. Duggan placed a considerable order for the line of Evans' games, of which are destined for locations in remote Alaska."

## Hotel Men Plan Code for Tipplers

NEW YORK, Dec. 7.—Contending that temperance in drinking is the most important problem facing the nation next to national defense, Franklin Moore, newly elected president of the American Hotel Association, announced that his organization will launch an educational drive to raise the code of ethics of drinkers. Moore's announcement was made before the 54th annual convention of the New York State Hotel Association at the 25th annual hotel exposition at the Grand Central Palace.

Moore, who explained that drunkenness did great harm to the hotel and restaurant trade, said that a temperance committee will be formed at the December meeting of the board of directors of the American Hotel Association. This committee will work to educate drinkers that moderation in drinking is a boon to themselves, to American business, and to the American public.

"The overwhelming majority of the American people are in favor of the continuance of the sale of alcoholic beverage, but they wish to keep that sale clean," Moore emphasized. "We in the hotel and restaurant business also believe in keeping our bar business clean. It is up to us to help the public to understand that a superior code of ethics will get us both farther than the code of drunkards and of the criminal elements of prohibition days."

## Sol Gottlieb on Tour of Northwest

CHICAGO, Dec. 7.—"With real Christmas cheer in his pack, Sol Gottlieb this week swings out on the road on an extensive trip thru the Northwest States as our special factory representative," reports Dave Gottlieb, company president.

"That Christmas cheer," added Sol, "is Paradise, the sensational new Gottlieb profit-puller for operators. Every day the comments and compliments on the game are mounting higher. Judging from the enthusiasm Paradise has inspired, both among distributors and operators, I am sure that the boys in the Northwest will greet me like Santa Claus."

"The Gottlieb plant is running top speed. There's to be no slack on account of the holidays or the pre-convention weeks. On the contrary orders for Paradise are coming in in such volume that our utmost production capacity will be needed thruout this period to keep up."

## SEND TODAY FOR Atlas BARGAIN GUIDE

Reconditioned Shoot the Chutes ..... \$109.50

Rebuilt Mills 1c BLUE FRONTS, Latest Series, Crackle Fin. \$42.50

Western's Baseball, Deluxe Model, Walnut Cab., F. P.-Payout, \$99.50

Keeney's Anti-Aircraft, Bk. \$69.50

Seeburg's CHICKEN SAM RAYOLITE ..... \$59.50

Evans' TEN STRIKE Bowling Game ..... \$59.50

Mills' JUMBO PARADE, F. P. .... \$114.50

SPORT SPECIALS, F. P. \$109.50



### CONSOLES

Bank Tills, 1938, Walnut Cabinet ..... \$59.50  
Dorby Daz, Flat Top ..... 24.50  
Fast Time, 1940 (40c) ..... 75.00  
Mills Square Bell ..... 49.50  
Saratoga (19c) ..... 79.50  
Skill Toss (25c) ..... 82.50  
Cyclone ..... 29.50  
Track Time, 1938 ..... \$2.50

### PAYTABLES

Gold Medal ..... \$24.50  
Grandstand ..... 77.50  
Grand National ..... 94.50  
Hawthorne ..... 62.50  
Paymaster ..... 82.50  
Thunderdown ..... 62.50

### BELLS

Mills' De Molen Bell ..... \$52.50  
Mills' 25c Blue Front, Crackle Finish ..... 49.50  
VISIT THE SHOW

### PHONOGRAPHS

SEEBURG'S  
Model B—12 Records ..... \$22.50  
Model C—12 Records ..... 42.50  
Crown—24, 12 Records ..... 144.50  
Gem—1938, 20 Records ..... 124.50  
Royal—1938, 20 Records ..... 84.50

### ROCKOLA'S

1050 Counter Model ..... \$89.50  
DeLuxe—20, 20 Records ..... 129.50  
Standard Luxury Lighttop ..... 129.50

### WURLITZER'S

24—24 Records ..... \$97.50  
61—1289 Counter Model ..... 82.50  
412—12 Records ..... 34.50  
699—24 Records, Kern's ..... 147.50  
699A—24 Records, Stagg's ..... 124.50  
710—16 Records ..... \$19.00

### MILLS'

DeLuxe Dancemaster ..... \$21.50  
Studio—1938, 20 Records ..... 29.50

### COUNTER GAMES

ADT Model F, Cream Cabinet ..... \$12.50  
Baby Track, 1c ..... 5.50  
Ball Gun, 1c ..... 5.50  
Car, 1c ..... 5.50  
Blue Bonnet, 1c ..... 9.50  
Clearing House, 1c ..... 4.50  
Comet, 1c ..... 4.50  
Crown Cross, 1c ..... 9.50  
Dames Will, 1c ..... 9.50  
Draw 21, 1c ..... 5.50  
Magic Clock ..... 5.50  
Harvest, 1c ..... 19.50  
Machibell, 1c ..... 4.50  
Mercury, 5c & 1c ..... 16.50  
Penny Pack ..... 1.50  
Penny Pinball ..... 4.50  
Pick-a-Pack, 1c ..... 8.50  
Poker Ace, 1c ..... 6.50  
Roll-a-Ball ..... 1.50  
Punch-a-Ball ..... 1.25  
Puritan, 1c ..... 4.50  
Red Spot ..... 8.50  
Red 21 ..... 3.00  
Randy's Home, 1c ..... 7.50  
Roll Draw, 5c ..... 10.50  
Tot. 1c Tokens Pay ..... 7.50  
21 Vendor ..... 5.00  
Cat Pocket Bell ..... 29.50  
The Sea, 5c ..... 8.00  
Zoom, 1c ..... 17.50

## ATLAS NOVELTY CO.

The House of Friendly Personal Service  
2200 N. WESTERN AVE., CHICAGO, ILLINOIS  
Assoc. • ATLAS AUTOMATIC MUSIC CO., 3939 Grand River, Detroit  
Offices • ATLAS NOVELTY COMPANY, 1981 Third Ave., Pittsburgh

## THE BEST XMAS GIFT YOU CAN BUY YOURSELF

**"CUB"**  
3 REEL - 3 WAY PLAY WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES.  
Sample Case of 6 \$1375 \$7500

**"ACE"**  
5 REEL POKER OR JOKER WILD WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES.  
Sample Case of 6 \$1475 \$8000

## SOUTHERN AUTOMATIC MUSIC CO.

542 SOUTH SECOND ST. CINCINNATI, O. INDIANAPOLIS, IND. LOUISVILLE, KY.  
NASHVILLE, TENN. 425 BROAD ST. 312 W. SEVENTH 531 N. CAPITAL AVE.

## ONLY THREE CENTS A DAY

will give you the powerful earning power of Imp, proven successful on 60,000 spots.  
At sixty dollars for six IMPs your cost, averaged over a year, is less than 3 cents a day, yet your earnings will gross \$1.00 a day or more.  
RICHARD JOHNSON AMUSEMENT COMPANY  
28 MORRIS STREET, CHARLESTON, S. C.

## Gerber Back From West Coast

CHICAGO, Dec. 7.—Paul Gerber has just returned from his trip to the West Coast, where he divided his time between the West Coast show and his Arcadia Sportland on Ocean Park Pier. Incidentally, he furnished one of the most novel points of interest at the West Coast show in loaning it what is believed to be the oldest phonograph in existence. The machine created no end of interest and comment, it is said.

Gerber spent as much time as possible at Sportland, an enterprise of which he is very proud. Sportland is one of the most modern and beautifully designed arcades in the country, occupying over 30,000 square feet of space and housing over 1,000 pieces of equipment.

Practically everyone who visited the West Coast show stopped into Sportland. Among the visitors were William (Bill) Babkin, of International Mutoscope Reel Company. Babkin was much impressed and pleased with the layout of Sportland. He remarked that Gerber is giving the public an opportunity of enjoying itself to the fullest on a nominal expenditure.

Another frequent visitor of Sportland is Frank Meyers, of Exhibit Supply Company. Paul Gerber says that those who cannot find Meyers at Palm Springs stand a mighty fine chance of finding him at Sportland.

Whenever bouquets are being passed out to Paul for the splendid job he has done with Sportland, he informs you that a large part of the credit is due to Barney Fishman and son, Woody, who are in charge of Sportland.

## Kirk Announces Night Bomber

CHICAGO, Dec. 7.—Claude R. Kirk, chief of C. R. Kirk & Company, has revealed that production has begun on what he terms "an amusement device of the most startling design yet to reach the market."  
"Named Night Bomber, the new Kirk machine will feature radical changes in exterior design and playing features," Kirk said. "We placed our cabinet designing problem in the hands of the finest cabinet maker in the Middle West and he outdid himself in turning out a truly beautiful and practical housing for the new and different features of Night Bomber," reports Kirk.

"Playing features are even more distinctive. Intensive pre-testing which enabled us to perfect Night Bomber to the greatest possible degree also revealed to us an important fact. That is, Night Bomber has an enormous earning capacity. Its earning capacity is the result of a new and exclusive Kirk principle in machine gun game play.  
"Night Bomber is the first and only game of its kind in console design and as a result will find greater acceptance among locations. The purely skill features have already proved acceptable in the most rigidly supervised territories."



**COLUMBIA GOLD AWARD CIGARETTE BELL**  
With Optional Front Drawer or Back Door Payout System Will Open Your Territory.



**COLUMBIA JACKPOT BELL**  
Convertible From Nickels to Dimes, Quarters, Pennies. Best Bell Buy for Your Money.  
Also Larger Club Model and Chrome Bell.

**GROETCHEN**  
130 N. UNION, CHICAGO

## RAINBOW SPECIAL \$60.00

Get the Bargain of the Year. Double your money within a month!  
Get a case of six assorted colors of Imps for only \$60.00.  
Specify whether Cigarette or Fruit Reels, Penny or Nickel or Dime Play.  
**Cleveland Coin Machine Co.**  
2021 Prospect Ave., Cleveland, Ohio





**BAKER'S PACERS**  
*Aristocrat of Consoles!*

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play!  
Equipped with  
Flashing Odds.  
**THE BAKER**  
NOVELTY CO., Inc.  
1626 Washington  
Blvd., Chicago

JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
12-14-15-16  
SEE OUR DISPLAY



**IMP**  
NOW ONLY  
**SIX FOR \$60.00**  
100% Satisfaction Guaranteed  
**KEYSTONE NOVELTY & MFG. CO.**  
S. E. Cor. 24th & Huntington  
Phila., Penna.

**BARGAINS IN RECONDITIONED COUNTER GAMES**

Bally Baby	55.00
Deuces Wild	5.00
Disc Demings	3.00
Doughboy	10.00
Gum Vender	5.00
Ginger	8.50
Head or Tail	11.00
High Stakes	3.00
Imp 10 Cts. Rest.	7.00
Imp 25 Cts. Rest.	7.00
Kousser King	6.00
O. T. Green, 5c Play	27.50
Partice Baby Vender	5.50
Sevens	20.00
Reel Spool	3.00
Henry Smoke	5.00
Smoke Puffs	5.00

1/3 Deposit, Balance C. O. D.  
ON HAND FOR IMMEDIATE DELIVERY

**CUB AND ACE KEENEY AIR RAIDER**  
We Are Distributors for the Leading Coin Machine Manufacturers. Write Us for Prices on All New Games.  
**OLIVE NOVELTY CO.**  
2625 Lucas Ave., ST. LOUIS, MO.

**DEAR SANTA:**  
Please bring me a case of six colorful Imps, they are only \$60.00.  
Please order them from the Gold Dust Twins, Max and Harry Hurvich, at 2117 Third Ave., North, Birmingham, Ala. They ship the same day order is received. But—Dear Santa—please hurry.  
**JIMMY.**

*Boston*

**BOSTON, Dec. 7.**—Two new places have opened along Coin Machine Row within the last few days. Murray and Leonard Schultz, of Brockton, Mass., have opened the Atlantic Distributing Company at 1289 Washington Street. They will handle a complete line of new and used coin machines of all kinds. A complete and efficient repair service also is promised.

Benny Ross has opened the Vendomatic Company at 1291 Washington Street. He will handle a complete line of peanut, ball gum, and other types of merchandisers. Benny announces he will feature the line of the Victor Vending Company.

Eddie Raverby at the Owl Mint Machine Company announces the New England showing of the Mills Panorama and Soundies will be held at the Owl Mint headquarters within the next two weeks.

Business generally has been quiet along the coin machine front during the past week. Biggest thing in the coin machine field in this area now is the installation of merchandise machines. Since the start of defense work in this area many firms are placing candy and other vendors in their plants. The vending machine business is at its highest point in some time and operators confidently expect business to be even better next year.

Wille and Walter Strauss have opened headquarters on Broadway, South Boston, as local agency for the National Cigarette Machine Company and for 5-cent candy vendors. Reports are that business is good, with the only difficulty the fact that the factory can't supply machines fast enough. Industrial firms are reported wide open for installations.

Operators and distributors apparently are planning no immediate action to protest the proposed 3 per cent sales tax which vitally affects the music machine business. Under the broad classification used by Tax Commissioner Henry Long, the tax would apply to all instruments "making, producing, or reproducing music." A study of classification reveals that the tax if passed could prove to be a great headache to all. In addition to making the machines themselves taxable, the accessories, such as wall boxes and selectors, could also be classed as taxable in that they are used in the reproduction of music. Boston columnists have thus far made no effort to protest the tax plan, which is scheduled to be presented to the next biennial session of the Legislature, which meets next month. With protests by the thousands pouring in on the State House from retail trade boards, consumers' organizations, and others, it is expected that the common will will need no intemperance. Sales tax proposals have come before every Legislature for the last 10 years and have consistently been defeated.

Joe Levine, of Eastern Distributors Company, is claiming the distinction of being the champion Rock-Ola distributor in point of wired music installations. Levine, incidentally, is one of the many Bostonians who are planning on being in Chicago in January.

Louis Blatt, of Atlas Coin Machine Company, is able to take things a little easier right now because of the fact that he can't get enough machines.

Dave Bond is making plans to take in the show and keep intact his record of not having missed a show yet. "Business is good," Dave reports, "and the first of the defense contract money is beginning to filter thru. Conditions seem to be improving and we look for a banner year."

Ben Palastrant, district sales manager for Packard Manufacturing Corporation, has opened his new office in the Copley Square Hotel and has announced the list of distributors for the New England and Eastern New York sector: The Ardley Corporation, Cambridge, Mass.; Wilfred P. Hamel, Capitol Coin Machine Exchange, Concord, N. H.; Johnny Fuller, Universal Venders, Albany, N. Y.; Ralph Colucci, Mattatuck Distributing Company, Waterbury, Conn.; Albert Navickas, Norristown, Conn.

Nick Russo, former secretary of the Automatic Music Association of Massachusetts, is recuperating after an appendectomy.

OHIO SPECIALTY COMPANY, CINCINNATI, O., & LOUISVILLE, KY.

- USED FREE PLAY**
- Fleet ..... \$59.99
  - Dude Ranch ..... 54.50
  - Hold Over ..... 59.50
  - Double Feature ..... 41.50
  - Three Score ..... 47.50
  - Stoner Baseball ..... 29.50
  - Triumph ..... 19.50
  - Triple Threat ..... 17.50
  - Cowboy ..... 19.50
  - Thriller ..... 19.50
  - Congo ..... 34.50
  - Score Champ ..... 34.50
  - Bang ..... 19.50
  - Lancer ..... 27.50
  - Variety ..... 19.50
  - Flash ..... 17.50
  - Free Race ..... 14.50
  - Five-in-One ..... 52.00
  - Score Ballade ..... 54.50
  - Western Baseball ..... 54.50
  - Super Six ..... 24.50
  - Chevron ..... 17.50
  - Pole ..... 49.50
  - Steadie ..... 44.50
  - Lucky Strike ..... 25.50
  - Roller Derby ..... 27.50
  - O. O. D. .... 24.50
  - Doughboy ..... 44.50
  - Box Scores ..... 14.50

- NOVELTY**
- Circuit ..... \$12.50
  - Flight ..... 14.50
  - Rock-Ola Ten Pin ..... 44.50
  - Chicken Sam ..... 59.50
  - Kooney Astor ..... 63.00
  - Crafts ..... 63.00

- AUTOMATIC**
- Turf Champ ..... \$17.50
  - Zipper ..... 27.50
  - All Machines Guaranteed

- Access the Board \$27.50  
Air Race ..... 5.50  
Phantom ..... 5.50  
Fishes Buster ..... 7.50  
Post Time ..... 3.50  
Photo Finish ..... 9.50

- CONSOLES**
- Triple Entry ..... \$129.50
  - Lucky Luck ..... 144.50
  - Royal Flush ..... 114.50
  - Paces Race ..... 124.50
  - Long Champ ..... 34.50
  - Dark Horse ..... 20.50
  - Derby Day ..... 29.50
  - Kentucky Club ..... 34.50
  - Flashing Thru ..... 19.50

- PHONOGRAPHS**
- Wurlitzer 412s ..... \$25.00
  - Wurlitzer 616s ..... 40.00
  - Wurlitzer ..... 49.50
  - Wurlitzer 500A ..... 149.50
  - Wurlitzer 61s (Counter) ..... 69.50
  - Mills Zephyr ..... 24.50
  - Mills Throne ('39 Model) ..... 159.00
  - Rockola Monarch ..... 74.50
  - Rockola Stand-ard ..... 120.50
  - Rockola DeLuxe ..... 199.50

- COUNTER GAMES**
- USED**
- Gingers (Late) ..... \$13.50
  - Grandstands ..... 19.50
  - Imp ..... 7.50
  - Mercury ..... 15.50
  - Empire ..... 3.50
  - Pigskin ..... 5.50

- Kousser King** \$ 7.50  
Joker Wild ..... 8.50  
Reel 21 ..... 4.50  
Spinner Winner ..... 17.50  
Outlib Grip ..... 7.50  
Goal Line ..... 4.50  
Five Dice ..... 3.50  
Sportland ..... 4.50  
Punch A Ball ..... 3.00  
Ball Slide ..... 5.50  
Tally ..... 7.50  
Tavern ..... 4.50  
Ex-Ray ..... 19.50  
Sawks ..... 14.50  
Millwheel ..... 6.50  
Deuces Wild ..... 8.50

**SLOTS**  
Over 200 New and Used Mills, Jennings, Wabco, P. & G, Grotchen. All Double Jack-Pots. \$15.00 Up.

**DISTRIBUTORS OF ALL LEADING MANUFACTURERS**

- Kooney
- Bally
- Genco
- Chicago Coin
- Stoner
- Getchell
- Exhibit
- Edco
- Daval
- Grotchen
- S-T
- Mills
- Jennings



**HIO SPECIALTY COMPANY**

29 W. Court St., CINCINNATI, OHIO  
539 S. Second St., LOUISVILLE, KENTUCKY



**OOH! DOUBLE PROFITS**

**CUB**  
3 Reel, Cigarette, Fruit or Numbers Play with Coin Dividers and 2 Separate Cash Boxes. 1c or 5c or 10c.  
Sample CASE \$13.75 OF 6 \$75.00

**ACE**  
5 Reel Poker or Joker Wild Play with Coin Dividers and 2 Separate Cash Boxes. 1c or 5c or 10c.  
Sample CASE \$14.75 OF 6 \$80.00

**BANNER SPECIALTY COMPANY**  
1530-32 PARRISH ST., PHILADELPHIA, PA. \* 1508 FIFTH AVE., PITTSBURGH, PA.

**MILLS VEST POCKET BELL**

1c or 5c play  
Plain or Metered  
(Meters Standard on One Cent Models)  
Blue and Gold  
or  
Chrome Finish



**WRITE OR WIRE FOR PRICE**      **IMMEDIATE DELIVERY**

Exclusive Northwest Distributor  
**MAYFLOWER NOVELTY COMPANY**  
2218 University Avenue      St. Paul, Minnesota



# CALL CALCUTT



## FOR PRICES ON VEST POCKET BELL

BLUE & GOLD STANDARD, OR ALL-CHROME MODEL,  
1c OR 5c PLAY, WITH OR WITHOUT REGISTERS!

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. Cable Address: COINMATS



BALLY BOOTH at West Coast Show. Paul Laymon, Los Angeles distributor, and George Moloney, of Bally Manufacturing Company, are seated at a table directly under the big "Bank on Bally" sign.

## Coming Show Important to Industry, Says John Chrest

**Prophecies many surprises and innovations—sees better biz in all fields**

By JOHN CHREST  
Exhibit Supply Company, Chicago  
CHICAGO, Dec. 7.—January 13, 14, 15, and 16 are the dates for the 1941 Coin Machine Show. All indications are that it will be the biggest and most successful show ever held in the history of the industry. Not only is this assertion based upon the number of exhibitors, whose lines will be shown, but also by the tremendous amount of space that has been contracted for.

Operators, jobbers, and distributors attending the 1941 show will have something to rave about after they have returned home. If ever there was a year when it will be possible to view the great improvement and progress that the industry has made, it will be at this year's show. This applies to all equipment which can be classified as amusement devices or machines, including pin tables, phonographs, arcade equipment, and vending machines.

In the pin table field so many innovations and improvements have been made that this field is a contender for having shown the greatest progress. One need only look back and try to recall the first crude creations, consisting of an ordinary wood box or cabinet, as they were called, and a playing field or board, with holes bored out at various spaces, and compare this with the games that are being produced today.

It is possible that the majority of coinmen, who have become so accustomed to seeing the present up-to-date modern type of pin tables, might exclaim that they can't be shown anything new or different, but they are going to be surprised if they attend the 1941 show.

In the music field are offered great surprises, too. Here will be shown many beautiful creations. These machines have really been perfected to the nth degree and will give those attending the show the greatest thrill they have ever experienced.

Since there are many operators who have discovered that there are lucrative profits in the operating of attractive penny arcades, together with their other enterprises, they will be shown many new and interesting types of this equipment.

Vending machine manufacturers, too, will show many new as well as attractive and improved models. Many of these will really startle one to see what and how they can vend and how satisfactorily and simply it is done.

Operators and distributors can feel assured that they will be amply repaid by attending this show, no matter whether they are operating strictly legal equipment or other types of amusement machines. Many new types of gun games and other such equipment will be shown. All coinmen cannot be urged too earnestly and too strongly to attend the

1941 show. The knowledge they will gain, together with the many new friendships they will make, will more than pay them back all the money expended to make the trip.

## ALLIED APPROVED RECONDITIONED COIN MACHINES

FREE PLAY GAMES	
Fleet . . . . . \$59.50	Shortstop . . . . . \$39.50
Gold Cup . . . . . 69.50	Score Card . . . . . 37.50
Mills 1-2-3 . . . . . 50.50	Oh Boy . . . . . 35.50
Three Score . . . . . 54.50	Commodore . . . . . 34.50
Summertime . . . . . 49.50	Mr. Chips . . . . . 37.50
Sports . . . . . 47.50	Keep a Ball . . . . . 26.50
Drum Major . . . . . 46.50	Lucky Strike . . . . . 34.50
Cadillac . . . . . 46.50	O. O. D. . . . . 24.50
July . . . . . 39.50	Fish Tossing . . . . . 18.50
Score Champ . . . . . 39.50	Lot of Fun . . . . . 19.50

## THE BEST MONEY MAKERS TODAY V. P. BELLS—New and Used Write for Prices

## WE HAVE 'EM! ACE AND CUB

Sample \$14.95 Case of 6 \$80.00  
Sample \$13.95 Case of 6 \$75.00  
SAVE DELAY—ORDER TODAY FROM "ALLIED"

AUTOMATIC PAYTABLES	
Grand Natl. . . . . \$93.50	Gold Medal . . . . . \$64.50
Pace Maker . . . . . 87.50	Sport Page . . . . . 52.50
Grandland . . . . . 74.50	Stables . . . . . 32.50
Healthtone . . . . . 57.50	Prehensile . . . . . 17.50
Thistledown . . . . . 57.50	Winner . . . . . 16.50

PHONOGRAPHS	
Wurlitzer 500, Like New . . . . . \$149.50	
Wurlitzer 600, Silver Proof . . . . . 139.50	
Wurlitzer 616, 16 Record . . . . . 129.50	
Wurlitzer 716, 16 Record . . . . . 119.50	
Wurlitzer 412, 12 Record . . . . . 99.50	
Seeburg Gem . . . . . 129.50	
Seeburg Royale . . . . . 82.50	
Seeburg Rex . . . . . 79.50	
Seeburg Model . . . . . 51.50	
Rockola Standard, 1939 Model . . . . . 127.50	
Rockola Monarch, 1938 Model . . . . . 89.50	
Rockola 1939 Counter Model . . . . . 87.50	
Rockola Windsor, 1938 Model . . . . . 84.50	

**LEGAL EQUIPMENT**  
Seeburg's Shoot the Clutes . . . . . \$117.50  
Keeney's Anti-Aircraft Gun . . . . . 89.50  
Gottlieb's Skeeballite . . . . . 61.50  
Ersatf Ten Steaks . . . . . 37.50  
Rockola's Ten Pins . . . . . 52.50  
A. B. T. Target, Model F. Blue Cab. . . . . 16.50

Terms: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.



Phone: Capital 4747  
3520 W. Fullerton Ave. CHICAGO

## RAINBOW SPECIAL \$60.00

Get the Bargain of the Year. Double your money within a month! Get a case of six assorted colors of Imps for only \$60.00.

Specify whether Cigarette or Fruit Reels, Penny or Nickel or Dime Play.

**MARION COMPANY**  
562 W. Douglas, Wichita, Kansas

## DON'T SLIP UP--BUY



3 REEL CIGARETTE-FRUIT OR NUMBERS PLAY WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES—1c OR 5c OR 10c.

# CUB

Sample \$13.75 Case of 6 \$75.00

AND

5 REEL POKER OR JOKER WILD PLAY WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES—1c-5c-10c.

# ACE

Sample \$14.75 Case of 6 \$80.00

1/3 With All Orders—Balance C. O. D.



## ELECTRO-BALL COMPANY

1200 CAMP ST. DALLAS, TEX. ★ 1706 FANNIN ST. HOUSTON, TEX. ★ 680 UNION ST. MEMPHIS, TENN.

## RECONDITIONED, REFINISHED PHONOGRAPHS—LOWEST PRICES

Wurlitzer 500 . . . . . \$149.50	Wurlitzer 750 . . . . . \$39.50
Wurlitzer 600 . . . . . 139.50	Wurlitzer 512 . . . . . 32.50
Wurlitzer 600 Keyboard . . . . . 129.50	Wurlitzer With Grill . . . . . 35.00
Rock-Ola 1939 Deluxe . . . . . 135.00	Wurlitzer 24 . . . . . 79.50
Rock-Ola 1939 Standard . . . . . 125.00	Wurlitzer 24A . . . . . 79.50
Mills Throne of Music, 1939 Model (Like New) . . . . . 149.50	Seeburg Royal . . . . . 129.50
Wurlitzer 616 . . . . . 39.50	Mills Do Re Mi or Swing King or Zephyr . . . . . 25.00
Wurlitzer With Grill . . . . . 44.50	

Terms: 1/3 With Order, Balance C. O. D. Outside U. S. A.—Cash In Full.

**DAVIS SALES CO.**  
105 LEXINGTON AVE., SYRACUSE, N. Y.

**REGISTER NOW**  
for  
**1941 COIN MACHINE SHOW**  
Registration blank in this issue

**A PROFIT HARVEST with GARDNER'S**



**ANOTHER GARDNER WINNER!**  
Here's a beautiful THICK SLOT SYMBOL board by GARDNER that's a "natural" 81 winners! \$25 top in "Money Shot" BIG 50% AVERAGE PROFIT! It's a universal HIT!

**AND DON'T FORGET**  
WRITE FOR GARDNER'S BIG, COLORFUL, NEW CIRCULAR—JUST OFF THE PRESS! FEATURING 20 NEW BOARDS—These Slot Symbols and Book Cover Boards are TERRIFIC! They're COLORFUL, APPEALING. The profits are BIG! And what price! YOU'LL BE SURPRISED!  
"Gardner's the One for '41!"

**GARDNER & CO.**  
2305 S. ARCHER CHICAGO, ILL.

**No Midwest Blues, Says Monarch**

CHICAGO, Dec. 7.—Al Stern, Monarch Coin Machine Company, reports that he has just completed a sale which, he says, is a brilliant example to the nation's operators and a shining indication of what lies ahead for the industry as a whole.

"Lou Westerman, president of the Westerman Music Company, Des Moines, Ia., and one of the country's outstanding operators, visited Monarch last week on one of his frequent buying trips," said Stern, "and at the end of the negotiations he set out for home escorted by two huge trailer trucks loaded with games purchased from Monarch. A total of 72 pieces of equipment was bought," reports Stern.

"Most of them," he said, "were brand-new games. This purchase by Westerman is a most encouraging sign. Not only does it prove that operating conditions are good, even for this time of the year, but it also proves that our manufacturers are turning out the kind of equipment that keeps operating profitable."

"Westerman is to be congratulated for his faith in operating's immediate future. We at Monarch are proud to have played so conspicuous a part in the past and present success of the Westerman Music Company and of a host of other operators throughout the United States."

**LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$**

**FIVE-BALL FREE PLAY GAMES**

- |                                       |                              |
|---------------------------------------|------------------------------|
| Bally Gold Cup, Console . . . \$99.50 | Bally Vacation . . . \$49.50 |
| Bally Cross . . . 59.50               | Speed Demon . . . 49.50      |
| Lines . . . 59.50                     | Shuffle . . . 47.50          |
| Yacht Club . . . 44.50                | Castles . . . 44.50          |
| Playmate . . . 59.50                  | Mills 1-2-3 . . . 44.50      |
| Speedways . . . 49.50                 | Short Stop . . . 39.50       |
| Birdie . . . 49.50                    | Beauty . . . 34.50           |
| Mascots . . . 39.50                   | Punch . . . 29.50            |
| Eureka . . . 37.50                    | Super Six . . . 29.50        |
| Big Town . . . 29.50                  | Big Shot . . . 27.50         |
| Bowl, Alloys . . . 29.50              | Scopes . . . 24.50           |
| Red Hot . . . 29.50                   | Arrow Heads . . . 19.50      |
| Bake 4-3-2 . . . 19.50                | Triumph . . . 19.50          |
| Big Six . . . 19.50                   | Jumpers . . . 19.50          |
| Bang . . . 19.50                      | Thrillers . . . 19.50        |
| Cowboys . . . 19.50                   | Dart Jones . . . 14.50       |
| Twinkle . . . 14.50                   | Hold Tight . . . 14.50       |
| Fifth Inning . . . 14.50              | Klick . . . 14.50            |

**PHONOGRAPHS**

- |   |
|---|
| Rock-Ola '39 De Luxe, Late Mod. . . \$144.50    |
| Wurlitzer 500 Keyboards . . . 144.50            |
| Rock-Ola '39 Standards, Late Mod. . . 129.50    |
| Seeburg Rhythms . . . 129.50                    |
| Seeburg Gems . . . 114.50                       |
| Wurlitzer 616s, Illuminated Grilles . . . 84.50 |
| Rock-Ola Rhythm King 16s . . . 79.50            |
| Rock-Ola Rhythm King 12s . . . 79.50            |

**CONSOLES**

- |  |
|--|
| Jennings 1940 Fast Times . . . \$99.50           |
| Pace '40 Saratoga . . . 89.50                    |
| Pace '39 Saratoga, Bd. 10r, 25r Play . . . 79.50 |
| Jennings Liberty Bells . . . 24.50               |

**LEGAL EQUIPMENT**

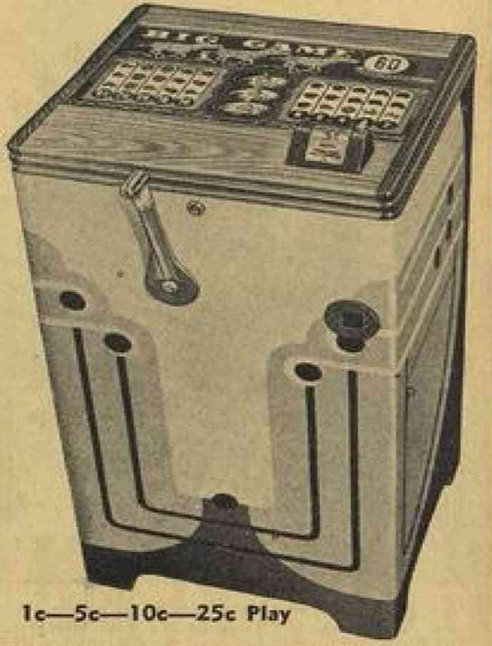
- |   |
|---|
| Jennings Roll-In-the-Barrel, like new \$89.50 |
| Keeley Bell-Air Draft Guns . . . 69.50        |
| Bally Bell's Eyes . . . 49.50                 |
| Seeburg Chicken Sams with Base . . . 49.50    |
| Rock-Ola Ten Pins . . . 39.50                 |
| Evans Ten Strikes . . . 39.50                 |
| Bally Alloys, Late Models . . . 27.50         |

Send for our Complete Catalog Listing Free Play Games, Counter Games, Phonographs and Supplies. All Machines Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

**BADGER NOVELTY CO.**  
2546 N. 30th St., MILWAUKEE, WIS.

**FREE-PLAY BELL BIG GAME**

**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.

This machine is also built with the Mystery Cash Payout, 3-5, etc.

Furnished with Animal Head Strips or Fruit Reel Strips.

1c—5c—10c—25c Play

Height 42½ In.—Width 22 In.—Depth 23½ In.—Weight 134 Lbs.

Write for circulars and prices

Made Only by

**WATLING MANUFACTURING COMPANY**

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

**DOUBLE PROFITS FROM EVERY COUNTER—ON EVERY ONE OF YOUR LOCATIONS WITH**

**"CUB"**  
3 REEL-3 WAY PLAY WITH COIN DIVIDERS  
Take your choice: Claret or Fruit or Number  
Reel 1c-5c or 10c play  
75% - 25% Coin Divider  
Model 1 or 80% - 20% Coin Divider  
Model. Enclose 1¢ deposit with order, Bal. C. O. D.

Sample \$13.75. CASE OF 6, \$75.00

**"ACE"**  
5 REEL-POKER PLAY WITH COIN DIVIDERS  
Tumbling 1-2-3 Stop, Silent Reel  
Poker Play! 75% - 25% Coin Divider  
80% - 20% Coin Divider. Extra Award Cards  
Free Gum Vendor. Buy 4 in. By the Case!  
1/3 With Order, Balance C. O. D.  
Sample \$14.75. CASE OF 6, \$80.00

**TRIMOUNT COIN MACHINE CO.**  
1292 WASHINGTON STREET  
BOSTON • MASSACHUSETTS

**REGISTER NOW**  
for  
**1941 COIN MACHINE SHOW**  
Registration blank in this issue

**Imp** NOW ONLY SIX FOR \$60.00  
100% Satisfaction Guaranteed  
WOLF SALES CO.  
1120 Golden Gate Ave.  
San Francisco, Cal.

- 5-BALL FREE PLAY GAMES**
- |                             |                            |
|-----------------------------|----------------------------|
| Triple Threat . . . \$15.00 | Big League . . . \$30.00   |
| Variety . . . 17.50         | Home Run . . . 32.50       |
| Pick 'Em . . . 19.50        | Score Card . . . 35.50     |
| Big Six . . . 22.50         | Score Champ . . . 37.50    |
| Super Charger . . . 25.00   | Line Life . . . 40.00      |
| Triumph . . . 22.00         | Overload . . . 40.00       |
| Mascot . . . 40.00          | Bally Beauty . . . 40.00   |
| Lite-Card . . . 32.00       | Yacht Club . . . 40.00     |
| Polo . . . 45.00            | Grand National . . . 40.00 |
- Terms: 1/3 Cash—Balance C. O. D.  
**JAMES P. TALLON**  
2233 Montreal Street, NEW ORLEANS, LA.

**YES!**

**GOLD AWARD**

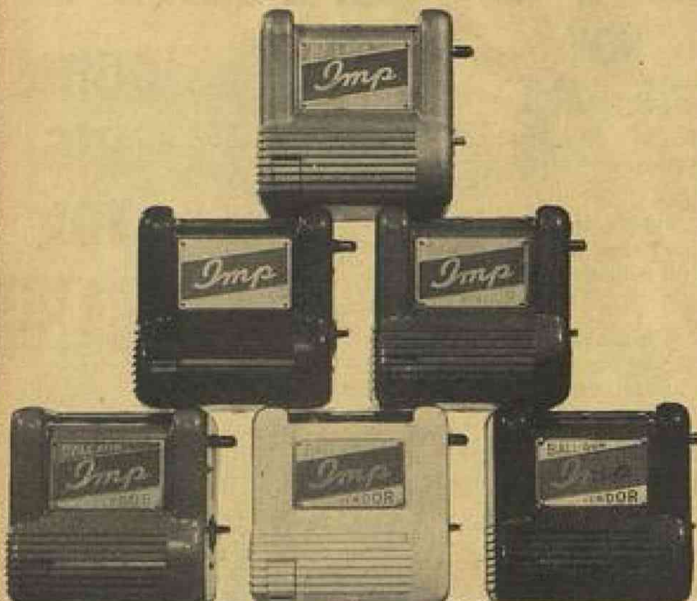
YOU HAVE COMPLETE CONTROL OVER THE GOLD AWARD ON THE AMERICAN EAGLE  
MYSTERY PAYOUT GOLD AWARD MODEL

★That's WHY more and more operators are now buying MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE. 1c Play can award as high as \$5.00 on Gold Award token. 5c Play can award as high as \$25.00 on Gold Award token. Cash in NOW by pushing your order to your nearest Daval distributor TODAY!!

**DAVAL, 2043 CARROLL AVE., CHICAGO**  
Pacific Coast—MAC MOHR CO.—2916 W. PICO BLVD.—LOS ANGELES, CALIF.

**ONLY THREE CENTS A DAY**  
will give you the powerful earning power of Imp, proven successful on 60,000 spots.  
At sixty dollars for six IMPs your cost, averaged over a year, is less than 3 cents a day, yet your earnings will gross \$1.00 a day or more.  
**UNITED AMUSEMENT COMPANY**  
3410 MAIN STREET, KANSAS CITY, MO.

**PYRAMID  
YOUR PROFITS  
WITH RELIABLE IMPS  
AT SIXTY DOLLARS FOR SIX**



You get the biggest value for your money when you buy a case of six colorful Imps at the new low price of \$60.00.

Within a few weeks, profits from your first six Imps will easily buy another case, and from then on profits will accrue even more quickly.

In no time at all, you will have built up a big route, paying you a substantial income week after week.

Thousands of Imps are on location 11 months already—without a breakdown, without a service call.

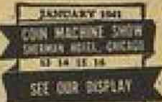
Imp costs less than 3 cents a day to own, yet it earns easily One Dollar a day gross. Can you find any investment paying such dividends?

Hundreds of new Operators are turning to IMPS every week. Thousands of old Operators are repeating their orders, are buying more and more IMPS!

Supplied in Cigarette, Fruit Symbols or Number Reels.  
Penny Play — Nickel Play — Dime Play.  
Coin Meter only \$1.00 Extra.

Your satisfaction is guaranteed or your money refunded within seven days from date of purchase.

Obeys that IMPulse—Order a case of 6 IMPS today — Enclose \$20.00 Deposit, Balance C. O. D.



**GROETCHEN TOOL COMPANY**

130 North Union Street, Chicago

**Sara-Suzy New Stoner Game**

AURORA, Ill., Dec. 7.—“Yea, str, Sara-Suzy is our latest game, and we’re certainly proud of her,” declares C. R. Adelberg, sales manager of the Stoner Corporation.

“Sara-Suzy has all the zip and appeal an operator can ask for in a game. The popular high score for intra-player competition, rotation scoring of six lights out with a special award of 50 replays, and the possibility of a winner on one ball—even the first ball—are only a few of the highlights that make Sara-Suzy a truly standout game.

“In addition there’s the popular Spot Bumper which, when contacted while lit, spots one number in the rotation scoring to add that last second of suspense. There’s action and excitement every minute of play.

“Sara-Suzy is the game that operators will be putting in their best locations, and we know that it will bring in substantial earnings,” he concluded.

**Weinberger Tells Plans for 1941**

LOUISVILLE, Ky., Dec. 7.—Leo Weinberger, official of the Southern Automatic Music Company, has announced from the Louisville headquarters that plans are rapidly being shaped for a standout business year in 1941.

“Busy as we are taking care of orders and installations on Seeburg music, we are planning an ambitious and extended program for the coming year,” said Weinberger.

“Further improvements in service, enlarged stocks of new and reconditioned equipment of the finest kinds, and personnel increases at all four Southern offices will feature our activities next year.

“This year has been one of the best in our history, and we’re going to have to go some to improve it, but everything points to better business for ‘41, and we will direct all our energies to giving our customers the finest possible equipment and service.”

**SAVE DOLLARS!**

**FREE PLAY GAMES**

Victory ... \$59.50	Old Johnny \$59.50
Gold Cup ... 54.50	Pyramid ... 14.50
Chevron ... 17.50	Big Six ... 18.50
Spotless ... 17.50	Up & Up ... 12.50
Triumph ... 19.50	Super Six ... 29.50
4-6-8 ... 19.50	Jumpo ... 17.50
Lucky ... 37.50	Parade ... 117.50
Conquest ... 17.50	1-2-3 ... 69.50
Flash ... 24.50	Day Jones ... 11.50
Variety ... 16.50	Stoner ...
Flag Ship ... 21.50	Baseball ... 16.50

**CONSOLES**

Evans Royal Lucre .....	\$145.00
Jennings Paddock Club .....	19.50
Jennings Good Luck .....	69.50
Keeney 1937 Red Head Skill Time .....	43.50
Keeney Kentucky Club .....	43.50
Millie Square Bell .....	74.50
Millie Flasher .....	18.50
Pace Pay Day .....	71.50
Brown Cabinet Paces Races .....	119.50
Brown Cab. J.P. Model Paces Races .....	139.50
Stoner Zipper .....	18.50

**NOVELTY GAMES**

Bl. Morris ... \$9.50	Trophy ... \$9.50
Swing ... 6.50	Bang ... 8.50
Dux ... 6.50	Ritz ... 12.50
Majors ... 11.50	Zets ... 11.50

**PHONOGRAPHS**

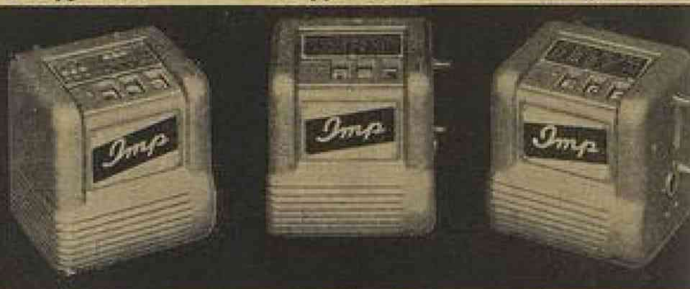
Millie Do Re Mi—12 Records .....	\$ 37.50
Millie Studio—12 Records .....	44.50
Millie 1939 Model Themes of Music—20 Records .....	59.50
Millie Zephyr—12 Records .....	59.50
Model 24 Wurlitzer—24 Records .....	137.50
Model 650 Wurlitzer—24 Records .....	137.50
Model 412 Wurlitzer—12 Records .....	44.50
Counter Mod. 61 Wurlitzer—12 Rec. .....	109.50
Model 616 Wurlitzer—12 Records .....	59.50
Model "A" Seeburg—12 Records .....	29.50
Model "R" Seeburg—15 Records .....	44.50
Model "K" Seeburg—20 Records .....	109.50
Rock-Dia Type "A"—12 Records .....	37.50

TERMS: 1/3 Certified Deposit with order —balance C. O. D.

**THE VENDING MACHINE CO.**  
105-15 Franklin St., Fayetteville, N. C.

**NOW 6 FOR \$60.00**

100% Tried      100% Tested      100% Proven



Fruit Reels  
1c Play

Cigarette Reels  
5c Play

Number Reels  
10c Play

**GERBER & GLASS**

914 DIVERSEY BLVD., CHICAGO

**WHAT A PAIR!!!**

	<b>CUB AND ACE</b>	
Sample \$13.75	↓	Sample \$14.75
Case of 6 \$75.00		Case of 6 \$80.00

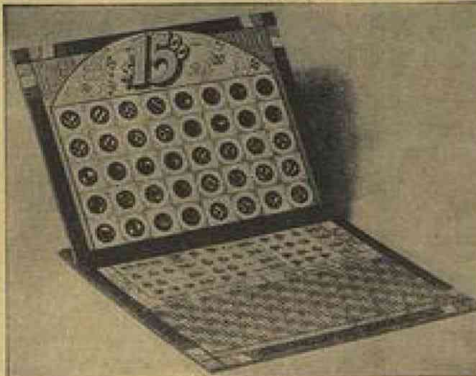
**THE MARKEPP COMPANY**

3328 CARNEGIE AVE. CLEVELAND, O.      1410 CENTRAL PKWY. CINCINNATI, O.

**GLOBE SPECIAL**

This Beautiful New Book Cover with Slot Symbols, showing a handsome Average Profit of \$24.20 on a 1,000-Hole Board is worth your trying. At 5c a punch it takes in \$46.40; at 10c a punch it takes in \$92.80. Average Payout, \$44.15. Lots of Other Fast Sellers.

**GLOBE PRINTING CO.**  
Office: 1023-27 Race St., PHILADELPHIA, PA.



**GUARANTEED BARGAINS**

- WURLITZER 616.....\$ 49.50  
With Ill. Grill..... 54.50
- WURLITZER 600..... 142.50
- WURLITZER 500..... 149.50
- ROCKOLA Monarch 20. 79.50
- EVANS 10 STRIKE..... 42.50
- KEENEY ANTI-AIRCRAFT  
Brown, Like New } 82.50
- BALLY-ALLEY, Perfect  
Condition ..... 27.50
- WORLD SERIES..... 49.50
- PHOTOMATICS ..... 545.00

Write for Free Literature on Remod. Phono



\$12.50  
6 for \$60.00  
1c, 5c or 10c Play  
1/5 Deposit

**GERBER & GLASS**

914 Diversey Blvd., Chicago

PHONOGRAPH HEADQUARTERS

**Southern Automatic Shows the Way**

LOUISVILLE, Ky., Dec. 7.—"Leo Weinberger and the Southern Automatic Music Company are showing the way to the trade with our new Cub and Ace counter games," reports the Daval Company, Chicago.

They continued: "Whenever an operator walks into their offices and asks about counter games, they simply push a case each of Cub and Ace under his arms and tell him to get going."

Leo Weinberger reports: "There's nothing that equals these two tiny counter games for profits. They are attracting attention of all smart operators at each of our offices and we predict that they will prove to be the finest money-makers that we have ever introduced. They are perfect from every standpoint, giving the operators the type of action wanted and cutting down costs on servicing. Collections are boosted and their very smallness draws attention. We have competition among our four offices to see which will lead in sales on Daval's Cub and Ace."

**New Arrangement On Western's Tot**

CHICAGO, Dec. 7.—Don Anderson, sales manager of Western Products, Inc., has announced the inauguration of an intensified sales drive on Tot, Western's popular token payout counter game.

"Our new sales plan takes on the nature of a dividend," reports Anderson. "At the same time it enables operators to effect a real saving while meeting an increasing location demand for Tot. Effective December 15, operators who purchase two of the machines will receive one without charge. This plan starts the operator right off with a substantial profit and operation of Tot will add to that profit in full measure."

"Tot has been and continues to be one of the most consistent counter game money-makers in modern coin machine annals. Its amazingly small size, its highly dependable performance, and its very popular play make it a staple piece of operating equipment everywhere in the country. Production, at a high peak for many months, is being geared to greater capacity to take care of the anticipated heavy load expected on and after the new sales plan goes into effect."

1c and 5c Models  
Hammerloid and Chrome



We serve the  
**Western States**  
with Mills

**Vest Pocket Bells**

and all other Mills Machines

**Mills Sales Co.**

1640 Eighteenth St.  
Oakland, California  
1491 West Washington Blvd.  
Los Angeles, California  
1325 S. W. Washington  
Portland, Oregon



**COME AND GET 'EM FROM HARRY PAYNE!**



**CUB**

3 Reel-Cigarette  
Play with Coin  
Dividers and 2  
Separate O a s h  
Boxes, 1c or 5c  
or 10c.

Sample  
\$13.75  
Case of 6  
\$75.00

**ACE**

5 Reel Poker or  
Joker Wild Play  
with Coin Div  
iders and 2  
Separate O a s h  
Boxes, 1c or  
5c or 10c.

Sample  
\$14.75  
Case of 6  
\$80.00



**H. G. PAYNE CO.**  
312-314 Broadway, Nashville, Tenn.

# Zombie

EXHIBIT'S

GOING BIG FOR OPERATORS ON OVER 3300 LOCATIONS



FREE PLAY CONVERTIBLE  
**104<sup>50</sup>**

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

## RING STARS

**PACKS A REAL PROFITWALLOP**

Large 3-color picture tickets of popular ring stars. 50 SURPRISE FREE PLAYS to players punching "Knockout" tickets. Beautifully embossed book cover.

No. 11358      5c Play      1000 Holes  
Takes in \$47.50      Average Payout \$23.05

Also made for 10c Play

Get Ring stars in action now! Write for new folder NG-21.

Meet us at Booth 94 at the Coin Machine Show on January 13th to 16th

HARLICH MFG. CO.




1413 JACKSON BLVD.  
CHICAGO, ILL.

**New!**



Price \$6.50  
Complete

**Guardian Electric Service Kit No. B-450**

What every operator needs for repairing practically all the latest games. Includes contact leaves, silver points, switches, point adjusters, rivets, insulators, etc. **SAVE TIME! SAVE MONEY! SAVE HEADACHES!** An un-solicited letter from L. W. Wood, Waterloo, Iowa: "I bought one of your New Electric Service Kits, and it paid for itself on one job!"

*"If it operates with a coin—write us for parts."*

**FREE NEW, ILLUSTRATED CATALOG No. B-17**

Our NEW 48 page CATALOG of PARTS AND SUPPLIES for ALL COIN MACHINES is now ready for mailing. Write for your FREE copy TODAY on your letterhead, or send your business card.

BLOCK MARBLE CO.

1527 FAIRMOUNT AVE.  
PHILADELPHIA, PA.

# HAPPY DAYS ARE HERE AGAIN!

## CUB — and — ACE

**3 REEL-3 WAY PLAY WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES**



SAMPLE \$13.95

BUY 'EM BY THE CASE. CASE OF 6 \$75.00

WITH THE TWO TINIEST HANDFULS OF MONEYMAKING POWER YOU'VE EVER SEEN— BY **DAVAL**  
2043 CARROLL AVE., CHICAGO  
Pacific Coast.  
MAC MOBE CO.  
2916 W. PICO BLVD.  
LOS ANGELES, CALIF.

1c or 5c or 10c play! Cigarette or Fruit or Number Reels! 75%-25% Standard Coin Dividers. (Also available in 80%-20% model.) Sturdy! Beautiful! Modern! Silent! BETTER! Rush your order Quick!!

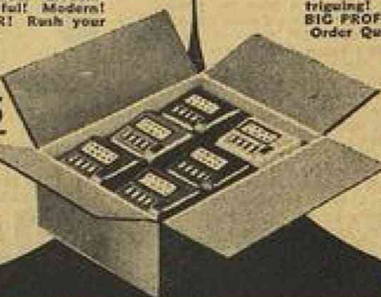
**5 REEL POKER PLAY WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES**



SAMPLE \$14.95

BUY 'EM BY THE CASE. CASE OF 6 \$80.00

Take your choice of Straight 5 card poker or Joker Wild play, 1c or 5c or 10c. 75%-25% Standard Coin Dividers. (Also available in 80%-20% model.) Fascinating! Intriguing! Attractively designed! A BIG PROFIT MACHINE! Rush Your Order Quick!!



### SAM STRAHL HAS A SPECIAL DEAL FOR YOU ON VEST POCKET BELL

1c or 5c — Blue and Gold Standard Model — All-Chromium Model — With or Without Registers.

BUY "AMERICAN"!!

### AMERICAN CIGARETTE MACHINE CO.

1349 FIFTH AVE., PITTSBURGH, PA. • 1523 MAIN ST., BUFFALO, N. Y.

### Bally Announces Big-Top Console

CHICAGO, Dec. 7.—"For big play and top collections," says George Jenkins, general sales manager, Bally Manufacturing Company, "get Bally's new Big-Top console. We call it Big-Top because it packs more action, thrills, and suspense than a circus. Prolonged test operations prove that a really new idea results in a remarkable increase in collections.

"Big-Top is new in the styling of the console cabinet, new in the type of reels—comic animals in vivid cherry-red, orange, and lemon-yellow colors. Yet in addition to the beautiful flash and colorful comedy, Big-Top features the basic appeal of a three-reel bell. In other words, it's a modernized electric bell, housed in a rich cabinet that fits into the picture in any location.

"Best of all, Big-Top also fits into the picture in practically every territory—thanks to the three models in which this great three-reel bell console is offered. First, fully automatic payout with mystery bell awards; second, payout model with compulsory skill feature in the back-box; third, free-play or re-play model. All three models have proved their earning power on locations; and, judging by the way operators are going for Big-Top, Bally will be in big production on Big-Top thruout the coming year.

"While swinging into volume production on Big-Top, the Bally console department is also set for increased output of our two poker bell consoles with hold-and-draw feature—Royal Draw payout and High-Hand free-play."

### PERFECT FREE PLAYS

Brite Spot	.....\$34.50
Double Feature	..... 28.50
Landslide	..... 39.50
Rotation	..... 42.50
Speed Demon	..... 50.00



Bandwagon	57.00	Red Hot	515.00
Bordenstein	40.00	Roxy	28.50
Bionda	35.00	Skyline	37.50
Big League	22.00	Score-Line	45.00
Big Town	22.00	Soory	35.00
Big Show	22.00	Score Champ	18.50
Billy Beauty	22.00	Super Six	15.00
Commodore	19.00	Three Score	31.00
Drum Major	37.50	Triumph	18.00
Glamour	33.00	Vacation	50.00
Home Run	27.50	Wine	35.00
Jolly	22.50		
O'Boy	18.50		
Punch	17.50		

**MIKE MUNVES CORP.**  
593 TENTH AVENUE, NEW YORK

### GUY NOEL Says: UNION MADE SALEBOARDS

In our own plant and copy our Operator and Jobber friends with Money Boards and Saleboards in addition to our Coupon Games, WRITE US YOUR NEEDS.

WE ARE MANUFACTURERS OF 100% UNION MADE COUPON GAMES WITH ALLIED PRINTING UNION LABEL. Mrs. of Largest Variety Line of Jar Games—Whirling Derby Game—Baseball Daily and Weekly Series—Tip & Jack Pot Game—Sales Cards—Penny Parade Game.  
**GAY GAMES, INC.**  
DEPT. 89-12, MUNCIE, INDIANA

**REGISTER NOW** for 1941 COIN MACHINE SHOW  
Registration blank in this issue

A NEW CATALOG OF SALEBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES  
SEND FOR YOUR FREE COPY OF CATALOG NO. 55  
Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Saleboards and Merchandise Assortments... at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today!  
If Interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

WANTED FOR CASH		VEST POCKETS, IMPS AND COTTLES CRIPS	
Bally Submarine		A.B.T. Model F's	...\$19.50
Guns	...\$127.50	Used Imos	..... 7.00
Seeburg Parachute		Jail Birds	..... 79.50
Jumpers	124.50	Black Cabinet Keeney	
Billy Shoot the Bull	49.50	Anti-Aircraft	... 59.50
Chicken Bama	59.50		

**S & W COIN MACHINE EXCHANGE**  
2410 GRAND RIVER AVE. (113 Deposit) DETROIT, MICH.

**Crest, of Spokane, Named Pace Distrib**  
SPOKANE, Wash., Dec. 7.—Bill Paradise, who operates the Crest Novelty Company, has been appointed distributor for the Pace Manufacturing Company, Baker Novelty Company, and Groelchen Tool Company, he announced this week upon his return from Chicago.

First Again With

# "CUB"

3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

\*A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Daval's Famous Coin Dividers. Standard Model T-10-25. Also available in 80% - 20% model. Take your choice of Clearite. Fruit or Number Board. ORDER QUICK!!



SAMPLE \$1395

CASE OF 6 \$75.00

Size Just 6 1/2" x 8" x 10 1/2"

# "ACE"

5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

\*Eliminate need for meters. Cut down service. BIG CASH BOX FOR OPERATOR. Gum Vending. Back windows covered when not being played. 1c, 5c or 10c play. REEL POKER PLAYS!



SAMPLE \$1495

CASE OF 6 \$80.00

Size Just 6 1/2" x 8" x 10 1/2"

# AMERICAN EAGLE

World's Smallest Fruit Symbol Bell With Automatic Toss Award.



SAMPLE \$32.50

10 for \$275

Gold Award Model \$1.50 Extra  
Ball Gum Model \$2.00 Extra

## BALL GUM

15c Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.

1/3 Deposit, Balance C. O. D.

# SICKING, INC.

1401 Central Pkwy., Cincinnati, O.

BE WISE!

Familiarize Yourself With Coin Operated

JANUARY 1941  
COIN MACHINE SHOW  
CHERMAN HOTEL, CHICAGO  
12 14 16 18  
SEE OUR DISPLAY

# POOL BOWLING

Acclaimed the outstanding achievement of the industry @ 100 legal @ 5c or 10c play

POOL BOWLING MFG. CORP., STEGER, ILL.  
Chicago Phone-Intercean 9760 (direct to factory)

## SALESBOARDS

You can't afford to be without our catalog. Write to-day.  
KING MANUFACTURING CO.  
30 Pasadena St., Mt. Clemens, Mich.

## Prominent Artists Create Show Poster

CHICAGO, Dec. 7.—Discussing the 1941 Coin Machine Show poster, the sales promotion director of Byrde, Richard, & Pound, New York advertising agency, Bill Gersh, revealed that two nationally known artists collaborated in the production of the display. "The general idea," Gersh explained, "was worked out by Herb Jones, advertising manager of Bally Manufacturing Company, and myself. What the artists tried to express was the good-fellowship of the Coin Machine Show—the pep, enthusiasm, confidence, and courage which the show injects into the entire industry—the feeling of progress, the sense of going places which is the big benefit every operator, jobber, and distributor derives from attendance at the show. As Herb expressed it, 'the show is the power-house of this great fast-moving business, and we should visualize at a glance the power and push which the show puts into every man and woman in the industry.'

"Coming out of the huddle, Bill Behling began to whip ideas into final form. He is the man who is responsible for the unique design, the flash and umph you see in the poster. The four happy coin machine men, who seem to march right out of the poster, were created and painted by Oliver S. Sibley, one of the best known illustrators in the country.

"Both Behling and Sibley are regular members of the Byrde, Richard, & Pound staff and each enjoys a national reputation in his field of work. Behling is an outstanding design and letter man. He has created designs and advertisements for one of the leading automobile manufacturers, for a nationally known beverage company, and for many other national advertisers. Sibley has done covers for Collier's and other national magazines. His work is frequently on exhibition in the art and advertising world, and he has won praise from many authoritative art magazines. To me it is a source of personal satisfaction that these two outstanding artists have helped to insure the fulfillment of the 1941 show slogan—'bigger and better than ever before!'"

(Herb Jones has revealed that Byrde, Richard, & Pound waived their fee for the show poster, donating their service as their contribution to the success of the 1941 show.—ED.)



MILLS VEST POCKET BELL. NOW AVAILABLE IN ONE CENT PLAY MODEL, AUTOMATIC PAYOUT IN ALL MYSTERY BELL AWARDS, NEW METERED JACKPOT. WRITE MILLS NOVELTY COMPANY, 4100 FULLERTON AVENUE, CHICAGO, ILLINOIS

## SPECIAL

### Free Play Pin Games

<b>MILLS</b>	<b>WESTERN</b>
1-2-3 Free Play	Tri-Play \$25.00
Late Mod. \$49.50	CHICAGO COIN \$19.50
Softball . . . 10.00	Near BAKER
<b>GOTTLES</b>	Twinkle . . . \$15.00
Keep-a-Ball \$15.00	4-5-6 . . . 15.00
Line-a-Card . 35.00	<b>EXHIBIT</b>
Ball Champ 15.00	Conqo . . . \$35.00
<b>GENCO</b>	Zio . . . . . 19.50
Bang . . . . . \$15.00	Rebound . . . 19.50
<b>DAVAL</b>	Bowling Alley 24.50
Gum Club . . \$10.00	Shot Stop . . 44.50
Gem . . . . . 19.50	Bounty . . . . 19.50
Liberty . . . 10.00	Airline . . . . 10.00
Fellow Up . . 10.00	Golden Gate 29.50
High Line . . 19.50	<b>BALLY</b>
<b>STONER</b>	Funka, Single
Baseball . . \$25.00	Coin . . . . . \$24.50
Chubbie . . . 15.00	Spotless . . . 10.00
<b>KEENEY</b>	Gold Cup . . 49.50
Red Hot . . \$37.50	Dandy . . . . 10.00
Super Six . . 27.50	Crossline . . 69.50
Speedway . . 40.50	Triumph . . . 9.50
	Parade . . . . 10.00

We Are Distributors for  
DAVAL "ACE" and DAVAL "CUB"  
1/3 Deposit, Balance C. O. D.

## MILWAUKEE COIN MACHINE COMPANY

1485 W. Fond du Lac Ave., Milwaukee, Wis.

**MILLS** PHONOGRAPHS  
Distributor CONSOLES  
BELLS  
TABLES  
KEYSTONE NOVELTY & MFG. CO.  
26th & Huntington Sts., Philadelphia, Pa.  
Baltimore Office  
515 Cathedral St., Baltimore, Md.

**OPERATORS, WRITE . . .**  
**H. G. PAYNE COMPANY**  
312-314 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List, Most Complete Stock of New and Used Coin Machines in the South.

## VEST POCKET BELL

1c or 5c Blue & Gold or Chrome



ATLAS NOVELTY COMPANY  
2200 N. WESTERN AVE • CHICAGO • ILL.



## WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

### OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at \$3.65
- 1200 hole F-5275-Horses at . . . . . 3.92
- 800 hole F-5270-Pocket Dice at . . 1.89
- 720 hole F-5255-Pocket Jack at . . 1.86
- 600 hole F-5305-Royal at . . . . . 2.12

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

OUT  
NEXT  
WEEK!

Chicago Coin's

# STRATO-LINER

for the **BIGGEST PROFITS**  
**YOU EVER SAW!**

## PRE-SHOW CLEARANCE

### 5-BALL FREE PLAY GAMES

#### GOTTIEB:

Three-Scor \$50.50  
Score-A-Line 52.50  
Owl Johnny 49.50  
Big Shoe 36.00  
Boiling Alley 34.50  
Score Card 37.50  
Lite-a-Card 29.00  
Lot-o-Fun 19.50  
**BALLY:**  
Fleet 562.50  
Limelight 54.50  
Triumph 16.50  
Champion 22.50  
Variety 21.50  
Pickers 37.50  
Headliner 19.50  
Spottem 19.50  
Chevron 15.50  
Score 24.50  
**CHICOIN:**  
Rox 337.50  
Jolly 37.50  
Commodore 34.50  
Nippy 24.50  
Lucky 24.50

#### GENCO:

Bandwagon \$59.50  
Blondie 55.00  
Cedric 49.50  
Pever House 49.50  
Big Town 34.50  
Follies of '60 34.50  
Pinch 32.00  
Mr. Chips 32.50  
Bamp 19.00

#### KEENEY:

Score Champ \$37.50  
Speedway 47.00  
Red Hot 34.50  
Super Six 29.50  
Big Six 19.50  
Superchanger 24.50  
**EXHIBIT:**  
Flagship \$27.50  
Conquest 21.00  
Golden Gate 19.50  
Rebound 19.50

#### STONER:

Brite Spot \$49.00  
Fantasy 19.50

### SPECIALS!

100 Assorted Counter Games, Many  
Only Slightly Used, at Bargain Prices.

TERMS: 1/3 Deposit, Balance G. O. D.  
F. O. B. Chicago.

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Blvd., CHICAGO

## RAINBOW SPECIAL \$60.00

Get the Bargain of the Year. Double  
your money within a month!  
Get a case of six assorted colors of  
Imps for only \$60.00.

Specify whether Cigarette or Fruit  
Reels, Penny or Nickel or Dime Play.  
**H. G. PAYNE COMPANY**  
312 Broadway, Nashville, Tenn.

## SAVE WITH SAVOY ON FREE PLAY GAMES!

JOLLY ..... \$27.50  
RED HOT ..... 17.50  
SHORT STOP ..... 25.50  
ROXY ..... 27.50  
TRIUMPH ..... 14.50  
SCORE CHAMP ..... 22.50  
SPEEDWAY ..... 44.50  
COMMODORE ..... 19.50  
SPORTY ..... 42.50  
THRILLER ..... 12.50  
SKYLINE ..... 44.50  
FOLLIES ..... 17.50

**SPECIAL CLOSEOUT**  
BRITE SPOT ..... \$39.50  
LANDSLIDE ..... 42.50  
DOUBLE FEATURE 32.50  
ROTATION ..... 40.50  
SCORE-A-LINE ..... 44.50

### GOING STRONG!

Keeney's

## AIR RAIDER

WRITE FOR PRICES!

BLONDIE ..... \$39.50  
BIG SHOW ..... 27.50  
TWINKLE ..... 14.50  
G. O. D. .... 22.50  
HOME RUN ..... 29.50  
DUDE RANCH ..... 52.50  
DRUM MAJOR ..... 42.50  
VACATION ..... 42.50  
YACHT CLUB ..... 42.50  
PUNCH ..... 19.50  
MAGOOT ..... 27.50

1/3 Deposit, Balance G. O. D.

**SAVOY VENDING CO.** 651 ATLANTIC AVE.  
BROOKLYN, N.Y.



## CUB and ACE

2 Reel - Cigarette - Fruit or  
Numbers Play with Coin  
Dividers and 2 Separate  
Cash Boxes, 14 or 24 or 10¢.

Sample .. \$13.75  
CASE OF 6 .. \$75.00

5 Reel Poker or Joker Wild  
Play with Coin Dividers and  
2 Separate Cash Boxes,  
14 or 24 or 10¢.

Sample .. \$14.75  
CASE OF 6 .. \$80.00



**THE GENERAL VENDING SERVICE CO.** 2320 N. MONROE ST.  
BALTIMORE, MD.



\$\$\$  
FOR YOU

**New! P. D. Q.**  
AUTOMATIC PHOTO MACHINE  
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND  
WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.  
**NO EXPERIENCE REQUIRED**  
NO FILMS—NO DARK ROOM.  
Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT  
TIN TYPES.  
Big attraction. Watch photos develop in daylight in  
one minute.  
Easy to operate. Simple instructions show you how.  
P. D. Q. Photos are guaranteed NOT TO FADE.  
About \$60 starts you in this interesting, BIG  
MONEY business. TAKE DIME photos—anywhere  
—indoors or outdoors. You will make BIG MONEY  
with the P. D. Q. . . . A real "Portable Photo  
Studio." Write or wire.

**P. D. Q. CAMERA CO.** 109 E. 35th St.  
Dept. 8812 CHICAGO, ILL.

### LOOK!

Zeller, Mass., writes:  
"Did \$20 Sunday with  
P. D. Q." Seymour,  
Pa., states: "Am lo-  
cated in a fair size  
park. Run about 400  
pictures each Saturday  
and Sunday." Busby,  
Mo., writes: "Am hav-  
ing great success. Mak-  
ing better pictures all  
the time." Keeler,  
Neb., writes: "It's a  
wonderful machine. I  
want another P. D. Q."

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

Western's Deluxe

## MAJOR LEAGUE BASEBALL

Profitable for Years—  
Not Just Weeks!

**Western Products, Inc.**

925 W. North Ave., Chicago, Illinois

## OUTSTANDING SPECIALS

**FREE PLAYS**  
Variety ... \$19.50  
Big Six ... 14.50  
Majors ... 14.50  
Box Score ... 12.50  
Merry-Go-  
Round ... 30.50  
Triple Threat 16.50  
Airport ... 16.50  
Spotlites ... 15.50  
Headliner ... 17.50  
Super Six ... 27.50  
Rebound ... 19.50  
SuperCharger 18.50

**MISCELLANEOUS**  
Dark Horse \$19.50  
Chicken Barn 25.50  
Dominoes ... 12.00  
FlatTop Derby 15.00  
1/3 Deposit, Balance G. O. D.

**LAKE CITY NOVELTY CO.**  
1810 East 30th St., CLEVELAND, OHIO

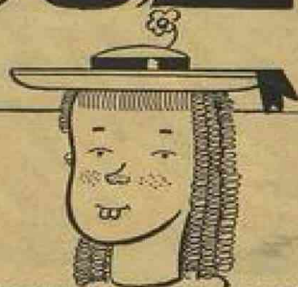
## UNITED'S BARGAINS

Wire a deposit now for some of these.  
Guaranteed Reconditioned A-1 Best  
**BALLY EUREKA'S MULTIPLE \$ 29.50**  
**MILLS 1-2-3 FREE PLAY ... 42.50**  
**MILLS 1-2-3 PAYOUT ... 24.50**  
**PENNY PHONOS ... 37.50**  
**SEEBURG REGALS ... 119.50**  
**IMPS, LIKE NEW ... 6.75**

1/3 Deposit, Balance G. O. D. Get an out  
standing list, Wisconsin's Most Progressive  
Distributor.  
**UNITED COIN MACHINE CO.**  
7811 W. Becker St., MILWAUKEE, WIS.



# STONER'S LATEST SARA-SUZY



All this and more —  
High Score — climbing  
every second.

Winner possible on one  
ball — (Sara and Suzy  
bumpers when lit)

50 Replay Award on  
lights out (6 lights)

Ever popular Brite Spot  
Bumper—She's a sweet-  
heart

\$104<sup>50</sup>

STONER CORPORATION  
AURORA, ILLINOIS



JANUARY 1941  
COIN MACHINE SHOW  
CHRYSLER HOTEL, CHICAGO  
12 14 15 16  
SEE OUR DISPLAY

## SPECIALS FOR THIS WEEK ONLY!!

BRITE SPOT .....\$39.00 | ROTATION .....\$46.00  
LANDSLIDE ..... 43.50 | HOLD OVER ..... 45.00



**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone  
NE 2-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

### — CANDY FOR OPERATORS —

24 1-LB. BOXES OF CHOCOLATES ..... \$4.25  
EXCEPTIONAL VALUE—UTILITY LEATHERETTE BOX  
WITH MIRROR, Containing 1 Lb. Miniature  
Quality Ass. Chocolates ..... Per Box \$1.00

### CANDY FOR THE HOLIDAYS

5-LB. BOX OF ASSORTED CHOCOLATES ... Per Box 70c  
5-LB. BOX OF AMERICAN MIXED ..... Per Box 60c  
2-LB. BOX OF ASSORTED CHOCOLATES ... Per Box 50c

Send for our Free New Illustrated Catalogue.  
20% Deposit With Order, Balance C. O. D.

### DELIGHT SWEETS, Inc.

50 E. 11th Street, NEW YORK CITY



糖果餅乾糖

## THE GEM



### IT'S REVOLUTIONARY! SUPERIOR'S LATEST DIE-CUT BOARD

There's big money in CASINO CLUB - a beautiful die-cut board with lighting effect. 1664 holes - slot machine symbols. Features the brand-new extra thick ticket.  
CASINO CLUB shows an average profit of \$39.00 and an approximate maximum profit of \$44.00.  
Write for details on CASINO CLUB and other sensational die-cut boards.

**SUPERIOR PRODUCTS**  
16 NO. GEORGIA ST. CHICAGO, ILLINOIS

### NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

FREE PLAYS!  
Home Run \$53.50  
Bally Progress, 67.50  
LimeLight, 58.50

SPECIAL  
TEN STRIKE  
\$16.75

Just two things to do if you want CREDIT:  
1. Send your order and 10% Dep.  
2. Send the name of your bank.

No detail is called unimportant at National. Our Used Games must be 100% before they are shipped.

included in the latest "National's Illustrated Homebase" - Free on request. Write for it Now! 5% Off for Full Cash With Order. (Money Order, Certified or Cashier's Checks Only)

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.



## HUNDREDS OF FREE PLAY GAMES \$14.50 EACH

SEND DEPOSIT AND ORDER. MENTION 1-2-3 CHOICE.  
**LEHIGH SPECIALTY CO.**

2ND AND GREEN ST. PHILADELPHIA, PA.



THIS WEEK'S  
SPECIALS

LANDSLIDE (F.P.) .....\$45.00  
ROTATION (F.P.) ..... 50.00  
BRITE SPOT (F.P.) ..... 39.50

Write for Our List of Used Pin Games  
PHONE: GLENMORE 2-6450  
1070 Broadway, BROOKLYN, N. Y.

!! GREAT GUNS !!	
<b>A</b> KEENEY ANTI-AIRCRAFTS, Brown Cabinets .....	\$ 69.50 <b>A</b>
<b>J</b> BALLY SUBMARINES .....	124.50 <b>J</b>
<b>A</b> BALLY BULL'S EYES .....	54.50 <b>A</b>
<b>A</b> CHICKEN SAMS .....	52.50 <b>A</b>
<b>X</b> AJAX NOVELTY CO., 5% Deposit — Immediate Shipment, 2707 WOODWARD AVE., DETROIT, MICH.	<b>X</b>

AMERICA'S

LEADING DISTRIBUTORS

Get your  
order to  
your  
Keeney  
distributor  
today!



# Air Raider

J. H. KEENEY & CO., NOT INC.

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO

IT'S WAITING FOR YOU!



THE SENSATIONAL ALL-TIME GUN HIT  
WITH FEATURES THAT PRODUCE PROFITS!

IT'S HERE NOW!



SEE US TODAY FOR THIS GUN-SATIONAL  
ALL-TIME BIG MONEY-MAKER!

SEE US AT ONCE!



NOTHING EVER LIKE IT FOR PLAY,  
THRILLS AND BIG, BIG PROFITS!

**KEENEY'S AIR RAIDER KEENEY'S AIR RAIDER KEENEY'S AIR RAIDER**

BE SURE TO SEE YOUR  
KEENEY DISTRIBUTOR  
TODAY!

**SICKING, INC.**

14th & Central Parkway  
CINCINNATI, OHIO

**BANNER  
SPECIALTY CO.**

1530 Parrish St., PHILADELPHIA, PA.  
1508 Fifth Ave., PITTSBURGH, PA.

15 SEPARATE PLANE FLIGHTS...UNLIMITED™

Call it the **GREATEST MONEY MAKING GAME** Ever Offered!

**WE HAVE IT!**

THE GREATEST OF ALL GUN GAMES FOR THE BIGGEST PROFITS YOU EVER SAW!

**COME IN NOW!**

IMMEDIATE DELIVERY ON THE GUN THAT MAKES GOLD MINES OF YOUR LOCATIONS!

*Keeney's*  
**AIR RAIDER**

WISCONSIN-MINNESOTA OPERATORS—SEE  
**SILENT SALES CO.**  
200 Eleventh Ave., So.  
MINNEAPOLIS, MINNESOTA



*Keeney's*  
**AIR RAIDER**

PACIFIC COAST OPERATORS—SEE  
**ADVANCE AUTO. SALES CO.**  
1021 Golden Gate Ave.  
SAN FRANCISCO, CAL.  
**MAC SANDERS**  
2837 W. Pico Blvd., LOS ANGELES, CAL.  
**WESTERN DISTRIBUTORS, Inc.**  
1226 S. W. 16th St., PORTLAND, ORE.  
3126 Elliott Ave., SEATTLE, WASH.



**READY FOR YOU NOW!**

WE HAVE IT FOR PROMPT DELIVERY—GET IT FOR BIG, LASTING PROFITS!

**GET YOURS TODAY!**

ASK US FOR THE GUN WITH THE APPEAL THAT'S MAKING MORE MONEY EVERYWHERE!

*Keeney's*  
**AIR RAIDER**

**SIMON SALES, INC.**  
437 W. 42nd St.  
NEW YORK CITY, N. Y.



*Keeney's*  
**AIR RAIDER**

**AUTOMATIC AMUSEMENT CO.**  
"The South's Most Progressive Distributors"  
883 Union Ave., MEMPHIS, TENNESSEE



**FOR IMMEDIATE DELIVERY!**

WORLD'S GREATEST LOCATION THRILLER AND CASH BOX FILLER!

**COME IN TODAY!**

WE'RE MAKING IMMEDIATE DELIVERY ON THE GREATEST MONEY-MAKER IN HISTORY!

*Keeney's*  
**AIR RAIDER**

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 Prospect Ave.  
CLEVELAND, OHIO



*Keeney's*  
**AIR RAIDER**

**THE BAROK CO.**  
312 East Broad St.  
COLUMBUS, OHIO



**NUMBER OF SHOTS DURING EACH FLIGHT!**

ANY NUMBER OF HITS CAN BE SCORED ON EACH FLIGHT!

HERE IT IS!

YOU'VE NEVER SEEN A GREATER GUN  
FOR THRILLS, FEATURES, FUN, PROFITS!

*Keene*y's  
**AIR RAIDER**

ILLINOIS-IOWA OPERATORS—SEE  
**SILENT SALES**  
COMPANY

200 Eleventh Ave., So.  
MINNEAPOLIS, MINNESOTA



DON'T FAIL TO SEE US!

DO IT NOW! START PROFITS ROLLING WITH  
THE SENSATIONAL FEATURES OF . . .

*Keene*y's  
**AIR RAIDER**

**AUTOMATIC**  
**SALES CO.**

416-A Broad St.  
NASHVILLE, TENNESSEE



COME IN NOW! DON'T DELAY!

PUT THE BIGGEST MONEY-MAKER ON THE  
MARKET TO WORK FOR YOU RIGHT NOW!

*Keene*y's  
**AIR RAIDER**

**CENTRAL**  
**DISTRIBUTING CO.**

105 W. Linwood Ave.  
KANSAS CITY, MO.  
607 W. Douglas, WICHITA, KAN.



WE HAVE IT!

COME AND GET IT . . . BIG PROFITS  
EVERYWHERE WITH THIS GUN SENSATION!

*Keene*y's  
**AIR RAIDER**

**OLIVE NOVELTY CO.**

2625 Lucas Ave.  
ST. LOUIS, MISSOURI



COME AND GET IT!

SIZZLING ACTION—EXTRA THRILLS—  
TOP EARNINGS ON ALL LOCATIONS!

*Keene*y's  
**AIR RAIDER**

**REX**  
**AMUSEMENT CO.**

710 S. Salina St., SYRACUSE, N. Y.  
1443 Main St., BUFFALO, N. Y.



READY FOR DELIVERY!

AND READY TO ASTONISH YOU WITH ITS  
SENSATIONAL MONEY-MAKING ACTION!

*Keene*y's  
**AIR RAIDER**

N. CAROLINA-VA. OPERATORS—SEE  
**SOUTHERN**  
**VEND. MACH. CO.**

528 Craghead St.  
DANVILLE, VA.



ADJUSTABLE HIGH SCORE FREE PLAY AWARD!

**CONTINUOUS LITE-RAY TRACER BULLETS!**

**COME IN AT ONCE!**

DON'T WAIT TO GET STARTED ON BIG PROFITS WITH AMERICA'S GREATEST GUN!

*Keeneey's*  
**AIR RAIDER**

MONTANA-N. & S. DAKOTA OPS—SEE  
**SILENT SALES**  
COMPANY  
200 Eleventh Ave., So.  
MINNEAPOLIS, MINNESOTA



**SEE US NOW!**

WE HAVE THE MONEY-MAKER OF THE CENTURY READY TO GO INTO ACTION FOR YOU!

*Keeneey's*  
**AIR RAIDER**

N. CAROLINA-VA.-W. VA. OPERATORS—SEE  
**MOSELEY VEND.**  
**MACH. EXCH., Inc.**  
80 Broad St.  
RICHMOND, VA.



**COME IN! WE HAVE IT!**

IMMEDIATE DELIVERY ON THE HIT GUN THAT GETS QUICK RESULTS IN THE CASH BOX!

*Keeneey's*  
**AIR RAIDER**

**TRIMOUNT**  
**COIN MACHINE CO.**  
1292 Washington  
BOSTON, MASSACHUSETTS



**CALL! VISIT! WRITE!**

WE HAVE IT FOR YOU NOW! MAKE EVERY LOCATION A FUN AND PROFIT CENTER WITH...

*Keeneey's*  
**AIR RAIDER**

**SQUARE**  
**AMUSEMENT CO.**  
707 Broadway, ALBANY, N. Y.  
88 Main St., POUGHKEEPSIE, N. Y.



**SEE US TODAY!**

GET SET FOR BIGGEST PROFITS ON ALL YOUR LOCATIONS WITH THIS TOP MONEY-MAKER!

*Keeneey's*  
**AIR RAIDER**

**ROBINSON**  
**SALES CO.**  
3100 Grand River Ave.  
DETROIT, MICHIGAN  
Exclusive Michigan Distributor



**IMMEDIATE DELIVERY!**

IT'S WAITING FOR YOU WITH POWER-HOUSE FEATURES FOR ACTION—PROFITS!

*Keeneey's*  
**AIR RAIDER**

**ROY MCGINNIS**  
2011 Maryland Ave.  
BALTIMORE, MARYLAND



**COMPACT—ONE PIECE . . . OCCUPIES VERY SMALL SPACE!**

ANOTHER GENCO SUPER SMASH!

Four Roses  
FIRST AND FOURMOST

WITH THE GREATEST MONEY MAKING COMBINATION OF NEW FEATURES EVER SCHEMED!



\$104.50

FREE GAME CONVERTIBLE

LOOK!

5 terrific ways to win! . . . PLUS "jackpot" award up to 40, 60, or 77 free games! . . . PLUS sensational "build up" feature on the backboard for extra high score and extra free games when SUPER BUMPERS are hit! FOUR ROSES is definitely the most gorgeous and thrilling novelty game of the year—and positively the biggest moneymaker! Free games won by: 1) lighting all 4 Red Roses—Red Bumpers then give free games; 2) lighting all 4 Yellow Roses—Yellow Bumpers then give free games; 3) going through "1-2" lane twice when lit—then hitting Super Bumpers when lit; 4) lighting all 8 Roses—which gives big jackpot award; 5) High Score.

FOUR ROSES' AMAZING ATTRACTION MEANS FULLER CASHBOXES! BE SMART AND RUSH YOUR ORDER THIS MINUTE!!

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.



BERT LANE Says:

QUICK! RUSH YOUR ORDER FOR A CASE EACH OF . . .



"CUB" CASE OF 6 \$75.00

"ACE" CASE OF 6 \$80.00



SEABOARD SALES, INC.

619 Tenth Ave., New York Phone, Wisconsin 7-5688

FOR SALE

Lucky Luke, \$90.00; Double Feature, \$35.50; Lane Star, \$25.50; On Deck (thruflie), \$37.50; Border Town, \$37.50; Oh Johnnie, \$37.00; Tripsin, \$47.50; Lots of Fun, \$15.50; Lie-a-Gone, \$27.50; also Exhibit small model Longchamp, Fantasy, Major, Six Lines, Chubbies, Stop and Go, Books, Spin-a-Packs, Counting Cigarette Machines and Jennie's In-a-Big Vendor.

AUTOMATIC VENDER COMPANY

152 Houston Street, Mobile, Alabama

Fan Mail for Buckley Girl

NEW YORK, Dec. 7.—Jean Martin, who has become known to music operators as the Buckley Music System Girl, is now receiving fan mail from all parts of the country, it is reported.

Some of the letters arriving from operators to the New York offices of Buckley Music System, Inc., where DeWitt (Doc) Eaton is in charge, are to the effect that these boys want to know whether Jean will be at the 1941 Coin Machine Show to greet them. "Others ask about the Buckley Music System and some have been along lines of continued correspondence," reports Eaton.

"This week Jean received a letter addressed on a Hotel St. Moritz card which read, 'Please let me know where I could hear you sing? And if you can accept

engagements for this season?' More than 80 letters have so far been received at the Buckley Music System offices in this city addressed to Jean (Buckley Music System) Martin," Eaton concluded.

Sees Big Music Future

BROOKLYN, Dec. 7.—Willie (Little Napoleon) Blatt, of Supreme Vending Company, Brooklyn and Bellmore, L. I., reports that every music operator's future is assured of better income for years to come. "The entrance of remote control wall and bar boxes has opened a new era for the music man," he said.

"We have seen this come to pass with the Buckley Music System, which we represent in this territory. Not only is the music operator more assured of his locations—for he now puts them under contract—but he is also getting greater profits.

"The Buckley Music System has won a large following here because it has

opened eyes to this new era. Locations, too, appreciate the new installation, for it means better music with less trouble. The music operator is today in better shape than ever before."



BERT LANE Says:

GENCO TOPS 'EM ALL AGAIN WITH FOUR ROSES

NEW in every detail—GREATER in every way! Record-breaking test collections resulted in our biggest advance sale EVER! 5 terrific ways to win on FOUR ROSES . . . PLUS new "jackpot" award up to 40, 60, or 77 free games . . . PLUS sensational "build up" feature on the backboard for extra high score and free games. RUSH YOUR ORDER RIGHT NOW!

WRITE! WIRE! PHONE! FOR MY SPECIAL TIME PAYMENT PLAN ON SKY FIGHTER

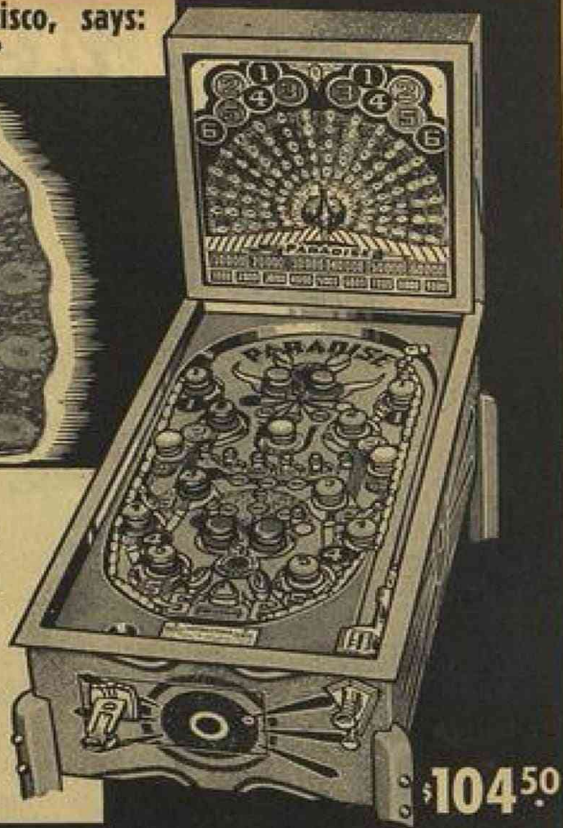
SEABOARD SALES, INC.

619 Tenth Ave., New York Phone, Wisconsin 7-5688



WOLVERINE ENTERTAINERS, INC., Michigan distributor for Buckley Music Systems, Inc., is doing a big job, according to Buckley officials. Personnel of the firm, left to right: Front row, kneeling, Everett Worthen, Fred Hurek, Smoke (mascot), Ed Brown, Frank McNamara, and Roy Munroe; standing, Phil Yutlle, John Roberts (bookkeeper), Herach Trees, Ed Procter, Glenn Foss, Ross McIntyre, Russell Mosmer, Glen Yutlle (manager), and Ed Yutlle.

**LOU WOLCHER, of Advance Auto. Sales Co., San Francisco, says:  
"PARADISE IS A HONEY!"**



**MOST MAGNIFICENT, COLORFUL,  
PLAY-COMPELLING ATTRACTION  
IN THE INDUSTRY!**

- ★ Plumage-Glo Blackboard! ★ 8-Way Scoring Rollovers!
- ★ 8-Ways To Win!

Immediate Delivery  
SEE YOUR DISTRIBUTOR

JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
12-14 12-14  
SEE OUR DISPLAY

**\$104.50**

**D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO**

**CASH IN WITH  
MILLS  
VEST POCKET BELL**  
Midget Automatic Payout



America's most practical Jackpot counter machine. Completely automatic payout of all awards, 3 to 20 and Jackpot.

- 1c Play with Jackpot Register ..... \$47.50
- 5c Play with Jackpot Register ..... 47.00
- 5c Play without Register.. 44.50

**ORDER TODAY**  
1/3 Deposit, Balance C. O. D.

**SICKING, INC.**  
1401 CENTRAL PARKWAY  
CINCINNATI, O.

*Denver Mint Working Capacity, Still Behind*

DENVER, Dec. 7. — Having trouble making enough money? So is the Denver mint. Altho it is working at capacity—three shifts seven days a week—the mint is behind on treasury orders for the first time since the World War. Mint officials attribute the demand for more coins to more coin machines in use, increased demands for coins for Christmas shopping, tax paying, and generally better business.

*Expand Operations*

SPOKANE, Wash., Dec. 7.—Wellcome Music Company has expanded its music machine operating business. It has added the phonographs of one of the largest operators here to its own machines, and has tripled its floor space by moving from 8151 Lincoln to N4 Bernard. R. F. Wellcome is owner, and A. J. Stewart is in charge of records.



PORTION OF TRUCKLOAD of machines purchased by the Western Music Company, Des Moines, Ia., from the Monarch Coin Machine Company, Chicago.

*Evans*  
**TEN STRIKE**  
FREE PLAY or  
CASH RESERVE

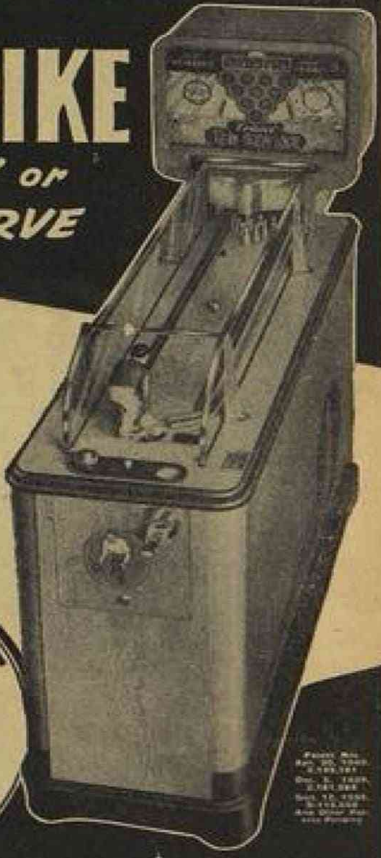
JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
12-14 12-14  
SEE OUR DISPLAY

**SENSATIONAL**  
new FREE  
PLAY or CASH  
RESERVE model

... now adds the magic of juicy high awards to the unequalled appeal of manikin-play bowling! Cumulative feature awards total Free Plays for each game! Cash Reserve provides big, tempting awards! Refinements... improvements... stepped-up speed and action! Proving a profit producer beyond compare!

Immediate Delivery

**TIME PAYMENT PLAN**  
Pay for it fast, out of earnings, by our new Time Payment Plan! Small down payment. Write or wire for details!  
**FREE PLAY or CASH RESERVE \$175.00**



Patent No. 2,125,000  
Dec. 20, 1938  
U.S. Pat. 2,125,001  
Dec. 2, 1939  
U.S. Pat. 2,125,002  
Nov. 15, 1939  
U.S. Pat. 2,125,003  
Nov. 15, 1939  
U.S. Pat. 2,125,004  
Nov. 15, 1939

**H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO**

# AMERICA'S GREATEST LIST OF STANDS BEHIND

**DENVER DISTRIBUTING CO.**  
1856-58 Arapahoe Street  
Denver, Colo.

**ELECTRO-BALL COMPANY**  
1200 Camp Street, Dallas, Texas  
1706 Fannin Street, Houston, Texas

**DONALD FIELDING & CO.**  
1106 Hall Ave., Windsor, Ontario, Canada  
Distributors for Ontario and Quebec

**The General Vending Service Co.**  
2320 N. Monroe Street  
Baltimore, Md.

**GERBER & GLASS**  
914 Diversey Boulevard  
Chicago, Ill.

**HANKIN MUSIC CO.**  
258 Pryor Street, S. W.  
Atlanta, Ga.

**IDEAL NOVELTY CO.**  
Carl Trippe  
1518 Market St., St. Louis, Mo.

**K. C. NOVELTY CO.**  
419 Market St., Philadelphia, Pa.  
Phone: Market 4641—Market 9953

**B. D. LAZAR COMPANY**  
1635-37 Fifth Avenue  
Pittsburgh, Pa.

# SKY FIGHTER

**MUTOSCOPE**  
is proud of its gilt-edge array of **SKY FIGHTER** distributors ...in itself this list is a tremendous tribute to **SKY FIGHTER'S** proven superiority!

## IT'S THE OPERATORS' GUN!

**SKY FIGHTER** is the gun that profits the operator ... it's the gun that vends **THRILLS**—300 in 30 seconds ... the gun that has **PROVEN** by months of capacity production and record breaking collections that it **OUTPLAYS, OUTLASTS AND OUTEARNS THEM ALL!**

## IT'S THE GUN THAT LOCATIONS DEMAND!

The best and busiest locations have to squeeze every possible nickel out of every inch of floor space—and they **DEMAND SKY FIGHTER**, because it's the **only** gun that takes up so little room and takes in so much money!

Manufactured by  
**INTERNATIONAL MUTOSCOPE  
REEL COMPANY, INC.**  
44-01 11th St.  
Long Island City, New York



# BLUE RIBBON DISTRIBUTORS SKY FIGHTER



23" WIDE X 30" DEEP  
U. S. PATENT NO. 2,212,257  
OTHER PATENTS PENDING



ORDER SKYFIGHTER  
TODAY  
FROM YOUR  
NEAREST  
DISTRIBUTOR

**THE MARKEPP CO.**  
3328 Carnegie Ave., Cleveland, O.  
1410 Central Parkway, Cincinnati, O.

**MAYFLOWER NOVELTY CO.**  
2218 University Avenue  
St. Paul, Minnesota

**MILLS SALES CO., LTD.**  
1491 W. Washington Blvd., Los Angeles, Calif. - 1640 18th St.,  
Oakland, Calif. - 1325 S. W. Washington St., Portland, Ore.

**HEBERLING BROS.**  
106 Elliott Ave., West, Seattle, Wash.

**Moseley Vending Machine Ex., Inc.**  
80 Broad St., Richmond, Va.  
Day Phone 3-4511 - Night Phone 5-5328

**A. P. SAUVE CO.**  
3002-3004 Grand River Avenue  
Detroit, Mich.

**SEABOARD SALES, INC.**  
Bert Lane  
619 Tenth Avenue, New York - Wisconsin 7-5688

**STEWART NOVELTY CO.**  
136 E. 2nd South Street  
Salt Lake City, Utah

**UNITED AMUSEMENT CO.**  
3410 Main Street  
Kansas City, Mo.

**THE VENDING MACHINE CO.**  
205-15 Franklin Street, Fayetteville, N. C.  
"Cable Address COINSLOTS"

# ATTENTION



*Bally's* **GREATEST!**  
IS VERDICT OF OPERATORS AND DISTRIBUTORS FROM COAST TO COAST

**"BEST EVER!"**

My conception of ATTENTION—and all the boys who have seen it agree—it's best Bally has ever turned out or any other manufacturer has built. Rush more today sure.

HARRY COHEN, QWID SPECIALTY CO.

QUICK CHANGE  
ON LOCATION FROM  
**FREE PLAY**  
TO  
**NOVELTY**

"Greatest game since Bally Reserve!" writes a New York operator. "Better than Bumper!" wires a distributor from California. "Stops all competition, steps up collections!" is the chorus from every section of the country. And you'll agree when you dig into your ATTENTION cash-box. Order today from your favorite distributor—and get back in the big money!

**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE  
CHICAGO, ILLINOIS

WATCH FOR IMPORTANT ANNOUNCEMENT  
ON DEFENDER MACHINE-GUN SENSATION

JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
11-14 12-14  
SEE OUR DISPLAY

## OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

Special Sale of Free Play Games		EVERY BUY
Glamour . . . . . \$37.00	Pole . . . . . \$49.50	HERE IS LIKE BUYING YOUR- SELF A XMAS PRESENT! BUY NOW!!! <i>George</i>
Score Champ . . . . . 21.00	Landslide . . . . . 44.50	
Blonde . . . . . 39.50	Double Feature . . . . . 36.00	
Home Run . . . . . 25.50	O'Boy . . . . . 22.50	
Booze . . . . . 14.50	Big Show . . . . . 22.50	
Sporty . . . . . 17.50	Billy . . . . . 24.50	
Cookout . . . . . 14.50	Vacation . . . . . 39.50	
Triumph . . . . . 16.00	Beauty . . . . . 24.50	
Fantasy . . . . . 16.00	Big Team . . . . . 22.50	
Three Score . . . . . 24.50	G. O. D. . . . . 14.50	
Brite Spot . . . . . 41.50	Domestons . . . . . 18.50	
Flick . . . . . 34.50	Big League . . . . . 24.50	
Formation . . . . . 32.50	Drum Major . . . . . 36.00	
Maze . . . . . 27.50	Roky . . . . . 27.50	
Yacht Club . . . . . 40.00	Score Card . . . . . 22.50	
Powerhouse . . . . . 49.50	Border Town . . . . . 42.50	
Sowing Alley . . . . . 21.50	Speed Demon . . . . . 44.50	
Follies . . . . . 17.50		
Mr. Chips . . . . . 16.00		
Short Stop . . . . . 27.50		
Speedway . . . . . 37.50		
Score-Line . . . . . 49.50		

These are but a few samples of the buys you always get from Ponser! Write us first before you buy for any game you want! Terms: 1/3 deposit required with all orders. We ship balance C. O. D.



**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY  
11-15 E. RUNYON ST. NEWARK, N. J.

AT GREATLY REDUCED PRICES  
OVER 500 PIECES CONSISTING OF  
FREE PLAY GAMES—PAYTABLES—LEGAL EQUIPMENT  
WRITE FOR OUR COMPLETE LIST  
**GRAND NATIONAL SALES COMPANY**  
2300-08 ARMITAGE AVE., CHICAGO, ILL. Humbolt 3420

## Look To The GENERAL For LEADERSHIP!

EXCLUSIVE DISTRIBUTORS	Five-In-One (P.F.) . . . \$75.00
Deval's CUB, ACE	Ak-Sun-Ban, P.F. . . . 32.50
AMERICAN EAGLE, MARVEL	Blue Ribbon, P.O. . . . 65.00
Meteoscope's SKY FIGHTER	1-2-3, Payroll . . . . 22.50
	Keeney Gun, Mrs. Cab. . 99.50
	Ten Strikes 1939 . . . 39.50
	or H.S. . . . . 47.50
	Ten Pins 1940 . . . . 69.50

OUR QUALITY RECONDITIONING IS OUR GREATEST AD. WRITE FOR COMPLETE PRICE LIST! WE BUY GOOD USED GAMES. 1/3 Cash With Order, Balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 2320 N. HOWARD ST. BALTIMORE, MD.

## You can ALWAYS depend on JOE ASH—ALL WAYS

PRE-INVENTORY SALE!!	
ROTATIONS . . . . \$47.50	Keeney's ANTI-AIRCRAFT MACHINE GUN . . \$54.50
BRITE SPOTS . . . . 37.50	CHICKEN SAMS
DOUBLE FEATURES . . 32.50	with Base . . . . 47.50
HOLD OVERS . . . . 37.50	TEN STRIKES . . . . 39.50
SKEE-BALL-ETTES . . 29.50	1/3 With Order, Balance C. O. D.



**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

**TOT** TOKEN PAYOUT COUNTER GAME \$24.95 BALL GUM VENDER \$2 EXTRA  
**THE CALVERT NOVELTY CO.,** 708 N. HOWARD ST., BALTIMORE, MD. WRITE FOR OUR LIST OF FREE PLAY GAMES

GET STARTED RIGHT FOR '41—GET  
**OUR NEW PRICE LIST** Contains all the Latest and Best New and Used Machines at prices that guarantee you Bigger and Better Profits!  
**ROY MCGINNIS,** 2011 Maryland Ave., Baltimore, Md.

*Don't Say*

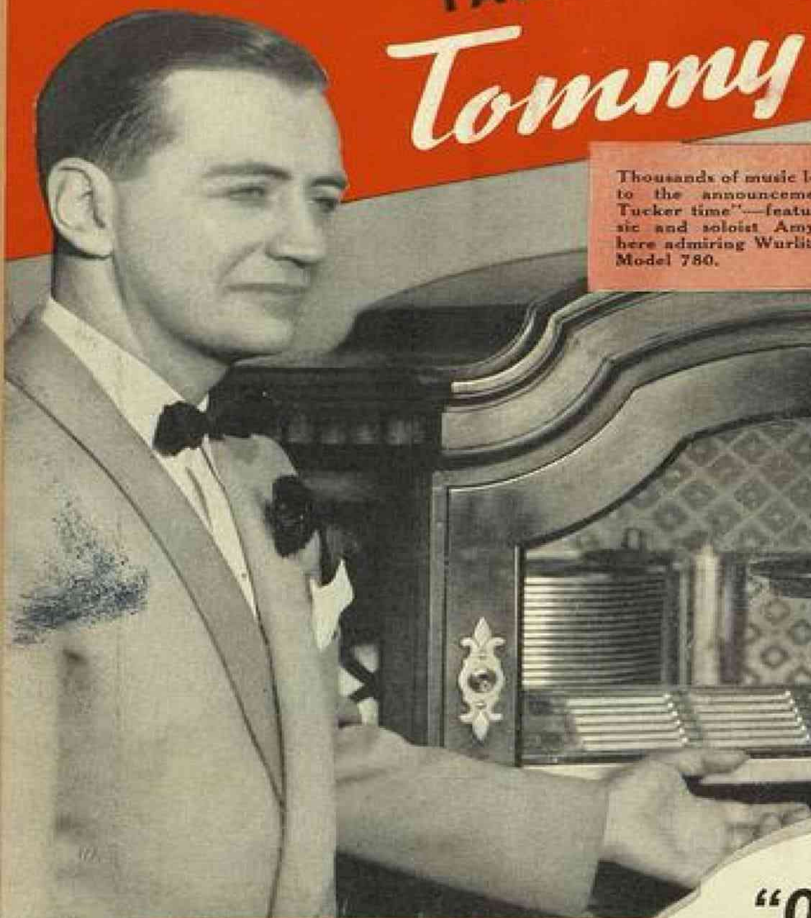
**14:50**

**TO YOUR SEEBURG DISTRIBUTOR**

**FOR THE BUY OF A *Filetime*!**

TAKE IT FROM  
*Tommy Tucker...*

Thousands of music lovers look forward to the announcement "It's Tommy Tucker time"—featuring Tucker's music and soloist Amy Arnell—shown here admiring Wurlitzer's new Colonial Model 780.



**"OUR MUSIC IS OUR MUSIC  
WHEN PLAYED BY A  
WURLITZER"**



MODEL 780

SOLD ONLY TO MUSIC MERCHANTS

### BRILLIANT BAND LEADER PAYS TRIBUTE TO WURLITZER TONE

Closely approaching the all-time house record at New York's Strand Theatre on their first major stage appearance, Tommy Tucker and his orchestra have been making musical history ever since.

One of the up and fast coming younger bands of the land, Tucker has composed many smash hits to which his network broadcasts have added even greater fame.

Tommy's tribute to Wurlitzer tone reflects the opinion of many noted professional musicians. It's an opinion shared by the public as reflected by the earning power of Wurlitzer Phonographs everywhere.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

**WURLITZER** *Automatic Phonographs*  
PREFERRED BY AMERICA'S LEADING RECORDING ARTISTS