

The Billboard

The World's Foremost Amusement Weekly

JANUARY 11, 1941

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Vol. 53. No. 2

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The Billboard

Vol. 53
No. 2

The World's Foremost Amusement Weekly

January 11,
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MUSIC IN THE AIR?

Remotes Hit by Loss of Themes & Arrangements

NEW YORK, Jan. 4.—The sustaining dance band remote, the adrenalin of band build-ups, is the greatest victim of the music war which finally enticed all of show business midnight, January 1. Band leaders on these late sustainers were the first to feel the ax being whetted when they were placed under restrictive measures two months ago and had to schedule at least four non-ASCAP tunes in each half-hour broadcast. Columbia Broadcasting System was the first network to take ASCAP music off sustaining programs, December 1. The other two networks, National Broadcasting Company and Mutual, applied pressure on band leaders in letters "suggesting" the gradual tapering off of ASCAP music.

Even tho the network sustaining programs were playing songs from the catalogs of Broadcast Music, Inc., Edward Marks, public domain, and other non-ASCAP catalogs, exceptions were sometimes made as to ASCAP theme songs and other music, which suggested possibilities of a truce up to the last minute.

However, at the going of midnight New Year's Eve, the familiar strains of popular and light American classics were given back to ASCAP by the broadcasting companies. Band leaders complain they cannot play the songs which they popularized and were made popular by, but the radio stations are worried about possible copyright infringement suits thru ASCAP strains which sneak into arrangements.

In addition, band leaders with sustaining programs have had to sign an agreement whereby the networks would not be responsible for infringement suits arising from their programs. As a consequence, Glenn Miller junked his remote broadcast from the Pennsylvania Hotel Wednesday (1).

Miller was not the first band, however, to take the move. Jimmie Lunceford was restrained recently from playing his originals because of the necessity of scheduling four BMI or public domain tunes and dropped his CBS wire as a protest. He then said, BMI's catalog, Miller, tho, has taken the first decisive step since the battle started in earnest New Year's Eve.

While the wound isn't felt so deeply on commercial variety programs, dance sustainers now are decidedly inferior to

Stagehands Charge Barto Committed "Anti-Union" Acts

NEW YORK, Jan. 4.—In a letter dated December 28 to Frank Gillmore, president-emeritus of the Associated Artists and Actors of America, Vincent Jacob, business agent for Local 1 of the stagehands' international, charged Dewey Barto, president of the American Guild of Variety Artists, with an anti-union attitude and a breach of faith regarding the "gentlemen's agreement" now in effect between the IA, musicians' union, and the AAAA.

The letter claims that Barto has been going around to night club owners and bookers telling them to ignore American Federation of Musicians and IA regulations, saying in effect that those two unions are being run by racketeers.

Jacobi asked that Gillmore take action censuring Barto, and demanded that Barto desist from making such "slenderous statements."

Barto denied yesterday the statements attributed to him in the letter, and said he has made a luncheon appointment with Jacobi for Tuesday (7) to straighten out the situation.

what they were some months ago. The Billboard staff, since New Year's Eve, set about reviewing dance remotes to see how band leaders were using the available new and old music. The consensus is (1) the remotes are not very dancy, (2) leaders suffer because their distinguishing themes are gone, (3) announcers double-talk titles so much that half the time the lis-

(See SUSTAINING DANCE on page 13)

tened to straighten out the situation.

Com'cial Shows Jump Music Gap Okeh; But Can Pace Be Kept Up? First Infringement Case Started

NEW YORK, Jan. 4.—Loss of ASCAP music, according to reviewers on The Billboard, had no appreciable effect on the entertainment value of some of the more important network programs caught within a few days after the expiration of the ASCAP-radio deadline of December 31. This opinion is at variance with the general press, papers claiming that after midnight of December 31 "strange" music began to float over the ether. Decisions of The Billboard staff on these programs shortly after the music deadline are not necessarily to be taken as an indication of ability of agencies and networks to carry on for a long time, however; they are merely indicative that radio met the initial trial on commercial programs without undue loss of the entertainment factor.

According to The Billboard's reviewers, the immediate music pinch was much more sharply felt on radio's dance remotes.

Regarding commercial programs, it is believed that the crucial test cannot come shortly after January 1, but after a more or less protracted period, during which the cream of the non-ASCAP catalogs may become exhausted.

ASCAP Reaction

ASCAP's reaction to the music, as voiced by General Manager John G. Patne, was that the Society might not have to do anything other than "sit back and fold its arms" after the January 1 trial. Patne indicated that radio

apparently was not interested in giving the public the best possible material, but was content to sell its sponsors' products with inferior music if possible. "Radio's theory," said Patne, "is that the public is indiscriminate."

In anti-ASCAP circles, the opinion was voiced that the bad press reaction received by the networks and BMI after January 1 came as a natural result of newspapers' traditional antagonism to radio. Faintest reporting in the local daily press was claimed by radio to be in The New York Times, which this week carried a story to the effect that the public was mainly unaware of the radio-music fight.

Those dissatisfied with the press comment received by BMI and the major chains pointed out that the number of newspaper-owned stations totaled some 300, and that these papers should be willing to exercise more weight than they evidently have.

Infringement Case

On Wednesday (1), the first instance of alleged infringement of ASCAP music was claimed, the Society setting in motion legal action as a result of the alleged use of George Gershwin's Wintergreen for President on the Fred Allen program. ASCAP attorneys, Schwartz & Prochler, prepared papers against The Texas Corporation, CBS, and all the affiliates carrying the show. Society in-

(See Radio Takes the Leap on page 6)

Cheap Legit Seats for Schools Broached as Audience-Builder

NEW YORK, Jan. 4.—A new audience promotion plan which would insure a minimum of 15,000 low priced legit tickets a season per show is being mulled by the League of New York Theaters, following successful experiment by the Theater Guild with the Twelfth Night production and further discussion with representatives of English High School Teachers of Greater New York.

The plan calls for sale of tickets to high school students in small groups. Teacher org. in discussing the project with James Reilly, executive secretary of the League, proposed that producers arrange either for a series of three to five previews for special sale to the students or make arrangements via the stager system to reserve a block of 10 tickets a night on generally off nights, at 55 cents each. Teachers contend that each of the 1,500 in the organization could dispose of a minimum of 10 tickets. Surveyed, further, that the League prototype about four plays for such a project, educators indicating that they could handle four in the series per school term. Reilly's teachers undertake to sell the tickets, however, they require privileges of reading the script to determine its suitability to high school students.

Twelfth Night, a natural for such a program, worked out a deal whereby the students paid 55 cents. However, show is booked solid thru March for its student program, and teachers are looking around for more product.

Reilly approached general managers of producer members and said first reactions were encouraging. Early this week he addressed letters to Lee Shubert, Otto L.

Freminger, and Eddie Dowling, who are scheduled for early productions, recommending that they try out the plan. If these producers lend themselves to a student audience. In his letter, Reilly pointed out that in foreign countries the government provides a subsidy to enable intermediate school children to attend the theater, thus building a future theater audience.

Survey among 9,000 students in 43 to 50 schools showed that 1 per cent were willing to participate at \$1.00; 13 per cent at 81; 23 per cent at 75 cents, and 63 per cent at 55 cents.

Nabe Distribution

A second plan for developing theater audiences, the Neighborhood Ticket Distributors' plan is, for the first time, showing material results. Reilly reported, since seven productions made themselves available for such purchases. Plan provides for sale outlets in suburban towns, so that patrons do not have to visit the box office before theater time to pick up their reservations. Shows working under this arrangement include The Man Who Came to Dinner, George Washington Slept Here, Meet the People, Johnny Belinda, Twelfth Night, Hellzapoppin, and Cabin in the Sky. Separate rooms had been in on this for a while too.

The week before Christmas, Reilly reported, netted producers unusually good business, with the Monday preceding Christmas grossing the best yet for such a period. Christmas Eve itself, tho, was slightly under that of previous years, he said.

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Conklin Plans SLA Banquet at Miami; Bartlett Chairman

MIAMI, Jan. 4.—Frank E. Conklin, new president of the Showmen's League of America, Chicago, and members of the League wintering here met this week in W. J. (Bill) Bartlett's home to work out plans for a banquet and ball to be held in this city some time in February. Besides Conklin and Bartlett, those at the meeting included David B. Eby, Cliff Wilson, Mack Kimmner, Wale Bagle, Miss Merritt, Maxx Herman, and Carl J. Sedlmayr.

Conklin appointed Bartlett chairman and Eby chairman. They will appoint their committees. Cliff Wilson is treasurer. Group plans to make the affair an outstanding showmen's event for all attendees now visiting or residing in the Miami area.

TAKE-OFFS GET PAY-OFFS

Stripper Salaries High; Heavy Demand for Names, Novelties; Ann Corio's \$800-1,000 Is Tops

NEW YORK, Jan. 4.—The strippers are not complaining. According to theater and night club managers and bookers more strip acts are being used today than ever before, and the money for the better-advertised strip stars from \$150 to \$350 per week. Only comparative newcomers work for the minimum, and

not for long if they show definite promise of building into an attraction. The field does not pay fabulous figures, except in rare cases, but the work is more consistent and the market is as strong in theaters as it is in clubs. Ann Corio, top burly name, is averaging \$600 a week and in scattered spots earns as much as \$1,000 a week. She made a Grand recently at the Balto. (See *Strippers in the Dough*; on page 25)

ABE LYMAN

(This Week's Cover Subject)

VIGOROUS Abe Lyman, whose 20 years as a band leader has made him one of the best known figures in the show business, embarks again on his personal pilgrimage to the podium of the Royal Folies Club, Miami, where he is a transplanted institution in the winter time. This is on the heels of three seasonal weeks at the New York Strand Theater and a three-week stand at the Hotel New Yorker.

Lyman, ex-newsboy, taxi-driver, and waiter, rose from an insignificant drummer to being the head of one of the most famous bands in the country—Abe Lyman and His Californians. While he was fitting the drumstick, Lyman had a sense of business, and after he was fired from his first musical job, that of a drummer in a Chicago nickelodeon, he organized his own unit and took off from the Ambassador Hotel, Los Angeles.

Since then Abe has been an international favorite. He numbers among his most avid fans the Duke of Windsor, whom he taught how to beat the skins when the Lyman crew was holding forth at the Kit Kat Club, London.

Lyman has had many commercial radio programs, has been intensely successful with his Victor recordings, and last summer played the most profitable engagement ever recorded on the cash register of Ben Air Country Club, Chicago. His celebrity and songwriting nights at the Hotel New Yorker were also solid slices.

"Foxes" 7G in Portland, Despite Heavy Flu Toll

PORTLAND, Ore., Jan. 4.—In spite of a flu epidemic and cold wind, *The Little Foxes* with Tallulah Bankhead grossed \$7,500 at the Mayfair Theater December 13, 14, and 15, according to William B. McCurdy, booking agent.

Terminally venereal "good," McCurdy said capacity audiences would have grossed about \$9,000. Prices were 95 cents to \$2.75, and for Saturday matinee, 65 cents to \$2.20. A touch of flu kept Eugenia Rawie out of the cast opening night, but her part was capably filled by Viola Payne. A stagehand was left in Tacoma, Wash., when flu attacked him.

Pros at L. I. Ice Carnival

LONG BEACH, N. Y., Jan. 4.—A half dozen professional ice skaters will be featured January 12 at the Long Beach Ice Carnival and Metropolitan Outdoor Speed-Skating Championships to be held at the Municipal Ice Rink under the sponsorship of the Department of Parks, Entertainments and Recreation. Entertainers to be featured in the carnival half of the evening program include Alex Hurd, barrel jumper; Georg Von Birgelen, who is making his professional debut here; Genevieve "Tootsie" Doe Nollen and Henry Skidmore from *It Happens on Ice*.

Alum . . .

NEW YORK, Jan. 4.—The real reason for the easy-to-remember names given strippers is not because they look good in lights (alike it helps), but because they are designed not to tax the mentality of the average burly fan.

'Ice-Capades' Breaks Springfield Record

SPRINGFIELD, Mass., Jan. 4.—*Ice-Capades of 1941* grossed \$52,000 in eight days (December 25-January 1) at the Eastern States Coliseum, West Springfield, according to William Cavanaugh, publicity manager of the Springfield Hockey Association, lessors of the Coliseum. This is a record, Cavanaugh said, the previous high being last year, when the *Ice Follies* drew \$28,000 for six performances.

The 10 performances drew crowds ranging from 1,400 at the Saturday matinee to two jammed sessions New Year's Eve, when at least 5,000 attended each performance. Every inch of standing room was sold. The only change the management plans for the next ice show to come here, the *Ice Follies*, February 10-15, is to change the matinee from Saturday to Sunday.

The cast itself suffered two mishaps, with one skater remaining in a local hospital when the rest of the show pulled out for Tulsa, Okla. Joe Stillion, of Boston, broke his leg at the mid-afternoon rehearsal Monday, and is at the Mercy Hospital here, with his leg in a cast. He will probably be out for the rest of the season.

Judy Brennan, of the chorus, was stricken with appendicitis just before the show was to go on Monday night. She was rushed to the Springfield hospital, but was released during the week, after doctors decided that an operation was unnecessary.

Tours date is for January 8 to 7. From there the show goes to Wichita, Kan., January 9-11.

Thru Sugar's Domino

Dan Frohman

DAN FROHMAN was a great man. He achieved his unique place in show business in the later years of his long and interesting life without striving in the least to outrun his contemporaries in fame, achievement, or even in good works. What was most charming about Uncle Dan, as we know him during the last 16 years, was his naturalness, his complete divorcement from any tenderness towards being bitter, vindictive, narrow, or stubborn in his attitude towards his fellow men. Of course, age and background had something to do with it. In Uncle Dan's case age was a mellowing factor rather than one that detours others from giving full expression to the good that is inherent in all of us.

We have never encountered anyone who was so unlettered towards the president of the Actors Fund. Nobody who really knew him was so spiteful towards him. This is an almost certain sign of greatness in a man who led so active a life. We cannot write firsthand about Dan Frohman as an entrepreneur. Except for occasional excursions into the field of producing in very recent years, Uncle Dan was definitely established as a dean of the theater in the homage sense of the word in the years that we know him. Even were we qualified to write as a spectator about Frohman the veteran manager, discoverer of stars, mentor of playwrights, disseminator of culture thru the medium of the stage, most of what we would say would be repetitious. For many years Uncle Dan has been a frequent subject of historical comment.

(See SUGAR'S DOMINO on page 26)

Hard Service at Fairs tests Airline SOUND SYSTEM

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HY GARDNER Patrols the BROADWAY BEAT

SMALL TALK . . . The D. A. is investigating those so-called "charity-sponsored" dances open to the public. Watch for the front-page bonerang . . . That Hotel New Yorker New Year's Eve newswall clip was shot at Woody Herman's opening two weeks before—a coup thanks to Dick Mooler's neat moodling. . . . When stick bombs in a neighboring night club started patrons fleeing from Dempsey's, too, three night managers didn't notice the smell—they thought it was another manager promoting another set-up!

HIS friends are plotting an army farewell party to Winny Rockefeller in the Ram-bow Room. . . . Ben Yost's Variety Eight delayed the opening of the show at Rogers' Corner for a half hour waiting for their pants to arrive and were almost forced to work in their underwear. Seems to me, if I recall those tight-fitting bribes, that that's the way they worked the last time I saw them! . . . The trouble with most night clubs is that the creditors, instead of the performers, are stopping the shows.

GEORGE GIVOE, who discarded his Greek characterization for a while, has gone back to his "Greek Ambassador" routine since the heroics of his "countrymen"—taking precaution, however, before doing each turn, to consult the papers for the latest news from the front. . . . A reporter from *The World-Tele* was assigned to interview Jimmy Valentine, the one-legged dancer at the Savoy Ballroom. As he approached the dancer, he rubbed his eyes. "I forgot to tell you," Valentine grinned, standing squarely on two legs, "but this left leg is a Christmas present!" . . . Nice to see Julie Podell acting as one of the managers at the Copacabana—and equally nice to see Charley Lucas working as matron of the Park Central's Cooconut Grove. Both are former Kit Kat Club bosses. . . . Monte Proser was quoted in *PM* New Year's Day as saying the seven clubs he was connected with did a business of \$50,000 New Year's Eve, \$80,000 in whisky alone!

ODD that it took a *Philadelphia Story* to break all New York records at the Music Hall. . . . Al Scharif still thinks the Hepburn yarn is about the Philly Athletics. . . . The Sun Trio at the Pionatilly Circus proves there's such a thing as harmony between relatives—Mortie and Al Nevins are brothers and Artie Dunn's a cousin. . . . Comment by a director, "The Stauberts have some sort of insight about them. When I directed a show for them they gave me every sort of co-operation, let me do whatever I wanted, and I did what I considered some of my best work. Yet on opening night the show looked like every other show ever produced by them. So many of the new Miami Beach hotels have opened without being Stauberts!" . . . Billy Vine says they rent you a room with an adjoining hammy—When completed, Fred Allen made a personal appearance with Lane Fry Neighbor at Jack Benny and Fred Allen made a personal appearance with their speeches. "In this picture," Benny the Paramount both took liberties with their speeches. "In this picture," Benny explained, "I played myself." "Yes," countered Allen, "you were badly miscast!"

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D of J To Get FCC Angles; Radio Reported Willing To Set Up New Operating Plan to Escape Suit

By EDGAR M. JONES

WASHINGTON, Jan. 4.—Department of Justice is expected to appear in Federal Court in Milwaukee this coming Monday or Tuesday, depending upon availability of a judge, to institute criminal proceedings against National Broadcasting Company, Columbia Broadcasting System, Broadcast Music, Inc., and the American

on their hands when the Department of Justice goes into network control of artist bureaus, transcription companies, and business policies of their own independent affiliates. It is understood the federal department is expecting to receive recommendations for action from the Federal (See Radio Cleaning House? on page 27)

Radio-Music Case Delay?

MILWAUKEE, Jan. 4.—According to information received here by U. S. District Attorney B. J. Hastings, the government, in its anti-trust action against ASCAP, BMI, and the two major radio chains, is expected to file a criminal information instead of laying the case before the Federal Grand Jury, which is scheduled to convene here January 14.

If such information is filed, it is not expected that the case can come to trial before spring, because the court calendar is well filled thru January and February.

Society of Composers, Authors, and Publishers, for alleged violations of the anti-trust laws. Separate actions will be filed against ASCAP, and it is believed the government will ask the court to hear its case against the Society first, since legal preparation is complete. Later, the government will be able to prosecute radio chains and BMI for their part in the "Battle of Tin Pan Alley."

However, it was learned in Washington's official circles that broadcasting companies may soon have more court trouble

A list of army camps is being published in the Wholesale Merchandise Department. This week's list is for the Fifth (Ohio, Indiana, Kentucky) Corps Area. It can be found on page 50.

Possibilities

TRADE SERVICE FEATURES
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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.

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JACK WILLIAMS—tall and personable tap dancer appearing in *Meet The People*, revue at the Manhattan Theater, New York. He rates with the top dancer artists in the country, producing taps that are clean and amazingly fast, and routing them with a maximum of effect. In addition, he has a nice singing voice, a pleasing personality, and the ability to read lines like a drama veteran. A tremendously valuable player for any studio.

For LEGIT

JACKIE OLSON—young emcee-comedian now at Leon & Eddie's New York night club, after a long run at the near-by Club 10. Has been working tight spots and vaude around New York for the past few years, and is now coming into his own, developing into a confident, fast, aggressive, thoroughly likable comedian. Uses a lot of old gag and bits, but puts them over for surprising results. Some of his new material is very funny.

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Year's Business Up in Chi; Increased Specialization an Aid; NBC Central's Top Year

CHICAGO, Jan. 4.—A review of station activity in 1940 shows a marked increase in sales over 1939. Station WIND led the pace with an increase of 35 per cent in dollar volume; WGN followed with an improvement of 48.5 per cent; WBBM jumped 30 per cent, with the last six months of the year registering 35 per cent; WGN upped 17.04 per cent for the first 11 months, with an increase of 24.41 per cent for the last five months of that period; WJXD bettered itself with a moderate 10 per cent, and WMAQ showed 8 per cent better. WLS is known to have improved considerably.

Station's development of specialized appeals is marked, and the differences in station character have always been true, specialization in programming or merchandising took on a greater importance in 1940.

WIND attributes its increase in business to two factors. One, heavy stress laid on participation programs, *Night Watch* and *Sports Edition*, which permitted local sponsors to share the advantages of a longer program; and two, the building of good will thru an extensive set-up for string dance remotes and also the additional of three hours nightly of CBS station. Station also acquired a power boost from 1,000 to 5,000 watts on night time.

NBC's Best Year

NBC Central Division, which owns and operates WBBM and WMAQ, enjoyed the most successful year since the founding of the company, according to Harry C. Kopf, manager. "As the end of the year," said Kopf, "our studios were feeding more programs—commercial and sustaining—to the Red and Blue networks than ever before." Commercial network programs originated here include *Quiz Kids*, *Hidden Stars*, *Your Dream Has Come True*, *Knickknocker Playhouse*, *Uncle Eric*, *Yong Wons*, *Captain Berns*, *Rhino Boat*, and *Wings of Destiny*. Excitement of the year was passing *Breakfast Club*, a network sustainer, on a local commercial co-operative basis. Local commercial participation will be dropped, however, after the first of the year because of the opposition of the American Federation of Musicians.

Special Events Department was very active during the year with sports, political, and public service features. Chief publicity tie-in was a reciprocal deal with *The Chicago Herald-American*, in addition to that made the previous year with *The Chicago Daily News*. Since

the other NBC affiliates in Chicago, WLS and WCPM, have publicity deals with *The Chicago Daily Times*, NBC stations receive plugs in all local papers except *The Chicago Tribune*, which owns WGN.

Executive office changes made Harry C. Kopf Red network sales manager of NBC Central Division, replacing Sidney N. Strota, who went to New York as chief of net's program department. Paul C. McClure succeeded Kopf, and E. R. Horroff took McClure's post as Central Division Blue network sales manager.

WMAQ's position at the bottom of the list of business increases is due to the fact that the station was already practically SRO and is now solidly booked from 7 a. m. until about 11 p. m., with commercial and non-cancelable public service sustainers.

WBBM developments were, first, the appointment of Harry Edred to the new office of co-ordinator between sales and production. Main job of this department is to avoid producing programs the sales staff can't sell, as well as to avoid selling sponsors on ideas the programming department can't produce; second, being the first CBS station to drop Saturday football broadcasts and cultivate the non-sport audience, which it did thru its two-hour and 15-minute variety show *Saturday Open House*; thirdly, doubling of its educational schedule, with the development of *Exploring Space*, a program which subsequently went network and was removed to New York.

Only new network commercial shows were *A Design for Happiness* for Libby-Owens-Ford Glass Company and *Women in White*, which originated at NBC this year and later switched to WBBM. Another unusual development was *Tommy Bartlett's You Sell Me*, which experimented with heavy cash give-aways in an effort to prove the program's value to prospective sponsors.

WGN Classical Spurge

WGN experienced a revolution in its executive set-up, with William A. Bacher's importation from Hollywood as head of programs and production; W. A. McGuinness' transfer from New York as sales manager, and Frank P. Schreiber's promotion as co-ordinator of all departments, following Quin Ryan's exit as station manager.

The reorganization brought about the expensive campaign to make WGN programs outstanding. Most notable development here is in classical and semi-classical programs. The Chicago Opera presentations, symphonic music, and Chicago *Performers of the Air* operettas are characteristic and have probably developed a different audience from that attracted by other stations. The second important step in WGN's bid for recognition was the *Ja Chicago Tonight* series, which featured almost all the top movie and stage names who appeared in Chi clubs and theaters.

In the technical department, WGN was recently granted a permit to construct an FM transmitter, upon which work has already begun.

WJJD's Public Service

WJJD's chief development of the year was its public service programs. Twenty-four organizations are given extra time on the air weekly, object being to build good will, interest, educational feature. *White America Sleeps*, makes use of professional radio thespians, which is unusual for this station. In the past WJJD has used music, special events, and amateur

dramatic, avoiding employment of AFTRA actors. Publicity tie-in (also achieved for WIND), was made with the Balaban & Katz theater chain.

WLS Program Promotion

WLS accomplished two ends in 1940: One, closer contact with the hinterland; and two, merchandising service and program promotion. The first was reached thru *Country Solists* feature on the Barn Dance. One WLS set plus home-county seats and attracted altogether an attendance exceeding the population of the towns played. Part of the show was broadcast as a Barn Dance feature. Successful promotion has been the monthly grocery and drug bulletins to jobbers, wholesalers, and chain-store headquarters calling attention to products advertised on station. Another feature little used by other broadcasters is the two-minute morning program informing the listener about programs or offers to be made later on in the day.

Fritz Blocki To Do Radio Exclusively

CHICAGO, Jan. 4.—Fritz Blocki, radio producer-director-writer and publicity director for Jones, Lintek & Schaefer, theater operators, the past eight years, is giving up his other show business connections to devote all of his time to radio production and writing.

Blocki is now producing *Your Dream Has Come True* for the Ruthrauff & Ryan agency, for Quaker Oats. He started off such network successes as *The Court of Missing Heels*, which he wrote and produced for the Blackett, Sample, Hummer agency; *Captain Midnight*, as producer, and *Backstage Wife*, as well as many others.

Further Split of Red, Blue

NEW YORK, Jan. 4.—In line with re-organization developments at NBC, Niles Trammel, president, announced the following supplementary appointments, which emphasize the segregation of the Red and Blue networks into two separate operating units: Ken R. Dyke, over-all director of promotion; Claydon Morgan, assistant to the president; Charles B. Brown, promotion manager for the Red network; E. P. H. James, promotion manager for the Blue network; and W. C. Roux, promotion manager for national spot and local sales. Dyke will supervise and co-ordinate all promotional and advertising activities of both networks, reporting directly to Frank E. Mullen, vice-president and general manager.

SESAC, Inc., Not Involved

NEW YORK, Jan. 4.—SESAC, Inc., performing rights organization, points out it is not involved or connected in any way with the present radio-music war, but is standing by watching the outcome. Company's relations with broadcasters have been amicable for years.

It was erroneously stated in last week's issue of *The Billboard* and in other papers that the government action directed against ASCAP, BMI, and the major radio chains also was aimed at SESAC.

Company's attorneys checked with the Department of Justice.

NEW YORK, Jan. 4.—Last week's *Bundes* for Britain benefit on WNEW, masterminded by Jack Hammer, is conceded to have been one of the most lavish broadcasts, from point of view of talent used, ever to hit the local stations. Line-up of bands, vocalists, and miscellaneous artists were reminiscent of network programs.

Philly Paper Fights for Local Blurbers; ACA's Spieler School

PHILADELPHIA, Jan. 4.—Raymond Guthrie, radio editor of *The Daily News*, bemoaning the fact that opportunity never knocks even once for local announcers, carrying on a controversy in his columns with the heads of local stations denying the fact, has enlisted the support of the ACA Announcers and Engineers' Union, Local 28, which will sponsor under its jurisdiction a school for announcers to fend replacements to the local stations. Union figures that announcers would automatically come under its protective wing as a result.

WCAM Must Explain Set-Up Before FCC

CAMDEN, N. J., Jan. 4.—City Solicitor John J. Crean disclosed that WCAM, local municipal station, will have to explain its ownership and control set-up at a hearing before the FCC in Washington scheduled for January 29. It was learned that FCC has questioned WCAM's lease that the local Mack Radio Sales Company, which buys station's available commercial time for a lump figure on a yearly basis, and the government agency demands to know if the city really operates the station under such a set-up, as it was directed to do by the FCC two years ago.

The city itself, said Crean, has challenged the legality of the Mack lease.

FCC hearing will query the status of WTKR, Trenton, and WCAP, Asbury Park, as well as WCAM, three South Jersey stations, said Crean, before an optional conflict, main point of difference being the time-sharing agreement.

All three stations' permits have expired, with renewals pending for more than a year.

NBC Music Hour Tops Philadelphia Survey

PHILADELPHIA, Jan. 4.—A radio survey of the Philadelphia public school system made by Margaret Reed, editor in chief, radio editor, revealed that 29 of the 122 radio-equipped schools in the city used NBC's *Music Appreciation Hour* as part of their educational work. The next most used program was *American School of the Air*, in use in 18 schools.

During out-of-school hours the most listened to programs were "news," mentioned by 37 schools. *Classics of America*, with 34 mentions, and *Quiz Kids*, mentioned 37 times, followed *Information*, *Music*, *Look*, and *First Sunday Evening Hour*. The survey indicated that, of the 122 radio-equipped schools, 84 had faulty listening conditions.

Garland Titled at WBBM

CHICAGO, Jan. 4.—Charles H. Garland became assistant commercial manager of WBBM January 1. Appointment was announced by J. Kelly Smith, commercial manager of WBBM and general sales manager of Radio Sales, Columbia Broadcasting subsidiary. Garland, who has been with the station since 1923, has been assisting Kelly without official appointment since April, when his predecessor, Harold Mason Smith, left CBS to go with Trans-American as head of the New York office.

WBOS Short-Wave Sked

BOSTON, Jan. 4.—Regularly scheduled short-wave transmissions to Latin and South American countries got under way this week thru the Westinghouse International Station, WBOS, with one of the most strategically located short-wave transmitters in the world.

Present plans call for broadcasting two hours in English, three hours in Spanish, and two hours in Portuguese.

R. P. Brock is studio supervisor.

MBS-KQW Pact Stymied

SAN JOSE, Calif., Jan. 4.—Mutual and KQW, local indies, did not renew contract covering network sustaining and sports that station was set to deal with Columbia, possibly later in the year, MBS heads are said to have opposed renewal of contract.

WINDOW CARDS
NEW IDEA PICTORIAL WINDOW CARDS, 50c 172x, 50c for \$5.50 or 100 for \$9.00. THIS INCLUDES PRINTING YOUR PHOTO AND NAME AND PLAY DATES.
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NEW WESTERN UNION STAMPS ARE GOOD FOR ALL TELEGRAPHIC SERVICES, MAKE A SMART, PRACTICAL GIFT TO STUDENTS, TRAVELERS, MEN IN CAMPS. ISSUED IN BOOKS \$2.50 AND \$5.00.

MILLER 1940 PHONO KING

81 Hit Disks Out of 130 "Possibilities" Suggested in Guide

NEW YORK, Jan. 4.—The "Possibilities" section of *The Billboard's* weekly Record Buying Guide hung up a record for accurate prognosticating during 1940 by selling the turn over to 81 songs or recordings out of the total of 130 listed in that category during the 12 months just past. "Possibilities" is the third subdivision of *The Guide*, which also includes those disks that are "Going Strong" and those that are "Coming Up." Its purpose is to inform music machine operators and the phono and music trade in general about those songs or particular platters that possess unusual qualifications or other attributes that make them potential coin phono items. It is the primary function of "Possibilities"—as the name implies—to point out to ops, well in advance, which of the newest disk releases have the greatest money-making possibilities.

As such, "Possibilities" weekly undertakes the unenviable task of going out on a limb for this sort of record and with predictions on the ultimate fate of anything as intangible as music extremely hazardous (as any music man, if he's honest with himself, will admit), the 83 per cent correct average achieved by this section of the Guide over a 12-month period is particularly high. Of the 81 "possibilities" that made good out of the 130 listed, about half reached the top of the ladder, as indicated by their presence in the Guide's "Going Strong" category, and the remainder achieved varying forms of popularity in the "Coming Up" section, which includes those disks that are good in the music boxes even if they never achieve the greatness that makes them real top numbers.

Leaders Predicted

Among the songs predicted as future hits in "Possibilities" weeks before they reached the top, the one that was *I'll Never Smile Again*, which the Guide sold in the June 29 issue, " . . . being pluggin'

a great deal by Tommy Dorsey, who has a particularly good record of it for the boxes. This can very easily turn into a hit that ops can't ignore."

Other numbers listed first as "possibilities" were *The Woodpecker Song*, tied with *Smile Again* for second place as the longest run song of the year (36 weeks) as a hit phono number. *The Singing Hills*, 13 weeks in "Going Strong"; *Rhapsodie*, first recommended in the May 18 issue; *Trade Winds* and *Moby*, both listed in the same week (August 10); *Ferryboat Serenade* and *Beat Me Daddy, Eight to a Bar*, suggested to ops as potential money-makers September 7 and 14, respectively, and *The Breeze* and *I and Frances*, the latter first offered in the November 16 issue.

Top Music Machine Records of 1940

Listed below are the 44 songs, together with the artists who recorded them, that appeared in *The Billboard's* weekly Record Buying Guide in the "Going Strong" classification during 1940. It is significant that of the hundreds of songs written, published, and recorded during the past 12 months only 44 (in several different recorded versions) achieved universal popularity in the country's 400,000 coin-operated phonographs in sufficient proportion to be rated as "Going Strong," or top music machine, numbers.

Of the 44 titles listed, the seven marked with an asterisk (*) are those which already had been in the Guide's "Going Strong" category for several weeks in 1939, and which carried over in that section into 1940. The six titles marked with a double asterisk (**) are those which still remained as "Going Strong" items past the issue of *The Billboard* which concluded this survey, *Record Buying Guide* for each week of 1940, starting with the January 6 issue of *The Billboard* and concluding with the December 28 issue, at the close of the following listing.

The number of weeks each title appeared in "Going Strong," and the artist or artists involved in each instance (listed in the order of their popularity), are given.

TITLE	NO. OF WKS.	AS RECORDED BY
In the Mood*	21	Glenn Miller
I'll Never Smile Again	16	Tommy Dorsey
The Woodpecker Song	16	Glenn Miller, Andrews Sisters, Will Glaze, Kate Smith
Tuza de Junction	15	Glenn Miller, Erskine Hawkins, Jan Savitt, Andrews Sisters
Careless	13	Glenn Miller, Dick Jurgens
The Singing Hills	13	Big Crosby, Dick Todd, Horace Heidt
Indian Summer	12	Tommy Dorsey, Glenn Miller
Oh, Johnny*	12	Orin Tucker
Seashoreland*	12	Frankie Masters, Freddy Martin, Benny Goodman, Guy Lombardo
South of the Border*	12	Shep Fields, Ambrose, Guy Lombardo, Tony Martin, Sammy Kaye, Horace Heidt
Trade Winds	12	Big Crosby
Blueberry Hill	11	Glenn Miller, Kay Kyser, Ross Morgan
Maybe	11	Ink Spots
Playmates	11	Kay Kyser, Mitchell Ayres
Sixes Six*	11	Big Crosby, Glenn Miller
At the Ballrooms	9	Orin Tucker, Abe Lyman, Victor Silvester, Wayne King, Henry King, Del Courtyard, Andrews Sisters, Kay Kyser, Gray Gordon
Ferryboat Serenade**	9	Mitchell Ayres, Dick Todd, Dick Jurgens
Make Believe Island	9	Kay Kyser, Bob Crosby, Dick Todd, Bob Chester
With the Wind and the Rain in Your Hair	9	Charlie Barnet, Jan Savitt
Where Was I	9	Glenn Miller, Tommy Dorsey
Foak's Kook Is	8	Judy Garland, Tommy Tucker, Benny Goodman
I'm Nobody's Baby	8	Glenn Miller, Ink Spots
My Prayer*	8	Big Crosby
Only Forever	8	Bob Chester
Practice Makes Perfect	8	Bob Chester
We Three*	8	Ink Spots, Tommy Dorsey
When You Wish Upon a Star	8	Glenn Miller, Guy Lombardo, Horace Heidt
All the Things You Are	7	Tommy Dorsey, Artie Shaw, Frankie Masters
Imagination	7	Glenn Miller, Tommy Dorsey, Ella Fitzgerald, Kate Smith
When the Swallows Come Back to Capistrano	7	Glenn Miller, Ink Spots, Dick Todd
The Breeze and I	7	Jimmy Dorsey, Charlie Barnet, Frankie Masters
You'd Be Surprised	7	Orin Tucker
Beat Me Daddy, Eight to a Bar**	7	Andrew Sisters, Glenn Miller, Will Bradley
Isle of May	6	Connie Burrell, Dick Jurgens, Kay Kyser, Woody Herman, Blue Baron
Say Hi Si	6	Andrew Sisters, Glenn Miller
The Causse Serenade	6	Dick Todd, Glenn Miller, Eddy Duchin, Paul Whitman, Sammy Kaye
Yodelin' Jim*	6	Andrew Sisters-Big Crosby
Stop, Hey, Woodent!	5	Orin Tucker
The Little Red Fox	4	Kay Kyser, Hal Kemp, Van Alexander
Faithful Forever	4	Glenn Miller
The Five o'Clock Whistle**	4	Glenn Miller, Ella Fitzgerald, Erskine Hawkins
There I Go**	3	Vaughn Monroe, Tommy Tucker, Will Bradley
Chatterbox	2	Kay Kyser, Dick Jurgens, Sammy Kaye, Guy Lombardo
Down Argentine Way**	2	Big Crosby, Shep Fields, Leo Reisman, Gene Krupa

Andrews, Dorsey, Kyser Tie in No. 2 Spot; 118 Top Recordings On 44 Compos During Past Year

NEW YORK, Jan. 4.—The outstanding observation to be drawn from a survey of the automatic phonograph field during 1940 is the tremendous popularity of one artist—Glenn Miller—with the patrons of the 400,000 music machines from Maine to California. While it may

occasion no surprise to note that Miller had more hit disks in the boxes during the past 12 months than any other recording artist, the actual number of his successful records in comparison to the nine other top phono attractions (listed elsewhere on this page) is definitely eyebrow-lifting.

Out of the 44 songs that became popular enough on music machines to be listed as "Going Strong" in *The Billboard's* Record Buying Guide during 1940, 17 Miller records carried their melodies in the boxes, as against the highest number of six "click disks" apiece for the Andrews Sisters, Tommy Dorsey, and Kay Kyser, the runners-up. Bing

IN ITS issue of October, 1940, *The American Mercury* offered an article entitled "The Juke Box Take Over Swing," in which the nation's automatic music machines and their relation to the music business were thoroughly analyzed.

Part of the article dealt with the position occupied by *The Billboard* in the coin phonograph and recording industries, as follows:

"Owners and renters of the juke boxes look forward expectantly each week . . . to *The Billboard* . . . to see what's what in their business, to note what new records are 'going strong,' 'coming up,' or are 'possibilities.' Between pages . . . nestled the buying guide that contributes most significantly to the popular music taste of America. *The Billboard* prognostications can hardly be wrong, because the juke owners buy what it recommends."

Crosby, considered one of the most popular artists ever to stand in front of a recording studio mike, managed to get only five smash platters during the year, curiously enough being tied with Dick Todd, whose singing style closely resembles that of Crosby.

Back for this survey of 1940's hit recordings and most popular artists on the coin phono is *The Billboard's* weekly Record Buying Guide, which has become established in its more than two-and-a-half years of existence as the leading barometer of the extent of record success. The Guide has achieved its position as the authentic mirror of the music machine business because it reflects phono patronage preference as reported by music machine operators themselves, who contribute to the "Going Strong" and "Coming Up" sections of the Guide each week, stating the current popularity of new or established recordings.

One hundred eighteen recordings go on (See *Miller Phono King* on page 13)

Waxworks Box Score

In the survey conducted by *The Billboard* on the most popular recordings of 1940, it was revealed that 118 disks enjoyed favor widespread enough to merit them a position in the "Going Strong" section of *The Billboard's* Record Buying Guide, accepted by the trade as the authentic barometer of automatic phonograph patronage preferences.

The 118 recordings, with the exception of one, were divided among the five wax labels as follows. The exception was Van Alexander's record of "The Little Red Fox," recorded under the Variety label of the United States Record Company, now undergoing reorganization in Federal Court after filing a bankruptcy petition some months ago.

RECORD LABEL	No. of Hit Records in Music Machines
Bluebird	22
Decca	24
Columbia	21
Vicor	13
Okak (previously Vacation)	11

No Conga, Rumba Hits on Machines

NEW YORK, Jan. 4.—Despite the fact that Latin American tempos became increasingly popular in hotel supper rooms, night clubs, and ballrooms all over the country during the past year, the run (*No No Conga, Rumba Hits on Machines*)

10 Top Phono Artists

The following recording artists were those most popular in the nation's automatic music machines during 1940, the measuring stick of their popularity being the Record Buying Guide which appears weekly in *The Billboard*. The names listed are those who had the greatest number of different hit recordings in the machines during the past 12 months, as recorded by a check of the "Going Strong" classification of the Guide from the issues of January 6 to December 28 inclusive.

The number of different recordings each artist had in this section of the Guide during the year follows the artist's name. Only the first 10 artists are listed, alphabetical listing being used where a tie in the matter of number of hit records exists. Artist's record affiliation is given in parentheses.

ARTIST	No. of Hit Music Machine Records
Glenn Miller (Bluebird)	17
Andrews Sisters (Decca)	6
Tommy Dorsey (Victor)	6
Kay Kyser (Columbia)	6
Big Crosby (Decca)	6
Dick Todd (Bluebird)	5
Ink Spots (Decca)	4
Dick Jurgens (Okak)	4
Guy Lombardo (Decca)	4
Orin Tucker (Columbia)	4

Barnet and Fiesta Squabble Over \$450 Broadcasting Taxes

NEW YORK, Jan. 4.—Charlie Barnet's date at the Fiesta Danceeteria here last September, in which he teapied late and James C. Petrillo, proxy of the American Federation of Musicians, came back to haunt him this week, but backfired in the lap of Edward Decker, owner of Fiesta, who was ordered to pay \$450 to the union, but is having a rehearing next Thursday (9).

Controversy centers around the 45-per cent tax on remote broadcasts, which Decker figured Barnet would pay because there were no provisions in their contract stating otherwise. Barnet had a Mutual network wire, and during the three weeks of broadcasting ran up a bill of \$450 in taxes, which Local 802 automatically collects. Union says that the employer must pay this tax as part of the scale if the spot has a wire.

Reason for the re-hearing is because the trial board of the union hasn't been able to get Barnet and Decker at one session to straighten it out. Decker was ordered last week to appear before the union and didn't. Local 802 rendered a judgment against him for the full sum. After Decker squawked about the default judgment, union reopened the case, but Barnet is out of town. Consequently new hearing date was set.

While Barnet was working at Fiesta he received \$1,750 per week. It was after this date that he was expelled from the union, then re-instated. Whichever way the judgment falls, Decker said he would "live up to the union's decision."

Philly Legit House Offers Added Work for Musicians

PHILADELPHIA, Jan. 4.—With William Goldman, movie mogul, having taken over the operation of the long-dark Branger Theater here, musicians' union inked a closed-shop agreement for the Branger, making it a third legit house for the long-out-of-work theater musicians.

Union contract, consummated without any difficulties, calls for the employment of six musicians for dramatic shows and a dozen men in the pit for musicals.

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Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

FRA of name bands at the Hotel Commodore in its Century Room came to an end January 4 when SAMMY KAYE finished his third engagement at the spot, replacing the swing and swayers will be what the hotel calls a "carefully organized group," which will be known as the Commodore Band, with SENYO OSERKO, violinist who has been in charge of the music in the hotel's cocktail lounge, doing the fronting. . . . Century Room will be open only for dinner, foregoing the supper sessions, under the new policy. . . . JIMMY LYINGTON got his release from a Frederick Brothers management contract this week. . . . JOE HIGGINS, the newest addition to the Moe Dale office, and not the Joe Higgins, of Columbia Records, takes up his first duties as road manager of the Ella Fitzgerald band. . . . He takes the band to Boston for Ella's four-weeker in the Hotel Brunswick's Bermuda Terrace beginning January 20. . . . before joining Gabe Higgins was in charge of dance recitals at Station WNEW. . . . GLENN MILLER this week inked a new Victor-Bluebird pact calling for his cutting the sides under the latter label for the next three years. . . . and out on the Coast ARTIE SHAW waded his first 12-inch platter for the Victor imprint, an ambitious piece labeled *Hot Concerto for Clarinet*, which Shaw wrote and which is used in his end Fred Astaire's movie, *Second Chorus*. . . . GEORGE WITTLING leaves the Johnny Long group to rejoin his old boss, PAUL WHITEMAN, down Florida way. . . . WALLY GOLDSON, ex-Charlie Barnet hide-beater, comes in for the replacement with Long.

Midwestern Murmurs

DON STROCKLAND closed yesterday (3) at the Radisson Hotel, Minneapolis, to depart on a month's road tour. . . . The first of February finds him once again on the Radisson's podium for a 10-week stint that takes him half-way thru April. . . . JOHNNY BURKARTH is in the midst of a month at the Faust Hotel in Rockford, Ill. . . . THELMA MARLAND is the new vocalist with the Burkarth crew. . . . EDDIE YOUNG brings his band up to 11 men and replaces George Stein on drums with GEORGE LAING. . . . Young is at the Music Box in Omaha indefinitely. . . . JOHN PAUL JONES is being handled by the Markham-O'Toole Agency of St.

Louis, with EDDIE WISE as the band's personal manager. . . . outfit is currently down in Fort Worth, Tex., at the 400 Club and is expected to take over the stand at the Trocadero, Evansville, Ind., when it winds up in Texas. . . . WARNEY RIFE moved over from Gino's Restaurant in Hancock, Mich., after 10 weeks, to the Wagon Wheel in Seginaw, Mich., set for an indef. sojourn. . . . JACK EVERLETTE is at the Ritz Club in Springfield, Mo.

Penn-Jersey Patter

JOE HAYES on the stand at reopening of Alan Hotel's Jungle Room, Philadelphia. . . . EDDIE DEBE makes the new year's music at Alcazar Ballroom, York, Pa. . . . LOU SENTON takes over the stand at Indian Port Inn near Hamburg, Pa. . . . TOMMY DORSEY gets the bid for the Muldenberg College (Allentown, Pa.) Junior Prom February 21. . . . BYRON BERRY brings his band to Cinderella Ballroom, Brunsaville, Pa. . . . HAY COLONA and His Rhythm Kings at Hilltop Inn, Hainesport, N. J. WARREN WEST holds over at State Hill Gardens near Reading, Pa. . . . GEORGE ANNOLD at Cachale Grill, Allentown, Pa. . . . MARTY BURK continues for another year at Philadelphia's Purple Derby. . . . DAN GARDNER gets the call at Sho-Boat, Glenside, Pa. . . . CARL MILLER, featured at the Solovok, at Queens Hotel, York, Pa. . . . STEVE BAER takes over the bandstand at Westoverville, Pa. . . . BILL BROWN Swings at Hostetter's Play Barn, Bird in Hand, Pa. . . . JAKE OLWEILER ork at Dietsa, Columbia, Pa. . . . CHARLES BLUM featuring his organology, at St. James Hotel, Reading, Pa. . . . HARRIET HALE and Her Rhythmites new importation at McGee's 13 Club, Philadelphia.

Of Maestri and Men

JOE REICHMAN was signed this week to a Victor recording contract. . . . MEL MARVIN is the follow-upper to DEAN HUDSON as the Ella Gardens, Armonk, N. Y., January 13. . . . THE CATS and THE FIDDLER take their swing harmonizing into Doc's Cocktail Lounge, Baltimore, March 11 for a month. . . . DOROTHY BARTON is joining Eddie Le Baron to do the vocals, replacing Jaqueline Sailer. . . . Le Baron starts at the Book-Cadillac Hotel, Detroit, January 17. . . . JAN PRIDEMORE, who originally signed for a five-week run at the Boulevard, Elmhurst, L. I., last week, began his fifth year at the spot, which is doing all right. . . . JOE CAPPO takes his accordion and his orchestra into the Hotel Peabody, Memphis,

With Carmen Ginsburg on the Vocal

PHILADELPHIA, Jan. 4.—The Latin American jubbly trend is influencing the local band boys in no fewer ways than one. At WIP, where several conga-rumba shows are on the program schedule weekly, station has kept the South American style intact even to the point where musical director Joe Frascio had to drop his first name for the shows to adopt the more native sounding "Jose." Not to be outdone, Milt Shapiro, who prides-agents the Club Ball here, has started one-two-three-kicking the billing around to make the nitery's *A Night in Havana* revue typical. As a result Ball maestro Alan Fielding now answers to the name of Xavier Fielding.

J. Dorsey Beats Top Miller Philly Gross

PHILADELPHIA, Jan. 4.—Jimmy Dorsey cracked all attendance records for the annual Biggs Mappa Christmas dance at Penn A. C. last Wednesday (25) drawing 1,200 couples and topping by eight couples the high mark set by Glenn Miller in 1939. . . . Sleep tariff of \$3.50 per couple, not figuring the 35-cent tax, made it the biggest gross for a dance promotion in this city, crowd accounting for \$4,250. . . . Sponsoring group is an intercollegiate fraternity, but dances are open to the public.

2,000 for Casa Loma Ork at Springfield Affair

SPRINGFIELD, Mass., Jan. 4.—Glen Gray and His Casa Loma Orchestra played to about 2,000 socialites at Municipal Auditorium Friday (27) at a benefit ball for the British War Relief Society. Tickets sold for \$4 a couple.

HOLYOKE, Mass., Jan. 4.—More than 200 danced to the music of Tiny Quinn at the Roger South Hotel here Thursday (30) at the annual charity ball of the Western Massachusetts Alumnae of the College of New Rochelle.

Tenn., after a successful stay at the exclusive Kansas City (Mo.) Club. . . . KEMP READ makes it a long-range booking by setting himself for next summer at the Old Man House, Hyannis, Mass., starting his second year there on June 21. . . . band is presently at the Center Gardens, Brockton, Mass., Indef. . . . HARRY E. BAIRD is playing the Hammond at the Columbus Hotel Grill in Harrisburg, Pa., for three months.



PERSONAL MANAGEMENT GALE, INC. • 48 WEST 48th ST.

MR. COIN MACHINE OPERATOR
AMUSEMENT WORLD
U. S. A.

"CABIN IN THE SKY" AND
"TAKING A CHANCE ON LOVE" (No. 3490)
HAVE JUST BEEN RELEASED BY DECCA RECORDS.

MAY I SUGGEST THAT YOU HEAR THEM
SOON.

SINCERELY,

ELLA FITZGERALD

* SWEET MUSIC in
The HOT
MANNER *



EDDIE
SOUTH

THE DARK ANGEL OF THE
VIOLIN AND HIS ORCHESTRA

Currently 12th Week—UPTOWN CAFE SOCIETY
COLUMBIA RECORDS

* At Cafe Society, which is out of Greenwich Village moved uptown, without the music, the entertainment was moving forward to the delight of the customers. The Hot Violin booth made a showstop of Edgewood, and Jascha Heifetz should really make a showstop of his cultured version of the 24th Century by Paganini. —Orla Tipton, New York Post, 11/23/40.

SEASON'S GREETINGS

Joe Glaser, Incorporated
RCA BUILDING RADIO CITY, NEW YORK
Circle 7-0862



The Billboard

WEEK ENDING
JANUARY 3, 1941

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 50 most important phonograph-operating centers in the country.

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

GOING STRONG

FERRYBOAT SERENADE. (11th Week) Andrews Sisters, Kay Kyser, Cozy Cordeon.

WE THREE. (10th Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY (EIGHT TO A BAR). (8th Week) Andrews Sisters, Glenn Miller, Will Bradley.

THERE I GO. (5th Week) Vaughn Monroe, Will Bradley, Tommy Tucker.

THE FIVE O'CLOCK WHISTLE. (5th Week) Glenn Miller, Ella Fitzgerald, Erskine Hawkins.

DOWN ARGENTINE WAY. (4th Week) Bob Crosby, Shap Fields, Leo Reisman, Gene Krupa.

A NIGHTINGALE SANG IN BERKELEY SQUARE. (2d Week) Guy Lombardo, Glenn Miller, Ray Noble.

DREAM VALLEY. (1st Week) Sammy Kaye, Woody Herman, Frankie Masters.

COMING UP

FRENESI. Artie Shaw, Woody Herman.

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

STARBUIT. Tommy Dorsey.

YOU'VE GOT ME THIS WAY. Kay Kyser, Glenn Miller.

THE LAST TIME I SAW PARIS. Kate Smith.

A HANDFUL OF STARS. Glenn Miller.

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

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week: New York City: Center Music Store; Bloodgood Music Shop; Liberty Music Shop; Veary Music Shop; Cahley Music Shop; Boston: Danton Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop, Pittsburgh; Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co., Washington; George's Radio Co., Inc., Delaware; E. C. M. I. Record Dept., Portland, Ore.; Meier and Frank Co., J. K. Hill Co., Los Angeles; Birkel-Richardson; Southern California Music Co.; Hollywood House of Music, San Francisco; Schribacker-Frick; Quarg Music Co., Chicago; Sears, Roebuck & Co.; Marshall Field; Weather's; Lyon and Healy; Orrick Music Shop; Goldblatt Bros., Cincinnati; King Shop; Willie Music Co.; Hamilton-Wentworth Co.; Healy Berg's, Inc.; Milwaukee; Schuster's; Record Library, St. Louis; Broadway House of Music; J. B. Bradford Photo Co., Des Moines; Des Moines Music House; Davidson Co., Detroit; Washburn's; Orinax Bros., Kansas City, Mo.; Music Box, St. Louis; Acoustic Co. of Music; Penney & Barry, St. Paul; W. J. Dyer and Bros.; Matthews Specialty Co., Cleveland; Radio Bros. Co., Birmingham; Sidney Haddix Service Shop, E. B. Forbes & Son; Matthews Sales Co.; Louis Furst Dry Goods Co., Atlanta; Cox Prescription Shop, Raleigh, N. C.; James H. Tilson; C. B. Hutchinson Music Co., Miami; Richards Store Co., Burlington, The New Orleans; Louis Gramercy Co., Inc.; G. Selinger, Inc., Fort Worth, Tex.; McCarty's, Kansas City, Mo.; Furniture Co., San Antonio; Thomas Acuna; Alamo Plaza Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1 2 3 4 5 6 7 8 9 10	POSITION Last This Wk. Wk.	1 2 3 4 5 6 7 8 9 10	POSITION Last This Wk. Wk.	1 2 3 4 5 6 7 8 9 10
1	1. FRENESI —ARTIE SHAW	1	1. FRENESI —Artie Shaw	1	1. FRENESI —Artie Shaw
2	2. WE THREE —INK SPOTS	2	2. WE THREE —Ink Spots	2	2. I Hear a Rhapsody —Charlie Barnet
3	3. A NIGHTINGALE SANG IN BERKELEY SQUARE —GLENN MILLER	3	3. A NIGHTINGALE SANG IN BERKELEY SQUARE —GLENN MILLER	3	3. Along the Santa Fe Trail —Glenn Miller
4	4. DOWN ARGENTINE WAY —BOB CROSBY	4	4. DOWN ARGENTINE WAY —BOB CROSBY	4	4. Down Argentine Way —Gene Krupa
5	5. ONLY FOREVER —BING CROSBY	5	5. ONLY FOREVER —BING CROSBY	5	5. Five o'Clock Whistle —Glenn Miller
6	6. FERRYBOAT SERENADE —ANDREWS SISTERS	6	6. FERRYBOAT SERENADE —ANDREWS SISTERS	6	6. You've Got Me This Way —Jimmy Dorsey
7	7. BEAT ME DADDY (EIGHT TO A BAR) —ANDREWS SISTERS	7	7. BEAT ME DADDY (EIGHT TO A BAR) —ANDREWS SISTERS	7	7. Anvil Chorus —Glenn Miller
8	8. HE'S MY UNCLE —KAY KYSER	8	8. HE'S MY UNCLE —KAY KYSER	8	8. A Nightingale Song in Berkeley Square —Glenn Miller
9	9. THE FIVE O'CLOCK WHISTLE —GLENN MILLER	9	9. THE FIVE O'CLOCK WHISTLE —GLENN MILLER	9	9. Ferryboat Serenade —Frankie Masters
10	10. WE THREE —INK SPOTS	10	10. WE THREE —INK SPOTS	10	10. We Three —Ink Spots

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week: New York City: Music Dealers Service, Inc.; Ashley Music Supply Co., Pittsburgh; Volkman Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Southern Music Co. & Co. Los Angeles: Morse M. Pressman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Rialto Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc. Columbus: Blaney Music Co. A. C. McCharg. St. Louis: St. Louis Music Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Griswold Brothers. San Antonio: Furniture Co. Fort Worth, Tex.: Auto Music Co. New Orleans: G. Selinger of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1 2 3 4 5 6 7 8 9 10	POSITION Last This Wk. Wk.	1 2 3 4 5 6 7 8 9 10	POSITION Last This Wk. Wk.	1 2 3 4 5 6 7 8 9 10
1	1. FRENESI	1	1. FRENESI	1	1. FRENESI
2	2. FERRYBOAT SERENADE	2	2. FERRYBOAT SERENADE	2	2. THERE I GO
3	3. A NIGHTINGALE SANG IN BERKELEY SQUARE	3	3. A NIGHTINGALE SANG IN BERKELEY SQUARE	3	3. FERRYBOAT SERENADE
4	4. DOWN ARGENTINE WAY	4	4. DOWN ARGENTINE WAY	4	4. DOWN ARGENTINE WAY
5	5. THERE I GO	5	5. THERE I GO	5	5. IN YOU'RE THE ONE
6	6. WE THREE	6	6. WE THREE	6	6. A NIGHTINGALE SANG IN BERKELEY SQUARE
7	7. ONLY FOREVER	7	7. ONLY FOREVER	7	7. TRADE WINDS
8	8. I HEAR A RHAPSODY	8	8. I HEAR A RHAPSODY	8	8. TRADE WINDS
9	9. SO YOU'RE THE ONE	9	9. SO YOU'RE THE ONE	9	9. WE THREE
10	10. I GIVE YOU MY WORD	10	10. I GIVE YOU MY WORD	10	10. I HEAR A RHAPSODY
11	11. TRADE WINDS	11	11. TRADE WINDS	11	11. GOD BLESS AMERICA
12	12. ALONG THE SANTA FE TRAIL	12	12. ALONG THE SANTA FE TRAIL	12	12. ONLY FOREVER
13	13. GOD BLESS AMERICA	13	13. GOD BLESS AMERICA	13	13. ALONG THE SANTA FE TRAIL
14	14. YOU'VE GOT ME THIS WAY	14	14. YOU'VE GOT ME THIS WAY	14	14. BLUEBERRY HILL
15	15. BLUEBERRY HILL	15	15. BLUEBERRY HILL	15	15. PERfidia

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WGB, WCAP, WABC) between 7 p.m.-1 a.m., weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, January 3. Independent plugs are those recorded on WOH, WNEV, WJCA, WTM. Film tunes are designated as "F." musical production numbers as "M."

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

Position Last This Wk. Wk.	Title	Publisher	Plugs
1	1. FRENESI	Southern	46 25
2	2. I GIVE YOU MY WORD	BMI	39 10
3	3. I HEAR A RHAPSODY	BMI	34 21
4	4. THERE I GO	BMI	24 13
5	5. YOU WALK BY	BMI	23 14
6	6. TONIGHT	Southern	20 8
7	7. SAME OLD STORY	BMI	19 3
8	8. MAY I NEVER LOVE AGAIN	BMI	16 5
9	9. PRACTICE MAKES PERFECT	BMI	15 3
10	10. I CAN'T REMEMBER TO FORGET	BMI	11 5
11	11. IT ALL COMES BACK TO ME NOW	BMI	11 3
12	12. ACCIDENTALLY ON PURPOSE	BMI	10 3
13	13. WE COULD MAKE SUCH BEAUTIFUL MUSIC	BMI	10 3
14	14. KEEP AN EYE ON YOUR HEART	BMI	10 —
15	15. LET'S OREAM THIS ONE OUT	BMI	9 5
16	16. SAY SI SI	E. S. Marks	9 5
17	17. WATCHA KNOW, JOE	BMI	9 4
18	18. MADAME WILL DROP HER SHAWL	BMI	9 2
19	19. BECAUSE OF YOU	BMI	8 1

Big New Year's In Night Clubs Throatcountry

NEW YORK, Jan. 4.—Reports coming from important night club and theater centers throughout the country indicate that the trade enjoyed the best New Year's Eve business in years. Boats were at a premium and higher prices were in effect in most entertainment spots.

In New York perfect weather attracted an estimated 1,800,000 celebrators to the Times Square area, overflowing Times Square and the hotels and night clubs in that vicinity. An estimated \$9,000,000 was spent by theater and night club goers.

WASHINGTON, Jan. 4.—The phenomenal jump in local employment since outbreak of European war contributed to the big holiday take. National Defense Commission, with its raft of Dollar-a-Year men, crowded the living quarters of swanky hotels and the more pretentious apartment houses. This group has introduced a new standard for spending in night clubs and theaters.

SPRINGFIELD, Mass., Jan. 4.—Local night clubs say "at least \$75,000" was spent by New Year's Eve celebrators here, the best since 1928. Everything from the corner cafe to the city's best spots was jammed to the doors and anyone without reservations was found drinking orangeade at corner stands.

BUFFALO, Jan. 4.—More than 35 spots, varying in size, quality, and caliber, offered bands and floorshows New Year's Eve. While some of these spots do not use talent consistently, the large number indicates an upswing in entertainment interest. Business was the best in years.

More Southern Clubs Use Bands

MONTGOMERY, Ala., Jan. 4.—The Dragon Room of Sun Sun Restaurant, town's only Chinese eatery, opened Christmas Eve with Cecil Mackey orchestra. Music 8 to 9 p.m. and 10 p.m. to 1 a.m. daily; 50-cent minimum.

HENDERSON POINT, Miss., Jan. 4.—The Beachcomber, under management of Jack Fairchild, opened last week. Spot will maintain cocktail lounge in conjunction with nitery.

MCCOMB, Miss., Jan. 4.—The Windmill has been taken over by Mrs. Lula Mae Johnson. Rita Ramblers in house orbit with spot using a music machine in off hours and days.

Fernberg in Ky. Nitery

CINCINNATI, Jan. 4.—Mel and Mae Fernberg, operators of Kelly's on Cincy's Barbary Coast have become associated with Jack Corbin in operating Locoche Inn, Covington, Ky. Spot will be renamed the Rose Bowl and will offer floorshows and dancing. Fernbergs also have acquired Pitzner's Cafe, burlesque folk hangout at Ninth and Vine here. Steve Mulroy, former vaude roller skater and rink operator, is manager.

Philly Cafe Men Back

PHILADELPHIA, Jan. 4.—Two local nitery ops. look on the sick list, are around again. Bill Boyd, overcoming a serious illness, is back at his Manos Inn and Club Del Rio.

Harvey Lockman, former owner of the Cotton Club, who has been ailing in California for four months, is back. However, he's still under orders to take it easy.

Backing Slapsie Maxie's

MIAMI, Jan. 4.—Slapsie Maxie's new club is being backed by a four-way combo, Martin Towell, manager, and Murray Zales, secretary of the corporation, of the New York Hurricane, who will get a total of 50 per cent of the net. Maxie Rosenbloom, who is in for \$750 salary a week and 25 per cent of the net, and Sammy Lewis, Rosenbloom's manager, who will also get 25 per cent of the net.

Good Luck

NEW YORK, Jan. 4.—Ever since his edition of the scandals was severely panned in New York a couple of years ago and then went ahead and continued for a successful run George White has considered various notices good luck for his ventures.

His initial show at the Gay White Way received some real slams from the critics. He is now using them in one of his production numbers in the cafe.

Hope for Easing of Conn. Law Banning N. C. Gal Performers

BRIDGEPORT, Conn., Jan. 4.—The long fight that was waged last year by female entertainers and musicians to amend the law which prohibits their employment after 10 at night, and which was lost in court, may be won when the new Connecticut Legislature convenes shortly.

State Labor Commissioner Cornelius J. Danaher indicates he favors amendment of the statute. He says, "Inquiries and observations convince me that there is no reason why female entertainers should not be given the opportunity to earn a livelihood because the time of their employment happens to be after 10 o'clock.

The present law exempts only women entertainers in hotels or theaters.

Acts Set for Palm Beach

PALM BEACH, Fla., Jan. 4.—The Jardin Royal of the Whitehall, opening for the season January 11, will have Nicki Raymond's orchestra playing. Other talent includes Sunny Tufts, sociable singer; Major and Mignon, and the D'Vons, dance team; and Val Voltaine.

Others set to appear there later include Canille De Monies, Grace Poggi and Igor, Renee and Root, and Sara Ann McCabe.

New York:

EDDIE KINKLEY has been held over for a sixth month at the Club Ball, Brooklyn. . . **YVETTE**, Russell Swann, and Mario and Florida went into the Waldorf-Astoria New Year's Eve for two weeks. Mario and Florida are doubling from the Roxy Theatre. . . Kaye and Naldi are set for the Plaza Hotel.

BERICA AND NOVELLO are set for the Equine, opening January 15. Tips set the booking. . . **MEYMO ROLT** has replaced Lennaala Kkol at the Hotel Lexington show. The latter is in a Brooklyn hospital as a result of a fall.

Chicago:

DICK HARSTOW has set the dance routines for both the new Palace House show, opening January 18, and for the Royal Palm show in Miami. Both spots use Merril Abbott lines. . . **CLAIRE AND HUDSON** have been set at Harry's New Yorker.

THE DUFFINS open a return engagement at the Edgewater Beach Hotel February 1.

Philadelphia:

CATHLEEN MAY added at Kahluna's Little Theatre. . . **MARIANO AND DEVOLL** at the Yacht Club. . . **CORTEX AND LOPEZ** at O'Shea's Wagon Wheel. . . **PINKY MITCHELL** new emcee at Stamp's Cafe. . . **CLIFF HALL** returns to the Embassy Club. . . **NEFF BROTHERS** and Fisher and Jimmy Fitzgerald new acts at Roxy Club. . . **HELEN BROOKS**, Val Voltaine, and Carmen Montoya newcomers at Evergreen Casino. . . **ESALE STREET**, BOYS return to Irving McCy's Rendezvous. . . **DON AND CORRISSE**, Lola Claire, Madeline Sheridan, and Irma Lyon in new show at College Inn.

Hollywood:

GERTRUDE NIKSEN made the first of four soundies for Viagraph here last week. . . **VIVIAN PAY** is featured in

Act Charges AGVA-Agents Comm. Gave Him Rotten Deal in Tiff; Insists Barto Was Prejudiced

NEW YORK, Jan. 4.—A joint arbitration committee of the American Guild of Variety Artists and the Artists' Representatives' Association, at a hearing Monday (30), decided in favor of Charles Allen against the Music Corporation of America in a dispute involving the contract of Charles Cross, vaudeologist, currently at the Paramount Theatre.

The panel decided that a 90-day assignment given by Cross to Nick Agents, of the Allen office, April, 1938, was as valid as a contract, since the assignment stated that if Cross received any work as a result of the efforts of the Allen office Cross was obligated to sign a contract for one year with an option for an additional five years.

Allen during that period obtained two weeks' work for Cross, but Cross never signed the contract and Allen did not press for one. Allen, at the conclusion of the year, notified Cross by registered mail that his option was being picked up.

Cross alleged that Allen, while knowing that he was in New York, sent the letter to his boom town, Cleveland, and that after a delay in forwarding he returned the letter and promptly sent Allen a letter expressing dissatisfaction with the contract and stating that he did not want to be bound to the office for another five years. Cross claims that he also sent a registered note but was unable to produce any evidence of that claim.

Cross says that after the first year with the Allen office expired he signed with MCA, and was promptly booked for a week's work for Cross, but Cross never received more weeks of valuable work.

Allen entered charges with the ARA against MCA, asking that the MCA contract be voided, and pressed for an accounting of commissions.

The joint committee consisting of Hoyt E. Haddock and Dewey Barto, representing AGVA, and Lester Laden, Sam

Shayon, and Herman Citron, for ARA, voted that, since work had been obtained for Cross during the initial 90-day tryout period, the one-year contract was as good as in effect, even though Cross had not signed. However, since five-year contracts are no longer valid under the ARA-AGVA agreement, Cross's contract with Allen extends to August, 1941. The committee ruled that MCA's split commission it obtained from Cross with Allen.

The joint committee then argued that, under the ruling made, MCA was being penalized, but that Cross, equally guilty in signing a contract with MCA while knowing that he was under contract to Allen, was left unpunished. The joint committee first talked of putting a rider on to the decision suggesting that, since relations between Allen and Cross could not be amicable, Cross buy his contract back from Allen, the sum that Cross would pay being considered tantamount to a fine. The rider was voted down, however, since it was argued it would weaken the decision.

The hearing was marked by frequent clashes between Mildred Roth, counsel for Cross, and Dewey Barto, AGVA national president.

Cross says that instead of Barto fighting for him, Barto's attitude was detrimental to him and that Barto's interference caused Miss Roth, who is also of counsel for AGVA, to look ridiculous in front of the committee.

Cross charged yesterday that at a preliminary hearing held by AGVA Thursday (30) Barto's prejudice had already become so evident that while he was giving his testimony, Barto interrupted, saying "How old are you?"

Cross says he was taken by surprise and asked, "What difference does that make?"

To which Barto is alleged by Cross to have said, "I was in show business before you were born—and if you don't like this attitude get your hat and coat and get out of here. It'll be settled without you."

Barto admitted yesterday he had made those statements and explained that the performer must learn the sanctity of the contract and that regulations involved were not flexible enough to enable him to discriminate in favor of the performer even if he wanted to. He added that Cross is a comparative newcomer to show business, and said, "If he mismanages my attitude, it's his own fault."

Cross characterized the decision as "the rotten deal in show business," and intimated that he would go to court to reverse it.

I. Robert Broder, ARA counsel, who was present at both hearings, on Tuesday (31) characterized Barto as a very fine man—very co-operative and one with whom the agents can do business.

Revenue Men Probe Philly Night Clubs

PHILADELPHIA, Jan. 4.—A probe of night clubs was launched here this week by Internal Revenue agents in a drive for indictments on charges of forgetting to pay government amusement taxes. Twelve investigators are carrying on the probe, eight being local agents and four fresh from similar inquiries that resulted in recent indictments in New York and New Jersey.

"We are certain indictments will result from the inquiry," said a spokesman for the revenue.

The penalties are five years' imprisonment and a \$10,000 fine, the two maximums are rarely imposed.

Denver Club Okeh

DENVER, Jan. 4.—Business at Eddie Ott's Broadmoor Country Club is holding up nicely, according to George Ott, manager.

Open nightly exempt Monday and Tuesday. One hundred covers is an average for Wednesday, Thursday, Vienna, Waite Night averages 250, Friday 250, Saturday and Sunday 250. Maxie Rosenbloom's season, followed by Johnny Randolph, and currently Lilburn Koch, fronting a local outfit, is in its seventh week and looks good for an indefinite stay.

Club Talent

one of the latest Universal shorts, titled Teroid Tempos. Other acts in it are Jack Gwynne, the Stapletons, Six Hits and a Miss, and Mary Lou Cook. . . **ROSCOE ATIN** is working for Republic. . . **BOB HOPE** is doing a 25th anniversary Smashoff short for Columbia. . . **JOHNNY MESSNER** has just completed a band short for Paramount. . . **SKINNEY KNIBB** and Henry Bunn have made similar shorts for Warner.

Here and There:

PIERRE AND RENEE, after winding up at the Book-Cadillac Hotel, Detroit, are in their second week at the Hotel Nicollet, Minneapolis, with the Carole Molina orchestra.

THE FOUR FRANKS are in the new Chez Paree show, Chicago. . . **JERRY BERGIN** opened at the Commodore Club, Detroit, Saturday, December 28.

RALPH (COOKIE) COOK has been set for a two-week stay at the Lookout House, Covington, Ky., beginning January 7, by Weena, Inc. . . **UNDER A PERSONAL** management contract to the same agency are Vic Ahas and the Four Californians, who begin an eight-week engagement at the Stayvivant Hotel, Buffalo, January 22.

EVELYN FARNBY has been set to open at the Latin Quarter, Boston, January 28 for two weeks.

MILT HERTH opens for four weeks at the Neptune Room, Washington, beginning February 28. . . **WOODY AND BETTY**, roller skating act, are making a return engagement at the Henry Grand Hotel, Atlantic City, New Jersey.

GERTRUDE NIKSEN is set for the Chez Paree, Chicago, February 10. . . **LILLIAN CALMAN** is slated for a February date at the Mayfair, Boston.

JENE AND ERLE COX are back in business after a 11-month lay-off, occasioned by Jene's recuperating from a major operation. They opened January 6 at George Washington Hotel, Jacksonville, Fla.

THE MAJORS OF MELODY (Bernice Noel, Joanne Adams, and Val Chap) hit the road for MCA January 4 under management of Dick Stevens.

Pierre Hotel, Cafe Pierre, New York

Talent policy: Dance band; floor entertainment at 12:15 a.m.; dance floor open daily. **Management:** Gustav Von Lowenfeld, managing director; Felix (Felix) Perry, manager and host. **Prices:** Cocktail dancing minimum \$1.50; supper minimum \$2.50; drinks from 75 cents.

Ritz lounge, which was one of the most popular spots among society night clubbers last year. Pre-Christmas was dull, and to avoid any lagged attendance Perry re-arranged the room with two favorite society attractions. He brought back Carol Bruce, who started off the entertainment policy here last June, and for the husband he employed Gerry Morton and band (6), who have entertained the upper brackets in competitive host side hangouts.

Brown, "The miracle girl of 1940," promises to go equally well in 1941. From obscurity last season she was catapulted into prominence thru a singing role in Louisiana Purchase, a spot on Ben Hur's radio show, contracts with Universal Pictures and Decca Records, and doubling engagements in leading New York spots. She has never looked better and her vocal efforts certainly have never been more efficient. Her contralto voice lends itself impressively to ballads, and the delivery is equally strong. Her set when caught included *A Dog, a Girl, a Lampshade*, a Cole Porter melody, *I'm Gonna Be Little Old*, *I'm Gonna Be Little Old*, and *Taking a Chance on Love*. (She made a single appearance nightly, except Monday, following her turn in the Broadway musical.)

Gerry Morton leads a young, lively group from the piano. The boys dish out versatile music with lift and bounce. They play anything from a waltz to a oonga and play it well. Instrumentation includes violin, accordion, and drums, bass, and piano. Fiddler Arnie Young doubles on the vocal. *Sam Honigberg.*

Adolphus Hotel, Hawaiian Century Room, Dallas

Talent policy: Dance and show band; floorshow Monday thru Saturday at 1, 11 and 11:30. **Management:** H. Fisher, executive; publicity by Joe Meyer; bookings, MCA. **Prices:** admission weekdays 75 cents, Saturday and holidays \$1.50.

Stirling Young's orchestra, augmented by a Mitchell Leisen's Paramount Studio unit, played to capacity house two succeeding week-ends to conclude a most successful holiday season here New Year's Day.

Production caught was one of two shows offered by the orchestra and the studio dance team of Mary Parker and Billy Daniels, assisted by the Paramount dancers, the "Hollywood Starlets." Each show is done in a musical story theme

that fits the talents of the youthful dance team and the sextet of lovely "starlets" as an abbreviated dancing line, with Jimmy Delort, added as songster and emcee.

The afternoon show reviewed presents the "Wealthy Widow" (Alary Parker), who goes to the cocktail bar, where she engages a go-go (Billy Daniels) for an evening of dancing. Their first is a smartly done dance to the tune of a *Chopin* for Two, which the Starlets, brightly costumed, concluded in a cigarette pantomime. Here Daniels leaves Miss Parker on her own and she does a fast rumba to *Perrykin*.

After a clever water-and-water bit Parker and Daniels got their best applause for their *The Waltz Is On*, which is followed by a demonstration of various types of dances, waltz, fox, waltz, and a finale number in which the Starlets join to help the audience in playing party cake.

Young's orchestra does a swell job in playing the musical score, which runs from operatic sketches to lively Latin tunes, tango waltz, and five numbers. Bobby Esnola, comely Southern gal, vocals for the band and drew heavy applause with *Dona Argentina* and *Tommy Goes Too*. Alan Higgins is quite acceptable in his singing of pop tunes before and after floorshows. *Frank W. Wood.*

Harry's New Yorker, Chicago

Talent policy: Show and dance band; relief band; floorshows at 9:30, 12, and 2 a.m. **Management:** Charlie Hepp, manager; Dave Brannover, producer; Fred Joyce, publicity. **Prices:** Dinner from \$1.50; drinks from 30 cents; minimum, \$1.50.

Dave Brannover has produced another winner to start the new year, if the verdict of a critical audience means anything. At the late show on opening night at least 50 per cent of the audience was showgirls, and they gave the bill a hearty ovation.

Roy Sedley, emcee with a Ziegfeld background, started off at a pace that his fair to make him as popular as Ralph (Cookie) Cook was at this spot. Sedley is witty, has an excellent sense of humor, a rapid-fire delivery, and is an indefatigable worker. His sunny quip kept the customers howling.

The Winnie Rowley Girls have become an institution at Harry's and fit perfectly into the picture. Opening production number, *Light and Shimmer*, in which half of the girls do the work and half turn to the same music, is beautifully done.

Clair and Hudson present a hand-balancing act that is not only entertaining but classy. Amazingly difficult tricks are done with apparent ease, and the girl sells her stuff superbly. An act that should stick anywhere.

Patsy Reid is a nice stuff and offers a tap routine that is well worth the price. D'Arbat and Bence, bad-room team, opens with a regulation routine closely done, then return for a sock *Beguine* number, with girl in smart costume revealing a superb body, and man stripped to the waist for a magnificent doogie routine. A big hit.

Dolly Kay, hold over, is as always a show-stopper. Her superb singing and the consummate skill with which she sells it holds the audience spellbound. She offered a *Great Day Cowboy*, *There I Go*, *Argentina*, and a patriotic number, *America*. *I Love You*. Received round after round of applause and could have continued indefinitely.

The Winnie Rowley Girls conclude the show with their colorful hunk number in which musical bells are used to produce an effective melody.

Ralph (Cookie) Cook, being a favorite guest at Harry's, was among the guests, and upon instant demand put on 15 minutes of his infectious hot stuff to surrounding applause. *Ned Green.*

Jam Session, Philadelphia

Talent policy: Continuous music from 11; Saturday, music from 12 to 4. **Management:** Billy Kretschmer, owner.

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HOOKER-HOWE COSTUME CO. Roseland, Mass.

Night Club Reviews

manager: Prices: Food a la carte; drinks from 35 cents; no cover, no minimum.

As the billing suggests, this spot is aimed at musicians and swing devotees. It's one of the three or four dozen intimate haunts hidden among the lofts and warehouses of mid-city Hasted Street.

You'll see the musician entering with his gal friend on one arm and his instrument under the other. After gulping down a sandwich or a drink he'll take out his horn and fall in with the lads at the other tables. Minsky House, septa pianist with a range from boogie-woogie to torchhouse, and Teddy Walters, paleface plectrum wiz with his electric guitar, set the rhythmic pattern for the hot horns.

Face-sitter is Billy Kretschmer, clarinet, who greets his fellow musicians. Still a youngster, Billy has been showing local lads how to get heat out of a clarinet for more than a decade.

When caught Larry Clinton, playing a theater date in town, and members of his band added to the musical carnival.

M. H. Grosvenor.

Club Waikiki, New York

Talent policy: Show and dance band; floorshow at 10:30, 12:30, and 2:30. **Management:** Mr. Ching, manager; Mrs. Ching, hostess; Paul Herney, show producer; Edna Jaffe, press agent. **Prices:** No cover or minimum; dinner from \$1.50; drinks from 50 cents.

Quite a contrast to the swing spots on 42d Street is this new South-Side Island room managed by the Beachcomber's former "No. 1 Boy," Mr. Ching. Atmosphere is quiet and pleasant, and there is nothing on the bandstand or on the floor at show time to interrupt the tranquillity of this environment. Mr. and Mrs. Ching are admirable hosts of long experience, and their following in this vicinity should encourage repeat business. Ching's experience in the cafe business goes back to Honolulu and later to Don's Beachcomber at La Conge in Los Angeles and finally the Beachcomber in New York.

As a novelty an all-girl all-Oriental show is on hand. It is brief, intimate, pleasant, and entertaining. The acts are introduced by Ruth Sato, who brings out the performers with cleverly phrased speeches. She works in a quiet, charming, and sophisticated manner—good stuff for the classy sun dodger.

Show has three singles who appear in two spots each. Paraguay, singer, delivers Oriental arrangements of popular numbers. Bitch delivered a sweetly-mannered impression of *You Made Me Love You* and later returned for some vocal lither-bugging of *Rumbe Jumps*.

Mary Kiels, interpretative dancer, has real talent. She offered a jungle routine with expressive and graceful finger and body movements. Kim Feyer impressed with a ballad (*Only Forever*) and in her second appearance scored as a lulu dancer in a novelty routine in which she sang a *George Arlino* smash as an amusing trick.

Anny Inna's six-piece band dishes out Hawaiian, American, and Latin tunes. Gary Spear doubles as vocalist. During one of the act's lively Hawaiian numbers Ching goes into a pleasurable-chopping set on the floor. *Sam Honigberg.*

Minsky's 51 Club, New York

Talent policy: Show band; continuous entertainment. **Management:** Harold Minsky, owner; Mrs. Sharp, manager; Eddie Jaffe, press agent. **Prices:** No cover or minimum; drinks from 35 cents.

A new 320 Street rendezvous opened by Harold Minsky, of the burlesque theater Minskys, and the producer of the Gayety shows. It is a smart-looking cocktail lounge, fully equipped with a modernistic bar and tables, serving both drinks and food at reasonable prices. The walls are decorated with white-framed and autographed pictures of burly strippers. It is designed to attract the burly trade and the fans. Sharp, who is active manager, is a concession man in burlesque theaters, and Jaffe has pres-igned a long list of strippers.

Budget of talent is not high, but enough to lure three or four femme singers and an emcee. Entertainment is presented on a small stage partly occupied by the Palmer House Orchestra (4). Covered combination playing jazz music in New Orleans style. Don Palmer has one and one of three brothers, is a fat, jural character handling con-

edy, Bobby Benson, pianist, completed the quartet. Their work is extremely unorthodox.

Starting this week, Marjorie Roy will emcee. Minsky will also try to book strippers with talent. The idea is to give them an outlet for their talking or singing talent, if any, and give their followers a chance to see them fully clothed during the entire act.

When caught the talent was introduced by Lanny Kent, who also worked as a set singer. He is youthful and nice looking and sings with an explosive style. The singers are Thelma Nevins, Betty Jerome, Grace Corwin, and "Tiny" Kaye. Miss Nevins, a pretty, copper-haired ballad warbler, has talent but it is not suitable for many clubs. Those willing to pay attention are pleased with her smooth, impressive work.

Betty Jerome is a forceful blond warbler, with emphasis on swing. Grace Corwin, pretty brunette, sings in stock fashion. Nice to look at. "Tiny" Kaye is a Frances Payne edition at the piano, banging out hot tunes vocally and musically.

Sam Honigberg.

Hotel Senator, Irvin Wolf's Rendezvous, Philadelphia

Talent policy: Continuous intimate entertainment from 10. **Management:** Irvin Wolf, proprietor-manager; Runny Atwell, assistant manager; Mort Schwartz, press agent. **Prices:** Food a la carte; drinks from 35 cents; no minimum, no cover.

Making return appearances here are Pearl Williams and the Beale Street Boys. Miss Williams is a smoothie in swing and sometimes spice-filled specialties, piping to her own phrasing. It's strictly for singing and Steinyway showmanship that will. Never resorts to raucous count-downing.

Beale Streeters comprise four clean-cut septa lads, who also outside the screens in blending their voices for the ballad and swing songs. Out the harmonies clean. Bob Davis is the lead voice, with the other three providing vocal accompaniment, including Jimmy Pugh, Dave Pugh, and Bill Barnes, last named adding guitar strum. *M. H. Grosvenor.*

Club Charles, Baltimore, Md.

Talent policy: Dance and show band; floorshow at 11 and 12:45. **Management:** Joe Bloom, Morris Levy, and Louis Bauman, owners, operating as Winter Garden Corporation, booking independently. Radio, records, and TV. Booking, publicity, by Herbert Robinson. **Prices:** Dinner from \$1.25; drinks from 40 cents; no cover; minimum, \$1 Friday and Sunday and \$1.50 Saturday.

This comparatively new spot continues to attract a good number of patrons thru its first-class entertainment, and today is entrenched as one of the top local nightspots.

Current show features Yvette Dore, exotic ball and parrot dancer, Miss Dave, hold over for two weeks, is preceded by a chorus among number, used effectively as an intro for her *Bullheaded* style of terpsichore. With the aid of her parrot, Miss Dore strips, revealing an eye-filling figure, to hold her audience throat. Really a beaut.

Marion Vinay, violin soloist, is a smooth certain raiser, playing the violin while performing a fairly difficult foot-tap routine. She dances with all the solo effects, including high kicks, twists, back bends, and splits, all the while doing justice to the violin. Returns for swell violin solo without the dance effects.

Mildred Craig, swing singer, handles vocals in terrific fashion. A good seller, Miss Craig possesses sweet pipes. Included in her swing arrangements were *You Can't Brush Me Off*, *Fred Nobod's Gals*, and *There's A Man In The Moon*.

Pierre and Harris, comedy team, are masters of dance satire, with the delectable girl being a good foil for her partner's pleasant and easy style. They know all the tricks, and their smooth but futile attempts at gracefulness produce plenty of laughter.

Patsy Chaudier, emcee, also does a good job, since he could also some fresh material. However, his dainty foot-tap routine, she dances with all the solo effects, including high kicks, twists, back bends, and splits, all the while doing justice to the violin. Returns for swell violin solo without the dance effects.

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Roy Kiser and orchestra, give good account of themselves for the show and

dancing. Intermission jams feature the singing of Elaine Pfeiffer, as well as the singing and acrobatic playing of Johnny Picard.

All in all, a well-balanced show. **Phil Lohman.**

Versailles, New York

Talent policy. Two bands; floorshows of 16, 12, and 2. Management: Nick Protons and Arnold Rosfeld, owners; Leonard MacBain, press agent. Prices: About \$1.50 weekdays and Sundays, \$2 Saturdays.

The accent is on genuine talent in the current show, the nightly divertissement offering only three performers, but performers with unadulterated ability to entertain. Peggy Fears, John Hayward, and Hal Le Roy also lend the show the added virtue of variety.

Miss Fears' performance dispels the impression that her talents have consisted solely of an ability to hit newspaper front pages and Broadway columns. She is a chanteuse with a decidedly individualistic style and a knowledge of phrasing that more than compensates for what her voice may lack in quality. Her conceptions of the better type of ballad, such as Jerome Kern's *The Last Time I Saw Paris* and the Rodgers-Hart *Falling in Love With Love*, are intelligent and filled with warmth and understanding. Her voice, does not always measure up to the skill with which she phrases, but that's curbing in the face of song-selling that vocally is good enough and, interpretatively, is flawless. Hayward's impersonations are always welcome to the smart sitery set around town. It's difficult to label any one of his imitations as the best, since each is right and amusing in its own way. The speech-making international figure, the speed SOB, the Dwight Dillard Wynz version of *Angie Luvin* and (of course) President Roosevelt are highlights in a superior performance of mimicry. Hayward already adds to the effectiveness of his work by not dwelling too long on any one character, and by ending with a tag that is invariably funny.

Le Roy continues to amaze in the eccentricity of his dancing. Here is a style unlike that of any other tapster, and Le Roy seems to add distinctive refinements to his routines with every appearance. His showmanship, particularly in the use of his hands, supplies the finishing touch to a brand of dancing that comes of the top shelf.

Nicholas D'Amico, back for his fourth engagement, shares the bandstand with Pachito's Latin-American crew. The D'Amico band is one of the better vocally-styled outfits for the strictly ranch type of act. Pachito's definite, clearly defined rhythmic beat. Boys don't have much chance to do anything but grind thru choruses, but they're to be complimented on that beat.

Pachito takes the customary compas, rumbas, and sambas in customary style, and does a good job even if he doesn't have as much luck as D'Amico in getting ringeriders up on the floor and holding them there. **Daniel Richman.**

Miami Biltmore To Try Versailles-Type Policy

MIAMI, Jan. 4.—Miami Biltmore Hotel, in setting up a policy similar to that of the Versailles, New York, will book talent from the Gotham spot whenever available.

Already set are Martha Burnett and Elaine Barry. Also booked for the Orinda Room of the hotel are Jose and Paquita, a Mexican dance team, making their debut in this country.

Sell Nitory Stuff at \$700

BUFFALO, Jan. 4.—After various plans to reopen the downtown location once occupied by the swank Savarin Cafe, all hopes were abandoned by the building's owner. The interior decorations as well as all equipment, were auctioned off December 27.

The entire fittings, including rugs, a beautiful bar, grand piano, full kitchen equipment, brought \$700.

Names for Mayfair, Boston

BOSTON, Jan. 4.—Mayfair Club is adding more names. George Jessel is set to start February 29 for a week. He will be preceded by George Givot, February 22, and Belle Baker, February 13.

JACK AND JACQUELINE are asked by the Cincinnati Police Department to contact the Ohio State Patrol at Wilmington, O., regarding their lost property.

Store Plugs Records Of Songs Not on Air

NEW YORK, Jan. 4.—Bloomingdale's Department store, one of the largest in the city, will run a large display ad tomorrow in *The Standard Times*, listing more than 135 phonograph record titles, broken down into 25 classifications, and will urge the public to "buy records here of songs you cannot hear on the radio."

ASCAP, which supplied the store with ASCAP titles, is hopeful that other department stores and music shops throughout the country will put more salesmanship into merchandising their records and sheet music, along the lines of the Bloomingdale advertising.

More Night Clubs Open Around Miami; Using Much Talent

MIAMI, Jan. 4.—Among the older clubs that threw off the wraps this week was Bill Jordan's Bar of Music. Jordan, just returned from Hollywood, Calif., where he appeared for 10 weeks on the *Cameo* program, signed Tony Shanaback, baritone; Wizaro, the Magician; Lou Williams, pianist, and Anne Harriet, Jordan and George Kent will highlight at two grand pianos.

Raye and Naldi, dancers; John Buckmaster, comedian, and Charlie Wright and orchestra, with Dawn Roland, singer, headline the Brook Club, which opened New Year's Eve.

Low Walker's Latin Quarter on Palm Island is the current show attraction with a Montmartre presentation. Produced by Trudy McGee, show includes Emile Boreas, enser; Frank Maxzone and his dancers, Grisha and Brona; Lela Moore; Henri Therrien, the Ramon Talavera dancers, Jack Cole and his dancers, Lolita Corboza and her Rumba Band, Yvonne Bouvier, Clarissa, and Joe Cancullo's orchestra, which plays the show.

Singapore Satio's, in Hallandale, got off big with three orchestras. They are the Original Dixieland Band, a rumba-martini band, and Johnny Pineapple and His Hawaiian String Orchestra.

The Mermaid Club bowed in with Al Schenk and Ann Paige featured. Mickey Barrie, the Barclays, a chorus, and Frankie Mathews orchestra fill out the entertainment.

The line-up at the new Boulevard Club tops everything with sheer weight. Headed by Tiny Kingmore, singing *maitre d'*, there are 40 acts in a continuous floor-show. Bobby Barton and orchestra provide the music.

Coming State-Lake Bills

CHICAGO, Jan. 4.—Elahahn & Katz bookings for the State-Lake for balance of this month include Gray Gordon and his orchestra for week starting January 10, week of January 17, Lou Heitz, Wendy Harris, Arlene Judge, Carmen Rio and others; 24, Cab Calloway, and 11, Sally Rand.

Ed Peyton Opens Club

STUEBENVILLE, O., Jan. 4.—Eddie Peyton opened his new night club, located on the Steubenville Pike, Saturday (28). Entertainment included Bill Campbell and orchestra, Caroline Moore, Mabel Harrell, Maxton Miller, and Peyton himself, who is emceeing.

Trama—Not Oldfield

CHICAGO, Jan. 4.—Thru incorrect house billing, in the review of the Chicago Theater last week Emmett Oldfield was mentioned as assistant to Walter "Dare" Wahl. Should have read Johnny Trama, who has been with Wahl for the last five years. Act has been held over for a second week at the Chicago.

Atlanta Holiday Biz Great

ATLANTA, Ga., Jan. 4.—New Year's Eve brought wonderful business to local clubs.

The Henry Greedy Hotel's Spanish Room, where Wynne Karr was featured, sold out a week ahead of the 500 seats, and the Rainbow Roof of the Astley Hotel sold out its 800 seats at \$4 each. Ben Young's band played there.

AGVA-Equity Talk Continues; S. F. Local Sets Scale

NEW YORK, Jan. 8.—The night club-vaude union's executive board, composed of Associated Actors and Artists of America board members and the national board of the American Guild of Variety Artists, will meet again today (6) to continue discussions on the possibility of a merger between AGVA and Actors' Equity Association, a branch of the Four A's.

Dewey Barto, AGVA's president, said he is in favor of such a merger, provided the action will improve conditions for performers and brighten the union's picture in general.

SAN FRANCISCO, Jan. 4.—Four scale classifications from A to D have replaced the A and B scales in force up to January 1. Class A scale is jacked to \$60 from \$45. Class B from \$35 to \$50. Class C goes into effect at \$40, and D at \$30.

Chorus girl scales were set as follows: "A" spots, \$33; "B," \$30; "C," \$25; "D," \$22.50.

All acts and units playing casual engagements must be notified for commissions over the scale, and all prices for stove classifications are to be net to the performer.

New Hotels Pace Miami Beach Spots

MIAMI, Fla., Jan. 4.—Miami Beach hotelism is being paced by the new hosteries built last summer. Most new hotels are planning elaborate entertainment.

Nick Kenny featured the show at the Lord Tarleton Hotel's new Caribbean Club, which opened New Year's Eve. Also on the bill are Sylvia Gray, singer; Ginger and Bob Conrad and their rumba-chorus group; Don Alfonso and orchestra, and Henri Therrien.

George Shelley, baritone; Gomez and Root, dancers, and Joe Thomason and a 14-piece orchestra appear at the Versailles Hotel in its new Gulfstream Room. Lorraine Provon is singer with the band. At the new Shelbourne Hotel, Chet Brownage and his orchestra play evenings and matinees.

ASCAP Starts Cafe Cases

PROVIDENCE, Jan. 4.—ASCAP, thru its attorney, Frances I. McCanna, cracked down on two Warwick cafes, asking U. S. District Court judgments totaling \$1,500. Antonio Peloni, operating Lincoln Cafe, was charged with using 174 *Never Quite Again* and *The Prisoner's Song* without license, and Harry O. Lindberg, operating Viking Cafe, was charged with permitting four numbers, *Waltz You Saved For Me*, *Appie for the Teacher*, *I'll See You in My Dreams*, and *Linger Awhile*, to be used.

Big Providence Eve Biz

PROVIDENCE, Jan. 4.—Hotels and night clubs throught Rhode Island enjoyed biggest New Year's Eve business in a decade. Tariffs ranged from \$2 minimum to \$7.50.

Original Excuse Anyway

ATLANTA, Ga., Jan. 4.—600 Eccus-Cus.

Martha Burnett, show girl of DeCuarter, Ga., suburb of Atlanta, returned home because she couldn't stay away from Atlanta's Peachtree Street after having been offered, she said, a job in the chorus of *Dulany Was a Lady* and in the Radio City's *Corps de Ballet*.

"You lose your individuality in New York," she told the *human fellow*, and I wanted to keep mine."

Philly Clubs Get Capacity Crowds On New Year's Eve

PHILADELPHIA, Jan. 4.—With more money in circulation than for some time back, night club advance reservations were so heavy that ropes were already up at most spots when the festivities started. Night clubs and hotels started from a 85 minimum.

Bellevue-Stratford Hotel, in addition to a private party of 1,000 in the ballroom, taxed the capacity of the Hunt and Bergundy rooms with more than 800 at a \$2 per person cover charge. At \$3.50 per head, Philadelphia reported 600 for its Minor and Philadelphia rooms. Warwick Hotel checked 1,000 at \$3 for its three rooms.

Bevregess Casino, at 66, reported 350 celebrants; Park Casino at \$3.50 a head had 400; Wilson's Cafe, 700 at \$3.50 each; Benjamin Franklin Hotel, 600 at \$5 per seat capacity for its Grand Terrace and Ballroom; Adelphia Hotel, 600 at \$3 with some 800 at private parties; Palumbo's, 1,000 at \$3.50; Jack Lynch's and Club Ball, both 600 at \$5; Henri's, 1,000 at \$3; Barclay Hotel, 450 at \$5; with similar overflowing crowds at Embassy Club, Little Bohemian, and at practically every other intown and neighborhood club.

Operating Sarasota Resort

SARASOTA, Fla., Jan. 4.—P. E. Price, Newark, O., theater operator, will operate the Lido resort here. The resort consists of a beach, ballroom, restaurant, and cocktail lounge.

The spot opened Saturday (28) with Betty Hundy's band and the Compton Trio.

Bridg't Houses Up Prices

BRIDGEPORT, Conn., Jan. 4.—Following the example of the Low-Poll-Lavin Theater, which recently upped prices for Sunday vaude from \$4 to \$5 cents, the Low-Poll-Globe, which plays vaude Mondays and Saturdays, raised prices on Saturday shows from 25 cents to 31 cents.

Nosebreak a Headache

CHICAGO, Jan. 4.—Three weeks after she had her nose bobbed, Evelyn, of the dance team of Arturo and Evelyn, suffered a relapse.

They were playing at the Arabian Supper Club, Columbus, O., early last week when there was a slip and Evelyn took a nosebleed. It was a bad break, but literally.

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Vaudefilm Grosses

'40 Bows Out to Big Biz in Chi; Benny-Allen Pic 40G; '41 Start Is Only Fair

CHICAGO.—The year 1940 bowed out to excellent bills in the vaudefilmers. No records broken, but the grosses were satisfactory. Best mark was that of the Chicago Theater, where the Jack Benny-Fred Allen picture *Love Thy Neighbor* attracted the radio fans and was thickly supplemented by a very good stage bill. Drew heavy attendance. Gross for the week was in the neighborhood of 40G. At the State-Lake the condensed version of *Streets of Paris* had poor screen support—East of the River, but holiday crowds tipped the gross to better than 10G. Picture at the Oriental just ordinary, but Ted Weiss' cork helped and the take passed the 15G mark.

Nothing big is expected of the current

week. Should be fair, however, as week-end following New Year's found people still in holiday mood. The Chicago hold over both stage and screen bills and should do around 34G. State-Lake has a fair picture and with Pat's Waller attracting the swingers probably will hit around \$13,000. Oriental has a stage bill that stacks up as only fair and picture of little appeal. May do a fair 14G.

New Year Saves Detroit Houses; Nitory Biz Fair

DETROIT.—New Year's Eve showed some recovery from generally poor business of recent weeks. Capacity crowds were reported at the Fox, Michigan, Palms-State, and Broadway-Capitol theaters, indicating nearly \$25,000 spent for the midnight show at these downtown showhouses alone.

At the Fox, the week's business (5,500 seats; house average, \$20,500) ran around \$35,000, considerably helped by about \$7,000 for the New Year's Eve special show, and totalling about \$30,000 for the nine-day run of *Fruth and Consequences*, radio show, which opened two days early.

Night club business for New Year's Eve was good, but not record-breaking. Outgoing spots like *The Bowery* and *Club Royale*, did about capacity, making out better than the clubs downtown. Check-up at half a dozen downtown spots around midnight showed vacant places in most of them. A huge "Liquorless Eve" party, using the four big ballrooms of the Masonic Temple, drew an estimated 15,000, mostly of the younger crowd, and cut somewhat into night spot attendance.

Holiday Show Big In Wilkes-Barre

WILKES-BARRE, Pa.—Irving Theater did near-capacity business with its four-day Christmas bill, which featured John Holly, Pritchard and Lord, Bert Howell and Walter Battle, Cappy Barra's Musical Ensemble, Paul Nolan and Company, and Masnie Thomas.

For the New Year holiday Manager Fred Hermann had vaude opening with a New Year's Eve midnight show and then playing four days starting New Year's Day.

Singer's Midgets Almost Top Record

DETROIT.—Singer's Midgets, booked for a week at the Colonial Theater (1,800 seats; house average, \$6,500), proved one of the top-grossing attractions of the year, going close to an estimated \$6,500 for the week, according to Manager Raymond E. Schevler. Business was helped by extra shows for New Year's Eve, which was close to capacity. This figure is near the house record.

With vaude for the week before, traditional Christmas week always was observed with gross sliding down around \$5,000 without benefit of a name on the bill.

Tabbs Draw Good Atlanta Business

ATLANTA.—Tab show vaude has come back to Capitol Theater and attendance has increased better than 50 per cent.

For Dan Fitch's World of Pleasure revue, which opened Christmas Day and played thru New Year's Eve, crowds were the largest since last spring. Lloyd Nolan in *Charley Pitt* on the screen.

Opening New Year's, the stage attraction was *Studio Scandal* featuring the Lucky Girls, eight dancers. New Year's Day attendance was well up. Also in the unit was the Six Cadavers and Three Lamberettes. Film faro was *Meet the Wildcat*.

New Year's Eve and Day Ups Broadway Grosses to Records; MH's Big 125G

NEW YORK.—New Year's Eve week boosted Broadway vaudefilm grosses to unprecedented heights. With clear weather predominating that evening and New Year's Day, the Times Square sector held more people since the great days of '39. Prices were raised New Year's Eve, the Strand, Paramount, and Roxy getting \$1.65, the State \$1.55, while the Music Hall kept its regular price scale.

The Paramount (3,864 seats; \$37,500 house average) after a \$63,500 first-week with Tommy Dorsey's band, Nicholas Brothers, and film, *Love Thy Neighbor*, tallied a terrific \$77,000 for week ended Tuesday (31). Third week will most likely come to \$55,000.

The Music Hall (6,300 seats; \$34,000 house average) pulled its highest business in five years with *Phaedra's Story*. First week of this bill ended Wednesday with approximately \$123,000. Bill would have broken record only for the length of the film. *Pan-Americana* is the stage revue. Second week looks like \$100,000.

The Strand (3,758 seats; \$33,500 house average) also prospered with a take of \$22,000 for *Abel Lyman* and the film, *Santa Fe Trail*, in their second week, which ended Thursday (3). First week of this layout did \$37,000. Third week is set to pull around \$30,000.

Spokane Gross Hit By Flu Epidemic

SPokane, Wash.—William Cody Dalton, clown of the high seas, would rather not repeat his drive from Los Angeles to join the Bert Lorey circuit show here.

Also he left Los Angeles December 23 and got only eight hours sleep on route. He missed the opening show of the First Street's new bill December 27. He reported battling in low gear thru miles of flooded highway in the face of a 69-mile gale in California, crawling thru blinding snowstorms, burning out his generator, having two blowouts and four flats, and finally sliding backwards down an icy hill and piling up in a ditch.

The better-than-average three-day bill, which included Leon Lapell-Fox, Rene Arden, Pope and Lourie, and Masked Marvels, plus *Buried Alive* and *Pride of the Hours* on screen, fell \$300 under average of \$1,750.

All theaters suffered, due to flu epidemic.

Calloway Good 16G in Omaha

OMAHA.—Cab Calloway and his revue grossed a good \$16,200 at the Orpheum, with *One Night in the Tropics* (U) on screen. Take included \$2,500 for New Year's Eve show at \$1 per. Rest of week-top price was 55 cts.

Successful week here this time at Orpheum proves location is important, since Cab's previous stop here a year ago was at Paramount (3,000-seater) just on edge of business section, dark most of the past five years. Orph. is 3,000-seater in heart of business sector.

Both houses owned by Tri-States Theaters of Des Moines.

Colonial, Dayton, Hits Dandy 93C

DAYTON, O.—Colonial grosses took a tilt upward with the New Year's bill headed by Jerry Lester, smee, take hitting \$9,300, considered excellent.

International Casino Follies, presenting the most elaborate settings and hardest-working chorus of the season, is the current attraction, to be followed by Singer's Midgets.

Straight Vaude 85C in Ind'polis

INDIANAPOLIS.—The Lyric (1,892 seats; house average, \$5,200) picked up an all-right \$5,500 for week ended January 3 with a straight vaude show. Considering the fact that the show had a low net, the gross was extremely good.

Talent included Nick Lucas, Bud Page, Peggy Earle, Alan Carney, Barr and Etes, the Pivo Herzogs, and the Ascher-Bauman Rhythmettes. Pix was *Behind the News*.

The Roxy (5,833 seats; \$36,000 house average) did big with \$44,000 for week ended Wednesday (1), the first season of *Chad Hanna* and on the stage, Marie and Floria, Bellet and English Brothers. Take here represents business for eight days, previous bill being pulled one day ahead of its usual schedule.

Loew's State (3,377 seats; \$22,500 house average) with a bill consisting of Jay C. Flippin, Honey Family, and film, *Flirty of Baghdad*, tallied \$10,500 week ended Wednesday (1). New bill came in Thursday (2) with Alice Marble, Marilyn and Michael, Stone and Collins, and Jay C. Flippin, plus film, *Winterweek*, may do around \$19,000.

Marcus a Juicy 17½G in Buffalo; Straight Pix OK

BUFFALO.—Holiday week and especially New Year's Eve grosses hit a boom. The 20th Century (seating capacity 3,200; house average \$6,000) outdid all previous vaude figures of the season by a wide margin, harvesting a juicy \$17,500 for week ended December 31. The A. B. Marcus *Continental Acres* checked solidly. A midnight show New Year's Eve was included in the engagement and *Owens* at 1.10 per practically sold out. Cast included Soda Alvarez, Jim Low, Leon Miller, the Agnewa, Sparty Kaye, Dorothy Cowdy, Hagg and Arnold, George Streck, McCowan Irving Sextet, Janada, Roberta Jonay, Len Boyce, Ho Cha Han, Ruth Darrell, and Bob White. Strong screen fare, *Too Many Gals*, helped.

Two eight days ending January 8 the Century has comedy pic, *No, No, Nanette*, with vaude absent until Vincent Lopez arrives January 30. Second pic for current week is *Pan-Still After*, a B. Sicker. Take for this layout is estimated around \$40,000.

The Buffalo (seating capacity, 2,500; house average, \$12,500) closed week of *Santa Fe Trail* on screen December 31 (not including midnight show) to a fair enough \$14,800. Without vaude, it wasn't had. Second pic was *Michael Shayne—Fistic Defiance*.

Present pic layout, on tap for nine days, ending January 9, to bring the Buffalo back to Friday openings, looks okay so far, and is expected to bring home about \$18,000. Strong comedy, *Love Thy Neighbor*, is coupled with *Yeast Sengers Ride Again*.

DC Extended Runs Drawing OK Takes

WASHINGTON.—Warner's Earle returns to Friday openings January 9. *Santa Fe Trail* for his 10-day run expects to gross \$27,000. On stage are *Sons of Purple Sage*, Whitson Brothers, Earline King, and the Hoxettes. Previous attraction, *Four Mothers*, pulled \$13,500 in seven days.

Loew's Capitol, showing *Flight Command* for nine days ending January 9, anticipates \$29,000. Stage includes Lucy Monroe, Lew Parker, Paul Sidell, Collette Lyons, Pritchard and Lord, and the Rockets.

Film during Christmas week, *Chad Hanna*, took in \$17,500 on short week.

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WM. McNALLY
81 East 125th Street, New York

Philly Earle Hits Season's Top, 24G; Fay's Pippin 92C

PHILADELPHIA.—Aided by the New Year's holiday and a midnight show at advance prices, Earle Theater (seating capacity 4,000, house average for straight film bookings \$14,000), realized its best week of the season with \$24,300 for the stretch ended Thursday (3), with Larry Clinton's cork, billing Perry Allen, Jimmy Curtis, and Peggy Mann, and the Borrah Minstrel Harmonica Bassals on stage, and Kay Kyser's *You'll First Out* on the screen.

New bill opened Friday (3) points to a profit-making \$20,000 if the cold wave and coinciding run of *Ice Follies of 1941* doesn't cut in too much. *Movin'and Humphrey Bogart* and *Mary Metrol*, and *ordom's Come Nelson*, with *Harriet Hillard* and *Roseanne Stevens*, with the *Gord Brothers* rounding out the stage show, and *Escape to Glory* on screen.

Also getting the advantage of an added midnight show and continuous shows on the first days, Fay's Theater (seating capacity, 2,200; house average, \$9,500) closed handsomely to the tune of \$9,200 for the week ended Thursday (2). Offering two *Follies* features in *Tira* and *Konja*, line-up included Bert Walton, Romano Brothers, Robbies Brothers and Marge, Eddie Lambert, house line, and Jimmie Jones' cork, with *Dancing on a Dive* on screen.

Current bill heads for the house average, giving Reggie White the show's queen seat, with Herman Timberg Sr., Judge Kelly, Marty May, the Three Ryans, Evelyn Farney, and Jennie screened.

Arm's Unit \$2,182 3 Days in Johnstown

NEW PHILADELPHIA, O. Jan. 4.—Bill Arm's *Gems of 1941* unit, playing Eastern Ohio and Western Pennsylvania, hung up a record at the Majestic, Johnstown, Pa., December 19 to 21. Arms reported here, where the unit appeared at the Union Theater, December 22.

Arms' contract to be the worst three days in show business, the week-end before Christmas, unit at the Johnstown house grossed: Thursday, \$719.50; Friday, \$533.85; and Saturday, \$912.36, for a total of \$2,182.39.

Springfield Good

SPRINGFIELD, Mass.—The vaudefilm bill at E. M. Loew's Court Square Theater opened a day earlier last week to take care of the Christmas holiday crowds. The bill was as temerous as it was good, and audiences turned out well despite numerous other attractions, including *Ice-Capades of 1941* and a British war relief ball featuring Glen Gray and Casa Loma Orchestra. Business edged slightly as the week-end approached.

On the stage were Bob Nelson, smee; the Three Deserters, the Three Olympia, Odel and Day, Frances and Fred, Herbert Low; Elaine, James, and Ruby.

On the screen, *Ohh Under II*.

State, New York

(Reviewed Thursday Evening, January 3)

The band (Little Jack Little) rates most of the credit for all that is good in the current show. The three preceding acts, for a number of reasons, combine to make the first half of the bill slow and dull.

Marty and Michael, dance team, open a disadvantageous spot for ballroom couples. Their work is passable but not distinguished. The audience was responsive and they stayed on for four numbers—Blue Danube waltz, a minuet, Hungarian Rhapsody, and finally, a Polish wedding dance, the latter the most effective of all. The man's work is far superior to his partner's, a feature that is accentuated too strongly for the good of the team.

The Three Slooges (Moe, Curley, and Larry), low-brow comics, appear in two spots, returning to do a skit, following their regular act. The boys were not up to par, Curley suffering from a bad cold. As a rule, this house is made to order for them. Some of the gags went over, but many of them did.

Estelle Taylor still looks shapely, but her vocal efforts are labored and seldom inspiring. She would be better off substituting in some substitute of a talking nature to relieve the obvious strain on her pipes. In soprano solo, she delivered Verdi's *Great Day* Convincing Monks, a melody from *Some Boat*, and Regis the Begonia. Mild reception.

Little Jack Little and his band (10) are the redeeming feature. The maestro is still a punchy little showman, with a pleasant, winning personality. The band plays with neatness and clarity.

Little's session is augmented by Linda Moody, pretty brunet tapper, who pecks out slick taps and executes time turns to rhythm and ballad tempo. Kathleen Quinn, striking blond warbler, is only fair on voice but strong on salesmanship, enough of an asset for any headband. She did well with *Dones Argentine Way*, *I'd Know You Anywhere*, and *Blueboogie*.

But the principal attraction in this tuning is Little. His work at the piano is still tops, and most of his arrangements are built around his keyboard

Vaudeville Reviews

activities. Offerings include a medley of pop tunes, *How'd You Do*, cute novelty; a satire on nurse hands, and a set of Little's own well-known tunes.

Business off. On-screen, second run of *Bittersweet* (Metro). Sam Hoggberg.

State-Lake, Chicago

(Reviewed Friday Afternoon, January 3)

Your excellent family time acts and a band made up this week's stage bill. The accompanying picture, *Sky Murder*, came too strong, but sufficiently so for week following *New Year's*, which the holiday spirit has evaporated and folk's tapes off on their entertainment. Bills back to start on opening day.

Al Gordon took the ball rolling with a dog act packed with entertainment and laughs. Gordon has a clever line of patter in which an assortment of canines consistently do everything but what they are told to do, garnering plenty of belly laughs. Gordon then brings on a scowling dog that is exceptionally good, and for a strong comedy finish has several dogs on a turntable, one during a hindleg strut.

Reynolds and White, mixed comedy team in tramp make-up, put over some good musical tenorology with plenty of hoke, then one of them is revealed as a comely girl and does a straight violin solo of *Magnolia* to a good haul.

Graze McDonald, pretty young dancer, sings her well-known *Dancing on a Dime* number and offers a graceful, entertaining routine of tap and interpretive dancing, selling it nicely.

The Weston Brothers offer something different from the usual run in mimicry. One brother, impersonating the character, is spotlighted and apparently does the talking, but the voice actually comes from the other brother at a darkened mike. Stan Laurel, Wally Beery, and other characters are faithfully portrayed. Baby Susie, Bergen and McCarthy, and F. D. R. and Senator were their outstanding comedy hits.

Pat Walker pleased the swingsters with his Harlem rhythm. His six-piece combo pecks a lot of entertainment. His two femme entertainers are very good. Kay Perry scores with her sentimental ballad singing, and Kitty Murray wows them with her lowdown grotesque dancing. Not Green.

Flatbush, Brooklyn

(Reviewed Friday Evening, January 3)

Vaude fans get their money's worth here. The current 75-minute show has Jan Savitt's band, Bea Wain, the Three Wiles, Cortello's Dogs, and Clyde Hager. Only a few screen shorts are inserted between stage bills. And the enthusiasm displayed by the customers, regardless of the caliber of each act, is unequalled by any theater mob in Times Square.

Savitt fronts 18 men who blast out good rhythm. Some of their swing specialties included *Ferry Boat*, *Keweenaw*, *Blueboogie*, and their well-known arrangement of *Prélude* in C Sharp Minor, featuring Rima Isaac at the drums. Vocals are handled by Allen DeWitt, tenor, who waxes ballads in good voice, and by Jack Palmer, trumpet, who goes in for novelties featured in Harlem style. Another band delivery is Al Leopold (substitute leader), who featured *Boots*

of *Peardy* on a bass trumpet and a trombone.

Bea Wain, next to closing, stopped the show with her distinctive style and soft, lilting voice. One criticism, she should watch her figure and make-up. Some of her selections included *I'm Nobody's Baby*, *A Nightingale Sang in Berkeley Square*, *Beet Me Daddy*, *Deep Purple*, and *The Lovecomet Gal in Town*. At this show she brought out husky André Harnish (radio announcer) for a couple of gags and dedicated *I Give You My Word* to him.

The Three Wiles, strong novelty dancing act, opened with a magic routine, followed with their familiar Chapin-Durante-Groncho Marx parody, and closed big with the clever wooden soldier flash. Original and entertaining.

Cortello's dog act is probably one of the best in the business because of its unusual presentation and his fiery salesmanship. He brings them out in clever costumes one by one, and sells each on its own merits. Most of them do take-offs of Hollywood celebs, wearing appropriate outfits. A feature is a muscle-control dog.

Clyde Hager's pitchman turn is made to order for this house. Runs thru the routine smoothly and most hits are expertly timed to net warm response.

On Thursday (8) this bill moves to the Windsor, Bronx, and the Flatbush gets Larry Clinton's band, Barry Wood, the Gray Family, and Artie Lewis and Peggy Amos. Sam Hoggberg.

Tabor, Denver

(Reviewed Sunday Evening, Dec. 28)

The only house in town which tries vaude now and then. Current are several acts with a local line under the title, *Varieties of 1941*. The line of eight makes three appearances, a Spanish tap, an Hawaiian, and a cane number. Routines were fair, but the gala appeared rather sluggish.

Earl Wright, working with four box-women, got a nice hand, the pups being especially strong on beat tricks. Tyrone and Louise, a song and dance team, were routine nicely, with Tyrone doing a couple of vocals while Louise tapped about some. Encoined with a duo tap in which they displayed fancy footwork.

Pepito and Juanita, the feature of the unit, was really a throw-back to the old vaude days, from Pepito's knocked-out moustache to the variability of the duo. Pepito did everything from a doll impersonation with his hands to an operatic baritone, and the gal ranged from pounding the ivories to a somewhat sassy temp-tick. Good for laughs and garnered a nice haul.

The Three Cards, two males and a femme, a flying trio, got the band of the evening when, as a climax of their work in and out of a basket on a table, one of the boys, blindfolded, shot thru the air in the basket.

Alto the offering was in balance and moved along at a nice pace, production and showmanship were noticeably lacking. Tyrone, smoo, did very little to start things moving with his straight intro.

The presentation smacked too much of the old days.

Pix, *Angels Over Broadway*. Herb Trackman.

Music Hall, New York

(Reviewed Monday Evening, Dec. 30)

Current picture, *The Philadelphia Story*, hit a five-year high at the box office during its first week with a gross of \$135,000 and is continuing to do smash business. Stageshow is a fitting companion to the picture, offering contrast and very vivid entertainment.

Flesh layout, *Fun-Americans* is on the theme of good-neighbor relations with Latin America. The program notes extravagantly state, "The Music Hall starts its New York of 1941 with an effort to familiarize theatergoers with a New World culture." Entire presentation is sock, with Bruno Mainie and Marco Montecore's setting walking away with the first act.

Setting is a colorful grotesquery of a South American ritual, typifying both pagan and sacred ceremonial. In that are combined the dancing of Jay and Lou Seller in gaucho dress, doing a show-opening routine, and Andy Moore and Company, and a blonde with a pair of shoe-stopping game, working a Froilund the Bull skin for a gag brilliant

that was full of laughs and show-stopping gestures. Earl Lippy and the Glee Club did the singing honors, and the Rockettes, working on raised stands in beautiful costumes, were perfection, as usual.

Second scene centered around the musical combination of Joseph Rankin, Charles Newton, Joseph Schwartz, and Maria Carbone, working on two marionettes and a bass, with the girl taking the vocals. Did some beautiful renditions of S. A. numbers. Graphic presentation and a good act for this type of show.

Topper of the show is Florence Rogge's interpretation of *Avatar's Bolero*, done on a bare stage and employing the ballet and Rockettes for one of the most exciting productions ever seen in that house by this reviewer. Number was built around trick lighting (credit Eugene Braun) and a mass influx of dancers entering from the front and from the wings. Done imaginatively and reached a climax that had the house nuts. Nicholas Daks and Hilma Eckler did the solo dances. Sol Zeit.

Ace, Wilmington, Del.

(Reviewed Monday Evening, December 30)

McFarland Twins orchestra clicked solidly on its one-day appearance.

Equipped with a good supply of well-arranged novelties, band made an excellent impression.

Unit had only a 20-minute session on the stage here, but it was socko all the way. Theme, *Darkness*, was used to open and close. *McFarland's* band number, the familiar *McNamara melody*, a smash opener, was followed by Bert Einte and the Glee Club singing *Home*, on which pianist, *Adios, Joe!* as author. Another novelty, *Sh! Baby's Awey*, was next, and then the Norton Sisters appeared for an all-too-short stay, selling *Best Me, Daddy, Tight in the Bar and Down Argentine Way*. Next number by Einte and the Glee Club was *Bells of St. Mary's* on the opening afternoon show, and *When Day Is Done* the second show. Full orchestra again with *Art's You 'Shamed!*, featuring Bill Robins, and finally the novelty, *Where Do You Work, John?* *Darkness*, theme closes. Henry I. Shoely.

Metropolitan, Providence

(Reviewed Friday Evening, January 3)

Reopened by Associated Theaters last September, business at this 2,900-seat venue has built steadily. Name bands have attracted littershop following, with phone record fans hoping to swell the gross. Bills usually include at least one Hollywood personality in an effort to get film trade. Shows usually open Friday and play thru and including Sunday, with house dark first four days of week. Little attempt is made to give any staging to shows, bands setting up before ordinary stock drops and acts working in front of musicians.

"Harry James" ark is the current headliner with Johnnie Downs, film juke, being second billing. Sue Ryan, singing comedienne, and Six O'Clock dancers, round out program. If anyone doubts James' ability with the trumpet the maestro belies it by the time he and band have done their stint. James carries the solo part in practically every number, most of which are of the swing and jitterbug-blues variety. He really goes to town, however, with *Carnival of Venice* in a trumpet solo and then in swingeroo. Band emphasizes its brass, better composed of four trumpets, four saxophones, three trombones, piano, bass, drums and electric guitar. Trumpet quartet gets its opportunity in an original composition, *Music Makers*, a two-week hit. Dick Rogers, band's baritone vocalist, bows with *Yesterday's After* a solo bit by James.

Lad's voice is ok, but he lacks mike personality when centered in a theater spotlight. This shortcoming was overlooked by the audience, however, when later he swung into such favorites as *All or Nothing*, *Only Forever*, *Stardust*, and a swing version of *Old Man River*. Band's numbers are numerous and varied, climaxed by a full rendition of *Crucifaria*, James' theme tune.

Johnnie Downs warbles *Minuet in G*, *I Give You My Word*, and *Day By Day* in a pleasing, if not startling voice. His personality comes to a head, however, in a bit of neat stage stepping as the band goes into a jam session which sends him off painting, but to heavy applause. Flock of autograph hunters at stage door attested to lad's popularity hereabout.

Sue Ryan, with her own pianist, goes in

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for hokum, bumps, grimaces, and the comedy works in an opening impression of how magazine cover gals might put over songs. Much better is her 1913 version of *You Made Me Love You*, followed by a swing rendition as of 1941. Best of all was an encore, the lament of an opera student wedded to a jitterbug, *Back to Back*.

The Six Grays, five girls and a boy, dance and sing solo, duets, and as a whole. Repertoire includes straight tapping, precision steps, and a military tap in Scotch costume. Vocals range from a Harry James arrangement of *Lock Leonard* to a cowboy ballad. Numbers are well costumed, but effect is spoiled by male's failure to follow example of girls in making changes. He sticks to a business suit with only changes of headgear matching girls' attire.

Film *We Her First Romance*.

Charles A. Ross, Com.

Fox, Detroit

(Reviewed Friday Evening, December 27)

A well-balanced 75-minute show gave a rather slim evening crowd plenty of laughs and variety. Tempo dragged slightly, largely because of cues that were obvious down front.

Herschel Leib's orchestra opens in a powerful theme-and-variations orchestration of patriotic music largely founded on *God Bless America*. Al Bernie smokes and has technical minor numbers, as well as Laughlin and Edward G. Robinson, with a fine sense of the ludicrous. A clever and ultra-realistic Wilkie-Roosevelt take-off seemed hardly timely.

Nelson's Marionettes, man and woman manipulators, work in view (in dim light) above their stage, with one puppet blowing up a balloon for a dance. Wooden soldier and inebriate numbers complete this clever act. Linda Moody, dark-haired young tapster with satisfactory capabilities, has a brief bit in abbreviated skirt.

Three Dennis Sisters, blond, blond, and brunette, have animated feminine harmony singing, typically Argentine and *Peyronnel Serenade*. Voices blend delightfully, but act would be tops if they would avoid the habit of looking almost constantly at the mike. Gracella Troupe is a highly skilled afro-dance routine, with the three men doing hazardous passes with the lone girl with ease and speed.

Truth and Consequences, radio show, is the headliner in closing spot, working with a 10-foot Ivory Soap sign coming down over the band, which plays in the background. Ralph Edwards entertains, with several assistants who distract attention with prevalent walk-ons at the opening. Edwards and one helper work center alone to pick 10 contestants from the audience, keeping the crowd hilarious via the traveling mike. Questions are typical, such as naming seven of the eight parts of speech, with cash awards. Not one contestant succeeded in this show. The "consequences" name the humor, with every contestant a swell sport. They included one stout man doing a hula in costume, married couple singing *Delly*, *Delly* in reversed voices aboard a teeter-totter, two girls delivering lectures simultaneously from the stage, and an obstacle race. Audience reaction was evident from strong hand that stopped the curtain.
H. F. Reeves.

Oriental, Chicago

(Reviewed Friday Afternoon, January 3)

Before a packed house, Will Rock presented Thurston's *Mysteries of India*. Rock's execution is facile, and his glib patter contains a humor that elevates the show above the level of the commonplace. Tricks, for the most part, are variations of the disappearing woman. Hokum attending each stunt is heavy with suspense. However, swords jammed thru boxes, barrels, and what-not have been seen too often to cause noticeable astonishment.

The Mills Brothers' return is a welcome one and won loud applause from the audience. Billed as "four men and a guitar," their offerings vary from pop ballads to semi-tunes. The latter of which are more suitable and effective.

Detroit and Dee have a commercial novelty. They synchronize the rhythms of their drumsticks with the tattoo of their work, and hit it off great with the audience. The big stunt is especially sock. Oal carries a tom-tom in each hand, wears symbols on her head, and dances while partner pursues her, beating out rhythm on the props she carries.

Milton Douglas and Company provide the comedy. Gage are strictly talky and, on the whole, not bad. Company consists of a girl who acts as foil for Douglas's jokes, and does a good job.

Charley Stone, pit band leader, opens the show with a humorous contrast of sentimental music and rue-cutting swing. *Pix, One Night in the Tropics*.
Norman Modell.

Review of Unit "Tropical Follies"

(Reviewed Thursday Afternoon, December 28, at the James Theater, Newport News, Va.)

A bright and entertaining little show, with its fancy Latin atmosphere, smooth patina, and liberal sprinkling of novelty. There are a half dozen acts, most of them of better quality, eight points possible in appearance and ditto as to hoofing, and enough variety to meet audience demands.

Tops among the features are Four Clovers, male springboard wackers, who do a difficult routine smoothly and with snap. Their work sparkles with clever interlarding of comedy. Went over solid. Violet Carlson is a grand clown who works a novelty routine—talking, reciting, gesticulating, and song merging with "accompaniment" on her own alleged guitar. Winds up with a burlesqued ballroom dance, with able assistance from Roy Kane. Her act is raw in spots, but a sock job the same.

Ulliane Malloy offers a trapeze performance with a few difficult stunts, but it didn't register so well, probably because of improper timing of the trapeze. Carmelita, dancer with a cute figure, is on in two brief appearances—a Spanish gypsy number and a stuporous bit of toasting in a slinky, oh-so-tight gown, with chorus furnishing decorative background.

Show is emceed by an ingratiating young Latin who steps, sings to girls in the audience, and gets fresh material across in a monologue. He is deft with wit and a sly, and is always inoffensive. His material is in good taste. Chorus is on in three appearances, opening with a Cuban routine, breaking the show midway with a conga, and sporting Mexican hats and offering weak vocal support to the emcee in the closing number.

House, three-quarters full, gave show a good reception. Warner Payford.

Vaudeville Notes

WINIFRED BEELEY, who played the Riverside Milwaukee week of January 5 with Ted Weena, is set for the Erie, Washington, starting January 17.

JOHNNY DOWNES, screen juve, goes into the Flatbush, Brooklyn, N. Y., January 30, and the Windsor, Bronx, February 8.

OGGIE NELSON and Harriet Hilliard will precede him into those houses by a week and then leave Betty Co-Ed for Columbia. THOMPSON BROTHERS AND NORMA go to the Capitol, Washington, February 26.

WALTER DAKE WAILE's partner is not Emmet Oldfield, as erroneously stated in last week's issue of *The Billboard*. In the review of the Chicago Theater, Chicago, Oldfield is now playing the Atlantico Casino, Rio de Janeiro.

LITTLE JACK LITTLE is slated to play four dates for T. D. Kemp starting February 9 at the Capitol, Atlanta. JOHN NEWMAN, harmonica player, is current at the Plaza Theater, Mexico City. GRAY GORDON goes to the State-Lake, Chicago, January 10. GLENN MILLEN precedes his Paramount, New York, date with four days at the State, Hartford, Conn., beginning January 24. GIL AND BERNIE MALSON are set for the State, New York, January 16 on the bill with Simone Simone and Art Jarrett.

Another Miami Club

MIAMI, Fla., Jan. 6.—Another club was added to the swelling roster of entertainers in Miami here with the opening of the Lost Lake Cabin. Capacity is 300, and negotiations are reported to bring the World's Fair Florida exhibit to a showing during the height of the season. Jack Eoy's orchestra has been signed, and a boomtown is in process of being constructed.

Reviews of Opening Vaude Bills At Olympia, Miami Beach, M. B.

By FRED COBELLE

Olympia, Miami

(Reviewed Monday Evening, Dec. 26)

Opening presentation at this theater was a pleasant Christmas treat for theatergoers clad up by manager Al Weiss.

Annually at this time of the year Miami seethes with names, but the job of booking a Miami vaude theater is not the easiest in the world, considering the competition of the night clubs.

Walter Donahue, youthful Irish emcee, did a good job knitting together the initial vaude program. Opening with the educated Follenberg Bears, the program moved swiftly. The Follenberg trunks are not strangers to Miami, appearing last year with the BB Circus and, later, at the Royal Palm Club. They are always successful here, and this trip was equally auspicious.

Jack Powell, novelty drummer, was an easy hit. His drumming, from a formal square set-up to his knitting of a neat tattoo of rhythm up and down a chair, on the walls, the floor, anything within reach, is a clever exhibition. Audience found him a bright novelty and demanded more.

Ray and Trent, comedy acro team, have a clear routine and were well received.

Beverly Roberts, songstress, has much more personality than voice. Her choice of offerings was more remarkable than her singing. As a personality, she's a click and can sell her numbers. Her charm is unmistakable, and she was very touchably received.

Haul and Eva Bayes were as captivating as ever. Always a sock team in Miami, their appearance here was notable. Their dancing has fire and imagination, and they were especially well received by the audience.
Pic. Bitterroot.

The Beach, Miami Beach, Fla.

(Reviewed Monday Evening, Dec. 26)

Presence of the new Paramount-operated theater in Miami Beach brought the first array of vaude talent seen in these parts in some time. Tommy Tucker's band, Georges and Jalna, Cookie Bowers, and Tommy Trent made up the fine entertainment.

Tucker's orchestra is an entertaining group featuring Amy Arnel, songstress, baritone Donald Brown, and the Voices Three. The aggregation is good in every department, and Tucker apparently has an excellent ear for distinctive vocal voices, especially indicated by Arnel and Brown. The Voices Three work together very adequately.

Tommy Trent, no stranger to Miami, continues to be prime entertainment with his beautiful phosphorescent puppets. Fine work, and the novelty of the act was extremely well.

Cookie Bowers, with a clever impersonation and impressionist routine, found favor with a responsive audience. Bowers is very good, and his impersonation of other people are so-called. Called back several times, and gave his best hits on success. He could eliminate his roosting place, an impression of a young girl preparing for bed, to advantage. Even as well done as by Bowers, it's afo.

Georges and Jalna captivated. The audience showed its appreciation, and the excellent dance team worked even better. They pulled forth every conceivable dance routine from their bag of repertoire. Their performance was a delightful, beautifully executed click. Encored four times.

Tucker emceed with charm and restraint.
Pic. Benny-Allen opus, Love Thy Neighbor.

Barto Stops AGVA Strike Threat In Detroit; Haddock Rift Widens

DETROIT, Jan. 6.—The rift between Hoyt S. Haddock, American Guild of Variety Artists executive secretary, and Dewey Barto, AGVA national president, came into the open here with contradictory action taken by each on the situation revolving around the strike of the Building Trades Service Employees at the Michigan Theater.

On New Year's Eve, Haddock wired Lee Golden, local AGVA executive secretary, to give every possible co-operation to the strike union. Previously Golden had phoned Haddock stressing that co-operation of the union was vital because Jay Carroll, its business agent, is a powerful labor figure and a member of the Central Labor Union. Golden felt that co-operation with Carroll would aid AGVA in signing local vaudeville and night spots.

Golden also felt that Haddock could force a contract with the theater if a strike threat were held over them New Year's Eve.

However, these plans had to be discarded with the receipt of a telegram from Barto

ordering him not to interfere with the scheduled performance at the Michigan. Local AGVA execs are up in arms at Barto's action.

NEW YORK, Jan. 4.—Barto admitted sending the wire countermanding Haddock's instructions to Golden. He said, "The action was taken on advice." On whose advice, he declined to say, but promised a full statement after the next meeting of the AGVA executive board.

Act Helps Britain; Gets Montreal Job

NEW YORK, Jan. 4.—As a result of the publicity received by *Yout Variety Eight* on the donating a plot of blood spiced for Britain, this octet was booked into the Mt. Royal Hotel, Montreal. The contract stipulated that the act feature *There'll Always Be an England*.

Despite the blood donations and patriotic contract, the Yout men were stopped at the border and at present time were being denied admittance.

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Don't Write—Wire

NEW YORK, Jan. 4.—The Hollywood film epidemic is travelling eastward by mail, claims one of the William Morris office secretaries. He swears he got his touch of it by opening up so many California communications.

2-Band Sunday Vaude Back at Westchester Center; Evans Is Op

NEW YORK, Jan. 4.—Jimmy Evans, operator of the New Haven, Conn. Arena, is taking over the Westchester County Center, White Plains, N. Y., instituting Sunday shows with two name bands and six acts. The auditorium, seating 4,000, will be on a two-day basis. Already signed are Tommy Dorsey for the initial show January 19; Benny Goodman, January 26, and Sammy Kaye, February 2. Second bands for those days are still to be booked.

Evans is currently using the same policy at Buckingham Hall, Waterbury, Conn., and is also set to resume shows at the New Haven Arena March 2, at the conclusion of the ice hockey season. Last year the Westchester Center ran 31 weeks, with Les Hesse operating. The folding, it is claimed, was caused by excessive exploitation costs.

Biddle Smith will service Evans in supplying the acts. The house will be managed by Jim Mangel.

EMA in Philly Ups Membership

PHILADELPHIA, Jan. 4.—Entertainment Managers' Association, representing local licensed agents, reports increased membership, with all but three or four of the town's talent agents joining. Acting individually, EMA agents provided little or no work for performers accepting dates from the indie agents. Indie agents would shut out work to them. As a result, practically every indie signed up with EMA.

Winter Casino in Havana Opens With Big Floorshow

HAVANA, Jan. 4.—Havana winter season officially inaugurated Thursday (9) by opening of the splendid Winter Casino, attended by Cuban and American society. Entire show was composed of American artists, with the exception of the orchestration of Lellard Brothers and of the Pagan Brothers, who divided the music between them with the latest American tunes and the best in Cuban rhythms and songs. A splendid chorus of Chester Hale Girls delighted the large and enthusiastic audience. Barbara Perry was the soloist. Singer Karen Cooper, appearing here after an engagement in New York Rainbow Room, also acted as mistress of ceremonies. Dance team of Pierce and Holland also performed. Engagement here is for eight weeks or for as long as the season lasts, and there is every indication that it may be a long one. Julio is maître d'hôtel.

Concerts for John Boles

NEW YORK, Jan. 4.—John Boles is set to start a concert tour of one-nighters at the Civic Auditorium, San Jose, Cal. Boles's itinerary will take him thru California, Texas, Arizona, and Louisiana. William Morris office is handling the tour. About 13 concerts are now set.

Arcadia May Reopen

PHILADELPHIA, Jan. 4.—Darkened Arcadia International House, one-time local shtetl in town, may get another try. Sals Trench, Atlantic City shtetl op, is dickering to reopen it.

Bernie Helps the Boys

NEW YORK, Jan. 4.—Ben Bernie's gesture to newspaper men came in quite handy with money. The Old Maestro, on behalf of his sponsors, sent several helpings of Bromo-Seltzer for use the morning after New Year's Eve. It helped.

More Film Names Entering Vaude; Holtz Heads Unit

NEW YORK, Jan. 4.—More film names are being made available for vaude. Latest to be submitted to bookers are Marie Wilson and Sumner Simon, the latter starting at Loew's State here January 16. The William Morris office is handling them. Charles Allen is routing Mischa Auer and Leo Carillo. A film player unit is being set up with Lou Holtz at the helm. The outfit includes Wendy Barrie, Lola Lane, Ariens Judge, and Carmen Rio, and starts at the Minnesota, Minneapolis, January 10, followed by the State-Lake, Chicago, January 17. This unit, labeled the Hollywood Super Resumé, is being submitted at \$6,500. Charlie Yates is handling the combo.

Elnae Barrie has paired with Jackie Beckman for a series of personals. They are current at State, Hartford, Conn., and are scheduled to go into the Bowers club, Detroit, January 6.

Des Moines Houses Plan Vaude Policy

DES MOINES, Ia., Jan. 4.—Return of vaude units here was in prospect, with theaters dickering with local musicians' union in regard to stand-bys and other details.

Des Moines has been without vaude, with exception of traveling road shows in Auditorium, for more than two years. Officials of theaters refused to comment on plans, but indications are both Paramount and Ophemus houses will use units and name bands, with policy of booking only one show at a time.

Talent Agencies

SYDNEY X. HARRIMAN, formerly in charge of cocktail units at GAC's City office, is now associated with MARVIN GREEN. He is managing the Drake Hotel's Camella House.

HARRY W. LAWRENCE, manager of the Ben Yost units, New York, is expanding to book other attractions instead of confining himself to the Yost outfits exclusively. . . . HERB GREENE, band leader here of Cubanexia Corporation, New York, is making a trip to Cuba to sign new Latin talent.

CHARLES ALLEN, New York, is setting a series of p. a.'s for Leo Carrillo, Bruce Cabot, and Chester Morris. . . . DONALD HYDE, son of Johnny Hyde, William Morris v. p., has switched from the New York Morris office to the Coast.

RAY S. KNEELAND, Buffalo, has added another Saturday night regular, Lockport's Eagles Lodge parties, using four acts.

Orchestra leaders RALPH HARRISON and BERMAN MIDDLEMAN have organized a booking agency, Music Service, Inc., Pittsburgh.

SEN JACOBSON, Eastern talent agent for MOM, in Philadelphia closed a deal for SERGIO ORTA, appearing in Philadelphia at Club Ball. Orta will stage two scenes for Judy Garland's forthcoming picture, *The Sicily Girl*, one a Calypso number and the other a Cuban setting, with Orta appearing in the latter. . . . MIDON WELDMAN set roadline a new show for Jack Lynch's Walden Roof, Philadelphia, to open mid-January.

. . . BERNIE LANDIS, Philadelphia agent, booking the shows at the Jacksonville shtetl near Ball, Pa. . . . EDDIE SCHOENMAM booking Capt. William Heyzer's wonder horse, Yoyo, Hingham Bros.' circus act for theaters.

BILLY MANN, an associate in the Lou Irwin Agency, Hollywood, has resigned to look for other connections. . . . ABE LASTPOGEL has reached New York from Hollywood for a three-month visit.

WALTER J. GLUCKS, Buffalo, has worked out a tie-up with his brother, Sid H. Gluck, of the Jack Barry Agency, New York. He set John Steele into Harry Altman's Glen Willbergers in Williamville, also Frank McCormack and Ruth Kidd, emcee and songstress.

MARTY WHYTE, Chicago agent, is now doubling as assistant manager of the 606 Club in that city.

CONSOLIDATED PRODUCTIONS is the name of the new Cincinnati booking firm completing Wally Johnson, in charge of band department; Art Dahl-

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.

Dropping of Vaude Blamed on Music, Stagehand Unions

HARRISBURG, Pa., Jan. 4.—Unfavorable conditions among unionized stagehands and musicians, while admission rate has dropped and other employees receive less salary, is the chief drawback to flesh shows, according to John Rogers, manager of the State Theater, which opened with vaude but has gone to motion pictures almost exclusively.

"Stagehands and musicians are demanding just as much now as when admission prices were twice their present figure," Rogers said. The theater manager declared that stage and music expenses are the two factors which have made stageshows unprofitable at his theater.

"Beauties" Unit for South

WILMINGTON, Del., Jan. 4.—American Beauties on Parade unit is heading south. Show recently toured New England under management of Mickey Ferris.

Featured are 12 winners of the 1940 Atlantic City beauty contest plus Nellie Arant and Brothers, the three Carillo Brothers, and other acts.

Ex-Manager Now Politician

PROVIDENCE, R. I., Jan. 4.—Thomas J. Meahan, manager of RKO theaters here and in Boston in 1932-34, has been chosen by Governor-Elect J. Howard McGrath as his executive secretary.

In 1935 Meahan resigned as manager of the RKO-Albee to become vice-president of the Narragansett Electric Company.

Towers, Camden, Spreads Vaude

CAMDEN, N. J., Jan. 4.—Towers Theater, Eddie Sherman house, went into Coliseum for the holidays. Johnny Downs headed the stageshow Monday (30) for three days, with Blackstoneo Thursday (2) for four days.

Other January bookings include Benny Davis and his *Star Dust Review* and Major Bowes' new *Hit Parade* of 1941 unit.

Ez Keogh Show Opens

CHICAGO, Jan. 4.—Ez Keogh's 734 Street Jamboree opened December 28 at the Indiana Theater, Richmond, Ind. The show plays three weeks in Ohio and Pennsylvania, then goes south for the T. D. Kemp Tour. At fairs and his two prize-winning beauties are featured.

man, private clubs and conventions, and Al Deuro, girleries and theaters. John-John was formerly with the Ruth Best office, Cincinnati, and Al Deuro formerly operated his own office in the Queen City. Dahlman has operated his own booking firm in Cincinnati the last several years.

NICK AGNETA, of the Charles Allen office, New York, has signed Jan Murray, comedian, to a management contract. . . . JACK LENNY, of the Herman Pfalck office, New York, has signed Thompson Brothers and Norms to a two-year management contract.

EDDIE DOYLE, office, Louisville, Ky., furnished 13 sets for the *Shriners* Christmas party held at Louisville Masonic Home December 27.

MORRIS SILVER, vice-president of the William Morris Agency and manager of the Chicago office, and A. J. BALABAN, head of Balaban & Katz, left Sunday (5) for a business trip to New York.

Butterfield 11 Spots, 3 Weeks

DETROIT, Jan. 4.—Trend toward booking of more stageshows in up-State Michigan cities is noted in plans of the W. S. Butterfield Theaters, operating over 100 theaters in Michigan.

Typical booking is for the 11 key cities of the circuit, playing its eight week in each city, and is just being completed by Scot Davis and his band.

Next band to go over the circuit will be Raymond Scott, who opens January 20. Scott takes a three-week swing around the State.

Para Opens Miami and Miami Beach 4-Day Vaude Stands

MIAMI, Jan. 4.—Paramount Enterprises, Inc., of Miami, broke loose Christmas Day with a rash of vaude, celebrating the opening of the season and the premiere of its luxurious new Miami Beach house, the Beach. Both are booked by Harry Kalchauer, of New York.

The Beach is designed in tropical bungalow style, the work of architect Robert Law Wood and Edwin T. Bender. The new theater is now the largest in seating capacity on the beach, and during the winter, at least, will play six and vaude, probably until Easter.

Opening bill at the Beach featured Georges and Jalea, Tommy Tucker and band, Cookie Bowers, and Tommy Trent. Simultaneous with the Beach Theater opening, Miami's Olympia Theater resumed its winter vaude season. The Olympia had been the past few years the only Miami house to find name vaude profitable. Opening line-up had Beverly Roberts, Jack Powell, Ray and Trent, Pallenberg's Bears, Paul and Eva Reyes, and Walter Donahue, doubling from Dempsey's. Charles Shay resumed as musical director.

After opening series have been run off a regular schedule will bring new shows to the Beach Theater first, opening Friday, for a four-day stand. Acts will lay off two days, opening at the Olympia Thursday, where they will play thru Sunday. This set-up will give each house four days of vaude each week. Acts get eight days' work out of 18.

The Beach Theater will close vaude around Easter, the Olympia will attempt to carry thru until late spring.

BAA Seeks Miller Dough From Repub

NEW YORK, Jan. 4.—The Brother Artists' Association will air the dispute about the Republic Theater and Marion Miller, stripper, who was let out of that house at the conclusion of four days. The BAA is attempting to collect her salary for her four days there.

The dismissal followed a spread on Miss Miller in *The World-Telegram*. One version has it that the management objected, saying how spreads cause trouble with the licensing situation, while another has it that Miss Miller missed a performance because of the time taken up with the interview. The management refused permission for the reporter and photographer to come up to her dressing room.

The Republic management refused to comment.

Watts Still in Knoxville

KNOXVILLE, Tenn., Jan. 4.—Arthur (Webb-Foot) Watts is in his 21st week as producer and principal comic of the Rex Theater here, where the company also includes Jimmie Deas, Mack D. Ferguson, Virginia Pollard, Connie Weber, Jerry Frick, Helen Cook, Irene Mahan, Frances Maynard, Gloria Dale, and Marie Ashton. Virginia Pollard has charge of the line.

Four-piece orchestra Oscar Craft, leader; Earl Brown, Jerry Rollins, and Bilbo Brown. Frank Nickens is house manager.

B & K Set Attractions

CHICAGO, Jan. 4.—Balaban & Katz have booked some attractions for the start of the 1941 season at the Chicago Theater. Ray Noble, who ends a record-breaking stay at the Palmer House January 18, will play the Chicago week of January 17. *Boyz n' Beatz* week of the 19th, and *Artie Shaw* week of the 21st.

Magic

By BILL SACHS

CHRISTMAS MAGNUM spent New Year's in Cincinnati and was a visitor to the magic desk last Friday (8). He made it into the Queen City just in time to make the formal opening of John Snyder's new magic theater and workshop on New Year's Eve, which drew a host of prominent magicians from near-by States. Magnum's final engagement of 1940 was a mammoth Christmas show for the Art-Selt Lehigh at the desirable Hotel, Omaha, December 16. The affair attracting some 600 kiddies and grown-ups. Magnum resumes in Illinois schools this week. . . . JUDITH JOHNSON, mentalist, and her assistant, Harold Loughon, played the Strand, Cincinnati, last Saturday (4) and departed for Columbia, O., where they opened Monday at Palm Gardens for a week, to be followed with a week at the Capital Theater, Chattanooga, Tenn. From there they move to Atlanta for a two-week hotel job. . . . LOU BRENN presented his sleight-of-hand jinxes before crippled children groups in Philadelphia schools thru the holidays. . . . HAPPY JACK WILLIAMS is in St. Petersburg, Fla., presenting his magic in schools, hotels, and tourist clubs. . . . OTHER RECENT arrivals at St. Pete are Halston the Magician, in from the North, and S. Boncart, New York conjurer, who hepped over from Florida's East Coast. . . . SUFFALL, the mental magician, posts New Year's greetings from Miami Beach, Fla., where he went to hill in a few dates and work in a vignette at the same time. He bumped into Ralph Baisand and Livingston in Miami Beach.

TONY BRANDINO, diminutive trixter, has partnered with C. B. Smith (Chief) in the operation of Sniffly's Fun Shop, Birmingham, Ala., dealing in magic and novelty. . . . WILL ROCK, still touring under the direction of Claude H. (Kid) Long, spent the holidays at home village in Detroit. . . . GIULI-GIULI takes over the magic spot in the Jack Lynch revue at Walton Hotel Roof, Philadelphia, succeeding LaFaul. Lynch is completely sold on magic turns for his niece. His was the only spot in the country to play a magazine 52 weeks during 1940 with all indications that he'll repeat that order in the new year. . . . BLACKSTONE closed a four-day engagement at the Towers Theater, Camden, N. J., January 5. . . . HERMES THE MAGICIAN and (See MAGIC on page 26)

Times Sq. Burly Houses Do Great Eve Business

NEW YORK, Jan. 4.—Times Square burly houses pulled terrific business New Year's Eve. The Republic and the Ettinge found it necessary to put on nine shows each, running until 5:30 a.m. and 4:30 a.m., respectively, while the Gallery did eight shows, which ended at 4:10. Prices were 65 cents to \$1.10.

Merry-Go-Round Opens

MIAMI, Jan. 4.—Boulevard Club, formerly the Merry-Go-Round, opened Christmas Eve with a bill including Richards and Monnett, Jimmy Rooney, Norma Jean, Tony Harper, Pat Dopp, Bobbie Barton, and Marsha Blus. Spot is managed by Hal Oakley, former musician.

Strippers in the Dough; More Than 100 Work 30 Weeks a Year

(Continued from page 4) Chicago, and turned down a \$1,200 job offered by the State-Lake, vaude house in that city. Margie Hart, rated next to Corio, has been widely publicized within the last year and her salary jumped to \$450 and \$500. She is particularly strong in the East, where she has appeared in most of the burly houses and is billed as the "poor-man's Garbo." Improved employment conditions: The dirt-law-crowding army posts throughout the country, and the nature of the strip act, which lends itself to many flashy publicity angles, are responsible for the increased takes in the stripping field. A number of raucous houses augment their bills with strippers, adding box-

office strength and newspaper copy appeal. Fay's in Philadelphia, bargain price vaude house, is doing big with a strip feature weekly.

Nearly 50 houses on the Midwest and West circuits, some 20 independent burly theaters, and between 75 and 100 night clubs throughout the country have open doors for strippers. It is estimated that over 200 strippers are available and that more than 100 work more than 30 weeks a year. Such night clubs as the 408 Club, Chicago, and Jimmy Kelly's, New York, employ three to seven strips on every bill and keep the better draws for engagements ranging from three months to a full year.

Plenty Press Breaks

Eddie Jaffe, who has been concocting publicity stunts for many of the strip-peeps, says that the press welcomes stories on strippers, provided they are pegged on good news or feature angles. American Weekly fell for a yarn ghosted for Ann Corio, expressing her ideas on what's wrong with Hollywood romances. Life picked Noel Carter as most popular with the army in its army issue. Ann Corio is featured in countless stories, and so are dozens of lesser-known strip names. The girly magazines devote most of their "art" pages to strippers.

Due to competition in the straight strip class, many of the drobers have devised novel ways of taking off their clothes in public, and find that the novelty boosts their salaries. Pat Paros a \$75 to \$100 a week peeler, is now featuring a mirror novelty and has boosted her salary in raucous to \$550. Novelty strippers of note include Dorothy Henry (milk bath girl), Tirza (vine bath girl), Zorita, who uses a snake; Charlotte Vogue, who uses two Russian wolf-hounds; Romaine, who appears with white rats; Rita York, who works with doves; and Yvette Dore, who employs parrots.

Censors, strange as it may seem, have little trouble with strippers, although this is not generally known, since almost every censor incident involving a stripper makes good newspaper copy. The comics are more irksome to censors because of filthy talk material. Censors rarely object to strips.

Ann Corio is listed the leader in the field because of her following among women as well as men. The female trade is curious about her widely publicized act, and shows up in droves.

The history of the strip-tease dates back to about 1920, when Isabel Van was among the first to appear on the runway of New York's Columbia Theater (now the Mayfair). Since then over 500 strippers have toured the burly and night club field. Few of them, due to limited talent, do well in other fields. Exceptions, among others, include Gypsy Rose Lee, Wilma Horner (now in the musical, Crazy With the Heat), and Ada Leonard, a Chicago name now fronting an all-girl band who worked in the BKO studio for six months.

The majority of strippers are plucked from burly dancing lines and from nightclubs.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

PATRICIA PERHY held over four weeks in featured spot at the Republic. . . . ALLEN GILBERT has Herman Silver assisting him, keeping the tremors of the coos at the Tivoli, Brooklyn, spot and span. Herman came on from Gimbel's, Philadelphia, for the Tivoli engagement.

CHARMAINE, Buster Phillips, Steve MUA, and Charlotte Vogue were new principals at the Star, Brooklyn, December 21, and Marcia and Dian Rowland, January 2. . . . JACK CURTIS and Beth Calvert, on the first show, were radio singers on stations KYW and WYP, Philadelphia, before signing with I. Hirst. . . . GRACE CARLOS, late of the Ettinge, and Jean Rochelle opened at the Cat and Fiddle niterie, Cincinnati, last week, former for two weeks and latter for one. . . . JEAN EUGENIE stayed at the Pullen, Los Angeles, was touring, but is weeks. Her booking at the Ettinge, where she has been held over, was thru Phil Rosenberg's office.

JACK O'MALLEY, former straight man, now operating a tavern in Chicago.

ANN CORIO opens at the Tivoli, Brooklyn, January 12. Then to the Ettinge January 19. Then back to the Hirst wheel. Recently delivered a lecture on philosophy in Edgemoor Hall at Evington, where she was introduced to the students as "Harvard's Sweetheart."

GLADYS EVANS, in charge of wardrobe and chorus with the Corio-Kemper show on the Hirst Circuit, made a New Year's resolve to quit smoking.

ORBIT BECK, on the Hirst wheel, last week entertained her niece, Jolly Long, who spent the holidays away her for winning a scholarship in a St. Louis academy. . . . BOB TAYLOR was replaced for two days by Wen Miller during Newark Christmas week in a Hirst Circuit show because of laryngitis.

NOMA left the Ettinge December 26 to open at the White House Inn, Carlestedt, N. J. . . . MAX RUDNICK is back at the Ettinge from two weeks' rest at Miami Beach. JACK SHAW, singer, and Eddie Lania, comic, became emergency principals New Year's week at the Gallery, filling the places of Chet Ashland and Eddie (Nuts) Kaplan, who were out of the cast due to throat trouble. . . . INO.

CHICAGO: N. S. BARGER and wife left for a vacation in Mexico City Sunday (5).

Jacques Thaler, Waterbury, Conn., did excellent business opening week. It is changing its policy from six to seven-week burly. . . . A new show will open on the Midwest Circuit at Boston Friday (10). . . . RED MARSHALL and wife, Dolores Dawn, vacationed in Cleveland Christmas week. . . . MURRAY (LOONEY) LEWIS opens Friday (10) on the Midwest Circuit at Cleveland. . . . PEACHES STRANGE, featured at the Tivoli Theater, Brooklyn, this week, returns to the Rialto, Chicago, in stock January 27. . . . FELD AND GEORGE have closed on the Midwest Circuit. . . . JEAN WILLIAMS, Sunny Layett, and Mae for the unit. Merrick Valente is the pit conductor. . . . Ernie Wessat and Benny (Wop) Moore head the next unit. . . . M. H. Ovedenker.

Brown have returned from Mexico City. . . . KENNY BRONNA is sailing from Australia Friday (10).

FROM ALL AROUND:

GLENN MASON, xylophonist, after a week as vaude feature with Boco Snyder's show at the Gaiety, Cincinnati, jumped to Hattson, Ill., Sunday (9) to join Billen Pyle Hansen's Hit and Biss of Broadway unit. . . . WALLY (TEK) MEIZ, well known in Buffalo burly circles, is now at Fort Dix, N. J., with Company M, 18th Infantry, 4th Division. . . . GYPSY ROSE LEE is the subject of a yarn in the January issue of American Mercury. It's about her intellectual life.

PAUL MOROKOFF, producer, and Stanley Montfort, singing straight, served as chef and Santa Claus respectively at the Christmas Eve party held backstage at the Fox Indianapolis. Show included Tommy (Boco) Snyder, Marie Cord, Hollie Leslie, Arline Stewart, Cleo Campbell, Cleo DeFrey, and the Paldas Brothers. Cook's Brewery furnished a barrel of beer, with neighborhood drink and food importations also contributing to the party. Jack Wiener, Montfort, and Lillian Drollette served as bartenders. . . . JERRY DEXTER closed a three-month engagement at the Roxy, Knoxville, Tenn., December 20 to spend the holidays with relatives.

GEORGE B. HILL, comedian, closed on the Midwest Circuit at Buffalo December 19 and opened the following day in stock at the Grand, Youngstown, O.

Esquire Bar Loses First Round in Tilt With Mag Over Title

MIAMI, Fla., Jan. 4.—Special Master's report filed Tuesday in Federal Court here recommend that the Esquire Bar, now Club Esquire, should be enjoined from infringing on the name and art work of the magazine of the same name.

The magazine filed suit in Federal Court several months ago, charging that the bar had infringed on copyrighted art work and titles.

The report now goes to a Federal judge, who may or may not approve it.

Casino, Boston, Reopens

BOSTON, Jan. 4.—The Casino, operating stock under the management of Ed Ryan, reopened this week after a brief shutdown. House will remain open indefinitely. . . . Opening bill had Gladys Clark and Tommy Raff.

THANKS TO EVERYONE CONNECTED WITH THE I. HIRST CIRCUIT CHAS. "KEWPIE" KEMPER AND GEORGE HAGGERTY FOR BEING TO NICE

Review

"New Year Belles" (HIRST)

(Reviewed at Troc, Philadelphia, Monday Evening, December 30)

While the rest of the show conforms to average burly and all concerned acquit themselves nicely, come even admirably, the only real applause from the packed house went to the Stanley Brothers, a standard vaude duo.

Such demonstration has not been the unusual here and by the time it should be clear that burly palmas are not allergic to wholesome entertainment.

Comics Jack (Tiny) Fuller and Irving Selig make the most of the standard bits. Best sketch, Ford Lusk Family, is offered by Fuller. Material is comparatively new, getting its inspiration from Tobacco Road and radio's Pot of Gold. Harry Jackson gives swell straight support, with Doc Boyer, the Iron Toll, Furber of peccers also up to par. Cloo (Valentine) is first on, shedding her fineries in modest manner. Dolores Green goes in for abdominal twists. Xonya DuVal, an exotic light in top spot, sets the mood for a sensuous display by staging in good voice Moonlight on the Ganges.

Line of 14, four for show, performs nicely, filling in the settings for the modernistic and Oriental bits, which give the advantage of Danny Morton's romantic tenor strutting on the swellish side and the dancing of Fran Lewis. She embellishes her first routine with high kicks and tumbleria. A fast rhythm tap is her second.

Stanley Brothers (2) offer their terrific acrobatic act, flying at each other for a mesmerizing finish that waxes "on no end." One of the fringe makes a personal hit with an acrobatic drunk dance. . . . Mayme Backo gets production credit

The New York City Home For All Show-Folk HOTEL CLARIDGE BROADWAY AND 44TH STREET In the Heart of Times Square Phone: BR-yms 9-0546 SPECIAL RATES TO THE PROFESSION \$5 Single, \$10 Double, Without Bath, \$10.50 Single, \$12.50 Double, With Bath. CHORUS GIRLS ATTENTION! \$15.00 per Week for 3 in 1 One Room Shower — Bath — and Radio. Impossible To Beat These Prices. Largest Rooms in Greater New York.

Conducted by BILL SACHS—Communications to 25 Operz Place, Cincinnati, O.

**"Silas Green" Ends
Long Tour Feb. 15**

DAYTONA BEACH, Fla., Jan. 4.—Charles Collier's *Silas Green From New Orleans*, all-colored tenter which opened its season April 1 last at Brunswick, Ga., will wind up its tour in Florida around February 15.

The season, as a whole, has been highly satisfactory, reports from the show sag. Rain and cold weather made the early-season business spotty, but Florida has been unusually good in recent weeks. Show personnel travels in an 80-foot Pullman. In addition there are six trucks, two buses, three passenger cars, and two advance cars. J. W. Foster is special agent and press rep, and E. E. Warren does contracting and outdoor billing with two assistants.

Manager Collier announces that he will have a number of new acts with the show for the 1941-42 season. In addition, the show will have much new equipment, including an 80-foot round top with three 40-foot middle pieces. The new canvas is now in the making.

Bob Tilton Unit in Maine

ROCKLAND, Me., Jan. 4.—Robert W. Tilton, in the past associated with various central organizations in Maine, has out a ball and school show in this territory. Working under auspices, unit features the Lime City Boys, of Station WIRE, Bangor, Me.; Miss Marie, dancer; Shullin' Art, singing cowboy, and Billy Bingham, comedian. Tilton handles the candy pitch and ad sales. The dancer-after-the-show idea, it used at most of the spots played. Tilton contemplates taking the unit under canvas the coming season.

Rep Ripples

BILLY WHISLER'S Billievy Comedians, resumed their canvas trek at Stuart, Va., December 28. . . . **ROYAL J. SWANBY** is assisting as contact man for the religious play *The King and I* at St. Lawrence County, New York, for a Boston concern. . . . **GLADYS ADAMS** and Austin Ross, well-known reperters, are in their 16th month at Ok-Klay Bar, formerly White's Grill, Cleveland. . . . **GITTEB FAMILY SHOW**, reported enjoying satisfactory business in Western Idaho, moves south to aid maintaining grounds in Arizona. Unit, which plays week stands, has recently added a 16mm. juke outfit. . . . **GEORGE M. MILLER**, veteran Tom actor, is now settled in Ramsey, Clearfield County, Pa. . . . **AL G. MORSTAD**, who broke in the business on the old Frank Daniels show, *Bohemian Girl*, is now playing violin with the symphony orchestra at South, Ill. and doubling on other jobs in the territory. Al never knew what has become of Frank Daniels.

JOHN WILLIS WALTERS peddles from Columbus, O., that Johnny Finch, the erstwhile Billievy, is still engaged at the Beau Billievy Sign Shop there and doing okay. Walters has in the Christmas season at the Deas-Tan department store in Columbus. Also in the Ohio capital, according to Walters, is "Dome" Williams, well-known tab and rep comedian, currently holding forth at the Gay Sox Club there. . . . **DON AND DELLA PALMER**, formerly in advance of the Billievy Comedians, are now located in Clinton, O. . . . **PEARL'S ENTERTAINERS**, O. W. Trent, manager, are working schools and halls in Mississippi. Sixteen-year-old Dan Pearl is featured. . . . **VINCEN** is presenting his vent and comedy musical act under auspices in the Philadelphia area. . . . **ROBERT W. TILTON** writes from Rockland, Me.: "Enjoy your page very much, particularly E. F. Hannan's articles on old-time shows in Maine."

**ACTS, SKITS, GAGS,
MINSTRELS**

One **AMBY'S COMPLETE REPERTORY SHOW**, led by **RED BOY FAVORITE**, **JACK AND JONES**, 41-43 Cooks, Middletown, Al. is on tour with **BLACKBERRY**, **THE JUB**, **BENJAMIN**, **E. L. GARRELL**, **Playright**, East Liverpool, O.

10-20-30 Towns

By E. F. HANNAN

IN THE days of the prosperous road, certain towns were favored as home addresses for traveling shows. Columbus, O., had the Field and Vogel shows in industry, and Chicago was the home address for Haverly and Beach & Bowers in the same field.

Lynn, Mass., probably answered as permanent address for more shows in the 10-20-30 field than any other city in the country. From the days of Billie Burke, one of Lynn's earliest roadshows, thru the times of Docia Gray and Broderick's Comedians, up thru the days of Jere McAuliffe, Jere Grody, Frank Carpenter, and Phelan Stock Company Lynn was a beehive of activity in August, when rep shows were taking to the road.

In near-by Salem, 10 miles away, the Bennett and Mouton shows would break up for the road under sponsorship of Monte Thompson to hit the small New England cities in which they were so popular.

Fall River, Mass., turned out so many contactmen at one time that the term "Fall River Bender" came into use to describe performers in that class, while Reading, Pa., and Mount Clemens, Mich., vied with each other for prestige in turning out acrobats and aerialists. There is a curious coincidence in the fact that while Haverly, Cleveland, West, Primmco, and other mineral lights were good drawing cards in large cities, as well as the smaller, still very few mineral stars came from big towns. Almost all the mineral stars broke in on the burnt-cock work in the smaller places. George Bubb, popular rep manager of the 10-20-30 days, once told that everyone caught the fever, fireworks and all, when a road show was tied up with the town. It was a historical event.

**Jake Dich Doubts If 'Tom'
Still Lives in Rep Circles**

Cudahy, Wis.

Editor *The Billboard*:

So a prominent pictorial magazine is looking for a rep show that still includes Uncle Tom's Cabin in its repertoire.



J. W. FOSTER and E. E. Warren (right), who are credited with much of the success being enjoyed by Charles Collier's *Silas Green From New Orleans*, well-known colored tent show attraction now playing in Florida. The Collier organization is one of the largest canvas outfits on the road today. Foster is special agent and press representative for the show, and Warren is contracting agent and outdoor biller, with two assistants. Letter is in his sixth season with the *"Silas Green"* show.

"They'll have a hard time to find one that does.

There may be a rep show playing "Tom" in these days, but I have my doubts. At least you'd have a hard time to find any dogs in it. I remember an incident that happened when I accused a friend of mine who put "Tom" on for a week at his theater with using police dogs for bloodhounds. He came back at me with "We didn't have any dogs at all. At the end of the first act some one hollered, 'There she goes,' and when the curtain rose on the second act Eva was on the other side of the river."

JAKE J. DISCH.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Five Years Ago

HUGH A. TALBOT'S contest in Decatur, Ill., was in the final spirit, with two couples and one solo battling it out. . . . **JUNIOR JACK KELLEY** and **Poppy Knight** were in Springfield, Mo., waiting for the next Jack Stained show to open. . . . **GANNETTE (BUBBLES)** KAVANAUGH, was in the Springfield, O., City Hospital with a broken leg sustained in an auto accident. . . . **CAROLINA WESTER** was working in Norfolk, Va.

ADLER AND JIMMY BURKE were resting between acts at Dubuque, Ia. **CLIFF AND JEAN DEAL** were at home in Chicago. . . . **HERMAN BRADY** was a visitor to the Cincy office. . . . **KENNY GRUWELL** was taking a rest in Pasadena, Calif. **GEORGE PINKERTON** was stopping for Kennedy the Magician. . . . **RAYMOND WRAY** was emceeing the show at the Spinning Wheel Club, Seattle, Wash.

FOURTEEN AND TWO were left at the 1,029-hour mark in the Ernest C. Messer show in White City Park, Worcester, Mass.

JOHNIE MARTIN and wife, Millie Sweet, were in Louisville, Ky., with Johnnie working for Fred Sheldon at the Club Hollywood. . . . **EDDIE COTTON** had returned to Oakland, Calif., after working shows in Colorado.

ANOTHER MEMBER of the fair sex has taken up housekeeping. Laverne Hundley, who has been residing in Louisville, Ky., since her retirement from the vaudeville field, has she become Mrs. Jerome Young December 13.

EDDIE AND TONI MERRIDE won the Morton Grove, Ill., contest, which closed December 1.

AL LYMAN curds from Miami: "I'm here for winter, wishing I were back in

SUGAR'S DOMINO

(Continued from page 4)

It is well for the benefit of the larger group of our readers that we discuss briefly the man who was Frohman during the second and third decades of the 20th century.

We can conveniently forget all about Dan Frohman's numerous attributes of the mind and heart and still regard him as a most unusual man. He was well in his 70s when we had the pleasure of meeting him. At an age when most men, regardless of their status in life, are thinking more about the grave and the yesterday's that will never return Uncle Dan lived a life that was as strenuous, as youthful in its outlook, as that of most active men in middle age.

Uncle Dan was a gentleman; a man of solid culture—solid because it had no veneer of formal training. The culture that he possessed was as ingrained as his love for his fellow men. It was aged in the wood of experience and self-development. He was a sterling specimen of the theater at its best. He was a blessing to the narrowing circle of his contemporaries, helping those who missed fortune's smile and smoothing out the path for others who profited by his example of living every day as if it were his last day on earth. He was an inspiration and a definite source of help to young people climbing the steep and slippery ladder of achievement in the theater.

One feels as acutely about Uncle Dan's passing as the destruction of shrines of English culture in London. Uncle Dan had become such an institution on Broadway and in our show business that he seemed to be destined to remain with us forever. We thought that about London's churches, monuments, museums, and libraries. Both are gone and so is 1940. Good riddance to the year that robbed us of so many things we loved. It was a real piece of poetic justice that Uncle Dan should have taken his final bow at the very close of a year that has bracketed so many misfortunes in the history of what seems to be a waning civilization. It seems that like the good showman he always was Uncle Dan knew when to bow out.

MAGIC

(Continued from page 25)

his recent bride, Madeline, opened for the season at Miami's new Five Star Club New Year's Eve. Hermes was with the Cole Bros' Circus the past summer. . . . **JERRY FURMAN** is at the Ball and Chain Club, Miami, with Dr. Arthur Marcus, the "mad magician," holding forth at Jimmie's night spot in the same town. . . . **JAMES JAY DEVOLL**, mentalist-magician and originator of the one-man levitation, was featured at the fifth annual dinner and magic show staged by Minnesota Magicians at Hotel Lexington, Minneapolis, January 4. . . . **PURVIS-THE MAGICIAN**, who recently quit his manufacturing business in Indianapolis to turn to magic, was kept busy on club dates in the Hooper capital over the holidays. . . . **PLATO AND JEWEL** are current in the Walnut Room of the Bismarck Hotel, Chicago. . . . **BERNARD ZUPALL**, the mental magician, shoots us his final work of his series on memory tricks, Labeled Chess Knight Memory Test, it's a nifty for those who go in for mental calisthenics. . . . **ALBERT NAPKA**, veteran animal trainer and magician, in retirement has just recently returned to the field this month. He has a combo dog and pony act and magical presentation which he will call Albert Napka's Magical Circus. Doe Napka has given up his dance band to manage and book the unit. . . . **GEORGE L. HALL** (Melrose), wintering in Indianapolis and playing an occasional date in the territory with his comedy magic, plans to launch a magic show under canvas in the spring.

**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 special letters in the regular Letter List. Also in the Carnival Department is given a list of registrants who are considered delinquents.

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Roadshowmen Bank on Publicity To Increase Takes During 1941

NEW YORK, Jan. 4.—With the nation settled down after the Christmas and New Year's holidays, roadshowmen over the nation are now mapping publicity campaigns to attract more people to their shows. Operators who play schools look advantage of the holidays to contact principals and superintendents to line up shows for the remainder of the school term. The herald type of publicity, in particular, is valuable to general roadshowmen playing rural communities, allowing the program to be exploited on the day of the show in sections served by weekly newspapers.

Roadshowmen who play areas off the beaten path report that the editors of small newspapers are generous with free space on the movies scheduled to appear in that section. Where roadshowmen have made personal calls on the editors and explained what the show includes and how it is being put on, refusal for free stories are low. Editors look upon non-theatrical movies in these sections as a public service, an operator said, and are glad to cooperate. Such stories are followed up with lobby and window cards and in many instances sound trucks are used successfully in the lobby.

Publicity in schools is found to be comparatively easy for reason that the prospective audience is grouped and can be easily reached with news of the program. Arrangements made at assembly or thru notices tacked on the bulletin boards in the buildings and over the campus have been found to increase attendances at shows. Some school roadshowmen employ handbills. An operator who has 40 schools on his list at which he puts on a show a month, playing two slices a day for five days a week, uses this method of advertising. Since the films are booked for the year, this operator is fortunate in that he can estimate the number of handbills to be used. Using mats and cuts secured from the film rental libraries, the required number of handbills is printed. Number of circulars required never varies for reason that the roadshowman only takes on other schools to replace those on his list.

Religious Group Features Movies At Annual Dinner

PELIHAM, N. Y., Jan. 4.—Drawing power of 15mm. films was displayed here when the Holy Name Society of St. Catherine's Catholic Church featured movies at the eighth annual Father and Son banquet held in the auditorium of Pelham Memorial High School. Over 400 attended. According to Richard Cummings, who with Jerry Casey and Joe Donnelly arranged the program, the event was the most successful ever staged by the society.

Program included *Footloose of 1940*, *Monarchs of the Ring*, *Wings Over World Wanderers*, and *Yesterday Lives Again*. Between film showings, several acts appeared.

Threw was approximately 60 feet from the balcony of the auditorium. A 700-watt lamp was used and the picture was 10 x 12 feet.

Commenting on the show, Cummings said: "This event shows conclusively the field that can be profitably worked by roadshowmen. Since this was the most successful banquet of its kind ever staged in Pelham, there is every reason to believe that operators can contact church committees and secure additional bookings with similar results. Our program was comparatively short but arranged in such a way that a variety of entertainment features could be presented."

Other organizations at St. Catherine's have used movies in connection with entertainments and sponsored events.

Burly House Using Radio

BRIDGEPORT, Conn., Jan. 4.—Low-Poll-Lyric Theater here. First Circuit house, now has announcements three times daily over local Station WJCC.

Patricia Wamsley, local girl, who made her first appearance here in several years at the beginning of the current season, has been booked for a reappearance within the next couple of weeks.

RADIO CLEANING HOUSE?

(Continued from page 5)
Communications Commission as a result of the latter's chain broadcasting investigation. Prosecution of these other activities would follow later, and would call for preparation different from that for the music controversy.

Radio Trial Doubtful
Eye of federal attack on the music front finds considerable doubt whether the case against radio will ever go to trial, since there are reports that broadcasters are willing to put their house in order rather than face prosecution. Main reason behind this reported willingness is that continuation of alleged violations would subject the companies to colossal fines

for infractions subsequent to indictment by the grand jury. Inclusion of BMI and the chains in the attorney general's condemnation of ASCAP is said to have made broadcasters feel very safe. According to officials here, the radio companies feel a definite loss of protection. Government men are inclined to think that broadcast men have "thrown their weight about" whenever mixing in political circles, and there is some amusement in fact that government "dared" to omit special courtesies to radio during the present controversy.

It was pointed out that the cost of defending the proposed criminal cases is likely to rise to high levels, and this fact is known to each of the parties.

BMI Revision

Attempts by attorneys for the chains to reach an understanding with the Department of Justice have already been made, according to some sources. However, they were told that the government was not interested in hearing a historical review of ASCAP and BMI. A revision in BMI's structure may be in the offing in order to avoid going to trial. This policy in this respect has already been laid down by Thurman Arnold, assistant attorney general, in the Ford and Chrysler cases. In this case, it is believed, the government's main interest in BMI is that it obviously is out to smash ASCAP and to set up its own music monopoly.

According to lawyers here, the Department of Justice would agree to police process an indictment of radio chains and BMI provided they suspend alleged violations and show the government an entirely new plan of operations which will keep within the law. If this is done, the department would present the plan to the court for its examination and approval.

So far as ASCAP is concerned, there is no indication here that a consent decree will dispose of its case. Although Hollywood members are supposed to be urging consultation to the Department of Justice, no move has been made by the Society. Inside story on ASCAP negotiations indicates that the Society's board had approved a plan of satisfying the government and that an agreement was ready to be inked in Washington when ASCAP suddenly changed its mind. This was said to be the doing of Gene Buck, president of ASCAP and one of the attorneys of firm of Schwartz & Froeblich.

Map Three-Year Battle

Now, it is claimed, the grand jury will get the case and, once indictment is obtained, any violations incurred while case is pending would result in fines should decision go against the composers. A three-year battle in courts is being mapped by the fedcs, and the different counts which pile up while case is pending could clean out the ASCAP treasury if the government wins, according to sources here. One result expected from the government's action is that structure of ASCAP will be entirely reorganized, as well as complete change in its business policy. Some think that this would be a victory for the broadcasters.

ORCHESTRA ROUTES

(Continued from page 14)

Brainer, Syd. (Morris Carlo) NYC, ne. Stuyvesant, Charles. (Fine Inn) Albany, N. Y., ne.
Bryant, Ed. (Belvedere) Baltimore, Md.
Bryant, Ed. (Gramercy) Chi., ne.
Sturck, Leonard. (Radisson) Minneapolis, ne.
Byrnes, The. (Rocky Road) Georgia, ne.
Sullivan, Macky. (Lido) Worcester, Mass., ne.
Sullivan, Joe. (Famosa Deer) NYC, ne.
Swingates, The. (Gower) Muskegon, Mich., ne.
Byrn, Myrtle. (Leon & Eddie's) NYC, ne.
Rylander, Bob. (New Kings) Youngstown, O., ne.
Sylvie, Don. (Berlitz) NYC, ne.

Tan, Jimmie. (Kaufman's) Buffalo, ne.
Tarr, Frank. (McVan's) Buffalo, ne.
Thomas, Wic. (Wall) Amarillo, Tex., ne.
Thomas, Joe. (MacLadden-Denavy) Miami Beach, Fla., ne.
Thompson, Joe. (Versailles) Miami, ne.
Thompson, Lang. (William Penn) Pittsburgh, Pa., ne.
Tomball, Claude. (Mark Hopkins) San Francisco, ne.
Toon, Paul. (Compagnon) NYC, ne.
Trotter, Hubert. (Ketchum) Oakland, Calif., Mich., ne.
Trotter, George. (Rock Club) NYC, ne.
Tyrole, Peter. (Henry) Pittsburgh, ne.
Turner, Ed. (Horse) Hollywood, NYC, ne.
Truce, Al. (Happy Hour) Minneapolis, ne.
Troel, Buck. (B. James) Reading, Pa., ne.
Tucker, Orris. (Billings) NYC, ne.

Udel, Dora. (Abraham) Chi., ne.
Valero Blantz. (Carrusel) Miami Beach, Fla., ne.
Vardi, Whinger. (President) Atlantic City, ne.
Vardi, Tamara. (Club Ball) Brooklyn, ne.
Vera, Joe. (Congress) Chi., ne.
Vorse, Danny. (College Inn) Falls, ne.
Vorse, Danny. (College Inn) Falls, ne.
Vorse, Peter. (Don Lee) Phila., Mich., ne.
Vorse, Al. (Dumbos) Chi., ne.

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Vol. 53 JANUARY 11, 1941 No. 2

Vinn, Al. (Department's Inn) Oakland, Cal., ne.

W
Wald, Jerry. (Child's Spanish Gardens) NYC, ne.
Walker, Jean. (Fort Hayes) Columbia, O., ne.
Walker, Ed. (Hale-Lake) Chi., ne.
Walker, L. (Lido) Erie, Pa., ne.
Walton, Bob. (Arabian) Sugar City, Idaho, ne.
Waltz, Jack. (Lobby) Club East, Chi., ne.
Waltz, Jack. (Lobby) Club East, Chi., ne.
Watts, Ted. (Berkeley) Milwaukee, ne.
Wick, Lawrence. (Triumph) Chi., ne.
Whitford, Peter. (The Queen) Miami, ne.
Williams, Chick. (Gay) New York, ne.
Williams, Cliff. (Berkeley) Chi., ne.
Williams, Elmer. (Horseshoe Inn) Albany, N. Y., ne.
Williams, Gene. (Astor) NYC, ne.
Wilson, John. (Oak Society) Oakland, N.Y.C., ne.
Wilson, Dick. (New Paris) NYC, ne.
Wilson, Ray. (Miller) Cincinnati, O., ne.
Wintan, Barry. (Rainbow Grill) NYC, ne.
Wolf, Bob. (New Dragon Club) Miami, ne.
Woodman, Harry. (Jeffers) Columbia, O., ne.
Woods, Betty. (New Franklin) Phila., ne.
Wright, Charles. (Club Club) NYC, ne.

Y
Young, Eddie. (Malo Inn) Omaha, ne.

Z
Zardin, Doc. (Brooklyn's Alhambra) N. Y., ne.

Cutting It Short

By THE ROADSHOWMAN

Robert L. Alston, New Jersey roadshowman, reports that his policy of allowing sponsoring groups to select their own programs is still paying dividends. He has bookings lined up well into the year. Alston uses heralds, newspaper advertising, and personal contacts to secure dates. At present he is concentrating on February shows and expects a big month with patriotic movies.

Among the operators who are planning a big outdoor season is Meyer Dyck, who played Pennsylvania spots last year. Buddy Rogers in Dance Band, Tex Ritter in *Hollin Plains*, and war films were his money-makers. His programs will again run about two hours and will be rounded out with short subjects.

Juan Chico will soon announce his 1941 movie policy for the Book Forum. Non-theatrical films were featured at the lectures and gatherings last year and on New Year's Eve.

Dave Powell, Brooklyn roadshowman, is already making plans to take religious films on the road during Lent. Last year he made a 5,000-mile tour that took him as far west as St. Louis. He is associated with Herbert Fackel, who has been playing club dates in and around New York.

New York libraries report that roadshowmen are finding movies for shut-ins a profitable field. These shows are given in orphan asylums, homes for the aged, convalescent homes, and similar places.

New and Recent Releases

(Running Times Are Approximate)

ARIZONA DAYS, released by Post Pictures Corporation. Story of an old-time minstrel troupe, stranded in a Western town that runs about a gang of rustlers. Ranger goes to their rescue and finds romance as well as trouble. Tex Ritter is featured and sings five songs. William Faversham and Ethelred Terry in supporting cast. Running time, 53 minutes.

WATER RUSTLERS, released by Post Pictures Corporation. Story of treachery on the range and fight for desperately needed water. Stars Dorothy Figue, the singing cowgirl, with Vinna Bennett in the comedy role. Running time, 55 minutes.

Big Buy 16mm

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THE FILM WEEKLY AUSTRALIA

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Conducted by KEVIN GREENMAN
100 Pitt Street, Sydney, New South Wales, Australia
Subscription Office of THE BILLBOARD

The Final Curtain

AKBIT—Maurose, 68, musician, December 26 at home in Prospect, L. I. He was a member of the orchestra at the Hay Theater, New York, from 1929 to 1930. After that he was in the orchestra on the Rudy Vallee radio program. He leaves his wife, a daughter, and two sons, one of whom is Harry Akbit, composer of *Dimsh*.

HAYSINGED—Mrs. Maude L. secretary of the Al Haysinger Shows and wife of Al Haysinger, show's owner, last week in Kansas City, Mo. She was a member of the Ladies' Auxiliary of the Heart of America Showmen's Club. Interment in HASC plot in Memorial Cemetery, Kansas City, January 2.

BOOTH—Mrs. Charles H. 63, known as Adeline Dunlap on New York and London stages from 1906 to 1912, January 3 at her farm home near Galesburg, Ill. Deceased devoted the latter part of her life to the philanthropic promotion of golf in Michigan, and was the first president of the Women's District Golf Association of Detroit when that organization was formed in 1924. She was released 15 times. Survived by her husband.

BROGDAN—R. John, 73, Los Angeles, comedian-dancer and musician, with William A. Brady in the *Down East Shows*, December 27 in Los Angeles of a heart attack. He had appeared on the Orpheum Circuit and in silent pictures. Survived by a daughter, Winifred Belmont, singer.

CAIMMI—Riccardo, 70, actor who toured with the late Klebanos Diaz, December 26 in Bologna, Italy. While in this country with Diaz, Caimmi left the stage to open an education school, which he conducted for some years.

CARLOS—Dora, who with his wife operated a dog and monkey show, suddenly January 4 of a heart attack while giving a performance at the Oakland Theater, Detroit.

DYE—William, 27, band leader, radio announcer, and writer, in an auto accident in Cleveland December 20. He had recently been sponsored for a radio door program over his Mutual Broadcasting firm. Survived by his parents, Mr. and Mrs. C. B. Dye, and a brother, Richard, all of Cleveland. Services in Cleveland December 20.

Max I. started my show, thanks and appreciation to the boys, who with the greatest loyalty in the world of my wife, FRANCES SCHER. Times, 6th Ave. N.Y. Dec. 20, 1940.

BOB FISHER

HARDEN—Mrs. Cora F. 97, with faint for more than 20 years, December 13 at her home in daughter, Mrs. Dolores Knipmeyer, Des Moines, Ia., after a long illness. Her survivors include her husband, J. W. Gardner, and two sisters.

HECHMAN—Alfred H., former carnival owner and in late years agent and promoter, in an auto accident at Fort Wayne, Ind., December 23. Burial in Louisville, Ky.

JACOBS—William Stockler, 64, owner of several night clubs in the Spring Arts and vicinity, December 25 of complications following an automobile accident several months ago. Jacobs, who operated Club Beisler and Southern Club in Hot Springs, entered the entertainment field as operator of the Lyric Theater, best and vaudeville house in Hot Springs, 30 years ago. A native of Christiansburg, Tenn., deceased is survived by a brother, O. L. Jacobs, Bradley, Tenn. Settled in Hot Springs December 27.

LEDHAM—James H., 72, years ago a prominent trapdoor artist who teamed with several of the larger circuses of his day, of a heart attack in Attleboro, Mass., December 24. Ledham had show business 25 years ago to practice law and became one of the best known lawyers in Bristol County, Massachusetts. Survived by his widow and son, James Jr. Services December 27, with burial in St. John's Cemetery, Attleboro.

LEWITZKI—Maeba, 43, concert pianist and composer, January 9 at home in Astor-by-the-Sea, N. J. of a heart attack. At the age of 6, Lewitzki began his career when he played for a group of professional musicians. Since that time his popularity steadily grew in the concert field. He leaves his wife, a sister, and three brothers.

MCGATH—Thomas C., 82, ornamental and voice teacher for 58 years in Philadelphia, December 24 at her home in that city after a brief illness. She is credited with the development of many organists, pianists, and vocalists well

known in the musical world. A sister survives.

MACPHERSON—Myron E., 70, who at the age of 16 joined the Ringling circus band and played with that organization for several seasons, December 30 in a Milwaukee hospital. MacPherson had been a sign painter in recent years, and is survived by his widow, three daughters, and three sisters.



MEMORIAL
In remembrance and devoted memory of my dear devoted husband
GEORGE C. MACK
who passed away January 11th, 1940.
ROSE BERNARD MACK

MITZEL—George W., 64, former manager of the Elvanger and other Philadelphia theaters, suddenly at his home there January 2. A lifelong resident of Philadelphia, he was that city's representative of the Actors' Fund of America. Mitzel began his theatrical career as the old Grand Avenue Theater, Philadelphia, and later managed the old Grand Opera House, now being demolished. Still later he opened and managed the Elvanger for several years, retiring 10 years ago. He was a Mason and a member of the old Mercantile and the Locust clubs. Survived by his widow, Eva. Burial in Philadelphia January 5.

OLIVERI—E. A., 65, theatrical booking agent and showman, who headed the United States Producing Company, December 29 of a heart attack at the home of his sister, Mrs. Elizabeth Dwyer, in Washington. For 42 years, Oliveri was closely associated with the motion picture industry, vaudeville, carnivals, and minstrel shows. His career began as booking agent for Washington vaude houses. Later he became associated with the Barton Mollugh Company, Philadelphia. He toured the country with his American Minstrel Show, and entered the motion picture field in 1919.

During the World War, Oliveri was in France as entertainment director for the Knights of Columbus. Survived by a son, Edward Jr.; three brothers, Paul, George, and Salvador; and five sisters, Mrs. Dwyer, Mrs. Mamie Lewis, Julia, Mrs. Jennie Russell, and Mrs. Lillian Nixon. Services in Washington January 1, with burial in Congressional Cemetery there.

OPPENHEIM—Selby C., 82, managing director of the San Francisco Opera House, January 1 in San Francisco. He represented most of the famous musical groups, including the Chicago Opera Company, the Seattle Grand Opera Company, and the old German Opera Company. When the San Francisco Opera Company was organized in 1923, he became its business manager. In 1939 he became representative in San Francisco for the Columbia Concert Corporation. Survived by his widow, Blanche.

PEAKES—Fred, 72, manufacturer and operator of Punch and Judy shows, December 26 at his home in Philadelphia.

PERKINS—Sydney (Cy), 60, prominent in the history of Cleveland's theater life for more than 40 years, December 29 at his home in Cleveland Heights. He was one of the oldest members of the Stagehands' Local No. 27. Perkins began his theatrical work at the old Erie, operating the burlesque house, and then the old Colonial. In succeeding years he worked at other Cleveland theaters, including the old Hal-north Gardens. He traveled for some years as an electrician with the Ziegfeld Follies, and with other roadshows, including many of those produced by the Shuberts, and had been with the Barnum & Bailey Circus. In recent years, after his retirement from the road, he worked backstage at the Cleveland Masonic Temple. He leaves his wife, Rosemarie P., a son, Charles P., and a daughter, Harriett J. Services in Cleveland December 31.

TALBOT—Arthur A., 70, colored musical comedy star at the turn of the century and oldest member of the Gipsy Players, colored theatrical group, December 29 at his home in Cleveland, born in Dresden, Canada, he went to Cleveland 30 years ago. For many years he was a member of the Cole & Johnson Show's musical comedy company which toured the country in the early 1900's. He played leading roles in *Red Brown*, *In Babylon*, and *Show for Show*. He retired from the stage in 1933 because of ill-health. Survived by his

Dode Fisk

Dode Fisk, 81, retired circus owner, who originated the Dode Fisk Circus Combined Shows, died December 31 at his home in Columbus, O.

Born in Westport, Wis., Fisk operated his circus for many years and finally sold it about 30 years ago, after which he took over the management of the new Gaiety Theater in Chicago. At one time he was the owner of six farms and a string of race horses. His circus wintered at Woodrow and made its last tour around 1909.

Fisk is survived by his widow, Lulu. He was previously married to Ella Bartlett, of Merrillan, Wis.

Funeral services were held Friday afternoon, January 3, with interment in a Columbus cemetery.

widow, Lucy, and three brothers. Services and burial in Cleveland.

WALTON—Sidney, 64, for many years with the Walker-Sign Company, Detroit outdoor advertising firm, December 28 in Edeco Hospital, near Detroit, after four weeks' illness. Three brothers and sisters survive. Interment in Toronto.

WELLER—Mrs. Martin J., 74, who as Mrs. Planka, the Lady of Lions, was one of the most prominent animal trainers in the world 40 years ago, of a heart attack January 1 at her home in St. Louis. Mrs. Weller was a featured performer years ago with the Frank Hooker Show. She had resided in St. Louis since the World's Fair there, where her husband was employed at the Ferris Wheel. After the fair both retired from the show business. Services in St. Louis January 4, with cremation in Oak Grove Crematory there.

Marriages

BARRY-MUTT—Ed Barry, sports editor at Station WFFF, and Margaret Mutt, proprio of Palatka, Fla., January 4.

BIENHAUER-MITCHELL—Charles A. Bierbauer, managing director of the State Theater, Allentown, Pa., and one-time Broadway light producer, and Kathleen Elbal Mitchell, proprio in Allentown December 11.

CLARKE-WALDEN—Buddy Clarke, orchestra leader, and Flory Walden, proprio, December 30 in Youkers, N. Y.

FARMSWORTH-DAVIS—Arthur Farmsworth, of Boston, and Bette Davis, motion picture star, December 31 at the home of friends in Arizona.

KOCK-DUCE—Eddie O. Kock, of Allentown, Pa., who handled the *Exposé* and *Jumping Five* shows on the Lawrence Greater Shows the past season, and Ruth Duke, showgirl, last season, featured Kock and Duce in the *Caesars Beautiful* with the same organization January 1 in Greenwich, Conn. The bride was formerly with Harrison Forman's *Forbidden Third* at the New York World's Fair.

MILLER-ROGGS—Mevyn Miller, organist at Station WJW, Akron, O., and Bernice Roggs, proprio, of Barberton, O., in Akron December 22.

NELSON-SMELTER—William Nelson, Bridgeport, Conn., and Ruth Smelter, on the staff at Station WCXG, Bridgeport, August 18 in Harrison, N. Y., it has just been revealed.

NOLLE-BARNES—Roy Noble, saxophonist with Bob Miller's orchestra, and Stephanie Barnes, proprio of Dallas, in Marietta, Okla., December 23.

PITTS-LANE—Edward J. Pitts, New York theater official, and Leota Lane, former opera singer and sister to the Lane Sisters of movie fame, January 3 in Mount Kisco, N. Y.

SCOTT-MERRYMAN—Oliver Scott, 43, pianist, and Pam Merryman, night club dancer, both of Des Moines, Ia., December 31 in Des Moines.

SPARKS-S. H. GILLETON—Robert Sparks, producer of the *Blondie* and *Douglass* movie series, and Penny Singleton, who plays the part of Blondie in *Goldfish*, Nev., January 1.

ZERRADO-ANDERSON—Portola Zerado, acrobat and son of Frank Zerado, and Ethia Anderson, dancer and roller skater, in Seattle, Wash., December 23.

ROUTES

(Continued from page 28)
Niles & 26—Ann (Hamp's) Fla., c.
Nordstrom Buses (Continental) NYC, c.
Norman Barry (Coca Promoters) Detroit, mo.
O'Day, Barlowe (B-Bar) Cal, re.
O'Connell, N.Y. (Hawaii), Atlantic City, h.
Olson, Fern (Cade Venues) NYC, mo.
Or, Henry J. (Parasound) La Salle, Ill. mo.
Ortiz, Boris (Havara-Madoff) NYC, mo.
Ortiz, Patty (Cresswell) Miami, mo.

Palm, Ann (Moyfar Club) Miami, mo.
Paine, Billy (Coburn) (Greve) Boston, mo.
Palk, Frank (Palmer Boston) Chi, h.
Parker, Fatty (883) Chi, re.
Park & Clifford (Minneapolis) Minneapolis, h.
Parsons & Panolin (Park Central) NYC, h.
Paterson, The (St. Maritz) NYC, h.
Paul's Hollywood Algotiza (Silver Hall) Utica, N. Y., re.
Paylor, Johnny (Barrows) NYC, re.
Pedro, Dan (4th Club) Chi, re.
Perry, Hanks (Embasey Club) Philadelphia, mo.
Perry, Ray (State-Lake) Chi, h.
Petch, A. (Hartley) NYC, h.
Petry, Kirby (Missoula) Missoula, h.
Pickel, Hollie & Vera (Oldgather Beach) Chi, h.
Pinto & Freed (Himman) Chi, h.
Pogor, Jess & Grace (La Martinique) NYC, re.
Pollock, Mattia (Russian Krieviana) NYC, mo.
Pond, Frank (Vack's Club) Phila, mo.
Powell, "Skeel" (Park Central) NYC, h.
Powell, Jack (Savoy) Miami, h.
Preuss, Linda (Barry's Bow Ties) Chi, re.
Pritch, Jack (Columbo's) Chi, mo.

R
Rae, Jimmy (Brown) Louisville, h.
Randee, Carlos (La Martinique) NYC, mo.
Ranson & Jorins (The Drum) Seattle, mo.
Ransone, Vanda (Hollywood) NYC, mo.
Rafede, Berwick (Pitara) NYC, mo.
Rankin, Joseph (Hollywood) NYC, h.
Ray, Madeline (Ray) NYC, mo.
Reardon, Gasper (Hollywood) NYC, mo.
Reese & Ross (Heavenly Hills) Newport, Ky, co.
Reyes, Raul & Eva (Honey Plaza) Miami Beach.
Rhythm Rockets (Capital) Washington, D.C., h.
Rice, Don (Heavenly Hills) Newport, Ky, co.
Ridgely, Fred (Robbery) Cincinnati, h.
Rice, Jo (Hollywood) NYC, h.
Rice, Rona (La Cueva) NYC, mo.
Rice, Bob (Honey) NYC, h.
Riles, Edw. (Hollywood) NYC, mo.
Robbins, A. (Mike Todd's Theater) Chi, re.
Robbins, W. (Oriental) Chi, h.
Robson, Ed (Savoy) NYC, h.
Rolo Bolls (Mike Todd's Theater) Chi, re.
Rosen, Sam (Diamond) (Hollywood) NYC, re.
Rosenthal, Ben (Columbo's) Chi, co.
Ross Sisters (Newark) Corner NYC, mo.
Rostantiano, The (Shackles) Detroit, h.

S
Sabin & Bernhardt (Moc Park) NYC, mo.
St. Clair Theater (Hollywood) NYC, h.
St. Clair Sisters & Co's. (Palmer) Seattle, h.
Santoni, Paolo (Hollywood) NYC, h.
Santoni, Vera (La Roman Road) NYC, h.
Sardis, Frances (Hollywood) NYC, h.
Sardis, Sid (Hollywood) NYC, h.
Schick, Al (Mayfair Club) Miami, mo.
Schiller, Florence (Madison) Chi, re.
Scott, Robert (Hollywood) NYC, h.
Sedler, Ray (Jazz) Miami, mo.
Sells, Jay & Lou (Musy Hall) NYC, h.
Semenov, Yelena (Singapore Sutra) Hallowale, Fla., re.
Shayne, Betty (883) Chi, re.
Shick & Raymond (Mik Royal) Montreal, h.
Shidlovsky, Ben (Oriental) Chi, re.
Shidlovsky, George (Max Maurice) Montreal, Que., re.
Shorman, Micker (How Now) Covington, Ky, re.
Shulka, Ella (Marshall Trail) NYC, re.
Shuler, Willie (Hollywood) NYC, re.
Shuler, William (Hollywood) NYC, h.
Sittman, June (Hollywood) NYC, h.
Siva, Myra (Caesars) NYC, mo.
Smith, Margie (Columbia Tavern) Phila, mo.
Smith, Walter (Hollywood) NYC, re.
Sons of the Purple Gate (Marie) Washington, D. C., h.
Spector, Virginia (Edgewater Beach) Chi, h.
Soren, Harry (Latin Quarter) Boston, re.
Sorens, Don (Dolly's) Cincinnati, mo.
Sorensen, Tom (Hollywood) NYC, re.
Stainback, Ed (Hollywood) NYC, h.
Striling, Allen (Columbia Tavern) Phila, mo.
Stinker, Bob (Madison-Desireville) Miami Beach, Fla., h.
Stoeness, Tom (Rover's State) NYC, h.
Stoen, Gary (Palmer House) Chi, h.
Stoen, June (Ambassador West) Chi, h.
Streets of Paris (Shubert) Cincinnati, h.
Su, Ma Chan (Big Bowl) Covington, Ky, re.
Sullivan, Lee (Club Charles) Baltimore, mo.
Sumner, James (Hollywood) Chi, re.
Sylvan & Malin (Singapore Sutra) Hallowale, Fla., re.

T
Tamm, (Chicago) Chi, h.
Tatum, Art (Coke Rockets) NYC, mo.
Tat Sisters (Royal Palm) Miami, mo.
Tener & Swift (Tower) Kansas City, Mo., h.
Tennessee (The Old Rickety Inn) Chi, re.
Thorp, Ester Rosetta (Coca Society) NYC, mo.
Timmack, Bud (Club Hall) Phila, mo.
Thornhill, Red (Gay Club) Miami, mo.
Tove, Jack (Hollywood) NYC, h.
Tropicals Trio (Club Gauche) NYC, mo.
U
Umar, Jack (Daisy Moore's) Chi, re.
V
Valdes & Perry (Hollywood) Miami, mo.
Valera, Mabel (Royal Theater) Vancouver, B. C., h.
Van, Dick (Coca Sutra) New York, mo.
Vandy & Lyman (Philadelphia) Phila, h.
Vandy, Earl (Hollywood) NYC, h.
VanDyke, Sid (Hollywood) NYC, h.
Vavilin, Grace (Hollywood) NYC, h.
Vavilin, Vera (Whitcomb) Philadelphia, N. Y., h.
Verdi, Al & Denise (Columbo's) Chi, re.
Vinecent, Bern (Hollywood) NYC, mo.
Vino, Billy & Chick (Club Miami) re.
Vood Airs, The (Paradise) NYC, h.
W
Wall, Walter "Zarr" (Chicago) Chi, h.
Walker, Jack (Park Central) NYC, h.
Walker, George (Winter Garden Casino) W. Savannah, N. Y., re.
Walker, Cy (Barrows) NYC, re.
Walker, Davene (Rosedale) New Orleans, h.
Ward, Herb (Lark & Rob's) Toronto, N. J., re.
Ward, Fern (Columbia) NYC, re.
Ward, Harry (Palmer) Cleveland, h.
Wheeler, Fred (Algonquin) NYC, h.
White, Ray (Ham Yacker) NYC, h.
White, Fred (Columbo's) NYC, h.
White, Eddie (Columbo's) Chi, re.
(See Continues on page 31)

HASC BALL SETS NEW HIGH

Coast Club Host To Big Turnout At Holiday Feed

LOS ANGELES, Jan. 4.—Pacific Coast Showmen's Association's annual Christmas dinner, at which club plays host to all members, Ladies' Auxiliary, their families, and former troupers, drew a large crowd in the clubrooms here on Christmas Day. House Committee Chairman Leo Haggerty and Vice-Chairman Ed P. Walsh were in charge of arrangements. Dinner, which saw 455 pounds of turkey and all the trimmings served from 1 until 6 p.m. in the specially decorated clubrooms, got under way after invocation by Mother Minnie Fisher. During the afternoon an impromptu floorshow, featuring Hazel Harris, soloist, and Lawrence Buck, pianist, was staged.

Committee members included Norman Schue, steward; Mrs. Norman Schue, in charge of serving; Country Yager, chef; Mr. and Mrs. Bert Campbell were in charge of tables, assisted by Dutch McCarthy, Moe Esman, George L. Morgan, L. M. (Hoy) Barnett, Anthony Chontol, Tazie Hlivo, Jimmie McPherson, Dick Kanthe, Bill Lindseth, Oleta Yager, Curley Hollenbeck, Joe Horvitz, James R. Smith, Charles Harmon, and Holly Towers. John Pollitt was chief usher, with James Dunn reception committee chairman.

Guests

Pat Armstrong, Robert Rodkins, Teddy Metcalfe, John Howard, Mr. and Mrs. Hank Arnold, Paddy Salles, Ray Johnson, Harry LeMack, Dick Eber, Joe Gray, Mr. and Mrs. Charles Prosser and daughter, S. J. Claman, Pat Murphy, H. L. and George A. Beckel, Mr. and Mrs. Pat Weiss, Dr. and Mrs. Ralph E. Smith, Mr. and Mrs. Cal Lips, Harry C. Strickland, Don Farnmore, Al E. Weber, Mr. and Mrs. Ross E. Davis, Joe and Peggy Steinberg, Al Mann, Beado Crail, Edie Gray, Dorothy Verner, Don and Martha Cranner, C. Caplan, Russell Faulkner, Frank Mend, Eddie Kuntze, Joe Haderth, Hesse Besette, Mr. and Mrs. T. T. Smith, Mr. and Mrs. Norman Crane, Robert Mitchell, Pierre Ouslette, Mrs. Joe and Lenora Horvitz, Betty Tidow, Roy Scott, John Pellinger, Edward Stoger, Charles Tumber, and Mr. and Mrs. Audrey Nelson.

Mr. and Mrs. Frank Moran, Bill Helbing, Charles P. Healy, Ed Smithson, Mickey Gradia, Fred Haynes, Al and Bobby Fisher, Frank J. Morrison, Ben Bono, Harry Chipman, Frank and Mabel (See **COAST CLUB HOST** on page 22)

Art Lewis Gets 2 In N. C., 1 in Va; Jones Set as P. A.

NEW YORK, Jan. 4.—Art Lewis, head of Art Lewis Shows, announced gaining of midway contracts for Greensboro and Rocky Mount (N. C.) fairs and Lynchburg, Va.

Roy B. Jones, now in Texas with Pete Kotler's museum, had been signed as 1941 press agent. He was formerly with Dodson, Sol's Liberty, Brown and Dyer, and other outfits. Will join in Norfolk quarters of shows some time in March.

Lewis, who said he will attend Eastern fair meetings, will route his show over the fair circuit with the assistance of his brother, Charles. They will also move it over the early still-date stands until a general agent is acquired for midseason still dates.

Lewis was in town to attend the New Year's party of the National Showmen's Association, of which he is first vice-president.

Judith Solomon To Pilot MSWC

Official slate elected by acclamation—Jane Pearson hostess at president's party

ST. LOUIS, Jan. 4.—Heading an unopposed slate of officials for 1941, Judith Solomon was elected president of the Missouri Show Women's Club at a combined business and election meeting in the clubrooms at the Maryland Hotel on December 18. Elected by acclamation along with the new president were Nell Allen, first vice-president; French Dean, second vice-president; Ethel Heas, third vice-president; Grace Ooss, secretary, and Gertrude Lang, treasurer.

Installation will be held on January 18 in the parlors of the American Hotel, followed by a banquet in celebration of the 11th anniversary of the club. Grace Ooss and Norma Lang represented the club at the luncheon given by the Ladies' Auxiliary, Heart of America Showmen's (See **NEW HEAD OF MSWC** on page 33)

League Stages Gala New Year's Eve Party

CHICAGO, Jan. 4.—Showmen's League of America held a New Year's Eve party that in every way far surpassed any of the similar parties held in past years. Heretofore it has been held in the League's clubrooms, which had only limited capacity. This time the party was staged in the Louis XVI Room and Crystal Room in the Hotel Sherman, where there were ample facilities for handling a large crowd. More than 340 persons attended and had a night of keen enjoyment.

Early in the evening an informal reception was held in the League rooms, where hors d'oeuvres were served, and about 9 p.m. the party started in the main room and continued until 4 a.m. An excellent dinner was served. All tables were provided with favors and noise makers. A peppy floorshow of six acts was presented and after the show there was dancing to an excellent live-piano band. All who attended were well pleased with the party, and it is predicted that with the splendid start made this year the next party will be even bigger. Lew Keller was chairman of the event and had the assistance of a capable committee.



RUTH MARTONE, who was elected president of the Ladies' Auxiliary, Heart of America Showmen's Club, on December 26, was inducted into office at annual installation ceremonies in the clubrooms in the Reid Hotel, Kansas City, Mo., on December 27. One of the first official acts of the new president was appointment of Virginia Kline as good-will ambassador of the auxiliary, with Clara Zeiger as her assistant.

Big Crowd Helps MSA Greet 1941

DETROIT, Jan. 4.—About 2,000, one of the largest crowds to attend an event staged by the organization, welcomed in 1941 at the Michigan Showmen's Association's annual New Year's Eve party in Eastwood Park's Grand Ballroom here. Brothers Ewell and Stahl were given much credit for the event's success. They handled the press campaign in excellent style and obtained daily spot announcements over local radio stations, in addition to landing several double-column spreads in this city's papers.

Doing a good job as ushers were Frenchie Williams, George Harris, Frank Wagner, Tommy Reiner, Art Prayns, Johnny Fox, Joe Burns, George Brown, Hymie Sobie, Lester Davis, Manny Brown, and Ben Morrison. Sammy Stone and Dick Ewell handled the refreshments. Food and refreshments were provided by the Eastwood Catering Company. Acting Vice-President Hymie (See **MSA GREET** '41 on page 31)

Over 300 Out For Clincher

Week-long social activities round out one of club's most successful years

KANSAS CITY, Mo., Jan. 4.—Heart of America Showmen's Club's click 21st annual Banquet and Ball in the new First Floor of the Hotel Phillips here on New Year's Eve rounded out one of the most successful years in the history of the club. With the crowd estimated at over 300, event set a new high in attendance in addition to polishing off an outstanding week of club-sponsored social activities. Annual party was preceded by a Children's Party on Christmas, memorial service in the clubrooms and later in Memorial Cemetery here on December 28, and Ladies' Auxiliary Turkey Party and dance in the Hotel Reid on December 30.

Numerous showfolk and friends, who had been attending social affairs in the city, arrived too late for the banquet, but added to the big crowd on hand for the dancing. Don Torres' orchestra provided the music. At midnight, noise-makers, confetti, and horns were distributed and a veritable bedlam broke loose as guests greeted the new year. Midwest Merchandise Company held open house on the sixth floor of the hotel and entertained through the night.

Walls behind the speakers' table were festooned with American flags and a large silk banner bore the inscriptions, "Ood Bless America" and "We Are Proud to Be Americans." Seated at the table were C. F. Zeiger, representing Pacific Coast Showmen's Association; Dee Lang, International Association of Showmen; Mrs. Charles T. Ooss, secretary Missouri Show Women's Club; Charles W. Green, International Association of Fairs and Expositions; Ben O. Goodhouse, Ed. Bridge Company; J. P. Rodabaugh. (See **HASC BALL** on page 28)

Bantly Shapes '41 Plans; Optimistic Despite Tax Hikes

REYNOLDSVILLE, Pa., Jan. 4.—Herman Bantly, owner-manager of Bantly's All-American Shows, told local press representatives this week that in his opinion the ever-increasing taxation imposed upon the various branches of the amusement industry will not hinder new plans for the carnival business in 1941. "The absolute necessity," Bantly said, "of raising huge sums of money for our national defense program has been clearly shown to the American people and our first experience with the 3-cent tax on a 25-cent ticket last season did not stop to any extent the patronage on the various rides or shows on which they were used."

Many improvements will be made on shows this year. Older rides are to be replaced with newer and more modern ones. Neon, which has been featured in the lighting equipment the past several years, will give ground, wherever possible, to the new fluorescent tubing. Bantly also said that more attention will be given to building permanent fronts on semi-trailer chassis, a method which has proven more efficient and longer lasting.

Additional members on shows' staff include John Purdie, press representative, formerly with indoor circuses and radio stations; H. M. Kilpatrick, former circus billposter; Perry Martin, promotion manager, who was general agent of Crystal Exposition Shows in 1940. L. C. (Ted) Miller has been retained as general agent, and William Witmore, formerly with John H. Marks Shows, will be business manager.

PERSONNEL at the Novarro & Fuller's Parisienne Models rendered a surprise birthday party to Che Che Lamarr, feature dancer on the unit, at a Buffalo restaurant on December 28. She was recipient of numerous gifts and a huge birthday cake.



A FEW OF THE 200 UNDERPRIVILEGED CHILDREN entertained at a Christmas dinner given by the Ladies' Auxiliary in the rooms of the National Showmen's Association in New York. The top dish was turkey, of course, and the young ones were also provided with food and clothing, toys, and confections. Funds for the fête were raised by means of an extensive Penny Day Campaign under the chairmanship of Mrs. George (Boss) Honard. A catered dinner for adults was also given at yuletide, and on New Year's Eve the rooms were thrown open to festivities, entertainment, and dancing, with about 300 attending.

List of Army Camps

Readers interested in U. S. Army Camps, and Stations will find a list of them running in installments in the Wholesale Merchandise Section of **The Billboard**. The first installment appeared in the issue of December 14. The fifth appears in this issue.

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Jan. 4.—January 3 meeting was transferred to January 3 because of the holiday, and meeting brought to a close club's holiday activities. President Frank B. Conklin returned from Florida and attended the meeting. L. S. (Lauri) Hagan returned to hospital for re-attendance. Late news indicates Bob Hickey is resting well. Harry Hennes is in town but laid up with a bad cold. Rubin Grubery is still under a doctor's care at his Eastern residence. Jack Lydick writes that, although still confined, he has hopes of eventual recovery. Tom Hankins, Jim Murphy, and Tom Williams are still on the sick list. No late news came from Brother Arthur Hepper, R. L. (Bob) Lehman and Sucky Harnet returned from Kansas City, Mo., and Fred Kresman came back from the West Coast but left again on a business trip. Harry Hanson advised he will make a trip to New Orleans and Ray Marsh Brydon phoned greetings from Toledo.

Bob Singer closed at a local department store and Julius Wagner is back from a visit with relatives in New Jersey. Fred Donnelly spent the holidays in Boston. Sam Okleski, J. C. (Tommy) Thomas, Omar Kenyon, and L. C. Kelley were back in town for New Year's Eve. Maurice Hansper spent Christmas in Tulsa, Okla. Past President J. C. McCaffery returned from Florida, remained for the New Year's party and then left on business. Bob Lehman left for the East. Brother Dave Miller is in town for a spell. Past President Ernie A. Young spent New Year's Eve under a doctor's care.

Chairman Lew Keller, supported by the house committee, put over a swell party on New Year's Eve. Event threatens to take its place among the highlights of the League, comparing favorably with the spring party and the annual banquet and ball. Bernie Mendelson and Nell Webb are off to a flying start in the 1941 membership drive. It looks as though they may win a gold life membership. Ned Torti was in for the big New Year's doings.

Ladies' Auxiliary

Auxiliary held its regular meeting on January 3 in the Sherman Hotel, with President Edith Stuchlik presiding. Seated at the rostrum with her were: First Vice-President Mrs. William Carak, Third Vice-President Mrs. Bert Clinton, Treasurer Mrs. Lew Keller, and Secretary Mrs. Jeanette Wall. Invocation was rendered by Chaplain Mrs. Nate Hirsch. Correspondence and cards were read from Norma Leng, Grace Ooss, Mrs. Courtneonne Mrs. Louis Henry, Sally Hand, Midge Cohen, Evelynne Wishard Hunter, National Showmen's Association and the Auxiliary, Dorothy Hoffman, Mrs. G. Wood, and Mrs. J. Owens. Mrs. Daley Mae Hendricks, Mrs. Max Kinsinger, and Mrs. Sam Gordan were elected to membership. Past President Mrs. Leah M. Brumleve, who represented the Auxiliary at Kansas City, reports she received a royal welcome and ovation at the Heart of America Showmen's Club ball. Past President Nan Rankine will leave for New York on January 6 to act as Auxiliary delegate at the National Showmen's Association's installation dinner.

Members selected Mrs. John O'Shea to represent the club at Missouri Show Women's Club, St. Louis, on January 18. Mrs. Leah M. Brumleve and Mrs. Nate Hirsch also plan to attend. Anne Sleyater was reported ill. Members were pleased to have Alice Hill (Pearl McGlynn) and Geora Holmer at the meeting. A rising vote of thanks was given Past President Ida Chase on her successful administration. Pearl McGlynn won the weekly award.

President Mrs. Joseph L. Streiblich selected these committees for 1941: Finance, Mrs. Marie Brown, chairman; Mrs. Henry T. Holden, Mrs. Mattie Crosby, Mrs. Edward A. Hoek, Mrs. Ida Chase; Relief, Mrs. Fannie Pflich, chairman; Mrs. Margaret Fretz, Mrs. Nellie Mador, Mrs. Ann Sleyater, Mrs. Mae Taylor, and Mrs. Ann Young Entertainment; Mrs. Rose Page, chairman; Mrs. Pearl McGlynn, Mrs. Geora Holmer, Mrs. Anne Hoff, Mrs. Eva Miller, Mrs. Bernice Simon, and Mrs. Cora Yeldman; Proof, Mrs. Robert H. Miller, chairman; Mrs. Albert Geller, Mrs. Myrtle Hutt, Mrs. Charles McDougall, and Mrs. Juhua

Club Activities

Lato, Ways and means, Mrs. M. J. Dodson, chairman; Mrs. Clara Hollie Barker, Mrs. Edward Hill, Mrs. Lew Keller, Mrs. Albert Lato, Mrs. John O'Shea, and Mrs. George Bollo.

Membership, Mrs. A. J. Wells, chairman; Mrs. Henry T. Holden, Mrs. Leah M. Brumleve, Mrs. Edith Bullock, Pearl Darling, Mrs. Jack Dondlinger, Mrs. Noble C. Fairly, Mrs. Margaret Millegrao, Mrs. Charles T. Goss, Mrs. Edward A. Hoek, Mrs. Hazel Harris, Mrs. Almer K. Kings, Mrs. Peter Koriec, Mrs. Lee Lang, Mrs. Ruth Martone, Mrs. Hattie McCabe, Mrs. Harvey Miller, Mrs. Michael Rosen, Mrs. Frank D. Shuan, Mrs. Hattie Wagner, Mrs. J. O. Wear, and Mrs. Clara Zeiger. Chaplain, Mrs. Nate Hirsch, and sentinel Evelynne Wishard Hunter. Board of governors includes Mrs. George Bollo, Mrs. Noble C. Fairly, Mrs. Almer K. Kings, Mrs. Charles T. Goss, Mrs. Hattie Wagner, Mrs. Peter Koriec, Mrs. Ruth Martone, Mrs. Meta Snyder, Mrs. A. J. Wells, Mrs. Betty Hartwick, Mrs. Rachel Cullins, Mrs. John O'Shea, Mrs. Rose Page, Mrs. Ann Sleyater, and Mrs. Ann Young. Club will hold a social on January 9, with Mrs. John O'Shea as hostess. All members and friends are invited to attend.



National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Jan. 4.—Club's annual New Year's Eve party proved a tremendous success with an attendance of about 300. New public-address system worked smoothly, and Secretary Sam Rothstein, in charge of the affair, gave a good evening exhibition over it during community singing. President Max Linderman, with Mrs. Linderman and Mr. and Mrs. George Hunsd and party, headed the tables set out on the floor and joined in the dancing, which lasted until 4 a. m. Palisades Amusement Park was well represented with Charles (Doc) Morris, Al and Joe McKee, Joe Weisman, and many others, who brought their wives and friends along. George Traver had a table with his party, as did the Ladies' Auxiliary president, Midge Cohen; Dorothy Beckstein, Max Kasser, Tom Barry, Mack Harris, Sam Taffet, Jules Lauros, Daddy Simmons, and Paul Spitzer. George White, Kane Showa, dropped in, as did T. W. (Bill) Kelley, Harvey (Doc) Cans, Gerald Steilens, Adolph Schwartz, Freddie Phillips, Nick Elliott, Andre Dumont, Mrs. Harry Schwartz and family, Sam Finzel, Nate Weinberg, Jack (Bingo) Goppia, Al Keston, Doc Morris Jr., and party. After the party broke up Vice-President Art Lewis dropped in to wish members a Happy New Year. Brother Doc Weinberg, in charge of the club's lunch concession, had a crew of waiters working to serve all present.

Members are reminded that this year's NSA Day will be held June 17. Organization's first hinge party this year will be held January 19. A President's Birthday Ball will be held in the room on January 20 as the organization's contribution to the National Foundation for Infantile Paralysis, Inc. Subscription will be \$1 per person, including refreshments and dancing.

Meetings in January will be held on January 8 and 22. "Big-Breasted" Benny Weiss has been a regular visitor to the rooms. Members were pleased to see Brother Billy Grouid up and around at the New Year's Eve party after having been confined to his home because of illness for the past two weeks. Brother Frank C. Miller is vacationing in Florida and soon will be joined by brothers Sid Goodwell, Adolph Crowell, and George Traver. Treasurer Jack Greenspoon announces he will open an auction store in Brooklyn. Vice-President Oscar Busk recovered from the cold that laid him low at his home and is once again visiting regularly.

Birthday congratulations to Samuel Kolman, James A. Davidson, Louis Mikh, January S. Clyde L. Jordan, Dr. Paul S. Goodman, R. Samuel Cohen, 16; Albert Weiser, Joseph DalBo, 12; Russell Herbert Jackson, 13; Max Cohen, Thomas J. Plunkett, 14.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Jan. 4.—December 29 meeting was called to order by President Dr. Ralph E. Smith, with these officers also present: Joe Olacy, first vice-president; Everett W. (George) Cox, third vice-president; Ross R. Davis, treasurer, and Al E. Weber, secretary. Attendance totaled 180. Minutes of the last meeting were read and approved and bills were ordered paid. A standing vote of thanks was given Brother Norman (Dutch) Schue and staff, who conducted the big Christmas dinner in the club-rooms. It was decided to hold the dinner each year on December 28.

New applications were accepted and Joseph Worlman, Ann E. Stroud, and John T. Parsons were elected to membership. Those present were asked to check the post office set-up in the foyer of the clubroom entrance since many folks still had mail waiting for them there. A short meeting was held on December 30, because the following night, New Year's Eve, closed the 1940 term. All joined in wishing each other a Happy New Year. Lunch and refreshments were served by Brothers Ben Bano, Nick Wagner, and Leo Hagerty.

Ladies' Auxiliary

Meeting on December 30 marked the annual birthday party of the club and a big crowd was on hand. Since it was the first meeting at which President Nina Rodgers presided, much hand-shaking was in evidence, with many complimentary speeches and well wishes being directed at the outgoing officers. Committee reported that everything was in readiness for the installation dinner at the Alexandria Hotel, and arrangements were made to take care of more than 100.

President Nina Rodgers called the December 29 meeting to order. Other officers present were First Vice-President Babe Miller, Second Vice-President Edith Walpert, and Secretary-Treasurer Vivian Gorman. After a brief meeting the Christmas party got under way with the PSCA playing host. A big Christmas tree was placed on the rostrum by the house committee and gifts were presented to each one in attendance.

Ettae Litton played Santa Claus in the absence of club's regular Santa, Florence Weber. Meeting also marked the return of President Rodgers after several weeks' absence. Vice-President Miller was complimented on the manner in which she handled the chair during the president's absence.

Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo, Jan. 4.—Regular meeting on December 27 was called to order by President Harry W. Hennes with Secretary McGuire and Treasurer Aischuler present. Attendance was largest of the year, many out-of-town members having arrived in time for the annual Banquet and Ball on New Year's Eve. Brother H. S. Smith, superintendent of Carlin Park, Baltimore, arrived just in time for the meeting, and other out-of-town members on hand were Brother T. A. Foster-Pullon, Bag & Curtis Mills, Dallas; Brother Carpenter, Owenego, Kan., and Brother Taylor, concessionaire Fairy and Little Shows. Last meeting's minutes and financial report were approved.

Communications were read by the Secretary from Pacific Coast Showmen's Association, Los Angeles, delegating Brother Doc Edger as its representative at the banquet. Showmen's League of America appointed Brother Ned Torti as its representative. Charlie Miller, who sent the club a crate of oranges from Florida, returned, and Brother Al Baxinger wired that Mrs. Baxinger is in a hospital suffering with pneumonia and that doctors hold little hope for her recovery. Mrs.

Evelyn Snyder, wife of Brother Bill Snyder, underwent an operation at Leeds Hospital last week. She is reported to be recovering. Brother Dave Stevens, who has been confined in his home, returned to Research Hospital for a minor operation. Brother Tommy Martin, cookhouse operator, was among the out-of-towners on hand.

Brothers Doc Brown, Bill Wilcox, Sam Benjamin, Frank McDow, Jack Moon, George Hawk, James T. Porter, and H. V. Eyring Jr. assisted at the Mayor's Christmas Tree Party at Municipal Auditorium. Event was in charge of Brother Harry Duncan, who has officiated at the function the past 12 years.

Members gave a standing vote of thanks to Brother C. F. (Doc) and Mrs. Zeiger for the luncheon which they tendered the club after the meeting under supervision of the Ladies' Auxiliary. Brother Frank Ellis returned from a trip to Waterloo, Ia., where he has been visiting relatives.

Ladies' Auxiliary

Holiday activities for the auxiliary began with the Christmas Party on Christmas night after the party for poor children was held in the afternoon. All brought a small present for the tree. After members were seated, music was rendered by May Wilson and each one received one of the presents. Then ice cream and cake was served. Installation on Friday followed a short meeting held earlier in the evening. As three new directors were to be elected (three automatically being dropped each year) nominations from the floor resulted in election of Elizabeth Yeerout, Clara Zeiger, and Peggy Reynolds. Hattie Cohen, entertainment committee chairman, then presented club with red and white aprons for the 10 women on her committee. Ruth Ann Levin made and donated them to the club. She could not make the presentation, having remained at home because of a cold. A bouquet of chrysanthemums was sent by William de L'Hoye Jr. from his home in Oregon, Ill. A letter of thanks was sent him.

Many Christmas cards sent to club were read by the secretary. The meeting was then adjourned and installing Officer Myrtle Duncan took over, instructing the officers of their duties. She then inducted President Ruth Martone. First Vice-President Lettie White, Second Vice-President Blanche Francis, Secretary Loreta Ryan, and Helen B. Smith, treasurer. After divisions were given instructions, Mrs. C. W. Parker, retiring president, presented the gavel to Mrs. Martone, and thanked all members for their co-operation. President Martone's first official act was the appointment of Virginia Kline as good-will ambassador, with Clara Zeiger as her assistant. Doors were thrown open then and beer and sandwiches, donated by C. E. (Doc) and Clara Zeiger, were served members of both clubs. Open house was held Sunday night, with Hattie Hawk in charge. Jack Moon was bartender.

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Michigan Showmen's Association

DETROIT, Jan. 4.—December 30 meeting was called to order by Acting President Myrtle Stone. Secretary Robbins, Treasurer Rosenthal, and Vice-President Baker were the other officers present. Several discussions pertaining to changes in the by-laws were overruled by the chair. House Chairman Bobie reported a good profit on concessions. New members included Nick Thomas, Sam and Ben Gold, Harry Bobie, and Art Kassan.

Sick committee reported that Leo Lipka and Dutch Croy are showing some improvement. Custodian McKernan continues to keep the clubrooms in order.

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Open for Business, Working Men, Hotel Sellers, Rose Carpenters and Art for Retail Shows. Show this winter and fit-down Show this summer.

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TAMPA, FLA.

ROGERS GREATER SHOWS

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P. O. BOX 165, HUMBOLET, TENNESSEE

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 4.—One of the early activities on the part of the association each year is our attendance at the annual meeting of New York State Association of County Agricultural Societies in Albany. We have noted that this meeting attracts many Eastern show-

men and we have found that a great deal of good is accomplished by our attendance, as it gives us a second opportunity to discuss in person with our members present details of matters which may be of interest to them.

We are planning to attend the meeting scheduled for February 17 and 18 and we shall be available in Albany from Sunday evening, February 18. It would be helpful if members who plan to attend would advise us in advance. It will afford us a better opportunity to prepare such matters as may be essential for efficient conduct of this activity.

We are pleased to acknowledge receipt from our most recent member, International Congress of Oddities, of exceptionally fine publicity being received. We have particular reference to an article which describes in detail the operation of the museum of which Ray Marsh Brydon is general representative and which reflects credit on his abilities. While the next few weeks we shall start weekly articles on legislative matters of importance.

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Write C. C. LONG, Secretary

BARROW'S BIG CITY SHOWS. Operate Aft. 8. Growing Industrial Cities and Street Fairs. Will sell 100 in Conn. Ga., Penn. Pa., Fla., Ill., N.Y., Ohio, Pa., S. C., Va., W. Va., Md., Del., N.C., S.C., W. Va., D.C. Displays, Circuses, Shows, Grand Fairs. No gr. tickets sold for this. Bring, Snacks, Plant, Athletic Shows. Want Big Numbers at all times. We pay money. Exhibitors, Address Agent with per. Family Phone Act. Address: 528 N. 22nd St., East St. Louis, Ill.

CATCHER AND LEADER WANTED

For Fishing and Baiting Tackle Act. Will consider active people who have some traps and would like to learn to work in Frying Act. You must be able to catch fish. Will consider Men or Lady. London. I don't care what you do, but don't want you. Tell all in that letter and send here please. Write Max in with. Will consider Men or Lady. London. I don't care what you do, but don't want you. All answers to FLYING-SULLIVANS, Cincinnati, O.

W. A. GIBBS SHOWS

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For opening Parades, Shows, in April, August, C. P. W. Shows of all sizes. Write Nettle, Four Dollars. Nettle House, will work for you. Have had our own show. Live Home, Photo, Penn. Shows, Dog Shows, Horse and Carriages, Can use 2-3 days and give trade. Many people. I will pay per person. All news W. A. GIBBS, Mrs. Kate,

J. F. SPARKS SHOWS

Now booking Shows and Attractions for 1941 season. Address: Post Office Box 361, Foley, Alabama

With the Ladies

By VIRGINIA KLINE

Have you had time to look at your Christmas cards yet? I just got to mine and must say they are grand this year, even grander than usual. Following are some bits of news and information that either the cards conveyed or reminded me of:

Maui Bayinger was very sick with pneumonia. Raymond Elder continues as postmaster in Querhero, Kan. The Marie Sharps spent the holidays in Oregon. The Patterson family were all together at Paola, Kan., for the holidays, with Jack Manning as a guest from Shreveport, La. Ethel Hunter, bookkeeper of the Elyette factory at Salem, Ore., is still on crutches from a broken hip sustained a year ago. The Bullocks and Virginia Harris are at their new home in Sumner, S. C. Virginia Laughlin is on the road to recovery after an illness of over a year.

The author was too modest to admit writing the following poem, which was handed to me by Frank Delmaine:

AIN'T IT GRAND!

Ain't it grand to be a Yankee
In the good old U. S. A.
Where your greeting "Merry Christmas"
Means exactly what you say;
Where we have no cause for blackouts
And our people sleep in beds;
Where we have no need for gas masks
Nor tin rattles on our heads;
Where we have no Mussolinis
Who would tell us what to wear,
Nor a ranting, raving Hitler
Who would make us tear our hair.
Ain't it grand to be a Yankee
In the good old U. S. A.
Where we meet our Brother Showman
On every New Year's Day.

Business Continues Good For Eudy Bros. in Miami

MIAMI, Jan. 4.—Business continued to hold up well over the holidays for Eudy Bros. Shows at 17th Avenue and 36th Street, their second location here since the stand at the local Mardi Shrine Fair. Latest date was played under auspices of Jackson Athletic Association and Coach Mackracken gave good co-operation. Speedy Merrill joined here with his Motorcade and is doing swell business, as are Joe Erdman and his Monkey Show, and Mackey Monahan, side show. Rides on the lot include Chet Dunn's Octopus and Hollophane, new Flyer, and J. W. Weer's Rocket. Bill Tucker did a good job of laying out the lot.

Concessionaires here include Max Gould, cookhouse, Ernie Burns, popcorn; Mill Morris, Louie Rice, Joe Lux, Paty Rostra, Bill Tucker, Sam Applebaum, John Cahern, Max Terbia, Johnny Greer, Shepard's Penny Arcade, Jerry Gerard, Louie Kaufman, Dick Neuter, Wanite Winkler, Harry Weiss, Dingor, H. Stevens, Joe Uebel and Golden's Custard.

Ky. Fair Men Meet Jan. 11

LOUISVILLE, Ky., Jan. 4.—Annual meeting of Kentucky Association of County Fairs has been called here on January 11 by President Joseph Polin, Springfield. Session will start at 10 a.m. in the Brown Hotel. It was announced to members by Secretary-Treasurer E. H. Horchbach, Shelbyville.

ROUTES

(Continued from page 28)

Whittier, George, Seaboard (Kells-Dwight) Boston, 1.

Whittier, Wm. (Earle) Washington, D. C., 1.
Wilder, Truman (Capewater Beach) Chi. 1.
Wills, West, & McElroy (Miss. Today's Greater) Chi. 6c.
Wishes, Serl; Turco (Baby NYC) nr.
Wood, Edward (Park Central) NYC, 2.
Woods & Bray (Nixson) Pittsburgh, 6.

Y

Yarr, Bunya (Stetson) NYC, 1.
Yost, Ben, Quaviet (Diamond Horseshoe) NYC, 2c.
Yvete, Ben, White Guards (Land) Milwaukee.
Young, Vincent (Madison-Dauntley) Miami Beach, Fla. 2.
Yvete (Waldorf-Astoria) NYC, 1c.

Z

Zacke, Bob (Sherman) Chi. 2c.

CARNIVAL

(Shows are for current week when no dates are given. In some instances possibly mailing points are listed.)

B. & H. Am.; Cottinghamville, B. C.
Bradley & Bradley; Macon, Ga.
Brinkley, Cedric, Ia. 4-11.
B. & P. Acra; Parkville, B. C.
Brook, Mad Coy; Bay City, Ga.
Hughes & Gutzwiller; Boca, Ia.
Miller Am.; Forest Hill, Ia.
Sisco's Southern Attr.; Broadhurst, Ga.
Smith's Atlantic; Vance, E. C.
Southern United; Allison, Okla.; Mass 12-18.
Texas Shows; Edinburg, Tex.

MISCELLANEOUS

Daniel, B. A.; Jefferson City, Mo., 6-11.
Elliott, LeRoy, Tent Show; Anderson, N. C., 6-11.
Harian Tent Show; Waynesburg, O., 6-11.
Hutchins Modern Museum; San Antonio, Tex., 6-11.
McNally's Variety Show; Old Bridge, N. J., 6-11.
Mylers Amateurs; Kansas, Okla., 6-11.
New Players; Prosperity, S. C., 6-11.
Rise!, L. Vena, & Theater Workers; Bowling Green, S. C., 6-11.
Williams, Harp, Tent Show; Mayvlew, N. C., 6-11.
Ward's Fair Highlights; Almon B. Shaffer's (And.) Milanow 6-11.

ADDITIONAL ROUTES

(Received Too Late for Classification)
Boris, Billy, & Co.; (Capital Theater) Chattanooga, Tenn., 8-11.
Delaney, Sam; (Dutch Cafe) Columbus, O., 9-11.
Doran & Diani; (Bellevue Grill) Montreal 6-11.
Dejord, Bob; (Capital Theater) Chattanooga, Tenn., 9-11.
Lulligan, Aetna; (Capital Theater) Palmetto, Tex., 6-11.
Lee & Reule; (Commodore Club) Detroit 8-11.
Marble & Paul; (Continental Club) Chesapeake, O., 9-30.
Nesley & Norman; Lincoln Park, Mich., 6-11.

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Can Place: Side Show (Chas. Phelan, write), Snake Show, Crime Show, Dog and Pony Show. Will furnish complete outfits for these shows to reputable showmen. Can Place: Motorcade (with own transportation), Wild Animal Exhibit or any other show of merit. Concessions: Can place legitimate concessions. Personally no Wheels or Coupons. Seen your stamps. Cook House, Pop Corn sold. Good proposition for Penny Arcade, Long Range Gallery, Shoot "B" Photos, Custard, Rides; Help of all kinds. Preference given those who can drive semi-trailers. Address: P. S. McLAUGHLIN, 33 Crisman St., Forty Fort, Pa. For Sale: #10 Bu. Fern Wheel (good condition), also 15 K.W. and 17½ K.W. D.C. Kalerbocker Light Fairs. Address: P. S. McLAUGHLIN, 33 Crisman St., Forty Fort, Pa. All others address:
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Texas & Blue Gardens Show at the Midway (The Show Beautiful). West Coast. Rides and Concessions that don't cost! (No Sell). **SHOW OPENS JANUARY 14TH, RIVERIA, FLA. RIGHT ON WEST PALM BEACH CITY LINE.** Ten weeks of Florida Fairs to follow. Write **HARVEY TABELL, West Palm Beach, or CHET DUNN, 943 N. E. 72nd St., Miami, Fla.**



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CLEARLY DELIVERED—DIRECT FROM FACTORY
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superintendent construction of a new front for the attraction, Dick O'Brien reports.

NOWADAYS when you meet a trapper carrying a pad of needles, you don't know whether he's a genuine job catcher or just out mucking around.—*Conrad Feig*.

DR. G. HEWIE BARNHART, company physician of the Johnny J. Jones Exposition, recently accepted a position for the winter in the office of Dr. F. Frame in Buffalo. He plans to resume his duties with the Jones organization in the spring.

LONARD BOSE of Ross and Row, Chicago, bag puncher, draws sports writers as well as patrons when he punches five bags simultaneously. During the Eckhart, Ind., engagement of the International Congress of Oddities, the Boses were invited to appear at school gyms for demonstrations.

IN SUMMER it's, "When in doubt, then throw an ace." Any money-doubting showmen are always in doubt on pay day with that proverbial "ace."—*Side Show Sal*.

FRANK ZERAZO-VERA PATT TROUPE has been working steadily around Seattle, Wash., since closing with Patrick's Greater Shows on August 4, Zerazo lefters from that city. He recently closed a four-week stand at a local department store with his dog act and will leave for California.

CHALKING UP one of their best holiday seasons in years in Plainfield, N. J., J. J. Galt and his 300-odd operators, the Balgo's Kiddie Band, and Harvey Bratton, all of whom trouped under the same banner at one time, Galluppo reports they will probably all go out together again in 1941.

MANAGER of the Famous Bicycle Shows explains why he criticized his g. e. s. for hooking one blank out of seven. He insists that in these days and times all fairs must be red ones.

GIRL-SHOW operator Joe McNamara, who recently closed a successful season with West Bros' Shows despite much inclement weather, visited The Billboard Cincinnati office on December 31. He's spending the winter developing a truck and trailer business in Chicago and the Queen City, but plans to return to the road in 1941.

"THERE ARE a number of outdoor showfolk here awaiting opening of Jack Ruback's Alamo Exposition Shows and A. Obadiah's Texas Exposition Shows at Brownsville, Tex.," cards Bobbie Burns from San Antonio. "The John Hutchins Modern Museum is in the Alamo Plaza with a good line-up of attractions working to okah business."

HOSS-RACE betting proved a big success in 1940. It paid millions in profits and taxes. Many of the trouping fraternity who can't pay for groceries this winter helped to carry on the good work.

PENNY, faithful canine friend of all on the Conklin Shows for the past 12 years, died at show's quarters in Brantford, Ont., last month. He was one of the oldest members of the organization and one of the best known. He was first on the lot with the Penny Arcade lead and never left until the last load had been removed.

CONCESSIONAIRE and electrician C. N. Andrews has returned to his home in Harrisonburg, Va. from a local hospital, where he had been confined with severe burns sustained on November 9, when his horse trailer was destroyed by fire. He was electrician and The Billboard sales agent with De Luxe Amusement Company last season.

AFTER you've tired an audience with flag waving to milk applause, try telling them what a wonderful audience they are. This, as a

rule, will usually make them clap and cheer.—*Colonel Fatch*.

RAY MARSH BRYDON and bride, the former Theresa Adkins, are spending the honeymoon here and there. He manages to whisk her by long distance or fly to the show for short stays. The International Congress of Oddities has been going strong, even during the supposed-to-be-off holiday season, reports Starr De Belle, publicity director.

LOOKS as tho the Duke & Shilling Odeless Midway will have much new canvas. Underberg and Avesing Company is filling an order for 200 pounds of canvas, 10 palms, 50 needles, and over 2,000 yards of new patching.—*John Onocover, p. 2*.

FORMERLY with the Johnny J. Jones Exposition and World of Mirch Shows, Mrs. Sam Burris is recovering at her home, 237 East Martin Street, Lincoln, Ill., from injuries sustained on Christmas Eve when the car in which she was riding with her husband and another passenger, G. Hohndell, was sidetracked by a truck. Impact overturned the vehicle and threw it into several feet of water, demolishing it. Mrs. Burris would like to read letters from friends.

PRESS AGENT of Cellis & Wilson Shows, Raymond D. Murray writes from Petersburg, Va. "I'm holding down the position of expediter at Fort Lee, army camp near here, and seeing to it that vast amounts of lumber and other supplies are on hand for construction of barracks, mess halls, storehouses, and officers' quarters. About 5,000 are quartered here. Will rejoin Cellis & Wilson Shows at season's opening. Head expeditors at camp are John Kelly and Messrs. Lawrence and Shepherd."

THE 1940 TRAFFIC TOLL in Hillsborough County, Florida, amounted to \$5 when Henry Strickland, 16-year-old son of J. B. (Smoke) Strickland, manager of the Hillsbury Show on Southern States Shows, was struck and killed by an automobile as he was crossing State Road No. 33 at the south end of the Huskita, Fla. inlet bridge. Eye-witnesses to the accident exonerated Cecil B. Burnett, of Gillette, Fla., of all blame in the accident. Young Strickland died while en route to a Tampa Fla. hospital. He never collapsed at the hospital and was under a doctor's care several hours.

COAST CLUB HOST

(Continued from page 28)
Bennett, Nina Rogers, Capt. W. D. Amert, Fred Chaney, Mr. and Mrs. Alec Stewart, Moe Levine, Sam Abbott, Henry Little, Al Kurts, James Dunn, Zack Harris, Anna and Joe McWalter, Marjorie Heimann, Jean Harmon, Walter R. Moore, Lewis Van Meter, T. Kenneth Archibald, Otto E. Adams, Martha Heimann, Fred Jordan, Ed Martin, Le Roy Ross, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. Max Meudrick, Mr. and Mrs. W. G. Smith, Charles and Edith Walpert, Jewell Taylor, John Heaton, Mrs. Anna Thompson, Olen Whittekind, Spencer Roberts, Mrs. James D. Smith, Jewell and James D. Smith Jr., St. Perkins, L. Cassion, Mather Minnie Fisher, Mike Collins, R. Colbert, Oswald and J. E. Clark, Bob Nichols, Mr. and Mrs. Robert and Betty Perry, Mr. and Mrs. Cliff Parkerson, Mrs. Leona Stout, Theo (Whitney) Aldrich, Mr. and Mrs. Everett W. (George) Coe, M. H. Ellison, Mr. and Mrs. John H. Houghtaling, Dave C. Vanderbilt, Richard Gosdy, Charley Greiner, Mr. and Mrs. Ed F. Walsh, David E. Cohen, Mr. and Mrs. H. L. Sallee, Albert Laury, Don Quinn, Mr. and Mrs. Jesse Leomis Ray Couch, Capt. Charles Soderberg, Lee Tinney, Fritz Leonard, Lucille King, Ruby Martin, Mr. and Mrs. Bert Harris, Rocky and William Harris, A. H. Montha, and Ted and Marjie Le Pors.

—*Dick Hunter*, Norman Peck, Noel Wagner, Harold Hinkle, Arthur Hochwald, Johnny Kearns, Victor Britz, Claude and Leona Baris, Paul Morton, Vinton Corman, Al Fine, Mr. and Mrs. Jimmie Davidson, Alverita Leomis Foster, Clara Leo, and Mr. and Mrs. Fred Mortenson, O. F. Lewis, Mr. and Mrs. Harry C. Rawlings, Mr. and Mrs. Joe Dammis, Mrs. Lillian Egan, Sam Boose, Mr. and Mrs. Al Stroud, Jack Brooks, Earl Dufley, Blackie Ford, Don Wentz, Frank P. Redmond, Earl Harvey, Robert Bates, Vic Lopez, Clyde and Tonya Gooding, Ben Billingsley, Al (Klimdyr) Rosen, Jack Smith, Dan Stover, Bill Moffet, Mrs. Norma Burke, Mrs. Hattie Leonard, Walton de Vallon, Mr. and Mrs. Frank Forrest, Mr. and Mrs. William H. Wooday, Mr. and Mrs. Harold (Pop) Ludwig, Nate Miller, Mr. and Mrs. Fred Stewart, Josephine Foley, Mr. and Mrs. Bob Bar-

nard, Fred Haynes, Moe Eisenstein, Mr. and Mrs. Elmer Hanscom, Mr. and Mrs. Louie Black and son, Mr. and Mrs. Kenneth Oulter, Jim Campbell, Stella Linton, Harold Lee, Mike Smith, Max Kaplan, Alice P. Jones, James O. Gallagher, Bob Chapman, Mrs. Mary Kay and daughter, and Mr. and Mrs. Bill Williams.

Mr. and Mrs. Ralph Balcom, Stewart Mills, Bobby and Mr. and Mrs. John Ellis, Joe Goodman, Frank Glendon, Mrs. Maxwell Case, Mr. and Mrs. Archie S. Clark, Bobbie Robbins, Mr. and Mrs. Chris Olsen, Harry Wallace, Mr. and Mrs. John T. Backman, J. Miller, W. S. (Dad) Parker, Charles Mitten, Mr. and Mrs. Ted and Betty Corry, Maxwell Katz, Blossom Robertson, Mr. and Mrs. Lloyd Nole and family, Bill (Pop) Sower, Theron Christoffersen, Ralph Hanscom, Mr. and Mrs. Dick Kanto, Mike and Peggy Simlae, Humm Washington, Eddie Edwards, Harry Horton, Mr. and Mrs. Tony Tumbas, Bill and Bill Strode Jr., S. Cook, Mr. and Mrs. Pete Hunt, Sis Dyer, Dairry Hanson, Jack Church, Mr. and Mrs. Buddy Kelly, Mr. and Mrs. Ted Metz, Mr. and Mrs. George Surtees, Mr. and Mrs. G. Seitz, Mr. and Mrs. William Hurd, Bill (Red) Lowmyer, Mr. and Mrs. Will Z. Gryn, and Pete Woodward.

Clay Coe, Reggie Martin, Carl Martin, Ely and Mr. and Mrs. Lewis Badgahall, Frank S. Platten, Jeannie Schreiber, Harry B. and Martha Levine, Doc Harris, Martha Reilly, Mr. and Mrs. Ted Levitt, Mr. and Mrs. Al M. (Moxie) Miller, Mr. and Mrs. Robert Myers, Walter Raymond, Mrs. E. Bancro, Mr. and Mrs. William E. Groff and family, Luther White, Tommy Milba, Dale Petros, Virgil Grasso, George Wilberforce, James O'Brien and daughter, Mr. and Mrs. Harry Taylor, Mr. and Mrs. Bud Hansmann, Mrs. E. McCarthy, Stanley Kucin, Sammy Frank, Ralph Lacey, Mr. and Mrs. Robert Seidman, Otto Housa, Meyer Schlem, E. N. (Dad) Workman, Louis Wald, Sammy Coons, Mr. and Mrs. Lou W. Johnson, George McCarthy, Lawrence Buck, Johnny Bush, and Georgia Buresch.

MSA GREET'S '41

(Continued from page 29)
Stone in a brief address, thanked all for their efforts in putting the event over.

Treasurer Leo Rosenthal provided games for patron amusement, and Secretary Mochizuki was active in obtaining new members and collecting dues.

NEW HEAD OF MSWC

(Continued from page 29)
Club, Kansas City, Mo., on December 20. Annual election proceeded by two days the President's Party held in the clubrooms by President Anna Jane Pearson. Before partaking of a sumptuous dinner, "imported" from Romey, Ill., home of the Pearson Shows, guests played various games and each received a gift off the huge Christmas tree set up in the room. In attendance were Mr. and Mrs. Don Lang, Mr. and Mrs. Francis Dean, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. A. C. Oulliams, Mr. and Mrs. George Davis, and Mr. and Mrs. L. C. Lang. Mr. and Mrs. George Jacobson, Mr. and Mrs. Don and Powell Leonard, Elmer Brown, Harry Gulsom, G. C. Davidson, Mrs. Grace Benthall, Mrs. Irene Burke, John and Crawford Francis, Mrs. Peggy Smith, Emil Schenberger, Tom Shatley, John J. Sweeney, Dan J. Meigs, Mildred Laird, and Irwin F. Brown.

EVANS' LONG RANGE SHOOTING GALLERIES
PERFECT FOR TRAINING!
FREE CATALOG of shooting equipment, etc.
H. C. EVANS & CO. 1520-1530 W. Adams St. Chicago

3000 BINGO
Heavyweight cards, black on white. Wood markers printed in color. No duplicate marks. Full up in the following size sets and prices:
50 cards, \$5.00; 100 cards, \$9.00; 250 cards, \$17.00; 500 cards, \$28.00; 1000 cards, \$45.00; 2000 cards, \$75.00.
Residual cards, \$5.00 per 100.
Per 100, \$8.00.

3000 KENO
Made in 20 sets or 100 sets each. Played in 20 rows across the table with 20 and 40 light weight cards. Per set of 100 cards, fully coded, selling markers, \$23.50.

LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be removed or discarded. 2,000, size 3 1/2 x 5 1/2. \$1.25. In lots of 1,000, \$1.00 per 100. Selling markers, extra 50c.
3,000 Java Post Slips (strips of 7 numbers), per 1,000 \$1.25
Lightweight Livestock, 6x10, Per 100 \$1.50
3,000 Best Thin "Brownie" Slips Sheets, 7 cards, pad of 20, Size 4 1/2 x 6 1/2, 1.25
3,000 Featherweight Slips sheets, 1 1/2 x 7, 1.00
Lows \$1.25 per M. Slotted in pads of 25, Per M. 1.00
Pocket size 100 sets, 25,000 per. 1.25
Dice boards and pads, woodwork checks, machine engraved boards, 16oz., 1 1/2 x 1 1/2, and 2oz. boards free. You pay an C. O. D. fee. Personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

PACIFIC COAST SHOWS
Want for 1941
Will book Florida Shows, West and Four Show, Monday or Annual Show, Commodore, Bill Crane, Chicago's Valley, Loop-La, Photo, Local Camp Leaf Gallery, Pop-Corn, Candy Floss, Billions Jolly, Kung-Ameria. Cook Shows for sales will book same. BOX 481, MONROE, WASH.

Consistent Money Makers
LOOP-PLANE—OCTOPUS—ROLLO-PLANE
The New Ride Sensation
FLY-O-PLANE
EYERLY AIRCRAFT CO., SALEM, ORE.
ABNER K. KLINE, Sales Mgr.
Eastern Factory Branch:
RICHARD F. LOUSE, Chief, Bucks County, Pa.
European Supplier: LUBBE BROS., Ltd., Blackpool, Eng.

REYNOLDS & WELLS
OPENING FEB. 25TH, MINERAL WELLS, TEXAS, FAIR & LIVE STOCK SHOW
WANT Pl. Show Manager with act, all new equipment inside and out. Must know your business, as we feature this Show. Will place independent shows with own outfit which will contract for the entire season. All equipment must be first class, no junk. Will give you 15 or more Fair starting days in Mineral Wells, Texas. Can state with Personal Leaf Gallery. All workers, accommodations, food, Ben Moxieville wants Girls for Posing Show and Revue. Send 2x2 card. All workers, accommodations, food and come all! Cook Shows now open. Want first class Electrician who can build and patch all shows, all year long, to work here.
Write: Quarters, BOX 604, YOAKUM, TEX.

WEST BROS.' SHOWS
NOW BOOKING 1941 AND ATTRACTOR TICKETS FOR 1941.
411 PARK AVE., HOT SPRINGS, ARK.
Crystal Exposition Shows
New looking Shows and Circuses for 1941.
Will book with the world's best. West Side, Bob, Nicholas and Electrician. Address: W. C. BUNTS, Crystal River, Fla.

Museums

Address Communications to Cincinnati Office

Holiday Week in El Paso Click for Kortez Museum

EL PASO, Tex., Jan. 4.—(Bus. Carnival) Here during Christmas week material added business at Fete Kortez World's Fair Museum's location. Thousands roamed the streets on New Year's Eve and the following day, resulting in near-capacity houses from early morning until late at night. Roy H. Jones reported. Unit's annual holiday party was held Christmas Eve, with Charles LeRoy portraying Santa Claus and distributing numerous gifts. Dancing and partaking of refreshments were in order and festivities lasted until early morning.

A sumptuous dinner was served on Christmas Day and 43 employees were on hand. Much visiting of showfolk across the border to Juarez, Mexico, previously and souvenir buying seems to be the vogue. Carlson sisters enjoyed the honor of being photographed with the mayor of Juarez, and a number of folk were given leave Sunday afternoon to witness a bullfight. Mr. and Mrs. Stanley Williams arrived from Atlanta, S.C. spent Christmas with Claude-Claudette here, known professionally as Zaza, Alligator Girl, and was placed in the No. 2 an-

tex, while Williams will officiate at the front door. Mrs. Roy H. Jones and Irene Klassen are the winners of the crowdword puzzle championship.

Lauther's Oddities in 8th Week in Norfolk; Biz Good

NORFOLK, Va., Jan. 4.—Business continues good for Carl J. Lauther's Oddities on Parade side, now in its eighth week at 308 East Main Street here. Current conditions indicate that the museum will remain through the winter, the management announced. Owner and Mrs. Lauther have returned from Florida, where they visited Lauther's mother at Jacksonville, and Carl Jr., in Tampa. Mr. and Mrs. Jack Wilson and Mr. and Mrs. Izy Cettin were New Year's guests and reported that work will start soon in Cettin & Wilson Shows quarters at Petersburg, Va.

Woodrow Olson, assistant manager of the show, is vacationing in Altoona, Pa., at the guest home of Johnny Gancillo. Lucille (Moon) Lee of Cettin & Wilson Shows, spent Christmas with Claude-Claudette here.

Draft Delinquents

ST. LOUIS, Jan. 4.—(Draft Board No. 5, located at 713 1/2 Chestnut Street, has announced that the following trouper are considered delinquents, having failed to respond at the proper time:

Boutreaux, Carlyle Albert
Moise, Lee Jackson
Lerner, Harry
Williams, Hubert

CARNIVAL WANTED

WEEK OF JUNE 30
AMERICAN LEGION 4TH OF JULY
CELEBRATION

Write D. E. DRENNEN
22 Five Dots—MARIETTA, OHIO

PRELL'S WORLD'S FAIR SHOWS INC.

Now Contracting Attractions for Season 1941

SEASON OPENS THE FIRST WEEK IN APRIL

14 Weeks of Still Dates on Selected Spots and 14 Weeks of Fairs

*SCENIC ARTIST WANTED
AT ONCE

WANT

Cook House, Penny Arcade, Pony Pitch, Ball Games, Grand Games, American Paleontology, Duck or Fish Pond and other 1st Class Shows. Also shows Merchandise Shows. No Girl. WANT SHOWS AND RIDES. Wanted: Shows, Musical, Flat Shows, Snake Shows, Pig Shows, Want Pony Ride and new, novel rides.

FOR SALE CHEAP FOR CASH

25 Southern Truck for Monkey Speedway, Spinnin' Hi-De-Ho, in good shape. Sellman & Co. Specialty, in the condition. 26-FL SLOOPHORN with Lead and Star Wall. Dual LOOP-O-PLANE with Truck.

FAIR SECRETARIES and others desiring one of America's Most Modern Amusement Organizations, with over 30 attractions, are invited to address

S. E. PRELL, Gen. Mgr.
Exec. Office: 216 Custer Ave., Newark, N. J.
Winter Headquarters: Bennettville, S. C.

UNUSUAL PEOPLE

Outstanding Novelty Acts, Feature Freaks can be placed in AMERICA'S FINEST MUSEUM. Also want a first-class Male Cook; colored preferred, with circus or carnival experience; must be clean and sober.

Want best Mental Act obtainable; must be able to read without aid of the bottle and keep your nose out of other's affairs and be able to stand prosperity.

Can place experienced Mechanic who is familiar with hanging Neons, etc. Howard Hughes or Carl Nathan, come on.

Now in our 16th week of our 26th season. Always first to open, last to close. All address

INTERNATIONAL CONGRESS OF ODDITIES

Now Showing Cor. Market and Jackson Streets, Sandusky, Ohio; then Gen. Office, 412 E. 6th Street, Cincinnati, Ohio.

GREAT LAKES EXPOSITION SHOWS, INC.

12 HIGH-CLASS SHOWS 12 RIDING DEVICES
TWO SENSATIONAL FREE ACTS LIGHT TOWERS

Opening Florence, Ala., Last Week in March
WANT: Shows that will not conflict, here beautiful new venue. Will finance reliable showman. Bob Piper, Behavior Model Show, Flat Shows, Sam Pleasant, get in touch with me.
WANT: Legitimate Commission of all shows, Lead Gallery, Candy Flats, Photo Gallery, Mr. and Mrs. Brown, Mr. Stephens, Eric Hirt, get in touch with me. WANT: Cook House, WANT: Ride that will not conflict. Furnish transportation if necessary. Frank Hays, write, Place Cro-Pians.
WANT: Ride Hole. These that drive exhibitors give preference. Experienced Hirt and Foreman for Silver Shows. Best Penny Arcade. Best Scenic, E. A. King, write, West Hill Poles, have my own outfit. Our fair starts in July and that in Alabama in November. Then ten weeks in Florida.
Might like to hear from all my friends that have been with me on other shows.
GREAT LAKES EXPOSITION SHOWS, INC., until Jan. 1941, 2647 Chalmers Road, Toledo, O.

AL WAGNER Permanent Address
P. O. Box 477 FLORENCE, ALABAMA
EDDIE LIPPMAN, Mgr.
207 South Hill Street MONTGOMERY, ALABAMA

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

CINCINNATI, Jan. 4.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately.

CINCINNATI OFFICE, 25-27 OPERA PLACE

Name	Order No.	Name	Order No.
Alford, Elmer E.	511	Knight, Joe P.	
Allen, Claude		Lee, Arthur W.	237
Banks, Harold Chester		McElreidy, Jas. Wm.	
Barber, Otis O.	546	McCurmick, Jesse A.	494
Beggs, J. Francis		McDaniel, Daniel E.	
Blaks, Delbert Sam		Malley, Richard	184
Bookman, Chas. C.	415	Miller, Harvey A.	
Brada, Joseph John		Miller, Jake	88
Bujkowski, Joseph Steve		Miller, Harry Edw.	
Bungardner, Leo		Miller, John E.	
Byrnes, Frank Anderson		Miller, Owen Augustine	210
Cahill, Jas. L.		Miller, Ralph A.	
Centwell, Cuss	63	Mills, Madison E.	96
Chambers, Larry		Moore, Ralph Everett	
Clark, Robert A.	296	Moore, Thomas	
Cole, Criston E.	4208	Morley, Donald V.	
Cooke, Winston Halston		Morse, David E.	
Darrow, John G.		Musler, Paul	
Davis, Robt. L.	478	Nicholas, Green John	
Davis, E. W.	537	Nixon, Eugene B.	
Dawson, Samust Geo.		O'Connell, George	69
DeBow, James H.		Patty, Chester	545
Demetro, Archie	588	Pettra Jr, Chas.	
Dodson, Mr. Jessie		Polk, Milton L.	
Eckhart, Harry A.	142	Porter, Clyde R.	
Ely, Mike J.	35	Redinger, George B.	
Redroot, Jimmie E.	417	Reagan, Phillips T.	531
Rufesne, Paul E.	417	Richardson, Raymond J.	362
Farmer, Lewis E.	571	Robinson, Ralph J.	
Fasterburg, Louis Jacob	423	Rogers, Glenn	15
Faulstich, Chas. T.	413	Sandelson, Charles Elms	
Primer, Robt. G.		Satterfield, Thomas M.	129
Fitzpatrick, Fred Harold		Shelley, Clyde Honey	
Furce, Harold W.	484	Shannon, Bert	
Foster, Jack Mitchell		Shelton, Sterling David	
Fox, Bennie		Smith, Jimmy Leroy	
Gaveron, Steve J.	132	Smith Jr., Geo. Edward	
Goldfarb, J.	520	Slacey, Michael J.	288
Groves, Wm. F.	377	Stanley, Frank	390
Green, Joe	67	Stewart, Jack Alexander	
Greenwood, Donald C.	373	Stiles, Eugene B.	
Grosso, Bill		Swager, Mont.	
Harvey, Clarence Wesley		Taylor, L. E.	
Hartville, Albert		Therault, Hubert David	
Helms, Chas. P.		Thomas, Arthur	
Hogg, Mack		Tricom, Jerry Michael	
Hooper, Harry James		Van Hoozen, Lawrence E.	
Hull, Leo V.		Wagnick, Nathan	418
Jackson, Ralph		Ward, Wm. F.	
Jacobs, Wesley Lelroy	82	Washburn Jr., Nelson	
Jeter, Van Lee	63	West, Alton Boris	
John, Frank S.		Whyte, F. A.	
Jones, Willoughby W.		Wiggins, Roy	
Jones, Morris		Wilt, Richard L.	118
Keith, Percell Edward		Williams, Lewis Henry	
King, Roy Taylor		Womack, Carmack Dalmer	
King, Henry		Womack, Frank Joseph	
King, Patrick T.		Wray, John H.	450
King, Tex.		Wright, Henry B.	
		Yost, Arthur M.	100

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Boutreaux, Carlyle Albert.....148
Kubank, John Madison.....628

NEW YORK OFFICE, 1564 BROADWAY

Hudson, Harvey.....West, Alfons Boris.....
Keller, Fred.....Yates, Eddie Penn.....

CHICAGO OFFICE, 155 NORTH CLARK STREET

Healey, Frank Robert.....
WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

For Sale---COMPLETE MOTORIZED CARNIVAL---For Sale

OR ALL OR ANY PART OF SAME

Show consists of one Baby O Parker Merry-Go-Round, one year old; two Big Eli Ferris Wheels; one Tink-Wink, 1928 model; one Octopus late model; one Tivoli-Car Ride-O; one Loop-o-Plane, 1937 model; one Joust Chair-o-Plane; one Eight-Car Auto Kick Ride; Flat Show Freely; six 40 ft. to 50 ft. with plenty of Light Shows; Five-Ten and Star Wall; all sizes; Banners, Transformers, Cans, Bells, Slings, Office Trailer (one for house in front). Shows, Semi-Trailer in front, a complete show ready to operate. Address: P. O. BOX 79, HOT SPRING, ARK.

WELL ESTABLISHED CARNIVAL WANTS

Party with \$3,000.00 to invest, work in office, and share net profits for 1941. Capital to be used for enlargement program to meet the upswing in business and conditions. Will guarantee 15% plus nominal salary. All replies:

BOX D-17, Care of THE BILLBOARD, CINCINNATI, O.

FLORIDIAN EXPOSITION SHOWS

Can place for ten weeks of fair opening Jan. 20th at Palmbeach, Fla. All attractions open except Cook House, Want Hires, Amuse, Diggers, Pan Games, Grand Corn, Don't want any girl. Best opportunity for Scotts, Shuffles, Guess Your Age, Jockey, Ray Gun, Photo, Paleontology, Lead Gallery, Cook Gallery, Ball Games, Duck Pond, Penny Pitch, Pitch To Win, Photo, Carcade, Ball Games, Want Fun House, Glass House, Pony Truck, Slideshows, Loop-o-Plane, Crane Show, Flat Show, Night Show, Musical. Always interested in buying them Showman and Ride Shows. Jack Fink, contact: Mike Corti, Monterey Hotel, West Palm Beach. All times contracted who want to be included in Florida truck permit and quick description of vehicle, license number, state in which registered and motor number. Can use one month 50 day, or larger Flat Plant. Can use one 40x100 Trail at time to that use. Tent for avenue. Address: NEIL BERR, 7830 BYRON AVE., MIAMI BEACH, FLA.



PRINCIPALS in the wedding celebration held in the clubrooms of the International Association of Showmen in the Maryland Hotel, St. Louis, on December 19. Left to right: Hal Olson, best man; Owen Grubbs Jr., groom; Ann Kornachon, bride, and Virginia Byrd, bridesmaid. The newlyweds are holding the "pot of gold" presented to them by members of the association.

admissions were over 40,000 and all attractions closed. Among rides the Rocket took top money, with the new Swift fire in second position. Norman Wolf's new Casino did best business among shows. There were 81 concessions on the lot. Shows' new light towers made a good flash.

Coast Christmas Show Folds

LOS ANGELES, Jan. 4.—Christmas Show, which opened in the Miracle Mile area here on November 19 for a 37-day run for benefit of British war relief and was billed to run an additional seven days, closed on December 23 because of poor business. Waldo T. Trupper directed the show, assisted by Carl Souitz and Jack Straton. Show was underwritten for \$47,500. Poor publicity broke because of free Christmas shows put on by merchants in the downtown area and weather too cool for a circus attraction were said to be responsible for poor business. Units of Crafts Enterprises played the show for five weeks and made some money with a cookhouse, Scooter, Merry-Go-Round, Ferris Wheel, and several kiddie rides, reported General Manager Roy E. Ludington.

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USED TENTS
NEW BANNERS
USED BANNERS
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"YOU"
 Write—Wire—Phone
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America's Big Tent House
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 SIoux FALLS, S. D.
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 ★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

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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

Abate 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 at 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 (1) CENT FOR EACH TEN (10) CENTS

Ballyhoo Bros.' Circulating Expo.
 A Century of Profit Show

By STARR DE BELLE
 Brevard, Fla.
 Week ended January 4, 1941.

Here the midway enjoyed the company of the usual after-Christmas broken crowds. Nightly the grounds were packed with thousands who merely wanted to see what the show had to offer in the way of amusement and to spend their time liberally. The holes in the fences and the boys on the sidewalk helped to fill the lot with people who did not have the price of a theater ticket. Before the week was over the bosses decided to tear down the high free act and to erect it downtown on the main drag to eliminate traffic congestion, as thousands of cars filled with spectators were completely surrounding the show to watch the act from the streets. That move proved to be a bad one. The local merchants advertised the act and put on a free street dance and kept all business houses open until midnight.

Several families living around the lot objected to the switching of the free act because they had to dress and go to town to see it instead of seeing it from their roofs and upstairs windows. Then, to top it all off, several of our independent showmen started beefing, claiming that their help were complaining about not getting paid off in full, due to the free act being moved, and for being put on half salary because they could only bear the band play. The spokesman for the indie operators further claimed that his help refused to write home for money to pay Social Security taxes on their thrill and musical payoff. Known as the little showmen with the big hearts, the bosses quickly squared the (See BALLYHOO BROS., on page 37)

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
 121 E. PEARL ST., CINCINNATI, OHIO

WANT **JAMES E. STRATES SHOWS, INC.** **WANT**

Eleven Shows, Hawaiian Show, Big Show, Colored Shows and party capable of handling Lion Meno. Dining, Will furnish complete outfit to capable Showmen with real work-white attractions. Our show Pony Truck, Max Legitimate Concessions, will sell exhibits on Phonos, Phonographs and Basketball. Want to hear from Billboard with Car, Tractor, Electrician and Wood Saw. Want to hear from the following people: Harry Bond, Robert Dutton, Bob Lee, Walter Kutz, James Thompson. Can also work on in all Concessions, Ride Kiddie Train Cars, Tractor Drivers and Parties for teens, Assistant Exhibitors. A good route of 200 Days and Nights in the best Eastern Fair, including New York State Fair, Syracuse, N. Y., and York, Pa. Address: JAMES E. STRATES, WINTERQUARTERS, SAVANNAH, GA.

IMPERIAL SHOWS, INC.
 NOW BOOKING AND CONTRACTING FOR 1941

WANT SHOWMEN WITH WORTH-WHILE ATTRACTIONS. Want Wise Worker, Glass Blower, Fresh to feature and Talkers for AMERICA'S MOST BEAUTIFUL SIDE SHOW. ALL CONCESSIONS OPEN except Rings, Cook House, Pop Corn and Ball Games. Want Pony Truck or Rides not conflicting. **OUTSTANDING FREE ACT** (Animal Act considered). Truck Mechanic, Ride Men, Help in all departments.

E. A. HOCK, 3011 Montrose Avenue, Chicago, Ill.

LATLIP CAPITOL CITY SHOWS COMBINED

WANT FOR 1941 SEASON
 ONE FLAT RIDE, 2-CAR WHIP OR TILT-A-WHIREL. We have Merry-Go-Round, Ell Ferris Wheel, Merry Mix Up and Loop-a-Plane. Concessions, Talk Machine—I will carry any Show Concessions that will work for 10c. No Dupes, Joke or Gypsy Games tolerated. West Virginia in 1941 will be one of the most successful States in the country. Good fields in full-attendance days and nights. Want Cook House, Dough, Ball Games, Penny Pitch, Hoop-La, Long Range Lead, Shooting Gallery, Photo Gallery, Cigarette Gallery, Pitch 'n' Win, Fun Fair, Ball Games, High Striker, Game Ball, Scales and Lucky Ball, Speed Car and Free Act. Open here in the heart of Charleston, W. Va. Have the show spots already booked in the heart of the city. If you wish to follow, I have this date and I will keep you in the money all season. Address all to my Winter Quarters: CAPTAIN DAVID LATLIP, 200 Elm St., Charleston, W. Va., P.O. Box 615.—One Not High Driving Outfit, complete, also one TENTS, Hat Working Hat, Ice Machine, etc.

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

Fla. May Have 1945 Centennial

MIAMI, Jan. 4.—Organization of a commission by legislative resolution to make plans for a State-wide centennial celebration in 1945 and submit them to the Legislature in April for possible adoption has been announced by Commission Chairman LaMonte Gray here. Purpose would be to publicize the State's resources and better its general economy.

Tentative plans are for various localities to hold celebrations, such to feature the most important industry and contract for professional amusements. Administrative details would be handled by junior chambers of commerce.

The commission, not being a corporate entity, a non-profit corporation composed of commission members and known as Florida Centennial Association, Inc., has been organized in Leon County. It will collect and disburse funds necessary to the report and incident to preparations for the celebration. Other members of the commission are Harold Cole, vice-chairman, Jacksonville; Jack W. Blumensack, secretary, Tallahassee; Luther L. Chandler, treasurer, Orlando; Carl Brorstin, Tampa; L. B. McLeod, Orlando; Fred P. Parker, Mayo; J. J. McCoskell, Marianna; Carl Hanton, Fort Myers, and Mrs. Blanche Grill Randolph, Palatka.

Wyse Greater Shows
 Playing Iowa and Minnesota.
 Now Booking Shows and Attractions for 1941.
 Have Little Bessie, M. C. Top for sale.
 WAYLAND, IOWA

H. P. LARGE SHOWS
 Endy Miami Gate Is 40,000

MIAMI, Jan. 4.—Endy Bros.' Shows did excellent business at Mch. Springs Fair here on December 3-14, reported President David H. Endy, who with his brother, Ralph, directed the event. Paid

Hamid-Morton Thrill Show Pulls 110,000 in 10 Days in Cleveland

CLEVELAND, Jan. 4.—The thrillies whiffed just a few more times than 110,000 during the 10-day Winter Thrill Circus, held at Al Sutphin's Arena on upper Build Avenue, and staged and produced by George Hamid and Bob Morton. Opening Christmas Day with a matinee for 6,500 members of the Boy's Aviation Club of Cleveland, and with two shows a day, the average attendance was a little over 8,000, with a couple of nights nearly filling the hall with 9,600.

Both Morton and Sutphin were exceedingly well pleased with the results, because when they opened they did not expect to do this much business with the holiday season in full swing. They admitted they made a profit, even if it was a small one, and expect to make the affair an annual date at the Arena.

The first day or two of the circus showing the most popular act was the Hansford Family, with Peejay Ringess in second place and the Great Pansner third, but as the shows progressed the "thriller" acts began to live up the scale of applause. So that by Thursday, the day before the closing, they ranked in this manner: Ringess, first; Pansner, second; Australian Niess, with Grady and Bonnie, third; Terrell Jacobs and his sons next, with all the others taking seats in the last seats. This observation was backed up by the statements of Morton and his sidekick Stevens that the streamlining of the circus to 90 percent thrill is what the public wants, and is what will keep the winter circus on top.

The crowds increased after each performance of the main show for Lee Powell and his Lena Hanger concert that followed. Baron Norak, who fits into an overnight case, along with Shooting Mussfeld, Red Collins, Montana Nell, and Bucakich Betty, gave good support and put on a show that appealed.

Ringess Back to S. A.

Morton did the announcing for the main show, Omar Kenyon handled the advance ticket sale, and Bob Stevens wrote the advertising copy and put over some excellent exploitation. You Herget, the manager of the Arena for Sutphin, took care of the local angle.

Altho he returned just a few weeks ago after a 16-week stay in South America, Ringess returns to the Latin countries next week for another four lasting eight weeks. He says that by the time he is back in this country in early April he will have made his "100-foot" jumping five from a bicycle, even more daring than it is today. Incidentally, the writer remembers when Ringess revived this name act to the present stage when he was playing in Cleveland during the 1926 Great Lakes Exposition. He has stretched the pool of water farther away and the slide for his take even higher, it seeming that he wants to thrill 'em the hard way.

The route of the unit, with a few act changes here and there, includes Milwaukee, Rockford, Ill.; Toledo, Kan.; Birmingham, N. Y.; Hartford, Conn.; Buffalo, Uta., N. Y.; Ottawa, Can.; Que-

bec, Three Rivers (where Morton and Bob Stevens expect to catch up on their delayed fishing), with the finish in Montreal May 14.

Morton's Son in Hosp

Morton received a letter just before the matinee yesterday from his adopted son, a pilot in the 115th Squadron Overseas, Royal Canadian Air Force, which stated that the son was in a hospital in England. If Morton's voice, as he announced the act, indicated, he had something else on his mind, the audience did not suspect it. Later, in a dressing room, he paced the floor nervously, and tears came to his eyes as he displayed the letter. "His is not dead," said Morton, "but he must be in a very poor condition or he would not even have mentioned being in the hospital. He never complains about anything."

The youth, who is still known as L. A. C. Hami, his name before he was adopted by Morton 11 years ago, is 21, a native of Toronto, and is married to a Richmond (Va.) girl, who is expecting a child within a month.

Cole Chief Expects Big Year; Entire Show Is Being Enlarged

LOUISVILLE, Ky., Jan. 4.—Now that the new year has arrived, all eyes at the Cole Bros. winter quarters here are focused upon next season, which promises to be a record breaker, according to reports emanating from the usual sources at this time of year.

General Manager Zaek Terrell said: "I figure next season is going to be the best we have had in many years. Indications from all parts of the country point toward a boom year, and naturally the circus should step in for its share. With that in mind, I am planning what I believe will be the most outstanding circus performance ever before presented by Cole Bros. The entire show will be enlarged and I hope to introduce many new ideas both in presentation and for the comfort of patrons." When asked about his 1941 features, Terrell replied, "It's a little too early to answer that, but I'll say this: I am going to build a big show, one that will live up to all the demands of the circus-going public. There will be several outstanding features."

Quarters Busy

To back up his prediction, Terrell has given Superintendent Curley Stewart the signal for full steam ahead in all departments beginning January 6.

In the mechanical department there will be a force of 14 under the direction of Charles Luckie, and in the paint shop a crew of six headed by George Shroy. Plans for 11 new wagons highlights the big job ahead, in addition to three new cages for the menagerie, together with the usual rebuilding and repairing of old equipment needed for the new season. The new wagons and cages, as well as several of the old, will be equipped with rubber tires.



DODE FISK, retired circus owner, who formerly operated the Dode Fisk Great Combined Shows before selling it to John Robinson in 1939, died at his home in Columbus, O., December 21. Funeral and burial were in Columbus January 2.

The wardrobe department, which opened four weeks ago to prepare the costumes for the winter dates, will have a staff of six seamstresses under the direction of Mrs. Harry McFarlan and Mrs. Katie Luckie. New elephant blankets are in the making, as are several new robes for horse and pony acts. The bulk of the costumes for next season will be made in New York.

Another lively spot is the harness shop, in charge of William A. Dyke. This veteran harness maker and his four assistants are turning out harness and trappings at a rapid pace. Twenty-four all-new sets of trappings for Liberty horses have already been completed.

Christmas Celebrated

A holiday was declared Christmas Day and all of the winter quarters personnel enjoyed the occasion in a typical yuletide spirit. General Manager Terrell was host at a big turkey dinner served at 4 p. m. A huge Christmas tree was erected in the dining room and many gifts were exchanged. Climaxing the event, a letter of appreciation, signed by all present, was handed to Terrell upon his return to quarters from Owensboro, Ky., where he and Mrs. Terrell spent the holiday. James Smith, well-known animal man, has arrived and assumed the duties of superintendent of animals, relieving Altonzo Dever, who will leave shortly in charge of the elephants on the winter dates. The Zoo continues to draw early good crowds each Saturday, Sunday. "We shall be forever grateful for the support of the citizens, the press, the radio, and all members of the Morton-Hamid Circus, and even the children whose laughter filled the Gardens," said Marsyn.

General Agent J. D. Newman returned from the East to spend the holidays. He plans to remain at quarters for several days.

Ketrow Reviving Kay Bros.' Show

Show to be streamlined and air-conditioned — opening May 1 in East

MIAMI, Jan. 4.—William Ketrow, who is wintering with his family here, will have Kay Bros.' Circus on the road next season with all new canvas. It will be streamlined and air-conditioned, he says, and will have several new features. Opening day will be May 1 and the usual route in the East will be played.

Ketrow has been off the road with his show, which was formerly known as Ketrow Bros.' Circus, since 1937. The show is the finest truck organization of its kind and will again follow this mode of travel.

Overhauling of Russell Rolling Stock Finished

ROLLA, Mo., Jan. 4.—Joe Ford, mechanical superintendent of Russell Bros.' Circus, has finished the overhauling of the show's trucks so that the rolling stock is now in A-1 condition for the 1941 season. He and Mrs. Ford have been in winter quarters since the close of the 1940 season and are returning to their home in Florida to remain until time to come back in the spring.

The light plant and water wagon of Russell Bros. are being used on the vast Fort Leonard Wood construction project near Rolla, the equipment being in charge of George Warner, lot superintendent of the circus. The military project has made a real boom town of Rolla, with all hotel, housing and office facilities crowded to the utmost. Freddy Oltman, for several years with the circus, has opened a restaurant on U. S. Highway 56 near Newburg, where traffic to and from camp is heavy.

Mr. and Mrs. G. W. Webb are occupying their new cottage which they built to replace their home destroyed by fire at winter quarters.

Henry Bros. in Quarters After a Spotty Season

LOS ANGELES, Jan. 4.—Henry Bros. Circus is in winter quarters here after a long, spotty season that ended here December 5. The show began the 1940 season February 15 at Pico, Calif., and played California, Oregon, Washington, Nevada, and Idaho. J. E. Henry reports that for every good town there were three or four bad ones but that the show broke even.

Henry is now running a snake farm and pony ride on a highway in Los Angeles and is just making expense. Out of his 45 years in show business he has been on the West Coast 31. His five sons and one daughter are also in show business.

Voorheis Improves

AKRON, O., Jan. 4.—Ben H. Voorheis, former circus and carnival promoter, who has been bedfast here for several weeks, has slightly improved, his condition having permitted his removal to 68 N. Princeton Street, Columbus, O.

Voorheis, since retiring from the carnival and circus business, has been doing amusement park exploitation and handling special promotions during the off season. He was stricken seriously 11 months after having completed his work as exploitation director at Summit Beach Park here last season.

JACK MILLS, owner of Mills Bros. Circus, handled some banner advertising accounts for the Winter Thrill Circus, Cleveland. The two Mills bulls worked the engagement.

Wish Fulfilled as Gay Songs Ring At Dode Fisk Rites

COLUMBUS, O., Jan. 4.—Sneaky music and laughter rang out at Dode Fisk's funeral here Thursday afternoon, in accordance with the veteran circus owner's wish. The services began promptly at 2:15 o'clock, as Dode's shows always did, with the orchestra playing Happy Days Are Here Again. A crowd of 300, the largest ever in the O. H. Woodyard Funeral Home, was present.

As Doc Waddell, who officiated, intimated the pupil, he asked the audience to heed the red and white placard hanging above the casket with a "love song" in it. It read: "We are singing or whispering, laugh, talk, walk around and have a good time." After the audience joined in silent prayer, the orchestra played McDonald's Reel, Duran's Hopstep, and The Devil's Dream.

Dode's widow, who was a conservative party gown, which was her husband's request.

Bob Morton and Rameses Temple Give \$13,000 for Canada's War

TORONTO, Jan. 4.—Rameses Temple of Toronto and Bob Morton, of the Hamid-Morton Circus, this week contributed a total of \$13,000.51 to the nation's war effort and crippled children's fund. The money, representing the entire profit of the Temple and half of Morton's profit from the week's run of the circus last October at the Maple Leaf Gardens, consisted of three donations: \$7,000.51 from the Temple; \$2,500 from Morton for the Department of National Defense, and the same amount for the Crippled Children's Committee. In addition, Morton revealed the other half of his profit, \$2,500, in Canadian war bonds, and the circus paid \$1,000 in taxes. Therefore, the Temple estimates its direct and indirect contribution to the nation's war effort at \$13,000.51.

In making the presentation of the checks to Brigadier General Constantin,

Murdoch I. Marsyn, potentate of the Temple, said this year's eighth annual circus had been most successful, playing 18,000 persons, including 20,000 impoverished and crippled children. "We shall be forever grateful for the support of the citizens, the press, the radio, and all members of the Morton-Hamid Circus, and even the children whose laughter filled the Gardens," said Marsyn.

Auslet With Globe Poster

CHICAGO, Jan. 4.—Jack Auslet, who has been operating a poster printing plant in Chicago for a number of years, informs The Billboard that he has affiliated with the Globe Poster Company, of Chicago, St. Louis, and Philadelphia. Auslet spent years as an agent and manager of road shows and for 10 years was with Pathe as special representative and manager, and he has many friends in both the outdoor and indoor fields.

List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of these running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared in the issue of December 18. The fifth appears in this issue.

Under the Marquee

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

BLACK BROTHERS, tramp pantomime comedians, have signed contracts with Curt Davenport for his winter dates, opening at St. Paul January 13.

JIMMIE HAMITER will have out a small truck show this coming season, not a rail show, which he says was erroneously reported recently.

THE FIVE REGINS, juggling comedians, well known in the circus world, are currently featured with Mill Britton's unit show, playing Midwest theaters.

JACK SMITH and Mr. and Mrs. H. A. Burkhardt visited the winter quarters at the Barker Bros. Circus at the fairgrounds in Springfield, O., December 22.

JACK BRICK and his Four Aerial Apollons are with the E. K. Permacene Circus in Honolulu. Act left San Francisco December 8 and has about six more weeks in the islands.

BILLY (HAGG) MACK has finished five weeks with the Bernie Geddes Toss at the Christmas Show in Los Angeles and will play vaude dates for the rest of the season.

THE ANNUAL ORTONS (Grace and Vernon), who are playing clubs and banquets in and around Kansas City, Mo., will again play winter dates for Bob Morton.

T. P. LEWIS, who is playing clubs, recently closed at the Maple Grove Club, Philadelphia, then opened for New Year's week at the Casino Royal Club, Washington.

ROBERTA AND COMPANY, novelty dog and pony circus, concluded a five-week engagement at the May Company department store, Cleveland, December 30, and immediately headed east for theater dates in New Jersey. The unit was working in the Cleveland store by C. A. Klein, of Klein's Attractions.

MR. AND MRS. HERBERT WEBER, who have been vacationing at his home since closing with Cole Bros. Circus, began their winter club season by opening for a week in Pittsburgh New Year's Day, which date will be followed with two weeks at the Alpine Village, Cleveland. They will be with the Cole show again next season.

HERMIE THE MAGICIAN and his bride, who were married in the big top of Cole Bros. Circus the past season, since closing with that show are still honeymooning in Miami. They have been working theaters with his magic act. They opened at the Five Star Club, New York's Eve. Next summer will probably find them under canvas again, he says.

MARKING the opening of the amusement season in St. Petersburg, Fla., Merle Evans, leader of the Irving-Barnum circus, gave the first free concert in Williams Park Sunday (31). Sponsored by the city, Evans has surrounded himself with 27 musicians, and concerts will be given Sunday, Monday, Tuesday, and Friday afternoons throughout the winter.

Maestro-Gorilla "Tio-Up"

LOS ANGELES, Jan. 4.—Frank E. Braden, of the Irving-Barnum press department, came in from New York today to lay out special exploitation for the new Walt Disney picture, *Fairytale*. He spent four days with publicity men at the studio and newspaper men and landed in one of the major dailies two double-column cuts of Leopold Stokowski, the maestro, and Carantua, the gorilla, placed side by side, and accompanied by a one-column story. The picture, which opened in New York, will have its first Los Angeles showing in four weeks.

While Braden was a guest of Walt Disney. During his stay Braden told New York newspaper men who had been in Tucson, Ariz., taking treatment for arthritis, was Braden's guest. Braden left December 28 for Chicago.

A crowd of 5,500 enjoyed the opening program.

TED DEPISSH, owner of one of the most extensive collections of circus movies in the Middle West, reports he was extended every courtesy by Bob Morton at the Thrill Circus recently in the Arena, Cleveland. He was given permission by Morton to shoot what movies he desired on three different visits to the circus. Depish renewed acquaintances with Ray Rodgers, Baron Novak, midget, Lee Powell, Jack Mills, and others taking part in the Cleveland show.

BRUCE HIGDON, showman, of Greenville, S. C., writes: "Tommy Hobson, Van Smith, Babe Kerr, Class Lange, Tad-Doggett, Nywell, and Buck Newstarr have paid the bill in the last few weeks. We had a good time recalling the days we trouped with Christy Bros., Selis-Photo, Walter L. Main, Eugen-Beck-Walton, and the Sparks circuses. Hobson, Smith, and Kerr were with Mills Bros. Circus the past season; Lange and Powell with Cole Bros. and Newstarr with A. G. Kelley-Miller Bros. Lange and Hobson are going to Florida for the winter, and the rest are going to Texas and Arizona."

BILL ANTES, former press representative of Russell Bros. Circus and now editor of *The Kennisville Review*, booked his act revue, *Continental Varieties*, into the Majestic Theater, Belmont, Wis., for a New Year's Eve stage jamboosie and played to capacity houses. Seats were reserved at 55 and 66 cents and the house was sold out prior to the opening of the doors at 11.15 p. m. The public's *Moonlight and Melody*, included in the unit are the Joyce Sisters, presenting five exotic dance routines; Kayla, musician; Glamour Girls, dancers; Bill Erin, emcee; La Vern and Joe, adagio; Fay Swan, acrobatic dancer; Sherrie O'Day, songstress; Pat Curtin, topper; Jerry Ripp, eccentric dancer, and a five-piece band with Antas at the ivory.

Engagements during the recent yuletide season were at the Avoca Theater, Plattville; Dodge Theater, Des Moines; Rex Theater, Evansville; Bob Horton, Janesville nitery; and a Kiwanis banquet at Bosseloh, all in Wisconsin.

God's Rich Decree

By DOC WADDELL

I came today to speak of the memory of Dode Fisk, my brother and my friend. I do this because I knew him well, because I feel indebted to him for ideas of the circus I used and enjoyed, because I am grateful. And, hear me, gratitude was a virtue with him. There was no ingratitude in his make-up.

Dode Fisk was a friend of animals, flowers, and mankind, and whoever is such is a friend of God. He has left the world better than he found it. That was his test, and he made it.

Dode was Wisconsin born. His parents were wonderful people. They were spiritualists, and in that atmosphere he was reared. When a lad of seven years he was ill unto death. He was pronounced dead and was prepared for burial, but to the utter astonishment of relatives and friends, he arose, resurrected from the casket, and walked in the midst of the astounded family and citizenship. So he is experiencing his second death.

He attended the little red school house of his Wisconsin nativity, but his real education came from contact with his fellowmen. He was a born musician, an adept dancer, and as a caller of the dance, was never equalled. God gave him the gift to train animals, especially the horse. His horse, "Robby," that passed on a few years ago was known as the most perfectly trained equine ever known. The death of this performing steed tore the heart strings of Dode Fisk, from which he never fully recovered.

At one time Dode was owner of six farms, a string of race horses, and a circus. He knew land, the plow, and the reaper. The race track was to him a treasured crown. But above all else of his ownership, he prized the circus, and as a showman he was the harness of his realm. It is simple justice to say that Dode Fisk did more to present clean, honest big top entertainment than any other show owner of his day.

The latter days of his mortal life were

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 issue.

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



With the Circus Fans

By THE RINGMASTER

President: WILLIAM R. JUDD, 25 Opera Pl., New Summit, Conn. **Secretary:** W. M. BRIDGEMAN, P. O. Box 2, Gales Ferry, Conn. **Manager:** WALTER HORNHAUSER, 4009 W. 17th St., Omaha, Neb. (Residence: 2232 E. 23rd St., Omaha, Neb.)

NEW ROCHELLE, Ill., Jan. 4.—Secretary Walter M. Buckingham reports that he received over 200 cards during the holidays. The one from the most distant place was from Nettie Dutton and William Bauman, who have been for some years with Page's Circus in South Africa, where they will probably stay until after the war.

Charlie Mitchell, clown on Hunt Bros. Circus last season, sent Buckingham a line photograph of himself in his familiar clown make-up and costume. Buckingham also had a photograph of the very old circus wagon, *The Golden Age of Chivalry*, which is on exhibition at the Museum of Antique Autos at Princeton, Mass. This wagon was once owned by the Barnum & Bailey Circus.

Mr. and Mrs. W. H. Hehenadel and Mr. and Mrs. Fred Warning welcomed the New Year at the Elks' Club in Mendota, Ill.

Ireland's Circus Has Good Program

HELFAST, N. Ireland, Dec. 14.—Program of the *Delino-Bunter Two-Weeks Circus*, opening at Royal Hippodrome here December 23, will comprise *Greatest Mile* (for many years with Lord John Sanger) and group of lions, *Mills' performing Liberty ponies*, *Monk Powell's midget pointers*, *Edward Powell's pones*, *unriddle mule*, and juggling sea lions; *Bernard's acrobatic-terriers* and leaping *Alsatians*; *Young Hudson, Ireland's own high-speed jockey*; *Giazard Troupe*, Arab tentmakers; *Maori Troupe of Hawaiian equilibristae*; and *tight-rope performers*, *the* *Maori* *Troupe* *of* *Canadian-Indian knife throwers*, *rope spinners*, *whip crackers*, and *sharpshooters*; *Delino's* *Diastans*, *Carma's* *disappearing lion* (originally the climax to *the* *Great* *Carnio's* *stage* *magical* *production*); *Mery Leslie*, *singer* and *acrobaticist*; *Miss Ryan's* *Lovely Young Ladies*, and *troupe* of *clowns*.

Dr. Hunter will himself act as ringmaster, a position in which he picked up some experience when with Chipperfield's Circus in 1926. Performers not being able to travel from Belfast, Dublin and Hunter gathered their company from those remaining in Ireland after the 1940 tenting tours.

LONDON, Dec. 14.—Torquay Christmas Circus proposition failed to materialize, as prospective backers decided that air raid possibilities made success far too problematical.

spent in doing all he could for the poor, the needy, and the downtrodden. He felt against his great heart the throbb of the tolling and suffering masses.

Whatever may have been the faults of Dode Fisk, no sinner of the soil, no one interested in racing thoroughbreds, no show person, or in one who wants the youth and the aged in need provided for, should ever breathe one word against his name. Everyone with the divine mantle of charity should covet all his faults and with a never-tiring golden tongue recount his virtues. God poured upon him the divine oil of peace. So now I breathe this apostrophe of love as benediction and farewell:

Ode, you passed out with a peaceful heart. On other show you now are free, Doing the work of the Father's part, Eternally better off, God's rich decree.

Circus Saints AND Sinners' Club

By Fred P. Pitzer (National Secretary)

NEW YORK, Jan. 4.—John J. Mulvaney has gone and done it again. Besides being vice treasurer of the Dexter Yellow Tent, he is becoming a newspaper correspondent. Another epic of his appears in *The Chicago (N. Y.) American* of December 21. This piece deals with ultimate times and timesmiles (1904).

We have the intrenchment of the Charles H. Connolly, Am. On the left side is listed the officers: A. H. Thompson, president; W. Shepard Dreyer, first vice-president; H. J. Throckmorton, second vice-president; John W. New, secretary, and James A. Borum, treasurer. The board of directors, on the right side, includes E. J. Brickhouse, C. D. Bernard, Frank Lawrence, and Harry O'Connell. New officers of the W. W. Workman Tent are: Thomas A. Scott, president; Lewis H. Muzdin, vice-president; Ferdinand J. Hastings, treasurer; and William T. Rosenberg, secretary. The new trustees are E. W. Lemay, Francis E. Bass, and Charles A. Somma.

Frances Fisher—A Tribute

FRIENDS throughout circuseum and the outdoor show world in general were shocked and saddened by the untimely death on December 17 of Frances Fisher, wife of Bob Fisher and a member of the latter's flying act known as *Bob Fisher's Fearless Flyers*.

Frances Fisher will probably go down in history as the greatest of all lady fliers. She was both an accomplished artist and a person of great charm and refinement. Beautifully formed, she was a student of learning, graceful of manner, and possessed of a sparkling personality. On the road she was a loyal and exemplary trouper who knew to the end the meaning of the age-old adage, "the show must go on." In her hands she was a gracious hostess and in the family circle a devoted wife and mother. She was married in Philadelphia, May 14, 1930, to Bob Fisher, who broke her into the business. During the two decades she was associated with her husband's troupe she toured Europe, South and Central America, and was with virtually all the leading circuses of this country.

Her death, striking in the prime of life at the age of 39, came as an unexpected shock to family and friends alike. She was stricken Thanksgiving night at Alachua, Fla., where the troupe was playing its final engagement of the season, and after several days in St. Anthony's Hospital, St. Petersburg, Fla., she showed sufficient improvement that her physicians permitted her to be taken to her home in St. Petersburg. However, four days later she suffered a relapse and was returned to the hospital, where she died on December 17. She is survived by her husband and one daughter. Maxine, who was her constant companion and who will miss her sadly.

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Trucks in various sizes, hydraulic hoists, Canvas, Tents, Blows, Guns, Paper, Banners, Scaffolds, Lights, Seats, Stalls, 25 feet by 20 feet, 10 feet, 10 feet, 10 feet, and other sizes; including Tents, Tissues, Canvas, Cook House, Wash House, etc., etc., etc. to suit. Here is a bargain. **GEORGE ROWE**, now of Sney Hill, Yorkshire, Eng.

The Corral

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

BOB MATTHEWS, of Phoenix, Ariz., who was one of the hands at the Madison Square Garden rodeo, is wintering in Sidney, N. Y., where he is a guard at a manufacturing plant.

RED AND HELEN HAMMERSCMIDT, after playing the Coliseum Rodeo in Chicago, are wintering in Johnson City, N. Y. Helen is the daughter of Mr. and Mrs. Fog Horn Clancy.

PENDLETON (ORE.) ROUND-UP BOARD has canceled its Sunday date for 1941 show. At the request of many out-of-town visitors, the board has indicated a Sunday date for the first time in the event's 33-year history. However, local authorities protested and the board decided to drop plans for a Sunday show.

THE OUTLOOK for the 1941 season in rodeo circles is that it should prove one of the best in the history of the game. Many top-ranking hands who are at the height of their careers are this winter in the area, making the coming year one of the busiest in history for cowboys. It is no doubt many of them will have to take the places vacated in the arena by male trick riders and fancy ropers.

FOG HORN CLANCY, rodeo publicist, has again signed with Col. Jim Eskew to handle publicity for the JP Ranch Rodeo in 1941. It will make Clancy's fifth year with the organization. Mrs. Clancy is seriously ill in the Broome County Hospital, Chenango, Bridge, N. Y., and in order to be near her Clancy is wintering at Johnson City, N. Y. Bubby J. Roberts, who was with the Clancy family with the JP Ranch Rodeo last season, is also wintering in Johnson City.

HAPPENINGS in the rodeo field 10 years ago: Col. Frank Haney arrived in Chicago on his journey eastward from his ranch near Ridgeway, Colo., to his winter quarters at Madison Square Garden. Barth Collins and his bride, Ruth, were wintering in Hollywood at the apartment house of Leonard and Mary Ward. All four spent much time on the Ward ranch near India, Calif. Leonard was raising turkeys and grapefruit. Abe Leffon went to Denver to announce the rodeo there. Marco Hellman, wealthy sportsman of Los Angeles, presented Abe with a blue ribbon saddle horse as a Christmas gift. Jimmy and Billy McLeod were wintering in Tullahoma, Tenn., with the Al C. Barnes Circus. Bill Carr's Wild West and Horse Show closed with the Alamo Exposition Shows No. 1 at Bellevue, Tex., and went to quarters in San Antonio, Tex. Red and Leslie Collier, rodeo hands, were doing well at their ranch near Albuquerque, N. M. Pat and Chuck Wilson were wintering in Taos, N. M. Maitha and Roy Hoehneck were dishing up with trick roping and games at London and Candy Hammer, Joe Greer, Pat Carr, and Douglas Wilson attended the fair meeting in Milwaukee. W. T. Miller, San Antonio rodeo manager, was visiting in Illinois. Art Seal signed to supply stock for the Moab (Ore.) Buckaroo, and Arthur N. Parr was booked as arena manager. C. M. Trueman (Oklahoma Red) was in Hollywood and Burbank, Calif., preparing for a rodeo in Lancaster, Calif.

San Francisco Billers Elect

SAN FRANCISCO, Jan. 4.—Local 44 of the Billposters, Billers, and Distributors' Union, affiliated with the San Francisco Labor Council, recently elected E. A. Brundage, president; H. Dunn, vice-president; L. H. Gilmore, recording secretary; R. Johnson, financial secretary; Russ Linn Sr., treasurer; Jack Skene, general secretary; G. L. Phillips, business agent (San Francisco); Harry Flynn, assistant business agent (San Francisco). Board of trustees includes H. Dane, E. King, and J. Martin. Delegates to Oakland Theatrical Federation are J. E. Rogers, E. A. Brundage, L. H. Gilmore, L. Phillips, R. Johnson, and H. Dane. For the Oakland executive board are J. Andrew, L. Dool, and Lawrence Grant; grievance and agreement committee delegates are L. H. Gilmore and H. Dane. Delegates to San Francisco Labor Council are G. L. Phillips and H. Dane; to Labor Section (San Francisco), E. A. Brundage and Harry Flynn; to San Francisco Theatrical Federation, Sid Flaherty,

G. L. Phillips, and E. A. Brundage; to Oakland Labor Council and Oakland Labor Section, J. B. Endress and M. Holland. E. A. Brundage was also made Oakland business agent.

Letter From Stanley Dawson

HOT SPRINGS, ARZ., Jan. 4.—On November 7 I was taken ill and for six weeks never left the house. When able to travel I made it here to Hot Springs. The six weeks previous were spent with my daughter at Cleveland.

En route to Hot Springs I stopped off at Columbus and Washington C. H. O. Louisville, Ky., and Memphis, Tenn. At Washington C. H. I met Billy Backstein, Buck Saunders, and Yellow Burnett. I was in Washington C. H. the day Howard Boyle was busted. Howard was a well-known circus employee of a few years back.

At Columbus I met Eddie Richter, Dick Cavanaugh, Charley Harper, Ollie Hoefner, Frank Delber, Bill Boyer, and Clyde Rinaldo, and I heard that Luther McCarthy (formerly of Sparks Bros.) had joined the colors and was stationed at Houston, Tex.

Passing thru Louisville, I found everything humming with activity at the Cole Bros. quarters. In my opinion, the setting and bounding of the show are ideal, and the zoo that is open to public two days a week is comparable to many major zoos throughout the country. I found Mrs. Terrell and her staff, consisting of Herbert Lehman and Mr. Russell, in the executive offices. Zack Terrell was on the job also, and around the quarters I ran into Walker, Wexie, Alomo, Irish, Sparks, Joe Kutsa, and the biggest mass of them all, Curly (Daniel) Boone Stewart. Also saw Capt. John Smith, Eddie and Goldie Grady, and Adolph Delbok.

Stopping off at Memphis, I enjoyed a two-day visit with Bob and Polly Courtney and Joe Simonds.

Arriving in Hot Springs, I found that the messes for all visiting showmen was Red Reader's health drink establishment, located in bathhouse row. Red was formerly called "The Car Boy" when he operated the lunch car with the Al C. Barnes Circus. I ran into Joe Boynton and wife here and learned from him that Jay Marlowe and wife, Arthur Hoppe, J. D. Newman, Johnny Brant, and Al Martin had been recent visitors, and that Micky Coughlin, Nate LeRoy, Dutch Wise, Capt. John White, E. L. (Yellow) Burnett were here taking the baths, also that Sylvester Cronin was a recent visitor. Dutch Wise expects to be here for a couple of months. "Yellow" Burnett says he is soon to be in there, with the idea he will leave for winter operation.

Weather for the last few days has been ideal. The first week here was very cold, Christmas and New Year's Day were quite lonesome.

From the West Coast I hear that Ed Nagle has improved somewhat, Joe Trosky and Mike Healey are leaving San Francisco this week for Los Angeles.

I talked to F. G. Lowry by phone at Cleveland and he told me that Sherry Matthews was doing fine with his Orii Cowboy band at Wilmington, Del.; that Bill May was still making Cleveland his home, and that he frequently ran into Eddie Martin.

From Miami I heard from Buck Reynolds, Harry Lambert, Johnny Coutts, and Harry Morrison.

Detroit Billers Re-Elect All Officers for 1941

DETROIT, Jan. 4.—Local 94 of the Billposters Union has re-elected all officers for 1941. They are John Carano, president; Roy Van Gelsien, vice-president; Michael Noah, business agent; William F. Price, secretary-treasurer. Trustees are Turner Perry, Elmer Solomon, and Albert Holly. Installation is scheduled for January 6. This makes 28 consecutive years for Hines in office.

Local 94 Distributors' Division held its annual Christmas party December 27 and 28. About 300 members and guests attended. James Stewart was chairman of the arrangements committee.

HASC BALL

(Continued from page 29)
club chaplain, L. C. (Curly) Reynolds, first vice-president; Neal Walters, second vice-president; Art Brainerd, third vice-president; Harry Altshuler, treasurer; O. C. McGuinn, secretary; Mrs. C. W.

Parker, retiring president Ladies' Auxiliary; Mrs. Ruth Martone, auxiliary's new president; Harry W. Hennes, retiring club president; and Robert L. (Bob) Lohman, president-elect for 1941, and Sunny Bernet, emcee.

Principal Speakers

Brief talks were made by Mrs. C. W. Parker, Mrs. Ruth Martone, Charles W. Green, Des Lang, C. F. Zeiger, L. C. Reynolds, Harry Altshuler, Ben O. Hoodhouse, Neal Walters, Denny Pugh, and J. W. Heffron. Past President Hennes opened the banquet, with J. F. Rodabough, chairman, delivering the invocation. Hennes then introduced Burnett, who took charge of the program and introduced the various speakers. Hennes spoke briefly, but fittingly of his term in office and then introduced Lohman who, after delivering an interesting acceptance speech, was presented with the gavel.

Congratulatory wires were read from Virginia and John Laughlin, L. S. (Larry) Henson, Roy and Boots Marr, J. W. (Fatly) Conklin, Bill Castle, John Wendler, A. C. Hartmann, Frank Fellows, Tom W. Allen, Sam Ward, Tom Collins, Elmer C. Velare, Mr. and Mrs. Mel Vaught, Ned Torti, Jake and Elsie Bratwinkle, Showmen's League of America, and John Castle. A highlight was the arrival of the newswreeds, Mr. and Mrs. J. B. Rodyme (Neasy) Walker, who were conducted thru the jump banquet room to the strains of the Wedding March. A note of restraint to the festivities was apparently as word of the death of Mrs. Al Bey-singer, member of the Ladies Auxiliary, was received just before the banquet.

Guests

Titlie Johnson, Harry Vliet, G. C. McGuinn, Blanche Francis, George Esar, Margaret Hughes Thomas, Col. Dan McGuinn, May Wilson, P. M. Shortridge, Al C. Wilson, Robert B. Boone, Geraldine Reitz, Jack Mitchell, Fritz D., and Mrs. L. C. Reynolds, Mrs. Cliff Adams, Tony Martone, Peggy and Phyllis Smith, Pearl and Hymie Schreiber, Elizabeth Anderson, Freda and Glenn L. Hyder, Norma Lane, Mr. and Mrs. Charles T. Guss, Millie Lou Patterson Alexander, Mr. and Mrs. Jim Taylor, T. A. Fowler, Mr. and Mrs. Paul E. Stone, Mildred Head, H. S. Smith, Mrs. Marie Jones, Mr. and Mrs. Noble C. Fairly, T. Jay and Helen O'Brien, Verna Bauman, Paul A. Fairly, George and Hattie Hook, Mr. and Mrs. C. F. Zeiger, Sam Benjamin, W. Frank Belman, Mrs. W. W. Winchester, James A. Manning, Shirley Jean Walters, W. L. McChoe, Frank H. Capp, Mrs. Clara Walker, Mr. and Mrs. Herbert Walters, Mrs. Lulu Brumleve, Denny Pugh, Juth Martone, Mr. and Mrs. J. A. Rogers, Mrs. J. H. Freeman, Frank (Boxie) Warfield, E. L. and Mrs. Ann Bond, Mr. and Mrs. Arthur T. Brainerd, Elizabeth Yeasart, Helen King, Neum Turner, J. R. Hughes, W. P. Koster, C. I. and Ruth Ann Levin, Helen Donovan, Mr. and Mrs. Werner B. Levin, E. (Slim) Johnson, and E. C. Horton.

Party Service

Ladies' Auxiliary completed its week-long social with the annual Turkey Dinner in the Hotel Reid on December 28. Affairs proved one of the best of similar events in a number of years. After a brief address by President-Elect Robert L. Lohman, who formerly opened the party, the event got under way under full steam with the Band of America Orchestra, six-piece ensemble under direction of Trisle Clark, providing the music. The showstopper was much in evidence and many guests were incarcerated for minor offenses and taught before Judge Harry W. Hennes, who presided with jurisdiction. Brothers Glenn L. Hyder, Harry Duncan, and Noble C. Fairly did an efficient job of policing the floor. Dance floor characters were many and varied. With the men the characters ran from the "Country Yodel" to "His Steadic Majesty," while the women's costumes dated from the '70s to the modern glum-girl.

Col. Dan McGuinn was in charge of the door, a position he has filled for the past 21 years. Ticket takers were Hattie Howk and G. C. McGuinn, while Myrtle Duncan was cashier at the bar. Dispensers of lunch and refreshments were Lester Howell and Charles Horn.

Registrations

Among those who registered were Ben O. Hoodhouse, Mr. and Mrs. Glenn L. Hyder, Bert Melville, Herb Walters, Pearl Schreiber, Lettie White, Robert and Jerriann Jewett, Vern Baker, Gladys Cricker, May Wilson, Paul Fairly, H. S. (Curly) and Trisle Clark, Mrs. Gordon Cummings, Frank Capp, Donald Miller, Mr. and Mrs. Abner K. Kline, Tony and Ruth Martone, Paul McDowell, George Esar, Jackie Wilcox, George Howk, G. C. McGuinn, W. Frank Delmatone, Harry Vliet, C. O. Beiland, Margaret Morgan, Helen and Paul Balun, John Kennedy, Raymond and Lucille Hansen, Eleanor Translone, Margaret Hughes Thomas, Mrs. Daisy Hennes, Hymie Schreiber, Roy and Minnie Youngflesh, Ruth Spaffe, Mickey and Joe Humphreys, Marie Gelsing, P. M. Shortridge, Mr. and Mrs. Glenn L. Hyder, E. (Slim) Johnson, Chester L. and Ruth Ann Levin, Mr. and Mrs. G. C. Burton, Molly Rose, Mr. and Mrs. Lyle Henderson, John and Blanche Francis, Lettie Hagerty, Verna Bauman, Anna E. Bowen, Marie Jones, Dee and Norma Lang, Mr. and Mrs. Charles T. Goss, Elizabeth Anderson, Sam Benjamin, Mr. and Mrs. Roger C. Haney, Peggy and Bob Happy, Mr. and Mrs. Clay Weber, Archie Boyd, Lash Brumleve, Catherine Boyd, Naomi and Mrs. Jennie Porter, Mr. and Mrs. Art Brainerd, Elizabeth Yeasart, Mills Lou Alexander, and Helen Brainerd Smith.

T. J. O'Brien, George W. Carpenter, E. L. Clawson, Mr. and Mrs. L. K. Carter, Whitey Ivan, Boxie Warfield, Mamie Daniels, Alva Blake, Bubby Combs, Mrs. Gerlach, Irene Hayes, Frank & Mrs. Ryan, Maud Jones, S. W. Howering, Mary E. Davis, Lillian McMahon, Mrs. Alma Hyder, Bortha Killerman, Loreta Ryan, W. E. Burman, Harry and Mrs. W. Parker, Mr. and Mrs. Sammy Ansher, T. A. Fowler, Gordon Middleton, Ella White, Mrs. Helen O'Brien, Mr. and Mrs. C. F. (Doc) Zeiger, Mr. and Mrs. Noble C. Fairly, Denny and Gladys Pugh, George Esar, Harry Altshuler, Harry and Myrtle Duncan, C. S. Earl, Mr. and Mrs. L. C. Reynolds, Paul and Miriam Stees, Eunice Whitted, Mabel Rowe, Mr. and Mrs. James Brown, Peggy Smith, Neal and Martha Walters, Rick Maccario, Mrs. Gertrude Parker Allen, Mrs. G. W. Parker, Morthur Turner, Mrs. Manie E. Hanley, Mrs. Charles Horn, Tom Martin, Rose Hennes, Mrs. A. Roy, Mr. and Mrs. W. Witzleben, George Travis, Mrs. Jack Moon, Owen Dodd, Ernest Lohman, Clinton Burns, Robert E. Simpson, Phyllis Smith, and Bert Davenport. Checkroom was in charge of G. C. Stevens and Dorothy Marple. Curfew rang at midnight.

Memorial Services

Impressive ceremonies, under supervision of W. Frank Delmatone and committee, marked the club's annual Memorial Services in the club-rooms and later in Memorial Cemetery here on December 29. Delmatone and aides transformed the rooms into a chapel. Altar was draped in white and displayed the floral tribute which was placed at the monument in Memorial Cemetery. Dr. Walter Wright presided, leading with prayer, and Othma Mae Fletcher, soloist, sang "Bearing His Cross," after which Dr. Wilson followed with his sermon, "Be Retain Dead, Yet Speechless," Miss Netcher then offered "In the Secret of His Presence," which was followed by a minute of silent prayer. Accompanying her at the piano was Mrs. Schapet.

During his talk Dr. Wilson made reference to those departed members: Col. William Cody (Buffalo Bill); Joe Miller of 101 Ranch; Col. and Mrs. Gordon T. Lile, and G. W. Parker. Following the rites the assemblage was provided with transportation to Memorial Cemetery, where Brother Harry Duncan presided. He offered a fitting tribute to the departed before placing the large floral tribute in the form of a red heart with a white cross at the base of the monument. Entourage then returned to Moral Arts Cemetery to the grave of the late Brother Gertrude W. Hennes, where an American flag was placed at the head of the grave by Brother Duncan.

Attendance

Those who attended were: T. A. Fowler, Hymie Schreiber, W. E. Snyder, Frank McDow, George Esar, C. R. Netcher, Harry Vliet, Jim, H. F. and Mrs. Margaret Pennington, Margaret Pennington, Gordon Middleton, Mr. and Mrs. C. F. (See HASC BALL on opposite page)

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Goeller Exhibition Draws in Cincinnati

CINCINNATI, Jan. 4.—Skaters in Sefferino's Rollerdoms here on January 1 were treated to afternoon and night exhibitions by Lois Goeller, 13-year-old national junior free-style skating champion of Earl Van Horn's Mineola (L. I.) Roller Rink. There was a capacity afternoon crowd and about 1,000 skaters at night.

During the day General Manager William Sefferino was host at the annual skating party for nearly 1,000 children under the care of the Department of Aid to Dependent Children and Juvenile Court Judge Charles W. Hoffman.

In commenting on Miss Goeller's exhibition, received enthusiastically by both senior and junior skaters, C. V. (Cup) Sefferino said she did a complete

routine that was amazing. "She possesses the ability of a senior skater," he said, "and her performances reflected the patience and ability of her teacher, Earl Van Horn." She was accompanied on her good-will visit here by Mrs. Inna Van Horn. They were also slated to appear in Cleveland.

New Providence Spot Boys; Noonan, Patterson Owners

EAST PROVIDENCE R. I., Jan. 4.—Two newcomers to the roller skating field, William H. Noonan, contractor, and Truman Patterson Jr., recently opened new East Providence Roller Rink, reported John H. Cox, skateron manager. Rink is at Broadway and Oakley Street. It was built by Noonan and will be managed by Patterson. The maple floor is 80 by 130 feet.

Mattinee and night sessions will be held daily. Program includes nightly prize awards, ladies' nights on Mondays and Thursdays, and couples, waltz, spotlight, whoopee, trio, and grand march numbers.

On the staff are Louis Testa, floor manager, assisted by Manuel Silva and Edward Aldrich; Doris Seander, check-room; A. Truman Patterson Jr., box office; Fred Viall, concession stand, and Edward Francis, Harold Mello, Alfred Rossides, and Manuel Vinhateiro, skate boys.

BAUMGART SISTERS, operators of Sunset Park Roller Rink, Williamsport, Pa., report they will celebrate the fifth anniversary of their entrance into the rink business with a party on January 11. Rink operates nightly except on Mondays and Wednesdays, reserved for private parties.

PROCEEDS from one night at the Rollerdoms, Paterville, N. D., were turned over to a fund to provide Christmas gifts for the poor. There were two seasons of skating and dancing. Mrs. C. W. Insard, manager, offered a turkey as door prize.

FRANK KILLIAN, operator of summer roller rinks at Sans Souci Park, Wilkes-Barre, Pa., and Sandy Beach, Harvey's Lake, Pa., opened a roller rink on December 21 in South Main Street Armory, Wilkes-Barre, in partnership with Joe Riccio. New floor and new skates were installed. Frances Killian is instructor in skate dancing. Recorded music is used.

ROLLER rink, last remaining structure in Morrisdale Park, Philippsburg, Pa., was wiped out by an early-morning fire on December 26. It was built in 1918 to serve as a dining hall.

RIVERVIEW Roller Rink, Chicago, will award gold, silver, and bronze medals to winning teams in a Riverview Heavy contest. Finals will take place on January 16. It is a novel skating glide created by Riverview skaters. Five winning teams will receive medals.

ERNIE ARNO, pro trick skater, played a return engagement at Earl Van Horn's Mineola (L. I.) Roller Rink on December 28-29, giving four nights and two matinee performances. He last appeared there in November, 1937. Dance classes are under way at the rink. Advanced dancing is taught on Monday nights and Friday night classes are for beginners. Children's Club sessions are held on Saturday mornings. Instruction is given and membership buttons are distributed.

HAPPY JACK DAHLING, 67-year-old clown skater, who is playing rinks in the Texas Rio Grande Valley, reported he obtained a New Year's Eve booking at Mr. and Mrs. H. Hinden's Southland Roller Rink, Donna, while visiting there on December 25. Rink had a good crowd on the night he visited. Mr. and Mrs. Rudgen's son is floor manager and teacher of skate dancing. Rink is equipped with Chicago skates and a new sound system is a recent addition. Distribution of prizes for costumes and concerts was planned for the December 31 party.

HASC BALL

(Continued from opposite page)
(Doc) Zeiger, Noble C. Fairly, Paul McDonald, Col. Dan McGugin, Edna White, Harry W. and Rose Benites, Tony Marctone, Jimmy Morissey, Harry Alshuler,

George Ross, Mr. and Mrs. R. C. (Jim) Taylor, W. L. (Mickey) Humphreys, Sam Benjamin Chester I. and Willie Levin, F. B. Flood, E. Johnson, Mrs. Marie Jones, Mr. and Mrs. Paul E. Spies, Ruth Ann Levin, Mrs. Ruth Spallo, Bert Duvoport, Neal and Martha Watkins, Tom Martin, Ivan Mikaelson, and F. A. Toubey.

W. P. Holston, Frank (Bogie) Wardfield, Georgia and Henry J. Brown, George Barget, Mrs. Noble C. and Paul A. Fairly, George and Mattie Horker, Mrs. L. C. Reynolds, C. S. Earl, Lucille Parker Helmminway, J. M. Stone, Mrs. C. W. and Gertrude Parker, Mrs. George Ross, Myrtle Sterling, Mrs. Helen Brainerd Smith, Edith Moon, Mrs. Blanche Francis, Lettie White, Mr. and Mrs. A. T. Brantard, Ruth Martson, Margret and Benny Finch, Mr. and Mrs. Conrad C. Haney, Mrs. Myrtle Duncan, Mr. and Mrs. Roger Haney, and L. M. Brunledge.

Host to 500 Kiddies

Club, in conjunction with Chester I. Levin, of Midwest Merchandise Company, played host to about 500 children at club's annual Christmas Party in the Reid Hotel on Christmas Day. Christmas bags, containing a generous quantity of candy, nuts, oranges, apples, and toys, were handed out in the clubrooms.

Following this distribution, Mr. and Mrs. Levin, accompanied by several club members, motored to the Niles Home for colored children where another 100 bags were passed out. Christmas night the party made another trip into the poor settlement of the city and distributed another 200 bags. Frank Copp again portrayed Santa Claus, a role he has played for a number of years.

BALLYHOO BROS.

(Continued from page 35)
squeaks by promising to make a 600-mile jump, and not a 100-mile one as intended, and in that way to compensate the help by giving them twice as much scenery.

New Year's Day was celebrated in the cookhouse with a strip-tease dinner. A chump living close by loaned the office a roast turkey and trimmings which, under the guiding hand of our illusion

show operator, were reflected on platters covered with make-up mirrors borrowed from the girl-show dressing room. The illusion turkey had to be served first so that it could be returned to the chump in time for his dinner. After the first course' came speeches by the owners. After each speech all hands applauded and the more they applauded the more was taken off of the table. By the time the fifth boss finished the guests had applauded the dinner down to the cellophone. General Agent Lem Trucklow wound up with a short talk relative to buying the agent a new watch, which brought down the house. The applause was so terrific that it strip-teased the table down to the nude. We learned later that our humor salesman had reclaimed the oilcloth.

Many new resolutions were made. Our talkers resolved never again to amplify their love for the town girls over the loud-speakers. Our agents promised never again to foot a spot so strong that the concessionaires overstocked for the date. The press department resolved never again to use the Ballyhoo Brothers' name in vain by trying about their misadventures. The horses received more way activities. The horses received more way to little brass or metal tickets, as the cookhouse man had already resolved never again to accept either. Our employees resolved (in a body) not to be with it again next winter.

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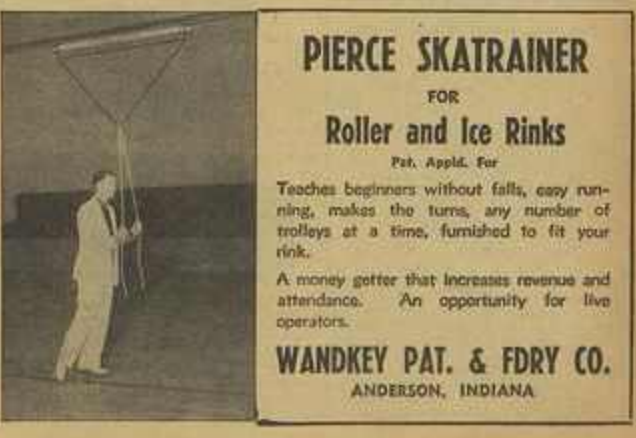


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Meets Set for Big Turnouts

NE Delegates To Join MAFA

United annual session in Boston will be fifth—program to have quiz feature

BOSTON, Jan. 4.—What promises to be the largest meeting in history of Massachusetts Agricultural Fairs Association will be held in the Hotel Bradford here on January 21 and 22. District 10 members of the United States Trotting Association, who meet here on January 20, have accepted an invitation to remain for the fair session. There will be fair men from other New England States, including members of Vermont Agricultural Fairs Association, making the fifth year the Vermont and Massachusetts groups have united in annual session. Officers are Warren V. Bodurtha, Bradford, president; Robert P. Trask, Topsheld, William A. Wells, Greenfield, William H. Pease, Chester, vice-presidents, and A. W. Leonard, secretary-treasurer. Glen W. Knibbe, secretary of the Vermont association, and Roger Donnan, secretary of the USTA group, are co-operating with Massachusetts officials.

Tuesday's session will open at 11 a.m., with reports by the State relations committee, the delegate to the 1939 New England Conference, and delegates to the recent convention of the International Association of Fairs and Expositions at Chicago. Past President's Club luncheon will be held at noon. President Bodurtha will make his annual address at opening of the afternoon session. Other speakers and their subjects will be Robert P. Trask, Topsheld (Mass.) Fair, The New England Fair, Adelaide C. Dinock, East Corinth, Vt. Women and Agricultural Fairs, and William J. Neal, secretary Plymouth (N. H.) Fair, Selling Your Fair to the Local Community. There will be a talk by a publicity manager, to be followed (See MAFA DELEGATES on page 45)

Ark. Rep To Sponsor Bill For 50¢ in Stock Show Aid

PINE BLUFF, Ark., Jan. 4.—Representative H. Kemp Toney said this week that he will back a bill before the Legislature asking for appropriation of \$50,000 for payment of premiums at 1941 district livestock shows. Under the plan established shows at Pine Bluff, Fort Smith, and Fayetteville would receive \$10,000 each. Balance would be distributed to smaller shows by the State agricultural and industrial commission. The 1939 Legislature appropriated \$12,500 a year with which to pay premiums at Arkansas Livestock Show, Little Rock. It was taken out of revenue from retail liquor and beer sales. Representative Toney said he would ask that this appropriation be continued thru the same revenue source. He proposes that the \$50,000 be taken from an inactive cancer-control fund. To date no money in the fund has been spent, with \$250,000 to be paid in by July 1.

Mid-South Gets Dairy Show

MEMPHIS, Tenn., Jan. 4.—The 1941 National Dairy Show will be held here in conjunction with Mid-South Fair, said Lloyd Nottingham, secretary-manager of Mid-South, following his return from the recent show at Harrisburg, Pa. About 1,000 dairy cattle and several cattle sessions contingents will come here. City and county officials said they would erect a \$150,000 to \$200,000 building on the fairgrounds. It will remain as a permanent addition to the plant. City will also spend \$7,500 for remodeling and putting stalls in buildings.

FISBY, "The Duke of Kutztown," who showed with Jimmie Lynch's Death Defenders the past two seasons, expected to show here to play Florida State Fair, Tampa, with a Lynch unit managed by Irish Huron. He worked at Santa Clara at a Christmas department store and after Christmas played a week's engagement at the Heidelberg Club there.

Tourist Attraction

SAN FRANCISCO, Jan. 4.—When 2,505,043 out-of-State tourists visited California during the 382 days of the Golden Gate International Exposition in 1939-'40 they set a new high for tourist-visitors. During the two periods they spent \$322,763,470 in California. Clear gain in tourist expenditures over totals for similar periods in 1938, a normal year, established the exposition as a \$71,269,935 tourist attraction to California. These findings are reported by John F. Forbes, president of California, Inc., non-profit tourist advertising organization.

Rhode Island To Add Day

KINGSTON, R. I., Jan. 4.—Rhode Island State Fair will be extended from six to seven days in 1941 as result of an anticipated boom in industrial conditions and construction of a naval air base near the grounds, said General Manager A. N. Peckham, who was re-elected for a three-year term at the annual meeting on December 16 as a tribute to expansion undergone by the fair under his direction in the past four years. Air base is expected to add thousands to the drawing population of the fair. Manager Peckham said he intends to enlarge the midway and add a thrill show and night events. Others re-elected for one-year terms were F. H. Hazard, president; State Senator J. H. Gardner, vice-president, and A. B. Dexter, secretary-treasurer.

TOMMY SACCO has signed Ben's Hawaiians for the coming fair season. Also Pancho Chino and his 30-piece Mexican revue.

Move Starts for Winter Farm Show To Be Developed for AC

ATLANTIC CITY, Jan. 4.—A move to bring here a winter farm exhibit to be developed along lines of the International Livestock Show, has been started by county and State officials. Idea is to build it around New Jersey Farm Week, now held annually in Trenton, and to use Atlantic City Convention Hall. It would be for exhibitors from all States between Virginia and New England, sponsors believing that a farm expo could be staged more successfully here than in any other city in the East. Congressman Elmer H. Wens, who played an important part in bringing to this city the recent successful New England Poultry Producers' Show, said it could easily form a focal point of a greatly expanded exposition of farm products.

Pa. Is To Air Ops' Problems

Harrisburg conclave will talk legislation for an increase in State aid

HARRISBURG, Pa., Jan. 4.—Addresses to be delivered at the 29th annual convention of the Pennsylvania State Association of County Fairs here in the Penn Harris Hotel on January 29-31 will deal with general problems confronting fair executives.

Members of District No. 8, United States Trotting Association, will hold their annual meeting in Parlor A at 8 p.m. on Wednesday night and the Central Fair Circuit meeting will convene at 10:45 a.m. in Parlor C on Friday. Thursday's general session will be called to order by President William Beise Jr., Bedford. Mayor Howard E. Milliken, Harrisburg, will deliver the welcoming address and President Eric will respond. There will be a reading of minutes from the last meeting and appointment of committees for auditing, resolutions, nominations, and to plan for the 1942 meeting. John S. Gilse, president of Reading Fair, will speak on Problems Connected With Conducting Successful Fairs, to be followed by open discussion on Legislation Needed for State Aid Fair Department of Agriculture, and registration. Noon will be called to permit members to meet Gen. Arthur H. James in the executive reception room of the Capitol at 11:45 a.m. Afternoon session will be opened with the report of Secretary-Treasurer Charles W. Swoyer. (See PA. OPS' PROBLEMS on page 55)

List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of these running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared in the issue of December 14. The fifth appears in this issue.

Tenn. Talkers In Wide Range

NASHVILLE, Tenn., Jan. 4.—Discussions on a wide variety of subjects pertinent to fair operation will highlight the 1941 annual meeting of the Association of Tennessee Fairs here in the Nood Hotel on January 21 and 22.

Tuesday's session will be called to order at 1 p.m. by President William L. Little, Sparta. There will be roll call, reading of minutes of the 1940 meeting, report of Secretary-Treasurer O. D. Maas, Cookeville; introduction of new members and guests, and appointment of nominating and auditing, resolutions, nominations, and auditing.

Speakers and their subjects will be Paul C. Travis, manager of Tennessee State Fair here, County and District Fairs—What They Mean to the State Fair; O. E. Vandevier, assistant dairy extension agent, University of Tennessee, Knoxville, 4-H Club Exhibits at State and County Fairs; Dr. A. C. Topmiller, State veterinarian, Protecting the Livestock Exhibits from Parasites and Infectious Diseases; T. L. Decker, home demonstration agent, Tipton County, 4-H and Women's Club Exhibits at State and County Fairs; Harley Pitt, principal, Clarksville Demonstration School, Cooperation of Public Schools and Fairs; M. M. Johns, rural electrification specialist, University of Tennessee, Rural Electrification; C. C. Flannery, commissioner of agriculture, State, District, County, and Community Fairs; W. F. Carpenter, Hamilton County 4-H Club agent, and Della Masters, Putnam County home demonstration agent, The Fair Public Stops and Locks, and Maid Outfitter, food specialist, extension service, University of Tennessee, Suggesting Some Type of Exhibits at County Fairs This Year in Keeping With the National Program of Better Nutrition.

The annual banquet will be served Tuesday night at 8:30 in the hotel's private dining room. Speakers will be Dr. W. B. Boyd, Cookeville, and Jim McCard, Lewisburg. Music will be by the Cookeville Band, Albert W. Brighton, director-manager.

Wednesday's session will convene at 9:30 a.m. There will be discussions by Dr. W. F. Pease, The Walking Horse's Place in the Fair or Tennessee, Dr. M. Jacobs, problems of Tennessee Agricultural and Industrial Fair, Knoxville, Underlying Causes New Business and Increasing Investments That Pay; Leon McClinton, Tennessee State Fire Prevention Association, Protecting Fair Patrons and Property Against Fire Accidents; a representative from the collector of internal revenue office. Explanation of the Fair Officials' Fight Like To Raise and Better (See TENN. TALKERS on opposite page)

Mass. Mutuals Situation Halls Race Fight on Fairs

BOSTON, Jan. 4.—Opposite of Suffolk Downs, Eastern Racing Association, will make no fight upon fair managers this year in any endeavor to secure additional time in which to stage pari-mutuel assets. The 1941 dates for Suffolk Downs have been granted by the State Racing Commission and the owners of the Downs will lay off the fairs for the time being, with the knowledge that they themselves have a fight on their hands, for a petition has been filed with the Legislature to place upon the ballot a referendum which would enable State voters to indicate approval or disapproval of pari-mutuels.

Heretofore this has been a county-option proposition. Under the proposed legislation, if passed, becomes a State-wide issue. Desiring the aid of fairs, the racing men will keep hands off the proposal to do away with the present prohibition against pari-mutuels, other than at recognized fairs, from August 15 to October 1. It is said that determination of fair managers to fight any change in this phase of the law has had much influence on the attitude of racing men.



QUIR PROGRAMS AND ROUND-TABLE PRESENTATIONS will mark numerous meetings of State and District associations of fairs this winter. At the annual meeting of Massachusetts Agricultural Fairs Association in Boston on January 21 and 22 George H. Deen (right), Northampton, will conduct a quiz with two five-man teams captained by William H. Pease, Chester, and Robert P. Trask, Topsheld. Charles W. Swoyer (left), secretary-treasurer of Pennsylvania State Association of County Fairs, will give interesting statistics in his report at the annual meeting in Harrisburg on January 29-31.

Around the Grounds

SALON, Ore.—State board of agriculture refused a request to permit night dog racing at 1941 Oregon State Fair here, expressing fear that dog racing, added to the horse race program, would take the fair out of the agricultural class.

GALESVILLE, Wis.—With F. M. Smith filling the post of secretary in 1940, first-prize County Fair here made a first profit in 20 years, reported Superintendent of Concessions V. H. Kellman. Exhibits in all lines were unusually large, as was the attraction program, which included a 40-people revue furnished by Lew Hosenfield. Horse racing and a thrill day will be added in 1941.

GRESHAM, Ore.—Multnomah County Fair netted \$381,350 in 1940, when a record of 41,000 paid admissions was set, 8,000 more than in 1939, according to figures released by A. H. (Bert) Lea, secretary-manager. Receipts were \$40,497.88, a slight gain over 1939. Handle on night horse racing increased nearly 20 per cent.

AMHERST, N. S.—Maritime Winter Fair Commission has leased all of the Winter Fair plant here to the Dominion Department of Defense for the duration of the war. Included are the new and old arenas and main building, all for army use. Buildings and grounds are to be returned to their original condition when the lease expires.

SHEVEPOUR, La.—Contemplated improvements on Louisiana State Fair grounds here, discussed at a recent board meeting, include a street-surfacing program for which WPA help will be asked; construction of a ceiling over ables and installation of new booths in the Merchants and Manufacturers' Building, and erection of new poultry and Negro agricultural exhibit buildings.

COLUMBUS, O.—State Attorney General Thomas J. Herbert has ruled that county fairgrounds are not exempt from purchasing fairgrounds nor buy such land subject to mortgage. In an opinion to the Highland County prosecutor he said, however, that the county agricultural society could borrow up to 50 per cent on grounds' value for repairs and improvements, with approval of county commissioners.

FREDERICKSBURG, Va.—Judge Alvin T. Embrey, special commissioner, has issued checks to some 200 individuals and estates owning stock in Fredericksburg Fair Association, Inc., in process of liquidation. Judge Frank T. Sutton Jr., Richmond, in Spotsylvania Circuit Court, authorized payments after allowing \$2,250 as fees to counsel, and \$500 to H. K. Sweeter, receiver.

Cost attaches said the total ordered distributed was \$40,497.81. Fees and other expenses were deducted, leaving about \$45,000 for shareholders. Only one of the association was the real estate sold in October for a reported \$99,000.

Fair Elections

BENALTO, Alta.—C. Pugh was named secretary-treasurer of Benalto Agricultural Society, succeeding A. Norton, who resigned after serving 16 years.

ESTON, Sask.—Senior Lake Agricultural Society re-elected James McEwen, president; T. Threlkeld, R. S. Irwin, vice-presidents; H. Moyses, secretary-treasurer.

GRESHAM, Ore.—Multnomah County Fair Association re-elected T. J. McEwen, president; H. A. Lewis, vice-president; A. H. (Bert) Lea, secretary-manager for his 13th year; Theodore Brugger, treasurer.

CENTRAL, Tex.—Panola County Fair Association named E. C. Clabough, president; R. E. Smith, Q. M. Martin, E. F.

Fair Meetings

Ohio Fair Managers' Association, January 10 and 12, Decker-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Silverton.

Georgia Association of Agricultural Fairs, January 17, Dempsey Hotel, Macon. E. Ross Jordan, secretary, Macon.

Maine Association of Agricultural Fairs, January 17 and 18, Augusta Hotel. Augusta. J. S. Butler, secretary, Lewiston.

Washington Fairs Association, January 17-18, New Washington Hotel, Seattle. Thomas E. Wood, secretary, Chehalis.

South Texas Fair Circuit, January 20, Bellville. O. H. Burdick, secretary, Fredericksburg.

Western Canada Fairs Association, January 20-23, 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, York Hotel, Nashville. O. D. Mason, secretary, Cookeville.

Michigan Association of Fairs, January 21-23, Fort Shelby Hotel, Detroit. R. H. Kelley, secretary, Hillsdale.

South Carolina Association of Fairs, January 22 and 23, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Dakota Association of Fairs, January 23-25, Waldorf Hotel, Fargo. Dr. G. A. Ottlinger, secretary, Jamestown.

North Carolina Association of Agricultural Fairs, January 24 and 25, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Mississippi Association of Fairs, January 24 and 25, Edwards Hotel, Jackson. J. M. Dean, secretary, Jacksonville.

Rocky Mountain Association of Fairs, January 26-28, Hankin Hotel, Great Falls. Mont. Jack M. Burkstroff, secretary, Sidney, Mont.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles R. Ballston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chas. O. Marshall, secretary, Arlington.

Illinois Association of Agricultural Fairs, January 29 and 30, Abraham Lincoln Hotel, Springfield. A. W. Gruna, secretary, Bress.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swayer, secretary, Reading.

Texas Association of Fairs, January 30-January 1, Hotel Adolphus, Dallas. Felix H. Smith, secretary, Midway.

Class "B" Fairs Association, February 12, King Edward Hotel, Toronto, Ont.

Ontario Association of Agricultural Societies, Feb. 13-14, King Edward Hotel, Toronto.

Louisiana State Association of Fairs, February 14 and 15, Lake Charles. F. O. Benjamin, secretary, Thibodaux.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

Payne, vice-presidents: Neal Egan, publicity director; P. H. Horta, secretary-treasurer; Joe Ben Pitt, manager.

KONICK, La.—Jack Plamier was elected president of Tri-Parish Fair Association, succeeding recently elected Ebol Guillory, resigned. Mrs. Richard B. Warren Jr., remains as assistant secretary-manager and M. M. Milburn was elected treasurer.

ST. JOHN, N. B.—For the fourth consecutive year, W. J. Wetmore was re-elected president of St. John Exhibition Association. W. F. Knott, asst. H. O. Harrison, vice-presidents; and G. M. Milard, A. Gray, secretary-treasurer.

Agricultural Situation

Condensed Data From December Summary by U. S. Department of Agriculture, Washington, D. C.

EUROPEAN war and national defense held the center of the farm scene this winter. Agricultural exports have shrunk; domestic markets have expanded. Hard hit by the loss of exports are the producers of cotton, tobacco, wheat, and fruits. Whatever the outcome of the war, the prospect is for small exports in the years ahead. Efforts are being made to increase the purchasing power of low-income producers and consumers in our own country and to develop potential markets for larger quantities of food and fibers.

About 8,000,000 needy persons will be able to get low-cost food under the Food Stamp Plan this winter, undernourished school children will get free lunches, and large quantities of food will be distributed to persons on relief. Prices received by farmers are tending to rise, but part of the increase will be offset by higher costs of production during the coming year. Ratio of prices received to prices paid will increase, but probably will be 15 to 20 per cent below pre-World War levels.

DOMESTIC DEMAND: UP

The sharp rise of industrial production, employment, and factory pay rolls since last spring has been accompanied by a smaller yet noticeable improvement in consumer demand for farm products. Further substantial increases in industrial activity are not expected during the next several months, but a continuing gradual improvement in domestic demand for farm products is in prospect.

Several conditions have contributed to the increase in industrial output in recent months. The defense program has indirectly stimulated many lines of industrial production in addition to those directly financed by government orders. Business men have been buying far ahead, in fear of later price increases and difficulty in obtaining deliveries. A number of industries have been spending large sums to increase capacity for the handling of defense and export orders. The large-scale manufacture of some defense equipment already has begun; for example, deliveries recently have been made on a large order for tanks by a railroad-rail manufacturing concern. Peppy orders for both civilian and military uses, has been at a high rate for some time. The general increase in business activity has stimulated the sales and production of consumers' goods such as automobiles and furniture. Export of products to be used in war has assumed considerable proportions in some industries, including steel.

This activity has carried production in a number of important lines of industry close to capacity. It is probable, therefore, that the usual seasonal rise in output which occurs after January cannot be fully made in those months next year, consequently that seasonally corrected indexes of industrial activity will level off or decline slightly some time during the first half of 1941. If this were accompanied by a reduction in advance buying by business firms completing their inventory-building programs, there might even be a more noticeable recession. This would be only temporary, however, but might result in relatively little improvement in the consumer demand for farm products during the first half of 1941 compared with the last half of 1940.

EXPORT DEMAND: DOWN

Agricultural exports have declined since last January, and the outlook for the duration of the war is highly unfavorable. Apparently the only condition which might reverse this situation would be such an increase in shipping losses as to make it impracticable for Great Britain to purchase its requirements of meat and other products from more distant surplus-producing nations. This was a major factor in the expansion of United States export demand during the World War, also the extension of credits by the United States at that time con-

tributed greatly to the movement of products abroad.

Even if it became much more difficult for Great Britain to transport beef and other products from Australia, Argentina, and other distant countries, however, Canada is in a position to supply a much larger part of British requirements than during the World War. For example, present stock of wheat in Canada are large enough to care for both domestic consumption and British import requirements for two years. As long as the amount of dollar exchange available to Great Britain for use in buying war materials is limited, she undoubtedly will turn to Canada for most of her requirements if some of her present sources of supply were cut off by shipping difficulties.

PRODUCTION: INCREASE

Crop estimates were raised last month for cotton, corn, dry beans, peanuts, white potatoes, tobacco, sugar beets, apples, pears, grapes, and peaches. Reductions were reported for buckwheat, grain sorghums, soybeans, sweet potatoes, and winter wheat for sugar. The Crop Reporting Board estimated that crop production this year was the second largest on record. Largest on record was in 1927. Production of feed grains for all purposes was estimated at 95.8 million tons, or about 2 per cent below the pre-drought average. "This tonnage is large enough," it was stated, "to permit feeding present livestock about as liberally as in any of the last 15 years without an illiating shy of the large reserves of feed grains accumulated since the drought. Production of most of the principal food crops appears ample."

TENN. TALKERS

(Continued from opposite page)

Underlined: Bob Roy, secretary of De Kalb County Fair, Alexandria. After 53 Years in the Fair Business is There—Anything New Under the Sun? and Henry W. Beathorn, assistant secretary and manager, Mid-Booth Fair, Memphis; Hugh DeLoater, secretary, Botom County Fair, Maryville; John B. Wade, secretary, Gilbourn County Fair, Trenton; and A. W. McCarty, secretary, Wilson County Fair, Lebanon. Our Biggest Problem and How We Handle It. There will also be an open forum with speakers limited to three minutes each, reports of committees, and election of officers.



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Pools To Fore With Big Shows In Miami Area

MIAMI, Jan. 4.—Struggle between advocates of ocean bathing and those sponsoring pool swimming apparently is being won easily by the latter. Most new hotels have installed elaborate pool facilities with cabana, diving boards, and sun decks with all types of apparatus sprouting all over the place. Many hotels built in previous years have followed the trend and have completed set-ups of their own pool facilities.

Two stand-bys, MacFadden-Deauville and the Miami Biltmore, are again in the running with plans for pool shows that, according to claims, will eclipse their efforts of previous years. Alexander Ott, who is back at the Biltmore, opens his show tomorrow with Harry Richman leading a quartet of honor and attempting to win attention from a galaxy of nationally publicized models who will be presented in a fashion show. Ott has signed Tom Sellers, high diver, for the Biltmore show.

At the MacFadden-Deauville Floyd Zimmerman, co-producer of Billy Rose Aqueducts, will be the impresario. First Deauville show will be on January 18 at formal opening of the pool, which has been remodeled to seat 5,000. Floating band organ for the season will be Pete Desjardins of the New York Aqueduct, and Joe Seymour, recently of the Golden Gate Expo Billy Rose show.

Pittsburgh Beauty Treatment For Cincy's Coney Steamer

CINCINNATI, Jan. 4.—The Steamer Island Queen, which plies between here and Coney Island, a few miles above Cincinnati on the Ohio River, left its Cincinnati wharf on January 2 for Pittsburgh, where it will enter drydock for a general improvement program.

Main purpose is to give the steel hull its regular check-up. It will be cleaned by sandblasting and will be finished with waterproof paint. Ewald L. Schott, president and general manager of the Coney Island Company, said repairs and changes in the superstructure are contemplated so as to provide better passenger facilities. How far such work will be carried out depends on the ability to obtain material. Because of the national defense program, difficulties are being encountered in securing necessary supplies.

Among those accompanying the boat were Capt. Charles N. Hall, master; Capt. Harry Cox, pilot; Wes Dole, second pilot; Fred Dickow, chief engineer; H. Edward Gough, steward; and Walter Schwall, assistant steward.

New Beach Roads, Airport Seen as Aids to L. I. Biz

PAR ROCKAWAY, L. I., N. Y., Jan. 4.—More than \$5,000,000 is scheduled to be set aside for construction of new roads in '41, and the bulk is for highways leading to beaches.

James Beach was docked out handsomely for yesterday. Rockaway is making a strong effort to convince federal authorities of the need for an airport there. Coming of air would do much to enhance attractiveness of the community to visitors.

Annual trek to Florida and other Southern spots by the amusement industry has been deterred by many because of mild weather here.

COLUMBIA, D.—Tall gray-stone gates, trim metal forestries, and a huge American flag will greet visitors at the main entrance of Columbia Zoo next season. Pelons and turkeys are gifts of the Columbus Dispatch, founder of the zoo in 1925.

List of Army Camps

Readers interested in U. S. Army Poets, Camps, and Stations will find a list of these running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared in the issue of December 16. The fifth appears in this issue.



A CAMPAIGN for national advertising of amusement parks has been suggested by John L. Coleman, president of Riverside Park, Indianapolis, who was special chairman of a session on outstanding promotions of 1940 at the 23d annual meeting of the NAAPW in Chicago in December. He has been in amusement business nearly 12 years, is a lawyer, and former member of the Indianapolis city attorney's staff.

Cincy Zoo Gate Slumps 20,000; Revenue \$5,000

CINCINNATI, Jan. 4.—A deficit of about \$2,000 and a decrease of 20,000 in attendance probably will be reported to the annual meeting of the Zoological Society of Cincinnati, a preliminary report filed with the board of park commissioners indicated. The annual meeting will be held February 4.

Decrease in attendance from 593,000 in 1939 came after the directors prepared their 1940 budget on the basis of an expected 620,000 paid admissions. As a result restrictions were necessary to keep within operating revenues. The report set out that spring and early summer rains, especially the rains on Sundays and holidays, caused the decrease. When ideal weather conditions prevailed in 1940 attendance exceeded previous years' totals on comparable days.

Collection Is at Peak

The animal, bird, and reptile collection is the finest in zoo history. During the past year many rare and valuable specimens were added to the collection. A beautiful but ferocious black leopard, pair of white-headed gibbons, pair of golden monkeys, two coat minkies, another baby chimpanzee (Dolly), pair of (See CINCY ZOO DOWN on opp. page)

Problem of Present Day Public To Stay Amusement Conscious?

By JULIAN M. BAMBERGER

Address by head of Lagoon Resort, Salt Lake City, under the head of "The Amusement Park Industry in a Changing World" at the 23d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 5.

In the world today we are confronted with conditions we have never known before and we can look forward to many more years of war, with its horrors, hardships, and devastation. Even with the coming of peace there will follow years of adjustments which will entail strife, suffering, and privations. These are facts that we must face.

Our problem is this: Will the people of America remain amusement conscious under such conditions? Will they want to spend their leisure, or at least part of their leisure, in the gentle art of making merry? Will we here in this country remain pleasure seekers while the world burns? No matter how we feel about world conditions, it is still important

that we keep our equilibrium. Men, women and children cannot keep seeking a refuge, an escape, from these oppressive conditions. We in the amusement busi-

'Outstanding Promotions of 1940'

A symposium, with John L. Coleman as special chairman, at the 23d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 5.

By John L. Coleman

Riverside Park, Indianapolis

We never know exactly where good will is coming from. Last year at Christmas time we got the idea of having some decorations in the park. We put up a Santa Claus on the Coaster ride and a reindeer on the Merry-Go-Round. We took our public address system and turned it toward the residential area, playing Christmas carols. We did not think much about it at the time, but later in the year we found that it created a lot of good will for us.

During a convention of the American Federation of Musicians, Mr. Hammer-

schlag, business agent for the local at Indianapolis, called me up and asked what I could suggest in the way of an afternoon's entertainment. I suggested they all come out to the park at a flat rate of 25 cents a person. Well, they had over 1,200 tickets there and they stayed from 2 until 4:30 o'clock. So that was not a bad afternoon. We served a buffet lunch at 50 cents a plate and we sold 12 or 14 barrels of beer on what otherwise would have been a dead afternoon.

Looking to the future, I have had an idea buzzing around in my head, trying to figure out a way of advertising our parks, perhaps thru our association, by means of a national advertising medium. Why couldn't we have the statement broadcast over national hook-ups, "Go to your favorite amusement park," or something like that? I hope the suggestion is worth something.

By Harry J. Batt

Ponchartraine Beach, New Orleans

In past years we have had a successful series of promotions of Miss New Orleans contests. We have staged various beauty contests for the girls, and Dorothy Lamour was a beauty winner of ours a few years ago.

This year we were approached by the president of the AAU, who is a local man, and he asked us if we would sponsor a weight-lifting championship. At the same time a boy very active in athletic affairs down there asked me about staging a men's beauty contest. At first I thought the idea was not one to be taken seriously. However, I finally was prevailed upon to do it. He handled the contest for me and secured the entries. The men were a little careful about how they were going to be paraded. We couldn't parade them as we would girls. At great expense we constructed a couple of posing boxes. In the contest these men slipped in from the back of these posing boxes. They were given a choice of two optional poses, either as a discus thrower or as a javelin thrower.

The contest came off very well. We had a much larger crowd than we ever had for any girls' beauty contest and it was very profitable from the standpoint of money received. If your public will take to that kind of thing, I heartily recommend it.

By Paul H. Huedepohl

Jackson Beach, Park, Portland, Ore.

We have had some promotions but nothing that I would consider outstanding. What may work in our district may not go so well in yours, but we did cash in on some good special promotions.

The first was in connection with Scandinavian relief. First Russia invaded Finland, then Germany overran Norway, Denmark, and Holland. Scandinavian relief was the concern of many organizations up in my part of the country. We turned over the facilities of our arena to allow the children to rehearse for impromptu and Scandinavian concerts, and we had a three-day show.

We gave all our equipment free of (See PROMOTIONS OF '40 on page 32)

GGIE Trains Run in Park

SAN FRANCISCO, Jan. 4.—Cooperation for operation of the airport train, used at the Golden Gate International Exposition along Great Highway and in Golden Gate Park has been granted by the park commission to Frank Rice, concession operator. A group of them began operation between Fleishacker Zoo and Playland-at-the-Beach on New Year's Day. Others started in Golden Gate Park. The park trip, with 22 stops, is 50 cents; Great Highway ride, 10 cents.

Reverse May Be Improved

REVERE, Mass., Jan. 4.—Merely elected Mayor Raymond E. Casey here has stated that he will favor any legislation that will aid concessionaires and operators at Revere Beach. Among his plans is one calling for improvement of facilities, erection of a huge parking place, betterment of conditions for concessionaires and ride operators, and restoration of the beach as an outstanding amusement spot. He owns General Edwards Inn on the beach.

PHILADELPHIA.—Mom. Toboggan went at the Zoo here, recently gave birth to two kids.

The Pool Whirl

By NAT A. TOR

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

Miami Murmurs

MIAMI.—Your wandering correspondent, whose columns you probably didn't even miss in last two issues, arrived in this bustling winter resort a few hours ago. I naturally haven't time to study pool and beach conditions but from a cursory look-over I'll wager there are more swim tanks in this burg than in any area of similar size in the world. As soon as I got my one pair of swimmer slacks pressed, I'll money around and chew the fat with Joe Coppa, Stu Cameron, and the rest of the boys in the Miami Beach press department, then crossway over to Hans Wright's publicity office in Miami. And from these sources I should get a fair idea of the number of new natatoriums being operated this winter. From talks with Mort Mencher, Florida tank operator, and other pool men I'll be able to report next the season so far and plans for the future.

Ace Resort Attraction

On trip down it was our good fortune to stop at Marineland, 18 miles south of St. Augustine, for a look at world-famous marine studios. You've probably read all about the place or have seen newsreels of the underwater glimpses of fish life. Thing that impressed me was the marvelous manner in which the entire plant is operated. It would pay park and pool men, planning to visit Florida, to include in their itineraries a visit to Marineland. It boasts one of the most modern bathhouses and play areas these days have seen. It's all the dream of Doug W. Burdon, explorer, who is proxy of the operating corporation, Clarence Hines, one of the drum beaters in Marineland's four-man press department, reveals that Burdon is plotting an all-year-round open-air tank for tourists.

Swim Coaches Convene

Sorry I missed Sam Ingram and the rest of the swim officials at Fort Lauderdale's annual confab, but got there in time to learn something of plans for the 1941 meet. A six-man committee was named by the Swimming Coaches' Association of America to prepare plans for next year's aquatic festival. Named to head the group was Al Neuberger, coach of Trenton (N. J.) High School swim team. He will be assisted by Matt Mann, Michigan tutor; Bill Merriman, Pennsylvania coach; Tom Kennedy, Amateur swim mentor; Ed Kennedy, Columbia, and Jim Reilly, Rutgers. Reno Humans, director of aquatics for the Mexican government, is chairman of a special section on Pan-American participation next year. Officers of the coaches' association will continue in office until their next meeting at the National Collegiate Championships, to be held in March in Lansing at Michigan State College.

Passing Thought

Many park and pool men, especially the former, have considered the possibility of tying bumper advertisements on autos of patrons while parked on grounds. Some parks have their parking attendants tie on ads without permission of patrons. Others are afraid to do so and order just a handful of bumper cards or license-plate ads relying upon their own park employees to put them on their own cars. Value of such advertising can't be disputed. And in this place it is used more extensively than by resorts and playgrounds in Florida. Everywhere we see autos carrying ads of Clyde Beatty's Jungle Zoo, McKee's Animal Farm, Silver Springs, Lake Worth Beach, and countless other beaches. Of course some parks, pools, and piers don't have to put cards on cars of patrons when they make tie-ups with local taxis or jitneys, as in the case of Beal Pier and Hamid's Million-Dollar Pier in Atlantic City. But when thousands of patrons carry your ad message, that's so much the better. At Marineland I saw men busily engaged in tying bumper cards on every car parked. When I in-

quired as to whether there have been any complaints from patrons I was told that in the three years that spot has been in existence not one customer has squeaked about a sign on his jalopy. Some visitors have written after they arrived home, asking if they could have fresh bumper cards, as the ones they had were lost or had faded. Tourists like to carry signs about places they have visited. And whether they are carrying free ads for somebody evidently makes little difference. That's why it is easy to distribute such ads at Florida resorts. Whether the same thing can be done with equal success by pools, parks, and beaches in neighborhood locations is another matter.

American Recreational Equipment Association

By R. S. UZZELL

Philadelphia Toboggan Company was built up largely by the departed H. H. Austry, who conceived it. He worked incessantly for the advancement of swim concerns, which was just about all of life to him. It is true that his associates were loyal and always willing to help, but he was the front man who took the big responsibility. Today Herbert P. Schmeck is the hard-working man for demand for smaller, less expensive units put Herbert P. on his mettle. He has come thru with a variety that is getting the favor of park and carnival men. Here again "Hot" must outstep to cover these divergent fields. With two exhibits in different hotels at the same time and two groups to contact simultaneously just about compels a man to bid farewell to sleep for the week.

Others who exhibited at the two shows tell a similar story. Add to all of this the second daily session of the penthouse, running to the small hours of the morning, and some idea may be gained of the fatigue of our exhibitors at the close of the show, which was not yet over for them, as packing up and shipping home made the last demand on tired muscles and faded nerves. For our manufacturing exhibitors has indeed and in truth the hardest week of the entire year.

Protection in Europe

Is it to be wondered that we have a close fraternal feeling for one another? One would go far to find as loyal a band of fellows anywhere. This year 1941 brings me many problems old and new. In due course a bulletin will go to each member, outlining our program and asking for suggestions and support.

While our European business is cut off, we should concentrate on some well-defined plan of protecting our interest when this field opens to us after the war. There are now and will be several new devices to be exploited over there. To send illustrations and descriptions to unknown inquirers is to invite the same copying and imitations which followed the last war. Unless protected by patents and guarded by experienced men in that field our products are sure to lose. Patents must be applied for over there before issuing here to insure validity. Why not profit by the experience of men who took their creations over to Olympia to be copied through Europe? Get patents first and put them into competent and reliable hands.

Canadian Rulings Help

The Canadian customs will still admit amusement rides from the States. Here again, new procedure before starting. The preferential trade with favored nations at lower duty does not now obtain, as the duty was increased the past summer. Better get a ruling direct from Ottawa before starting. Then you will know just where you stand. The Canadian Customs and Immigration officials are a fine lot of men with whom to deal. One could not ask for better service anywhere. Like all real men they want to be sure they are complying with the law. An official ruling expedites the entry and leaves no uncertainties.

Natural ice skating is nil thus far in a greater part of the States but this gives greater zest to the artificial ice palaces. Hockey teams are off to a good start and patronage is shown per. John J. Garlin says he will stage a game at the Orillon in Boston at the time of the meeting of New England park men and invite the membership present at the annual meeting and throw a party for all of us after the game. John J. does things in a great way.

Fansher Sr. Dies in Ohio

DAYTON, O., Jan. 4.—Fred Fansher, New York, was called from Florida by the death of his father, William I. Fansher, 83, in this city. The elder Fansher, who was married on February 5, 1904, accompanied his son on many visits to amusement parks all over the country. The mother is reported in good health.

Milwaukee Zoo Head Retired

MILWAUKEE, Jan. 4.—Emanuel Entermann, 76, director of Washington Park Zoo here for the past five years, has been retired by the county pension board. He will leave soon for Medford, Ore., to make his home, where he expects to pursue his lifelong hobbies of painting and scientific study. No successor has been named.

CINCY ZOO DOWN

(Continued from opposite page)
beautiful Myrian bears, six black-footed penguins, and other gifts and purchases of rare animals, birds, and reptiles were received.

The Society appreciates an urgent need for a stage or arena specially designed to exhibit to advantage the trained animal acts of Susie, the gorilla; Billy and Janie (possibly Dolly), and Rodney, the boxing kangaroo. This arena should have a seating capacity of at least 1,000, and thereby take care of the large crowds that wait to see these shows. When funds are made available, either thru operations or donation, a theater for this purpose will be erected.

To Complete Deer Run

The deer run project—a major improvement suggested by Mrs. Lily A. Fleischmann—was started in 1940 and will be completed in 1941. In keeping with its purpose, the society has been expanding its activities and in 1941 will offer a carefully planned animal exhibit in settings and housing of modern architecture and construction. The deer park, a series of open acts including Hama, elk, deer, yak, and possibly camels, will again turn the spotlight upon these interesting animals that have been relegated to out-of-the-way and obscure places in practically every zoo in the United States. Since inauguration of this project a number of zoos have interested themselves in the project and a tendency is seen on their part to follow Cincinnati in giving these animals a more prominent place in exhibits.

City and Fort Worth Casino Settle Claims Out of Court

FORT WORTH, Tex., Jan. 4.—The city has agreed to accept \$436 in compromise settlement of a back-rent claim against Lake Worth Casino Park near here and has released its claim to part of the Boardwalk which the city wanted left standing as an entrance to the city-operated bathhouse and beach.

City's release of the Boardwalk claim near the bathhouse was on condition that a complete clean-up of the premises leading to the bathhouse by the removal of concrete footings and fire walls, as well as the wooden construction, be made by the wrecking company for the former owners. Bankruptcy proceedings involving Casino will be completed when the clean-up is finished.

George T. Smith, manager of Casino Ballroom, and the city have come to an agreement on a new lease for the city-owned site on which the ballroom stands, but the ballroom operated thru the ballways.

OPPORTUNITY!

For Dependable Concessionaires and Ride Owners

INDUSTRIAL BOOM

Can use good Walk-Thru, new or used Rides and Skill Games.

Write or Contact Me Immediately

REX D. BILLINGS, JR.

Manager, Seaside Park, Virginia Beach, Va.

(A Few Minutes From Norfolk)

ACTS

PLAYLAND, RYE, N. Y.

NOW BOOKING

Attractions for the Summer Season.

Can use unusually sensational, novel and attractive Platform or High Acts. Send full description of act (or acts, if you double number of performers, height of rigging, space required, places previously played and price for one or two weeks' engagement). Appearance bond or a deposit may be required. All communications will be treated as confidential and price quoted will be considered as final.

IT'S
LUSSE Auto-Skooters
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.
Rendlesham, Essex
13, Lincoln's Inn Fields
London, W. C. 2, England

AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA

Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

You are urged to join now for only

\$10.00

Contact your nearest League member or write direct to Membership Committee, SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.

Complete PARK PLANNING SERVICE
COASTERS, ICE RINKS, POOLS
ROLLER RINKS, OLD MILLS
ACCESSIBLE TO WHEELCHAIR PASSENGERS
ACKLEY, BRADLEY & DAY
STREET BLDG. PITTSBURGH, PA.

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 15c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 15c for the forwarding of replies.

ACTS, SONGS & PARODIES

ORIGINAL HUMOR WRITTEN TO ORDER — Any subject. Each act, \$1.00 cash. Money back guarantee. AUTHOR, 95 Franklin, Auburn, N. Y.

HOKUM SONGS AND PARODIES, ACTS, PLAYS, Comedy Material. List. HARRY STURGIS, 52 Guild St., Roxbury, Mass.

SONGWRITERS! — WORDS, MELLODIES! MELLODIES to words, words to melodies. Real piano arrangements. Inquire. RAY HIBBSLER, C-10, 2137 N. Avera, Chicago. 1611

AGENTS AND DISTRIBUTORS WANTED

AGENTS — MEN'S SUITS, 80c; PANTS, 25c; Overcoats, 41c; Ladies' Coats, 35c; Dresses, 10c; Sweaters, 25c. Other bargains. Catalog free. KORTNOY, 566-C Roosevelt, Chicago. X

AGENTS — SELL \$1.00 PACKAGE LAXTOMIC. Cuts you 10c. 25c Corn Remover, 5c. Guaranteed operators. VERIBEST PRODUCTS, 4250 Caron, St. Louis, Mo.

BIG PROFITS FOR AGENTS OR DISTRIBUTORS selling inexpensive perfume oil to women. Repeats. Rush 25c for sample; full details on 3c stamp brings attractive proposition. MANTZ, 534E Maple, Scranton, Pa. X

GOOD SIDELINE FOR PRINTING AND ADVERTISING Salesmen—Decolomina Name Plates in small quantities. Great demand. Also make money applying initials on automobiles. Free samples. "RALCO," 727 Atlantic Ave., Boston, Mass. X

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Duane St., Brooklyn, N. Y. Jan25

MONEY! — \$75.00 WORTH OF ALL SORTS Toilet Preparations for only \$5.00. No C. O. D. FRANCIS CARROLL, 1748 1/2 Blvd. Pl., Indianapolis, Ind. X

NIPOASOL — SOOTHING-ASTRINGENT CIRCLE for the throat. Teaspoonful in 1/2 glass warm milk does the trick. Winter weather creates coughs. 50c retail. Cost you \$4.00 dozen; 1/2 dozen free. Prepaid. ROBERT O. ELLIS CO., Huntington, W. Va.

RESURRECTION PLANT — UNIQUE NOVELTY. Miracle of Nature. Costs below 2c; sells for 25c. C. E. LOCKE, 7 Rio St., Merida, New Mexico. X

SELL KOEHLERS FAMOUS 9x11 BLUE SIGNS — Changeables. Religious. Experience unnecessary. Homes and merchants, prospects. Write KOEHLERS, 335 Goetz, St. Louis, Mo. Jan25X

SELL NEW, USED CLOTHING FROM HOME, auto store. Men's Suits, 75c; Leather jackets, 25c; Overcoats, 35c; Dresses, 20c; Ladies' Coats, 35c. Other bargains. Catalog free. NATIONAL, 436-M E. 81st, Chicago. X

STRANGE CHEMICAL SPOUCE CLEANS WALL-paper like magic. Bargains, housecleaning drudgery. Sensational seller. Samples sent on trial. Rush name. KRISTIE, 135, Akron, O. X

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. Jan25X

ANIMALS, BIRDS & PETS

ALLIGATORS, SNAKES, CHAMELEONS, WILD Cats, Bears, Raccoons, Squirrels, Raging Turkeys, Fox, Capons, Snake Dens, our specialty. ROSS ALLEN, Ocala, Fla. Jan18

ANIMALS, BIRDS AND SNAKES FOR SHOW Folks — Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Brownsville, Tex.

DONKEYS — "BURRO" FOR CHILDREN TO ride, \$18.00; Amateurs, \$2.00; Wild Cats, \$5.00; Cats, \$2.50; Snookum Beans, \$15.00. SPECIAL PRODUCT CO., Laredo, Tex.

WRITE FOR OUR CATALOGUE — LARGEST animal concrete ever published. MEDAS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN MIND READING — CALL STRANGERS by name. Answer unseen questions. Complete course, \$1.00 prepaid. HAROLD EIGHT, Box 4, Hammel Station, New York City.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. X

BUSINESS OPPORTUNITIES

EARN \$25 WEEKLY BUYING OLD GOLD — Profitable business. No license. Complete instructions, plan, 25c cash. RUSSELL SALES CO., Shelbyville, Tenn.

MAKE \$10.00 TO \$20.00 DAILY OPERATING our Bag-Throwing Games. For full information write LAMANCE, 762A Manon, S. E., Atlanta, Ga.

PARTNER WANTED—SEVERAL CONCESSIONS with Carnival and at Beach. \$125.00 required. H. L. WRIGHT, Wilmot, N. C.

FITCHMEN! SOLICITORS! — MAKE EXTRA Money with new Stamping Outfits. Stamp Checks, Plates, Fobs. Catalog 69-c free. C. H. HANSON, 303 W. Erie, Chicago. X

WANTED — MOVING PICTURE THEATRE. Give full particulars, price, terms in first letter. PERLEY LANE, West Nottingham, N. H.

1,000 IMPRINTS—50c. YOUR NAME PRINTED Station. Amazing profits. Full size stamps, 10c. THORN BURNHILL SERVICE, 1206 Moore, Wichita Falls, Tex. Jan18

\$2,500.00 WILL BUY HOUSTON'S BEST LOCATION. Amazing profits. Full size stamps, 10c. THORN BURNHILL SERVICE, 1206 Moore, Wichita Falls, Tex.

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 REAL BUY — FOUR 1100 MILLS THROCK of Music, \$135.00 each. Two or more, \$125.00 each. KENTUCKY SPRINGLES SCALE CO., 514-518 S. 22d St., Louisville, Ky. X

A-1 BARGAINS — F. P. CHUBBIES, \$6.50; 1938 Rock-Ola Deluxe, \$125.00; Seeburg Gem, \$100.00; 41-24, \$22.00; Crane Payoff Phonograph, \$50.00; Anti-Aircraft, \$60.00. SEIDEN DISTRIBUTING, Bldgway, Albany, N. Y.

ALL FREE PLAY — BIG SIX, \$12.50; SNOOKS, \$9.50; Chief, \$14.50; Thriller, \$17.50; Major, \$17.00; Twinkle, \$14.50; Cowboy, \$17.50; Turf Champ, \$17.50. Write for complete list. DELUXE AMUSEMENT, Little Rock, Ark.

BALL GUM, 16c; FACTORY FRESH, 12c; BOX; TAB, 51c; Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. Jan18

BALLY RAPID FIRE, \$99.50; SEEBURG PARADE, \$99.50. Mechanically perfect. 15c deposit. H. REICH, 323 S. E. 1st Ave., Miami, Fla.

BARGAINS! — TOM MIX, \$29.50; CHICKEN Suits, \$59.50; Concocts, \$79.50; Keweenaw's Anti-Aircraft, \$39.50. One-third down. E. & B. SALES CO., 813 College Ave., N. E., Grand Rapids, Mich.

FOR SALE CHEAP — KEENEY SUPER TRACK Times, Machines, Chamois Balls, Radio Rifle, CHARLES PITTLE, New Bedford, Mass. Jan25

Classified Advertisements

Weekly offering of
BIG BARGAINS—SPECIAL SERVICES
EXCEPTIONAL OPPORTUNITIES

Quick Results

Small Cost

Commercial Rate

10c a word

CASH WITH COPY MINIMUM \$2.00

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following
Week's Issue

Name

Street

City and State

Your count of words

Amount enclosed \$

Classification preferred

MORE SALES AND MORE INQUIRIES

Our little ad in your magazine has produced more sales and by far more inquiries than any other ad we have ever placed in any other magazine or paper. We have been in this business ten years and have tried a good many national and local publications.

Krispy Kit Korn Machine Co.

CONQUEST, LUCKY, CHEVRON, JUNIPER, A-B-T Model, F. Tapers, \$9.50; Triumph, Lancer, \$12.50; Big Town, Lite-O-Card, \$22.50. PASTIME—100 Bufiles, Dayton, O.

DO YOU NEED WULFERTZ PHOTO PARTS?—Write us your name and save money! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. tfnx

FACTORY REBUILT SUPER TRACKTIMES (Keeney's). Fastest money maker ever created. 5c play, \$59.50. By order, balance C. O. D. P. K. SALES CO., Cambridge, O. jlls

FOR SALE—A. B. T. CHALLENGERS, \$1.50. Get our prices on like-new and used Marble Games. Every Machine guaranteed. One-third deposit, balance C. O. D. SOUTH-WESTERN AMUSEMENT COMPANY, 1111-1113 Navarro St., San Antonio, Texas. jlllx

FREE PARTS AND SUPPLIES CATALOG No. 6-17 for all coin machines. Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pa. tfrx

GET WISE! MODERN ARCADE SPORTLANDS are profitable year around. Wholesale largest selection of equipment to choose from. Write for new 1941 catalog and price list. MIKE MUNYER CORP., 393 10th Ave., New York. tfrx

GOODBROY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send us your name and address at once. JOHN GOODBROY, 1824 E. Main, Rochester, N. Y. jallx

HBSHEY PENNY CANDY MACHINE (150)—like new, used one month. Immediate delivery, sacrifice, \$2.00 each. BOX 926, 1474 Broadway, New York City. x

LARGE SELECTION OF NUTS FOR VENDING Machines—100 Used Penny Machines, \$100.00; five Puritans, \$25.00. SEIDEN'S HUT HOUSE, 5 Clinton Square, Poughkeepsie, N. Y.

SACRIFICE—43 PHONOGRAPHICS ON LOCATION in North West Texas, Counter Games and Marble Tables included. Territory open for free play tables. No competition, only \$3,300.00 cash. BOX C-650, Billboard, Cincinnati, O.

SCALES—JUNIOR NAVCOS, ROYALS, PAGES, Jennings, \$15.00 to \$20.00. A-1 condition. Selling out account of health. SCALE SERVICE CO., Marion, Ind.

SELL CHEAP—EXCELLENT PHONOGRAPH—Route, open territory for Tables and Counter Games; \$1,000 month; rear two army camp sites, Southwest Texas, \$1,500.00 down, balance in small payments. BOX C-651, Billboard, Cincinnati, O.

SKILL JUMPS, HOCKEYS, HI-BALLS, DIGGERS, A. B. T. Targets, Legal Counters, Rifles, Baseballs, Metal Toys, Vitallizers, Exhibit Microscope and Arcade Machines, Also Location for Penny Arcade. BEDER, 248 E. 23rd St., Brooklyn, N. Y. tfrx

WANTED—SHORT RANGE TUBES, EXHIBIT Merchants Diggers, MT. ROYAL, NEW ELY, INC., 330 E. Baltimore St., Baltimore, Md.

WULFERTZ PHONOGRAPHICS—MODEL 412, \$32.50, Model 616, \$54.50; Keeney Arciflex Gun, \$39.50. ROBBINS CO., 1141111 North Ave., Brooklyn, N. Y. jlllx

8 COLUMN STAINLESS STEEL CIGARETTE Machines with match columns, \$7.50; 6 Column Masters, chromium fronts, \$10.00. TURKEL, 151 Rhode Island Ave., East Orange, N. J.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWN, WRAPS, \$2.00; SHOES, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

FORMULAS

FITCHEN'S NEW 924 PAGE MONEY MAKING Bible. Contains 10,000 Formulas, Receipts, Secrets for easily making fast sellers and higher profits. Complete book, \$1.50; pamphlet, 5c. C. G. D. ADAMS BROWNS 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 Gearing Popping Kettles, \$7.50 each. CARAMEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

FOR SALE—50,000 SLIGHTLY USED RECORDS. Hit Bill files, all in good condition. If buying 10,000 or over, delivery free. A. ECHLER, 21 Essex St., New York. Tel. Orchard 4-5855.

POPCORN CRIBPETTE AND CARAMEL CORN Machines—Dry Poppers, Wet Poppers, Peato Chip Outfit, LONG EAKINS, 1975 High St., Springfield, Ohio. jlllx

POPCORN MACHINES—BURCH, STAR, Creflor, Long-Eaking, Dunbar, Geared Popping Kettles, Caramel-Corn Outfits. Lowest prices. NORTHSHORE MFG. CO., Indiana, Iowa. jlllx

Show Family Album

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.



PERSONNEL of Advance Ca No. 1, Barnum & Bailey Circus, season of 1918. Standing, left to right, are George Kruger, "Frenchy" Perrault, the late Sam Canby, Harry Service, Harry Ward; Clyde Malloy, boss lithographer; George Bell, Charles Baker, George Haynes; Charles (Frenchy) Levesque, now living in Berlin, N. H., and Dan Spade, deceased. Left to right, in front row, are Frank Superior, the late Hymy Myhers, G. Cohen; George Prudhomme, deceased; A. Cohen, "Shorty" Westnor, and George Kettler, deceased. The late Paul Harrell was general agent; Doc St. Clair, car manager, and Bill Wilken, press agent.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—HIGH STRIKER, PERFECT Condition, cheap. Can be booked Florida Fair now. GEO. MOREY, Peonora, Fla.

FOR SALE—TWO AERIAL THIRTY-SIX Foot Parker Merry-Go-Round, \$300.00, or trade for Loop-Plane. Contact IRA BURDICK, Youlum, Tex.

FOR SALE—LARGE KIDDIE BOAT RIDE—Take Show Property, Cardman Wheel or Living Trailer in trade. JACK CARR, 2350 W. 25th, Cleveland, O.

MONKEY RACE COMPLETE—INCLUDES Monkey Cage, Tracks, Hoopster P. A. Set, Timer and Starter Shock and dandy 12-ft. Trailer, \$400.00. DON COTTON, Hitchcock, Tex. jlllx

HELP WANTED

HILLBILLY MUSICIANS FOR THEATRES—Girls and men. State if you have car. Write JOHN T. DAVIS, General Delivery, Altoona, Pa.

MIDGET (MAN) FOR STANDARD NOVELTY Act. (No dwarf). BOX 461, Billboard, Chicago, Ill.

OFF-HAND GLASS BLOWER—MAKE SHIP'S and Small Vases. Travel with show, winter and summer. JAS. E. FINNEGAN, 1276 Broad St., Augusta, Ga.

SMALL UNIT SHOWS, MUSICAL NOVELTIES—Western or Hillbilly Units wanted for small theatre near army camp. Write LOWE FAWKS, Texas Theatre, Mineral Wells, Tex. jlllx

WANT MOTION PICTURE OPERATOR WITH 35 or 16MM Projectors and Equipment for rent location. Start immediately. Salary. Wire JACK LAMPTON, Hotel Millbrook, Fayetteville, N. C.

WANTED—MALE AND FEMALE AUTO Stunt Performers immediately for Thrill Show. Will train beginners with experience. ORLANDO WILLYS CO., Orlando, Fla.

STANDARD ACTS—FOR FEBRUARY 21, ONE Night Show in Cincinnati. State price and full particulars. BOX C-2, The Billboard, Cincinnati.

YOUNG LUGGER WANTED FOR SPOT SINGLES in Standard Act. Steady work. State age, description, etc. Write BOX C-632, Billboard, Cincinnati.

MAGICAL APPARATUS

A LATEST 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Plumes, etc. 25c. KAATERS, 8-1311 Walnut, Philadelphia, Pa. jlllx

CATALOGUE OF MINDREADING, MENTALISM, SCIENTIFIC MAGIC, HOROSCOPE, FORECASTS, BUDDHA, FUTURE PHOTOS, CRYSTALS, LUCKY PLACES, PALMISTRY, GRAPHOLOGY CHARMS and SOULS, WHOLESALE. Largest stock. 194-page illustrated catalogue, 30c. NIELSON ENTERPRISES, 336 S. High, Columbus, O. jlllx

HEADLESS WOMAN ILLUSION—SPECIAL price, \$75.00. Regular \$120.00 outfit with Top, Back and Sidewall Curtains. Ideal outfit for carnival. Packs in suitcase. 15c brings illustrated catalogue of professional magic and acts. ST. LOUIS MAGIC STUDIOS, 6360 Danmar, St. Louis, Mo. jlllx

LARGE PROFESSIONAL MAGIC CATALOGUE—25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. jlllx

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? OUR COLLECTION of 10 Novelty jokes, postpaid \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. jlllx

M. P. ACCESSORIES AND FILMS

NOTICE

News and stage 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.

AMBITIOUS—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs, rentals. Used 16MM. Sound Projectors, \$95.00. BOSCHON, 521 E. State Theatre Bldg., Pittsburgh.

ANNUAL CLOSE-OUT OF 16MM. SOUND AND Silent Movies. Yearly event. Large selection of Features, Comedies, Cartoons, Novelties. Send for your "Bargain-Movie-Social" today. Specify sound or silent. INSTITUTIONAL CINEMA SERVICE, Inc., 1560a Broadway, New York City.

BARANCAS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereoscopes, etc.—Producers required.—Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. jlllx

BUSSA FILM EXCHANGE CARRIES THE LATEST Roadshow Attractions in 35MM. Sound for outright sale only. New prints; low prices. Friendship, O. jlllx

FOR SALE—ONE USED SOUND PRINT, 16MM. ("Drums of Destiny") new nine by twelve Safety Screen three dollars hundred foot Reels included. Fifty dollars cash. NEIL BURDICK, Youlum, Tex.

RELIGIOUS FEATURES AND COMEDIES—35 and 16 in sound. Silent 35 only. E. ABRAHAM, 504 S. Sheridan Rd., Chicago. jlllx

SHOW MOVIES—NO INVESTMENT, THOUGH shows theatreless towns your territory waiting. We furnish Films, Sound Projector, etc. Write for details. SOX NY-15, care The Billboard, New York City.

35MM. SOUND FEATURES, WESTERN, SHORTS—Outright sale or rental. Lists. We also buy perfect prints. OAKLEY FILM EXCHANGE, Nelsonville, O.

PARTNERS WANTED

ACTIVE PARTNER WITH \$200.00 FOR "BLACK Magic Miracles" never before shown in America. Address J. PATEAU, 1122 Tulane Ave., New Orleans, La. x

WANT PARTNER FOR TRUCK CIRCUS WITH approx. \$1,000 or equivalent in show property. Real money proposition. BOX C-633, Billboard, Cincinnati.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—Now Portable Double Unit, with cool independent lighting system. Takes both 1 1/2" x 2" and 2 1/2" x 1 1/2" pictures. Send for special catalog and information on new metal process enlarger-reducer. MARKS O'FULLER, ITC, Dept. BC540, Rochester, N. Y. jlllx

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera, WABASH PHOTO SUPPLY, Terre Haute, Ind. jlllx

DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 254 Fifth Ave., New York, N. Y.

ENLARGEMENTS (PHOTOGRAPHIC) MADE from your films. Send \$1.00 for 6 x 7 or 8 x 10. NATIONAL FILM SERVICE, P. O. Box 77, Shioogwaug, Wis. x

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Receipts, 2c each; 100 of work, 1c. SUMMER'S STUDIO, Unionville, Mo. jlllx

SALESMEN WANTED

EVERY BUSINESS MUST BUY PRINTING ADVERTISING Specialties, Book Matches, etc. Take orders for the summer list, 1,000 retail city items at 50% price buying. Free catalog, 40% advanced commission, bonus. Experience unnecessary. Outfit free. DAVID LIONEL WOOD, 25 S. Hamilton, Dept. 52, Chicago. x

"GALLOPING IVORIES" — NICKNAMED BY "Jazzmen." It's really hot! Plenty immediate repeat commissions. Every retailer, service station wants it. MURRY UNIVERSAL, 2322 Diversey, Dept. C-401, Chicago. x

WANTED—PERMANENT REPRESENTATIVE for Hooper Uniforms, Smocks, Aprons, Frocks, Nurses, Doctors, Waitresses Uniforms, Sportswear, etc. of highest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. NK-4C, New York City. jlllx

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels — Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

SCENERY, CYCLOGRAMES, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

TENTS—SECOND-HAND

NEW SLIGHTLY USED, GOOD AS NEW TENTS—State size. Send stamped postals ignored. Write SMITH TENT COMPANY, Auburn, N. Y. jlllx

THEATRICAL PRINTING

PRINTING SPECIAL—100 3 1/2 x 11 BOND Letterheads, 100 6 1/2 Envelopes, your 3 or 4 line copy, only \$1.00. F. C. CRAMER, Box 993, Chicago, Ill. x

"SHOW" WINDOW CARDS—14x22" 110 White Nonbonding 2-Colors, \$2.95; Hand-Sized, 1,000 3/8", \$1.25; 6x9", \$2.50; Flashy Letterheads in colors, magnum, glow, midwest, abstracta illustrations. Samples. SOLDIADY, Knox, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit. Balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa. x

\$1.50 STATIONERY SPECIAL—300 SHEETS, 100 Envelopes, bond paper. Name, address printed in instant printing. Six Four service. Order printing reasonable. TOWER PRINTING, 13 E. 14th, Kansas City, Mo.

125 MODERN, STREAMLINED, TWO COLOR Letterheads, Envelopes, Cards, \$1.00 postpaid. Samples 10c postage included. Five hour service. JOHNSON, 929 Windsor, Chicago.

A multi-column table listing names of individuals and their affiliations, organized alphabetically by last name. The names are arranged in vertical columns, with some entries including titles or roles.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Prize Users Turn to Cameras As Midwinter Demand Goes Up

Theory that shutter-boxes are summer items blasted as national advertising campaigns and contests make picture-taking a year-round activity

BINGO BUSINESS
By JOHN CARY

NOW is a good time to go back over past incidents and check on what has happened. From the letters that have been received at this desk, it seems that many operators make the mistake of trying to crowd the players into uncomfortable, badly lighted, and poorly ventilated spots. The supply of light and air should be the first consideration of an operator in selecting a location. There is hardly a town that doesn't have some sort of auditorium built to house a good proportion of the population. By all means, in starting a series of games, the operator should get a hall that will accommodate the crowd he will draw. If the games are patronized beyond facilities, then more games should be held.

When an operator fails to have the expected success with his game, he often overlooks the fact that he is not affording his players reasonable comfort. This is most important, and our experience has been that the successful operator sees to it that his players can sit in comfort for three hours. Even big league baseball games have the seventh-inning stretch.

REPORTS on Cincinnati bingo games for November, 1940, reveal that 286,163 people attended 353 parties. Receipts for the month totaled \$308,327.18. The average cost per person was figured at 54.4 cents, a record low for 1940.

THE DEFENSE program is reported helping bingo operators throughout the nation. Recently we had a long talk with a bingo equipment manufacturer, who said the game was going stronger than ever in the South and Middle West. The South is undergoing a building boom, as the government is establishing and improving training camps in that region. He also declared that carpenters and other laboring groups are working steady and drawing good wages and that this has had a definite influence on methamphetamine. The trend toward better merchandise is more evident than ever at this time. No matter how high the salaries are, people still enjoy a good bingo game. As the new year gets under way, serviceable items are in greater demand than ever, and it is our prediction that an even stronger demand will be felt during 1941. Wholesale merchandisers fully hope to report that stable orders indicate that alert bingo operators are recognizing this fact. More power to them.

with new merchandise stocks, ready to serve the increasing ranks.

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The following is reprinted from The Advertiser's Digest:

Trade Card Deals

There is scarcely a retail grocery or druggist that has not made use of trade cards within the past year. Furniture stores, gas stations, cigar stores, bakeries, and many other retail sales outlets are also using them.

So phenomenal has been the growth of trade-card traffic that various serving organizations now devote their entire energies to this form of promotion. The trade card is an outgrowth of the purchase privilege premium—one where the consumer gets a \$2.30 table lamp for 50 cents and one or more box tops or coupons. In other words, customers enjoy the privilege of buying the offered premium at wholesale, in return for buying the sponsor's product.

With the trade card, consumers have the privilege of purchasing the one or more items offered after a designated amount of purchases has been made in the store sponsoring the deal. As each purchase is made the amount is punched into spaces provided on the card.

Announcements regarding the gift can be secured easily. Some cards call for as low as \$1 worth of purchases while others range from \$5 and \$10 to \$25. The average is between \$3.50 and \$5. Trade cards differ from other forms of premium promotion because they are restricted in use to retail deal outlets. The trade card is not confined to the large supplier. The small man, the independent merchant, can use it with equal success, with the largest benefit on equality with the large sponsor. It is therefore the little dealer's stand-by for increasing turnover. Dealers are supplied with trade card offers both by firms which use this kind of promotion to sell their own products and by concerns which sell the merchant his premiums for his own offers.

Dealers can favorably trade card plans because, in addition to stimulating store-wide merchandise sales and maintaining customer loyalty, they may also make a profit on such promotion messages. (See DEALS on page 23)

Noisemakers Good As Millions Watch 1941 Start Stretch

NEW YORK, Jan. 4.—Noisemakers brought streams in the Times Square area the largest sales in recent years when more than 1,000,000 people turned out in that section to welcome the New Year. Not only was there an increase in the quantity of items sold, but well-wishers bought in larger assortment.

Directly west of their stationed several blocks north, West and south of the square, took their posts as early as 4 p.m. and did not leave until early morning hours Wednesday. Officials said it was the largest crowd in Times Square history to hit farewell to the old year, and veteran pitchers were enthusiastic over the number in which the cash flowed.

While metal and cardboard horns led the parade, there was a big demand for such items as rattles, Bronx cheers, paper hats, Hawaiian leis, feather blowouts, confetti, nose-bumping schmonozas, and umbrellas. Juice and trick items were sold in large quantities, and matches, trick glasses, shooting books, handkerchiefs, leaky perfume bottles, and trick pocket knives brought many laughs among the milling crowd. Commuters going home to

NEW YORK, Jan. 4.—A midwinter demand for all types of cameras that exceeds expectations indicates that picture boxes will again be topnotchers in the prize field. Since the advent of the snapshot craze, 8mm. and 18mm. movie cameras have come into prominence in great quantities, offering bingo and salesboard operators an opportunity to take a slice at the profits. Since the movie camera craze has struck so solidly, demand for projectors for use with the units has also gone sky high. Home movies have become a part of every party at which the best or

best of announcements that both cameras and projectors are available at lower prices.

Contests Boost Demand

Factors which have contributed to the camera craze include contests sponsored by local theaters having stage presentations, in which prizes are offered for the best shots of the show; advent of new picture magazines and their offers to purchase an outstanding photographic work; debut of candid eye-viewers on the streets of large cities who photograph individuals or couples as they pass by and send them the unposed picture for 25 cents; and the unusually large advertising campaigns being conducted by camera and film manufacturers.

Operators working cameras on one deal or another have been under the assumption that picture machines are a seasonal item, peaking only in the summer. Amazing advances in the manufacture of film of the super-sensitive type and the improvement of lenses have made it possible for amateurs, even those of slight experience with cameras, to take good winter or interior pictures. This has contributed to the increased demand throughout the year and definitely made the picture boxes a 12-month prize proposition. Some operators have had such success with cameras that they now consider the boxes more of a winter than a summer item.

Profits in Films

Smart operators have augmented their profits by carrying an assortment of films for their prize cameras. In these cases the operator has made a tie-up with the camera and film manufacturer. Where the operator has established himself as the source of supply in this field, he has enough rule in consistency.

In sections where camera lines are not readily available, direct sellers are finding them a top money-making item. Many bingo operators are now using this profit-making item. In some instances, operators have made movies of their games and shown them before the numbers are called. To increase the demand, not only has the demand for movie machines been upped, but crowds have been incited by the desire to "see yourself in the movies." All indications are that cameras will continue in their money-making tendencies.

Mono Glassware Big in Midwest

CHICAGO, Jan. 4.—Demand for monogrammed glassware sets continues to increase in Midwest territory served by wholesalers here, who report bingo and board up pushing the numbers heavily.

The numbers that are sticking include cocktail sets of five pieces, smoking set consisting of large cigarette box and four ash trays; eight-piece bridge set of four sham-bottom tumblers and four coasters; matching ash trays in sets of four or eight, and the correct types of glassware for mixed drinks.

Long Island found ample opportunity to buy such items from pitchers who offered them in Pennsylvania Station and bus depots.

Training Camp Workers Expect Big Biz in '41

NEW YORK, Jan. 4.—With thousands of National Guardsmen and enlisted men returning to camps over the nation after enjoying the holidays at home, training camp workers have settled down for some real business with patriotic items and other numbers soldiers will want to send those who remain behind. Altogether in the trade felt some let-up in business because the men were granted furloughs, salesboard operators report business going on as usual among construction crews.

During the fall training camp workers took advantage of the opportunity to visit wholesale merchandising supply houses here and in other cities to replenish their stocks. With more men to be called into service, workers are optimistic over the outlook. Sales later in 1940 served only as a preview of what is to come, they said, and business is expected to increase by leaps and bounds in coming months. Workers who complained that firms were not releasing new items as rapidly as had been anticipated were answered by firm representatives, who said January 1 was the deadline for many numbers now available in the trade.

Notifications to report before January 13 have been received by members of the Regular Army Reserve, returning to active duty more than 40,000 enlisted men who were recently released after serving three-year stretches. The government expects to use the men to train draftees who will soon be reporting for a year's service.

A training camp worker who has worked camps in the East reports that his business has been exceptionally good, and adds, "There's plenty more to come." He returned Thursday to a New Jersey camp

U. S. Army Posts, Camps, and Stations

Each week one of the nine corps areas of the army will be listed in this section. Clip these lists for future reference.

Fifth Corps Area

(Ohio, Indiana, Kentucky)

ACTIVITY	POST OFFICE	FREIGHT OFFICE
Bosman Field.....	Route 7, Louisville.....	Louisville
Fort Columbus.....	Columbus, O.....	Columbus, O.
Columbus General Depot.....	Columbus, O.....	Columbus, O.
Erie Ordnance Depot.....	Leasane, O.....	Leasane, O.
Fairfield Air Depot.....	Fairfield, O.....	Osborn, O.
Goodman Field.....	Fort Knox, Ky.....	Fort Knox, Ky.
Fort Benjamin Harrison.....	Fort Benj. Harrison, Ind.....	Fort Benj. Harrison, Ind.
Fort Hayes.....	Fort Hayes, Columbus, O.....	Columbus, O.
Jeffersonville Quartermaster Depot.....	Jeffersonville, Ind.....	Jeffersonville, Ind.
Fort Knox.....	Fort Knox, Ky.....	Fort Knox, Ky.
Lunken Airport.....	Cincinnati.....	Cincinnati
Patterson Field.....	Fairfield, O.....	Osborn, O.
Schoen Field.....	Fort Benj. Harrison, Ind.....	Fort Benj. Harrison, Ind.
Stout Field Airport.....	E. B. No. 3, Indianapolis.....	Indianapolis
Fort Thomas.....	Fort Thomas, Ky.....	Newport, Ky.
Wright Field.....	Dayton, O.....	Dayton, O.

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.

Service Pin

According to the Gordon Manufacturing Company, agents, training camp workers, reservists, and neighborhood workers are finding big demand for the new service lapel pin. In the shape of a shield, pin bears the caption "Enrolled for Service—U. S. A." In the center is a red, white, and blue shield against a gold background. Pin has finish. It is designed for all men who have registered. Each gives workers approximately 16,000 prospective customers. Prices that allow a good profit are available to the trade, the firm reports.

Superman Balloons

Superman Balloons, report C&H Rubber Company officials, are proving exceptionally popular and indications are that 1941 will find the item among top money-makers. Licensed reproductions of the comic strip hero are authentic and available in tear-up and prints. Firm reports that the line is exclusive and available at exceptionally low prices.

Lucky Charms

Lucky charms are again going strong. Epstein Novelty Company reports. Firm is offering an attractive variety of favorite charms, both colored and white. There are 35 styles packed five gross to the box. Individual charms, packed one gross to a box, are also available. Line includes elephants, lions, toasters, and horses. Indications are that the line will be more popular than ever in 1941, the firm reports.

License Key Chains

New and repeat orders are flowing in for the 1941 auto tag key chains. Irving Green and Frank Bonomo report. With tag colors and numerals changed for the current year, motorists are securing new designs to keep abreast of the times. Initials and Social Security numbers are



Mystifying—Automatic PARKING 'EYE'
Red Light Flashes on Dash When Car Gets Within 5 Inches of Curb
SENSATIONAL PITCH
WITH OR WITHOUT A CAR

DISTRIBUTORS AND AGENTS

His ready opening for distributors with money and good contacts who can sell on C. O. P. Plan. Four months on the spot. We deliver and collect. Risk same fast. If you want the quick, easy, top-notch profit.

A demonstration that is instructive and spectacular shows auto drivers in dash how to prevent crashes, bumps, dents and scratched bumpers and fenders as well as saving time. The "Eye" makes parking EASY! Clean up—no oiling. Answer you attract.

Unlimited profit opportunities in this sensational, exclusive invention. Make as high as 150% profit. Get your stock on immediate sale. Each unit and specify whether you want one in the 5-day shipping department or. No financial risk. No money out. No time to get your money out. Get in quick for the drive. This is a customer attraction.

PARKING EYE CO., Dept. P-431 Walnut Bldg., Des Moines, Iowa



WORLD'S FAIR VIEWERS
Complete with film. Large quantity on hand. Immediate deliveries. Mottlers—coming up! See how you can see. **DOZEN \$1.75** **GROSS \$18.00**

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.



NEW NOVELTY "HOUSE BROKE PETE" IS SENSATIONAL SELLER
The Liquid Extinguisher Ash Tray is smart and novelty of beautiful plastic construction and comes in four different colors. Made in the U. S. A. Patent # 2,150,530. Each Ash Tray is furnished with a unique story of the origin. Cash in now. An ideal item for novelty stores, taverns, hotel news stands, cigar stores, saloons and gift stores.
No. B21V10—Per Doz. \$9.75, Per Gr. \$48.00, 2 Boxes Postpaid for \$1.00

Catalog 402 of 684 pages of quality merchandise including fine premiums, prices and awards, occasion and on request. Planning your business. We do not sell retail. Prices less 25% cash. 25% discount on G. O. D.
JOSEPH HAGG COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO, ILL.

ENGRAVING JEWELRY AND SUPPLIES AT PRICES YOU CAN'T BEAT

1,000 pr. Single Hearts, Lc. Double Heart, Med. Double Heart, Waffle Lc. Single Heart, Horseshoe and Shield, all \$2.75 pr. each. Cash order and bill, \$4.25 pr. 100 pr. set. Men's, Ladies' and Infant's Brooches, \$3.50 pr. each. Tarnish and gold, \$13.00 pr. Military Brooches and Lockets with official emblems, \$4.25 doz. All goods are polished, 14K gold plated and guaranteed. All our customers are satisfied with price and quality, and you will be, too. Cat. ready about Feb. 1, with photos and prices of 100 numbers. All goods G. O. D., 20% with order.
DEXTER LACQUER & ENAMEL CO.
197 North St., PROVIDENCE, R. I.

LEADING SELLERS IN FUR COATS
Better values than ever before. ALL GRAVING FUR COATS. Coats, Skirts, Caps, Jackets—all styles, sizes. Washing is spared to obtain the most 25% off state and quality. Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW 1941 CATALOG. **LOWEST! H. M. J. FUR CO.**
150-B West 28th St., N. Y. O.

Send for **NEW 1941 CATALOG**
ELGIN-WALTHAM
GRUEN-BULOVA-HAMILTON
Wrist and Pocket Watches
PRICES START **\$2.95**
GUARANTEED LIKE NEW.
JOSEPH BROS., Inc.
81 E. MADISON STREET, CHICAGO

\$\$\$ 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 Prints, size 2 1/2 x 3 1/2 inches. NOT 1 1/2 x 2 1/2 inches.
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 500 stores in this country. \$10 MONEY BUSINESS. TAKE HOME—NO EMPLOYEES. **NO INVESTMENT.** You will make BIG MONEY with the P. D. Q. . . . A real "Operatic Photo Machine" with a...
P. D. Q. CAMERA CO.
100 E. 38th St. 8th Fl. CHICAGO, ILL.

Extra Value! **\$2.25 EACH**
5 for \$10.50

No. 88 6845 — Ladies' Wrist Watch. Exquisite 12 K Gold Case in engraved design with beautiful 18K diamond set. Guaranteed perfect movement. Each in attractive gift case. An example of Big Value and brilliant presentation. See cover of NIVY's exciting New Watch for \$10.50.
DEALERS. Write for Catalog.
ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

FREE! WHOLESALE CATALOG
5000 OPPORTUNITIES
Household goods, display and home decorating appliances, cosmetics, books, jewelry and toys are a few of the thousands of articles shown in this exciting catalog. For information, sales and orders.
300 PAGES
Check out all the latest money-making ideas. Also show that they increase your returns \$2 to \$12 a day and 10-day value plans. Each unit costs from 50¢ to \$1.00 and is ready to sell. **\$2.95 CO.** 1-41 Superior, La Crosse, Wis.

ELGIN, WALTHAM, BULOVA
Renowned Guaranteed MEANS, WRIST AND POCKET WATCHES **\$2.95**
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
720 Walnut St., Philadelphia, Pa.

THIS YEAR MAKE YOUR OWN RECORDS!
SOMETHING Really NEW!
Next week we will announce a sensational NEW money-maker for you! Watch for our full page ad.
EVANS NOVELTY COMPANY
A Division of Premium Sales Company—Largest Direct Factory Retailer in the Premium World
800 WASHINGTON BLDG., CHICAGO, ILLINOIS

IN 1941— MAKE THE BIG SHURE CATALOG YOUR BUYING GUIDE!
BETTER VALUES FOR LESS MONEY—OUR POLICY FOR OVER 50 YEARS.
IF YOU HAVEN'T A COPY OF OUR LATEST CATALOG WRITE FOR ONE NOW.
ESTABLISHED 1899. N. SHURE CO. 200 West Adams St. CHICAGO

ATTENTION! LIVE WIRE OPERATORS!
A FLYING START FOR THE NEW YEAR. BE THE FIRST IN YOUR TERRITORY WITH THE LATEST, NEW NOVELTIES—NEW PREMIUMS—NEW SPECIALTIES. IT'S NOW—YOU CAN ALWAYS FIND IT AT ARMS. Write for Special Literature Today. Please state your business.
ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

WE CARRY EVERYTHING
For Wagon Jobbers, House Canvasers, Premium and Salesboard Operators. **BIG PROFITS** in Drug Items, Extracts, Lotions, Motions, Carded Goods, Knives, Pen Sets, Sidelings Merchandise. Write for Free Catalog.
SCOOP! CHAMOIS SKIN
Full Size (6x24). A REAL VALUE at 40¢ Each. Order... \$4.00
★PATRIOTIC BANNERS
METAL FLAG LABEL BUTTONS, 100 for \$12. (Include Large Buttons!)
CHAMPION SPECIALTY CO. 814-N Central St., Kansas City, Mo.

BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES—PREMIUMS NOISEMAKERS—HATS—BALLOONS WRITE FOR OUR \$1.50 CATALOG
BE SURE AND MENTION YOUR LINE OF BUSINESS!
MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.

KNIFE DEAL SALESMEN—
GET OUR PRICES: 10 Cents Selling \$2.00 for \$1.00. Deal Sample Deal \$1.90. Post order w. 2 Cts.
ORDER TODAY
BOARD OPERATORS!
IF YOU HAVE NOT RECEIVED OUR BOARD CATALOG No. 200—WRITE TODAY
LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

PATRIOTIC OAK HYTEX BALLOONS. HY-GLO, the new shiny... OAK RUBBER CO. KAVENNA, O.

PITCHMEN by BILL BAKER (Cincinnati Office)

JACK TYLER... is reported doing well with his new agency...

WHERE IS ANBODY? ...

FRANK ELLIS... says he ran into a number of paper men...

CHARLIE HUDSON... worked herbs in a drugstore in East Macon, Ga.

RAY SMITH... recently closed his show in Florida and went to his home...

HOW DOES 1941 look to you? ...

PETE THOMAS... is reported working Tampa with a fine show...

JIM MITCHELL... old-time road man, is located in Sarasota, Fla.

DR. HARRY DALY... is living in Sarasota, Fla. but is out of the pitch business.

WE AREN'T MAKING any predictions early of the new year...

AL SEARS... tells that Christmas went off big for the boys and girls in Newark, N. J.

R. BEE... with rug cleaner; Charlie Oestlin, license plate unit...

E. J. FLOYD... JCL, rammed into Cincinnati last week from Hamilton, O.

TRIP OD PINNINGS: "Almost credits and confidences and you'll suffer most. That's as it should be."

HOPE O'DAY KROGER... pencils from Baltimore: "I am a home guard now, not even a 40-caliber..."

HARRY AND DAISY DEGRADE... write from Sarasota, Fla.: "This city has been a mecca for a number of outdoor platform medicine showmen..."

Florida can be worked, but it comes high and money is hard to get...

DON'T LET good fellowship become lax in the ranks, boys and gals. It has been the greatest boon to contentment among pitch-folk.

DAN SHERWIN... Dan from Reynosa, Mexico: "We are down in Old Mexico trying to get our physic approved by the various Mexican boards..."

L. E. (ROBA) COLLINS... and wife have returned to Patterson, Mo. after six months in Ohio.

JERRY THE JAMMER SEI: "The successful pitchmen work on the theme that business is business. He buys what he needs and sells what he buys."

PHIL KRAFT... tells that he had a not-too-successful Christmas season around Minneapolis.

MR. AND MRS. ... Frank C. Keith, veteran tent show operator, gave their annual Christmas party...

You Can't Win. The following are observations culled from a pipe contributed by one of Pitchmen's outstanding exponents...

REMEMBER WHETHER IT'S PREMIUM ITEMS or cheap... MILLS SALES CO. 901 BROADWAY, New York, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$175

NEW JEWELRY for ENGRAVERS, Demonstrators and Jewelers.

GUM BOX RETAILS FOR \$1.00

WALTHAM New Push Button Lever Pens - Combination.

LOWEST PRICES Best Art Endpapers Available, Also Patterns.

DEMONSTRATORS-SALESMEN-PITCHMEN EYE GLASS CLEANER MOISTURE PREVENTIVE

MEDICINE MEN Write today for new wholesale catalog of Thomas, Hill, Hays, Jones, Tinkler, Berlin, etc.

VETERANS' HOLIDAY FASHION SELLERS The following Christmas season, the greatest opportunity...

Max Dawson, Veril Harrison, George Hanney, Art and Ruth Holloway, Clara Annie, and Max Holloway, and Frank Holloway, 96, father of Mrs. Keith...

IF YOU ARE BEGINNING to become discouraged because of cold snaps, remember it'll soon be time for the shamrock badges to appear in store windows.

GEORGE DURST... had an article in a recent issue of The New York Sun titled Are Voters on the Sideline Orphan of Democracy?



BOWLING PINS!... SKATE PINS! NOW... HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

SEA-SHELL BROCH. Pink color pipe same appeal. California Redwood was big this season.

DRAFT PLATES Small Quantities 5 Cents Each, 100 for \$5.00, 200 for \$9.00, 1,000 for \$40.00.

Pitchmen, Demonstrators Double your take in 1941. We'll show you how.

ROLLED GOLD PLATED WIRE (Solid Filled) of Pillsbury Inc. 227 Eddy St., PROVIDENCE, R. I.

Hartmann's Broadcast

CINCINNATI

ON A BECKETT afternoon Harry Drachman, who was the first American child born in Tucson, Ariz., made an address, designed especially for school children, over the radio there, and included in his message were some very interesting things about the coming of the airplane, and the make-up of the circus, both before and after Tucson became accessible by rail. Thru the kindness of Jacob A. Wagner, of Des Moines, Ia., a director of the Circus Fairs Association, we received a copy of that portion of the address about the circus. Wagner happened to be in Tucson at the time, having gone there a few weeks ago because Iowa is a bit tough in the winter for those afflicted with rheumatism, as he is. He plans to start there early March 15, when he will return to Des Moines.

It was thru an item in the Tucson paper Jacobs learned that Drachman would speak to the school children, and knowing that Drachman was a prominent citizen, Wagner made it a point to listen to the broadcast. So pleased with and interested in what Drachman said about the early coming of the circus was Jacobs that he managed to get a copy of that part of the address and sent it to us in the hope that it would be found worthy of a place in *The Billboard*. We believe everybody enjoyed or interested in the circus will appreciate Drachman's remarks, the same as Wagner and we have, so we pass them along, in full, herewith:

"An event which was looked forward to not only by the youngsters but also by the grown-up folks of early Tucson was the Mexican circus Don Sumors. This was long before the railroad reached Tucson. This circus usually remained in town for a couple of weeks. It was not shown under a tent. It was located in some large corral in the southern part of Tucson, most frequently in the large corral between Myrtle and Main streets, in the rear of where Chinatown now is located. There was no menagerie with this circus and the acts consisted of acrobatic feats on the flying trapeze on the ground or horizontal bars with flying stunts and horseback riding.

"The circus ring was not very large and was protected by a canvas nailed on short wooden stakes. The clown carried on his antics which, of course, were in Spanish, and kept the crowd laughing.

"There was the daily parade led by a clown, made up just like the clowns are today, riding on a raw-boned horse with nothing but an old worn blanket for a saddle. He was followed by a striped orchestra in a cartage. Then came the acrobats riding on rollers, the funny-looking man. They were dressed in red tights that looked like red flannel underwear, such as worn by mining prospectors and workmen in those days. Following the clowns on foot would be a crowd of Mexican boys and a few American boys. I was among them.

"The clown would announce the program to take place at the circus grounds. The announcement was in Spanish. Then he would say, 'No se oientad Muchichos,' meaning 'I do not like this truth, boys.' To which all of us answered 'Si' (yes). The clown's announcement of the program would always begin with the statement, 'Por ultimo funcion,' meaning 'for the last time this program will be shown.' It was always for the last time, the circus would be in town for a couple of weeks and the program was always the same. Around the ring seats were arranged like stoves, not very high, something similar to the arrangement of the present-day circus seats, only they were not so comfortable. The seats were hardwood masonry benches, set in forked uprights, with no feet rests. The price of admission varied according to the season of the year. If the circus was here in the summer time the price of admission was 30 cents on the shady side of the ring and 25 cents on the sunny side. If it were winter the sunny side was 50 cents and the shady side 25 cents. If you brought your own chair it would be 25 cents additional on either side.

"After the Southern Pacific Railroad reached Tucson in March, 1880, the first American circus to come to Tucson was Cole's Circus. I believe it was in September of 1881 or 1882. It was advertised for

a month or more before the date of its arrival.

"Well, if you children could have seen an anxious lot of girls and boys you should have seen us. We could talk of nothing else. The day arrived. We had asked Frank Milberg, the baker, to awaken us at 8 o'clock in the morning, when he delivered the bread to our house, which was the custom in those days.

"My brothers Moses and Emanuel and I hurried to the depot to await the arrival of the circus train. Every time we saw a little puff of smoke in the distance toward the West we would jump with glee and say, 'Here it comes,' only to be disappointed. It would be a freight train and so it went on all day. Most of the girls and boys did not leave the station for anything, fearing the circus train would come in while they were away. We three brothers remained there all day. We had neither lunch nor supper, and all we had had for breakfast were two tuna steaks from the baker.

"Well, about 8 o'clock at night the circus train arrived. It was not to unload until late that night, so we had to go home. We boys often heard that you could get into the circus if you carried water to the elephants, so that next day, very early, we went to the circus grounds back of Levine's Park.

"The first thing we did was to get a job carrying water to the elephants so we could get in and see the circus, as we could not afford to pay the price of admission, which was 75 cents apiece. We completed our job of carrying water and were given tickets. We were the happiest boys in the world. First we went into the elephants to see the lions, tigers, giraffes, elephants, polar bears, camels, and many other animals, none of which any of us had ever seen before. Then into the main tent for the performance, and our eyes just nearly bulged out—two rings, big lights, rows and rows of seats, high trapeze, etc. This was the greatest event of our lives, and we enjoyed every moment.

"The highly colored parade with its many clowns, cages of wild animals, and ending up with the calypso, was something to remember, and to this day, girls and boys, I can see that circus as the I attended it last night, and that was nearly 60 years ago."

Showbiz for Showfolk!

IN A piece of legislation remarkable for its shortsightedness and, so come right out and say so, extreme lack of imagination, the National Showmen's Association renewed the old usage that charity begins at home and spread indefinitely upon the record the fact that it is interested in charitable activities far removed from its own sphere and completely foreign to its assumed set-up.

The board of governors of the NSA pushed thru a bill to stage an affair for the celebration of the President's Birthday on January 30. Hundreds of similar fund-raising will be held on that evening throughout the country, proceeds of which, as everyone knows, go to the Warm Springs Foundation to fight insupportable paralysis.

There is no more worthy cause in this great-hearted country of ours. We have seen these stricken children in many hospitals and have done our share for one of them thru the kindness of George Jessel and many other outstanding artists. We have seen the pitiful undrapings of these poor kids and have watched them smile in the inspiring way that kids have a habit of doing right thru the most horrible kind of adversity. On a recent visit to one of these hospitals we missed one of the cheerful faces. He had succumbed to the curious combination of disease and deformity.

A few of our good friends also know how we employed the columns of this publication to beat the drum for the most famous case in the show business—"Colonel" Linard Jones, circus fan, who eventually became a victim of the dread disease as the IKA's home for crippled children in Umatilla, Fla.

This is not intended as personal reminiscence calculated to put in a boost for our greatness of heart. It is intended to establish the fact that we are not unfeeling and at the same time prove that we know something about the terror which is cutting short the lives of helpless little humans as well as adults.

But the National Showmen's Association was established by showmen for showmen. It has always said so. It has always underscored that fact. And so

it is important that the original intent remain unshaken by continued examples of thinking. If the organization is to use its roster and its facilities to raise funds for outside sources, however commendable, it will start a precedent from which there will be no appeal.

Many of us have our own pet charities. We could very well use the precedent as a basis for demanding recognition for such agencies of human betterment from the NSA. How could it turn down such while supporting another?

The Warm Springs Foundation does not need theatrical internships with cores of their own to raise money. The foundation has the benefit of a high-powered national campaign which has always been successful and will continue to remain so without the aid of such conservatively tiny organizations as those which exist in the outdoor show business.

If the National Showmen's Association desires to support the foundation, it should do so on a private basis. It anticipates raising \$600 or \$800. In some of the more prosperous members raise it thru private subscription among themselves and thus divorce the activity from any official identification with the association which was established to help its own needy, its own indigent, and its own people who are called up by their Maker.

Let the NSA be for the NSA and such unaffiliated showfolk who are declared worthy for its help.

ORANGE Bowl Edition, Miami Sunday

News of December 29, gave a full page in its Rotomagazine section to Jimmy Ross, Showmen's Bureau staff engagement. Cameraman Ernest Bennett did a brilliant job in catching action and color. Congrats to him and the Brothers Andy, Dave, and Ralph. . . . The "Jimmy" whose odd was recorded in November is apparently not the same "Jimmy" (Charles), the performing legless one, because "Jimmy" sends an Aloha from Honolulu, where he is appearing with E. K. Fernandez's show. . . . Talking of holiday greetings, we were overjoyed to receive one from Henry Bert, of England, prominent showman who pitched the midway at the New Zealand expo. We saw Henry last at the NY World's Fair and wondered ever since whether he got back safely to the ladies. His Christmas card includes the following text: "Please understand there is no depression in this House, we are not interested in the possibilities of deficits, they do not exist." Their's cheering words. . . . Frank Wirth cards from Tampa and Doc Sheen from Orlando, Fla., on the way to the city which will soon open its 36th annual Florida State Fair. Which reminds us that we must thank Publicity Chief Jim Malone for the invitation to attend. . . . In case anyone has been wondering about it, the light used in the left above, Ed Flynn Gerardo, was the creation of Morris I. Koban. . . . Don't be surprised if Arch Clair, survival-park-roadhouse-musical man, gets an important post in North Carolina.

serving the 23 guests. At the tables were H. A. Atwell, Irv J. Polack, Frank Burke, John A. Dorrill, Frank H. Condit, Frank Braden, E. J. Doolan, Harry Bert, Burt L. Wilson, J. C. (Tommy) Thomas, Al Swenson, J. G. Overshaw, G. L. (Mike) Wright, Harold Dabros, Virgil E.lett, Walter Feenstunant, C. W. Flunney, Louise Gopetz, W. R. Nagler, Morris Manauer, Sam Olshank, "Pittsburgh" Egert, and the Crossroads article.

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.

Nat Green's

The Crossroads

CHICAGO

NO ONE can predict with certainty what sort of entertainment the public will go for. But that the people are hungry for comedy was strikingly demonstrated in the Souja Henis Lee Heavis when it played the Chicago Stadium. Miss Henis gives a wonderful performance and is generously rewarded with applause, but the feature that gets far and away the most applause is the comedy skating of Freedy Tandler. Other comedy acts and bits in the show also get generous applause, even tho' their comedy is weak. This demonstrates unmistakably that the public is comedy hungry.

WITH no slackening of his loyalty to the circus, Frank Braden is now heralding Walt Dickory's new and revolutionary spectacle, *Fustafest*. Disney, a Chicago boy, has dreamed some magnificent dreams, but according to Braden—and he's sterner—this is his greatest. Chicago will see the show in February. Braden, just back from Hollywood, stopped off last week to set the stage for the Chi run and is off now to do the same in Detroit and Philadelphia. Ben Adwell will handle the show in Chicago.

IT'S too early to determine what Mike Todd's *Gay New Orleans* show, transplanted from the New York World's Fair to his new spot in the old Babine Gardens location, will do in Chicago. But his first week has been phenomenally successful. Spot opened on Friday and

the following night more than 8,500 persons passed thru the gates and another thousand milled in the street trying to gain entrance. Mike gave up trying to handle the throng with his own force and called in Andy Frain's ushers, who have proved themselves adept at efficiently handling large crowds.

R. E. (BOB) HICKET came thru his operation splendidly and is rapidly recovering. He'll be out of the hospital in another week. . . . Friend of L. E. Hogan will be sorry to learn that he had to return to Alexian Bros' Hospital and for a couple of days was kept in an oxygen tent. He has improved but probably will have to remain in the hospital for some time. . . . J. C. McCaffery returned from Florida in time to take in the Showmen's League New Year's Eve party. He left late last week for California. J. C. (Tommy) Tuomas also came in from the East for the doings. . . . A letter from James I. Malone reminds that the Florida State Fair is "coming up" and that we shouldn't miss Gaspard Day. "Better drop me a note telling me how many will be in your party," Jim writes. Thanks, pat. I'll speak to the boss!

ABOUT every branch of the outdoor amusement world was represented at the annual Gay better New Year gathering of the Atwell Luncheon Club. Business Ann Huff saw to it that the Hotel Sherman Coffee Shop annex was reserved exclusively for the club, and Ruth Humaker did an excellent job of

Bantley's Add Six Fairs

REYNOLDSVILLE, Pa., Jan. 4.—Six more fairs have been added to Bantley's All-American Shows' 1941 Itinerary. General Agent L. C. (Ted) Miller reported at quarters here this week. List includes Lurray (Va.) County Fair, Courier-Record Fair, Blackstone, Va.; Cherokee County Fair, Murphy, N. C.; Cherokee (N. C.) Indian Fair, Lancaster (S. C.) County Fair, and Newberry (S. C.) Fair.

McDaniels Goes to Wallace

JACKSON, Tenn., Jan. 4.—E. H. Parrow, manager of Wallace Bros.' Shows, announced in local quarters this week that he had signed Tressie G. McDaniels as shows' special agent for 1941.

PA. OPS' PROBLEMS

(Continued from page 43)
Reading. Speakers and their subjects will be Prof. H. C. Pettrini, chief of agricultural education, Department of Public Instruction, Vocational School Association of County Fairs; Dr. F. F. Linsinger, State College, 4-H Club Activities in County Fairs, with slides or motion pictures relative to 4-H Club activities by A. L. Baker, State College; Secretary of Agriculture, John H. Light, and Frank L. Wessell, executive vice-president and secretary of the United States Trotting Association, Albany, N. Y. Accomplishments of the USTA Since Organization. Committees will report election of 1941 officers will be held, and David G. McDonald will show a preview of 1940 Allegheny County Fair, Pittsburgh.

The annual banquet will be served in the hotel Thursday at 7 p.m. Invocation will be delivered by Rev. Frank W. Ruth, State Senator of Berks County, Berwyn, Pa. John B. Giles, Reading, will be toastmaster. Governor James and State Treasurer F. Clair Ross will address the group, and Con McCole, Wilkes-Barre, will be after-dinner speaker. Vaude acts, obtained thru courtesy of booking agencies, will appear. John Tomney and his orchestra will furnish music.

MAFA DELEGATES

(Continued from page 46)
by a quiz contest conducted by George H. Bran between two five-man teams, captained by Willard M. Pease and Robert P. Trank. Discussion of harness race pari-mutuel betting will be led by Ralph A. Jewell, Fairfield, Me., and Paul W. Poester, Great Barrington, will lead discussion of running race betting. Election of officers will follow.

Guests at the annual banquet on Tuesday night will be Eugene M. McCreary, State commissioner of public safety; William Casey, State commissioner of agriculture, and Everett M. Stone, master of the Massachusetts State Grange. Acts will be furnished thru Paul N. Dentch, of George A. Hamid, Inc. Favors will be distributed by Henry Rapp, American Fireworks Company. Music will be by George Ventry and his band.

Conference sessions, open to all, will be held Wednesday. It will be followed by a report of the state board committee, led by Chairman Warren V. Bodurtha. Committee on grange exhibits will give its report thru Chairman Robert P. Trank. Note Aid and Fair Statistics will be the subject of a discussion led by A. W. Lombard, Massachusetts Department of Agriculture, Boston. Ethel McLaughlin, Ashfield (Mass.) Fair, will talk on Money Spent at Fairs. Marie Gurewsky, director of livestock division of disease control, will speak on Tuberculosis and Blood Testing Requirements at Fairs. Earle S. Carpenter, chairman of classification committee, Amherst, Mass., will lead discussion on Cattle Classification at Small Fairs. It will be followed by installation of the new president and discussion of new business.

PROBLEM OF DAY

(Continued from page 42)
we must accept and our answer must be: "Ever better amusement parks."

Next in our national set-up we are faced with what many prefer to call a crisis. A crisis, because times are critical for America. We have had to choose and have now chosen our course thru these troubled times in international affairs. The lines are being drawn tighter each day. Yes, each hour and day, our course is becoming more positive. The people of America are united in this decision. The defense program is already well under way and increasing with an eye-raising tempo. All of this means that America is living under stress and tension that have never existed before.

Looking at Canada

How Dominion Events Shape Up on the American Scene

Eighteen exhibitions were reported to Alberta's Department of Agriculture in 1939. Of extreme interest are figures from the leading events—Calgary and Edmonton—for the years 1931-'39 inclusive:

	Calgary	Edmonton
Attendance	1,899,090	1,068,661
Income	\$1,326,897	\$228,768
Disbursements	550,038	191,781
For Amusements	116,933	71,389

Calgary's attendance high during that period was reached in 1938, with 240,035; low, 1932, 174,676. Edmonton's peak occurred in 1938, with 151,180, and its low in 1931, with 87,290.

K. C. MacDonald, Victoria, Minister of Agriculture for British Columbia, says that a good many of the province's fairs are not subsidized by the provincial government, and therefore his department does not possess figures. This is not strange—most agricultural departments in the States do not have pertinent information relating to their fairs. In 1940 82 events were staged. William J. Bonavia, Department of Agriculture, Victoria, is secretary of the British Columbia Fairs Association.

Altho there are approximately 80 events in the province of Manitoba, not all of them have been able to operate in recent years, especially since Canada's entry into the war. Prize money paid out is in varying amounts up to about \$7,000, not including the Provincial Exhibition. Fairs are divided into four distinct groups according to size and, hence, importance. In the last 10 years the greatest number of exhibitions reported was in 1931, with 60. The low was reached in 1933, with 29. In 1940 and the year previous 54 were conducted.

In Ontario there are A-B-C classifications. All fairs receive federal grants except Class A—Toronto, Ottawa, and London, but the federal department has also included Peterboro in the top class, hence these four, while not included in federal aid, receive grants from the province. Thirteen fairs receive Class B grants from the federal government. Total number of fairs held in 1940 was 13 less than in 1939. In majority of cases fairs were canceled because military authorities assumed control of properties for training purposes. A few small events were canceled for other reasons. Figures for 1940 follow:

	Class A	Class B	Class C
Average estimated attendance income.....	\$179,798	\$ 4,610	\$ 713
Average estimated income.....	343,815	20,724	3,029
Average estimated disbursements.....	277,074	19,788	2,241

Fairs held in 1940 numbered 286.

Figures forwarded by the Director of Agricultural Extension, University of Saskatchewan, in the form of annual reports are illuminating. The province has three classes of exhibitions—Class A, embracing the big events, Saskatoon and Regina; Class B, medium-sized exhibitions held at eight points; and Class C, community fairs. Prior to 1930 the average number of exhibitions held in the province was 135. In 1925 there were 143. Boys' and girls' activities have grown to tremendous proportions even while the number of exhibitions diminished. Classes A, B, and C paid out \$9,454, \$3,461, and \$337 respectively in exhibit prizes in 1938. In 1939 the figures were \$10,657, \$3,655, and \$283.

In 1939 receipts from all sources were \$142,488, with disbursements of \$135,549. This covered 62 agricultural societies.

The tempo here, too, is increasing. And what does this mean to us in the amusement park business? Where do we come in? Where do we fit into the picture?

To Increase Investments

Again the question arises: Does the American public want amusement? Does the need increase or decrease? What have we to offer and, in fairness to ourselves, does the public want our product? The answer is: Yes. Not only does the public want amusement but they need it. It is an actual necessity. They need this escape and release from the ever-increasing stress and tension of these chaotic conditions and the pending disaster. I cannot emphasize too much this need for amusement under these conditions. It becomes a duty that we owe our country.

With an ever-increasing pay roll in industry, more and more men returning to work, with shorter work weeks, we will find more and more people with leisure and more money to spend during this leisure. We may complain to ourselves about the shorter work weeks as they affect our own employees, but in the long run it will work to our benefit. It makes thousands of potential customers. This is a condition to which we must adjust ourselves, for I feel certain there is no immediate prospect of a change on the horizon and so we might as well make the best of it.

In summing up these two points I would say: First, due to the increased tension we owe it to the public to make our parks give the maximum of pleasure and amusement.

Second, taking advantage of the increased pay roll and shorter work week, which means more money and more time in which to spend it. We should put our parks in a position to take advantage of these conditions, being careful at all times not to go beyond the safety point but, with increased revenue, now is the time to increase our capital investment with new features, new gardens, better parking facilities, better picnic areas as well as new games and concessions. Even if a letdown follows this increased national spending, we will have these improvements paid for and our parks will be the better for it.

Meet Local Conditions

Now we come to the community. It is here that our parks are located and it is here that we must meet the local conditions. We have had and can expect even more competition from the national, State, and local governments. With camping grounds, recreational centers, such as tennis courts, golf links, swimming pools, picnic areas, and ball parks as competitors in the amusement field, we find many problems which we must conquer.

The question arises: Is it or is it not worth the cost to enter into competition with the government? This question is debatable, but I say yes. If the government furnishes picnic areas, instead of being adamant, let us improve our picnic areas. Let us make them more inviting and with better facilities. Maybe we should introduce tennis courts, bad-

minton, shuffle board, bowling alleys, soft-ball grounds, horseback pitching grounds, yew, even checker and chess boards for the older folks so that we can board for the service stations as well as furnish, as the service stations say, "a one-stop service." Thus we can offer the public a complete amusement value, a service they cannot get anywhere else. Here at one stop will be found sports, recreation, rest, dancing, dining, swimming, rides, and everything necessary for a good time.

Are we keeping abreast with our tamed competition and is our commodity still salable? We are living in a modern age—a streamlined age. There is hardly a commodity that has not been touched by this line of modern design. We live in modern homes, we wear in modern attire, travel in streamlined trains, drive streamlined cars, our soup, coffee, perfume; in fact, all of our commodities are delivered in streamlined packages. Will the public accept amusement dished out in the old-fashioned package? No, we can't stand back and watch the parade of streamliners go by. If we don't keep up to date this parade will pass us by. World's fairs have set the design and architectural standard for each generation that followed and there are nothing but glorified amusement parks.

Must Lead the Parade

Fairs and midways have always had a special license to go to the extreme in design and color. The public has been educated to expect this and now at this period when art and architecture are undergoing the most radical change in decades is the time the public will expect more than ever, leadership from the amusement parks in this field.

We should lead the parade. Many of our concessions and rides, dance halls, and picnic areas can have their faces lifted and present a modern, streamlined front without great expense. If we don't do this we are bound to lose prestige and patronage. The public is not in the mood to get meals from a streamlined table, coffee from streamlined paper cups, train from streamlined bottles with modern labels, and then have its amusement dished out in the old package and on the old plate.

While we are planning a new face on our concessions it is worth while to consider the functional end of design. Are we to get the full value of our rides and concessions? Do we handle the maximum crowds with the minimum of effort? Do we have bottlenecks that stop the flow of crowds? Can our exits and entrances be planned for better advantage to facilitate the rapid handling of crowds? Maybe our present security lanes the normal crowd but on big days when real money is to be made are we losing by not being able to handle people with dispatch? These are points that should not be overlooked in the remodeling of the amusement plant. Our problem is how to offer more, ever more, to the amusement-seeking public, for in this way we can not only meet competition but beat it.

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Unity

Something is now really being done in giving the industry a united front for future growth

The beginning of each new year is a good time to think of the subject of trade unity. The 1941 convention promises to demonstrate a general feeling of unity in the industry such as has not been seen in many years. The fact that so many phases of the incoming year look promising also helps our unity. It seems that every section of the industry will share in the promises of the new year, and that should promote a feeling of trade unity not otherwise common.

To get a proper text for unity perhaps it will be well to go outside the industry and draw on a lesson of world-wide importance. The best text for unity has been spoken by Adolf Hitler himself. If there is anybody who knows what disunity can do for otherwise intelligent people, it is Hitler. He is reliably reported to have said to one of his cohorts:

"Mental confusion, contradiction of feeling, indecisiveness, panic; these are our weapons."

All these aspects of a lack of unity have been present in all the free nations, and the enemies of mankind have capitalized on them. A few of the free peoples, such as Greece, England, Canada, Australia, and New Zealand, have been able to muster a surprising unity in time to prevent sudden collapse like that of France.

These are great object lessons that all can see and they have a meaning for members of a trade as well as a meaning for citizens of a great country. A lack of unity in an industry may be almost as dangerous as a lack of unity in a nation. No doubt the coin machine industry during the year 1941 will be called upon to share in the heavy responsibilities that come upon our country as a whole, and a united industry will be able to perform its duty and at the same time win honor and credit to itself. The coin machine industry needs a reputation, and trade unity in certain public attitudes will go a long way toward winning that reputation.

When the prosperity due to defense money promises to be so widespread, it is now certain that all sections of the industry will get increased business. The movement has already been felt in 1940 and unless the catastrophe of war comes upon us in the new year the increase of new locations and the bigger circulation of money will be more evident than ever. When business is good there is a good background for trade unity. It is a time for constructive ideas, and perhaps the sobering effects of world conditions will force the industry to think while at the same time enjoying good business.

There is sure to be much talk of taxes during the first half of 1941 and in some instances the industry may be divided against itself, due to unwise tax proposals that may bear unequally upon the different sections of the trade.

It is natural for legislators not acquainted with the industry to try to lump all coin-operated machines and tax them as a group. The trade as a whole must agree as an industry on a sound tax policy before it can expect outsiders to understand how a general tax might be unfair.

The problem of new taxes calls for real trade unity. We have suggested a general tax policy in our bulletin, "Suggestions on Legislation." The basic policy is that amusement games welcome a reasonable license which will also help to make more certain the legal rights of the games business. The music and the vending machine divisions are best considered, not as a subject of privilege licenses, but as a merchandising business in which the operator will be taxed with the same reason and consideration as shown to other small merchants. A tax on each machine in the music and vending fields is not in keeping with the general practice in taxing business enterprise.

City and State organizations have shown a new activity during 1940, and efforts to develop public relations activities are greater than ever in the history of the industry. These plans by local and State groups all count much toward the national unity of the industry. In this respect the industry is more united than ever before, altho there is no organization of operators that is national in scope. There are only a few local and State organizations that are trying to maintain a secretive policy, and some of them are being investigated by federal agents, so that organization may get a black eye. On the whole operators have had a very successful year in organized work.

There are three manufacturers' organizations which are naturally national in scope. These organizations are showing more effective and intelligent co-operation with operators than has ever been known before in the history of the trade. It is certain that these organizations will not be able to cope with all the legislative problems that come in the next six months, but the trade can be assured that far more constructive work is being done than had ever been thought possible, due to the many divisions that have always existed within the industry. Whatever problems may come in 1941, the trade is better organized than ever in its history to put up a good case for itself.

The hope is that all this unity will be made somewhat permanent and that it will somehow be used to gain a better public reputation for an industry that is now filling a real place in the business life of the nation. The support of each member of the industry is needed to make this trade unity count.



Cartoon by Patschke in The Chicago Herald-American, December 30, 1940

Standard Sales in New Home; Recall Early Biz Interest

To the Editor:

Your local representative has suggested that we send you some photographs taken of our new home which we have recently opened.

We are now representing several lines. As well as being in the coin machine field, we are also interested in marine equipment, and have a large appliance department which is devoted exclusively to the wholesale trade.

In discussing the many helpful suggestions we have received thru the columns in *The Billboard* during the past several years, the subject of how long we have been reading the coin machine section of this magazine was mentioned. Your representative, Mr. Connelly, was very much surprised to hear the first column you started back in '30 or '31 was because of the correspondence you received from several parties throughout the United States, such as myself, who were interested in happenings in the coin machine field. At that time, we wrote you asking that you keep this column permanently in *The Billboard* for this business.

If you could check thru your files back to these first issues and find an extra copy of your first two or three columns, we would appreciate receiving them for our operators' room which is a separate display room in our new building.—H. D. Severn, Standard Sales Company, Spokane, Wash.

How To Recognize Counterfeit Coins

PHILADELPHIA, Jan. 4.—In view of the number of spurious coins and bills of various denominations being circulated in this territory, a warning to guard against the counterfeit pieces was sounded. The warning came from the office of the Secret Service Division of the Treasury Department. William A. Landright, supervising agent, gave the following advice to be followed on "How to Detect Counterfeit Coins":

1. Genuine coins have a clear, bell-like ring, counterfeit, dull.
 2. Most counterfeit coins feel greasy.
 3. Compare reading (corrugated outer edge). On genuine coins they are distinct and evenly spaced; on counterfeits the reading is poorly spaced and irregular.
 4. Most counterfeits are soft, and may easily be cut with a knife.
 5. Scratch surface of coin and apply a drop of silver test acid, which your druggist can prepare for a few cents. Acid will turn a counterfeit coin black, will not affect genuine coins.
- Further advice stated that, "When a counterfeit note or coin is received, do not return it. If the passer is a stranger, delay him under pretext while you telephone the police immediately. Avoid argument. Write down a description of the passer if he leaves; take the license number of car if passer has one.
- "Always compare a doubtful coin with another coin by ring, feel, weight, reading, and softness of metal."



PRESIDENT CARL HOELZEL (right) and Secretary-Treasurer Earl Wittacher of the Missouri operators' association, known as Hobbies, Inc., pose with Duplex, Hobbies Supply Company's latest replay game. Duplex is distributed in Kansas City, Mo., by United Amusement Company, of which Hoelzel is president.

Biggest Eastern Representation Is Headed for 1941 Convention

By BILL GERSH
Byrde, Richard & Pound, New York

THE biggest crowd in all Eastern coin machine history is heading for the 1941 Coin Machine Show. A tour thorough Eastern and New England States has unearthed the fact that all leading operators, jobbers, and distributors are preparing to make



BILL GERSH

the show in a large group. But never before have so many men definitely made reservations for attendance. The past year was considered one of the best in Eastern coin machine history. Coinmen have enjoyed the profits from the work and now they are an enthusiastic and optimistic group of business men eagerly looking forward to the 1941 convention for new money-makers.

Many a jobber has aspirations to become a distributor and believes that the 1941 show will point the way for him. Many a distributor who enjoyed a great year is looking for that additional line to insure him just as great, if not a better year in 1941. He is going to the show in the hope that it will be there, some place, waiting for him. Some of the new jobbers and distributors who rose to high spots in the industry during 1940 are ready to wave the banner of their success at the 1941 show and tell the trade how great a job they can do.

Even the smallest of coin machine operators is eager to be present this year. Somehow it isn't like the shows of former years, when everyone came with just the thought in mind of what he will see that would make more money for him. This year there is an air of good-fellowship that wasn't present to such an extent at former conventions. Many are just coming along to meet with old friends, to talk over the past year, and to learn whether those friends agree that the next year will be just as great.

Pinball operators are happy over 1940 successes. They want to see whether the manufacturers will continue to give them the products which will make 1941 just as big a year. The music machines operators are calling the new year "the year of the wall boxes," and are looking forward to the show to see what the manufacturers will have on display that will be new, exciting, and different. The merchandise machine operators believe that many new products will be at the show that will solve many

problems for them in 1941.

From every division of the industry there is a feeling of confidence that the convention will be the answer to all problems. All the columns look to this show with good will and with optimism.

In all the years that I've been in this business I've never seen such spontaneity in the industry to be present at a convention. Formerly the members of the industry had to sell the meet on the idea that it was worth the fare and room. This year those same men are keeping quiet. They're surprised. They just don't know what to say. Conventional-bound operators come into their offices and ask them whether they will be present at the show.

And it's all more or less due to the fact that almost everyone has enjoyed a fine year. Members of the industry want a big "get-together" party. Where they can just be happy, look over the new equipment, and talk and laugh.

Lumber Use Continues Upward

WASHINGTON, Jan. 4.—Lumber activity in the week ended December 31 declined from the preceding period, but maintained gains over last year, the National Lumber Manufacturers' Association reports. Production was 11 per cent below the preceding week, shipments were 2 per cent lower and new business 18 per cent less.

Compared with a year ago production gained 8 per cent, shipments 25 per cent, and new business 8 per cent. The industry stood at 79 per cent of the seasonal weekly average of 1939 production, and 105 per cent of average 1939 shipments.

Reported production for the 31 weeks of 1940 to date was 7 per cent above 1939, shipments were up 8 per cent and orders increased 10 per cent. Pending orders are now 41 per cent above a year ago and gross stocks 11 per cent lower.

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No greater musical thrill has ever been conceived! Here, rich and alive and vivid is *perfect* stereoscopic reproduction of sound as it was originally recorded. Does for tone quality what diffused lighting does for illumination. ROCK-OLA SPEC-TRAVOX TONECOLUMN is a masterful achievement of sound engineering and a glorious spectacle of scintillant color!

L E A D S A G A I N

MUSIC MERCHANDISING

Music Machines Become Sole Song Pluggers Mass Outlet for Pop Tunes Turn to Phonos

ASCAP-radio breach now gives automatic music machines sole task of carrying on hits that are barred from the networks

NEW YORK, Jan. 4.—Now that the music battle between the American Society of Composers, Authors, and Publishers and the radio industry has reached the final stages of a strange hold on songs which automatic music machine operators have been playing in the past year, music publishers, songwriters, and recording companies are looking toward the phono operator more than ever to give life to songs whose careers have been cut short in reaching the masses of the American public via the radio outlet. The music machine network, ever important to the creator and manufacturer of music, now assumes an even greater importance as the key holder to the public outlet which is still desirous of listening to tunes like *Only Forever* and *Ferryboat Seven*. Coin phono operators can now anticipate a greater influx of nickels because the public is now aware of the importance of paying for the privilege of listening to the pop songs of the day.

Closed to radio performance are songs like *A Night in Casablanca*, *Rocking Square*, *Down Argentine Way*, *We Three*, *Along the Santa Fe Trail*, *Waite*, *Beat Me Daddy*, *Five o'Clock Whistle*, *Dream Valley*, *The Last Time I Saw Paris*, and *Two Dreams Met*.

These songs are endeared to the public and are still being hummed by them, sung by them, and danced to by them. Consequently, the listening public is going to seek out those songs. With this expectancy, a richer revenue is in the wind for phono operators with their ear to the public musical pulse.

This makes the coin machine the No. 1 mass appeal outlet for the music industry. True, other outlets are cited like night clubs, theaters, and ballrooms, but analyzing the situation, the music machine is still the greatest single medium of music exploitation.

So with the battle of radio versus music in the stages of white heat, the music machine operator cannot only make increased profits from his machines but will also serve the public as a cultural medium for both the pop tunes whose streams of performance have been closed on radio and for the light classical music of the Victor Herbert variety that the public still wants to hear.

Modern Plans Top Record Section

NEW YORK, Jan. 4.—Under the able direction of Lillian Schoenberger, head of the record department of Modern Vending Company, the new, enlarged record department planned for Modern's new headquarters at 455 West 42nd Street, promises to be the most complete and modern set-up of its kind in the country.

"A large stock of all makes and types of records will be carried," says Miss Schoenberger. "Operators will be able to get all the records they need without waiting. We will have a number of comfortable private listening rooms for the convenience of the operator in selecting the records."

The enlarged record department is only one of the many extra services Modern Vending Company will offer music operators in its new quarters to be occupied by the firm January 8.

Seeburg automatic music equipment will also be offered operators, with every possible effort being made to be of help to the operator in making more money from his Seeburg operation.

"Seeburg telephone music is causing the biggest sensation in the music industry," says Modern executives. "In all our years in the business we have never seen such tremendous response to a new idea. It's very much like the excited, enthusiastic beginnings of a completely new and more profitable field in automatic music."

Buckley Releases New Wall Boxes

CHICAGO, Jan. 4.—New developments in bar and wall boxes just released from the Buckley factory have been very well received by music men throughout the country, it is reported.

The new illuminated gold, red, and chrome boxes are already being stocked by all Buckley distributors. It is reported that many of the best locations already have been lined up with the new Buckley music systems.

"With the new lumithrith plastics these installations make an attractive, illuminated appearance," declared Harold Parkins, Buckley official. "The finish on the gold and red box is hammered gold. On each side there is a real lumithrith plastic panel, and the selector panel is also made of the same material. It, as well as the sides, is attractively illuminated."

Heretofore, we have concentrated on the development of tone in building speakers, which are a very important unit in a complete music system. Now the same acoustic qualities are maintained with the addition of plastic panels backed up by lights. The contrasting or second color in the lighting scheme is finished with colored indirect lighting. The concert grand model speaker cabinet is of the organ type finished in a gold blend on a cream wall-brown background.

"The music system has now reached an established position in the music field. In reaching this stage of development it means that locations are wanting music systems for patrons, entertainment, and for profits. Location owners use the best in interior decorations so that they want music systems that will add to the general appearance of their place of business."

BOSTON, Jan. 4.—With four of Boston's eight radio stations paying strict heed to the ASCAP blackout and with only one of the four independents having signed up with ASCAP, song pluggers this week turned their attention to the music operators and began to concentrate on them.

Contact men from the leading publishers have put music operators on their visiting lists, and are making a great point of seeing them regularly. Operators who have telephone music installations out are being wooed strenuously by the pluggers.

BMI at present has no contact men in this section. It is generally expected that nothing will be done by the headmasters at least insofar as the machines are concerned, because the general feeling is that BMI tunes will be placed on locations if they prove worth while, and that no amount of visiting will continue ops to spot BMI tunes simply because they are BMI.

Some publishers have diminished their representation in this section as a result of the feud, but the men remaining here have strict orders to make friends with the operators.

Dade Co. Ops Granted Charter

MIAMI, Jan. 4.—Dade County Music Operators' Association was granted a State charter this week by Judge Richard H. Hunt.

C. M. Deale is president of the new group, Charles L. Youllie, vice-president, and E. B. Feldman, secretary-treasurer.

A Record Year, Says Pfanzstiel

CHICAGO, Jan. 4.—"It's been a record year," reports Bill Remminger, sales manager of the Pfanzstiel Chemical Company, as he discussed sales on the 4,000-play Pfanzstiel needle.

"During 1940 the sales on the regular 4,000-play automatic phonograph needle increased consistently every month. New distributors were spotted and territory after territory conquered. It was also during this year that the successful Pfanzstiel home needle was introduced and widely accepted by music stores throughout the country.

"We're proud to have been able to offer the trade so many fine qualities in a phonograph needle. Features that have meant economy, high fidelity re-

production, and dependable service. "Plans for 1941 call for an extended sales and advertising program on both the coin machine and home needles."

Minneapolis-St. Paul

MINNEAPOLIS, Jan. 4.—Bill (Sphinx) Cohen, of Silent Sales Company, reports holiday business has been good, despite the fact that most of the populace was busy spending money for gifts. He closes 1940 in good shape, as do most of the local operators, he said. Bill reports Davall's Club and Ace have arrived and are doing well. Five-hat free plays, he said, are getting a heavy play.

Bob Henderson, of Moose Lake, couldn't keep the news to himself too long, so he came up to the Twin Cities to buy merchandise—and announce to all and sundry that there is a new little operator at his home—an eight-pound boy.

Back from a visit to his folks in Elgin, Ill., and to coin machine manufacturers in Chicago is Ben Friedman, of Silent Sales Company.

Percy Hunter, of Alton, Minn., and Kelly Dietrich, of Chaska, were among the visitors to the Twin Cities the past few days.

Ted Bush, of Acme Novelty Company, reports business good, with the Acme staff preparing for National Wurlitzer Days to be observed at both the Minneapolis and Milwaukee Acme offices January 5-6, when the new Wurlitzer line will be unveiled. Bush, who is further expanding his Wurlitzer coverage—in how takes care of over four States—said operators are showing great enthusiasm in behalf of the new models and are looking forward to a good Wurlitzer season in 1941.

Sorrow enveloped the coin machine trade this week at the news of the death of Ben Moses, 49, who passed away suddenly December 29. Operator of Crombley's Bar, Ben was the brother of Philip and Max Moses, Minneapolis operators.

From Tom Crosby, of Faribault, president of the Minnesota Amusement Games Association, comes word that in his section of the State collections have been a bit off. Unseasonable weather, too, has hampered business to some extent, Tom said.

Herman Paster, of Mayflower Novelty Company, was happy as a lark this week because the first two Pancrams had arrived and were being installed at the St. Paul Hotel, St. Paul, and the Nordlet Hotel, Minneapolis. The two jobs got here just in time to take in the New Year's Eve celebrations at the two hotels. They are expected to do a land-office business.

Fred Botter, Baldwin, Wis.; Carol Cassebeer, St. Peter; Morris Johnson; Wally Schuler, Alma, Minn.; and Don Earl Spenser, Ia., were among the out-of-town column who came to the Twin Cities to do a bit of looking around and a bit of buying preparatory for the new year.

Another visitor to the city was Charles Brendel, of Phillips, Wis., who bought up considerable equipment while here.

At Hy-G Amusement Company business has been quite satisfactory, with machines moving out at a quick pace. Samples of Gottlieb's latest game have arrived and it looks like a winner. Hy-G has been having good luck with Seeburg equipment, with the wall boxes getting plenty of play.

More Twin City visitors were Tom Crosby, of Faribault, and Harold Wareton, of Elora, Wis.

Bill Larson, of B. & L. Sales Company, St. Paul, is looking over Seeburg wired remote control equipment with an eye to installing units at his locations.



TYPICAL OF THE LOCATIONS which have installed Seeburg Music systems is this diner in Providence, R. I. Seeburg operator I. Wood notes that this diner is one of the most popular spots in the city and attributes much of its favor to the younger set to the remote-control Seeburg installation.

Wurlitzer Announces Victory Phonographs in Its 1941 Line

NORTH TORAWANDA, N. Y., Jan. 6.—Rudolph Wurlitzer Company celebrated National Wurlitzer Day January 5 and 6 by introducing its new line of phonographs, known as Victory Models. It was reported that the new models met with a sensational reception in the 60 showings held in many market centers from Coast to Coast.

The complete line consists of three console models and two counter models, all designed by Paul M. Fuller, noted Wurlitzer designer. "In military terms," said M. G. Hammegren, Wurlitzer general sales manager, "the new creations are another Wurlitzer victory. I can say without reservation that the Victory Models are the most beautiful phonographs ever to bear the Wurlitzer nameplate. With the new line we are confident that 1941 will be a great year for Wurlitzer music merchants."

Top machine in the line is the Victory Model 880 featuring Polaroid illumination announced as "one of the most sensational contributions of science to spectacular lighting effects." It was stated that Wurlitzer holds the sole license in the automatic phonograph industry to this new idea in illumination.

A de luxe musical instrument in every sense of the word, the Model 880 makes liberal use of light and animation. Sweeping plastic plaisters glow with varicolored light. The polished metal grille gracefully terminates with twin tubes of gay dancing bubble illumination. Coin slides, nameplate, program holder, and record changer compartment are brilliantly illuminated. Yet despite this profusion of light and color the center of eye appeal is purposely placed on the peacock panel with its Polaroid illumination.

According to Hammegren: "It is on this panel that Polaroid color has full play and the result is one of the most startling, eye-arresting displays ever introduced on any phonograph."

"Every feather on the peacocks, every leaf and flower in the background becomes a perpetual parade of ever-changing, eye-challenging hues. Hardly believable is the fact that all the gorgeous tints and hues are taken from ordinary electric light, but this is the magic of Polaroid film."

"Shining thru twin revolving disks of Polaroid film, then thru the peacock pattern built up of tiny pieces of colorless cellophane in varying sizes and layers—and finally thru a second Polaroid film into the peacock design, pure white light is transformed into the myriad of colors that give the peacock panel its amazing color effects."

Standard on the Victory Model 880, available at extra cost on Wurlitzer's other console models, is an electric selector offering patrons absolute protection for the selections they make.

Each of the 34 push buttons on Wurlitzer's new eye-line selector is brilliantly illuminated and directly opposite the program slip. When a number is selected that button lights goes out and remains dark until the record is played.

By this feature a patron approaching the phonograph can readily see what

numbers have already been selected. He must deposit a coin to make additional selections. He cannot change any selection already made, whether at the phonograph or from any wall or bar box.

Said Hammegren: "The big advantage of the electric selector is obvious. Each patron gets the plays he pays for. No opportunity for lost plays that mean a disappointed customer and not infrequently result in arguments and requests for refunds."

The Victory Model 750 is the second console model in the new line. In referring to this new model Hammegren emphasized its distinctive beauty obtained with brilliant plastic plaisters, illuminated basketweave plastic grille, blue plastic panels in the coin slide unit, and champagne bubble illumination in curved tubes that flank the coin slide assembly.

"Again," he said, "Wurlitzer has broken with tradition by introducing costly venetian and glowing plastics in a novel

"Another proven feature included on the 1941 models is the magazine switch. It requires no transformer or lights. It operates on any voltage variation encountered in the United States. It consumes a minimum of power.

"Improved bass range on all Wurlitzer Victory Models results from inverse feed-back circuits in amplifiers." Providing a much wider range of low frequency reproduction, Wurlitzer engineers claim that it overcomes the tendency of phonographs to over-accent certain bass notes.

On all Victory Models normal speaker vibration is prevented from reaching the cabinet by vibration-absorbing rubber-in-shear mounts. This application of the same principle as automotive floating power is a Wurlitzer innovation which eliminates tone distortions due to cabinet vibration.

On all 1941 Models, Wurlitzer retains its simplified factory sealed magnetic pick-up, its time-tested record changer, and its time and money-saving front door service accessibility.

Rounding out the 1941 line of phonographs are two counter model Wurlitzers, the Victory Model 81, featuring a cabinet design of highly figured Oriental



COMPLETE KEENEY INSTALLATION of remote-control equipment in the Holland Mill, Akron, O. The installation was made by the Ed George Novelty Company.

design on the Model 750. Its ultra-smart oval styling combining colorful plastics with beautiful cabinet woods and artistic polished metal trim is distinctly new in this industry. We look for it to set a new standard for standard model phonographs."

Introduced in November but now incorporated into the Wurlitzer Victory Line in the Colonial Model 700. This instrument was designed to meet the demand for an automatic phonograph of conservative beauty to harmonize with the furnishings and appointments of the high class, hard-to-get location.

Its design is Early American in treatment and includes a Governor Winthrop cabinet top, pewter-finished hardware, a spinning-wheel grille with patchwork background, and butterfly peg construction.

Said Hammegren: "The Colonial has met with a ready acceptance in hotels, private clubs, night clubs, high-class restaurants, and cocktail lounges that have heretofore been aloof to any automatic phonograph."

"Welcome news to music merchants is the fact that new and untried mechanical features are missing on the new Victory Model Wurlitzers. For the most part with minor refinements, Wurlitzer's tried and proven mechanical parts are retained."

"Rigid, rugged coin slides that guard against trash are retained from last year. Also Wurlitzer's magnetic coin selector that offers accurate string of coins and is practically stupor-proof."

"The now famous Wurlitzer motor-drive coin switch is standard on all console models. This unit with the freedom from butterfly switches affords positive power-driven, foolproof action. Developed and patented by Wurlitzer it has been in successful operation for a year on thousands of Wurlitzer phonographs."

Walnut and Myrtle Burl with plastic plaisters of new brilliance, and the Model 41, hailed last year as the smallest counter model ever built. Both phonographs have built-in speakers, glamour lighting and visible record changers.

In addition to the complete line of

Real Service

The 1941 Coin Machine Show will close January 18. On January 22 The Billboard will be available all over the country with a complete editorial review, news, and pictures of the annual convention.

The editorial review of the convention is the most complete, thorough and interpretative story of the annual convention that can be had anywhere. It tells what is really happening in the industry. The issue of The Billboard that will contain the complete story of the 1941 Coin Machine Show will be dated January 22.

Victory Phonographs, Wurlitzer also has a new line of remote control equipment, such as wall boxes, bar boxes, portable units, speakers. For eye appeal and mechanical perfection, these are guaranteed to measure up to the high standard set by Wurlitzer phonographs.

In summing up Wurlitzer Victory Models for 1941 and Wurlitzer's new remote control equipment, Vice-President Carl Johnson stated: "It's the greatest opportunity Wurlitzer has ever offered music merchants to extend their operations and increase their profits. We fully expect 1941 to prove a record year for every Wurlitzer music merchant in America."

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More Sales with
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We have for each all benefits that coin games will. Must be in good condition. Specify make, approximate quantities of dimes and nickels. Box 206, care The Billboard, 1064 W. 17th, N. Y.

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Wurlitzer 820	\$149.50	Wurlitzer 710	\$39.50
Wurlitzer 850 Keyboard	159.50	Wurlitzer 412	32.50
Wurlitzer 900	159.50	With Grill	35.00
Rock-Ola 1928 Deluxe	129.00	Wurlitzer 2A	79.50
Rock-Ola 1930 Standard	129.00	Wurlitzer 24A	79.50
Rock-Ola 1930 Deluxe	149.50	Wurlitzer 24B	79.50
Wurlitzer 614	39.50	Wurlitzer 24C	79.50
With Grill	44.50	Wurlitzer 24D	79.50

Terms: 1/3 With Order, Balance C. O. D. Outside U. S. A.—Cash in Full.
DAVIS SALES CO., 105 Lexington Ave., SYRACUSE, N. Y.

WANTED—A FIRST-CLASS EXPERIENCED MECHANIC

Who is thoroughly familiar with wireless remote control, can overhaul phonographs, and is thoroughly familiar with repairs pertaining to an operating business. Give complete information about yourself in letter, and list of references.

MODERN MUSIC COMPANY

1028 ELEVENTH STREET, DENVER, COLORADO

BIGGER AND BETTER THAN EVER BEFORE!

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REGISTER NOW!!!

IS YOUR LUCKY DAY!

OPENING DAY OF THE COIN MACHINE SHOW

SHERMAN HOTEL CHICAGO

JANUARY 13-16, 1941

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)

LANNY ROSS (Victor)

The Last Time I Saw Paris—V. High on a Windy Hill—V.

The meeting of a tenor voice like Ross's and the music and lyrics of a song like the Jerome Kern-Oscar Hammerstein II's makes for a fine three minutes of enjoyable listening, which is precisely what happens on the A side here. The nostalgic, wistful melody and words of Paris can easily be ruined with improper handling. Ross's treatment is anything but improper, and he takes a bow for a very good, and a little different, version of a song that will unquestionably turn into a light classic with the passing of time. Orchestral backing is likewise fine, particularly the flidde lay. Performances of singer and band maintains par on the reverse, but the heavy plainness of the song is tough to combat.

THE JESTERS (Decca)

It's a Great Day for the Irish—V. Who Threw the Overalls in Mrs. Murphy's Choultry—V.

It's a great record for the Irish music machine locations, and that's about all. From an artistic standpoint, if undistinguished harmonizing such as this can be called artistic, it presents nothing at all to the general record-buying public, but its worth in coin phones in locations with Gaelic leanings is undeniable.

BENNY GOODMAN (Columbia)

French—PT. Hard To Get—PT. VC.

Goodman takes the lovely melody of the Mexican hit, French, and plays it in a medium fast tempo and an unimpaired arrangement that adds up to the poured version of the number so far used. Naturally, there's plenty of Goodman attached, but even that lacks its customary kick, possibly because of the in-

ter's subconscious mental return to the magic spell woven by Artie Shaw's heroic sack on his original disk of this melody, wherein Shaw musically said everything there was to say about French. Plattermate here is distinguished by Alce Pila trumpeting, George Amis sax tooting, and Goodman clarinetting, with Helen Forrest for the warbling.

LES BROWN (Okah)

Let's Be Buddies—PT. VC. Three of a Table For Two—PT. VC.

Brown won't find it too easy a task attracting the disk buyers if he hides to the obvious Glenn Miller reed stylings displayed on this platter, inasmuch as they can get the real thing in the same form and at the same price. Band here has a nice beat on both sides, and in too the tunes are scored well, except for the ill-advised similarity (at times with a capital E) to the Miller style. Doris Day delivers two better-than-average vocals.

LARRY CLINTON (Bluebird)

Noonlight and Tears—PT. VC. You Forget About Me—PT. VC.

Side A contains a song from the forthcoming Warner picture, Four Mothers, which, if this corner's musical memory is not at fault, is based upon the hauntingly lovely melody used in one form or another thru the previous Warner films in this "four" series. Clinton leads it his credit, careful arranging ability, especially in the brass and bass hit at the end. Reverse is lackluster, with Terry Allen taking up half the side with an enervated vocal.

BUDDY CLARK (Okah)

The Stars Remain—V. A Fellow and a Girl—V.

Clark is hitting his vocal stride a bit better on these sides after a debut



THERE'S ALWAYS MUSIC WITHIN reaching distance in the Paramount Bufer, St. Louis. Public Sound Systems has installed Keweenaw wall boxes at regular intervals on the walls and bar.

on the Okah label a couple of weeks ago that was anything but suspicious. On the A side here he injects a humming interlude that is novel, and that has the added grace of being soft, well. A hurried passage can sound pretty ridiculous unless the listener knows what he's doing. Clark does, and this side adds up to pretty nice listening. Singer could have gotten more humor out of his dithering of the cute lyrics and melody that make up *A Fellow and a Girl*, and this side is only fair as a result.

DINAH SHORE (Bluebird)

My Man—V. Somebody Loves Me—V.

The always satisfying Miss Shore is already being given songs that not only suit her velvet, intimate style to perfection but that also have the advantage of being well-established, familiar melodies that the average public likes to hear from its singing favorites, rather than fly-by-night and long forgotten tunes that mean nothing. *My Man* is a natural for Dinah, and she makes the most of it, with the Gerdehwin tune on the reverse taken straighter and with fewer tricks.

BUNNY BERIGAN (Victor)

For a My Heart—PT. Night Song—PT.

The notable Berigan trumpet and some good solid, driving yet unforced swing make this recording attractive, but it's unlikely that the attraction is great enough to extend to the average disliking relatives of John Q. Public. Swing enthusiasts will, of course, be interested here, but 100 per cent commercialism is absent, despite the excellence of the performance itself.

XAVIER CUGAT (Victor)

Agua Azul—Bumba. VC. Visit Panama—Bumba.

Victor releases of sides cut by Cugat will undoubtedly continue to be issued for some time, with this band has been waxing for Columbia since October. This latest Victor release exhibits more of the lovely Cugat Latin American soundings, particularly on the Cole Porter Panama. *Agua Azul* being on side B. Erna Romney contributes a highly colored vocal to the companion piece, taking the lyrics in English. Even if the words couldn't be understood, the singer's inflections would make the implications just as clear.

LAWRENCE WELK (Okah)

Daddy's Little Boy—Waltz. VC. Maria Elena—Waltz. VC.

The champagne music of Welk bubbles thru these two waltzes in sweet, flowing, danceable style, which makes up in easy listening what it may lack in spectacular flash. Jayus Walton and Farnel Grina does nicely on the A side vocal, with Miss Walton distinguishing herself further by carrying seven-eighths of the second side in the original Spanish lyric. The young lady does a good job both in a vocal and a vocal way.

JOHNNY HODGES (Okah)

Your Love Has Failed—PT. Moon Remembrance—PT.

Hodges, the Duke Ellington sax star, takes himself and a small combination thru some very pretty jazz passages here. Both sides are slow, and in addition to

Johnny's reed tooting, some fine piano and gravel trumpeting stand out on the second side. Again, great for swingophiles, but little general commercial appeal.

MORACE HEID (Columbia)

America, I Love You—PT. VC. The Bill of Rights—PT. VC.

Heid adds to his already substantial repertoire of flag-waving numbers with these two, which at least have the advantage of being a bit unusual. The song on the first side was used in the current *Tin Pan Alley* picture, a revival of a patriotic aria with a surprisingly good melody that could easily stand a pop song lyric. Plattermate is a production number from the revue, *Meet the People*, now in New York after a long run on the Coast. It's an ensemble vocal theme on what the Bill of Rights means to Americans and it's definitely something new in the way of patriotic songs.

EDDY HOWARD (Columbia)

Mean to Me—V. Or Ness Is—V.

Howard's nice, clean-cut ballad vocal, using some that again on an oldie and a new one, which add up to no better nor no worse a singing job than this artist customarily does. Lou Adrian's instrumental background, especially his strings, help in the dissemination of good songs done well enough if not in a particularly outstanding style.

BING CROSBY (Decca)

Coc Coc Blues—PT. Lay Down—PT. VC.

Crosby rocks side A back and forth from blues to swing, featuring a lot of fine Jess Stacy piano along the way. Reverse has been done several times before, and the treatment given it here adds little or nothing to the number, which hasn't too very much to start with. A curious impression engendered by some of these Crosby disks is one of high-minded ambition that somehow fails to piece under the weight of handling less efficacious than it ought to be.

MILLS BROTHERS with BENNY CARTER (Decca)

By the Watermelon Vine, Liddy Loo—PT. VC. The Room in Loco Before—PT. VC.

Decca here combines the Mills quartet and Benny Carter's band on one side, letting Carter have the companion piece to himself. Poor tune selection handicaps the disk from the beginning, and Mills's fall will be disappointed in the rest of their favorite tunes after just one chorus on the first side. Reverse is just another hatzot with no scoring stunts and a fair Roy Felton vocal.

ORRIN TUCKER (Columbia)

The Yogi Who Lost His Will Power—PT. VC. The Blues and I—PT. VC.

Jerry Colonna aids and abets the A side here, splitting up the lyrics with Tucker, who, surprisingly enough despite the competition, does one of his best vocal jobs to date, leading humor and personality to a novelty number used in his Paramount film, due for release soon. (See ON THE RECORDS on page 64)

RECORD POLL—LAST CHANCE!

WHO, in your estimation, was the outstanding recording artist on music machines during 1940?

WHAT was the most popular recording on your automatic phonographs during 1940?

The answer to these questions will come from the nation's operators. The winners will be announced at the 1941 Coin Machine Show.

This poll is conducted under the auspices of the Coin Machine Industries, Inc., national association of manufacturers, which is sponsoring the 1941 Coin Machine Show.

Coin Machine Dept., The Billboard
155 N. Clark Street, Chicago

Most popular recordings for 1940 (up to December 10) in my territory were:

First by
Second by
Third by

Most popular recording artists for the same period:

First
Second
Third

This vote is based on our records covering an operation of machines. ●

Name
Company
Street
City and State

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

News Notes

Debra O'Neill is featured vocalist with Paul Whitman's new band. . . . Yvette, who has secured a renewal on her Victor contract, has landed two jolly jobs: a four-week engagement at the Waldorf-Astoria, New York, starting January 11, and the singing assignment on the new Camel radio show beginning January 9 and featuring Xavier Cugat's band. . . . Marie Frey, singer, has been added to the Tommy Dorsey band. . . . With Marlan Hutton out of the Glenn Miller band to meet the stars, Miller is after the services of Dorothy Claire, current vocalist with Benny Byrne and formerly with Bob Crosby.

Will Osborne, who recently had a Variety contract, disbanded his outfit in St. Louis last week to turn movie producer in Hollywood. . . . Mary Martin has landed a starring role in the screen version of "Kiss the Boys Goodbye." . . . Ida Jones is Erskine Hawkins' new singer, replacing Dolores Brown, who married and left the business. . . . Hal Kemp's band is still without a permanent leader since the crooner's lamented death. Skinny Ennis is temporarily doubling as leader between his own and his former employer's outfits. . . . Carmen Miranda has returned to New York to rehearse for a new Schubert musical.

Denver Goes Latin

RUMBAS and congas, among other Latin strains, are gaining new strides in popularity in and around Denver, local operators report. Frank Maxone, of Modern Music Company, for one, claims the Latin trend in some of his locations is so sharp that he finds it necessary to place several rumba and conga recordings in one machine. Three-fourths of his locations are good markets for the south of the border fare. The top leader on these records is Xavier Cugat, Mañana #376.

Shaw Is Forgiven

THE unfavorable publicity given Artie Shaw as a result of his varied anti-litterbug comments nearly a year ago has apparently been forgotten and the demand for his recordings is heavy once again. From several territories operators have written in "all is forgiven" letters and claim that Shaw with his new band is regaining all of his lost popularity. From Buffalo, Charles Busco, service manager of the Royal Operating Company, who comes in close contact with location owners and music machine fans, states that Shaw's records are bringing in plenty of nickels.

"Particularly appealing," writes Busco,

"is Shaw's 'Frenes' which is one of the hottest records of the day. Also very promising are his versions of 'Summit Ridge Drive' and 'Stardust,' which we predict will attain national prominence."

Behind "Berkeley Square"

THE latest member in the Going Strong family of The Billboard's Record Buying Guide, *A Nightingale Sang in Berkeley Square*, was written by Eric Maschwitz, an Englishman, and Manning Sherwood, an American, both working in London. It is part of the musical score of London's current revue *New Faces* and caught on strongly immediately after its publication by the Victor-Maurice Music Company in England. Maschwitz wrote the lyrics for *These Foolish Things* and until a year ago was connected with the British Broadcasting Company. Sherwood wrote the music.

This and That

HORACE HEIDT is now using a vocal male trio billed as the Don Juans on his Columbia records. They are currently featured in *A Pretty Girl Missing Her Coat and Because of You*. . . . Victor's foreign department is previewing *Cannibal Polka, Come Along to Hobokenia, and My Guitar and I* at the colonnades convention in Chicago next week. . . . Romo Vincent has recorded his first two numbers for Decca, *Hill of Me* and *I Got a Letter From My Ma in Oklahoma*. Years ago when Dave Kapp, Decca executive, was a radio tenor in Chicago, Vincent was a boy singer on the same station.

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:

CHICAGO:
Daddy's Lullaby, Lawrence Welk.

A favorite artist in the Midwest doing extremely well with one of his latest releases, New interest in the Welk records is the direct result of his recent theater tour, stopping in key cities where operators co-operated to promote his recordings. His recent appearance on the Pitch Syndicate radio program is expected to boost his stick nationally.

MILWAUKEE:
Rock and Rye Polka, Harry's Tavern Band.
Reported letters from operators indi-



OUT ON MAIN STREET in Salinas, Calif., another Tinsy's Waffle Shop serves Rock-Ola music to appreciative patrons. The manager reports that receipts have risen since installation of Rock-Ola's Dial-a-Tune system.

cate that there is a scarcity in strong tavern songs and when a good prospect comes along it is milked on locations as long as possible. The above-mentioned polka goes big in beer halls. Operators see a greater demand for similar tunes if recorded by name artists.

PHILADELPHIA:

Stardust, Tommy Dorsey, Redskin Rumba, Charlie Barnet.

An old favorite showing new signs of life via the Tommy Dorsey arrangement. This standard tune is figured to do equally as well almost anywhere. Many operators put it on their machines periodically and reap comparatively good profits. Redskin Rumba is going up fast, the popularity of Barnet's band speeding its way to a profitable showing.

BUFFALO:

Summit Ridge Drive, Artie Shaw.

Operators here are displaying renewed interest in Shaw and in his latest releases (such as the one above and *Frenes*, which is the strongest of the current bunch). The main reason is the favorable comment given his new band. And, too, his appearance in *Second Chorus* with Fred Astaire is getting him abundant publicity nationally.

DETROIT:

Mean to Me, Andrews Sisters.

A well-known tune interpreted by a well-known recording trio. Operators predict national acceptance of this record, claiming that it has both entertainment value and a nice dance tempo suitable for roadhouses. The second picture

made by the Andrews Sisters (*Black Frigate*) is scheduled for release next month.

CANTON, O.:

You're the One, Orrin Tucker.

One of the first cities to report success with the title song of Tucker's first picture for Paramount. Also the picture has not been released at this writing, the publicity given it and the featured songs in it promise a good year for his recordings throughout the country. Dennis Baker is the vocalist. Another good recording of the above number was made by the late Hal Kemp.

Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended January 8 and the week before, ended December 27. The songs are those heard over the networks and major New York stations, based on information supplied by Accurate Reporting Service. (Note: All songs published by ASCAP are banned by the stations which have not renewed their contracts with this royalty collecting agency.)

This Week	Last Week
1—Frenes	1
2—I Give You My Word	4
3—I Hear a Rhapsody	5
4—So You're the One	2
5—There I Go	3
6—You Walk By	9
7—Tonight	6
8—Some Old Story	7
9—May I Never Love Again	1
10—Faztich Makes Perfect	8

SEE IT AT THE SHOW

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MACHINE
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Break Point . . . Needle
Must Never be Turned . . .
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PHONOGRAPHS AND MUSIC DEVICES

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HITS "JULY A YEAR DEAR"

"OLD-FASHIONED DANCE HALL"

DEMAND Commercial Records of These Two Songs From Your Favorite Record Manufacturers

MACKLEY MUSIC PUBLISHING CO.

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ORCHESTRA LEADER WILL BRADLEY (center) takes a look at the Mills phonographs in the George Pinner showrooms. Hosts were Jack Mitzel (center) and George Pinner.

MONEY MAKERS FOR YOUR MACHINE



Victrola AND Bluebird RECORDS



VICTOR "POPULAR" RELEASE—No. 405 LIST PRICE 50c

- 27290 America, I Love You
Dear Old Pat of Mine
Harry Wood, Baritone, with Orch.
- 27291 'You're the One
'I Can't Remember To Forget'
Hal Kemp
- 27292 'The Showboat Serenade'
'Gone With You'
Auntie and Susie with Sammy Kaye
- 27293 Hello, Hello I Don't Mean to
How Did It Get So Late So Early?
Red Wynn, Vocal, with Orch.
- 27294 Mine, Woman and Son—Waltz
That Naughty Waltz—Waltz
Wayne King

BLUEBIRD "POPULAR" RELEASE—No. 311 LIST PRICE 35c

- 9-10090 'Etiquette the Belton'
'Little Slapsy Head'
Art Knazel and His Kassel-In-The-Air
- 9-10091 Memory Walk
Sampelore
Dinah Shore, Vocal, with Orch.
- 9-10092 'Oh! How I Wish To Get in the
Morning'
Mason Grawler
Abel Lyman and His Californians
- 9-10093 'Eggs'
Earl Danno
Gray Gordon and His Tio-Toe Rhythms
- 9-10094 'Frenesi'
'My Blue Heaven'
Glenn Miller and His Orch.
- 9-10095 'I'd Feel at Home if They'd Let Me
Join the Army'
'This Only an Irishman's Dream'
Jilly Murray with Harry's Tavern Band
- 9-10096 'I'm Not About the Good Old U.S.A.'
'Lily—Hot From Ohio—Barbie'
Mitchell Ayres & His Fashion-In-Boston
- 9-10097 'The Last Round-Up'
'Accident' as Purpose
Vaughn Monroe
- 9-10098 'Oodles for Two'
'Yakin' My Time
Benny Carter

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Record Buying Guide

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



GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Dream Valley. Having followed a pretty straightforward clear-cut course ever since its debut in these columns, this Nick Kenny ballad finally burles the last obstacle and lands among the blue-ribbon winners. It's not the strongest hit that ever bounded into this section, but its popularity is pretty solidly established in a widespread way. **SAMMY KAYE, WOODY HERMAN***, and **FRANKIE MASTERS*** split up the honors on it.

Ferryboat Serenade. (11th week) **ANDREWS SISTERS, KAY KYSER***, and **GRAY GORDON***.

We Three. (10th week) **JACK SPOTS, TOMMY DORSEY***.

Beat Me Daddy, Eight to a Bar. (8th week) **ANDREWS SISTERS, OLINN MILLER*, WILL BRADLEY***.

There I Go. (5th week) **VAUGHN MONROE, WILL BRADLEY, TOMMY TUCKER***.

The Five o'Clock Whistle. (8th week) **OLINN MILLER*, HALL PITCOBERGALD*, IRSKINE HAWKINS***.

Down Argentine Way. (4th week) **BOB CROSBY*, SHEP FIELDS*, LEO REIDMAN*, GENE KRUPA***.

A Nightingale Sang in Berkeley Square. (3d week) **GUY LOMBARDO*, OLINN MILLER*, RAY NOBLE***.

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.

Frenesi. Going great guns in this lovely Mexican number, gaining each week in popularity to such an extent that it's more than likely that it will continue to command a top phone smash in another week or two. Curiously enough, two widely dissimilar records are the only two popular in the machines, **ACTIE SHAW** and **WOODY HERMAN***, the first an elaborate instrumental arrangement, the second one simply and sweetly vocally. Both are doing equally well in carrying this song to the heights.

Along the Santa Fe Trail. Progressing nicely if not as rapidly or as sensationally as *Frenesi*, this appealing ballad with Western leanings seems to be headed for the top, but it's taking a little more time to get there. However, even if it doesn't quite make it (and there is no indication now that it can't or won't) it's a work-while item for operators right at the moment. **SAMMY KAY*, DICK JURGENSEN*,** and **KATE SMITH** do the honors here.

Stardust. Climbing pretty quickly in this **TOMMY DORSEY*** version of the well-known Henry Carmichael standard, Dorsey is alone in the picture here, and the present and potential success of this disk is less because of the song, of which there are many recorded versions, old and new, than it is because of the Dorsey duplication of the formula that made his version of *I'll Never Smile Again* practically immortal among music machine hits.

You've Got Me This Way. Back again to this listing comes this tune from the score of Kay Kyser's movie, *You'll Find Out*. This is one of those numbers that seem to play around the fringe of success without ever quite making it. But enough reports mention it this week to make its reappearance here mandatory. **KAY KYSER*** and **OLINN MILLER*** are reported best on it.

The Last Time I Saw Paris. Mentioned in "Possibilities" a couple of weeks ago, this Jerome Kern-Oscar Hammerstein song is beginning to heat up in the predictions made for it. The song, a wistful, bitter-sweet, nostalgic ode to the Paris that was before the collapse of France last summer (an odd theme for a pop song), aroused much talk and has received much publicity. **KATE SMITH'S** record is now starting to capitalize on all that's in the boxes.

A Handful of Stars. An about-face this week puts this one in reverse instead of the forward direction it had been enjoying. It may go up again, but at the moment it's one of the weakest of the songs making an assault on record heights. **OLINN MILLER*** is alone here.

He's My Uncle. Hitting the charts in this patriotic ditty, which never really amounted to very much at any time in its career, **ASH LYMAN** and **KAY KYSER*** did poorly by it, but their efforts weren't enough to make the song catch on in any sort of universal way.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned as enough reports to warrant their inclusion in the Guide, even though they won't probably ever climb into "Going Strong." **Falling Leaves.** (9th week) Not much longer. **OLINN MILLER, JIMMY DORSEY.**

Two Dreams Met. (8th week) Wakening. **MITCHELL AYRES*, TOMMY DORSEY*.**

POSSIBILITIES

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

Scrub Me, Mama, With a Boogie Beat. The **ANDREWS SISTERS'** recording of this follow-up to *Beat Me Daddy* is beginning to attract attention along the phone network. Ops would do well to note the progress of this one; it looks good.

San Antonio Rose. A hillbilly tune that now appears in popular form via **GRAY GORDON*** and **DICK JURGENSEN*** records. This possesses that certain intangible something that may result in a disk click of sizable proportions.

I Hear a Rhapsody. A BMI item that seems to stand out among the plethora of BMI numbers around today, and it may do the same thing on the music machines. There are several others put out by BMI that also look good. Namely, *You Walk By, I Give You My Word*, and *High on a Windy Hill*. Because of the ASCAP-EMI battle, with its ban of all ASCAP tunes from the air, these and other BMI-ers are being plugged constantly and several are bound to hit in the phones.

* Indicates a vocal chorus is included

Double-number records are currently

ON THE RECORDS

(Continued from page 52)

Colonna is, of course, Colonna, which means a lot of laughs for a lot of people. This side is sheer novelty, with dancing going way entirely to listening. Other side is a weak ballad, conventional in its handling.

ARTIE SHAW (Victor)

You Forget About Me—PT. VC. Whispers in the Night—PT. VC.

A long Anita Bayer vocal (also a good one) and the usual Shaw clarinet wondrous occupy most of the first side, but it's on the flip-over that Artie really demonstrates some of the virtuosity for which he's noted. He plays a few riffs near the end that are thrillingly inspiring. There's also a good use of strings on this side, something that is rapidly becoming a matter of course on Shaw's records.

SAMMY KAYE (Victor)

I Gotta See a Dream About a Girl—PT. VC. A Cathedral in Rio—PT. VC.

One of the best Kaye disks since he once more took up pressing things for the Victor label. Contrast is present in a goodly amount, with side A a cute, appealing little ditty, done lightly and lightly, and with side B a lovely melody, sung well by Arthur Wright backed by choir warbling, and with the proper mood set at the outset by chiming bells. All in all, a very good job of listening, danceable record-making.

FRANKIE MASTERS (Okeh)

Not So Long Ago—PT. VC. My Gal—PT. VC.

Soft, sweet, and subdued playing marks the A side number, which calls for that type of handling. Marvin Francis' vocal is not always what it should be, but on the whole the side is a nice enough example of restrained ballad interpretation. Contrast is stippled on the backing in the guise of a little little number that unfortunately is treated a bit shabbily in the bandmen's vocal interpretation. A la Tommy Dorsey Merle arrangement, the unoriginality hurting the general impression evoked by the rest of the side.

BING CROSBY (Decca)

When I Lost You—V. When You're a Long, Long Way From Home—V.

Crosby's choice of song material of late has not been as judicious as it might be. With the vast reservoir of old and new ballads, rhythm tunes, and what not, it's a waste of Bing's superb talents to put them to work on weak tear-jerkers like these two. As always, tho, the Crosby performance is flawless.

EDDY DUCHIN (Columbia)

If All Comes Back to Me Now—PT. VC. The Old Jaleo—PT. VC.

One of Duchin's most ineffectual efforts of recent months is contained on the first side here, which perhaps is more the fault of an aimless ballad than it is that of the band or Eddy himself. Neither the leader nor his men seem to care much, and they're not to be blamed at that, considering the weakness of the material. Reverse is pepper, with a good vocal from the Barbudans, and a lot of nice Duchin piano in and around the arrangement, but the song here hinders things also, being an amateurish attempt at a clever, humorous novelty.

Put your TAKE with
these LATEST HITS by
WOODY HERMAN
AND HIS ORCHESTRA
The band that plays the blues

FRENESI (3427)
THERE I GO (3454)
STARS REMAIN (3544)

ON DECCA RECORDS

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Complete in every detail — wall and bar boxes and the newest 2 channel system.

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10 Ball Gum	10 Log Cabin Syrup . . . 7.95
10 Ball Gum	12 Snarks, 2 set. 7.95
10 Ball Gum	10 Tostitos . . . 5.95
10 Ball Gum	12 Challenge . . . 11.95
10 Ball Gum	A.B.T. Model P . . . 6.95
10 Ball Gum	Challenge . . . 6.95
10 Ball Gum	Comet . . . 6.95
10 Ball Gum	Comet . . . 6.95

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



Program -- NATD Convention

(Palmer House, Chicago, January 15 to 18)

CHICAGO, Jan. 4.—Program for the ninth annual convention and exhibit of the National Association of Tobacco Distributors, Palmer House, Chicago, January 15 to 18 has been released. Show officials describe it as bigger and better in every way.

The program has been divided into two sections, business and entertainment. Coin machine men will be interested in the show, inasmuch as its date overlaps that of the 1941 Coin Machine Show, also to be held in Chicago at the Sherman Hotel from January 15 to 16. In previous years registration at either show has admitted members of both industries to both shows.

Here is the program for the NATD show:

- BUSINESS**
- The Model Tobacco Distributing House
 - A completely equipped and stocked wholesale establishment in actual operation.
 - Daily Model House sessions demonstrating every phase of wholesale operation.
 - Main Convention Sessions
 - The Distributor's Position in the National Defense Program.
 - Federal and State Tobacco Taxation.
 - Fair Labor Standards Act.
 - Does the Distributor Discharge His Function Efficiently and Economically?
 - Symposium on Fair Trade Laws.
 - Changing Trends in Tobacco Distribution, Etc.
 - Round Table Conferences
 - Twelve conferences on different vital topics—six each on Friday and Saturday.
 - Young Executives' Division of NATD
 - Two sessions—Friday and Saturday.
 - Symposium on Tobacco Taxes.
 - Debate between three young executives and Secretary Kelloday.
 - Addresses by trade and government leaders.

- NATD Club for Women
An exciting four-day program for the ladies.
- ENTERTAINMENT
- Several nationwide broadcasts will originate by special arrangement with their sponsors at the NATD Convention.
 - "Vox Pop" (Courtesy Penn Tobacco Company)
 - "Plantation Party" (Courtesy Brown & Williamson Tobacco Corporation)
 - "Scattergood Bats" (Courtesy William Wrigley Jr. Company)
- Exhibit's Night (Wednesday)
- Night of Nights (An evening of surprises—with the collaboration of the NATD Club for Women—Thursday)
- Amateur Night (Friday)
- Quiz Contest (Saturday afternoon)
- Annual Banquet (Saturday evening)
(Note: The advance ticket sale indicates the banquet will be "sold out" shortly. Make your reservation now!)
- NATD Club for Women
A full program of entertainment, sight-seeing, and surprises.
- Prizes—More than 50 valuable and worth-while prizes to be drawn or awarded during the convention.

Gorretta Shows New Mint Vender

CLEVELAND, Jan. 4.—Andrew Gorretta & Company, Cleveland, makers of merchandise vending machines the past 15 years, announces their new mint machine, the Taste Mini Penny Vender, a novel merchandising unit which takes advantage of plastic tubes to show the full contents of the machine. It already has proved a profitable operating machine, according to the maker.

"With a capacity of 100 mints, it offers placement possibilities in many types of stores and is simple to operate, with nothing to get out of order," officials say. Colors available are white, green, blue, orange, and marbled.

The Andrew Gorretta Company is also engaged in making parts for Gorretta cigarette venders.

Cigarettes Yield Over 46 Millions In Month's Taxes

WASHINGTON, Jan. 4.—November's revenue on cigarettes reached a total of \$45,638,927.47, compared with \$43,385,119.67 collected on that product in November, 1939, according to figures released by the Internal Revenue Bureau of the Treasury Department.

Tax receipts on all types of tobacco during November reached \$53,199,622.32 as compared with \$49,976,066.28 in the same month of 1939.



Coming Events

- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 12, 14, 15, and 16.
- National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.
- National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.
- Third Annual Northwest Coin Machine Show, Minneapolis, March 28 and 29, Radisson Hotel, Minneapolis.
- Cleveland Automatic Electric Photograph Owners' Association, Brown's College, Euclid Avenue at East 17th Street, Cleveland, January 9.
- All-Industry Refrigeration Convention, Chicago, January 15 to 16.
- National Peanut Week, January 25 to 31.
- Beverage Bottlers' Convention:
- Arizona, Hotel Westward Ho at Phoenix, January 27 and 28.
 - Colorado, Hotel and city not announced, January 29 and 31.
 - Massachusetts, Hotel and city not announced, January 12 to 15.
 - Nebraska, Hotel Norfolk, Norfolk, January 9 and 10.
 - New York, Hotel Syracuse, Syracuse, January 21 to 23.
 - Texas, Hotel Adolphus, Dallas, January 16 and 17.

Cig Sales in Latin America Up 12%

NEW YORK, Jan. 4.—Cigarette exports are turning about 12 per cent below prewar levels, while tobacco exports show a 63 per cent decline," the New York Journal of Commerce relates. "Cigarette exports have been bolstered somewhat by Latin American purchases, which have increased about 12 per cent in the past year," the financial paper adds.

"Latin American market is believed to have good potentialities, as there is a preference in those countries for American brands and import duties are being lowered in some instances. Exports of cigarettes to Latin America in the four months ended October 31, 1940, amounted to \$73,800,000, compared with \$20,000,000 in the corresponding period a year ago. Aggregate tobacco shipments continue to be adversely affected by British Empire restrictions on purchases here. Principal American export markets for cigarettes is to the Philippines, accounting for about two-thirds of the total."

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 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!

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THE FULL NORTHWESTERN LINE

- ★ Recommended
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PHILA., PA.

TRADE IN YOUR OLD MACHINES FOR THESE NEW MONEY-MAKERS

Northwestern SPECIAL

Introductory Offer
One Vender, 6 Balls
Ball Gum, 1 Box
Ball Gum

\$7.30

Ball Gum Machines make money! Let us show you how. Free instructions with each machine. 1 Ball Gum set, attractive price! Send for literature and price on complete line of bulk vendors.

Model 23 Ball Gum
\$6.15

In Lots of 100 or More
SAMPLE \$4.40

1/2 Doz. Deposit—With Order, Balance C.O.D.

1 Doz. 23rd St., PHILA., PA.

RAKE

Cigarette Firms Say Particulars Are Insufficient

WASHINGTON, Jan. 4.—Cigarette manufacturers charged by the Justice Department with violation of the anti-trust laws filed objections to the government's bill of particulars in Federal Court in Lexington, Ky., last week, Washington sources report.

All defendants except the British-American Tobacco Company filed motions which were almost identical and which claimed that the government's bill is not in compliance with the court's order. The motions seek to have the bill declared invalid or to the court.

Previously the court had ordered the Justice Department to supply 13 items of particulars. These were filed by the government on December 2 and constitute the bill to which cigarette manufacturers object.

On January 6 defendants will be given an opportunity to support their contention in oral arguments when government attorneys also will demand the sufficiency of their bill. Judge Ford will then decide whether additional information is justified. As yet, however, there are no indications as to whether he will rule from the bench or hand down a written opinion later.

This Justice Department's anti-trust division is hopeful that the case will go to trial during the coming session of the court in late January or early February.

DuGrenier at Coin And Tobacco Shows

NEW YORK, Jan. 4.—Arthur H. DuGrenier, Inc., pioneer manufacturer of automatic merchandisers, will again display products at both the 1941 Coin Machine Show at the Sherman Hotel and the National Association of Tobacco Distributors Show at the Palmer House. For the past several years DuGrenier has followed this policy. Larger space has been taken at both shows, and DuGrenier executives have authorized the construction of outstanding display settings.

Frank C. DuGrenier, president of the firm; Blanche G. Bouchard, treasurer, and Burnhardt (Bip) Glassgold, vice-president, will be present at both shows to greet old acquaintances and meet those who have entered the fields since the last show.

C. A. Blake, D. W. Hartzell, Wally Spiggle, Joseph Snow, Ralph Littlefield, C. H. Feinberg, James H. Martin, and Robert King, District Sales representatives will be at both shows. These men are veterans of many shows and can give first-time visitors many tips on how to enjoy the annual conventions.

Displayed in the DuGrenier booths will be the Champion cigarette merchandiser, the DuGrenier 5-cent candy bar machine, and other Du-Grenier products.

Photomatic Hit At Photo School Party

NEW YORK, Jan. 4.—As reported by The New York World-Telegram, a Photomatic machine was the big attraction at the annual Christmas party of the School of Modern Photography.

The news story read, in part: "Probably you have seen those fancy machines which take, develop, wash, frame, and deliver a picture in 45 seconds. You put it in the booth and look into the little mirror image. Also there is a fascinating little safe-lighted peephole through which you can observe the development, developing, reversal, and washing of the small print. Everybody had to get in on this, of course, and the damp results were compared with yours of delight. If only those machines were available in amateur form they'd go big. All the processing done automatically while you peep."

"Then there was one of those headless cardboard figures (Photomatic special masks) over which you chin yourself, producing your face and an 1890 sort of body. A lot of notables of the photographic world were photographed in this Coney Island manner at the party, and the results are seen now going through the school's darkrooms."

EASTERN FLASHES

NEW YORK, Jan. 4.—After a banner holiday season Eastern coinmen settled down to some serious business, which included plans to attend the coin machine show in Hotel Sherman, Chicago. Growth along Broadway was the largest in history, and some of the men in the trade said this was a good criterion that business would exceed all expectations in 1941.

AROUND THE TOWN

Morris Rankin, of Atlanta, was in town to visit Bill Rabkin, of International Mutooscope Reel Company, Inc., and other friends. Rankin is looking to 1941 as one of the biggest years in coin business.

Leo Weicher, of Advance Automatic Sales Company, San Francisco, crossed the nation to visit International Mutooscope. His comment on the reason of the long trek was: "Just came to see if the same street corners are around."

Charley Rosen, of Ohio Specialty Company, Louisville, Ky., was in Gotham and was seen at Benny Leonard's new restaurant with Bill Gerah and Doc Easton. Rosen related tall tales of his early years around New York. He's a native New Yorker and the draw was acquired down Louisville way.

Eddie Corriton, of Palladium Novelty Company, told the boys at Benny Leonard's that his firm is leading in automatics and added that he's doing a hang-up job with Bally machines.

Iring Mitchell, of I. L. Mitchell, Brooklyn, cut his holiday activities short to take care of increased business.

Benny Leonard is seriously thinking of attending the coin machine show again this year to extend a personal invitation to the boys to visit his new restaurant.

Eddie Lane's latest song, *Let's Dream This One Out*, is heard on Columbia by Eddy Duchin; Okeh, Frankie Masters, and Bluebird, Tony Pastor. Eddy is highly pleased with the reception coinmen have given his song.

Bert and Eleanor Lane finally got away for the Grandinger in Bermuda with complete skiing, ice skating, and snow equipment and run into the warmest days in months. "Can't even get a good vacation when I go finally get a chance to take it," wails Bert. They finally ended up in Atlantic City.

Fred Iveson and Sandy Warner, of Seaboard Sales, have convinced themselves that Fred's new Buick will make the 110 m. p. h. the speedometer indicates.

George Ponsler is one of the busiest men in New York and says his used games department is setting new records. New machines are moving fast, he declares, as are Packard wall boxes. With Mills' Panoram on its way to town for a showing, Ponsler says he doesn't think he'll get off to Miami before the show.

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show, where she'll talk to many of the firm's customers. . . . Ben Haskel is now affiliated with a new coin machine enterprise. . . . Charley Aromson and Bill Alberg intend to arrive in Chicago a few days in advance of the show crowd to visit many of the manufacturers to see what's what. . . . Nat Cohn, of Modern Vending Company, with Abe Lyman, popular orchestra leader, will plane to Chicago, where Cohn has reserved the Governor's Suite at the Sherman during the show.

Along with entertaining the firm's firm's friends and seeing the displays, Cohn will be presiding. . . . Joe Hirsch Co. is still receiving thank-yous from the many operators who attended the Hotel Delmonico affair. . . . Willie (Little Napoleon) Blatt says he has a special deal for operators who want to make Bunkley Mook System installations. He quotes photo operators who have heard it as saying: "This is the kind of deal that insures the operator of earning big, steady profit."

NEW YORK

Talk in New Jersey about the coming show is that many of the boys are getting together to take the General on the Pennsylvania to Chicago. En route, they're looking forward to meeting the fellows from Philadelphia and Pittsburgh. The Commodore Vanderbilt of the New York Central will also have a coin machine section for the boys. Many have already made reservations with Frank McAuliffe, general representative of the railroad.

Irv Morris, of George Ponsler Company, is in receipt of hundreds of Chinese, English, Canadian, and good old U. S. A. coppers following the pocket-knife gift he sent out. He's gone in for collecting the pennies. . . . S. Cohen, of Aceo, Newark, who has done a remarkable job this past year with merchandisers, got a big order from Alaska. He tells his friends this brought him enough profit to allow him to leave for the show on January 6.

Irv Orenstein, of Hercules, is so busy these days he forgets to return telephone calls. . . . Dave Stern phones that a crowd, including Bill Khoren, Tom Burro, Abe Green, Doc Easton, Bill Gerah, and Barney Sugarman and their wives at the Top Hat in Union City New Year's Eve. . . . Jack Kay, of Ace Vending, Newark, says his business has started off 1941 with a terrific bang.

FROM HERE AND THERE

Boy McGinnis, of Baltimore, reports that he is doing a whole of a business. . . . Art Nyberg, of Calvert, Baltimore, says he's enthusiastic over the great Bally line of games and is telling the operators that the line will be even greater this year. . . . Joe Ash claims that if 1941 is half as good as 1940 he'll be satisfied. "In fact," says Joe, "I'm willing to settle for 40 per cent right now."

Joe Eisen, of Manhattan Distributing, returned from a short stay in Miami for the Wurdlitz showing of the 1941 phones. Jerry Thorne, of Manhattan, worked with Joe in installing the displays. . . . Ben Becker, of Weston Distributors, is home for the holidays but will attend the CMI show. . . . Earle C. Baskie, of National Novelty Company, Merrick, L. I. N. Y., was encouraged to come to Canada and do some selling there. "But it just can't be done anymore," Earle learns. . . . Dave Robinson is enthusiastic over his Hole-in-One skill counter game and is looking forward to some great sales. . . . Hymie Budin said he enjoyed the holidays—he had a chance to recuperate. But, he adds, games continue to run short as more and more operators from over the country come in for them.

Mason Mint Vender Clicks With Murves

NEW YORK, Jan. 4.—Mike Murves Corporation is enjoying a good business with the new 1-cent Mason Mint Vender, Joe Murves reports. Prediction is that the merchandiser will prove one of the biggest items in 1941, and the firm is conducting a drive to see that operators have a supply of the machine.

"The Mason 1-cent Mint Vender clicked with our customers from the first day we featured it," said Murves. "Value of the popular Mason Mints was noted immediately and it was agreed that this nationally acclaimed product was sure to sell in this attractive machine. We've been selling them at a steady pace. Operators who have made sample tests have sent in repeat orders."

"We are arranging a deal with our

Ohio Cig Outlets To Maintain Fair Trade Cig Prices

CLEVELAND, Jan. 4.—Ohio's 37,000 independent retail cigarette dealers, including 4,000 in Cleveland, will attempt to maintain the price of popular brands of cigarettes at 16 cents a package—vending machine operators at 17 cents.—It was announced by Samuel L. Abrams, secretary of the Ohio State Tobacco Association.

Abrams said appeals from court decisions granted to the Weinberger Drug Company of Cleveland and the Lane Drug Company of Toledo—decisions up-setting the Ohio fair trade committee schedule of prices—were being prepared for filing in the Ohio Supreme Court.

Fight To Finish

If the appeals fail, Abrams said independent dealers are prepared to lobby in the next session of the Legislature for passage of an unfair trade practices law designed to prohibit sale of "mass leader" items of all types in Ohio. Eighteen States now have such laws, he said.

Abrams charged that the price schedule announced Thursday by Weinberger—14 cents a single pack, \$1.50 a carton—definitely places the firm's cigarette business in the "loss leader" category when overhead, free matches and \$25 annual license fee costs are figured.

"Wholesalers and chain operators who buy direct from manufacturers pay \$1.37 a carton," Abrams said. "The wholesaler is entitled to a profit, of course, and his price to the retailer under the committee schedule is \$1.40 a carton, one cent more than the retail price now charged by some chain stores."

Hits Small Retailer

"To meet such competition the small retailer not only would have to sell at less than cost price, but also would be saddled with the \$25 yearly license fee and the cost of free matches, with nothing to apply against overhead."

Injunctions were obtained by Weinberger's and the Lane Drug Company last September when the new schedule was announced by the fair trade committee following addition of a half-cent-a-package boost in federal cigarette taxes for national defense costs.

Officials of the Standard Drug Company, Marshall Drug Company, and A&P food stores yesterday announced price cuts similar to those of Weinberger's.

customers which should appeal to every man who wants to enter the automatic merchandising division of the industry. The Mason Mint Vender offers a great opportunity to the average operator—it affords a chance to get extra profits from everyone who visits his locations. No matter the type of location, this vender brings in extra profits."

BIGGER AND BETTER THAN EVER BEFORE!
REGISTRATION BLANK IN THIS ISSUE
REGISTER NOW!!!
IS YOUR LUCKY DAY!
OPENING DAY OF THE
COIN MACHINE
SHOW
SHERMAN HOTEL
CHICAGO
JANUARY 13-16, 1941

Dick Todd and Gray Gordon at Celeb's Lunch

CHICAGO, Jan. 4.—Among the large group of celebrities who will be in attendance at the 1941 Coin Machine Show are two prominent persons in the recording world, Gray Gordon and Dick Todd. Both will appear at the Celebrities Luncheon at the Hotel Sherman on the opening day of the convention, January 11.

Todd needs no introduction to coin machine operators, his records having been favorites many times on the thousands of music machines throughout the country. Todd flew in from New York today. He has been busy making records in New York the last few weeks.

Gray Gordon, likewise, needs no introduction. His hit-toe rhythm is as familiar as the automatic phonographs as it is on the airwaves. Gordon and his band will arrive in Chicago January 10 to begin an engagement at the State-Lake Theater.

Both Todd and Gordon will also appear at the Mills Novelty Company's Fiesta to be held at the plant during convention week.

Banner Appoints Walter Salesman

PHILADELPHIA, Jan. 4.—Fred Walter has been named to succeed Lew London as salesman for Banner Specialty Company. J. R. (Izz) Rothstein, president, announced today. Walter has been associated with Banner for some years. Rothstein was high in his praise of Walter. He said that Walter is highly experienced in the coin machine field and well known among Pennsylvania operators.

"I know that I am stepping into the shoes of one of the finest salesmen that industry has ever known," Walter said. "I want to tell operators in my territory that I'm going to do my very best to satisfy their every wish. Of course, the policies of Banner Specialty Company that have helped to make so many operators prosperous will be continued and I just want an opportunity to show my firm that I know the business."

Speaking of London, who has not yet announced his future plans, Rothstein said, "He is well known to operators and to the industry generally. Our parting was extremely friendly. I wish Lew all the luck in whatever venture he may enter. I believe Lew will be just as successful in whatever line he enters as he was with our organization."

View-a-Scope, New Still Pix Device

CHICAGO, Jan. 4.—Automatic Games, Chicago manufacturers of vending machines and amusement games, are now introducing a new machine called View-a-Scope. It is described as offering "travels still movies in the fascinating life-



JENNINGS PERSONNEL AND OFFICIALS have a big time at the Christmas party held at the Jennings plant on the afternoon of December 24.

like third dimension."

H. F. Burr, official of the firm, declares: "They are so real they almost come to life when you look at them. No other machines has the legal protection or public appeal possessed by View-a-Scope. There is no competition of legal worries. If the operator's route is composed of phonographs, pin games, counter games, or other devices, the combination of such machines and a View-a-Scope will up every location's returns."

"There is a choice of 330 films available and View-a-Scope can be placed anywhere. The machine may be had with either a penny or a nickel coin slot. Films are ordinarily changed once a week.

"View-a-Scope is designed in modern streamlined style. It is strongly built. The operating mechanism has a single dry-cell battery which furnishes all power and light necessary. The operators wishing to use the machines away from counters, we have a floor model available."

Dave Robbins Set For Chicago Show

BROOKLYN, Jan. 4.—D. Robbins & Company, Brooklyn, are set to exhibit at the 1941 Coin Machine Show and will be in booth No. 112, according to Dave Robbins, head of the firm. In the booth Robbins will have several products, one of which will be the Double Value Phono.

Robbins is enthusiastic about the possibilities of this machine and reports that his enthusiasm is backed by proven location reports. The machine has been on location in New York spots the past seven months.

Dave will be on hand at the Coin Machine Show to demonstrate the Double Value Phono and says he will give operators full particulars on how to earn a steady income with a route of these machines.

Daval Distribs Click With Cub and Ace

CHICAGO, Jan. 4.—Officials of the Daval Company, Chicago, report they have completed a survey among their distributors to learn about sales on the new counter games Cub and Ace. Daval officials find that the demand is very strong and declare that the only problem is production.

According to Dave Helfenstein: "There is no question that the success our distributors are enjoying with Cub and Ace. The take per week on Cub and Ace is greater than on any other non-token payout counter game that we have ever produced."

"The factory volume on Cub and Ace is increasing daily. Within a very short time they will have reached a new record on production. At the same time," he reports, "sales of American Eagle and Marvel continue at a satisfying pace. We believe that these two token payout counter games are going to sell for many months. They have all the essentials for being the greatest token payout counter games ever manufactured."

Banner Reports on Sales

PHILADELPHIA, Jan. 4.—J. H. (Izz) Rothstein, of Banner Specialty Company, reports that he checked with the firm's salesmen to learn whether more sales of Cub or Ace were being made. He discovered that sales are about even all around.

"But," he reports, "we did learn that in every case the purchaser of either of these machines is tremendously impressed by their money-making power. We haven't as yet failed to receive a repeat order on both Cub and Ace and believe at the work up by that these orders are going to continue to increase."

Torr Offers Post-Payment Plan

PHILADELPHIA, Jan. 4.—Roy Torr is offering his accounts 10 months' time payment on Daval's Cub and Ace. It is reported.

According to Torr: "These are the kind of machines on which all credit plans are based. Not only is the issuer of the credit sure of his product but he also realizes that the machines will take care of whatever risk he cares to undergo. "We are inviting operators everywhere to take advantage of our 10-month time payment plan for we know that with such games as Cub and Ace they can assured 100 per cent profits as that they can meet the payments on time."

Beg Your Pardon

On page 74 of The Billboard, January 4 issue, in a feature news item concerning advance registrations for the 1941 Coin Machine Show, an error was made in making comparisons. The statement should have read that the advance registrations at that time were 4,000 more than had ever been received in a comparative period of time.

On January 4 James A. Gilmore, convention manager, stated that the advance registrations had passed the 4,000 mark, which apparently is a record for all advance convention registrations in the coin machine industry.

Al Koplo Takes Seven Grand Agency

CHICAGO, Jan. 4.—Al Koplo, head of Koplo Sales & Supply Company, has announced that his firm has taken over the exclusive distribution of Seven Grand, manufactured by the Witby Manufacturing Company, Chicago. Koplo also reported that he would show the counter game at the 1941 Coin Machine Show.

Koplo will also have on display his well-known Roll-a-Cent, penny counter game. Other items on display will consist of his line of jar deals, phonograph supplies, and varied items which he distributes.

Koplo recently moved his business into a new location, a larger space being required because of expanding business. The move to larger quarters came only a few months after establishing his quarters, which at the time were designed for future expansion.

He reports that the influx of coinmen into Chicago for the show has already been felt and that he is extending a welcome to all coinmen to pay him a visit while at the show.

Milwaukee Coin Plans To Enlarge

MILWAUKEE, Jan. 4.—Sam London, of Milwaukee Coin Machine Company, reports that his firm has enjoyed one of its greatest years during 1940 and attributes it to the share of the success to the Seebury line. Sam also reports that due to the large volume of business which the firm is now doing it is contemplating moving to new and larger quarters.

"We are going to move to new and larger quarters which will be the most outstanding in this territory. We will have enough room to do business with every operator in the Middle West. We will have fine showrooms and offices, as well as repair, supply, and parts department."

Charley and Bill Have 29 for '41

BROOKLYN, Jan. 4.—"We are starting off 1941," report Charley Aronson and Bill Aberg, of Brooklyn Amusement Machine Company, "with one of the greatest organizations in the East. We now have 29 employees covering this territory."

"It's 29 for '41—and we hope to make it 41 for '41 before '41 is much older," say Charley and Bill. "Our 29 employees cover a huge operation for us plus handling our office, service, and supply departments. Our personnel is well known to operators for its efficiency and knowledge of the industry."

"We believe our organization is capable of handling the finest line for '41. Not only that but our own operation assures instant coverage of this territory. We feel that our personnel, which took years to build, will prove perfect for any product that we take on this year."

SLACKERS WON'T WORK MONARCH MACHINES WILL

BUY NOW! CLOSEOUT PRICES! RECONDITIONED FREE PLAY GAMES

Monarch Sound	Getrich Gold Star	Chicago Coin Box
Monarch	Chicago Coin Dial	Novel
Bally Pin	Bally One-Step	Quint
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Yacht	Winged	Super Charge
Andy	Winged	Twister
Clown	Jump	Up & Up
Play-Ex	Jump	Line-Cut

AUTOMATIC PAYOUT CONSOLES

Witt Junior Payout	Keener Payout	Exhibition
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Graduate Columbia—Cigarette Machine—Bill Award—Like New

Write, Phone or Call for List of New Games at Omaha, Neb.

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MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. (Phone Armitage 1434) CHICAGO, ILL.



W. F. STRUBY, secretary and general manager of the Pacific Manufacturing Corporation, Indianapolis. Struby first became associated with coin machine ventures in 1927, and has held key positions with serious concern since that time.

Monarch Set for Business Spurt

CHICAGO, Jan. 4.—Al Stern, Monarch Coin Machine Company, has announced that all is in readiness for an expected spurt in business. Stern believes that the sales which will be rung up by his firm will overshadow all previous Monarch sales records.

"We've been preparing for it for weeks," said Stern. "The many coinmen with whom we have had such pleasant dealings during the past year will be happy to know that we have increased our buying connections and will be able to provide not only the finest in reconditioned money-making equipment but will be in position to supply the best of the new games."

"That this will be a really great year for the coin machine industry we at Monarch have no doubts. It has been most difficult to build up a supply of equipment due to the increasingly growing need among operators for good games. The general upward economic trend, the release of money in larger pay rolls, have had much to do with the present good condition of operating, and we at Monarch are ready to meet the demands of 1941."



SUCCESS MANUFACTURING CORPORATION department heads confer on plans for a new game. Left to right are Dick McKeon, layout superintendent; Frank Mowara, chief electrical engineer, and Nick Nelson, production manager.

Kirk Firm Tie-Up With Success Co.

CHICAGO, Jan. 4.—Claude R. Kirk, head of C. R. Kirk & Company, has announced the affiliation of his organization with the Success Manufacturing Corporation as official sales agent for Success products.

"The line of the Success products is Night Bomber, machine-gun game, which will be officially introduced at a private distributors' showing January 13," stated Kirk. "We will also exhibit new models in the Kirk scale line and several new ideas in pin games developed by Success engineers."

"The establishment of the Success Manufacturing Corporation will always be a bright spot," continued Kirk. "Ambitious plans are in process of execution which involve not only the creation, production, and marketing of original ideas in games and equipment but also the building of a new factory. As a matter of fact, architects' drawings are being inspected now, and when finally accepted will be the groundwork for one of the biggest and most efficient plants in the industry."

"Although new in name, the Success organization already has a background of experience second to none. We have succeeded in getting together a group of men whose names are bywords in the industry."

"I am proud to count many years of work in various fields of the coin machine business—sales, production, engineering, and creative endeavor. The new chief engineer is Bruno Radtke."



O. H. (JACK) FEINBERG has recently joined the sales staff of Arthur H. DuGrenier, Inc. He is known to operators from Coast to Coast and is an old hand at the vending machine business. Jack will be at the DuGrenier booths at the CMI and NATD shows in Chicago.

Production manager is Nick Nelson, who achieved popularity and skill in his long association with various manufacturers. Chief Electrical Engineer Frank Mowara and Layout Superintendent Dick McKeon are also men of wide experience in the production of coin games.

Show Fever On at Grand National

CHICAGO, Jan. 4.—"The show fever is beginning to catch on," according to Mac Churris, of Grand National Sales. "We've received many registration requests, and if this is any criterion, the show is already a roaring success."

"It's A-B-C-simple for both early comers and last-minute Johnny's—all they have to do is send to their registration slips. We do the rest. We'll have their badges printed and waiting for them at the registration desk in the Sherman Hotel."

Churris and Al Sebring, head of Grand National, are sending out special appeals so that there won't be wasted time in late registrations. Mac and Al will be at booth 206 to greet their friends.

Bally To Show Many New Models

CHICAGO, Jan. 4.—Discussing plans for the 1941 Coin Machine Show, which opens at the Sherman Hotel January 13, Ray Moloney, president of Bally Manufacturing Company, stated that his company will display the largest, most complete, and varied line in its history.

"Bally engineers," Moloney stated, "have been working day and night all fall preparing a line of machines that will insure a dominating position in '41 to all Bally distributors and operators."

"In addition to the sensational Bally Defender machine gun, volume delivery of which begins just before the show starts, Bally will present an array of novelty replay games, pay tables, consoles, and counter games. We will also have a product of special interest to music operators."

To accommodate the big Bally line and enable the trade to inspect the new machines in comfort, we are using the largest display space we have ever used—the entire north end of the Main Hall. My tip to operators, jobbers, and distributors is this—whatever you do, plan to spend plenty of time in Booths 16, 17, 18, 49, 50, and 51, and see Bally's big show."

Atlas Remodeling Almost Complete

CHICAGO, Jan. 4.—Remodeling at the Atlas Novelty Company, Chicago, is almost completed, with the new and enlarged quarters rapidly assuming a finished appearance. Atlas is providing enlarged display space for free-play games, consoles, pay tables, phonographs, and other equipment. They expect to have the remodeling completely finished in

Buckley To Show 1941 Track Odds

CHICAGO, Jan. 4.—The 1941 model Buckley Daily Double Track Odds and Buckley Track Odds will be displayed for the first time at the Coin Machine Show next week. With the new improvements the 1941 models contain about all of the appeal features used in coin machine construction.

In presenting these new models officials of the Buckley Manufacturing Company said: "We want every experienced operator in the country to see our demonstration of the new model. Our present customers know about the Track Odds and know that it has the features that make up a machine with the greatest money-making capacity. Track Odds has an outstanding reputation for having a seven-way coin chute that has real service and that is positive in action, whether for coin or for check play. There is no doubt but what a seven-way coin chute has the ability to attract and handle the greatest number of players at one time. The competition of several players playing a machine alongside of each other in itself stimulates the play and means the greatest profits for operators."

Keeney Air Raider Popularity Soaring

BOSTON, Jan. 4.—"Air Raider, Keeney gun hit, has been growing increasingly popular," reports David S. Bond, chief of Trivmont Coin Machine Company. "The glowing statements of Air Raider earnings which operators have forwarded to us indicate constantly rising earnings. Air Raider has more to offer in playing thrills and reliability than any other kind of equipment now available."

RICHMOND, Va., Jan. 4.—H. P. Moseley, head of Moseley Vending Machine Exchange, Inc., reports that the holiday season saw a heavy increase in the number of locations featuring Air Raider, J. H. Keeney & Company machine gun game.

"The money-making ability of Air Raider," well demonstrated throughout Virginia, West Virginia, and North Carolina during recent weeks, has so impressed operators that they are making sure of a good start in 1941 by sewing up as many locations as possible with Air Raiders," reports Moseley.

time for the 1941 Coin Machine Show and the usual influx of visitors to the Atlas home.

Morris and Edie Olsberg assure that everything has been done to create an inviting atmosphere of friendliness. Everyone will be made welcome and taken on a tour thru the various departments of the firm's large quarters. Both assert that the latecoming is out and that the most with large welcome letters on it is already in place.

The remodeling program gives Atlas a completely restructured office as well as new display rooms, service and repair departments, and storerooms.

Strat-o-Liner Flying High

CHICAGO, Jan. 4.—"The heights to which Chicago Coin's present replay game, Strat-o-Liner, is reaching in sales and earning records justifies our choice of its name," said Samuel Wolberg, Chicago official in tracing the popularity of the game.

"After weeks of production our lines are still 100 per cent devoted to making Strat-o-Liners to meet an undiminished demand from Coast to Coast. It has proved to be the top game of the 1940 season and its sustained earning power has given operators a fine start into 1941."

Samuel Wolberg, co-official, was hearty in his praise of the support Chicago Coin has received during the past year from distributors and operators. "The success of Chicago Coin games has been a fine example of co-operation and faith between the manufacturer and the trade," he stated. "We, as producers, have made no compromise with quality and originality, and our reward has been unflinching loyalty from operators and distributors. The truly emotional success of Strat-o-Liner is convincing proof, and Chicago Coin pledges all its resources to a continuation of that policy."



NEW 1941 DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 5 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1888—Tel. COLUMBIA 2770
Cable address "WATLINGITE," Chicago

Western's Deluxe

MAJOR LEAGUE BASEBALL

Profitable for Years—
Not Just Weeks!

Western Products, Inc.
325 W. North Ave., Chicago, Illinois

WANTED MAN

You boy Used Phonograph Records from operators. Must know records well. Travel continuously. Large pay monthly.
Box 207, use The Billboard, 1504 B'way, N. Y.

Associations Report Good Progress During Past Year

PHILADELPHIA, Jan. 4. — As the amusement machine operators in this territory embark upon a new year, an auspicious fact is that 1941 will round out an even dozen years in the existence of the Philadelphia Amusement Machine Association. Historically, it was October 27, 1940, that made its 12 years of an organized front, for it was on that day in 1928 that a group of men met at the Benjamin Franklin Hotel. It was as a result of that meeting that the newly spawned coin machine operators, searching for a place in modern business, banded together as the then known Philadelphia Coin Machine Operators' Association.

It all began insignificantly with Samuel Klein the guiding spirit in founding the association and serving as its first president. Sam Pinkowitz, Irving Newman, and Jack Brandt were

among those present at the Benjamin Franklin Hotel who are still active today and Brandt was made the first secretary-treasurer. It was one of the first organized units in the coin machine industry.

It was the day of penny games, with AHT Torgiva and Leo Whitwits setting the pace. But the association carried on its missionary work for the industry, getting its first real impetus not until three years later with the appearance of Bingo and Raffle Ball, and more so the year after in 1932, when the pinball machine really came into its own with the appearance of Five Star Final and Bally-Hoo. Much had been going on in and out of the industry in those early years, and it wasn't until 1934, after serving six successive terms, the moot trying of the association's existence, that founder Samuel Klein relinquished the president's chair to Michael Schoenfeld, with Cy Clichman taking over the following year.

Change Association Name

On January 9, 1940, with the industry and the local association now deeply rooted, that the organization, changing its title to the Philadelphia Amusement Machine Association, and now meeting every Tuesday evening at the Majestic Hotel, re-elected Martin Mitnick as president for his current fifth successive term. Attesting to the leadership of President Mitnick is the unanimous desire to keep him in the president's post.

At the 1940 election two of the operators who were present at the first meeting 12 years previous in the Benjamin Franklin Hotel were also unanimously re-elected to administrative positions, Samuel Pinkowitz continuing as vice-president and Jack Brandt still keeper of the secretary's book of minutes.

The association, in its 12 years' history, faced many a situation that threatened the stability and security of the industry and it was only the fact that there was a united front in Philadelphia that the permanency and future assured the operators today was secured. Going back to the depression years, when an increasing demand for amusement games was manifested by the American public, Operator Ben Witt, association historian, explains how the association weathered the storm and played such an important role in building the amusement machine into "the national pastime."

"A hurly-burly condition, much akin to the California gold rush, soon affected the operating field," wrote Ben Witt of the 1932 year. "New blood entered the business flowing from the choked arteries of a depressed commerce, resulting in wildcat activities harmful to everyone. Recruiting new members was a slow and tedious process. A motley crew without morals or scruples endeavored to conduct business in unprincipled fashion with the result that a constant turnover of operators followed. It took grit and determination by the Philadelphia Coin Machine Operators' Association adherents, sparse as they were,

to keep the business clean and to sell that gospel to others.

"However, a threat arose to pin game operators that accomplished more to persuade them to become organization-minded than all the efforts exerted by PCMOA members. A racketeering element, a residue of bootlegging days, demanding toll or the alternative of having pin games mutilated or destroyed. A general meeting was called to combat this heinous evil and the response brought most of the independents to join forces with the organization members. Quick to foresee the need for a united front to fight all impending difficulties, the independents united with the organization and thereby tripled the strength of the group. A committee working in co-operation with the Public Safety Department scotched the racket before it had grown to serious proportions.

Code of Ethics

"With the increase in membership, an opportunity to approach the fundamental problem facing operators, the need of a code of ethics, came about. It was an arduous task, converting ideas drawn from the streams of varied commercial enterprises and mixed in the leaven of a new industry, to formulate the philosophy of 'grab all you can, it won't last forever.' However, by the dint of persistent efforts, by the men who founded the organization, order slowly emerged where chaos formerly existed. The scheme of things was not enduring, for there were still many who saw the pin game as a will-o-the-wisp, soon to follow many other popular fancies to the limbo of forgotten memories."

With much new "blood" coming into the association in the past year or two, it is little wonder that President Mitnick looked forward to 1941 with a greater degree of optimism. Significantly, he said, "We have made pretty good progress during the past year, but with several new men on the board of directors and as officers, the association will benefit materially by the exchange of ideas these new men will bring to the administration. Moreover, these new men will bring with them new ideas. For the first time they will be able to have the opportunity to show the capabilities which I knew they always had. With this admixture of the old and the new, I feel quite certain that we shall be able to forge ahead to put the Philadelphia Amusement Operators' Association on a streamlined business basis."

It was on March 12, 1939, at the 10th annual banquet of the association at Benny the Bum's cafe that Harry H. Westphall, head of the Amusement Machine Operators' Association of Pennsylvania, characterized the local association as the strongest organization in the State. And it is no secret that President Mitnick's fondest desire and hope is to build the Philadelphia Amusement Machines Association into the strongest unit of operators in the United States.

Automatic Amusement Association of N. E., Inc.

In November, 1938, the Automatic Music Association of Massachusetts was formed by a few wide-awake operators

in and around Boston. There are always leaders in every line of endeavor and such men as Phil Swartz, Arthur Stings, and John Piroce were then leaders in the coin machine business in this district.

They could see that the coin machine business was in a bad shape, with machines moving from location to location, a steady advance in commissions being paid to the locations, and a very bad general condition.

So they got together and formed the association, with the total number of machines represented being less than 500—yet it was a step in the right direction. They met in members' stores and offices, drawing up bylaws and working to set the coin machine business up on a profitable level. As time went on, new members came in and, finally, quarters for the association were secured.

As the membership grew it became necessary to secure someone to care for the business of the association. At a subsequent meeting it was voted to hire a business manager in the interest of acquiring more members. The membership from that time on grew until it became necessary to secure a full-time secretary to care for the office work. Larger office space and a male investigator were also secured. The investigator acted as a trouble-shooter and an arbiter in settling the little problems that arose.

Aid Other Groups

"We have now reached the stage where operators in other States have become interested in our association and have asked us to help them to form an association or a chapter of our association in their city or State," reports an association official.

"The officers of this association aided in the forming of a chapter in Connecticut. The first unit was in New Haven with about 20 members joining. This association's business manager stayed with the new association for a short time in order to help them organize. Later the same committee went to Rhode Island, where another chapter was formed in Providence with about 19 members.

"We now had three chapters in Massachusetts, Connecticut and Rhode Island. However, the name of the association only indicated Massachusetts affiliation, so it was decided to select a new name. The new name was Automatic Music Association of New England, Inc. At the same time a label was adopted to be used on all photographs operated by members.

"With the added size of the organiza-



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

COURTNER GAMES	
(All Reconditioned)	Each
3 SPARKS	\$19.00
2 IMP'S (1/2 Cigarette Bell)	7.00
1 SHERIDAN (1/2 Cigarette Bell)	15.00
2 GREEN VEGET POCKET BELLS	27.00
2 REEL "21"	3.00
1 SELECT 'EM	8.00
2 BARVELS (1/2)	16.00
USED FREE PLAY	
(Model "A-1")	Each
3 CORQUETS	8.00
2 BUREX'S	20.00
1 BUREX'S	12.00
3 HEADLINES	12.00
1 LITE-O-CARD	20.00
1 SINGERS	8.00
1 ZIP	7.00
1 SYON & GO	7.00
1 TAPS	7.00

1/2 Dozen, Belmont C. O. D.
OLIVE NOVELTY CO.
 226 OLIVE ST. ST. LOUIS, MO.



THE THREE MUSKETEERS being welcomed home after a successful day of duck hunting on Corpus Christi Bay in Texas. Left to right: Smitty Smith, Alf Dunaway, and Mrs. Ed Stern. The welcomeers are Ed Stern and Morris Lee Decker.

GET a CASE of CUB and ACE from JOE FRANK



AUTOMATIC SALES CO.
 416A BROAD ST., NASHVILLE, TENN.

tion it became necessary to secure larger quarters. Consequently, the association selected rooms for offices, smoking, and card rooms. We also have a large meeting room which is well furnished. Each member has a key so that he can come and go as he wishes.

"With each chapter working more or less on its own, it was decided to coordinate activities by forming a board of governors consisting of three members from each chapter. This group meets once a month and provides a cross-section view of what is going on in all three States. Ordinary business is taken up in round-table discussions from which all gather ideas for use in their own respective areas.

14,000 Machines Represented

"The association has grown so well that instead of the less than 500 machines originally represented, it is estimated that over 14,000 machines are now represented. At present we are forming a new chapter in Maine. We hope to eventually have organizations in each of the New England States.

Eventually we hope to tie in with the tri-State group of Pennsylvania, New Jersey, and New York by having discussions with this group in a representative assembly similar to our present board of governors. This would give an association organization from Pennsylvania to Maine. It would be more profitable, informative, and tend to stabilize this business in the East.

Our offices are at 22 Huntington Avenue, Boston. Our business manager, Lloyd P. Tuttle, will be glad to see any and all operators and exchange views with other associations at any time.

Vending Machine Operators' Association of Chicago

"The Vending Machine Operators' Association of Chicago during recent years has functioned for mutual benefit of its members and has leaned rather to the conservative in its course thru 1940, cooperating with local authorities to preserve proper decorum, and conforming to the laws existing and extant regarding the operation of the vending and service machines which largely make up the holdings of its members.

"In national affairs we aim to support any and all moves that are constructive and needed to function for the general welfare of all within this industry. A co-operative group, thru our membership we are represented or hold membership in other organizations thru which our members have ready access to information, advice, and counsel. In short, the



STANDARD SALES COMPANY, SPOKANE, WASH., has built this five-room display building shown in the lower picture. Above the display rooms is space for warehousing and other offices. Standard is handling several lines besides coin machines. In the upper picture is the personnel of the firm.

aim is to lighten the load of any and all of our members.

"Regular meetings are held monthly and known members of the craft are always welcome to attend. Since the tearing down of the Great Northern Hotel, Chicago, we are holding our meetings in the gypsy mood; pick the spot, pull in, and camp for the night. December meeting was at the New Parkway Cafe."
W. P. CONSIDINE, Secretary.

Newark Coin Marks First Anniversary

NEWARK, N. J., Jan. 4.—A large crowd of operators, jobbers, and distributors was on hand here recently to attend the party given by Jack Berger and his staff at Newark Coino Distributors, marking the firm's first anniversary. A feature of the event was the distribution of Christmas presents by Berger to all who attended.

Speaking of the event, Berger said: "It certainly was a swell sight. So many of the leaders in the business came around to wish us well. We have enjoyed a big year and we look forward to 1941 being even bigger."

Among those attending were George Fousser, Irv Morris, Bill Gersh, Eddie Corrierson, Dave Stern, Tom Burke, Harold Hansen, Al Gatzwohl, Philip Aronowitz, Dave Braun, Barney Sugarman, L. Reichman, F. T. Flynn, Tom Foley, R. Fund, Al Howard, Joe Friskin, Herb Beutich, Arthur Daddis, Sam Goldner, Irving Oubritsch, William Hillberg, Leo Server, Tony and Dick Sta, Pat Valino, Irving Simon, Frank Russo, Louis Halperin, John Hyslop, Charley Hall, Joe Jernick, Seymour Rodman, W. J. Frazier, Nathan Marks, Harold Hillon, Joe Zepulla, Alex. Johnston, Edward Florin, Morris Sigel, Jack Sigel, Peter Mollis, Milton Nuss, Manny and Jimmy Posarcia, Jack Parr, Morris Prince, Joe Prince, Leo Ringler, Irv Orenstein, Leo Sigel, Al Barkin, Herman Daddis, Bob Server, Max Spreckman, Irving Wolfe, S. Klein, Irving Levy, Leo Wisotsky, Leo Waldor, Sam Waldor, Billy Ehrenberg, and Lucky Lutz.

Coinman Elected Head Of Canadian Legion

AMHERST, N. S., Jan. 4.—At the annual meeting of the Amherst, N. S. Branch of the Canadian Legion, P. J. Elliott, veteran coin machine distributor, was elected president. He had been vice-president for several years and has been long an active member, having served with the Canadian Expeditionary Force in 1914-15.

He has been in the coin machine field 25 years, with his base in Amherst and distributing thru Nova Scotia, New Brunswick, and Prince Edward Island. Incidentally, he was the first to introduce coin machines on the isolated Magdalen Islands and the Islands of St. Pierre and Miquelon, the latter group a French possession off Newfoundland.

Dallas

DALLAS, Jan. 4.—Among out-of-town visitors to the Cotton Bowl football game was Dave Gottlieb, Chicago coin machine manufacturer. Dave left a busy factory in Chicago to make a combination business and pleasure trip to Texas. In his party to view the A. & M.-Fordham game Wednesday were Arthur Pike and Murray Gottlieb. Gottlieb was enthusiastic in his praise

of the 1941 Coin Machine Show. With the main exhibit hall space sold out and more than 25 per cent of the new annex space already booked by exhibitors, Gottlieb said the 1941 show would not only present the best exhibit in the history of the coin machine show but that it would be the best attended show the manufacturers have ever sponsored.

Charley Snyder, road man for Milla Novelty Company, was in Dallas to attend the Texas A. & M.-Fordham football game New Year's Day.

Dallas coin machine men are being urged to assist in and are getting behind a city-wide plan to advertise Dallas' 100th birthday party in 1941. One means of advertising the city's centennial celebration is the co-operative distribution of an attractive folder which gives pictorial layout to the city's places of amusement. Wherever people are con-

gregated coin-operated machines are sure to be a part of their amusement, and there is every reason why the local coin machine industry should help advertise the Dallas Centennial.

On a recent trip to South Texas, Mr. and Mrs. Ed Stern were the guests of Morris Lee Decker, owner of the Corpus Christi Novelty Company, on a duck-hunting expedition in Corpus Christi Bay. From reports reaching this column Mrs. Stern got the lion's share in the day's bagging of ducks.

Buffalo

BUFFALO, Jan. 4.—Harry Winfield, who announces that he will be a visitor at the Chicago show for at least two days, despite a pressing amount of work, has moved a few doors to 1018 Main Street. He now has twice as much floor space. At the official opening today and tomorrow Winfield is introducing the new 1941 Wurlitzer line of phonographs and wallboxes to Western New York operators.

Law Wolfe, Rex Amusement, and his service manager, Bill Flasechetti, spent New Year's in Utica, N. Y., visiting the family.

While many new games have appeared on the parlous market, attention is still selling well. Storer's Sara-Box isn't at all bad, and Gemco's Seven Up is doing fine.

With continually expanding business, Rex Amusement has just added a fourth service man to its mechanical department. He is Don Kolmar.

ONLY \$54.50 for Keeney's SPEED-DEMON!

5-BALL FREE PLAY
Wire or Phone—Supply Limited!

PHONOGRAPHS

- RECORDS
- Model C-12 Records \$ 32.50
- Classics—79, 39 Records 135.00
- Classics—1929, 1930s 49.50
- Classics—32, 30 Records 145.50
- Classics—1934, 29 Records 119.50
- Classics—28, 20 Records 129.50
- Classics—1028, 28 Records 41.50
- ROCKOLA'S
- 1938 Complete Model \$ 88.25
- DeLuxe—26, 26 Records 129.50
- Standard Luxury Edition 129.50
- WURLITZER'S
- P-12—12 Records \$ 84.50
- 21—1938 Complete Model 54.25
- Classics—32 Records, 26 147.50
- Classics—24 Records, 26 129.50
- P-14—14 Records \$ 99.00
- Model C—1938, 29 Records 39.50

CONSOLES

- Duffy Day, Flat Top \$ 24.50
- Fast Turn, 1940 (P.P.) 114.50
- Miss Susan, Baby 69.50
- Fast Racer, Brown Cat 94.50
- Barstow (P.P.) 70.50
- Roll Top (P.P.) 62.50
- Top Gun 59.50
- Track Turn, 1938 52.50

PANTALONES

- Gold Medal \$ 24.50
- Grandstand 77.50
- Grand Stand 77.50
- Harlem 59.50
- Harlem 59.50
- Harlem 59.50
- Harlem 59.50
- Harlem 59.50
- Harlem 59.50
- Harlem 59.50

VISIT ATLAS BOOTHS 155-156-157 AT THE SHOW

Post-Inventory Sale!

- HOLDOVER \$64.50
- THREE SCORE 49.50
- DOUBLE FEATURE 54.50
- SPEEDWAY 42.50

Send For Complete ATLAS Bargain Guide!

COUNTER GAMES

- ART CHALLENGER \$16.00
- ART Model P 12.50
- Chess Cat 12.50
- Baby Steps 52.50
- Baby Steps, Jr. 4.50
- Baby Steps, Sr. 4.50
- Baby Steps, Jr. 4.50
- Baby Steps, Sr. 4.50
- Baby Steps, Jr. 4.50
- Baby Steps, Sr. 4.50

TERMS: 1/3 Deposit, Balance C. O. D.
ATLAS NOVELTY CO.
The House of Friendly Personal Service

2200 N. WESTERN AVE., CHICAGO, ILLINOIS
ATLAS NOVELTY COMPANY, 1901 FORD AVENUE, PITTSBURGH, PA.
ATLAS NOVELTY COMPANY, 1901 FORD AVENUE, PITTSBURGH, PA.



EXCLUSIVE DISTRIBUTORS
SEVEN GRAND
2 Games in 1
\$36.50
ROLL-A-CENT
STILL GOING STRONG
\$9.95

JAR DEALS—REFILLS—PADS—TICKETS
JARS and HOLDERS—PHONOGRAPH SUPPLIES
Koplo Sales & Supply Co.
3118-B Milwaukee Ave., CHICAGO, ILL.
YES! We'll be in Booth 83 at the Show



2 SENSATIONAL 1c SPILL GAMES!
HOLE IN ONE ORIGINAL! NOVEL! EXCITING!
SPITFIRE
SPITFIRE has a MOVING Acropolis suspended by the pliers. A ball of gum is rolled into this plane. \$2.00 is required to spin the ball into one of the targets. Operators 1000 balls or 1000 spins are required.
OPERATOR'S PRICE \$17.50
DISPLAYED AT BOOTH LL-2, COIN MACHINE SHOW
DR. ROBBINS & CO. 1141-B DENVER AVE., BROOKLYN, N.Y.

Special Show Trains Ready

**Invasion of Chicago by
biggest delegations in con-
clave history foreseen**

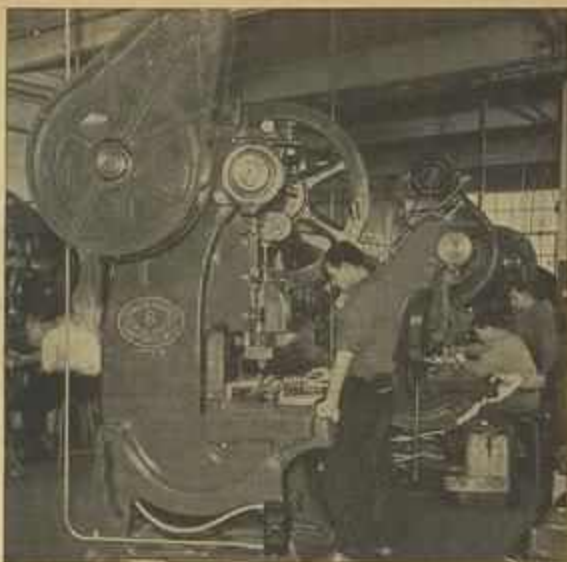
OTTAWA, Jan. 4.—Ontario Amusement Machine Association has made arrangements with the Canadian Pacific Railway for a special rate to Chicago for Canadian coinmen. Association officials report that private Pullmans will be provided for coinmen.

ST. PAUL, Jan. 4.—The Northwestern "400" has been chosen by the Minnesota Amusement Games Association as the official train for movement of Northwest operators and jobbers to Chicago for the annual coin machine show. Special cars have been set aside for use of coinmen on Sunday, January 12. The "400" will leave Minneapolis at 3:00 p.m. and St. Paul at 3 p.m., and will arrive in Chicago at 9:10 p.m.

Special arrangements have been made to accommodate numbers from Southern and Western Minnesota. Coinmen from these sections will join the "400" group at Weyerville, Wis., at 8:30 p.m. Trains leaving the following points will connect with the "400": Mankato at 12:45 p.m., Waseca at 1:37 p.m., Osatonna at 1:45 p.m., Rochester at 2:40 p.m., and Winona at 3:45 p.m.

Tom Crosby, president of the association, reports that these are the finest accommodations available. The "400" being one of the line's new streamliners. Special rates for coinmen will prevail.

BUFFALO, Jan. 4.—Lew Wolfe, head of Rex Amusement Company, has made arrangements for coinmen from Buffalo and surrounding cities to take the trip to



NEW GIANT PUNCH PRESS recently installed in Bally Manufacturing Company factory as part of Bally's expansion program to increase capacity in 1941.

the Windy city in a private car. The crowd will leave Buffalo Sunday night, January 12, in a coach hitched to the Commodore Vanderbilt streamliner. Wolfe reports there is still room for a few more coinmen in the private car.

PORT WORTH, Tex., Jan. 4.—Present indications point to the largest Southwestern delegation ever to attend an annual coin machine show. The spe-

cial delegation from Texas will travel over the Katy-Prisco Railroad into St. Louis and then over the C. & E. L. from St. Louis to Chicago. Arrangements have been made to take coinmen straight thru to Chicago without changing cars. Reservations are pouring in from Houston, San Antonio, Waco, Austin, Beaumont, Galveston, Corpus Christi, Wichita Falls, El Paso, Abilene, Dallas, Temple, and other Texas cities. Two special agents of the Katy-Prisco line will make the trip to Chicago to see that everything goes off okay.

MUSKOGEE, Okla., Jan. 4.—Eastern Oklahoma coinmen will join the Texas crowd at McAlester and Muskogee, Okla. Reservations for the Katy-Prisco special cars already have been made by many Eastern Oklahoma operators and jobbers.

OKLAHOMA CITY, Jan. 4.—Plans are under way for a delegation to embark from this city for the annual conclave in Chicago Sunday January 12. Coinmen

1941 Coin Machine Show Program

MONDAY, JANUARY 13
HOME-COMING LUNCHEON—
12 noon to 2 p.m.

James Connelman, coach of the Chicago Cardinals, pro football team, will be the main speaker. High-class musical entertainment will be provided.

EXHIBIT HOURS—2 p.m. to 10 p.m.

TUESDAY, JANUARY 14

EXHIBIT HOURS—10 a.m. to 9 p.m.

WEDNESDAY, JANUARY 15

EXHIBIT HOURS—10 a.m. to 9 p.m.

ASSOCIATION MEETINGS

Entire day, until 6 p.m., reserved for meetings of Operator, Jobber and Distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, secretary-manager.

ASSOCIATION EXECUTIVES'

DINNER

6 P.M. TO 8 P.M.

Good Fellowship Dinner to the Presidents and Acting Secretaries of Associations of the Coin Machine Industry, given by the Officers and Directors of Coin Machine Industries, Inc.

THURSDAY, JANUARY 16

EXHIBIT HOURS—10 a.m. to 3 p.m.

ANNUAL BANQUET—7 P.M.

FOLLOWED BY A MAGNIFICENT FLOOR SHOW AND DANCING

from this section of Oklahoma will travel over the Santa Fe Railroad.

NEW ORLEANS, Jan. 4.—From New Orleans a large delegation will leave Sunday, January 12, for the 1941 Coin Machine Show. Coinmen from Eastern Texas will join the New Orleans delegation, as will Arkansas operators, jobbers, and distributors.

ALBUQUERQUE, N. M., Jan. 4.—Coinmen from this area who will make the trek to Chicago for the industry conclave will join the Texas delegation at Dallas January 11. A goodly number are expected to make the trip from this State.

CLEVELAND, Jan. 4.—Don Hawley, manager of Modern Automatic Exchange, Inc., is planning up coinmen to attend the conclave. Hawley has arranged for a special car to leave Cleveland Sunday January 12. Reservations are being accepted by Hawley, and he asks that they be made as soon as possible.

NEW YORK, Jan. 4.—Indications are that many coinmen from the East Coast will fly to the Windy City for the 1941 Coin Machine Show. Many are so busy that they will be unable to get away from pressing duties until the last minute. Meanwhile, many groups of coinmen are arranging for special rates on a number of trains leaving here on regular schedule.

LOS ANGELES, Jan. 4.—Some coinmen not yet recovered from the strenuous days of the recent West Coast show are already packing their grips for Chicago and the 1941 Coin Machine Show. Largest representation will be of distributors and jobbers, with a goodly sprinkling of operators. Rooms will wing their way to Chi.

SEATTLE, Wash., Jan. 4.—Inevitable coin machine showgoers here are gathering in small groups to contrain for the show in Chicago. As far as can be learned, no definite train has been designated as the official train of the delegation.

FIRST BIG SALE OF FREE PLAY GAMES FOR '41!!

Bally Beauty \$19.00	Jolly ... \$19.00
Bandwagon 25.00	Lambert ... 25.00
Big Chief 20.00	Leader ... 20.00
Big League 19.00	Navy ... 19.00
Big Show 18.00	O'Day ... 18.00
Big Top 18.00	Pat ... 18.00
Bionda ... 20.00	Powerhouse 49.00
Brice Park 27.00	Punch ... 32.00
Cardinal 28.00	Pyro ... 32.00
Comedian 17.00	Red Star ... 14.00
Cross Line 20.00	Hitler ... 24.00
Dixie 25.00	Ruby ... 24.00
Dixie Feature 22.00	Sore Card 19.00
Drum Major 25.00	Sure-Lite 37.00
Fleet 23.00	Super Game 30.00
Duke Wench 30.00	Sports ... 30.00
Farmington 26.00	Sugar Six ... 18.00
Fox Hunt 26.00	Three Stars 30.00
Giant ... 30.00	Thriller ... 18.00
Gold Star 26.00	Wanted ... 30.00
Hold Over 27.00	Wings ... 32.00
Home Run 19.00	Yacht Club 30.00

TERMS 1/3 Deposit With Order—Balance on Delivery
Ship Balance C. O. D. WRITE FOR OUR NEW COMPLETE LIST A NEW PENNY ARCADE CATALOG

MIKE MUNVES CORP.
593 TENTH AVENUE, NEW YORK

Exclusive
NEW ENGLAND
DISTRIBUTORS
OF
JENNINGS TELEPHONE
WIRED MUSIC
Automatic Coin
Machine Corporation
345 Chestnut St., SPRINGFIELD, MASS.

"PHOTETTE"
PICTURE MACHINE, 10¢ PLAY
Picture can be taken immediately after exposure. It is not necessary to wait until the picture has been developed and delivered to a technician.
\$220.00
MAYFLOWER NOVELTY COMPANY
Highway 10, ST. PAUL, MINN.
228 Broadway Ave.

YES!



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. To play can award as high as \$5.00 on Gold Award token. To Play can award as high as \$25.00 on Gold Award token. Cash in NOW by rushing your order to your nearest David S. Daval TODAY!!

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

CUB and ACE

3 Best + Operator + Fruit or 10 Best Pear or Juice Will Play with Gold Dollars and 2. Sensitive Cash Bonus, 1¢ or 2¢ or 10¢.
Sample .. \$13.95
CASE OF 6 .. \$75.00

10 Best Pear or Juice Will Play with Gold Dollars and 2. Sensitive Cash Bonus, 1¢ or 2¢ or 10¢.
Sample .. \$14.95
CASE OF 6 .. \$80.00

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

PONSER PARADE OF VALUES!

Lambert ... \$26.00	Comedian ... \$18.00	Every Game reconditioned so that it looks and works like new. Repairs of price. Buy from Ponser With Confidence.
Cross Line ... 24.80	Jolly ... 20.00	
Rescue ... 18.00	Drum Major ... 22.50	
Brite Park ... 22.30	O'Day ... 17.50	
Slide ... 42.50	Three Stars ... 27.50	
Dixie Feature ... 22.50	Ruby ... 23.00	

George Ponsor Co., 11-15 E. Runyon St., Newark, N. J.

here's
SUCCESS!



BRUNO RÄDTKER
Chief Engineer



C. R. KIRK
Managing Dir. of Sales



NICK NELSON
Production Manager

Today the Coin Machine Industry welcomes a new member, geared to the tempo of progress and dedicated to the production of original, profitable equipment for America's operators. It is new in name only, for the sparkling array of talented staff members brings to the Success Manufacturing Corporation the kind of experience that can be achieved only by years of service. In the production of newer, finer money-making machines, the Success Manufacturing Corporation will spare no expense. Already a line of equipment is available . . . a thrilling new machine gun game—new pin games—the famous, dependable Kirk Scales . . . all thrillingly different . . . mechanically perfect . . . profit tested. Distributors and jobbers are cordially invited to visit the display rooms of the Success Manufacturing Corporation during the week of January 13 for a private showing.



SUCCESS MANUFACTURING CORPORATION

2626 W. WASHINGTON BLVD., CHICAGO, ILLINOIS

NOTHING SUCCEEDS LIKE SUCCESS

More Fun in 1941

*Spectacular Banquet Entertainment
Ready for 1941 Coin Machine Show*

By R. W. HOOD, President
H. C. Evans & Company

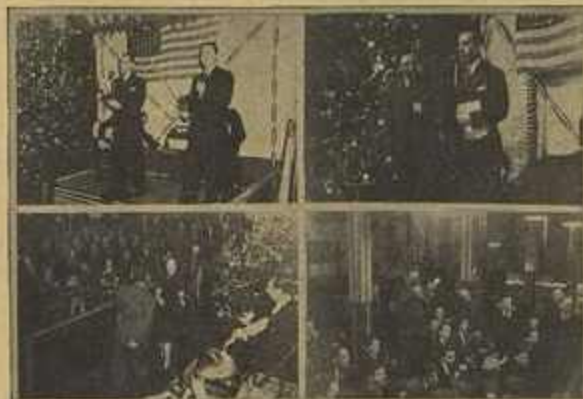
"**BIGGER** and better than ever before" is the slogan of the 1941 Coin Machine Show, to be held at the Sherman Hotel, Chicago, January 13-16. And all signs point to a 100 per cent fulfillment of this slogan. Sales of display space to date have already topped the sales record for this time last year. Advance registrations are pouring in daily, indicating attendance far in excess of 1940, which broke all previous records. The new products which exhibitors are getting ready to bring in January will, from all reports, insure a year of unprecedented prosperity. And, last but not least, the banquet show is guaranteed to be bigger and better than ever.

By bigger I do not mean a greater number of acts. In fact, the general feeling has been that more time should be allowed for dancing after the entertainment, and this we plan to do next week. However, the acts which have been selected will provide such a high concentration of laughs and thrills that every man and woman at the banquet will agree that, great as banquet shows have been in the past, the 1941 show is, indeed, bigger and better than ever before.

Comedy, Thrills, Beauty

Harold Baker, Meyer Gensburg, and the writer, who comprises the entertainment committee, have combed the field of stage and night club entertainment, checking innumerable acts, rejecting all but the tops. We are sure that the series of acts finally selected provides just the right proportion of comedy, thrills, music, and feminine beauty. We are

sure that every man and woman who comes to the banquet will have more fun in '41 than ever before!



MUTOSCOPE GIVES CHRISTMAS and New Year's party to 350 employees. The firm's 1940 successes, including the famous Photomatic and Skyfighter, were equally gratifying to employees and executives. Earl Winters, Mutoscope sales manager, is shown (top left) emceeing the party while a contest prize winner looks on. Winters (top right) is shown introducing Bill Rabkin, president (left), whose announcement of substantial bonuses for employees met with enthusiastic cheers and applause. A Skyfighter department member and one from Photomatic department (lower left) team up to do a prize-winning rumba. Bill Rabkin (lower right) shoots candid pictures of entertainers and audience.

Detroit

DETROIT, Jan. 4.—United Music Operators held their first annual Christmas party at Carl's Bar, with an attendance of around 100 members and guests. Buffet lunch was served and dancing and entertainment followed.

Committee for the event was headed by President James Ashley, and included Joseph Brilliant, Lou Hellbroner, James A. Passanante, Harry De Schryver, Chris Kornbeck, Frank Alluvot, and Phil Bertram.

William Glassman, manager of the

Decca Distributing Company, was busy taking annual inventory of the stock in the new Detroit store over the New Year holidays.

George Maurodis, whose headquarters are on Saint Athos Street, is the latest addition to the rolls of local cigarette vendor operators. Maurodis is using National Vendors.

American Novelty Company is holding open house for three days starting today (4). Manager James Ashley is introducing new Bookley products to Michigan operators.

V. Christopher, partner in the Ajax Novelty Company, has gone to Hot Springs, Ark., from Florida, and will remain there until the second week of January, when he plans to go to Chicago for the coin machine show.

Mississippi

NATCHES, Miss., Jan. 4.—With the passing of New Year's there has been the usual after-holiday lull in the amusement machine business in this section, but the let-up has not been as serious as in past years.

Joe King, former service man of Sherman and La-Ark-Tex companies, now located in Tampa, where he is employed on a government defense program job, spent the holidays here with his wife and daughter.

During the holidays Bill Edt, local op, enjoyed several hunting outings and says he bagged plenty of game.

J. O. Modisette and Lee Delaney are the only operators in this area who have wall boxes and they declare that their lone wall box location is paying big dividends.

Despite cold weather, beverage machines have been doing a fine business. Also doing well are weighing and cigarette machines.

Exhibitors — 1941 Coin Machine Show

A. B. T. Mfg. Corp., Chicago.
Acme Nov. & Mfg. Co., Chicago.
Advance Machine Co., Chicago.
American Products Co., St. Louis.
Atlas Novelty Co., Chicago.
Automatic Age, Chicago.
Automatic Games, Chicago.
Automatic Products Co., Pittsburgh.
Baker Novelty Co., Chicago.
Bally Mfg. Co., Chicago.
Beary Mfg. Co., Chicago.
Bell Lock Distrib., Grand Rapids, Mich.
The Billboard, Cincinnati.
Blackhawk Mfg. Co., Chicago.
Block Marble Co., Philadelphia.
Brand Auto. Cashier Co., Watertown, Wis.
Broadway Music, New York.
Brooklyn Music System, Inc., Chicago.
Central Die Casting & Mfg. Co., Chicago.
Chicago Coin Mach. Mfg. Co., Chicago.
Chicago Lock Co., Chicago.
Dean-Stetteland Co., Madison, Wis.
Coin Machine Review, Los Angeles.
Columbia Recording Corp., Bridgeport.
Cent-a-Mint Sales Corp., New York.
Central Stand & Cabinet Co., Chicago.
Champion Specialty Mfg. Co., Brooklyn.
Coniar Electric Co., Chicago.

Container Mfg. Corp., St. Louis.
Coin Machine Journal, Chicago.
The Daryl Co., Chicago.
Decca Distributing Corp., Chicago.
Arthur De Gremier, Inc., Haverhill, Mass.
DeVay Corp., Chicago.
A. B. Dick Co., Chicago.
Dura-Two Corp., Kalamazoo, Mich.
Elliott & Zorkerman, Chicago.
H. C. Evans & Co., Chicago.
Exhibit Supply Co., Chicago.
Elliot Addressing Mach. Co., Chicago.
Electric Sign Receptor & Mfg. Co., St. Louis.
Etching Co. of America, Chicago.
Evans Novelty Co., Chicago.
Exhibit Sales Co., Philadelphia.
Philip Florin, Inc., New York.
Frigidrink Corp., New York.
Grant Sales Co., Peoria, Ill.
Gardner & Co., Chicago.
Gay Games, Inc., Muncie, Ind.
Genco Mfg. Co., Chicago.
General Electric Co., Chicago.
John N. Germack, Detroit.
D. Gottlieb & Co., Chicago.
Grand National Sales Co., Chicago.
Groetzchen Tool Co., Chicago.
Guardian Electric Mfg. Co., Chicago.
Joe Hahn Co., Chicago.
Harley Mfg. Co., Chicago.
Holly Mfg. Co., Detroit.
Ideal Dairy Dispenser Co., Bloomington, Illinois.

Illinois Lock Co., Chicago.
Independent Lock Co., Chicago.
Int'l Mutoscope Reel Co., Long Island City, N. Y.
Jacobs Novelty Co., Stevens Point, Wis.
O. D. Jennings & Co., Chicago.
Walter H. Johnson Candy Co., Chicago.
Koplo Sales & Supply Co., Chicago.
Kelly Mennen Mfg. Co., Rockford, Ill.
Keller Machine Co., Cincinnati.
Abe Lyman Enterprises, New York.
Mastercraft Equipment Co., Denver.
Malkin-Hillon Corp., Newark, N. J.
Matschias Electric Co., Chicago.
Metropolitan Amuse. Co., Yonkers, N. Y.
Mirabon Co., Chicago.
Monarch Coin Machine Co., Chicago.
National Sign Receptor, Inc., St. Louis.
National Vendors, Inc., St. Louis.
New York Spec. & Supply Co., New York.
Hecht Nielsen, Chicago.
Northwestern Corp., Morris, Ill.
Ops, Chicago.
D. A. Pachter Co., Chicago.
Packard Mfg. Corp., Indianapolis.
Pan-Confections, Chicago.
Parino Products Corp., Chicago.
Franklehl Chemical Co., Waukegan, Ill.
Pool-Bowling Mfg. Co., Steger, Ill.
Pik-Pik Vend. Mach. Co., Chicago.
Porta-Server, Inc., Chicago.



DRIV-O GOLF, manufactured by Mastercraft Equipment Company, Inc., Denver, will be exhibited at the 1941 Coin Machine Show. Driv-o Golf is a coin-operated golf driving machine which gives the player a real golf swing and accurately measures the distance of the drive. It also indicates any errors in driving, such as hook, slice, or loft.

Singing Towers, Chicago.
Soundies Distrib. Corp., Hollywood.
Stewart Merchandising, Inc., New York.
Stoner Corp., Aurora, Ill.
Superior Products, Chicago.
Tech Equipment, Chicago.
Terry Candy Co., Elizabeth, N. J.
Undabar Cooler Corp., St. Louis.
U-Need-a-Pak Products Corp., Brooklyn.
Universal Mfg. Co., Kansas City, Mo.
Vigraph Corp. of America, Los Angeles.
Thomas A. Walsh Mfg. Co., Omaha.
W. W. Wilcox Mfg. Co., Chicago.
Walling Mfg. Co., Chicago.
Zenobia Co., Inc., New York.

Ideal Novelty To New Location

ST. LOUIS, Jan. 4.—Due to increase in business the Ideal Novelty Company and Ideal Sales, Inc., will move to new and larger quarters at 2623 Locust Street January 7. They are installing an efficiency system to give better service to their customers, they report.

All the latest pin games will be an display plus a complete display of the latest Rock-Ola phonographs and scales and Northwestern peanut vendors. They will carry a complete line of parts for the machines. The entire force will be on hand to welcome old friends and extend greetings to new acquaintances in the coin machine business.

The firms will have their annual showing of Rock-Ola phonographs, scales, Myrtle Maudin and wired music February 14. The Rockola Leadership Girl will be present, as will Rock-Ola executives and service men. Refreshments will be served in the Carl Trippie style.

Correction

In January 4, 1941, issue, ad of Bavoys Vending Company, Brooklyn, free-play games appear on Special as Double Feature and Fox Hunt. This should have been Double Feature and Britle Spot.

BADGER'S BARGAINS

FIVE-BALL FREE PLAYS

Gold Cup	\$49.50	Progress	\$59.50
Washers	\$4.50	Pierrot	49.50
Mt. 12-6	39.50	Super King	59.50
Daughters	39.50	Oh Johnny	39.50
Bally Revolver	29.50	Super King	29.50
Red Eyes	19.50	Super King	19.50
Armstrong	19.50	Triumph	19.50

PHONOGRAHS

Nebula 1938	\$199.50
Rock-Ola 1938 De Luxe	\$139.50
Rock-Ola	129.50
Rock-Ola Rhythm King	129.50

CONSOLES

Walt Late Model 40 Junior Parade	\$79.50
Five Pins	\$9.50
Junior Five Tones	\$9.50
Jan 1938 Baroque	79.50

AUTOMATIC PAYOUTS

Grand National	\$89.50
Triumph	59.50
Bally Entry	59.50

LEGAL MACHINES

Bally Bull's Eye	\$49.50
Chicago Revolver	59.50
Rock-Ola Ten Pins	59.50
Bally Allys, Late Model	19.50
Exhibit Bowling Alley	19.50

Our New 1941 Catalog Just Off the Press; Thirty-Two Pages, Contains Hundreds of Illustrations, Descriptions, Prices, Shipping, Supplies, Accessories, and Parts. Most Complete Coin Machine Catalog Ever Offered. Don't Fail to Send for Your Free Copy Today.

BADGER NOVELTY CO.
2548 N. 50th St., MILWAUKEE, WIS.

RECONDITIONED

LEGAL EQUIPMENT		FREE PLAY GAMES		CONSOLES	
Rapid Five Gun	\$109.50	Bally Wheel	\$109.50	1938 Baroque, 10y	\$79.50
Rocky Lopez	109.50	High Flyer	99.50	Revol Ball	49.50
Wood Top	89.50	Gattuso Big Show	39.50	1938 Baroque	59.50
Deluxe Standard	79.50	Spin Champ	29.50	Grand Lock	39.50
Seaburg Laidlaw Gun	79.50	Champion	29.50	Rory Tack	29.50
Seaburg Chicken Gun	49.50	Vegas	27.50	1938 Baroque	49.50
Wentley Alvarez Gun	49.50	Super Six	27.50	Pavonia	17.50
Roll in The Barrel	39.50	Topper	26.50	Early Day	17.50
Roll-A-Round P.P.	44.29	Big Six	26.50	Wells Rig	17.50
Evans Ten Strike	42.50	Waxed Changer	20.00	Deluxe Bell	12.50
Rock-Ola Ten Pins	40.00	Chief	19.50	Bally Ball	12.50
Base Roll	36.00	Queen	19.50	Revolvent	12.50
Vindicator	29.50	All Balls	17.50	COUNTER GAMES	
Jeannette Library	29.50	Golden Gate	17.00	Sparks	\$27.50
Bally Lucky Strike	29.50	Speedy Match	16.00	Marvel	19.50
Bally Alley	29.50	Smoky	16.00	Liberty	19.50
Exhibit Bowling	19.50	C. O. B.	16.00	Manary	19.50
Grand Hammer Bowling	17.00	Flash	16.00	A.B.T. Target, Mod. F	19.50
PHONOGRAHS		Rayline	16.00	Ommer 1 Base	12.00
78 Records Standard \$149.50		Flour	16.00	Harbor Grand (Taken)	12.00
Wurlitzer 516, Grilles		Conard	15.00	Pay	10.00
Marketed	89.50	Orway	15.00	A.B.T. Target	9.00
Rockola Monarch	10.00	Arrow	15.00	Grandstand	9.00
Wurlitzer 416	99.50	Pop-Fireball	15.00	Chester	8.50
Wurlitzer 716	99.50	Section	12.50	Seven Grand	8.00
Rockola 16 Record	25.00	Rebound	12.50	Smog	7.00
Mills De Luxe	25.00	Bally Royal	12.00	Target	7.00
De Luxe Dance Master	22.50	Jump	12.00	Curt's Pack	6.50
Rockola 21 Record	22.50	Liberty	12.00	Imp	6.00
Wurlitzer P-12	20.00	Liberty	12.00	Track Rich	6.00
Galot Jr.	20.00	Day Jolly	12.00	Empire	6.00
Seaburg Broadband	19.50	Rocky	12.00	Five Pack	6.00
Mills Dance Master	19.50	Rocky	12.00	Curt & Smoke (Wood)	6.00
PAYOUT TABLES		Rocky	12.00	G. Man Grasper	6.00
Smith & Sola, P.P.	\$199.50	Rocky	12.00	Search Victor	6.00
Grand National	99.50	Rocky	12.00	Search Victor	6.00
Spinning Reel	99.50	Rocky	12.00	Search Victor	6.00
Headline	49.50	Rocky	12.00	Search Victor	6.00
Man of War	49.50	Rocky	12.00	Search Victor	6.00
Gold Medal	49.50	Rocky	12.00	Search Victor	6.00
Amberg Sportman	29.50	Rocky	12.00	Search Victor	6.00
Fairground	29.50	Rocky	12.00	Search Victor	6.00
Early Ten Ball	29.50	Rocky	12.00	Search Victor	6.00
One-Two-Ten	29.50	Rocky	12.00	Search Victor	6.00
Two Day	29.50	Rocky	12.00	Search Victor	6.00
Multiple Balls	17.50	Rocky	12.00	Search Victor	6.00
King	17.50	Rocky	12.00	Search Victor	6.00
Entry	17.50	Rocky	12.00	Search Victor	6.00
King	17.50	Rocky	12.00	Search Victor	6.00
Phantom	17.50	Rocky	12.00	Search Victor	6.00
Food Bag	17.50	Rocky	12.00	Search Victor	6.00
Three Up	17.50	Rocky	12.00	Search Victor	6.00
Big Rate	17.50	Rocky	12.00	Search Victor	6.00
Shower Champ	16.00	Rocky	12.00	Search Victor	6.00
Best Gun (Mech.)	16.00	Rocky	12.00	Search Victor	6.00
Blue Bird	16.00	Rocky	12.00	Search Victor	6.00
Early Day	16.00	Rocky	12.00	Search Victor	6.00
Lead Rev	16.00	Rocky	12.00	Search Victor	6.00

Mayflower Novelty Company
MAYFLOWER BUILDING 2218 UNIVERSITY AVENUE ST. PAUL, MINNESOTA

JUST A FEW DAYS LEFT TO REGISTER FOR THE 1941 COIN MACHINE SHOW!!

MAIL TODAY!

THE BILLBOARD

155 N. Clark Street, Chicago, Ill.

Gentlemen: Please have my admission badge ready for me at the 1941 Coin Machine Show registration desk.

Name _____
(Please print plainly)

Address _____ City and State _____

I am connected with the industry as I have indicated in checking the following:

Operator Jobber Distributor

I operate the following types of machines:

Amusement Music Merchandise Scales

Other types, if so list _____

Signature _____

Please enclose letterhead or business card as identification.

You may register for others by listing here: _____

MUSIC OPERATORS, ATTENTION!!!

and while you're at it, why not mail in the ballot choosing the best orchestra and recording of 1940. You'll find the ballot in the music section of this issue.

1/3 Demitt Will Oden, Baltimore, O. D. Am Ready to Deliver.



LET'S GO—
TO THE COIN MACHINE SHOW
"BIGGER AND BETTER THAN EVER BEFORE!"

SHERMAN HOTEL
CHICAGO

JANUARY 13, 14, 15, 16, 1941

DON'T MISS THE '41 SHOW! - MAIL YOUR REGISTRATION TODAY!
COIN MACHINE INDUSTRIES INC., ³²³ **SHERMAN HOTEL. CHICAGO**

SEND REGISTRATION BLANK IN THIS ISSUE TO THE BILLBOARD, 155 N. CLARK ST., CHICAGO

QUESTION:
"WHAT ABOUT ME?..."

**"DON'T NEGLECT THIS MAN
 MR. ADVERTISER"**

HE IS one of the thousands of coin machine operators who will not be able to attend the Annual CMI Trade Show at the Sherman Hotel. He is one of the thousands of operators who will be anxiously awaiting The Billboard to see what you are going to announce at the show.

Don't pull your punches on him while spending thousands of dollars on the lucky operators that are going to be at the show. Tell this man exactly what you have to sell to him. He is just as anxious and just as able to buy a great number of your new machines.

The message on the opposite page tells what The Billboard is going to do for the operators at home. We are going to tell them everything that happens at the show. But we can't tell your story the way you can tell it. All we can do is see that the message you do tell reaches every operator that does not attend the show. This we assure you is going to be done.

**HURRY! WRITE, WIRE OR 'PHONE YOUR
 MESSAGE TODAY!
 FORMS CLOSE FRI-
 DAY, JANUARY 10.**



I CAN'T GO TO THE CONVENTION"

ANSWER:

POSITIVELY EVERYTHING THAT HAPPENS AT THE CONVENTION . . . EVERY MACHINE DISPLAYED . . . WILL BE DESCRIBED, ILLUSTRATED OR REPORTED IN THE NEXT TWO ISSUES OF THE BILLBOARD.

True, we can't reproduce the beautiful exhibits that will be at the show. We can't arrange it so you can try each and every new machine. We can't bring the marvelous convention entertainment into your home or place of business. So again we say, "If at all possible GO to the big show at the Sherman Hotel, Chicago."

But we are going to publish the biggest, most complete convention issue ever published. It will be a veritable yearbook for the coin machine industry—packed full of interesting stories, figures, polls, and reports. You have never seen anything like it before.

And the issue following the Convention Special will contain a complete description of every machine announced as well as detailed reports of all the meetings. It will also have pages and pages of photographs.

These two issues are going to be so big and so full of interesting stories and advertisements that we have made arrangements with our circulation manager to mail an EXTRA free copy of each issue to you. There is no catch. It won't cost you a cent. You see we give free copies to every operator who attends the convention, and this year we intend to do the same for you who do not attend, because we know your absence is through no fault of your own. Here is all you have to do. Fill out the coupon and mail it TODAY. If you are already a subscriber we will send you an extra copy in the same mail as your subscription copy. If you usually buy your Billboard from a newsstand dealer, we will send your extra copy via mail direct to your home. Regardless, you will have an extra copy of these important issues. One to keep at home and read at your leisure—the other to keep on your desk for quick reference purposes.

★ MAIL THIS COUPON TODAY! IT COSTS NOTHING! ★

THE BILLBOARD
23 OPERA PLACE
CINCINNATI, OHIO ★

Gentlemen:

Without charge to me please mail an extra copy of your January 18 CMI Special Issue and your January 25 Convention Report Issue. I want these extra copies to keep at home and thoroughly read during my leisure time.

(Please check one of the spaces below)

I am a weekly subscriber.

I buy my Billboard every week from a newsstand dealer.

(Your letterhead or business card must be enclosed with this coupon.)

NAME

ADDRESS

CITY STATE

SEE

1941 BUCKLEY DAILY DOUBLE TRACK ODDS

The King of all De Luxe Machines!
INVENTED - DESIGNED - MANUFACTURED BY

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST. - CHICAGO - ILL.

SEE OUR DISPLAY
SHERMAN HOTEL, CHICAGO, ILL.
JANUARY 13, 14, 15, 16, 1941
BOOTH 253 · 254 · 255 · SUITE 1111

Minneapolis Fares Better in December Than Anticipated

MINNEAPOLIS, Jan. 4.—Despite December being a holiday month, business held up well, with collections coming in better than the common had anticipated. Business as a whole was the highest since 1929. Bank deposits and loans were at new post-depression highs. Farmers' cash incomes were greatly in excess of the corresponding month last year.

Minnesota manufacturing employment was at its highest level in seven years. In its monthly review of agricultural and business conditions in the Northwest, the Minneapolis Federal Reserve Bank painted a rosy picture for this area. The report said: "The volume of business in the ninth district as measured by our seasonally adjusted indexes rose sharply and was at the highest level since 1929." The ninth district includes Minnesota, the Dakotas, Montana, Northwestern Michigan, and Upper Wisconsin.

Bank debts index in 94 cities advanced seven points to 98 per cent of the 1929-1931 average, and the index of debts at farming centers rose to the highest point since October, 1928, the report continued. The coin machine business did exceptionally well. Collections were good, especially in the Twin City area. In the country districts, however, it was reported that money was not coming in as readily.

The past month saw five-ball free-play games move along at a good pace, with phonos holding up in fine shape. At month's end Phonogram and Soundies made their debut to attract considerable attention. Many larger games long a favorite in this area, continued to get a good share of attention. Used equipment of all sorts was being moved by the distributors in good fashion.

Ohio Solons To Get Bill Aimed At Slug Makers

CANTON, O., Jan. 4.—Legislation slated to put teeth into the present laws

pertaining to manufacture, sale, and possession of slugs will be introduced into the next session of the State Legislature, according to S. L. Abrams, secretary of the Ohio Cigarette Vendors' Association, Cleveland.

William Schwartz, counsel for the group, has prepared the bill which will make manufacture, sale, and possession of slugs prima facie evidence of intent to cheat or defraud. The group is also active in federal anti-slug legislation.

Meanwhile more arrests of sluggers are being reported in every section of the State.



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
Embossed with
Flashing Odds

THE BAKER
NOVELTY CO., Inc.
2626 Washington
Bldg., Chicago

JANUARY 1941
COIN MACHINE SHOW
DORIS HALL, CHICAGO
11-12-13
SEE OUR DISPLAY

PAGE

Cleveland Coin Machine Exchange at Hotel Sherman during the SHOW if you are interested in buying, selling or trading. We guarantee you a better deal.

CONSOLES		FREE PLAYS		ONE BALL AUTOMATIOS		
3 78 Track Times	\$75.00	2 Jockey Clubs	\$25.00	2 Jockey Clubs	\$42.50	
4 Kentucky Oaks	\$25.00	1 Fishing Trip	\$25.00	1 Fishing Trip	\$25.00	
4 52 Wally Square Balls	\$5.00	1 Evans Kenn	\$25.00	1 Evans Kenn	\$25.00	
4 Towhans	\$25.00	SPORT SPECIALS				
6 Jockey Derby Days	\$25.00	1-2-3, 1840 Model	\$100.00	1-2-3, 1840 Model	\$100.00	
3 Rosemotts	\$18.00	Gold Guide	\$80.00	Gold Guide	\$80.00	
3 Towans	\$18.00	1-2-3, Top Hat	\$25.00	1-2-3, Top Hat	\$25.00	
3 Piles	\$25.00	1-2-3, 1840 Model	\$100.00	1-2-3, 1840 Model	\$100.00	
2 Jockey Pileups	\$25.00	1-2-3, Converted	\$75.00	1-2-3, Converted	\$75.00	
2 Jockey Parlay Races	\$25.00	Fairgrounds, Converted				
Write for complete list offering Free Play Novelties, Consoles, Vending Machines, Counter Games, Slots, Amuse Equipment—3 complete floors of coin operated equipment. HALF DEP. BAL. O. O. D.		Fairgrounds, Converted		\$25.00	Akbar, Converted	\$25.00
		Akbar, Converted		\$25.00	Chicago	\$25.00
		Chicago		\$25.00	President, Converted	\$25.00
		President, Converted		\$25.00	Artisan, Converted	\$25.00
		Artisan, Converted		\$25.00	Across the Board, Com	\$25.00
		Across the Board, Com		\$25.00	Wines	\$25.00
		Wines		\$25.00	Gurka	\$25.00
		Gurka		\$25.00	Ducky Day, Commercial	\$25.00
		Ducky Day, Commercial		\$25.00	Rover, Commercial	\$25.00
		Rover, Commercial		\$25.00	Victory	\$25.00
		Victory		\$25.00		

CLEVELAND COIN MACHINE EXCHANGE

2021 PROSPECT AVENUE,

CLEVELAND, OHIO

TWO NEW HITS!

"NEW COMBINATION"
840 HOLES SLOT AND DICE TICKETS
Takes in \$42.00
Average Payout . . 19.89
Profit . . \$22.11
A THICK BOARD SHAPPLY LOOKING

"BLACKOUT"
780 HOLES TIP TICKETS
Takes in \$39.00
Average Payout . . 19.09
Profit . . \$19.91
BEAUTIFUL 3-COLOR PRODUCTION

BLACKOUT

GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

"BUY 'EM BY THE CASE!"

"CUB" BY DAVAL "ACE"

3-Roll 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-Roll 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., 1939 GRAND BIVERAVE, DETROIT; ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

FREE PLAY GAMES

"GOLD CUP"\$47.50 | "MILLS 1-2-3" (1940) ..\$100.00

LEGAL EQUIPMENT

SEEBURG "SHOOT THE CHUTES"\$85.00 | ROCK-OLA "TEN PIN"\$39.50
SEEBURG "CHICKEN SAM" 45.00 | EVANS "TEN STRIKE".... 39.50

PHONOGRAPHS

SEEBURG "REGALS".....\$130.00 | WURLITZER 616\$49.50
WURLITZER 412\$22.50

SHAFFER MUSIC CO.

314 S. HIGH ST. COLUMBUS, OHIO

Look To The GENERAL For LEADERSHIP!

BIG SHOW\$25.50	ON DECK BIRDIE\$45.00	NOW COMPLETELY SET UP IN OUR NEW AND LARGER QUARTERS! FULLY EQUIPPED TO SERVE YOU MORE QUICKLY AND BETTER THAN EVER WITH A FULL NEW STOCK OF FINE RECONDITIONED GAMES!
BIG SIX19.00	RED HOT22.00	
BLONDI42.50	ROYALTON45.50	
BRIDE APOY39.50	ROXY27.50	
CADILLAC42.50	SHORT STOP27.50	
COUSIN SAM29.50	SUMMERTIME27.50	
DUCE HONOR49.50	THREE SCORE28.80	
GOLD STAR55.50	WILLS H-BOY25.00	

Quality Reconditioning on Every Game. Write for Complete List! Enclose 1/2 Cent With Order. We Bill Balance C. O. D.

THE GENERAL VENDING SERVICE CO.

306 NO. GAY ST. BALTIMORE, MD.

EXHIBIT SUPPLY CO.

Celebrates Its 40th Birthday

This Year

By Having on Display

at the 1941 COIN MACHINE SHOW

The Greatest Display
of COIN OPERATED AMUSEMENT MACHINES

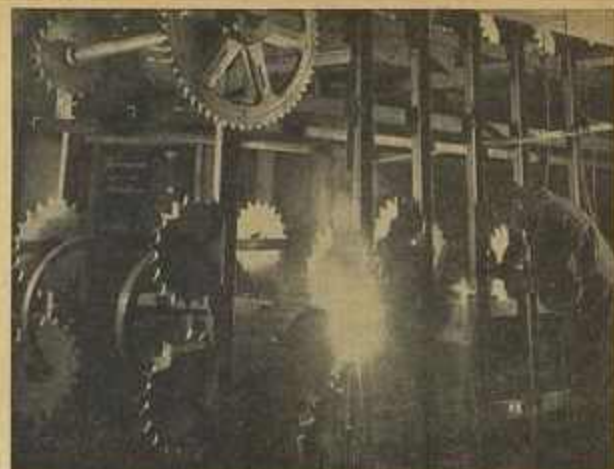
In Their HISTORY.

YOU ARE CORDIALLY INVITED
TO VISIT US AT OUR BOOTHS

NOS. 227-228-229-230-231-232

SAME LOCATION AS LAST YEAR

SHERMAN HOTEL—JAN. 13-14-15-16th



BY-N-HI IT'S A DEEP, DARK, SECRET. What this new machinery is destined to do is not foretold by Rock-Ola officials, but they state that it will be used in one of the surprise introductions at the 1941 Coin Machine Show. This machinery is being installed in the rapidly growing new addition to the Rock-Ola factory in Chicago.

Stoner Releases

New Game—Armada

AUROHA III, Jan. 4.—"It was just too good to keep," declares C. R. Adelsberg, sales manager of the Stoner Corporation, in speaking of the firm's new game, Armada.

"Instead of waiting until the coin machine show to announce Armada, we have decided to release it now and give operators an opportunity to cash in on it right away.

"Right in step with the universal interest in military activities, the playing field is a realistic portrayal of actual war scenes on the high seas with battleships and airplanes.

"The game has a number of interesting ways to win, including the ever-popular high score. From all indications Armada will be tops in 1941."

Super Bomber News Claiming Interest

NEW YORK, Jan. 4.—News that Super Bomber, a new game soon to be manufactured by Champion Specialty Company, Inc., will be shown at the Coin Machine Show in Hotel Sherman is said to be creating much interest among the trade. Game is scheduled to go into production following the Chicago premiere.

Additional interest is being manifested in Super Bomber because it was designed by Harry Levinson, well known in coin machine fields. Game is reported to give the player the feeling that he is sitting in a plane dropping bombs on moving targets such as battleships. Both bomber and battleship are said to be realistic in design. Set-up includes cabinet 6 feet high, 30 inches deep, and 36 inches wide.

January Show To Start Boom Year

"The 1941 Coin Machine Show," says Dave Gottlieb, president of Coin Machine Industries, Inc., "will raise the curtain on one of the most prosperous years the industry has ever known. Experts agree that 1941 will be a year of tremendous industrial activity, with defense industries stimulating all other industries. Since the greater part of defense expenditures will ultimately be spread out in the form of wages, there is sure to be accelerated activity in the retail fields in which coin machines are operated. In other words, the coin machine industry cannot fail to get a generous share of the 1941 prosperity.

"The 1941 Coin Machine Show will be New Year for the industry. Be sure to be there to celebrate—Sherman Hotel, Chicago, January 13, 14, 15, and 16, 1941."

ALLIED APPROVED RECONDITIONED COIN MACHINES

FREE PLAY GAMES

Millie 1-2-3, 7-11	\$20.00	Star Game	\$30.00
Flint	\$7.50	Big Show	\$6.00
Dale Feature	\$4.50	Delly	\$3.50
Three Score	\$3.25	Comedian	\$4.50
Speed Demon	\$4.25	Oh Boy	\$4.25
Speed Way	\$2.50	Scots Cash	\$4.50
Deception	\$2.50	Ray	\$4.50

WRITE FOR FREE PLAY LIST

AUTOMATIC PAYTABLES

Grand Natl.	\$32.50	Titanium	\$58.50
Pat. Maker	\$7.50	Gold Medal	\$4.50
Grand Stand	\$2.50	Spot Page	\$2.50
Hackberry	\$7.50	Prizeless	\$7.50

WE HAVE 'EM!

ACE AND CUB

Sample \$14.00 Sample \$12.00
Cash or \$ 8.00 Cash or \$ 8.00
HAVE DELAY—ORDER TODAY
FROM "ALLIED"

CONSOLES

Band Walk, 1938, Walnut Cabinet	\$47.00
Trakline, 1938	\$2.00
Ballroom, 1938	\$1.00
Multi Square Bell	\$5.00
Tarform	\$2.00
Dorby Day Flat Top	\$2.00

PHONOGRAPHS

Wurlitzer 500, Like New	\$100.00
Wurlitzer 622A, Silver Front	\$75.00
Wurlitzer 618, 16 Record	\$4.50
Wurlitzer 710, 16 Records	\$4.00
Seeburg Classic, 1938	\$168.50
Seeburg Gem	\$17.50
Seeburg Royal	\$2.50
Seeburg Model "X"	\$1.50
Nipper DeLuxe, 1939	\$199.50
Nipper Standard, 1939 Model	\$7.50
Nipper 1939 Complete Model	\$7.50
Nipper Windsor, 1938 Model	\$4.50

TEN STRIKES, GUNS, ETC.

Seeburg Shoot the Chute	\$107.50
Kerry's Rock-A-Round's Gun	\$2.50
Evans' Ten Strikes	\$2.50
Rockstar's Ten Pin	\$9.50
A. B. T. Target, Model F	15.00
Target 1-3 Depot, Standard C. O. D.	F. C. B. Chicago.

Allied

NOVELTY COMPANY

Phone Capital 4747
3820 W. Fullerton Ave., CHICAGO, ILL.

END OF YEAR CLEARANCE!

All Stars	\$20.00	Myra-G	
Big Six	12.50	Wind	\$49.00
Box Score	12.50	Moana	17.50
Rockytop	30.00	Firework	12.50
Clippers	15.00	Pistol	47.50
Davy Jones	15.00	Robbery	20.00
Golden Gate	17.50	Wastion	50.00
Flash	17.50	Rock	20.00
Headline	17.50	Red Hat	20.00
Four-File-Git	17.50	Smart Girl	48.00
Roll Over	17.50	Sho Kid	12.50
Jumpin'	17.50	Star Baseball	30.00
Lucky Strike	25.00	Super Change	15.00
Tea Party	20.00	Zip	15.00
		Thelma	17.50
		Happy After	22.00

ALL IN WORKING CONDITION

PEERLESS DISTRIBUTING CO.

301 W. DU S., KANSAS CITY, MO.

SIXTEEN BRAND NEW HITS!!

THE GREATEST ARRAY OF ROOKIE ALL STARS
EVER PRODUCED!!!

FIRST TIME SHOWN
COIN MACHINE SHOW
Sherman Hotel, Chicago
JAN. 13, 14, 15, 16
Booths No. 147-148
MEET US ALL!!
"IT'S A LU-LU"



WILL PUT NEW LIFE
AND PEP INTO
YOUR LOCATIONS!!

ARE YOU IN THE
DOGHOUSE
Takes in 915 Tickets
@ 5c \$45.90
Pays Out (Average) 28-34

Profit (Average) \$17.54
A "UNUSUAL" PRIZE
BIGGER AND BETTER
THAN EVER BEFORE!!

"LET FREEDOM RING"
"IFS, ANDS & BUTTS"
"SKY RAIDERS"
"LET FREEDOM RING"
"IFS, ANDS & BUTTS"
"SKY RAIDERS"

"WONDER BAR"
"BIG JACK"
"BELLS OF FREEDOM"
"KING OF COINS"
"DOUBLE FEATURE"
"WORLD OF SPORTS"
"YANKEE DOODLE"
"SKY FIGHTERS" "LONE STAR" "ARE YOU IN THE DOG HOUSE" "E-Z WINNING"

Write For Special Factory Prices!!!

UNIVERSAL MANUFACTURING COMPANY

405 E. 8TH STREET

"We Manufacture Only"

KANSAS CITY, MISSOURI

YEAR END CLOSEOUTS

PHONOGRAPHS	MISCELLANEOUS
3 Seeburg Classic (Masterpiece)	Kramer's Air Raiders Write for Prices
3 Seeburg Model (Masterpiece)	Evans' Ten Strikes
3 Wurlitzer 600, Keyboard	Evans' 911 Balls
3 Wurlitzer 600, Rock	Kerry's Rock-A-Round's Gun (Rev. Ed.)
3 Wurlitzer 600, Pop	Kerry's Air Defense
These 18 phonographs have been thoroughly reconditioned and have the appearance of new machines.	Evans' Dora Pin Ripper

ROBINSON SALES CO.

3100 GRAND RIVER,

DETROIT, MICH.

SPECIAL

HOLD OVER	\$25.00 EACH
DOUBLE FEATURE	\$25.00 EACH
THREE SCORE	\$25.00 EACH

Get it at the

LEHIGH SPECIALTY CO.

N. W. COR. 2ND & GREEN STS.

PHILADELPHIA, PA.

First Again With

"CUB"

3 REEL-3 WAY PLAY WITH
AUTOMATIC COIN DIVIDERS

A SERIAL OPERATOR'S MACHINE! 3
Innovative Cash Boxes and David's Famous
Coin Dividers. Model T-5-
22. Available in
units - 20 &
small. Take
your choice
of Character,
2 Year or
Semi-Annual
Reset.
ORDER
QUICK!!



SAMPLE
\$1395
CASE OF 6
\$75.00

Size Just 6 1/2" x 8" x 11"

"ACE"

5 REEL POKER PLAY WITH
AUTOMATIC COIN DIVIDERS

★ Excellent need for action. Out doors
activity. BIG CASH BOX FOR OPERA-
TOR. G. O. S.
Vending. 50%
Profit when not
being played.
1/2 for 104
1/2 for 104
1/2 for 104
1/2 for 104
1/2 for 104



SAMPLE
\$1495
CASE OF 6
\$80.00

Size Just 6 1/2" x 8" x 11"

World's Smallest
Fruit Syrup Ball
With Automatic
Toss Reward.



SAMPLE
\$32.50
10 for \$275
Gold Award Model
\$7.50 Extra
Ball Gum Model
\$6.00 Extra

BALL GUM
15c Per Box, 100 Pieces. Case of
100 Boxes, \$12.75.
1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.



UNCLE SAM'S MEN practice
marksmanship on a coin-operated
anti-aircraft machine gun in the
Canal Zone, Panama. The soldiers
are in a recreational hall at Fort
Randolph. R. M. Blatt, manager of
the Panama Supply Company, for-
wards this picture with the comment
that he had great difficulty in trying
to place these machines at first.
"However, army commanders saw the
advantages in marksmanship train-
ing and were very glad to have
them placed in all recreation halls
in the numerous army posts," de-
clares Blatt.

Eaton Host To Distributors

NEW YORK, Jan. 4.—DeWitt (Doc)
Eaton, Eastern regional director for
Buckley Music System, Inc., gave a party
for his distributors at the Terrace Room
of the Hotel New Yorker December 29.
Present were Mr. and Mrs. Mike Bond,
Bond Sales Company, Boston; Mr. and
Mrs. William (Little Napoleon) Blatt,
Supreme Vending Company, Brooklyn;
Mr. and Mrs. Arthur L. Pockross, Univer-
sal Amusement Company, Philadelphia;
Mr. and Mrs. Barnet Sugerman, Royal
Sales Company, Newark, N. J.; Mr. and
Mrs. Bill Gersh, Byrde, Richard & Pound;
and Peter Schenone, sound engineer for
Buckley Music System.

The party was a happy holiday event
to climax the first year's work of the
Buckley Music System Eastern office.
"This party is more than just a holiday
affair," Doc Eaton stated. "It is a victory
celebration for the great work which
has been accomplished in the East by
our distributors. In New York, New
Jersey, Pennsylvania, and New England
Buckley Music System has taken the
lead and is going ahead. All of us
gathered here feel certain that we will
go even farther ahead in 1941, for the
new products which will be presented
at the Buckley Music System booths at
the 1941 coin machine convention are
going to take the automatic music trade
by storm."

ANNOUNCING

on and after
January 9th, we will
be located in our
NEW FACTORY
6630 S. ASHLAND AVE.

All Phones HEMlock 5500

★
OPEN HOUSE
Monday through Friday
January 13 to 17

J. H. KEENEY & CO.
NOT INC.
6630 SOUTH ASHLAND AVENUE
CHICAGO



POWERFUL FAST PLAY

OPERATORS! YOU'LL NEED A BUSHEL BASKET
TO GATHER IN THE PROFITS
720 Holes Takes in \$36.00.
 Pays Out \$18.42. Gross Profit \$17.58.
SEE US IN BOOTH No. 99
Coin Machine Show, Hotel Sherman, Jan. 13-16.
ACME NOV. & MFG. CO.
1329 W. Monroe St., CHICAGO, ILL.
SPECIAL TERRITORIES OPEN FOR MEN TO SELL ACME BOARDS TO OPERATORS—
WRITE US.

SAVE MONEY! IN OUR FIRST SALE FOR '41

FREE PLAYS		PHONOGRAPHS	
White Boot	\$25.00	Warflizer 616A	\$45.00
Cross Line	\$1.00	Warflizer 24	\$5.00
Dials	\$1.00	Warflizer 500	\$144.00
Dice, Feature	\$2.00		
Gold Star	\$5.00		
Caroline	\$3.00		
Rotation	\$2.00		
Rake	\$2.00		
Hold Over	\$2.00		
Skyline	\$35.00		
Evastion	\$2.00		
Three Stars	\$0.05		
Ten Stars, 1940	\$0.05		
Model	\$0.05		
Evans 841 Ball	\$4.00		
Evans In-the-Barrel	\$8.00		
Chicken Ball	\$8.00		
1/2 With Order, Balance C. O. D.			

BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVergreen 8-4732)

You can ALWAYS depend on JOE ASH—ALL WAYS

MAKE '41 AN "ACTIVE" YEAR WITH THESE BUYS!

CHAMPION	\$14.50	ROTATION	\$27.50
DOUBLE FEATURE	24.50	SCORE CARD	22.50
HOLD OVER	29.50	SCORE CHAMP	17.50
HOME RUN	22.50	SUPER SIX	14.00
MILLS 1-2-3, F.P.	34.50	SUPERCHARGER	12.50
MASCOT	24.50	THREE SCORE	37.50

1/2 DEPOSIT WITH ALL ORDERS. WE SHIP BALANCE C. O. D.



ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2456.

COIN OPERATED MACHINES AND SUPPLIES
I. L. MITCHELL & CO
RESOLVED!
Give Operators Thrust 1941
1. Best Conditioned Machines
2. Best Prices
3. Best Service
WRITE FOR OUR LIST OF USED PIN GAMES
PHONE: GLENMORE 2-6400
1070 Broadway, BROOKLYN, N. Y.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!
No detail is called upon.
Part of National.
Our Used Games
will be 100%
before they are
shipped.
Dial ... \$52.50 | Lindlight \$38.50
Pist ... 47.50 | Landline ... 39.50
Rotation ... 95.50
Just Four listings among many now in-
cluded in the latest "National's Illus-
trated Newsletter". Free on request.
Write for it now! 5% off for full
year with cash. (Money Order, Certified
or Cashier's Check Only.)
Just try them to see if you
want ORKODIT!
1. Send your or-
der and 10%
Dep.
2. Send the name
of your bank.
NATIONAL NOVELTY CO., Merriek, L. I., N. Y.

NOW READY FOR DELIVERY!

CHAMP

CLASS — APPEAL — EARNINGS!

Beats 'Em All

WAY OUT IN FRONT—NO COMPETITION!

New Jackpot Innovation!

\$104.50

IMMEDIATE DELIVERY

FAMILY SIZE
COIN MACHINE SHOW
DEMONSTRATION
WITH 10-15 IN
ONE HOUR DISPLAY

THANK YOU!

Your patronage has made it possible for us to build the newest and most modern coin machine factory in the world. Let me extend to you my warmest personal thanks!

DAVE GOTTLIEB**D. GOTTLIEB & CO.**

Our New Factory

1140-1150 N. KOSTNER AVE., CHICAGO

*Hi-lite of the Convention***10 ACTS of VAUDEVILLE 10**

SPONSORED BY

SUPERIOR PRODUCTSTUESDAY, JANUARY - 14th
9 - 12 P. M.

LOUIS XVI ROOM SHERMAN HOTEL

BE SURE TO VISIT BOOTH 125

Seven Up by Genco Approved

CHICAGO, Jan. 4.—"Seven Up is surprising even us," declares Meyer Gencow, of Genco Manufacturing Company, Chicago. He comments on reports that the new game has been accepted enthusiastically by operators, jobbers, and distributors in all parts of the country.

"Our rigid tests on locations convinced us," he continued, "before Seven Up was released that we had a game that would get the play. This prediction was good and now we're at our wits end trying to meet demand for the game. Finding the crest of the wave that has been created by the incomparable string of Genco hits of the past year, Seven Up was ordered in advance in greater quantities than any Genco game before."

"Seven Up is a formation-type game that is a bigger thriller and money-maker than even that terrific hit, Formation. It possesses six ways to gain replays, including the popular 1-to-7 Formation feature that has thrilled players from Coast to Coast. Also a super special replay award whereby player can get 20, 40, 60, or 77 replays."

Bert Lane, head of Seaboard Sales, Eastern factory distributor for Genco, declares "77" bet dollars for doughnuts that Seven Up will be the biggest Genco hit of all time—and that's saying a lot in view of the terrific hits Genco has been turning out time after time."

Soundie Showing

DES MOINES, Ia., Jan. 6.—Des Moines Vendors' Craft Company, organized by Jack Lamas and Paul M. Phillips, presented an open-house with the first Panorama Soundie machine in this territory, with city officials and coin machine operators in attendance.

The Des Moines Vendors' Craft have a franchise for Central Iowa for operations of the machine.

COIN MACHINE SHOW SPECIALS!**5-BALL FREE-PLAY GAMES**

GOTTLIB:	GENCO:
Rock-Ola \$95.00	Bandbox \$72.88
Rock-Ola '39 Standard 98.00	Drum Band 52.50
Three Balls 45.00	Rhonda 40.50
Big Show 22.50	Continental 47.81
Swing-A-Ring 22.50	Big Yank 22.50
Five Card 25.00	Police of '40 22.50
Love-Pat 19.00	Patrol 27.50
BALLY:	Mt. Olive 20.00
Beauty 105.00	EXHIBIT:
Whisper 24.50	Lordship 24.00
Line-It 25.00	Continental 20.00
Varsity 15.00	Lance 22.50
Scout 22.50	Flagship 25.00
Triumph 18.00	Continental 21.00
Platoon 19.00	KEESBY:
Viper 22.50	Steel Champ 22.50
Champion 20.00	Bandbox 22.50
CHICAGO:	Rock-Ola 22.50
Rock 227.50	Rock-Ola 22.50
Five Heart 22.50	Rock-Ola 22.50
Continental 22.50	Rock-Ola 22.50
Wiper 24.00	Rock-Ola 22.50
Lucky 24.50	Rock-Ola 22.50
July 25.00	Rock-Ola 22.50
Vault Club 25.00	Rock-Ola 22.50

PHONOCRAPHS

Rock-Ola '39 De Luxe	\$125.00
Rock-Ola '39 Standard	\$72.88
Rock-Ola 12 Record	25.00
Wurlitzer 500 Piano, Keyboard	129.00
Wurlitzer 500 Piano, Keyboard	149.00
Wurlitzer 500, Reversible Pitch	85.00

PAYOUTS

Mills 1-5-3, Ball Payment Units	\$24.25
Scott's Patent	\$4.00

CONSOLES

Three Times Ten	\$70.00
Three Times Ten	\$70.00
Kentucky Club	40.00
Big's Three	50.00
Patrol	20.00

MISCELLANEOUS LEGAL GAMES

Bally World Five	\$120.00
Chicago Game	45.50
Jack Five	75.00
Shoot-the-Bulls	54.25
Bally Five	24.50
Rock-Ola Ten Pin	45.00
New Shoot-Ball Game	75.00
Rock-Ola World Series	30.00

TERMS: 1/3 Cash, Balance C. O. D.

F. O. E. CHICAGO

NATIONAL COIN MACHINE EXCHANGE

1611-13 DIVISION BLDG., CHICAGO, ILL.



THEY'RE SWEETHEARTS!!

CUB\$13.95
Case \$75.00**ACE**\$14.95
Case \$80.00

Rush Us Your Order Today!

BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.



A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real profitability—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Seasonal Merchandise Advertisements... at prices that defy competition... guaranteed with pre-paying deals that are designed for fast pay-off with profit! WITH NO CASH!

If interested—ASK ALSO FOR OUR NEW NOVELTY CATALOG NO. 34

GELLMAN BROS.

119 North Fourth St. MINNEAPOLIS, MINN.

QUALITY SPEAKS FOR ITSELF

FREE PLAY 1-BALL	FREE PLAY	FREE PLAY
Mills 1-5-3, F.P.	Triumph	Rock
Fairgrounds, F.P.	Cowboy	Continental
Chicago, F.P.	Continental	Patrol
Mills 1-5-3, Reversible F.P.	Twinkle	Viper
Approved, F.P.	Shook	Varsity
Archie, F.P.	Champion	Patrol
Archway, F.P.	Pyramid	Patrol
Prizebox, F.P.	Crossed	Rock-Ola
Exciting Bonus Game	Wagon	Mills 1-5-3
Rock-Ola, F.P.	Wagon	Across-the-Board
Bally Alley	Bandbox	

MODERN AUTOMATIC EXCHANGE, INC.

2018 GARRETT AVENUE. CLEVELAND, OHIO

IT'S NEW**\$4.80 EXTRA FOR YOU**

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

EACH \$1.00 (without jar) for 25c Extra

WISCONSIN DE LUXE CORPORATION

AMERICAN EAGLE JAR DEAL

**IT'S NEW**

96 Tickets Free. You get 1946 Tickets instead of the usual

—1850—

96 Extra Tickets, giving you \$4.80 more profit.

Takes in.....\$97.30

Pays Out.....\$72.00

Definite profit of \$25.30

EACH (in lots of 12) 96c

1902 N. 3d Street Milwaukee, Wis.

WELCOME AND FREE ADMISSION TO EVERY OPERATOR

MILLS SOUTH AMERICAN

Fiesta

(OPEN HOUSE)

"Have your picture taken with a celebrity"

AT MILLS FACTORY

4100 FULLERTON AVENUE, CHICAGO

ALL FOUR DAYS • JANUARY 13, 14, 15, 16

MILLS NOVELTY COMPANY, 4100 FULLERTON AVE., CHICAGO

WELCOME AND FREE ADMISSION TO EVERY OPERATOR

Panoram SOUNDIES

"The New Mills-Roosevelt Coin Operated Movies"

FIRST CHICAGO SHOWING

GREY and ROSE ROOMS • HOTEL SHERMAN

JANUARY 13, 14, 15, 16



GUY NOEL
Says:
We are now manufacturing
**UNION MADE
SALESBOARDS**
in our own plant and can
supply our Operator and
Jobber friends with Money
Board and Salesboards
in addition to our Coupon
Games. **WRITE US
YOUR NEEDS.**

**WE ARE MANUFACTURERS OF 100%
UNION MADE COUPON GAMES WITH
ILLUSTRATED UNIONS LABEL,
Mrs. of Largest Variety Line of Jay Games—
Whirling Derry Games—Baseball Daily and
Weekly Games—Tin & Jack Pin Games—
Sales Cards—Party Parade Games.**

GAY GAMES, INC.
DEPT. 88-12-A, MUNCIE, INDIANA

Bally Grand Nationals	\$80.50
Bally Picnappers	79.50
Mills Spinning Wheel	82.50
Bally Santa Anita	125.00
Mills 1-2-3 Cash Payoff	25.50
Konroy 1938 Bull Time	79.50
Konroy 1938 Truck Time	81.50
Konroy Triple Entry	115.50
Mills Bacon Ball	81.50
Jennings Good Luck, Latest Model	49.50
Konroy Lucky Lore	125.50
Jennings Multiple Entry	43.50
Ruckley Truck Odds, Latest Practically New, Hard Heads	139.50
Four Seasons, Continuous Payoff, Fine Play, Blue-Proof	129.50
Bally Game Day, Free Play	67.50
Mills 1-2-3, Free Play	44.50
Mills Junior Parade, 1940, Free Play	99.00
50 Mills Blue Fronts, D.J.-O.A.	29.50
Closing Out 73 Under Free Play Novelty Tables, Mtc.	

1230-22 Trade Ave., HICKORY, N. C.

MILLS PHONOGRAPHS
Distributor CONSOLES
BELLS
TABLES

KEYSTONE NOVELTY & MFG. CO.
2615 & Washington Sts., Philadelphia, Pa.
Business Office
312 Cathedral St., Baltimore, Md.

1940 Was Banner Year, Says Baker

CHICAGO, Jan. 4.—"The year of 1940," stated Carl Huppert, sales manager of the Baker Novelty Company, "has been a banner year for the Baker firm. It has been our best year since we are grateful to all who have helped us."

Huppert also announced that the Baker-Built line for 1941 will be more complete than ever. "Our motto will be 'Always First With the Best,'" he declared.

"We are now in our eighth week of production on our latest five-ball novelty game, Defcon, with no sign of let-up, and the proof of the pudding is in the orders, and we have certainly received them on this number."

"Our Baker's Pieces console is still the leader for this class of equipment and this, together with pin ball novelty tables and counter games, affords our distributors a wide range of merchandise to meet all territorial requirements."

Allied Ready For Big Business

CHICAGO, Jan. 4.—"Free-play games, pay tables, consoles, miscellaneous machines—a most unusual stock of every type and description will be displayed at Allied Novelty's display rooms during the show," said Sam Kistman, official of the company.

"For weeks we have been on a buying rampage. As a result, our floors are loaded with a huge stock. Every machine is in perfect shape, completely reconditioned, with Allied approved reconditioning, ready to go on location. Visitors will be sure of a wide choice for immediate shipment."

"During the show," Sam continued, "Allied will have open house for visitors, both at our office and at the Sherman Hotel. We extend a cordial invitation to the coin machine industry to stop in while in Chicago."

CLOSEOUTS

FREE PLAY

1 Bally Game	\$19.50
1 Bally Triumph	14.50
2 Bally Dandy	12.50
1 Bally Fifth Avenue	12.50
1 Bally Pick-Em	12.50
1 Bally Devoce	10.00
1 Chicago Coin Dials	52.50
1 Chicago Coin Buckaroo	19.50
1 Exhibit Pylon	24.50
2 Exhibit Jumper	12.50
1 Kenoy Speedway	42.50
1 Kenoy Big Six	12.50
1 Kenoy Chicago	54.50

CONSOLE & FREE PLAY

2 Mills Junior Parade	59.50
CONSOLE & AUTOMATIC PAY	
2 Baker Power Deluxe, 20"	
Cash	\$150.00
2 Baker Power Deluxe, 50"	
Cash	137.50
1 Baker Power Deluxe, 50"	
Direct Ship	107.50

8-LOTS

1 Mills Moon Ball, 25", #432002	\$85.00
1 Mills Moon Ball, 100", #432004	82.50
1 Mills Moon Ball, 50", #432007	48.00
5 Mills Blue Front, 50"	29.50
2 Mills Blue Front, 50", #432008	57.50
3 Mills Future Play, 50"	25.00

1 Mills Blue Front Future Pay, #432171
10 #432193
6 Wurlitzer Future Pay, 25" #432192 to #432197
1 Cashio Console, 50" 36.50

The above machines are slightly used and offered subject to prior sale. Prices are effective January 11, 1941. All orders must be accompanied by 12% certified deposit, balance C. O. D. Write us for your price on any new coin operated games available.

MOSELEY VENDING MACHINE EX., INC.
60 BROAD STREET
Day Phone 3-4511
RICHMOND, VA.
Night Phone 5-6326

BUY "CUB" and "ACE"



ORDER TODAY!

SAMPLE \$13.95 Case of 6 \$75.00	SAMPLE \$14.95 Case of 6 \$80.00
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1/2 With Order, Bal. C. O. D.
Buy a Case From Us Now.

KENTUCKY SPRINGLESS SCALE CO., INC.
514-516-518 SOUTH SECOND STREET, LOUISVILLE, KY.

DON'T MISS THE Bally SHOW

BOOTHS 16-17-18-49-50-51

ENTIRE NORTH END OF MAIN HALL

See the greatest array of new money-makers ever created by one manufacturer. New novelty games. New pay-tables. New consoles. New counter games. Bally's great new DEFENDER machine-gun. Machines for every territory, every type of location, every operating condition. See the big Bally display or write for complete information.

MUSIC OPERATORS!

Bally will present a sensational new product of special interest to Music Operators. Be sure to see Bally at the Show—or write to factory for complete information. It means money in your pocket!



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO • ILLINOIS

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. 11338 3c Play 1000 Holes
Takes in \$47.50 Average Payout \$23.05
Also made for 10c Play

Get Ring stars in action now! Write for new folder NC-21.

Meet us at Booth 94 at the Coin Machine Show on January 12th to 16th

HARLICH MFG. CO. 1413 JACKSON BLVD. CHICAGO, ILL.

National Coin Extends Welcome

CHICAGO, Jan. 4.—"With the big coin machine show at hand, we want all coinmen to know that the latchstring is on the door and the most cordial welcome awaits them," declares Harry Helman, sales manager of National Coin Machine Exchange, Chicago.

"We want them to feel free to make our offices their headquarters. All modern facilities for transacting business are at their disposal."

Joe Schwartz, president of the company, added: "In addition to a display second to none of reconditioned late equipment, we will be showing all late releases, so that buyers will find a galaxy of profit producers ready for their inspection and purchase. Our entire staff will be on tiptoe to serve them and make their stay here a pleasant and profitable one. So drop in, boys, and let us renew our acquaintance."

SHOW SPECIALS

FREE PLAY PIN GAMES

MILLS	WESTERN
1-2-3 Five Play	This ... \$25.00
Lite Mat. \$49.50	CHICAGO COIN
Barbell ... 10.00	Near ... \$19.00
GOTTLE	BAKER
Keeno-Bit \$15.00	Twinkle ... \$15.00
Liteo-Card 35.00	4-5-8 ... 15.00
Ball Chain 10.00	EXHIBIT
GENCO	Cups ... \$25.00
Bars ... \$15.00	Zio ... 10.50
DAVAL	Robbie ... 18.00
Sun Club ... \$10.00	Boogie Woogie 23.50
Gum ... 15.00	Short Stop ... 44.50
Liberty ... 10.00	Blondie ... 10.50
Fellow Up ... 10.00	Airport ... 10.00
High Lite 10.50	Golden Gate 28.50
STONER	BALLY
Bankshot ... \$25.00	Eureka, Single
Chute ... 19.00	Dots ... \$24.50
KEENEY	Scout ... 10.00
Red Hot ... \$25.50	Gold Cup ... 49.50
Super Six ... \$4.50	Dandy ... 10.00
Speedway ... 49.50	Smile ... 49.50
	Timon ... 19.50
	Parsonnet ... 10.00

We Are Distributors for
DAVAL "ACE" and DAVAL "CUB"
173 Depot, Balaton G. O. D.

MILWAUKEE
COIN MACHINE COMPANY
1455 W. Fond Du Lac Ave., Milwaukee, Wis.

ILL., MO., IND. OPERATORS

Investigate Ideal Operating Co.'s
EXCLUSIVE FRANCHISE PLAN

See Carl Trippe or Jack Rose during Convention at Hotel Sherman, Room 11760, or write 2223 Locust St., St. Louis, Mo. Give full particulars about yourself and territory in first letter.

THE FRANCHISE FOR YOUR TERRITORY MAY STILL BE OPEN—
ACT NOW!

OPERATORS, WRITE...
H. C. PAYNE COMPANY
212-214 Broadway, NASHVILLE, TENN.
For Write: Morgan Ltd., Most Complete Stock of New and Used Coin Machines in the South.

YOU NEED CUB AND ACE

CUB SAMPLE \$13.95
CASE OF 6—\$75.00

ACE SAMPLE 14.95
CASE \$80.00
OF 6

BALL GUM \$3.75 Per Case of 4250 Balls

TIME PAYMENTS TO THE DESERVING!!

TORR, 2047A So. 68th St., Phila., Pa.



AN OPERATOR OF 1932 is young Master Hausman, son of Julius Hausman, operator of Hazleton, Pa. The picture was taken when Hausman and son stopped in at Rocky Glen Park, site of Benjamin Sterling Jr.'s office and display room. The bearded original in the coin machine shipping box is Sterling's price goat.

Chicago Coin's

THE BEST GAME ON THE MARKET TODAY!

STRAT-O-LINER

SEE US AT THE SHOW
IN BOOTHS
25 - 26 - 41 - 42

PRE-CONVENTION SPECIALS

<p>★ Anti Aircraft, Ill. Cdn. \$59.50 Anti Aircraft, Br. Cdn. 79.50 Bally Allys 54.50 Woolham 618A 52.50 Seaburg Bat 79.50</p>	<p>★ LEGAL EQUIPMENT Chicken Game \$64.50 Ten Strike 49.50 Skunkballas 49.50 Bull's Eye 67.50</p>	<p>★ Western Baseball, Comb. F.P. & P.O. \$64.50 1933 Throne of Marie, 149.50 World Series 42.50</p>
<p>★ Grandstands \$72.50 Grand Nationals 87.50</p>	<p>★ PAYTABLE VALUES Hawthornes \$64.50 Theodorsons 84.50</p>	<p>★ One-Two-Three \$32.50 Pussycats 579.50</p>

WRITE TODAY FOR OUR COMPLETE LIST OF PRE-CONVENTION BARGAINS

Visit Our Booth—No. 206 at the Coin Machine Show.

GRAND NATIONAL SALES COMPANY
2300-08 W. ARMITAGE AVE., CHICAGO, ILLINOIS

RECONDITIONED—GUARANTEED USED GAMES

<p>Kenney Anti Aircraft, Brown ... \$ 67.50 Bally Submarine .. 109.50 Kirk Aeroplane ... 79.50 Mills Jumbo, F.P. ... 79.50</p>	<p>★ Exhibit Congo, 1 or 5 Balls \$29.50 Bally Allys 17.50 Bally Triumph 19.50 Bally Scoops 16.50 Cottlieb Oh Johnny 36.50 One-Third Deposit</p>	<p>★ Exhibit Leader ... \$55.00 Grotchen Zoom ... 12.50 Exhibit Conquest ... 17.50 Bally Vogue, Nov. ... 10.00 Bally Variety, Nov. ... 10.00 Bally Dandy, F.P. ... 9.50</p>
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AJAX NOVELTY CO.

2707 WOODWARD AVE., DETROIT, MICH.

SAVOY'S WEEKLY SPECIALS

FREE PLAYS

JOLLY	19.50
RED HOT	17.50
SHORT STOP	19.50
ROXY	24.50
TRIUMPH	14.50
COMMODORE	17.50
DIXIE	47.50
LANDSLIDE	37.50
SKYLINE	39.50
FOLLIES	17.50
CROSS LINE	57.50
NOTATION	32.50
VACATION	32.50

SPECIAL!!
DOUBLE FEATURE... \$27.50
BRITE SPOT... 26.50

5% Discount With All Orders.
Wx Ship Balance C. O. D.
BE SURE TO WRITE FOR
OUR COMPLETE PRICE
LIST — GET STARTED
RIGHT IN '41!

RECONDITIONED and GUARANTEED

FREE PLAYS

BLORDIE	52.50
BIG SHOW	27.50
TWINKLE	12.50
G. O. D.	22.50
HOMER RUN	24.50
FOX HUNT	42.50
DRUM MAJON	39.50
LEADER	64.50
YACHT CLUB	39.50
PUNCH	17.50
SCORE-A-LINE	44.50
POLO	47.50
SPORTY	29.50

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

Evans
TEN STRIKE
FREE PLAY or
CASH RESERVE



JANUARY 1941
COIN MACHINE SHOW
CHICAGO HOTEL, CHICAGO
12 14 15 16
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!

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

H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO

**GENCO
HIT PARADE OF 1940**

FOUR ROSES • METRO • BIG CHIEF • BANDWAGON • FORMATION • POWERHOUSE • CADILLAC • BLONDIE • BIG LEAGUE • FOLLIES OF 1940

IN 1941... GO GENCO AGAIN!

**SEE US AT THE SHOW
... WE'VE GOT GREAT
THINGS TO SHOW YOU!
BOOTHS 23, 24, 43, 44**

**FOR 1941..
MORE THAN EVER
BEFORE WE SAY--
"OUR BUSINESS IS
BUILT ON YOUR
CONFIDENCE IN US"**



IRV MORRIS
Mgr. Newark Office



GEORGE PONSLER
President

• New enlarged quarters and floor facilities, including the "amusement" "Generalization" prizes for retailers and machines now available. • First stock of new and used machines in America at the most favorable prices! Every used machine recommended as that it looks and works like new, regardless of price! **BUY WITH CONFIDENCE FROM GEORGE PONSLER AND SAVE MONEY!** Write and tell us just what you want!

Be Convinced! Get Our New 1941 Price List TODAY!!

GEORGE PONSLER CO.
519 WEST 47TH ST. NEW YORK CITY

**MEMBER
S.E.A.M.A.**

11-15 E. RUNYON ST.
NEWARK, N. J.

**MAKE THIS YOUR FIRST NEW YEAR'S RESOLUTION!!
GET OUR NEW PRICE LIST**

Contains all the Latest and Best New and Used Machines at prices that guarantee you bigger and better profits!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

TOT TOKEN PAYOUT COUNTER CASE \$24.95

BALL CUM VENDOR \$2 EXTRA

WRITE FOR OUR LIST OF FREE PLAY GAMES

THE CALVERT NOVELTY CO., 708 N. Howard St., Baltimore, Md.

Jennings Staff Holds Annual Party

CHICAGO, Jan. 4.—Jennings executives and office staff held their annual Christmas party December 24. The party started about noon and ran far into the afternoon, and from all reports, it was the most successful one for Jennings employees in years. Turkey with all the fixings and Christmas presents for all helped to liven the affair. Everybody had a grand time and was reluctant to leave when the time came.

"The company prides itself on being one big closely knit family, and occasions like this, when the office force and the executives get together for an afternoon of good fellowship, happens quite often, with the annual Christmas dinner bringing everything to a climax," declared one official.

American Coin Busy; Showbound

ROCHESTER, N. Y., Jan. 4.—Jerry Kortman, owner and manager of the American Coin Machine Company, is finding business so good these days that he and employees have to work almost every night to make prompt delivery on used machines to operators who have sent in orders from all parts of the country, it is reported.

Kortman will attend the 1941 Coin Machine Show and promise his customers that while there he will arrange for prompt delivery on all of the latest and new coin machines shown.

WANTED TO BUY

100 Single Jack Mills Blue Fronts, Brown Fronts, and Chrome Fronts.

BOX D-15

The Billboard Cincinnati, O.



**BERT
LANE
Says:**

**"...PLEASED TO
MEETCHA AT
THE SHOW!"**

SEABOARD SALES, INC.

619 Tenth Ave., New York

Phone, Wisconsin 7-5688

BE WISE!
Familiarize Yourself
With
Coin Operated

JANUARY 1941

COIN MACHINE SHOW
CHICAGO, ILL., GREAT
12-15-16-17

SEE OUR DISPLAY

**POOL
BOWLING**

Acclaimed the outstanding achievement of the industry • 100 legal • 5c or 10c play

POOL BOWLING MFG. CORP., STEREO, ILL.
Chicago Phone: Interlarcher 8760 (direct to factory)

Hottest Coin-Getter

*New Unrivalled
Irresistible Appeal*

in years...



5 feet long, 6 inches high, weighs 90 pounds—a REAL machine!

**Provides Full-swing—Full-force
Golf drive in space 9 ft. by 10 ft.**

(ordinary ceiling)

Measures distance of drive *Accurately!*

Measures Hook, Slice, Loft!

Provides—Fun... Thrills... Competition

and **BIG CASH TAKE!**

Drive-O GOLF

In Resorts, Hotels, Taverns, Pool Rooms,
Tourist Camps, Golf Courses

See It At Chicago Show

Millions of Golfers—and millions who never touched a golf club—play Drive-O Golf on sight and *keep playing!* Instant, accurate measure of distance provides competition and thrills unknown on outdoor driving courses. Solo play to correct hook or slice and get more distance *fascinates for hours!* Has every advantage of outdoor driving, and many appeals that are impossible out of doors. Puts your coin-slot driving course right where the crowds and sports and spenders gather. It's the hottest coin-getter in years. Be sure to see it at the Chicago Show.

COIN-SLOT OPERATED

Mastercraft Equipment Company, Inc.

Symes Building—Denver, Colo.

JANUARY 1941

COIN MACHINE SHOW
SHERMAN HOTEL CHICAGO

13 14 15 16

SEE OUR DISPLAY



AMERICA'S GREATEST LIST OF STANDS BEHIND

DENVER DISTRIBUTING CO.
1856-58 Arapahoe Street
Denver, Colo.

ELECTRO-BALL COMPANY
1700 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 OUTLAYS, OUTLASTS AND OUTEARNS THEM ALL!

IT'S THE GUN THAT DEMANDS!

ations have
ble nickel
space—
IGHTER,
only gun
up so little
and takes in so
much money!

\$5,000.00 IN CASH
FOR SKY FIGHTER TOURNAMENT PRIZES!
GET THE DETAILS AT THE CONVENTION!

BLUE RIBBON DISTRIBUTORS SKY FIGHTER



23" WIDE X 30" DEEP
U. S. PATENT NO. 2,212,257
OTHER PATENTS PENDING



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THE VENDING MACHINE CO.
205-15 Franklin Street, Fayetteville, N. C.
"Cable Address COINSLOTS"



C'MON OVER TO OUR BOOTHS
NUMBERS · 253 · 254 · 255
SHERMAN HOTEL, CHICAGO
JANUARY 13, 14, 15, 16, 1941

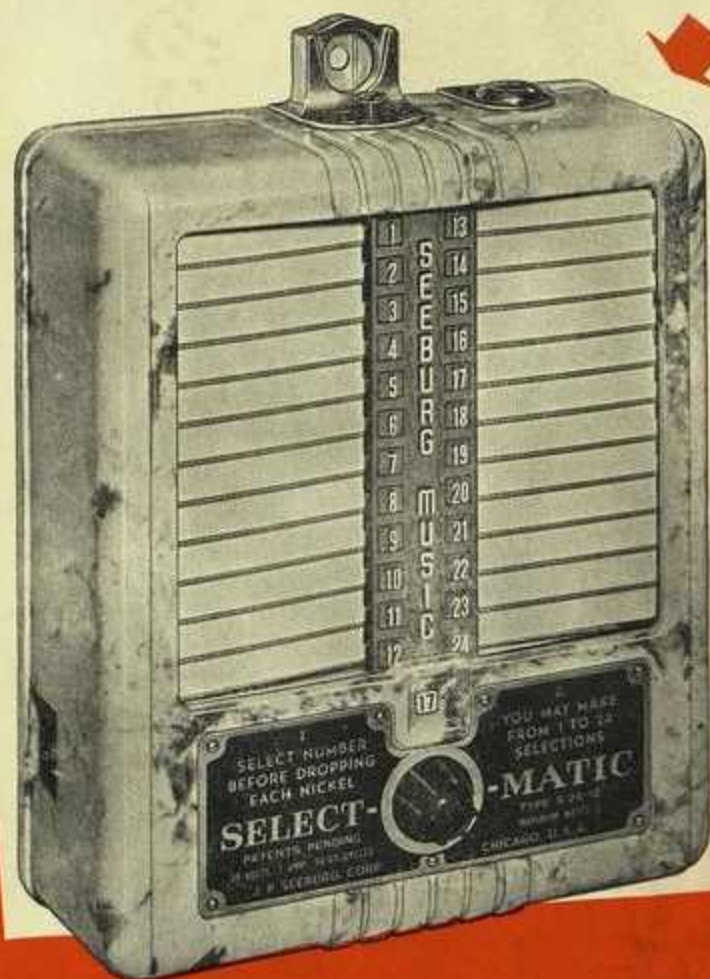
See "The Finest One for '41"
BUCKLEY MUSIC SYSTEM, INC.

4225 WEST LAKE STREET · CHICAGO · ILLINOIS

BE SURE TO VISIT OUR FACTORY WHILE IN CHICAGO

THE NATION'S MUSIC OPERATORS *Say*

"GREATEST PROFIT MAKER
IN AUTOMATIC MUSIC!"



You save up
to **\$15⁰⁰**

24 RECORD WIRED REMOTE CONTROL SELECT-O-MATIC
20 RECORD WIRED REMOTE CONTROL SELECT-O-MATIC
16 RECORD WIRED REMOTE CONTROL SELECT-O-MATIC

★ ★ ★

Convert Your Phonos Up to
3 Years Old Into Modern
Remote Control Seeburg
Music Systems!

SEE YOUR SEEBURG DISTRIBUTOR

Seeburg

J. P. SEEBURG CORPORATION 1500 DAYTON STREET CHICAGO

Another Wurlitzer Victory



THOUSANDS OF
MUSIC MERCHANTS
FROM COAST TO
COAST GIVE

WURLITZER *Victory Models*

MOST ENTHUSIASTIC
RECEPTION EVER ACCORDED
ANY AUTOMATIC
PHONOGRAPHS

Wurlitzer Victory Phonographs for 1941 have scored their first victory! Unveiled to thousands of Music Merchants on National Wurlitzer Days in Distributor Showrooms in 51 key cities from coast to coast, they won the most enthusiastic reception ever accorded any automatic phonographs!

1941 will be another great Wurlitzer year!

From now on these sensational models will score one victory after another for Wurlitzer Music Merchants in helping them capture more locations and greater profits than ever before in their history.

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