

PERIODICAL ROOM
GENERAL LIBRARY
UNIV. OF MICH.

JAN 22 1941

The Billboard

The World's Foremost Amusement Weekly

JANUARY 25, 1941

15 Cents

Vol. 53. No. 4



BARRY WOOD

Second Year as Singing Star of CBS "Your Hit Parade"

Victor Records

6 Big Reasons why The Billboard

Music Coverage EVERY WEEK
Is Tops for Orchestra Leaders,
Singers, Retailers of Music, and
Music Machine Operators.

The Billboard 15 Cents
The World's Foremost Amusement Weekly



"THE BILLBOARD supplies information which is extremely valuable to anyone in the Music Profession."

BEA WAIN
Lucky Strike Hit Parade and Victor Recording Artist.



1 MUSIC POPULARITY CHART

- Best Selling Retail Records**
Listing of 10 best selling retail records both nationally and territorially as reported weekly by the nation's leading retail record stores.
- Sheet Music Best Sellers**
Listing of top 15 sheet music leaders, including both national and regional leaders, as reported weekly by nation's outstanding sheet music dealers.
- Songs With Most Radio Plugs**
Complete listing of all the songs that have received 10 or more plugs over the networks and independent New York stations.
- Leading Music Machine Records**
Listing of recordings currently "Going Strong" and "Coming Up" on the 400,000 automatic phonographs throughout the country as reported by at least four of the leading operators in the 30 leading operating centers.

2 COMPLETE NEWS COVERAGE

Every week what's new in the music world interpreted in terms of its effect on the band business. Complete coverage of union, publisher, performing rights societies, band management, and booking activities.

3 GROSSES

Each week latest ballroom and theater grosses together with attendance figures and comparisons with other bands at the same spots.

4 SERVICE FEATURES

- Orchestra Routes**
Up-to-the-minute routes of approximately 500 bands listed weekly.
- Bands on Tour**
Listing of advance bookings of orchestras as soon as they are available.
- Selling the Band**
Weekly review of outstanding exploitation, promotion, and showmanship ideas being used by foremost bands.

5 COMPLETE REVIEW COVERAGE

- On the Stand**
Authoritative reviews of bands on location in hotels, night clubs, ballrooms, theaters throughout the land.
- On the Air**
Reviews of programs broadcast by bands on dance remotes.
- On the Records**
Detailed reviews of latest releases stressing the commercial value of records to record retailers and coin phonograph operators.

6 WEEKLY COLUMNS

- Orchestra Notes
- Talent and Tunes on Music Machines
- Music Items

RECORD ARTIST



Bing Crosby

The Billboard "Music Popularity Chart" feature on tunes is of great value in ascertaining public acceptance of songs, new trends, etc.

RETAILER



Lottie Coxart
Wurlitzer Music Stores

The Billboard "Music Popularity Chart" is a swell idea. Grand help to me in keeping my stock complete on the fastest selling numbers.



Harry Cohen
Ohio Specialty Co.

OPERATOR

We depend upon The Billboard "Record Buying Guide" and "Music Popularity Chart" to supply us with information on popular tunes that helps us get the maximum return on our investment in Music Machines.

The Billboard

The World's Foremost Amusement Weekly

Vol. 53
No. 4

January 25,
1941

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897.
100 Pages Subscription, \$5 per year. Copyright 1941 by The Billboard Publishing Company.

MUSIC TO CLEAR AT SOURCE

Optional Licenses Also Likely; BMI Consent Decree Soon; DJ's Plan for ASCAP Reorg; Details

By EDGAR M. JONES

WASHINGTON, Jan. 18.—Clearance at the source for all music on radio is expected to result from Department of Justice activities in music copyright. Above all other changes which follow federal intervention in the war between broadcasters and composers, clearance at the source is considered the most important. This objective has been sought by all affiliated stations, but establishment of this principle has been fought by all chain officials.

Discussion on this and other points has been under way between Department of Justice men and the belligerents since before the Christmas holidays.

Government interest in ASCAP had

been stumbling until early last year, when the anti-trust division ordered two of its men to brush up a long pending civil suit against the Society. As the deadlock between ASCAP and broadcasters continued, the Department of Justice decided that new proceedings should be instituted, this time a criminal case. Department policy has permitted defendant parties to negotiate consent decrees, when it is felt that more can be accomplished than by prosecution in court. ASCAP, notified of the department's plans, was represented by Lieutenant-Governor Charles Patti and his law partner, Milton Diamond, who drafted a tentative agreement. Terms were believed to be satisfactory to both sides when ASCAP's other attorneys, Schwartz and Prohlich, with members of ASCAP board, vetoed the plan.

Patience exhausted, Attorney General Jackson and Assistant Attorney General Thurman Arnold announced that criminal charges would be filed against ASCAP and Broadcast Music, Inc., as well as NBC and CBS. Broadcasters were alarmed by this turn, and 30 or more executives of networks and leading affiliated stations met in Washington two weeks ago to suggest revision of BMI. Talks were held between Thurman Arnold and Neville Miller, president of BMI, and his attorneys, Sydney Kaye and Godfrey Goldmark. After hearing the aims of the government the three men returned to New York to plan reconstruction of BMI to avoid government action. (See Clearance at Source on page 7)

Ala. Fair Fire Hits UA Shows

MOBILE, Ala., Jan. 18.—Fire of undetermined origin destroyed the big frame agricultural building on Greater Mobile-Gulf Coast Fair grounds and damage was reported to be over \$100,000. Stored in the building were \$1,200 worth of equipment of the fair association and trucks, riding devices, and other equipment of the United American Shows, wintering in Mobile.

J. Fournier Gisle, fair president, said the building was valued at \$15,000, that the association lost about \$1,200 worth of equipment, and that "the fair will go on this year as usual."

A representative of the United American Shows could not be located in Mobile. C. A. Vernon, owner of the shows, and H. P. Ellis, his secretary, were reported to be in Hattiesburg, Miss., installing riding devices at Camp Shelby for entertainment of soldiers. Gale said Vernon and Ellis were to have arrived here on January 15 to begin rebuilding the show for the coming season, but had not appeared.

Springfield Starts Legit

SPRINGFIELD, Mass., Jan. 18.—The Springfield Playgoers' League has announced that Flora Robson will appear here in *Ladies in Retirement* February 5. There will be two performances, matinee and evening, at the Court Square Theater. Daniel J. Maloney, executive secretary of the League, announced that the League now has more than 800 members.

Also tentatively scheduled are the Ballet Russe; *The Man Who Came to Dinner*, with Alexander Woolcott; *The Little Foxes*, with Tallulah Bankhead; *Du Barry Was a Lady*, with Bert Lahr; *Life With Father*, with Dorothy Gish and Louis Calhern, and the Lunts in *There Shall Be No Night*.

Hepburn's K. C. Record

KANSAS CITY, Jan. 18.—Top gross of the year was recorded here December 27-28 at James Nixon's Robson will appear here in the Municipal Auditorium by Katharine Hepburn in *The Philadelphia Story*, which attracted \$12,500 worth of business in two evening and one matinee performances. Top 43.

Next attraction is Ruth Chatterton in *Pygmalion*, due here January 23.

Music Machine Air Show

REGINA, Sask., Jan. 18.—Sid Boyling, program manager of CHAB, Moose Jaw, Sask., has come up with a novel program, *The Juke Box Serenade*, a 15-minute weekly session featuring tunes popular on the city's music machines. Continuity is written by Olen Turner from material published in *The Billboard*.

There is no nickel-in-the-slot musicker in the studio, a unique system of sound effects gives one the impression that Turner is really doing out the silver to play the various disks.

Pa. Cracking Down On Bookings by MCs, Band Leaders, Etc.

PHILADELPHIA, Jan. 18.—In an effort to curb the booking of acts by non-licensed agents, Anthony Sharkey, in charge of licensing agents for the Pennsylvania State Department of Labor and Industry, is now directing his energies against night club owners, masters of ceremonies, orchestra leaders, and radio announcers who have been booking shows without paying the \$100 license fee exacted by the State.

Sharkey has confiscated letters to various organizations sent by non-licensed agents. Letters are evidence that these people are engaging in an illegal business, says Sharkey.

Sharkey has called in more than a dozen people, mostly band leaders, to point out that they are treading on thin ice in engaging in such bookings.

In This Issue

Dallas Fair Execs Start Contracting of Indie Shows, Rides

DALLAS, Jan. 18.—Definite decision to book shows and rides independently for the 53rd annual State Fair of Texas here this year has been reached by President Harry L. Seay and Secretary Roy Rupard. They were given authority by the stockholders and directors to negotiate for an organized carnival or to arrange for an independent midway and, after several conferences, they decided to book shows and rides independently. They report that several shows have already been contracted. Plans are in the making for fronts for these shows, and a colorful midway is promised by the officials.

"We not only are going to build beautiful fronts," said President Seay, "but we will see to it that something is put behind the fronts. We believe that we can change the situation under which so many times fine fronts are presented with no attractions of merit behind them."

Florida Warns Against Too-Hopeful Job Seekers

MIAMI, Jan. 18.—Richard C. Brockway, director of Employment Service of the Florida Industrial Commission, advises those looking for employment in Florida to stay away. He says the influx has already created a serious problem in that State. Altho his statement does not necessarily apply to performers, musicians, and other theatrical folk, general conditions in the State naturally affect show business, too.

His Illegal Slip Into Theater Puzzles the Law

DETROIT, Jan. 18.—Slipping under the circus tent may have had its very definite penalty for the offender who was caught, but police were puzzled this week when they tried to prosecute Henry Gentry for slipping into the Fox Theater.

He was first arraigned on a charge of petty larceny (39 cents), but Recorder's Court Judge W. McKay Skillman ruled that there was no larceny, because there was no theft.

At last reports the case was back in the prosecuting attorney's hands to find some charge to bring the youth in on.

'Icer of '41' Sets New Philly Mark; Big Pitt Advance

PHILADELPHIA, Jan. 18.—*Ice Follies of 1941*, for an eight-day engagement at the Arena ended last Saturday (11), set a record-breaking gate. With the box office sealed higher than for any other ice show this season (\$114-\$11.71-\$328-\$3.85) total attendance for the eight evening and two Saturday matinees exceeded capacity with 62,700 and grossed \$1,214, according to Pete Tyrrell, manager of the Arena. Last year's run (14 performances) pulled in 80,000 persons. Arena capacity is 6,000 seats.

Show returns to the Arena for six days, starting February 24.

Owing to the unusual success of the *Follies*, movement is afoot among local promoters to bring the *Sonja Henie* show here following the *Follies* return engagement. Plan is to bring the Henie spectacle to Convention Hall, which would provide a 35,000-seat auditorium.

PITTSBURGH, Jan. 18.—Reservations are already being received by Harris ticket office for return engagement of *Ice Follies* March 3-8 at the Gardens. Show grossed \$70,000 in nine days, beginning December 24, playing to 50,000 people in rink seating 5,000.

Gate surpassed last year's take of same company by \$20,000. *Follies* made big-time debut here four years ago.

Dowling Rewriting 'Yes'; MacArthur Doctors 'Record'

PHILADELPHIA, Jan. 18.—Dennis King's *She Had To Say Yes*, musical, was withdrawn after a fortnight at the Fox Theater ended last Saturday (11). Eddie Dowling has been brought in for rewriting and restaging, writing four new scenes for the piece. Plan is to bring the refurbished show directly to New York instead of a previously planned Midwest tour.

Dowling was first figured as doing the rewrite on *Off the Record*, which was also pulled here. *Record* rewrite now goes to Charles MacArthur, with an Easter reopening in New York planned.

Equity Warns Coast Ams

NEW YORK, Jan. 18.—Last Tuesday (14), at the Actors' Equity council meeting, it was voted that all amateur actors appearing in non-commercial productions in Los Angeles be warned that difficulties will arise in their joining the union if they persist in performing for managements ignoring Equity's little theater rules. In turn, Equity will place these managements on a blacklist. Infractions have been common on the Coast.

	Page
Broadway Beat, The	4
Burlesque	25
Carnival	29-36
Circus and Cereal	37-39
Classified Advertisements	46-47
Coin Machines	55-100
Crossroads	57
Endurance Shows	26
Fairs-Expositions	40-42
Final Curtain	28
General News	3-5
General Outdoor	57
Hartmann's Broadcast	57
Legitimate	15-16
Letter List	48-50
Lists	51 and 25
Music	9-14
Music Merchandising	73-77
Night Club Review	18-19
Night Club Reviews	18-19
Non-Theatrical Films	27
Orchestra Notes	10
Out in the Open	57
Parks-Pools	44-45
Pipes	55-56
Possibilities	4
Radio	6-8
Radio Talent	7
Record Buying Guide	75
Repertoire-Tent Shows	26
Rinks-Skaters	43
Sheet Music Leaders	11
Songs With Most Radio Plugs	11
Sponsored Events	36
Television	6
Vaudeville Reviews	22-23
Vaultfilm Crosses	24
Wholesale Merchandise-Pipes	52-56

ROUTES: Orchestra, page 14, Acts, Units, and Attractions, 20 and 32. Dramatic and Musical, 20. Ice Shows, 20. Burlesque, 20. Carnival, 32. Circus, 32. Miscellaneous, 32. Routes Received Too Late, 32. Events for Two Weeks, 56.

THEY ONLY PAY THE DUES

Vast Majority of Performers Never Attend Union Meetings; Have No Idea What's Going On

NEW YORK, Jan. 18.—Membership meetings are an almost forgotten institution among some of the major affiliates of the Associated Artists and Actors of America. The difficulties in securing a quorum for regular meetings of several of the performer unions have been so discouraging that regular meetings have been abandoned in favor of a single annual membership meeting. In some cases, performer lassitude has carried over to the annual meet also.

In the unions so affected, a major reason for the scarcity of attendance is ascribed to the tiring nature of the members' work, as in the case of the Brother Artists' Association, which has suspended membership meetings since 1937. Thomas Phillips, BAA executive secretary, ascribed this to the fact that its members, working at 12-hour stretches, are too tired to attend. He says another factor contributing to this condition is the hostility of the Hirst Circuit to the BAA. Many members, claims Phillips, were fearful of being

spotted at meetings.

The BAA executive board has also met sporadically, since there are not enough members in New York at any one time. Phillips points out. The board has voted Phillips the power to carry out the affairs of the union until further notice by the board. No elections have been held in the BAA for three years. Although the constitution of the American (See No SRO at Actor Union on page 17)

Bridgeport Opens in May

BRIDGEPORT, Conn., Jan. 18.—The first legitimate attraction announced for this city this season will be the Lunts on May 1 in *There Shall Be No Night*. Production will play the newly opened Klein Memorial, 1,500-seater, which is municipally operated and which has been playing mostly concert artists and symphony orchestras.

Palmerton Closes Portland, Me., Stock After 40 Weeks

PORTLAND, Me., Jan. 18.—Guy M. Palmerton, who has operated the Civic Theater here for 40 weeks, mostly with stock, closed tonight, leaving the former D. F. Keith house dark once more. Palmerton opened last March 23 and ran for 10 weeks before summer theater competition in Maine compelled him to close. He reopened Labor Day and has operated the theater since.

For most of the 40 weeks Palmerton had his own stock company, with occasional guest stars. Actually the Players left two weeks ago, the past two weeks being given over to musical productions.

Palmerton's exit leaves the legitimate theater situation in town again in the air.

BARRY WOOD

(This Week's Cover Subject)

BARRY WOOD'S first year as star vocalist and emcee of Lucky Strike's "Year Hit Parade" coincides with the highest Crosby rating that show has received. Holdover theater engagements, coupled with successful recordings of "God Bless America" and "South of the Border" on the Columbia label, have won for him a place among the nation's top male singers. He recently switched to Victor Records and has been given a long-term renewal on "Hit Parade."

Two years ago Barry was volunteering his singing services on Station WNEH, after parting with the security of playing in the sax sections of such bands as Abe Lyman, Buddy Rogers, Paul Ash, and Vincent Lopez. This ended, however, when CBS hired the ex-Yale athlete to fill in Jerry Cooper's spot on the Saturday night program.

Wood was born in New Haven, Conn., 30 years ago. His formative period came under two opposite influences—his parents who attempted to steer him into the study of medicine—and his brother, Barney Rapp, whose success as a band leader exerted a magnetic attraction. Barry studied medicine at Yale and also played sax alongside Rudy Vallee in the school band. After graduation Barry teamed up with Buddy Rogers, and the attraction of music has never left him.

SPECIAL PRINTED ROLL OR MACHINE
100,000
 FOR \$20.00
TICKETS
 RESERVED SEAT - PAD - STRIP - COUPON BOOKS - RESTAURANT CHECKS - SALES BOOKS AND ALL ALLIED FORMS
ELLIOTT TICKET CO.
 1409 LAFAYETTE ST., N. Y. C.
 1242 W. WASHINGTON ST., Chicago
 613 CHESTNUT ST., PHILA.

STOCK ROLL TICKETS
 ONE ROLL \$ 50
 TEN ROLLS 3.50
 FIFTY ROLLS 15.00
 ROLLS 2,000 EACH
 Double Coupon, Double Force, No C. O. D. orders Accepted

Be Safe Than Sorry In Legal Affairs...

READ
 Review of 1940
 Amusement License
 Laws
 In the Circuit Department
 of This Issue

Pros for Ivy Ice Show

PRINCETON, N. J., Jan. 18.—Professional skaters will be featured in the ninth annual Princeton Ice Carnival, sponsored by the Princeton Skating Club February 8. Proceeds of the show will be equally divided between the Community Chest and the Red Cross. Mme. Sonia Serova, who staged the ice ballets for the New York carnival, will direct two numbers for the local show, with Emmy Anderson assisting in training the skaters.



GEORGE DAMEREL (Myrt's son and Marge's brother) is forsaking his career as band leader to join one of the major airlines as good will ambassador. . . . Night-club-minded Simon & Schuster will publish *Esquire* Brody's tome on the Stork Club. . . . It's a long pull ahead for Jan Peerce, battling pneumonia. . . . Victor Moore, Ed Sullivan, Rags Ragland, Benny Fields, George McCoy, Dolly Dawn, Bill Robinson, Scat Davis, Oscar Doob, Harry Brandt, and a flock of other celebs appeared on a Times Square platform at high noon to help along the "March of Dimes" campaign. And believe it or not, not one of them sang *Brother Can You Spare a Dime!* . . . Maxine Loomis waited five years to be screen-tested by the same company which signed the Loomis Sisters to a contract when they were *Scandal* sensations, only to have tragedy stalk in the wings and carry away Virginia. . . . Hazel McNulty was screen-tested at the same time last week by the Zanuck-20th-Century-Foxey crowd. . . . This will be the third year Red Skelton has been held over to play a command performance at the White House for the President's Ball—during which engagement he does what is tantamount to 24 shows in 24 hours. . . . No truth to the report that Broadway Rose is auditioning road companies for the Southern season.

MADON EVANS gave Sidney Kingsley a new overcoat for a gift. But he was so used to the shabby old one, he left the new one in the checkroom of 21, denying, absent-mindedly, that it belonged to him. . . . Buddy DeSiva, Tommy Manville, Arthur Murray, Herbert Marshall, Murray Korman, Monte Proser, Peter Arno, and Alexis Thompson will give their idea of what constitutes charm in the first issue of *Charm Magazine*, successor to *Picture Play*. . . . The management of the Irving Place Theater must get credit for its optimism—it opened the house with a picture titled *The Great Beginning*. . . . *The Daily News* paid \$500 and not \$750 to Max Haas for those amazing action shots of the 34th Street robbery-murder—then resold rights to *The Journal-American* for \$300. . . . Jack Harris, the quarter-of-a-millionaire band leader and operator of Ciro's in London, reports that Winston Churchill's son-in-law, Vic Oliver, went around taking gags bows after the Prime Minister's last short-wave talk to America. "I hope you liked his speech," Oliver jibed. "He read it just the way I wrote it, but somehow the Gov'nor didn't seem to get the laughs I put into the script!"

JACK DIAMOND broke more picture stuff and newscels for his Copacabana and Gay White Way clients over the holiday period than I've seen in years. . . . Now that Sherman Billingsley won his suit to restrain the Stork Club of Philly from using the same name, Bill Hardy is looking for a lawyer with a bicycle. There are 14 Gay Nineties clubs around the country. . . . When Keenan Wynn stepped into his Dad's show to pinch-hit for a sick member of the cast he ad-libbed so much the show ran over 15 minutes and papa Wynn had to fork over an hour overtime to stagehands and musicians. . . . Milton Berle has seen *Meet the People* three times in three nights to gloat over the success of his protégé, Jackie Gilford—who stopped shows with his imitation of Jimmy Walker three years ago at the Paradise and more recently at Cafe Society. . . . Romo Vincent says the draft doctor turned him down because he was underweight—too light for an entire division, but too heavy to be an individual soldier. . . . Dancer Buster Burnell recently toured the country in a Nash auto dealer's unit and was so impressed with the commercial announcements he bought a Nash. . . . In the Campbell Playhouse airing of *Personal Appearance* Rowland Russell, in trying to duck a personal in Wilkes-Barre, was told that if she didn't make it she'd incur the wrath of agent Feinberg. The agents who book most of the live talent in Wilkes-Barre are—coincidentally enough—Abe and Joe Feinberg!!! Overheard at the Music Hall: "That Ravel's *Bolero* is wonderful—ain't it too bad, with such genius, Gordon and Revel had to break up!"

A list of army camps is being published in the Wholesale Merchandise Department. This week's list is for the Seventh (Missouri, Kansas, Arkansas, Iowa, Nebraska, Minnesota, North Dakota, South Dakota) Corps Area. It can be found on page 52.

Theaters Assail Halifax Sundays

HALIFAX, N. S., Jan. 18.—By a compromise with opposing interests, including theater operators and ministers, the committee of five in charge of Sunday theater shows has decided on a "trial series," with the much-discussed voluntary collection retained. However, the collection is taken up at the door instead of at the seats. Only the Capitol, 2,000-seater owned by Famous Players Canadian, is being used under the many-times-changed plan, and each soldier, sailor, air force man is entitled to bring one adult companion.

However, the opposition is being continued. The theater owners oppose the collection. They want the regular admission prices, and offer to turn all profits from the Sunday shows over to war work or charity. The ministers object to the one adult companion.

While the FPC is donating the use of the Capitol, the committee is financing the overhead of the show, screen and stage, and the pay of the Capitol help from the collection. No other local theater has been offered under the prevailing set-up, the consensus of opinion among the theater men being that allowing the service men and their girl friends into a theater, especially the large and elaborately outfitted Capitol, for a hand-out is cheapening not only the Capitol but other local theaters and those in Dartmouth, across the harbor.

Syracuse Legit Postponed

SYRACUSE, N. Y., Jan. 18.—With the death of Joe Penner, Yokel Boy has been canceled for the newly acquired RKO-Schine Empire Theater. The show was to open the return of road shows to Syracuse. Harry Unterfort, Schine city manager, announced that *The Mad Animal* will lead off instead. Show is scheduled to open February 17 for a two-day stand.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT

MUSICAL

EDDY BARRON—young tap dancer who has been playing night clubs, mostly in New York and Chicago. Hardly out of his teens, he taps in a fancy, modern ball style reminiscent of Astaire and Draper. Brings plenty of movement, leaps, and smooth stepping to his routines, holding close attention all the time. Was signed for *Hi's, Gentlemen*, but dropped out during the first try-out date. Rates another revue try.

ADELAIDE MOFFETT—smooth and sophisticated society singer caught at the Copacabana, New York night spot. Has worked most of the key-city smart spots catering to the class trade and has developed a style that should register in any revue. Appearance is excellent, and she has an attractive personality and eye-catching figure. The personal publicity she has been attracting should also help any show featuring her.

Henie Show 200G Advance in N. Y.; To Skip Boston

NEW YORK, Jan. 18.—An advance sale of \$200,000 is reported by the management of Madison Square Garden for the eight-show engagement of Gouja Henie's ice revue, starting Monday (20). Friday's performance was sold out this week. Advance business is higher than last year's, much of it accounted for by the ticket spec, who bought out blocks of seats. In 1940, Henie grossed \$210,000 in six performances.

The show, coming from Cleveland, will go to Indianapolis from here, skipping the normal Boston run because of the 50 per cent of the gross demanded by the Boston Gardens, show's location, according to Arthur Wirtz, Henie's manager. Wirtz states that past terms included \$3,000 rental per performance. He agreed to pay \$24,000 this year for six performances (including one matinee) but was turned down. Judging by past Boston receipts, a 50-50 proposition would amount to a rental fee of about \$65,000 for six performances.

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

Providence Billing Censorship

PROVIDENCE, R. I., Jan. 18.—A new city ordinance which seems to have slipped into effect without notice of theatrical interests now threatens to bring added censorial headaches here.

The joker lies in Section 15 of Ordinance 495, approved by the city council December 31 and now in effect. Regulation provides, "No outdoor advertising of an obscene, indecent, licentious, or immoral character or kind, or depicting the commission of any crime, shall be displayed or maintained on any billboard or structure. In order more effectually to secure compliance with this regulation, no outdoor advertising shall be displayed, exposed, posted up, or exhibited unless the subject matter thereof shall have first been approved by the bureau of police and fire of the city, in writing."

A fine of not exceeding \$10 for each day such violation or display continues is prescribed.

'Ice Parade' Big in Memphis

MEMPHIS, Tenn., Jan. 18.—Lamb-Yokum Ice Parade of 1941, headed by Gladys Lamb and Rubie Yokum, has been enjoying unusual business since opening in the 800-seat Sky-Way Room of the Hotel Peabody on New Year's Day, and the leer threatens to establish an attendance record for any kind of an attraction at the spot. Joe Cappo's band plays the music.

FIGURE SKATERS —AND— UNUSUAL ATTRACTIONS

—FOR—

BOOKING

—AND—

PERSONAL MANAGEMENT

Write or Call— ARENA MANAGERS ASSOCIATION

Representing

- BOSTON ● PHILADELPHIA
- PITTSBURGH ● CLEVELAND
- MONTREAL ● BUFFALO
- NEW HAVEN ● NEW ORLEANS
- TOLEDO ● SPRINGFIELD
- PROVIDENCE ● WASHINGTON, D. C.

AND OTHER ARENAS

1915 RKO BLDG.
RADIO CITY . . . NEW YORK, N. Y.
E. F. LELAND, Secretary

Casting Now For— "ICE CAPADES OF 1942"

Ice Shows, Carnivals,
Exhibition Committees
May Apply Through
This Office

AFRA Franchises to 185 Agents In N. Y., L. A. and Chi Territory

NEW YORK, Jan. 18.—At press time, American Federation of Radio Artists figured that about 185 radio talent agents in New York, Los Angeles, and Chicago had received AFRA franchises. List of about 100 follows, agents being listed alphabetically in New York and Los Angeles and surrounding territory.

New York agents include Nicholas T. Agneta, Charles H. Allen; Allied Radio Associates, Inc.; Laure Arnold, Artrop; Clarence John Austin, Jack Barry Agency, Brandt & Brandt, Briscoe & Goldsmith, Jane Broder, Irving J. Charoff, Herman Citron, Cleary & Coe, Ted Collins; Columbia Artists, Inc.; Phil Coe, Henry H. Dagan, Frank Duncan, Sara Enright; Padiman Associates, Ltd.; Edwin Padiman, Carl Penton, Herman Plakoff, Frieda

Pishbein, Bernie Foyer, General Amusement Corporation, Joseph Glaser, Gordon & Williamson, Inc.; Al Grossman, Sylvia Itshko, Mark Hanna; Leland Hayward, Inc.; Nelson S. Howe & William McCaffrey; Miles Ingalls, J. M. Rush Jermon, Tom Kennedy, Al H. Knight, Mark J. Leddy, Florence Lennon (Rosanne), William Liebling, Liebling-Wood, Ben E. Lipest, William McMahon; A. & S. Lyons, Inc.; MCA Artists, Ltd.; William Miller, Irving Mills, William Morris Agency, Harry Morton, John Moses, Roger E. Murrell; National Broadcasting Company, Inc.; Harry Norwood, John O' Connor, Al Ocha, Philip G. Offen, Harry Pearl Enterprises, Murray Phillips, Betty Raskin, Stanley Rayburn, Max Richard, Al Rogers Agency. (See AFRA FRANCHISES on page 7)

NOW! Auditions by Mail

EASY—INEXPENSIVE—BETTER
With WEBSTER-CHICAGO'S

PORTABLE RECORDER



With Webster-Chicago's Portable Recorder your auditions can be made right in your own home town. No longer is it necessary to gamble on those expensive auditioning trips. Simply audition the modern way—the inexpensive way—in fact, the better way—"Send Your Own Recordings." Leading booking offices place bands on steady jobs by this new method of presenting their talent. Write today for complete information on these great new portable recorders.

ADDRESS SECTION 12-J FOR FREE CATALOG

WEBSTER-CHICAGO CORPORATION

5622 Bloomingdale Avenue, Chicago, Illinois

SPECIAL PRINTED ROLL & FOLDED TICKETS

100,000 SINGLES, \$16.50. F. O. B. COLLINSVILLE, CASH WITH ORDERS.

DALY TICKET CO., COLLINSVILLE, ILLINOIS

WESTERN UNION

TRAVELERS!—KEEP IN TOUCH WITH FRIENDS AND ASSOCIATES WITH LOW RATE WESTERN UNION TOURATE TELEGRAMS. ONLY 35c FOR FIRST 15 WORDS. ADDITIONAL WORDS ONLY A FRACTION MORE.

STOCK TICKETS
ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
ROLLS 2,500 EACH
Double Coupons,
Double Price,
No C. O. D. Orders
Size Single Tick, 143"

The Greatest Prosperity in Years Is on the Way. Prepare for Its Arrival by Ordering NOW your

TICKETS

of Any Description.
WE SUPPLY YOUR EVERY NEED,
Get Our Prices.

THE TOLEDO TICKET CO.

TOLEDO, OHIO (The Ticket Town)

SPECIAL PRINTED Roll or Machine

10,000	\$ 6.95
30,000	9.85
50,000	12.75
100,000	20.00
1,000,000	150.50

Double Coupons,
Double Price.



WE'RE ON OUR WAY TO THE HOTEL PRESIDENT

THE TOPS IN HOTEL VALUE IN NEW YORK CITY

Special Theatrical Rates
By the WEEK ROOM with BATH and RADIO . . . \$10.00
48th St. West of B'way-N.Y.



Opposite Madison Square Garden
Only two blocks from Radio City, in the heart of the theatrical and shopping district. The Capitol is a thoroughly modern, friendly, home-like hotel with 300 large, beautifully appointed, outside rooms with every comfort and convenience. Gymnasium and swimming pool.
Rates From \$2.00 Daily
Special Low Weekly Rates for Orchestras and Units
Write for particulars and booklet
William F. Thomann, Manager
HOTEL CAPITOL
51st St. and 8th Ave., N. Y. C.

8x10 PHOTO REPRODUCTIONS
100 8x10 (1 Subject) . . . \$5.00
50 8x10 (1 Subject) . . . 3.25
527 Reproductions
100 (1 Subject) . . . \$ 3.50
500 (1 Subject) . . . 16.00
Prices on Postcards and Other Sizes on Request
50% Deposit with Order, Balance C. O. D.
PHOTO SERVICE CO.
148 W. 45th St., New York City

J. E. HILL
On station knowing his present whereabouts, please write at once. Mother seriously ill.
MRS. DAVID A. BREWSTER
638 Mulberry St., WILLIAMSPORT, PA.

WAX WOES HIT NEW HIGH

WNEW Highlights Stations' Wax Worries; Seeks Guarantee on Copyright; "Freeze-Up" of Tunes

NEW YORK, Jan. 18.—The stations without BMI licenses (and stations with ASCAP licenses) can theoretically perform BMI-controlled music on transcriptions, owing to a deal negotiated by BMI whereby the transcription company absorbs the music fee cost, situation has become complicated to the extent that many desirable tunes are being "frozen." Problem came to light when WNEW's Jimmy Rich attempted to clear transcriptions of songs in the E. B. Marks catalog by obtaining written guarantees that WNEW would be in the clear in the event of lawsuits involving copyright infringement.

Tunes on Rich's danger list are those whose composers are ASCAP members. Rich will not allow these to be performed unless he can get formal guarantee that station will not be liable to financial loss should a struggle over copyright control develop between ASCAP and BMI.

Transcription company servicing WNEW has advised Rich that he can perform the tunes, but, claims Rich, he cannot get a written assurance. Rich also sought a similar guarantee from E. B. Marks. Marks's position is that the catalog is now leased to BMI and clearance, therefore, must come thru that channel. Herbert Marks points out that this is specifically called for in the Marks-BMI agreement.

This brings up the queer situation of an ASCAP-licensed station, WNEW, having to go to BMI to clear some of its music. BMI, on the other hand, claims it is not releasing tunes on which the copyright control is doubtful.

Meanwhile, WNEW's contract with the waxery expires January 25, and Rich

NBC Frisco Office In Drastic Shake-Up As Execs Drop 14

SAN FRANCISCO, Jan. 18.—Drastic shake-up is under way at NBC by General Manager Al Nelson. Officials and office execs huddled three days at a local hotel on plan to do away with many of the web's old-timers. Fourteen discharges were reported.

Ordered out of their berths were Don Thompson, chief of the special events department, 14 years with NBC; Iva Blue, sports; Armand Gerard, Judy Deane, George Nickson, Roland Drayer, Ed Ulrich, Phil Hanna, Ernie Berry, and Travis Hale, singers; Ernest Gill, orchestra leader; Dave McNutt, press; Grant Pollock, announcer, and Fred Morella, librarian.

Back of the discharges is the idea of giving earning opportunities to new talent.

Cugat Short-Waver to S. A.

NEW YORK, Jan. 18.—Xavier Cugat's program on the National Broadcasting Company's Red network, for R. J. Reynolds Company, will be short-waved to South America via NBC's WRCA and WNBL. All English will be taken out of the script and Spanish substituted for the short-wave broadcast, which will be aired Thursday, 9:15-9:45. Program is on the Red network the same night at 7:30-8 p.m.

Dunham, Sills on "Fortune"

NEW YORK, Jan. 18.—Fame and Fortune program, on the NBC-Blue network Thursday for Nature's Remedy, gets a new writer and producer Thursday (23). Eddie Dunham, of NBC's New York staff, will produce, with Ted Sills scripting. Marie McDonald, warbler, also joins the program the same day.

Scripter Sills produces local P.M. Gold show airing over WMCA, WNEW, and WJLN.

points out that the station may not renew its contract unless the problem can be satisfactorily cleared.

Same situation faces many stations, but some are not yet aware of the legal angles. A few have come to Rich for advice.

Tunes over which Rich has wrestled include *And So Do I*, *Jumping Jive*, the opera *Sari*, songs from *Chu Chin Chow*, *By Heck*, *Parade of the Wooden Soldiers*, *Fragrant Serenade*, *Doves South*, *Spring*, *Beautiful Spring*, and *Go Fly a Kite*.

WNEW is taping these and others on the transcriptions, pending written, not "verbal," guarantees. Wax libraries are hoping the mess will not mean loss of subscriber-stations.

Crosby Will Try To Do With PD, Not BMI, Tunes

NEW YORK, Jan. 18.—Bing Crosby will try to sing only Public Domain songs on the Kraft Music Hall program, and will attempt to do without BMI numbers. This was indicated in a memorandum at the Hollywood office of J. Walter Thompson, agency handling the show.

Memo stated in part: "You may be asked many questions as to Crosby's intentions regarding BMI tunes. He has said he will not sing BMI tunes—only domain tunes. Some of these may appear to be BMI. For example, *Frenesi*, on tomorrow night (reference here is to program of January 9).

"*Frenesi* is an old Mexican folk song, the tune itself being in the domain. BMI has copyrighted special lyrics to *Frenesi*, but for this week's show (January 9), Connie Boswell wrote the lyrics—which make it (*Frenesi*) neither BMI, ASCAP, nor anything else.

"Crosby eventually may have to give in and take BMI tunes, but for the present he'll sing only domain numbers."

Above clarification is interesting in view of rumors ament possibility that Crosby would get off the air in view of the radio-music situation. J. Walter Thompson agency has always denied this, pointing out that a clause in the warbler's contract permitted him to take a one or two-week vacation during the winter. This, however, would not be an effort to dodge the music crisis, according to the agency.

KYW 50,000 Watts; Philly Power Nutty

PHILADELPHIA, Jan. 18.—The battle for power continues here with KYW switching from 10,000 to 50,000 watts on Thursday (16). Increased wattage puts the NBC-Red link on the same power basis as CBS' WCAU.

KYW's new set-up employs a directional aerial to prevent interference with XEAW, Mexico, and WHN, New York. During the past six months, WIP went from 1,000 to 5,000 watts. WJBO moved from 250 to 1,000 watts. WPIB, 1,000 watts, expects to have its transformation to the 5,000 class completed by mid-February, and WPHL, Mutual and NBC-Blue station, will soon change from 1,000 to 5,000. All others except WDAS here are seeking FCC go-signs to push up the power.

KDKA's Local Biz Jump

PITTSBURGH, Jan. 18.—Local business was responsible for more than half of total sales increase in 1940 at KDKA. Sales Manager William E. Jackson revealed. Station normally derives about fourth of income locally.

Night Ratings Not Affected by Nets' Switch to BMI

NEW YORK, Jan. 18.—January radio report on evening network programs compiled by C. E. Hooper indicates that the switch from ASCAP to BMI music did not make itself felt. This, says the report, is contrary to the general impression.

A study of the change in average rating of four types of programs—musical, variety, drama, and quiz—is also given. Average rating for 20 musical shows for January is 11.1, as compared to 10.8 in December. Average percentage of listeners remained at 30.8 the two months. Average rating for 29 variety programs in January was 15.1, compared to 14.3 in December. Whereas average percentage of listeners went from 37.5 in December to 37.4 in January. Average rating of 30 dramas was 11.7 in December and 12.4 in January, with average percentage of listeners increasing from 32.1 in December to 33.1 in January. Average rating of 13 quiz programs was 10.1 in December and January, with average percentage of listeners dropping from 26.2 in December to 25.7 in January.

Dialers "Bootleg" Music-ASCAP Claim

PHILADELPHIA, Jan. 18.—Local listeners are bootlegging ASCAP tunes, according to Hiliary A. Brown, ASCAP rep, who says that local sets are being tuned in to Canadian stations, especially CBL, Toronto. Since Canadian stations are licensed to broadcast ASCAP music, movement is afoot for local newspapers, which have been pro-ASCAP, to publish the programs of the Canadian stations heard here.

According to Brown, newspapers in New York and New England towns near the border have been besieged by radio listeners to publish the Canadian radio programs. He also indicated that transcriptions of ASCAP's two-hour musical show, to be produced by Billy Rose, will be available to the four stations in this area that have signed with ASCAP—WDAS, WTEL, WJBO, and WCAM. It would cost \$26,000.

Marvel Adds Stations

PHILADELPHIA, Jan. 18.—Stephano Brothers, local manufacturers of Marvel cigarettes, sponsoring for the most part live news and sports shorts on national throughout the country, have added seven additional stations. New sponsorship goes to programs on WBBM, Chicago; WEEI, Boston; WJR, Detroit; KYW, Philadelphia; KMOX, St. Louis; WBT, Charlotte, N. C., and WCHB, Charlottesville, Va. Atkin-Kynett Company is the agency handling the account.

Mittendorf Leaving WIND

CHICAGO, Jan. 18.—E. S. Mittendorf, general manager of WIND, has been ordered by his physicians to leave his post for an extended period. No successor has been announced. Mittendorf has been connected with the station since 1935, when he came here from WREB.

WKBB To Increase Power

LA CROSSE, Wis., Jan. 18.—WKBB has been granted permission by the FCC to increase its power from 1,000 to 5,000 watts. Otto M. Schlabach, president of WKBB, Inc., said that new transmitting equipment will be purchased and present transmitting towers relocated to accommodate the power change.

Lorillard Buys Stevenson

DETROIT, Jan. 18.—Daily newscast on WJR by commentator Jimmie Stevenson has been sold to P. Lorillard & Company for 13 weeks. Account was placed thru Lennen & Mitchell, to start Tuesday (21).

ET Men's 6% Music Fee Plan

H. S. Goodman, losing 15G in canceled contracts, offers to pay ASCAP

NEW YORK, Jan. 18.—Radio-music worries and problems of the transcription producers are highlighted by case of Harry S. Goodman, who estimates he has lost \$15,000 in contracts canceled owing to present ASCAP-radio war.

Goodman has attempted—thus far unsuccessfully—to get together with ASCAP on a deal whereby he would pay a music fee amounting to 6 per cent of the cost of program's air time, thus relieving the station of the burden and permitting use of his wax programs on stations which are not licensed with ASCAP. This is in line with ASCAP's recent statement that, in the event radio would not calm down and effect a settlement, ASCAP would and could sell music either to the advertisers or to advertising agencies.

According to Goodman, he became tired of waiting for ASCAP to make up its mind regarding the 6 per cent offer, and promptly went about re-recording some of his programs so that they could be performed upon non-ASCAP stations. *Voices of Yesterday* has been re-recorded with non-ASCAP music.

In line with Goodman's contemplated 6 per cent deal, he queried some 50 stations as to whether they would absorb half of this cost and give him a discount amounting to 3 per cent of the time cost. This is considered logical insofar as stations' rate cards usually specify that the time cost includes copyright clearance. Of the 50-odd stations queried, only one, WNBC, Binghamton, N. Y., offered to split the cost with Goodman.

Goodman points out in connection with use of music on his programs, that some of his shows cannot be re-recorded. Chief of these is his *The Good Old Days*, on which about 12 contracts have been dropped.

Another Goodman production, *Beauty That Endures*, pays \$2 in royalties, based upon 25 cents a pop and 50 cents a production tune, every time it is performed on a station. Payable to the Music Publishers' Protective Association, much of this income is now lost.

WMCA New Business

NEW YORK, Jan. 18.—New business on WMCA for first half of January includes eight contracts. They are Lewis-Howe's *Pot o' Gold* show for 32 weeks thru Stack-Goble; Pepsi Cola, 50 announcements weekly thru Newell-Barnett Company; Erling C. Owen's 52-week contract for *Midnight in Paradise*; Fisher Brothers' 13-week contract for 15 announcements weekly, set thru Norman B. Furman, Inc.; *Hellsipoppin* and *Hold On To Your Hats* announcements, thru Blaine-Thompson Company; Dale Carnegie announcements, thru J. R. Kupstak agency, and Motor Boat Show announcements, thru Cowan & Denigler, Inc.

Mrs. Oldfield Fills In

LINCOLN, Neb., Jan. 18.—Her husband's Hollywood broadcast of film news having been a casualty of the national defense program, Mrs. Barney Oldfield picks it up Monday (20) for his old sponsor, Lincoln Theaters Corporation, on KPOR. She'll do a five-minute airing nightly except Sunday at 6:10 p.m. Oldfield was assigned as a captain to the military intelligence department of the Seventh Corps Area in Omaha.

Pratt Back to KDKA

PITTSBURGH, Jan. 18.—Russell Pratt has returned to KDKA with *Uncle Russ* program, after brief fling as small station exec. Known here as "Doctor Sunshine," Pratt conducted Topsy-Turvy Club in Chicago and over weeks for six years. His show, five afternoons weekly, is sponsored by Coco-Weats.

Radio Talent

New York

By JERRY LESSER

FEELING blue? Try tuning in to WNEW any afternoon at 1:15 p.m. to catch DEAN A. JENKINS on *The Brighter Side*. I'll guarantee he gets you out of the doldrums. Program merits a sponsor. . . MAURICE HOFFMAN and J. P. FOX, who recently wrote *Conscription Waits*, have a sequel, *Conscription Sings*. . . CARLETON YOUNG is thrilled that his second baby is also a boy. Named Stephen. . . LUCILLE MEREDITH, Janet Parker of the Woodbury show, which left the airwaves on Christmas, is back east. . . CHARLES PAUL, known for his original music on *The Parker Family*, *Mother of Mine*, *None of the Brains*, and *City Desk*, will play the organ music on JOHN B. KENNEDY'S new program, *March With Life*, making his 15th network show in all. . . EDDIE ROECKER, baritone on *Pipe Smoking Time* series, will give a concert at Wanamaker's Rotunda, Philadelphia, Wednesday (23). . . Announcer CHARLES STARK is substituting for KENNETH ROBERTS on *The O'Neills*. Ken has the flu.

WYNN ORR, NBC's newest director brought to New York from Chicago, is proving his ability with two shows, *King Arthur Jr.* and *Land of the Free*. . . After three Christmases TOSCANINI and the members of his Symphony finally came to a tacit agreement about exchanging presents. Three years ago diamond cuff links went to the boss, and in return Toscanini presented each man with a tie clasp. Two years ago Toscanini received a case of fine champagne, and gave nothing. Last year Toscanini gave nothing and received a telegram.

CLIFF SOUBIER, radio actor, was in the American Army in 1918. He was a native of Canada, but became naturalized when he joined the army. He has applied for his second papers every year since that time, but due to red tape or negligence he has just now been made a full American, after 23 years, and is he proud? CLIFF at present is playing

Uncle Harry in *Lone Journey* and Hannibal Bong in *Against the Storm*. . . OSCAR LEVANT brushed aside a panhandler as he entered BENNY LEONARD'S cafe. "What the matter—afraid the guy is going to ask you for two bits?" taunted BENNY. "No, but I was afraid he was going to ask a question," answered OSCAR. . . Invention just submitted to the Bond Clothing Company by LOUIS SCHACHT, inventor-brother of baseball coach AL SCHACHT, is an overcoat complete with radio. The aerial is hidden in the coat's lining, the set itself is located in one of the pockets, and two buttons on the coat serve as control dials. . . ELMER LETTERMAN knows a gold-digger who even pursues her lips when she kisses her boy friend.

WITH DINAH SHORE on the EDDIE CANTOR series and YVETTE snared for the cigarette sets with XAVIER CUGAT, NBC is all set to give the build-up to a new sustaining singer. Just signed by the network is MURIEL ANGELUS, who co-starred with RONALD COLEMAN in *The Light That Failed*. She's a soprano and starts this week. And so it is with CHARLES POWERS, assistant producer for the *Helms Hayes Theater*. Charlie gave up acting for producing, but he never misses an opportunity to speak lines when actors are late for rehearsals. He'll even read women's lines. . . JOAN BLAINE is doctoring a finger infection, result of a paper cut from her script. . . MAURICE FRANKLIN is becoming a member of The Shadow's permanent stock company. . . JERRY HAUSER will train cast for a month's visit, stopping off at Cleveland to bring his parents back to Hollywood. . . CRAIG STEWART, formerly Harry Fisher, a New York musician, has gone to Morgantown, W. Va., to become an announcer at WAJR. . . THE MARTINS, now on the FRED ALLEN program, will guest on Alec Templeton's air session Friday (24).

Chicago

By NORMAN MODELL

DORIS RICH, Houseboat Hannah, was in Chi last week getting chummy with the LUNTS. She was with them in New York and on the road in *The Tuning of the Shores*. . . BOB BAILEY took sick two hours before a Knickerbocker Pappoose broadcast. The part went to BOB KAHL. . . LES TREMAYNE is promoting a *Handle For Britain* broadcast from the Windy City. . . FENNEY BRIGGS is getting a part on *Girl Alone*. . . JACK HOLZEN is working a new quiz show called *Bag 'O' Money* on WLS. Show is a cross between *Quiz Kids* and Kay Kyser's college of sappy-enee. . . AL HALUS says he's been frequenting Filipino spots studying up on the dialect so that he can put a veneer of authenticity upon his role of Malua, the Moro chieftain in *Jack Armstrong*. . . The Wings show finally succeeded in awarding two airplanes on the week-end Friday broadcast. After many weeks of hoping, the four-judge jury, which started out as three, turned in a dead-heat decision.

WE HAVE to hand it to GILL AND DEMMLING for putting that good old selling spark into B. & W.'s *Show Boat*. . . Your *Dream Has Come True* has hooked a 13-week contract renewal. . . EISSIE AND KAY, WLS Prairie Sweethearts, are quarantined with the measles. Eisele has 'em and Kay's gotta see they don't get out of the house. . . BILL MASON reports his *Painters of Peace* show on WEDC is pulling a heavy mail. It's written by KEVIN'S ANDERSON and narrated by LORRIE HALL-BAUER. . . CHARLIE WILSON, originator of tongue-tangle comedy, has joined the *Uncle Eric* cast. . . HOPE SUMMERS has taken over the role of Mrs. Higby-Smith in *Arnold Grimm's Daughter*. . . Sensation Cigies have renewed BILL ANSON for 13 weeks. . . WBBM publicity department has asked (those of its performers) who are parents to enter their children in *The News York News' beautiful baby* contest. Nothing was said about putting winning babies on the p. d. pay roll.

of general manager of KARM, Fresno. . . Employees of KSPQ, San Francisco, were given a week's salary bonus for the new year. . . Jack McDermott, NBC (San Francisco) page, had his first bit of playwrighting, *In the Spring*, aired locally. . . Henry L. Christie, of the Edward Petty Agency, New York, visited Lincoln Dellar, general manager KSPQ, San Francisco, recently.

Raymond LaPorte, interoffice secretary at CKLW, Windsor, Ont., has left to join the Royal Canadian Corps of Signalers. Succeeding him is Bud Hayden. . . Hal Wolfe, NBC (San Francisco) is doing a five-minute sportsting. . . Jack Hunt, of Young & Rubicam, Chicago, in San Francisco recently con-

Clearance at Source, Open Music Market, Optional License Likely

(Continued from page 3)

Counter suggestions were offered the federal officials in Washington last Thursday (16) as Miller, Kaye, and Goldmark visited the Department of Justice. A few loose ends are understood to remain, but essential points have been approved. Announcement of a consent decree between the department and BMI is expected to come within a week.

Since Arnold has been in charge of the anti-trust division it has been his policy to facilitate consent decree for parties who violate the law in self-defense against outside parties. It is understood that he regards BMI in this light, but contends that radio must cease alleged monopolistic practices and show a permanent change of heart if prosecution is to be avoided. No more boycott of ASCAP after the case is closed is said to be part of the price.

Open Music Market

According to information here, the Department of Justice seeks an open market for music, which would be attained thru complete revision of ASCAP. The right to collect fees for performing rights is not being questioned, but government men intend to get music clearance at the source. They contend that omission of this point forces affiliates to obtain licenses for any kind of music the chains want to feed them. Under the government plan, affiliates would pay nothing for music fed to them by the chains, and for their local programs would buy music licenses from whom-ever they wish. Also, they would have a choice between a blanket license or one on "measured service." This latter idea is said to spring from the ledgers of Walter J. Damm of the Milwaukee Journal station, WTMM. Under an ASCAP "newspaper" contract, this station is alleged to pay for the percentage of ASCAP titles employed, rather than a levy on total gross revenue. It is proposed that BMI would have to offer the same type of service.

Altho the bulk of the government case tacting CBS officials. . . Charles Arlington, of WBT, Charleston, S. C., has replaced Tol Ware as staff announcer at KSPQ, San Francisco, the latter going in for free-lance.

John Paul Weber, member of the WIP announcing staff, drafted to report at Camp Dix, N. J., for a year of military training. Joe Novenson, free-lancer, will fill in. . . Leonard Smith and Del Hansen are additions to the announcing staff of CPQG, Saskatoon, Sask. Smith has been a producer at CBL, Toronto.

HELEN DILLER, member of the Boone County Jamboree cast, has been booked for a week's engagement with a unit of the "distinguished graduates" at the Romy Theater, New York, beginning January 23.

WILLIAM D. WORKMAN JR., manager of WTMA, Charleston, S. C., has received his marching orders from Uncle Sam and reported at Fort Jackson Thursday. He is a first lieutenant in the officers' reserve. Wylie Calder, program director, is acting manager. . . Wayne Henry Latham, program director at WSPR, Springfield, Mass., is teaching public speaking at the Consolidated Republican clubrooms.

Dixie Dabbles: Personnel of radio stations in the Deep South hit hard by epidemic of flu. WBBQ, Memphis, which had four announcers out. . . Dr James B. Quin new announcer at WSKB, MeComb. . . WSGN, Birmingham, takes over *Four Large Quarters* on second floor of the Dixie-Cadison Hotel on February 1. . . WDSU, New Orleans, recently spent the good part of a full day off the air when the technical staff walked out. They asked a raise. . . Walter Williams joins third New Orleans station staff as he announces for WBBM. . . McClellan Van der Meer, Birmingham *Age-Herald* editor, joins news staff of WSGN with a weekly program, *This Week and Next*. . . Wally Hodder of WMRC, Birmingham, married recently to a native girl.

Bob Shepherd, announcer, has switched from WAHM in Scranton to WERE in Wilkes-Barre, Pa. . . Abert W. Marlin, general manager of Station WMAJ here, has been installed as president of the Kiwanis Club. . . After finishing 32 weeks with the International Harvester Company, Syracuse, Vadeboncoetti and his *Red Glens on the Beach*, has started 13 weeks for the P. Lorillard Company. Deal was set by Lennen & Mitchell.

against ASCAP is supposed to rest on radio practices, the department intends to obtain changes in almost every type of music use. According to figures discussed here, there are now about 33,000 commercial users of licensed ASCAP music. Any fundamental changes in the Society would affect these users, whether they are in radio or not.

If Washington is successful, ASCAP officials will have to stand for election at stated intervals; the composer will be able to bargain for himself; membership qualifications in the Society will be liberalized, and music licensees will have a choice of charges on gross revenues, per piece, or on percentage of use. If these aims cannot be obtained thru a consent decree, the Department of Justice will try to get them thru the federal courts, according to present plans.

N. Y. Confirms Changes

NEW YORK, Jan. 18.—BMI execs in New York admitted at press time that clearance at the source and a change in the BMI license structure to permit optional music fee methods were probable developments. Merritt Tompkins, BMI chief, stated BMI could change the license structure almost overnight.

ASCAP, commenting on clearance at the source, stated that that is what the affiliates always wanted and that under it the networks would have to pay.

Trade circles also emphasized that clearance at the source would affect relations between ASCAP and the motion picture industry, and that the Department of Justice would take measures to clear up the squawk of independent exhibitors that they be relieved of the theater seat tax, leaving the music burden to fall squarely on the producer.

Chi BMI Adds Personnel

CHICAGO, Jan. 18.—Broadcast Music, Inc., has moved into its new offices in the Woods Building. Office, under management of Jimmie Cairns, has added Harry Rheinbold, who until shortly before Christmas was connected with the Irving Berlin office, Laurence Bleck, and Lanoue Longley.

Cairns stated the repetition of the same BMI numbers on the radio was caused by the refusal of band leaders to believe that the ASCAP-BMI conflict would last very long, and their consequent failure to add new arrangements to their library.

AFRA FRANCHISES

(Continued from page 5)

Allen Roth & Andrew M. Wiswell, Leah Salisbury, David B. Samuels, George Sartin, Tapscott, Schornstein, John A. Schulte, Mary L. Shank, Edward Sherman, William Shilling, Louis Shurr, Manuel S. Shirbman, George S. Silvers, Sol Tepper, Max Tishman, Rudy Vallee Orchestra Units Corporation, Billy Van, WNEW Artists Bureau, and WOR Program Service.

Los Angeles

Los Angeles agents, including those in entrons, include Artists' Agency, Inc.; Bellit & Buhler; Phil Berg-Bert Alsenberg, Inc.; Stanley Bergeman, Beyer & MacArthur, Flor Brown Agency, Cliff Carling, Sue Carol & Associates, Lee Chadwick, William B. Charney, J. S. Rex Cole, Ruth Collier, Columbia Management of Calif., Inc.; Mike Connolly, Hallam Cooley Agency, Lydia Cook, Frank T. Davis, Gus Dembing, Richard Donaldson Corp., Betty Fairfax, Fairfax Artists Corporation, Charles Kenneth Feldman, Feldman Blum Corporation, William Fleck Agency, Freddie Fralick, George Frank, Jack Gardner, Bruce Gray, General Amusement Corporation, Mitchell Gertz Agency, Nat G. Goldstone Agency, Mitchell J. Hamilton, and Hayward-Deverich, Inc.

Another list will be run next week, together with names of additional agents signed by AFRA in New York, Los Angeles, and Chicago.

From All Around

A HOLMES is handling publicity for CPQC, Saskatoon, replacing Ted Schroeder, who has joined British United Press, Montreal. . . Vic Staples has been added to the sales staff of CKOK, Regina, Sask. . . Announcer Ray Spencer, formerly of WADC, Akron, has replaced Bob Webster at WCAE, Pittsburgh, who resigned to become manager of new station at Du Bois, Pa.

John W. Halgie, owner of Station WHAL, Greenfield, Mass., has been named chairman of the Pioneer Valley Winter Apple Festival, to be held from January 23. . . Karl Barron, former newscaster at WIP, Philadelphia, is announcing at KROW, Oakland, Calif. . . Clyde Coombs has taken over the job

Burrell's
ESTABLISHED 1808
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
WAnley 7-6371

Program Reviews

EDST Unless Otherwise Indicated

"Johnny Olson's Rhythm Rascals"

Reviewed Saturday, 11:45-12 noon CST. Style—Variety. Sponsor—Penn Tobacco Company. Station—WTMJ (Milwaukee, Special Network).

Johnny Olson, off the air in Milwaukee since last spring, returns to WTMJ with this new weekly variety program aired over a special Wisconsin network which includes WTMJ, where the show originates; WTAQ, Green Bay; WBSB, Wausau; WIBA, Madison; WKLB, La Crosse, and WEAU, Eau Claire.

Program caught included tunes by the Rhythm Rascals, nonsensical chatter, and an interview with the president of the Burlington's Liar Club, giving the story of the 1941 winner, an exclusive for the air lanes.

Program has plenty of commercials, but they are inoffensive because of the clever handling by Olson, a master at character voices.

Air of good-natured informality surrounds the show. *Brunner.*

"Music You Like"

Reviewed Monday, 7:15-7:30 p.m. Style—Orchestra. Sponsor—Fort Pitt Brewing Company. Agency—Batten, Barton, Durstine, & Osborn. Station—WJAS (Pittsburgh).

Maurice Spitznagel has added another station to his beer commercials, in the same pattern as his pop program that has been running for couple years on rival outlet. Straight layout, two ork tunes, plug, and three more orks, offers little perk up listeners seeking refreshment in entertainment; but if music's liked, Spitznagel's will satisfy. Maybe it's the studio acoustics or perhaps size of band is changed, but program did not sound up to agency's or maestro's standard on evening caught. *Frank.*

"Home of the Brave"

Reviewed Tuesday, 2:45-3 p.m. Style—Dramatic. Sponsor—General Foods Sales Corp. Agency—Young & Rubicam Company. Station—WABC (New York, CBS network).

This dramatic serial, by Pauline and Frederick Gilsdorf, is an odd combination of the fairy tale technique with a Pilgrim's Progress flavor. It's a story with a moral sneaking up on the listener. It has a quiet fascination which teases the curiosity.

The Gilsdorfs have penned a story about Joe Meade, his Jill, and Lots and Neil, pioneers of the West. On Joe's way home, via freight train, he met these last-named two young persons, who had left their homes to seek a new and full life. In classic fashion, we find Joe was heading for the town of New Chance, where years before he had left his lady love. He persuaded the two fellow travelers to try their luck there too. But as they approached the top of the hill overlooking New Chance, they discovered the community worn down at the heels. There is indication, tho, that their perseverance is undiminished and that they will rebuild the town anew.

The authors are giving Tom Tully, Joan Banks, and Dick Widmark nice berths to build up. Characters should flourish with age.

If the script doesn't bog down, it will answer many a housewife who tires of the usual daytime serial. *Wetas.*

"Breakfast Gang"

Reviewed Monday, 9-9:15 a.m. Style—Musical variety. Sponsor—General Baking Company, Philadelphia. Agency—Ivey & Ellington. Station—WFIL (Philadelphia, and Quaker network).

This is the first big live talent show produced commercially for the Quaker regional, taking in 15 stations extending down to Norfolk, Va., and much is expected from the stans, considering the heavy talent outlay. However, it's just another one of those things that's as easy to take as it is to leave alone. Scheduled daily to catch the lady of the house, there's little on tap to distract such dialers from usual duties.

Not all the talent rounded up gets a chance to be heard, and cast changes

are in the process of being made. Moreover, Norman Black, who conducts a crew of 14 musicians, has little or no opportunity for his well music, save for the opening bars and the closing refrain. Tony Wheeler handles the copy in commendable fashion from the originating point.

Best impression is made by Dick Wharton, tenor, with plenty of pash. Unfortunately, first selection was *Jessie* with the etc, which leaves an ad nauseum impression. Frances Bishop goes par for the swing singing, but sponsor considered it too early in the morning for any snap yet, finger stuff, and gal is giving way to Mae McKim, fem member of the Stardusters foursome. Also replacing the Rhythmettes, gal trio set for show but not included in first stanza, Wharton stays put.

CBS's Bert Parks is emcee. Gets in his comedy moments with "Helpful Hints to the Housewife," but not so funny.

Jimmy Allan, WFIL program director, produces. Show designed to fill gap when union ordered sponsors from the NBC Breakfast Club participations, but it's no feather in anyone's cap as yet. *Orodenker.*

Patti Chapin

Reviewed Friday, 7:45-8 p.m. Style—Popular sweet songs. Sustaining on WTIC (Hartford).

Patti Chapin is a typical song-on-berlins, tear-in-her-eye singer who accompanies herself on the piano and seems to lack the personality needed to make the big time. When picked up her program was composed exclusively of BMI tunes, arrangements by herself, pleasantly sung but with no sparkle or dash. Introductions by George Bole are good, better than the songs that follow. One number she plays but doesn't sing, and this falls into the same class as her singing—technically correct but without oomph.

At her best in *Let's Dream This One Out*. *Zack.*

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Items that are one-time program reviews are inadequate for a production that varies each time it is presented.

The New York version of *Tums' Pot of Gold* program (WJIN, WJEW, and WJMA, Wednesdays, 8:30-9 p.m.) is still in need of flowing continuity. The idea is the same, the method of selecting the winner is the same, yet the entertainment value is not as strong as it is on the older Horace Heidt show. Some script revamping is badly needed.

One of the brighter features here is TOMMY TUCKER and his band. Tommy has a very friendly air personality and his music is easy to take. His vocalist, Amy Arnel, has a sweet voice and a charming mike personality.

With the co-operation of ASCAP, the local *Tums* show is introducing an ASCAP composer at each program and is featuring his music. Good propaganda for ASCAP music, if handled diplomatically. The initial attempt was impressive, despite the poor script, because it featured Cole Porter and some of his widely acclaimed numbers. Following a brief speech, Porter faded out of the program to permit the airing of such favorites as *Night and Day* and *Blow, Gabriel, Blow*, among others.

These "personal appearances" should boost the audience appeal of the show. Irving Berlin is scheduled to be heard next week. *S. H.*

Bank Buys WIP's Facenda

PHILADELPHIA, Jan. 18.—Corn Exchange National Bank & Trust Company has taken over the sponsorship of John Facenda's news comment on WIP for a quarter-hour nightly. Makes it almost a dozen banks in the city buying radio time now.

Tom Bartlett Adds 13th Commercial

CHICAGO, Jan. 18.—Tommy Bartlett, emcee on WBBM, has added a new commercial to his lengthy list—a program tagged *Meet Tommy Bartlett*, which starts a three-a-week schedule January 28 for Burrey Biscuit Corporation of Elizabeth, N. J. Agency placing the account is Hamilton Advertising, Chicago. Program will follow the familiar Bartlett formula of interviewing housewives at their shopping in various centers.

New ailer represents the 13th commercial on Bartlett's current schedule. Others are *Meet the Missus* for Kitchen Kleenzer, Big Jack Laundry Soap, and Automatic Soap Flakes; *Shoppin' With the Missus* for Lingo and Juno; *North Side, South Side Brain Battle* for Noxzema; *Sunday Sunshine* for Nelson Bros' Furniture, Bird-Sykes Automobiles, and Evans Fur Company; *Celebrity Circle* for Dutch Mill Candies; *News and Rhythm* for Bowey's Dairy-Rich, and *Musical Clock* with Tommy Bartlett for Olsen Rug Company. Bartlett also has a WBBM-fed CBS sustainer, *Saturday Sunshine*.

WINX Cashes In on ASCAP-Radio Fight

WASHINGTON, Jan. 18.—WINX, new local station here, finds ASCAP-radio war a boon to its operations. On the air a little over a month, the ban of ASCAP ditties from local airwaves put WINX in limelight as station breaks announced "the station that gives you all the music." Altho other stations here deny that public is much concerned over loss of ASCAP tunes, WINX declares that switchboard is kept busy with request calls. Callers are said to relate that requests to other stations brought information of restricted title, so they turned to WINX and intend to listen to it in future.

Sponsors here are taking advantage of the situation and taking paid space in papers to tell listeners that their new program features work of Hoagy Carmichael, Irving Berlin, and ASCAP tunesmiths.

WWSW to ASCAP; Pitts Stations Feel Music Pinch

PITTSBURGH, Jan. 18.—Two changes have occurred in music policy of five stations that two weeks ago were resolved as a stick with BMI. Post-Gaerffe-owned WWSW this week began playing ASCAP numbers, after taking quarter-page ad in paper to announce signing of ASCAP contract. Important factor in station's decision was 1,500 Club, all-night recording show that found BMI and Public Domain numbers insufficient.

Hearst-owned WCAE this week decreed that nine-tenths of popular music originating at station will be new tunes available to radio in order to lessen the number of public domain numbers.

KDEA, WJAS, and KQV are still solid BMI.

Continue Press Revamp at NBC

NEW YORK, Jan. 18.—Tightening up of the NBC press department continued this week, with Richard G. Spencer appointed editor of the NBC-Red network clip sheet and Art Donegan editor of the Blue. Charles Fekor will be assistant editor of the Red service, with Emil Corwin also helping. Ben Pratt and Warren Gerz will work on Blue network publicity.

NBC will also split its trade news service, sending out Red and Blue network stories on individual mimeos marked NBC-Red trade news and NBC-Blue trade news.

In addition to the Red and Blue network press units, Earl Mullen will have charge of news of general character, reporting to Bill Kostka.

Changes are all part of a plan to centralize NBC's publicity service, making New York the hub of activity. Mailings from New York now go out nationally, whereas they used to cover the East, with Chicago office covering Midwest, and Hollywood office the Coast and mountain region. These outside offices now will be directly responsible to Bill Kostka in New York and will handle local publicity on their own.

NBC executive stated that no sharp personnel cuts in the out-of-town offices were likely, as these were manned by small staffs anyway.

WMCA Deal Settled; Noble Gets Station

NEW YORK, Jan. 18.—Much-argued transfer of WMCA was finally completed Thursday (16). Donald Flamm selling to Edward J. Noble for a sum understood to be \$850,000. At press time new owner's operating policy could not be ascertained, but it is understood that effort will be expended to push the station from a social service point of view.

Selling price of \$850,000 is regarded as a terrific bargain in the trade, all sorts of rumors being prevalent as to why the station was sold. After Federal Communications Commission had approved of transfer of station to Noble, Flamm petitioned the FCC to reconsider. FCC position was that it oked was "permissive," and that Flamm would have to fight the matter in the courts in event he wanted to back out of the Noble deal.

Pittsburgh Dep't Stores Increasing Radio Budget

PITTSBURGH, Jan. 18.—Frank & Seder renewal of three programs on WCAE accentuates gradually increased department store radio advertising. Kaufmann's sponsors daily newscast on WJAS, reputed to cost store \$50,000 annually, including cost of commentator Beckley Smith. Gimbel's has shows on KQV and WWSW.

Joseph Horne, Rosenbaum's, and Bosc & Bond occasionally buy spots for special events. Newspapers still get bulk of stores' promotion money, nevertheless.

Advertisers, Agencies, Stations

NEW YORK:

RENEWALS on CBS include Johnny Presents, over an increased network of 90 stations, effective February 7, thru the Blow Company; *Lady Esther* program with Guy Lombardo on 64 stations, effective February 17, thru Pedlar & Ryan, and Gulf Oil Corporation's *Soreen Guild Theater* on 64 stations, effective February 16, thru Young & Rubicam. . . . American Tobacco has renewed *Information Please* on NBC for 13 weeks, effective February 14. Lord & Thomas is the agency. . . . Richard L. Eastland, of J. Walter Thompson's radio department in New York, has been transferred to JWT's Chicago office. . . . Wolfgang Grube added to WIN transcription department. . . . Brad Robinson, for two years manager of New York office of Knox Reeves Advertising, Inc., goes to agency's Milwaukee offices as commercial production manager for spot broadcasting. . . . Cummer Products' *Battle of the Sexes* and *Manhattan at Midnight* renewed for one year on NBC, set thru Young & Rubicam. . . . H. S.

Goodman's newest wax show is *This Is Magic*, exposing tricks of the magi.

PHILADELPHIA:

Jim McCann leaves WJBG to join the WNEW mike gabbers in New York. . . . Samuel R. Rosenbaum, WFIL and IRNA chief, and Niles Trammell, NBC proxy, represented the radio industry at the Poca Richard Club annual frolic. . . . Dr. Leon Levy, WCAU pres, leaves February 7 for seven Florida weeks. Joe Connelly, station's promotion chief, leaves the following morn for a West Indies honeymoon cruise. . . . Phillip Klein agency inks the Morris Plan Bank account, moving to WFIL for a daily *News Parade*. . . . Lee Vines back to his WIP announcing chores after being bedded with the flu. . . . Larry Lane, KYW voice, singing at Jack and Bob's. . . . Hal Tunis quit WJBG announcing staff. . . . William Severn resigned as manager for Transradio Press here for an exec post with a Rochester, N. Y., newspaper. . . . Morrison Baking Company again using radio, returning to WFIL. . . . Esther Durkin from WIP to the WCAU office staff.

Conducted by DANIEL RICHMAN—Communications to 1564 Broadway, New York City

PLUGGERS PLAN BOYCOTT

Songwriters-AFL Union Foreseen Last Fall by "The Billboard"

NEW YORK, Jan. 18.—Plans formulated at a meeting last Monday night (13) to affiliate the Songwriters' Protective Association with the American Federation of Labor were first foreseen by *The Billboard* and reported last September 28 under a four-column banner, "Songwriters-AFL Tie-Up?"

At that time, it was reported that "the songwriter members of the Society (ASCAP) might join the American Federation of Labor and deal as a union with the embattled broadcasters." Story also stated that "the music interests would resort to this move only as a last ditch measure." It was pointed out then that "formation of a union of writers would enable tunesmiths to deal with radio more effectively than at present."

Songwriters' Joining With AFL Still In Preparation Stages

NEW YORK, Jan. 18.—After initial announcement that the Songwriters' Protective Association would attempt to join the American Federation of Labor "as a better bargaining foundation" in its battle with Broadcast Music, Inc. for standard songwriters' contracts, idea still isn't any further than the hot conversation stage, according to Irving Caesar, president of SPA, who said, "We're just preparing."

Caesar said that an SPA committee and its attorney were doing research on the advisability and practicability of including in such a move as joining the AFL, "with no conclusions as yet." Meeting last Monday (13), however, favored joining the labor movement because of

the added strength.

Meeting, as such, however, turned out to be a blistering exhortation of BMI and its tactics in dealing with songwriters, calling BMI, "my company union" . . . "a goliath" . . . "and a possible mouthpiece for dictatorship." (Caesar said, "And what is to stop them from dictating your taste in forms of government.")

Caesar charged BMI with "bad faith" . . . "having no right in the publishing business as long as they have broadcasting parentage," and denounced "BMI . . . and those who own BMI . . . as having instigated numerous resignations by our associate members." He also said that "the only interest of SPA is the songwriters themselves," and claimed it would like to treat BMI as any other publisher, but that BMI has refused to sign the standard contract.

BMI countered by saying "There is no justification for the attack on BMI other than the fact that Irving Caesar, SPA president, is a member of the ASCAP board."

"If SPA wishes to negotiate," the BMI statement went on, "with respect to our contract, we can only reiterate that we are perfectly willing to negotiate provided the basis of that negotiation is thoroughly understood."

"We cannot grant the SPA claim that one composer is entitled to a different scale than another. If the works of Irving Caesar have a greater appeal than the works of another songwriter, that will be determined by the number of times they are performed, and the public, not an arbitrary group, will make the choice. It was on this basis that SPA and BMI broke off attempts to arrive at an understanding."

Slade Musician Heads New Midwest Territorial Ork

LINCOLN, Neb., Jan. 18.—Ralph Slade is about to lose his mellow trombone, Hiram Winder, who will debut with his own organization under the guidance of the Vic Schroeder agency in Omaha. He will take the place of Gene Pieper, who has been routed out of the Midwest territory to the Coast, where he hopes to stay. Pieper is being handled in the West by Reg Marshall, who arranged his previous successful tour early last fall.

First major stand for Pieper there is a four-day stretch (18-18) in Seattle at the Trianon. With the new group under Winder, the Schroeder office again has six bands to keep busy.

Ray Noble Returns to N. Y.

NEW YORK, Jan. 18.—Ray Noble, for the first time in three years, will come back to New York for an engagement at the Strand Theater, for at least two weeks, beginning February 7.

Noble's last appearance locally was at the Rainbow Room. While he is at the Strand William Morris Agency is attempting to set Noble in a location spot.

Henderson Orgs New Band

NEW YORK, Jan. 18.—Fletcher Henderson, who has served intermittently as arranger and pianist for Benny Goodman for the past few years, organized his own band again, and started rehearsing his colored outfit this week. Goodman is angling the new set-up.

AFL Body Promises Members' Protest Against Sponsors

NEW YORK, Jan. 18.—Invoking labor's most powerful weapon—the boycott—to bring about arbitration between the American Society of Composers, Authors, and Publishers and the radio industry, Bob Miller, president of the Music Publishers' Contact Employees (song pluggers' union) was promised the "hearty co-operation" of the Central Trades and Labor Council (composed of local AFL unions) in a labor protest to sponsors of commercial radio programs.

It would be a secondary boycott if the move is consummated. Miller, a delegate to the Central Trades, last night addressed a group of more than 300 delegates, representing 900,000 local union members, and said he left with the promise that "labor's voice—which is also the buying public"—will be directed at 18 sponsors of the top commercial programs on all the networks. As Miller put it, a barrage of protests will be sent to the sponsors telling them "to give us the music we want or we won't buy your chestnuts."

Miller said that the sponsors are the lifeblood of broadcasting, and that the public is the only one who can bring them toward directing a move that would settle the fracas. List of names handed to trade union delegates in attendance at the meeting for the members to start firing away at include the American Tobacco Company (*Hit Parade* and *Kay Kyser*), the Texas Company

(Fred Allen), Campbell Soup Company (Lanny Ross), Chrysler Sales Corporation (Major Bowes), F. W. Fitch Company (Fitch Bandwagon), Colgate-Palmolive-Peet Company (Wayne King), Bayer Company (*American Album of Familiar Music*), Liggett & Myers Company (Fred Waring), Kraft-Phenix Cheese Company (Bing Crosby), the Carnation Company (*Contented Hour*), Lady Esther, Ltd. (Guy Lombardo); R. L. Watkins Company (*Menhatten Merry-Go-Round*), Wheeling Steelmakers (Musical Steelmakers), Miles Laboratories (National Barn Dance), General Foods Corporation (Kate Smith), Charles H. Phillips Chemical Company (Waltz Time), General Electric Company (Paul Spitalny), and Brown & Williamson Tobacco Company (*Showboat*).

Miller said that radio is operating a "virtual dictatorship—a monopoly," and as such would throw his 500 members out of work if the fight continues at the pace set since January 1. Miller also said that other unions, not in the AFL, called him and volunteered assistance in bringing about an organized labor protest to bring the warring parties together.

At the same time, Miller said that the executive council of the union is preferring charges against BMI for "violation of union contract, in that it compels band leaders and others to play exclusively music published by BMI." Miller stated that the MPCE contract provides that gratuities, graft, and other improper methods should be eliminated from song-plugging practices. Song-plugging prexy statement says that "duress and compulsion are an improper methods as are graft and gratuities."

Union also charges BMI with distributing transcriptions to radio stations, and using BMI employees for song plugging without being union members. Letter was sent to Sidney Kaye, head of BMI, asking for negotiations on these points, or the MPCE would "seek injunctive relief."

Kaye was in Washington during the time of these charges, and a spokesman for BMI had nothing to say on the boycott question, but said the door was open at any time, if the basis is reasonable. On the charges, it was stated that BMI song pluggers "are not using duress and compulsion." Band leaders, he said, can choose any songs available to radio. As for transcriptions, he said stations without live music expect them, and on the angle of non-union pluggers, "outside of a few zealous songwriters trying to exploit their own songs, it's a lot of bunk."

AFL Prexy Intercedes

NEW YORK, Jan. 18.—It has become known that William Green, president of the American Federation of Labor, has interceded in the ASCAP-radio fight, but to little avail at the present time, according to a letter which he sent to Bob Miller, prexy of the Music Publishers' Contact Employees. Green's letter, dated January 14, stated:

"I have been greatly distressed over the differences which arose between ASCAP and the broadcasters recently.

"I can understand quite well the effect this division, which approximates open warfare, has had upon the members of your federal labor union. We have already endeavored to prevail upon the representatives of the two groups to compose differences, to submit in some direct way. All that we have tried to do was done thru indirect methods.

"I am in thro accord with your attitude and with the request you make that we help and assist in every way to bring about a settlement of the differences thru arbitration and negotiation. We will continue this policy and will render all service that lies within our power."

Victor, Col. Both Set Kemp Albums in Memory of Leader

NEW YORK, Jan. 18.—The memory of the late Hal Kemp, killed in an automobile accident on the Coast several weeks ago, will be doubly honored via two memorial albums of his recordings. Both Victor and Columbia are ready for immediate release albums of his better-known disks. In the case of the Victor packaging, the idea was suggested by Martha Stephenson Kemp, the leader's widow, to Leonard W. Joy, RCA Victor-Bluebird recording head.

Kemp had been on the Victor label for several years up to the time of his death last month, and the Victor album will include the most typical sides he waded for the company, plus several that were his own particular favorites. Eight tunes in this album will be *Got a Dime With an Angel*, *Whispers in the Dark*, *Lamp Light*, *Speak Your Heart* (Kemp's No. 1 fave), *In Dutch With the Duchess*, *18th Century Drawing Room*, *Remember Me*, and *Love for Sale*.

Kemp, prior to cutting for Victor, was on the erstwhile Brunswick label of the former American Record Company, taken over by CBS a year and a half ago and changed to the Columbia Recording Corporation. Latter's Kemp memorial album will be on the Columbia label, and will include eight masters pressed by the band when it was on Brunswick.

The Kemp ork will take a week's vacation after February 1, at which time it closes at the Mark Hopkins in San Francisco. Skinsay Ennis, former vocalist with the band; John Scott Trotter, pianist, and Bob Allen, current warbler, have been taking turns fronting the crew. New permanent leader may be Ennis, if he decides to leave the Bob Hope commercial.

Walsh Archer Ballroom Manager in Sioux City

SIoux CITY, Ia., Jan. 18.—Joe Walsh has returned as manager of the Skyline Ballroom, succeeding Mark Scobell, at present taking a vacation in the South. The Skyline is one of the ballrooms operated by the Archer Ballroom Company of Des Moines.

Walsh formerly was in charge of promotion and advertising for the Archer company, working out of Des Moines.

Ben Franklin Hotel Dropping Name Orks

PHILADELPHIA, Jan. 18.—Garden Terrace of the Benjamin Franklin Hotel here, last stand in town for the traveling name bands, Clyde Lucas current, goes on the local employment roster for the first time in several years February 5. Spot has had a steady parade of MCA bands for several seasons, content to pay the upped wage scale for the privilege of playing the out-of-town tooters.

George H. O'Neil, hotel manager, has been auditioning local acts, with Herby Woods mentioned as having the inside track. Spot had a CBS wire until the BMI-ASCAP impasse started, Lucas refusing to sign any indemnity papers. Passing of the Ben Franklin from the name field leaves only the Warwick Hotel open to the out-of-towners. However, that spot, also on MCA books, uses only small combos for its cocktail lounges.

Shifting Around of Fox Iowa Ballroom Management

CLEAR LAKE, Ia., Jan. 18.—Herman G. Hanson has been appointed manager of the Surf Ballroom here, to succeed Bert Harding, who will operate the new \$25,000 Prom Ballroom in St. Paul, Minn. It was announced by C. J. Fox, owner of both ballrooms.

Hanson has been employed at the Surf for the last five years, while Harding managed the spot for the last three. The Prom will open shortly as the third ballroom in the Fox chain. The other is the Terp at Austin, Minn.

What—No Oil Wells?

CHICAGO, Jan. 18.—New low in the set-a-your-song-poem-to-music racket has been registered by one company in Indiana. Ordinarily a set sum of money is asked for composing music supposedly suitable to lyrics sent in by amateur songwriters.

The firm, however, is offering to trade its service for any miscellaneous article which happens to be in the possession of the applicant. Among items pictured in final-offer literature recently sent out are typewriters, adding machines, cameras, opera glasses, silverware, rifles, radios, watches, tennis rackets, and golf clubs.

Discretion Is the Better Part of Sentimentality

PHILADELPHIA, Jan. 18.—That the present radio situation is a ticklish one was shown the other day during the Gimbel Award luncheon here. The proceedings were being broadcast over WIP. Judge George A. Welsh, of the U. S. District Court, presented a gift to Ellis A. Gimbel, head of the Gimbel Brothers department store and chairman of the board of directors operating the radio station, in honor of his 75th birthday. Someone ordered the orchestra to play *Happy Birthday to You*. But the time-honored ASCAP-owned tune was stopped just in time by Johnny-on-the-spot Murray Arnold, WIP's program director.

Scranton Disk Firm Files Reorg Plans In US Federal Court

SCRANTON, Pa., Jan. 18.—The Scranton Record Manufacturing Company filed its plan of reorganization with Federal Judge Albert L. Watson in U. S. Court here Wednesday (15).

The record plan, signed by S. V. Quackenbush, president, provides for payment in cash of the full amount of wage claims, administrative expenses and taxes, the latter to be paid over a period of 90 days. Unsecured creditors with claims of \$100 or less are to be paid in full within 30 days, while creditors with claims over \$100 are to receive 2 per cent in cash within 30 days and the balance thru the issuance of three promissory notes, each in the amount of one-third of the claim, payable six, nine, and 12 months from the date of confirmation.

The debtor's plan proposes to amend the firm's charter so as to change the name from the Scranton Record Manufacturing Company to the Scranton Record Company. A change in the capital structure of the debtor is also proposed. The capital changes suggested call for the issuance of 500 shares of 5 per cent cumulative convertible stock with a par value of \$100 per share and

PHOTO REPRODUCTIONS
All sizes, glossy prints, from 4c. in quantity. 100 prints, 8x10, \$5.50. 50 prints, \$3.25. Others and lower! Ref. nearest NCA, RCA Victor, Wm. Morris, CRA, etc. Write for price list.
ROSS PHOTO SERVICE, 155 W. 46th, N. Y.



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

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

"SOFT WINDS" AND "S'POSIN" HAVE JUST
BEEN RELEASED BY BLUEBIRD RECORDS (B-11001).
MAY I SUGGEST THAT YOU HEAR THEM SOON.

SWINGCERELY,

ERSKINE HAWKINS

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men

BOB SANDERS goes with Frederick Brothers' Music Corporation, replacing Norman Campbell in the New York office of the agency. . . . Sanders comes to FBMC from the Chicago office of Consolidated Radio Artists. . . . FRANKIE MASTERS gets his fourth extension at the Taft Grill, New York. . . . VAUGHN MONROE, currently at the Statler Hotel in Boston, takes on a gal singer for the first time. . . . her's MARILYN DUBE. . . . Charlie Barnet also takes unto himself a new chirper, LENA HORNE. . . . CHARLIE SPIVAK stays at Glen Island Casino, New Rochelle, N. Y., until March 28, after which comes a theater and one-nighter tour. . . . MITCHELL AYRES leaves the Hotel St. George, Brooklyn, January 28 for the same. . . . EARL HINES, signed by the William Morris office, his first date at the Fiesta Danceteria, New York, the end of this month. . . . DOLORES O'NEILL, former Bob Chester vocalist, becomes a regular on NBC's *Chamber Music Society of Lower Basin Street* show. . . . KAY LITTLE, ex-singer with Toby Pastor, is the replacement for Dorothy Claire in the Bobby Byrne outfit. Miss Claire having gone over to Glenn Miller's orchestra amidst much agitation a couple of weeks ago. . . . HENRY BUSSE goes into the New Kenmore Hotel, Albany, N. Y., February 7, to be followed

a "prior preferred" rating. Cancellation of 1,000 shares of Class A 6 per cent cumulative preferred stock at a par value of \$100 a share, and the issuance of 1,000 shares of Class B 6 per cent cumulative preferred stock with a par value of \$100 also is provided, together with the nullification of 1,000 shares of \$1 a share common stock and the issuance of 10,000 shares of common stock at \$10 per share.

The plan specifies that the unsecured creditors be represented on the board of directors of the reorganized company, and that no dividends be paid to stockholders until creditors have been paid in full. It also stipulates that no compensation be paid to officers or directors of the company until the claims of the creditors have been adjudicated.

Judge Watson fixed January 29 as the time for creditors' initial consideration of the plan. The firm's liabilities are not in excess of \$250,000, it was reported.

by DEL COURTNEY for three weeks February 17. . . . BERNIE CUMMINGS does a four-week stretch at the Baker Hotel, Dallas, as of January 31. . . . GLORIA HART takes Jacquelyn Panette's place as word-seller with the Hammond Scott crew, while HERBIE FIELDS joins the band's sax section.

Midwestern Murmurs

RAY KINNEY starts two weeks at the Claridge Hotel, Memphis, Tenn., January 31. . . . Peabody Hotel in the same city will get BLUE HARRON February 12. . . . MARK RUSSELL, former Frankie Masters' vocalist, now under Weems, Inc., management, starts Monday (20) at the Green Mill, Saginaw, Mich., booked thru the Mike Falk office in Detroit. . . . MARVEL MAXWELL is leaving the Ted Weems aggregation upon the termination of the band's engagement at the Earle Theater, Philadelphia, Thursday (23), and will head for California, where she plans to enroll in a dramatic school. . . . taking her place is the girl who used to warble for Weems, MARILYN THORNE. . . . RALPH BARLOW goes into the Aragon Ballroom, Cleveland, January 26 for a week, the band heading into Chicago territory after that for their first appearances around the Windy City.

Atlantic Seaboard

RAY LONDAHL, taking over DINK ROGERS crew, opens at Leghorn Farms Ballroom, Morrisville, Pa., Wednesday (17), after a week at War Memorial Ballroom, Trenton, N. J. . . . JENO DONATH, Philadelphia maestro, signed to handle the music for Catherine Littlefield's tour of the Philadelphia Ballet. . . . GEORGE MCGOWAN gets the call at Penn-Atlantic Hotel's Palm Room, Atlantic City. . . . JIMMIE HALPIN brings his harmonica to Buckley's Tavern near Yardville, N. J. . . . JULIUS GARBNER gets the call at Guss's Cafe, Trenton, N. J. . . . BILL HYDE at Germantown Tavern, Philadelphia. . . . RAY SERINO syncops set for Monterey Inn near Kutztown, Pa. . . . VIC TAYLOR takes his Wildcats to Mayo's Show Place, Philadelphia. . . . MILT SIGMUND takes over the stand at Alan Hotel's Jungle Room, Philadelphia. . . . CHET RICHARDS for the week-end dancing at Brookside Inn near Flemington, N. J. . . . ERNIE BODNER, now at Allentown, Pa. . . . REX ALEXANDER and the Royalists' Orchestra next in at Oakes Dancing Academy, Philadelphia. . . . JOHNNY COATES gets the call at Club Condado, Trenton, N. J. . . . EVELYN SHELLEY, highlighting her Hammond electric, at American House, Reading, Pa. . . . MANNY LA PORTE passes up his band career to solo at the piano, teaming with vocalist MAY JOYCE for an initial stand at Philadelphia's Flanders Grill.

Nola Studios Given the Air, Or Brass Hats Evict Brass Section

NEW YORK, Jan. 18.—Nola Studios, the Tiffany of band rehearsal halls, is giving up at the end of this month, ending an era of noise that the tenants of longhair Steinway Building have endured for six years. But not without complaint, because the blaring brass of every name band in the country rehearsing at Nola is the cause.

Steinway Hall, New York's culture center of the classics, has housed the rehearsal studios ever since Vincent Nola gave up being an operatic tenor to pamper bands in their nebulous stages. During the years, however, the blast emanating from the fifth floor front, which could be heard on the street more often than not, provoked an endless stream of complaints from other tenants whose appreciation of the thing didn't run as deep as that of the leader rehearsing, and who incidentally had work to do in the normal course of the day.

Consequently, at the end of the month, Nola is taking other quarters in the

You-Don't-Say-So Dept.

NEW YORK, Jan. 18.—Even the best bands don't stay on pitch when they're broadcasting. It is revealed by an oscillating half-circle of light on the face of a cathode-ray oscillograph—which is not double-talk but the findings of O. J. Murphy, of the Bell Telephone Laboratories.

Murphy discovered that the longer an orchestra plays at a sitting the higher the pitch rises, the discovery having been accomplished thru arranging a filter circuit so that it picked out the note A in the treble clef (which has been standardized at 440 cycles per second), and recorded the number of cycles above or below 440 in which the note was played. Seventy per cent of the time the figure ranged between 439 and 443 cycles, and the extreme range was 434 to 448. The maximum range for a symphony group was 2.5 cycles, while dance bands ranged four cycles above normal, and string quartets on two occasions were eight cycles off on the high side. It's all very technical and therefore slightly confusing.

New 802 Scale for Arrangers, Copyists

NEW YORK, Jan. 18.—Publishers' arrangers and copyists received a hike in minimum wages, effective immediately, after the conclusion of negotiations between Music Publishers' Protective Association and the executive board of Local 802, musicians' union.

Highest salary bracket, the head arranger, doing all type, including dance orchestrations, is to receive \$85 minimum instead of the former \$80. Head arrangers, doing arranging of all kinds except dance arrangements, will get \$67.50 per week instead of \$60. Staff arrangers' pay was boosted from \$50 to \$55.

Salary for copyists doing pasting, copying, extracting, transposing, and proof-reading, who do not arrange except for modulations, new instructions, new endings, or interpolations, is \$42.50 instead of \$40. In this department, those who do no proofreading receive a boost of \$2.50 over the former \$35 wage. Pay of proofreaders and editors was also scaled \$2.50 over the past \$40. Inside piano players, who do no contacting, receive the same salary of \$35.

DuPre Philly Race Prom Fizzes With Fill-In Ork

PHILADELPHIA, Jan. 18.—A Reese DuPre dance promotion last Tuesday (14) at his Grand Ballroom for Snookum Russell fizzled. Band was coming up from Florida, but its transportation facilities broke down in Norfolk, Va. Dancers knowing in advance that band attraction wouldn't be on hand, race prom was held down to a crowd of 500.

Jimmy Gorham, local maestro, slapped together an eight-piece band to provide for the dancers, who had to be satisfied with a continuous jamming, since they had no time to round up a set of books. Evening's take hit a \$130 gate, at 20 cents before 9:30 and a dime after the deadline hour for both sexes, just about hitting elementary expense.

Nola Studios Given the Air, Or Brass Hats Evict Brass Section

NEW YORK, Jan. 18.—Nola Studios, the Tiffany of band rehearsal halls, is giving up at the end of this month, ending an era of noise that the tenants of longhair Steinway Building have endured for six years. But not without complaint, because the blaring brass of every name band in the country rehearsing at Nola is the cause.

Steinway Hall, New York's culture center of the classics, has housed the rehearsal studios ever since Vincent Nola gave up being an operatic tenor to pamper bands in their nebulous stages. During the years, however, the blast emanating from the fifth floor front, which could be heard on the street more often than not, provoked an endless stream of complaints from other tenants whose appreciation of the thing didn't run as deep as that of the leader rehearsing, and who incidentally had work to do in the normal course of the day.

Consequently, at the end of the month, Nola is taking other quarters in the

TRADE
SERVICE
FEATURE
of
Billboard

The Billboard MUSIC POPULARITY CHART

WEEK ENDING
JANUARY 17, 1941

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 30 most important phonograph operating centers in the country.

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

GOING STRONG

- WE THREE.** (12th Week) Ink Spots, Tommy Dorsey.
- BEAT ME DADDY, EIGHT TO A BAR.** (10th Week) Andrews Sisters, Glenn Miller, Will Bradley.
- THERE I GO.** (7th Week) Vaughn Monroe, Will Bradley, Tommy Tucker, Woody Herman.
- DOWN ARGENTINE WAY.** (6th Week) Bob Crosby, Shep Fields, Leo Reisman, Gene Krupa.
- A NIGHTINGALE SANG IN BERKELEY SQUARE.** (4th Week) Guy Lombardo, Glenn Miller, Ray Noble, Sammy Kaye.
- DREAM VALLEY.** (3d Week) Sammy Kaye, Woody Herman, Frankie Masters.
- FRENESI.** (2d Week) Artie Shaw, Woody Herman.

COMING UP

- ALONG THE SANTA FE TRAIL.** Dick Jurgens, Sammy Kaye.
- I HEAR A RHAPSODY.** Charlie Barnet, Jimmy Dorsey.
- STARDUST.** Tommy Dorsey, Artie Shaw.
- THE LAST TIME I SAW PARIS.** Kate Smith.
- YES, MY DARLING DAUGHTER.** Dinah Shore, Glenn Miller.
- YOU'VE GOT ME THIS WAY.** Kay Kysar, Glenn Miller, Jimmy Dorsey.
- YOU WALK BY.** Blue Baron, Kenny Baker.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 15 best selling records of the past week. New York City: Center Music Store; Bloomsfield Music Shop; Liberty Music Shop; Tease Music Shop; Galely Music Shop. Boston: Boston Music Co.; The Melody Shop; Mether Music Co., Inc. Buffalo: Whiteman Bong 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. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. O. M. I. Record Dept. Portland, Ore.: Meter and Frank Co., J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co.; Chicago: Bears, Roebuck & Co.; Marshall Field; Wurbitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurbitzer Co.; Steinberg's, Inc. Milwaukee: Schuster's; Record Library (Ed Dams); Broadway House of Music; J. H. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurbitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Acadian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Heale Bros. Co. Birmingham: Nolen's Radio Service Shop. E. S. Forbes & Sons; Monarch Sales Co.; Louis Pritz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thelen; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Gruenzwald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Aruna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	—ARTIE SHAW	—CHARLIE BARNET	—DINAH SHORE	—WILL BRADLEY	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	—ARTIE SHAW	—CHARLIE BARNET	—DINAH SHORE	—WILL BRADLEY	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	—ARTIE SHAW	—CHARLIE BARNET	—DINAH SHORE	—WILL BRADLEY	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	—ARTIE SHAW	—CHARLIE BARNET	—DINAH SHORE	—WILL BRADLEY	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	—ARTIE SHAW	—CHARLIE BARNET	—DINAH SHORE	—WILL BRADLEY	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER	—GLENN MILLER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc.; Seattle: Capitol Music Co. Portland, Ore.: Sidere Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Genshler Hinged Music Co. A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Ault Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. FRENESI	2. I HEAR A RHAPSODY	3. I GIVE YOU MY WORD	4. THERE I GO	5. SO YOU'RE THE ONE	6. A NIGHTINGALE SANG IN BERKELEY SQUARE	7. DOWN ARGENTINE WAY	8. YOU WALK BY	9. ALONG THE SANTA FE TRAIL	10. ONLY FOREVER
	11. WE THREE	12. WE THREE	13. WE THREE	14. WE THREE	15. WE THREE	16. WE THREE	17. WE THREE	18. WE THREE	19. WE THREE	20. WE THREE

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

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

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

On the Records

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

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

By DANIEL RICHMAN

CAROL BRUCE (Decca)

A Nightingale Sang in Berkeley Square—V. With Me Luck—V. I Should Have Known You Years Ago—V. If I Feel This Way Tomorrow—V.

DECCA is apparently making an attempt to corner the market on available feminine vocal talent. Miss Bruce is, to all intents and purposes, the most promising of the trimvirate of fem singers recently acquired by this waxworks—promising as regards possible sales returns if not outstandingly so vocally. That chanteuse, after achieving limited popularity in night spots, really came into her own via a role in the successful Broadway musical, *Louise Purchase*, wherein, with the aid of the Irving Berlin title song and a raft of columnar and magazine publicity, she established herself as one of show business' newer and brighter headliners. All the press agency she has received is likely to come in handy in putting over these first sides, and subsequent ones, with the general disk-buying public. Artistically, Miss Bruce won't disappoint the curious, but neither will she make the sort of impression that will jump her records into the best seller class. She has a good, sweet, and appealing voice, plus a polished style, but no particular vocal personality comes thru these four initial ballads. Miss Bruce's usual persona is something else again, but unfortunately a phono disk's solo appeal is to the ear. These sides are done straight, in similar dance tempo, and while they reveal undeniable stinging talent, they just don't possess any special quality along any established or different line to make them stand out among the plethora of platters released weekly.

ETHEL MERMAN (Decca)

Let's Be Buddies—V. Make It Another Old Fashioned, Please—V. My Mother Would Love You—V. I've Still Got My Health—V.

MISS MERMAN, a fixed star in the musical comedy firmament ever since *Girl Crazy* and the Gershwin classic, *I Got Rhythm*, some years back, is not making her recording debut with these four numbers from her current show, *Panama Hattie*. She has waxed some of her better production tunes before, for one company or another, but this is her first disk output in some time on a standard label. Packaged between the covers of a typically attractive Decca album, Ms. Merman bowls over the quartet of Cole Porter *Hattie* songs with her customary brash breathlessness, half shouting, half singing, and always entertaining. The liberties Miss Merman takes with the ancient and much-abused art of singing have often been noted before, but her lack of academic perfection is more than compensated by the enjoyment engendered by her vocal abandon and *joie de vivre*. Here she has songs written especially for her, and she gives them the same full-bodied treatment that is currently keeping *Panama Hattie* audiences amused. Joan Carroll, eight-year-old added *Hattie* attraction, helps her on *Buddies* here with the same partner that accompanies the song in the show; it's an amusing and appealing routine that they pack into three minutes. *Old Fashioned* is the weakest of the foursome of sides. Porter's fault more than Merman's, because it's one of the weakest torch songs the composer ever penned. The other two are lively, and different than any already available disks of these tunes, due to the inclusion of special lyrics from the show. These disks ought to do well, with Miss Merman's admirers of course, and with all those who don't mind foregoing strict singing technique in favor of vocal nip-ups that have been consistently entertaining for a long time now.

JOAN EDWARDS (Decca)

Isola Bella (That Little Swiss Isle)—V. There Shall Be No Night—V.

THE third of the distaff side to grace the Decca label is Joan Edwards, the name Miss Edwards who was one of the most decorative and talented members of the erstwhile Paul Whiteman aggregation. This singer is another example of the difficulty of creating a sock impression on a phonograph record when the right element is absent. Like Miss Bruce, Miss Edwards has indisputable vocal talent, and again like Miss Bruce but unlike Miss Merman, no distinct vocal personality to overcome the one-dimensional phono handicap of being heard but not seen. Miss Edwards could have made up for the lack of distinction of straight choruses on these sides had she been allowed to tap another source of her ability in between the vocal parts. Her piano playing was for some time one of the highlights of the Whiteman group, and it's too bad that on her first solo disk it wasn't permitted a little of the space allotted to it on previous occasions under the Whiteman imprint. There are a lot of singers making a lot of records, but few, if any, of them can add to their attractions by sitting down to an instrument for the non-vocal interludes customarily separating first and last warbled choruses. Miss Edwards' pianistic are particularly expert and scintillating; they would have removed the stigma of undistinguished pedestrianism that unfortunately surrounds the straight conventionality of these sides, despite the singer's capable word-and-note handling.

ROMO VINCENT (Decca)

Half of Me—V. I Got a Letter From My Ma in Oklahoma—V.

Still another Decca debut is this couplet from Romo Vincent, rotund comedian currently attracting considerable attention at the Hurricane in New York. Comedy, however, is not the keynote of these sides, except insofar as the *Half of Me* lyrics are amusing. Vincent reveals an interesting-to-listen-to voice that is personable and pleasant, and his interpretation of the A side oldie and the innocuous B side is easy, unforced, and correct in every detail from start to finish. This is personality singing, not present in two out of the three disks discussed above, and as such it hurdles the coldly impersonal barriers of wax, turntable, and loudspeaker to make a definitely favorable impression that calls for repeated hearings.

(See ON THE RECORDS on page 77)

WINDOW CARDS

For ORCHESTRAS
LOW PRICES—FAST SERVICE
SPECIAL DESIGNS FOR YOUR BAND
Write for Samples and Prices

TRIANGLE POSTER & PRINTING CO.
633 Plymouth Court CHICAGO, ILL.

On the Stand

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

Nat Brandwynne

(Reviewed at the Copacabana, New York)

FOLLOWING a summer in Atlantic City's Ritz Carlton with an eight-piece combination, this veteran piano-playing leader is back in front of a full outfit (12) designed to please the palates of the smaller dance couples flocking into the society spots. He has once more the type of band that measures up favorably with the capable combinations he presented in former years at the Stork Club, Essex House, Waldorf-Astoria, and other New York society hangouts.

It is distinctly styled music, with emphasis on the sweet, melodious side, played in big-time fashion. The instrumentation of three fiddles, three sax, four rhythm, trumpet, and accordion has all the blending ingredients needed to play famed waltzes and popular tunes with musical neatness and showmanship.

The leader's own pianology dominates many of the arrangements and for good reason, his technique carrying plenty of stylish punch.

Hönigberg.

Henry King

(Reviewed at the Hotel Netherland Plaza, Cincinnati)

TOTING a hefty and varied library and a tasty array of arrangements, the King crew impressed handsomely with its sweet swing in this chamber that doesn't lend itself, acoustically, to the loud blasting of brass.

Using three fiddle, three reed, one brass, two pianos, bass, accordion, guitar, and drums, with the standard-bearer doubling on the ivories, the celeste, and Solovox, the output is definitely on the smooth side, with the band achieving good balance, tone, and a rhythm that's conducive to dancing. The boys are liberal on the conga and rumba stuff, and handle it well, getting frequent requests for the south-of-the-border doings.

All of the band's warble duties fall on the dainty shoulders of the brunet looker, Gloria Payne, who joined the band here. She appears frequently, and gives her ditties good treatment.

With the exception of King, who gives the band good fronting, the band lacks personality, a fact that's immediately noticeable to those out front. The lads apparently take their work too seriously, and conduct themselves more like long-hairs than members of a youthful sweet-swing combo.

Sacks.

Joey Kearns

(Reviewed at Broadwood Hotel, Grand Ballroom, Philadelphia)

INSTEAD of following the fatal path of so many other sidemen who im-

On the Air

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

By SOL ZATT

Bob Chester

(Raynor Ballroom, Boston, CBS Network, Thursday (10), 11:30-12 p.m.)

MAESTRO BOB CHESTER continues his pace on the airwaves with a half-hour of crashing swing that is full-time and generous with style and variation plus neat vocal work by Bill Darnell and Betty Bradley.

Chester tackles his assignment with more life and verve than most bands give their remotes, with a resultant hypo and a good 30 minutes of listening. Chester clings to the old style, the garbled by the new music required for radio performance, which, as performance goes, is still tops.

Jerry Wald

(Child's Spanish Gardens, New York City, CBS Network, Thursday (10), 12:30-12:55 p.m.)

THIS air session marks the network radio debut of youthful maestro Jerry Wald, who springs a velvety session of

dance rhythms, stands out with his own clarinet soloing, and sells all the way down the line with a smash sax section, to give his program a marked selling and showmanship appeal.

Wald is a dark-horse surprier with this superior program, considering that the band is a young one. It can teach a lot of tricks to many of its elders and supposed betters. Rhythms are decidedly styled with commercial appeal, with plenty of danceability and listening score, to tally up to a sock show from a sock outfit. Marjorie Whitney and Frank Bond are outstanding on the vocals.

Paul Martin

(From RGO Studios, San Francisco, NBC Blue Network, Thursday (16), 10:45-11 p.m.)

REASON for this review of Paul Martin's studio remote is strictly on a basis of comparison with other bands playing from location remote spots. That the program was acoustically perfect and balanced

immediately sought the spotlight upon organizing a band of their own, Kearns, upon leaving Bob Crosby's sax section about a year ago, shunned the spurious ballroom, and settled down to serious organizing and building as music director of WCAU in Philadelphia. Coincidentally, it was here that Jan Savitt weaned his band. Now that the Kearns' band is beginning to show the fruits of its labor, it should make a mark in musical circles and widen its number of fans.

Band is equally proficient on the romancy and ride tunes. Sports finely knit units for a solid setting in the four saxes, six brass (three trumpets and three trombones), and the four rhythm. Kearns, out front, wields an inspired clarinet, tonal qualities and improvisations placing the maestro in star-studded swing circles. And the band is definitely headed in the same direction. Instrumental glory is shared by brother Buddy Kearns, trumpet; Harold Singer, trombone; Irv Leshner, pianist; and Jimmy Tyson, skin-beater, all acquitting themselves admirably in the solo spots.

Arrangements are scored full and varied, fashioned by Johnny Warrington (who scored many of the Savitt specials) and Walter Gates, both working on the swing and sweet tempos so as not to stereotype the music. Instead of a style, band is achieving a musical personality in itself. Emphasis is entirely on the dance music, equally good for rumba or waltz.

Vocal force plenty forte. Tenor pipes of Joe Martin, long identified with Isham Jones, build the ballads big. Kearns is shopping around for a new fem ditty designer, losing his Ann Sutherland to Paul Whiteman.

Band is still a sleeper, but the others will have to watch out for its strides when it starts stepping.

Orodenker.

LA CROSE, Wis., Jan. 18.—Elmer W. Rommel has been named manager of the Avalon Ballroom here.

might be because of superior facilities from a modern, soundproof studio, but that it's an intimate and cozy session with music is entirely creditable to the maestro.

Remote catches a pleasant keynote from the start of the 15-minute shot and continues on that plane thruout. It's strictly in the soft and smooth department, with no vocals or garnishments, excepting for the announcements, which also fit in with the pleasant style.

The ★
MARTINS
HIGH—PHYLLIS—JO JEAN—RALPH

Featured on
FRED ALLEN'S
TEXACO STAR THEATER

Wednesdays—CBS

9-10 P.M., EST

Vocal Arrangements and Direction

By HUGH MARTIN

Also Appearing 2nd Week at

ROXY THEATER

New York



Personal Management

FRED STEELE

9 Rockefeller Plaza, New York

Suite 604

COLUMBUS 5-2142

Music Items

Publishers and People

PAUL-PIONEER MUSIC CORPORATION'S disc, *Some of Your Sweetest*, was recorded during past week by Abe Lyman (Bluebird), Joan Edwards, (Decca), and Wayne King (Victor). Gene and Glenn and Al Vann authored.

Syd Foley, professional manager of Foreign and Domestic, is working on his latest tune, *Cheer Up (For the Best is Yet to Come)*. Authored by Denes Agay and Emory H. Helm.

Jack Robbins, Lester Santly Mack Goldman, Johnny White, Lou Mooniey, and Louis Bernstein all joined the Florida contingent of vacationing publishers.

Latest releases from the Irving Berlin music emporium that are enjoying a healthy sheet music sale are *San Antonio Rose* and *The Men at the End of the Bar*.

Keystone Music Publishing Company is responsible for two new songs on the market. *I Can't Believe Your Eyes* and *Be State Shuffle*.

New firm of Addazio, Laval & Matthews is getting airings on its new tune, *When You're Near*.

Remick Music Corporation will release "Musical Miniatures," a new album of the "Come With the Wind" score, coincident with the general release of the film. "Miniatures" will contain excerpts of Max Steiner's score.

Songs and Such

JOE HODON, pianist in Griff Williams's band, has written a tune entitled *Parade Me for Falling in Love*, while his boss, Griff, composed one, *Fifty-Fifty Love*.

Columnist Gerald Griffin, a prolific songwriter on the side, pens his latest, *I Talked With God*, with Serge Walter collaborating on the music. Remick publishing.

New tune by Ernest Ford and Al Wiggin (former arranger for Buddy Fisher), pair of Texas townsmen, *Dream No More*, is being handled by William Phillips, veteran composer's agent.

Latest effusion from the pens of Mort Greene and Harry Revel is *Boogie-Woogie Congo*. Leeds Music publishing.

Bill Watters, Eastern songwriter gone West, authored a patriotic ditty entitled *Don't Kid Yourself*.

Bob Crosby and Rock Hillman, guitarist for Kay Kyser, collaborated to produce *You're a Double Lovely*, with BMI on the publishing end.

Madame Mana-Zucca, concert pianist and composer for the past quarter century, has written her 1,001st song, a patriotic

Yowsah!

DENVER, Jan. 18.—Col. Manny Prager swears by his English ancestors to the truth of this story. One of the Colonel's fans recently sent him a cake and not knowing the exact whereabouts of Manny sent it in care of Old Maestro Ben Bernie, for whom Manny worked before going out on his own.

The maestro forwarded the box to Manny at the Rainbow Ballroom here, where he is currently appearing, with the enclosed note, "Opened and eaten by mistake."

Bands Paying Off In U. S. Coin Can Take Same Out of Canada

NEW YORK, Jan. 18.—Canadian Foreign Exchange Control Board has lifted money restrictions against American bands playing in the Dominion, and will allow them to take moggies earned there, back to the United States. They will furthermore be paid in American money, it was learned here.

Provision is that bands composed of U. S. citizens must pay all expenses of the tour in American dollars or Canadian money purchased in Canada. This second more is because the Canadian dollar is cheaper in the U. S. than in Canada.

If all expenses incurred in Canada are paid off that way, bands will be able to bring back all of the money instead of the \$25 maximum that's permitted to cross the boundary line. Bands playing in locations booked by U. S. agents will also be able to pay off commissions in U. S. coin, provided these moves are carried thru. Canadian subjects, booked by U. S. agencies, however, are subject to the usual war-time regulations.

item, "I'm Proud To Be an American," which will be included in a folio being released by Musette Publishers.

Philly Pick-Ups

ARTHUR BLEIWEISS and Harry Blumberg spot their *Love, What Can It Be* thru show producer Paul Florenz in Jimmy Roosevelt's soundies.

Alma Somerville, Stelwyn soloist at McGettigan's Black Tap, sold her fifth tune in as many months, *Jungle Serenade* being the latest.

Joe Frasetto, WIP music maestro, and Leo Kamin, station announcer, looked heads to produce *Slick & Whistle*, which is headed for BMI plugging.

Morris Agency Band Department Mulling Nation-Wide Changes

NEW YORK, Jan. 18.—Contemplated changes in the band department of the William Morris Agency, to strengthen the position it had secured in the past two years, are still under way with nothing definite being revealed as yet. Important Morris office execs, including William Morris Jr., Abe Lastvogel, Wil-

lard Alexander, Ed Fishman, and Nat Kalchman, have been holding daily huddles for the past few weeks, but the only shift thus far made has been the transferring of Kalchman from the vaude to the band section to concentrate on band theater bookings.

As a result of the confabs, some transfers might arise in the New York, Chicago, and Los Angeles offices that would bring in new blood in key spots. Rumors have been flying thick and fast as to who would head the departments in New York and California, but up to deadline apparently nobody had yet been chosen.

A lot of tentative changes in the expansion, which is due to the band department finally being in the black, will add new bookers and band salesmen.

Des Moines Dance Business Improves

DES MOINES, Ia., Jan. 18.—Dance business took a turn for the better here this week, with Tromar Ballroom, one of Tom Areber's danstans, clicking in a record Saturday (11), Bill Carlsen band grossing \$714 in opposition to Cab Caloway playing local theater.

Some 1,400 dancers went thru the gate at 81 cents each, including tax, to ring up the gross. The net was best turned in at the Tromar on a Saturday night this season, except for name attractions.

Turnout was a surprise in view of Caloway playing a few blocks away to a packed house. It was first stage attraction in local theater for two years, and results were gratifying to everyone.

Many Changes in Buffalo Niterly Bandstand Scenery

BUFFALO, Jan. 18.—The local band picture has undergone a number of changes in the past week, with new faces in evidence almost everywhere.

The Dellwood Ballroom has discontinued its traveling band policy, and Tommy Flynn, who also manages the dance, has returned here from the Chez Ami, where he held forth the past two months. He replaced Ralph Barlow's band. At the Chez Ami Lee Shelley is the new bandstand incumbent.

Vic Abbs is scheduled to return to the Stuyvesant Room about February 1 to take the place of the Mario-Merim band. At Kaufman's Cafe Madrid a colored band policy is in effect again, with Pats Johnson replacing Tone Marlowe. Bernie Sandler's orchestra has left the Glen Wintergarden, where it was house band for about eight months.

J. Dorsey Pulls Surprise Flop in Springfield, Mass.

SPRINGFIELD, Mass., Jan. 18.—Jimmy Dorsey played to a mere 291 people at the Butterfly Ballroom here Monday (8). Mitchell Labuda, ballroom owner, said it "was the biggest flop that ever came to Springfield." Tickets were priced, tax included, at 85 cents for ladies and \$1.10 for men. Only 166 women and 125 men bought tickets for a gross of \$278.60.

Labuda said there were no big events either here or in the vicinity that could have held the crowds down. The weather was fine, and could be counted out as a reason for the flop.

Fettis Booking in Philly

PHILADELPHIA, June 18.—Jim Pettis, former territorial name, using this town as his hub, switches over to the band booking, joining the local office of C. Richard (Dick) Ingram, Ingram formerly with Rockwell-O'Keefe in New York. Office has taken Rex Alexander and His Royalist Orchestra under its wing.

Little Big With 750 in Ala.

MONTGOMERY, Ala., Jan. 18.—Little Jack Little brought Beta Gamma Sigma high school fraternity here slightly over 750 paid admissions at a dance at the City Auditorium Saturday (11), regarded as great—especially since it was the first big band sponsored by that organization. Tickets went at \$1.10 advance; \$1.25 at the gate.

PHILADELPHIA, Jan. 18.—Name band leaders still are partial to local gals as song sellers. Following in the steps of so many other sisters going with names, Kay Allen closed a singing choice at Evergreen Casino to dance with O'Keefe's band, and Susan Lang left Jack Lynch's Walton Roof for Boston to canary with the Terry Shand crew. In addition, Frances Deva, another local thrust, is waiting to hear how she did with the audition for the Paul Whiteman orchestra.

AFM Locals Elect

NEW ORLEANS, Jan. 18.—Gioacchino Pipitone was re-elected president of Musicians' Mutual Protective, Local 174, AFM, at annual meeting last week. Others elected were Charles Hartmann, vice-president; Robert Aguilera, recording secretary; E. L. Chabon, financial secretary; Sal Castiglione, sergeant at arms; A. Almerico, E. G. Gerbrecht, Marion Suter, John DeDroit, Et Fontana, Leo Broekhoven, and Jean Paquay, members of board of directors.

HARRISBURG, Pa., Jan. 18.—Officers elected for 1941 by the Harrisburg Musical Association, Local 269, AFM, were installed at a recent meeting, with Edward Brubaker being inducted as president for a third successive term.

Other officers elected were Clarence Roberts, vice-president; Lewis W. Cohen, secretary; Simon W. Beach, treasurer; George Naugle, John Price, Ted Brownagle, Clyde Moser, and Salvatore Colangelo, members of the executive board; Mark Evans, Michael Hoffman, and Frank Blumentine, trustees, and John M. Derrick, sergeant at arms.

NORTH ADAMS, Mass., Jan. 18.—Gordon Benoit was re-elected president of the Musicians' Union, Local 96, at the annual meeting here.

Other officers elected were: Vice-president, Charles Trudeau; treasurer, William Toohy; secretary, Byron G. Briggs; sergeant at arms, Edward Nichols; tax collector, Frank Luscia.

QUINCY, Ill., Jan. 18.—Local 265, American Federation of Musicians, elected the following officers: Melvin Blackwood, president; Carl Landrum, secretary; Arthur Coffman, treasurer, and LeRoy Bates, sergeant at arms. Frank Malambri, E. R. Maier, and Paul M. Buckle were named trustees.

FOND DU LAC, Wis., Jan. 18.—F. J. Wenzlaff was elected president of Local 309, American Federation of Musicians. Other officers named are C. J. P. Horn, vice-president; W. H. Jans, secretary-treasurer; William Kimpel, business agent for Fond du Lac County; Allan Ammel, agent for Calumet County; Lester Thuerwacher, sergeant at arms; Wenzlaff, Horn, Peter Lepine, Robert Heller, delegates to Trades and Labor Council; Wenzlaff, Jans, delegates to national convention; William Rosenbaum, Raymond Roehrdanz, auditors; Anton Schantz, Joseph Schmitz, Earl Huebner, examination board.

BUFFALO, Jan. 18.—Local 323, AFM, re-elected all but two executives. Raymond E. Jackson remains president for fifth term; Lloyd B. Gist, vice-president; Lloyd V. Plummer, secretary; William A. Kelly, treasurer. Executive board newcomers are Edgar L. Hurt, replacing Clarence Martin, and Cecil Stephenson, in place of Oscar Summers, while Christopher Johnson and Harold V. Wallace are repeaters. Carey M. Spector, board chairman, was re-elected. Clifford D. Farris stayed on as sergeant at arms.

MEMPHIS, Tenn., Jan. 18.—W. A. Ward was elected president of the Memphis Federation of Musicians, AFM. Others taking office were Homer Gentry, vice-president; Herb Summerfield, treasurer, and R. L. Lessem, secretary-manager, installed for ninth term.

Selling The Band

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

Waxed Press-Manual

MUSIC Corporation of America, along with the usual advance publicity and press-manual brochures that go out to all band buyers and theater managers booking an engagement for its talent, has added a special press-manual for six half-hour radio scripts on Benny Goodman. What is believed to be the first thing of its kind ever done, the scripts are based on Benny's recording career and called *Words About Music*. The idea originated with Hal Davis and Leo Lieber, Goodman's space grabbers who recently tested the scripts on WOV, New York, to good results.

Each script is a complete show in itself, with one broadcast devoted to band's arrangers, another to the vocalists, still another to instrumentalists, and so on. With it goes a complete list of every Goodman record to date and its number. The band buyer upon receipt of the scripts places them on a local station to be used in conjunction with Goodman recordings, in the station would normally have on hand, a week or even several days prior to the band's personal appearance in the town.

One of the neatest and most effective promotion stunts used around Buffalo in some time is being employed by Ralph Barlow and the Dellwood Ballroom, where the band is currently featured. Songwriting ability of this crew served as the inspiration.

Barlow hit upon the bright thought that

Friday night, dedicated to fraternities and sororities, could be boosted by playing up to the high school trade. He went to school principals and proposed to compose a new school song every week, featuring a different School of the Week each Friday when the tune would be introduced. Idea caught on and the young crowd now runs its frat and other school dances when its alma mater is on the calendar for the spotlight.

So far three high school victory marches have been written by Barlow and his men, and attendance on Fridays has never been better. Promotional tie-ups include pamphlets, put out by the Dellwood management, and passed out to the young crowd, which plug the ballroom, the band, and Collegiate Night, and contain printed lyrics of the respective tune of the week. Announcements at the respective school, large signs, cards, etc., let the kids know of the feature honor plenty in advance. Other tie-in is provided by Barlow's Thursday night remote over WEBR, when he builds the program selections around the new tune, officially to be introduced the next night. He also plays the already featured school tunes at previous weeks with audience participation in the cheers and claps.

Not stopping at songwriting, Barlow steps down among the crowd on Fridays and teaches the kids the conga, which he learned during a three-month engagement at Escambron Beach Club, San Juan, Puerto Rico, last summer. Each week a new step is offered to the school trade. Management (See SELLING THE BAND on page 27)

Flu, Weather Hit Stem Grosses; Many Players Ill

NEW YORK, Jan. 18.—During the past week understudies in many of the light shows were called on to take over, due to an invasion of flu and grippes in the theater. And Thursday's storm caused a noticeable drop in attendance figures except at the established hits. Attendance had already been hit by city-wide prevalence of disease.

In one show three major roles were handled by understudies. A few of the casualties in other shows were able to go on. Illness also caused the postponement of at least three productions and is the reason for another's closing.

On the heels of generally slim takes due to widespread illness came Thursday's inclement weather, and box office and ticket agency receipts fell still further. Some of the performers on the mend were forced back to bed, and theatergoers found other entertainment within their homes. Only the smash hits were unaffected Thursday night, and many productions played to half-empty houses.

Gertrude Lawrence, star of *Lady in the Dark*, is on the sick list, and because of this the premiere, originally scheduled for last Thursday (16), was postponed a week. However, three benefit performances will be given before the opening, according to present plans.

In *Pal Joey* Vivienne Segal, Gene Kelly, and Lella Ernst, major principals, substituted, and David Jones, Jean Tyburn, and John Castro, understudies, took over. After the performance they received an ovation. Only \$300 was returned when the stars' illness was announced.

Al Johnson, whose illness caused the omission of last week's performances of *Hold On to Your Hats*, announced that the show would close February 1. The closing will throw 100 people out of work.

Jo Ann Sayers (*My Sister Eileen*), Howard Lindsay (*Life With Father*), Victor Moore (*Louisiana Purchase*), and Betty Hutton (*Panama Hattie*), grippes sufferers, were able to give performances.

Another premiere postponement was due to Jock MacGraw's broken arm. He was to appear in *Parade Street*, but a substitute had to be engaged. The opening is now set for January 22, a day late.

American Academy Students Present "Berkeley Square"

NEW YORK, Jan. 18.—The seniors of the American Academy of Dramatic Arts presented John Balderston's *Berkeley Square* at the Empire Theater last Friday (16). The latest cast, in spite of almost uniformly good readings, provided a dull afternoon because of generally slow playing.

Dorothea Marion did well with the small part of Marjorie, and William Sheehan managed to make Mr. Thorolte less objectionable than is usual. Vivian Warren was a charming Mrs. Barwick. The honors of the afternoon, however, go to Paul Wynn's Cumberbund, and the author's ideas at all. Lady Ann emerged as a shell-voual shrew, tossed on and off the stage by Alice Crowley, while Grace Johnson treated Kate rather palely, failing to suggest the necessary fire and positivism of the part. Richard Castaine read Tom haltingly and Dorothea Craft evidently never heard of the disease of the Duchess of Devonshire.

The rest of the cast was adequate. Kirk Douglas appeared as Clinton, William Thompson as Stanley, John Wilkes as the Ambassador, and Margalo Francis Wilson as the maid. M. A. B.

From Stock to Night Spots

PORTLAND, Me., Jan. 18.—Robert Perry, member of the Guy Palmerton Players at the Civic Theater, which closed after 40 weeks, stayed over in the city to act as entertainer at the Hawaiian Boom a cocktail lounge in the Columbia Hotel.

New Plays on Broadway

Reviewed by Eugene Burr

FULTON

Beginning Friday Evening, January 10, 1941

ARSENIC AND OLD LACE

A comedy by Joseph Kesselring. Staged by Eraldoone Windust. Setting designed by Raymond Stovey. Built by William Kellon. Directed and painted by Robert W. Bergman Studio. Press agents, Richard Maney and Ted Goldsmith. Stage manager, Walter Wagner. Produced by Howard Lindsay and Russell Crouse.

Abby Brewster Josephine Hull
The Rev. Dr. Harper Wyrley Birch
Teddy Brewster John Alexander
Officer Brophy John Quinn
Chief Klein Bruce Gordon
Martha Brewster Jean Adair
Elaine Harper Helen Brooks
Mortimer Brewster Allyn Joslyn
Mr. Gibbs Henry Herbert
Jonathan Brewster Boris Karloff
Dr. Einstein Edgar Stehl
Officer O'Hara Anthony Ross
Lieutenant Rooney Victor Sutherland
Mr. Witherspoon William Parkie
The Acting Actress Play Takes Place in the Living Room of the Brewster Home in Brooklyn. Time: The Present.

ACT I—An Afternoon in September. ACT II—That Same Night. ACT III—Scene 1: Later That Night. Scene 2: Early Next Morning.

You'd hardly think that mass murder, whether committed by old ladies in Brooklyn or legalized professionals in Europe, would be a matter for much mirth these days, but Joseph Kesselring, by a sardonic inversion of the accepted verities, has made it acutely funny in his *Arsenic and Old Lace*, which was presented last Friday night at the Fulton Theater by Messrs. Howard Lindsay and Russell Crouse, under the hilarious direction of Bretaigine Windust. From start to finish Mr. Kesselring's tale—which involves a mere 25 murders all told—is an uproarious howl, striking constant sparks of laughter not only from its madly inverted moral values but also from the sad situation of a dramatic critic surrounded by murderous maniacs (not actors). The reviewers so handily pardoned throat, both collectively and, by implication, individually—and the suspicion remains that Mr. Kesselring really wrote his three acts just to get to the point at the end of them when he makes his critic call himself a seven-letter word meaning an illegitimate offspring.

The title is fitting enough, since the play concerns two lavender-and-old-lacey ladies in Brooklyn who substitute arsenic for the lavender. They feel sorry for lonely old gentlemen, so they take them on as boarders and then murder them with a concoction of elderberry wine, arsenic, strychnine, and prussic acid. Meanwhile, they live on jolly terms with the cops on the beat, entertain the minister, and feel that they're doing good in their own small way. To complete the balmy family picture, they have three nephews—one, thinks he's a Theodore Roosevelt, the second is a maniacal killer—and the third is the dramatic critic. The lad who thinks he's Roosevelt lives at home, digging the Panama Canal in the cellar—and he obligingly dumps the old ladies' victims into the locks, under the impression that they're yellow fever victims.

The critic, who's not yet entirely insane, falls in love with the neighboring minister's daughter, and inadvertently blunders upon the dark secret of the secret. From that point on the madly hilarious action concerns his efforts to stop the murders and at the same time save his aunts—who are righteously indignant when he tries to tell them that their philanthropic efforts aren't really very nice. Things are hectically complicated by the return of the murdering brother, on the lam from a prison for the criminally insane, now a plastic surgeon and a hot stiff in town. He's a bit sore at the surprise because the latter, while drunk, has made him over to look like Boris Karloff—an accident that seems quite convincing on the Fulton stage, since Mr. Karloff himself plays the part.

The badgered critic tries to get his brother out of the house; but the brother discovers the old ladies' gentle predilection uses it as a threat, and to their sorrow dumps his own hot stiff into the nice new grave that has been prepared for the old ladies' own last gentleman. He's also a bit sore to find that by staying right there in Brooklyn they've run up the same cadaver score as he has amassed by traveling all over the world—12 apiece.

In the end the critic, after almost

getting murdered in a melodramatic scene that is never able to match the surrounding farce, has crazy Teddy committed to an asylum. The old ladies are then committed at their own request, in order to take care of him, resolving the doubts of the police that sane people can be committed by telling about their 12 gentlemen in the cellar. Obviously, they're crazy to think that there are any corpses around the house, say the cops. The critic鬼鬼地 discovers that he can marry his lass without fear of tainted blood, because he was born out of wedlock to a different father, and the murderer is led away, gloating that his aunts will go to the asylum before they have time to beat the tied score of 12. Whereat, as the curtain descends, his aunts turn toward the superintendent of the insane asylum, with grateful faces and a brimming bottle of elderberry wine.

The synopsis is detailed at some length to give you a rough idea of the play's madness—yet no synopsis can really do that. To get any sort of real idea you have to hear the constant succession of hilarious lines, and see the terrific comedy direction that clothes their delivery in a three-act whirl of belly-laugh. The direction, incidentally, extends even to the curtain call; the second call shows the burr stage being thrown out from the cellar door walk 13 previously unseen gentlemen to take their bows.

The cast is as good as the script and the direction; paced splendidly by Josephine Hull and Jean Adair as the two sweet old murderesses, it turns in a long succession of terrific jobs. Notable is Mr. Karloff's first stage performance, which proves him a sterling actor in any medium. Not content merely with distributing horror, he creates a full-length portrait of the murderous maniac and fits himself into the ensemble playing with modesty and great effect. Allyn Joslyn offers his always excellent readings as the critic, Helen Brooks does the best job of her career as his fiancée, Edgar Stehl (probably the greatest actor in America today) creates another splendid character portrait as the plastic surgeon, and Anthony Ross does a hilarious job as a cop who wants to be a playwright.

What with the shellacking they get in the script, the reviewers were practically forced to rave the show, in order to prove that they can take it. Fortunately, tho, it deserves all the raves they can give it.

BELASCO

Beginning Sunday Evening, January 12, 1941

MR. AND MRS. NORTH

A comedy by Owen Davis, from the stories by Frances and Richard Lockridge. Directed by Alfred de Liagre. Setting designed by Jo Mielziner and executed by Studio Alliance. Press agent, Jean Dolyrmis. Stage manager, Gene Brent. Assistant stage manager, Gordon Duff. Presented by Alfred de Liagre.

Mr. North Albert Hackett
Mrs. North Tilo Vuelo
Chief Brophy Peggy Conklin
Clare Brent Barbara Woodell
Louis Berex Owen Davis Jr.
Jane Wilson Joan Marlowe
Ben Wilson Lew Lindsay
Clinton Edwards Lewis Martin
Cooper, a Policeman Wylie Adams
Mrs. Brooks Catherine Lawrence
Mr. Brooks Gordon Duff
Lt. Weiland Philip Ober
Detective Mullins Millard Mitchell
Jenkins, Ambulance Driver Bob Ast's Medical Examiner William Barry Jones, Police Photographer Don Haggerty Ross, Fingerprint Man Harold Coper Miller, Bar Man Horace Cooper Inspector G'Malley Stanley Jessup Timothy Barnes Frank Wilcox

The Norths' Apartment on Greenwich Place, New York City.
ACT I—Scene 1: Tuesday, October 25, 4 P.M. to 1:30 P.M. Scene 2: 8 P.M. to 9 P.M. That Night. ACT II—Wednesday, October 26, 10 A.M. to 11 A.M. ACT III—Friday, October 28, 5 P.M. to 6 P.M.

Mr. and Mrs. North, a mystery play made by Owen Davis from the stories by Frances and Richard Lockridge and presented by Alfred de Liagre at the Belasco Theater last Sunday night, seems a bit like a return to the theater of 15 years ago, when machine-made who-dun-its were flooding both the stage and the bookshelves' stalls. In the theater of today it appeared slightly archaic—like an old-fashioned mantelpiece clock with an exposed mechanism. Today a mystery must have some sort of underlying idea or sudden twist to give it zest, at least on the stage; the Davis-

Lockridge opus is merely a routine and obvious hack-work.

It tells of Mrs. North, a flighty, silly, and annoying woman, and Mr. North, her long-suffering spouse, as they return after several days' absence to their Greenwich Village apartment and, on opening a closet door, discover the inevitable. At first the deceased seems entirely unknown to them, and then rather inexplicably they discover that he's had connections not only with them but also with most of their friends. Those friends are the more or less routine lot that you'd expect—the corpus delicti's estranged wife, her lover, who was one of the deceased legal clients; the defunct's light of love, her husband, and another lawyer who had had business trouble with the victim.

A police lieutenant and his assistant, both obviously weak-minded, take over and fail to arrest all the most obvious suspects. Instead they allow Mrs. North to offer problematical aid and conduct the entire investigation in the Norths' living room. A postman who has an important clue is also murdered in the apartment. (The Norths still live in it), but nobody makes the obvious and philanthropic move of murdering Mrs. North. The pedestrian and far from intricate clues are finally unraveled, and just before the last curtain Mr. North is arrested. He isn't the murderer, of course. Just who is remains, as usual, a trade secret, but the final solution has something to do with lobster shells—a fact that was suspected by everyone as soon as the show was mentioned somewhere in the city. The murderer, incidentally, had probably the weakest motive of anyone in the group.

For some reason we all used to think this sort of thing rather interesting 15 years ago. Now it seems merely stupid and dull. No particular sympathy is aroused by any of the characters; you never really care whether the case is solved or not; and the solution is far too obvious and weak to balance the chore of sitting thru three acts of uninteresting dialog. The characters are routine stereotypes; the cops involved might have stepped out of any murder mystery on the cut-rate counters, and the plot itself is as full of holes as a used-up meal ticket. It's also just about as worn. There are many gags peppered thru the action, but the great majority of them are rather cruelly dragged in by the last few lines of their long white beards in most cases.

Mr. de Liagre's routine direction failed to help matters much, nor did the routine efforts of the large cast, headed by Peggy Conklin and Albert Hackett in the name parts. Miss Conklin had a nasty assignment in the silly caricature of Mrs. North and failed notably to take any of the annoyance out of it. Mr. Hackett, better known for his screen-play collaborations with Frances Goodrich, returned to the stage for no discernible reason, appearing neither personable nor particularly able, and reading his lines like a pale and inadvertent imitation of Victor Moore. What honors the evening had to offer fell emphatically into the laps of Philip Ober and Millard Mitchell as the detectives. Mr. Ober performed throat in his usual forthright, excellent manner, and Mr. Mitchell's hilarious playing got far more laughs than his lines. The others were all more or less incidental, and offered jobs that ranged from good to very bad. Maybe Mr. Hackett should have swapped places with the authors. It sounds as tho it might have been better all around.

44TH STREET

Beginning Tuesday Evening, January 14, 1941

CRAZY WITH THE HEAT

A revue starring Willie Hasty and Luella Coar. Lyrics and music mostly by Irving Graham. Additional music by Rudl Reif, Elsie Thompson, William Provost, Walter Nones. Additional lyrics by Richard Kollner, Kurt Kaznar, Carl Kent, Peter Kilo Smith, Walter B. Smith, Charles Schwartz, H. I. Phillips, Mack Davis, Robert Marko, Don Herold, Arthur Sheekman, Max Liebman. Production staged by Kurt Kaznar. Sketches staged by Arthur Sheekman. Dances staged by Catherine Litherald. Setting designed by Albert Johnson and executed by Studio Alliance. Costumes designed by Lester Polakow and Marie Humans and executed by Brooks Costume Company and Mme. Karinska. Additional dialog by Arthur Sheekman and Sydney Zelinka. Assistant dance director, Ted Gary. Additional production ideas by Luther Davis, John Cleveland, and Kay Kenney. Musical arrangements and orchestrations by Dan D'Amico. Vocal arrangements by Pete King. Musical director, Harold Levey. Press agents, Charles Washburn and Frank Goodman. Stage manager, Harry Howell.

Assistant stage manager, Earl J. Brisgal. Presented by Kurt Kasznar.

PRINCIPALS: Willie Howard, Luella Gear, Gracie Barrie, Richard Kollmar, Luba Rostova, Carl Randall, Marie Nash, Betty Keen, Don Cummings, The Coronets (Frances Williams, Vera Deane, Thomas Mitchell and Robert Evans), Bobby Busch, Hildegarde Halliday, Ted Gary, Wilma Morner, Vivienne Allen, Jane Hoffman, Harold Gary, Philip Gordon, Bobby Lane and Edna Ward, David Rollins, Philip King.

LADIES OF THE REVUE: Marion Bailey, Helene Hudson, Jean Stanton, Eleanor Dawn, Evelyn Bonifone, Irene Reilly, Helenita Riordan, Frances O'Day.

DANCING ENSEMBLE: Kathryn Lazell, Marion Swames, Billie Dee, Ruth Neale, Lois Call, Susan Scott, Rae McGregor, Doris Girard, Aileen Rand, Barbara Bernard, Roberta O'Grady, Pamela Clifford, Kathleen, Mithew Scocchini, Hal Anthony, Philip Gordon, Rami Martel, David Rollins, Harry Hale, Paul Bartels, Raymond Burr, William Howell, Philip King.

A glance at the credits for *Crazy With the Heat*, which Kurt Kasznar brought to the 44th Street Theater Tuesday night, indicates that the revue gave occupation to almost as many people as the Federal Theater Project. The result also brought memories of the FTP. Mr. Kasznar's too many cooks most emphatically spoiled the froth, and the result is as heavy-handed, dull, long-winded, and amateurish a musical as you could ever hope to avoid. Most of the performers do very nicely for themselves, but those who have to depend on material—such as Willie Howard and Luella Gear—rock more pith than laughter. It's only when Carl Randall, as smooth and imaginative a dancer as ever, or Betty Keen, a hoofing comedienne, are allowed to appear without any of Mr. Kasznar's material at all that the revue threatens to become entertaining.

And yet the failure is by no means due to lack of production effort. Much of the material was tried out in summer theaters, the pre-Broadway engagement saw further changes, and the result, from a strictly production standpoint, is eye-filling and highly imaginative, thanks to Albert Johnson's splendid sets and the attractive costumes designed by Les-

ter Polakov and Maria Humans. The trouble is that none of the material seems worth even a small fraction of the production work spent upon it. The sketches (by a host of writers) are almost all sad, pointless affairs, as slow-moving as they are slow-witted. The tunes (mostly by Irvin Graham and Rudi Reil) indicate only that if the composers are ASCAP members radio has won another victory by ruling them off the air. And the lyrics (mostly by Mr. Graham) rather wistfully seek for a sophistication that they don't even suggest.

The good things can be counted on the fingers of one hand, with a thumb to spare. A song called *Twist of the Wrist* is tuneful, tingling, and catchy in the approved routine manner of Tin Pan Alley and is aided by a colorful circus production and comparisons with all the other tunes in the revue. A ballet which purports to be in the Toulouse-Lautrec vein of Parisian painting allows Catherine Littlefield her one chance for entering choreography despite the set framework. And Willie Howard gets two sketches that allow him to indulge in

the hilarious comedy character-work at which he excels. One is a very funny ballet number by Snag Werris in which Mr. Howard portrays a famous Slavic dancer with the leanest shanks in the known world, and the other is an interlude by Max Liebman in which Mr. Howard is an insistent balalaika player who follows Russian chants into the ears of annoyed diners. They're very funny—but they're the only things that are.

Miss Gear is completely snowed under, being forced to deliver a deadly monolog designed by Don Herold and a steady, unexciting duet with Walter and Willie Nones as her chief chores. Mr. Randall and Miss Lane in their solo spots shine brightly as mentioned above, and so do the others fortunate enough to be occasionally unhampered by the material—Ted Gary, whose tap dancing grows more terrific with each show; Don Cumming, an extremely funny lariat twirler and monologist whose own material is almost as stale as the revue's; but who might develop into one of the nation's top funny men with a proper line; and Bobby Lane and Edna Ward, a pair of

seasonal acrobatic dancers.

Gracie Barrie, still as cute as ever, and Richard Kollmar, whose voice has shown still another fine improvement since his last appearance, are saddled with the burden of most of the songs and bear up bravely and ably. Luba Rostova, from the ballet stage, is allowed to shine only in the so-called "Toulouse-Lautrec" number, but indicates that more of her might have helped the show. Marie Nash, a buxom singer, relieves Miss Barrie of the more dramatic numbers and reveals a voice that is harsh, quavering, and frequently off key. The Coronets, a mixed quartet, erupt periodically with out becoming nearly as annoying as most mixed quartets. And a performer like Hildegarde Halliday is quite inexplicably relegated to a bit role in a single minor skit.

Mr. Kasznar, who is making his Broadway debut, showed real imagination in his conceptions—but he failed diametrically in choice of material and in making the most of his performers. The whole affair had a confused appearance and totally lacked the pacing and precision of a professional Broadway musical.

It's said—with what seems like good reason—that \$165,000 went into the production. It'll bet right now it's not the heat that the backers are crazy with.

FROM OUT FRONT

Pipsqueaks and Politicians

BY EUGENE BURR

ACCORDING to a usually reliable correspondent, there is a place known as Portales, N. M., and in Portales there is what is known as a college, tho its academic standards were not divulged by my informant. He did, however, divulge the fact that several months ago the senior students of the college held a vote and decided that film players in particular and all actors and actresses in general were more or less deficient in what the senior students of Portales called "morals." The dean of the institution put his seal upon the decision by announcing that his student body was representative. He failed, however, to say of what.

Just why the students within the no doubt sacred and certainly cloistered halls of the college should have considered such a question at all is a bit of a mystery. And, tho they considered it, just why they should have felt called upon to dignify it with a duly registered and officially approved vote is equally difficult to guess. Surely, if actors are such an immoral lot, they are beneath the notice of pure souls like the Portales students. Surely, the sanctified dean who agreed with the voters should have protected them from the contamination of considering such fallen and depraved fellows as actors. What brought the whole thing up in the first place? And, on an intimate knowledge of how many actors and actresses did the students at Portales base their no doubt profoundly considered conclusion? Since the institution at Portales calls itself a college, it would probably be heresy to suggest that its senior students are merely a group of stupid and smug young asses who, if they are representative of anything at all, are representative only of those self-righteous morons who perpetuate the world's staggering store of blindness and dirt. That there is immorality in the theater, this corner would be the last to deny. There is also immorality in newspapers, farms, advertising agencies, pulpits, colleges, and college faculties. The only trouble, as I have pointed out many times before, is that the occasional aberrations of the people of the stage receive all the publicity. A divorcing plumber is an object of annual rather than interest; but a divorcing actress gives a thrill of vicarious and unattainable glamour to every back-toothed petit-coast-hunter, the nation's 2,000 Portaleses.

More than that, the peccadilloes of those in business—even the business of "saving" souls or pouring problematical knowledge into young and equally problematical minds—can be smothered in discreet silence because of the power or influence or wealth of their practitioners; while the actor is always considered fair prey. A slave to publicity anyhow, and powerless to bring financial, political, or moral groups to his aid, he is unable to fight back.

Beyond that, too, the actor—or actress—possesses a bountiful supply of glamour. Thus, the lads and lasses of Portales can gloat over all manner of imagined lascivities and, at the same time, adopt in public a very superior moral tone toward the bright personalities they inwardly envy. It's the most gratifying possible exercise for a weak, cheap spirit.

As a matter of fact, the scale of "morals" is, if anything, greatly in favor of the theater. This reporter has been to college (tho, I hasten to add, not to the one in Portales) and he has also been in the theater. He has seen things in both; and to date he's seen nothing in the theater that could even mildly approximate the erotic vagaries of the average college dance.

In all probability, the kids at Portales were merely putting themselves in the places of their favorite stars.

RECENTLY the theater was also in danger of attack from the other front that has always threatened it—the political front. Today, of course, that danger is by far the greater. A stifling political censorship may rear its head in the American theater at any time.

A week ago last Sunday (5) a Marc Blitzstein operetta called *No for an Answer* was presented for the first of three scheduled Sunday performances at Mecca Temple in New York, on a scenery-less stage and with the musical accompaniment of Mr. Blitzstein's piano. It was, to this corner, a crude, rough, left-wing attack that grew maudlin, like all of its type, over the plight of the workers and rather foolishly violent over the largely imagined but very fendish mechanisms of dat of debbil, Capitalism.

During the following week the city license commissioner, Paul Moss, suddenly found that Mecca Temple had no license for dramatic productions, and announced that the police would keep future audiences from seeing *No for an Answer*. Just why any future audiences should want to see it I can't quite make out; but certainly, in what is at least theoretically a democracy, they should be allowed to see it if they're foolish enough to want to. The license commissioner, however, gave no for an answer, despite the fact that opera companies, complete with full scenery, has played the auditorium with no license trouble whatsoever.

He vehemently denies, of course, that the ban on future performances had anything to do with the piece's political coloring. It seems that the seats on the auditorium floor weren't fastened down as required by law; that was the only trouble.

Then, suddenly, he issued a temporary license, and the second performance took place on schedule last Sunday (12). Just what happened has not been made public, but it is said that a committee of commercial producers, none of whom has any left-wing leanings whatever, made a protest. If that's true, they were far-sighted enough to see that political censorship of any sort is a direct threat to the entire free theater of the nation.

So the first skirmish has been won; but that is no reason for long-term rejoicing. Next time the result may be different.

Review Percentages

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

"Arsenic and Old Lace"—100%

YES: Mantle (News), Whipple (World-Telegram), Anderson (Journal-American), Coleman (Mirror), Brown (Post), Lockridge (Sun), Atkinson (Times), Watts (Herald-Tribune), Kronenberg (PM).

NO: None.
NO OPINION: None.

"Mr. and Mrs. North"—83%

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

"Crazy With the Heat"—0%

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

FEAGIN SCHOOL OF DRAMATIC ART

20th Street
STAGE — SCREEN — RADIO
Speech for Business and Social Use
Day and Evening Classes
Public Relations — Motels — Theatres
Separate Children's Department
Enroll Now for Feb. 3 Term.
Rockefeller Center, 630 FIFTH Ave., New York.

Sparse Pitt Bookings; All Crosses Are High

PITTSBURGH, Jan. 20.—Four weeks' bookings is meager total for Nixon during next couple months unless unexpected shows find way to city's only legit, which is suffering sparseness again in a decade despite hefty grosses for almost every production during past few years.

Tobacco Road returns week of February 3 for ninth visit. Last time, at \$1.65 top, perennial smash exceeded \$18,000. Hallelujah comes in for next two weeks, with opening night already sold out to Mercy Hospital for benefit. The Male Animal, week of February 24, completes list.

Dennis King, in *She Had To Say Yes*, was to have played here last week, but was canceled three days before opening by Philly fold, and *Yokel Boy*, scheduled for this week, was killed when Joe Penna died.

The Man Who Came to Dinner almost hit \$40,000 in two weeks ending December 28 to set a record for the show, according to company attaches. Dante's *Sim Sals Sim* built from a weak opening to a gross of nearly \$12,000 last week at \$1.65 top.

Death an Equity 'Act of God'

NEW YORK, Jan. 18.—At Equity's council meeting last Tuesday (14) it was decided to incorporate in the rules permission for a producer to close his show without notice or penalty if a star or featured player dies during the engagement. This is figured an outcome of the death of Hurton Churchill just before the opening of George Washington *Slept Here* and the resultant dispute with Sam H. Harris, producer of the show. The union was unwilling to classify the death as "an act of God."

BROADWAY RUNS

Performances to Jan. 19 Inclusive.		Dramatic		Opened Perf.	
Arsenic and Old Lace (Palace)	Jan. 10—11	11			
Charles' Aunt (revival) (Gaiety)	Oct. 17—18	108			
Comedians (The National)	Nov. 28—43	63			
Eight O'Clock Tuesday	Jan. 6—16	11			
Fight to the West (Gaiety)	Dec. 30—24	24			
Flying Gerard, The (Playhouse)	Dec. 29—25	25			
George Washington Slept Here (Playhouse)	Oct. 18—107	107			
Johnnie Beating (Playhouse)	Sept. 18—142	142			
Life With Father (Empire)	Nov. 8, 39—502	502			
Men With Guns to Dinner, The (Theatre)	Oct. 16, 19—828	828			
Mr. and Mrs. North (Empire)	Jan. 15—25	25			
My Sister Eileen (Playhouse)	Dec. 24—28	28			
Ole Antonsonsen (Playhouse)	Dec. 23—22	22			
Separate Rooms (Playhouse)	Dec. 22—29	29			
Tobacco Road (Empire)	Dec. 4, 28—302	302			
Twelfth Night (St. James)	Nov. 19—71	71			
Musical Comedy					
Born and Grown Together (Broadhurst)	Oct. 1—127	127			
Chain in the Sky (Rock)	Oct. 25—50	50			
Crimes of the Heart (44th St.)	Jan. 14—7	7			
Hold On to Your Hats (Shubert)	Sept. 11—159	159			
Lady in the Dark (Astor)	Jan. 15—3	3			
Louisiana Purchase (Empire)	Dec. 22—23	23			
My Darling Clementine (Rock)	Dec. 22—29	29			
New Hallelujahs (Winter)	Dec. 1, 20—44	44			
Pal Joey (Broadhurst)	Dec. 22—29	29			
Parade (44th St.)	Oct. 30—94	94			

Hurricane Picks Up; White Way To Hold Show Indef.

NEW YORK, Jan. 18.—The Hurricane picked up strongly last week and not only paid off its talent in full but brought in new acts to augment the bill. Spot has a number of big parties set. Enrico and Novello and Les Cymas came in this week, and the Winnie Hoveler line of girls joins the show Wednesday (23). Romo Vincent and Joan Merrill stay over.

George White reports big business at his Gay White Way and expects to hold the current show until April, possibly longer. Show has been trimmed.

Billy Rose is continuing with his current Diamond Horseshoe revue indefinitely. No plans for a new show are under way.

Bill Robbins is setting a new show at the Coconut Grove (Park Central Hotel) to replace the current six-month-old revue around February 7. A new line of girls will be used.

Butler's is trying out a black-and-tan show policy this week to bolster falling receipts since after the holidays.

Joe Fernandez is out of the Mon Paris as partner. Spot remains open but uses little talent. Dan Healy, who originally opened the room this season as Club Encore, is continuing as an act at the Village Barn.

NEW YORK, Jan. 18.—Mike Todd, owner of the new Theater Cafe in Chicago, stated that the spot picked so well since its Christmas week opening that he intends to hold the current show, topped by Gypsy Rose Lee, indefinitely. He claims the grosses have been building each week.

Todd left for the West Coast last night (17) to buy some Hollywood names for a Broadway musical he plans to stage this season.

Lynch May Lease Adelphia Hotel

PHILADELPHIA, Jan. 18.—Jack Lynch, operator of the Hotel Walton Roof, may lease the Adelphia Hotel and take over active management.

Hotel owes back taxes and Lynch feels he can make it pay.

If and when Lynch takes over, he would probably abandon his Walton spot and revive the Adelphia's Cafe Marguery.

2 Beaumont Clubs Split Show Nightly

BEAUMONT, Tex., Jan. 18.—Two local theaters shared a five-act floorshow with a single daily show at each spot, and both Walter Casey, manager of the Crosby Hotel Club, and Vern Brown, manager of the Brown Derby, several blocks apart, said the try was a success.

More such bookings are planned for the future, since the show was one of the best seen in Beaumont.

Thru the unique contract, the show played the hotel at 8 p.m. daily and the Brown Derby at 11 p.m. Each show was of approximately hour and half duration, including cork numbers by the same band, Eddie Hayden and His Merry Lads. Acts included Landre and Vern, Mitha Weeks and Landry Brothers, Three Merry Notes, Margaret Shepherd, and the Modernettes Quartet.

Flynn's, Brooklyn, Buying Small Names; Gus Van Set

NEW YORK, Jan. 18.—Flynn's, Brooklyn, has upped its talent budget to include medium priced names.

Gus Van starts tomorrow (19) for two weeks. Aunt Jennima is scheduled to follow Van.

Paul Small, of the Morris agency, set the deals.

Free Ride for Editors

NEW YORK, Jan. 18.—Mike Todd is so excited over the success of his Theater Cafe in Chicago that he has instructed his press agent, Bill Doll, to arrange for a round trip to Chicago for local night club editors.

Probably next week-end, says Todd.

Joe Rogers' Birds Develop Night Club Up-Late Habit

NEW YORK, Jan. 18.—After getting reports that the Beachcomber in Miami made the painful discovery that its collection of birds slept at night when the cash customers were around, Joe Rogers was wroth when he opened his Rogers' Corner here. For his club has what is probably the largest night club bird cage in the world.

However, he is happy because his birds have gotten into the habit of sleeping daytimes and chirping in the evenings. (The Rogers cage contains a mike that carries the chirping and whistling out into the dining room.)

Mills Bros. To Double Between Next-Door Clubs

PHILADELPHIA, Jan. 18.—For the first time in local nitery operations an act has been bought to double between two spots. Kallner Brothers bought the Mills Brothers to headline the shows at both their Club Ball and Little Rathskeller, starting February 20 at \$700 per week.

The Kallner clubs are situated virtually next door to each other in the center of the city and a different price scale prevails at each. Ball is the class spot, with Rathskeller appealing to the masses, but billing on Mills Brothers will be equal at both clubs.

If experiment clicks, ops will continue to buy big names on the double-booking basis.

Chi Casino Put Off

CHICAGO, Jan. 18.—The proposed Casino Continental, planned to be an exclusive night club, appears to be definitely off. Considerable money had been sunk in remodeling a four-story building on the edge of the Loop. Jack Fine was front man for the project.

New Club in Houston

HOUSTON, Tex., Jan. 18.—New Carroll Club opened January 4 under management of Pearl Carroll.

Gene Lucas emceed initial show, featuring all-girl troupe headed by Jane Bane, and Lamonna and Her Girls. Three shows nightly. Lucas heads the house ork.

Baton Rouge Club Opens

BATON ROUGE, La., Jan. 18.—With no cover or minimum, the Floridan night club has opened under management of Raymond Rockhold.

Rehearsals Too Dull, So Maisie And Hazy Put On New Numbers

Dear Paul Denis:

SORRY we haven't written you for three weeks now. We've been awfully busy rehearsing our new tango and new Samba that we just had to drop them. If I got suspicious yesterday when I saw him talking to Daisy Dale, his old partner. Daisy is no chicken any more, of course, and if Hal tried to lift her, he would need a derriker. She's a chasteuse now (singer to you), but you know what they say: once a ballroom dancer always a ballroom dancer.

The truth—and this is between us, Paul—is that we never used up the last routines we had on account of those awful long layoffs. But Hal and I have gotten so tired rehearsing our new tango and new Samba that we just had to drop them. Our accompanist got so tired playing those numbers that he listened to quit unless we gave him new music. The manager of the rehearsal hall got into the habit of going across the hall and watching Gomez and Oberon rehearse a flashy new cakewalk; and the only way we could get him to come back and watch our rehearsals was to get new numbers.

We're rehearsing a new conga and, until we get the steps set, I've been wearing ankle pads. Of course, I'm not saying Hal has been kicking me on purpose, altho I got suspicious yesterday when I saw him talking to Daisy Dale, his old partner. Daisy is no chicken any more, of course, and if Hal tried to lift her, he would need a derriker. She's a chasteuse now (singer to you), but you know what they say: once a ballroom dancer always a ballroom dancer.

It's awful the way Hal and I just can't get started as a ballroom team. We look nice (you should see my new society style pants) and we have original dances (we've watched every big ballroom team for months) and we have the wardrobe (\$150 gowns, fixed up to look like French models). And now that we have Joe Pursant again as our agent, nothing should stop us. MAISIE.

P. S.—Maybe a plug in *The Billboard* would help us with the night club owners. Try to sneak in something like this: "Maisie and Hazy, ballroom team, are back in New York after a tour and are preparing sensational new routines that will, as usual, live up to their billing. *International Dancers Supreme*. They have offers from several musical comedy producers, but prefer their first love, night clubs."

No SRO at Actor Union Meetings; Plenty Can't Even Draw a Quorum

(Continued from page 4)

Guild of Variety Artists carries a proviso that local membership meetings be held monthly, no monthly meetings of the New York local have been held since the election last October. The election was in effect nullified when the officers of the local were superseded by a national executive board composed of AAAA heads.

There are about 800 in the New York local eligible to vote. A quorum here consists of 10 per cent of the paid-up membership and those who are not more than 30 days in arrears. If local election is declared invalid, the AGVA national board, which voted to carry on until January 31, may continue indefinitely.

No AGVA Convention

The AGVA constitution also calls for a national convention to be held in September. This has not been held because of lack of funds. No national election has been held, either. The AGVA publication has been suspended.

Chorus Equity has abandoned its quarterly meets in favor of one annual meeting. Despite a quorum of only 25 out of a membership of approximately 4,000, an insufficient number has shown up at meetings. Last year two quarterly and the annual meetings were postponed for lack of quorum.

Ruth Richmond, executive secretary of Chorus Equity, claims that there is a healthy condition, and that it indicates complete faith of members in those entrusted with the union affairs. "It's only when they have complaints that they'll come to meetings," she said. Chorus Equity's activities are publicized in *Equity Magazine*, published by Actors' Equity Association.

Spokesmen for Equity say that its meetings are well attended only when a vital issue is involved. No meetings, either quarterly or annual, have had to be postponed because of lack of members. Quorum here is 100. Total membership is between 4,100 and 4,200.

Junior members have no vote, altho they can take part in discussions. Equity publishes its magazine monthly. Special meetings can be called on petition of 100 senior members.

AFRA Record Good

Perhaps the best record of membership attendance at meetings among the newer unions is at the American Federation of Radio Artists. Mrs. Emily Holt, executive secretary, says that while the AFRA record is nearly perfect, only one meeting having been called off for lack of a quorum last year, she is not yet satisfied, insisting the ideal condition is perfect attendance.

The meeting that was postponed was a "rump meeting," following the election of officers, Mrs. Holt says. She claims the

important business having been completed at the previous meet, the business scheduled for that meeting was only a formality.

She says AFRA locals throughout the country report excellent attendance at all meetings.

Quorum in New York is 25 per cent of membership, but those in arrears are eligible to attend and vote. The New York local during the last year had 10 scheduled meetings.

Ordinary meetings, Mrs. Holt claims, bring out between 300 and 600 of a membership of around 4,000 in the New York local. Meetings revolving around a special issue, such as contract approval or strike calls, bring out upwards of 1,000.

Mrs. Holt says that weekly mimeographed bulletins, in addition to monthly publications, help to fill the meeting hall. These bulletins clarify the issues at hand and help the membership formulate questions, and create a strong interest in union affairs, she points out. She says that this method has succeeded so well that some members have canceled other engagements to attend AFRA meetings.

AFRA has so far held four annual conventions, the last in Detroit, with previous ones held in St. Louis, Chicago, and Denver.

SAG Weak in East

The Screen Actors' Guild, strong on the Coast, has seen its New York activity steadily dwindling. New activity may come with the popularization of the coin machine soundies.

As a result of this little activity, membership interest has decreased proportionately. At the last scheduled meeting in November, only 75 were present, according to Ruth Marston, SAG New York director, and no action could be taken since the attendance was less than the required 15 per cent quorum. There have been no meetings since. Membership of the local here is around 650. SAG publishes *The Screen Actor*, a monthly.

Defense Money Hasn't Reached Detroit's Clubs

DETROIT, Jan. 18.—Business in better night clubs still remains far from good despite the concentration of national defense plans on this city.

Typical is the Club Royale, leader among year-round suburban elite spots. Business at the Royale has shown a slow but steady pick-up since election night, partly due to individual shows. Build-up since that time has run about 50 per cent. Patronage of the Royale includes plenty of junior executives, engineers, and designers of automobiles, whose interest in national defense plans has been intensified for several months, keeping them so busy that they haven't had time to visit night clubs.

Spending for defense production has not yet spread into the average worker's pay envelope, so that the more popular-priced night spots have not been profiting either.

Using Full Week Band

HOUSTON, Tex., Jan. 18.—The Plantation Club resumes its former dance-band policy each night except Mondays. Joseph Landwehr is operator. The club will also resume Sunday matinees. Gene Beecher band opened January 14.

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

Forbidden City, San Francisco

Talent policy: All-Chinese floorshow; show and dance band. Management: Managing owner, Charles Low. Prices: \$1 minimum.

After a long struggle with bare tables almost nightly, Charlie Low unloaded most of his bank roll on newspaper advertising and that, with publicity breaks in *Life* and *Pic*, put the place over. It is now topping all night club business in town.

Scarcely a night finds any tables available, with a crowded lobby usually waiting for seats.

Show is entirely Chinese, consisting of a line of four girls; Larry Chan, the "Chinese Bing Crosby"; Noel Toy, the "Chinese Sally Rand"; the Mel Lings, dance team, and Lei Tai Ming, versatile girl singer. Show is emceed by Charlie Low in an effective straight manner.

Opens with a line of girls in an Indian number done well. Noel Toy is next in a bubble number. What she lacks in dancing is made up by a beautiful figure.

Larry Chan follows singing *Night and Day*. Did two other numbers before exiting. The Mel Lings, ballroom, on next in a routine which was well received. Team emceed with a rumba.

Line comes on again in a can-can which got a nice hand. Show closes with Lei Tai Ming, who runs the gamut of songs from Irish ballads and Western songs to the straight pop type. Girl was formerly the wife of owner Charlie Low and retains a good part interest in the club.

Show three times nightly, played by a white band. Edward Murphy.

Stork Club, New York

Talent policy: Dance band, rumba relief band. Management: Sherman Billingsley, owner. Prices: Dinner from \$2.50 and a la carte; \$2 cover after 10 p.m.

Few clubs in the country get as much co-operation from the press as this East Side room. Led by Winchell's column, which is usually dotted with Stork Club plugs, syndicated features keep this name in front of the reading public. And the cafe society crowd, which doesn't disapprove of seeing its name in the papers, keeps dropping in with profitable regularity. Billingsley, thanks to the press, has become the Barnum of the cover-charger hierarchy.

Business has been so big that the adjoining Club Room is now part of the layout, only the addition is reserved for the more coveted private parties (such as "Bugs" Baer's recent birthday party) and for the steady customers who want no musical din at mealtime.

The eye bandstand attraction, a hit with society people, is personable, energetic Sonny Kendis, pianist, who fronts a pounding musical outfit. Kendis is here in his fifth season and his popularity with Stork regulars has reached a new high. He plays the keyboard in the commercial style of a Duchin and works much harder. He pounds out sweet or hot music with equal zest and seems to have an unlimited source of supply.

Patrons who love personal attention

(and they are many) like Kendis because he goes the limit to please individual tastes. He knows show music, an asset here, since many of the musical show bigwigs are steady customers. Show tunes predominate in the current Stork Club hit parade, which includes *All Things You Are*, *Taking a Chance on Love*, *Let's Be Buddies*, *Cabin in the Sky*, *I Could Write a Book*, *The World Is in My Arms*, *The Last Time I Saw Paris*, and *Frenesi*.

A four-piece rumba combination, fronted by big, sexy Dolores del Carmen, features Latin music. She can shake a pair of maracas with more contagious rhythm than most Latin beauties around here, and she is probably the principal reason patrons leave the tables for the dance floor during her sessions. She was recently at Leon & Eddie's and the Fairway Yacht Club and succeeded Juanita Rios here only a couple of weeks ago. Sam Honigberg.

Jack Lynch's Walton Hotel Roof, Philadelphia

Talent policy: Dance and show band, two rumba bands, production floorshows at 8:30 and 12:45. Management: Jack Lynch, owner-manager; Victor Lacinak, assistant manager; Louis Cousoff, Tropical Bar manager; Rudy Kistner, maître d'; Sam Bushman, press agent; William Morris agency, booker. Prices: Dinners from \$1.25; drinks from 75 cents (50 cents at Tropical Bar); no minimum, no cover.

It's still the shell of the *Wine, Women, and Song* production, the season's opener, on tap. Instead of emphasizing the production elements on what was originally an eye-sparkler, Jack Lynch has given it a new lease by inserting sock specialties. Still retained is the *Wine* lead-off act, emcee Bob Russell, as wine master, introducing the dozen show girls lavishly costumed to represent the various vine flavors. Scene is highlighted by the ballroom waltz of Patricia King and bandstand maestro Neil Fontaine, and more so by Miss King's bacchanalian tasty terpsichore.

Lee Lamont, as strong on Latin looks as she is on stepping, is a toe-tapping delight to Spanish tempo. Does two turns. Easy click.

Guili-Guili, mag! in Persian costume, baffles no end in producing baby chicks and rubber balls from the most unsuspected places. Invariably everything comes out of his mouth, including a clothes line containing miniature flags of all nations and even a live chick.

Myris Chaney and Ed Fox, ever favorites here, please no end with their ballroomatics. Town can never seem to get enough of them. Tee off with a waltz, then into a Meridan peasant delight, the Chopanics, follow with stepology to a rhumbogic setting and wind up with a bit of jitterbug. However, they can never call it a turn here without their cakewalk. Team rings in maestro Fontaine for the struttin' finish.

Bob Russell is another who literally has to fight to get off. Singing as ever

on the sweet side, mixing up the lullabies with the more dramatic ditties, equally proficient on both types for his bary voice, Russell offers *America I Love You*, *Down Argentine Way*, and a socio *Memory Lane* production that's more than just a melody. Encores with *The Last Time I Saw Paris* and *Donkey Serenade*. Could easily have complied with five more songs.

Song setting winds it up, show gals go down to glorify the various types of American songs. Calls for audience participation on *Street Adeline*. Show runs 85 minutes but never a lull. Neil Fontaine (14) still potent for the show and dance tempos, with Augusto Sabahia (6) for the conga.

Tropical Bar, on the opposite corner of the hotel roof, offers intimate entertainment on its own. Has Vera Neva, Helene Heath, and Leona Starr as song ladies; Nino Nanni piping to his own pianology; Lou Morrison, piano rambler, and Vincent Rizzo's ork (4). Louis Couzoff manages this amen corner. M. H. Ordenker.

Hotel Sheraton, Murray Room, New York

Talent policy: Dance band; floorshow added during guest nights. Management: Sheraton hotel chain; Spencer Sawyer, manager; George MacMurray, press agent. Prices: Drinks from 50 cents.

This staid room reopened for the season Thursday (18) with no physical changes and little change in entertainment policy. Spot is fortunate in having a steady clientele of conservatives.

Only steady feature here is Lou Lang's ork. A dance team will probably be added shortly. Lang is an ingratiating maestro and epases as well as conducting audience participation contests with a bottle of liquor as the prize.

Best of the talent opening night was the septa trio, Singamalia. Lads are hard workers with a solid melodic and harmonic foundation as well as a good sense of comedy. Less facial exaggerations would help them immeasurably. The group showed up best with a burlesque of *Arditi's Il Bacio* and a rib of the *Rigoletto Quartet*. Also scored with the spiritual *Fare You Well* and their rhythm numbers.

Lucille Matthews, balladist, did a good job of selling *You're the One* and *Go, Peggy* songs, although regular with the spot's habitués, failed to register with her rhythm songs, her vocal foundation not being a good enough peg on which to hang her comic interpolations.

Lang's ork, with the leader at baritone sax, backed by bass, piano, drum, and fiddle, provides capable show backing and pleasant dnasipation. Joe Cohen.

Queens Terrace, Woodside, Long Island, N. Y.

Talent policy: Production floorshows at 11 and 11:30; show and dance band. Management: Tony and Louis, co-managers; Jimmy Russo, ork; Ira Morais, press agent; Noel Sherman, producer. Minimum 75 cents weekly except Fridays and Sundays (\$1), and Saturdays (\$1.50); dinner from \$1.

One of the better known neighborhood night clubs which, in physical appearance, stacks up with most of Manhattan's good crop and spends between \$500 and \$600 weekly on entertainment, which is probably double the amount allowed by its competitors. Room seats 800, and fills up week-ends and banquet nights. Layout is cold on normal nights and show suffers accordingly. If sections of empty tables could be curtailed off, the surroundings would be more intimate.

Show is pretty but not strong. The production touches lend color and undoubtedly help to cover up the weaker points among the acts. Sherman staged three numbers, employing his eight-girl line, emcee, dance team, singer, and ferm tapper. The bright spot is the minstrel finale, corny but flashy. Danny White is emcee and Jack-of-all-trades throughout the show. His dances, dances, sings, gaps, and shakes hand with customers between shows. His forte is eccentric Jimmy Savo style of work which brings out his personality and showmanship. His talk material can stand some whitewashing.

Marian Joyce, good-looking brunette, worked in a forced style. Did *Down Argentine Way* and *More Than You*

Kinds, both over-arranged. Rosalyn Gordon is a capable dancer, filling in her early spot nicely.

The MacArthur work in Colonial costumes and open and close to a slow theme song. Different, but of no value to the act. They did two numbers, both slow. Their smash tricks were saved for the minstrel finale. Appearance is okeh.

Paul Muro's band plays the music in stock fashion. During intermissions, Frank Decker, tenor and pianist, entertains.

The main room is in a cellar. Upstairs, near the entrance, is the beautiful, circular Zodiac Bar, which features the comedy music of Bill Turner and His Dead Enders. Sam Honigberg.

Bal Tabarin, San Francisco

Talent policy: Show and dance band; floorshows at 9:40 and midnight. Management: Tom Gerun and Frank Martinelli, owners. Prices: Dinner, \$2 and \$3; \$1 minimum, no cover.

After a six-month run of the sensational *Grandfather's Follies*, anything but a production idea following, regardless of the caliber of talent, seems to be a wasted effort.

The patrons of San Francisco's No. 1 nocturnal rendezvous have been "spoiled" and demand a stage full, with plenty going at all times. Current show, also there's some mighty fine talent, just doesn't seem to jell.

Emceed by band leader Garry Nottingham, show line-up consists of 10 Helene Hughes Dancers, Joe Termini and Company, and the Five Maxelloe, the latter holdovers from the previous show. Opener by the Hughes line is a tap number selling idea of train effects right down to the tail light. Number was well done and got a nice hand.

Joe Termini and Company next in familiar vaudeville routine. He was handicapped somewhat opening night when his electric guitar failed in power. Act, however, finished strong, with his femme partner doing a whistling bit.

Specialty recruited from line fails to click for several reasons—bad routine, no personality, and skimpy wardrobe. Five Maxelloe follow, three men and two girls, and they have plenty of punch. For added laughs they call on volunteers from the audience, getting the crowd in hysterics. Hughes line closes with a number which, although done well, is reminiscent of dancing school days.

Business very good at show caught. Gary Nottingham's ork in its third year at the spot. Handles show and dance music well. Edward Murphy.

Absinthe House, New York

Talent policy: Singing waiter entertainment after 10 p.m. Management: Louis Bloomfield, manager; Bill Doll, press agent. Prices: \$2 dinner.

Harry Bloomfield ran the food and drink concessions at Mike Todd's Gay New Orleans show at the World's Fair last summer, and now he's moved his Absinthe House concession into 52d Street (once called Swing Street).

Practically across the street from Montmarish Leon & Eddie's and next door to a bunch of one-room hot spots, this four-story night club, with its charming, bright exterior, stands out on the street like a lighthouse. The exterior has been remodeled to simulate an old-fashioned New Orleans building, with arabesque-type ornamentation as decorations. The interior is especially attractive with its well-lighted gray walls and burnt orange upholstery.

The street-level barroom has the Basin Street Four, colored singing waiters, entertaining after 10 p.m. while Putney Dandridge, colored pianist, accompanies. They pop tunes, comedy requests, and Southern melodies, and are good entertainers, but their engagement here, incidentally, has brought picketing

New York's New ACE Comedian!

JACKIE GLEASON

Held Over LEON & EDDIE'S, New York

Thanks, Gentlemen of the Press, for those well mentions

WALTER WINCHILL N. Y. Daily Mirror	DANTON WALKER N. Y. Daily News
DOROTHY KILGALLAN N. Y. Eve. Journal	★ LOUIS SOBOL N. Y. Eve. Journal
LEONARD LYONS N. Y. Post	

Thanks, Trade Press

THE BILLBOARD, Jan. 11, 1941, Possibilities for Legit—Musical: JACKIE GLEASON—young emcee-comedian now at Leon & Eddie's, New York night-club, after a long run at the near-by Club 18. Has been working night 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 . . . surprising results . . . very funny.

VARIETY, Dec. 25, 1940:

Jackie Gleason, ex-Club 18, emerges as a facile cafe-funster, as evidenced by his work at Leon & Eddie's, N. Y.

Personal Mgt.: FRED LAMB

Legit: HARRY BESTRY

Denison's

60 Years of Hits

Songs
Minstrels
Musical Comedies
Operettas
Vaudeville Acts
Blackface Skits

We supply
all entertainment
needs for lodges,
dramatic clubs,
schools, etc., and
forever occasion.

Catalog Free.

T. S. DENISON & CO.

209 N. Wabash Ave., Dept. 18, Chicago, Ill.

by the waiter's union, which for years has been trying to eliminate the singing waiter profession. (The union says: either be a waiter or a singer, but not both.)

The first floor is for dining and has a definite charm. The waiters bring you the menu on a large blackboard and one of the New Orleans specialties is pompano on papillote (fish cooked in paper bag). The second and third floor have not been opened as yet.

Food, drinks, and service are excellent. *Paul Denis.*

Rainbow Room, New York

Talent policy: Floor disengagement at 9:15 and 12:15; dance and show band. Management: John Roy, director; Edward Seay, assistant. Prices: Dinner from \$2.50; cover \$1 for supper except Saturdays (\$2).

A diverting show, composed of three continental-style acts not seen in town much. If at all, opened here Thursday evening (18). It's not the best show John Roy has put on view here, but it's good enough. Ben Cutler and orchestra replaced the Eddie LeBaron band the same night, too.

The show opens with Keith Clark, a dapper young man in gray tails, doing standard sleight-of-hands with cards, cards, and handkerchiefs, spiced up with a bit of humor and a French accent. His color-changing bow tie and handkerchiefs and the trick played on the cards. He drew a few laughs and some applause.

Rolly Rolls followed and found the patrons much warmer. He is another young man and opened with a fast piano number and then began to hoke up concert playing, banging on the keys, pulling out hammers, and mugging something like a foley stuff, but performed with a slick-looking fellow, and apparently hit what this audience liked. Drew liberal applause.

Capella and Beatrice, ballroom team not in town in a short-lived musical show, offer the usual routines, but highlighted by spectacular overhead spins that always drew applause. Did five numbers, too, in a set, and Capella shouldn't have introduced three of the numbers while out of breath and in difficult-to-understand English. The girl's own, too, is too gaudy for this room, despite these handicaps, they punched across their routines.

Cutler introduces the acts and leads his solid, thoroughly danceable band for the well-handled show music as well. Cutler leads his pleasant variations to some of the current and often duets with brunet Virginia Hays, who is okay. The band's fiddle arrangement of Viennese waltzes, incidentally, is fine. Miss Hays fills music intermissions by singing to her own piano accompaniment. Fair.

Dr. Sydney Ross entertains at the tables by request, his personality and intriguing sleight-of-hands as attractive as ever. *Paul Denis.*

Palmer House, Empire Room, Chicago

Talent policy: Dance and show band, three bands; floorshows 8:15, 10, and 12:15. Management: Edward T. Lawless, general manager; Merriell Abbott, producer; Albert C. Fuller, publicity; Victor (Fritz) Wagner, headwaiter. Prices: Dinner \$3; supper \$2.50, except Saturdays and holidays, when 50 cents is added; minimum, daily \$3 (10 p.m. supper \$2.50); Saturdays and holidays \$3.50 (10:30 supper, \$3).

New Empire Room show is sock entertainment all the way. Eddy Duchin, back for his fourth engagement after an absence of two years, was given a tremendous reception. His piano magic and volatile personality won hearty approval, and his orchestra's dance music found instant favor. The Merriell Abbott Demos start the show with a novel opener, the girls appearing as waitresses carrying trays, and after some byplay between Duchin and Headwaiter Fritz Wagner the "waitresses" go into a clever production number called *Night Special*.

Bob Evans, ventriloquist, a newcomer to the "big time," appears to be destined to go to the top. Until recently he played only small Chicago cafes, but a week at the Chicago Theater led to a highly successful New York engagement. A clever artist, Evans makes a nice appearance and has an excellent delivery. His patter is good, but some of it could be made more up to date. He's best on the vocals, which put him over big.

Eddy Howard, singer and songwriter, is a solid hit with his singing of popular ballads including his own *Caroles* and *Remorse* of *You are such oldies* as *Wonder Who's Missing Her Now?* Maureen

and Cordoba are brilliant ballroom dance-team artists whose numbers are the scene of grace and skill. They pleased mightily with a variety of routines, among them *Pan-American Tango* and *Favo Doble*. Merriell Abbott Dancers conclude the show with a beautiful routine, *Say It With Music*, in which they play miniature pianos and indulge in a bit of comedy with Duchin. Costumes are gorgeous, and special scenic effects are used.

In the 10 o'clock "little show" Julie Robbins, singer with the band, offers *Best Me Diddy, Eight to a Bar* and *Old Man Mose*. She has a world of personality and sells herself magnificently. Lou Sherwood, also of the band, sings *Nancho Grande* pleasingly. Feature is Lorraine Santucci, a graduate of the Abbott dancers. She's a lovely girl and talented dancer and her graceful routines won tremendous applause. *Nat Green.*

Hotel Waldorf-Astoria, Empire Room, New York

Talent policy: Dance band and entertainment at 8 and 12 p.m. Management: Lucius Boomer, hotel manager; Ted Saucier, publicity director. Prices: \$1 cover from 11 p.m., \$1.50 Fridays and Saturdays.

After stellar bandstand attractions recently like Kay Kyser and Eddy Duchin, this room is now offering a face new to New Yorkers—Leighton Noble, Boston hotel favorite making his first Manhattan appearance. Stronger name value in the current show is represented by Yvette, NBC and Bluebird record chanteuse, with the entertainment completed by Russell Swann's infantile prestidigitator and superlative comedy.

Also there are moments when Yvette's French patois is abashed just a bit too heavily to sound completely convincing, these are in the minority, and she turns in a highly effective performance of vocal and visual song-selling. Her in-person tune-and-lyric projections are far more compelling than are her interpellations in the one-dimensional radio and record fields, due to looks, poise, and a personality that definitely registered under a spotlight. Her songs are mostly pops, arranged well and sung intimately, with warmth and a great deal of graceful charm.

What Swann lacks in the way of starting (or even good) magic tricks, he more than makes up for with one of the naughtiest, most amusing comedy routines in niter circles. His magic stunts are, for that matter, not much more than a peg upon which he hangs some exceedingly funny lines and bits of business, not the least humorous of which is the running gag of repeating practically every announcement loudly in the ear of some ringer. He picks on an apparently hard of hearing. The gag itself and some of its embellishments are highlights in a witty, satiric spoof of magicians. A comedy turn that is truly clever.

Noble's band stays pretty strictly within sweet music boundaries. It's a capable crew, playing its type of unobtrusive music nicely, rhythmically, and quietly. Caught at a dinner session, the boys were even quieter than they undoubtedly are at the supper sets when a corner of the lid at least is allowed to be lifted. Its admirable music, however, for this type of room, which doesn't draw the young crowd and relies on people who like to think of brass as something amovars are made of. *Daniel Richman.*

Slapsie Maxie's Frolics, Miami

Talent policy: Show and dance band, rumba band; three shows nightly. Management: Sammy Lewis. Prices: Dinner from \$1.50; no cover.

Slapsie Maxie has come to town. And of all the slap-happy, madcap midnight bistros, this new venture is kinskin. The new club is located on the site of the ill-fated *Frolics* Club. Show is under direction of Sammy Lewis, if it can be said that there is direction to the affair. There's direction all right, all of 'em at once. Like a diving circus, there's activity all over the lot. Maxie Rosenbloom, Joe Frisco, and Cully Richards climb on and off the stage, wander thru the audience—there's no routine, they scramble madly all over the place, say whatever comes to mind, whenever the mood strikes 'em. Rosenbloom is 100 per cent Slapsie Maxie—he catches a lot, but he pitches a lot of laughs. Joe Richards is a socko. His wit is keen and he has the gift of timing. Frisco, complete with cigar, is equally

adept with his tapping toes, or with a steady stream of chatter. If anything is lacking in this show, it's a shortage of stuttering Joe.

Margie Garrison and Carolyn Marsh, singers, do their bits effectively, without losing a bit of the show's pacing. And that's an achievement. Sammy Lewis pops up all thru the show—he dances, heckles, and generally keeps the show, and the audience, too, buzzing. Very effective.

Babe Russin's orchestra plays both for the show and dancing, alternating with Jose Lopez and Rita Rumba Rambles. *Fred J. Gobeille.*

Ruby Foo's Beachcomber, Providence, R. I.

Talent policy: American and native band; floorshows at 7, 10, and 12. Management: Ruby Foo, operator; William Kennedy, manager. Prices: Minimum \$1 weekdays, no Sunday dancing or minimum, no minimum at bar.

Providence's first real downtown night club, this place was opened by Monte Prosser and Ruby Foo, under management of Tommy Maren, October 1, in the remodeled Mexican Room of the Crown Hotel. Shortly after, Prosser relinquished control to Ruby Foo, and Maren returned to his Boston spot.

Remodeling and decorating follows usual Beachcomber style, with floor broken by ramps, wide use of fireproofed straw matting and bamboo, palmleaf thatch work, dim indirect lighting supplemented by candle hurricane lamps on tables, waiters in native blouses, etc. Novelty of spot has been contributing factor in steady build-up in patronage in a community which formerly hunted out the roadhouse spots or else sought swank hotel dining rooms for its night revelry. Small dance floor limits number of dancers, but place can seat 250.

The Continentals, four-piece "pop" dance band led by Eddie Caputo, alternate during evening with Chico Simone's six-piece conga-rumba band latter featured. With Simone leading, band comprises Miliato Rodriguez, bass, timbali, and guitar; Mike Orloff, drums; Johnny Fortino, sax and clarinet; Tito Santos, violin, and Bill Ventre, piano. Group has been at spot since its opening and, with ability to satisfy customers' demands, with either native or popular melodies, seems set to continue indefinitely. Johnny Gonzalez, tenor, handles band's Latin vocals and plays the maracas.

Shows booked to date have consisted of a line of girls and a dance team, thru MCA. Current bill is Dennis O'Connor and Mario Ramirez's *Six Companas Dancers*. Cicho Lopez is third male in sextet

while girls include Maureen Cunningham, Ramsey Phillips, and Kathleen D'Arcy.

Floorshow doesn't run over 20 minutes—an opening dance specialty, rumba, done by Lopez and Miss Cunningham; a native song by Johnny Gonzalez (working under wraps when reviewed, due to a dental extraction that day), and a lively conga and encore by the Compana group. Individuals of show then lead patrons from rimpide tables onto floor for a class instruction in native steps, winding up with Ramirez leading all in a conga finale.

Bill Morton, Providence College student, who handles publicity for the club, emcees nightly in a pleasing, straight manner without gags or any attempt at a specialty. He is especially good at the microphones in the twice-weekly broadcasts over WFAN and in introducing celebrities Friday nights, when acts from the Metropolitan Theater are guests at an afterhour supper. *Chas. A. Ross-Kem.*

Beachcomber, New York

Talent policy: Show and dance band; dance band; Latin floorshow at 8, 12, and 2. Management: Monte Prosser, operator; Dorothy Kay, press agent. Prices: Dinner from \$1.50.

Prosser's first local success is trying out a punchy, short Latin floorshow as a novel attraction, and has abandoned the flashy singers and conga troupes for some real talent this time.

The attraction is Carmen Amaya, a 19-year-old Spanish gypsy dancer, making her American debut here. She is a vivid, tense-looking, lithe, boyish-figured woman whose face shows great feeling and who dances flamenco routines with verve and attention-compelling, showmanly technique. Works with a group of relatives—according to p. a. Miss Kay—and is on in second spot for a punchy dance in bullfighter costume to *El Embrujado Del Fandango*, returning later for another gypsy dance, in sleek male costume, with snapping fingers, stamping heels, and spins. She is backed by five male guitarists (Sabales, El Pelso, D. Castellon, and Pazo and Jose Amaya), with Antonio and Leonor Amaya, her sisters, clapping hands in rhythm. Drew rounds of applause and had to encore.

The younger sisters open the show with an Aragonese dance, gone in lively, jumpy, vigorous style to accompaniment of castanets. Sabales, featured guitarist, solos with two exquisite numbers, his deft fingering of the strings, without pick, being a true delight. Had to encore. The show lasted only about 20 minutes, but it's sock.

Garcia Mattos led the Socaes orchestra. (See NIGHT CLUB REVIEW on page 21.)

BOB SHEA

Currently featured in

GEORGE WHITE'S GAY WHITE WAY
NEW YORK

"Shea, baritone, who had only a bit opening night, now has a couple of numbers and makes a solid impression. Show-stopped."

—Paul Denis, *The Billboard*.

Direction—

LOUIS SHURR
PARAMOUNT THEATER BUILDING, NEW YORK

HARRIS, CLAIRE and SHANNON

*** In Their ***
DISTINCTIVE DANCE CREATIONS

JAN. 9 TO 22, ROXY THEATER, NEW YORK

Just Concluded 18 Straight Weeks at LA CONGA, N. Y.

Management—HENRY WIESE
HENRI GINE

1674 Broadway, New York

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

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE

Acts-Units-Attractions

Routes

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

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; pb—amusement park; ro—road house; rs—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

A

Aasmund & Juliana (Geo. Washington) Palm Beach, Fla. n.

Abbe, Vic (Bryantwood) Buffalo, n.

Adams, Charlie (Not Club) Miami, n.

Alderson, Five (Lyric) Indianapolis, t.

Allen, Cliff (Spicy's Roof) NYC, n.

Allen & Kent (Fountain) Edgewater Beach, Chi, n.

Alpert, Mickey (Cocoanut Grove) Boston, n.

Amambrosio, Monocled (Jefferson) St. Louis, n.

Andre, Renee (1941) Chi, n.

Anzotegui, Princess (Silver Dollar) Baltimore, n.

Appel & Estrada (Strand) Syracuse, t.

Arndt Sisters (Frankie's Casino) Chi, n.

Arnolds, Three (Strand) NYC, t.

Aster, Pepper (Green Villa) Baltimore, n.

Auld, Aggie (Lexington) NYC, n.

B

Baird, Henry E. (Columbus) Harrisburg, Pa. h.

Baker, Beulah (Hiloville) NYC, n.

Baldwin, The (Marfair) St. Louis, n.

Barnes, Ruby (Lyric) Indianapolis, t.

Barnett & Gardner (Yacht Club) Phila, n.

Barris, Wendy (State-Lake) Chi, t.

Barry, Prince & Company (Broadway) NYC, n.

Barry, The (Miami-Biltmore) Miami, h.

Batra, Lulu (Gay Nineties) NYC, n.

Baum, Chas. (RKO) Boston, t.

Beil's Hawaiian Pavilion (Lyric) Weymouth, Ga. 22 (Modjeski) Augusta 23-24.

Below, Pappy (Village Barn) NYC, n.

Beauch, Joan (Hertelotte) NYC, n.

Beckley, Joan (Barton) NYC, c.

Begen, Jerry (Hi-Hat Club) Phila, n.

Bernard, Bobby (Rock Club) Phila, n.

Bernard, Ben (Gay 90's) NYC, n.

Beri, Ben (Oriental) Chi, t.

Birch, Magician (Forest City) N. C. 22; Woodruff, C. C. 23; Spartanburg 24; Oak 25; 27; Chester 28; Lancaster 29; Harrisville 30; Darlington 31.

Blair Hop (Not Club) Miami, n.

Blair & Barnett (Lido) San Francisco, n.

Blair, Frances (Heldberg) Salt Lake City, n.

Blake, Gloria (Gay Wives Way) NYC, n.

Blanchard, Jerry (Mon Par) NYC, n.

Blanche & Ellington (RKO) Boston, t.

Blonded Twins (Club Continental) Chesapeake, O. n.

Bohn, Mary (Jeff's) Miami, n.

Bohrt, Art. & C. (Andriana) (Beacon) Vancouver, B. C. t.

Bowman Dancers (Lyric) Indianapolis, t.

Bozman, Patricia (Cocoanut) NYC, n.

Bozton, Stephanie (Kitty's) Cincinnati, n.

Brooks, Artie & Margie (Cat & Fiddle) Cincinnati, n.

Brown, Red (Kings) Wichita Falls, Tex. n.

Brown, Evans (Arabian Gardens) Columbus, O. n.

Bruce, Carol (Pierre) NYC, n.

Bryant, Willie (Cocoanut) NYC, n.

Buchanan, Paddy (Not Club) Miami, n.

Buckmaster, John (The Drum) Miami, n.

Burke, Johnny (Lyric) Indianapolis, t.

Burke, Merle (Jeff's) NYC, n.

Burnett, Martha (Miami Biltmore) Coral Gables, Fla. n.

Burns, Bobbie (Haulif Oshkosh, Wis. h.)

Burtis, Bettie (College Inn) Cincinnati, n.

Burns Twiss & Evelyn Price (Beverly Hills) Newport, Ky. c.

Burns, Betty (Theodore's) NYC, n.

Bryce, Dorothy, Dancers (Sherman) Chi. h.

C

Calgary Bros. (Cocoanut Grove) Los Angeles, n.

Californians, Four (Stuyvesant) Buffalo, n.

Callahan Sisters (Sherman) Chi. h.

Campbell, Leona (Exotic) NYC, n.

Canfield 23; Minneapolis 24; St. Cloud 27; Minneapolis 28; McGregor 29; St. Paul 30; Hancock 31.

Canella & Beatrice (Rainbow Room) NYC, n.

Carbone, Maria (Music Hall) NYC, t.

Carlos, Grace (Cat & Fiddle) Cincinnati, n.

Carson & Julietta (Palace) Phila, n.

Carlyle Sisters (Embassy) Phila, n.

Carr, Billy (606) Chi, n.

Carwright, Helene (Miami-Biltmore) Miami, h.

Casade, Billy (Garden) NYC, n.

Castle, Hubert (Lyric) Indianapolis, t.

Caton, Bobbie (Southland) Boston, c.

Cesar & Rozita (Casino Atlantic) Rio de Janeiro, n.

Chamberlain, Peggy (Jack & Bob's) Trenton, N. J. n.

Chandra Kaly Dancers (Colonial) Hallandale, Fla. n.

Chaney & Fox (Walton) Phila, n.

Charleston Melton (Shubert) Cincinnati, t.

Chick & Munkler (Cocoanut) Chi. h.

Chick & Hudson (Harry New Yorker) Chi, n.

Clark, Keith (Rainbow Room) NYC, n.

Clark & Harold (Madrid) Milwaukee, n.

Coates, Marie (Standard Trail) NYC, n.

Coed, Hollywood (Oriental) Chi, t.

Collegians, Four (Bowers) Detroit, n.

Collette & Bill (Cocoanut) NYC, n.

Cook, Joe Jr. (The Toot Sees) Chi.

Cook, Ralph, "Cookie" (Lookout House) Covington, Ky. n.

Coker, Leonard (Stamp's) Phila, c.

Copp, James III (Cafe Society) NYC, n.

Cora, Claudia (Yar) Chi, n.

Cordian & Sawyer (Harry's New Yorker) Chi, n.

Cortes, Arturo (Havana-Madrid) NYC, n.

Cortes & Lopez (Wagon Wheel) Phila, n.

Cosmo & Anita (Hopkins) Philadelphia, n.

Cottrell, Dinos (Capital) Washington, D. C. t.

Cotts (Philips Kansas City, Mo. h.)

Cotta, Marjorie (Hiloville) NYC, n.

Covert & Reed (Warwick) NYC, n.

Creskyparks, Perry (Palumbo's) Phila, c.

Crawford & Caskey (Shubert) Detroit, h.

Cross & Duna (Club) Miami, n.

Cunningham, Fairy (Rally) Oshkosh, Wis. h.

D

D'Abour & Renne (Harry's New Yorker) Chi, n.

D'Amore, Franklin & Anita (Oriental) Chi, t.

Dale, Nicholas (Cocoanut) NYC, n.

Dankie, Bill (Rock Club) Phila, n.

Dave, Vrethe (Club Charley) Baltimore, n.

Dave, Dorothy (Jack & Bob's) Trenton, N. J. n.

Davis & Davis (Philadelphia) Phila, h.

Davis, Eddie (Leon & Eddie's) NYC, n.

Davis, Leona (San Juan) Miami, n.

Davis, Diane (La Cava) NYC, n.

D

Davis, Rufe (Club Par) Chi, n.

Dawn, Alice (Club Esquire) Miami, n.

Day, Ruth (State-Lake) Chi, n.

Deane, Charles (Club Par) Chi, n.

Dean, Aloha Bobbie (Chatterbox) St. Petersburg, Fla. n.

Deane & Del Camps (Crownwell) Miami, h.

DeCio, Magician (Marysville) O. 20-23.

DeMarco, Tony (Colony) McClure, Ill. n.

DeMarco, Isabel (L'Algon) Chi, n.

DeMonte, Camille (Rumba Casino) Miami Beach, Fla. n.

DeShoo, Maxine (906) Chi, n.

Deering, Jane (Club Hall) Phila, n.

Del Carmen, Maria (Embassy Club) Phila, n.

Del Rio, Joe (Frontenac) Detroit, n.

Dell, Pat (Harry's New Yorker) Chi, n.

DeLis, Lyster (Club 18) NYC, n.

Dewmet & Dae (Earle) Phila, t.

Derral, Dottie (Stamp's) Miami, c.

D'Erwin, The (Club Esquire) Phila, n.

Dick, Brewster, Two (Wright) Annapolis Md. h.

Donahue, Walter (Dempsy Vanderbilt) Miami Beach, Fla. h.

Dooley, Mary (Park Casino) Phila, n.

Dotson Dancers, Dorothy (Edgewater Beach) Chi, h.

Dore, Edna (Cuban Casino) NYC, n.

Dorsey, Morton (Honeydew) New Orleans, h.

Doves, Johnny (State) NYC, t.

Duane, Claire (Rally) Oshkosh, Wis. h.

Dumas Twiss (Book-Cadillac) Detroit, h.

Dunbar, Helen (Cristal) NYC, n.

Dural, Betty (606) Chi, n.

Dvork, Reggie (Not Club) Miami, n.

E

Eckler, Hilda (Music Hall) NYC, t.

Edwards, Joan (Gay White Way) NYC, n.

Egina, Perry (Beverly Hills) Newport, Ky, c.

Elin, Martha (El Gaucho) NYC, n.

Emmer, Hope (Brewery) NYC, h.

Engish, Margaret (Stevens) Chi, h.

Enrica & Novello (Hiloville) NYC, n.

Enry & George (Rose Bowl) Covington, Ky. n.

Estela & Papo (Havana Madrid) NYC, n.

Esda, Ed (Minnet) Chi, n.

Evans, Bob (Foster House) Chi, h.

Evans, Dale (Drake) Chi, h.

F

Faconn, Norbert (Brewery) NYC, h.

Fennard, Lou (Old Harbor House) Boston, n.

Ferguson, Hal (San Juan) Miami, n.

Fernandez & Teresita (Book-Cadillac) Detroit, h.

Finnell, Carrie (606) Chi, n.

Fisher, Bob (Seales) Flyers (Fair) Philadelphia, Pa. 20-23.

Folles Berpore (Riverview) Milwaukee, t.

Ford, Don and Jane (Jefferson) St. Louis, h.

Foster, Gae, Girt, sixteen (Earle) Washington, n.

Fox, Gladys (606) Chi, n.

Fraday Dancers (Shubert) Detroit, t.

Francis, Roy (Gay White Way) NYC, n.

Francis, Jeanne & Jerry Gray (Royal Palm) Miami, n.

Franklin, Hazel (84 Regis) NYC, n.

Frederic & Rankin (48th St. Monte Carlo) NYC, n.

Froman, Jane (Club Par) Chi, n.

Fuzarfas (New's) Richmond, Va. t.

Furman, Jerry (Ball & Chain) Miami, n.

G

Garst, Peggy (Yacht Club) Phila, n.

Garcia, Lupo (H-Bar-H) Chi, n.

Garlick & Eloise (The Toot) Montreal, n.

Gay Quartet (Royal Palm) Dayton, O. t.

Gay, Betty (The Drum) Miami, n.

Gay, Pat (Jefferson) Newport, Ky, c.

Geraldine & Joe (Gay White Way) NYC, n.

Geason's Royal (Gay White Way) Miami, h.

Glen, Louise (Colosimo's) Chi, n.

Gongalo & Cristina (National) Havana, h.

Gordon, Vera (Lobby) Jaeger, Mexico, c.

Gordon's Her Polles unit (Blackhawk) Chi, n.

Grandpappy & Mine Ridge Hillbillies (Academy) Lynchburg, Va. 23-25.

Gray, Golda (Cocoanut) NYC, n.

Gray & Graham (Netherland Plaza) Cincinnati, h.

Gregory & Raymond (Lyric) Indianapolis, t.

Griffin, Paul (Cat & Fiddle) Cincinnati, h.

Grindell & Esther (Luckey Number Club) Baltimore, n.

Gross, Jackie (Hatch-Noy) Providence, R.I. n.

Groves & Singer (Colonial Inn) Singson, N.J. ro.

Ozell-Gall (Walton) Phila, h.

H

Hadley Dancers (Hiloville) Chi, h.

Hale, Chester, Girls (Gran Casino National) Havana, n.

Hank, the Mule (H-Bar-H) Chi, n.

Harmes, Angelita (Cocoanut) Chi, n.

Hart, Singer (Gay White Way) NYC, n.

Harris, Claire & Shannon (Roxy) NYC, n.

Harrison, Spike (Gay 90's) NYC, n.

Hart & Alphon (Primrose) Newport, Ky. n.

Haviland, Dick (Corktown Tavern) Detroit, n.

H

Hawaiians, Three (La Cava) NYC, n.

Haywood, Hills (Spicy's Roof) NYC, n.

Hayworth, Beulah (Rena) (Broadway) Philadelphia, N. C. 23; Carolina) Wilson 23; (State St. Paul 24; Carolina) Lumberton 24; (Wacona) Wallace 27.

Healy & Evans (Chateau Frontenac) Quebec, h.

Healy, Dan (Village Barn) NYC, n.

Healy Twins (84 Regis) NYC, h.

Heal, Wares, Three (Top Hat) Union City, N. J. n.

Heldale & Donaldson (Evergreen Casino) Phila, n.

Hildegards (Savoy Plaza) NYC, h.

Herman, Lida (Hiloville) Chi, h.

Hollenbeck, Myrtle (Oasis) Sioux City, n.

Hollingsworth, Buck, Hawaiians (Harry's New Yorker) Chi, n.

Holt, Myrno (Lexington) NYC, h.

Holtz, Lou & His Super-Hollywood Revue (State-Lake) Chi, t.

Honnet, Johnny (Park Plaza) St. Louis, h.

Howell, Winnie, Dancing Darlings (Harry's New Yorker) Chi, n.

Howard, Eddy (Palmer House) Chi, h.

Howe, Herman (State) NYC, t.

Hyer, Frankie (Club 18) NYC, n.

I

Iles, Steven (Weylin) NYC, h.

International Casino Revue (Palace) Cleveland, t.

Irzagar & Alan (White) NYC, h.

J

Jagger, Kenny (Lorraine) Madison, Wis. h.

Jankley, Four (Weber's Hofbrau) Phila, n.

Jean, Louis (St. Moritz) NYC, n.

Jaxon, Vandrigo (Fountain) Louisville, n.

Jan, Louie (Baroque) NYC, n.

Jemina, Aunt (Top Hat) Union City, N. J. n.

Johnson, Peter (Club Society) NYC, c.

Johnson, Patsy (Club Nomas) Atlantic City, n.

Johnson, Virginia (606) Chi, n.

Johnson, Peter (Club Society) NYC, c.

Jordan Trio (H-Bar-H) Chi, n.

Jordan, E. Kent (Bar of Mass) Miami Beach, Fla. n.

Jordan, Jean (Beverly Hills) Newport, Ky. c.

POLLY JENKINS

And Her Musical FLOWERS

Box 24-25, Wisconsin, Baltimore, Md.

For Details Contact JOHN SINGER, Mayor Building, 701 Seventh Ave., New York City.

J

Joyta & Maravilla (El Chico) NYC, n.

Judge, Arlene (State-Lake) Chi, t.

Juan, Mariquita (Rainbow) Louisville, n.

Judy, Don & Marjory (Rainbow Grill) NYC, n.

Jovely, The (Chez Paree) Chi, n.

K

Kaly Dancers, Chandra (Colonial Inn) Hollywood, Fla. n.

Karavass, Ruseon (Hustan Kretschna) NYC, n.

Kay, Dolly (Harry's New Yorker) Chi, n.

Kay, Katya, & Kay (Royal Palm) Miami, n.

Kay, Irene (606) Chi, n.

Kelley, Gene (Akon) NYC, n.

Kellerman, Mimi (Gay White Way) NYC, n.

Kent, Bobbie (Pinto's) NYC, n.

Korsten, Eddie, Dancers (2 o'Clock Club) Phila, n.

Kimley, Midge (Club Hall) Brooklyn, n.

King, Carol (Gay White Way) NYC, n.

Kinn, Rose (Royal Palm) NYC, n.

Kolette & Deane (Casino Atlantic) Rio de Janeiro, n.

Korda, Nina (Fifth Ave.) NYC, n.

Kumskalkin (Washington-Yorist) Shreveport, La. h.

L

La Compersa Dancers (Rumba Casino) Miami Beach, Fla. n.

La Franconi, Terry (Rumba Casino) Miami Beach, Fla. n.

La Gitanella (Gancho) NYC, n.

Lalage (Roxy) NYC, t.

Lamont, Les (Walton) Phila, h.

Lane, George (Diamond Horseshoe) NYC, n.

Lane, Wanita (Royal) Marine, O. c.

Lane, Lorena (Hiloville's) NYC, n.

Lane, Lala (State-Lake) Chi, n.

Lane, Rosemary (Oriental) Chi, t.

Lane, Larry (Jack & Bob's) Trenton, N.J. n.

La Playa Dancers, The (5 o'Clock Club) Miami, n.

Lauder & Hudson (Tower/Kansas City, Mo. t.)

Lauren, Sigrid (Reebchamber) Miami, n.

Lee, Bob (Wivel) NYC, n.

Lee, Russ (Royal) Lexington, Ky, n.

Lee, Joey (Kitty's) Cincinnati, n.

Lee, Nancy (Jeff's) Miami, n.

Lee, Jack & Jane (Colosimo's) Chi, n.

Lee, Opey Ross (Mike Todd's Theater Cafe) Chi, n.

Leonard, Eddie (Diamond Horseshoe) NYC, n.

Le Roy, Roy (Cocoanuts) NYC, n.

Leverone, Clarence (Broad Lincoln) Columbus, O. h.

Lewis, Meade (Cafe Society) NYC, n.

Levy, Dorothy (84 Regis) NYC, n.

Lewis, Ralph (Little Rhapsodist) Phila, n.

Lewis Sisters (606) Chi, n.

Lewis, Joe K. (Colonial) Hallandale, Fla. n.

Lips, Lee & Lee (Cocoanut) Chi, n.

Lippy, Earl (Music Hall) NYC, t.

Lit, Bernie (Green Villa) Baltimore, n.

Littleside Ballet (Little Teachers' Assn.) Indiana, Pa. 22; (High School Assn.) Tarentum 23; (Univ. Toledo) Toledo 23; (High School) Jackson, Mich. 27.

Litt, Annie (Cincinnati) Chi, n.

Lloyd & Wilis (606) Chi, n.

Lorraine & Rogan (Chicago) Chi, t.

Loy, Marjita (Commodore) NYC, h.

Loy, Nelson (Heldberg) Salt Lake City, n.

Lucas, Nick (Tower) Kansas City, Mo. t.

Luis & Della (Arlene Village) Cleveland, n.

Lynne, Don & Betty (Moose Club) Erie, Pa. n.

M

McClelland, Rodney (Carcross) Miami, n.

McDonald & Ross (Harry's New Yorker) Chi, n.

McDonald, J. W. (Miami Biltmore) Coral Gables, Fla. h.

McDonough, Sally (Philadelphia) Phila, h.

McKay, DeLloyd (Kallner's Little Rhapsodist) Phila, n.

McKee, Ernie (Village Not Club) NYC, n.

McKee, Max (Lookout House) Covington, Ky, n.

McKee & Paul (Beverly Hills) Newport, Ky, n.

Maise, Oil & Bernice (State) NYC, t.

Malo Trio (Colosimo's) Chi, n.

Mare & Bernice (Singson) Singson, N.J. n.

March, June (606) Chi, n.

Mardon, (Earle) Phila, t.

Margo (566) Chi, n.

Mariano, Ben (Harden's Colonial Inn) Hollywood, Fla. n.

Mariano & DeVoll (Yacht Club) Phila, n.

Marilyn & Ruthanna (Bordewick's) Tuckahoe, Va. n.

Maloney, Mae (Colonial Inn) Singson, N. J. n.

Marianas (Colonial Inn) Hollywood, Fla. n.

Marko, Elaine (Cat & Fiddle) Cincinnati, n.

Marlow, George (Hiloville) NYC, n.

Marlowe, Don (Chez Paree) Denver, n.

Marlowe, Frank & Betty Kay (Grey Wolf Tavern) Maury, O. n.

Marlowe, "Baldie" (Palm Garden) Cincinnati, n.

Marque & Marys (New Rex) Terre Haute, Ind. n.

Martinez, Helena (Carroll's) Phila, n.

Martinez, Rose (Roxy) NYC, t.

Master Broa. (Chas Ami) Buffalo, n.

Maurice & Cordoba (Palmer House) Chi, n.

Maybach, Helie (Harry's New Yorker) Chi, n.

Mayhoff, Edna (Brewery) NYC, h.

May, Andy & Co. (Music Hall) NYC, t.

McEehan, Neese (Silver Dollar) Baltimore, n.

Merrill, John (Hiloville) NYC, n.

(See ROUTES on page 23)

BURLESQUE
(First Circuit Shows)

Broadway Scandals (Gayety) Baltimore 19-25.

Cavalade of Girls (Colonial) Utica, N. Y. 24-26.

Dazzling Cuties (Gayety) Washington 18-23.

Follies of Pleasure (National) Detroit 20-24.

Frisby Follies (Old Howard) Boston 20-25.

Naughty Nitties (Mayfair) Dayton, O. 20-24.

Night Hawks (Open 19-23).

Peek-a-Vue (Gayety) Norfolk, Va. 19-25.

Revue of Ideas (Casino) Pittsburgh 19-25.

Rockin' the Town (Lyric) Bridgeport, Conn. 20-25.

Step Lively Girls (Empire) Newark, N. J. 20-24.

Topical Teasers (Garrick) St. Louis 20-24.

ICE SHOWS ON TOUR

Henie, Sonia, Hollywood Ice Revue (Cleveland 14-18; Madison Square Garden) NYC 20-23; Boston 22-26.

Ice Follies, produced by Shipstad & Johnson (Boston Garden) Boston; (Rhode Island) Providence, R. I. 20-26; (Auld) Oswego, Ont. 25-29.

Lamb-Youm Ice Revue (Peabody Hotel) Memphis until Feb. 11.

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)

Bancked, Tallulah in The Little Foxes (Orpheum) Phoenix, Ariz. 23; (Hiloville) Tucson 24; (Globe) St. Paul, Tex. 24.

Cartwright, Ruth, in Pygmalion (Orpheum) Sioux City, Ia. 23; (Technical High School) Omaha 24; (Municipal) And. Kansas City.

Classy Ins. in The Talley Method (Hann) Cleveland.

Cleopatra (Playhouse) Wilmington, Del. 23.

Dance (Box) Cincinnati.

Dullerry Was a Lady (Rivler) Chi, n.

Ellis, John, in Rip Van Winkle (Chicago) schools.

Ellis, John (State) Kalamazoo, Mich. 23-27; (Shrine) Fort Wayne, Ind. 24-28.

Herbrow, Katharine, in The Philadelphia Story (Temple) Birmingham 27; (Lobby) Montgomery, Ala. 28; (Rivler) Atlanta 24-28.

Ladies in Retirement (Harrie) Chi, n.

Liberty Jones (Foxy) Phila, n.

Lips & Fontaine in There Shall Be No Night (Aud.) St. Paul 23; (Lyceum) Minneapolis 23-25.

Male Animal, The (Wilbur) Boston, Mass. 22; (Shea's) Erie, Pa. 23; (Colonial) Akron, O. 24; (Park) Youngstown 23.

Pen and Nipper (Goodchuck) Chi, n.

San Carlo Opera Co. (National) Washington, D. C.

Time of Your Life (Royal Alexander) Toronto 23.

Tobacco Road (Municipal And.) Charleston, W. Va. 24-25.

N. Y. Para Sets Miller, Goodman, Fitzgerald Bands

NEW YORK, Jan. 18.—Glenn Miller's opening at the Paramount will be changed to Tuesday evening, January 22. Premiers will be in conjunction with film, Virginia, which is being given a gala send-off. House will be closed in the afternoon.

Ella Fitzgerald will follow Miller for one week, February 10, pic being *You're the One with Orrin Tucker* and Bonnie Baker.

Tony Pastor, Mitchell Ayres, Benny Goodman and Gene Krupa are set to follow in that order.

Harry Kalchman, Paramount booker, also booked Tommy Dorsey for August, Xavier Cugat for July, Will Bradley and Vaughn Monroe for June dates. Dinah Shore for May or June, and has contracts in force with Danny Kaye and Red Skelton, dates not being certain.

Wildwood Spot Buys \$850 Act for Summer

WILDWOOD, N. J., Jan. 18.—Indication that the coming summer is going to mean heavier talent budgets here is seen in the early booking of the Mills Brothers into Jake Diamond's Martingale Cafe. Marks the biggest name ever booked for a local spot.

Male boys are set for the entire season at an all-time high salary for a single act at this resort—\$850 per week.

Booked thru Jolly Joyce, Philadelphia agent, and Mike Nidorf, of General Amusement Corporation, New York.

Spot Bookings Resume at Broad, Columbus, Jan. 31

NEW YORK, Jan. 18.—Broad Theater, Columbus, O., Loew house, will open for spot stagings January 31 with Ted Weems' band. First live show for this house in several years, all other Loew shows for Columbus having been spotted at the Ohio Theater.

Sammy Kaye is set for the Broad February 23.

Clark Unit Sets Tour

CANTON, O., Jan. 18.—*Red, Hot, and Lively*, newest Harry Clark unit, with practically all talent recruited in Chicago, premiered at Portsmouth, O., for Warner's New Year's Eve. Line-up includes Gilmore Sisters, Perry Twins; Nina and Her Mule, Hank; Star and Lee, Bos Sisters, Nixon and Sans, Mill Henkin and band, and a line of 10 girls.

Clark said the unit would continue playing Warner time thru Western Pennsylvania and a few Gus Sun dates the next two weeks, and would open on the Kemp Circuit at Beckley, W. Va., January 22. Clark gives the unit five-day advance exploitation campaign.

Clark's Buffalo, Reopens

BUFFALO, Jan. 18.—Clark's night club, under management of Mrs. Edna Clark, reopened January 1 with a floorshow and dance-band policy.

Spot had been shuttered since fall, when it lost its liquor license on a charge of selling liquor to minors, which resulted in a fatal accident. Charles Travers, Affiliated Artists Agency, is booking.

Former Wife Sues Cafe Op Against Use of Her Name

SAN FRANCISCO, Jan. 18.—Ramona Sargent, night club operator, has filed suit against her divorced husband, James Sargent, in Superior Court to restrain him from advertising his club as "The Original Mona's."

Her complaint charges unrestricted use of her name will "do irreparable damage."

Hollywood Mania

HOLLYWOOD, Jan. 18.—One of the latest musical shorts produced by Universal, using several vaude and nitery acts, was known as *Fashion Fancies* during its shooting days.

The work prior to its release date the title was changed to *Beet Me Daddo*, *Fight to a Bar*.

More Names for Philly Theaters

PHILADELPHIA, Jan. 18.—Local film-fleeters have lined up top name attractions for the February weeks. Warner's Earle has Erskine Hawkins' orchestra and the Ink Spots opening Friday (24), following the current run with Ted Weems' ork; *Streets of Paris* unit with Think-a-Link Hoffman following January 31; Sammy Kaye's band starting February 7; 14th week to be filled, and Ray Noble's ork February 21 week.

Fay's Theater, headlining busy dancers, also bringing in bigger names. Maxine DeShon opens Thursday (23); Ann Corio returns January 30, and Margie Hart comes in February 6.

Comerford for Polish-Up

NEW YORK, Jan. 18.—Comerford Circuit is now using vaude in more of its key city houses than any other time during the past few years and is being partial to acts from radio, night clubs, and musical comedy.

Circuit executives say their houses are available for "proving grounds" for good acts and names getting ready for major circuit time.

N. O. Spot Changes Hands

NEW ORLEANS, La., Jan. 18.—Sam Guarino is new manager of the Casino Royale, top Vieux Carre nitery. Guarino took over spot after former manager, George Plettinger, quit.

NIGHT CLUB REVIEWS

(Continued from page 12)

ira of 10 for the show music, the band also playing hot social dance rhythms, both American and Latin. Four brass, three reeds, and three rhythm, with a male vocalist handling some of the choruses. Socasses leads from the piano.

Michael Zarin (violin) is backed by sax, piano, string bass doubling on tenor vocals, drums, and accordion for dance music. His combo, too, is more than o.k.

Faxi Denis.

Rogers' Corner, New York

Talent policy: Continuous cocktail and supper singing and piano entertainment. Management: Joe Rogers, owner; Bill Doll, press agent. Prices: Lunch from 35 cents in Coffee Shop; dinner from 85 cents in Theater Lounge; a la carte in Rumbos Room; drinks from 10 cents (beer) at the bar.

Open more than three weeks, Joe Rogers is still experimenting with a talent policy here. At the moment, he puts on a show between 5 and 7 and then lets Muzak wired music take care of diners, resuming continuous entertainment after 10 p.m. Rogers feels diners want quiet in explaining why he keeps entertainment away during dinner.

The main room is an exceedingly handsome one, with the stage, center background, overlooking the long irregular circular bar which seats 290 and which has elbow and knee-padded rests for the tired sippers. Terraced tables, laid out in comfortable rows, complete the room and accommodate about 400 more. Beach mahogany is the furniture scheme.

The entertainment is visible from any part of the room and consists of the Ben Yost Variety Band singing musical comedy, pop, and old favorites with chest-of-ferve while looking handsome in red and white military costumes; Three Ross Sisters, one at the piano and all three singing lively swingy tunes; Eddie Furman, at the piano, singing requests, including pops, old-timers, spicy songs, and whatnot, with veteran ensemble and Barbary Coast Quartet, three men and a mature blonde (Joan Reilly), with two of the men at the piano, harmonizing requests and old-time numbers nicely.

The Zinn Arthur band was here for a time but is out due to a musicians' union squabble.

Rogers says his triple eat-drink-have fun spot cost him more than \$150,000, all his own. It's a smart layout and geared to make dough. Paul Denis.

Actors and Agents Call Meeting, Seek To Know More About AGVA; San Fran Clubs Refuse Union Pact

NEW YORK, Jan. 18.—A mass meeting of variety performers has been called by the Associated Agents of America, local bookers' ork servicing the smaller cafes and clubs, for next Thursday afternoon (30) in Union Church auditorium.

Simultaneously petitions will be circulated asking officials of the American Guild of Variety Artists to call a membership meeting of the New York local. There has been no local meeting since elections were held last October.

Hymie Goldstein, president of the A.A.A., says his purpose in issuing the mass meeting call is to get a greater degree of co-operation between agent and performer. The meeting will be open to all variety performers. One of the reasons for his action, he said, is the attempt of AGVA organizers to obtain a six-day week in smaller spots at a time when conditions in cafes and night clubs are abnormally bad.

He will simultaneously urge AGVA members to take a greater interest in the affairs of their own union.

Goldstein has invited Phil Irving, deposed AGVA local executive secretary, to be one of the speakers. Irving said he will accept the invitation, saying that it didn't matter to him who sponsors the meeting, as long as a performer audience is obtained so that they may learn of the conditions now existing in the union.

Fred Keating, chairman of an AGVA committee appointed by the Four A's executive board to investigate union conditions, will also be invited to attend.

An appeal was made Thursday (16) to William Green, president of the AFL, by Murray Lane, vice chairman of the Variety Actors' Betterment Campaign Committee, urging him to intervene "on behalf of the variety actor." Lane's letter points out that his committee, of which Lou Taylor is chairman, conferred with William Collins, Eastern representative of the AFL, three months ago and showed him petitions bearing "4,500 names of variety performers."

These petitions, aimed at the AFL and the Four As, denounce the AGVA and urge that they "give us a union administered by variety actors and put aside past differences in the interest of all variety actors' welfare, so that we may again go forward."

Lane says the committee had asked Collins to revoke the AGVA charter in accordance with the AFL's 1935 convention's amendment to the constitution banning Communists from AFL unions. The committee also cited the AFL's recent order revoking the local teachers' union charter because of alleged Communist domination. Collins, according to Lane, assured the committee he "would investigate" but has not contacted the committee since.

Lane's letter to Green says, further, "We do not wish to be forced to seek aid from other sources." Lane explains that he means the CIO.

Meanwhile, Whitehead has been in Florida organizing for the circus and carnival workers' union, of which he is international president, and is not expected back here for several weeks. When last here he said he was too busy with his new union to want to re-entangle with the performer union situation.

Lane was business agent for the AFA in Los Angeles until the AFA charter was revoked and is at present an AGVA member. Taylor, emcee, is now host at Maxim's night club, Bronx, which is managed by his brother. The committee was formed after the AFA lost its Four A's charter. It issued pro-Whitehead literature and collected the signatures, and then gave up its office last spring. It had not been active of late.

SAN FRANCISCO, Jan. 18.—AGVA has opened negotiations with night spots, clubs, and cocktail lounges for approval of a contract governing wages and hours. All spots involved received a copy of the agreement this week and, on first sight, it was unanimously rejected.

Objection was raised to demands for a general pay increase amounting to 10 per cent and to the right of performers to their scheduled weekly salaries instead of deducting the usual agents' percentage. Under the agreement there will be four AGVA classifications with minimum

weekly pay of \$60, \$50, \$40, and \$30 for a six-day week.

About 900 members of the local are involved, of which about 50 per cent is employed by night spots.

The Northern California Entertainment Managers' Association discussed the contract at a meeting Tuesday and a statement authorized by Earl Caldwell, president, of Blask and Amber, bookers, said the association had unanimously turned it down.

PITTSBURGH, Jan. 18.—AGVA and the musicians' local here have settled their jurisdictional dispute, AGVA rep. Nat Nazarro Jr. says, but terms of the pact does not include the promise to keep AFM members off the floor during show time.

Nazarro stated musicians will ask entertainers to show AGVA cards before performing in AGVA-signed cafes and to promote "closed shop" cause for AGVA in unsigned clubs.

AGVA's second benefit show for the organization's welfare-strike fund will be staged in February, under Nazarro's direction. The show committee includes Jean Poles, Lois Donn, Bobby Pife, Eve Herbert, and Roy Howard.

DETROIT, Jan. 18.—Despite dissension at the top, the Detroit local of the AGVA is going steadily ahead, with a new scale of minimum salaries in night clubs and private club jobs to go into effect on Monday. New minimum is six dollars per night per person, and will be the basic Class D rate, according to Les Golden, executive secretary. Four higher rates will subsequently be set as minimums for better class spots, to be rated as AA, A, B, and C.

Typical of the other rates is the agreement already arrived at, according to Golden, with Frank Barboro, of the Bowery, for a \$60 weekly minimum to principals and \$35 to chorus.

A move to secure representation of Midwestern units on the national board of AGVA is under way. Negotiations have been started to have a meeting of Midwestern local representatives, including Chicago, Detroit, Cleveland, Cincinnati, and possibly Pittsburgh, at some central point in order to present a united front to the national board in June.

PHILADELPHIA, Jan. 18.—Dick Mayo, AGVA's new local executive secretary, landed closed shop agreements with Club Ball, Little Rathsakeller, Show Place, Open Door, Hopkins Rathsakeller, Lido Venice, and DePinto's Significant.

JUST OUT!

McNALLY'S BULLETIN No. 21

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY
Five Varieties, Musical Comedy, Portraits
Musical Night Club Review, Radio and
Drama Band, Short-stories, Contests:
15 Scorching Monologues
5 Scorching Acts for Two Male
3 Original Acts by Male and Female
20 Sure-Fire Parodies
Great Vaudeville Act
A Rousing Family Act
Two, Quartet and Dance Specialty
Musical Comedy, Tap and Ballet
16 Scorching Musical First-Party
McNally Musical Overtures
4 Grand Musical Finals
45 Novelties
Electrics, Review Songs, Dance Band
Sports, Hundreds of Jokes and Gags
Broadway Musical Comedy, WOLFEY No.
21 is only one dollar or will send you Bulletin Nos. 10, 11, 12, 13, 16, 17 and
21 for \$4.00, with money-back guarantee.

WM. McNALLY

81 East 125th Street, New York

PHOTOS
REPRODUCED
GLOBE POSTER
CHICAGO, ILL.
633 PLYMOUTH CT.
C. T. GLOVE

HOLD AUDIENCES SPELLBOUND WITH
STROBLITE
Luminous colors that glow in dark. Produce
spectacular effects on costumes, scenery, lobby
displays, night club decorations, etc.
STROBLITE CO., Dept. D, 38 W. 52, N. Y.

LEONARD CHRISTENSON'S the ARNOLDS

2nd Week
STRAND, New York

Direction:
ROGER E. MURREL
THOS. BURCHILL

State, New York

(Reviewed Thursday Evening, Jan. 16)

An unevenly booked show that has some good talent and more than average box-office appeal. Line-up includes Simone Simon, Art Jarrett and band, Gil and Bernice Mason, Johnny Downs, and Herman Hyde. Set-up didn't look right the opening evening show.

Jarrett and his swing band open on stage with a couple of pop tunes (*I Want To Be Happy* and *A Nightingale Sang in Berkeley Square*) played in stock fashion. Jarrett seemed to suffer from a cold and his vocal version of the ballad was ordinary. For that reason, perhaps, his set of songs, following the Masons, was too long. As far as audience reaction was concerned, he was killing time after the first two numbers.

Gil and Bernice Mason registered strongly with their clever dog act. Following a fast dance opening, Gil turns to his well-trained animals, working them one by one. His line of talk has been and still is a strong asset to the act. A new member in the family is a monkey, which is paced thru several good acrobatic tricks.

Johnny Downs, screen juve, follows Jarrett's singing act with songs of his own, but does not begin to register before putting his rhythmic feet to work. He has a pleasing personality and his dance work is very entertaining. His voice isn't bad either, but the customers weren't ready for another singer. He did, in good rhythm, *Misses in G* and *Day by Day*.

Simone Simon, the saucy, sexy French miss, also sings, but her voice is the least of her appealing assets. She comes out in a gown that is revealing enough to win the male customers' vote immediately, and has enough cute tricks to get by very nicely. As the mike she did *Just Like Last Year*, *The Last Time I Saw Paris*, *The Latin's Know How*, and repeats the tune warbled by Jarrett earlier in the bill. *Down Argentine Way*.

Herman Hyde and Sally Burrill follow with their familiar nonsense, using a series of broken-down musical instruments for most of their laughs. Miss Burrill is a good straight for Hyde's pantomimic comedy. Good low-brow fare.

Jarrett's boys wind up with *There's a Great Day Coming* mensural. On screen, a second Broadway run of *The Son of Monte Cristo*.

Sloppy weather hampered business. Sam Hovisberg.

Oriental, Chicago

(Reviewed Friday Afternoon, Jan. 17)

Current show features first showing of the Frank Morgan pix, *Hullabaloo*, and uses as its gate draw Rosemary Lane. Miss Lane appeared to have a bad cold, and as a result did not show her at her

Vaudeville Reviews

best. Did *Only Forever, I Could Make You Care*, and *Danny Boy*. Tried to get the audience to join her, but no soap.

Ted Cook, house band leader, musician, and does a commendable job. Rosemary Lane uses him for a bit of chatter, which works out okeh except for one major mistake—it was almost an exact duplicate of a gag used by Ross and Stone a few minutes earlier. Latter act sells first rate with screwball chatter and giddy slapstick.

Ben Beri and Franklin D'Amore with Anita steal the show. Ben Beri's juggling tricks are by no means his chief stock in trade. His comic expression, his continuous mumbling and whining to himself, and his pathetic concern over mistakes are the human qualities that project his act beyond the footlights. His juggling three tambourines to the rhythm of music is especially well received. Chalk-faced Franklin D'Amore continues to get a big hand on his acrobatic—balancing himself on a chair, lowering himself over its back while supporting his partner's weight on his hands, and later doing the feat in reverse, raising her from the floor as he pulls his own weight back to an erect position standing on the chair.

The Hollywood Co-Eds, acro dancers, open the bill. Their performance is solid and their personalities effective. Ted Cook features Leo Helm in a classical vocal rendition of Verdi's *Rigoletto*.

Norman Modell.

Stanley, Pittsburgh

(Reviewed Friday Evening, January 17)

This is the first time Slinger's Midgents have played Pittsburgh since the old days and the house, two-thirds filled, liked them. Unit isn't thrilling, nor is it glamorous, but it's fast-paced and showy. Opener was an ensemble with the tiny ones stepping off the rear of a train-set for a song and stepping routine. First solo was a chocolate-colored lad, dressed in tails, whose vocal and tap proved that even small editions of Bill Robinson's race are full of rhythm. A dozen penguin-costumed paraders, preceded by lyrics from a gingham-powdered lass, rang the gong when they switched into minuet, and then swing trip.

Quips between a pseudo-barber and customer, a la burly style without the blue, blacked out into a conga number, with six men and women bumping and stinging a Latin version, clicked with the customers. A quartet of acrobats, then two live elephants prodded thru their paces by a miniature Mrs. Clyde Beatty, was outstanding, the contrast of pachyderm and performer sizes turning the applause trick.

Another dancer, this time a top-hatted girl, did a slick and fast toe number. Only normal-sized individual in the show came on next as a dancing partner for Betty Turner. They scored with their ballroom, adagio, and jazz routines. Wind-up was a tabloid minstrel, introduced by a costume change in front of the curtain by a skirted jester who changed make-up and coats for a neat favor-winner. Singing opener, *Bird in Gilded Cage*, was

followed by an erudite tap, a smash wind-up on a dark stage with all waving phosphorescent tambourines and illuminated hats to the tune *God Bless America*. Pix was *You'll Find Out*.

Morton Frank.

Paramount, New York

(Reviewed Saturday Afternoon, Jan. 18)

A reliable group of entertainers, most of them favorites with Paramount's big jitterbug trade, combine to give this house one of the best shows it has had in weeks. (In all fairness, this review is prejudiced by the enthusiastic Saturday afternoon drove of swing band worshippers who made sure that each act got a show-stopping reception. Many of these patrons came with lunches and made a day of it.) Harry James and band, Frank Parker, Nan Rae and Mrs. Waterfall (Maude Davis), Ginger Harmon, and Moke and Poke are responsible for this enjoyable stage program.

The James boys, familiar here, swing out in good taste and find favorable reception even among fans of orthodox music. James puts his solid trumpeteering to work with solos of *My Last Goodbye* and the well-known *Flight of the Rumble Bee*. Dick Hyman, vocalist, bari-tones *Yesterdaythoughts*, *Old Man River*, and *Only Forever*. Went big.

Moke and Poke, colored male team, do more silly comedy than dancing, and it registers. Their eccentric, frog-leaping steps tie in nicely with their crazy patterns and the laughs are frequent and loud. Included in their handspring work is a fun take-off by one of the boys which is a minor hit.

Ginger Harmon cut herself the No. 1 juggling act, and proceeds to prove it by cutting up physically and vocally on a number of pops (*Scrub Me Mama; Yes, My Darling Daughter; Old Man Mose, I Can't Give You Anything But Love*). She is a lively, winning personality, with particular appeal for the young set.

Nan Rae and Maude Davis found things tough at the beginning, their comedy skit being comparatively mild on a show of this type and particularly in front of a teen-age audience. The strong straight work of Miss Rae soon reaped decent rewards. In all, a better act for a less forward audience.

Frank Parker, next to closing, scored with his mellow tenor voice and pleasant delivery. He sold show tunes and recent pop hits and left them begging for more. Good act.

On screen, Fred Astaire and Paulette Goddard in *Second Chorus* (Paramount), on January 23. Glenn Miller's band, Denn Murphy, and Cass Daley will open a run. Sam Hovisberg.

Beach, Miami Beach

(Reviewed Sunday Evening, January 22)

Jack Teagarden's orchestra had the lion's share of the spotlight here in last week-end's vaude. And he deserves it. His orchestra is well balanced, plays more than capably in both sweet and hot style, Teagarden's stage presence is a bit negative, but his handling of the siphon compensates for any lack in other directions.

Ebel Shutta, in the wind-up spot, was a click. For graciousness is an accepted fact, her stinging nicely done, her personality a sterling asset.

Lynne Clark and David Allen, singers with the band, are two nice youngsters. Each does a nice job with the few bits allowed.

Wally and Verdyn Stapleton do as nicely executed a tap routine as we have seen in some time. They have youth and looks, interesting routines, and a comedy wind-up. A combo that should be click anywhere.

Johnny Woods emceed. Was rather a blank as emcee until he hit familiar ground, his imitations and satirization on radio. His particular stint was ace, and he had the audience in his pocket after his chore.

Pix, Kitty Foyle. Fred J. Gobeille.

Olympia, Miami

(Reviewed Saturday Evening, Jan. 11)

Either you like Jessel or you don't. There's no accounting for it, then. But George's second appearance in Miami (last week at the Beach Theater) was conspicuous by the fact that he has mellowed. He doesn't work quite so hard to be amusing, and gains considerably by that fact. A few stories, a song with Kitty Carlisle, just a few cracks at Can-

tor, and a pleasant, easy, job of emceeing made up Jessel's routine at the show caught. Yes, Jessel is mellowing, and like good wine, is the better for it. If taken in small quantities.

The Del Rios have an interesting and spectacular routine. Two men and a girl, they build the most fantastic pile-ups, using portions of the human anatomy that certainly weren't built to support the weight of another person. Their act is very good.

Johnny Barnes, he of the educated feet, was a click with his intricate tap routines. Purely a tapster, without a wing in sight, his work is very nicely done.

Big click of the show was Kitty Carlisle. Her stage presence, as much as her singing, put her over with a sock. Kitty's voice is definitely good, and she can sell a song so that it stays sold. She took the audience into camp without a struggle.

Lois Andrews (Mrs. Jessel) also sang.

Period.

Charley Shay's orchestra played the show, and good, too.

Pix, *Love Thy Neighbor*.

Fred J. Gobeille.

Reviews of Units

Lou Holtz

(Reviewed at the State-Lake Theater, Chicago, Friday Afternoon, January 17)

Lou Holtz surrounds himself with five femmes, either from Hollywood or on their way there. Their names Arline Judge, Wendy Barrie, and Lola Lane pull the glamour fans. Ruth Day and Lela (formerly Carmen) Del Rio mean less to them. You don't expect real vaude entertainment, and you don't get it. What you get from first to last is Holtz, and even then you don't get as much as you want. Holtz takes this material and builds a laughfest out of it that rates all the praise we can give it.

Each girl makes a prop for the comedian's humor. Arline Judge and Wendy Barrie, film actresses, offer little more than their beauty. Appearing separately, they trade gab with Holtz, building him up as a lover and thereby giving him the opportunity to kid himself. Stuff goes over. Holtz runs interference, while Wendy Barrie tells a Lapidus story.

Ruth Day offers a tap routine and a hot version of the *Hawaiian War Chant*. Lola Lane's session with Holtz carries the biggest punch. Holtz winds up with Jerome Kern's *The Last Time I Saw Paris*, and sells it for more than it is worth. Audience begs for an encore, but doesn't get it. Diane Del Rio, fiery Argentine miss, clicks with Latin vocals and dances, and Holtz's conversation with her is a panic. She talks in her native tongue, while the comedian questions her in his imitable pig-Spanish gibberish.

Interspersed between acts are the famous Holtz stories. The older they grow, the better they're loved. Holtz is a raconteur par excellence. Girls provided their share of the show, however, and, from the showmanship angle, Holtz couldn't have created a better contrast for his material. Wind-up offers Holtz's *O Sole Mio* parodies, with versions he couldn't use on the radio.

After the curtain, he does a smart-thank-you speech, which is really a dressed-up piece of propaganda for word-of-mouth advertising. Pix is *The Phantom Submarine*. Norman Modell.

"Gay '90s Revue"

(Reviewed Friday, January 17, at the Colonial Theater, Dayton, O.)

Old-timers will get a kick out of the *Gay '90s Revue*, with the Watson Sisters featured and still going strong after 25 years behind the footlights.

The general *Gay '90s* idea is carried thru through the revue, the announcer and performers sticking to the handlebar mustache, flourey skirts, and songs of that period.

The Watson Sisters, Kitty and Fanny, wind up the affair with smart and snappy repartee. Nothing is left out that is calculated to produce a laugh, and the sisters throw in a patriotic bit besides.

Jack LaVier and Company offer "The Man in the Flying Trapeze," a classic. With Jack nonchalantly maneuvering on trapeze and keeping the audience in fits of laughter.

The variety stunts begin with a neat and clever unicycle act by Mel Hall, in which he rides wheels of all sizes. York and Tracy follow with an assortment of Hollywood impersonations, ranging from Joan Crawford and Eddie Cantor to Zazu Pitts and Jimmie Durante. Best

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
A NEWBOY OFFICE SENSATION
438 Roosevelt Blvd., Phila. Pa.

NAN RAE and Mrs. WATERFALL
Currently
PARAMOUNT THEATER, New York
Thanks to KATE SMITH and TED COLLINS
WILLIAM MORRIS Agency

of the lot, however, are the male members of Chaplin and Groucho Marx.

Somewhat similar in nature is the act of Bernard and Jensen, in which the male member offers a vivid impersonation of W. C. Fields. The act is largely slapstick and falls to gather the amount of laughs its heavy preparation merits.

Sandra Lynn sticks to the character of the revue by singing such old-timers as *After the Ball*, *On the Banks of the Wabash*, *Good Old Summertime*, and *Two Little Girls in Blue*.

There's a well-trained chorus, opening with a can-can dance and the Florida Sextet, turning them into transcribed taps. There's also a *Sixty-six* of New York number, and as finale the chorines appear in bathing suits of the Gay '30s period.

Movie, *Escape To Glory*, helps make the bill enjoyable. — Bob Adams.

7th Hamrick-Everg'n House Using Levey Bills on West Coast

PORTLAND, Ore., Jan. 18.—The Orpheum, closed since last August, reopened with stagehouses Monday (13), first being a Major Bowes unit.

A new situation, however, is involved. It is now possible to bring first-rate talent here and first-run Class A pictures, says Frank Newman Jr., manager for Hamrick-Evergreen Theaters.

An eight-piece pit orchestra is led by Elva Uhles. Henry Nyland is stage manager, and Del Milne, former orchestra leader of Portland and Seattle, is emcee.

A nationwide circuit of acts has "organized itself," according to Newman. Bert Levey is booking acts for the Pacific Coast houses of the circuit, including the Orpheum of Los Angeles, Golden Gate of San Francisco, Orpheum of Portland, Palomar of Seattle, Beacon of Vancouver, B. C., and Orpheum of Spokane. Tacoma and other towns may be added, Newman reveals.

The local house is to have four shows a day the first week. Subsequently, they may be cut to three a day, Newman said, adding that it will be the policy to have two screen features in the afternoon and one in the evening. Popular prices prevail.

The Orpheum, a pioneer here in stage entertainment years ago as the Pantages and later as RKO-Orpheum, was brought back to flesh by John Dann, of Seattle, September, 1939. In August last year the house was purchased by its former operators, Hamrick-Evergreen.

There is one other vaude house here, the Capitol, and two burles, the Gaiety and the Star.

Bob Crosby on Stage With 1st Film in SF

SAN FRANCISCO, Jan. 18.—Bob Crosby and His Bobcats were all over the screen and stage at the Golden Gate Theater week ended Tuesday (14).

The band, of course, was the big item, and special nods went to leader Crosby and drummer Ray Baudec. Acts on the stage bill that pleased were the acrobatic adagio team, the LaFons; acrobatic tumbling act, the Three Deans; and comic Ducky Young.

The Bobcats hit a temperature which infected delicious hearers to the hand-clapping stage. They're truly a group of ball-striking mucksters. Crosby's singing of *Only Forever* is only slightly reminiscent of Bing, the crooning brother, and pleasing in its own way.

Ducky Young is a zany comic whose

facial contortions suggested being right out of a horror film, except they're for laughs. The Debutante, in a Sally Rand fan exercise, aimed at the same target for a riot. The Three Deans, acrobatic tumblers, and the LaFons, an adagio pair, showed exceptional skill.

Crosby's first film, *Let's Make Music*, was the screen offering.

Artie Shaw Calls Off Vaude Dates

NEW YORK, Jan. 18.—Artie Shaw's vaude dates have been called off. The contracts signed by Shaw for theaters will be filled later. Reason ascribed by General Amusement Corporation, managing Shaw, is his unwillingness to take vaude dates while his radio series is still running.

Theaters affected are the Strand, here; Metropolitan, Providence, and the Chicago, Chicago.

- #### ROUTES
- (Continued from page 20)
- Midnight in Miami Revue (Capitol) Atlanta 22-23; (Piana) Asheville, N. C., 26; (Uljos) Knoxville, Tenn., 27; (Nobel) Anniston, Ala., 28-29; (Pantagna) Birmingham 31-Feb. 3, 5, 7, Miller, Marion (Gay White Way) NYC, 10; Mills Bros. (Strand) Syracuse, 11; Mitchell, Pinky (Stamps) Phila., 12; Murray, Jack (Hoop-La) Phila., 13; Nema, Jean (Leon & Eddie's) NYC, 14; Monocled Ambassadors (New Jefferson) St. Louis, 15; Moulton, Three (Columbia's) Chi., 16; Morley & Gearhart (Brevoort) NYC, 16; Morton, Alvin (Minnit) Chi., 16; Morris & Adams (Utopia) Salt Lake City, 17; Murphy, Dean (Capitol) Washington, D. C., 17; Murray, Ken (Shubert) Cincinnati, 17; Murray, Kitty (Strand) Syracuse, 17; Murray, Sam (The Yack) Cincinnati, 17; Musicalians, Three (Chateau Moderne) NYC, 18.
- N
- Na Faa (Victoria) NYC, 18; Neller, Bob (Hook-Morris) Detroit, 18; Nevada, Dixie (Meigs) Toledo, 18; New Orleans Quintet (Brevoort) NYC, 18.

THE NONCHALANTS

Second Week, Roxy Theater, New York

★ Direction—M.C.A. ★

- Nicholas Bros. (Olea Paroo) Chi., 18; Nichols, Orris (Shubert) Cincinnati, 18; Nonchalants, The (Roxy) NYC, 18; Norman, Kay (Club Frontenac) Detroit, 18; Novak, Donald (Eberly) Phila.; Newport, Ky., 18.
- O
- O Day, Darlene (E-Bar-B) Chi., 18; Occasional, The (Sensational Atlantic City), 18; Olsen, Fin (Cafe Vienna) NYC, 18; Orr, Henry J. (Paramount La Salle, Ill., 18; Orsiga, Rosita (Havana-Madrid) NYC, 18; Orsini, Patsy (Carrousel) Miami, 18; Overman, Wahy (McWhee) Ada, Okla., 23-25; (Tivoli) Baltimore 26-28; (Slate) Gainesville, Tex., 30-Feb. 1, 1.
- P
- Paige, Ann (Mayfair Club) Miami, 18; Paine, Billy (Cocoanut Grove) Boston, 18; Parish, Deane (Verailles) Boston, 18; Paris, Frank (Cinequay) Chi., 18; Pastines & Fanchon (Park Central) NYC, 18; Paul, Joe & Louise (The Plaza) NYC, 18; Paulsen, Tom (El Morocco) Syracuse, 18; Paul's Motivated Midgets (2 o'Clock Club) Baltimore, 18; Peiric, Hanks (Embassy Club) Phila., 18; Peiric, Kay (HSB) Phila., 18; Pery Four, The (Chez Paroo) Chi., 18; Phil & Bonnie (Cat & Fiddle) Cincinnati, 18; Philip, Fred (Gibson) Cincinnati, 18; Potts, Frank (Yacht Club) Phila., 18; Powell, Jack (Evans) Miami, 18; Prentice, George (Strand) NYC, 18; Price, Jack (Harry's New Yorker) Chi., 18; Prince, Jack (Columbia's) Chi., 18.
- R
- Rae, Jimmy (Brown) Louisville, 18; Ramirez, Carlos (La Martinique) NYC, 18; Ramon & Renita (The Drama) Miami, 18; Ramon, Virginia (Havana-Madrid) NYC, 18.

- Randall, Alice (Rose Bowl) Covington, Ky., 18; Rankin, Barbara (Piano's) NYC, 18; Rankin, Joseph (Music Hall) NYC, 18; Ray, Marcia (Gay White Way) NYC, 18; Rays & Raldi (Piana) NYC, 18; Reback, Mack (Embassy Club) Jacksonville, Fla., 18; Reese, Francis (Alma) Phila., 18; Reese & Root (Waltham) Miami, 18; Reys, Sam & Eva (Honey Plaza) Miami Beach, Fla., 18; Rhythm Rocketts (Capitol) Washington, D.C., 18; Rice & Gibson (Alma) Phila., 18; Rick, Josephine (Rialto) Oshkosh, Wis., 18; Richardson, Harry (Colonial) Hallandale, Fla., 18; Rio, Joe (Palmerston) Newport, Ky., 18; Rios, Carmen (Hoop-La) Phila., N. Y., 18; Riva, Elvira (Copacabana) NYC, 18; Rivera, Tubby (Nut Club) Miami, 18; Roberts, A. (Mike Todd's Theater Cafe) Phila., 18; Roberts, Freddie (Roosevelt) New Orleans, 18; Roberts, Jack & Renee Enoa (Wagon Wheel) Phila., 18; Robinson, Bill (Verailles) NYC, 18; Rollo Rollo (Mike Todd's Theater Cafe) Chi., 18; Rooney, Pat (Diamond Horseshoe) NYC, 18; Rosebud Six (Columbia's) Chi., 18; Ross & Bennett (Oriental) Chi., 18; Rothman, The (Slaters) Detroit, 18; Roth, Joe (Wilson's) Phila., 18; Ryan, Gus, & Co. (Earle) Washington, D.C., 18.

- S
- St. Clair & Durand (Hildebrecht) Trenton, N. J., 18; Salsbery, Fanny (Strand) NYC, 18; Sanchi, Lorraine (Palmer House) Chi., 18; Sanooff, Vera (Le Ruban Rouge) NYC, 18; Sarrille, Princess (McGee's Club) St. Phila., 18; Scharf, Harry (Silver Terrace) Phila., N. Y., 18; Schenk, Al (Mayfair Club) Miami, 18; Schubert, Florence (Ivanhoe) Chi., 18; Schuster, Sam (Ely) Detroit, 18; Scott, Hazel (Cafe Society Uptown) NYC, 18; Sedley, Roy (Harry's New Yorker) Chi., 18; Selzer, Jay & Lou (Music Hall) NYC, 18; Selzer, Monroe (Colonial Inn) Singac, N. J., 18; Senna, Johnny (Toover) Kansas City, Mo., 18; Shandor & Margo (Jack & Bob's) Trenton, N. J., 18; Sharp, Robert (Singapore Saddle's) Italian-Sea, Fla., 18; Sharpe, Betty (608) Chi., 18; Shea, Bob (Gay White Way) NYC, 18; Shies, Ruth (Oriental) Chi., 18; Sheldon, Gene (Earle) Phila., 18; Shelby, George (Chez Maurice) Montreal, Que., 18; Sheridan, Vera (Le Ruban Rouge) NYC, 18; Sherman, Nuri, Girls (Lookout House) Covington, Ky., 18; Shields, Ella (Baudouin Trail) NYC, 18; Shore, Willie (Hi Hat) Chi., 18; Shroyter, Sam (Shubert) Cincinnati, 18; Sidell, Cookie (Kelly's) Cincinnati, 18; Sidney, Jack (State-Lake) Chi., 18; Sillman, June (Brevoort) NYC, 18; Simon, Simone (Slate) NYC, 18; Simpson's Marionettes (Tower) Kansas City, Mo., 18; Sinclair, Tony (Club Caba) NYC, 18; Singer's Midgets (Stanley) Pittsburgh, 18; Singing Baron (Queen Mary) NYC, 18; Sloan, Sallie (Roosevelt) New Orleans, 18; Smith, Margie (Cassidy Tavern) Phila., 18; Smith, Mabley (Gus-Andy's) NYC, 18; Spear, Harry (Latin Quarter) Boston, 18; Spitz, Harry's Band, NYC, 18; Spitz, Jack (Jefferson) St. Louis, 18; Squires, Doc (Kelly's) Cincinnati, 18; Stefanski, Georges (The Yack) Chi., 18; Steiner, Alton (Cordelia Tavern) Phila., 18; Stewart, Larry (Chicago) Chi., 18; Stillman, Francis (Rose Bowl) Covington, Ky., 18.

- T
- Stoy, June (Ambassador West) Chi., 18; Stratford, Geo (Kelly's) Cincinnati, 18; Sullivan, Les (Club Charles) Baltimore, 18; Sullivan, Florence (Kelly's) Cincinnati, 18; Sumner, Helen (Ivanhoe) Chi., 18; Summers, Andrew (Theodore's) NYC, 18; Swann, Russell (Waldorf-Astoria) NYC, 18; Syla & Young (Mallory) Milwaukee, 18.
- T
- Tammes (Silver Dollar) Baltimore, 18; Tanne, Dorothy (Chateau Moderne) NYC, 18; Tans, George (Earle) Washington, D. C., 18; Tatum, Art (Cafe Society) NYC, 18; Terrible Sister, The (Old Yorker) Phila., 18; Terry, Bill (Bordeaux) Tuckahoe, N. Y., 18; Tharpe, Sister Rosetta (Cafe Society) NYC, 18; Theobore & Densha (Nicollet) Minneapolis, 18; Tiadale Trio (Montparnasse) NYC, 18; Thornton, Red (Sky Club) Miami, 18; Towne, Zellan (Algonquin) NYC, 18; Trumbo, Tom (Park Central) NYC, 18; Tropaeole Trio (Club Gaiety) NYC, 18; Tucker, Sophie (Colonial) Hallandale, Fla., 18.

- U
- Ulmer, Jack (Dinty Moore's) Chi., 18.
- V
- Valley & Peggy (San Juan) Miami, 18; Valley & Louise (Pinebluffs) Phila., 18; Valley, Virginia (Leon & Eddie's) NYC, 18; Van, Oss (State) NYC, 18; Variety Girls, Three (Jack & Bob's) Trenton, N. J., 18; Variety Six (Strand) NYC, 18; Vaughn, Grace (Nutten) NYC, 18; Volcano, Vera (Waltham) Phila., N. Y., 18; Vorell & Dreyer (Columbia's) Chi., 18; Vernon, Kay (Bordeaux's) Tuckahoe, N. Y., 18; Vincent, Kenny (Paddock) Wheeling, W. Va., 18; Vincent, Rome (Hurricane) NYC, 18; Vocal Airs, The (Pleasant) NYC, 18.

- W
- Waldron, Jack (Park Central) NYC, 18; Walker & Janice (Stamps) Phila., 18; Walsh, Sammy (Jack & Bob's) Trenton, N. J., 18; Walton & O'Rourke (Park Plaza) St. Louis, 18; Walters, Darlene (Roosevelt) New Orleans, 18; Ward, Jack (Jack & Bob's) Trenton, N. J., 18; Waris, Lilyon (Columbia's) Chi., 18; Watson, Steady (Sixty's) NYC, 18; Watson History (Colonial) Dayton, O., 18; Wayne, Whacky (606) Chi., 18; Webb & Powell (Rose Bowl) Covington, Ky., 18; Whalen, Maurice & Betty (Jefferson) St. Louis, 18; White, Jerry (New Yorker) NYC, 18; White, Jack (El Club) NYC, 18; White, Eddie (Columbia's) Chi., 18; White, Olive (Colonial Inn) Singac, N. J., 18; Whitson Bros. (Roosevelt) New Orleans, 18; Williams, Pat (Hertoford) NYC, 18; Wilcox, Vera (State) NYC, 18; Willie, West & McClinton (Mike Todd's Theater Cafe) Chi., 18; Winston, Jane (Plaza) NYC, 18; Wisnes, Jerry (Torch Club) NYC, 18; Wood, Eleanor (Park Central) NYC, 18.

- Y
- Yaacopi Troupe (Capitol) Washington, D. C., 18; Yarr, Sonya (Nutten) NYC, 18; York, Ben, Quartet (Diamond Horseshoe) NYC, 18; Yvette (Waldorf-Astoria) NYC, 18.
- Z
- Zerby & Wiers (Orpheum) Los Angeles, 18; Zerk, Bob (Sherman) Chi., 18.

MISCELLANEOUS

Daniel, B. A. Hopkinsville, Ky., 20-25; DeCloe, Magician, Marysville, O., 20-25; McElroy's Variety Show, Jackson Mills, N. J., 20-25; Harlan, Doc; Wayneburg, O., 20-25; Orleans, Aerial; Robinson, N. C., 20-25. (See ROUTES on page 32)

PHOTOGRAPHS

Any Size — Any Quantity

— SPECIAL OFFER —

50 (1 Picture) \$3.00
 8 x 10 for... \$3.00
 100 (1 Picture) \$5.00
 8 x 10 for... 5.00

One-Half Deposit With Order, Balance C. O. D.

Quality Reproductions

ACQUA PHOTO SERVICE

80 West 40th St., New York City.

WINDOW CARDS

14x22 Cards, \$4.00 per 100;
 17x26 Cards, \$6.00 per 100;
 22x28 Cards, \$9.00 per 100.

Send for big illustrated catalog and price list.

BOWER SHOW PRINTING & FOWLER, INC.

ACTS, SKITS, GAGS, MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, \$10; 50 RED HOT PARODIES, \$1; 150 GAGS and JOKES, \$11; 48 Comic ILLUSTRATIONS, \$1; 100 RITS and BLACKOUTS, \$1; 100 Funny MONOLOGUES, \$1; 100 SKITS and SKUTERS, \$1; E. L. GAMBLE, Playwright, East Liverpool, O.

PHOTOGRAPHS AT WHOLESALE

Highest Quality — Lowest Prices — All Sizes.

Send for Samples and PREFERRED CUSTOMER CARD

ORCAJO PHOTO ART

301 Kansas Street, DAYTON, OHIO

SINGERS WANTED

SOPRANO AND TENOR

To Appear in Act With Well-Known Comedian. Both Must Be Youthful and About 5'10" in Height. Must Travel. Write

BOX 466, THE BILLBOARD, CHICAGO, ILL.

WANTED

Vaudeville Acts of all types for Theatre and Night Clubs. Novelty—Musical—Dancing—Girl Lines. Write full resume.

JOE MALL AMUSEMENT OFFICE

487 Nippardome Bldg., Cleveland, Ohio

CHEENA DE SIMONE

AND HER LATIN AMERICAN DANCERS

2nd Big Week, STRAND THEATRE, New York

Dir.: SOL TEPPER, Consolidated Radio Artists, Inc., 30 Rockefeller Center, N. Y.

GEORGE PRENTICE

Presenting His Original and Modern Version of "PUNCH AND JUDY"

Currently, STRAND THEATRE, New York

Direction—MARK J. LEDDY

DANCE HALLS.

PROTECT YOUR PROFITS

Our Patented Dance Check fits through button-hole. Cannot be removed and passed without destroying. Guards your profits. Priced low, \$10.00 a Thousand. Ass'd. colors, without printing. Samples on request. Order today. Make it U. S. A.

LETHAL NON-TRANSFERABLE DANCE CHECK

WESTERN BADGE & NOVELTY CO. 402 N. Exchange Street, ST. PAUL, MINN.



Vaudefilm Grosses

B'way Biz Steady; MH Still Big, 3d Week 90G; Roxy and Para OK

NEW YORK—While Broadway vaudefilm grosses are still short of sensational, business is nevertheless solid, houses with good attractions picking up some neat coin. The post-holiday slump is not as pronounced as anticipated.

The Music Hall (6,200 seats; \$84,000 house average) continued sensationally, the third week of *The Philadelphia Story* and stage show with Fanny the Horse and Jay and Loui Sciller biting off a hefty \$90,000 for week ended Wednesday (15). Previous weeks of this layout took in \$123,000 and \$115,000. Fourth week is expected to do around \$80,000. Bill may stay a fifth week.

The Paramount (3,664 seats; \$37,000 house average) pulled solidly with the bill having Tommy Dorsey's band and *Love Thy Neighbor*. Fourth week of this layout, ended Tuesday (14), got \$37,000. Previous weeks did \$63,000, \$77,000, and \$50,000 for a total \$217,000 during its run. New bill came in Wednesday (15) with Second Chorus, Harry James ork, Frank Parker, and Nan Rae and Mrs. Waterfall (Maude Davis). First week is expected to gross around \$47,000.

The Strand (2,758 seats; \$33,500 house average) did a satisfactory \$33,000 for

week ended Thursday (16). Bill has *Four Mothers* and Sammy Kaye's band. Second and last of this combo looks like \$24,000.

The Roxy (5,835 seats; \$36,000 house average) did a big \$42,000 for first week, ended Wednesday (15) of Nonchalante, Harris, Clare and Shannon, Martins, and LaLage together with *Hudson's Bay* on screen. Second and final week is expected to do around \$34,000.

The State (3,327 seats; \$22,500 house average) pulled an oke \$19,000 for week ended Wednesday (15) with bill including Johnny Scot Davis, Harriet Hootor and Gus Van, and Flicker, *Bittersweet*, New show in Thursday (16) has Art Jarrrett ork, Simone Simon, and Johnny Downs. Pic is *Son of Monte Cristo*, and business has been fair.

Calloway Good 9G 6 Days, Des Moines

DES MOINES, Ia.—Bad weather cut heavily on first stage attraction in Des Moines in two years, with Cab Calloway getting a \$0,000 gross for six-day stand at Paramount Theater. Flicker was *South of Sea*.

Calloway opened January 10 with overflow crowds which held up over weekend, but an ice glaze, which handicapped all forms of traffic for two days, put damper on tail-end business.

The gross was good for stage attractions here despite the weather, and gave further encouragement for continuation of flesh policy, which Paramount and Orpheum Theaters have started. Last stage appearance in Des Moines was Horace Heidt two years ago at Paramount.

Orpheum will have its first stage show in four years when *Screwballs of 1941* unit opens Friday (24).

Weems a Big 23G At Stanley, Pitt.

PITTSBURGH—Ted Weems' unit, featuring Marvel Maxwell, Red Ingle, and Elmo Tanner, grossed nearly \$23,000 at Stanley for week ended Thursday (16), topping previous stay by \$5,000. Increase was attributed to radio build-up since then, and "Beat the Band" reputation. Pic was *South of Sea*.

Singer's Midgets opened Friday (17) to business that forecasts a \$17,000 week if pace continues. It will be followed by *Streets of Paris* and Larry Clinton's ork.

Raymond Scott 9G At Lyric, Ind'p'lis

INDIANAPOLIS—Raymond Scott and his orchestra grossed \$9,500 at the Lyric (1,852 seats) last week, a grand over the break-even line.

Inclement weather and the fact that Scott's music is little known here were handicaps. Pic was *Michael Shayne, Private Detective*.

Singer's Midgets \$7,200 in Dayton

DAYTON, O.—Grosses at the Colonial last week for Singer's Midgets did not go above the house average. The bill showing \$7,200. The little folks gave a generally good show, the somewhat lacking in comedy.

Spring'd Bill Okeh

SPRINGFIELD, Mass.—The six-act bill and the movie, *The Girl From God's Country*, combined to keep business at top to par for the three days ended Saturday (15).

The stage bill featured Harris Berger and Hallie Chester, the Little Tough Guys, the Rancheros, Walker and Vickie, Carole and Carlos, Bill and Edith Hershey, and Duke Durrell.

Ink Spots, "Santa Fe Trail" at Chi Hit 46G; Week Looks Socko for Holtz

CHICAGO—Chicago Theater, with the Ink Spots, Lathrop Brothers and Lee, and the pix, *Santa Fe Trail*, ended the week with an excellent 46G, resulting in film being held for a second week. State-Lake and Oriental had good weeks, too, but the wind-up wasn't as big as expected. Backstage comment at the State-Lake indicated Gray Gordon's ork was doing the biggest biz ever registered there by

a white band. Final gross, the excellent, was not a record-breaker, however, being about \$16,800. Pix was *Here Comes the Neely*. A. B. Marcus unit at the Oriental grabbed 18G, good for the house, but under par for the leg show. Pix was *Behind the News*. Inclement weather had a bad effect, but conventions in town kept the take from falling as far as it might have.

Second week of *Santa Fe Trail*, with Ray Noble's band on the stage, should clip off a merry 33G at the Chicago. State-Lake Theater should rake in 21G with Lou Holtz's Hollywood unit. Pic there is *The Phantom Submarine*. Oriental, with Rosemary Lane on the stage and *Hullabaloo* on the screen, started weak and looks to be headed for a not-too-good 13G.

Inaugural Aids Decees Houses

WASHINGTON—Influx of visitors to see the Inaugural has almost doubled the population of the city. All downtown theaters expect sock business for current attractions.

Warner's Earle, showing *Northwest Mounted Police* for week ending January 23, anticipates a gross of \$24,000. On stage are George Tappes, Sue Ryan. Last week, *Love Thy Neighbor* did \$18,000.

Loew's Capitol show, *Hudson's Bay*, expects \$25,000 for week ending January 23. Dean Murphy, Adrian Rollini Trio, Diana Costello, the Great Yacopia, and the Rhythm Rockets on stage. Marx Brothers' *Go West* last week did \$17,000.

Armstrong Terrif At Col., Detroit

DETROIT—Louis Armstrong closed last week's stand at the Colonial Theater (seating capacity, 1,500; house average, \$6,000) with a click \$11,300, equalling existing house record set by Duke Ellington April last, Raymond Scott's house operator, announced. Record was built primarily from colored attendance, despite the house's location on downtown Woodward Avenue.

Major Bower Unit, current attraction, is expected to gross about \$7,000. Bad weather seriously hampered unit's early showing.

Bradley-Lane Nifty \$15,600 at Buffalo

BUFFALO—Grosses continued to hold up here, altho *The Time of Your Life* at the Eltinger and a pop-price revival of *Gone With the Wind* are getting a goodly share of theater patrons' coin. The Buffalo (seating capacity, 3,500; house average, \$12,500) closed a successful week Thursday (16) with a nifty \$15,600. Bill headlined Will Bradley's ork and screen songstress Rosemary Lane. Additional talent included George Tappes and Chick and Lee. Featured with the band were Ray McKinley, Lynn Gardner, Freddie Slack, and Jimmy Valentine. Pix was *Chad Hanna*.

Bill opening Friday (17) features a double bill—*Victory and Christmas* in July, and is expected to bring \$14,000 without the aid of vaude.

The 20th Century (seating capacity, 3,200; house average, \$6,500), featuring a straight film booking, wound up a click week, with *Kitty Floyd* piling up a juicy \$13,000. Next name feature penciled in for January 30 is Vincent Lopez, plus vaude acts, inaugurating a broken-week policy.

Spitalny in Hefty \$21,500 at Philly; Fay's Par \$7,200

PHILADELPHIA—Phil Spitalny's all-girl orchestra, carrying the stage portion of the show alone, proved plenty attractive for the Earle Theater (seating capacity, 4,000; house average for straight film booking, \$14,000) with a hefty \$21,500 for the week ended Thursday (16). Billing went to Mary McLanahan, Ellen Mitchell, Evelyn, Thelma Little Words, Vivien, June Lorraine, and Johnnie Coy, with last named to balance the sextet. Screen had *Melba Was a Lady*.

Ted Weems' ork for the new bill opened Friday (17) figures on the favorable side also, pointing to \$20,000. Along with Perry Comino, Elmo Tanner, Red Ingle, Marvel Maxwell, and Orm Downes, from the band, acts include Mardoni, Gene Sheldon, with Loretta Fischer, and Dennett and Dae. Pix is *The Inevitable Lady*.

Fay's Theater (seating capacity, 2,200; house average, \$6,000) jumped to its regular pace for the week ended Wednesday (15) with \$7,200 for a bill with Three Queens in the lead, and Diana Logan, Lucille Rand, and Ginger Manners. Last named is a songstress and not a stripper. Paul Sydeell and Spotty, Marion Bellelet, and the English Brothers, Sully and Thomas, house line, and Jimmy Jones' house ork rounded out the bill, with *Romance on the Rio Grande* on the screen.

New bill opened Thursday (16) was hit by bad weather, but with a week-end pick-up, should come thru with \$6,400. Noel Caster and Vicki Wells, the burly leads, and big local faces, Vaude roster includes Roy Davis, Stanley Benson and Company, Elmer Cleve, with Martyn Keller and Professor Cheer, Jackie White, and Ballard and Rae. *A Little Bit of Heaven* is the pic.

Spokane Okeh

SPOKANE, Wash.—A gross \$300 over average, for the best business of the winter, was done at the Post Street Theater January 3 to 5 by a bill composed of Clyde and Phillips Cosair, Bonger and Andrellita, Orah Hing and Company, Ann Butler and Don Baldon, of the Bert Levy circuit, *Plus Torture Ship and Sing, Dance, Plenty Hot for the Strip*.

Following week-end of January 10 to 12 the house dropped to \$100 under average of \$1,750 with Paige and Jewett, Lucille Diamond, Popeye, Alphonse Berg and Company, supported by the pix, *Three Faces West and Stranger on the Third Floor*. Bills were about on a par and Manager Bill Evans could find nothing to blame but cooler weather.

Club Talent

New York:

JACKIE GLEASON set for the Hurricane after his run at Leon and Eddie's. . . . MARLYN AND MARTINEZ at the Boulevard Tavern, Emhurst, for four weeks.

AIT BAKER opens at the Warwick Hotel Monday (20). . . . PAUL HAAGON and Josephine Houston repeat at the Plaza Hotel, starting April 12, for six weeks. Jack Davies set the date. . . .

DICK GASPARRIE band remains there until July 1. . . . TRYON SISTERS have opened at Leon & Eddie's for four weeks. Eddie Smith booked. . . . WINNIE HOVELER goes to the Hurricane Wednesday (22).

GOLDEN GATE QUARTET is among those invited to sing at the Inaugural Ball to be held at Constitution Hall, Washington, Sunday (19).

Chicago:

New novelty booked by the Bismarck is LOU HOFFMAN, juggler, Collette and Barry have been held over. . . . THE DUPINS are set for the Edgewater Beach show opening January 31. . . . RAY LIFE, of the David P. O'Malley Office, set the show at Colosimo's opening January 30, including the Three Playboys (Star, Rollo, and Ditson), Northwest Mounties, Mate Trio, Peaches Strange, June Hart, Jack and Dot Earl, and Jack Prince. . . .

STARR, ROLLO, AND DITSON start at Colosimo's January 30.

LEWIS SISTERS begin a four-week booking at 606 Club. . . .

Philadelphia:

VINNI LIKELY makes her local nitty bow at Kalmers' Little Ratskeller. . . . MURRAY PARKER, at Evergreen Casino, has signed for a role in *Francis* (Star, Life, new musical). . . . GIB HABBITT has resigned as press agent for Garden Terrace. . . . SALLY LA MARR returns to town at Benny the Bum's. . . . HARRY BEARD, new manager of Evergreen Casino, succeeding Paul Hildebrandt. . . . LITA LOPEZ, of the Club Ball line, recovering from an appendix slitting at Methodist Hospital. . . .

BOBBY BERNARD, Frisco Bowman, and Ben Raymond new principals at Stork Club. . . .

Here and There:

In the show which started January 17 at the Jefferson Hotel, St. Louis, are DON AND JANE FORD, Maurice and Betty Whalen, Monocled Ambassadors, and Jack Spaul. . . . BIRN TWINS and EVELYN PRICE close January 16 at the Yacht Club, Pittsburgh, and open the 17th at the Beverly Hills Country Club, Newport, Ky. . . . HANK LEWIS still going strong as emcee at El Nido Club, Vallejo, Calif., which has music by Roland Evans and the Five Dons. . . . Since their return from London GAIL AND FAITH SIMPSON have completed 43 weeks of hotel and club dates. . . . DON MARLOWE to the Cies Pareo, Denver, for three weeks. . . . DOROY AND DIANE are current at the Bellevue Grill, Montreal, on the same bill as Tip, Tap, and Toe. . . . JACKIE GROSS, working clubs around Rhode Island, is now at the Club Heigh-Ho, Providence. . . . BOBBY BELMONT started at the Mayflower Hotel, Akron, O., Monday (20).

Screwball Theme In New Borde Unit

CHICAGO, Jan. 18.—Al Borde's new unit, *Screwballs of 1941*, opens at the Orpheum, Des Moines, January 24, followed by either the Riverside, Milwaukee, or the Orpheum, Davenport, January 31, and the State-Lake, Chicago, February 7. Show will then go east.

Screwballs carries Jack Powell, the Four Franks, Al Verdi, Ted Lester, Don Rice, Wilbur Hall with Renee, Five Ambassadors, and Eve Ross's line of girls. Basic idea of show is to present an orchestra whose individual members are professional entertainers. Thus the 15-piece Bughouse Orchestra is comprised of the seven previously mentioned acts. Al Borde and Bennett Frank are the producers, with Max Kalcheim company manager and Jack Pollack advance man. Harry Harris has written the lyrics.

Magic

By BILL SACHS

PLATO AND JEWEL are on the new bill at the Gibson Hotel Rastheller, Cincinnati. . . . RAY-MOND has been engaged for a three-month tour for the International Harvester Company, which began at Queen Anne, Md., January 12. He's giving an hour's show. . . . CARL SHARPE (The Great Illustrious) has finished a week at the Cat and Fiddle Club, Cincinnati, with his crazy magic. . . . THE GREAT GRAYTIVO, with Ripley's Believe-It-Or-Not show at the Golden Gate International Exposition, San Francisco, the last summer, is working interludes in the St. Louis area, doubling on an occasional banquet date. . . . WASSAU THE MAGICIAN (The Great Illustrious) is also in the Mound City, working after-dinner spots with his Punch and magic. . . . DANTINI, past season with the Art Lewis Shows, is fooling night club patrons in the Pittsburgh sector these days. . . . ROYAL VILAS Assembly, Society of American Magicians, Bridgeport, Conn., at their regular monthly meeting last week had as their guest performer, Ross Burley, author of various books of magic. . . . LADY BONNAFFON, mentalist, is in her second week in the El Dorado Room of the Hotel San Carlos, Monterey, Calif. . . . PAUL LE PAUL, who recently closed at Jack Lynch's Walton Roof, Philadelphia, has a new assistant in Peggy Greenwell, Philly gal. . . . DECLEO THE MAGICIAN, with the Floyd Williams Show the past season, has been busy on schools, lodges and dinners in Central Ohio. He recently showed his wares at the Roxy and Gay '90s clubs in Columbus, O. He'll take to the outdoors again in the spring. . . . DR. HOLLENBECK, mentalist, is set for the Osceola Theater, Osceola, Ia. January 21-23, to be followed by the Tower Theater, Kansas City, Mo., the week of January 27. Grace Elynn is assistant in the turn, and Miss Alma, business manager. . . . DEL ESSECE is headlining at Northwood Inn, Detroit suburban spot. . . . JOE SCOTT, St. Louis magicker, is another who has signed recently to do his stuff for the International Harvester Company. He's set for six weeks. . . . DR. FREDERICK KARR and Madam Loretta, on nitery and theater dates in the Altoona, Pa., area the last several weeks, head for the East this week where they have two offers pending. . . . PAUL ROSINI's opening at Beverly Hills Country Club, Newport, Ky., slated for January 17, has been shoved back to a later date.

MARQUIS THE MAGICIAN shoots us a clipping from a Pittsburgh newspaper, wherein Dante is quoted as saying he's still offering \$10,000 for the India rope trick, and accompanies it with a challenge to Dante, claiming that he will present the Hindu rope trick in the open air far from any trees, beneath the open sky. Marquis says he will allow a committee of newspaper men to examine a large, white rope; place the rope in a basket (as in both the Thurston and Blackstone methods), and the rope will float upward 35 feet into space. A boy will climb the rope and when 30 feet in midair will fade into nothingness, and the rope will fall to the ground. And as a "blow-off," Marquis says, he'll give the rope to Dante as a souvenir. Well! Whatna we waitin' for, boys? . . . EVANS BROWN, musical magician, after 18 weeks at Hotel Witter, Wisconsin Rapids, Wis., opened January 13 at Arabian Gardens, Columbus, O., for a two-weeker, set by Eddie Sligh, Chicago. Brown returns to Chula Vista Resort, Wisconsin Dells, Wis., next June, where he has played the last four summers. (See MAGIC on page 27)

35 Pct. Women Patrons Force Cleaner Burly

PITTSBURGH, Jan. 18.—Almost every show at the Casino this year has been censored somewhere, owner George Jaffe of the Casino reveals.

Aiming to please women's trade, which comprises about 35 per cent of the theater's total, Jaffe sits in on the week's first performance of every unit, Sunday midnight. With him are manager Ed Shafer, house-man Abe Jaffe, and publicity director Frank Shenkel. Each takes notes, which they compare after the show. Next morning orders for cuts are posted back-stage.

Banning complete strips and heavy innuendo in comics' patter, Casino permits flashing of bare breasts on final act, nothing nude. Every stripper must wear net pants and brassieres. Dialog and business are likewise cut.

"We have to cut some stuff that the Nixon (town's) legit house) could get away with," Jaffe claims. "When they pay \$3.50 white-tie trade will stand for more than our family business will at 50 cents."

Increased femme trade has been built thru mass attendance by women's bowling leagues, clubs, and similar organizations, in addition to couple business. Illustrative of growing acceptance of burly fare is group of 32 women who drive in weekly from Monessen, a small city 35 miles away, to catch bill, and they time arrival to hit ticket window just before 6 p.m., when price changes.

Review

"The Aristocrats of 1941"

(HIRST)

(Reviewed at Troc. Philadelphia, Tuesday Evening, January 14)

One of the fastest and funniest units, and with all the attending fineries, to tee off here this season. And it practically has to be that whenever Billy "Cheese n' Crackers" Hagan gets back to this town. Comic has played stock burly here for ever so many years and has a standard following.

Ever ribald, Hagan is ever riotous. But it's not runaway. Sammy Smith shares the comedy and, altho the house is all for Hagan, Smith accounts for a shade more laughs. While both depend heavily on blue-tainted material, Smith gathers a salvo in a single inning with a vaude specialty hit for any family trade. It's his Goodie Goodie bit, now standard with him in burly, with Pearl Mylie singing the song while the comic makes with the hand movements.

Any bit of new material in these circles is worthy of note, especially so for *A Chinese Honeymoon*. Both comics lend their efforts. It's a take of the Chinese theater characteristics that finds both musician (Smith) and sound effects man (Hagan) doing chores on stage as the actors go thru their business.

Miss Mylie does excellently as straight, with Charles Harris and Stanley Simmonds also giving swell support. Simmonds further adds a better-than-average tenor for the singing.

Peeling parade is partial to platinum. Petite Olga Brace gets down to the bare with *A Confession* song story. Patricia Morgan, of similar stature, sings a *Memoires* medley. Dean Rowland, in top spot, adds languid innuendoes.

Chorus of 13 fills in nicely, making the best impression in the hall's bits, which have the advantage of smart scenery and costuming. Balrooms of Lew and Leanna also mean much for the production numbers. Make a favorable impression with a tangy turn and a Rogers-Astaire twister.

The Veppers, two males, do a standard vaude act. Their teeterboard antics result in rousing returns.

Orchestrated by Elinor Cook, unit's producer, Merrick Valnote the pit conductor.

Next unit in brings Elaine, Bob Ferguson, Max Coleman, Mary Murray, Betty Alford, and Mary Walsh.

M. H. Orosdenker.

LUCILLE RAND, following her week at Fay's Theater, Philadelphia, opens at Cuddy's Philadelphia night club, with a burlesque floorshow policy. . . . VAL DE VAL and Elina Martinez added to the show at Club Nomad, Atlantic City,

Burlesque Notes

(Communications to New York Office)

NEW YORK:

ALLEN OILBERT tendered a surprise birthday party backstage at the Tivoli, Brooklyn, after showtime January 14. Jimmie Wilson presided over the banquet table. Participating were Ann Corio, Emmett Callahan, Morris Trank, Ruben Bernstein, Larry Scott, Loye Astor, Eddie Jaffe, Sid Shale of *The Daily News*, Marvin Sleeper of *The Journal*, Justin Gilbert of *The Bergen Evening Record*, the entire stock cast and chorus, stagehands, house attendants, and Frank D'Armond's ork. . . . ANN CORIO chalked up a big week, January 6, at the Gaiety, Baltimore. Between 11 and 120, net in 11 years. . . . LOU APPLEBY, of the Casino, Toronto, is in Miami, Fla., attending an ailing mother hurt in a railroad accident. . . . JEWEL SOTHERN, according to word received by sister, Georgia, was operated on for tumor January 14 in a San Francisco hospital. . . . MARGIE KELLY is in Medical Arts Center Hospital. . . . LA ROSA SISTERS moved from the Star, Brooklyn, to the Hirst Circuit; opened January 5 in Union City. . . . CHARMINE returned to the Gaiety January 17 after three weeks at the Star, Brooklyn. . . . UNO.

CHICAGO:

BOB CARNEY became a flu victim last week and was compelled to lay off at the Rialto. Mary Joyce (Mrs. Carney) remained over in Chi to take care of him. Mae Brown filled her place in St. Louis, while Parker Gee stepped into Carney's boots at the Rialto. Bob expects to rejoin his show at Indianapolis next Friday (24). . . . CHIQUITA GARCIA doubled last Wednesday at the Chicago Athletic Club while playing the Rialto. . . . Another flu victim was Charley Country, who was unable to open at the Rialto Friday, but hopes to next week. . . . JACK BUCKLEY is back at his old playground, but probably for only two weeks. . . . DOROTHY LAWRENCE will close on the Midwest Circuit at Cleveland next Thursday (23). . . . VALERIE PARKS had a good week at the Palace, Buffalo, but couldn't break her previous record because of

the cold wave and snowfall that played the city at the same time. . . . MARION MORGAN has purchased a new Buick, which she will drive to California, accompanied by her husband, Buster Lorenzo, when her season on the Midwest Circuit closes. She is now in her 26th week. . . . MAXINE DE SHON opens at Fay's, Philadelphia, February 6. . . . HEYWOOD AND RENEE are playing in stock at the Empress, Milwaukee. . . . HARRY HIRSH is contemplating burly shows for the Alvin Theater, Minneapolis, having failed to clinch a contract with the Palace. . . . EGYPT ANHOWE, current at the Fox, Indianapolis, subbed for Mimi Lynn last week at the Grand, St. Louis, when Mimi took ill.

Enjoying

★ 54 ★

CONSECUTIVE WEEKS

Producing at the

CASINO, TORONTO, CANADA

Thanks to

LOU APPLEBY • GURSTON ALLEN

(Thanks Also for That Bonus)

LESTER MONTGOMERY

GET MY NEW MARCH SONG
"SONS OF THE AIR FORCE"

Words and Music By

HOWARD FOGARTY

CURLY S. POSEN

LESTER MONTGOMERY

CAN ALWAYS USE

DANCING CHORUS GIRLS

WRITE ME

GARRETT PRICE

COMEDIAN

with

FRAN WHITE

STRAIGHT-STRIPS

at the

ELTINGE, N. Y. CITY

Starting Jan. 24th, 1941, indefinitely

Direction DAVE COHN

From "POSSIBILITIES"
Billboard, January 18, 1941

For LEGIT

MUSICAL

GARRETT PRICE — burlesque comic caught at the Tivoli Theater, Brooklyn, in his first appearance in the New York area. Impresses solidly with his neat handling of lines and situations, and turns in an exceptionally high quota of laughs, even when his material isn't very blue. A strong bet for a musical.

Barger's Mexican Unit Making Tour

CHICAGO, Jan. 18.—N. S. Barger's Mexican unit has finished eight weeks of good business in Mexico City, and becomes roadshow Monday (20) when it opens at Tampico for a week. Following this engagement, unit will make three other Mexican cities before returning to the States.

Barger is readying a new show for a March 15 opening in Mexico City. New show will open at the Politeano Theater, biggest house in town. First unit played the Lyrico.

Hart Leading Strip Poll

BRIDGEPORT, Conn., Jan. 18.—Manager Eddie Madden of the Loew-Pol-Lyric Theater, Hirst circuit house, is running a poll to ascertain the most popular stripper to play his house.

Margie Hart is leading, with Ann Corio following closely and Hindu Wassau, local girl, a close third.

Al Smith, who managed the Lyric last year, is now at the newly opened Jaques Theater, Waterbury, Conn., playing Midwest Circuit shows.

Hirst for Canton, Maybe

CANTON, O., Jan. 18.—After two and a half weeks of stock burlesque, which failed to draw, Grand shuttered January 12. House previously had played 14 weeks of Midwest Circuit shows. Jimmy Walters, sponsor of the burly policy, and his wife, Viola Spaeth, have returned to Cleveland.

The Hirst Circuit may come in, routing its shows into the Grand for a week between Dayton and Pittsburgh; but so far nothing definite.

Also the house may reopen with repertoire.

The New York City Home
For All Show-Folk

HOTEL CLARIDGE
BROADWAY AND 44TH STREET

In the Heart of Times Square
Phone: BR-yant 9-0346

SPECIAL RATES
TO THE PROFESSION

\$8 Single, \$10 Double, Without Bath.
\$10.50 Single, \$12.50 Double, With Bath.

CHORUS GIRLS ATTENTION!
\$15.00 per Week for 3 in One Room

Shower — Bath — and Radio.
Impossible to Beat These Prices.
Largest Rooms in Greater New York.

Wolcott Tenter On Winter Trek Thru La., Texas

NATCHEZ, Miss., Jan. 18.—F. S. Wolcott's Rabbit Foot Show, which closed its regular tent tour in Bude, Miss., January 10, begins its winter trek here Monday after a 10-day layoff in Natchez for repainting and repairing. The winter show, which carries a 10-piece band, three comedians, two dancers, and seven girls in line, will play Louisiana and Texas until April, moving on six trucks and a bus.

The Rabbit Foot staff includes Mr. and Mrs. F. S. Wolcott, owners; Mr. and Mrs. J. R. Manis, front door and reserves; W. S. (Bill) Campbell, boss canvasser; Ed Gentry, lot superintendent; M. L. Frisbie, publicity; J. C. Goodard, contracting agent, and Forrest Brown and Harry Gordon, billers.

The Wolcott tent opened in Port Gibson, Miss., August 1 last, and played Mississippi, Louisiana, Arkansas, Alabama, Georgia, and Florida. Show entered Florida November 12, remaining until January 4. The American Legion at Key West sponsored the show December 19-21, it being the first show of its kind to play the city since the same outfit played there in 1917. Show played a return date in West Palm Beach Christmas Day to good business.

Readers Derive Pleasure From Article on Old Reps

Essex, Ia.

Editors The Billboard:

I have read with much pleasure the articles regarding the 10-20-30 days. From 1910 to 1920 there were many good shows touring the Middle West, many of them one-nighters. Among those which I remember are Will Locke's *The Girl and the Gawk*, McCabe's *Georgia Troubadors*, Norton's *Missouri Girl*, Dad Markham's *Ole, the Sneed Detective*, Tipperary, *The Girl and the Tramp*, and *Tempest and Sunshine*, all of which played to good business.

An outstanding attraction of the day was the late George Budd's *Royal Slave*. It came to town on New Year's Eve. Lots of snow and rain had put the roads in terrible shape, and as a fitting climax a terrific electrical storm bore down upon us. Shortly after the curtain went up lightning struck the big transformer on the high line and the town was in the dark. Luckily we had several kerosene lamps handy, so the show went on just the same. Even with this handicap the show is remembered as one of the best in the history of the Essex Opera House.

We miss the good old day but remember with pleasure the many good plays, as well as the capable men and women who presented the same.

JOHN G. E. CARLSON,

Sec., Essex Opera House Company.

Boston.

Editors The Billboard:

I was interested in Mr. Nealand's article on the old rep days, and will submit a few shows not mentioned by him that played

Amen, Brother!

BIRMINGHAM, Ala., Jan. 18.—While playing the Pantheas Theater here recently with the Dan Fitch unit, Harry (Slim) Williams received a backstage visit from a colored person, who complimented him on his excellent portrayal of a Negro preacher.

He assured Harry further that if the colored preachers in the Birmingham area would inject as much pep, personality, and comedy into their sermons as he did, they'd have it a heap more easier filling their pews on Sunday.

Delighted with the praise heaped upon him, Slim asked the visitor his name. "Brother William, suh," came the reply, as the colored gentleman bowed a good-bye.

the East from 1894 to 1905. The show that made 10-20-30 history, and one of the first to show under canvas, was J. C. Rockwell's *People's Theater Company*. That was 47 years ago. I was with him for three years, and believe his was the first show to play at those prices. His leading woman was Dorrit Ashton and the company included Bill Castell and wife, Ed Kane, Fred Malcolm, Bessie Howard, and Bellows and Temple. All have passed on.

The show played under canvas in summer and in halls in winter, and when Rockwell died he left a fortune. The Hill Theater Company, Gorman & Ford, Harry Brenan Star Theater Company, and Rudy Crowell Company were other shows of the period. E. P. Sullivan, Ed Dudley, and Justin Adams were with Crowell. All died years ago. Most of the shows went out of the Boston job print office and it was the hand-out for all the rep boys. We often met the Harry Shannon Company in Vermont, and when I think of those old days I often look back to the most pleasant days of my life.

JOSEPH THAYER.

Albany, N. Y.

Editors The Billboard:

I have read Walter D. Nealand's article of the 10-20-30 shows, and the letters that have followed. For many years I played leads with the John H. Bensley Colonial Stock Company. An old friend of mine, Charles K. Champlain, of Red Bank, N. J.,

Hayworth Circle Improves Route

ASHEBORO, N. C., Jan. 18.—"SeaBee" Hayworth, now in his fourth season of circle stock in Wilby-Kinney theaters in North Carolina, recently has had his bookings altered which, in addition to knocking off 300 miles of driving each week, places the Hayworth unit in several boom spots where government building has made money plentiful.

New arrangement has the Hayworth unit at the Wanoca Theater, Wallace, N. C., on Mondays; the Carolina, Goldsboro, Tuesdays; Broadway, Fayetteville, Wednesdays; Carolina, Wilson, Thursdays; St. Pauls, St. Pauls, Fridays, with the Carolinas, Lumberton, and the Carolinas, Asheboro, getting the show on alternate Saturdays.

As this writing the show is set thru April 1, after which Hayworth plans to take his unit into New England. A deal towards that end is now in the making. The roster remains the same, except for the addition of novelty acts for one or two-week engagements. Billie Love is rounding out her second year with the show, and Brodie Stirewalt is in her fourth year as singing and dancing femme lead.

Influenza and measles are rampant in this territory, with a number of shows being forced to cancel engagements recently when members were stricken ill.

CINCINNATI, Jan. 18.—Frank Ward, former agent of and for several years a partner in the operation of Toby Nord's Comediana in the Northwest, has informed *The Billboard* that Toby Nord, who has been off the road for several years, is in Ward 10 of the U. S. Veterans' Hospital, Sactelle, Calif., and would appreciate hearing from old trouper friends. He is registered under his right name of E. A. Nordseth.

also had an A-1 outfit. We played all the popular dramas of those days and went over with a bang. If we could only bring back such plays to our new generation.

Accept my best wishes, Mr. Nealand.

AL SHORTELL.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Five Years Ago

HUGH A. TALBOT'S Decatur, Ill. show was won by Frank Swan and Esther Snyder. Contest went 83 days. . . . HERMAN BEARZY was at home in Uniontown, Pa. . . . VINA WALKER and John Crowder were in San Antonio, Tex. . . . JIMMY RICHY was working night clubs in Chicago. . . . AT THE 500-mark 14 couples and two solos were going strong in George W. Pugh's Pueblo, Colo., contest. . . . AL BAKER had left the endurance field and was playing stock burlesque. . . . LES McCULLAM was working night clubs in Philadelphia. . . . JOHNNIE ARMBRUSTER was operating a dance school at Wellston, O. . . . FORREST BAILEY was resting up in Kansas City, Mo. . . . FRED CARTER was floor manager of Young Papp's Harlem night club, Los Angeles. . . . DOC KING was exhibiting Riggs Royal Midgets thru the South. . . . TONY AND VIRGINIA BERTHELOT were residing in Omaha, working club floorshows and doing well. . . . TORRINGTON, Conn., contest had 18 couples and five solos left after 10 days. . . . BILLY BALDWIN was emcee at the Crystal Ballroom in the Gladstone Hotel, Casper, Wyo.

JACK MURRAY, on route to Knoxville, Tenn., from Chicago with Jerry Martone, visited the endurance desk last week. The boys also took a look-in at the Roller Derby while here and saw the Roller and Moon Mullins, Kenny Neidel, and Joe McMullen. Jack is working mental Social Security cards. He asked about Lou Jarvis, Ernie Steele, Sammy Lee, and Phil Capone.

BILLIE CAIN is with the Royal American Shows in Florida.

WIGGLES ROYCE cards that he and his wife are now residing in Dayton, O., where he is working at the Eagles' Club.

Wiggles would like to read notes on Pop Pugh, Eddie Begley, and Joe Banana.

FRANKIE LITTLE, who closed at the Lookout House, Covington, Ky., Tuesday (21), on the bill with Ralph (Cookie) Cook, goes to the Chicago Club, Miami, for an indefinite stay. "What's happened to Lenny Page?" asks Frankie.

DOLLY SMITH links that it was Mitzel Hamid, New York show girl, and not she, who was awarded a contract by Warner Bros. Mitzel, who was once a nurse, left the walkies when she sustained a back injury in the Josh Kitchens contest at Trenton, N. J., which was caught in the tornado the summer of 1936.

INQUIRIES were received last week on George W. Pugh, Phil C. Mathieu, Johnny Hughes, Ellen and Mickey Thayer Jr., Cury Linder, Bill McCoy, Jack (Deadpan) Kelly, Bill Stein, Edna Nowells, Hughie Hendrixson, Johnny Crowder, Billy and Maxine Stee, Buttons Slaven, Lee Sullivan, Mickey Britton, Bob Lee, Johnny Reed, Porky Jacobs, Bill Fort, Adele Ballis, Archie Gayer, Ralph Bergman, Chuck Payne, and Dale Thorne. What's the dope, kids? Shoot in a card.

Selective Service Mail

In the Circus Department of this issue appears 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 Circus Department is given a list of registrants who are considered delinquents.

Be Safe Than Sorry In Legal Affairs...

READ
Review of 1940
Amusement License
Laws
In the Circus Department
of This Issue

Rep Ripples

MICKIE GALLAGHER, wife of the late Pat Gallagher who passed on Christmas Day, is continuing the operation of Pat's Showboat Grill at Easton, Md. Her daughter, Lana Lora, is attending St. Gertrude's Academy in Ridgely, Md. . . . ART AND MAE NEWMAN, the last two seasons with the Osagnon-Pollock Tent Show out of Green Bay, Wis., breezed into Cincinnati Monday of last week from Columbus, O., and opened the following night (14) at the Dutch Mill, Norwood, O., adjoining Cincy, for an indefinite stay. . . . EDDIE VERNER, banjoist and singer, recently jumped from Nashua, N. H., to Menantia, Que., to join Boland's Vaudeville and Picture Show, reported to be doing good business in that sector despite extremely cold weather. . . . CHARLES (KID) KOSTER, well known in rep and other show circles and now agent ahead of Tullulah Bankhead in *The Little Foxes*, pens that San Diego, Calif., is booming like nobody's business, and that it looks like a spot for a smart showman to get well. . . . DON MARLOWE, former comic with the Gene Austin tent, postals that he's slated to hit the road soon with a Midwestern vaude unit. . . . PEARL'S ENTERTAINERS, working halls and schools in Mississippi, are using a short-cut version of *Oliver Twist*, by E. F. Hannan. Juvenile Dan Pearl is doing Oliver.

BILLROY'S COMEDIANS, Billy Weble, manager, continues its trek thru Florida, with the show's latest route card, received last week, taking it up to Parish, Fla., February 1. . . . BOYD AND BETH HOLLOWAY are located in Macon, Ga., where Boyd is assisting Beth's dad in the garage business. . . . KIPP'S SHOW, vaude-pix combo, has resumed its school and hall tour, after a brief layoff in Hattiesburg, Miss. Unit's flesh entertainment includes the 45-minute bill, *Along the Old Frontier*, by E. F. Hannan. . . . ORIFF AND HI, well-known repsters, are rounding out their 11th week for the Baldwin-Davis office, Akron, O. They're currently appearing at Sailors Hotel, Massillon, O. . . . MONTE NOVARRO, formerly in rep and now partnered with Howard Fuller in the operation of *Parisienne Models*, infos that the unit is this week at Sardino's Candee Club, Syracuse, N. Y., and opens January 27 at Zeppelin Inn, Akron, O. Novarro reports he has the *Parisienne Models* set for the coming season on the Ben Williams Shows. . . . FRANK WARD, former agent and partner of Toby Nord's Comedians in the Pacific Northwest, is now in Los Angeles.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue. Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

WALKATHON

Open! 2 Tuesday, February 19, 1941, Mo. Streetcar, 10:00 a.m. Admission Free. Two Hundred Thousand Drawing Population. Attention, Flash Teams! Mines running full blast. Guaranteed sponsors from start. Write, don't wire.

KING BRADY

FEATURE VAUDEVILLE

Featuring top and near Brownwood, contact us. Prefer Musical Novelties, Danes, No Magicians, have one. Must have classy wardrobe and be outstanding. State all in answering. Write, don't wire. Mumbo and June, wire.

HARLEY SADLER NEW STATE SHOW BROWNWOOD, TEXAS

FOR SALE COMPLETE DRAMATIC TENT OUTFIT

666110, Chair, Ring, one 29 K.W. Lamp Plant with all Lighting Equipment. Used Five weeks. Cheap for cash.

DON A. HANNA, Phoenix, Arizona
330 No. 18th St.

WANTED

For the South's Finest Circle Stock Can always place runner, cover Musical Comedy and Vaudeville People, also stock Novelty Acts that change. Salary low, but you get it. Single people preferred. Society with a message. Address: "SEABEE" HAYWORTH ATTRACTIONS, Carolina Theater, Goldsboro, N. C. *Show now in its 4th year in Wilby-Kinney Theaters.

CURTISS SHOPPRINT

QUICK SERVICE—LOW PRICES
"Tent Show Headquarters Since 1905"
CONTINENTAL, O.

Non-Theatrical Films

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

Shows in Camp Vicinities Up Roadshowmen's Profits

Merchant-sponsored shows build business for stores in area—"See Yourself in the Movies" idea clicks in South—straight entertainment programs used

NEW YORK, Jan. 18.—Roadshowmen experienced in the operation of merchant shows are reaping midwinter money by putting on this type of show in the vicinity of Civilian Conservation Corps and army training camps. Non-theatrical films have met with instant success in nearby every spot they have been shown. Operators say that the CCC boys and soldiers welcome the opportunity to see these shows and the town merchants are also doing good business on show nights. "There has been no evident slackening of business, an operator in the West said. Distance between camps proves some little handicap, but the establishing of army training camps over the nation has enabled operators to cut down on the mileage between show dates.

Cutting It Short

By THE ROADSHOWMAN

James M. (Tiny) Day, organizer who puts on non-theatrical movies in the Pine Room of Hotel Stratfield, Bridgeport, Conn., reports that the showing of *Tulle's Punctured Romance* in three parts on a single night proved successful. There were some squawks, he adds, because of the absence of comedies and shorts. To remedy this situation he is showing a feature-length movie one night and shorts and comedies the next. Day also showed Douglas Fairbanks in *The Grinning Gringo*; *The Great Train Robbery*, and two Chaplin films without organ accompaniment as an experiment. The audible remarks from the audience are plenty of laughs. This program also included *Love us the Villains*. One of the biggest hits Day has made with his shows was with William S. Hart in *The Grim Game* and he expects to repeat the film soon. On still another program he has Ben Turpin in *Small Town Idol*; *Super Thrills* in the *News* with the Tacoma bridge collapse, and *The New York Hat* with Mary Pickford and Lionel Barrymore. Audience completely enjoyed the last-named program and it will be repeated in about two months. Day had shown the Turpin film before and knew that his audience would react favorably to it. In a few weeks *East Lynne* will be shown. Day will furnish the musical accompaniment.

Current program at The Place, New York night club owned and operated by Pete Tarditi and Bob Oestinsky, includes *Horik Melodies on Parade*, with Mary Astor and Andre Kostelanetz; *Action*, and *Do You Remember?* with Lew White at the organ, Bill Coty, and Harry Von Zell. This is the first program under the new policy of 30-minute shows.

HE'S COLOSSAL! Joe E. Brown
He's stupendous!
He's downright good!
In **THE GLADIATOR**
16mm. Sound-on-Film
Field General comedy that
knocks 'em for a goal. Write to
NU-ART FILMS, Inc.
145 W. 48th St., NEW YORK CITY

16MM. SOUND FILMS
• LOWER RATES
• BIG CHOICE
• QUICK SERVICE
Catalogue and Rates on Request
ARROW FILM SERVICE
1600 Broadway, New York, N. Y.

RELIGIOUS FEATURES
16MM. SOUND 35MM.
This is The Kingdom, Passion Play, Brother Francis, Christmas (The Life of Christ),
OTTO MARRACK, 630 Ninth Ave., N. Y. City
THE FILM WEEKLY AUSTRALIA
Covering the Motion Picture and Entertainment
Conducted by KEVIN BRENNAN,
188 City Telephone Building, Pitt Street, Sydney,
Australia Office of THE BILLBOARD.

section include Code of the Fearless, Fighting Deputy, In Old Montana, Knight of the Plains, and Utah Trail.

SELLING THE BAND

(Continued from page 13)
ment is only too happy to have hit upon something to replace jitterbugging and to create new dance interest.

Opportunity Contest

CLYDE LUCAS, current at Benjamin Franklin Hotel, Philadelphia, is attracting attention and booming business with an Opportunity Contest for gals interested in a singing career. Auditions are held nightly in the hotel's Garden Terrace, the worth-while would-be chirpers being singled out during the afternoon. Talent contest continues for three weeks, with the fourth week's engagement including radio broadcasts from the hotel going to the winner. And since the Lucas gang has no gal decor for the chants, winner has the opportunity to grab off a permanent job with the band.

An unusual store traffic building promotion has been planned for RCA Victor dealers, to be announced January 25, according to D. J. Finn, RCA Victor advertising manager. Designed to bring prospects into stores for a listening demonstration of the new platter machines, the promotion uses as bait the company's long life phonograph needle. Upon visiting a store, dealer gives the prospect a certificate worth 75 cents, which the prospect forwards to the factory with a quarter. The needle is sent by return mail.

The promotion gives the dealer a good first contact with a live prospect, and actually costs the retailer nothing, Finn explained, further providing such help as window streamers, display cards, co-op ads, instruction booklets, and demonstration records.

MAGIC

(Continued from page 25)

DAVE PRICE, Nashville manipulator, jumped into Cincinnati Saturday (18) to catch the Dante Sim Sale Bin, which began a week at the Cox Theater, Cincy, Sunday. Price was a visitor at the magic desk Sunday a.m., and in the afternoon journeyed out to John Snyder Jr. to inspect the latter's new magic workshop and theater. . . . R. N. MENGE (Norman the Wizard), who the past summer operated the side-show on Zimdars Greater Shows, is wintering in Hot Springs, Ark., where he's managing to squeeze in an occasional school date. He is reframing his show for the new outdoor season.

THE MILWAUKEE CHAPTER of the Houdini Club of Wisconsin at its meeting January 14 elected Adam Hudzinski, president; Robert Rimander, vice-president; Richard Mossey, secretary, and Frank Kemper, treasurer. . . . TEN MEMBERS of the Gus A. Doerright Ring No. 2, International Brotherhood of Magicians, Youngstown, O., motored to Pittsburgh January 10 to catch the Dante opy. Charles A. Leedy, proxy of Ring No. 2, was unable to join the party, but made a special trip the next day to catch the matinee performance.

ORCHESTRA ROUTES

(Continued from page 14)

Sullivan, Joe; (Famous Door) NYC, ex.
Sullivan, Don; (Bretelott's) NYC, ex.
Tas, Jimmie; (Kaufman's) Buffalo, ne.
Terry, Frank; (McVan's) Buffalo, ne.
Thomas, Wil; (Nash Amabile) Tex., h.
Thomas, Joe; (MacFadden-Deavries) Miami Beach, Fla., h.
Thompson, Joe; (Verailles) Miami, ne.
Thornhill, Claude; (Mark Hopkins) San Francisco, h.
Tish, Ed; (Commander) NYC, h.
Torres, Pedro; (Henry) Pittsburgh, h.
Towne, Jack; (McMoroco) NYC, ne.
Turner, Al; (Honey Hour) Chicago, ne.
Troxel, Buck; (Mc James) Reading, Pa., h.
Tucker, Orin; (Biltmore) NYC, h.

U
Unell, Dave; (Alabama) Chi, ne.
V
Valero Sisters; (Carrousel) Miami Beach, Fla., ne.
Varell, Whitely; (President) Atlantic City, h.
Varnel, Tommy; (Club Bali) Brooklyn, ne.
Vera, Joe; (Congress) Chi, h.
Vargas, Eddie; (St. Moritz) NYC, h.
Vera, Pete; (Casa Loma) Phila., ne.
Viera, A.; (Carmel) Phila., h.
Vinn, Al; (Glas Hall) Shreveport, La., ne.
W
Wald, Jerry; (Child's Spanish Gardens) NYC, ne.
Walters, Lee; (Blue Lantern) Detroit, ne.
Webb, Jack; (Libby's Club Bar) Chi, ne.
Weber, Jack; (Melody Mill) Chi, h.
Wells, Ted; (Barlow) Phila., h.
Wick, Lawrence; (Trilioni) Chi, h.
Whiteman, Paul; (Colonial Inn) Hallandale, Fla., ne.
Williams, Chalk; (Oxy '96 Cafe) Phila., ne.

47th Year

The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Co.
E. W. EVANS, President, Treasurer & General Manager.
H. S. LITTLEFIELD JR., Vice-President.
W. D. LITTLEFIELD, Secretary.
A. C. HARTMANN, Editor.
Outdoor Dept., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor.
Indoor Dept., 284 Broadway, New York, N. Y.
Main Office and Printing Works: The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 8304. Cable Address, "Billboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1064 Broadway, Phone, ME 6114. 2-1617, 2-1618. CHICAGO—12th Floor Amalard Bldg., 155 N. Clark Street, Phone, Centro 3304. BOSTON—229 Armande Bldg., 8th and Olive Streets, Phone, Church 0443. PHILADELPHIA—B. H. Patrick, 1222 Lancaster Street, Upper Merion, Pa. Phone, Madison 6903. LONDON—Eldon Grays, care of "The World's Fair," Grosvenor House, Piccadilly Place, London W. 1, England. SYDNEY, AUSTRALIA—Kevin Ryan, City Telegraph Bldg., 198 Pitt Street, PAUL—C. M. Chambers, care American Service, 1151 S. W. 22nd St.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$6; Two Years, \$9. These rates apply in the United States, U. S. Possessions, Canada, Mexico and other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.
DISPLAY ADVERTISING—Fifty Cents per Space Line, Whole Page, \$350; Half Page, \$170; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No telephone advertisements accepted and unless resistance is telegraphed or mailed so as to reach publication office before noon Monday, The Billboard reserves the right to edit all advertising copy.

Vol. 53 JANUARY 25, 1941 No. 4

Williams, Griff (Sivens) Chi, h.
Williams, Glen (Lido Club) Jackson, Mich., ne.
Williams, Sande (Astor) NYC, h.
Wilson, Teddy; (Cafe Society) Upwood NYC, ne.
Wilson, Dick; (McParlin) NYC, ne.
Windsor, Sir Reginald Guy (Royal Cecil Belmont, N. J., ne.
Winton, Barry; (Rainbow Grill) NYC, ne.
Wolfe, Bob; (New Dragon Club) Miami, ne.
Woods, Herby; (Ben Franklin) Phila., h.
Y
Young, Eddie; (Lowry) St. Paul, h.
Z
Zanello, Doc; (Brooklyn's) Albany, N. Y., ne.
Zarin, Michael; (Beachcomber) NYC, ne.

NOW AVAILABLE IN 16MM. S.O.F.
SHIRLEY TEMPLE
(Darling of the Screen)

In a Series of
FOUR TWO REEL COMEDIES
"Merrily Yours"
"Managed Money"
"Pardon My Pups"
"Dora's Dunking Doughnuts"

Costs Include
ANDY CLYDE — JUNIOR COUGHLIN
KENNETH HOWELL

Attractive Quotations Furnished Upon Request
COMMONWEALTH PICTURES CORP.
729 7th Ave. New York City

Big Buy 16mm

HEAVY DUTY PROJECTORS HEAVY DUTY
14 MONTHS TO PAY
BRAND NEW LATEST MODEL
1000 WATT LAMP—30 WATT AMP. WITH
2—12" HEAVY DUTY SPEAKERS
Reg. List Price \$389

YOUR PRICE \$289 NO FIN. CHARGE
14 MONTHS TO PAY
Write for Details
BOX D-9, The Billboard, Cincinnati, Ohio

The Final Curtain

BARBER—Robert Burton, 56, concessionaire and ride operator with various carnivals, from self-inflicted bullet wounds at his trailer home in Fort Worth, Tex., January 10. Survivors include his widow, Mrs. Edith Marie Barber, stepmother and stepbrother, of Dallas, and a sister in Austin, Tex. Burial in Fort Worth January 13.

GARMAN—William C., 83, Philadelphia theater operator and builder, January 13 at his home in Ventnor, N. J., after a month's illness. A few years ago he came out of retirement to build the Carman Theater, Philadelphia, which is operated by his son-in-law, George T. Graves. His widow, Clara; a daughter, and a sister survive.

CLARKE—Ernest, 64, aerialist and equestrian of note and reputed to be the second man ever to do a triple somersault in a flying act, January 10 in Santa Monica, Calif. With his brothers Percy and Charles he formed a flying act. He was Eugene's brother and joined the Barnum & Bailey Circus in Paris, later coming to this country with that show. For many years afterward he was a feature with the Ringling Brothers. Recently he had been with the Tom Mix and Yankee-Patterson circuses. Surviving are his widow, Elizabeth Hannford; a daughter, Ernestine, aerialist and bareback rider; two brothers and a sister in Baltimore. Services in Santa Monica, January 13, with burial in Forest Lawn Memorial Park, Glendale, Calif.

IN LOVING MEMORY OF
ERNEST JOHN CLARKE
Of The Clarksons
Who passed away January 10, 1941,
at Santa Monica, Calif.
Survived by his widow, Elizabeth; daughter, Ernestine; and two brothers, Percy, and sister, Laura, who think all friends for their kind sympathy.

CONNISSE—Robert, 73, character actor and leading man, January 15 in Portland, Me. He debuted in 1894 in support of Madame Rhea at Halifax, N. S., and for several years was with prominent stock companies at the Auditorium Theater, Kansas City, Mo.; Elitch Garden, Denver, and with F. P. Proctor in New York. Connisse followed Brandon Tynan appearing as Robert Emmet in the play of that name at the 14th Street Theater, New York. In more recent years he acted in *The Boomerang* under the late David Belasco's direction and in *The Rat* with Wagenhals & Kemper. He was also seen in *Courage*, *Elizabeth the Queen*, *Lost Horizon*, *Pride and Prejudice*, and *Idiot's Delight*. During this time he also intermittently appeared in vaudeville throughout the country. Services in New York, January 23 under auspices of the Actors' Fund of America, with burial in the family plot in Moravian Cemetery, Staten Island, New York.

CASTELLO—Bartley C., 70, songwriter, January 14 at his brother's home in Germantown, Pa., after an illness of three years. He wrote *Hearts of the World*, the words for *El Rancho Grande*, collaborated with many popular musicians, and composed *An Old Banjo Without Any Strings* and *My Own Home Town* in Ireland. His family said he wrote the words for *Where the River Shannon Flows*; several others also claim to have written these words. Besides his brother, he leaves three sisters.

CURTICE—A. B., 50, well known to county fair officials and special events

promoters, January 10 at his home in Wellington, O. In recent years he managed the sale of programs and racing score cards at fairs in various parts of Ohio and at the National Air races in Cleveland and Los Angeles. His widow, Violet, survives. Burial in Wellington.

DE CORDOVA—Rudolph, 81, actor and dramatist, in London January 11. He played leading roles on London and New York stages. He wrote *Pandora's Box*, *The Green Spectacles*, and collaborated with his wife, the late Alicia Ramsey, in many other works, including *The Passover*, *The Mandarin*, and *The Organ Grinder*. Deceased also wrote the film version of *Romeo and Juliet* and assisted in its production. Survived by two brothers, Leander, Hollywood film director, and Rousel, and a sister, Mrs. Arthur J. Sanyille, of London.

DRAKE—Carlton E., a biller with the advance car on the Al G. Barnes-Sells Photo Circus in 1935, '36, and '37, in San Francisco January 1. He was a member of the International Alliance of Billposters, Billers, and Distributors, Local No. 44, of San Francisco. Survived by his widow, Mrs. Marion Drake, and three sisters, Mrs. Jack Murphy, Mrs. Gladys Porret, and Mrs. W. J. MacKrocher. Interment in Cypress Lawn Memorial Park, San Francisco, January 6.

EUSTACE—William, 55, assistant electrician at the Winter Garden Theater, New York, January 11 in that city of a heart attack. He was a member of the International Alliance of Theatrical Stage Employees and the Elks. He leaves his wife and a son.

FISHER—Lucius, 47, concessionaire, formerly with the O. Buckner and the M. & M. Shows, January 10 in Keene, N. H., of a heart attack. Survived by his widow. Burial in Keene, with military services at the grave.

FLUHRER—George R., 46, of Buffalo, well known in dramatic stock, tent repertoire, and burlesque circles, in Mercy Hospital, Davenport, Ia., January 12. Ill since last May, Fluhrer worked until three days before his death as producing straight man at the Liberty Theater, Davenport. Survived by his widow, Mary Eleanor Welborn; two daughters, and a son. Burial in Oakdale Cemetery, Davenport.

GILBERT—Charles Reed, 81, retired actor, January 12 in the Georgetown Hospital, Washington. Gilbert toured the country with Chauncy Albert and in the Virginia company. He appeared in many stage productions, among which *On Trial*. His wife, the late Katherine Arayie Gilbert, was also on the stage for many years.

HAMMOND—Harold, 31, former med show operator, January 7 at his home in Columbus, O., after accidentally taking too much sleeping powder. For several years he operated a medicine show founded by his father, Dr. Charles Hammond, playing thru Middle West territory. Survived by his widow. Burial in Union Cemetery, Columbus.

HARDING—Herbert H., 44, for many years mechanical superintendent of Harding Bros. Amusements, Revere Beach, Mass., December 16 of a heart attack in Revere it has just been learned. Survived by his widow, Martha; a son, Herbert Jr., who will carry on his father's work; a daughter, Arlene, and three brothers, Jack and Harry, of Lynn, Mass., and Thomas, manager of the company. Interment in Revere December 19.

HAY—Henry Hanby, 92, Philadelphia playwright and poet, November 23 at his birthplace, Isle-of-Man, on the west coast of England. One of his more important dramatic works was *The Flight of the Duchess*, produced in Philadelphia at the Broad Theater in 1902.

INGERBOLL—Geneva, 50, former actress, January 17 at a nursing home in Clifton, Staten Island, N. Y. Her stage career began with Joseph Jefferson, and thru him she became interested in painting and subsequently studied in Italy. When she returned to this country she appeared with Stuart Robson in a revival of *She Stoops To Conquer*. Services January 21 under auspices of the Actors' Fund of America, with burial in the Fund plot in Kensico Cemetery, Westchester County, New York.

JOHNSON—Joe Washington, 71, retired show and carnival electrician, in a Fort Worth, Tex., hospital January 8 after a long illness. Johnson entered show business many years ago with carnivals, on which he produced fireworks shows. Later he built rides, which he operated in conjunction with a concession at a Houston, Tex., park for many years. At his death deceased was owner of the

Ideal Novelty Company, Fort Worth, which he established in 1935. Survived by an adopted daughter, Mrs. Lucille Railsback, Amarillo, Tex. Burial in Fort Worth.

MILLER—Howard, 23, member of the King Street 4-H Pioneers' Orchestra, in Danbury, Conn., January 10 after a brief illness.

MORGAN—Mrs. Florence Hower, 87, playwright, editor, and author, in Cleveland January 11. After several years in the literary field she wrote the play *Terence*, for Chauncey Oscott, which ran two years on Broadway and on the road. A daughter, Mrs. Robert H. Perdue, with whom she resided, survives.

PARIS—Leona M. (Duchess), 43, midjet widow of Ben Paris, January 9 in Los Angeles. As an executive member of the French and Belgium Midjet Teams she showed for more than 15 years with the Johnny J. Jones Exposition. More recently she appeared at the Chicago Century of Progress and the Golden Gate International Exposition, San Francisco. She was also in vaude and in motion pictures. Deceased was a native of Alesmont, Namur, Belgium. Services in Los Angeles, with burial in San Antonio, Tex., January 15.

RICE—Edmund—Edward, 71, January 15 of heart disease after an illness of several months. A retired justice of the Supreme Court, he did much toward the beautification of Coney Island while he was borough president of Brooklyn, and it was in a large measure due to his efforts that the Coney Island Boardwalk was built.

ROLLE—James, 40, in Elizabethtown, Pa., recently of injuries sustained in an automobile accident. He was an inspector for the Union News Company and formerly had been an employee of Hoyer & Doolittle, concessionaires, 14 years.

STELMACHOWSKI—Anthony (Tony Smith), 63, vaude and circus trouper for more than 30 years, January 14 at his home in Newark, N. J. Stelmachowski entered vaudeville when 15 and later traveled with the Hagenbeck-Wallace Circus several seasons as a member of the Trolley Car Trio acrobatic act. Survived by his widow and a brother.

THOMPSON—John A., 92, theatrical scenic painter, January 9 in Boston. Thompson was said to be the oldest Elk in the country. He leaves a daughter.

VINSON—Jack, 51, former leading man with repertoire and stock companies, January 7 at Henry Grady Hospital, Atlanta, of pneumonia. Vinson had been with J. Doug Morgan, Bert Melville, Paul English, Jack King, Heffner-Vinson, Jimmie Hodges, and Giffard's Famous Players. The past season he was with Joseph Selman's Shakespearean Company, playing colleges and universities. Survived by a daughter, Dorothy Vinson Gwin, with "Bitter" Comedians. Services in Atlanta January 10, with burial in Forest Grove Cemetery, Forest Park, Ga.

WEXLER—Jacob, 58, actor, manager, and part owner of the Yiddish Folk Theater, New York, January 16 at home in that city after a short illness. Wexler performed on the Yiddish stage for more than 40 years. He was an organizer and former president of the Hebrew and Yiddish Folk Theater and this season was the first in many that he did not appear on the stage. He leaves his wife.

WHEELLOCK—Lt. James Riley (Chief Oneida), director of Wheelock's Indian band, January 10 at his son's home in Upper Darby, Pa. The past five years he had his band with Col. Jim Deane's 32 Ranch Rodeo. He was a graduate of the Carlisle Indian Institute, where he was a grid luminary and bandmaster. After graduation from Carlisle, Wheelock went to Europe to study music. He mastered Wagnerian opera under Arthur Nikisch at Leipzig Conservatory and later played in the London Symphony Orchestra. His Indian band played engagements at Carnegie Hall, New York; Steel Pier, and in Million-Dollar Pier, Atlantic City, and in other cities. Surviving are two children, Leoche and Raymond, who will carry on the band. Interment with military honors at the National Cemetery, Philadelphia, January 14.

In Loving Memory of My Dear Husband
Gone But Not Forgotten
FRANK H. WILSON
of the Wilson Brothers
Who Passed Away Jan. 25, 1940
MRS. FRANK H. WILSON

WIKOFF—Will J., 78, former actor, January 14 at his home in Springfield, O. His first professional job was with the Howard Wall Model Comedies, when he traveled from Coast-to-Coast in stock companies until his retirement in 1926. Services and burial in Springfield.

With the Ladies

—By VIRGINIA KLINE

HOUSTON, Tex., Jan. 18.—We left Kansas City, Mo., on January 3 after many farewells and regrets that the holidays were over. Our first stop was Erie, Kan., quarters of the W. A. Gibbs Shows. Gibbs is slowly recovering from injuries sustained in an automobile accident last summer. Mrs. Gibbs is suffering with acute rheumatism, but both are optimistic over 1941 and look forward to a good season.

At Parsons, Kan., Mr. and Mrs. Charles Hotello entertained us in their home car and regretted that they were unable to be in Kansas City over the holidays. At Caney, Kan., we visited Mr. and Mrs. Clark Swisher, of the Parada Shows. They purchased a hotel in Caney and will operate it and make it their home this winter. Hotel is across the street from the lot where Swisher operated an old track Merry-Go-Round some 20 years ago. The one they own and operate now has been repainted and is in swell shape. Mrs. Swisher tells me also likes to help with the painting, and I know I did when Abner and I used to paint our horses.

We had supper at Coffeyville, Kan., where our shows had played years ago. At Tulsa, Okla., the next day we visited John Mullins, who operates and owns Crystal Springs Park. The day after Christmas John had the misfortune to cut an artery in his left wrist. It spoiled his New Year's celebration, but he is recovering. He showed us some excellent pictures of the park. In El Reno, Okla., we spent the week-end with our good friends Mabel and Charles Tompkins. Charley is with the government now, but he and Mabel still like to talk show business. They have a swell scrapbook of pictures of their Wild West days and of the fine horses they rode in the big shows a few years ago. With her usual generosity, Mabel loaded me up with fruit cake and homemade pickles, and Charlie gave Abner a pair of silver spurs that left him speechless.

At Waurika, Okla., we called at the quarters of the Greater U. S. & Dalley Bros.' Combined Shows, but missed Manager Freed, as he was away on a booking trip. Mrs. Marian McLemore and her daughter, Marie Keener, entertained us, however, and we spent an enjoyable afternoon. Mrs. McLemore owns Prissy and Bubba, two Boston bulldogs. Bubba is Prissy's mother, and Prissy's father was Jiggs, the pet of Peggy Landes Chapman.

We arrived in Dallas late the afternoon of January 6 and I called Margaret Pugh, president of the new Lone Star Show Women's Club of Texas, and learned that Mrs. Louis Hickman was entertaining club members at a barbecued venison dinner at the Campbell Hotel. I was invited but was delayed and arrived there in time for coffee and an over-generous helping of the dessert. (See *WITH THE LADIES* on page 32)

John Powers' Death

NEW YORK, Jan. 18.—John H. Powers, manager of the ill-fated Tim McCoy Circus of a few seasons ago, died yesterday of a cerebral hemorrhage in Roosevelt Hospital at age 56. Native of Danville, Ill., he trouped in vaude with the act McAvoy and Powers, Mary Perkins, agent and lifelong friend, was attempting to locate relatives for burial arrangements.

McCoy started out as one of the most elaborate shows in years, but blew up suddenly in Washington, D. C., after being out but a few weeks.

Marriages

BROWN-CARTER—Dr. L. E. Brown, show operator and carnival secretary, and Dorothy Pearl Carter, of Cairo, Ga., December 14 in Thomasville, Ga. It has just been revealed.

BUSCH-DYE—Frank C. Busch, carnivalite, and Ruby Joyce Dye, recently in Jackson, Miss.

EICHNER-DOEHLA—Walter G. Eichner Jr., manager of Eichner's Restaurant, Bridgeport, Conn., niter, and Marion Doehla in that city January 4.

HAMMER-WICKER—Victor Hammer, executive of the Hammer Galleries, and Irene Beaton Wicker, radio actress, recently in Eikon, Md.

HENNING-LIPPIN—William Henning, a member of the Hal Leonard orchestra, and Bonnie Dell Lipin December 24 in Plattville, Wis.

Walter Hartwig

Walter Hartwig, 61, one of the outstanding supporters of the little theater movement, died January 17 in Doctors' Hospital, New York.

For many years Hartwig was associated with the late David Belasco and the late Daniel Frohman. In 1923 he originated the annual little theater tournament and managed the competitions until 1931, when they were suspended.

He started his career in Milwaukee as a small traveling stock company. In 1903 he came to New York and began his long association with prominent producers. He directed many little theater groups, and in 1933 built and owned the Ogunquit Playhouse in Ogunquit, Me. Hartwig managed the group since that time.

In 1935 he produced and directed *Loose Moments* on Broadway. The two previous winters he spent working in Hollywood for Fox Pictures. Survived by his widow and a sister.

Arthur Combo Signs Campbell; Augments Show Paraphernalia

LOS ANGELES, Jan. 18.—Hort Campbell, widely known in outdoor showdom and operator of the Tip Top Shows in 1940, has been signed as general representative of Martin E. Arthur's Mighty American Shows, Walton de Pellaton, secretary and publicity director, said here today. Campbell assumed his new duties immediately and, with Dale Petross, his former secretary, who was appointed billposter by Owner Arthur, will leave for Northern California after conclusion of their Southern tour.

Appointment of a special agent will be announced later, Arthur said. Management also reported purchase of a large amount of paraphernalia from the West Coast Amusement Company and Silver State Shows, which is to be used in construction. Activities at local quarters are progressing under direction of Manfred Stewart. Stewart recently left for Stockton, Calif., with a crew to bring back a fleet of trucks purchased by Owner Arthur. They will be repainted to conform with the shows' colors.

Winter parties in quarters were numerous the past week, with numerous showfolk being entertained by members of the personnel, including Mr. and Mrs. Martin E. Arthur, Mr. and Mrs. Manfred Stewart, Mr. and Mrs. Hort Campbell, and Walton de Pellaton. Among visitors were Anna John Budd, Mr. and Mrs. G. H. Alton, Mr. and Mrs. Ralph Balscom, Louis Corbelle, Mike Rogotino, Joe Bass, Mr. and Mrs. Hugh Bowen, Manuel Cortez, and Mr. Anfenger.

Showfolk Pay Last Respects At McGugin Funeral in K. C.

KANSAS CITY, Mo., Jan. 18.—Numerous showfolk friends and members of the Heart of America Showmen's Club attended funeral services for the late Col. Dan McGugin in the Freeman Chapel here last Saturday afternoon, under joint direction of the HASC and J. P. O. R. Lodge No. 619, of Beatrice, Neb. A large number of McGugin's acquaintances paid their last respects Saturday morning and a profusion of floral tributes surrounded his casket. On an easel, directly behind the casket, was the HASC floral emblem and next to it was a wreath from the Beatrice ERA.

Dr. Walter Wilson officiated at the ceremonies, assisted by Ruth Wilson, soloist, and Mrs. Alma Miller, organist. Interment was in the HASC showmen's plot at Memorial Park here, where services also were conducted by Kansas City B.P.O.E. Lodge No. 26. Coming here for the funeral were L. C. Reynolds, H. Wells, J. W. Lindsey, and E. J. Ryan, from Reynolds & Wells Shows' quarters in Volusia, Fla.; Dick Noon, San Antonio; H. E. Winters, of Davenport, Ia., a lifelong friend of the deceased, and McGugin's mother and brother-in-law and sister, Mr. and Mrs. Folkner, also of Davenport.

Palbearers were Cliff Adams, W. Frank Delmasne, Frank Capp, Bill Wilcox, Sam Benjamin, William Snyder, and H. E. Winters.

Marks Shows Sign 7 Fairs

WILMINGTON, N. C., Jan. 18.—C. A. Abbott, general agent John H. Marks Shows, said here this week that his organization had been awarded the midway contract for the 1941 Greenbriar Valley Fair, Lewisburg, W. Va., in addition to the fairs in Galax, Va.; North Wilkesboro, Mt. Airy, and Fayetteville, N. C., and Greenwood and Florence, S. C.

Dollar With Franks Greater

ALBANY, Ga., Jan. 18.—Bill Dollar, formerly with the J. T. Sparks and L. J. Beth shows, has been signed as general representative of Francis Greater Shows, Manager W. E. Franks revealed at shows' local quarters this week. Dollar assumed his duties immediately.

Dewey Joins Horwitz Staff

COLUMBUS, O., Jan. 18.—James Dewey has completed arrangements with Vic Horwitz, owner of the Motor City Shows, to serve as special agent in 1941. It was announced this week Dewey, with Horwitz and General Representative Bob Benson, represented the shows at the Ohio Fair Managers' Association annual meeting here.

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

Spencer Equipment Bought by Serfass; Waddill New G. A.

STROUDSBURG, Pa., Jan. 18.—Mr. and Mrs. Lloyd Serfass, owners of Penn Premier Shows, returned to local quarters last week from Brookville, Pa. where they concluded negotiations with Sam Spencer, who is retiring from the road, for the purchase of the equipment of the Sam Spencer Exposition Shows, Miles Detrick reported this week. Albert Bydick also represented Penn Premier in the deal, which included the purchase of all rides, shows, trucks, fronts, and other equipment.

Title to the Sam Spencer Exposition was not included in the deal, however. After bringing in the trucks, loaded with equipment, another trip was required to transport the remaining paraphernalia. Other announcements included the purchase of three new semis and the addition to the staff of Paul Waddill as general agent. Work on new fronts has been completed and Glenn Kishka, scenic artist is giving them the finishing touches. Sol Nager booked his bingo stand for 1941, and Harry Meyers will be with it again. Among recent visitors were Reid McDonald, Paul Smith, Mike Dee, Harry Adler, and George Cantwell. Current plans call for the organization to take the road with 9 rides, 11 shows, and 2 free attractions.

Marks Optimistic; Plans Set for '41

RICHMOND, Va., Jan. 18.—Optimistic over prospects for the coming season, and with most of his 1941 dates already booked, Owner-Manager John H. Marks of shows bearing his name returned to quarters here this week and predicted that the coming tour will be one of the best in the history of the organization. He also announced that most of the spring still dates have been filled, with almost all being in towns where soldier camps and munition plants are running full blast. A number of fair dates have been booked, many of which are return dates.

Shows will, as usual, open the season about April 14 here, playing three weeks at three different locations before embarking on their tour of 32 weeks. Quarters activities begin February 1, and Bert Miller, master builder, and crew are constructing new show fronts. Six workmen are employed now, but will be augmented. A new attraction this year will be a Wild Animal Circus, and several new rides have been purchased and booked. James Zabriskie, motor superintendent, will report about March 1 to have trucks overhauled. Three new semis have been ordered for April 1 delivery and the new light tower will arrive March 1. A new transformer unit will replace last year's.

Owner Marks is currently building three restaurants in addition to those he is successfully operating at Camp Lee. Recent visitors included William M. (Bill) Bresse, general agent Sam Lawrence Shows; Leon (Ribs) Reeves, artist with World of Mirth Shows, and Frank Bergen, Al Palmer, trainmaster for the past 10 years, is here. James M. Raftery, business manager, is at Camp Lee, handling Manager Marks' many enterprises there. Mr. and Mrs. Harvey Earlin also are wintering here, and Willie Lewis, legal adjuster, is at Camp Lee. Raymond D. Murray, press agent Cotlin & Wilson Shows, is an occasional visitor. Wally Smith, whose exhibit was on display at a local store, visited last week.

Be Safe Than Sorry In Legal Affairs...

READ
Review of 1940
Amusement License
Laws
In the Circus Department
of This Issue

Coast Showfolk Map Party Plans

Moxie Miller directs spring event—org buys 136 lots for Showmen's Rest

LOS ANGELES, Jan. 18.—Preparations for the Pacific Coast Showmen's Association's Spring Party in the clubrooms here on February 3 got under way with the appointment of Moxie Miller as chairman by President Joe Glacy at the regular meeting Monday night. Assisting Miller on the affair, which replaces the Hi-Jinks Party held annually, are John Alexander Pollitt, Ed Walsh, Harry Rawlings, and Leo Haggerty.

Tickets have been priced at 25 cents and checkroom and lunch privileges will be handled by the Ladies' Auxiliary. Club announced the purchase of 136 additional graves for Showmen's Rest in Evergreen Cemetery here by the cemetery committee, headed by Ross R. Davis, Pat Armstrong, S. L. Cronin, O. N. Crafts, Frank Downie, C. F. Zeiger, and Dr. Ralph Smith.

Vice-President Pat Armstrong said that a drive for additional funds for burial and maintenance of graves would get under way immediately.

Traver Teams With Phillips; 2 Units

NEW YORK, Jan. 18.—Latest Eastern midway combination brings together two vets in George W. Traver, popular for many years along the Atlantic Coast circuit, and Freddie Phillips, showman and ride operator of long standing who has a particularly wide acquaintance in sports and theatrical circles and has played the town's lots for years.

Traver's early title was Traver's Chautauque Shows, but a couple seasons ago he revived Fair at Home Shows label, using each for separate dates. Phillips will pilot the Fair at Home outfit and Traver the Chautauque org.

Both shows "will follow the smokestacks," according to the newly formed partnership, and when they get down to Florida in the next few days they'll work out show policies in detail, they announced.

Minn. Circuit to Frisk

ST. PAUL, Jan. 18.—Elmer Brown said here today that the Frisk Greater Shows had been awarded the midway contracts for 1941 fairs in Minnesota, including Red River Valley Circuit, at the Minnesota Federation of County Fairs meeting in the Lowry Hotel, January 15-17.

Buckeye State Inks Oliver

MEMPHIS, Tenn., Jan. 18.—Jack Oliver, business manager of the Buckeye State Shows in 1932 and 1933, has been re-engaged in that capacity for 1941, Joe Gallier, general manager, announced here this week upon his return from a booking trip in Missouri.

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 seventh appears in this issue.

Why Not a Merger of Outdoor Clubs?

ALTHO not publicly expressed, there has been a growing desire on the part of amusement folk for a merger of the several outdoor clubs that extend from Coast to Coast.

Those opposed to the present system of the clubs operating independently of one another feel that it is not fair to be called upon to be members of and pay dues to several organizations when the aims and purposes of all are identical.

They believe, too, that many of the outdoor show world eligible for membership in the clubs will not join any of them because of a fear that they would be called upon to belong to several and their finances won't permit of paying all the dues required to do this.

They think that some plan, thru the appointment of committees, should be evolved to bring the clubs together, in the hope of deciding upon one club to function as the parent body, with the other clubs coming under its wing yet retaining their identities and local autonomy. It is contended a parent organization would make each branch, unit, or chapter stronger.

In this way, they point out, there could be an interchangeability of membership cards, and that even the possibly-increased dues would be necessary, such dues would be far less than what are now required to belong to several clubs. Apportioning of the dues and initiation fees collected under the one-membership plan is a matter that would have to be worked out to the best advantage of all concerned.

The opponents to the present system feel that the Showmen's League of America, because of its seniority, should be the parent body, and that this club should be the one to start the ball rolling toward a merger by contacting the various other clubs if, after thoroly analyzing the matter, it finds the suggested merger advisable.

The *Billboard* is of the belief that it is a hardship on many to be required to pay dues to several clubs, that the suggested change is worthy of serious consideration by the various groups, and that if a solution to the question is found it will be warmly welcomed by the majority of outdoor amusement people who are either members of the clubs now or would become members under the suggested set-up.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

MORE interest in calendars.

IGNING his concession with John Occoma's Bright Light Exposition Shows for 1941 recently was William J. Vance.

MR. AND MRS. W. H. (SAILOR) WHITE have been wintering in Cedar-town, Ga., since closing their 1940 tour.

VACATIONING together in "Old Mex-ico" are Bill Powell, globe-trotting carnivalite, and Don Goodman, of Goodman Wonder Shows.

THERE'S a time for everything, so just keep watching the almanac.

HERBERT MEAGHER scribes from Rochester, N. Y., that he is working to satisfactory results with Harry Lewiston's World's Fair Freak Museum.

FORMER CONCESSIONAIRES with Al C. Hansen, Brown Novelty and other shows, Earl and Anita Gilligan are operating a service station at Lake Wales, Fla.

LEO GRANDY advises from Syracuse, N. Y., that he has signed as assistant manager of the Fred Allen Shows for 1941.

"NOTHING wrong with him except a fair-moeting banquet tummy."

EARL L. (BOBO) BROWN writes from Memphis, Tenn., that he is selling auto-

AFTER SPENDING the holidays with relatives at his home in Ohio, Merie Burke has returned to the Frank Meyers Company, at the Parkview Hotel, Columbus, O.

GLIMPSED on the streets of Mobile, Ala., recently was Harry W. Lamson, who is nursing a severely wrenched back, the result of an automobile accident in Louisiana in which his car was demolished.

MEMBERS of the Texas Exposition Shows, who are wintering in San Antonio, Tex., include Mr. and Mrs. Archer; Mr. and Mrs. Joe Ilosen and son, Hubert; Mrs. Bill French, H. P. Powell, and Lula Lord.

A p. a. wrote, "Thousands jammed the midway on amusement bent." He didn't say how badly they were bent—or even broke.—Cousin Feig.

"AM STILL at the entrance to Camp Claiborne with Ralph Miller," pens B. Cotton Ellis from Forest Hill, La. "Business has been good the last month and we plan to remain another month at least."

TOM AITON, vet general agent, advises from Indianapolis that he is not working as a cafeteria chief in the Hoosier capital, as was previously reported, but has been spending the winter booking an act and dance band out of the Indiana city.



ONE OF THE ATTRACTIONS to be presented on the 1941 edition of M. E. Arthur's Mighty American Shows is the Double Circus Side Show, front and personnel of which was photographed recently in Los Angeles. In the group, left to right, are Richard Fellows, tickets; Geraldine Tilton, billy; J. E. Graham, Eddie McCue, Rose Westlake, Almeria Glutz, Everett Schelling, Tonya Livotoff, Ellen Berry, and Ruth Warren.

mobiles there this winter and may not return to the road in 1941. He recently recovered from a serious attack of the flu.

E. C. EVANS recently returned to his home in Columbia, S. C., after a successful business trip to New York. He will return to the O. C. Buck Shows in 1941, making his fifth season there.

ARRIVING in Philadelphia recently from a trip to Japan was E. V. (Red) Abernathy, who advises he plans to quit the sea until next winter and will begin remodeling his side show for 1941.

ZERO days make some trouper plan on what they'll do with next summer's oughday.

MRS. MARGARET BALCOM, well known in outdoor show circles on the West Coast, recently purchased the Macfar Apartment Building in Tacoma, Wash.

CURRENTLY wintering in Florida after having signed for 1941 with B. H. Miner's Model Exposition Shows are Mr. and Mrs. Sandman, Mr. and Mrs. Littlefield, and Mr. and Mrs. King.

SINCE CLOSING as an electrician and lot man with Crowley's United Shows, Myron J. Clevenger has been holding down the assistant manager's duties at the Furris Theater, Richmond, Mo.

FUNNY midway doings bring many belly laughs in summer but only mild snickers when it's tough in winter.—Oscar the Man.

LOUIS AUGUSTINO cards from Alma, Ga., that he has booked his Animal and Ten-in-One shows with the Sunburst Amusement Company for 1941. Mrs. Augustino will have concessions on the organization.

AS a special bid to have its help return, Duke & Shilling Odorous Midway is promising a novel five-ply meal ticket. That raises 'em two ply over last year.—Whitely Cooks.

FORMERLY with the Convention Shows, Mr. Lambertson, of Salamanca, N. Y., has signed to manage and operate Gerald Barker's bingo stand on the Sunburst Exposition Shows in 1941. Clara Barker reports from Miami.

SIGHTED RECENTLY around Frankie Shaffer's quarters in Seattle, Wash., where he is building new shows for the coming season, were Chet Sanders, Fisk Brothers, Bill Poole, Ray Holding, Art Hill, Tommy Hyde, and Arthur Bradley.

SAFELY ENSCONCED in Wichita, Kan., for the rest of the winter are Naomi and George Gill, who write that they plan to make the road and tractor show there next month. They add that they will play fairs again in 1941.

IRONY: Well-known g. a. who achieved rep as good vulcanizer much against his will receives offers to do that very thing for numerous other shows.

"HAVE BEEN HERE since joining the Irish Posters, C.A.S.P.," letters John

Double Winner

IN EARLIER DAYS two concessionaires made a maiden fair. Hunting up the fair see, they inquired about space. "What have you got?" he asked. "Just a demonstration," advertising chewing gum," they replied. "Well, just pick out a spot and open up," was the see's way of doing bit.

It happened that the boys had the only game on the grounds, so they hurriedly nailed together some boards, put a sheet over the frame for shade, and went to work. Nothing was said about privilege money. By 4 p.m. on Friday the booth had snopped up. One said to the other, "It's all over now. In an hour there won't be a soul on the grounds. Let's fold and blow while the fair see is giving out ribbons at the hog pen."

As they neared the gate, a friendly "Boy, you!" stopped them. It was the fair see coming up. "You ain't leaving, are you, gentlemen?" he asked. "No," said one agent, "just going to the hotel to wash up." "Well," the other remarked the see, "if you were leaving I just wanted to shake hands and wish you well. Here's 50 cents and a blue ribbon. Your stand won't first price. It had the most people around it all week."

I said it was a maiden fair.—DIME JAM JOHNSON.

(Spring) Little from Vancouver, B. C. "Formerly was on concessions with the Conklin, Wallace Bros., Gray's Greater, and Simms Canadian shows and Mighty Sheesley Midway."

MANAGER of Coleman Bros.' Shows, Thomas J. Coleman, returned to Middletown, Conn., quarters last week from a trip thru New York, on which the shows were contracted to furnish the midways at fairs in Altamont, Schaghticoke, and Middletown for 1941.

WINTERING in San Antonio since closing a successful season with Oscar Bloom's Gold Medal Shows is Dick Taylor, show and concession operator. Taylor reports his quarters' work is about completed and adds that he's framing a new Monkey Show for 1941.

TIS rumored that all the finger men in and around a large army camp down yonder are NOT FBI employees and that one or two of 'em may have been with it at one time.

MARY and RUSSELL LLOYD letter from Bay Minette, Ala.: "We've been touring Alabama and Florida with Mr. and Mrs. W. E. West. Weather has been good. Mrs. West was ill, but has recovered. We're heading for Louisiana and then will return to winter quarters."

THOMAS CASEY, who is in temporary charge of the United American Shows' winter unit at McLaurin, Miss., (Camp Shelby) advises that the organization is marking time pending the arrival of soldiers of the 38th Division and the advent of good weather.

AMONG RECENT VISITORS to the Hattiesburg, Miss., winter colony of show-folk were Mr. and Mrs. R. L. (Gott) Gibson and Mr. and Mrs. Abe Frank. The Gibsons were on route to Tampa, Fla., while Mr. and Mrs. Frank were bound for Clarksdale, Miss., for a visit with Frank's father and sister.

TWO thin-soled shoes make one cold. Two colds make one pneumonia. Two pneumonias make one rough box. Merzi! Have 'em soled before the show closes.—Milo McGool.

PRINCESS LEONE, formerly of the troupe of French Midgets with the Johnny J. Jones Exposition and who also was in the Midget Village at Chicago's A Century of Progress, is ill in General

PENNY PITCH GAMES
 Size 4x4 1/2"
 Price \$20.00
 Size 4x1 1/2"
 With 1 Jack
 Post, \$30.00
 Size 4x1 1/2", with 6 Jack Post, \$40.00

PARK SPECIAL WHEELS
 50" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24, and 30 number wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$8.00
 100-Player Complete \$7.25

SEND FOR CATALOGUE.
 Full of New Games, Baskets, Dolls, Lamps, Aluminum Ware, Games, etc.

SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES
 1941 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . \$5.00
 Analysis, 3-p., with Blue Cover, Each03
 Analysis, 3-p., with White Cover, Each15
 Personal and Analytic, 3-p., Fancy Cover,25
 Samples of the 4 Readings, Four for 25c.
 No. 1, 24-Page, Gold and Silver Covers, Each . . . 20
 Mail Order, Heavy Paper, Size 28x34, Each50
 Gazing Crystals, Outja Boards, Planchettes, etc.

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clipping and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Samples \$0.15
 HOW TO WIN AT ANY KIND OF GAMBLES
 TION, 24-Page Booklet, Beautifully Bound, Sample 25c.

PACK OF 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, 40c, 35c.

ZODIAC F. T. CARDS. Pack35c
 Zodiac Chart, 9 1/2 x 11, 6am. So. per 1000 \$4.00

MENTAL TELEPATHY. Booklet, 21 p.25c
 "WHAT IS WRITTEN IN THE STARS?" Folding Booklet, 12 p., 3-p.12c
 Very Well Written, Per Doz. \$10c; Sample 10c. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
 19 West Jackson Blvd., CHICAGO
 Instant Delivery. Send for Wholesale Prices.

The Improved Kiddie Airplane Swing
 Attraction Carnival Shows and Park Managers

Plan on adding one of these rides to your present equipment. Accommodates 15 kids. Sturdy. Newly designed Airplanes and beautifully hand-crafted. No moving parts with no advance in price. Side revolves from impeller over, 60 seats of latex to bolster with. Weight about 2,900 lbs. Description and price on request.

SMITH & SMITH, Springville, Erie Co., N. Y.

You can make EASY MONEY by Fortune Telling or Character Reading with our NEW

BUDDHA PAPERS
 Clear cut script. Simple operation. Free developer coupons. CATALOGUE.
S. BOWER BELLEMEAD NEW JERSEY

HUBERT'S MUSEUM inc.
 228 W. 42d Street, NEW YORK CITY.
 WANT FEELS AND NOVELTY ACTS OF MERIT AT ALL TIMES
 State salary and all details in first letter. Open All Year Round.
SCHORK & SCHAFER

FOR SALE
 Whip, Mangles & Co., with light tower, complete. First \$850 gets it. Also 10 Car Kiddy Also like. \$550.
ALLEN
 107 Oberst Street, SYRACUSE, N. Y.

NOW—1941
MODEL TRUCKS & PASSENGER CARS
 Available for Immediate Delivery.
 Originators of the Showman's Finance Plan.

Write **CHAS. T. GOSS**
 With **STANDARD CHEVROLET CO.**
 East St. Louis, Ill.

Another BIG ELI

1941 is a good year to invest in another **BIG ELI WHEEL**—the one ride that delivers dependable profits year after year. Buy another **BIG ELI**. You'll always keep it busy.

ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Case Ave., Jacksonville, Ill.

First and Last

A SHOWMAN had been in an auto wreck near the edge of town and was lying unconscious in a hospital. His wife, kiddies, and members of the show's staff silently stood by with tears in their eyes, waiting—yes, patiently waiting—for him to come to and perhaps speak his last words. Finally his eyes slowly opened. The manager, leaning close to hear what he might say, whispered, "Bill, I'm afraid you won't be with us much longer. Have you any last request to make?" Slowly Bill's lips moved and he gasped, "While I'm gone, see that my house trailer gets a good location."

Hospital, Los Angeles, writes Mrs. Grant B. Smith, "Ester Sue" of the late Johnny J. Jones, from her home at Crooked Creek, Pa.

MANAGER of Bright Lights Exposition Shows, John Deacon, advises from Pittsburg that he recently booked E. R. Marshall's Mechanical Farm Show, sound car, and one concession for next season. Marshall will leave his Mullins, S. C., home about the middle of March for winter quarters to ready his equipment for opening.

LECTURER with various side shows, Joe Ferrando cards from Minneapolis that he has been playing professional basket ball and taking a post-graduate course in civil aeronautics at the University of Minnesota since closing with the International Congress of Oddities. Joe says he'll return to the road some time after June 15.

THE boys who forget to send mother that looked-for letter during summer are usually the ones who burn up the wires getting telegrams to her when the show closes.

AFTER A BRIEF separation to make independent engagements, the Logsdon Brothers, Billy and David, have returned to the Royal American Shows, where they will present their acts in the Lerov Bros.' Side Show for the third consecutive season under management of Tex Putnegat, Pinky Pepper reports from Clearwater, Fla.

JOINING Carl J. Lauther's Oddities on Parade Museum at Norfolk, Va., recently were Mr. and Mrs. Jack Rogers, he to do the clowning, while Mrs. Rogers works the Girl in the Goldfish Bowl Illusion, Claude Bentley reports. Fannie Blais has been substituting for Claude Claudette and Kay as annex attraction. Fannie also is operating a boarding house in the Virginia city.

KIND LADY—"I sincerely hope your period of incarceration will allow you sufficient time in which to meditate and correct your faults." *Skills 816—"Don't worry, lady, next time I'll listen to the patch."*

"HAVE JUST BEEN SIGNED to present the Paradise Revue on the Ben Williams



TILT-A-WHIRL

AFTER TEN YEARS STILL TRUE . . .
 "Chief among the money earners for the season has been the Tilt-A-Whirl!" . . . "It gets an exceptional large number of repeat riders!" . . . "The ride has sufficient sensation to be depended on for year after year's profitable operation."
 IF YOU WANT TO GET . . .
 GIVE Your String of Fairs and Celebrations a NEW TILT-A-WHIRL in 1941.
Sellner Mfg. Co., Inc.
 FARIBAULT, MINN.

NEW USED
TENTS
 FOR SALE OR RENT
 WRITE FOR FREE CATALOG
VANDERHERCHER, INC.
 2849 Emerald St., Philadelphia, Pa.



THIS GROUP of showfolk and their friends attended the annual Turkey Party staged by the Ladies Auxiliary of the Heart of America Showmen's Club in the Reid Hotel, Kansas City, Mo., on December 30. Event, which featured a week of social activities for the Auxiliary and which is held each year in conjunction with the club's annual New Year's Eve Banquet and Ball, proved one of the most successful affairs of its kind.

Shows, making my second season there," infers Monte Navarro from Jamestown, N. Y. "Plan to carry a larger show than last year and will have my producer, Howard Fuller, and practically all of the cast of the Parisienne Model Show, which is currently playing the Pier Club here."

ARRIVING at their home in Patterson, Mo., recently after six months in Ohio and Indiana with the Edwards concessions on the W. S. Carl Shows, were Louis (Bobs) and Gladys Collins. Following the outdoor season, they played several Ohio schools, being booked by Doc Edwards. They plan to present their magic act in Missouri schools as soon as the flu epidemic in that sector is routed.

A CUSTOMER was beefing about the show he had just seen. "What's the squeak?" asked the manager. "You and your wife came in on passes, didn't you?" "Yes," cracked the dissatisfied towner, "but our little boy didn't."

AT CONCLUSION of their current three-week business tour of Texas and Mexico, Doc Edwards and daughter, Bertha, will return to Wellston, O., where Mrs. Edwards is operating her photo gallery to fair business and building a new concession, which she will add to her string for the coming season. Gladys and Louis Collins, after a brief vacation at their home in Missouri, will rejoin Mrs. Edwards for an early opening in Ohio spots booked by Doc before he left.

THE MIAMI DAILY NEWS, in its Rotomagazine section of the December 29 issue, devoted a full page to night scenes of the Eddy Bros.' Shows during a stand in the Florida city. Ernest Bennett, News cameraman, made the photographs as he toured the grounds with newboys who were being rewarded for meritorious



HARRY COPPING (BUD) BANTLY, who joined the ranks of the beneficiaries on December 27 when he was married to Regina Livingston Hitchins, of Carlisle, Pa., is the son of Mr. and Mrs. Herman Bantly, owners of Bantly's All-American Shows. Bud's dad acted as best man at the nuptials.

service. Scenes depicted the numerous attractions on the organization and showed the youngsters enjoying a large evening.

I ASKED the boss, "Why is it that you smile more and are easier to get along with when it's raining and the show is losing money?" He said, "If you smile when it hurts, you are more apt to enjoy it when it's not so painful."
 —Cat Rack Annie.

MONTE WOZNIAK cards from Greenville, S. C., that he has booked his Musical Comedy Revue with the Johnnie W. Heaton Exposition and adds that the line-up will include Donna Crutie, Jerry Bennett, Marie Howard, La Pense, Loser Sisters, Gay Paroo Girl, Betty and Reddy, Dixie Henry, Helen Carson, Fat and Slim, and Bobby Miller's orchestra. Wozniak says that Harry Rogers also has signed his side show with the organization.

MEMBERS of the Cetlin & Wilson Shows working at Camp Lee, Petersburg, Va., include John Renstrom, Neil Hunter, and Harry LaRue, labor foremen; Hugh Gregory, William (Heavy) Harris, and Curly Blizard, truck drivers, and Raymond D. Murray, expeditor for area No. 7. Mr. and Mrs. J. E. Walker were guests of Mr. and Mrs. I. Cetlin and Mr. and Mrs. John W. Wilson at quarters in Petersburg recently. Other visitors included Mrs. Mabelle Kluder, of World of Mirly Shows, and Walter D. Nealand, John H. Marks Shows.



EVANS' DICE WHEEL
 A Sensational Money-Maker! Popular! Flashy! Fast!
 Beautifully Designed Extra Durable! Perfectly Balanced Uniform Percentage!
WHEELS OF ALL KINDS!
 Merchandise Wheels, Panicle Wheels, Horse Race Wheels, etc.; Shooting Gallery, and everything for the Midway. Send for Free Catalog.
H. C. EVANS & CO.
 1520-1530 W. Adams St., Chicago

SHOW TENTS AND CONCESSION
Fulton Bag & Cotton Mills
 Manufacturers Since 1818
 ATLANTA ST. LOUIS DALLAS NEW YORK MINNEAPOLIS NEW ORLEANS KANSAS CITY SAN

CONCESSION TENTS CARNIVAL
 Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
 701 North Sangamon Street, Chicago, Ill.

EDDIE HACKETT
 Now With "Mac" McNally Handling Show People's Business
Southland Chevrolet
 MIAMI, FLA.

Consistent Money Makers
LOOP-O-PLANE—OCTOPUS—ROLLO-PLANE
 See the New Ride Sensation
FLY-O-PLANE
 on Royal American Midway, TAMPA FAIR, Feb. 4 to 14.
EYERLY AIRCRAFT CO., SALEM, ORE.
 ARNER K. KLINE, Sales Mgr.
 Eastern Factory Branch:
 RICHARD F. LUSBE, Chalfont, Bucks County, Pa.
 European Suppliers: LUSBE BROS., Ltd., Blackpool, Eng.

M. E. Arthur, Mgr. Hort Campbell, Gen. Agent
ARTHUR'S
MIGHTY AMERICAN SHOWS and CIRCUS COMBINED
 Formerly Hilderbrand's United
THE WEST'S NEWEST BIG SHOW
 Now Contracting for the Season of 1941
 Opening February 15. Not less than 40 weeks including 15 Fairs and Celebrations.
WANTS
 SHOWS: Fat Show, Midget, Big Snake or any new Novel Attraction. Will finance reputable showmen and furnish outfits for same.
 RIDES: Will book or buy Tilt-a-Whirl. Will book Octopus, Rollo Plane or any Flat Ride with own transportation.
 CONCESSIONS: Will book legitimate Concessions of all kinds. Corn Game Long-Range Shooting Gallery, Pitch-Till You Win, Ball Games, etc.
 FREE ACTS: Can use sensational Novelty Act or Casting Act for our Big Free Circus. High Aerial Acts and Trained Animal Acts already contracted.
 Address: 2410 Dallas Street (Phone, Vandyke 6524) Los Angeles, Calif.

NOW BOOKING... SHOWS!!!

The 53rd Annual

STATE FAIR OF TEXAS

Dallas, October 4 to 19, 1941

WILL BOOK ITS OWN INDEPENDENT MIDWAY

1939 ATTENDANCE1,036,708
1940 ATTENDANCE1,116,447

Plans are now made for a "BIGGER AND BETTER FAIR" in 1941. For the third consecutive time the State Fair of Texas will be host to the NATIONAL HEREFORD SHOW. A total of \$30,000 is offered this one livestock breed. . . . Other premiums, promotions and plans are in line for ANOTHER RECORD BREAKING FAIR. We will book Shows and Rides, NOW! for 16 days. Send full particulars of what you have to offer and if possible send photos.

WRITE NOW! DON'T DELAY!

**ROY RUPARD, Secretary
STATE FAIR OF TEXAS, DALLAS**

As only a limited number of shows and rides will be booked!

The John R. Ward Shows

AMERICA'S MOST MODERN MIDWAY

12 NOVEL RIDES
2 OUTSTANDING FREE ACTS
BAND AND SOUND CAR

14 CLEAN EDUCATIONAL SHOWS
DIESEL LIGHT PLANTS
LIGHT TOWERS

OPENING MARCH 8, BATON ROUGE, LA., IN BOOM AREA.

PLAYING BONA FIDE SPRING CELEBRATIONS, ALSO ROUTE OF PROVEN FAIRS. WANTED: Foreman for New Booster and Super Roll-Plane, also sober, reliable Ride Men for other Rides. Must drive Benli. Wanted: A-1 Mechanic. Wanted: Shows not conflicting. Have new beautiful neon fronts. Will finance reliable showmen. Notice, Concessions—Place all legitimate Merchandise Concessions—Bingo and Penny Arcade. Address BOX 148.

JOHN R. WARD SHOWS

BATON ROUGE, LA.

COLORED PERFORMERS EDDIE JAMEISON WANTS

Specialty Singers and Dancers, singles, doubles and trios. Novelty Musicians, also Musicians for band. Stunt Walker who can use at least Five Ft. Stills. Chorus Girls. Want to hear from all those who have worked for me before. If I don't know you, send pictures, also last two places you worked.

Positively no drinkers or agitators. We furnish room, board and transportation. State lowest salary if you want an answer. EDDIE JAMEISON, 1435 N. Claiborne Ave., New Orleans, La.

FLASH FOR THE SHOW WORLD! ALUMA!!

A new spectacular treatment for Fronts, Concessions, Displays, Stage Settings, Dance Halls, Parks. 40% Savings on Electrical Fixtures, Breakers, and Current.

A PRICE FOR EVERYONE

LET US SOLVE YOUR PROBLEMS. ALL WORK BUILT TO ORDER.

DYE SCENERY — BANNERS — PAPIER MACHE — FLOATS — CONVENTION DISPLAYS — STAGE SETTINGS — PARK SERVICE.

KANSAS CITY SCENIC CO.

1002 E. 24TH STREET, KANSAS CITY, MO. NA 2735

Quality Plus Service Since 1887

WANTED SEASON 1941

Will buy 25 Ell Wheel. Want Octopus, Tilt, Whip, with or without transportation. Want Ten-in-One, Dated Shows. Will furnish outfit. Masquerade, Girls for Girl Show—stables quartered. Manager for Fun-Home—good proposition. Concessions: Penny Arcade, Lead Gallery, large Bookhouse, Photos, American Paintings, Candy Apples or Flies, High Sticker, Giganteo Gallery, Ball Games or Bowling Alley, and any other legitimate Concessions. Electrician that can handle carnival midway. Ride Men that can drive same. Dean Walker, write. For communications write or wire.

DOWN EAST ATTRACTIONS
ENHARDT, S. C.

W. C. KAUS SHOWS, INC.

Want Rides: Octopus, 8-Car Whip, Ride-O, or small Booster. Shows: Ten-in-One with open outfit and transportation, will book for 25%. Also those without open outfit—write. Any Fix or Grand Shows with or without open outfit: Masquerade, Girls for Girl Show—stables quartered. Manager for Fun-Home—good proposition. Concessions: Penny Arcade, Lead Gallery, large Bookhouse, Photos, American Paintings, Candy Apples or Flies, High Sticker, Giganteo Gallery, Ball Games or Bowling Alley, and any other legitimate Concessions. Electrician that can handle carnival midway. Ride Men that can drive same. Dean Walker, write. For communications write or wire.

W. C. KAUS, Mgr., 4 Dunn Street, New Bern, N. C.

Babe Miller Hostess to PCSA Auxiliary Members

VENICE, Calif., Jan. 18.—Babe Miller was hostess to nine members of the Ladies' Auxiliary, Pacific Coast Showmen's Association, at a "Help Thy Neighbor" party and baked rib dinner at her beach home on January 9. Afternoon was given over to a benefit bingo game, which netted the auxiliary \$10. After guests partook of a delicious dinner, the hostess was introduced to the "Help Thy Neighbor" game, new rage on the Coast, and the rumpus room turned into a madhouse when all the girls took their places around the table. Among guests were Clara Zeiger, Alice Wrightsman, Jessie Loomis, Allertta Foster, Mario LePora, Nina Rodgers, Josephine Thomas, and Lucille King.

ROUTES

(Continued from page 23)

St. I. Verne: Danville, O. 21; Waynesville 21; Troutwood 24; Lima 29; Johnstown 30; Marion 31.

CARNIVAL

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

Barfield Cosmopolitan: Key West, Fla. Crescent City, Bowling Green, Va. Down East Attr.: Springfield, S. C., 20-25. Fleming, Mad Cady: St. George, Ga. Florida Expo: (Pair) Baltimore, Fla. Hickey & Gerlach: Topeka, La. Southern United: Red Oak, Okla. Texas Kidd: Sanderson, Tex.

CIRCUS

Davenport, Orrin: (Shrine Aud.) Grand Rapids, Mich., 27-Feb. 1. Polack Bros.: (Music Hall) Cincinnati 27-Feb. 1; (Shrine Aud.) E. St. Louis, Ill., 3-9.

ADDITIONAL ROUTES

(Received Too Late for Classification)

DeWolfe, Billy: (Warwick Hotel) NYC 20-25. LaZelus, Aerial: (Capitol) Austin, Tex., 20-25. Nissen, George: (Round Robin) Lawrence, Mass., 20-25. Raul & Rita: (Henry Grady) Atlanta 20-25. Sherman Bros. & Teasle: (Andy's Inn) Syracuse, N. Y., 20-27. Stylaris: (Flagler Hotel) Fallburgh, N. Y., 20-28. Tell Sisters: (Paramount Theater) Atlanta 22-29. Tiras: (Tower Theater) Kansas City, Mo., 24-30. Walkers Twins: (Mayflower Hotel) Jacksonville, Fla., 20-25.

WITH THE LADIES

(Continued from page 28)

delicious date pudding made by Mrs. Hickman. The dinner was a huge success and I was happy to be able to attend the meeting later in the clubrooms. It was my first meeting and I wanted to get better acquainted with my new sisters. Margaret Pugh makes a fine president.

WANTED TO BUY

Long Range Lead Gallery, portable.

H. SNYDER

Crystal River, Fla.

WANT PARTNER

For Cook House with small bank roll. Address:

S. H. DOWDY

Walterboro, South Carolina

THE SURE FIRE HIT

Right Now for Storerooms and Midways

THE BIG WAR

The new Walk-Thru Show that is packing them in by the hundreds. Every city good, money plentiful, exceeding all expectations. Interest in show contingents; whole country war mad. A great show indoors, and a big special flash of three canvas banners and other swell material for show windows that stops the crowd and gets them in. Write for full information. Also Crime, Birth, and Fun Shows. Our new list of crime scenes free for the asking.

CHAS. T. BUELL & CO.

Producers
Box 306, Newark, Ohio

KAUS EXPOSITION SHOWS, INC., WANTS

Two Ferris Wheels, 8-Car Whip, Auto Scooter, Kiddie Amplex and any new or novel Rides. Midway Show and any money-making Shows that don't conflict with what we have. Due to re-arrangement, want complete Ten-in-One, Concessions: Ball Games, Bowling Alley, Game Rack, Wolfonia, Hi-Sticker, Giganteo Gallery, legitimate Book Wheel, Guess Your Age Jewelry, Candy Floor and Scales, Jimmy Pickit, write. Patenting: Adolph Johns, write. Want experienced Foreman for Bliker Street, Merry-Go-Round and Chair-Plane, Ray Dobson and Joe Deemer, write. Want to hear from all of our old help. Want Talker for Monkey Show. Want to buy good used Ben. B. Ell Ferris Wheel. Address: A. J. KAUS, Gen. Mgr., 252 George Street, New Bern, N. C. P.S.: John (Docout) Kikel not with us this year.

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and
MAKE MONEY!

Buy Potatoes for
2c A POUND
Sell Them as
Vita-Sealed
Chips for 35c
A POUND



There's big money in potato chips for any man or woman who wants a business capable of paying big daily profits from the start. Just think of it. You can turn it into wonderful new machine in your kitchen—just manufacture and sack a sensational new kind of "Greaselin" Potato Chips—and let the stores sell them for you. Only \$2.50 invested in raw materials brings back \$10.00 in cash.

Everything furnished You don't have to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything, including special-order "Greaselin" (for making new "Greaselin" chips) a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make a profit the first day. Prices, pictures, and complete plans will be sent free for the asking.

Don't Buy Anything and address on a postcard for at this Free Information—mailing the "Secret of Making Greaselin Potato Chips. No obligation, but hurry and you may become independent as in many others have done with these fast selling new "Greaselin" Chips. Address your card to:

G. H. HARDT, 620 N. Michigan Ave.
DEPT. A-121A, CHICAGO, ILL.

GM DIESEL LIGHT PLANTS

Constant

Money Saver!

Cost Less Than 1c

Per K.W. Hr. To

Operate

CALL—WIRE—

WRITE TODAY!



J. W. (Diesel) Clements

Southern Power Division of

LEWIS SUPPLY CO.

477 S. Main, Memphis, Tenn.

(Phone: 5-2733)

INSURANCE

CHARLES A. LENZ

"The Showman's Insurance Man"

Next 80 Days

635 Secrett Ave., N. E., St. Petersburg, Fla.

Write or Call for an Appointment.

Permanent Address:

4738 Insurance Exchange, Chicago

WANT—PARADISE SHOWS—WANT

Can place legitimate Concessions of all kinds, Corn Cakes, Dippers, Long Range Gallery, Pop Corn, Experimented Wheel Man, Wage Chair Plane, Mini-street Show, Athletic Girl Show; have complete frame sign man and wife take charge Animal Show. Wonderful people in all show, opening Everett City March 20th. JAKE MILLEN, Mgr., 212 South Front St., Forest City, Ark.

ACROBATS

Understander and Trampoline wanted for Acrobats and Tether Board Act. Season booked. State all you do. Must be good. No amateurs needed. Must be an American. Address:

CARL SAHLEN

Care Shrine Mosque, Evansville, Ind.

Club Activities



National
Showmen's Assn

Palace Theater Building
New York, N. Y.

Showmen's League
of America



Sherman Hotel
Chicago, Ill.

NEW YORK, Jan. 18.—President Max Linderman is up and around again after his recent illness. Brother Joe McKee reports that Jack and Irving Rosenthal, who own Palisades Amusement Park, promise to have one of the best looking parks in the country now that they bought a lot of equipment from the World's Fair, and Doc Morris, who books the picnics, is confident that the coming season will be one of the best he ever had. Assistant Treasurer Joe Hughes writes that conditions on the road are the best in years.

The Ladies' Auxiliary is running a rummage sale at 771 Eighth Avenue and requests members who have rummage to take it there. Vice-President Art Lewis is visiting the rooms after being out of town for a while. Brother Fred Murray donated two big new flags to the association. Brother Jack Owen is now banking in that Florida sunshine (?) and Brother Emanuel Klein will soon join him. Duddy Simmons reports that he is opening D. D. Simmons Bazaar Equipment & Supplies in New York. Handicap Pocket Billiard Tournament got off to a good start, Chairman Jack Carr reports. Those participating are Max Linderman, Art Lewis, Benny Weiss, Matthew Kelly, Frank Blatky, Ben Merson, Harry (Bosco) Sandier, Al Katzen, Arthur Goldberg, Duddy Simmons, Ralph Corey, Harry Agre, Lazarus Fink, Sam Levy, Andre Dumont, Harry Kaplan, Ike Weinberg, Gene Hamid, Louis Faber, James Davenport, Milton Soffer, Murray Goldberg, Max Tubis, and Burnam (Whitney) Pelley.

Birthdays congratulations to Max Friedman, George P. Perley, Arthur Parent, January 23; Charles A. Levy, 24; Clarence Kirkpatrick, John Bennett, 26; H. G. Pauli, 27; James M. Fallon, 28; A. Pinski, Max Kassow, Michael M. Goodwin, Alvin Busch, 29.

Ladies' Auxiliary

Added to the membership roster is Edythe Friedman. On sick list are Sister Beale Friedhardt and Jane Hughes, daughter of Sister Marla and Brother Joe Hughes. Ladies' committee assisting in plans for the Paralysis Fund affair on January 30 consists of Bebe Hamid, Dorothy Packman, Julia Taffet, Anna Halpin, Ida Harris, Ethel Gross, and Irene Greene.

Flash Your Fronts With NEON-TUBING

We manufacture 15 different colors. Prices at 25¢ per foot plus 10¢ per year guarantee, no rating charge. Write for complete price list.

HAROLD W. VOGEL
Neon Mfg.
P. O. Box 3183, ANARILLO, TEXAS

J. Harry Six Attractions

NOW BOOKING FOR SEASON 1941
RIDES—SHOWS—CONCESSIONS

McGowan, writer, Walt Goodburn, Hines, Phelan, Ball Ganes, Lou Gehring, Fish Pond, Henry, Cassette Shooting Gallery, Hoops, Snow Ice, East Side Bob Show, Snake Show, Mechanical, or any novelty-riding show with own outfit and own transportation. Write Speedy Jones, Merchandise, Mackinac, Michigan.

RALPH R. MILLER, Forest Hill, La.

RALPH R. MILLER WANTS

Edie Hils, Painter, Carpenters, John Johnson and Edie Hils, good job for you at once. Can place bids, permits, stock connections of all kind. Party money here, 20,000 man working. Will buy better Merchandise, Mackinac, Michigan.

WANT

CAPABLE GENERAL AGENT
MENT OR RELIABLE ADDRESS:
KEYSTONE MODERN SHOWS
PUNTA GORDA, FLA.

CHICAGO, Jan. 18.—Second Vice-President Harry W. Bennies presided at the last meeting and seated with him were Past President C. R. Fisher and Secretary Joe Streiblich. Membership committee presented applications of Jack Stein, Sam Passin, George R. Ferguson, and Richard P. Bergen, all of whom were elected to membership. Credit for them went to Bernie Mendelson and Leo Sloan. Relief committee reports that Brother Judd Goldman is in Billings Hospital for attention of an infected leg. Brother Bob Hickey has left the hospital, but L. S. (Larry) Hogan is still confined and will welcome messages from friends. There was no late news from Brother John Saladin. Jack Lydick, Tom Rankine, and James Murphy are still confined. Brother Ernie A. Young also is on the sick list.

Date for the annual Spring Party has been set for March 10. Brother Leo Sloan is getting in action on the affair and promises to name all committees at the next meeting. Brother Fred Kivemann returns from a business trip and in the absence of Treasurer William Carasky explained the various funds of the League. Brother Sam Solomon, Oscar Bloom, and Hymie Shrefler were in town and attended the meeting. Richard Evertson, a reinstated member, attended his first meeting in a long time.

Ladies' Auxiliary

Members were sorry to learn that Sister Rose Page is seriously ill in American Hospital. Dr. Max Thorek is attending her. She would like to read letters from friends. Anne Slegater is recuperating at home. Past President Nan Rankine returned from New York, where she represented the club at the installation dinner of the Ladies' Auxiliary of the National Showmen's Association. A social will be held at the Sherman Hotel on January 25, with Leah M. Brumberg as hostess.

Mrs. John O'Shea, left today for St. Louis to represent the Auxiliary at the Missouri Show Women's Club's annual installation dinner and banquet and ball.

Pacific Coast Showmen's Assn

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

LOS ANGELES, Jan. 18.—Monday night's regular meeting was called to order by President Joe Giacy. Seated with him were Patrick A. Armstrong, fourth vice-president; Ross R. Davis, treasurer; Harold A. (Pop) Ludwig, secretary. Attendance totaled 215. Tribute to the flag, led by Brother Harry Rawlings, opened the meeting. Minutes of the last meeting were read and bills were ordered paid. Communications were read from Brothers E. W. (George) Coe and Charles Nelson, Patrick Greater Shows, and Theo Forstall. Brother Ted LeFors, chairman Tiger Memorial Fund, stated the necessary monies had been raised to complete plans for the new tiger which will grace the top of club's monument in Skowmen's Rest at Evergreen Cemetery. It will be dedicated at the annual Memorial Day Services next fall. Brother John M. Miller revived the "penny parade" and suggested that it be a means of raising funds for the annual Christmas Dinner. Harry H. Hargrave, past president, who has been absent from several meetings because of illness, was called upon for a brief talk.

Ladies' Auxiliary

January 13 meeting, first under the new administration, attracted one of the biggest attendances of the winter so far. After Past President Nina Rodgers won the weekly award, Blossom Tipton presented the club with a diamond wrist watch to be awarded at a future date. Members then presented Past President Rodgers again with a beautiful purse, and Babe Miller presented a baby cocker

spaniel to Olga Celeste. Clara Zeiger, Allie Wrightman, and Jessie Loomis were hostesses and served refreshments and lunch. First board meeting was called at 1 p.m. and for the first time in the history of the Auxiliary all presidents attended. They were Nell Ziv, Clara Zeiger, Maybelle Crafts, Martha Levine, Ethel Krug, Peggy Forstall, Marlo LeFors, Nina Rodgers, and President Foster. Nina Rodgers was chairman. Lillian Schue, new house chairman, and her committee did a swell job of handling the club-rooms and lunches.

Mrs. Bagby was reappointed as head of the sick committee, and Past President Rodgers, by a majority vote, was appointed to fill the remainder of three years' service to the cemetery board. Cemetery board met after the business meeting to consider the purchase of 12 additional graves in Evergreen Cemetery. Board's decision will be submitted to the PCSA cemetery board at the next meeting.

Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Jan. 18.—Regular weekly meeting was called to order by Second Vice-President Neal Walters, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. Minutes of the last meeting were read and approved. Communications came from the Ladies' Auxiliary, Niles Home, Brother Al Baysinger, and Brother Fools Middleton. Brother W. Frank Delmaire and Secretary McGinnis are compiling a corrected list of deceased members, and report they are making fair progress. Brother Ellis White spoke at length and requested that all members register with the club and give the addresses of their nearest relatives or friends. For the past two years members have been lax in supplying the secretary with this information.

Brother Elvin Johnson, of Midwest Merchandise Company, is on a business trip in the East. Brother W. Frank Delmaire will be with the Al Baysinger Shows in 1941. Brothers Joe Schillo and Phil Little visited briefly while en route to St. Paul. Joe is manager of Phil Little's The World of Today Shows. Brothers Jimmy Laughlin and Ed Brewer, of West Bros. Shows, also visited, en route to St. Paul. Brother Al Baysinger has returned to his show's Poplar Bluff, Mo., quarters. Orton Family is playing indoor celebrations in the neighborhood here for the winter.

Ladies' Auxiliary

President Ruth Martone was unable to preside at the regular social meeting in the clubrooms last Friday because of a heavy cold. Cards were played, after which chop suey and tea were served by Entertainment Committee Chairman Viola Fairly and aids.

Present were Jess Nathan, Elizabeth Yearout, Myrtle Duncan, Loretta Ryan, Bird Brainerd, Martha Walters, Lola Hart, Mollie Ross, Blanche Francis, Gertrude Parker Allen, Mrs. C. W. Parker, Helen B. Smith, Billie Willis, Margaret Hughes, Nora Suggitt, Lucille Hemingway, Hattie Howe, Viola Fairly, Margaret Ancher, Rose Lee Elliott, May Wilson, Ruth Spalio, Catherine Boyd, Lettie White, Tracie Clark, and Nellie Weber.

Night's award, donated by June Taylor, went to Mrs. C. W. Parker.

Missouri Show Women's Club

Maryland Hotel
St. Louis, Mo.

ST. LOUIS, Jan. 18.—Regular meeting was presided over by Second Vice-President Florence Parker, and Secretary Grace Goss and Treasurer Gertrude Lang also were at the officers' table. All were grieved to learn of the death of Sister Maude Baysinger. Elected to membership were Rose Hennessey, Imogene Leonard, and Glenna Lorraine Nelson. After the meeting games were played and awards went to Norma Lavin and Florence Parker. Elma Obermark won the attendance prize. Prizes were donated by Jane Pearson. Irene Burke was hostess and lunch was served to members of the International Association of Showmen. Final arrangements were made for the 11th annual installation banquet tonight in the American Hotel.

LEGAL NOTICE

NOTICE OF SALE

SUPREME COURT OF THE STATE OF NEW YORK, County of New York, Henry C. Roman, etc., Plaintiff, against Flatland Holding Corporation, Defendant.

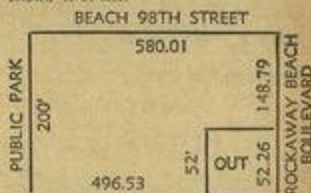
Plaintiff in order of the Supreme Court, County of New York, dated January 17, 1941, the undersigned and returned to the Clerk of the Court, Term Part I of the Supreme Court, New York County, at the County Court House, at Post and Centre Streets, New York, New York, on the 16th day of February, 1941, at 10 o'clock in the forenoon of that day, in and to said Court and place to the following effect, to offer as submitted on or before said date before than the offer of Rita Geist, hereinafter described to the Receiver, to sell and hold Rita Geist the following described property:

All the right, title and interest of Harry Zentoff, as Receiver of Flatland Holding Corporation, appointed by Interlocutory Decree entered in the Office of the Clerk of New York County on October 22nd, 1940, in the above entitled suit, in and to the property of Flatland Holding Corporation of every kind, nature and description and whatsoever interests including all the real estate, more particularly described as follows:

"ALL that certain lot, piece or parcel of land, together with the buildings and improvements thereon, more particularly described as hereinafter be so called thereon, situate, lying and being at Rockaway Beach, in the Town of Westchester, County of Queens, City and State of New York, bounded and described as follows:

"BEGINNING at a certain point formed by the intersection of the southerly side of Rockaway Beach Boulevard, formerly known as Central Boulevard, and the southerly side of Rockaway Street, formerly known as Ward Avenue; running thence Easterly and along said southerly side of Rockaway Beach Boulevard a distance of 148.75 feet more or less to a point therein distant 52.26 feet westerly from the same corner by the Midwood Hotel and the southerly side of Rockaway Beach Boulevard with the Westerly side of Beach 97th Street, formerly known as Tompkins Avenue, thence southerly and on a line parallel with said Westerly side of Beach 97th Street, a distance of 118.50 feet, thence Easterly and on a line at right angles to said Westerly side of Beach 97th Street, a distance of 52 feet to the Westerly side thereof; thence southerly and along said southerly side of Beach 97th Street, a distance of 496.53 feet more or less to a point in the Northern line of property acquired by the City of New York for Public Park purposes, as assumed in this location, under Vesting of May 17, 1938, thence Westerly and along said Northern line of property acquired by the City of New York for Public Park purposes, a distance of 52 feet to the southerly side of Beach 98th Street; thence southerly and along said southerly side of Beach 98th Street, a distance of 52 feet more or less to the southerly side of Rockaway Beach Boulevard, formerly known as Central Avenue, at the corner thereof; and

TOGETHER with all right, title and interest of the mortgagor of, in and to the lands lying in the block bounded by the streets herein said property fronts, to the center lines thereof, and all buildings and improvements erected and attached thereto, together with all fixtures, and in any state of facts an accurate survey would show and subject to easements, restrictive covenants and agreements of record, and all liens, mortgages and encumbrances and to any violations pending or which may subsequently be imposed against the premises herein described, and all other debts, taxes and municipal authorities, and all other property and assets, tangible and intangible to which the Receiver has title, interest or control, and all other debts, taxes, charges or liabilities to which the Receiver is or may be liable on or in respect to the above described property, and any recovery to which the Receiver is or may be entitled, the following is a diagram of the real property:



The above described property is an unimproved parcel known as Rockaway Beach, bounded by Beach 97th and Beach 98th Streets, Rockaway Beach, New York.

The Receiver will sell the following terms:

(a) No bid shall be received unless accompanied by a deposit with the Receiver of the sum of \$5,000.

(b) The successful bidder shall make an additional deposit immediately upon the closing of the sale, in an amount sufficient to make the total deposit to said holder at least 20% of the amount of the successful bid. All other deposits received by the Receiver shall be forthwith returned to the unsuccessful bidders who shall have made such deposits.

(c) The balance shall be paid in cash or certified check at the time of the closing of the sale. In the case of a check, it shall be payable to the order of the Receiver, 29 Broadway, Borough of Manhattan, New York.

Offers may be submitted to the Receiver at the office of his attorneys prior to February 10th, 1941, in and to the office of the Clerk of the Court, Term Part I of the Supreme Court of New York County, at Post and Centre Streets, New York, New York, and a copy of the balance sheet of Flatland Holding Corporation as of December 31st, 1940, together with a complete report and balance sheet will be available for inspection by all interested parties at the office of the Receiver, 29 Broadway, Borough of Manhattan, New York, on the day on which the sale takes place.

The real property of Flatland Holding Corporation, as described in the above notice, is situated at Beach 97th and Beach 98th Streets, Rockaway Beach, New York, will be open for inspection by all interested parties on February 28th, 1941, and 12 noon, except holidays and holidays for the period commencing with the date of the publication of this notice and continuing until the date of the closing of the sale. Said inspection may be had by applying at the office of the Receiver, 29 Broadway, Borough of Manhattan, New York, Telephone No. 10-1111.

DATED: New York, January 17, 1941.

Harry Zentoff, Receiver.
HEINBERG & LEWIS,
Attorneys for Receiver,
Office at P. O. Address,
29 Broadway,
Borough of Manhattan,
City of New York.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Full set in the following size sets and prices:

88 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$8.50; per 100.

Mr. 1.00 — Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 20 sets or 100 cards each. Played by 3 lines across the board. 20 to 25 lines. Light weight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be printed on either side. \$2.00; per 5x7, per 100, \$1.25. In lots of 1,000, \$1.00 per 100. Calling markers, extra, \$2.00.

Automatic Bingo Shaker, Royal Glass . . . \$12.50

2,000 Jack Pot Slips (strip of 7 numbers) . . . 1.25

2,000 Licenses, 6x16, per 10050

2,000 Small Tally "Browsers" Bingo Sheets, 7 colors, pads of 10, per 1,000 1.25

2,000 Featherweight Bingo sheets, 6 1/2 x 8, 100, \$1.25 per M. Stripped in sheets of 251.50

Package across these sheets.

Bingo Card Markers, in strips, 25,000 for . . . 1.25

Dice boards and pads, warblers checks, coupon books, telescoping books, mail Home, Call and sample cards free. You pay for C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

"TENTS—BANNERS"

NEW TENTS
USED TENTS
NEW BANNERS
USED BANNERS
MAY WE SERVE
"YOU"

Write—Wire—Phone

BAKER-LOCKWOOD

900 Hardisty, KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
102 W. 42nd St., New York City, N. Y.

WANT

COOKHOUSE, FROZEN CUSTARD, DIGGERS, PHOTOS, PALMISTRY, BALL GAMES, SHOOTING GALLERY, ETC. RECREATION CONCESSIONS OF ALL KINDS. EXCLUSIVE TO RELIABLE PARTIES. NO CONCESSIONS OPERATED BY HANDICAPPED. SHOW OPENS FIRST WEEK OF APRIL. SHOW OVERS FIRST MILLION DOLLAR POWDER PLANT GOVERNMENT CONSTRUCTION. ADDRESS:

ROGERS GREATER SHOWS

P. O. BOX 185, HUMBOLDT, TENN.

LOOK! LOOK! LOOK!

I will sell my half interest in ELI FERRIS WHEEL NO. 5. This is a good paying proposition for LIFE for any good Business Man or Woman. The Wheel has been booked with my partner, Mr. Tom Rich, who owns and operates Tom's Amusement Co. Home address: Bainbridge, Ga. He will open his show early in April and stay out till the latter part of November. Playing ten of the best fairs in the State of Georgia. You can get your money back in one season. My reason for selling is I have all the rides that I can handle with my own show. If you mean business write quick for price and full particulars. Address:

CAPTAIN DAVID LATLIP
209 Elm Street, Charleston, W. Va.
P.S.I. Will buy two good 22 or 24 Foot Semi-Tractors. They must be in good condition, ready to take the road.

Carlyle American

Lugene Street Fair

JUNE 25, 26, 27 and 28, 1941

Wants Motorcycle Drome. Book independent. Write
G. N. GRAY, Carlyle, Illinois

SECOND HAND SHOW PROPERTY FOR SALE

Genius Shunkan Head with history. Bell cheap. Electric Candy Floss with recipe. Great—Wilson 4-for-Dime Games. Fine lens. \$25.00—Painted Hobby Horn. Good condition. \$5.00—New Government Field Truck Bed. Good \$30.00. We buy or rent Carnivals and Show Merchandise. All kinds. Pay cash. Write or wire WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

GOLD MEDAL SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941

Address: OSCAR BLOOM, Mgr., P. O. Box 608, Columbus, Miss.

TIVOLI EXPOSITION SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON.

Address: H. V. PETERSEN, Mgr., Joplin, Mo.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Wallace Bros.

JACKSON, Tenn., Jan. 18.—The holidays and cold weather slowed up work in most departments at quarters here. Owner E. E. Farrow and General Agent Rubie Wadley left on a booking trip. Sam Tyus joined the painting crew recently, and James Reed is repairing and painting the Minstrel Show. Charley Russ and Charlie Troupe are working out here. George Hall and Glen Osborn were away visiting friends over the week-end. Bill Rogers, owner Rogers' Greater Shows, and Mac McKenzie, scenic artist, with Ralph Miller, were here on business.

EUGENE C. COOK.

Texas Expo

SAN ANTONIO, Tex., Jan. 18.—Work is progressing rapidly at local quarters and all will be ready for opening of shows' second annual tour. Two new rides and several new shows have been added. A crew of 28 is here, under supervision of Robert Thompson. Among those here are Tex Morris, assistant electrician; Buck Ashley, lot superintendent, and Bill Martin, assistant to Scotty Norton, artist. A number of new show fronts have been built and all rides have been overhauled. Van Dyke Bros., who will operate the twin Ferris Wheels, are installing a new lighting system. Jim

Midway

ST. PAUL, Jan. 18.—General Manager Rocco Schiavone returned here this week from a successful booking trip. Quarters work is almost completed. New fronts have been built and equipped with neon, and a new ride, semi-trailer, and tractor were purchased recently. E. A. Roske, photo gallery operator for the past two seasons, writes he will be on hand at opening. Mr. and Mrs. Ervin Skie will be in charge of several concessions, while Mr. and Mrs. Leonard Wells will have their diggers and shooting gallery with it again. Frenchy Denet has the popcorn; Rocco Schiavone Jr., the bingo, and Raymond O'Hara, also has been signed. Reported by an executive of the shows.

Alamo Expo

SAN ANTONIO, Tex., Jan. 18.—Shows' extensive rebuilding program, which began in quarters on December 1, is rapidly progressing. Crew of 35 is working in the various departments, including welders, machinists, carpenters, painters, and mechanics. Included in the building program are six trailers, 12 show fronts, a Ferris Wheel will be purchased. A new light system will



HERE ARE A FEW of the members of the recently organized Lone Star Show Women's Club, Dallas, who assembled in the clubrooms in the Campbell Hotel during the holidays to partake of a barbequed venison dinner tendered them by Mrs. Louise Hickman. In the back row, left to right, are Bobbie Long, Sylvia Ray, Millie Ray, Helen Westmoreland, Dorothy Flanagan, Sally Murphy, and Louise Hickman. Front row: Annabelle Hoblet, Lillian Rogg; Margaret Pugh, president; Velma Lowry, Myrtle Potter, and Bernice Sands.

Patterson, billposter, is readying his truck. John Lord, Tilt-a-Whirl foreman, has completed his work. Whitley Reid, Scooter foreman, has a few rides working and is getting good results, as is Eddie Spring with candy floss. Bernice and Kenzie Miller and their mother, Whitley and families also are here. Whitley Meeker is working at a local night club. Bob Thompson, chief electrician, has the lighting system ready. Bill McClanahan, chief mechanic, has the trucks and other motor equipment in excellent condition. Capt. Ben Mouton, aerialist, is readying his act. The writer and General Manager A. Obadal made a flying trip to Corpus Christi, Tex., January 12 and while there visited many showfolks. Manager Hill left on a booking tour to the North. The writer's children are in school at Arkansas Peak, Tex., but will rejoin the shows at Corpus Christi. Capt. Kenneth Blake, free act, is expected soon. Mrs. Dixon, The Billboard sales agent and in charge of front-gate tickets, is making new curtains for her new house trailer. Willie Wilson, H. P. Hill, and Hubert Hall purchased new cars here. Show will play local lots for two weeks before taking to the road this season. Present plans call for the organization to tour Texas, Louisiana, Arkansas, Missouri, Illinois, Indiana, Michigan, Iowa, Oklahoma, Kansas, and two spots in Minnesota. The writer will handle the legal end and assist Manager Hill when needed.

N. L. DIXON.

prevail on the rides and shows and six huge arc lamps have been purchased. A highlight is the new front arch, with a replica painting of historic Alamo trimmed in neon. Bill Williams purchased a trained chimp, Jerry, for his Monkey Circus attraction. Shows' recently were awarded midway contracts for the annual Cheyenne (Wyo.), Frontier Days, Denton (Tex.) County Fair, and Pueblo (Colo.) State Fair. J. T. Hutchens closed his museum here after a successful two-month stand, and now is getting his side show ready for the opening at the annual Charro Days celebration at Brownsville, Tex. Charley White has replaced A. R. Wright as business manager. LARRY MULLINS.

Latlip

CHARLESTON, W. Va., Jan. 18.—Capt. D. L. LATLIP recently returned to local quarters from a tour of the West Virginia coal fields and reported that conditions there are better than at any time since 1929. L. D. Hall, Latlip's partner of 30 years ago, arrived from Miami and is in charge of construction work. He has a crew of mechanics overhauling the rides and shows, and a new boat ride is under construction. New semi's have been added to carry all new equipment and shows will be motorized. Reported by an executive of the shows.

Miner's Model

PHILLIPSBURG, N. H., Jan. 18.—Shows plan to take to the road this year in April much larger than in past seasons. Three new tractors and trailers will be added and two new rides will replace two old ones. Three new show tops and new panel fronts are being built. The writer will remain with the shows for the first three weeks and then will leave with the No. 2 ride unit, to which two new rides, a new sound car, and two new engines will be added. About 15 concession booths also have been added to the unit. The only ones working here now are those doing small jobs, such as grinding Ferris Wheel pins. Also in quarters are Harry Mutchler and Kenneth Whitehead. Among recent visitors were Mr. and Mrs. Sam Stern, Mike Leaverson, and Mrs. Milie Alberta, former trouper. R. H. MINER JR.

Sickels United

JACKSON, Tenn., Jan. 18.—There's practically no activity around quarters because the staff has been attending the fair meetings. The writer and Manager Bob Sickels have returned from an extended trip into Illinois and Kentucky. Tommy Jones booked his Kiddie Auto ride and concessions, and Arthur Sorrell will have the sound system and five concessions. Walter Logsdon has booked his two concessions, and Tex Putegnat and Billy Logsdon will furnish Mona, monkey girl, and Pinky Pepper's Oriental Show. E. E. Baker has been ill with the flu, and Mary Arnold arrived from Norfolk, Va., to get her concessions ready for opening. CLIFFORD MATTHEWS.

Rogers Greater

HUMBOLDT, Tenn., Jan. 18.—Upon the return here of General Manager H. V. and Mrs. Rogers, quarters work was started and much headway has been made. Everything will be rebuilt and plans now call for new fronts and a change in the lighting system. Mr. and Mrs. Harry L. Small came in a few days ago. Harry will assist Manager Rogers in the operation of the shows and will handle the bookings, while Mrs. Small will have the corn game. HARRY LEE.

FOR SALE

USED 12-CAR RIDE-O AND 7-CAR TILT-A-WHIRL
Both rides are in A-1 shape and offer wonderful opportunity to secure consistent money getters at a real bargain.

SPILLMAN ENGINEERING CORP.
NORTH TONAWANDA, N. Y.
World's Largest Builder of Amusement Devices.

WEST BROS.' SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON.
411 PARK AVE., HOT SPRINGS, ARK.

J. F. SPARKS SHOWS

Now booking Shows and Attractions for 1941 season. Address: Post Office Box 563, Enley, Alabama

FOR SALE

Undivided One-Half Interest 25-Car Show

Complete with Tents, Rides, Shows, Wagons and other usual equipment. Sale under mortgage at Kinston, N. C., noon, February 8, 1941. For full particulars address:

SUTTON & GREENE, Attorneys, Kinston, N. C.

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON

Address: P. O. BOX 223, Caruthersville, Mo.

Crystal Exposition Shows

Now booking Shows and Concessions for 1941. Will furnish outfits for worthwhile Shows. Want Bids Help, Mechanics and Electrician. Address: W. J. BUNTS, Crystal River, Fla.

MOTOR CITY SHOWS

Now booking Shows, Rides and Concessions for 1941 SEASON.

VIC HORWITZ
355 Lake Street, Toledo, Ohio

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Cortez, Fla.

Week ended January 18, 1941.

Dear Editor: It was a toss-up between keeping the show on a railroad siding for the winter or heeling it into Joe Stiy's tourist camp on the Gulf. To tell the truth, Joe didn't know we were bringing the show to his place. That made the surprise greater than if we had told him that it was coming in. Pete Ballyhoo had been negotiating with Stiy for house-trailer space and finally reached an agreement to park 20 trailers at \$2 each per week, this to include light and water. During the night several barges carrying our 20 coaches sneaked into his waterfront and were quietly unloaded. The wheels were taken off and the coaches dragged to their locations.

You can imagine how elated the Stiy's were when they woke up in the morning to find these 73-foot "house trailers," one a dining car, loaded with some 300 people, nearly filling the entire camp. Pete Ballyhoo made him a swell offer by asking him to open his cafe and feed our people as a money-making sideline. Pete offered to pay in advance with predated I. O. U's as security. Believing \$40 a week a fair price for wintering the show, the bosses then prepared to bring the rest of it in. Loading the entire train on ferryboats in Tampa, the rest of the equipment arrived on Tuesday at midnight. We learned later that this was another great surprise for the Stiy's

when they were awakened by the noise of the tractors during the unloading.

The flat cars were left on the ferry barges, due to lack of space and the office having a four-week lease on them. Our 353 wagons soon filled every nook and cranny. All show and ride equipment was unloaded and placed under different tops that had been erected in a high-grass lot behind the tourist camp. Joe raised some objection to the show occupying all available space, so the bosses offered, in exchange for rent, all of the empty box wagons with the privilege of Stiy renting them as cabins. The office asked him only \$1 apiece per week for their use and only as a little royalty for their painting and repairing. For some reason, the offer was not accepted and it was rumored that the camp owner was planning to have his trailer to another camp for a few weeks.

By Friday everything was in ship-shape for winter work to get under way. The first big job was to chase those who were heavy eaters and light workers. This cut the personnel to 10 lucky people. Checking over the work crew, we found them to be chorus girls with manufacturing experience. On Sunday Jake Ballyhoo departed by plane for Louisiana to purchase five carloads of rice straw and our crew will start revamping all berth-car straw ticks as soon as the first train shipment arrives.

Lem Trucklow, the show's g. a., departed on a booking trip and reported the booking of a Potato Festival. He secured a deposit from the festival manager 10 sacks of potatoes. The booking of two Bean Festivals gave us a 10-sack bean deposit. An Orange Fair threw 10 crates of oranges our way. A Celery Celebration gave us 20 hampers of celery. A Cabbage Festival threw a truckload of cabbage and, with good fishing in our backyard, the show should make the payoff. MAJOR PRIVILEGE.

WRITE
SIoux TIRE
& **BATTERY CO.**
SIoux FALLS, S. D.
Buy on Our
Easy Terms.



STANDARD TRAILER

Advertising in the Billboard since 1905

ROLL TICKETS DAY & NIGHT SERVICE

FOLDED SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2					
10,000	..\$6.95	50,000	..\$12.75	90,000	..\$18.55
20,000	..8.40	80,000	..14.20	100,000	..20.00
30,000	..9.85	70,000	..15.85	150,000	..27.25
40,000	..11.30	60,000	..17.10	200,000	..34.50
				1,000,000	..150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
ONLY 5c, 10c, 15c & 20c
1 ROLL 50c
5 ROLLS 40c
10 ROLLS 35c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10c) CENTS

POPCORN VENDORS

Get EXTRA profits on your locations with Kellogg Automatic Popcorn Vendors. Require but little space, quickly serviced, and very profitable. Write for circular and special deal for operators.

Here's a real live one. Don't pass it up.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST., CINCINNATI, OHIO

HAPPYLAND SHOWS, Inc.

THE BEST IN OUTDOOR AMUSEMENTS
OPENING VICINITY OF DETROIT, MICH., APRIL 19

WANTED—Good Shows, Legitimate Concessions, Showing industrial towns with defense orders galore. Make 1941 the best season you have ever had by joining us. Address
HAPPYLAND SHOWS, INC., 3633 Seyburn St., Detroit, Mich.

BLUE RIBBON SHOWS, INC.

OPENING COLUMBUS, GA. MARCH 30—2 SATURDAYS
35-Week Season. Pairs Start July in Indiana. Close November in Southern Alabama. Place Managers with Partners for Q.M. Revue, Musical, Circus. Will furnish complete set down shows for above. Want Lecturer for Up-to-date Life Show. Will book 10-in-1 with own outfit, or will furnish same. Address, write. Concessions all open, including Bingo. Will sell Cookhouse and book same. Or will place experienced, sober Cookhouse Manager. Mr. Ford, writes same terms as offered you before. Want Ride Help with truck and semi-trailer experience. Cash hounds, easy stop. Al, Biller, Mac, Dan, Charlie, Lee, Abner, Morgan and Kirk, report about March 1st. Place stop Social Agent with transportation. 202 MAGNIFIC TEMPLE BLDG., COLUMBUS, GA.

See the New VAGABOND COACHES at one of these Authorized Dealers!

You will want to SEE the new 1941 Vagabond Coaches! Truly, they "have everything"! Only authorized dealers who are thoroughly capable of serving you may display and sell Vagabonds. To make it convenient for you to locate the dealer nearest you, this national list of dealers is published. We suggest that you clip and save it. Decide to own a Vagabond soon, whether for vacationing, traveling or living. Comfort, convenience, long life, beauty—you'll find them in every model, from near compact Model 16, to big luxurious Model 24-T illustrated below! YOU EXPECT MORE in a Vagabond, and you GET IT!

<p>Michigan</p> <p>VAGABOND COACH SALES CO. 213 Cass St. Detroit, Mich.</p> <p>EASTERN MOTOR SALES 11211 Grand River Detroit, Mich.</p> <p>IDEAL AUTO BODY COMPANY 521 N. Main St. Ann Arbor, Mich.</p> <p>GRAND RAPIDS TRAILER SALES 246 E. Main St. Grand Rapids, Mich.</p> <p>SHEPARD SALES COMPANY 225 S. Portage St. Kalamazoo, Mich.</p> <p>SELLHORN SALES & SERVICE 726 Michigan Blvd. East Lansing, Mich.</p> <p>G. C. OYPHERE 301 N. Main St. Muskegon, Mich.</p> <p>FRED AVERY 629 West St. Jackson, Mich.</p> <p>McKINNON TRAILER SALES 409 Bryan Ave. East Jordan, Mich.</p>	<p>MARTIN BROS. 1475 South Ave. Youngstown, Ohio</p> <p>STANDARD TRAILER SALES 3712 Riverside Drive Cleveland, Ohio</p>	<p>SCHUKEL MOTOR COMPANY Waterloo, Iowa</p>	<p>ZANE McNEIL 209 East Van Horn Proctor, Ark.</p> <p>CHASE MOTOR SALES Poncah, Idaho</p> <p>FRED KENNEDY, Jr. Los Vegas, Nev.</p>
<p>North Central</p> <p>PORTER TIRE CO. 1294 Monroe St. Fort Worth, Ind.</p> <p>D. N. THOLANDER 7691 E. Washington Indianapolis, Ind.</p> <p>HARRY S. SHORT 2101 Main St. Toledo, Ind.</p> <p>FRED HUYCK & ROBT. CRIST, Inc. 2428 N. Michigan Chicago, Ill.</p> <p>GLEN HOLM Central Trailer Park Reno, Wis.</p> <p>WISCONSIN TRAILER SALES CO. 2885 W. Capitol Dr. Milwaukee, Wis.</p> <p>TRAVEL COACH COMPANY 1620 Harmon Place Minneapolis, Minn.</p>	<p>East & Northeast</p> <p>WHICHONE, Inc. 1300 Broadway Albany, N. Y.</p> <p>LINN TRAILER CORP. Ossona, N. Y.</p> <p>M. A. ROSS 240 Walton Ave. Stratford, N. Y.</p> <p>SELLHORN TRAILER HDQRS. 2240 Ripper Road Kannondale, N. Y.</p> <p>WARD COAL CO. 106 Spring St. Rome, N. Y.</p> <p>A. L. SPENCER Traylor's Trailer Park Binghamton, N. Y.</p> <p>BROADWAY TRAILER SALES 216 and Broadway Astoria, L. I., N. Y. C.</p> <p>WAY TRAILER SALES Plainfield, N. J.</p>	<p>South</p> <p>ATLANTA TRAILER MART 510 Peachtree St. N. E. Atlanta, Ga.</p> <p>VAGABOND COACH SALES & SERVICE 711 Grand Central Tampa, Fla.</p> <p>VAGABOND COACH SALES 16500 W. Sunset Blvd. Miami, Fla.</p> <p>UNITED TRAILER SALES 1000 N. Central Tallahassee, Fla.</p> <p>DAVIS TRAILER SALES Knoxville, Tenn.</p> <p>AUTOMOBILE SALES CO. Memphis, Tenn.</p> <p>ELLIOTT TRAILER COMPANY 1814 E. Fifth St. Houston, Texas</p> <p>505 Main St. San Antonio, Texas</p>	
<p>Ohio</p> <p>JEAN BLANEY 341 Broad Ave., N. W. Canton, Ohio</p> <p>G. H. THOMAS 1947 Stillman Ave. Columbus, Ohio</p> <p>HARRIS TRAILERS 623 S. Clay St. Topeka, Ohio</p> <p>I. M. N. of the Lantz Co. R. 2, Dayton, O.</p> <p>A. W. WING 1918 Stillman Ave. Toledo, Ohio</p> <p>PAT WELSH, Inc. 6002 Montgomery Rd. Cincinnati, Ohio</p> <p>STANDARD MOTOR SALES 1292 Washington St. Sandusky, Ohio</p>	<p>Central West</p> <p>K. O. HOME TRAILER CO. 1925 Meridian Blvd. Kansas City, Kan.</p> <p>TRIMBLE TRAILER SALES CO. 2723 Dodge St. Ocala, Fla.</p> <p>B. & W. TRAILER MARKET 1424 Grand Ave. Des Moines, Iowa</p> <p>PIONEER TRAILER COACHES, Inc. 5885 Delmar Blvd. St. Louis, Mo.</p> <p>B. & W. TRAILER MARKET 3940 Rockington Rd. Davenport, Iowa</p>	<p>Southwest</p> <p>H. McLAUGHLIN 370 Main St. Stoughton, Mass.</p> <p>STANDARD TRAILER CO. Cambridge Springs, Pa.</p>	<p>West</p> <p>D. T. SINGER TRAILER MARKET 830 S. Main St. Salt Lake City, Utah</p> <p>HAWLEY'S TRAILER STORE 4692 E. Aspen Spokane, Wash.</p> <p>J. L. DUNCAN Traylor Village 5225 W. Colfax Denver, Colo.</p>



VAGABOND COACH MANUFACTURING CO.
MEMBER TRAILER COACH MANUFACTURERS' ASSOCIATION
641 GRAND RIVER AVENUE • NEW HUDSON, MICHIGAN

WANT--ZACCHINI BROS.' SHOWS--WANT

Illusion Show, Hawaiian Show, Colored Revue, Crime Show, Fat Show, Midgit Show, Wild Animal Show, Monkey Show, and Froaks to feature, and Talkers for America's Most Beautiful Side Show. Want Rides that will not conflict. Concessions open except Bingo, Cook-House, Pop Corn, Candy Apple, Wall Ball Games, Penny Pitches, Hoop-La, Long Range Lead Gallery, Photo Gallery, Cigarette Gallery, Pitch Till Win, Iron Striker, Cone Rack, Seals, Rat Game, Palmistry, Cork-Gallery, Custard, Duck Pond, Guess Your Age, Jewelry, Candy Boxes. Will not book any illegitimate concessions. John Young, get in touch with Carl O. Bartel, Secy. Bill Poster with own car, long season's work, get in touch with us at once. Want Ride Help. Those that drive semi-trailers given preference. A good route of still dates, celebrations and fairs. Fair Secretaries and Committees, have a few remaining open weeks.
Winter Quarters, 2601 Fountain Blvd., Tampa, Fla. BRUNO ZACCHINI, Mgr.

MINER MODERN MIDWAY SHOWS

NOW BOOKING FOR THE COMING SEASON
Shows, Rides and Concessions of all kinds. Also want Ride Help and Operators. Will furnish tops and panel fronts to show folks that can produce for the office. Have the following Rides for sale: Baby Octopus and Loop-o-Plane. These Rides can remain on the show on a very low percentage. Want to hear from the following people at once: William (Red) Clark, Louis (Goetz) Augustine, Arthur (Blackie) Palmer, Carly Mills. Show opens latter part of April. Address all mail to
R. H. MINER, 161 Chamber St., Phillipsburg, New Jersey

Write today for 1941 Catalog!

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 18.—Judging from information received at this office, it appears that the subject of the cost of electric current again is back in the news. One of the articles received is a copy of a speech delivered by Congressman John E. Rankin, of Mississippi, which appeared in the Congressional Record and which indicates that Rankin is more than ever determined to press legislation for a reduction in electric rates and power rates. Included in the article are detailed tables for each State, giving statistical information concerning the cost of current in each

State for residential, commercial, and industrial purposes for 1939. The rates are compared with those charged by TVA and those charged in Tacoma, Wash., and Ontario, Can.

It is impossible to give this information here, but we will be pleased to furnish the details to any member upon request. We urge members to take a greater interest in the subject, as a saving in the cost of the purchase of this commodity will be a long step toward the reduction of general operating overhead.

We plan to attend the New York State Fair meeting at Albany early in February and we would appreciate hearing from members who plan to attend. No meeting of the association will be held, but the occasion will permit a general get-together and informal discussion of various matters of interest to the membership.

Los Angeles

LOS ANGELES, Jan. 18.—Major movie studios again are going for circus and carnival pictures. Jimmie Woods had equipment on the lot at Columbia, and Capt. Ed Mundy is at Republic Studios. Jack and Mame Beach, after a few weeks' vacation on the West Coast, returned to San Francisco. Harry Gordon came in from Tucson, Ariz., much improved in health. Joan Spaulding, aerialist, returned from Honolulu and after an engagement with Eddie Fernandez spent a few days here. Bert Nelson, who had an animal act with Fernandez, returned from Honolulu and is at home in San Fernando.

The Gretonas, high act, also are back from a 3½-month engagement in Honolulu. Mel Vaughn's State Fair Shows were awarded the midway contract at the Phoenix, Ariz., Stock Show. Ray Smith reported he has signed with the Patrick Shows as special agent. Mickey Oradis returned from a short trip north. Eddie Deck, former press agent, is at Huntington Park, Calif. Jimmie Woods is recovering from a recent severe illness. Ralph Clawson, of Hennes Bros.' Shows, is vacationing here. M. E. (Jack) Painter is back in town after a year's absence. Ben Martin's Shows closed a fair week at Valley and Ramona boulevards. Rose

Westlake opened at the South Sea night club recently.

Moe Eisenman is back in town from a short prospecting tour. Les Brandon, of Crafts Enterprises, is in and out of town looking over territory. A. J. Budd has returned from the antipodes and Honolulu and is managing Sky Scrapper Willie, Negro giant. Mrs. Charlotte Lieblich, of Cleveland, is the guest of her brother, Eddie Sievert, at his new home in Hollywood. Louis Wald, who has

been seriously ill, left for Tucson, Ariz. Mr. and Mrs. Harry Taylor came in from the beaches and are vacationing at Venice, Calif. Hugh McGill reports his father is still critically ill. Mr. and Mrs. W. R. Patrick, of Patrick Shows, are vacationing in Southern California. John M. Miller is very much improved in health. Irene McAfee and act are working in a film. Frank Babcock, of the Frank W. Babcock Shows, purchased two new rides recently.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

Key West Opening Big for Barfield's

KEY WEST, Fla., Jan. 18.—Monroe County Fair and Volunteer Firemen's Celebration here, January 13-25, with Barfield's Cosmopolitan Shows furnishing attractions, opened to large crowds and satisfactory business. Judging by Tuesday and Wednesday business, the date should prove one of the best of the season for the Barfield organization, said Mrs. C. E. (Pearl) Barfield.

In addition to five Barfield rides, midway includes Weer's Rocket ride, Cross's Spiffire, Endy's Octopus, Speedy Monkey Circus, Richard Scott's Minstrel Show, Tom Scully's handling front; Norman Wolf's French Casino, Korn's Glass House, Shephard's Penny Arcade; Joe Decker, cockhouse and popcorn; Mr. and Mrs. Milt Morris, four concessions; Mr. and Mrs. J. P. Bolt, four; Billie and Flo Clark, Bill Moore, Eddie Davis, Max Tarble, Johnny Claburri, Mrs. Germaine, Jack Davis, Ice Water Shorty, Paul Curtis, Osh Couch, and Sam Wiener.

V. L. Collier handled advance work. Bill Moore and Billie Clark are legal adjurers and Mrs. Townsend's sound equipment is being used. Mr. and Mrs. Barfield and some members of the show planned a deep-sea fishing cruise and cabaret party for January 18.

Hamilton (Mo.) Legion Prep for Race Meeting

HAMILTON, Mo., Jan. 18.—Post No. 285, American Legion, has appointed committees for its annual race meet to be held in the Legion's Memorial Park here. Important committees follow:

Free acts and carnivals—R. C. Hendren, Sherman Henkins; contests and special events—Dr. H. B. Booth, Wallace Evans, Roy Huey; grandstand—Leon V. Bainter, Herbert Rogers, C. A. Neal, R. K. Hartley, W. A. Streeter; colt show and livestock—J. H. Woolsey, superintendent; concessions—Ernest Morris, chairman; Girls' 4-H Club exhibit—A. B. Goodrich, who is also meet secretary and disbursing officer.

O. Show Plans Attractions

COLUMBUS, O., Jan. 11.—Columbus Builders' Exchange and The Columbus Dispatch will collaborate in sponsoring the six-day annual Home Show in Memorial Hall here, said John A. Knight, Exchange secretary. Entertainment feature will be engaged. The 1941 show will mark the return of the affair to local hands. Exchange sponsored seven shows, the last of which was held in 1931. Shows were revived under sponsorship of out-of-town promoters in cooperation with local organizations four years ago.

Shorts

WATKINS G. HUNT, director of South Boston (Va.) Tobacco Festival and Louisiana rice parades, has been signed to manage parades in connection with the six-day Suffolk (Va.) Peanut Festival.

Second annual Farmers and Manufacturers' Corn and Soybean Show will be held in Memorial Hall, Cleveland, O., under auspices of the Chamber of Commerce. Show was held one day in 1939, but was such a success that a two-day event is planned this year.

Over 50,000 attended Almon B. Shaffer's World's Fair Highlights, which closed a nine-day run in Milwaukee Auditorium on January 12. Admission was 30 cents for adults and 15 cents for children. Show featured Frank Buck; Benny and Betty Fox, skydivers; Variety Eight, and Kosloff Dancers.

WANTED Shows, Acts, Concessions

for INDOOR CARNIVAL

Between March 1st and May 1st, for a week or ten day show. To be sponsored by the Butte Miners' Union #1. Membership over 6,000. Send full particulars on what you have to offer to

A. G. PETTET
1614 Harrison Ave.,
Butte, Montana



NEW LOW PRICED
Electric CORN POPPER
BRINGS
\$5 to \$50 Daily Earnings
Does Work of a \$300 Machine
At About ONE TENTH the Price!

Here it is, now—the lowest priced Electric Corn Popper on the market. Does the work of a \$300 machine at a little more than ONE-TENTH the price. Fully guaranteed, easy to use, hot or dry in three minutes. Sold on special liberal **NO RISK PLAN!** You can make PROFITS GALORE with this amazing low priced Machine, and if you don't earn within 30 days we will send you FREE enough Pop-Corn and Supplies to sell it WILL PAY FOR YOUR MACHINE! Don't delay—order today for full information.

SALESMEN WANTED!
Great money-making opportunity for ambitious men. Write for full details!
EXCEL MFG. CORP.
Dept. B-141
MUNCIE, INDIANA

FIRST CALL . . . LAST CALL

Want man to take charge of Pit Show. Have complete frame-up for someone capable. Want Monkey Show Man. We have top, frame-up, monkeys and banners. Will finance any new and worth-while idea. Want Shows that do not conflict with what we now have. Want all kinds of legitimate Concessions, Cookhouse and Corn Game taken. Show opens February 1, San Antonio, 2 weeks. Have extra good spring route, showing all army camps and naval bases on pay days. Address all mail

Mgr. Texas Expo. Shows

201 Austin St. San Antonio, Texas.

CONVENTION SHOWS OPENING SATURDAY, MAY 10, 1941,

With an Outstanding and Exclusive Route of Conventions and Celebrations.
WANT Shows with or without equipment. MUST HAVE MERIT. RIDES that don't conflict—Silver Slings, Rocket, Ball-Plane with or without transportation, Pop-Corn sold exclusive—all others open. All last season concessionaires contemplating returning, contact us at once. WANT THOROUGHLY EXPERIENCED LOU SUPERINTENDENT that can lay out and set up and off. EXPERIENCED BILL PORTER that can use truck and drive truck. CAPABLE MAN to handle up-to-the-minute ARCADE. Must have experience and be able to make repairs. RIDE FOREMAN—Capable of handling his Rides. Ride Help on all Rides. Semi-Driver with licenses preferred. WANT SHOW PAINTER. WANT CARNAVAL MAN that can operate Silver Power Machine. WANT FIRST-CLASS AUTO MECHANIC immediately to handle fleet of trucks. WANT FIRST-CLASS PROMOTER to handle special events. WANT BANNER MAN to handle flags and sign-stand banners. WANT SMITH WANTS outstanding attractions for Texas-Ohio. WANT A FIVE OR SIX-GRID TAB OR REVUE. All must do double or double specialties. NO STRIP. Salaries out of office. Must be real and other useful Concession People. POSITIVELY NO RACKET. WANT THREE OUTSTANDING FREE ACTS to complete an outstanding 6-act free act program. Acts must be short and sensational—20 to 25 weeks' consecutive booking. Harry and Grace Mentor, George Rogard, write me. This show is booked solid in the most prosperous industrial section of Western New York until Sept. 6th, and will play a string of Southern Pa. SOUTHERN FAIR MANAGERS, contact us.
All Communications to CLAY MANTLEY, 228 HUSSO BLDG., FREDONIA, N. Y.

COLEMAN BROS. SHOW

OPENING NEW BRITAIN, CONN., APRIL 12

WANT SHOWS: Midget, Monkey Show, Glass House, Fun House and New or Novel Show. CONCESSIONS: Grind Stores only; must be legitimate. FOR SALE: Rolo Fun House and Calliope.
THOS. J. COLEMAN, 508 Main St., Middletown, Conn.

FRANK'S GREATER SHOWS

Want for spring opening, Albany, Ga. under strong sponsorship. Starting March 1st. Shows with or without outfit. Price \$1000. Winter Show up to 1000 seats. This show will be used as Free Act. Grind Show People, have two outfits complete. WANT RIDE MEN for following Rides: Merry-Go-Round, Wheel, Loop-Plane, Chain-Plane, two Kidly Rides, and Factory built Fun House. Will also operate Ride Foreman that can get Rides up and down and keep in repair. Place capable Cook House Operator, or will sell complete new Cookhouse and Ride to capable operator. Will sell exclusive on two Wheels and Corn Game, Dippers, Fresh Cuzard, Fish Pond, Bowling Alley, Ball Games. This show will play the premier spots in Georgia, Alabama and Tennessee this year. Get with the show that winds up with "Holiday" money each year. All address:
BILL FRANKS, Mgr., of BILL DOLLAR, Gen. Agt., Box 625, Albany, Ga.

Wanted--Organized Circus and Acts--Wanted

WEEK OF FEBRUARY 17

TOWNSMEN CHARITY CIRCUS

Cathedral, New Castle, Penna. Want Photo, Scales, Guss Year App, Pop-Corn, Novelties, Candy Flax, Jewelry Workers. Space limited; deposit required. \$5,000 advance tickets, backed by Merchants and Jr. Chamber of Commerce.
CIRCUS HEADQUARTERS, LESLIE HOTEL, NEW CASTLE, PA.

Sunbrock's Show Set for Miami; Mnpls. a Flop

MIAMI, Jan. 18.—With contracts signed, Larry Sunbrock has opened offices at the Orange Bowl here, where his big show will be staged February 1-8 inclusive, with performances every night and one performance on Sunday. No light shows are permitted here on Sunday.

The big show is billed as the Great European Circus Rodeo and Barney Oldfield's Thrill Show, featuring King Kovar, Hollywood stunt man.

The executive staff includes Larry Sunbrock, director general; Marian Popo, treasurer; Nat D. Rodgers, director of tickets; Tex Sherman, publicity; Barney Oldfield, director of the Thrill Show; Jerry Lee, arena director; Steve Payne, assistant arena director, and E. O. Scatterday, director of advertising.

Heavy Publicity

Radio stations here, WQAM and WIOD, and WKAT at Miami Beach, as well as Palm Beach and Fort Lauderdale, have a heavy schedule of spot announcements, which is a record here for any show.

Larry Sunbrock, Nat D. Rodgers, Brownie Rogers, midjet cowboy, and Gail Thomas will be interviewed on WIOD during the engagement.

A premier performance will be held Sunday afternoon, January 26, to be followed by the regular engagement. Over 100,000 lithograph three-color pamphlets will be mailed to every home here and in Miami Beach.

A heavy publicity campaign is well under way, with the entire country covered with paper, and many suburban newspapers are carrying stories and art. Old cars to be used in the Thrill Show will be lettered and sent on the streets here and in Dade County.

Sunbrock reports several other dates will follow here.

J. J. Isaacson and wife planned into "SUNBROCK'S SHOW" on page 50)

Acts at Worcester's Aletheia Grotto Show

WORCESTER, Mass., Jan. 18.—Acts booked by the Aletheia Grotto Charity Circus, to be held in Memorial Auditorium here January 20-25, include Captain Tebor and his educated seals and sea lions, Dick Mayo and company in Ferdinand the Bull, The Gibbons in the Wheel of Death, the Gaudsmith Brothers and their comedy poodles, Mickey King, Harry Rittler Company, the Six Antiks, Munros and Grant, the Picchiani Troupe, Harold Voise's all-girl trapeze act, and Joe Basile.

In addition to these acts, World's Fair Side Shows have been booked, including the Midget Village, Gang Busters, Show of Pokes, Flea Circus, and Hagenbeck's Monkey Circus.

Raymond Walton Staging Terre Haute Indoor Show

TERRE HAUTE, Ind., Jan. 18.—Raymond A. Walton, last season with Russell Bros.' Circus as banner solicitor, will again stage an indoor circus here under auspices of the Boys' Club, Rotary, Kiwanis, Lions, and Exchange clubs. The show Walton conducted here last spring was very successful.

H-M Booked for Milwaukee

MILWAUKEE, Jan. 18.—The Hamd-Morton Indoor Circus has been booked to play the Auditorium here February 24-March 2 under the sponsorship of the Tripoli Temple of the Mystic Shrine. Because so many persons were turned away at the first show last year, the circus will run an extra day.

Abernathy Renominated

PITTSBURGH, Jan. 18.—President Leo Abernathy of the International Alliance of Billposters, Billers, and Distributors was renominated this week as president of the AFL Central Labor Union. Abernathy, who has served as CLU head for two years, is reported to be a Democratic candidate for sheriff in the coming primaries.



MERLE EVANS' Sunshine City Band, which is giving free public concerts in Williams Park, St. Petersburg, Fla., see afternoon weekly, is in its fourth week there and enjoying large crowds. Among the 28 musicians in the band, the following have been with Evans on the Ringling-Barons circus in recent years: William Phoenix, Howard Ham, James Slantz, G. L. DeKay, M. J. O'Connor, W. H. Werner, Dan Rickard, Vern Arbuokle, and Wilbur Eitrem.

Review of 1940 Amusement License Laws

By LEO T. PARKER, Attorney at Law

DURING 1940 the higher courts rendered many important decisions involving licenses of circuses, carnivals, pitchmen, and other similar businesses. In some instances laws were held valid and effective, but in others the State and city laws were held void, whereby the owners of the various businesses were relieved from paying the license fees.

Therefore, in order that readers may have at hand dependable higher court citations involving various phases of the law on licenses, we shall briefly review the important 1940 decisions.

Purpose of License Laws

The purpose of legislation requiring occupational or professional licenses is to subserve the public good and prevent such occupations or professions from being conducted in a manner injurious to the public welfare. Various higher courts have held that any other conclusion would be antagonistic to the objects of the licensing laws and would

Many Showmen Attend Ernest Clarke Rites

SANTA MONICA, Calif., Jan. 18.—Many showmen attended the funeral of Ernest Clarke, veteran aerialist and equestrian, at the chapel of Todd and Leslie here January 13.

Those present included Mr. and Mrs. S. L. Cronin, Mr. and Mrs. George Perkins, Mr. and Mrs. Charles Post, Mr. and Mrs. Joe Metcalf, Mr. and Mrs. Joe LaForm, Mabel Stark, Ora Thornton, Ruby Wood, Dick Gerald, Cal Owens, Homer Hobson Sr., Doc Cunningham, Bessie Gardner, Charles Reilly, the Velarde family, Birdie Youden, Metzle and Evert LaForm, Lloyd Sheeler, Ishmael Escalante, George Faburn, Pat Walker, Mrs. Jones, Irene McAfee, the Owers, Bill Dedrick, and Glen Bakes and mother.

Burialbearers were Jimmie Wood, Bob Thornton, George and Eddie Clark, cousins of the deceased; Eddie Trees and Hugh McGill.

Members of Nelson Family Injured in Auto Accident

DETROIT, Jan. 18.—A. Nelson, 75, member of the famous Nelson circus family, is in Mount Carmel Hospital here suffering from serious injuries received in an auto accident on New Year's Day. Mr. and Mrs. Nelson were returning to their home in Mount Clemens from Detroit with their daughter, Rosina, and her husband, Dr. G. A. Brown. Their car was struck by another car and turned over. Mrs. Nelson and Rosina were only slightly injured, but Mr. Nelson suffered brain concussion and because of his age, he is in serious condition.

result in unlicensed persons enjoying the emoluments due only those who have successfully met the necessary requirements to engage in that profession. This is so, provided, of course, the license law or ordinance is valid and does not conflict with the modern law that a valid license law or ordinance must be equally effective and applicable to all classes, non-discriminatory and not in violation to State and United States Constitutional provisions. See *Ralston v. Ryan*, 29 N. E. (2d) 202, reported October, 1940, in which the higher court upheld details of this explained law.

On the other hand, it must be realized that there is no imperative requirement of the Constitutions that taxes, other than taxes upon property, shall be uniform or equal, provided they apply uniformly and equally on all "doing business in the designated locality."

In other words, perfect equality in taxation of any kind is unattainable, but it becomes offensive to the principle of equality when some individuals of a class fairly arranged are selected to carry a burden not alike operative on all of the class.

On the other hand, many higher courts have held that a State may make classes for license taxing purposes dependent upon the population of cities or counties and fix a different amount of license for businesses in each such class. See *Tucker v. State*, 213 Ala. 421 and *O'Hara v. State*, 25 So. 622.

Of course, the effectiveness of this assertion of law is dependent upon two well-settled principles upon which such questions must rest. One is that a license law must be uniform in its application to all members of the same class, and the other is that there must not be a capricious or arbitrary classification hurried in its effect.

For illustration, in *Henry v. Shevinsky*, 195 So. 222, reported May, 1940, the court held:

"The schedule fixing a license charge for dealers graduated according to population of city in which business is conducted, and subjecting all dealers in each locality to the same amount of license charge, is not unconstitutional as an arbitrary classification."

In other words, this higher court held that a State license law is valid under which the amount of the license fee varies and is dependent upon the population of the particular city in which the licensee conducts his business.

Legal Definition of Circus

In many instances a license fee designated by a city ordinance may be avoided by special reference to the particular formulation of the ordinance. For example, a city license ordinance is interpreted by the courts in strict consideration of the terms used by the law-making body. An illustration of this important phase of the law is found in the late 1940 case of *National Exhibition*

Davenport Biz In St. Paul 20% Ahead of 1940

ST. PAUL, Jan. 18.—The Orrin Davenport Winter Circus here this week started well, with business up to the middle of the week 20 per cent ahead of last year. Joe Hodgini is equestrian director and Mike Michaels, announcer. Vic Robbins is directing a 52-piece band of local musicians. Mrs. Charles Luckey is wardrobe mistress.

The Program

No. 1. Tournament. No. 2. Comedy acrobats. Royal Trio, stage 1; Black Brothers, ring; Freeman Trio, stage 2; No. 3. Rudy Jr. Liberty pony. No. 4. Ray Goody foot slide. No. 5. Seal, stage 1 and 2; pony drill, ring. No. 6. Clowns, stage 1 and 2; Zetta Loyd, lady principal, ring. No. 7. Cyse O'Dell, act of endurance. No. 8. Rudy Rudyoff Family, high-school horses. No. 9. Clown walk-around. No. 10. Voice Troupe, aerial bars. No. 11. Clowns, stage 1; clown act, stage 2. No. 12. Miss Delboos, novelty act, stage 1; Ray Goody, wire act, ring; Ward roller balancing, stage 2. No. 13. Ethel Freeman, cloud-swing, stage 1; Doro Duo, aerial novelty, ring; Eileen Lary, cloud-swing, stage 2. No. 14. Loyal Repensky, ring; clown fight, stage 2. No. 15. Kimris Duo, aerial act. No. 16. Clowns, with clown band in the ring. No. 17. Marion Knowlton, elephants. No. 18. Hollywood Aerial Ballet, ring; Barnett and dog, stage 2. No. 19. Acrobatic numbers, the Loyal Troupe, stage 1; Ward Bell Troupe, stage 2. No. 20. Adolph Delboos, Liberty horses. No. 21. Clown walk-around. No. 22. Harold Voise's all-girl flying trapeze act.

Clowns were Kenneth Walt, Everett Hart, Chester Barnett, Earl Shipley, Paul Kirby, Chester Sherman, Joe Vanie, Jack Kennedy, Black Brothers, Dorothy Pressly, Freddie Freeman, Otto Oringling, Emmet Kelley, Jack Strong, and Bill Haven.

Visitors so far include Nat Green, of The Billboard, Chicago; Terrell and Dolly Jacobs, Milt Woodward, and Fred Kresmann.

High Court Ruling Favors the Norths

SARASOTA, Fla., Jan. 18.—Two developments in the litigation over the John Ringling estate during the last week were favorable to the executors, John Ringling North and his mother, Mrs. Ida North.

The Supreme Court of Florida ruled that Circuit Judge George W. Whitehurst could not remove the Norths as executors as has been asked by the United States Government in a suit filed here. The high court said authority to remove the executors rested solely with the county judge's court.

Judge Whitehurst, acting on petition of the Florida attorney general's office, postponed further hearings on the case until February 17. The hearing was originally scheduled to be resumed here January 30.

Altho the federal government sought certain injunctive relief in its suit, government counsel frankly stated its main objective was "immediate removal" of the executors, and in view of the Supreme Court decision it appears doubtful that counsel will insist on continuing the hearing.

The federal government charged the executors with mismanagement and wasting the assets of the estate.

The county judge here previously denied Florida's application to require bond of the executors, and commended the Norths on their handling of the estate. His ruling was reversed by a higher court and the executors placed under \$100,000 bond.

Company to St. Louis, 136 S. W. (2d) 396. In this case it was shown that the city council of St. Louis passed an ordinance requiring owners of theaters, shows, and all amusement places where an admission fee is charged to pay a license fee for one month of \$25; for three months, \$75; for six months, \$100; for one year, \$150. Also, another ordinance was enacted which provided that "for each circus manager having seating (See LICENSE LAWS on page 38)

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

CINCINNATI, Jan. 18.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

Name	Order No.	Name	Order No.
Adams, George		Havvilla, Albert	
Adams, Walter Woodrow		Hesset, Jos. M.	
Alford, Edw. J.		Houghton, Robt. P.	
Alford, Elmer R.	511	Heady, Abram B.	
Anderson, Jesse Brooks		Heckmann, David Richard	
Andrus, Clifford T.		Henbey, A. F.	
Bacon, John J.		Hicks, Arthur H.	
Badger, Howard		Hoff, Joe	
Baker, Law. R.		Hoffman, Woodrow Wilson	
Baldwin, Ruel Milton		Horn, John T.	
Ball, Emerie	409	House, Leonard H.	
Balog, John E.		Hudspeth, Fred W.	
Barbay, Stanley J.		Humphreys, Arlee	
Barber, Otis G.		Hughes, Wm. Howard	111
Barfield, David	546	Hull, Leo V.	
Beaver, Clarence C.		Hurd, Ed. C.	
Beggs, J. Francis		Jackson, Horace	
Benore, Willard Hall		Jackson, Ralph	82
Benet, Joseph M.		Jackson, Louis	
Ber, Frank A.		Jacobs, Wesley LeRoy	
Bigonny, Roger Emerson		Janecek, Stephen J.	
Binder, Herman E.		John, Frank S.	
Blake, Delbert Sam		Johnson, Mike P.	134
Bostwick, Grover F.		Johnson, James H.	
Bostreau, John		Jones, Freddie William	
Bragg, Albert W.		Jones, James O.	
Braswell, Wm. D.		Jones, Roger Lee	
Bresley, Charles C.		Kasher, Volney C.	
Broda, Joseph John		Kayne, Mike	
Brown, Gilman E.		Kakley, Edwin Michael	
Browning, James J.		Kenny, Henry P.	
Bryant, James Howard		King, Wm. R.	
Bujnowski, Joseph Steve		King, Henry	
Bumgardner, Lee		King, Patrick Thos.	
Burgess, Earl G.		Knight, Dallas C.	
Burns, Saul		Kohls, Fred Chas.	
Butters, Edw. W.		Krause, Walter Linwood	
Cahill, Jas. L.		Kreiger, Albert W.	
Cameron, Charles A.		Labelle, Joseph A.	
Campbell, Frank A.		Lacy, Wm. A.	
Campbell, Francis E.		Lalonde, Reid L.	
Carter, Andrew M.		Lamb, H. E. Buddy	
Chambers, Larry		Land, Frank A.	
Clemens, Francis B.		Landers, Patrick J.	
Clew, Robt. L.		Lee, Arthur W.	237
Coke, Creston E.	4206	Lee, Edward	
Cokelaure, Charles T.		Lee, John Elmer	
Cooke, Winston Balston		Lepore, Mattio Joe	
Coon, Roy J.		Lilly, Kermit V.	
Cornish, William Edw.		Lucas, Mike	
Costello, Tom	297	Lukon, Harry Russell	
Counter, Wm. John		Lundy, Wm. B.	
Cox, Arthur Cyril		Lyons, James Robt.	
Craig, Jos. Jack		McBride, Jas. Wm.	
Dakof, Mike		McClain, Obad Chas. Alex.	
Daniel, Norman E.		McDaniel, Daniel E.	
Daniels, Raymond		McGire, Richmond	
Darrow, John Clarence		McGlin, Joseph Vernon	
Davis, Harvey S.		McGuire, Edw. Lee	
David, Fred	2427	Mackey, Leo	
Demetro, Walter		Mackin, Thomas Edward	
Demetro, Archie	386	Makley, Wilson	
Demetres, Rav R.		Mallery, Richard	184
DeSpain, Grady M.		Manley, Harley George	
Dodson, Mr. Jessie		Markgraf, Charles	
Dooley, Wayne A.		Marks, Steve Mitchell	
Dowell, Earl T.		Martel, Camille J.	
Drouin, Wilfred		Mathews, Robert P.	
Eckhart, Harry A.	142	Mason, Chester H.	
Edwards, Albert		Mayanan, Arvid J.	
Edwards, Tom		Meagher, Herbert Jos.	
Ely, Mike J.	35	Meech, Ben R.	
Endicott, Jimmie R.	417	Miceli, James J.	
Farloose, Paul E.		Miller, Harvey A.	
Farmer, Lewis E.	573	Miller, John L.	
Farrington, Ralph W.		Miller, Orson Augustine	219
Flick, Edw. L.		Miller, Art	
Finrence, Elmer		Miller, Cole	
Foglo, Charles H.		Miller, Frank G.	
Force, Harold W.	484	Miller, James E.	
Frisbie, Alfred L.		Miller, Ralph A.	
Gabel, Nathaniel		Miller, Richard E.	
Garnier, Robt. A.		Mitchell, Alfred E.	
Gaverson, Steve J.	132	Mitchell, Bob D.	
Gee, Robt. Henry		Mitchell, Frank Jno.	
Geiseneffer, Frank A.		Mitchell, Russel E.	
Givot, Sidney		Montello, James T.	
Gleaser, Edw. J.		Moore, Michael Jos.	
Good, James Daniel		Moore, Ralph Everett	
Goldfarb, L.	520	Moore, Thomas	
Goodwin, William F. Jr.		Morley, Donald V.	
Graf, Louis Earl		Morris, Allen	
Grasham, P. W.		Morris, James M.	
Greaves, Wm. F.	257	Morrison, Robert P.	
Greenberg, Myer M.		Morrow, James	
Griffith, Lewis		Morrow, Mathew J.	
Gripp, James M.		Morichak, George J.	
Gruber, Edw. I.		Mullaby, John	
Guthrie, Curtis A.		Mullen, Harry J.	
Hager, James R.		Murphy, John E.	
Haiton, Herman		Murphy, Louis Neal	
Hammerschmidt, Geo. John		Murray, Thomas E.	
Hammond, Carl J.		Myers, Wm. B.	
Haney, David B.		Naugle, Michael Andy	
Hanson, Harry Laverne		Nease, Henry C.	
Harmon, Wm. H.		Newman, Jack	
Harris, Luma Edw.			
Harrison, Robt.			

Nixon, Ezra F.		Smith Jr., Geo. Edward	
Nooy, Harry		Snyder, Whitte Harold	
Nubson, Elmer T.		Snyder, Wm. Russell	
O'Brien, George F.		Sprague, Paul D.	
O'Brien, James P.		Stacey, Michael J.	268
O'Brien, Michael		Stanley, Frank	330
Oakley, Julius Leroy		Stanley, Chas. W.	
Ogle, Douglas		Stanley, Steve	
Oliver, Theodore Modin		Sterling, John W.	
Oliver, Jas. C.		Stewart, Blakey W.	
Ornellas, Jos. Gomez		Stewart, Theodore Roosevelt	
Osn, George	69	Stover, James M.	
Padgett, Johnnie E.		Stratton, Wm. H.	
Painter, Robert Westley		Streeter, Jas. W.	
Park, Geo. N.		Struck, Elsworth A.	
Parkinson Jr., Henry C.		Stutts, Gary Luma	
Pear, Lawrence Joe		Sullivan, Kokomo	
Petrin Jr., Chas.		Tan, Alex.	
Petrus, Wm. R.		Taylor, Henry C.	
Pizzi, Dominic P.		Taylor, Wesley Allen	
Polk, Milton L.		Taylor, L. E.	
Pomprent, Art E.		Therault, Hubert David	
Poplin, Chas. M.		Thomas, Arthur	
Porch, Harry P.		Thomas, Lee	
Porter, Earl C.		Touney, Gear A.	
Price, Wm. J.		Townson, Robert	
Ragland, Phillips T.	531	Verle, Wm. Hardy	
Rasso, Elmer C.		Wagner, Howard B.	
Reeves Jr., Johnnie		Wall, Otis Lee	
Reese, Ozle Lee		Wapnick, Nathan	418
Reynolds, G. O.		Ward, Wm. P.	
Reynolds, Ralph J.		Washburn Jr., Nelson	
Richardson, Raymond J.	362	Weaver, Wm. J.	
Rietick, Louis		Webster, Earl C.	
Rivers, Ralph Leon		West, Alfons Boris	
Roberts, Lemar Shanghai		Western, Geo. Jack	
Rogers, Clem	13	Western, Maloney J.	
Rogers, Oley G.		Western, Stanley J.	
Ross, Jay		Western, Wm. Franklin	
Russell, Paul G.		Wheeler, Carl F.	
Rutherford, Claude Robert		Whitehead, George	
Ryan, Edward Wilson		Whyte, F. A.	
Ryan, Joseph P.		Wiggins, Roy	
Salvaggio, John W.		Wilst, Richard L.	118
Salzer, Raymond C.		Wilke, Thos. J.	
Samoska, Joe P.		Wilkinson, Robt. L.	
Samuelson, Charles Elmo		Will, Paul W.	
Satterfield, Thomas M.	129	Williams, Lewis Henry	
Scarborough, H. W.		Wilson, Alfred J.	
Schumaker, Hoyd W.		Wilson, Clark Douglas	
Scott, Harrison B.		Wilson, Harry Jno.	
Scott, Henry P.		Woolard, Robt. L.	
Segal, Benj.		Womack, Carmack Dalmer	
Shaw, Wm. Milton		Wray, John H.	400
Sherwood, Richard B.		Wrenn, Clarence Boardman	
Shoemaker, Walter Scott		Yonko, Frank	
Short, John Edward		Yonko, Nicholas J.	
State, James J.		Young, Skilman P.	
Smith, Harry S.		Yost, Arthur M.	130
Smith, Willis C.		Zabel, Alexander	
Smith, Jimmy Leroy		Zupana, August V.	

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Beaudreaux, Carlisle York	146	Lerner, Harry	460
NEW YORK OFFICE, 1564 BROADWAY			
Allen, James Carl		Mighty Sheesley Carnival	
Bostwick, Edward J.		Murphy, James Joseph	
Hakala, Henry A.	2000	Ward, Harold B.	80
Hudson, Harvey		West, Alfons Boris	
Lindsay, Ashbell F.	188	Yates, Eddie Penn	
Marks, Steve Mitchell			

CHICAGO OFFICE, 155 NORTH CLARK STREET

Conrad, Robert Joseph (LaPlaya Dancers)		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.

Draft Delinquents

CINCINNATI, Jan. 18.—Draft Board No. 7, located in Rooms 513, Hotel Havlin, Cincinnati, has announced that the following troupers are considered delinquents:

Adams, Walter W.	Keasley, Edw. M.
Allen, Claude W.	Keith, Fern Ed
Anderson, James	Kelly, John L.
Ashwood, Richard L.	Kelson, Chas. E.
Babs, Louis W.	Killebrew, Raymond
Bartfield, Carl C.	O.
Bohn, Carl	King, Henry
Bowman, Charles H.	Knight, Joseph P.
Bright, James H.	Lautherman, Fred L.
Cahill, Joseph L.	Leary, Ellis L.
Cantwell, Chas.	Leo, Arthur W.
Demetro, Tom	Lento, Tony
Dorell, James D.	Lewis, L. P.
Eckhart, Harry A.	McQuire, Edw. L.
Endicott, Roy J.	Madore, Patrick A.
Eysaet, Benjamin A.	Mallery, Richard
Fleming, Floyd J.	Miller, John L.
Frick, Jack L.	Mills, Madison E.
Garrett, Frank E.	Morley, Donald V.
Grant, Harry L.	Morse, David
Greaves, Wm. F.	O'Neill, Patrick
Harper, Marshall T.	Osterberg, Wm. H.
Hooper, Harry J.	Own, George
Jackson, Fred R.	Politte, Leo
Jackson, Robt.	Redinger, Geo. B.
Jensens, Ralph P.	Roberts, Steve
Jeter, Van L.	Robinson, Ralph J.
John, Frank E.	Rutherford, Claude
Johnson, Mike	R.
	Frank Shaw, Wm. M.
	Snyder, Wm. R.
	Stacey, Michael J.
	W. Stewart, Blakey

Stewart, Jack A.	Wells, Albert
Thomas, Arthur	Wilst, Richard L.
Stanley, Frank	Womack, Carmack
Van Camp, Arthur	D.
Wade, Harper P.	Wright, Henry B.
Wall, O. L.	Young, Howard A.
Washburn Jr.	
	Nelson

TENTS-BANNERS

100 ft. Round Top with three 50 ft. Middles and Wall with or without Poles and Stakes. Good as new.

CHARLES DRIVER—BERNIE MENDELSON

O. HENRY TENT & AWNING CO.

4611 North Clark Street, CHICAGO, ILL.

INDOOR CHARITY CIRCUS

MARCH 12-14-15

WANT two sober, experienced Telephone Solicitors, inveterate Program and Ticket. George Lindquist, can place you. CIRCUS ACTS WANTED doing two or more acts. Prior must be to show, but pay off in American money not IOU's. Ask anybody who worked for me last year. FOR SALE: Prize Package Candy (Jaw-breaker, wifes), Popcorn, Candy Flats, Plastic Gallery, Lunch Stand and Soft Drinks. Can place an unusual feature for Concert Attraction (Julius Kated, write, can place you).

RAYMOND A. WALTON

Filbeck Hotel, TERRE HAUTE, IND.

FOR SALE: W. C. Schulz Animal Circus

Including female 20 to 25 year old well trained performing Elephant, one trained Lioness, Lion Cub, performing Donkey, 17 Ponies, (ten of which trained to perform with Elephant), five small trained Dogs, and two Monkeys. FRASER BROS., 201 St. James St., W., Montreal, Can.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

ED RAYMOND, clown, has been filling dates at conventions in Cleveland.

PROFESSOR AGNEW, who had the petrifed man exhibit on Cole Bros' Circus, is wintering at Pompano, Fla.

DOC WADDELL addressed a Townsend old-age pension rally in Townsend Temple, Columbus, O., January 12.

CHARLIE CLARKE'S daughter, Aloha, is critically ill at the Santa Monica (Calif.) Hospital.

EARL SHIPLEY, clown, the last two seasons with "Humie Lynch's" Death Dodgers, is forsaking the auto thrill game to play fairs next season.

FALL GUY at the Dexter Fellows Tent, Circus Saints and Sinners' Club, luncheon January 29 in Hotel Astor, New York, will be Christopher Morley.

WILLIE J. BERNARD, who has toured with many circuses and carnivals, is operating the Bernard Frank Animal Farm & Shows at South Liberty, Me.

JACK HAMILTON, known as The Great Knoll, claims the highest aerial confection act ever presented. His trapeze is 141 feet from the ground.

GEORGE PERKINS, wife, and two children, Los Angeles, have recovered from their recent injuries in an auto accident.

ROY SWINBURNE, elephant trainer, formerly with Haag Bros' Circus and Jack Mills, again has the Slinger Midgets, playing theaters in the East.

TUNIS (EDDIE) STINSON, manager of the Detroit Shrine Circus, has been selected recorder of the Modern Temple of the Shrine, which sponsors the annual event.

BILL FEE recently visited with Ernie Stewart at the latter's home in Leeds, N. D., while en route to California to fill theater engagements with his educated chimp.

DANIEL M. PEARCE JR., son of "Danny McBride," circus clown, is paying his way at Harvard University, where he

is a junior, by clowning with his pet pig at parties.

RUDY RUDYNOFF is contracted to play all the Orrin Dayenport winter dates. During December he appeared with the Flying X Rodeo at the Coliseum in Chicago.

CAPTAIN DAN CHERRY, high net diver, has signed to be with Dodson's World's Fair Shows and is in the Jacksonville, Fla. winter quarters, building new rigging and net work.

CHARLES ROBINSON, who has been appearing with Wanderlille units out of the Collins & Phillips office, Philadelphia, will again take to the road next season.

THE 21 TROUPERS at the Ohio Masonic Home, Springfield, filed a service for Clifford R. Bickel, circus fan and friend of showmen, who died at South Bend, Ind., January 7. Doc Waddell paid tribute to him.

HARRY GOLDMAN, better known in the circus and burlesque fields as Jack Birmingham, is again confined to the Veterans' Hospital, Rutland Heights, Mass., due to gas received in the World War.

EVERETTE JAMES, veteran circus bandmaster, is in Beaumont, Tex., teaching students of the two St. Anthony schools how to beat a drum and blow a bugle using the same methods by which he made his own son, Harry, a top-notch trumpeter.

LEO FRANCIS, whiteface musical and dancing clown, is doing a blackface act for the International Harvester Company (his third year with that company) in a show known as Blue Ribbon Varieties of 1941. Show is booked 32 days in Indiana.

THE late Jesse Adkins had two children by his second wife, Theresa—a son, Thomas Alexander, and a daughter, Patricia. It was these children whom Ray Marsh Brydon, thru consent of their mother, who is now Brydon's wife, adopted recently.

THE MILLS TROUPE of high wire artists, in winter quarters at Wausau, Wis., is operating a bingo game in Forsyth Hall there during the winter months. The troupe is booked to go with the Williams & Lee Attractions out of St. Paul next season.

MR. AND MRS. FLOYD CROUCH and their two sons, Gary and Floyd Jr., are wintering at their Westwood Hills home in Los Angeles. Mrs. Crouch is the former Esther Eschmante, of the Flying Escadantes, and Floyd is a wire artist. Both are working in motion pictures.

NANCY DARNELL (Mrs. Jack Malloy), who is instructing several beginners at her winter quarters in Canton, O., in aerial trapeze, reports Evelyn Frederick, Iris Mullane, and Velma Ziegler well advanced. Mrs. Malloy says she is developing an all-girl aerial novelty act for parks and fairs next season.

MRS. ERNEST PEREZ, of the act Naida and Perez, suffered a fractured skull while doing a perch act with her husband at the Statler Hotel, Cleveland, during a national fruit and vegetable dealers' convention. Sawdust on the floor caused her husband to slip, letting her fall over 20 feet.

FRANK B. HUBIN suggests that subscribers to *The Billboard* send their books to some of the U. S. Army camps listed in *The Billboard*, as there are many show fellows in the camps who would enjoy reading it. Hubin says he is sending his to the 114th Infantry, Fort Dix, N. J.

CLAIMING the backing of the local Junior Chamber of Commerce and merchant B. Frank Braunstein is to produce the Townsman's Charity Circus for the benefit of the Underprivileged Children's Fund at New Castle, Pa. Braunstein last year was agent for the Lawrence Greaser Shows (circus).

IRA J. WATKINS and wife have returned to their winter quarters at Orlando, Fla., after visiting Mr. and Mrs. Fred Bradna at their new home in Sarasota, Fla. Watkins says his trained animals will open February 1 for eight weeks at Clyde Beatty's Jungle Zoo, Fort Lauderdale, Fla.

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 seventh appears in this issue.

sota, Fla. Watkins says his trained animals will open February 1 for eight weeks at Clyde Beatty's Jungle Zoo, Fort Lauderdale, Fla.

THE L'PEARLS and their toy dogs are still going strong on the West Coast. They recently played the Mark Twain club in Beverly Hills, Calif., and last week were at the Strand Theater, Long Beach, for four days with two other circus acts, the Mono Troupe of Arabian tumblers and Moxley and Violet, rope spinners.

EDWARD C. ANDREWS, side-show performer, who does fire eating and magic, is a patient at the National Military Home, Dayton, O., suffering from a shrapnel wound received in the World War. Last season he was with Haag Bros' and Dulley Bros' circuses and expects to be with a circus the coming season if he gets well.

CLYDE BEATTY and his wild animal act will top the acts at the 11th annual Cleveland Grotto Circus in Public Hall there February 3-15. Other acts are Zaccanti Bros., cannon ball novelty; Rudy Rudyhoff, Liberty horses; Harold Voise and his all-girl flying act, and 15 elephants. Roy R. Ruhlman is chairman of this year's circus committee.

THE LAFORM ATTRICTIONS presented the following circus performance New Year's Eve at the Mission Playhouse, San Gabriel, Calif.: Bob Henry, dogs; the LaForms, trampolines; the Great Henry, wire; LaForm Sisters, trapeze; Bob Henry, juggling; Henry Duo, rolling globe; the LaForms, flying act. The last act has many dates to fill next season in the East.

MR. AND MRS. STAN ROGERS had the following circus model builders out to their Beverly Hills (Calif.) home for supper January 12: Kenny Hull, Walter W. Matshie, Dick Lewis, Wallace Driver, Hugh McGill, James Craven, Cliff O. Downing, and Doug Rhodes. Craven showed several of his circus models, and McGill showed his album of over 100 snags taken on the Cole show last fall.

CHARLES R. MILBAUER, who is again heading a campaign to bring about the issuance of a postage stamp honoring the circus, writes he has had a better response than in his 1939 attempt. He had received eight letters up to January 14 and a notice in *The New York Times*. (See *UNDER THE MARQUEE* on page 56)

Circus Saints and Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, Jan. 18.—Our own Johnny Mulcahy, who so faithfully keeps vigil over the finances of the Dexter Fellows Tent, is rating plenty of publicity these days. He has another biographical sketch of himself in the January, 1941, issue of *Circus*. . . . We read Leonard Traub's shaft in which he commented adversely about circus shots in the *Chad Hanna* flicker, which we attended for a second time, and we want to differ with Leonard 100 per cent. The shots, it must be remembered, are of a circus of 1940 and we think they are true in every detail from the circular tent to the pitch lighting. . . . Three new members were added to the executive board of the Dexter Fellows Tent: George Stringfellow, vice-president of the Edison Company; Ben Zuffall, the mental magi, and Harry Hershfield, noted cartoonist, commentator, and after-dinner speaker. This fine trio will render much service to the tent. . . . Whenever Eddie L. Arnold, past president of the National Organization, comes to New York City he always lands a new member for the Dexter Fellows Tent. On his last visit it was a Mr. Randall. The tent is very grateful for this fine work of Remmie. Great preparations are being made by the tent for the initiation of Christopher Morley. It is expected that there will be lots of burlesquing of his theatrical

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

Truan is RAA Champion

COWBOY STANDINGS released by Fred S. McCargy, secretary of the Rodeo Association of America, January 1, are: Fritz Truan, 7,331; Homer Pettigrew, 6,379; Toots Mansfield, 6,138; Kid Fletcher, 6,042; Clay Carr, 5,880; Pete Grubb, 5,706; Nick Knight, 5,454; Bill McCracken, 5,380; Jackie Cooper, 5,182; Burel Mulkey, 4,993; Everett Bowman, 4,775; Gene Ross, 4,554; Jack Wade, 4,468; Dave Campbell, 4,427; Dick Griffith, 4,357; Chet McCarty, 4,207; Gerald Roberts, 4,113; Buckshot Sorrelle, 3,985; Jess Goodspeed, 3,926; Paul Carney, 3,778; Smokey Snyder, 3,599; Howard McCrorey, 3,599; Hank Mills, 3,468; Bruce Ross, 3,356; Doff Aber, 3,176; Ashury Schell, 3,073; George Mills, 2,997; Everett Shaw, 2,838; Hoyt Heffner, 2,838; Clyde Burke, 2,827; Roy Lewis, 2,733; Fritz Becker, 2,641; Ken Roberts, 2,615; Frank Finley, 2,600; Jim Whiteman, 2,596; Hubert Sandall, 2,584; Carl Dossey, 2,474; Bob Walker, 2,444; Harry Hart, 2,428; Frank Schneider, 2,405; Eddie Curtis, 2,357; Jerry Amber, 2,341; Bud Whiteman, 2,311; Hugh Bennett, 2,311; Bud Spillbury, 2,309; Buck Cleannan, 2,308; Ike Rude, 2,272; Dick Herren, 2,153; Alvin Gordon, 2,119; Mitch Owens, 2,097; Cecil Jones, 2,091; Kit Shepard, 2,081; Tony Salinas, 2,062; Lonnie Allen, 2,000; Bronk Biding, 1,973; Fritz Truan, 5,837; Nick Knight, 5,454; Jackie Cooper, 5,182; Burel Mulkey, 4,993; Baraback Riding; Carl Dossey, 1,911; Frank Finley, 1,349; Fritz Truan, 1,331; Kid Fletcher, 1,210; Cliff Roping; Toots Mansfield, 5,925; Jess Goodspeed, 3,431; Ashury Schell, 2,834; Roy Lewis, 2,673; Steer Wrestling: Homer Pettigrew, 4,689; Gene Ross, 4,476; Everett Bowman, 4,210; Howard McCrorey, 3,599; Steer Decorating: Jack Wade, 4,18; Waldo Ross, 264; Dan Connelly, 252; A. K. Lund, 188; Single Roping: Clay Carr, 1,867; Buck Goodspeed, 916; Ike Rude, 861; Hugh Strickland, 600; Team Roping: Pete Grubb, 566; Charles Whitlow, 467; Charles Jones, 316; Hugh Strickland, 282; Bull or Steer Riding: Dick Griffith, 4,100; Kit Fletcher, 3,836; Smokey Snyder, 3,054; Hank Mills, 2,581.

FRITZ TRUAN will be awarded the all-around champion cowboy prize, a gold and silver belt buckle donated by the Levi Strauss Company, and \$500 at the annual Rodeo Association of America convention at Salinas, Calif., January 23-25. In addition, Truan will receive \$200 presented by Harry Rowell, rodeo stock contractor. Other champions are Homer Pettigrew, Toots Mansfield, Kid Fletcher, Clay Carr, and Pete Grubb, who placed second, third, fourth, fifth, and sixth in the RAA standings, and will receive a silver belt buckle from the Porter Saddle Company. Doff Aber gets \$100 from Hamley's Saddle Company for placing 25th; Nick Knight, second in bronk riding, \$50 from Uncle Sam Work Shirts; Carl Dossey, champion barback rider, \$100 from the Spanish Trails Fiesta Rodeo, Durango, Colo.; Toots Mansfield, champion calf roper, \$100 from the Porter Saddle Company; Jess Goodspeed, second in calf roping, \$50 from the West-Holiday Company; Homer Pettigrew, champion steer wrestler, \$100 from the John B. Stetson Hat Company; Gene Ross, second in steer wrestling, \$50 from the Lichtenberger-Ferguson Saddle Company; Dick Griffith, champion bull rider, \$200 from Montgomery Ward Company; Kid Fletcher, second in bull riding, \$135 from Montgomery Ward; Smokey Snyder, third in bull riding, \$75 from Montgomery Ward; Jack Wade, champion steer decorator, \$100 from the Charles S. Howard Buick Automobile Company; Waldo Ross, second in steer decorating, \$50 from the Charles S. Howard Company; Clay Carr, champion single roper, a \$250 saddle from Keyston Brothers Saddlery; Pete Grubb, champion team roper, \$100 from the H. J. Justin & Sons Boot Company, and Charles Whitlow, second in team roping, \$50 from the H. J. Justin Company.

POWDER RIVER JACK (Jack H. Lee) rated nearly a full-page story in a recent issue of *The St. Louis Post-Dispatch*, accent his ability as a cowboy. Piece titled "Last of the Real Cowboys" was accompanied by two large pictures of Jack.

cal venture in Hoboken. A skit will be rendered by the Lambie boys, entitled *Kittys* Boy.



With the
Circus Fans

By THE RINGMASTER
CFA

President
WILLIAM JUDD
23 Murray St.,
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
P. O. Box 4,
Gales Ferry, Conn.

Editor
WALTER ROSENDALE
The White Top, care Hohensadel Printing
Company, Roselle, Ill.

ROCHELLE III, Jan. 18.—On January 9 President William H. Judd, of New Britain, Conn., showed his circus movies and gave a talk on the circus before the Polish Junior League of New Britain at Hotel Burritt in that city. On the 21st he will again show these movies and give a circus talk at a gathering of the Schoolmen's Club of New Britain, made up of the man teachers at the Teacher's College and public schools.

Mark Anthony, circus clown from Hartford, called at the home of Walter M. Buckingham in Gales Ferry, Conn., and presented him with a statuette of Otto Orlebing, which he carved from balsa wood, and also the advertisement cut from *The Williams Chronicle* of 42 years ago of the Pecepahugh show featuring the tightrope walking horse, "Bodine."

CFA Joe Beach and his grandson, Wally, both of Springfield, Mass., recently had pleasant visits with the Kanazawa Troupe and the South American Ranchers, a teeterboard act with seven people. Both acts appeared at the Court Square Theater in Springfield. Julius Marcus, of the latter act, was entertained by the Beaches at their circus room.

Associated Press news photo release January 15 showed Past President Melvin D. Hildreth, of Washington, presenting President Roosevelt an invitation to his own inauguration. Also shown in the picture was Joseph E. Davies, who with Hildreth, is chairman of the arrangement and invitation committees.

FAIRS-EXPOSITIONS

Ore. Would Protect Contracts

Bookers Asked To Join Body

State association plans to do biz only with operators who become members

PORTLAND, Ore., Jan. 18.—In the hope of aiding those of its members who have had contract troubles in the past, the Oregon Fairs Association at its 13th annual meeting in the Imperial Hotel here on January 10 and 11 adopted a resolution that "any carnival or attraction producer have a certificate of membership in this association before any business is done with him" and that "our members be requested to deal only with bona fide members of this association in good standing."

Nearly 75 delegates, representing about two-thirds of the State's fairs, were at the meeting. About 50 attended last year. At the annual banquet in the hotel's streamline room on the first night there were about 135.

There was considerable discussion on efforts to protect fairs from contract-breaking amusement people. Incorporated in the resolution were clauses calling for reports of contract violations at annual meetings and the sending of notifications of default to members.

Re-elected were President Herman H. Chidgren, Clackamas County Fair, (See OREGON CONTRACTS on page 42)

Grievance Committee for Ky.

LOUISVILLE, Ky., Jan. 18.—Fourth annual convention of the Kentucky County Fairs Association was held January 11 at the Brown Hotel here, with Dr. O. P. Miller, Lexington, presiding in place of President Joe Polin, who was ill. Grievance committee was appointed to report to the membership the manner in which shows appearing at fairs fulfill contracts. T. R. Webber, Shelbyville, was named committee chairman, with W. W. Stevens and J. W. Shaw assisting. Several representatives of towns not holding membership were present and expressed a desire to join the association. Attractionists included R. E. Savage and C. C. Jernigan, J. J. Page Shows; L. E. (Eddie) Roth, Blue Ribbon Shows; John Galligan, concessionaire, and Eddie Doyle, of the Eddie Doyle Agency. Savage and Roth addressed the convention, Sundays shows and reduced taxation came up for discussion.



SAMUEL S. LEWIS who on January 13 was re-elected president and general manager of York (Pa.) Interstate Fair Association. He had been connected with the fair in managerial capacities from 1915 to 1939 and has been president for the past 10 years. Under his guidance the 1940 York annual was the most successful in 28 years. Financial statement showing a balance of \$24,954. He attributes the excellent record to the management's policy of keeping in step with the times.



CHARLES A. SOMMA, secretary-manager of Virginia State Fair, Richmond, and president of Virginia Association of Fairs, will preside at sessions of the 24th annual meeting of the organization on January 27 and 28 in the Hotel John Marshall, Richmond. Copies of an outstanding program have been mailed by Secretary-Treasurer Charles B. Ralston, Staunton.

"Operate on Your Own," Is Order to 5 Calif. Annuals

SACRAMENTO, Calif., Jan. 18.—Five district agricultural fair associations in California were ordered on January 11 by State Finance Director George Killion to conduct their own fairs in 1941 and cease contracting with private groups to stage their annuals.

Killion said in letters to associations in charge of fairs at Alameda, Stockton, Monterey, Fresno, and Los Angeles that if they did not conduct fairs under direct supervision the State would withdraw premium aid totaling over \$60,000. "It does not appear to us that the Legislature, in providing for creation of district agricultural associations, contemplated that association boards should delegate to private fair associations their responsibility for arranging and conducting a fair in the name of the district agricultural association," Killion wrote, adding that "such arrangements will not meet with the approval of the department of finance in the future."

It was pointed out that Attorney General Earl Warren ruled recently that in the case of county fairs, which in the past have made contracts with chambers of commerce or other organizations, boards of supervisors must maintain control and management of their fairs.

Frank Wirth in Auto Racing Hook-Up With Walter Stebbins

NEW YORK, Jan. 18.—For the first time since he re-entered the fair booking business in 1938, Frank Wirth, head of Frank Wirth Booking Association, has made an auto-racing tie-up on a major scale. Promoter, with whom Wirth made a deal early this week, is Walter C. Stebbins, president and general manager of Cedarhurst (L. I.) Speedway, and vice-president and general manager of West Lanham (Md.) Speedway and amusement park, a 360-acre plant now being built just outside Washington's city limits and scheduled to open in May.

Stebbins pioneered midget auto racing. Six years ago, when vest-pocket racers were little known in the East, the money-making game in California. Stebbins hooked up with Madison Square Garden as auto racing director and revamped the Garden's Bowl in Long Island City. In May, 1936, he opened what was then one of the leading midget plants in the country. Stars of the small and large cars were brought over to race in the saucer, including Tony Willman, the late Bob Swanson, Harry MacQuinn, Duke Nalon; Lou Schneider, winner of

Second Term Given To Badger Officers

MILWAUKEE, Jan. 18.—Re-elected officers of the Wisconsin Association of Fairs, which convened on January 8-10 at the Hotel Schroeder here, were A. W. Kalbus, Milwaukee, president; Douglas Curran, Black River Falls, vice-president; and J. F. Malone, Beaver Dam, secretary.

Principal speaker at the closing session was H. E. Jameson, of the Harley-Davidson Motor Company, who explained the best manner for fairs to conduct motorcycle races. He said the AMA sponsored 9,000 motorcycle events in 1940, which drew about 3,000,000 paid admissions, and declared that the sport has been drawing an increasing number of fans each year. He recommended races as a drawing card. Round-table discussion on advertising included talks by Secretary Malone on radio; W. H. Eldrige, Plymouth, automobile; Douglas Curran, billboards, and Richard Williams, Marshallfield, doggers. With the exception of Williams, who said he believed doggers to be a thing of the past, men participating in the discussion set forth qualifications for the media assigned to them. Williams said his fair issues 12,000 premium books, with a herald follow-up, and said he believed one of the best forms of advertising for a fair is its premium book.

New entrants and new alignments in the attractions booking field were in evidence. Among new entrants in the (See BADGER OFFICERS on page 42)

Big Strides at Cortland In 6 Years; Heads Renamed

CORTLAND, N. Y., Jan. 18.—Since reorganization in 1935 Cortland County Agricultural Society has repaid \$7,000 on its mortgage, reducing it to \$19,000, and another \$1,000 will be paid soon upon receipt of State money, re-elected Secretary-Treasurer Harry B. Tanner reported at the annual directors' meeting here on January 8.

Report showed that in the period \$11,353 was spent in rehabilitating buildings and grounds, while \$1,546 in old debts were repaid in full. Repairs included new roofing, painting, and addition of electrical services. Fair has been built up considerably since 1935. General admissions have increased 81.5 per cent; afternoon grandstand patronage, 130 per cent, and night grandstand patronage, 561 per cent. In 1940 the advance sale (N. Y.) Speedway and the next year built Cedarhurst Speedway, which has been in operation ever since under his direction. In 1936 Stebbins put thru 36,000 admissions on May 27 in the Garden Bowl, with total for the season 384,000. Stebbins also claimed a new record for paid attendance at an auto race when his National Championship at swank Roosevelt (L. I.) Raceway played to 62,000 on August 12, 1939. Nearly 300,000 paid entries were checked at Cedarhurst during 1940. Stebbins also staged the second annual Nassau County Police Race last year and the races for Minola Fair.

Before invading the race field Stebbins was a producer of commercial radio programs. One of the acts he handled was the late Walter C. Kelly, better known as the Virginia Judge, for whom he also wrote the material.

He has been back in the booking business less than three years, Wirth is (See WIRTH-STEBBINS on page 42)

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 seventh appears in this issue.

Big Minn. Meet Picks Thias Prez

ST. PAUL, Jan. 18.—One of the most heavily attended annual sessions in its history was recorded this week by Minnesota Federation of County Fairs, meeting in the Lowry Hotel on Wednesday and Thursday in conjunction with the State Agricultural Society. About 85 per cent of the fairs of the State were represented. The federation's speaking program was more limited in scope than usual, leaning heavily to talk on state of unsettled world conditions. State Agricultural Society session on Thursday was of a more varied nature, covering many phases of fair work.

Fred D. W. Thias, Two Harbors, who had served as vice-president of the federation two years, was elected president for the ensuing year. He has been connected with the fair at Two Harbors 26 years. William Holm, Tyler, was elected vice-president, and E. J. Bell, Anoka, was re-elected treasurer. Directors elected were: District 1, Ben Campbell, Utica; district 2, George W. Larson, North Branch; district 3, Col. William H. Donahue, Minneapolis; district 7, E. A. Page, Huber; district 9, Albin Olson, Hallock.

The newly elected directors, in accordance with an amendment to the bylaws passed Wednesday, met Thursday and (See THIAS MINN. PREZ on page 42)

Spartanburg to Hankinson, Bringing Circuit Total to 7

ORANGE CITY, Fla., Jan. 18.—Addition of Spartanburg (S. C.) Fair to the Southern circuit in which Ralph A. Hankinson will stage auto races in 1941 was announced at Hankinson headquarters here following receipt of a letter from Major D. C. Todd, Spartanburg manager, requesting that the annual be included in the Hankinson circuit, formed at the Chicago fair meeting in December.

Hankinson has staged races in Spartanburg 16 years. Until last year, when South Carolina State Fair, Columbia, signed with Hankinson, the Spartanburg contests were the only certified races held in the State. Other fairs in the loop are Virginia State Fair, Richmond; Cleveland County Fair, Shelby; and Southern States Exposition, Charlotte, N. C.; Winston-Salem (N. C.) Fair, and North Carolina State Fair, Raleigh.

Improvements, Talent Hunt Are Under Way at Fort Worth

FORT WORTH, Tex., Jan. 18.—Workers are completing a \$100,000 improvement program on Southwestern Exposition and Fat Stock Show grounds here. It includes a face-lifting operation on the main entrance; general remodeling of the coliseum, scene of livestock judging and world's championship rodeos, and new and new expanded rodeo, with a capacity of 1,600 head.

Talent for the 45th annual is being lined up by Secretary-Manager John B. Davis. Specialty acts are planned for the rodeo, merchants' exhibit building, and the Silver Spur, amusement spot. With prosperous conditions prevailing, the management is looking forward to record-breaking attendance of over 327,000. Premiums of \$60,000 will be paid.

CNE Surplus \$18,000 Over '39

TORONTO, Jan. 18.—Surplus of \$32,573 for the Canadian National Exhibition here last year was over \$18,000 more than the \$14,220 surplus of 1939. Revenue last year was \$812,280. Operating surplus last year was \$192,012 and in 1939 it was \$196,110. Last year \$5,879 was spent on additions to plant and equipment, \$151,560 for debt charges on new buildings, and \$2,000 for water rates.

Brown Gets Ohio Trophy

Georgetown Fair wins Cooper trophy as Haines new head of managers

COLUMBUS, O., Jan. 18.—Brown County Fair, Georgetown, was judged "the grandest" Ohio county fair for last year and was awarded the annual Myers Y. Cooper trophy at the annual banquet of Ohio Fair Managers' Association, which closed a three-day session in the Deshler-Wallick Hotel here Thursday night. Frank Kirkpatrick, president of Franklin County fair board, a ringmaster at the Georgetown annual for many years, made the nominating speech, telling more than 1,100 persons assembled in the ballroom that Brown County had been having a fair for more than 92 years and "has every person in the county supports it."

Other fairs considered in finals for the trophy by the judges were Fairfield (Lancaster) and Williams (Bryan) County fairs. Carthage Fair (Cincinnati), where Cooper is board president, was named best among the heavily populated counties. Former Governor Cooper was toastmaster at the banquet, which had as speakers Gov. John B. Bricker, Director of Agriculture John T. Brown, and Dr. Howard L. Bevis, president of Ohio State University.

Annual election saw R. C. Haines, Dayton, elevated from the first vice-presidency to president and Kirkpatrick named second vice-president. Other officers named are N. E. Stuckey, Van Wert, first vice-president; Mrs. Don A. Derry, Bellefontaine, re-elected secretary, and B. U. Bell, Xenia, re-elected treasurer.

Dates Set for 90

Ernest J. Riggs, Gallipolis, was re-elected president of the state board of agriculture, and were W. J. Galvin, vice-president, and Mrs. C. A. Stecie, South Vienna, secretary. The state board met with the fair managers. New member appointed by Governor Bricker is Arthur Evans, Cedarville, to succeed J. W. Weaver, Spencerville.

The department of agriculture announced dates for 90 county and independent fairs. Seventeen remained the most popular month with 39 fairs scheduled, the August was a close second with 25. Only three county fairs, at Wapakoneta, Napoleon, and Caldwell, have scheduled dates conflicting with Ohio State Fair, Columbus. Last year there was only one conflict.

During the afternoon session on Thursday Dr. Carl Watson, Ohio WPA Director, said the WPA had spent \$1,540,000 in Ohio fairs during the year. In term in office, most of it on Ohio State fairs grounds. Enumerating other improvements, he urged directors to submit projects to WPA. He said sponsors pay about 25 per cent of the cost and that the WPA wants worthy projects.

In commenting on the meeting Win Kinnam, manager of Ohio State Fair, said, "This is the greatest and best meeting we ever have held." Col. Lynn Black, superintendent of Ohio State Highway Patrol, urged that fairs attempt to educate their customers, especially those between the ages of 16 and 23, to the dangers of speeding. Deaths from traffic accidents are growing so fast that it is impossible to determine just what should be done, he said.

Harry Kahn, secretary of Wapakoneta Fair, introduced a resolution asking that Mr. Detrick, John Zook, Urbana, and Bryan Sandles, secretary of the State Fair junior fair board, be thanked publicly for their publicity at the international convention held in Chicago.

Dr. H. M. Marshall, Urbana, was elected for one year a member of the board of review of the United States Trotting Association.

Kingman, Kelley Visitors

Frank H. Kingman, secretary of the International Association of Fairs and Expositions and secretary-manager of Broadway and Fair, was a visitor on Tuesday and Wednesday. He said that he would attend as many winter meetings of State and district associations of fairs as possible and expected to be at all of the Eastern meetings. He was interested in the group meetings held by the Ohio association, a pioneer in the idea of sectional gatherings of officials.

The IAFE convention in the Hotel Sherman in Chicago in December was highlighted by an advertising and publicity clinic which proved very popular. It is said a clinic for presentation of ideas in handling concessions will be tried at the 1941 international annual meeting.

Harry B. Kelley, secretary of Michigan Association of Fairs and secretary of Hillsdale Fair, also attended the meeting, boosting for the annual gathering of the Michigan association in Detroit next week. He has attended numerous annual meetings of the Indiana and Ohio associations.

Haines Has the Chair

Wednesday forenoon was devoted to group meetings for fair board presidents, vice-presidents, secretaries, treasurers, live-stock department managers, women's department managers, junior fair department managers. Brief reports on the discussions were presented to the general session Wednesday afternoon. Among subjects discussed were courtesy committees, advertising derived thru a good opening day, adequate insurance, grandstand show budgets, policing and cleaning up, auditing, premiums, and gates.

Vice-President Ralph C. Haines, Montgomery County Fair, Dayton, presided at all general sessions, President Charles J. Gray, Painesville, having been assigned to special war defense work and unable to attend. Programed to give reports on group meetings were Dr. H. K. Bailey, president of Clinton County Fair; Secretary Russell Hill, Sandusky County Fair; Treasurer George K. Foster, Carthage Fair; Director Howard Moninger, Warren County Fair; Mrs. C. V. Croft, Coshocton, and Director John P. Kelsch, Medina County Fair. Reports of Mrs. Don A. Detrick, executive secretary, and Treasurer B. U. Bell show the association in thriving condition.

Holderman Leads Quiz

Illness of Secretary D. R. Van Atta, Carthage Fair, Cincinnati, who was to have participated in the "Town Hall of Ohio Fairdom," was reported. He has gone on a Florida sojourn. This quiz feature was conducted by Judge L. L. Holderman, Dayton, honorary president of the association. Others taking part were Manager Win Kinnam, Ohio State Fair; Secretary N. E. Stuckey, Van Wert County Fair; Manager B. P. Sandles, Ohio State Junior Fair; President Frank Kirkpatrick, Franklin County Fair; Secretary Leslie Wilson, Muskingum County Fair, and Secretary John W. Yoder, Champaign County Fair. This popular program number has been a marked success.

Judge G. W. Rittenour, president of the United States Trotting Association, presided at a largely attended speed conference and annual meeting of District No. 1 USTA, Wednesday night. After a number of talks and election of directors, Executive Vice-President Frank L. Wiswall, USTA, and a former New York State senator, Albany, reported on activities of the year and declared much can be done in many States toward advancing the USTA and the harness racing field in general.

The Missouri Fox Hunters, male hill-billy group, Fair Station WICA, Ash-tabula, rendered several numbers at opening of the Wednesday session.

Many Attractionists There

Amusement concerns, representatives, and other show people attending included F. E. Gooding Amusement Company, Mr. and Mrs. Floyd E. Gooding, Mr. and Mrs. A. W. Gooding, Mr. and Mrs. Ed C. Drumm, J. F. Murphy, John Enright, E. W. Weaver, Mr. and Mrs. George Boulic, J. W. Chapman, L. R. Thomas, J. R. Edwards Show, Mr. and Mrs. J. R. Edwards, Motor City Shows, Vic Horwitz, Bob Bremson, James Dewey; Howard Attractions; International Congress of Oddities, Mr. and Mrs. Ray Marsh Brydon, Willard Backenstoe, J. P. Jones; Seccium Park Rides, R. A. Jolly, Charles Frank, Happy Attractions, Happy Polestar, Johnny J. Jones Exposition, Mrs. Bertha (Gyp) McDaniel; Gus Sun Booking Agency, Gus Sun, Gus Sun Jr., Bob Shaw, Mabel Groves, J. H. Fuller; Banard's Hippodrome Attractions, Buck and Madame Banard, Madeline McCoy; Hudson Fireworks Display Company, A. D. Michele, Harry B. Lessinger; Rangers Rodeo, Ralph Bechtold, Al Jones; Ohio Fireworks Display Company; Fair Publishing House, R. G. Teets, R. M. Foster; Fuller Sound Company; United Fireworks Manufacturing Company, Walter L. Beachler, F. A. Conway; Ohio Radio Systems; Toledo Ticket Company, Fred Dupont; Klein's Attractions, Mr. and Mrs. C. A. Klein; Barnes-Carruthers Fair Booking Association, Sam J. Levy, Ethel Robinson, Camille La Villa; Barker Bros.

Circus, Bill Blomberg; Regalia Manufacturing Company, L. L. Sharp, E. T. Eichelsdoerfer; Kurt Kuehn; Baum's Circus, Rodeo, and Thrill Show, G. L. (Jack) Rasm; Enquirer Job Printing Company, John J. Anderson; Boone County Jamboree, Rentro Valley Barn Dance, Bill McQuaky, Jack Bell; Donaldson Lithographing Company, Walter S. Harvey; Interstate Fireworks Display Company, L. E. Holt, W. R. Smith; Woolfolk-Beam Agency, Boyle Woolfolk, H. Ward Deann, Roland Adr; R. B. Powers Fair Supplies; Adams Rodeo, George V. and Mrs. Minnie Adams; Triangle Poster Printing Company, Jake Shapiro; WLS Barn Dance; Raymond Attractions, Ed and Olive Raymond; Music Corporation of America, Hogan Hancock, DeArv G. Barton, Roy Howard; Flash Williams Thrill Drivers; Sally Rand Troupe, Mel Smith; Covington Parade Company, William Nesbitt; Hagler Sound Equipment Company, Harry Hagler; Monnet-Lunsford Rodeo; Poster's Horses, John H. Foster, H. & B. Advertising Company, Ray Hennessey; Henry H. Lueders Attractions, Mr. and Mrs. Henry H. Lueders, Mrs. Anna Calvin; Flying X Rodeo, Col. A. L. Gatewood, Bill Merry; Bob Bailey, concessions; Mr. and Mrs. Oscar Mallory, cookhouses; Gary Larrimore, concessions; W. B. Myers, concessions; Frank (Dutch) Hildebrand, concessions; Leo Zolg, magician; Mr. and Mrs. William House, concessions; Lester Rodgers, concessions; Dick and Helen Johns, Lake Park, Coshocton, O., concessions; Rex McConnoct, Canton, O.

Chrysler Corporation Will Tour Plymouth Motor Fair

CHICAGO, Jan. 18.—The Chrysler Corporation is arranging several special caravans to tour the country this season, showing some of the main attractions that were shown in the Chrysler exhibit at the New York World's Fair. First to get under way is an ultra-modern motorized tent show known as the Plymouth Motor Fair, which will be transported from city to city in huge motor trucks and trailers. It will tour first thru Florida and other Southern States.

One of the mammoth streamlined trailers will carry what is claimed to be the world's first portable projection booth for three-dimensional movies in technicolor. Other vans will carry the big tops and canvas crews, a complete magic theater seating 1,000 persons, a "talking Plymouth," and the paraphernalia of a traveling carnival. All power for moving displays, illumination and movie projection is produced by large generators driven by Chrysler industrial Diesel engines.

Science exhibits include a motion picture trip thru the new research laboratories of Chrysler Corporation in Detroit, with Lowell Thomas as narrator and guide; and an actual working model of the corporation's assembly plant, with tiny workmen apparently producing "midget" cars 2½ inches long.

Grandstand Shows

Attractions set for 1941 Mantowoo County Fair, Mantowoo, Wis., include Jimmie Lynch's Death Dodgers for two days, WLS show; *Bells of Liberty*, revue; Marions, aerialists; Calino, chimp; Jorgen-Christiansen Stallions, and Bell Troupe, teeterboard.

GREAT PUSSENER, rolling globe performer, reported he has been contracted by C. A. Klein's Attractions for the 1941 outdoor season. He recently played the Cleveland Arena indoor circus.

The Viera Tour
DAREDEVILS
 in MIDAIR
 TRADE MARK

Eddie Vieras
 Sensational
4
 Stars
 TWO OUTSTANDING HIGH AERIAL ACTS
 Now Booking 1941 Dates.
 Write or Wire for Details.
EDDIE VIERAS
 Care of The Billboard, Cincinnati, O.

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.

Want To Give Your Program a Real Thrill—Then Book

 Seldom
THE STRATOSPHERE MAN
 WIRE OR WRITE TODAY
 World's Highest Aerial Act
 Care of THE BILLBOARD, CINCINNATI, O.

For the All New and Greater 1941 Presentation of
FLASH WILLIAMS
 THRILL DRIVERS
 Write or Wire
 923 NO. CENTRAL AVE., CHICAGO, ILL.

ATTENTION
 FAIR AND PARK SECRETARIES
 Within 500 Mile Radius of Wheeling, W. Va.
BIG SLIM McAULIFE
 The Lone Cowboy
 Radio's real cowboy with his big Radio Rodeo Show, High School Horse and Ponies and two clean Misses, "Dying Cowboy" drama, Trick riding, rope spinning, whip cracking, singing and dancing. All dates advertised over WVAW daily, beautiful wardrobe. A proven draw. A show that is different but clean and entertaining. For bookings write GENE JOHNSON, Amusement Bureau, WVAW, Wheeling, West Virginia.

LADY AERIALIST
 WANTED
 To catch in Flying Act. Will consider teaching interested party with trapeze experience. Write full particulars, enclose lens photo, which will be returned.
BOB FISHER
 P. O. Box 31, ST. PETERSBURG, FLA.

BETTY BRYDEN
 Booking Units, Acts and Attractions FOR YOUR FAIR. Featuring Girl Bands.
 FOX THEATRE BLDG., DETROIT, MICH.
 Phone: RAndolph 2894

CARNIVALS
 ADAIR, ADAMS, TAYLOR COUNTY FAIRS
 Three Weeks' Booking in a Row
 AUGUST 4 TO 21—Booking Jan. 30
 Write A. L. GAUTHIER, Corning, Iowa

Va. Meet Sets Numerous Talks

RICHMOND, Va., Jan. 18.—Numerous subjects of importance to fair management are programmed for the 15th annual meeting of the Virginia Association of Fairs at the Hotel John Marshall here on January 27 and 28, reported President Charles A. Souma, Virginia State Fair, Richmond.

President Souma will declare the meeting in session at 10 a. m. Monday, and Secretary-Treasurer Charles B. Balston, Staunton, will call the roll. It will be followed by announcement of standing committee for dates, legislation, memberships, credentials, and finances, and the president's annual address. Other speakers and their subjects will be Roger Duncan, executive secretary United States Trotting Association, Hartford, Conn., *Latest News of the United States Trotting Association*; H. J. Neale, landscape engineer Virginia highway department, Richmond, *New Outdoor Advertising Regulations*; T. H. McGovern, secretary of West Virginia Free Fair, Charleston, *The Advantages of Handicrafts*; *Free Fair*, Dr. J. R. Willard Eames, secretary of Southside Virginia Fair, Petersburg, *Photo Passes*. Suggested subjects for open forum discussions are *Getting the Cash—Methods of Handling Gates, Publicity—Fair Advertisement, and Standard Rules and Regulations*. "Get together" luncheon will be served at 1 p. m. in the hotel's George Washington Room.

At the afternoon session opening at 2:30, Col. C. W. Hatfield, president of Virginia State Fair, will deliver an address on *Fairs in General*; Dr. J. S. Dorton, manager of North Carolina State Fair, Raleigh, *Modern Lighting Effects at Fairs*; W. W. Wilkins, secretary of Halifax County Fair & Tobacco Exposition, South Boston, *Keeping Young and Children Interested in the County Fair*; W. L. Tabscott, secretary of Greenbrier Valley Fair, Lewisburg, W. Va., *Fair Showmanship*; George A. Hamid, *Methods Applied to Fairs*; Commissioner L. M. Walker Jr., department of agriculture and immigration, Richmond, *The Fair's Part in Virginia Agriculture*, and C. A. Montgomery, assistant director extension service, Blacksburg, *Agriculture in National Defense*. There will be an open forum meeting at which will be discussed individual problems of fairs. Business meeting will be open to members only. There will be a report of officers and committees, completion of unfinished business, discussion of new business, election of officers, and decision as to where the 1942 meeting will be held.

On the reception committee are W. L. Tabscott; B. M. Garner, secretary of Emporia Fair; R. Willard Eames; John L. Godwin, president of Roanoke Fair Association, and Curtis C. Humphries, secretary of Rockbridge County Fair, Lexington. Program committee includes C. B. Balston; Vice-President T. H. McCallie, Covington, and Charles A. Souma. On the banquet committee are Clarence T. Riddick; Vice-President W. W. Wilkins, South Boston, and J. M. Mason.

Annual banquet will be held in the roof garden of the hotel at 7 p. m. Monday. Guest speaker will be C. K. (Brownie) Brown, editor of *The Evening Leader* and sports editor of *The News-Leader*, Staunton. Floorshow talent will be furnished by George A. Hamid, Frank Melville, Frank Wirth, Gus Sun, and James F. Victor. Name badges and a banner has been contributed by E. G. Staats & Company.

Prominents To Talk At S. C. Convention

COLUMBIA, S. C., Jan. 18.—Five addresses on important phases of fair operation by prominent fair officials and people in allied fields will form the backbone of the 12th annual meeting of the South Carolina Association of Fairs in the Jefferson Hotel here on January 22, reported Secretary-Treasurer J. A. Mitchell, Anderson.

Morning session will be called to order by President J. P. Moon, Newberry, with J. M. Hughes, Orangeburg, delivering the invocation. Frank Wirth, president of the Columbia Chamber of Commerce, Paul V. Moore, secretary of South Carolina State Fair here, will make the response. It will be followed by a roll call and introduction of visitors. On

Fair Meetings

North Carolina Association of Agricultural Fairs, January 24 and 25, Sir Walter Hotel, Raleigh, W. H. Dunn, secretary, Wilson.

Mississippi Association of Fairs, January 24 and 25, Edwards Hotel, Jackson, J. M. Dean, secretary, Jackson.

Rocky Mountain Association of Fairs, January 26-28, Rainbow Hotel, Great Falls, Mont. Jack M. Suckroff, secretary, Sidney, Mont.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond, Charles B. Balston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln, Chet G. Marshall, secretary, Arlington.

Illinois Association of Agricultural Fairs, January 29 and 30, Abraham Lincoln Hotel, Springfield, A. W. Gruns, secretary, Breese.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg, Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas, Pete H. Smith, secretary, Plainview.

Class "B" Fairs Association, February 12, King Edward Hotel, Toronto, Ont.

Ontario Association of Agricultural Societies, Feb. 13-14, King Edward Hotel, Toronto.

Louisiana State Association of Fairs, February 14 and 15, Majestic Hotel, Lake Charles, P. O. Benjamin, secretary, Tallulah.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany, G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

the speaking program are J. Roy Jones, State commissioner of agriculture, *What the Fairs Mean to South Carolina*; Dan Lewis, State boys' club agent, *Clinson College, 4-H Club Work at Fairs*, and Maj. D. C. Todd, secretary, Spartanburg County Fair, and Max Linderman, manager of World of Mirth Show, *The New Midway*. There will be a 20-minute discussion by fair and carnival men, to be followed by appointment of committees.

At the afternoon session S. L. Latimer, city editor, *The State*, Columbia, will speak on *Co-Operative Publicity, Using Common Sense, Copper Cents, and Horse Sense in Fair Management* is the title of an address to be delivered by G. R. Lewis, manager of Western North Carolina A. & L. Fair, Hendersonville. An open forum discussion will be conducted by W. M. Frampton, Charleston, M. B. McCusick, B. J. King, W. P. Hogarth, D. J. Creed, E. W. Odum, L. S. Griffin, D. E. Peterson, Charles R. Scarborough; W. B. Douglas, Florence; C. A. Kerlog; E. B. Henderson, H. C. Crawford, Quay E. Hood, C. L. Scholfield; J. M. Hughes, Orangeburg; Marie Fewell; J. Cliff Brown, Sumter, and E. E. Jones. Reports of committees and election of officers will follow. Floorshow will be presented at the banquet, opening at 8 p. m.

BADGER OFFICERS

(Continued from page 40)
field were National Speedways, auto racing combo formed by Al Sweeney and Gaylord White, and the Woolfolk-Beam partnership of Boyle Woolfolk and B. Ward Beam. Woolfolk and Beam are old hands in the fair booking game, but this is their first year as partners.

Firms and individuals represented at the convention included Amusement Corporation of America, E. L. Lomas and Harry W. Hennings; Badger Sound Service, Bill Schwartz; Badger Barn Service, Barnes-Carruthers Fair Booking Association, Sam J. Levy, Fred H. Kresman, Ernie Young, Gertrude Avery; Bazinet Shows, Mr. and Mrs. Dwight J. Bazinet, Lowell W. Bazinet, Sam Henry; Belmont Attractions, Sidney Belmont; Bodart Rides, E. A. and R. A. Bodart; Aerial Christmases; Crane Rides, Kenneth Crane; Cycling Kirks, Mrs. Frank Kirk; Jimmie Lynch's Death, Douglas Pat Purcell; Flyer Shows, William R. Dyer; Dickinson Mule Derby, C. J. Thompson; Elman Shows, Charles Henry, and Francis Elman, F. J. Schimonski, J. Winneccour; Fair Publishing House, A. Hart Sutton; Fearless Ogres, Fred Gregg; Gold Medal Shows, Oscar Bloom; Goodman Wonder Shows, Max Goodman; Funstoppin' unit, George

Francis; Getzendorfer Jumpers, Eleanor Getzendorfer; Gould Circus, Jay Gould; Great American Shows; Henke's Attractions, Otto Henke; Beth Shows, Joe Fontana, H. B. Shive; Hunter's Artists' Bureau, Mr. and Mrs. Will Hunter; Kryger Fireworks Company, E. R. Kryger; Illinois Fireworks Company, Fred Keschuta, E. E. Roy; Johnny J. Jones Exposition, Sam G. Utakin; National Speedways, Al Sweeney; Northwestern Amusement Company, Julie Miller; Performers' Consolidated Attractions, Toby Wells; midget autos, Louis Frank; Globe Poster Corporation, Sunny Bernet; Michaels Attractions, Mr. and Mrs. J. C. Michaels; O'Henry Tent & Awning Co., Bernard Mendelsohn; Rexalia Manufacturing Company, T. P. A. F. and Ted Eichelsoeder; William A. Lindemann; Rosenthal Attractions, Lew Rosenthal; Schooley Productions, Edgar I. Schooley; E. G. Staats & Company, M. H. Lines; Snapp Greater Shows, Jack Downs; Gus Sun Booking Agency, Billy Senior, Irving Grossman; Suicide Circus, Dave Williams; Theatrical-Duffield Fireworks, Frank P. and John M. Duffield; Racing Corporation of America, John Sloan, U. S. Trotting Association, Frank Wiswall; Flash Williams Thrill Drivers, Flash Williams; Williams & Lee, Billy Williams; Wisconsin Racing, C. C. Woody; Sacco Theatrical Mart, Tommy Sacco; Triangle Poet Company, Jake Shapiro; Sol's Liberty Shows, Sam Solomon; Wisconsin DeLuxe Company, Louis and Ned Torti; West Shows, Mr. and Mrs. Frank West; Woolfolk-Beam Booking Agency, Boyle Woolfolk, B. Ward Beam; George Flint; W. G. George Ferguson; John Goldberg; Joseph E. Stellich, Louis Leonard, Al Roseman, Dennis Howard, Austin Trull, Hans and Anita Kuehler, Bill Schimonski, Helene Buchanan, Bob Morton, Howard Y. Barry, Omer J. Kenyon, Bob Stevens, and Al Sigbee.

OREGON CONTRACTS

(Continued from page 40)
Canby; Vice-President T. J. Krueder, Multnomah County Fair, Gresham; Secretary-Treasurer Mabel H. Chadwick, Lane County Fair, Eugene, and L. H. Pearce, Coos County Fair, Myrtle Point; Fred G. Roper, Josephine County Fair, Grant; Mrs. William W. Williams, Northwest Turkey Show, Oakland, directors. Directorship was enlarged by two new members representing Eastern Oregon districts. They were Charles A. Trowbridge, Grand County Fair; John Day, and J. W. Dodd, Wasco County Fair, Tygh Valley.

Committee was appointed to study the advisability of zoning the State for the election of directors. It was agreed that association officers should arrange an appropriate program and meeting for Frank Kingman, Brockton, Mass., International Association of Fairs and Expositions secretary, who is expected to visit here. The association also went to record as approving allocation of space at fairs for government, army, and navy preparedness displays and enlistment information. Members renewed their approval of distribution of funds to fairs under the present pari-mutual law and voiced disapproval of diversion of the funds by legislative enactment. It went on record as favoring exemption from taxation, license fees, or other charges by federal, State, or municipal bodies on all admissions, attractions, and concessions.

Notable Speakers

Gov. Charles A. Sprague spoke on educational value of fairs to farmers, city people, 4-H Club, and future farm programs. Other speakers were Leo Spitzbart, manager of Oregon State Fair, Salem; A. H. Lea, secretary-manager of Multnomah County Fair, Gresham; Frank J. Lonergan, Oregon Racing Commission, and Waldo Carlson, manager of Southwest Washington Fair, Chehalis. J. D. Mickle, State director of agriculture, was principal speaker of the banquet, at which national 4-H and F. F. A. officers and their respective directors, H. O. Seymour and Earl R. Cooley, were honored. O. M. Plummer, general manager of Pacific International Livestock Exposition, Portland, was presented with an honorary life membership in the association.

Attractionists' List Big

Amusement interests represented were Douglas Shows, A. S. Hamilton, E. O. Douglas; Browning Amusement Co., Edward Browning; Brooks Attractions, Monte Brooks; Hit Fireworks and Flash-crack companies, Thomas G. and Ray Hitt; Nelson Attractions, C. W. Nelson; Burke Attractions, Eddie Burke; American First Shows, S. H. Barrett; American United Shows, Charles B. Mason, O. H. Allen; West Coast Amusement Co., W. T. Jessup; World's Fair Shows and Coe Bros.' Circus, Everett W. Coe, 81 and

Panny Otis, mule act; Eddie Burke with Gwenelda, bill ringer, and Don Baldon, acrobat and juggler, entertained the banquet crowd. Monte Brooks furnished an orchestra.

Visitors included A. E. Bartel, J. W. Blair, Burr Gregory, Western Washington Fair, Puyallup; Milton R. Loney, Southeastern Washington Fair, Walla Walla, and T. J. Erickson, Clark County Fair, Vancouver, Wash.

Much interest was shown in a quiz session in which delegates fired questions at a board composed of A. H. Lea, Leo Spitzbart, C. H. Bergstrom, secretary of Tillamook County Fair, Tillamook, and T. C. Koehner, secretary of Lane County Fair, Eugene.

WIRTH-STEBBINS

(Continued from page 40)
a veteran of the free-act circuit, having started in the field in 1919 as Wirth & Blumenfeld, he continued under this and other labels, including Wirth & Stebbins, until 1931, when he sold out his interest and devoted himself mainly to producing fraternal circuses under his name. In the 1931 liquidation of his interest he agreed to eliminate himself from booking activities for a period of seven years. Wirth was formerly a partner of vet race promoter Ralph A. Hanson and with him formed the old Universal Auto Race Association, having under that banner such drivers as Billy Arnold, Ralph DePalma, Billy Lockhart, Wild Bill Albertson, and Jimmy Gleason. This is Wirth's 30th year in the country, having arrived here from his native Australia in 1911 and shortly after that joining Barnum & Bailey Circus. In 1914 he organized one of the first variety shows to appear behind the lines in France. He returned to the U. S. in 1918 with his wife, May Wirth, being again with the Barnum & Bailey, but the year before that went back to Australia to become attached to Wirth Bros.' Circus, one of the oldest active titles in the world.

THIAS MINN. PREZ

(Continued from page 40)
re-elected Louis Schofield secretary of the association.

Governor Stassen Speaks

After a brief address by President H. W. Steele and reports of the secretary and treasurer had been read, Gov. Harold E. Stassen, of Minnesota, delivered a short, punchy talk on the value of fairs. Stafford King, State auditor, spoke at length on *What Price Democracy*. Henry J. Lund, publicity director of Minnesota State Fair, gave a report on the advertising and publicity clinic held at the 1940 convention of the International Association of Fairs and Expositions in Chicago and offered some excellent suggestions on the best methods of publicizing the fair. He urged a generous use of radio, which, he said, often can reach people that would not be reached by newspapers. He warned against too long publicity campaigns. Concentrate publicity activities in three or four weeks before the fair, he urged. The most effective means of publicity, but he also advocated the use of novelties such as tire covers, bumper signs, etc., and direct mail. The latter, he said, can be made very effective.

J. Russell Wiggins, of *The St. Paul Dispatch*, gave an illuminating talk on *War and Its Influence on Agriculture*. W. R. S. Thornton, Alexandria, discussed *Passes and Their Misuse*. He quoted figures showing that published records of attendance and receipts at most fairs indicated that from 25 to 50 per cent or more of the attendance was free. He mentioned one fair having a 25-cent admission which showed an attendance of 22,000 but gate receipts of only \$1,300. Another fair having an attendance of 18,000 showed gate receipts of only \$2,200. The problem, he said, was one for the individual fairs and not for the federation.

E. J. Bell, Anoka, gave a brief exposition of bookkeeping project of the National Needlework Bureau. Following reports of committees and election of officers and directors, the meeting adjourned. Thursday morning the federation members met at breakfast for a general discussion of fair problems.

State Ag Meeting

Session of Minnesota State Agricultural Society was well attended and a live, interesting program was presented. President William O. Johnson was in the chair, and delegates were welcomed by John J. McDonough, mayor of St. Paul. The present in his annual address outlined the steady progress made (See *THIAS MINN. PREZ* on page 45)

Detroiters Set Annual Carnival

DETROIT, Jan. 18.—Detroit Figure Skating Club of Fred A. Martin's Arena Gardens Roller Rink here will stage its annual carnival on January 28. Proceeds will be used by the club in furthering its activities and 10 per cent will be turned over to the amateur fund of the Roller Skating Rink Operators' Association of the United States for general improvement of the sport. Tickets for 2,000 seats have been placed on sale.

For the first time junior and teen-age skaters will be included in the show, which will be presented without intermission so as to keep running time to

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

about two hours. Novel stage arrangements are planned, design and execution to be undertaken by club members.

Many members who have distinguished themselves in previous carnivals and in State and national competition will appear, including Walter Stokosa, twice national amateur senior figure champion; Ann Manion, Hugo Laine, Dorothy Law, Melva Block, Nancy Parker, Kunnise Mae Williams, Jack Weir, Janet Yarrick, Lloyd Young, Virginia Mount, Al Ewers, Jack Taylor, Margaret Williams, Eldora Andrews, Bruce Towle, Nora Zdan, Marion Westmuller, Jane Amala, Bill Best, and Helen Brundza.

dogs, soft drinks, etc. A gallery has ping-pong, shuffleboard and other games. Admission is 20 cents afternoons, 35 cents evenings, with 50 cents for skate rental. Spectators are admitted free.

ONCE MORE Fred A. Martin, general manager of Arena Gardens Roller Rink, Detroit, has published a year book that does an excellent job of selling roller skating to Detroiters and is artistically an edition to be proud of. Printed on glossy stock, with an attractive cover showing a figure skater spotlighted against a black background, the fifth annual 1940-'41 issue is liberally sprinkled with photos of executive and professional members and some of the rink's better skate dancers and figure and speed skaters. Highlights of the text are articles on the rink's facilities and club activities, subtly aimed at educating the public to the advantages of Arena Gardens and club functions for young people.

IN ITS January 11 edition The Columbus (O.) Star, a tabloid, gave roller

skating a good plug, using a big spread of art snapped at Greenwood Armory and Greystone rinks. Cover page had a color picture of Dorothy Neery and Art Lumbert, bronze medalists at Graystone.

MARTIN ALEXANDER, electric organist, opened on January 11 at Jack Russell's Tuscora Park Roller Rink, New Philadelphia, O. He recently completed several weeks on a sustaining program for WHBC, Rink operates on Tuesday, Wednesday, and Saturday nights.

RINK OPERATORS in Philadelphia and vicinity and The Philadelphia Daily News are co-operating in promoting a roller skating contest for the third year. Sponsoring operators are Stuart Hall, Skateland; Mark Everly, Carmen; Jesse and Malcolm Carey, Circus Gardens; Joseph Barnes, Adolphia; Mrs. Joseph Barton and Alex Green, Playmore; Oscar and M. D. Horrell, Roller Arena; James Boyle, Dance Box, and Steve Cuthbert, Phoenixville, Pa.

INTENSE activity in speed skating in over 20 large cities is reported by G. V. (Cap) Sefferino, Sefferino Rollerdomes, Cincinnati, and chairman of the speed skating committee of the Roller Skating Rink Operators' Association of the United States. He predicts that the (See RINKS on page 50)

Goeller Tour Pulls Excellent Response

MINNEOLA, L. I., Jan. 18.—Exhibitions by Lola Goeller, 13-year-old national junior free-style skating champion and protégée of Earl Van Horn, operator of Mineola Roller Rink, were enthusiastically received on her good-will trip of Midwestern rinks. Mrs. Inez Van Horn, who accompanied Miss Goeller, reported upon their return here.

Miss Goeller's first stop was at H. D. Rubin's Lexington Rink, Pittsburg, and successive appearances were made at Wally and Ethel Kiefer's Rink, Saginaw, Mich.; Fred A. Martin's Arena Gardens Rink, Detroit; William F. Sefferino's Rollerdomes, Cincinnati, and Skateland, Cleveland, operated by Charles Horvath and Ken Kearney.

Mrs. Van Horn reported that intensive work in free-style skating is being done at the rinks visited. Yvette Kiefer, daughter of Jack and Mrs. Wally Kiefer, is a good free-style and pair skater, she said. Among Detroit club members witnessing the exhibitions were many who have taken a prominent part in national championships in recent years, including Jack Weir, Virginia Mount, Janet Yarrick, Jack Taylor, Lloyd Young, Al Ewers, and Margaret Williams. Mrs. Van Horn said C. V. (Cap) Sefferino is doing an excellent job of teaching international-style skating in Cincinnati. While giving four performances in Cleveland, Miss Goeller was visited by her brother, Joseph, located in Newark, O.

FLYING HOWARDS, roller skaters, recently headlined the show at the Oasis Swing Bowl, Detroit.

HELEN HOECHERL, Chicago, has turned professional to teach the Figure Skating Club of Chicago at Arcadia Gardens Rink. She replaces Duke Hudson, now teaching in Memphis, Tenn.

SKATERS at Arena Gardens Roller Rink, Detroit, passed 139 tests in 1940, reported General Manager Fred A. Martin. Tests were about equally divided between figures and dancing, with a few speed tests.

COUPLES' voodoo numbers were held at Earl Van Horn's Mineola (L. I.) Roller Rink on January 9 and 16, \$30 in prizes being awarded each night. Over 1,500 skaters turned out for an employees' party on December 25. Highlight of the program was a show, taken part in by Dorothy Kolb and William Opatny, rink professionals, and all members of Earl Van Horn Figure Skating Club. Special sanction was issued by the Roller Skating Rink Operators' Association of the United States to cover amateurs and professionals taking part.

ROLLER rink patronage is showing a trend toward older people, according to Cecil Milam, manager of Wheeling (W. Va.) Rink, who reported an estimated 26,000 over 21 years of age skated at the rink in 1940. More than 30,000 school-age patrons skated. Heavy bookings of 1941 private parties are reported.

COMBINATION roller and ice-skating rink, first unit in the development of the World's Pair into a public recreational park, opened on January 12 in the City of New York Building, New York. Roller section is 150 by 116 feet and ice area 165 by 115. Both have diffused lighting, public-address system, and music by radio and phonograph. WNYC municipal station, has a permanent broadcasting studio in the building. Cafeteria on the second floor is open continuously, with rink level having stands for hot

HYDE PRESENTS THE
Betty Lytle
ROLLER RINK SHOES



LET Betty Lytle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by carrying the shoes bearing her name exclusively. Thousands of roller enthusiasts are asking for them.

19 Other Styles in Stock.

HYDE ATHLETIC SHOE CO.
Division A. R. Hyde & Sons Co.
CAMBRIDGE, MASS.

Write for Catalog



The First Best Skate



QUALITY

RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

"OMAHA FIBRE" RINK SKATE WHEELS
Fit All Make Rink Skates & Over 1 Inch Wide

Green Fibre Rink Wheels	Maple Wheels	X-Black Fibre (extra hard) Wheels
-------------------------	--------------	-----------------------------------

Write Today for Prices and Complete Skate Parts List and Other Rink Products.

OMAHA FIBRE PRODUCTS CO.
RAISON, Nebraska (Suburban Omaha)

SKATING RINK TENTS
SHOW AND CONCESSION
NEW A USED TENTS
CAMPBELL TENT & AWNING CO.
851 E. BROADWAY, ALTON, ILL.

FOR SALE
YEAR ROUND ROLLER RINK

Refers 20x100, 200 pairs Chicago skates (also 100 pairs show skates privately owned). Fine amortizing system. All extras included, roof, beer and refreshment concession for summer tourist season, 4 room living apartment, thriving city of 6,000. Building and all equipment, \$27,000 each. Write.

DIXON COLLEBURN RINK, Rhinecland, Wisc.

No. 321 DUSTLESS FLOOR DRESSING
Cleans tile, provides a long grip with less wear and lower maintenance cost. \$4.00 per gal. \$1.75 per gal. in 5 gal. containers. 4 gal. approved enclosed air container, \$2.25. Terms: E. O. R. Ewers, 25¢ per order, balance C. O. D.

GAGAN BROTHERS
444 Second St., EVERETT, MASS.

RINK MEN WHO USE "CHICAGO" SKATES



Are Successful
There Is a Reason!
The Answer Is—
Satisfied Customers

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.


PIERCE SKATRAINER
FOR
Roller and Ice Rinks

Pat. Appl. For

Teaches beginners without falls, easy running, makes the turns, any number of trolleys at a time, furnished to fit your rink.

A money getter that increases revenue and attendance. An opportunity for live operators.

WANDKEY PAT. & FDRY CO.
ANDERSON, INDIANA



GUARD YOUR REPUTATION WITH

ATHCO

ALL LEATHER
Roller Skating Boots

Designed and Perfected in
Co-Operation With Leading Rink Operators.

QUALITY MADE!
ALL LEATHER IN-
SOLES, MIDSOLES
AND OUTSOLES.

15W-17W-17X

17WX

It pays to sell quality! Leading rink operators know from experience that ATHCO Roller Skating Boots are all leather—stand up under hard wear—give satisfactory service. Win the confidence of your patrons. Standardize on ATHCO all leather boots with genuine Goodyear Welt construction and you will profit. Feature the popular Fred A. Martin Health Skating Boot by ATHCO. Write for catalog and price list.

ATHLETIC SHOE COMPANY, 920 N. Marshfield Ave., Chicago



Big Va. Resort Biz Is Seen

Tidewater Ops Making Ready

Defense activities expected to bring influx—advertising, policing talked

VIRGINIA BEACH, Va., Jan. 18.—Predicting that the Tidewater section of Virginia will have a profitable tourist and resort year in 1941, representatives of localities having tourist attractions met in the Cavalier Hotel here on January 10 under sponsorship of the State Conservation Commission and recommended that travel agencies continue their advertising efforts, provided they do not interfere with national defense work. Meeting was attended by about 15 representatives. Clarence Smith, commission chairman, presided.

It was also recommended that more State police be employed to patrol highways in the interest of safety to tourists. Feature address was one by Evelyn R. Mullen, director of Virginia State Travel Bureau, Washington, in which she said that expansion of defense activities in the capital gives Virginia an opportunity to benefit thru attracting more visitors as well as new residents and business. Others making addresses were B. W. Norton, representing Colonial Williamsburg, who reported on how defense activities affected his city; Don Seiwald, managing director of the chamber of commerce here, who spoke on the city's 1941 prospects, and Francis E. Turin, manager of the Norfolk advertising board, who talked on this year's tourist problems.

Cleveland Zoo's Changes Set New Mark in Progress

CLEVELAND, Jan. 18.—Since October 1, 1940, when the Museum of Natural History took over management of Brookside Park here, many improvements have been made on the plant and 75 specimens have been added, bringing the total number of specimens as of January 1 to 923, reported Capt. Curly Wilson, superintendent.

Best pits have been repaired, new fencing has been placed around the sea lion pool, damage to boiler room and steam system has been repaired, main cages have been repainted, and an elephant pen has been added. Plant improvements and new specimens are said to constitute the best local zoo rejuvenation record in years.

Birds, reptiles, and animals have been added, including an elephant, get of Frank Buck. On Jan. 10 three Himalayan tigers, three sika, one peccary, a male black fallow deer, and a male brown fallow deer were received in exchange for four elk, 18 fallow deer, a young leopard North American lion, and eight peccaries. As part of the deal a South American jaguar and North American lion are to be sent here when the weather is warmer.

Wildwood Plans for Easter

WILDWOOD, N. J., Jan. 18.—Sunday, April 13, will go down as a historic one at Wildwood if plans of the Chamber of Commerce to make Easter Sunday an outstanding day materialize. Declaring that the resort is ripe for exploitation, the feeling of business and amusement interests is that the day can be made a gala one, just as it is at Atlantic City. Many suggestions were entered to attract visitors, including sunrise services on the beach, soap box derby, and distribution of flowers and candy to Boardwalk strollers. Walter Griffith was named chairman of the Easter committee, which includes William B. Callahan, John J. Kay Jr., Charles Sanders, Al Baillie, and Kenneth Grace. Chamber members were urged to make recommendations to the committee so that a complete program may be completed. It was also suggested that junior drum and bugle corps of local American Legion posts be procured.



CAPT. CURLY WILSON, superintendent of Brookside Park Zoo, Cleveland, where a record period of rejuvenation has taken place since the Museum of Natural History took over the zoo management. Superintendent Wilson has been at the zoo nearly 10 years, having taken the post after 40 years of tramping with circuses and earntools during which he made a name as an animal trainer.

\$2,000 Grant for Tuscora; More Act Bookings Planned

NEW PHILADELPHIA, O., Jan. 18.—Municipality owned Tuscora Park here will continue to function in 1941 and preliminary details for the new season will be discussed soon. Advance picnic bookings are heavy. Management is planning to increase the scope of activities, including use of more free acts on special occasions and more promotional work. Park has a dance pavilion, several concessions, roller rink, bathing pool, and athletic field.

Commission is planning to operate the park on full-time basis in 1941 and preliminary details for the new season will be discussed soon. Advance picnic bookings are heavy. Management is planning to increase the scope of activities, including use of more free acts on special occasions and more promotional work. Park has a dance pavilion, several concessions, roller rink, bathing pool, and athletic field.

Bookers Will Meet Challenge Of Need for Better Offerings

By A. BRADY McSWIGAN

Excerpts from opening remarks by head of Kennywood Park, Pittsburgh, special chairman of symposium on "Special Attractions—Which Pay Best?" at 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 5. DeAré G. Barton, Music Corporation of America, spoke on bands; George A. Hamid, New York, on free entertainment; and Frank F. Duffield, Theatre-Duffield Fireworks Company, on pyro displays.

When Ed Schott requested me to handle the special attractions topic, I accepted it with a relish; first, because I have the most implicit faith in attractions for amusement parks and champion their cause whenever I can and, secondly, with the booking moguls who are listed to speak in this part of the program in my hands—well, the mouse gets his chance to take a sock at the cat.

At any rate, I am happy to do Edward Schott's bidding and be the ringmaster of what appears to be a scrappy little battle royal as to which type of special features, yet there is ever so much to learn about them. I am sure I will be one of the most interested listeners. So with Duffield, Barton, and Hamid in fine fettle you can bet we all are going to learn something really to our advantage.

Before getting along with our program I think I should advise you I have been

Thomson's Ranch Is Pulling Heavily In St. Petersburg

ST. PETERSBURG, Fla., Jan. 18.—Motordrome impresario in Riverview Park, Chicago, in summer and operator of a popular tourist attraction on the outskirts of St. Petersburg in winter is the way S. W. Thomson is spreading out in show business, reported Jack Dadsdewell, Thomson's attraction, Florida Wild Animal and Reptile Ranch, has had exceptional growth this year. It was established two years ago and now has a staff of employees comparable to Thomson's attraction in Riverview Park.

By assembling a number of the most interesting features of snake shows, reptiliums, zoos, and Indian lore in alligator wrestling, snake milking, and animal training the ranch is having heavy daily attendance. D. L. Vaughn, who began his show career with Thomson in Chicago, was made ranch director this season and is in demand as a lecturer on wild-life subjects at civic clubs and educational meetings. Thomson and Vaughn, due to their years of experience in show business, were drafted by St. Petersburg Festival of States Association to help in what is planned as the most extensive annual city ever has had.

On Vaughn's ranch staff are William Harris, animal trainer, whose daily schoolings of monkeys attract large crowds; Larry Teitzlaff, who with two assistants conducts snake-milking exhibitions several times daily, and Jack Shaver, bear trainer, in charge of all large animals. Jack Dadsdewell, outdoor (See Thomson's Ranch on opposite page)

Batt and Kline Talk Ride

NEW ORLEANS, Jan. 18.—Spending three days here this week, Abner K. Kline, sales manager of Eyerly Aircraft Corporation, plans to attend the Tampa Fair before making trip along the Gulf Coast. He was the guest of Harry J. Batt, head of Playgrounds, Inc., operator of Pontchartrain Beach here. Kline plans to exhibit for the first time in this area the new Fly-o-Plane. Batt is tentatively set to install a Fly-o-Plane in time for the summer season at Pontchartrain, he said.

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 seventh appears in this issue.

Shade Makes Pool Squawks

Decorative motif is often found knock to biz—Zimmerman show has big nut

By NAT A. TOR

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

MIAMI BEACH, Fla.—In their anxiety to catch proper decorative motif, some beach operators in this sector are spoiling their swim biz, with the result that while their spots are something to feast one's eyes on, not a few patrons are complaining. It seems that these beach estates—and new Raleigh Pool and Beach and Cromwell Cabana Club in particular—have transplanted many palm trees around the tank and sand beaches. Looks mighty pretty, to be sure, but trees also block the sun's rays at certain times. Squawk on the part of swimmers is that they have to move about the beach continually in order to dodge shadows cast by trees. Those of you who have been down to Miami know that the unhampered sun's rays are just about the most important thing on the calendar of tourists here. Therefore it is hoped that Johnny Duff, of Cromwell, and Neal Lang, head man at near-by Raleigh, see this and do something to remedy the condition before it's too late.

Those water pageants staged by Floyd Zimmerman at Macfadden's Deauville Plunge, which bowed last week, are being offered every night and Sunday afternoon. Carnival features Buster Crabbe, former amateur swim flash, more recently hero of Class B picturedom and merman par excellence for Billy Rose. Of course, it's much too early to tell whether Zimmerman's shows will meet with approval of visiting fireman this season. It's operating on a pretty big nut, as water show overheads run, and it's got to pull 'em in every night of the week. Best odds of any bet that you can get down here are from so-called know-it-alls, who will give you long-shot prices that Zimmerman's aquatic shindig will not be able to withstand nightly opposition of dog tracks, jai alai, and other forms of pop Miami nocturnal amusement. This column hopes these vets are wrong in their convictions. For anyone who has guts to put on an elaborate presentation as the Macfadden group is doing nightly deserves all the breaks. However, I'm a little afraid for them.

Many water performers are filling in spare time by representing different products and using contacts they have to make a livelihood. Larry Griswald, for example, is peddling a device for tumbler exercises suitable for divers. Larry, an expert diver, working for Oth and others, is naturally placing the gadget in many spots. This department's old friend, Sam Howard, who worked for Aquascope and prior to that for Joe Day's Manhattan Beach, New York, is Florida rep for that new equipment known as swim fins. They're made of rubber in boot or slipper fashion and when worn on the feet are supposed to help swimmers glide thru water faster and easier. (See Shade Makes Squawks on opp. page)

Pair of Resort Projects Are Reported From Houston

HOUSTON, Tex., Jan. 18.—Plans are under way for two summer resort projects here. Sims Speer, owner of a small park near the end of Main Street, is said to be ready to expand operations in time for next summer. A theater operator is reported to have leased a spot near city limits and is planning construction of an amusement park in time for the 1941 season.

Ways To Cure Resort Ills Discussed at A. C. Meeting

ATLANTIC CITY, Jan. 18.—This resort was dissected and put together again as local public relations experts this week searched for germs causing resort ill, among them defeatism on the part of local business and amusement interests. Among remedies suggested at a meeting of the local chapter of the Hotel Sales Managers' Association were efficient and more courteous traffic control, more and varied entertainment, uniformity of hotel rates for conventions, better merchandising reputation, broader publicity, and a concerted move to sell Atlantic City to natives.

After lengthy discussion it was agreed that the basic need is to get across the story that Atlantic City is a smart place to visit 12 months of the year. Thomas L. Russell, Chamber of Commerce secretary, pointed out that practically all members of President Roosevelt's cabinet visited here at some time in 1940, yet publicity given the fact was negligible. He recommended that the group submit to Mayor Tom Taggart the suggestion that a public relations committee be set up. Adrian Phillips, vice-president of the hotel men's association, said that word-of-mouth advertising is potent and suggested that local people concentrate on advertising the good things Atlantic City has.

With the Zoons

MILWAUKEE.—Oscar Olson, monkey house keeper at Washington Park Zoo here, is having his hands full as the result of an increase in births among the zoo's simian population. Lecture hall on the second floor of the main building has been turned into a ward. It contains one 4-month-old green monkey, a 2-week-old green monkey and its mother, and two green monkeys that are expected to have offspring soon. There is also a kinkajou with a 2-month-old baby.

DETROIT.—Long-discussed merger of personnel in Detroit's two zoos was made effective recently by city council, with the decision to make John W. Milton, director of Zoological Park, the head of Belle Isle Park Zoo as well. John W. Ireland, who has been director of Belle Isle Zoo for many years, retains his title but will be under supervision of Milton.

PORTLAND, Ore.—Bobby, four-year-old Bengal tiger, has been added to Washington Park Zoo here. He appeared in several movies before becoming too vicious for film work. He is the property of Cecil Montgomery, Oregon rancher.

SHADE MAKES SQUAWKS

(Continued from opposite page)
Joe Seymour, "nother Billy Rose star, is working with Howard on the new item and the former kindly permitted this writer's better half to wear them in Florida Pool. The little woman tells me the gadget actually works and that swim fins should help swim tutors with their instruction. Incidentally, a bevy of local beauties recently introduced Howard's equipment for the benefit of seaweeds on Roney Plaza Beach. You're probably seeing those pictures in your local theater this week.

Apropos of Florida mention a line or two ago—Mort Mencher, who boss-man that plunge, did an excellent job of emceeing his initial water show presented Sunday (19). Solly Solomon, who

works in these parts for Ott under the nom de plume of Tom Sellers, is high diving feature of Mencher's water frolics under his right name. Solly also lines up weekly talent for the Florida show and debut performance gave indications of this weekly event becoming top Sunday night thing to do in Miami Beach.

Word from up north informs this department that Lottie Mayer's Watercade, featuring her disappearing ballet, will be an attraction at Florida State Fair, Tampa. Watercade is not an innovation in water show entertainment, for Lottie has featured it in many theaters. Searching for new and startling attractions to enhance the Royal American midway, General Manager Carl J. Sedlmayr conceived the idea of building a spectacular individual show to present under canvas, with the disappearing ballet number as the nucleus.

Associated Swim Clubs of New York, which consists of teams from Shelton, Park Central, St. George, and other New York indoor tanks, will hold a round robin meet at Newark A. C. Plunge on February 8. Al Johnson, who coaches swimmers representing St. George, reveals that he expects a champion team this year.

THOMSON'S RANCH

(Continued from opposite page)
press agent and publisher of a St. Petersburg tourist magazine, has charge of advertising and publicity and expects to be associated with Thomson's interests at Riverview Park during the summer. A new souvenir shop is in charge of Mrs. Thomson.

In spite of a small decline in tourist travel this season, the Wild Animal Ranch has experienced an increase in business of more than 100 per cent and is adding new features. Thomson is planning a number of important developments for his Riverview attractions next summer and has been flying and driving back and forth all winter. He expects to go to Chicago early in April but will remain here now to carry out his activities as chairman of the festival committee.

THIAS MINN. PREZ

(Continued from page 42)
by Minnesota State Fair during the last decade and paid special tribute to the part 4-H Clubs have played in the fair's growth. He gave a brief review of the 1940 fair, which, he said, undoubtedly would have recorded the greatest attendance in its history had not bad weather interfered.

Secretary Raymond A. Lee, in his annual report, declared he was convinced that the fair would have had an attendance of 1,000,000 if there had been even moderately good weather. M. O. Graubard pointed out in his report that even the fair was practically rained out during seven of its 10 days, it made a profit of \$25,000. This amount, however, was not sufficient to cover expenses for the entire year, and the fair had an operating loss of about \$56,000.

J. S. Jones, secretary of Minnesota Farm Bureau Federation, gave a fine talk on *Should Organized Agriculture Aid the State Fair?* He answered the question in the affirmative and stated that farm organizations should co-operate 100 per cent with the fair. State Fair board and Secretary Raymond Lee are entitled to a vote of thanks from the people of Minnesota, he declared, for the wonderful transformation that has been made in the State fair grounds in the last five years.

Frank P. Duffield, past president of the Showmen's League of America, talked on *The Spread of Showmanship in Fairs*. He told how the application of showmanship had turned New York World's Fair failures into successes and how the same principles can be applied to county and State fairs. Exhibitors, he said, are learning that in order to attract large numbers of people it is necessary to provide entertainment—color, action, animation, surprise. The fair, too, must sell showmanship, he said. Buildings should be made more attractive by the use of plenty of paint and better lighting. Front entrances should be generously lighted. Provision should be made for the comfort of patrons, and high-class entertainment should be provided at a reasonable price. "While the fair is essentially educational, it should be remembered that education is developed thru entertainment," said Duffield.

Other talks at Thursday's session included *Problems of the Live Stock Industry*, by Norris K. Carnes, general manager Central Co-Operative Association; *Let's Make Our School Exhibits*

Outstanding, by Anne Bredier, superintendent school exhibits department, Minnesota State Fair; *Let the Boy Scouts Do It*, by W. N. Brown, chairman speakers' bureau, Region 10, Boy Scouts of America, and *America's Mission*, by George A. Selke, president State Teachers' College, St. Cloud.

At the annual election of officers of the State Agricultural Society on Friday Henry A. Derenthal, Wyckoff, for 11 years a member of Minnesota State Fair board, was named president of Minnesota State Fair. He succeeds William O. Johnson, Willmar, who was retired after 12 years on the board and who was named to a life membership in the society. New member of the board is Albert C. Hansen, Albert Lea, elected for a year to fill Derenthal's unexpired term. Re-elected were William A. Lindemann, New Ulm; A. H. Dath, Barnum, and Lee Warner, St. Paul, vice-president. Holdovers are George Hanson, St. Cloud; R. F. Thornton, Alexandria; Robert Lund, Thief River Falls; W. S. Moscrip, Lake Elmo, and D. J. Murphy, Minneapolis, vice-president. Board will organize and name a secretary on January 21.

Federation Banquet

More than 600 packed the Grand Ballroom of the Hotel Lowry and overflowed into adjoining rooms at the federation's annual banquet on Thursday night. This being a legislative year, members of the Legislature were guests of the federation and attended in full force. A splendid turkey dinner was served. There was no speaking, and at the conclusion of the dinner the room was cleared of tables in order that the throng could better observe the show. An excellent program was presented, the acts being donated by the various booking agencies. Eddie Anderson and his orchestra furnished the music. Sunny Bernet was master of ceremonies.

Attraction Reps Numerous

The large attendance at the convention was not confined to the fair men. Attractions people were present in large numbers. At least 70 shows and agencies were represented in addition to many individual acts and concessionaires. Among those representatives were: Amusement Corporation of America, C. J. Sedlmayr; H. L. Ankeny, high-diving dogs; Arrowhead Amusement Company and Arrowhead Fireworks Company, J. J. Atoll, Lee H. Westerman; Baker-Lockwood Company, Jimmy Morrissey; Al Baysinger Shows, Al Baysinger; Barnes-Carruthers Fair Booking Association, M. H. Barnes; Fred H. Crossman, Eric Young, Rube Liebman; William Bazinet & Sons, William Bazinet, Mr. and Mrs. D. J. Bazinet, Lowell Bazinet, Sam Henry; Dee Lang Shows, Dee Lang, Noble C. Fairly; Irene De Mars Agency, Irene De Mars; Display Food Company, Van A. Olkon; Day Publishing House, A. Hart Sutton; Feld Chevrolet Company, "White" Elliott; De Waldo Attractions; Frank Granger Shows, H. B. Williams; "Idaho" Lewis; Garrett Sound System, William Garrett; Globe Poster Corporation, Sunny Bernet; Goldie Attractions, Nettie Goldie; Goodman Wonder Shows, Max Goodman; Chevrolet Motor Sales Company, Charles F. Goss; Gold Medal Shows, Oscar Bloom, Pat Ford; Jay Gould's Circus, Mr. and Mrs. Jay Gould; Harold's Bonus System, W. L. H. Concession Company, L. L. Hall; Howard Amusement Company; Hinc's Thrill Day Attractions, C. W. Hinc; Illinois Fireworks Company, E. E. Roy; Interstate Fireworks Company, Albert Reader; Mrs. Chet Junkin, concessionaire; W. Klausner Attractions; KSTP, Chuck Smith, W. Stone; Jimmie Lynch's Death Dodgers, Pat Purcell; Michael's Attractions, C. Michael; Midway Shows, George C. Yahr, Rocco Schiavone; Miller Rodeo, Clyde C. Miller; Minnesota Balloon Company, Art Anderson; National Speedways, Al Sweeney, Gaylord White; Northwestern Amusement Company, Jule Miller; Performers Consolidated Attractions, Toby Wells; Pety's Entertainment Agency, Mr. and Mrs. Earl Peterson; Racing Corporation of America, John Sloan; Regalia Manufacturing Company, T. P. and A. F. Echeidscoerfer; John B. Rogers Productions, Theodore (Ted) Fish; Reynolds & Wells Shows, L. C. Reynolds, L. H. Wells,

W. J. Lindsey, Ed Ryan; Mrs. Bob Robinson and Patty Robinson, concessionaires; Lew Rosenthal Attractions, Lew Rosenthal, Billie J. Collins, Patricia Kelly, Irene Steirman; Springfield Wagon & Trailer Company; Raney Amusement Company; Schooley Productions, Edgar L. Schooley; Silver Dime Shows, Ernie Potts; E. F. Staats & Company, Van A. Olkon; Snapp Greater Shows, Jack Downes; Swain's Service; Stratosphere Man, A. E. Seiden; Sol's Liberty Shows, Sam Solomon; Reimuth Agency, Florence Reimuth; Ous Sun Agency, W. C. (Billy) Senior; Irving Grossman; Tivoli Exposition Shows, H. V. Peterson, Joe Green; Art B. Thomas, Mr. and Mrs. Art B. Thomas; Truxel-Allen Agency, Ben Truxel, Vic Allen; Twin City Artists' Bureau, Vi Murphy; Theatre-Duffield Fireworks Company, Frank P. Duffield, John M. Duffield; Winkley Thrill Shows, Frank Winkley; W. & C. Show Print; WCCO, Al Sheehan; Woolfolk-Beam Agency, Boyle Woolfolk, George B. Flint; Williams & Lee, Mr. and Mrs. Billy Williams; WLS Artists' Bureau, George Ferguson; Wynn Greater Shows; West Bros.' Shows, J. W. West, C. S. Reed, Ed Brewer.

AMUSEMENT PARK—NOW WRECKING FOR SALE COASTER EQUIPMENT

6 Four Seat Cars—Newly Upholstered
1200 Ft. 3 Inch Angle Iron
1200 Ft. 3 Inch Flat Iron
75 H.P. Slip Ring Motor
3 Speed Automatic Starting Equipment
Silent V Belt Drive Equipment
A-1 Condition
SUBMIT BEST OFFER
Also

4-Car Tumble Bug—4 Motors, Starting Equipment, Wiring, etc.
Price \$750.00.

GEO. T. SMITH, Owner
Casino Park Ft. Worth, Texas

GOOD USED RIDES or Have You Any To Sell?

Also Sell UP TO THE MINUTE NEW RIDES.

BERTHA GREENBURG
Hotel Kimberly, 74th St. & Broadway, New York

TO LEASE PARK

or buy lease. Boosting aviation town in Central Pennsylvania. Lease favored. No competition. Must be seen to be appreciated. Brilliant Ride Owners and Concessionaires, write.

W. C. UPDEGRAFF

814 ARCH. WILLIAMSPORT, PA.

FOR SALE

Headless Woman Illusion. In good condition. For full particulars address BOX D-20, The Billboard, Cincinnati, Ohio.

Complete PARK

PLANNING SERVICE
COASTERS, ICE RINKS, POOLS
ROLLER RINKS, OLD MILLS
ARCHERY, 20 VARS, GOLF, BASKETBALL, BOWLS
ACKLEY, DRADLEY & DAY
STATE BLDG. PITTSBURGH, PA.

FOR SALE AT SACRIFICE PRICE AEROPLANE SWING

Complete with six cars, motors. Excellent condition. Good reason for sale, which is closing permanently. Act quick. Time limited.

T. GANIM, 303 FIFTH AVENUE, N. Y. C.



NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

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 CARNIVALS

Write today for complete information.

LUSSE BROS. LTD.
Sardinia House
82 Lincoln's Inn Fields
London, W. C. 2, England

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PARODIES

SPECIAL MATERIAL — SMART PARODIES written to order, \$1.00 each. Sure fire Parodies on hand, 4 for \$1.00. Write for list. State type wanted. Five experienced writers. Address LYRIC WRITERS, Box 533, Hollywood, Calif.

YOU NEED GOOD ORIGINAL SONGS NOW more than ever. Mimeo-graphed Lead-sheets, 25 copies. Uncollected. Consider name bands and personalities only. NORMAN TEMPLE, 1339 S. Kildare, Chicago.

AGENTS AND DISTRIBUTORS WANTED

AGENTS! — CLEAN UP WITH OUR LINE! Cartoons, Books, Photos, Novelties, Sundries. Lowest prices; prompt service. WHOLESALERS, Box 820, Fayetteville, Tenn.

GOOD SIDELINE FOR PRINTING AND ADVERTISING Salesmen—Decomansia Name Plates in small quantities. Great demand. Also make money applying initials on automobiles. Free samples. "RALCO," 727 Atlantic Ave., Boston, Mass.

AGENTS! — MEN'S SUITS, 80c; PANTS, 23c; Top Coats, 40c; Ladies' Coats, 30c; Dresses, 10c. Offer bargains catalog free. PORTNOY, 566-C Roosevelt, Chicago.

HOWES, 110 EAST 31ST, ERIE, PA.—WHOLESALE Razor Blades, Billfold Deals that click. Jan25x

JOHNSON SIGN SERVICE, MORRISTOWN, Tennessee, under new management. Write for lists of Business and Patriotic Signs, Motions, Calendars. Samples 10c.

KEY CHECK STAMPING OUTRITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 DeGraw St., Brooklyn, N. Y. Jan25

RESURRECTION PLANT — UNIQUE NOVELTY. Miracle of Nature. Costs below 2c; sells for 25c. C. E. LOCKE, 7 Rio St., Mesilla, New Mexico. Jan25x

SELL COMPLETE LINE EVERYDAY BUSINESS Necessities—Over 2,000 items. Lowest prices. Beats competition. Commissions advanced. Experience unnecessary. Samples free. FEDERAL, 301-B So. Desplaines, Chicago. Jan25x

SELL KOEHLERS FAMOUS 9x11 BLUE SIGNS—Changeables. Religious. Experience unnecessary. Homes and merchants prospects. Write KOEHLERS, 335 GOetz, St. Louis, Mo. Jan25x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. Feb1x

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

ANIMALS, BIRDS AND SNAKES FOR SHOW. Folks — Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Brownville, Tex. Feb8x

SHOWMEN, PITCHMEN — FOR SNAKES and other reptiles for show or bally write to ROBERTS, 229 Shell Bldg., Houston, Tex. Feb8x

WRITE FOR OUR CATALOGUE — LARGEST most complete ever published. MEMES BROS. & WARD, Oceanville, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN MIND READING — CALL STRANGERS by name. Answer unspoken questions. Complete course, \$1.00 postpaid. HAROLD EISERT, Box 4, Hammel Station, New York.

HYPNOTISM — INSTANTANEOUS METHOD. Hypnotize anyone instantly. Send for this amazing new method. Guaranteed, \$5.00. ACADEMY OF PSYCHIC & OCCULT SCIENCES, 235 N. 17th St., Camp Hill, Pa. Jan25x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDO ART SERVICE, Oquirrh, Wyo. Jan25

BUSINESS OPPORTUNITIES

FOR SALE — SKATING RINK, COMPLETELY equipped; doing prosperous business. Includes building, living quarters. Price \$18,000. Selling account poor health. SAM JONIS AGENCY, Pueblo, Colo.

MAKE ARTIFICIAL MARBLE — NOVELTIES. Floors, Pottery, Cement Sarcophagi. Brilliant sample 3c. JOHN W. PAYN, 945 Grande Vista Ave., Los Angeles, Calif. Feb1x

PITCHMENT SOLICITORS! — MAKE EXTRA Money with New Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. Feb1x

PORTABLE SKATING RINK — 40x90 MAPLE Floor. Everything complete. Good condition. Operating very profitably. Bargain. MRS. M. M., 698, Cross City, Fla.

THE MAIL ORDER BUSINESS WILL BOOM THE next two years. A single dollar starts you. A variety for your selection. ROADMAN'S GUIDE, MO Dept., Toledo, O.

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, 51: COSTUMES, 51 UP. Fans, Hules, Hindoo, Evening Gowns, Wraps, Furs. Bargains. CONLEY, 310 W. 47th, New York.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 COUNTER GAMES — GROETCHEN ZOOMS. Bill Shots, \$12.50; Imp. Deuces Wild, \$8.50; late Vest Pockets, \$24.50; Liberty, \$22.50; APT Targets, \$10.00. SEIDEN DISTRIBUTING COMPANY, 1230 Broadway, Albany, N. Y.

BALL GUM, 5¢, FACTORY FRESH, 12c BOX. Tab, Stick, Midget Chicks, every Vending Co. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-Feb2x

DO YOU NEED WURLITZER PHONO PARTS? — Write us your name and save money! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. Feb1x

FOR SALE CHEAP — KEENEY SUPER TRUCK. Times, Pastimes, Chrome Bells, Radio Rifle. CHARLES PITTLE, New Bedford, Mass. Jan25

FOR SALE — 100 SINGLE GRIP ONE-CENT Scales; same as new. Will pay for them selves in thirty days or less. One scale, \$12.00; five or more lots, \$10.00 each; or will trade for Wurlitzer 500 or 800. For sale, one Mills five-cent War Eagle, mystery payout, \$10.00; one Mills five-cent Straight Play, \$25.00; one Mills Blue Front, mystery payout, \$30.00; one Wurlitzer one-cent Double Jackpot, mystery payout, \$25.00; one five-cent Pace Straight Payout, \$10.00; one twenty-five-cent Mills Yellow Front, straight payout, \$25.00; one five-cent Mills Yellow Front, straight payout, \$20.00; one five-cent Wurlitzer, mystery payout, double jackpot, \$25.00; one one-cent Wurlitzer Double Jackpot, mystery payout, \$25.00; two Columbus Cigarette Rools, gold awards, \$35.00 each. MONROE VENDING COMPANY, 2307 S. Grand, Monroe, La. Jan25x

FOR SALE — SLIGHTLY USED MILLS FOUR Balls Consoles, serials 800 and up; will trade for Mills Blue or Brown Fronts. AUTOMATIC MACHINE CO., 1107 W. Tusc. St., Canton, O. Jan25x

FOR SALE — MILLS JUMBO, LIKE NEW, \$85.00; World's Series, \$20.00; 1c Mercury, \$12.50; Wurlitzer 24s, \$75.00; 16s, \$47.50; 600s, \$125.00. KEY CITY NOVELTY CO., 2416 Windsor Ave., Dubuque, Ia. Jan25x

FREE PARTS AND SUPPLIES CATALOG NO. B-17 for all coin machines. Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pa. Feb1x

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for new 1941 catalog and price list. MIKE MUNNIES CORP., 593 10th Ave., New York. Feb1x

GOODBODY HAS A MESSAGE FOR EVERY OPPORTUNIST reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. Feb22

SACRIFICE — 100 1c SNACKS, 56.00 EACH; 100 1c Henheys, \$2.50; 100 1c-5c (3-Columb) Nut, \$9.95; 100 5c Advance Hershhey, 100 Othello Silverwestern Deuces wanted. CAMEO VENDING, 402 W. 42d, New York. Jan25x

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog — Over 1,000 Reconditioned Machine Bargains, Accessories, Parts and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. mh29

SKILL JUMPS, HOCKEYS, MI-BALLS, RIFLES, A, B, T Targets, Legal Counters, Diggers, Baseballs, Metal Typers, Vitalizers, Exhibit Microscope and Arcade Machines. Also Location for Penny Arcade. BEDER, 2468 E. 23 St., Brooklyn, N. Y. Feb1x

SLOT AND PAYTABLE ROUTE — ESTABLISHED six years. Yearly profit \$7,000.00. Rating 17 Florida. \$3,000.00 cash takes it. H. N. SWANSON, Clearmont, N. H.

WIRE MUSIC — 20 UNITS, CONVERSION TYPE. Including Racks, Files. Used 60 days; costs \$275.00; will sacrifice \$150.00. OAKLAND AUTOMATIC SALES, Oakland, Calif.

WANTED — WURLITZER PHONOGRAPHS. Will pay \$100.00 Model 500; \$150.00 Model 700. BOX C-9, care The Billboard, Cincinnati, Ohio.

WANTED — BALL GUM VENDERS. ANY quantity, any make. Complete description, lowest price first letter. S. PENN, 98 Summer Ave., Brooklyn, N. Y.

FORMULAS

THAXLY FORMULAS FOR SUCCESSFUL PRODUCTS—Accurate Analysis assured. Resultful Research. Catalog free. Y. THAXLY CO., Washington, D. C. Jan25x

FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES—BURCH, Long Eakins, Dunbar, Star. Winter prices. Includes Aluminum Ceared Popping Kettles, NORTHSCOPE Co., Indianapolis, Ia. mh22x

ALL MAKES REBUILT POPCORN MACHINES Guaranteed. Heavy Aluminum Ceared Popping Kettles, \$7.50 each. CARMEL KORIN EQUIPMENT, 122 S. Halsted, Chicago.

FOR SALE — 150 PAIR CHICAGO FIBRE Wheel Roller Skates, \$1.25 per pair. R. A. ERICKSON, Interlaken Park, Fairmont, Minn.

POPCORN CRISPETTE AND CARAMEL CORN Machines, Ceared Popping Kettles, Potato Chip Outfit. LONG EAKINS, 1976 High St., Springfield, Ohio. Feb1x

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES — Bortles, Cats, Dolls, Kids, Tensins. Complete portable outfits and supplies. LAMANCE, 782 Marion, S. E. Atlanta, Ga.

ELI FERRIS WHEEL, PARKER MERRY-GO-Round, Smith & Smith Chairplane, Athletic Show, Dodge Truck. MRS. CHRISTINE MCKENZIE, Andalusia, Ill.

FOR QUICK SALE — FOUR KW-DC UNIVERSAL Light Plant, forty by seventy foot; good condition. FELDING GRAHAM, 3211 E. 31st, Kansas City, Mo.

FOR SALE—SIXTEEN AND TWENTY-FOUR Seat Chair Planes, complete; Kiddy M-G-R, Aero Plane, Ferris Wheel, GALVIN GRUNER, Pinckneyville, Ill. Feb1x

FOR SALE — 50 FOOT PARK MERRY-GO-Round. Good condition. Wanted, Walking Charlie Ball Game, A. KARST, Forest Park, Hannover, Pa.

FOR SALE OR TRADE — 1939 SCHULTZ ARIS-Tocrat Trailer, Tandem Wheels, Electric Brakes, low mileage. Want Kiddie Ride or Arcade. JAMES BARKER, 504 1/2 S. Adams, Peoria, Ill.

MECHANICAL SHOW — NEWLY REBUILT, repaired, \$200.00. Must be seen to be appreciated. JOS. SIMA, Ralph Miller Shows, Forest Hill, La.

SHOOTING GALLERY BARGAIN — ALMOST new, Rifles and Counter. Size approximately 22x18 feet. RIALTO RECREATION CENTER, 1481 Broadway, New York.

SINGLE LOOP-O-PALME—GOOD CONDITION; first \$250.00 takes it. GODSON'S WORLD'S FAIR SHOWS, P. O. Box 3157, Jacksonville, Fla. Jan25

TWO EVERLY ACROPLANIS — TRAILER equipped; A-1 condition. Make cash offer. See them at JOHN GILLILAND, 7283 Belaire, N. Hollywood, Calif.

TRUNKS — ALL KINDS STRONG FIBER Sample Trunks, only \$5.00 each, with strong locks; keys; miscellaneous sizes. LESSER, 517 Monroe, Chicago.

HELP WANTED

COMPETENT DRUMMER DOUBLING VIBRA-phone — Long engagement. CLARENCE SCHENK, Pensacola, Fla.

GIRL WANTED — HIGH ACT TRAPEZE. Teeth or Neck Loop. Perch. State experience, weight, age. Long season booked. BOX #65, Billboard, Chicago.

GIRLS WANTED — NIGHT CLUB, STRIPS, Novelty Acts; also, Singers and Dancers or what have you. Send photos. Also, meet GEO. L. ALBERTS, 14 E. Oientenry St., Columbus, O.

RELIABLE TEAM TO FURNISH VAUDEVILLE— Small week stand picture show in Georgia. Must have house car or trailer. EARL'S TENT SHOW, Zolfo Springs, Fla.

WANTED — MAN AND WIFE, EXPERIENCED all around four for dime pictures. Able drive truck. WILLIE LEVINE, Reid Hotel, Kansas City, Mo.

YOUNG LADY WHO CAN SING, TALK, SOME Tap—Standard comedy act, now working. EDDIE (BUMPS) MENNETTI, Billboard, 1564 Broadway, New York.

MAGICAL APPARATUS

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Spells, Ventrilocual Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. Feb1x

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock, 164-page illustrated catalogue, 50c. NELSON ENTERPRISES, 336 S. High, Columbus, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. Feb22x

NICKEL AND PENNY TRICK—MECHANICAL catalog, \$1.00. List for stamp, A. A. DONNELLY CO., 90 Barkley Ave., Clifton, N. J.

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? — OUR Collection of ten Novelty Jokes, postpaid \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. Feb1x

FLOURESCENT LIGHTING FIXTURES — ALSO complete line of parts. No catalog. State wants. WHOLESALER, 201 West "F" Street, San Diego, Calif. Feb1x

TEN QUESTIONS ANSWERED FOR \$1.00 — Answers on many subjects, books, etc. Send your questions now. C. DIXON, Lothair, Ky.

WANT PROFITABLE WORK IN RADIO? — HUNDREDS needed! Experience not necessary! Write RADIO EMPLOYMENT SERVICE, 805 W. Ninth St., Owensboro, Ky.

M. P. ACCESSORIES AND FILMS

NOTICE

New and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ACTION JUNGLE FEATURES, SERIALS—LARGE selection of 35MM. Programs rented, \$7.50. Silent Films wanted. SIMPSON, 1275 S. Broadway, Dayton, O. Feb1x

AMBITIOUS! — SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$95.00. ROSHON, 521 E. State Street Bldg., Pittsburgh.

AMAZING BARGAINS SOUND-SILENT FILM, equipment, accessories, Ampro, Victor Projectors, cheap. Time payments. Rent complete sound programs \$10.00 week. ZENITH, 305 W. 44th, New York.

ANNUAL CLOSE-OUT 16MM. SOUND AND Silent Movies. Yearly event. Large selection of Features, Comedies, Cartoons, Novelties, Religious, 25MM. Send for "Bargain Movie-Special" today. Specify sound or silent. INSTITUTIONAL CINEMA SERVICE, INC., 1360a Broadway, New York. Feb1x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue 5 free. MOVIE SUPPLY CO., 1316 Washburn, Chicago.

BUSSA FILM EXCHANGE CARRIES THE LATEST Roadshow Attractions in 35MM. Sound for outright sale only. New prints; low prices. Friendship, O. Feb1x

FOR SALE — SENSATIONAL 35MM. ROAD show Pictures for adults only. A. B. MILLER, Box 120, Route 3, Tampa, Fla.

RELIGIOUS FEATURES AND COMEDIES — 35 and 16 in Sound. Silent 35 only. E. ABRAHAMSON, 7304 N. Sheridan Rd., Chicago. Feb1x

SENSATIONAL ROADSHOW ATTRACTIONS — Also Westerns, Comedies and Short Subjects. Complete 25MM. Stock at giveaway. "Bargain" Also two R.C.A. Portable Sound Projectors, cheap. STANDARD FILM SERVICE, Charleston, W. Va.

SHOW MOVIES — NO INVESTMENT. Thousands that're less than your territory waiting. We furnish Films, Sound Projector, etc. Write for details. BOX NY-16, care The Billboard, New York City. Feb1x

URGENT OPPORTUNITY FOR ROADSHOW- men to cash in with our 16MM. Movies. Send for our "Roadshowmen's Special" today. INSTITUTIONAL CINEMA SERVICE, INC., 1506 Broadway, New York.

WE SPECIALIZE RELIGIOUS FILMS. NEW prints, 16MM, only; good 35MM. print Plan Play, cheap. SCREEN ART, 723 7th Ave., New York.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 1/4 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new metal process enlarger—reduces. MARKS & FULLER, INC., Dept. BC540, Rochester, N. Y.

ALL 4 FOR 100 OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind.

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill.

DIREX DIRECT POSITIVE PAPER — NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y.

DOUBLE UNIT CAMERA — 1 1/2x2 AND 3x4, 350.00. Fitted with F19 and F25 Lenses — lens Shutters \$320.00. Enlarger to 8x10, reduces to Photo negative, \$200.00. SAM ROSKE, Brath, La.

PORTABLE, DOUBLE PHOTO MACHINE — Takes 1 1/2x2 and 2 1/4x3 1/4, bust and full figure. Enlarger enlarges to 8x10; also reduces! Visualizer complete, \$150.00. MARTIN'S STUDIO, Cynthiana, Ky.

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Rollers, 2c each; 100 or more, 1c. SUMNER STUDIO, Unionville, Mo.

WILL SACRIFICE ONE PHOTOMATIC MACHINE. Excellent condition. Paid \$650 in September; \$450 takes it. Selling because of full time job. H. F. MORROW, 1817 Joliet St., Flint, Mich.

SALESMEN WANTED

EVERY BUSINESS MUST BUY PRINTING ADVERTISING Specialties, Book Matches, etc. Take orders for the pleasure line; 1,000 necessary items at 50% price saving. Free deals. 40% exclusive commission, bonus. Experience unnecessary. Outfit free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 52, Chicago.

NEW BLITZKRIEG GAME — PATRIOTIC DOLLAR seller of today's headlines. Pitchmen clean up, quick profits. COLWOOD SALES, 1123 Cherokee, Louisville, Ky.

WANTED — PERMANENT REPRESENTATIVE for Hoover Uniforms, Smocks, Aprons, Frocks, Nurses', Doctors', Waitresses' Uniforms. Smartest styles. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. NK-4C, New York City.

WONDERFUL DEMONSTRATION FOLDING Metal Novelty—Big profits. Carry day's supply under arm. Sample 25c, or write for information. GEORGE MCNEMAR, Greenwich, N. J.

SCENERY AND BANNERS

SCENERY, CYCLOGRAMS, DRAW CURTAINS. Dye Drops, Operating Equipment—New and good at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

TENTS—SECOND-HAND

CONCESSION TENTS, USED LABOR DAY—\$340.00; 900 ft. 7 ft. wall, Standard drill (285) machine rope, \$16.90 per 100 ft. long KERR MFG. CO., 1954 Grand Ave., Chicago.

FEW SLIGHTLY USED, GOOD AS NEW TENTS—State size. Send stamp; postage ignored. Write SMITH TENT COMPANY, Auburn, N. Y.

THEATRICAL PRINTING

FREE — SAMPLES OF OUR NEW DESIGNS in Flashy 3-Color Window Cards, 14x22, non-binding, \$3.00 hundred. TRIBUNE PRESS, Box 521-B, Fowler, Ind.

LARGE MOVIE HERALDS, SIZE (4 1/2x12) — \$1.25 per 1,000. Five date changes, #11 (16MM Releases.) NON-PAREIL PRINTING, 612 Newark, Pittsburgh, Pa.

NEARBYGROWN FLASHY LETTERHEADS in Colors — Acts, midway, magician, orchestra, show illustrations. Samples! you'll be surprised. SOLLIDAYS, Letterhead Specialists, Knox, Ind.

WHITE WOVE ENVELOPES, 5 1/2, 24 LB., \$2.85 per 1,000; postage extra. Rubber Stamps, 2 lines, 25c; 3, 35c. PEARCE PRESS, Danbury, Conn.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn.

\$1.00 STATIONERY SPECIAL — 200 SHEETS, 100 Envelopes, bond paper. Name, address printed in raised printing. 5-hr. service. Other printing reasonable. TOWER PRINTING, 13 E. 14th, Kansas City, Mo.

WANTED TO BUY

WANTED IMMEDIATELY — BASEBALL BATTING Equipment complete with Batting Machine to throw ball, complete with net and canvas. Please give full details and price. J. B. FIELDS, Rivoli Theatre, Baltimore, Md.

WANTED — MINIATURE GOLF COURSE, Equipment. Plans for layout, or any information. SAMUEL HORROCKS, 425 Alden St., Orange, N. J.

WANTED — MERRY-GO-ROUND, MUST BE in good condition. Near New York. EICH-HOLZ BROS., 761 Sixth Ave., New York.

Flooding Dog Act—4 mile dog, featuring "Crazy" Brown, his diving dog, 60-foot ladder, Paris, canards, stunts, thrill shows, with Western outfits, also A. J. Troschel, an direct circus band. Maytal Dog Acrobat, Red Lodge, Mont. fe1

Two Neat White Face Cows — Very best white and ashtray. Good down watershed and down trailers for bull-dog circus and stock shows. The Bakers, 215 Whittaker St., Salem, Ill. fe1

AT LIBERTY COLORED PEOPLE

NEGRO ARRANGER—

(College Man), original. First class name white orchestra. Exchange references. LORENZO COUTTEE, 2409 Forest, Kansas City, Mo. fe1

Arnold Jackson's Orchestra available after January 10 for clubs, hotels, theaters, and dance engagements. Also available for cocktail lounges. Just finished engagement at Royal Theater, Chicago. Arnold Jackson, 319 East Lincoln St., Lawrence, Miss. fe1

AT LIBERTY DRAMATIC ARTISTS

At Liberty — Javelina, featuring Toby and Light Comedy. Excellent wardrobe. Will double Light or song, dance and music specialties. Wilson, 819 E. Sixth, Danvers, Va.

AT LIBERTY MISCELLANEOUS

ELECTRICIAN — SHOWBOAT, STAGE, CARNIVAL and Projectionist Experience. Highest classed government licensed radio operator. Tell all and best offer. BOX C-7, Billboard, Cincinnati. fe25

At Liberty — Pecora, Candy Apple, Flou Man, 37, urban, reliable, neat. Have show outfit, bookkeeper type. What have you? Showman, 1816 Penn Ave., Jeannette, Pa.

AT LIBERTY M. P. OPERATORS

AT LIBERTY — SOUND PROJECTIONIST. Married, thoroughly reliable. Prefer steady position. Good references. VIRGIL WOOD, 119 E. Hunt St., Piquette, Ark. fe25

Professional — Experienced in theatre work on Pianos and Musical washlines. City anywhere. Efficient, reliable. Like a steady job married. M. B. Ozer, 824 S. 34th St., Tuscon, Ariz. fe15

AT LIBERTY MUSICIANS

ALTO SAX AND CLARINET—

Age 18, single. Read, good tone, take-off, lead or harmony. Location or road work. Well experienced. Have tenacity. Prefer smooth band. GORDON REINHOLD, 505 W. Main, Taylorville, Ill.

1ST TRUMPET — SIGHT

read, tone, range, double piano. Experienced night club, hotel bands. Location only, prefer small band. Closing here January 24. Wire GEORGE ROY, Box 624, Saginaw, Mich.

A-1 TRUMPET DOUBLING TENOR SAX—READ anything, take-off. Union 25. Car and tenacity. JACK EAGLE, 130 N. 10th St., Olean, N. Y.

HAMMOND ORGANIST, PIANIST — UNION. Solo or orchestra work. Cut show. Dance and dinner music. Young man, personality. BOX 211, care Billboard, 1564 Broadway, New York.

H A M M O N D ORGANIST — OWN ORGAN. First class. Free to go anywhere. W. ALLEN, 1525 W. Wells St., Milwaukee, Wis. fe25

HAMMOND ORGANIST — OWN ORGAN, sweet, sing, hotel, cocktail lounge. Can furnish unit. Write or wire. ORGANIST, 1027 Jennifer, Grand Rapids, Mich. fe25

TENOR SAX AND CLARINET — NEAT, YOUNG, experienced. Read well, good tone, transposition if necessary. No panics. State all. WARREN TIDEAMAN, 2005 Sumner St., Burlington, Iowa.

TENOR, CLARINET — 2D, 4TH LEAD. ALL specialties. References. MUSICIAN, General Delivery, Winston-Salem, N. C.

TRUMPET, ALTO SAX, DRUMMER, HORNS — Play any club, all good readers, reliable, experienced. Played together long time. Go anywhere. ANDREW BARBERELIS, 11 Kimball St., Haverhill, Mass. fe1

VIOLINIST DOUBLING CELLO, SAX — Experienced theatre, symphony, hotel, radio. Age 39. Write experienced Pianist, Organist. ARNOLD KESNER, 315 W. Main, Oley, Pa. fe1

3 TENOR SAX SECTION—TWO ARRANGERS and Vocalist. Transpose and double Clarinets. Real micky style and tone. All union, young, and simple with no habits. Two cars. State all particulars in first! Must give notice. SKEE ELDER, Beewyn Diner, Berwyn, Md. fe25

Accordion Player — Double Bass Saxophone, Clarinet, Piano, Attraction. Playing also in institution according to what men. Popular, Latin and continental music. Young, experienced. How Zure, care The Billboard, 1564 Broadway, New York City. fe1

See Also See-Clarinet—Read or anything. Possesses ability plus ambition. Prefer location in Kentucky or border States. No panics. Don't write. Exhibable only with John K. Edrill, Clintonville, Ky. fe1

At Liberty — Girl Violinist doubling Alto Sax. Young, attractive, college graduate. Interested in small outfit for cocktail lounge or lounge group. Prefer Southern locality. Box C-8, Billboard, Cincinnati. fe1

Circus Musician, Transport—Experienced and responsible. Wants engagement for coming season. Solo and lead worker. Tommy Osborne, 2110 N. 14th St., Omaha, Neb. fe25

Drummer — Experienced. New white pearl drums. Five to ten, for draft age, sober and reliable. No panics. Write Dave Fredrickson, General Delivery, St. Petersburg, Fla. fe1

Drummer — Age 19. Plenty experience, read and play. New Brown drums. Go anywhere. Also has strictly fine Transumptan. Fred Pita, Dunwoody Hotel, Macon, Ga. fe1

Hammied Organist, Pianist at Liberty—A No. 1. Perfectly trained. See Address at once. M. Marzio Biondi, 20 Hazard St., Janesville, N. Y.

AT LIBERTY PARKS AND FAIRS

FOR FREE ACTS — BOB

FISHER'S FEARLESS FLYERS, Box 31, St. Petersburg, Fla. fe1

ROSCOE ARMSTRONG'S COMEDY FORD ACT — Thrills, spills and excitement. ROSCOE ARMSTRONG, Taguay, Ind. fe1

Charles La Cruz — Outstanding Novelties Transport Act. Available for indoor events. Can erect any attractive solid-panel special apparatus under tent or low or high ceiling. Care advertising position free. Original act. Drawing card. Ask reasonable. Address Charles La Cruz, 1904 S. Ashland Blvd., Fort Worth, Tex.

The Gethers — Four different Free Attractions: Dancing Tight Wire, Balancing Trapes, Iron Jaw Rattler and Double Trapes. Lady and giant. Beautiful wardrobe. Reasonable. 201 W. North St., Cincinnati, O. fe15

AT LIBERTY PIANO PLAYERS

ARRANGER-PIANIST — CAN JOIN IMMEDIATELY. Transportation needed. State all. CHENEY GILLRUP, 153 W. Mark, Winona, Minn.

CARL WHYTE — SHOW OR COCKTAIL ROOM Pianist. Address General Delivery, Alexandria, La.

PIANO MAN — READ, FAKE, TRANSPOSE. Appearance, ability, long experience. FRANK D. CANNON, Bruceton Mills, W. Va.

AT LIBERTY SINGERS

VOCALIST — FRONT, VIOLIN, NOVELTIES, Impersonations and Comedy. Best work with presentation of semi-name band. Pictures, records, name references on request. VOCALIST, 5020 Division, Chicago, Ill. fe1

AT LIBERTY VAUDEVILLE ARTISTS

NATIONAL CHAMPION TRICK FIDDLER — Just finished theater circuit and Village Barn, New York City. Will join stage and radio shows. Play hot fiddle and plenty of break-downs. Have other novelties, flashy wardrobe, car. Work must be steady. Prefer cowboy or hillbilly bands. State full particulars in first. Will join by wire or write. FREDDIE STONE, R. D. No. 1, Stillwater, Pa. fe1

"KING" — HOLLYWOOD'S MOST EDUCATED horse, assisted by his pal, an English coach dog, all black and white. A feature for any event. P. O. BOX 1694, Hollywood, Calif. fe25

At Liberty—Nettie M. H. King, Musical Act. Best songs, variety. Act consisting of Vocal, Violin, Piano, etc. Address letters only to Genevieve Nettie King, care Seville Hotel, 228 Mitchell St., St. Louis, Mo.

Available After January 8 For Indoor Circus, Vaudeville, Etc.—The Baton Manipulating, Lariat Juggling and Acrobatic Bullwhip Chameleon. Book think in wardrobe. Box C-1, Billboard, Cincinnati, O. fe25

R. B. Geig's Attractions—Tennis Vandeville and Circus Act. Hit balls, four girls. Triple Bar Act. Double Clubs. Controversial. Springing Lizards. Slack Wire. Dog Act. Post Act. Comedy Billing. Double Clubs. Controversial. Springing Lizards. Can be booked as a unit or separately. Address Rina and Rock Bar, Danbury, Ind. fe1

Panama's Socklets Circus — Dog, Pter, and Monkey. Starting in Act consisting of the Famous White Cockatoo, Military March. Presented by the only original Prof. Panama, Address Circus, 2504 S. 8th St., Philadelphia, Pa. Season 1939-1940. fe25

Strong, Malcom, Popular and Hillbilly Signs Musical Tunes. Lady, Gertr. Now working. John Hill, views most or any reliable attraction. Novelty, car, act instruments. Long experience theater, radio. Also consider companionship with orchestra. Write Malcom, care Billboard, with card who can change three nights of work. We book, solo appearances, records, radio, etc. Theatrical. Write Entertainers, 702 Maple St., Shennott, Va. fe1

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a Word—FIRST LINE IN THIS STYLE TYPE
2c a Word—FIRST LINE IN THIS STYLE TYPE
1c a Word—ENTIRE AD in this style type.

Minimum 25c

Cash With Copy

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

AGENT—1940 FORD, AD-

vance any good name attraction. Theatres only. Write or wire. GENE DURNAL, Sky Harbor, Peoria, Ill. fe25

Agent with car drives book movie attractions suitable for school, radio, immediately. Year experience, white, friendly, dependable. Book Southern States Bill Aard. Can also rent tent, chairs, Southern territory. H. Bernard, General Delivery, Macon, Ga. fe1

Young Men—25 years, grown up in show business and publicity, seeks connections in work for booking agency or producer. At present gradually occupied; therefore might even consider half time at minimum salary until value is proved. One Mr. Drewitzer, Box 210, The Billboard, 1564 Broadway, New York.

AT LIBERTY BANDS AND ORCHESTRAS

WELL KNOWN MIDWESTERN TERRITORY Band — Ten men and girl. Styed, union. Recordings mailed upon request. ORCHESTRA, 247 Eighth, Murfreesboro, Ill. fe1

One of Finest Small Bands—Four or six men. Sweet, danceable, well organized. Hired for cocktail lounge, hotel, night club. Prestige includes Eisenhower Club, Biltmore, Elms, Grand Hotel, Mobil, Thomas Jefferson Hotel, Birmingham; Emerson Hotel, Baltimore. Just finished great session at Loeb's Club, Columbia. Available immediately, very reasonable. Wine Orchestra, 2024 Park, Columbia, S. C.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY — BUCK

LEAHY, Clown Contentionist, Pawtucket, R. I.

ANNEX ATTRACTION FOR '41 SEASON—

Show show or museum. Complete East wardrobe, haircuts. Can join at once. Will answer all mail promptly. State all. KAY ROGERS, 8 Andros Bldg., Lewiston, Me. fe1

THE FAMOUS DEL RIO MIDGETS ARE AT Liberty for the 1941 season. Anybody interested in the act, please call Seelye 8793 for appointment, or address THE DEL RIO MIDGETS, 2121 W. Washington Blvd., Chicago, Ill. fe1

CONVENTIONS



Alabama—Order of Red Men. April 13. M. D. Friedman, Box 494. Gadsden—Mks. May — J. Lowrey Rogers, Box 790.

Arizona—State Elks Assn. April — Frank Michaels, Elks Club, Tucson, Ariz. Phoenix—Order of Odd Fellows. April 25-27. Cecil H. Appertson, R. 1, Box 209, Glendale, Ariz. Phoenix—P. & A. Masons. April 2-3. Harry A. Drachman, Box 229, Tucson, Ariz. Phoenix—Knights of Pythias. May 12. John D. Loper, Box 2191, Phoenix.

California—Foresters of America. May 15-17. Frank L. Zetich, 1182 Market, San Francisco. Oakland—O. A. H. Encampment. April 27-May 2. Mrs. L. Gardiner, 1023 Lovelock st., Los Angeles. Salinas—Bevoe Assn. of America. Jan. 23-25. Fred S. McCarry, Salinas. San Francisco—Knights Templar. April 21-23. H. Thos. A. Davies, Masonic Temple. Santa Cruz—Order of Odd Fellows. May 12-17. Frank D. Macbeth, 26 7th st., San Francisco.

Colorado—Junior Order. May 1. L. B. Young, 725 Colorado Bldg., Denver. Del Monte—Knights of Columbus. Late May. William J. Carter, 125 W. 8th, Leadville.

Connecticut—Order Red Men. May 16. William Saunders, 79 Woodside ave., Waterbury.

Delaware—Junior Order. April 15. J. M. Seaton, 997 Taylor st., Wilmington, Del.

District of Columbia—Order of Red Men. Feb. 10-11. Walter M. Alexander, 4104 5th st. Washington—Knights of Pythias. Feb. 19-19. A. Kimmel, 1912 5th st., N. W.

Florida—Shrine Directors' Assn. of N. A. March 25-26. C. Fischer, Box 453, Charleston, S. C. Jacksonville—Order of Odd Fellows. April 14-16. Frank Grant, Fraternal Bldg., Orlando. Jacksonville—Sons of Union Veterans. April 10. C. S. Locke, St. Cloud, Fla. Jacksonville—State Pythias Assn. May 26-31. C. E. Wynn, Box 102. Key West—American Legion. April 24-29. Al Mills, Trumbo Hotel, Key West. Okaloosa—Junior Order. May 12. John R. Steifer, 305 Cass st., Tampa. Orlando—Knights of Pythias. April 25-26. L. B. Sparkman, 2411 Tallahassee st., Tampa. P. Pierce, R. F. & A. Masons. April 15-17. George W. Huff, Masonic Temple, Jacksonville.

Tampa—Tin Can Tourists of the World. Feb. 19-21. G. B. Moady, 714 Greenman ave., P. Wayne, Ind.

Georgia—Assn. of Southern Agr. Workers. Feb. 5-7. Fred E. Miller, Box 2031, Raleigh, N. C. Mason—R. & S. Masons. April 30. W. J. Tom Jr., 601 Mulberry st. Atlanta—Grand Lodge of Knights of Pythias. May 21. Lee W. Verrell, Natl Bldg., Atlanta.

Illinois—State Farmers Grain Dealers' Assn. Feb. 11-12. Idaho—Mabo Falls—Knights Templar. May 13-16. D. P. Banks, Box 2267, Boise.

Illinois—Pressions Advertisers Assn. of America. Inc. April 25-26. Howard W. Dunk, 509 9th ave., New York. Indiana—Grand Lodge F. & A. M. of Ind. May 17-22. William H. Swiniz.

Iowa—Boone—R. A. & S. Masons. April — George E. Madsen, Glenwood, Ia. Cedar Rapids—Masons' Conf. of Musicians. April 29-31. Claude E. Pickett, 221 Jewett st., Des Moines.

Washington—State Farmers Grain Dealers' Assn. Jan. 26-29. D. E. Edgson, Box 695, Fort Dodge, Ia. W. S. Malone—National Farm Institute. Feb. 7-12. John D. Givens.

Kansas—Sons Union Vets of Civil War. May 8-11. O. C. Altsch, El Dorado. Hollington—Knights of Columbus. May — Raymond Walchlar, Abilene. Newton—Knights Templar. May 13-14. Elmer F. Miran, Topeka.

Washington—Masonic Bodies. Feb. 17-20. Joseph W. Mason, 1000 Washington, D. C. Wichita—State Livestock Assn. March 5-7. J. Miller, State House, Topeka.

Kentucky—Louisville—G. A. R. of Ky. Last week in April. M. Davidson, 655 S. 35th st. Louisville—Knights of Columbus. May 19-19. J. C. Chivers, New Roads, La. Crowley—Knights of Pythias. May 26. W. E. Adolph, 920 Carondelet Bldg., New Orleans.

New Orleans—P. & A. Masons. Feb. 2-4. D. Peter Lagans, P. O. 232 St. Charles st. New Orleans—R. A. & S. Masons. Feb. 3-4. L. W. Harris, Box 404, Alexandria, La.

Maine—Lebanon—Grand Domain of Maine. May 21. Harold P. Edger, 145 a Congress, Portland.

Maryland—Order of Odd Fellows. April 20-22. J. F. Sina, 1 O. O. P. Temple. Baltimore—Junior Order. April 15-16. H. L. Memmerick, 109 N. Paccasi st.

Massachusetts—Boston—N. E. Awning & Tent Mfrs' Assn. Feb. 17-18. H. J. Scantlebury, 11 N. Washington st. Boston—Sons of Union Vets. of Civil War. April 2-3. Leon R. Palmer, 88 Tremont st. Boston—G. A. B. of Mass. April 6-6. Mrs. H. A. Phinney, State House, Boston.

Michigan—Detroit—State Assn. of Fairs. Jan. 21-23. J. S. Kelley, Hillsdale, Mich. Detroit—Junior Order. May 9-10. W. S. Engerich, 1417 Fairmount Drive, East. Jackson—State Assn. of Nurserymen. Jan. 21-23. H. E. Hunsiker, Box 213, Niles, Mich.

Minnesota—Minneapolis—Farmers Elevator Assn. of Minn. Feb. 18-20. A. F. Nelson, 906 Phoenix Bldg. Minneapolis—Knights Templar Assn. Feb. — C. A. Mathis, 1325 Oscoda ave., St. Paul. St. Paul—State Farm Bureau. Jan. 20-23. J. S. Jones, Globe Bldg.

Mississippi—Meridian—F. & A. Masons. Feb. 11-12. Ed P. Curtis, Box 1050.

Missouri—Excelsior Springs—Order of Odd Fellows. May 27-29. Ben Weida, 3165 Lincoln, St. Louis. Hermann—Order of Eagles. May 22-24. Al Kies. Joplin—O. A. R. May 5-8. Dorothy Pierson, 406 North, St. Louis. Kansas City—R. A. & S. Masons of Mo. April 21. Ray W. Denlow, Box 929, Trenton, Mo. St. Louis—White Shrine of Jerusalem. May 20-21. Clara Hannon, 543 Congress st., Chicago. Washington—State Elks' Assn. May 3-4. Ernest W. Baker, Brecker.

Montana—Great Falls—Rocky Mountain Assn. of Fairs. Jan. 26-28. Jack M. Suckroff, Sidney, Mont.

Nebraska—Alliance—Knights Templar. April 17-18. L. E. Smith, Masonic Temple, Omaha. Beatrice—G. A. R. May 29-32. Lena Brown, State House, Lincoln. Lincoln—State Assn. of Fair Managers. Jan. 27-29. Chas. G. Marshall, Arlington, Neb. Omaha—Farmers' Educational and Co-Op Union. Feb. 11-12. E. L. Sporemer, 2905 and Leavenworth st.

New Hampshire—Claremont—Order of Odd Fellows. May 7. Ernest Dudley, Concord.

New Jersey—Atlantic City—Variety Clubs of Amer. April — E. R. Reuben, 1735 Knox st., Minneapolis, Minn. New Brunswick—Grand Encampment IOOF. May 6. Emil A. Kopf, 609 Alexander ave., Linden.

New York—Albany—State Assn. of Agr. Societies (Fair Societies). Feb. 18. G. W. Harrison, 131 N. Pine ave. New York—Grand Lodge F. & A. M. May 4-6. Charles H. Johnson, 71 W. 23d st., New York. Saratoga Springs—State Council Knights of Columbus. May 29-31. Francis J. Niles, 859 E. 11st. Utica—State Fire Chpts' Assn. May 19-21. Chris W. Noll, Foughtekope.

North Carolina—Charlotte—Improved Order Red Men. May 12-14. W. H. Goodwin, Box 226, Elizabeth City. Raleigh—Grand Lodge of Revolution. April — Carl O. Willard, Box 405.

North Dakota— Fargo—State Assn. of Fairs. Jan. 23-25. Dr. G. A. Ottinger, Jamestown, N. D. Grand Forks—State Farmers Grain Dealers' Assn. Feb. — C. H. Conaway, 913 Black Bldg., Fargo.

Ohio—Columbus—State Prot. of Magicians. Jan. 24-25. B. W. Reilly, 37 E. Long st. Columbus—State Hort. Soc. Jan. 27-29. Frank N. Beach, State Univ., Columbus. Columbus—Natl. Society Sons of American Revolution. May 18-21. Frank B. Steele, 1227 16th st., Washington, D. C. Toledo—State Farmers Grain Dealers' Assn. Feb. of Feb. 22. C. S. Latchaw, Box 128, Fostoria, O. Youngstown—Knights of Columbus. May 19-24. James P. Lavy, Box 12, Milan.

Oklahoma—Enid—A. F. & A. Masons. Feb. 11-12. C. A. Shireburn, Masonic Temple, Guthrie, Okla. Enid—Grand Commandery Knights Templar. May 6-7. James A. Laibin, Box 227, Muskogee. Oklahoma City—Woodmen of the World. April — R. L. Pagan, Masonic Bldg. Tulsa—State Soc. Sons of Amer. Revolution. Feb. 22. Wm. J. Cross, 907 Tradesman's Oklahoma City.

Oregon—Baker—Order of Odd Fellows. May 21-22. William Morand, 1513 S. W. 10th st., Portland. McMinnville—Associated Employers of Ore. March 25-27. Dan May, Marion Hotel, Salem. Portland—Knights Templar. April 14. D. R. Cheney, Masonic Temple. Portland—R. & S. Masons. April 19. J. H. Richmond, 8 S. Peacock lane.

Pennsylvania—Harrisburg—State Assn. County Fairs. Jan. 20-31. Oona W. Sawyer, Reading, Pa. Philadelphia—Meds. Asiatic. Centras Goods Mfrs. Assn. Feb. — J. M. Barnett, 131 Arch st., Philadelphia. Pittsburgh—G. A. S. Grand Commandery Knights Templar. May 25-28. John W. Laird, Masonic Temple, Philadelphia. Williamsport—R. & S. Masons. April 15. S. C. Wolfe, 216 1/2 Main, Bank Bldg.

Rhode Island—North Scituate—Order of Odd Fellows. May — Albert S. Pils, 46 Weybosset st., Providence. Providence—Society of American Magicians. May 12-14. L. L. Lusk, 100 W. 7th. Romaine ave., Jersey City, N. J. Providence—Sons of Union Veterans. Civil War. April 15. H. J. Geer, Housa, R. L.

South Carolina—Charleston—A. F. Masons of S. C. March 12-15. O. Frank Hart, 503 Palmetto State Life Bldg., Columbia, S. C. Charleston—National Sojourners. Inc. May 22-24. George F. Umhacker, 129 Glenbrook Road, Bethelham, S. C. Columbia—Order of Odd Fellows. May 14. S. F. Killingsworth, 1109 Hampton ave. Columbia—Junior Order. April 22. C. J. Holsenbeck, Box 969, Sparanburg, S. C. Columbia—State Assn. of Fairs. Jan. 23-25. J. A. Mitchell, Anderson, S. C. Columbia—Knights Templar of R. & S. Masons. April 8. O. Frank Hart, 503 Palmetto State Life Bldg.

Tennessee—Knoxville—Junior Order. May 13-14. Clarence E. Floyd, Box 86, Sweetwater. Nashville—Sons of American Assn. Feb. 19-20. Prof. G. M. Bentley, Univ. of Tenn., Knoxville. Nashville—Woodmen of the World. March 24-26. H. V. Farrell, 816 Meridian st.

Texas—Beaumont—Woodmen of the World. March 24-26. Paul G. Miller, 1104 Dallas Natl. Bank Bldg., Dallas. Beaumont—Grand Lodge Knights Pythias. May 12-14. Theodore Yarbrough, Box 214, Weatherford. Dallas—State Assn. of Fairs. Jan. 30-Feb. 1. Fred H. Cecil, Box 53, Plano, Tex. Dallas—Order of Odd Fellows. March 17-19. Jennie East, 4241 Travis st. Dallas—Inventors & Manufacturers. Exhibition. March 4-7. Albert G. Burns, 1040 Adolphus. Ft. Worth—Natl. Order Eagles. May 20. W. J. Gordon. Fort Worth—Knights Templar. April — T. M. Bartley, Masonic Temple, Waco, Tex. Galveston—Knights of Columbus. May 12-14. Gus Strawn, Balleystown. San Antonio—Texas & Southwestern Cattle Raisers' Assn. March 18-20. Henry Bell, Coliseum Bldg., Fort Worth.

Utah—Salt Lake City—Order of Odd Fellows. May 20-21. L. A. Giddings, 41 P. O. Place.

Vermont—Newport—Order of Odd Fellows. May 15. Donald C. Crossman, Box 6, Burlington.

Virginia—Fredericksburg—Woodmen of the World. April 8. Jas. W. Gentry, 2129 Griffin ave., Richmond. Lynchburg—Order of Odd Fellows. May 27-28. T. Wiley Davis Jr., 796 E. Broad st., Richmond. Richmond—Grand Commandery Knights Templar. May 5-9. C. Vernon Eddy, Box 14, Winchester. Richmond—F. & A. Masons of Va. Feb. 12-14. James M. Clift, Masonic Temple. Richmond—State Assn. of Fairs. Jan. 27-28. C. B. Reiston, Box 482, Staunton, Va.

Washington—Bellevue—State Council Knights of Columbus. Late May. Al O. Schott, Box 168, Walla Walla, Wash. Seattle—Pacific Northwest Reg. Unit Soc. of American Florists. March 23-25. Dr. L. H. Knecht, Wash. State College, Pullman, Wash.

West Virginia—Bluefield—Grand Commandery Knights Templar. May 14-15. Henry F. Smith, Fairmont. Marietta—Improved Order Red Men. May 20-21. William Carson, 1291 McVeigh, Huntington.

Wisconsin—Madison—American Handmakers' Assn. Feb. 27-March 3. Glenn C. Bannum, Park Hall, N. U., Evanston, Ill.

Canada—Leitchridge. Alta.—Order of Odd Fellows. March 12. Alex. B. Ballentine, 202 I. O. O. F. Lodge, Ont.—H. A. Masons. April 22-24. C. Smith, 582 Dufferin ave. Sault Ste. Marie—W. Grand Chapter. May — Francis B. Reilly, 212 Westman Chambers, Regina. Temple, Calgary. Toronto, Ont.—Class B Fairs' Assn. Feb. 12. Toronto, Ont.—Ontario Assn. of Agr. Societies. Feb. 13-14. Toronto, Ont.—Ontario Hort. Assn. Feb. 27. Winnipeg, Man.—Western Can. Fairs' Assn. Jan. 28-29. Keith Stewart, Portage la Prairie, Man.—Western Can. Assn. of Exhbs. Jan. 29-31. Sid W. Johns, Saultkolon, Sask.

California—Imperial—Imperial Co. Fair. March 1-3. D. V. Stewart. Imperial—Imperial Co. Fair & Date Festival. Feb. 20-23. George M. Ames. San Bernardino—National Orange Show. March 13-23. William Sklar.

Florida—Bowling Green—Hardee Co. Strawberry Festival. Jan. 20-23. H. H. Bryan. Brevard—Lake Co. Fair. March 10-15. Karl Lettmann. Fort Lauderdale—Broward Co. Agril. Fair Assn. Feb. 8-15. W. E. Foster. Fort Myers—Southwest Fla. Free Fair. Feb. 17-23. C. P. Beck. Homestead—Recland Dist. Fruit Festival of Dade Co. March 1-3. E. H. Okubler. Melbourne—Brevard Co. Fair Assn. March 2-10. C. H. McNulty. Orlando—Central Florida Expo. Feb. 24-March 1. Orlando. Ft. Pierce. Palmetto—Manatee River Fair Assn. Jan. 20-25. Dr. L. M. Schindler. Plant City—Florida Strawberry Festival. First week in March. H. H. Hall. Ruskin—Florida Tomato Festival. April 24-28. George D. Buchanan. St. Petersburg—H. H. Okubler Co. Agril. Fair Assn. & Pageant of Sara de Sota. Week of March 2. John Brandt. Tampa—Sebring Fairs' Assn. Co. Fair Assn. Week of March 3. E. H. Wilson. Tampa—Florida Fair & Asparagus Carnival. Feb. 4-18. P. T. Stroud. Vero Beach—Indian River Co. Fruit Festival Assn. Feb. 5-8. B. H. Phillips. Winter Haven—Florida Orange Festival. Jan. 27-Feb. 1. W. W. Jamison.

Texas—El Paso—Southwestern Livestock Show. March 20-31. W. B. Foster. Fort Worth—Southwestern Expo. & Fat Stock Show. March 7-16. John B. Davis. Houston—Fat Stock Show & Livestock Expo. Feb. 5-12. W. O. Cox.



These dates are for a five-week period.

Arizona—Tucson—Livestock Show, Industrial Fair & Expo. Feb. 31-23. C. Edgar Goyette.

California—Big Bear Lake—Snow Sports Carnival. Feb. 8-9. Clifford L. Hawson. Clevelevad—Ostrin Fair. Feb. 21-23. M. A. Allen. Los Angeles—Gift & Art Show. Jan. 28-28. James F. Boie.

Florida—Arcadia—Fla. Championship Rods. Jan. 22-25. Avon Park—Historical Pageant. Feb. 19-23. Bradenton—Auto Tourist's Assn. & Trailer Show. Jan. 19-23. Edw. H. Jungles. Bradenton—DeSoto Pageant. Feb. 19-22. Bushnell—Arbor Day Celebration. Feb. 22. Busin—Washington's Birthday Celebration. Feb. 22. Key West—Pieta Tropicals. Feb. 25. Ella J. Stothard, Box 855. Key West—Monroe County Fair & Vol. Firemen's Frolic. Jan. 19-23. Kitchener—International Rods. Feb. 15-23. Miami—Circus-Rodeo-Thrill Show. Feb. 1-4. Larry Sabrosky. Sarasota—Trailer Show. Jan. 19-23. Tampa—Auto Carnival. Jan. 25-28. Tampa—Boise Show. Feb. 21-23. Mrs. J. Webb, 314 Rosemere Road. Tampa—Gasparrilla Invasion & Parade. Feb. 10-11. Tampa—Horse Show. Feb. 27-March 1. Mrs. H. Howard Webb, 314 Rosemere Road. Venice—Air Meet. Jan. 28. Vero Beach—Indian River County Fruit Festival. Feb. 5-8. B. H. Phillips.

Georgia—Albany—Fat Stock Show. Feb. 25. A. E. Runkel.

Illinois—Chicago—Marchandais Fair, Inc. Feb. 3-7. Walter J. Kenney, 890 Broadway, New York. Chicago—National Boat & Sports Show. Feb. 1-9. Hubbard H. Erickson. Chicago—Winter Sports Show. Feb. 23-March 1. F. W. Kahler. Chicago—Gift Show. Feb. 3-14. George F. Little.

Louisiana—New Orleans—Mardi Gras. Feb. 19-25.

Massachusetts—Boston—New England Sportsmen's & Boat Show. Feb. 1-9. Albert C. Rau. Worcester—Charity Circus. Jan. 20-23. E. Housenau.

Michigan—Cheesaning—Community Fair. Jan. 22-23. C. L. Taylor. Detroit—Builders' Show. Feb. 14-23. Kenneth D. McGovern. Grand Rapids—Saladin Temple Shrine Circus. Jan. 27-Feb. 1. C. Hoffmann. Jurgensville—Winter Sports Carnival. Feb. 20-23. Clarence T. Bollock. Mending—SKI Tournament. Feb. 16. C. L. Peters. Pigeon—Winter Carnival. Feb. 7-16. W. McDonald. Sault Ste. Marie—Winter Carnival. Feb. 11-13. John R. Merrifield.

Minnesota—St. Paul—Fairs' Assn. & Home Week. Jan. 20-25. J. O. Christensen, Minneapolis. St. Paul—Winter Carnival. Feb. 1-9. Henry J. Lund.

(See Lists on page 54)

TRADE SERVICE FEATURING THE Billboard logo Winter Fairs Arizona Tucson—La Feida de las Negras, Livestock Show & Fair. Feb. 17-22. Mary Lovise.

Wholesale merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

An operator who has been fairly successful with a small razor deal wants to know how to protect himself against unnecessary headaches as he travels about the country . . . how to go about working a new town . . . whether it is wiser to work small or large cities. He is smart asking these questions for we have heard of operators who got themselves in a jam with local authorities because they walked into a town cold without bothering to check conditions first.

A deal operation is primarily local in character. It is therefore important that the operator post himself on local ordinances, on the attitude of the town officials, and the public in general toward his business. Doing this he will seldom, if ever, get into trouble. Of course, if an operator does something which is definitely out of line—like misrepresenting merchandise offered, switching merchandise when cards are completed, forgetting to compensate the worker of the card, or forgetting to deliver awards after collecting the take—he will and should wind up in the arms of John Law. That type does not belong in this field and the sooner he is run out of business the better.

If an operator sets up his deal properly he can make money anywhere in towns where population is fairly limited and in cities where the population figures run into many hundreds of thousands. When merchandise awards have consumer appeal, and deals are changed as soon as the turnover shows signs of tapering off, the operator can always be sure of his share of the long green.

George F. Little announces the following dates of Gift Shows to be held this year. Chicago Gift Show, February 3-14; New York Gift Show, February 24-29; Boston Gift Show, March 10-14; Philadelphia Gift Show, March 24-27, and Pittsburgh Gift Show, March 31-April 4. Operators who can conveniently attend these shows would be wise to do so. (See DEALS on page 54)

Merchandise Users Getting Set for Four Big Occasions

NEW YORK, Jan. 18.—Pitchmen, streetmen, badgeboard workers, agents, bingo operators, and users of stuffed toy prizes are reported busy scouting for items to be used on four big occasions, St. Valentine's Day, the New Orleans Mardi Gras, St. Patrick's Day, and Easter. Supply houses report that many new items are expected on the market and that prospects for business this year are better than ever.

Streetmen and agents, in many instances, have already ordered supplies of comic and sentimental valentines. Firms dealing in such lines are offering complete assortments at lower prices. St. Patrick's Day, March 17, will again be a money-maker for pitchmen, streetmen, and badgeboard workers. Parade plans are already in the making, assuring those in the trade of top business.

Novelty and souvenir workers are preparing for the Mardi Gras, as it annually draws large crowds to New Orleans and much nation-wide publicity is given the event.

Wholesale houses handling stuffed toys are getting their stocks in shape for Easter, which falls on April 13 this year.

155,000 Men To Train in La., Ala., and Miss. Army Camps

Figure to be reached by June 1—training camp workers scout for items to take care of growing field — salesboard men find biz good in section

NEW ORLEANS, Jan. 18.—News that approximately 155,000 men will be in camps in Alabama, Mississippi, and Louisiana by June 1 has spurred training camp workers in those areas to extra efforts to secure suitable merchandise. Orders have already been filed with jobbers for delivery about that time. Along with the announcement that camps would reach this figure in the summer came news that manufacturers are concentrating on training camp items. This news was also well received, for workers have been scouting for merchandise that would click. A variety of items is offered at present, but workers have said that new lines and designs are necessary. Repeat orders on lines being sold now, principally to construction workers and national guardsmen who have arrived in camp, have been numerous, but new lines have not been forthcoming as rapidly as had been expected.

In Alabama approximately 25,000 men will be stationed at Maxwell Field, near Montgomery. Fort McClellan, near Anniston, is expected to have about 20,000. Camp Shelby, near Hattiesburg, Miss., is now in a state of construction, with the view of housing 50,000 men by June 1. Detachments of National Guardsmen have already arrived, and the town is booming. Rooms are at a premium, with construction workmen commuting to and from work.

75,000 Near Alexandria

Louisiana will afford training camp worker the best set-up of the three States named. In the four stations in the State a contingent of nearly 80,000 men is expected. Of this number almost 75,000 will be located in the vicinity of Alexandria, where Camp Beauregard, Camp Claiborne, and Camp Livingston are located. The last-named will house the greatest number of men, 30,000. At Shreveport, site of Barksdale Field, 4,000 men will be located.

While Beauregard was established during the World War, it is now undergoing expansion and improvements. Claiborne and Livingston are new camps. To accommodate such large numbers of soldiers, hundreds of workmen, such as carpenters, bricklayers, plumbers, and laborers, are on the scene. There are adjoining salesboard operators and training camp workers a good field. One of the items that is reported going strong with salesboard operators is the new Port-o-Bar service for six, containing 14 pieces. Set includes six highball glasses, four jigger glasses, and glass ice tray. Bar is 10 inches wide, 7½ inches high and 24 inches long. Item is available in combinations of walnut and ivory, black and silver, ivory and gold, and hammered silver and black finishes.

Waving Flag Big

A patriotic item that shows indications of clicking solidly in this section is the new action flag, consisting of an American flag 18 by 12 inches, with 36-inch mast. Electrically operated blower creates a breeze for constant waving. Bingo operators in the section have joined with salesboard operators in offering the item and report that demand is mounting steadily.

Fur coats, especially boleros and jackets, have hit a high mark in this section, due to increased employment afforded by camp construction work. Sweater length coats have also been strong. Popularity of fur deals is attributed to the quality of the items now available at low prices. With the 1941 designs, operators are pushing the numbers to make hay while the sun shines, as winter has only a couple of months to run in this section.

When asked what type of novelty was leading, one worker said, "Anything with an eagle or military insignia." A survey of the various stands proved that opinion correct.

Cincy Bingo \$2,381,573

CINCINNATI, Jan. 18.—Gross bingo receipts during 1940 here set a record total of \$2,381,573.14, a report made by Police Chief Eugene T. Weatherly to City Manager C. O. Sherrill reveals. This was the first year receipts were over \$2,000,000.

Receipts showed a 23 per cent increase over the 1939 figure of \$1,924,681.10. The games increased 18.7 per cent and attendance 29.5 per cent.

During 1940 there were 2,718 games, as against 2,259 in 1939. They were attended by 3,147,837 persons as compared with 2,431,861 in the previous year. Prizes distributed amounted to \$572,339.26, with sponsoring groups receiving a profit of \$1,809,293.88. Figures for 1939 listed prizes as \$465,721.59 and profits as \$1,458,959.60.

Last year the average cost per person attending the games dropped from 60 cents in 1939 to 57.4 cents. Chief Weatherly said in his report. In 1940 the number of games per week was 52.3 and the average weekly attendance at all games was 60,575.8.

December gross receipts amounted to \$199,057.50, with attendance of 270,063. Prizes totaled \$47,906.59, with sponsoring orgs realizing a \$151,151.11 profit.

Convention List

A list of conventions and other events will be found in the List Section of this issue.

U. S. Army Posts, Camps, and Stations

Each week one of the nine corps areas of the army will be listed in this section. Cite these lists for future reference.

Seventh Corps Area

(Missouri, Kansas, Arkansas, Iowa, Nebraska, Minnesota, N. Dakota, S. Dakota)

ACTIVITY	POST OFFICE	FREIGHT STATION
Army and Navy General Hospital	Hot Springs, Ark.	Hot Springs, Ark.
Fort Crook	Fort Crook, Neb.	Fort Crook, Neb.
Fort Des Moines	Fort Des Moines, Ia.	Des Moines, Ia.
Fort Dodge	Herrold, Ia.	Johnston, Ia.
Fort Leavenworth	Fort Leavenworth, Kan.	Fort Leavenworth, Kan.
Fort Lincoln	Bismarck, N. D.	Bismarck, N. D.
Little Rock Air Depot	Little Rock, Ark.	Little Rock, Ark.
Municipal Airport	Lincoln, Neb.	Lincoln, Neb.
Marshall Field	Fort Riley, Kan.	Fort Riley, Kan.
Fort Meade	Fort Meade, S. D.	Sturgis, S. D.
Fort Omaha	Omaha, Neb.	Omaha, Neb.
Offutt Field	Fort Crook, Neb.	Fort Crook, Neb.
Richards Field	Kansas City, Kan.	Kansas City, Kan.
Fort Riley	Fort Riley, Kan.	Fort Riley, Kan.
Remount Purchasing and Breeding Headquarters	Kansas City, Mo.	Kansas City, Mo.
Fort Robinson	Fort Robinson, Neb.	Fort Robinson, Neb.
Camp Joseph T. Robinson	Little Rock, Ark.	Little Rock, Ark.
Fort Snelling	Fort Snelling, Minn.	Fort Snelling, Minn.

BINGO BUSINESS

By JOHN CARY

BOTH Massachusetts and Vermont are planning to do something about bingo soon.

FROM BOSTON comes the report that State supervision of bingo is called for in a bill filed with the clerk of the State House of Representatives. Bill calls for a license to be issued by the State Racing Commission, and operators would turn over 25 per cent of the money to the municipality and 12½ per cent to the State to help reduce taxes.

CITY Grand Juror Joseph S. Wood, Burlington, Vt., has announced that he is drafting a bill for presentation to the 1941 session of the Vermont Legislature, legalizing bingo games operated under charitable auspices. Law will provide for police regulation and will be sponsored in the General Assembly by State Senator Russell F. Niquette, Winooski.

ONE of the headaches often confronting operators is the matter of holding games in municipally-owned buildings. On other occasions we have stressed the necessity of getting the approval of all officials who are in any way connected with the building in question. A letter from a reader again shows us how important this matter is and how inconvenient it can be if the consent to use the building is not properly executed. It seems that this particular operator went to the official he believed was in full charge of the building. Permission to hold a series of games was granted, and the operator went ahead to advertise his games. After the first was held a squawk went up. While the operator was lucky in getting another suitable hall, he was inconvenienced by the move and no doubt lost some business because of the change in address.

OFFICIALS assigned to the management felt that the one who approved the games was taking too much upon himself. There was no objection to the operator or the game, but to the official. Bingo suffers from such misunderstandings, and this case is cited to show operators that one can't be too careful in arranging for the use of municipal halls. When securing permission to use the hall, be doubly sure that the person granting it has the authority to do so. (See BINGO BUSINESS on page 54)

SOMETHING NEW FOR SALESCARD OPERATORS

Smart Miniature **GOLF BAG LIGHTER**

for home and office

Just snap the lighter in. It lights every time. 2" high. Oxidized Silver. Contains lasting fuel reserve.

Samples \$1.50

Write for our Deal and Quantity Prices, and Deposit All Orders.

FREDMORR, Inc.
110 West 42nd St., New York

EXCLUSIVE FUR COATS

JACKETS * Luxuriously Marked **BOLEROS** *

Beautifully Styled Quality Workmanship at Popular Prices. We offer: Coats, Sedlitz, Beaverets, Garcoats, Skunks, Krampus, Squirrel, Persian, Racoon, Skunks, Foxes.

Buy direct from manufacturer and profit. Write for FREE List and Illustrated Catalog. Concessionaires, Retailers and Salesboard Operators, secure the best values. Ask for special details.

S. ANGELL & CO. Manufacturing Furriers
126 W. 27th St., Dept. B-35, New York, N. Y.

Extra Value! **\$2.25 EACH**

5 for \$10.50

No. BB 9583 - Ladies' Bracelet Watch. Exquisite 12 1/4 L. (Close Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jewel movement. Each in attractive gift case. An amazingly big value and whitening premium item. Save money NOW by collecting five Watches for \$10.50.

DEALERS. Write for Catalog.

ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

MIDGET BIBLE

(Over 200 pages, size of postage stamp, completely legible)

And 10¢ & 25¢ Paper Covered Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMIISTRY, VENTRILQUISM, MINISTRY & IMITATIONS, etc. Over 100 books on unusual subjects. For terms and list, write today for 5¢ gratis. Write for prices. Add this profitable side line!

JOHNSON SMITH & CO.
Wholesale Dept. F, Detroit, Michigan

GENUINE FUR COATS & FUR JACKETS

Guaranteed Superior - \$900 up

1043 Styles. Finest Quality. Fastest Sellers! All popular furs, styles, sizes. Immediate delivery. Money refunded in 30 days if not satisfied. Write Today for new low price list & catalog.

ROSE FUR CO.
49 W. 27th St., N. Y. C.

CHEVILLE BED SPREADS

Usual \$2.98 retail values, 96x102 in., colored grounds, \$22.50 dozen, 3 samples \$6.00, F. O. B. Nelson. 34¢ cash. Balance C. O. D. Satisfaction guaranteed.

G.A. BED SPREAD CO., B-R, Nelson, Ga.

FREE! WHOLESALE CATALOG

4000 OPPORTUNITIES

Household goods, display items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog. For women, agents and dealers.

280 PAGES

Checklist of interesting money-making ideas that may increase your earnings \$2 to \$10 a day and thrilling value lists. Each and every item sold under a money-back guarantee. Get your copy by sending for it today.

SPONS CO., 1-41 Superior, La Center, Minn.

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.

Recordio

Recordio Jr. is the new recorder, phonograph, and radio that is clicking with premium users, Evans Novelty Company reports. This portable and all-electric device is a Wilcox-Gay product. It is a three-way money-maker in that the recorder is simple to operate and plays back recordings immediately, 10 and 12-inch records may be used on the phonograph turntable, and as a radio it has a five-tube AC super-heterodyne circuit of powerful performance. Radio dial is illuminated. The case is of the latest design. Recordio Jr. comes ready to operate, with microphone, needles, blank records, and instructions. It has a permanent magnet speaker and weighs less than 20 pounds. Airplane style luggage covering is 12 1/2 by 12 1/2 by 9 1/2 inches. Has snap-on cover with strong handle. Operates on 110-volt AC current. The item shows possibilities of being one of the greatest money-makers for the coming season, the firm adds.

Walplaques

Wooden Walplaques with birds, horseheads, elk, fruits, and fish on them are proving a big hit with prize users over the nation, Leo Kaul Importing Agency reports. Plaques are in natural colors, and the objects in such high relief that some of them stand out two inches from the background. They are delicately colored. Colors contrast with the monochromed background, giving the plaques an attractive and distinctive appearance. Items is available in sizes from five to nine inches in diameter. Prices vary according to size and object pictured, but allow prize users an opportunity to make a sizable profit, the firm adds.

Foot Remedies

According to Sloane Products, Inc., pitchmen and demonstrators are garnering good profits with foot remedies. Among remedies that are selling in large quantities are Sloane's Nu-Foot Shampoo Powder, Nu-Foot Ointment, Nu-Foot Balm, and Nu-Foot Corn and Callous Liquid. Since the preparations are said to soothe tired, smarting feet and alleviate other foot discomforts, the field of prospective customers is unlimited. Firm also has available a book, *Foot Hygiene*. Directions for use and ingredients are included in the three-color labels used on the products. Special prices are available, it is reported.

Action Flag

Action Flag, reports D. A. Pachter Company, is one of the hottest patriotic items

NEW 5 STAR AERO BINGO BLOWER

- * Foot-proof operation.
- * Automatic master-board returns balls.
- * One-year guarantee.
- * Portable - carried anywhere.
- * Hexagonal in shape; red & black colors.

No second-hand material used in this high grade Bingo Blower. Jobbers, write for full particulars.

Special price on Bingo Specialists in dozen lots and over.

1123 Broadway, N.Y.C. **MORRIS MANDELL**

The "Hit" of The Show!

THE SENSATIONAL New WILCOX-GAY 1941 RECORDIO JR.



3-IN-1 COMBINATION

- ★ RECORDER
- ★ PHONOGRAPH
- ★ RADIO

MAKE YOUR OWN RECORDS!

AN IRRESISTIBLE 3-WAY MONEY MAKER!

A sensational New Premium! A Recorder, Phonograph and Radio, ALL IN ONE! With just a flip of a switch you have your choice of 3 INSTRUMENTS... 3 TYPES of entertainment. Makes amazing professional-like recordings of home entertainment or radio programs... and plays them back, immediately. Extremely simple operation. ALL ELECTRIC. Rich clear tone. Quality made. Nationally advertised. Comes complete ready to operate. Priced for big volume sales. Here's the HIT Premium for '41! Send for details NOW!

EVANS NOVELTY COMPANY

A Division of Premium Sales Company
Largest Direct Factory Representatives in the Premium World

800 WASHINGTON BOULEVARD CHICAGO, ILLINOIS

MISS AMERICA BUNNY

ELECTRIC Bulb Eyes With FLASHER

Perfect for salesboard. Store to store for window display. Every Tavern-Hotel-Store will want one. 30 inches high. Gowned in flashy rayon silk costume, red, white and blue.

DOZEN LOTS \$3600 SAMPLE \$325

We carry a complete line of Easter Bunnies, dressed in various characters.

Write for full details. State your business.

Wis. De Luxe Corp. 1902 No. Third St. Milwaukee, Wis.

No. 04650

\$\$\$ 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 3 MINUTE. NO EXPERIENCE REQUIRED. NO FILMS—NO DARK ROOM.

About \$60 starts you in this interesting, BIG MONEY business. TAKE DIME photos—anywhere—indoors or outdoors. You will make BIG MONEY with the P. D. Q. A real "Portable Photo Studio." Write or wire.

P.D.Q. CAMERA CO. 100 E. 25th St. Dept. 881 CHICAGO, ILL.

LOOK!

Zeller, Mass., writes: "Did \$20 Sunday with P. D. Q." Seymour, Pa., states: "Am located in a fair size park. Run about 400 pictures each Saturday and Sunday." Busby, Mo., writes: "Am having great success. Making better pictures all the time." Keener, Neb., writes: "It's a wonderful machine. I want another P.D.Q."

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

to come on the market since the trend to red, white, and blue numbers started. Item shows indications of being one of the leaders in its field among both bingo and salesboard operators. It has an electrically operated blower that creates a breeze to keep the flag waving. Flag measures 18 by 12 inches and the mast is 36 inches high. Base is 7 1/2 inches. Combining action and interest, the flag is sure to click solidly wherever it is offered, and especially at the low price set to introduce it, the firm reports.

Sewing Basket

Bingo and salesboard operators are finding a big demand for the new candy-packed sewing floor stand basket. Gold

Real Novelty Company reports. Since the item is one that knows no season, it is being bought in large quantities by operators who want to have a number that will be as popular in December as it is in May. The sewing or utility basket is faced with ornamental silver mirrors on a metallic gold-embossed field. It contains approximately two pounds of assorted chocolates of high quality. Firm is offering cedar candy filled hearts, which are claiming widespread interest because of St. Valentine's Day, and plain cedar chests filled with two pounds of chocolates. The latter item is recommended especially for Mother's Day and Easter time. New low prices have been placed on the three items, allowing operators a good margin of profit, the firm reports.

decided upon to raise the necessary money. Arrangements have been made to hold the games in the municipal auditorium, and a committee is already selecting its staff. A public accounting will be submitted weekly to let citizens know exactly how the games and the fund are progressing. Plan is to use approximately 75 per cent of the receipts for merchandise prizes. The balance, after expenses, which in this case will be low, will go into the treasury earmarked for the publicity fund. Several members of the publicity staff will be assigned to advertising the games.

This is a swell idea that could be followed by many spots in the same financial predicament.

LISTS

(Continued from page 49)

Missouri

St. Louis—Southwest Sportsmen's Show, Feb. 16-18. F. W. Kahler, 505 La Salle ave., Minneapolis.

New Jersey

Trenton—Agricultural Week & Farm Show, Jan. 28-31, William C. Lyua.

New York

New York—Lamp Show, Jan. 20-24. George F. Little, 230 Fifth ave.
New York—National Notion & Novelty Exchange, Feb. 2-4. George English, New York—Gift Show, Feb. 24-28. George F. Little, 230 5th ave.
New York—National Sportsmen's Show, Feb. 15-23. Albert C. Hart.

Ohio

Cleveland—Al Strat Grotto Circus, Feb. 3-12. William C. Schmidt.
Toledo—Sportsmen's & Home Builders' Show, Feb. 1-5. S. E. Stone.

Pennsylvania

Harrisburg—Farm Show, Jan. 20-24. J. M. Fry.

South Carolina

Greenville—National Home Show, Feb. 10-12. G. Hodges Bryant.

South Dakota

Stout Falls—Elks' Charity Circus, Feb. 16-22. E. B. Peterson.

Texas

Brownsville—Charro Days, Feb. 21-23. Joe Lindberry.
Galveston—Texas Own Mardi Gras, Feb. 21-23. Gus A. Amundson Jr., 704 Anico Bldg.
Laredo—Washington's Birthday Celebration, Feb. 20-23. Charles Deutz.

Washington

Seattle—Western Gift-Lamp and Houseware Show, Feb. 23-25. Kay Leber.

West Virginia

Morgantown—Farm & Home Week, Feb. 4-7. Gerald Jenney.

Wisconsin

Madison—Farm & Home Week, Feb. 3-7. W. W. Clark.
Milwaukee—Hamid-Morton Circus, Feb. 24-March 2.

Poultry Shows

These Dates Are for a Five-Week Period.

Connecticut

New Haven—Feb. 21-23. E. H. Dahlberg, 450 State st.
Willimantic—Jan. 24-25. D. D. Cavanaugh, North Windham, Conn.

Minnesota

Crookston—Feb. 2-7. Harold Thornford, 616 Pine st.

New Hampshire

Manchester—Feb. 12-14. R. C. Bradley, Durham, N. H.

New Jersey

Trenton—Jan. 28-31. Leslie M. Black, College of Agr., New Brunswick, N. J.

North Dakota

Grand Forks—Jan. 20-25. W. W. Elain, 110 N. 2d st.

Dog Shows

These Dates Are for a Five-Week Period

California

San Bernardino—Feb. 1. Mrs. H. V. Sousa, 1711 Logo st.
San Francisco—Jan. 25-26. Helen Rosemont, 29 Sycamore st.

Florida

Miami—Jan. 25-26. R. P. Brown, 3806 N. W. 29th court.

Illinois

Chicago—Feb. 22. Thomas Moore, 164 N. Shelton.

Indiana

Richmond—Feb. 13. Luke Carpenter, New Castle.
Muncie—Feb. 14. A. Earl Stites.

DEALS

(Continued from page 52)

Many items introduced at past gift shows were developed into profitable salesboard numbers.

Looks like the Wilcox-Gay Recordio Jr., offered by the Evans Novelty Company, may prove to be a powerful major premium for operators who are inclined to work a big-take deal. The instrument apparently has everything to make it go, and the three-way entertainment appeal of the Recordio should continue to keep radio combinations right up at the head of the list as salesboard products.

The Porto-Bar featured by Porto-Server, Inc., is another item which should click on a card or board. It seems a natural for a winter promotion.

HAPPY LANDING.

BINGO BUSINESS

(Continued from page 52)

and that it is in accordance with the views of others.

AN INTERESTING story comes from a Southern town of 18,000 population. Spot plans to raise funds for a publicity campaign thru the sponsorship of bingo games under the direction of the Association of Commerce.

THE TOWN has natural beauty, has many old-fashioned gardens, and other interesting things that would be attractive to tourists, but the city's financial set-up is such that it does not permit extensive advertising. So, in order to get the message across, bingo has been

MAKE THE BIG SHURE CATALOG YOUR BUYING GUIDE IN 1941

Our Policy for Over 50 Years Has Been Better Values —
—For Less Money!

If You Haven't a Copy of Our Latest Catalog 8135, Write for One Now!

N. SHURE CO.

200 West Adams St.
CHICAGO, ILL.

Send for **NEW 1941 CATALOG**
ELGIN-WALTHAM
GRUEN-BULOVA-HAMILTON
Wrist and Pocket Watches
PRICES START **\$2.95**
GUARANTEED LIKE NEW.
JOSEPH BROS., Inc.
59 E. MADISON STREET, 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 & SPECIALTIES. IT'S NEW—You can always find it at Acme. Write for Special Listings Today. Please state your Business.

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

BINGO GAMES AND SUPPLIES
CARNIVAL SUPPLIES **PREMIUMS**
NOISEMAKERS **HATS** **BALOONS**
WRITE FOR OUR No 50 CATALOG
BE SURE AND MENTION YOUR LINE OF BUSINESS
1006 BROADWAY
MIDWEST MERCHANDISE CO.
KANSAS CITY, MO.

COMIC VALENTINES

BX2495—144 Different Comic Verses in Four Colors—Size 7 1/2 x 10 in. Per Gross **30c**
BX2498—Self Mailing Style—24 Latent Comic Verses—Size 8 1/2 x 10 in. Per Gross **65c**
BX2510—121 "Em. Word Comic"—The Slim Bang Type—72 Styles, 10x12 1/2 in. Per Gross **60c**

THE TIME IS SHORT—ORDER TODAY
WRITE FOR ILLUSTRATED PRICE LIST COVERING A MOST COMPLETE LINE—FULL CASH WITH ORDERS.

TERRE HAUTE INDIANA
LEVIN BROTHERS

WE CARRY EVERYTHING

For Wagon Jobbers, House Canvasers, Premium and Salesboard Operators. BIG PROFITS in Drug Items, Extracts, Lotions, Notions, Carded Goods, Sideline Merchandise. Box Cholesterol Deals. Write for Free Catalog.

KNIFE & PEN DEALS

Nudes, Patriotic, Midget, Hunting, Inkmaster, 12 to Deal with 1c to 59c Card. Per Deal **\$1.20**
METAL FLAG LABEL BUTTONS, 100 for 25c. (Include Postage Deposit.)

CHAMPION SPECIALTY CO., 814-Q Central St., Kansas City, Mo.

Maryland

Baltimore—Jan. 21-Feb. 1. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa.

Massachusetts

Boston—Feb. 22-23. Foley, Inc., 2009 Hanstead st., Philadelphia.

Michigan

Flint—Feb. 27. A. Wilson Bow, 2400 12th st., Detroit.

New Jersey

Newark—Jan. 26. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa.

New York

New York—Feb. 3. Fred H. Lucas, 45 Halstead ave., Yonkers.
New York—Feb. 9-12. Foley, Inc., 2009 Hanstead ave., Philadelphia.

Ohio

Dayton—Feb. 22-23. A. Wilson Bow, 2306 12th st., Detroit.
Cincinnati—Feb. 22. W. L. Hardenberg, 5418 Lathrop Place.

SPECIALTIES SALE

PRICES CUT FOR PRE-INVENTORY CLEARANCE



Number	Article	Old	New
B15X44	Mech. Monkey	\$1.90	\$21.00
B15X43	Dancing Couple	1.65	19.00
B15X23	Machin Gunner	5.00	92.00
B15X51	Boogie Rider	2.25	24.00
B15X51	Ballet Dancer	1.90	21.00
B15X44	Roll-Over Pistol	3.50	48.00
B15X42	Climbing Tank	2.25	24.00
B15X45	O. U. Dog	2.50	28.00

No. B15X100—Sample assortment including one each of the eight mechanical toys listed above. \$9.00 POSTAGE PAID.

For thousands of Italy items, send for our big free No. 401 Catalog. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO.
Wholesale Distributors Since 1914
217-223 W. Madison St., CHICAGO

COMIC GLOVE VALENTINE CARDS

4 different kinds. Get Started Now! Valentine Cards Sell Fast. Big Profits!

SAMPLE DOZEN 50c. GROSS \$5.50.

RAZOR BLADES—POPULAR BRANDS

Double Edge—2 to Pks. Cellulophane **\$2.25**
Wrapped, 1000 **75c**

Single Edge—5 to Pks. Cellulophane **4.00**
Wrapped, 1000 **75c**

SHOE LACES—Black, Brown, White, 27 in. Cells. Wrapped. Gr. **37c**

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.

LADIES PURE SILK HOSIERY

1 Oak. 52. 3 Pairs only \$1 postpaid.
60 Pairs \$7.50. Fully Fashioned.
No holes. Give size and color.

5 PAIR \$1.00

MENDENHALL MFG. CO.
Dept. 19, Mendenhall, Minn.

ELGIN, WALTHAM, BULOVA

Renowned Guaranteed MEANS, WATCH AND POCKET WATCHES **\$2.95**

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF, Philadelphia, Pa.

RED HOT VALENTINES

Postcard size 100 50c 3.50 1000
Baronial Size, Folders, Carbons,
Poetry Folders all 1.00 per 100
Sent Luxe Folders 1.50 per 100
Loyal, Goodies, Special 40c a gross
Types 60c
which DO NOT sell as fast as these.

SPECIAL BARGAIN CATALOGUE NOW READY.
NEW ... Woolie Warmers for Women Don. 2.50
50c Sets for Men & Women 3.00 set set
EL ROPO CIGAR ... Tobacco wrap cigar with 25
ROPE inside. For Box of 25 Cigars 1.50
Send 2.00 for 50 Samples & Catalogues.
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

Just Different WOODEN WALPAGUES

With Birds, Horseheads, Elks, Frogs, Fishes, Etc.



All in natural colors, the elbetics in such high relief that some of them stand out two inches from the background.

All Beautifully Colored by artists of rare ability, the colors contrasting from the wood-painted background, give these Walpagues a particular attractive appearance. From 3 inches to 9 inches in diameter, ranging in price from \$3.00 to \$15.00 per doz.

Completely illustrated price list mailed on application.

LEO KAUL IMPORTING AGENCY
115-119 K South Market St., CHICAGO

Copier Workers • Shortwriters • Pitchmen
Get the Pen That Makes You Money



New Push-Filler Pens—Lever Pens—Combinations.
The new Waltham all-part package gets you the real money. Write for price list on all types Waltham pens.

STARR PEN CO.
300 W. Adams St., Dept. B, Chicago, Ill.

NEW LINE 1941 JEWELRY NOW READY



Simple Lile, Plate with your number, 25¢. Exact reproductions of some designs of all states. Free list on Social Security Plates, Pins, Buttons and Stamps Machine Quilts. **FRANK BONOMO**, 65 Central Ave., Dept. B-20, Brooklyn, N. Y.

Operators, Demonstrators, Concessionaires

Simple Lile, Plate with your number, 25¢. Exact reproductions of some designs of all states. Free list on Social Security Plates, Pins, Buttons and Stamps Machine Quilts. **FRANK BONOMO**, 65 Central Ave., Dept. B-20, Brooklyn, N. Y.

DRAFT PLATES

Small Quantities 6 Cents Each, 100 for \$5.00, 200 for \$9.00, 1,000 for \$40.00. Social Security Plates, 100 for \$9.00. Genuine Leather Wallets, \$1.00 a dozen. Imitation Leather Wallets, 60 cents each. Open Pass Cases with American Flag, 5 cents each. Complete Stamping Quilts for stamping names and numbers on plates, \$4.00. Send 25¢ for samples of Plates and Wallets. Catalog free.

RELIABLE SALES CO.
Dept. SK
1133 BROADWAY, NEW YORK CITY

CHewing GUM 28¢ BOX

Each box holds 50 Collophane 5¢ Packs of Factory Fresh Gum. Send 25¢ for sample box (free list). **GREAT FLYER FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS CORP.**, 49 and 51, Pleasant Ave., Newark, N. J.

FILL-O-MATIC

The Newest and Best Low-Price Line of Pens—Fountain, Ballpoint, Rollerball. New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality.
ARGO PEN-PENCIL CO., Inc.
220 Broadway, New York, N. Y.

VETERANS — SALES INCREASING YEARLY!

Washington, D.C. has five magazine monthly. Get a territory. **PETERSON COLLECTORS**, 1044 1/2 E. 1st St., Seattle, Wash. **KEEP U.S. OUT OF WAR!** stirring plaques in wood and aluminum. **5th Column Exposed** by J. Edgar Hoover. Hot 5¢. **Non-Communism in government** 5¢. **Will Rogers** 5¢. **John Ford** 5¢. **Flag Respect**, 5¢. **Cost \$1.00**, with 30¢-25¢. **Scientific** of which copy U. S. **Cl. Law**. **VETERANS' SERVICE MAGAZINE**, 160 Duane St., New York.

YOUR NAME

In Raised, Coral Colored Letters on a Genuine **SEA SHELL BROOCH**. FLASH — NAME APPEAL — COLOR. California brooches was big. This is tremendous. **Send 25¢** most take **ORHILL'S**, 1125 Broadway, \$10.00. **Thousands**, **Jewelry Brooch Pins**, \$1.44 each. **Letters**, 6¢ a piece. **Printed Brooch Pins**, \$4.00. **Send**, **WHITE**, 4 80N, 6307 N. E. 2nd Ave., Miami, Fla.

For the PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

STANLEY NALDRETT . . . went to New Orleans for a two-week engagement after closing in Montgomery, Ala., on January 17 with a coupon pen deal.

REGRETS: The passing of Fred R. Coates, and C. L. Dobson, vet sheetwriter.

DOC GEORGE M. REED . . . broadcasts from Columbus, O.: "Many of our old friends made their final pitch in 1940 and we were especially sorry to read of Frank Libby's death. Among the old-timers who visited us here last year were Mr. and Mrs. Sid Sidenberg and daughter, Mr. and Mrs. Herbert Hull, Ross Dyer, and Wayne Ford Garrison. The Fords stopped on January 7 while en route south. While Wayne and I, who tramped together for 20 years, shot some pipes, Mollie, my wife, cooked us an old-fashioned meal. After supper we talked over old times until 10 p.m. when the boys left for their trailer. Wayne looked fit and prosperous, but said the pitch game is not what it used to be. He wants to read pipes (as do we all) from Harry Belts, George A. Grooms, Dr. Hood, Shorty Hayes, Bill Ellis, and Bill Slusher."

BOB AINSWORTH . . . is working gummy in Newark, N. J., to good results.

MISREPRESENTATION, like dynamite, can be used only once. The effects are identical.

AFTER . . . 25 weeks on the road, 15 of them with various carnivals and 10 at Michigan fairs, K. Max Smith closed a profitable 1940 season in H. L. Green Store, Columbus, O., with fountain pens. He says he's planning to hit the road again in April with his photo and jewelry layouts and your-name-on-a-sea-shell brooch. He would like to read pipes from Art Cox, Mae Gorman, and Lee Johnson.

ACCORDING TO AL SEARS . . . the weather has been good in Newark, N. J., and the boys on Market Street have been getting the lure. Sears is working coils there and reports the natives have plenty of money.

TRIPOD OPINIONS: "There are plenty of ideas floating around. It remains for you to swim out and get one."

CHIEF BLACK HAWK . . . that despite prevalent reports, he was not killed at a Washington, D. C., railroad crossing. He says that he and partner, Alex McElvain, operated a game show in Wichita Falls, Tex., during the holidays, roster of which included Mac Toby, Mrs. Nonnie McElvain, straight, and daughter, Joycecena, music. The Chief did the lecturing. Black Hawk adds that Louisiana is closed to med, but open to soap, which must be registered with the State at a cost of \$1, and that Texas requires registration for med at \$1. The Chief says there are many army camps in the making in Louisiana which may be worked once daily to a come-out of camp workmen. Louisiana license plates for all makes of cars are \$3, and \$10 for trailers, he tips.

CHARLIE OCELLIS . . . is pitching corn punk in Newark, N. J.

NOW'S THE TIME when optimism permeates the rank and file of pitchmen.

FROM HARRY PARISH . . . "I had the best Christmas season in years with your-name-on-a-sea-shell brooch in Buffalo. I recently left there to join my partner, Irving Shaw, who is working the same item in Kresge's store in Washington. Saw Charley Gow in Buffalo. He was visiting his mother. Also saw High Pitch O'Leary, of chandler fame. Buffalo streets are closed, but industrial conditions are very good and shops can be worked."

RAY HERBERS . . . blasts from Chicago that he's still get-

ting folding money with Defroster there and expects to remain in the Windy City until spring. He says George W. Ormon, with pens, blew in for the holidays. Gary, Whitting, and Hammond, Ind., are going full blast, he reports.

FOR MANY OF THE boys and girls in the South, the layoff season is in its last lap.

MADALINE E. RAGAN . . . writes from New York: "Ed Ross opened a store on Seventh Avenue between 47th and 48th streets. Larry Velour, Jack David, Doc Kingston, Tommy Esant, Bud Harrington and I have been working there. Store gets 16 hours' play a day. Sergeant Paulus is operating his store in Brooklyn, with Carol and Vreeland and Doc McNeal on his staff, and Little Elsie Bleeker at the counter. In Ed Ross's store in Newark, N. J., is Carl Mayrow and Chief Lightning. Word from Johnny Reick in Greenville, S. D., indicates business isn't good there. Mary Ragan and Danny Lewis, of sheet note, were in Detroit early this month to purchase a new car. She's still connected with the Crystal Palace Market, San Francisco. Ralph Quinlan and Chet Wedge are holding down the store while Mary is gone. Little Doc Leonard is in the Big Town looking for a pitch store location. The gang would like to read pipes from Little Tommy Adkins, Hope and Tim O'Day, Bill Boyce, Chas. and Dortha Townsend, Big Mack, Johnny McLane, and Prairie Mae."

AUTHORITATIVE reports hitting the pipes desk indicate that many towns were opened in 1940. Why not double the number this year? It can be accomplished.

EDDIE MASON . . . is working the leaf in Newark, N. J., with a poke giveaway to good results.

JOHN D. POSS . . . writes from Wilkes-Barre, Pa.: "The item in this column last week stating that J. D. Poss was working the leaf in the Far West and outlining his circus plans for the coming season was erroneous. Indeed I have been making the New England territory this winter as general agent of the New York World's Fair Museum. Business conditions in that section are splendid. I have not announced my plans for the coming season and the statement that I plan to be in advance of a well-known circus is an error. No doubt the item was sent in by one of the campfire comedians."

BEST WAY to obtain business is to dig for it.

BOB POSEY . . . blasts from Hattiesburg, Miss., that the Delta country is nothing to write home about. He info that DeWitt Shanks, ex-med worker, has a roadside at McLaurin, Miss. Posey suspects that the show halls will get him quick, and he asks for pipes from Gummy Jack Current, Al Decker, Al West, and Al Rice.

AL (ROVING) BURDICK . . . pipes that he has opened a sign shop in Houston, Tex., and is doing a nice busi-



WALT DISNEY'S lovable character is offered exclusively in the Oak line, in a variety of foot-ups, "prints" and inflatable toys. Sold by leading jobbers.
OAK RUBBER CO. RAVENNA, O.

NEW JEWELRY for ENGRAVERS, Demonstrations and Promotional Delivery. Lockets, Rings, Ornaments, Engraving Items, etc. Send for Free CATALOG or \$2.00 for samples.
MAJESTIC NOV. CO., 307 5th Ave., New York, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$175
7 Jewel, 18 Size, in 21 N. Engrossed Cases, \$1.
Send for Price List. Money Back if Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO., 112 N. Broadway, St. Louis, Mo.

AGENTS — SELL DRAFTEES New **FRANK BONOMO (BB-25)**
65 Central Ave., Brooklyn, N. Y.

LOWEST PRICES
Ideal Art Embroidery Needs. Also Patterns, Eyes, Frames, Brushes, etc. Fast demonstrators. Special quantity prices. Write **100 HOME ART & NOV. CO., 1160 Farnell, Chicago**

SUBSCRIPTION MEN
Make Money With Leading Poultry Paper. Every Farmer a Prospect. Attractive \$1.00 deal. Expert-styled pens washed East of Mississippi River and North of Tennessee and Carolina. Write for details.
CHAS. WEBSTER
Dept. 301, Sandstone Bldg., Mount Morris, Ill.

LATEX BANDAGES
Self-Sealing Self-Setting
150% Profit on World's Best Pitch Item.
Sample for 10¢.
R. HEYMAN
9126 Grand River Avenue
DETROIT, MICH.

PAPER MEN
New Outdoor Sports Paper. Papermen and Crew Managers, write
R. D. WELLS
75 Spout St., DETROIT, MICHIGAN

MEDICINE MEN
Write today for new wholesale catalog of Tincture, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio

ROLLED GOLD PLATED WIRE (Gold Filled)
Walt & Breine
227 E 44th St., PROVIDENCE, R. I.



SELLS MORE REBUILT WATCHES!
"Style-up" your rebuilt watches!—fit them with today's "high style" Genuine Expansion Watch Bracelets! Now—it can be done!—for the first time in history—Genuine Expansion Watch Bracelets at sensational low prices—\$9.00 and \$12.00 a dozen! Yellow or white finish; Non-Corrosive buckle! Cut ahead of competition—feature them in your entire line. Order samples today!
PAKULA AND COMPANY 5 NORTH WABASH, CHICAGO, ILL.

ness. He says he was married last November 12 to Mary Stone, of Parsons, Kan. Any trouper passing his way will find the latest showing out, he says.

JERRY THE JAMMER SEZ: "Most of the successful pitchmen I know work on the principles of faith, honesty, loyalty, and confidence."

MIIGHTY ATOM . . .

Just back from Florida, is reported to have opened a store on Broad Street, Newark, N. J. Charley Mason is working with him.

THE AND MIKE . . .

pitch store on Sixth Avenue, New York, is working to satisfactory takes. Roster includes Doc Bradley, Dave Friedman, Herman Keller, and Tisha Buddha.

MAKE IT A HABIT to be friendly. You won't regret it.

CALCULATOR SCHULTZ . . . is back in New York after a trip to the Carolinas.

DR. VICTOR EDISON PERRY . . . is reported to be in Bridgeport, Conn., where he plans to open a pitch store.

LEAVING SPOTS in an untidy and filthy condition never did help conditions generally.

EDDIE (KID) OWENS . . . is reported to be seriously ill in a hospital in New York, awaiting an operation.

IF IT'S A GOOD ITEM, pitchmen will sell it.

Pitchdom Five Years Ago

Al Franks was in New York finding business terrible, with stores raising the percentage. . . Clyde Hager, the Vaudville pitchman, visited *The Billboard* in Cincinnati while playing the Shubert Theater there. . . Milton (Curly) Bavek was in San Antonio, Tex. . . Dave Rose and wife had been around McGehee, Ark., for about 10 weeks, long enough to buy a home on wheels. He met Sherry Walker there with glass-cutting sharpeners. . . Doc Clark's med show was in McComb, Miss., doing big business. . . Joe Perry had opened one of his demonstrations in an Indianapolis department store. . . George Bedoni died in Russell Hospital, Alexander City, Ala., January 11.

TRADE SERVICE LEAFLET
SOLD

Events for Two Weeks

January 26-28

CALIF.—San Francisco, Dog Show, 25-26.
CONN.—Wilmington, Poultry Show, 24-25.
FLA.—Areadia, Championship Rodeo, 23-25.
Key West, Monroe Co. Fair & Vol. Firemen's Yell, 12-25.
Missi.—Dog Show, 25-26.
Vermont, Art Meet, 26.
MASS.—Worcester, Charity Circus, 26-28.
MICH.—Cleveland, Community Fair, 23-25.
MINN.—St. Paul, Farm & Home Week, 20-23.
N. J.—Newark, Dog Show, 26.
N. Y.—New York, Lamp Show, 20-24.
N. D.—Grand Forks, Poultry Show, 26-28.
PA.—Harrisburg, Farm Show, 20-24.

January 27-February 1

CALIF.—Los Angeles, Gift & Art Show, 26-29.
FLA.—Bradenton, Auto Tourists' Assn. & Trader Show, 19-Feb. 3.
Ill.—Barrington, Trade Show, 19-Feb. 3.
Tampa, Latin Carnival, 25-Feb. 1.
MD.—Baltimore, Dog Show, 31-Feb. 1.
MICH.—Grand Rapids, Balaids Temple Shrine Circus, 27-Feb. 1.
N. J.—Trenton, Agricultural Week & Farm Show, 28-31.
Trenton, Poultry Show, 28-31.

LICENSE LAWS

(Continued from page 37)
capacity of more than 5,000 persons the license fee is \$150 per day; 3,000 seating capacity, \$100 per day; 1,500 seating capacity, \$50 per day.

The owners of "The 101 Ranch," which was a reproduction of ranch life, refused to pay the large license fee required by the law for "circus" on the grounds that it was not a circus because no animals, clowns, circus rings or the like were used in the exhibition.

It is important to know that the higher court refused to compel the owners of "The 101 Ranch" to pay the circus license fee, and said:

"The lawmakers who enacted the ordinance involved herein did not define the word 'circus,' so we must take the word

in its ordinarily accepted meaning. When we speak of a circus or menagerie we ordinarily have in mind a performance given by traveling companies on vacant lots within tents or other kind of temporary enclosure where trained lions, tigers, elephants, horses, dogs, and other animals, and frequently seals, are made to perform under the whip of a ringmaster or trainer. American boys and girls think of a circus and menagerie in terms of the never-to-be-forgotten steam calliope playing the popular tunes of the day, and of the initial ladies in spangles and tight leotards; the marvelous trapeze performers and other aerial artists."

Also, see the old case of *Cody* in which suit was filed against the famous Buffalo Bill to recover \$75 for an exhibition of one day under a license for a "circus." The court held that the lawmaking body could not have had in mind "Wild West Show" when using the word "circus."

Law Favors Permanent Dealers

Various higher courts have held that State statutes and city ordinances which relate generally to persons or things of a class are general laws, but statutes and ordinances which relate to particular persons or things of a class are special laws, setting up forbidden discriminations and arbitrary classifications.

In other words, valid State laws and city ordinances must include all who belong and exclude all who do not belong to the general class. Legislative departments of governmental authorities may not split a natural class and arbitrarily designate the dissimilar fractions of the original unit as distinct classes and enact different rules for the government of each. This would be a mere arbitrary classification, without any basis of reason on which to rest, and would resemble a classification of men, for illustration, by the color of their hair or other individual peculiarities, something not competent for the Legislature to do. For instance, in *City of Grandview vs. Fred A. Groves*, 142 S. W. (2d) 1040, reported October, 1940, it was disclosed that a city ordinance was passed which favored those who had been engaged in business in the municipality the preceding year. The higher court promptly held the ordinance void, saying:

"It follows that the provisions of the ordinance establishing different measures for the tax upon dealers who had not been engaged in such business during the preceding calendar year and upon dealers who had been engaged in such business during the preceding calendar year are unconstitutional and void."

Also, in *Jersey City vs. Chasau*, 81 N. J. L. 315, the higher court considered an ordinance requiring a license to drive a horse attached to a vehicle, as a circus wagon. This ordinance also prohibited any person from driving any such vehicle unless he shall have been a resident of the city for three months. The court of the provision requiring three months' residence was "an unreasonable regulation, as it discriminated between citizens who have resided in the city more than three months and those who have not."

And, in *Dreibelbis*, 133 Tex. Cr. 83, the higher court had under consideration an ordinance imposing a tax on "temporary merchants," who were defined as "any person—resident or otherwise, who shall engage in the business of selling . . . any merchandise . . . in the city . . . and who has not been engaged in and conducting a similar business for at least 12 months prior to the effective date of this ordinance."

It is important to know that this court held the ordinance void, and said: "That the ordinance in question is discriminatory is clearly demonstrated by the fact that a person who has been engaged in one of the designated businesses in said city for a year or more is exempt from the payment of the tax, while another person who has not been so engaged for such length of time is subject to the payment of the tax, and, for his failure to do so, punishable by fine, although both parties may be engaged in the same kind of business, carrying the same kind and the same amount of merchandise. If this is not discrimination, then what is it?"

Therefore, it is quite apparent that a State or city license law is void by the terms of which pitchmen or other temporary merchants are required to pay a license fee higher than that paid by established or permanent dealers. Further, more laws of this nature are void which require temporary dealers, as pitchmen or others who are not permanent merchants, to perform special duties, make reports, furnish bonds, or the like, not required by permanent merchants or sellers of merchandise.

Moreover, the higher courts consistently hold that any license or taxation law is void and unenforceable if its terms are: (1) unreasonable; (2) dis-

criminatory; (3) or violate or contradict any United States or State law; (4) or contravene the United States or State Constitution.

Privilege Is Taxable

Irrespective of whether a person or firm actually is engaged in business he may obtain a license for the privilege of transacting business. This assertion of law is verified by numerous higher courts which have held that a license is not imposed on the ownership of the business, or a sale of it, or of the good will incident to it, or an agreement not to exercise the privilege of doing it.

The essential element of the definition of privilege is occupation and business, and not the ownership simply of property, or its possession or keeping. The tax is on the occupation, business, pursuit, vocation, or calling, it being one in which a profit is supposed to be derived by its exercise from the general public, and not a tax on the property itself, or the mere ownership of it.

Therefore, the fact that a person fails to earn a profit does not relieve him from the obligation to obtain a license. Moreover, a license law is not void because it happens to be so high that persons engaged in the business cannot afford to pay the license fee. See *Drummond vs. Fox-Peltier Corporation*, 126 S. W. (2d) 929, reported April, 1940.

Another important point of the law is that a single act may obligate a person or firm to pay a license for doing business for a year. In other words, although a person performs a single violative act he cannot expect to pay a license fee smaller than that required for the privilege of doing business the full license period. For example, in *Walter vs. Lamson*, 126 S. W. (2d) 331, reported May, the higher court said:

"Yet, the proof of a single act, which is characteristic of any of the privileges created by the Legislature is by no means unimportant, because evidence of such act necessarily casts the burden of proof upon the defendant to show that he is not in fact exercising the privilege; that is, engaged in a business or occupation of the kind indicated by the act. The doing of such act makes a prima facie case against him."

On the other hand, the courts will not extend or imply license taxation when in fact the taxation is intended. See *F. J. Bee Show*, 113 S. W. (2d) 448, in which a traveling show charged 10 cents general admission and additional charge for special "side" shows, reserved seats, etc. The owner of the show refused to pay taxation under a law which required payment by owners of shows which charged an admission fee of 11 cents, or over.

The higher court upheld the contention of the show owner and refused to compel him to pay taxation under the law.

Validity of Ordinances

Generally speaking, a municipality may without direct authority of its State's Constitution or statutes, enact valid taxation ordinances. This may be done under the guise of "police power" which may be exercised by States, municipalities, and public officials and which includes everything essential to the public safety, health, and morals. Under it a municipality may justify the destruction or abatement of whatever is regarded as a public nuisance.

For illustration, a municipality may pass a valid ordinance limiting the seating capacity of show houses if it is deemed beneficial or likely to safeguard the public.

Nevertheless, city officials cannot pass and enforce an unreasonable license ordinance and expect the courts to uphold its validity, under the guise of police powers. See *Zeldman & Fox's Shows vs. City of Ashland*, 30 S. W. 657, in which it is shown that a city passed an ordinance requiring owners of fairs or carnivals to pay a license of \$1,500 per week.

The higher court promptly held the ordinance void, and said that it was 10 times higher than license fees required to be paid by other public entertainment owners. This court explained that the city officials could not justify the unreasonable license fee on the contention that extraordinary expenses to the city was involved in "policing" the grounds.

UNDER THE MARQUEE

(Continued from page 39)
He has also written letters to the Circus Pans' Association, Hobby and Stamp magazines, Roland Butler's Circus and Ringling quarters, the Circus Saters and Sinner's Club, the George Barlow and Melvin D. Biddeth, urging them to get behind the campaign.

BARGAIN FINDS	
ADHESIVE STRIPS, 84, in large cardboard window front, Enamel, Green, Pink, Blue, Yellow, 1000 Boxes	\$1.50
FIRST AID KIT, Enamel, Heavy Steel Case, Fast seller, Complete	.50
ASPIRIN, 4 Tablets in Envelope, Retail \$1.25, 50c 20 Envelopes	.08
ALL ALIEN EFFERESCENT TABLETS, 50c Card	.19
LATEX, extra line quality, Gross	1.25
STYPTIC PENCILS, for minor nose cuts, Gross	.40
TOOTH BRUSHES, Translucent Handles, Extra first quality, Gr. Razor Blades, first quality, 1000 Boxes	6.45
SHOE THREAD, first quality, 100 yd. spools, Cabinet 90 Spools, HOE LACES, Patent, 50 Spools, Knit, extra quality, Gr. Laces, SHOE POLISH, line quality wax, Gross	2.30
WHITE SHOE POLISH, in Bottles, special, Gross Bottles	.60
ARMY AND NAVY NEEDLE BOOKS, full retail, Gross	.39
POCKET COMBS, genuine value, Gross	3.60
WOMEN'S HOBBIERY, first quality, 10 Dozen Pairs	3.60
ELECTRIC RAZORS, 10 for	2.45
SNAKE KEY CHAIN, Gift Finish, 10th value, Dozen	1.30
CROSS AND CHAIN, Three Giant Values, Doz. Complete, 72, \$1.75, MILITARY EMBLEM, retail to \$5.00, A value if there ever was one, Dozen Complete	5.50
RED, WHITE & BLUE RHINE-STONE LAPEL PATRIOTIC BAR PINS, 100 seller, GROSS	4.50
MEMO'S BOARD, First Quality, Very attractive design, 500 seller, Dozen	2.95
DOLLS, Real Bargains, Ten per Dozen	2.40
AMERICAN ELECTRIC BULBS, 15 to 60 Watts, 100 Lamp	2.40
AMERICAN ELECTRIC BULBS, 75 and 100 Watt, 100 Lamp	2.40
FUSES, Paraffin, 10 to 30 Amps, 100 Fuses	1.45
Discount of 25% With All C. O. D. Orders, 1001 also buys. ALL ORDERS TO NEW YORK only. Catalog FREE on request.	1.75
	14.40
	6.00
	7.00
	1.25

MILLS SALES CO.
Cor. 4th and Broadway, New York, N. Y.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

ELGIN & WALTHAM—Second-Hand
Watches as Low as . . . \$1.85

DIAMOND RINGS—Solid Gold
Mountings as Low as . . . \$2.40

Send for Descriptive Circular

H. SPARBER & CO.
108 North 7th St., ST. LOUIS, MO.

WILLIAM A. WOODBURY

TOILETRIES & COSMETICS

Read "What the Newspapers Say" regarding WILLIAM A. WOODBURY. Ask us for details!

JOBBER-COUPON WORKERS—CREW MANAGERS—CANVASSERS

JUST OUT New "Deluxe" Packaged Lint 5 New "Sure-Fire" Deals! Face Powders, Creams, Lipsticks, Rouge, Perfumes, etc.

ACQUAINTANCE OFFER! \$1.00
A regular package of every item in the line Post Paid

Ask for complete wholesale price list, sales aids, "Coupon Deals," Demonstration sales, display material, etc.

WILLIAM A. WOODBURY, Inc.,
220 5TH AVENUE
NEW YORK, N. Y.

Not Connected With John H. Woodbury, Inc., Nor the Former Jergens Company. Makers of "Woodbury Facial Soap" and Other Toilet Preparations Sold Under the Name "Woodbury's" or "Woodbury."

—Leonard Traube's—

Out in the Open

NEW YORK

Parliamentary Procedure

T SAYS in Section 2 Article XII of the constitution and bylaws of the National Showmen's Association as adopted in 1938 that "In the event of an emergency, a special meeting (of the board of governors) may be called by the president or secretary upon written request of five members of the board of governors. No special meeting shall be held until at least two days after written notice of such meeting."

A meeting of the board was held on December 27. This body voted down a proposal to conduct a campaign for the celebration of the President's birthday, which is synonymous with the National Infantile Paralysis Fund. In voting it down it left the way open for the Ladies' Auxiliary to conduct such an affair. The board then decided to hold a "special meeting" on the same evening, following the regular meeting of the open session and, contrary to the understanding that the "special" board meeting was for the purpose of discussing and acting upon certain proposals and suggestions advanced by the association's accountant to the exclusion of their business.

It developed that the Ladies' Auxiliary refused to sponsor a ball for the President's birthday and by so doing threw the thing back into the laps of the men. These men, in the form of the board of governors, held their "special meeting" for the open session and, contrary to the spirit as well as the letter of both the understanding and the constitution and bylaws, proceeded to revive discussion of the paralysis fund tie-up and, in fact, voted to sponsor the campaign.

It is significant that at least one member of the board who was present at the legal meeting was not in attendance at the "special meeting," and that at least one other member of the board was present at the first deliberation as also present at the "special meeting"—by invitation. This invitation was necessary, it was said, because, somehow or other, everyone interested was made to feel that the "special meeting" could only include the newly elected 1941 members of the board. The second gentleman was there "by invitation" because he felt that, having declined to have his name entered to succeed himself as a member of the board, he had no right, or thought he had no right, to sit in on the "special meeting."

At no time did the rank and file have anything to say about an enactment and tie-up which linked the National Showmen's Association with an outside charity far removed from its own sphere of fund-raising. As a matter of pure cold fact which nobody can deny, placards, banners, and coin boxes were placed around the clubrooms before there was any formal discussion on the subject, and this, too, leaves the way open for any other organization to seek spots in the rooms for advertising its particular operations, good or bad, of whatever nature or character.

We have a letter from a member of the NSA and he says: "With regard to your article in the January 11 issue about the NSA going part of its own back yard, I am with you 101 per cent. I believe, as you do, that the NSA should attend to its advertised duties, namely, to be 'an association of showmen for showmen.' Several others who read *The Billboard* in this section agree with me." (Copy of letter is available to all except those with false courtesy.)

Billyboy Ballyhoo

NEW YORK, Jan. 18.—It's not often that an advertisement in a trade paper is used for public consumption, but that's what Joe Rogers has done to advance the interests of his Rogers' Corner restaurants, which opened on Christmas. Rogers' "commemorial endorser" ad in the Holiday Greetings Number of *The Billboard* is the main billie front the entrance to the Theater Lounge. It was enlarged and placed on an easel. Reader circulation is progressing nicely.

We have had phone calls and numerous personal comments on the same subject, and despite the opinion of a detractor, that there was not a single voice raised through the last meeting, held on January 8, in protest of the staging of the President's Birthday Ball by the organization, we are firm in the belief that many members, who do not wish to make comments at meetings, are sincerely and devoutly opposed to identifying the hard-fought-for NSA with a charity foreign to its recognized set-up and functions.

The old adage that charity begins at home was never more perfectly suited to an occasion than it is to the one under discussion, and we say and will continue to say that if this is Fifth Columnism, let those who think so make the most of it.

In conclusion we wish to pass on the hint that, if challenged, we shall be glad to state the exact reasons why the link of the paralysis fund with the NSA was forced upon the association in one of the neatest squeeze plays on record.

IRISH HORAN, of the Jimmie Lynch Death Dodgers, was detained in town due to ever popular flu. He was recuperating at the Porrest on Jacobs Beach Street. . . . Bill de L'Horbe, the Flying Scooter man, sends a greet from Seattle. And down in Fort Myers, Fla., Doc Shean sends word that Mickey MacDonogh's *You Can't Win* piece in *True Man's* February issue shouldn't be missed, but he doesn't say why. . . . Because the country's defense program is supposed to be spreading millions of dollars among workers, look for a big year of celebrations and special events. But in the same connection, there's that complaint from a carnival owner that he's finding it difficult to persuade skilled and semi-skilled workers to join him. They get twice and three times as much in the defense preparation factories—and for 52 weeks! . . . Ma Kelley, wife of Edgar H. Kelley, old-time Galeo Ferry (Conn.) showman and man-about-East, is taking X-ray treatments for a cancer in her left eyelid.

—Nat Green's—

The Crossroads

CHICAGO

ATTRACTIONS people reported more buying at the Milwaukee fairs meeting this year than for many years past. As a rule, few contracts are signed at the meeting. Some verbal commitments are made, but usually it's "I'll have to take this up with our board. Come and see us when we hold our meeting." That, of course, means lengthy trips for the agents. And, whether the fair men realize it or not, the extra expense involved increases the cost of the attractions booked.

The booking offices are not in business for their health. They have a commodity to sell and must make a profit on it if they are to remain in business. If they have to make a trip of 150 or 200 miles and perhaps do some entertaining, someone has to pay for it, and that someone is the buyer. Many of the more experienced fair men realize this and they are all set to buy when the State meeting is held. They know a better selection of attractions can be obtained at the meetings, and possibly a better bargain can be given.

Early buying benefits both buyer and seller. If a booking office gets a sizable string of contracts at the winter meetings it is in a good position to intelligently plan its season and frequently can offer a better show than would be possible along toward spring. Of course, a great deal of buying must of necessity be deferred for various reasons and, while many of the larger fairs will set their programs early, hundreds will continue to defer their purchases until spring or early summer. So there will continue to be a brisk market for attractions right up into the fair season.

The market should be unusually brisk this year. If industrial conditions con-

B. WARD BEAM is all het up over the action taken by the International Motor Contest Association at its last meeting in Chicago when it refused to grant a request made by Al Sweeney and Gaylord White to promote auto racing programs under the IMCA sanction.

Beam says he has promoted auto races for more than 20 years and during that period all of his engagements were still dates except three, these being fair contracts. In all these years, he declares, the IMCA closed its doors to all promoters except one organization. This has never been and is not now a healthy condition, he contends, if auto racing is to continue as one of the major attractions at fairs.

In the East, under the banner of the AAA, auto racing contracts are open to whomever can get them, Beam says, adding: "This has livened competition, it has bettered the fields of starters at fairs, and it has helped the drivers in getting more money for their services. I have promoted under the AAA banner since 1924, and I know that had the IMCA sanctioned other than one promoter, the fields of starters in the Midwest would have had the names of many famous Indianapolis speedway stars, which would have helped auto racing at fairs."

Accompanying Beam's letter was a statement as to just what happened at the last Chicago meeting of the IMCA, and he asks that it be published in the hope that it will be of help to racing as a whole. The statement follows:

"In Chicago last month, officials of the International Motor Contest Association, a body organized in 1915 and mainly comprised, then and now, of fair managers intent upon holding the reins of control over auto racing at their fairs, denied their blessing to Al Sweeney and Gaylord White, who had asked to promote racing programs under the IMCA sanction.

"Sweeney and White, entering the speed game on their own for the first time, were combining 22 years of training and experience in the field of automobile racing. Each had been broken into the game by the late J. Alex Sloan, long the

dominant IMCA promoter. Their personal records were clear; their finances adequate. The IMCA national champion of 1938 and runner-up in 1939—Benny Collins—had already agreed to race under their banner exclusively.

"Moreover, an important circuit of fairs, including three that have regularly paid IMCA sanction fees for races held on their grounds, had recommended that the IMCA board of directors take action to recognize the new promoters.

"Yet the verdict returned against Sweeney and White reflected none of these facts or factors.

"They were told that the field they aspired to enter simply was not big enough for more than one promotional organization—the Racing Corporation of America—to operate smoothly.

"Fearful pictures of wrangling for dates, cars, and drivers between the rival promoters, were drawn by the alarmed IMCA officials. It would, they opined, probably ruin auto racing at their fairs to have two organizations bidding against each other.

"In our free America, where, according to most reports, competition can still be counted upon to provide 'the life of trade,' this was a mildly astonishing conclusion to draw smoothly.

"It was confusing also to those fairs which had endorsed the petition of Sweeney and White, for they expected to place their 1941 auto racing contracts in the hands of the new partnership.

"By its action, the IMCA board, representing from 40 to 50 American fairs which annually contribute fees to cover sanctions for racing, sought to perpetuate a promoter-monopoly that has dominated auto races at fairs for many years.

"That it failed to accomplish this purpose when Sweeney and White immediately affiliated with the CSRA sanctioning body is undoubtedly a boon to the fairs of the country, particularly in the Midwest where the IMCA has held away with greatest strength.

"For few will dispute, knowing the facts, the need of new blood, new ideas, and new energy by auto racing. To say that racing as a fair attraction has come upon evil days is probably not true, but the fact that it continues to rank as a top box-office feature is due to its elemental thrill appeal and most assuredly not to a single bright new thought injected by the promoter.

"The fairs of America must welcome change and progress in every phase of their far-flung activities if they are to escape the charge of 'the same old thing' so often made by John Q. Public. Certainly, an effort to quench the spirit of competition, as represented by the attitude of the IMCA toward Sweeney and White and their new National Speedway Company, should find few supporters."

Wagner Adds 2 Ill. Dates

BUSHNETT, Ill., Jan. 18.—Great Lakes Exposition Shows, under management of Al Wagner, this week added two dates to the string for 1941 when they were awarded contracts for the Annual Grain Harvest Festival here and Cumberland County Fair, Greenup, Ill.

skidded off an icy road, but they escaped with minor bruises. Omer J. Kenyon and Bob Stevens are doing advance work for the show in Milwaukee and W. B. Naylor soon will start his publicity work. . . . David E. Jude, of the Veterans' Bureau at Milwaukee, is a friend of showmen and has done them many a good turn. Jude was delighted with his first visit this year with the Royal Order of Tin Bucksteers.

W. R. Tumbler, of Wallace Bros.' Circus, was greeting the boys in Chi last week. . . . C. J. Sedlmayr, up from the South, stopped off in Chi for a day on his way to the Minnesota and Winnipeg meetings. Among other carnival owners and agents in Chi during the early part of the amusement machines convention were Harry Henries, Oscar Bloom, Al Wagner, Sam Solomon, Max Goodman, Joe Scholtz, L. C. Kelley, Louis Berger, and R. L. Lohmar. . . . So many of the local boys have a finger in Mike Todd's Theater-Cafe pie that it's difficult to say who's who.

BOB MORTON and Howard Y. Bary were in Milwaukee during the fairs convention, setting the stage for their winter circus. Going into Milwaukee their car

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

The 1941 Show

Even the weather favored the 1941 Coin Machine Show held in Chicago January 13 to 16, 1941. Chicago weather usually gives delegates to the mid-winter conventions a rather nasty welcome, but delegates to the 1941 coin machine convention were welcomed by a full day of sunshine on Sunday preceding the opening of the exhibits. This favorable weather served to introduce another record-breaking convention.

It has been common for some years to speak of each succeeding convention as the "biggest and the best." The fact that the coin machine industry is growing rapidly from year to year actually makes it true that the conventions show this progress each succeeding year. So when it is said that the 1941 convention set records in attendance, number of exhibit booths and the quantity and variety of products shown, that is a fair estimate of the convention. The convention was held under the auspices of the Coin Machine Industries, Inc., and is another credit to the successful management and work of the organization.

The registration staff reported actual registrations of 7,900 coinmen for the 1941 convention. The total reported for the 1940 show was approximately 6,000. This gives an increase in round numbers of about 2,000 registrations for the current show. A total of 203 exhibit booths was sold for the 1941 show, a total which required the opening of an extra exhibit floor which had never been used by previous exhibits.

It so happens that the official exhibit floors do not give a full view of the total number of machines on display since there is a growing tendency for firms to exhibit the newest machines and also the full number of their products in hotel suites. Thus, to gain a complete picture of the magnitude of coin-operated machines and allied products it is necessary to take into account the displays in the entire hotel. In our editorial review only the displays on the exhibit floors are taken into account, since it would be very difficult to check all the products shown in the various suites.

INDUSTRY POLICIES

Before reviewing the displays and the indications suggested by them, consideration will be given to industry policies as suggested by the annual convention. While meetings and discussions during the annual conventions are limited, yet representative operators and distributors are present from all parts of the country and it is possible to gain an idea of the common thoughts that form the background or atmosphere of the industry.

The success of the 1941 convention was chiefly attributed to the fact that the industry is as nearly united and harmonious as ever in its history. This united spirit helped to bring operators, distributors, and manufacturers together in record numbers and the natural feeling is that now is the

time for the industry to plan for big things. Everybody was saying that the industry should capitalize on its unity by making a definite program for the future, and some specific ideas were expressed as to how it could be done.

A single industry is always a part of the industrial life of the nation as a whole and the influence of national conditions can always be seen in the annual conventions of the coin machine industry. Even such machines as the ray target devices have taken on a military atmosphere and it is known that one reason for their popular favor is the widespread interest in national defense.



A well-known game motif is used by Cartoonist Parrish (*The Chicago Tribune*) in this sketch on world affairs.

During 1940 all branches of the coin machine industry had felt the vitalizing effect of the spread of defense money, and it is generally expected that the stimulating effect of defense money will be even greater in the present year than in 1940. Thus every operator came to the convention feeling confident that a good business year lies ahead. This confident expectancy was evident in all branches of the trade, for even the smallest machines, such as the bulk venders, had greatly benefited by the increase in industrial locations as factories went to work on defense orders.

In manufacturing circles there was some anticipation that the supply of parts and material might be curtailed during the year because of priority given to government orders. Some manufacturers, such as the music firms, have already felt this curtailment.

The industry faced the fact also that more than 40 State legislatures meet during 1941 and that proposals relating to coin machines would be introduced in most of these sessions. Fortunately, during the convention there was little disturbing news of legislative proposals and the industry felt generally hopeful that most proposals to come would be reasonable. The games division had hopes of gaining several new State license systems which would be added to the seven or eight States that now have license systems. The industry has more active State and city trade associations now than ever before in its history and it was felt much more constructive work could be done than in previous years.

IDEAS CRYSTALLIZE

Out of all the ideas and discussions of trade policy heard in and around the convention, it is possible to classify them under three main points.

First, the general agreement that the industry should take steps to promote favorable trade and news publicity. This idea has been prevalent for many years, particularly due to the fact that so much adverse publicity about the industry appears in newspapers and magazines. Even the most popular types of machines, such as the music boxes, have been the subject of widespread publicity, much of

(See THE 1941 SHOW on page 60)

"Re-instate the value of old equipment"

—THAT'S MUSIC TO THE EARS OF OPERATORS!

ROCK-OLA
ToneColumn

in five beautiful models

- Forever Eliminates Obsolescence Worries
- Puts Idle Phonographs to Work Profitably
- Rejuvenates Machines in Slow Locations
- Greatly Increases Operators' Working Capital

A new day has dawned for Operators who have still usable equipment standing idle simply because it is not the last word in play appeal design. ROCK-OLA TONE-COLUMN utilizes old phonographs splendidly. Takes them out of storage and puts them *back* on location where they will easily earn as much and even more than they did when new! An outstanding hit, too, when combined with ROCK-OLA Playmaster. This unbeatable combination is ROCK-OLA'S answer to *increased earnings and a stabilized operating future!*

ToneColumn gives old phonographs a new lease on life. Their remarkable design glorifies locations and gives musical selections amazing third dimensional tone.

All ToneColumn models fully covered by U. S. patents.

SPECTRAVOX
TONECOLUMN

MODERNE
TONECOLUMN

ROCK-OLA TONECOLUMN "shows" music into every corner of a location effectively, pleasingly, and with *stereoscopic realism*. Nothing ever before like it! Five gorgeous designs to choose from—a model for every purpose.

ORGAN
TONECOLUMN

GLAMOUR
TONECOLUMN

UNIVERSAL
TONECOLUMN

ROCK-OLA

MANUFACTURING CORPORATION
800 N. KEDZIE AVENUE, CHICAGO, ILLINOIS

The 1941 Show

(Continued from page 58)

which was unfavorable to the best interests of the music business itself.

In more recent years much of this publicity has been written by feature and free-lance writers who were sincerely and truly impressed with the commercial importance of the most successful types of coin machines and yet who were unaware of how easily a new business can be injured by statements that are comparatively innocent in themselves. Then, too, many of the men in the modern coin machine industry are super sensitive to publicity and often have fears about published items which are more beneficial than harmful after all.

The industry is about to realize that publicity is a part of the modern world and that an industry cannot place thousands of machines in all kinds of business establishments all over the nation and escape publicity in all its forms. The industry has also come to realize that in the modern world an industry must promote favorable publicity in order to counteract unfavorable publicity.

The method and the cost of promoting favorable publicity is now the big question. At the present convention the discussions slanted down to the need of a national organization which will supply the ideas and work with and thru the various local associations in promoting favorable publicity.

A second idea that many stated is the need of educational material for association officers and leaders and also for the membership. Trade association work in the last few years has made progress in local and state organizations have gained valuable experience. But they all feel the need of a unifying medium for the exchange of news and views, ideas, plans, and programs which relate to their own particular type of association work. The industry is now committed to a program of increasing and improving its city and State trade associations and gaining business recognition for such groups. The necessity for educational material in this field is very evident, as expressed by association workers at the 1941 convention.

A third idea which has been stressed for many years is the need of some central source or office to which members of the trade, association officers, and others can come for information and ideas on dealing with legal problems, legislative problems and other questions that relate to general policy and method.

Work Already Done

In facing these needs as discussed in various ways during the convention, the question naturally arises as to what has already been done, or with what can the industry start in order to meet these needs. The answer is that the industry now has three national organizations at work in particular fields. They are the Coin Machine Industries, Inc., the Automatic Phonograph Manufacturers' Association, and the National Automatic Merchandising Association. Added to these are the many State and city trade associations throughout the country—at least 40 or more active associations.

When any or all of these organizations undertake to meet the needs of the in-

dustry, as crystallized in the three main ideas discussed at the 1941 convention, it will be immediately apparent that a lot of research and editorial work is needed to get information together to distribute where it is needed. Such work also calls for an expensive staff, a lot of work and a lot of time—before there is any real information available for distribution or for use in developing favorable publicity.

While the industry has been growing during the past several years, *The Billboard* has also been training and adding to its staff and it can now make available to the industry, or any of its organizations, a staff that many another industry would be proud to have available.

The situation now seems to simmer down to the need of co-ordinating the work of the present national organizations and also deciding on some practical way in which to use the research and editorial facilities of this publication. It can be said that all the other trade publications will give their full co-operation in this work.

That brings it down to a question of how much and what informative material the three national organizations can distribute to advantage throughout the industry.

Movie Machines New

The exhibits at the 1941 Coin Machine Show included the machines and products of 127 firms which occupied 203 exhibit booths. This was a record both as to the number of firms represented and also for the number of booths sold.

At the annual conventions the question of what is new is always important. From the standpoint of newness the coin-operated movie machines were the most impressive new introduction by far. They have aroused widespread popular interest due to considerable national publicity and also the many questions involved in their operation. While certain models had already been shown in many parts of the country previous to the convention, and several models had also been on display at the Pacific Coast show in November, yet this modern development excited a lot of attention at the 1941 convention. The Chicago newspapers also used them as the basis for most of the news stories about the convention.

When music operators got together they were almost sure to discuss the pros and cons of movie machines. All such discussions led to many questions about films. It is now well recognized that the coin machine industry has apparently solved the mechanical problems which long baffled the inventors who sought to perfect coin-operated movies. The film problem is one that is being given much attention even among the top producers of movies, so that much may be heard on this subject during the current year.

While the industry and the country await further developments in the movie machine field, the immediate effects of the new devices are to greatly increase the publicity given to the industry and particularly to the music division of the industry. Newspapers frequently refer to the new machines as "juke box movies." Operators in cities where the movie machines have been introduced also report that the new machines tend to impress customers with the value of machines and the investment that operators must put into even music boxes. They say that the movie machines will have a very helpful effect on the music division as a whole.

There were eight firms exhibiting as many different types of movie machines, and two other machines that may be called semi-movie devices were also shown. Since no such machines were exhibited at the 1940 show, no comparisons can be made.

Music Machines

In the future the music machine division will properly include the modern coin-operated phonographs, records, all music accessories, movie machines, films, recording devices, and telephone music. This list indicates something of the rapidity with which the music business is expanding. The most evident expansion at the present time is in the field of accessories.

At the 1941 convention the phonograph manufacturers' booths did not indicate the developments in this field; convention floor rules forbid the use of music of necessity, so manufacturers show their machines in hotel suites. Three of the five major phonograph

manufacturers did not show phonographs: one was represented by a movie machine display and two were absent. One other phonograph manufacturer is said to be working on government orders. Altogether two major phonograph manufacturers exhibited and one minor firm displayed a phonograph.

As a summary, three firms exhibited phonographs; eight firms displayed movie machines; three major recording firms were represented and two other booths also represented vital music interests. Abe Lyman, orchestra leader, had a booth, and also Broadcast Music, Inc. (BMI), had a booth. Five firms displayed as many as 10 different models of phono speakers; new developments are still appearing in this field that get attention. Four firms displayed phonograph cabinets and other accessories, while two well-known firms exhibited phono needles. An interesting sidelight on the expanding accessory business was the fact that two manufacturers of duplicating devices displayed ideas for printing record tabs. Three firms displayed telephone music equipment.

Indications are that the major phonograph manufacturers will concentrate on improved sound reproduction during 1941. The manufacture of remote-control devices in the form of wall and bar boxes is expected to continue at peak.

For comparison, our records show that seven firms exhibited music accessories in 1939. At the 1940 show seven firms exhibited 17 models of phonograph cabinets and a wide variety of speakers and wall boxes. Three firms exhibited needles; four record firms had displays. A total of 19 firms were represented in the music field.

At the time of the 1941 convention the music division was interested in the so-called "music war" between Broadcast Music, Inc. (BMI), and American Society of Composers, Authors, and Publishers (ASCAP). This situation related particularly to broadcast music, but newspapers tended to refer to recorded music on phonographs in discussing the music field.

Amusement Machines

Interest continued to center in the ray target machines, a type of amusement device that has been greatly stimulated by interest in national defense. Four firms displayed five models of the target machines. At the 1940 show four firms also presented developments in this field; two firms which have well-known guns in this field did not have them on the floor. This indicates a good gain in the ray target field.

PINBALL GAMES—Seven firms displayed 14 models of standard pinball games and two firms had payout models on display. This indicates a decided decrease in the number of models of standard pinball games, or rather a trend toward not showing so many on the convention floor. Also, there is a tendency to try to introduce good models at regular intervals throughout the year and not to concentrate on show introductions. Displays indicated that pinball games have become pretty well static; for three years it is said there have been few innovations in this field. However, the games business continues to be very successful and the games have lost none of their popular appeal wherever conditions are favorable.

Last year eight firms displayed 18 models of pinball; three firms displayed five models of payout tables.

At the 1941 show six firms displayed 13 models of console and baby console machines which are properly classed as games. Last year eight firms had about 16 types of console games on the floor.

COUNTER MACHINES—It is very difficult to check on the number and types of counter devices on display since the variety and also the number are considerable. Four firms had counter reel machines on display, including a total of probably 25 models; cigarette reels continue to dominate in these machines; a few new designs were evident. The counter reel device continues to be a very successful type of machine. Nine firms displayed counter games other than reel types of machines; probably 20 models were shown and the variety was wide. Last year 10 firms had 23 models of counter machines, so there was a good increase this year. In 1939 eight firms displayed as many as 53 models of counter machines; two firms that had several models that year did not show any small machines this year.

BOWLING GAMES—Bowling games have definitely decreased since the last convention, according to the displays. Five modified forms of such games were displayed by three firms this year. Last year three firms displayed two deluxe bowling games, there were two modified

forms, and some of the pinball games had the bowling motif.

DIGGERS—Again, as last year, only one model of a digger machine was on the floor.

One bell machine was said to be on the floor. One firm also had an elaborate display of a big variety of machines and devices for modern arcades. One golf machine was on display.

What To Call Them

In the amusement games field an important question during the convention was what to call the free-play games. Much to the disgrace of courts of law all over the country, many cases had been tried in which legal dignity tried to decide the momentous question whether an additional play or plays on a pinball game are "a thing of value." Unfortunately after arguing such a point many courts had decided unfavorably to the popular type of pinball game. So the trade was confronted with the problem of what to call the free-play idea. In several sections they had been called replay games and several manufacturers had adopted the term. This promises to give some legal relief, but a dignified court that can spend taxpayers' money on the big question of a "free play" being a thing of value, can also take up the question of replays being free plays. Formerly there was a trend to use the term "odd-ball" games and such a term would properly express the idea of getting additional plays as the player's skill merited them. Also the term "skill-play" game has been suggested, with the game offering a minimum of five plays and as many additional plays as the skill of the player would merit. The public likes the term "free play," and just as the muscle-box trade has had to accept the term juke box, the games industry may be faced with public favor for "free play." However, strong effort will be made by the industry to use a term officially that will not confront the courts with such momentous questions as have been made of this minor issue.

Beverage Venders

After having demonstrated their success during the past year, the displays of beverage venders at the 1941 convention indicated the growing importance of this type of machine. Six firms had such machines on display, making a total of about nine different models. Four of these were gum venders and the others were for bottled drinks. Last year three firms had one bottled vender and three cup venders on display, so it can be seen that a lot of interest in the beverage vending field is accumulating. The current year is expected to show a big increase in the use of these machines.

Bulk Venders

The designs in bulk venders remain practically the same, but while there may be no new developments in such machines, yet the increase in industrial activity is greatly increasing the use of the bulk venders in all parts of the country. Another successful year for these small machines is assured. They are used for vending nuts, small confections, gum, and other small items. Seven firms had displays of this type of machine and due to the great variety of types it is hardly possible to say how many models were shown. A rough estimate would be about 35 models. Seven firms had displays at the 1940 show and there were possibly fewer models this year than last.

While not classed as bulk venders, yet the small gum venders for vending tablet gum may be mentioned here. There has been a noticeable increase in the number of machines for vending penny stick gum and mints.

Cigarettes and Candy

Seven firms had displays of modern cigarette vending machines, and a total of 17 different models were shown. These machines have had a very successful year in spite of the adverse effects of State taxes on cigarettes and the consequent price changes and the great forward to a successful year in 1941. Developments in cigarette machines now center on improving appearance, mechanisms for handling odd change, vending of king-size cigarettes and also in increasing the number of brands handled. Last year six firms displayed 16 models in cigarette venders.

Nine firms had displays of candy bar venders this year, showing a total of about 13 models; some penny sensitive models were also shown. Most of the candy bar venders shown were of the selective type. About 10 models of candy bar venders were shown last year. (See THE 1941 SHOW on page 61)

WIVES RENTED!

Yes, native tribesmen in certain parts of Africa actually rent out their wives—which shows you how customs can differ in this world. There are, however, certain fundamental human traits which remain constant everywhere. One of these is Vanity, which is the universal appeal on which PHOTOMATIC'S steady profits is based. People everywhere love to take PHOTOMATIC pictures.

INVESTIGATE

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

BARGAINS FROM DAVE MARION

Gettled DeLuxe Triple Grip, Long Base... \$9.90
Model 25a (Snake Eye Dice) (With Trade)... \$22.50
All-Star-Bar, Co. \$12.50
Model F (Lobby) \$8.00
Jest Bird... \$7.50
Tuff Charms... \$2.50
Tuff... \$1.50
Pickup, P.P. \$1.50
Challengers... \$2.00

Write for Jan. Pre-Inventory Bargain List.
Jobbers Write for Wholesale and All Types.
73 Demost. Required—Immediate Service.

Write for Complete Bargain List.
MARION COMPANY, WHEELING, W. VA.

THE SHOW IN PICTURES



ANNUAL SHOW AND CONVENTION

SHERMAN HOTEL, CHICAGO

JANUARY 13, 14, 15, 16, 1941

If You Were There

RE-LIVE IT . . .

If You Weren't

HERE'S WHAT YOU MISSED . . .

By plane and train from far and near they come to CHICAGO



NEWS-PIX PHOTO
Courtesy Northwestern RR.



YOU DON'T NEED TO BE TOLD that this is part of the group Tom Murray brought up from Texas. Some 75 coinmen hopped aboard the Katy-Frisco at various stops along the line and roared into St. Louis, where they changed to the C. & E. I. for the last leg of the jaunt that brought them into Chicago at 1:45 Sunday afternoon.



SEVERAL DELEGATIONS ARRIVED on several trains Saturday and Sunday bearing coinmen from St. Louis. Above is the group that arrived on the Alton's Abraham Lincoln at Union Station Sunday afternoon.



THIS IS THE MEMPHIS DELEGATION, SUH, that arrived on the I. C.'s Louisiana at 8:30 a.m. Sunday.



THE CAMERAMAN CAUGHT THESE OMAHA COINMEN at the Union Station, Chicago, Sunday morning before they dashed off for the Sherman.



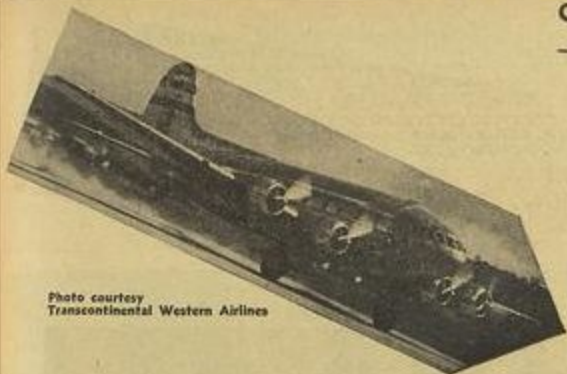
COINMEN, 300 STRONG, FROM ATLANTIC CITY, TRENTON, PHILADELPHIA, and all points east roared in on the Pennsylvania's General and Trail Blazer trains Sunday morning. Here's part of the group that the Trail Blazer brought in.



FOUR SECTIONS OF THE COMMODORE VANDERBILT carried the New York delegation conventionwards. Still more arrived Monday on the Mercury. Biggest delegation ever to come from the East took in this year's show.

COIN MACHINE OPERATORS, DISTRIBUTORS, AND JOBBERS
— 10,000 OF THEM — FROM EVERY CORNER OF THE
COUNTRY, FROM CANADA, SOUTH AMERICA, AND
CENTRAL AMERICA, CONVERGE ON CHICAGO FOR
FOUR BUSY DAYS AT THE COIN MACHINE INDUS-
TRY'S GREATEST SHOW.

Photo courtesy
Transcontinental Western Airlines



LEFT: THE "400," STEAMING IN FROM MINNEAPOLIS and St. Paul, delivered a hundred or more rarit'-to-go Minnesota coinmen Sunday night at the Northwestern Station.

BELOW: GENIAL JIM GILMORE, secretary of Coin Machine Industries, welcomes Tom Crosby, president of the Minnesota Association, while Archie LaBau, Pete Van Neff, C. H. Diedrick, and Doug Glesson look on.



... AND TO THE SHERMAN TO REGISTER

SATURDAY, SUNDAY, AND MONDAY were hectic days for employees of the Sherman Hotel. Coinmen formed in long queues seeking rooms. So large were the crowds that every hotel in mid-town area was called upon to house the delegates.

A BRASS BAND WHOOPED THINGS UP in the lobby and a dozen clerks at the CMI registration booths worked feverishly handing out official badges and programs. Hotel clerks, bellhops, and elevator operators worked overtime taking care of the rush.





TOP, LEFT: AT THE SPEAKERS' TABLE of the Home-Coming Luncheon are (left to right) Jim Conzelman, Herb Graffis, R. W. Hood, Richard Groetchen, Walter Tratsch, and Sanford Harris.



At the Home-Coming Luncheon the
Industry's Leaders

PACK 'EM IN

While on the Convention Floor Below
Exhibitors

UNPACK 'EM

in Preparation for the Opening of
the Show

TOP: TAKING IN THE LUNCHEON are (sitting) Lou Wolcher, Budge Wright, Phil Robinson, (standing) W. S. Solomon, Ace Arnsberg, M. Schlit.

AT ANOTHER NEAR-BY TABLE are (seated) Edward H. Goldberg, Glen Gillette, B. D. Lazar, Edward Foster, and Mrs. R. Esinger. Standing are Louis Genocese, Jack Driscoll, O. J. Elwell, and J. D. Lazar.

IT'S 12 o'clock noon, Monday, January 13, in the Crystal and Louis XVI Ballrooms of the Sherman as the social side of the convention officially gets under way. As the meal is finished, tables are pushed back, cigars are lighted, and the room quiets down as Dave Gottlieb rises to extend an official welcome to all registrants. With two of the Midwest's best known speakers on hand, he wastes little time getting the ball rolling as he introduces Herb Graffis, famed humorist and columnist of The Chicago Times.

After keeping the boys chuckling for 15 minutes, Graffis tells them to unloosen their belts and prepare for some real laughs as Jim Conzelman, coach of the Chicago Cardinal pro football club, is going to take over. Graffis is right, for Conzelman weaves his many football experiences into a laugh-crammed half hour.

FEVERISH HASTE

Time is short. Even while Conzelman is winding up his remarks in the banquet halls upstairs, busy exhibitors are working at top speed uncrating equipment, setting up displays, and getting ready for the biggest of all conventions in the history of the industry.



THEY'RE OFF!!

Immediately after the Home-Coming Luncheon, President Dave Gottlieb declares the annual convention of the Coin Machine Industries officially open, and the rush to the Exhibit Halls is on. Up the stairs, turn to the left, and thru the gates they go.

35,000 pour thru the entrance from 2 until 9 p.m. the first day, according to estimates of the captain in charge of Andy Frain's corps of ushers who handled visitor traffic at the show.

Tuesday's attendance is estimated at 25,000, with 30,000 passing thru the entrance on Wednesday.

Thursday's crowd is cut to less than 10,000 because the exhibits close at 3 p.m. so that the Grand Ballroom can be cleared and tables set up for the big banquet and floor show.

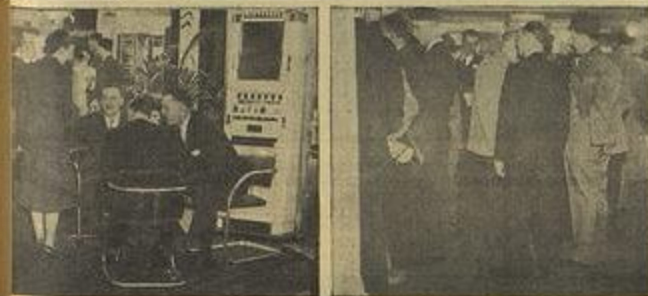


THE BEST IN COIN MACHINES ON DISPLAY

Coin machines—thousands of them—of every shape, form, and type are put on display by 127 different exhibitors. Exhibits fill every corner of the spacious Mezzanine, the Grand Ballroom, the Main Exhibit Hall, and half of the lower level of the Exhibit Hall. 114 firms had exhibits at the 1940 Show.

Exhibitors have outdone themselves in effective, eye-arresting, sock-selling displays. Booths are spacious with plenty of room provided for customers to inspect the machines, talk to salesmen, and sign on the dotted line.

A complete list of exhibitors, equipment displayed at each booth, and personnel representing the various firms is published elsewhere in this issue. Walter Hurd's detailed review of the 1941 Show discusses in detail the various new developments in coin-operated equipment exhibited.



ON THE FLOOR

For the 34 hours of the four days the Exhibit Halls are open, coinmen inspect and compare the variety of equipment on display. Exhibitors and their sales staffs become inured to the strain of standing long hours talking with customers.

Customers after looking over all the equipment begin to compare and decide on purchases. Deals are made. Equipment purchased. From morning to night the floor of the convention is a beehive of activity that rivals even the hubbub on the floor of the Stock Exchange.



Leaders of the coin machine, recording, and orchestra worlds meet on the floor. Left to right: Jim Gilmore, secretary of the CMI; Dick Jurgens, band leader; Dave Rockola, president of Rook-Ola Manufacturing Company; Dave Gottlieb, president of D. Gottlieb & Company; Jane Walton, singer with Laurence Welk's orchestra; Gene Krupa, band leader; Joe Lucas and Bob Sampson, of Columbia Records; Laurence Welk, band leader.



You can bet vending machines are the subject of the conversation as W. R. Greiner, of Northwestern Corporation, and E. T. Barron, of Minneapolis, talk things over.



Miraben's Ben Lutske and a customer talk over replacement cabinets.



Arthur Nack, Rowe's advertising manager, tells Bert Levine about the Rowe merchandisers.



A group of coinmen on the floor. Left to right: C. Fleischman, Baltimore Salesbook; A. Saymon, N. Y. Specialties; Charles Eosen, Ohio Specialties; Phil Bogin and Leon Berman, of N. Y. Specialties; M. L. Armantrout, of Becker Brothers.



A group of Greater Cincinnatians: Bill Marmer, of Sicking Manufacturing Company; Mrs. Charles Trau, Bob Bruns, and Charley Trau.



Packard's Homer Capehart flanked by Joe Peckin and Charley Hoffman.



Rose Knottmuller, of Toledo, O., and Billy's Ray Moloney.



A New York triumvirate: Bill Rabbin, Multiscope president; Bert Lane, of Seaboard Sales, and Earl Winters, Multiscope sales manager.



The Atlas crowd: Harold Schwartz, Howard Freer, Morrie Ginsburg, Eddie Ginsburg, Mike Kratoch, and Wallace Fink.



On the floor above the convention halls a crowd gathers to watch one of the new Movie Machines in action.



Herb Jones, Bally's advertising manager, and Walter Tratsch, president of ABT Manufacturing Company, discuss the Show.



S. Wallace and Dave Robbins, of D. Robbins & Company.



Two well-known New York distributors, Tony Gasparro, of Weston Distributors, and Wilko (Little Napoleon) Blatt, of Supreme Vending.



Four distributors from four parts of the country: Carl Hoelzel, of Kansas City; Sam May, of San Antonio, Tex.; Jack Fitzgibbons, of New York, and Lew Wolf, of Buffalo.



George D. Sax, president of Superior Products, and Carl Trippe, of Ideal Distributing, St. Louis, view the grease paint job Dave Williams is sporting.



Carol Vetterick and Karl Klein examine Grotchen's latest.



Jim Mangan, Mills advertising manager, and 10-year-old Arden McConnel from Grants Pass, Ore., find plenty to dance about at the show.



Discussing Daval products with a customer are Dave Helfenbein and Al Douglas.

INDUSTRY PILOTS GET TOGETHER

The most important meeting by far of all those held during the four-day session is the annual dinner tendered presidents and secretaries of active trade associations by the officers and directors of Coin Machine Industries, Inc.

This year marks the second time these groups get together. The Crystal Ballroom of the Sherman is the place. The time is 6 p.m. Wednesday. More than 40 State and city association executives enjoy a hearty meal with the officers and directors of the CMI.

Promptly at 6 the meeting begins, for the CMI leaders can stay only until 8. They must get back to their exhibits. Soon the meal is finished. Chairs pushed back and the frank, open, revealing round-table discussion gets under way. Association execs toss their local problems into the ring; CMI leaders tell of theirs. The 8 o'clock deadline is forgotten, as interest mounts and wits quicken, as proposal and counter proposal are discussed.



HOST to the trade association leaders at the second annual dinner sponsored by the officers and directors of Coin Machine Industries, Inc., are Dave Rockola, Dave Gottlieb, Jim Gilmore. Behind these three stand Dick Hood, Richard Grotchen, and A. E. Gebert.

ONE GROUP of association executives on hand for the annual dinner: Left to right: S. L. Abrams, Jerry Antel, Nick Brown, Earle Sifchin, Jack Cohen, LeRoy Stein, George Müller.



ANOTHER group includes, left to right: Martin Shirey, Tom Crosby, J. D. Gleason, G. H. Diedrich, Leroy Keeberg, Glenn Liebig, Ed Fisher, Peter VanNeff, R. H. Schneider.



IT'S MEETING TIME

Convention time is always meeting time for several State and regional associations. This year is no exception. The Cigarette Vender Operators of Illinois get together in Room 118 on Wednesday morning to discuss subsequent developments in State taxation and operating problems since their last get-together in Springfield two months ago.

President Jack Kelner reviews the progress made during the past year and tells what the association intends to do about the problems

that must be tackled in the immediate future. C. S. Darling, secretary of the National Automatic Merchandisers' Association, addresses the group. He talks of his experience in coping with legislative problems and sets up guide posts for this group and others to follow in combating legal and legislative difficulties.

Every cigarette operator in the State who's registered at the Show is on hand, and goes forth from the meeting knowing that this association of his is really on the job.

OFFICERS of the CVO of I. are H. L. Hultz, Springfield, secretary; Jack Kelner, Chicago, president, and H. Clemens, Joliet, vice-president.



MEMBERS of the CVO of I. listen attentively as President Kelner tells them of the work the association is doing in various parts of the State.



C. S. DARLING, secretary of NAMA, addresses the group.



OFF THE RECORD

AT A SHOW THAT BREAKS ALL RECORDS, RECORDING ARTISTS AND RECORD COMPANY EXECUTIVES GET TOGETHER WITH MUSIC MACHINE DISTRIBUTORS AND OPERATORS TO TALK OVER COMMON PROBLEMS AND GET A FEW LAUGHS WHILE THEY'RE AT IT.



Bluebird record artist Art Kamei, whose band played the industry's home-making luncheon, talks to a couple of words of wisdom from Dobe Kaufman.

Harry Weinstein, Abe Loman's personal manager, and Dick Jurgens, Okeh record artist, down to the Loman booth and Lyanzian's him with buttons and pictures of Abe. Jurgens is getting even by ranking Abe's ear.



BCA Victor exec Jack Williams has had yet Bluebird record artist Gray Gordon into a frame. Joe Maloney, well-known Chicago operator, at Gray's right, thinks Gray is faking.

Sam May, Gess Gordon, Jack Williams, and Eddie Chase, of WGN, Chicago, get a big kick out of their est-together.



Columbia Records exec Wayne Varnum, district Bob Shannon, and Will Jurgens make a happy threesome.

Jimm Walton, vocalist with Okeh record artist Lawrence Welk; Welk himself; his manager, Keith Bain; Bob Shannon, and Okeh record artist Gene Krupa say everything is a-OK.



Len Lunde and Wurlitzer district Dave Magallo and Joe Eisen sit for their picture with bandmen Jurgens, Welk, and Krupa, Jim Walton, and Harry Weinstein.



CANDID CONFERENCES

AMONG THE GROUPS TO SIT DOWN AND TALK THINGS OVER DURING THE SHOW WERE:

- TOP ROW:** Louis H. Cantor, Al Horth, Walter Strauss, and A. A. Werdman. I. F. Webb, Art Weiman, and Jack Nelson. Mr. and Mrs. Andrew McCall.
MIDDLE ROW: Joe Munves and William F. Donlon. Roy Torr, Stuart Howard, and Eddy Fitzgerald. Clarence Adelberg and H. S. Lawrence.
BOTTOM ROW: Joe Thiels and Harry Horst. Jim Barrow, Marshall Seeburg, and Sam Kressburg. Mr. and Mrs. Andy Kehoe.



SMILE,

LOOK CLOSELY AND
FIND YOURSELF

There are 53 photos, totaling 140 people, pictured on these two pages, and not a frown or a single "sour puss" in the lot. Veteran conventioners declare the close-knit spirit of good fellowship so characteristic of coinmen hit a new high this year.



1. Morris Hankin, Bill Rabkin, J. D. Lazar, Bert Lane, B. D. Lazar, Earl Winters, Sam Turan, Fred Iverson.
2. Mr. and Mrs. Bill Hemminger.
3. Max and Harry Hurvich.
4. A. Farley, Joe Frank, Harry Kaplan.
5. Helene Bindell.
6. Ed Seaska, Irving Sommer, Ralph Fabozzi, Harry Rosen, Nat Tenenbaum.
7. Earl Holland.
8. Earl and Dan Moloney.
9. Mike Muzes, Hymie Sudin.
10. Harry Cohen, R. H. Hoelt.



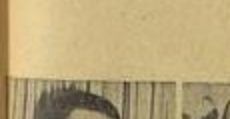
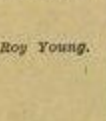
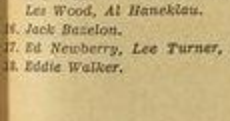
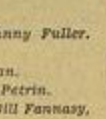
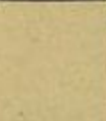
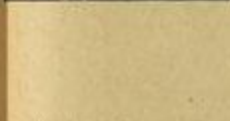
11. Walter Wastasek, Billy's first enlistment.
12. Julius Levy, Anthony Marshall.
13. Jim Erickson.
14. Sam Gensburg.
15. R. J. Foley, William J. Ryan.
16. Rex Schreiber.
17. Ed Mape, Mrs. Henry T. Roberts, St. Lynch, D. J. Donahue.
18. Homer Capehart and a group of Packard distributors.

19. Paul Jock.
20. Frank Mattland, Dick Hood, Carl Hoelzel, Bill Alberg, Charles Aronson, Sam May, Jack Fitzgibbons.
21. Mac Klein, Ben Booker.
22. Jim Buckley.
23. Mr. and Mrs. Harry Moseley.
24. Fred Mann, Stewart Conger, Don Kennedy.
25. Mac Churcis, Art Garvey, Al Sebring.
26. Wilard Seefeldt, Charles Gerlach.
27. George Jenkins.



PLEASE

What kind of time did coinmen have at the Show? Here's a pictorial answer to that question. From Sunday to Thursday cameramen shot flash bulbs by the gross. From hundreds of candid shots these were selected as those best typifying the swell time all coinmen had again this year.



- (Standing) Joe Theis, Jack Fitzgerald, N. Sarkison, Johnny Rugtrio, Jack Moore, Dan Lifkin, Art Nyberg. (Seated) Sam May, Thelma Oliver, Paul Laymon, C. Robinson, Mrs. Paul Laymon, Mrs. Jack Moore, M. Y. Blum.
- M. Y. Blum, who goes into service this month.
- (Standing) A. J. Navickas, Laurence DeParis, Rocco Fantasia. (Seated) Ken Jarrett, Edward Navickas.
- D. M. Wertz, Ben Boldt.
- George Maloney.
- G. K. Gabrielson, G. I. Alley, O. L. Hanson.
- Otto Delitz, W. I. Merila.
- Harry Rosen.
- Irving Sommer.



- Emil Brover, Teddy Seidel, Pat Schwartz, Tony Marshall.
- B. Haskins.
- Hymie Rosenberg, Milton Miller.
- Marty Salkind, Jack Gold, C. Bruchner, M. Hendricks.
- Moe Mandell.
- Leon Burman, Phil Bogin.
- (Top) Selig Leise, I. Budnick. (Bottom) Perry Warner, J. Budnick.
- Net Cohn.

The convention is rushing toward its climactic close. Just a few more hours to go. The BIG social event of the convention is all that remains. All day long the Sherman's corps of chefs work feverishly preparing food for the 3,300 dinners they must serve. So great is the crowd that it fills the four great dining rooms of the Sherman.

THE WIND-UP

In the Grand Ballroom, the West Room, with the Gray, Crystal, and Louis XVI rooms adjoining, the Bal Tabarin and the Old Town Room, coinmen and their friends gather for a whopping, delicious meal and bang-up floorshow. At the close of the show tables are removed, rugs rolled up, and the band strikes up. Dancing continues to 3, while upstairs private parties make merry in various rooms till dawn.



MUSIC MERCHANDISING

Column Comment On BMI-ASCAP Mentions Phonos

CHICAGO, Jan. 18.—In his column *Sharps and Flats* in *The Chicago Daily News* Robert M. Yoder this week commented on the BMI-ASCAP tune tangle and analyzed the tie-ups between the brothers, "the record companies and the broadcasters." Said Yoder:

"One reason why the radio men deserve a little sympathy in the present radio music crisis is that in their second capacity as record men they must hate themselves bitterly. If they are not badly confused and suffering from soreness of the soul it is a wonder indeed, for as radio men they have to play themselves a very dirty trick as record men.

"The Columbia network is, of course, a brother of the Columbia record outfit, making Columbia and Okeh records, and NBC has somewhat the same relation to RCA-Victor, maker of Victor and Bluebird records. In the past this relationship has been very nice, not to say sweet. If a tune could be built up into a hit on the radio, it would then sell on records, and records in the last few years have been running into big money. The juke boxes alone take more records than you could think possible and there is another huge market, growing all the time, in the phonographs operated in the home.

"It was a very pleasant situation, consequently, for whenever the radio plugged a tune, the tune made money on records. They could eat their cake and make a profit on the bakery.

"That part of it would still be true, of course, but there is a newer angle.

"As record men, the record men must feel that there is a golden opportunity just now in the present shutdown of ASCAP music. This removes hundreds of popular tunes from the air and creates a whole library of music that can't be heard on the radio.

"This must set a record man to licking his chops in honest greed. Here is all this fine music already popular, for which the record companies could become almost the exclusive outlet. The longer the radio blackout continues, the better it looks for the sale of records. It wouldn't even need much advertising. Just "The Music You Can't Get on the Radio." As record men, the record men must find this enticing in the extreme. They must feel that nothing could be sweeter than to turn out a lot of ASCAP records now and clean up.

"You would then load up the juke boxes with the forbidden tunes, put up a simple sign saying that this box positively does not contain *Practice Makes Perfect* or *I Hear a Rhapsody* and sit back to admire your own genius. No need to plug the songs, no need to develop a market for them; just the simple act of capitalizing on the present emergency. To the record men, as record men, it must sound like velvet.

"But then the trouble starts. For as radio men, the record men have to tell themselves that as record men they are all wrong. They have to tell themselves that ASCAP music is not so good, that the records wouldn't sell, and that the public likes what it is getting now. "They have to tell themselves that nobody wants records of the Gershwin music or the Romberg music or the Jerome Kern music, and that what the public wants, either on the air or on the gramophone, is *Prenez*.

"As radio men, they have to tell themselves this, as record men, and as record men, in spite of their better judgment, they have to believe it, as good loyal radio men. This is something like persuading yourself that Hedy Lamarr is a hag or that rolled rib roast is bread pudding. It is a nasty emotional conflict and as they suffer thru it the combined radio-and-record executives merit our kindest solicitude."

Winfield Opens Enlarged Office

BUFFALO, Jan. 18.—The J. H. Winfield Company, under the leadership of Harry Winfield, opened new and enlarged offices at a big open house party Janu-

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: New *Worried Mind*, Roy Rogers; *She Won't Be My Little Darling*, Delmore Brothers; *San Antonio Rose*, Bob Wells and Texas Playboys; *If You'll Come Back*, Bill Boyd; *Big Beaver*, Bob Willis; *You Are My Sunshine*, Pine Ridge Boys; *Hey, Toots*, Dick Reinhardt and the Universal Cowboys; *Beer and Skittles*, Louise Massey; *She Goes the Other Way*, Ted Daffan's Texans; *Henpecked Husband Blues*, Shelton Brothers.

INTERNATIONAL RECORDINGS: *Lo-Lo-Lita*, Woodpecker, My Peggy. **FOREIGN RECORDINGS:** German, *Kornblumenblau*, Wisconsin Polka; Bohemian, *Vesela Vdovicka*, Kolem *Smicheva*; Hungarian, *A Fonos azol a nota*, *Szeretom az duntantuli*; Croatian, *Moja Bosno*, *Razbilja Se Cass*; Polish, *Dziadunio*, *Slodka Buzia*; Scandinavian, *Expo Vals*, *Tekigas Kalle*; Swedish, *Polkan Gar*; Italian, *Stelle Brillante*; Jewish, *Shloimele Mallake*, *Der Alter Zigeuner*; Greek, *I Simeo Mas*, Geneo *Ezenaki*.

ary 5 and 6. Buffalo's Wurlitzer distributor combined the event with the official showing of the 1941 Wurlitzer phonographs and remote control and auxiliary equipment.

The beautifully laid out showrooms are in the heart of coin machine lane and boast every possible facility to make trading easy and pleasant for the operator. Showroom floor is twice the size of Winfield's old location, which was good-sized itself. Lighting and decoration show off the equipment to best advantage. Private offices and conference rooms assure privacy to operators when they want to make a deal. The parts department is spacious and well planned and will carry a complete stock of every possible piece of equipment operators might want.

In the rear a large service department promises to be able to handle all jobs quickly and efficiently. The staff has been enlarged to include 10 service men and attendants. Storage rooms for new and used equipment are the largest of their kind here and promise a stock of machines unequalled. In addition to that, basement storing facilities are available to make for extra space. A special driving-in loading platform adjoining the rear brings machines right to a freight elevator, which either takes them up to the display room or to the downstairs store space.



SETTING OF RARE BEAUTY marks Wurlitzer exhibit in Kansas. Central Distributing Company, Wurlitzer distributor of Kansas City, prepared for National Wurlitzer Days by creating the above display background and thousands of persons looked over the firm's new showrooms at the 1941 Wurlitzer showing.

Crosby Singing "I'll Never Smile Again" With Miller's Music Tops, Say Phono Men

CHICAGO, Jan. 18.—The music poll conducted thru the trade press by Coin Machine Industries, Inc., manufacturers' association and sponsor of the 1941 Coin Machine Show, resulted in the selection of Glenn Miller as the outstanding orchestra leader. Bing Crosby heads the lists of vocalists, and *I'll Never Smile Again* was the outstanding tune of 1940.

In making the announcement, CMI said: "Get Bing Crosby to record *I'll Never Smile Again*, accompanied by Glenn Miller's orchestra, and you'll get a composite idea of what the American public likes in recorded music.

America's automatic phonograph owners made the selections in this poll. They were asked to fill in a coupon answering the question, "Who do you think was the outstanding recording artist of 1940?"—and what was the outstanding disk on your phonographs during 1940."

The ballots poured in with the above results. Crosby retained his position at the top of his field as a vocalist by making such hits as *Blueberry Hill*, *Only Forever*, and *Sierra Sue*. The Andrews Sisters, while not able to keep pace with the standout Crosby, nevertheless managed to snatch second place from the Ink Spots, chiefly on the merits of their fine work on *The Woodpecker Song*. *Maybe* was the best offering of the Ink Spots during the year, according to the poll.

Glenn Miller won the laurels in the division of outstanding recording orchestras.

Miller came thru with many fine recordings, particularly *In the Mood* and

L. F. Cox Company Shows Phonographs

SALISBURY, N. C., Jan. 18.—More than 200 persons from throughout the State attended the formal showing of 1941 models of the Wurlitzer music machines at the L. F. Cox Vending Company showrooms and service agency on East Fisher Street here Sunday.

The newly decorated showrooms were filled with models of various types, including the new counter model which is suitable for small clubs, homes, and private gatherings and has attracted considerable attention.

Bernard O. Holstinger, assistant advertising manager from the home offices at North Tonawanda, N. Y., was a guest throughout the event and remained in the city to assist Mr. Cox in planning for this year.

Tuxedo Junction. Dorsey took second place chiefly on the tremendous popularity of *I'll Never Smile Again*. *Prenez* won third-place honors for Artie Shaw.

I'll Never Smile Again was an easy winner in the song popularity contest. It was a standout all the way. *Maybe* barely won out for second place over *The Woodpecker Song* and *In the Mood*.

Other tunes coming in for mention were (of all things!) *The Beer Barrel Polka*, *Playmates*, *Sunrise Serenade*, *No. 1*, *Let Me Down To Dream*, *Ferryboat Serenade*, *Trade Winds*, *God Bless America*, *We Three*, and *Rhumboogie*. Hundreds of songs were named in the contest, but these received the most votes.

Top Spots Go For Colonial

NORTH TONAWANDA, N. Y., Jan. 18.—"First-class hotels, restaurants, night clubs, private clubs, and smart cocktail lounges have long been recognized by music merchants as among the most desirable locations," declare Wurlitzer officials. "But many owners and proprietors of such spots have stood aloof from automatic phonographs—not because they did not recognize the many advantages of automatic phonograph music, but because they felt that the appearance of automatic phonographs was too commercial—did not fit in with their decoration scheme and surroundings."

"Music merchants," they continued, "also recognized a further advantage of having their phonographs in locations of the better sort. With all the unfair agitation against phonographs, they felt that it would lend dignity to their business if they had more phonographs in more places of distinction and conservative character."

The Rudolph Wurlitzer Company recognized this desire on the part of music merchants and decided to take action. The answer is the Wurlitzer Colonial model, an automatic phonograph conservative in design which has already won widespread acceptance from hard-to-get locations in all parts of the country.

"Introduced last November, the Colonial model has been enthusiastically received by music merchants everywhere. It has enabled them to open up locations they couldn't touch before—places continually patronized by free-spending crowds. In addition to locations of the top-bracket type, they have also found that many of their regular locations preferred a more conservative machine. Actually the market for Wurlitzer Colonial models has become much broader than was originally anticipated."

According to Mike Hammergren, Wurlitzer general sales manager: "With the Wurlitzer Colonial, the super De Luxe Victory model 850, the Victory Standard model and two different counter models, music merchants are in a position to meet every need, regardless of the type of location or individual desires of the location owner."

Dad Johnson, Fort Worth Dean of Operators, Dies

FORT WORTH, Tex., Jan. 18.—J. W. (Dad) Johnson, owner of Ideal Novelty Company, passed away January 6. Funeral services were held January 8. His coin machine operator friends were pallbearers and many huge floral pieces were received.

"Dad" was known as the dean of Texas operators, being the oldest colman in the Texas area. He was 72 and a former showman, having been connected with carnivals and amusement parks. For the last six years he had operated the Ideal Novelty Company, this city, operating phonographs and other coin-operated equipment.

"The Finest One for '41"

BUCKLEY MUSIC SYSTEM

WITH THE SENSATIONAL DIRECT TOUCH-TO-TOUCH ACTION



- COMPLETE LINE FOR 32-24-20-16-12 RECORD SYSTEMS
- LUMALITE SIDE PANELS BRILLIANTLY ILLUMINATED
- NEW HINGED COVER SPEEDS UP SERVICE
- EXCLUSIVE COIN SWITCH PROOF AGAINST MANIPULATION BY JARS OR KNOCKS
- PATENTED POOL-PROOF COMMUTATOR Indicator Knob Always in Adjustment

BUCKLEY MUSIC SYSTEM, INC.
4225 W. LAKE ST. - CHICAGO - ILL.
EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N. Y.



LOWDOWN PRICE!!

SEEBURG'S

**MAYFAIR
PLAZA**

SINGLE — \$175.00

\$149⁵⁰

LOTS
OF
10

BABE KAUFMAN 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

Detroit

DETROIT, Jan. 18.—John Dobranich, of the Zora Recording Studios, is bringing out some new Croatian and Serbian records designed especially for coin machine locations.

Maury Dreyfuss, of Safeway Cigarette Sales, is busy adding new machines to his routes, evidently anticipating a business increase for 1941.

Max Falk, head of the Falk Sales Company, Detroit distributing organization, plans to add some new machine lines.

Fred Richardson, of the Richardson Novelty Company, who used to be active

in the pin game field, is concentrating on the phonograph field now.

Joseph B. Mitchell, head of the Mini-Pop National Distributing Company, has left for California.

Lloyd L. Blake, who had been with the Caille Brothers Company for several years, largely on the road, is new manager of the plant here, succeeding Maurice Caldwell, who has gone to Pennsylvania to manage another plant for an affiliated company.

Russell E. Anger, head of the American Dispensing Company, manufacturing a soap dispenser, has moved into a new factory on Lahser Road in Southfield Township, northwest of Detroit.

Fred Gersabeck, one of the oldest Detroit operators, who has been inactive for about a year, is attempting the Chicago show. He plans to return to activity, probably in the music field again.

Charles Cromber, who has been making a new type of coin-controlled pool table, now has a number out on test locations in the city.

Perry Peterson, president of the Miller Peanut Company, was ill the past week.

Max Marston, horriest-coin machine man, has gone to Cleveland to manage The Graham Distributing Company branch.

Delos P. Heath, head of the Frigid Vending Company, has joined the list of coin machine men called to active service. He is stationed in Philadelphia,

EASTERN FLASHES

AT THE BIG SHOW . . .

CHICAGO, Jan. 18.—The coin machine show this year was the biggest yet. Most all the boys from the East were seen around the Hotel Sherman at one time or another. Large groups began coming in a few days in advance of the opening. Regular scheduled appearances began with the arrival of the Commodore Vanderbilt and the General from New York City on Sunday. These trains picked up operators, jobbers, and distributors on the way.

A large group arrived from Upper New York State Monday morning. Headed by Lew Wolf, the party included Louis Chereta, Emil Keller, Henry Schaefer, Harry Levine, Jack Marine, Phil Flynn, Clarence Golden, Harry Palmer, N. J. Stunkel, Al Bergman, M. McBaine, Vic Stehlin, Clarence Allen, Joe Lewis, Arden Bradi, Pete Butera, Harry Silverstein, and Dan O'Day.

ON THE FLOOR . . .

The manufacturers from the East were well represented with fine-looking displays. International Microscope Reel Company, Du Grenier, D. Robbins & Company, Stewart Merchandisers, Rowe Cigarette, Unesco-Pak, Scientific Machine, Red-E Sports Exhibit Company, Cent-a-Mint Corporation, and the two supply houses, Block Marble Company and New York Supply Company, exhibited.

This show meant hard work for all the New York distributors. The boys spent a major portion of their time at the displays of their factories. . . Bert Lane divided his time between the Genco and Microscope booths, and also spent some time at Mutoscope's room, where Bill Rabkin had his two new machines on display. . . George Ponsler, Irving Morris, and Jack Mitznick were a busy trio with their many duties. The boys had a suite of their own and were seen around the booths of Gottlieb and Mills. Later on George announced the acquisition of the Success line. . . Modern Vending had quite an elaborate suite where the New York phone boys gathered. Nat Cohn, Harry Rosen, and Irving Sommer all took part in welcoming their friends. Irv, by the way, was ill for a while after riding the train in from Miami. Nat later caught cold, and when *The Billboard* wanted his photo had to get out of bed for the shot. . . Sam Kresberg, the Seeburg district manager, spent most of his time in the Seeburg Penthouse. We understand Modern will have a surprise announcement to make as a result of the show.

CONVENTION SHOTS . . .

Jack Fitzgibbon was moving between the Bally booth and the firm's suite. Jack was very enthusiastic over the equipment Bally is releasing. . . Hymie Rudin and the Munves brothers left before the banquet, as their business home required their immediate attention. Hymie kept quite close to the Stoner booth. Mike and Marc Munves were around greeting their many friends with whom they do business. Marc met many customers he had never seen before, but to whom he has been shipping machines for many years. Joe Munves was at the Exhibit booth most of the time showing the arcade machines. . . Tony Gasparro, of Weston Distributors, thought for a while he would have to stay home due to sickness in the family, but finally broke away. Tony stayed at the Exhibit display showing off his new game. . . Doc Eaton, the Buckley man, was one of the busiest fellows at the show. Doc hung around his booth quite a good deal, and one couldn't blame him, for it attracted a lot of attention. . . Charley Aronson and Bill Abberg, the Evans distributors, were at the H. C. Evans suite showing Dick Hood's new games. . . Joe Fishman, the Rock-Ola distrib, was busy taking the boys back and forth to the Rock-Ola factory in special busses. Joe really was hustling.

Dave Simon had to keep moving. Dave taxied up and back to the Keeney plant. . . Jack Semel and Al Simon, of Savoy, were seen at the Chicago Coin display. Jack is particularly happy over the way he trimmed down his figure. Murray Simon was helping his brothers enjoy themselves. . . Jack Kay and Harry Pest, of Ace Distributors, Newark, N. J., made the rounds of the booths

many times. They didn't want to overlook any bets. . . Frank Hart, of Eastern Machine, teamed up with Charlie Fishman, of Baltimore Salesbook Company, for sleeping accommodations, and they seemed to hit it off very well. Irving Orenstein and Milly Green, of Hercules, spent a lot of their time with the New York boys. . . Jack Berger, of Newark Coinco, seemed happy over the connections he made.

MEN AND MACHINES . . .

Jim Stewart's boys had a real tough time of it. Stewart had a display over at the tobacco show, and Julius A. Levy, Tony Marshall, and Ed Brozin split their time between the two. . . Mike Chance, of Du Grenier, never could find time to get to *The Billboard* room to have his photo snapped. . . Dave Robbins had a funny experience. A Southwest operator ordered 50 assorted counter games, as he needed a game that vended merchandises. Dave's ball game counter skill games fitted the bill perfectly. When Dave asked for the usual deposit, the operator pulled out a roll and peeled off brand-new \$20 bills to pay for the entire 50 games in advance. . . Grace Rabkin flew in so that she could attend the banquet with Bill. . . Grace has missed a few of the past few years but arrived in time this trip. Dave Stern had quite a time getting his picture taken, and forgot to close his mouth when the bulb flashed. . . Club 1100, newly established by the New York music operators, was one of musts at the show. They tell us that the club is a permanent feature from now on.

LOBBY LEARNINGS . . .

A group of music boys went out roller skating with some band leaders and wound up with scraped shins, sore backs, and weary legs. In the group were Jack Williams, Al Maniac, Charles Engelman, Sam Engelman, Dick Todd, Grey Gordon, Jack Egan, and Arty Pine. . . Joe Ash, of Active Amusement, spent most of his time looking over the show in company with Jack Mitznick, of the Ponsler org. . . Dave Margolin and Joe Ewen spent one full day at the show and then had to leave due to Dave's becoming ill. . . Joe Darwin, Wurlitzer's factory representative, breezed in Friday just as everyone was preparing to leave. . . Word arrived from New York that James Hicks has now joined Manhattan Distributors sales staff. . . Irving Silverman, formerly sales representative for Stewart & McGuire, is now associated with Bealstone Moving Picture Machine Company.

Hurd Says:

CHICAGO, Jan. 18.—Walter W. Hurd, coin machine editor of *The Billboard*, is quoted on the financial page of *The Chicago Herald-American*, issue of January 17, in the column conducted by Robert V. Vanderpoel, financial editor of the paper. Appearing with the quotation is Hurd's picture. Under the heading of Today's Thought, Walter Hurd is quoted as saying: "The issues of the time are crucial and difficult. Before people can vote intelligently on these questions they must have reliable sources of information. They are paying the press to furnish that information but find too many publishers trying to confuse the minds of the people."



WALTER W. HURD

Upon this quotation the editor of the newspaper builds up his thesis that headlines are sometimes misleading. Says he: "There has been so much of this sort of thing, so much of a hiding of factual good news and the playing up of propaganda bad news, that a defeatist psychology has been encouraged which has come very close to ruining the nation."

Music Operators, Attention USED PHONOGRAPH RECORDS WANTED

Any quantities, any size. Also foreign and hill-billy records. We pay highest prices, any quantity, large or small. Send full details.

NEWARK SURPLUS MATERIALS CO.
Dresser 1000, NEWARK, N. J.

1 to 11, 16 to 22 to 31, 36 to 44 to 50 to 54 to 60

Easier on the Ears
Records . . . Pocketbook
Miracle Point Needles

M. A. GERETT CORPORATION
2843 N. 30th Street, Milwaukee, Wis.

**IF IT'S A HIT,
IT'S HERE!**



COLUMBIA POPULAR 72

- BENNY GOODMAN**
You, My Darling Thunder
These Things You Let Me
RAYMOND BOOTT
Copyright 1940
Radio Break
WILL BRADLEY
(featuring **RAY MCKINLEY**)
High on a Windy Hill
Love of My Life
EDDY DUCHIN
Let's Dream This One Out
Little Sleepy Head
ORLEN TUCKER
You're Breaking My Heart All Over
Again
You Didn't Realize That Kiss
EDDY HOWARD
Wrap Your Troubles in Dreams
Especially Like You

TOP NICKEL GRABBERS

- WILL BRADLEY**
(featuring **RAY MCKINLEY**)
Scrub Me, Mama, With a Bogie Beat
There I Go
BENNY GOODMAN
HARD TO GET
EDDY DUCHIN
I Give You My Word
So You're the One



OKEH POPULAR 181

- TOMMY TUCKER TIME**
Walkin' Through Moxie Bud Lane
You Walk By
FRANKIE MASTERS
3974 Marse
The Light Fantastic
JACK LEONARD
3975 Love of My Life
I Should Have Known You Years Ago
LAWRENCE WELLS
3976 Sweet and Low
Little Sleepy Head
BOLLY DAWN
3977 How Come?
I Could Kiss You for That
HORACE HENDERSON
3978 Glimmer Eyes
Do He Me
ADRIAN ROLLINI TRIO
3979 Isle of Capri
The Girl With the Light Blue Hair

TOP NICKEL GRABBERS

- GENE KRUPA**
3826 Two Dreams Met
Down Argentine Way
AL DONAHUE
3888 Friend
I Hear a Rhapsody
FRANKIE MASTERS
3710 Ferry-Boat, Separate
The Same Old Story



OKEH HILLBILLY 181

- LIGHT CRUST DOGBOYS**
Mr. Gal's With Me Pt. Tonight
I Had Someone Else Before I Had You
THE PLIABLE HAMBELERS
39369 I'll Come Back to You
All Right Do You Wait
CHUCK WAGON GANG
39370 Heaven Is My Home
Sweet Is
THREE SHARPS and FLATS
39071 That's That Rhythm
Hicks
BLACK CATS and THE KITTENS
39372 I'm the Winner
You Better Ask Somebody

TOP NICKEL GRABBERS

- BOB WILLS**
38494 New San Antonio Rose
Bob Wills
GENE ADRY
38463 Goodbye, Little Darling, Goodbye
When You Goes You'll Soon Forget
LOUISE MANNING and The Westerners
38316 Boy and Girl
Quetta M. Josselyn

**COLUMBIA-
OKeh RECORDS**

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.

- We Three.** (12th week) **INK SPOTS, TOMMY DORSEY***,
Beat Me Daddy, Eight to a Bar. (10th week) **ANDREWS SISTERS, GLENN MILLER*, WILL BRADLEY***.
There I Go. (7th week) **VAUGHN MONROE*, WILL BRADLEY*, TOMMY TUCKER*, WOODY HERMAN***.
Down Argentine Way. (6th week) **BOB CROSBY*, SHEP FIELDS*, LEO REISMAN*, GENE KRUPA***.
A Nightingale Sang in Berkeley Square. (4th week) **GUY LOMBARDO*, GLENN MILLER*, RAY NOBLE*, SAMMY KAYE***.
Dream Valley. (3d week) **SAMMY KAYE*, WOODY HERMAN*, FRANKIE MASTERS***.
French. (2d week) **ARTIE SHAW, WOODY HERMAN***.

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.

Along the Santa Fe Trail. Hovering near the brink of real hitdom, but somehow not quite managing to topple into the above category that would characterize this as a full-fledged success, this Warner picture-inspired song is good, but not great. **DICK JURGENSEN*** and **SAMMY KAYE*** still continue to divide up the phono honors.

I Hear a Rhapsody. Making nice strides toward the top is this BMI number, which debuted here only last week. There's nothing spectacular about its course so far, but it's climbing easily, and at the moment it has more than an even chance to hit the heights. **CHARLIE BARNETT*** and **JIMMY DORSEY*** are vying for the phono lead here.

Stardust. The principal reason for the success of this revival—a success which is not as yet too substantial—is that in each record case it's a duplicate of other successes. **ARTIE SHAW** has a version of the Hoagy Carmichael standard that repeats his *French* formula of rich, colorful orchestration and instrumentation. **TOMMY DORSEY*** treats the song as he did *I'll Never Smile Again*. Both disks are doing well, but neither is approximating as yet the real success of their inspirational predecessors.

The Last Time I Saw Paris. Unfortunately, this has so far failed to achieve the full popularity that it deserves and that it gave evidence of acquiring. From the word-of-mouth the song has engendered, and from the appreciative way it is received by people who are familiar with it, it isn't going too far to say that, if it had the benefit of radio plugging (lost to it because of the ASCAP-networks war, it being an ASCAP number), it might possibly be the biggest song of the past several years. On the phono currently it is fair-to-middling, in the **KATE SMITH** version. Once it catches on, if it does at all, it is quite likely to be sensational.

Yes, My Darling Daughter. Momentarily stymied for some reason, after its likely-looking beginning of a week ago, this better-than-average novelty originally introduced by **DINAH SHORE**, is only limping along at the moment in her waxed version and in that of **GLENN MILLER***. Both recordings are fairly popular in various locations, but it's far from a universal, widespread favor that either is enjoying currently.

You've Got Me This Way. Better than last week is this Kysner picture song, from the RKO movie *You'll Find out*. It's not too apparent just what has given it a new lease on life, but at least it seems to have one, and a number of ops are doing pretty well with it now. **KAY KYSNER*** and **GLENN MILLER*** are joined this week by **JIMMY DORSEY***.

You Walk By. The latest of the BMI parade to make its phono mark is this ballad, and one of the best of the radio-controlled music house's output to date, lyrically and melodically speaking. It debuts this week with enough stamina behind it to indicate a possible nice career on the boxes. **BLUE BARRON*** and **KENNY BAKER** are its standard bearers in the machines thus far.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

He's My Uncle. (7th week) Almost out. **ABE LYMAN*, KAY KYSNER***.
A Handful of Stars. (6th week) Pretty weak. **GLENN MILLER***.

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.

So You're the One. Another BMI tune getting the benefit of abnormal radio plugging that is beginning to attract a bit of phono attention. Operators would do well to watch this one.

Anvil Chorus. The **GLENN MILLER** double-sided tour de force on Verdi's well-known operatic aria is also starting to make its presence felt under the needles, and another week or so ought to see it really begin its climb up the ladder.

San Antonio Rose. A hillbilly number, dressed up in modern dance band clothes by several popular orchestras, that is a particularly good bet for the machine, combining as it does the popular corny aura of a free and easy little number with name band technic in orchestrating and playing.

Scrub Me, Mama, With a Bogie Beat. The follow-up to *Beat Me Daddy, Eight to a Bar*, and from unmistakable signs a follow-up in more than name only. The **ANDREWS SISTERS***, and **WILL BRADLEY*** have the beginning-to-catch-on recordings here.

I Give You My Word. Still another BMIer that may uphold the tradition of that imprint already established with *Practice Makes Perfect* and *There I Go*. Reports indicate a scattered interest in it that may expand to much larger proportions.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

NICKEL NABBING NIFTIES!



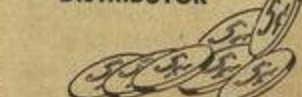
ON *Victor*
AND
Bluebird
RECORDS

- VICTOR "POPULAR" RELEASE
NO. 407—LIST PRICE 50c**
- 27274 "You Might Have Belonged to Another"
*On! Look at Me Now
Tommy Dorsey
27275 "Wishful Thinking"
*Hello, Hal! I Done It Again
Leo Reisman
27276 It All Comes Back to Me Now
Masc Mountain—Vocal Dance
Barry Wood, Baritone, with
Orchestra
27277 "Sunset at Sea"
*That's My Way of Saying I
Love You
Sailing and Sway with
Sammy Kaye
27278 "Smart Aleck"
*Lost Love
*On! Lionel Hampton

- BLUEBIRD "POPULAR" RELEASE
NO. 313—LIST PRICE 35c**
- B-11007 "Hello, Hal! I Done It Again"
*Wishful Thinking
Mitchell Ayres and his Fashion-
in-Music
B-11008 "Paradise Joe"
Adios—Rumba
Tony Pastor
B-11009 "Down in Toyland Village"
*I Wish You Were Jealous of Me
*Harp
Art Kassel and his Kassel-in-the-Air
B-11010 "Come Down to Earth, My Angel"
*Live Lip Jone
*Fats' Walter and his Rhythm
B-11011 "The Merry" or a Rose
*Fraisland Lullaby
Glenn Miller
B-11012 "Win Guy—Vocal Dance"
Memories for Sale—Vocal Dance
Vic Blue with Orchestra
B-11013 "Lone Star Trail"
*I Do Mean You
Vaughn Monroe
B-11014 "Lumpy"
Phyllys
Charlie Barnet
B-11015 "The Stars Remain"
*(Everything Happened) When I
Saw You
Freddy Martin

- BLUEBIRD RELEASE NO. 313
OLD FAMILIAR TUNES—LIST PRICE 35c**
- B-8008 "The Cowboy In't Speaking to His
Harp"
I'll Be Back in a Year, Little Darling
Texas Jim Robertson
B-8007 "One Year Ago Today"
*No Doo! True Love
Dessy and Gussie Bassett
B-8008 "You're Gonna Be Sorry"
I'll Always Love You
Claude Gray and his Pine State Playboys
*Vocal Refrain
Order RCA Victor Parrot Point
Records from Your
RCA Victor Distributor
today. In Canada,
RCA Victor
Co., Ltd., Montreal.

**ORDER TODAY FROM
YOUR VICTOR RECORD
DISTRIBUTOR**



A Post Convention Tip to AMERICA'S MUSIC MACHINE OPERATORS

For More Nickels in Your Machines Tie Up With These

Paramount Picture Hits

Smart Operators Have Been Cashing in for years on recordings of songs from major film productions. The millions of people who hear these songs in theaters while enjoying these pictures are the millions who will put nickels in your music machines today! Put these records of hit picture tunes in your machines today!

FROM THE PARAMOUNT PICTURE "LOVE THY NEIGHBOR"

Starring JACK BENNY and FRED ALLEN
"Do You Know Why?"

Recorded by GLENN MILLER for Bluebird TOMMY DORSEY for Victor BOB CROSSBY for Decca HORACE HEIDT for Columbia FRANKIE MASTERS for Okeh CINNY SIMMS for Okeh DICK TODD for Bluebird THE MERRY MACS for Decca

"Dearest, Darest I"

Recorded by TONY PASTOR for Bluebird WILL BRADLEY for Columbia CINNY SIMMS for Okeh FRANKIE MASTERS for Okeh

"Isn't That Just Like Love"

Recorded by GLENN MILLER for Bluebird TOMMY DORSEY for Victor BOB CROSSBY for Decca HORACE HEIDT for Columbia GENE KRUPA for Columbia THE MERRY MACS for Decca MARY MARTIN for Decca

From the Paramount Picture "MOON OVER BURMA"

Starring DOROTHY LAAMOUR
"Moon Over Burma"

Recorded by GLEN GRAY for Decca SHEP FIELDS for Bluebird DOROTHY LAAMOUR for Bluebird RAY KINNEY for Victor GENE KRUPA for Columbia RAY NOBLE for Columbia

From the Paramount Picture "YOU'RE THE ONE"

Starring ORRIN TUCKER and BONNIE BAKER
"You're the One (For Me)"

Recorded by ORRIN TUCKER and BONNIE BAKER for Columbia WOODY HERMAN for Decca TONY PASTOR for Bluebird CHARLIE SPIVAK for HAL KEMP for Victor

"I Could Kiss You for That"

Recorded by ORRIN TUCKER and BONNIE BAKER for Columbia GEO. HALL for Okeh

"The Yogi Who Lost His Will Power"

Recorded by JERRY COLONNA and ORRIN TUCKER for Columbia

"Strawberry Lane"

Recorded by ORRIN TUCKER and BONNIE BAKER for Columbia Watch for list of recordings to be released soon

"Prairie Land Lullaby"

Hit Records by BING CROSSBY for Decca GLENN MILLER for Bluebird

Famous Music Corp. Paramount Music Corp. 1619 Broadway, New York, N. Y.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

News Notes

More recording artists will appear in musical pictures this season (both in features and two-reelers), judging from current studio announcements, than ever before. With war and propaganda pictures flopping at box offices, producers will rely heavily on musicals to lead them into the profitable side of the ledger. Latest mentioned for a starring role is Benny Goodman, who will work in a Columbia picture. Same studio signed Ozzie Nelson and Harriet Hilliard last week.

Bob Crosby, who will appear in Republic's "Six Hopkins," will play five numbers written by Frank Loesser and Julius Styne. They are "That Ain't My," "Cracker Barrel County," "Well, Well," "If You're in Love," and "Look at You, Look at Me."

Dorothy Claire is now the new regular vocalist with Glenn Miller, succeeding Marion Hutton. Miller also signed the Modernaires Quartet, formerly with Paul Whiteman. . . . Gloria Hart is Raymond Scott's new vocalist. . . . Eli Oberstein, former general recording manager of U. S. Recording Company, became a partner of Consolidated Radio Artists. He will devote his time building new bands for the office. . . . Marie McDonald, singer, joined Tommy Dorsey's band. . . . Gertrude Lawrence, stage actress, signed with Victor. She will make an album of the tunes featured in her current Broadway production, "Lady in the Dark." The songs, written by Kurt Weill and Ira Gershwin, include "Girl of the Moment," "One Life to Live," "Jenny," "This Is New," and "Sats About You."

Columbia is releasing an album of eight outstanding records made by the late Hal Kemp. The numbers will be publicized throughout the country and should help their play on music machines. The tunes include "Get a Date With an Angel," "Dinner for One, Please, James," "You're the Top," "Lullaby of Broadway," "Gold Diggers of 1935," "I've Got You Under My Skin," "The Gentleman Obviously Doesn't Believe," "Where or When," and "There's a Small Hotel."

Columbia is releasing an album of eight outstanding records made by the late Hal Kemp. The numbers will be publicized throughout the country and should help their play on music machines. The tunes include "Get a Date With an Angel," "Dinner for One, Please, James," "You're the Top," "Lullaby of Broadway," "Gold Diggers of 1935," "I've Got You Under My Skin," "The Gentleman Obviously Doesn't Believe," "Where or When," and "There's a Small Hotel."

Buffalo Goes Latin

BUFFALO joined the parade of many other cities enjoying a good play with Latin records due naturally to the current good-will campaign conducted among the Americas. James D. Blakelock, of

Buffalo's Iroquois Amusement Company, points out that the local trend is toward rumba rhythms in particular, since they give the dancing customers a chance to display those Latin steps they have been rehearsing in private.

"We have experienced good success with 'Frenes' and 'Down Argentine Way,'" continues Blakelock. "These two numbers, at this time, are near the top of our Latin list. The former is bringing new fame to Artie Shaw and Woody Herman. Leo Reisman and Gene Krupa shine on the 'Argentine' record."

This and That

THE Phone Village, night club in Springfield, Mass., uses a model of a giant music machine for a bandstand. . . . Universal Pictures are certainly conscious of the popularity of records these days. They have used titles of popular records for features and are currently adapting them for musical shorts. Their latest two-reeler, *Fashion Fancies*, will be retitled *Beat Me, Daddy, Eight to a Bar*. . . . Julie Wintz, manager of the Top Hat, Union City, N. J., reports that the two modern music machines in the club are bringing in good business during afternoons and furnish suitable entertainment when music in the booth is not available. . . . Francine Goldman and Helen Robbins opened the Disk Shop, retail record store, in Newark, N. J., and watch music machine locations very closely before stocking up on new records.

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:

NEW HAVEN, CONN.:

Anvil Chorus, Glenn Miller.

An indication of the rise in popularity of public domain music now being played consistently on the radio networks due to the ASCAP fight which, in turn, is being played more frequently on music machines. This happens to be a swing version of one of the more popular pieces in Verdi's *Il Trovatore* played in top Miller style.

DETROIT:

My Man, Dinah Shore.

Miss Shore has never been more popular on records and her versions of standard tunes are expected to be more lasting on machines than popular hits of the day. In Detroit fans of both the songs and the artist are giving the record a big play.

MILWAUKEE:

Mean to Me, Andrews Sisters.

Another example of an oldie revived by veteran recording favorites figured to do well in most locations. Operators here feel that they can occasionally repeat of this record since the tune has outlived many a hit parade in the last few years. The Andrews are a big feature in this area. Their second Universal picture, *Buck Privates*, is due to show here within a month.

BUFFALO:

Beer and Skittles, Louise Massey and Westerners.

Tavern ditties presented by a top Western act which has been playing in night clubs and theaters and has been heard on many radio programs. Operators say that this is good harmony stuff with plenty of vocal personality that has more than passing appeal to beer imbibers.

Minneapolis-St. Paul

MINNEAPOLIS, Jan. 18.—With practically everybody in Chicago attending the 1941 Coin Machine Show, news was scarce in this area this week. However, the stay-at-homes reported they were getting all set for a bang-up year with the end of the show and the return to the city of the showgoers.

Morris Roisner, of Mayflower Novelty Company, explaining that he may get down to the show for the last day, said business at Mayflower was good. Panoramas were coming in and being placed on location almost as quickly as they arrived. Beginning January 19, Mayflower will begin distribution of Boundies—the Paroram films—on a weekly basis, Roisner said.

Emil Christensen, of Montana, en route to the Chicago Coin Machine Show, stopped off in the Twin Cities to renew acquaintances with old friends.

At Silent Sales Company, where William (Sphinx) Cohen, Ben Friedman, and Dan Ziskin were away attending the show, Al Melrowitz reported that business was holding up in good shape. Genco's new game, Seven Up, was getting heavy play, while Daval's Ace and Cub were hot numbers. Keeney's Air Raider, he said, was more than holding its own.

Getting ready to leave for the Chicago show, Oscar (Ozzie) Truppman, of Acme Novelty Company, said Ted Bush, Ken Willis, and Irv Sandler, of that firm, had already been in Chicago. Truppman stayed over for the visit to his firm's plant of Carlos Molina, music maestro currently playing at the Nicollet Hotel, who dropped in to see the new Wurlitzer.

With Hy Greenstein and Jonas Bessler, of Hy-G Amusement Company at the Chicago show, Sid Levin reported that his firm was getting all set for its grand opening shortly after Greenstein and Bessler return. Meanwhile, according to word from Greenstein, Hy-G is expecting to do a big business with the new Seeburg models viewed at the show. Levin said Gottlieb's new Champ was going over big, with Seeburg wired remote control getting plenty of activity.

Gilman Hansen, of St. Peter, Minn., came in to Hy-G Amusement for another remote-control installation for his territory.



THESE SEEBURG BEAUTIES, Kay O'Brien and Lovetta Robb, favorite Chicago models, select a recording on the new Seeburg Hi-Tone Symphonola. Seeburg spokesmen declare that coin machine show visitors named Seeburg equipment outstanding for 1941.

LAWRENCE DUCHOW'S

RED RAVENS ORCHESTRA

Hilbert, Wis.

PERSONAL MANAGEMENT

DECCA RECORDS

Open for Location

Feature Number Red-Raven

Polka 2543

ALVINO REY (Bluebird)

Tiger Rag—FT; VC. Rose Room—FT.

Rey comes up with his most imaginative recording to date with this disc that in addition boasts the virtue of fine contrast. The immortal Tiger Rag is attacked with all the wildness of the animal that inspired its title, but it's not mere noise for noise's sake. Genuinely ingenious passages are strewn thru it, with Rey's electric guitar and the King Sisters' vocal intricate and exciting. Reverse is precisely that—slow, smooth, prettily scored, and backed by a beat that amounts to a command to dance.

ABE LYMAN (Bluebird)

Mrs. Elena—W; VC. The Prisoner's Song—FT; VC.

Excellent string work lends a good deal of spice to an otherwise pleasant but not outstanding version of the south-of-the-border three-quarter-timer on the A side. The fiddles are truly graceful and lovely, and Bob Hannon's vocal is nice. Companion piece removes any plaintiveness that the much-maligned Prisoner's Song might have left by this time, and displays some full ensemble swing backed by a medium fast beat. Rose Blane swing-sings it adequately.

BENNY GOODMAN (Columbia)

Taking a Chance on Love—FT; VC. Cabin in the Sky—FT; VC.

Much has been bruited about concerning Goodman's "new brand" of swing, and if the smooth finesse, the solid, danceable beat, the expert solos, and the polished ensemble work of these sides are emblematic of that "new brand," the magnificent solo behind Benny's transition to a new style must be commended. However, this listener prefers to think of these sides (and the others that Goodman has made since his illness and the subsequent formation of his new band) as the work of an accomplished, at times brilliant musician with infinite skill and good taste in his musical make-up. If there's anything "new" about excellent arranging, rhythm, and solo and ensemble playing, Benny has made a "discovery"; but this corner is inclined to doubt the newness of such assets. It's simply that Goodman is good, and there's nothing new in that.

ELLA LOGAN (Columbia)

The Curse of an Aching Heart—V. I Wonder Where My Baby Is Tonight—V.

The Scottish Miss Logan brings her brogue to bear on the ancient tearjerker of another generation, and gives it a sometimes sly, sometimes broadly satiric swing side. The side makes good enough listening, altho it's a little janky due to innumerable tempo changes. Flip-over is a bit on the nonsensical side, the arrangement being a little too silly for complete enjoyment.

TOMMY TUCKER (Okeh)

Lil Abner—FT; VC. Big and Fat and Forty-Four—FT; VC.

Tucker has potential music machine hits in these two burlesques of hillbilly effusions, with the A side having the added advantage of a genealogy that traces its way back to the popular newspaper comic strip. The impending movie based on the cartoon won't hurt the chances of this disk, either. The Tucker song-story is not exactly brilliant in conception, but it's cute (and complete even to the "gulp" of its progenitor). Tucker takes the title role, Daisy Mae is vocally portrayed by Amy Arnell, and the result is an all-oval side with good sales appeal. Kerwin Somerville, of *Men Who Dress to Impress*, has some fun with the B side lyrics that isn't always shared by the listener. This is just another one of those novelties.

CAB CALLOWAY (Okeh)

Levee Lullaby—FT; VC. Hot Air—FT.

The first side contains an appealing, plaintive sort of melody that Calloway delivers vocally in his pseudo-dramatic vein. The reverse lets the band boys take it to the exclusion of any word-selling from Cab, and the result is undistinguished swinging of an ordinary riff tune.

QUINTETTE OF THE HOT CLUB OF FRANCE (Victor)

Permount Parade—FT. Swinging With Django—FT.

This double was cut some years back, and offers to record collectors another opportunity to add to their Django Reinhardt library. The superb guitar pickings of the famous Reinhardt supply the greatest interest on both sides here, altho there is some fiddle work from Stephane Grappelly and Michael Warlop that needs take a back seat to no one. Curiously enough, the melody (quickly forgotten after a half-chorus or so) on

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)

the first side stems from the musical theme of Paramount News.

TEDDY POWELL (Bluebird)

It All Comes Back to Me Now—FT; VC. Sunset at Sea—FT; VC.

Powell's second Bluebird pressing exhibits again his extremely competent sax section and little else in the way of unstaleness or other than an artistic commercial standpoint. It's all nice and conventional, outside of the better-than-average sax ensemble scottlings, but it lacks distinction. Ruth Gayler and Jimmy Blair do the vocal honors on the first and second sides respectively but add nothing to cause any undue excitement at record counters.

HARRY'S TAVERN BAND (Bluebird)

Duck Soup—Polka. Saz-o-Pun—Polka.

The outstanding quality of these Tavern Band recordings that pop up every now and so often is that of a sense of humor. Polkas, despite their inherent bouncy, jubilant rhythms, can be pretty deadly if not handled right, but here they're treated amusingly, with a light and humorous scoring touch aided and abetted by some capable musicianship to carry off the humor successfully.

GUY LOMBARDO (Decca)

Moonlight and Tears—FT; VC. Who Am I?—FT; VC. In Chi-Chi-Costenango—Rumba. FT. Jungle Drums—Rumba. FT.

The first pair of sides are typical Lombardo outpourings on one of the most beautiful melodies of the moment and one of the most conventional, Moonlight and Who Am I? respectively. Mert Curtis, who seems to have usurped Carmen Lombardo's vocal place, is better than his predecessor on the lyrics, but far from completely satisfying. On the second double the Royal Canadians try their hand at Latin American rhythm with a fox-trot single over all. The Lecuona Jungle Drums is less Americanized and less synthetic than the Costenango number, and therefore more listenable. But real lovers of the Pan-American tempos will probably be outraged.

MILLS BROTHERS (Decca)

How Did She Look?—V. Did Anyone Call?—V.

The titular questions are answered by the Mills boys in the most enjoyable performance this foursome has turned in on wax in some time. Velvet smooth, softly and appealingly sung, these songs—both of them excellent pop ditties—gain in stature thru the Mills treatment. Lead voice in each case is sincere and highly listenable, and instrumental and harmonic backing is all that could be desired.

JACK LEONARD (Okeh)

I'm Gettin' Sentimental Over You—V. We'll Meet Again—V.

An eminently satisfactory sale is in prospect for this latest Leonard disk, because *Sentimental* is one that this ringer is definitely associated with, both because it was his theme song on his CBS air shows (until the ASCAP ban the beginning of the year), and because it is also Tommy Dorsey's theme. The Dorsey band having been the original setting for Leonard's vocalizing. A lot of people will want this record, and there's also no reason why it can't click nicely in coin phonographs. Jack sings it well in a fine arrangement, distinctive in scoring and instrumental backing. *Plattermate* is all right, but not outstanding like the first side.

WILL BRADLEY (Columbia)

3 Ring Ragout—FT. I Should Have Known You Years Ago—FT; VC.

Latest in the line of Bradley boogie-woogie classics is grooved into the A side here. Based upon a familiar circus melody—which, in its customary rhythm, starts off the side—this somehow seems a bit more strained and effortful than previous eight-to-the-bar opuses from this bane. Freddie Slack's piano is enjoyably in evidence again, other solos are good, and the band get its expected solid drive and beat, but there's a slight and intangible feeling that the boys were trying a shade too hard to top *Beat Me Daddy, Scrub Me Mama, and*

others in the series. The other side is a Hoagy Carmichael ballad played smoothly, and sung sweetly but not understandingly by Phyllis Myles.

LANNY ROSS (Victor)

Till the Lights of London Shine Again—V. Music in the Evening—V.

Ross gives the proper sympathetic treatment to the London ballad without getting sentimentally maudlin about it. One of Lanny's attributes is the sincere, straightforward vocal manner with which he approaches most songs. Reverse is a Ross original, sung nicely and smoothly.

DINAH SHORE (Bluebird)

I Do, Do You?—V. I Hear a Rhapsody—V.

It's becoming monotonous to heap praise upon this constantly improving (and increasingly popular) singer, but it seems that each new record release cannot help being conducive to superlatives. Miss Shore fortunately is being given songs that are right for her, and the combination of interesting ballads (such as here) and her silken, distinctively stylized, warbling makes repeated hearing practically mandatory. These sides take in two contemporary tunes as a change from the standards Dinah has been waxing, and while the melodies aren't as familiar as some of her recent material, the execution is no less effective and enjoyable.

JIMMIE LUNCFORD (Decca)

For Dancers Only—Five-Record Album.

Here is a field day for LunCFord addicts and any other adherents of good jazz well played. With standards like *Morgie, Sweet Sue, and Charmaine* threading their way between the covers of a good-looking packaging job, and

swingerous of the *Four or Five Times* and *Post's* school aiding and abetting, the tune selection is on a par with the LunCFord performance, and that's plenty high.

BING CROSBY (Decca)

Along the Santa Fe Trail—V. I'd Know You Anywhere—V.

Santa Fe is a much better-than-usual ballad, and with Crosby to sing it, it takes on added significance as a home phonograph and music machine regular. Reverse comes out a bit too late to mean much, outside of Bing's usual excellent interpretation, inasmuch as this number from the Kay Kyser movie, *You'll Find Out*, like the others from that score, to date hasn't amounted to much and probably won't now. But *Santa Fe* can easily turn into one of Crosby's best sellers.

JOHNNY LONG (Decca)

Yes, My Darling Daughter—FT; VC. Johnny Peddler (I Got)—FT; VC. Shadows on the Sand—FT; VC. When I Grow Too Old to Dream—FT; VC.

Three interesting sides come from Long here, with the fourth, *Shadows on the Sand*, only fair because of its straight conventionalism. *Daughter* employs the vocal services of Helen Young, who doesn't approach other recorded fem versions of the Jack Lawrence ditty, but who manages to tell the story effectively enough. Arrangement and beat here, as well as on *Johnny Peddler*, are good. Miss Young and Paul Harmon split up the lyrics of *Johnny*, while Bob Houston makes up for a heavy-handed vocal job on *Shadows* by swinging thru *Grow Too Old to Dream* nicely. Sigmund Romberg probably won't recognize his waltz melody on the latter, but it makes good listening in the refurbished Long arrangement, which takes in an especially pleasurable ensemble chanting bit.

GEORGE HALL (Okeh)

How Did He Look?—FT; VC. It's Sad But True—FT; VC.

Hall brings a good solid dance beat to these two ballads, and adds to the generally good effect with some forthright orchestration and instrumentation. Highlighting both sides, quite as always, is Dolly Dawn, whose fine style and polish make the good *How Did He Look?* sound great and the weak *Sad But True* sound good.

TOP SONGS
RECORDED BY
THE BEST
ARTISTS

"SAN ANTONIO ROSE"

BING CROSBY	★	Decca
DICK JURGENS	★	Okeh
GRAY GORDON	★	Bluebird
BOB WILLS	★	Okeh
DICK ROBERTSON	★	Decca

"WHEN I LOST YOU"

BING CROSBY	★	Decca
-------------	---	-------

"THE GUY AT THE END OF THE BAR"

BILLY MURRAY	★	Bluebird
TINY HILL	★	Okeh

"MAGIC MOUNTAIN"

BARRY WOOD	★	Bluebird
FREDDY MARTIN	★	Bluebird
GLEN GRAY	★	Decca

"THREE AT A TABLE FOR TWO"

LES BROWN	★	Okeh
ABE LYMAN	★	Bluebird
WILL HUDSON	★	Decca
DICK TODD	★	Bluebird

"OH! HOW I HATE TO GET UP IN
THE MORNING"

DICK ROBERTSON	★	Decca
ABE LYMAN	★	Bluebird



HOME RUN NOW
ONLY \$15.00

Each in Lots of 5 or More, Sample Home Run \$16.50

Each take advantage of this sensational offer! 1/3 cash with order, balance O. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

★★★★ HOME RUN ★★★★★

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

TORR 2047A-50. 68 PHILA., PA.

NATIONALLY ADVERTISED



MASON MINT

NOW IN AMERICA'S FINEST MERCHANDISER

Heavily streamlined, General Remedy constructed to stand up for years of hard service! Easy to operate! Perfect reliability! Mason's 1¢ Mints have real peanut business. Convertible to 1¢ tab gum vendor. A big steady money-maker! Write, wire or phone for sensational low price and easy time payment plan!

MIKE MUNVES CORP.
593 Tenth Ave., New York
New York Distributor

CENT-A-MINT SALES CORP.
545 FIFTH AVENUE, NEW YORK

ASCO WEEKLY SPECIALS

VENDORS	1¢-5¢ Blow-Me-G, Pistachio, 5 lb. \$2.95
1¢ Peanut, 17 1/2 lb. cap. . . \$1.95	1¢ Ever Ready, 4 oz., 100 12 Bts. . . 3.95
1¢ Hershey, 50 lb cap. . . 1.95	1¢ Robbins 2-1 . . . 4.95
1¢ Bull Gum, 200 balls cap. . . 1.45	1¢ New Model . . . 4.95
1¢ Tom Thumb, 2 lb. . . 2.45	1¢ Dukes . . . 7.45
1¢ King Jr., 2 lb. 2.95	1¢ Snacks, 3 col. 7.95
1¢ Bull Gum, 2 lb. . . 2.95	1¢ Yastelizer . . . 9.95
1¢ Silver King, 5 lb. 3.95	1¢ Challenger . . . 11.95
1¢ Dep., Bal. C. O. D.	A.B.T. Model P Challenge . . . 6.95

Complete price list sent upon request.

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

CUB ACE



3-Row 3-Way Plus with Coin Divider and 2 separate Cash Boxes. Sample. Date of 6 \$13.95 \$75.00

5-Row Pocket Play with Coin Divider and 2 separate Cash Boxes. Sample. Date of 6 \$14.95 \$80.00

TO DAY TRIAL PLAN
Order a Machine. If not satisfied with it after 10 days return it for full refund.

TRADE-INS
Liberal allowance on your old Quarter Game. Let us know what you wish to trade in.

DON'T DELAY! ORDER NOW!
Just Attach \$2.00 Bill to N.O. on a Deposit and We Will Ship Balance.

RAKE Philadelphia, Pa.

MERCHANDISE MACHINES

Vending Machines Attractively Displayed at NATD Convention

CHICAGO, Jan. 18.—Unofficial reports indicated another very successful convention sponsored by the National Association of Tobacco Distributors (NATD) which was held almost concurrently with the 1941 Coin Machine Show. The sessions of the tobacco men were held at the Palmer House here on January 17 to 18. The NATD places emphasis on excellent programs of speeches and round-table conferences on questions of interest to tobacco jobbers, including fair trade laws, cigarette taxes, affixing tax stamps, prices, and cigarette vending machines. For three years or more the association has given a prominent place to discussing cigarette vending machines and the organization has done much to break down antagonism to the vendors.

The association staged a model set-up for a wholesale tobacco establishment this year and in it was a cigarette vending machine department.

Discussion Topics

Wednesday at 4 p.m. a series of discussions was held on the layout and arrangement of a wholesale establishment. Cigarette operators were interested in ideas on the layout of their plants.

On Thursday at 1:30 p.m. a series of discussions began on several topics, including the subject, Operation of a Vending Machine Department. On Friday morning at 9:30 R. Z. Greene, president of Rowe Manufacturing Company, addressed a young executives' session, also a symposium on tobacco taxes was held. At the afternoon sessions (1:30) the allowances for affixing cigarette tax stamps were discussed.

On Friday the round-table conferences, beginning at 9:30 a.m. included a group conference on the topic, Should the Vending Machine Be an Integral Part of the Operations of the Wholesale Distributors.

Vending Exhibits

In conjunction with the convention, the immense exhibit floor of the hotel was occupied by exhibits of all the products that are part of tobacco store merchandise, from gum to candy. Also exhibits of coin-operated cigarette and candy bar vending machines were much in evidence. The firms displaying these vending machines are well known to the coin machine trade and also had exhibits at the coin machine show at the same time. The following firms had vending exhibits:

ARTHUR H. DU ORIGNIER, Inc., Haverhill, Mass. Exhibited a standard line of vending machines.

MILLS NOVELTY COMPANY, Chicago. In addition to vending machines the Mills firm displayed a new Rapid-Service Cigarette Dispenser (not coin-operated) which is intended to be a modern selling aid to retail tobacco stores. Among other things it gives a complete check on cigarettes sold.

NATIONAL VENDERS, Inc., St. Louis.

Displayed the National line of cigarette and candy vendors.

ROWE MANUFACTURING COMPANY, Belleville, N. J. Displayed the Rowe line of cigarette and candy vendors.

STEWART MERCHANDISES, Inc., New York City. Displayed cigarette and candy bar vendors.

U-NEED-A-PAK PRODUCTS CORP., Brooklyn. Displayed a standard line of cigarette and candy bar vendors.

Further details on these machines may be had by referring to our reports in this issue on the displays by these firms at the 1941 Coin Machine Show. Many manufacturers of candy bars had displays at the tobacco convention, also all the makers of cigarettes.

Tobacco Industry Immensity Described

OCEAN CITY, N. J., Jan. 18.—Immensity of the American tobacco industry, which last year paid the federal government \$600,000,000 in taxes, was outlined to the Ocean City Rotary Club at its weekly dinner meeting last week by Ralph E. Hansen, representative of a cigarette concern.

He said the cigarette industry annually produces more than one-tenth of the government income, and in 1939 tobacco covered half as much acreage as one of the nation's major food crops, potatoes, producing 1,500,000,000 pounds. The total cigarette tax in any one year, he said, is more than sufficient to maintain the U. S. Navy.

In 1934, when cigarettes were first produced, 17,000,000 were manufactured, he said. In 1910 the output had increased to 9,000,000,000, and last year it totaled 172,000,000,000. In addition, there were produced 3,500,000,000 cigars; 350,000,000 pounds of pipe tobacco and 36,000,000 pounds of snuff.

Another Jolt For Slug Users

PITTSBURGH, Jan. 18.—Slug users were given a setback when Justice of Peace Jessie House in suburban Homestead held under \$1,000 bail on a charge of larceny a man who admitted using slugs in cigarette vending machines throughout the district. He said that he paid \$14 per 1,000 slugs.

Ups Capitalization

POPLAR BLUFF, Mo., Jan. 18.—The Dr. Pepper Bottling Company has received a certificate from the secretary of state authorizing an increase of its capital stock from \$129,000 to \$400,000, members of the organization here said. H. S. Crossfield is president; Bill Tibbs, secretary-president; Ruby Kimberlin, secretary-treasurer. W. W. Ginger is a new director.

Coming Events

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

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

Third Annual Northwest Coin Machine Show, Minneapolis, March 25 and 26, Radisson Hotel, Minneapolis.

All-Industry Refrigeration Convention, Chicago, January 13 to 16.

National Peanut Week, January 23 to 31.

Beverage Bottlers' Conventions:

- Arizona, Hotel Westward Ho at Phoenix, January 27 and 28.
- Colorado, Hotel and city not announced, January 20 and 21.
- Massachusetts, Hotel and city not announced, January 13 to 15.
- New York, Hotel Syracuse, Syracuse, January 21 to 23.

Urges Proper Vender Service

DETROIT, Jan. 18.—"Operators of vending machines have a strong public responsibility to see that their machines are kept clean," said Saul K. Gordon, of the Peerless Products Manufacturing Company.

"Going out into locations we often find machines that operators have neglected to service properly, and the effect upon the public is bad. Appearance is of first importance in trying to sell anything and the operator who neglects it in his machine and his merchandise is neglecting the first rule of merchandise.

"Because these vendors are selling food articles, particularly bulk vendors of candy, nuts, gum, and so on, they have an additional need to be kept clean.

"Operating is a business, not just a spare time occasional job. Operators must take their responsibilities seriously and it will mean money in their pockets. The operator's job is to service his customers frequently so that machines always contain an adequate fresh stock, appetizing in appearance."

Arkansas Cigarette Tax Nets \$1,564,731

LITTLE ROCK, Ark., Jan. 18.—According to Revenue Commissioner A. M. Carroll, cigarette tax collections in Arkansas for the year just ended totaled \$1,564,731.26, as compared with \$1,476,130 in 1939.

TALK of the SHOW WAS INVEST IN SECURITY BUY

Northwestern BULK VENDING EQUIPMENT



Hundreds of machines were displayed at the recent Show, but experienced operators still agree that Northwestern bulk vending equipment offers the industry's most profitable and dependable buy. Here is an investment in security that will provide a permanent source of revenue for years to come. Write today for complete details on the most up-to-date line of bulk vendors—Northwestern.



DE LUXE

FREE!

If you operate a business, you know how important it is to have the most reliable and profitable vending equipment available. Write today for a FREE copy of our new book, "How to Buy Vending Equipment Profitably." It contains complete details on the most up-to-date line of bulk vendors—Northwestern.

THE NORTHWESTERN CORPORATION
840 ARMY TRAIL STREET, BIRKBECK, ILLINOIS

THE FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed by
- ★ Financed by

TORR 2047A-50. 68 PHILA., PA.

PROVEN Money Makers!



Be an independent operator. Place Your Thumb Vendors in stores, walking rooms, taverns, restaurants, bars—where you know how. Your Thumb Vendors candy, peanuts, gum, Rose-Rex, money catches, Wristle and fish, or peanut gum. Many Thumb operators have independent. Start small, grow big, have a chain of your own. Your Thumb works while you're away. You keep her, collect your profits daily. Handmade, custom—Your Thumb gets in where ordinary vendors are shut out. Maple nuts "selective." Take "Dumbler" locks. Advertisable—put out the profit. Precision machines; no kick-backs. Money-back guarantee protects you, while you prove the profits. Write today for more story of this sensation. Full details of your own income opportunity. Many good locations now open. Don't wait. Write today.

FILING MFG. CO., Dept. B-44, Jackson, Mich.

Cig Venders' Association Sponsors Anti-Slug Bill

Here is text of measure to be presented to Ohio legislative body

CLEVELAND, Jan. 18.—Cigarette Vendors' Association of Cleveland is introducing a bill in the Ohio Legislature which would outlaw the manufacture, sale, offer for sale, advertisement for sale, giving away or possession of any slug intended for use in a fraudulent manner in coin-operated machines.

It is expected that the bill will be easily passed. More emphasis has been placed on the slugging problem in recent months both by State and federal officials. The recent conviction of sluggers in Omaha was of great benefit to coin-operated devices inasmuch as it served to focus attention on the losses sustained thru fraudulent use of slugs which were produced without regulation or control.

The bill to be introduced at the 94th General Assembly of the Ohio Legislature follows:

94th General Assembly
Special Session, 1941-42 H. B. No.—
A BILL

To enact supplemental Sections 13184-1 relative to the manufacture and sale of slugs and to enact Section 13184-2 relative to conspiring

to commit an offense defined in Sections 13183 and 13184.

Be it enacted by the General Assembly of the State of Ohio:

Section 1. That supplemental Section 13184-1 and Section 13184-2 be enacted to read as follows:

Section 13184-1. That the manufacture, sale, offer for sale, advertisement for sale, giving away or possession of any such slug, device, or substance whatever (intended or calculated) to be placed or deposited in any such coin box, telephone, parking meter, vending machine, or other machine that operates on a coin-in-the-slot principle shall be prima facie evidence of an intent to cheat or defraud within the meaning of the two foregoing sections.

Section 13184-2. If two or more persons conspire to commit any offense defined in general code Sections 13183 and 13184, and one or more of such persons shall do any act to effect the object of such conspiracy, each of the persons who is a party to such conspiracy shall be imprisoned in the penitentiary not less than one year nor more than three years.

Moscow, he will head on to Sotchi along the Black Sea. There he will proceed to purchase more than 2,000,000 pounds, or 160 carloads, of a raw tobacco for the American market at a cost of more than \$1,000,000.

The trip will require approximately five weeks. He will remain in Russia for probably five months and then return to Atlantic City. In comparison to the trip during peace time, Friedberg could have made the journey in about a week and traveled approximately 5,000 miles, or 18,000 less than now required. Even so he would have desired the shorter jaunt thru the war zone, he could not secure a United States passport. However, the government has given him a visa for the roundabout way.

Most of Friedberg's baggage consisted of foodstuffs and liquids, as he is traveling very light as far as extra clothes are concerned. He based his luggage on past experiences while being taught the art of purchasing blends of tobacco by his father, Edward Friedberg, during 17 years abroad. The elder Friedberg originally was slated to make the long trip, but business pressure will keep him in Atlantic City.

The tobacco will be sent on to Murmanske, where it will be loaded on a freighter for the United States. All told, there will be some 60,000 bales. While there is a considerable element of risk in his trip, Friedberg said the tobacco smoker must have his weed.

Wisconsin Cigarette Tax Above Estimate

MADISON, Wis., Jan. 18.—According to the biennial report of the State beverage tax division, the cigarette tax, in effect only 10 months on June 30, 1940, produced \$2,906,328, which is much higher than the Legislature estimated when the tax went into effect in September, 1939. The revenue from this source is approximately \$3,750,000 annually and it is regarded quite certain that the tax, which expires this year, will be re-enacted by the current Legislature.

Buffalo

BUFFALO, Jan. 18.—Al Bergman's record store, which he runs in addition to a thriving operating business, is going well. No slump has been noticeable after Christmas buying.

J. H. Winfield Company's open-house party, to show off the new offices, combined with a preview of 1941 Wurlitzer phonographs and wall boxes, etc., was a huge success, bringing out practically every column in this territory.

Will Bradley's orchestra opened at the Buffalo Theater January 10, and his recent boogie-woogie recordings, *Beat Me, Daddy* and *Scrub Me, Mama*, received a lot of plugs. A photograph in the theater lobby brought public attention for Bradley and his records.

Phil Rich, of American Cigarette Machine Company, was in Indianapolis recently to take a course at the Packard factory. He is all set to become an expert in the art of selling and installing the new Pia-Mor wall box, which he distributes in this territory.

Royal Operating Company has dropped some of its music locations in favor of more games. Biggest money-makers at present are Four Roses, Attention, Sara Suzy, and Leader.

Frank T. Curran, a newcomer in the coin machine field, scored his first success by grabbing the Mills Panoram movie machine franchise for this territory.

Leo R. Curran, of Danesville, N. Y., has the Panoram franchise for the Rochester, N. Y., region.

On Long Trip for Rare Tobacco

ATLANTIC CITY, Jan. 18.—War or no war, the cigarette smoker must have his tobacco. And for this reason Hubert Friedberg this week started winging his way across the United States aboard a transcontinental airliner on the first leg of a 46,000-mile trip for the express purpose of purchasing a particular blend of the weed only obtainable in that area of Russia adjacent to the Black Sea.

After flying to San Francisco, Friedberg will take a ship for Yokohama in Japan. And then aboard another boat he will travel to Vladivostok in Russia. From this point he will cross Siberia, requiring nine days and nine nights via railroad, to reach Moscow. Then, from

Pepsi-Cola Bottling Plant in Reading, Pa.

READING, Pa., Jan. 18.—Pepsi-Cola Company purchased the building occupied by the Traymore Hosiery Company to establish a bottling plant, first of its kind here. The soft-drink concern purchased an adjoining lot of 76 by 260 feet and the necessary bottling equipment is expected to be ready for operation by February 15. The plant will employ 25 persons, and in addition to this city will serve all of Berks County and two-thirds of Schuylkill County. Directing plans for the establishment are two officials of the national firm, Harry H. Thomas, president, and William V. Naxon, secretary-treasurer, both living here.

Illinois Cigarette Operators Defy Tradition and Meet During Show

CHICAGO, Jan. 18.—Tradition has it that few operators' organizations can get enough of their delegates at the national convention together for a meeting during the annual sessions. But the Cigarette Vender Operators of Illinois managed to hold an interesting business session in January 18 during the 1941 Coin Machine Show. The meeting was for the purpose of taking up some questions that had come up during the meeting of the organization in Springfield, Ill., November 23 and 24. Jack Kelner, president, was presiding officer at the meeting.

Kelner read some newspaper clippings to illustrate some of the tax problems which face cigarette operators in various cities and towns thruout the State. The organization was closely watching all these local problems, he said, and also the State group had the co-operation of the National Automatic Merchandising Association in watching legislative proposals.

Several details from the previous meeting were mentioned, then the topic of slugs was brought up for discussion. Some court cases were mentioned and members also made brief reports of their experience with slugs. The president also related some of the definite steps that are being taken to bring an end to the slug epidemic which was so widespread during the past year.

The topic of competition among members was next suggested for discussion. Frank reports were asked for and some members reported their actual experience. One operator related how he bought new machines to meet competition. Then the question of standard commission percentages came up. The association had previously voted on recommended percentages, but some members had not fully understood these rates. A proposal was made to send an official bulletin to all members giving the recommended rates, then it was pointed out that a probable added fed-

eral tax on cigarettes in the near future would make it necessary to adopt new standards. The decision was to hold to present figures and prices until a later date.

The association had already adopted a program of State meetings to be held during 1941 and in keeping with this program the next meeting was announced for the third Sunday in March (16) at 2 p.m. The meeting will be in Marion, Ill.

During the meeting C. S. Darling, secretary of the NAMA, appeared long enough to explain some of the work his organization is doing that is of interest to the cigarette operators.

A STEADY CASH INCOME

A Route of 100 NORTHWESTERN MODEL "40" (America's Best) bulk vendors will give you a permanent cash income with a small investment.



FACTS AND FIGURES

Plan #1
For only \$645.00 you will receive 100 Model "40" vendors and 500 lbs. of peanuts.

Plan #2
For only \$272.50 you will receive 50 Model "40" vendors and 250 lbs. of peanuts.

Plan #3
For only \$141.70 you will receive 25 Model "40" vendors and 125 lbs. of peanuts.

Terms arranged. Write for details. Make it your opportunity to build a business that will give you a steady income. Don't delay! Start Now!

Free Third Deposit Required With Order!

7 South 22nd Street PHILADELPHIA, PA.

SILVER KING \$5.50 Each in lots of 10



ONE OF THE 250 MODELS

5 Lb. TIME PAYMENT PLAN ON "SILVER KING," \$6.50 SILVER 10 at \$5.50 NOW. LOW AS 50c A MONTH

FREE Cat. & Instruction. Write today for details.

TORR 2047A-50.68 PHILA., PA.



FREE OFFER!!

REMIT \$12.50 FOR A SAMPLE IMP 1c CIGARETTE REEL MACHINE AND WE WILL INCLUDE 1000 BALLS OF GUM FREE.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

FIRST UNIVENDOR SEE

Vends candy, cigarettes and other merchandise retailing from 5c to 20c. Available in 6, 8 and 16 column models. 102, 160 and 320 bar capacities.

STONER CORP., AURORA, ILLINOIS



PIKE'S PEAK THE HIT OF THE SHOW

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

AVAILABLE ON EASY TERMS

TORR 2047A-50.68 PHILA., PA.

Mills Mobbed on Celebrity Day

By GWEN DESPLETER
Mills Novelty Company

CHICAGO, Jan. 18.—On the second day of the Mills Fiesta held during convention week, announced as Celebrity Day, over 3,000 operators, distributors, and friends jammed the Mills Novelty factory.

At 11 o'clock in the morning the downtown was officially given by James Mangin, director of merchandising and advertising, and the second big day of the fiesta flew into high speed. The day was early, close to 1,000 people were already packing into the South American decorated square.

The folks were testing out the South American and Mexican food which the catering department was supplying. The Mills McCoy was a la Mex. Eight gorgeous girls were teaching customers the conga, the rumba, and the latest South American steps. Four were in typical Carmen Miranda costumes and four in conga dresses. The conga was the theme dance of the fiesta and every operator who attended the four-day open house has gone home with at least a stepping knowledge of what to do and how to do one, two, three, kick.

Latin music was supplied by the Four Midnite Sons, one of the country's most outstanding novelty musical ensembles. Instrumentation consisted of accordion, six-string guitar, muted trumpet, and string bass, featuring Bobby Kugh in original comedy and novelty numbers. A magician circulated thru the crowd working his feats of magic and wonder. Collette and Gallo, Chicago's leading exponents of the South American conga, presented specialty acts throughout the four days. In addition to this talent Mills phonographs supplied recorded music. All disks were Latin in character.

Willie Shore, lightfooted emcee from the Hi-Hat Club in Chicago, introduced the celebrities as they arrived. First to take his place before the mike was Wingy Manone, who recently opened the Brass Rail. Then along came Jerry Bergen, Hi-Hat Club comedian, who fell asleep as Willie introduced him. Other artists were Gray Gordon, toe-toc rhythm maestro, making a personal-appearance tour at the State-Lake Theater; Art Perry and Meredith Blake, Gray Gordon vocalists, famed for their rendition of *I Am an American*; Arlie Pine, personal manager for the Gordon organization; Griff Williams, playing at the Continental Room, Stevens Hotel; King Foster from the Blue Fountain Room, La Salle Hotel; Jesse Rosella, Paddock Club, night club showstopper; Dick Todd, star of WMAQ Showboat program, Victor Bluebird artist and King of the Music Boxes; Dick Gordon, singing star making a personal appearance at the Chicago Theater; Jack Russell, playing at the Edgewater Beach Hotel, also a record artist; Mary Jane Howard, lovely dark-eyed vocalist for the

Association Dinner

From the standpoint of reporting and determining trade policy, the annual dinner tendered by the Coin Machine Industries, Inc., to State and city association delegates to the annual coin machine shows is of greatest importance.

The annual association dinner was given this year on Wednesday evening, January 15, and was attended by about 30 association executives from various parts of the country. The attendance was smaller than at the 1940 convention, but the discussions and the interest were considered more valuable.

A detailed report on this important meeting, certainly the most important at the annual convention, is being delayed until the next issue so that we can get a full stenographic report on the discussions.

Russell ork; Katie Karns, radio artist of the Garnation program and WGN ensemble; Hal Tate, emcee of *The Show Business*; Eddie Chase, WGN, originator of *Make Believe*; Danceland; Barney Ross, Pierre Andre; Frederick Feher, producer and director of Feher Productions, Hollywood; Jack Williams, manager of records and sales promotion, RCA-Victor; Jack Egan, personal manager for Tommy Dorsey, represented the master and stated for him that T. D. had asked him to act as emcee and give the Mills visiting operators this message: "I tried my best to get out there for the Mills Fiesta and Celebrity Day. I wanted to personally thank each and every Mills operator for his splendid co-operation in helping to make my records a success for I feel I owe their popularity to the coin phonographs."

Maxie Minnich, trainer of Artur Godoy and Bob Pastor, dropped in for a few minutes' visit, too. Maxie is also a Mills pin table operator.

About 2,000 pairs of maracas shipped specially from Cuba were distributed as souvenirs, including five different styles of Mexican sombrero and Spanish hats.

Among the first folks to register at Mills were Sam Strahl, American Cigarette Machine Company, Pittsburgh, Buffalo and Miami; Sam Taran, president of Mayflower Novelty, St. Paul; George Pomeroy, New York; Jack Mitnick, New York; Ed Ravreby and J. McKinney, Owl Mint, Boston; M. Marcus, Marckep Company, Cleveland; Al Hasekiau, Olive Novelty, St. Louis; Lee Martin, Martin & Lindelof, Niles Center; Tommy Douglas, Yellowstone Specialty, Salt Lake City; Jim Baker, Indiana Distributing, Terre Haute; Silas Reid, Northwestern Music Company, Sterling, Ill.; Sibly Stark, Heberling Bros., Seattle; Harry and Mrs. Moseley, Richmond, Va.; Al Luffkin, San Francisco; Arlie Steubert and George Willis, Home Appliance Company, Wichita, Kan.; Vic Manhardt, Milwaukee; Ole Severson, Madison, Wis.; A. B. Palmer, Canton, O.; Joe Golos, Mr. and Mrs. Kenneth O'Connor, Richmond, Va., and many others.

Monarch Hails Show Results

CHICAGO, Jan. 18.—Al Stern, Monarch Coin Machine Company, has announced that sales resulting from the 1941 show far exceeded expectations.

"Fortunately, we had prepared for a tremendous amount of business and were able to meet the demands of the many show visitors who called on us for games," said Stern. "But in spite of our preparations, orders have so depleted our display room and warehouse stocks that our new salesmen, Mac Wixer and Ben Pinzur, have special instructions regarding used game purchases on their ensuing road trips.

"This is by far the greatest week in Monarch history. Not only did we greet hundreds of current Monarch clients at our new three-story headquarters, but we also gained many new customers who were impressed with our offerings and our service in new as well as reconditioned equipment of every nature.

"The marvelous start for this year bears out my predictions that 1941 will be a banner business year, both for Monarch and Monarch customers."

Harlich Introduces Board-Black Gold

CHICAGO, Jan. 18.—"At the show Harlich Manufacturing Company showed a new board that is different from anything on the market," advises H. A. Klencke, sales manager for the firm. He describes it as a super-mammoth board 2 inches thick, 20 1/2 inches in length, and 12 inches in width.

"The tickets in the board are larger

Mitnick Re-Elected As President of Philly Association

PHILADELPHIA, Jan. 18.—Martin Mitnick, for the sixth consecutive year, was re-elected president of the Philadelphia Amusement Machines Association, representing a majority of amusement machine operators and distributors here.

Samuel Pinkowitz was again retained to hold down the vice-president's post, as was Secretary Jack Brandt. Both Pinkowitz and Brandt are charter members. The only administrative change was election of Morris Stein as treasurer.

The election found spirited balloting for the board of directors. Three of the 1940 board members, Lew B. Susman, Sam Stern, and Robert Steln, retained their seats. The new board members are William Rothstein, Eddie Richter, and Snubby Sloan.

The association tendered a dinner to the newly elected officers on January 7 at the Majestic Hotel. President Mitnick deferred committee appointments until the first meeting after the coin machine convention.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Jan. 18.—More than 160 operators in Northeastern Pennsylvania and their wives attended the showing of Wurlitzer's new B. Susman machines as guests of Ben Sterling Jr. at the Sterling Service headquarters at Rocky Glen Park in Moosic, Pa., January 5 and 6. In the group were some of the biggest operators in the area, including Bob Dill, chief inspector for Wurlitzer, and John Martin, who operates out of Berwick, Pa., was in the business when they manufactured Link music machines.

John T. Thomas, of Thomas Music Service, Summit Hill, Pa., reports the firm just purchased two new trucks to handle its increasing business. Incidentally, Thomas is president of the Phonograph Operators' Association of Northeastern Pennsylvania.

Among those who attended the coin machine show in Chicago from this area were Ben Sterling Jr. and Milton Bainbridge, of Sterling Service; Max Roth, of Roth Novelty, and Ben DeFazio, of Moosic. While in Chicago DeFazio visited an old friend, Judge Michael Tremko, of the Chicago Municipal Court, who hails from Taylor, Pa.

Frank Grover, of Sterling Service, is the tallest man in the industry hereabouts. He also is reported to be a basketball player of note.

"The artwork on the board features an old field with oil well gushers in action. It carries out the idea of the board in its 'super-mammoth' idea. This item was a favorite at the 1941 Coin Machine Show.

"As for the show, Harlich is well satisfied with results achieved there. The 1941 convention was a buying show and the orders taken there as well as contacts made indicate that Harlich will enjoy a banner year in 1941. The show, you might say, starts the year off—and it shows indications near anything. This will be a very fine year for us as well as for other branches of the industry."

Did Earle Win Royalty's Bauble At Pinball Game?

PHILADELPHIA, Jan. 18.—Speculation on whether Mrs. George H. Earle, wife of the American ambassador to Bulgaria, is wearing one of the Bulgarian crown jewels set in a ring provided local newspapers with a human-interest story that had the pinball machine coming in for a welcome bit of publicity. The story carried in the January 8 editions of three of the five local dailies, hinges on the possibility that both Ambassador Earle and King Boris of Bulgaria seek escape from tension in the Balkans by playing a pinball machine Earle took with him to Europe. When Earle embarked for his diplomatic mission last year, the exclusive Philadelphia Raquet Club crated up one of its machines for the ambassador to take along with him. The ex-governor was well known as an avid pinball player.

For Christmas Mrs. Earle received an emerald diamond ring set with rose diamonds. As to whether the heirloom, obviously fashioned by master craftsmen, was the stake in a royal pinball game, Mrs. Earle has no information. The local newspaper boys, well aware of the pinball playing habits of the U. S. minister, played up the pinball angle to the hilt. "Pinball Prize? Earle Sends Gem to Wife" was the way the Philadelphia Inquirer headed its story. The Philadelphia Record attracted attention with the following headline: "Mrs. Earle's Ring; Did George Win It From the King? Pinball Cost Bulgarian Monarch Crown Jewel, 'Is Rumored.'"

The Philadelphia Daily News described the conjectured royal pinball match in most good-natured fashion. Setting the theme with the following lead: "All right! Earle 'pins' king for 'crown jewel'." The Daily News recounted: "So former Gov. George H. Earle, now U. S. minister to Bulgaria, up and sez to King Boris-Say, King, how about a couple of turns on that pinball machine I brought over with me from Philly?"

Dallas

DALLAS, Jan. 18.—The Commercial Music Company's showing of 1941 Wurlitzer phonographs was held here January 5 and 6. Joe Williams and his staff were hosts to more than 150 operators. They were assisted by Wurlitzer men, consisting of William Bolles, credit manager; Paul Fuller, designer; Charley Hill, engineering department; and A. M. (Al) Mendes, district manager from New Orleans.

Commercial Music Company also sponsored Wurlitzer shows at the Houston, Tex., branch, with Harold Long in charge; at San Antonio, Tex., where Raymond Williams and Kenneth Main directed, and at Oklahoma City, Okla., with B. H. Williams in charge.

Among the visitors seen at the Dallas showing were Louis Solomon, Abilene; Pop Harper, Brownwood; Mr. and Mrs. C. B. Irwin, and Mr. and Mrs. Ray Victor, Tulsa; M. J. Johnson, Breckenridge; Jack Mahoney and Leo J. Frankerich, Fort Worth; C. L. Ford, San Augustine; W. L. Schmitt, Gatesville; Otis Cox, John Bachman, Joe Wilkerson, Mr. and Mrs. J. V. Stone, and Mr. and Mrs. Tommy Lott, Dallas; Mr. and Mrs. J. B. Ackers and L. E. Ackers, Denton; J. E. Patterson and W. H. Newell, Wichita Falls; Jake Moore, Amarillo; C. P. Brown and Dick Mullens, Stephenville; Marvin Tate, Tyler; Bill Lawrence, Mineral Wells; Guy Kincaannon, Waco; Lee Clifton, Waco, and Mr. and Mrs. Tommie Ryan, Mineola.

Members of the coin machine industry in Dallas were saddened to learn of the death in Fort Worth of J. W. (Pop) Johnson. Johnson was one of the pioneers of the coin machine trade in the Panther City.

Automatic parking meters, which were first installed in Dallas in 1936, have collected 14,741,940 nickels since their installation. The four years' operation of the automatic meters has netted the city a total revenue of \$737,095.50.

Baby Production

TARRYTOWN, N. Y., Jan. 18.—A daughter was born to Mr. and Mrs. Seymour Pollak here Tuesday. Father is an operator and secretary of the Automatic Music Operators' Association of Westchester County.

COUNTER GAMES

ALL A-1 RECONDITIONED

1 DOUGHBOY	Each \$10.00
3 IMPF (12 Fruit Reels)	7.00
3 WOKER WFL	5.00
2 SPARKS (12 Spots)	19.00
2 WEST POCKET BELL (Old Style)	27.50
1 TAVERN (Cowboys Reels)	4.00
3 PENNY PAK	3.00
1 GEM	4.00
1 PURITAN BELL	4.00
7 AMERICAN EAGLE (1st Star Reels)	4.00
8 AMERICAN EAGLE (1st Star Reels)	White

WRITE FOR PRICES ON ALL NEW GAMES.

Terms: 1/3 Cash, Balance C. O. D.

OLIVE NOVELTY CO.

2625 LUGAR AVE., ST. LOUIS, MO.

WANTED

Used Grandstands, Pacemakers, Grand Nationals, etc. Jackpot Games. State list price.

HY-G AMUSEMENT CO.

1415 Washington Ave., South
Minneapolis, Minnesota

1 LUCKY	\$21.00
1 SPOYS, FREE PLAY	21.00
1 O. D., FREE PLAY	16.50
1 C. O. D.	19.00
1 MIAMI NOVELTY	12.00
4 MILLS BLUE FRONT	25.00
1 WOLFE BIRD PLAY	21.00
1 STOP & GO NOVELTY	12.00
1 ARLINGTON	16.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

AUTOMATIC MUSIC CO.

ROSLAND, N. C.

WE ARE PROUD TO ANNOUNCE FIRST DELIVERY of LATEST GAMES PREVIEWED at the COIN MACHINE SHOW

GOTTLIEB'S SCHOOL DAYS

BAKER'S
BIG TIME
STONER'S
ARMADA

PACKARD MFG. CORP., MANUFACTURER OF PACKARD WALL AND BAR BOXES, ADAPTOR AND SPEAKERS.

MILLS' OWL

5-Ball—One, Two, Three Type
Free Play Game

THRONE OF MUSIC
EMPRESS
NEW PHONOGRAPH
Name to be announced soon.

SUCCESS' NIGHT BOMBER

Most sensational type gun ever introduced to the coin machine trade. REPLACEMENT BOARDS AVAILABLE IN NEAR FUTURE.

RED, WHITE & BLUE
Convertible Free Play Amusement Machine.



George Ponser
President



Irv Morris
Mgr. Newark Offices

GEORGE PONSER CO.

519 WEST 47TH ST.
NEW YORK CITY



11-15 EAST RUNYON ST.
NEWARK, N. J.

Cobb for Cub and Ace

LOUISVILLE, Ky., Dec. 21.—J. E. Cobb, president of Kentucky Springless Scale Company, Inc., reports that Cub and Ace are the two greatest counter games that his firm have ever featured.

Says Cobb: "When you consider the years that our firm has been connected with coin machines you're thinking pretty far back. Yes, in all that time we have never had two greater games to show our customers than Daval's Cub and Ace, the greatest of all tiny money-makers."

"From every standpoint we feel that these games are real operator's machines and that they are bound to become the most outstanding winners in all counter games history."

"We've watched Daval counter games for years. We know that they have always brought new ideas, better designs,

finer mechanism, and improvements to the trade. In Cub and Ace Daval have reached a new pinnacle of manufacturing achievement."

Cleveland

CLEVELAND, Jan. 18.—The Ohio Cigarette Vendors' Association held a special meeting at Hotel Hollenden recently with good attendance. Lou Golden, president, presided. There was a round-table discussion of the price reduction on cigarettes, and members agreed to maintain the vending machine price of 17 cents until the Ohio Supreme Court hands down its decision in the suit filed by the association and which is now pending against the Weinberger Drug Stores, Inc., for selling at below fair trade prices.

There was also a discussion on the Omaha slug cases and it was voted to enlist the support of all United States district attorneys in Ohio regarding the slug evil in the State.

A report was made by Samuel Abrams, secretary, on a bill that will be introduced to the Ohio Legislature at this session, making the manufacture, sale, and possession of slugs prima facie evidence of intent to cheat or defraud. Members endorsed it unanimously.

The secretary was instructed to send a letter to all retailers, many having written the association, pointing out that the current price war was started by one of the drug chains and the price among independent dealers will remain the same as during the last four months, when fair trade prices were enforced. They also stated that there has been no reduction in the manufacturer's price or the wholesaler's price, so it obviously impossible for independent retailers to compete with the chains in price. The \$25 license fee and cost of cigarettes prohibit it, they said. They further said that the fight for fair trade is continuing and it is hoped that the higher courts will uphold fair trade contracts in order to protect and maintain the rights of the independent retailer. The association letter will point out these facts and will ask that all retailers refrain from making price changes until final court decision is rendered.

New Orleans

NEW ORLEANS, Jan. 18.—All's quiet along coin machine row this week, as the stay-at-homes await the telling of yarns about the exciting things seen by those who attended the annual convention in the Windy City. About a full dozen novelty games and phonograph operators and distributors from the Crescent City made the journey, about half by train, some by auto, and a few by airplane.

One of those who attended the show by air was Ernie Oertle, head of the Southern Music Sales Company, J. P. Seeburg and Columbia-Okeh record distributor in this territory. Told by his physician that he was a bit too much under the weather to take a long train ride, Oertle showed his anxiety to see events that he took to a plane to hasten the trip. Upon his return Oertle plans moving his business to a three-story headquarters on Pryor Street, where he joins the majority of operators here along the row.

The epidemic of flu that hit the local colony for the past several weeks seems to be abating now and few operators and distributors remain out. Buster Clef, Great Southern Novelty Company and one of the biggest music operators, is back this week after a mild attack. Charlie Wiekler, general manager of the J. H. Peres Amusement Company, Wurliizer distributor, is still at home but reports he'll be back next Monday.

Bonnie Rolling of the Jefferson Amusement Company, photo op, is passing out cigars. It's a pink highball. Mother and girls are doing well.

Amor North, of the Southern Coin Machine Exchange, announces that he will distribute Penny Music equipment for the T. & T. Manufacturing Company, San Antonio, Tex., in New Orleans and South Louisiana. North has just returned from an introductory trip in the sugar and rice bowls.

Alie Menzies, of the New Orleans Coin Machine Exchange, left Wednesday for a trip in Southeast and Central Louisiana.

With two full cars of 1941 Wurliizer

phonographs in early in the week, J. H. Peres, head of the J. H. Peres Amusement Company, Wurliizer distributor, finds he is forced to replenish stock as orders rush in from all sections of the State, particularly for 750 and 850 models. Also popular is the 1941 counter model with its new matching stand.

The best January turnover in Decca's history is expected by R. N. McCormick, Southern sales manager for Decca Distributing Corporation. The revival of popularity for Bing Crosby recordings on coin phonographs is reported by Mac, who just closed a record-breaking year for his territory.

Among those who are definitely known to have attended the Chicago convention were Sam Gentilich, of the Dixie Music Company, Mills phonograph distributor; Dan Cohen and B. J. McNally, of Crescent City Novelty Company and Pleasure Music Company; Louis Boasberg and Ray Bosworth, New Orleans Novelty Company; Melvin Mallory, Louisiana Amusement Company, Rock-Ola distributor in Louisiana; Andy M. Monte, A. M. Amusement Company, music operator; George Brennan, president of the United Music Machine Operators, and Ed Iaconopelli, Bell Distributing Corporation, O. D. Jennings & Company line distributor.

American Novelty Holds Open House

DETROIT, Jan. 18.—American Novelty Company held an open house here recently to celebrate the introduction of the new Buckley 1941 model, 32-record illuminated bar and booth boxes. The models shown in Detroit were said by a factory representative to be the first ones delivered to a distributor in the country.

Among operators present were Frank Alluvot, of Frank's Music Company; Charles Roberts, Roberts Music Company; Frank Conway, Conway Music Company; Tom Agnew, T. & A. Novelty Company; and Ed Carlson.

George Parsons, of the Buckley Manufacturing Company, son of F. H. Parsons, vice-president of the company, came over from Chicago to meet operators and demonstrate the machines.

SEE OR ASK
McCALL NOVELTY
ABOUT THE HITS AND WINNERS AT
THE COIN MACHINE SHOW
We Have Them in Stock
Distributors for all Leading Coin
Machine Manufacturers
We Specialize in Guaranteed Used
Machines
3147 Locust St.
ST. LOUIS, MO. McCALL NOVELTY CO.

MILLS JUMBO PARADE

Free play (like new), limited quantity, \$58.50;
Mills night, used Free Play Vendor, \$109.00;
Mills 12 (3 P. N. convertible), \$29.50; Mills and
Chicago Safe Stand, used, \$3.25; Walling Diamond
Ride, Water Road, similar to Mills, \$22.50; Peace
Navigator, Jr., reversible, used, or two play, used
three weeks, \$117.00. All equipment in excellent
operating condition.

1/2 Deposit With Order, Balance C. O. D.
GAYE BROS., UNION KENNING CO.
701 N. E. 10th Street, Baltimore, Md.

LIST OF EXHIBITORS at the 1941 Coin Machine Show

operated as a separate unit. Machines are four columns and each column holds 44 cigarettes. Represented by B. L. Fry and F. J. Rowan.

ATLAS NOVELTY COMPANY, 2200 North Western Avenue, Chicago, Atlas had on display machines from various manufacturers for whom they are distributors. Included in the display were Daval's American Edge, Marvel, Cub and Ace, Mills' Vest Pocket Bell, and Western's Tot. Atlas also entertained operators at its newly remodeled headquarters. Represented by Morris Ginsburg, Eddie Ginsburg, Bob Van Weis, Phil Moss, Irving Ovitz, Howard Freer, Harold Pincus, Harold Schwartz, Mike Kratze, Ben Kulick, Barney Greenberg, and Art O'Melia.

AUTOMATIC GAMES, 2422 Fullerton Avenue, Chicago. Receiving much attention at the booth was the firm's new View-a-Scope, machine using film for still pictures. Also shown were Silver King, Silver Charm, Factory King, Prize King, and King Jr., all of which are bulk vendors. Represented by H. P. Burt, William Pickron, Adolph Tish, Roy Torr, Elyth Dobbens, and John Bath.

AUTOMATIC PRODUCTS COMPANY, 5424 Center Avenue, Pittsburgh. A cigarette machine accessory, the Plustay, a coin-release control. The firm was represented by Oliver Blair and Alexander Blair.

BAKER NOVELTY COMPANY, Inc., 2626 West Washington Boulevard, Chicago. In a booth evenly devoted to the display of Baker's Pacers, Big Time, Defense, and Line Up, the last three named pinball games the Baker firm was a center of interest from opening to closing of the show. Represented by Harold L. Baker, Harry Hoppe, A. E. McHugh, Carl Huppert, and Martin C. Reese.

BALLY MANUFACTURING COMPANY, 2640 West Belmont Avenue, Chicago. Bally's new music wall box and gun dominated interest at the firm's booth. The games, console, and guns shown were Broadcast, Dues, Dark Horse, Long Shot, Bally Bell, Royal Draw, Roll 'Em, Big Top, High Hand, Bally Baby, Rapid Fire, Defender, and the Bally Wall Box. Represented by R. T. Moloney, George D. Moloney, Herb Jones, Clarence Gillett, Art Garvey, Bert Perkins, Al Giegoldt, Milton Johns, and James Neis.

BALTIMORE SALES BOOK COMPANY, 120 West 42d Street, New York City. While the firm did not have a booth of its own, its products were shown in the booth maintained by the New York Specialties & Supply Company. The firm had on display its numerous types of collection books for all types of coin machines. Represented by Charles Fleischmann.

BEARSE MANUFACTURING COMPANY, 3815 Corland Street, Chicago. The firm's booth featured a large phonograph which was ready for moving by covering it with the firm's adjustable, waterproof, padded cover. The cover, which is adjustable for all phonographs, also has adjustable carrying harness. Represented by J. H. Erickson.

BELL LOCK DISTRIBUTORS, 1500 Union Avenue, Grand Rapids, Mich. A giant lock depicting the action of Bell locks was in constant motion showing how the tumblers acted upon insertion of a coin. Represented by B. W. Olson, L. N. Olson, and O. P. Smith.

L. BERMAN & COMPANY, 114 North-east First Street, Evansville, Ind. A device which makes it easy to move pinball games was on display in this booth. The lift truck made by the firm is rolled under the game and a lever is pushed raising the game from the floor. Represented by Lou Berman and W. C. Brenner.

THE BILLBOARD, 153 North Clark Street, Chicago, also Cincinnati, New York, St. Louis, etc. Displayed outstanding features of The Billboard, passed out convention special issues to conventioners, also supplied a large envelope for easy handling of advertising literature. Represented by E. W. Evans,

J. S. Littleford Jr., W. D. Littleford, Walter W. Hurd, Jack Sloan, E. E. Sugarman, Maynard Reuter, Joe Calda, Joe Orlock, Frank Joerling, Bill Sachs, B. A. Bruns, C. J. Latscha, Helene Palmer, Norman Modell, Cliff Strom, L. Hedlund, E. Hamman, E. Wienke, and C. H. Stark.

BLACKHAWK MANUFACTURING COMPANY, 1821 Bertrou Avenue, Chicago. A large, well-planned exhibit with a large number of saleboards on display. The firm was represented by Jerry Seanson, Alex Ruxton, and Hank Laneman.

BLOCK MARBLE COMPANY, 1527 Fairmount Avenue, Philadelphia. With boxes spread out on tables containing thousands of parts and tools, Block had an exhibit which drew many columnists interested in parts for repairs. In the booth were Guardian Electric's service kits, money-counting machines, Hansen penny scales, tools, change makers, bulbs, rubber parts, etc. Represented by Harry Block, Alfred Block, Louise Block, and Byron Block.

BRANDT AUTOMATIC CASHIER COMPANY, 515 First Street, Watertown, Wis. Displayed a coin sorting and counting machine, also a coin counting and packaging machine and coin wrappers. The firm was represented by James Hogan and L. M. Mears.

BROADCAST MUSIC, Inc., 580 Fifth Avenue, New York City. Purpose of the BMI display was to acquaint coin machine operators with the music and records which are controlled by BMI. Represented by George D. Skinner.

Jimmy Cairns, George Knott, Harry Reinhold, Kenneth Faustlich, and Dorothy Fredericksen.

BUCKLEY MUSIC SYSTEM, Inc., 4223 West Lake Street, Chicago. With beautiful girls and several operating mechanisms attracting attention to its booth, Buckley was the mecca of many. On display were the Buckley music systems for 12-record, 16-record, 20-record, 24-record, and 32-record machines, wall boxes, Ultratone and Illumatone Changer-liners, speakers, and chrome music-box pedestals. Represented by B. H. Parsons, H. R. Perkins, Pat Buckley, DeWitt Eaton, Bill Corcoran, and Martin Hindlax.

CENT-A-MINT SALES CORPORATION, 545 Fifth Avenue, New York City. Displayed Penny Mint Patties and Gum Vending Machines. Also Mason Mints and Tot Gum. Represented by D. M. Firestone, Herbert N. Gottlieb, Herman Presser, Joe Munves, L. V. Rohr, and H. I. Plous.

CENTRAL DIE CASTING & MANUFACTURING COMPANY, 2935 West 47th Street, Chicago. Displayed die-cast objects, including parts for coin machines. Also displayed many products which had been cast from cellulose acetates (plastics). Represented by V. L. Senek, E. F. Pay, E. M. Murray, L. J. Tunk, and L. J. Senek.

CENTRAL STAND & CABINET COMPANY, 59 East 26th Street, Chicago. Had on display a number of stands for phonograph table models as well as speaker cabinets. The firm also displayed some of its work in metal finishing. Hand graining is a specialty. Represented by Clayton Akhe, E. W. Reynolds, and Rudolph Neuztel.

CHAMPION SPECIALTY MANUFACTURING COMPANY, 62 Kingston Avenue, Brooklyn. Displayed a ball gum ma-

CHICAGO, Jan. 18.—Now that the 1941 Coin Machine Show has ended and is consigned to history, we list below the information gathered by The Billboard staff at the convention. Each year The Billboard endeavors to gather full information about each and every exhibitor, telling what products were on display and who represented the firms exhibiting.

The compilation of this list serves to enrich the files maintained by The Billboard so that any and all requests for information may be answered clearly and quickly. The list serves as a buying guide for operators; for those who attended the show and those who didn't. A standard practice of many is to clip the listings for future reference.

The 1941 Coin Machine Show has already been tagged "a buying show." Conventions looked around and bought—they bought the products and machines which are listed below. Some machines were more popular than others, but on the whole it may be said that every exhibitor was as satisfied with results as operators were with the games. On display were hundreds of machines of different types. Guns, ice-cream vendors, pean-crunching machines, pinballs, and consoles—the exhibits contained every type of machine known on the market.

If omissions have been made in the following list we will be glad to have notice of same. In a few cases full information was not received. This list may be filed for reference purposes. The Billboard reference and information service will be glad to reply to inquiries as to machines, sources of supply, etc. Address Coin Machine Department, The Billboard, 153 North Clark Street, Chicago, Ill.

The list of exhibitors, products exhibited, and representatives follows:

A. B. T. MANUFACTURING CORPORATION, 715 North Kedzie Avenue, Chicago. Outstanding in the A. B. T. booth were the variety of target skill games and the screen projected action of the slug rejector. Exhibited were the Armetac Rifle Range, Casino counter games, Big Game Hunter games, Guesser Scales, Target Skill games, coin chutes, and slug detectors. Represented by Walter A. Tratch, B. C. Grunig, George L. Lewis, Norman C. Kalmar, H. P. Maceo, C. Eden, and Catherine Campione.

ACME P. & M. COMPANY, 1330 West Monroe Street, Chicago. Displayed in the exhibit were a large number of saleboards. Officials especially presented Shoot-a-Basket, Imp, Ink Spot, Ski Stars, Ski Patrol, and Kentucky Gold. Represented by George Ziegler, Mark Both, Jack Warren, Viv Glasser, and Sax Barrett.

ADVANCE MACHINE COMPANY, 4641 Ravenwood Avenue, Chicago. This firm is headed by a director of Coin Machine Industries, Inc., who took an active interest in seeing that his booth was well stocked. Advance had 40 types of vendors, including candy, gum, nit, cigarette, cigar, and sanitary goods vendors, electric smokers, bulk vendors, counter games, pencil vendors, postcard machines, coin changers, and picture machines. Represented by A. E. Gebert, G. A. Gill, F. C. Cook, and H. B. Gibson.

AMERICAN PRODUCTS COMPANY, Inc., 711 North Taylor Avenue, St. Louis. American Products' penny cigarette vending machine can be attached to a large cigarette machine or it can be



FRANK W. KANE, Automatic Coin Machine Company, Boston, on the right, and E. O. Baker, of the firm's Springfield, Mass., office, look over Exhibit Supply Company's latest game at a factory showing.

THE TIME TO BUY IS NOW

Exhibit Claw Novelty Candy Vendor \$69.50
Seeburg 1939 20 Record Plaza, Perfect 144.50
Exhibit Rotary Merchandiser \$69.50
Wurlitzer 1939 24 Record Model 600 134.50

ONE BALL FREE PLAY SPECIALS!

Bally Record Time \$129.50
Bally Sport Special 117.50
Victory \$49.50
Eureka 39.50
Gold Cup Console, 1 Ball \$50.00
Arrowhead 19.50

MILLS SLOT MACHINE SPECIALS

Cherry Bell, 25c Play \$52.50
Cherry Bell, 10c Play \$2.50
Blue Front 5c Stipple Finish, Used One Week 79.50
Club Bell Console, 25c Play \$94.50
Club Bell Console, 10c Play 94.50
25c Golf Ball Machine 110.00
New Vest Pocket Bell, 1c or 5c 44.50

AUTOMATIC PAYOUT CONSOLES

Bally Royal Flush Card Con. \$89.50
Keeney 1938 Track Time Skill 79.50
Pace Savers, 1940 5c Play 89.50
Keeney Kentucky Club, 7c 49.50
Keeney Pastime 139.50
Bally Teaser 17.50
Mills Rio \$17.50
Jennings Cubes 49.50
Mills Square Bell 69.50
Mills Jumbo Parade, Latest Model 94.50
Pace Reels, 1940, 5c Play, Skillfield 89.50

Terms: 1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE (Armitage 1434) CHICAGO, ILL.

HERE'S THE COMBINATION FOR "SAFE" PROFITS!

"CUB"
SAMPLE . . \$13.95
Case of 6, \$75.00

"ACE"
SAMPLE . . \$14.95
Case of 6, \$80.00



ORDER A CASE OF CUB AND ACE FROM "SOUTHERN" TODAY

SOUTHERN AUTOMATIC MUSIC CO.

"THE HOUSE THAT CONFIDENCE BUILT"

582 S. Second St. Louisville, Ky. 423 Broad St. Nashville, Tenn. 314 W. Seventh Cincinnati, O. 531 N. Capital Ave. Indianapolis, Ind.

chine. Represented by H. Levison and Miss L. Baker.

CHICAGO COIN MACHINE MANUFACTURING COMPANY, 1735 Diversey Parkway, Chicago. Sport Parade, latest novelty game release of Chi Coin, was on display at the firm's booth. The firm was represented at the coin machine show by Sol Silverstein and Phil Robinson.

CHICAGO LOCK COMPANY, 3024 North Racine Avenue, Chicago. The firm's regular line of tamper-proof locks for coin machines was displayed. Represented by W. C. Shinn, L. B. Shinn, L. B. Herrick, E. Lovelace, and O. A. Blohn.

COAN SLETTLAND COMPANY, 2070 Helena Street, Madison, Wis. Displayed U-Select-It Candy Bar Machines and allied equipment. Represented by G. K. Spence, J. W. Coan, Robert Merriam, M. L. MacKenzie, C. S. Martin, J. Howard, and R. Kanik.

COLUMBIA RECORDING CORPORATION, 1473 Barnum Avenue, Bridgeport, Conn. Displayed phonograph records: Columbia, Brunswick, and Okeh labels. Represented by Wayne Varum, Jack Hein, Joe Lucas, Harry Victor, Monroe Passis, Jack Strong, Vern Bain, Chris Christman, and Earl Brevin.

COMAR ELECTRIC COMPANY, 4825 Ravenswood Avenue, Chicago. Displayed electrical and electro-mechanical equipment. No representatives were observed at the booth.

CONTAINER MANUFACTURING COMPANY, 1825 Chouteau Avenue, St. Louis. Displayed over 200 open-face salesboards and bookboards. Represented by Max Sax, Jack Morley, B. J. Gould, Franklin Lathrop, Seymour Horn, Earl Jasper, Jay Zelle, Dave Shapiro, Frank Showalter, William Davis, and Fred Prunkendlich.

THE DAVAL COMPANY, not incorporated, 2043 Carroll Avenue, Chicago. Displayed counter games in various colors and reel arrangements. Games on display were American Eagle, Marvel, Cub, and Ace. Represented by A. S. Douglas, S. Helfenbein, John G. Bryant Mac Mohr, Jerry Blonder, and Jerome Wolf.

DECCA DISTRIBUTING CORPORATION



A RECORD ORDER for Grotchen counter machines was the reason for this handclasp between Roy Torr (right), of Philadelphia, and Carl Vetterick, of the Grotchen Tool Company. Torr claims the largest single order for counter machines during the 1941 Coin Machine Show.

TION, 22 West Hubbard Street, Chicago. Displayed the popular and classical records marketed under the Decca label. Represented by Selman Schultz, Sydney Goldberg, Clarence Goldberg, Paul Cohen, William Glassman, Mike Kurlan, Paul Posa, and Shein Weiner.

DEVRY CORPORATION, 1111 Armitage Avenue, Chicago. Displayed DeVry movie projector and sound equipment in connection with showing of movie machines at the convention. Represented by H. A. DeVry, C. Rotoff, William M. Savoy, Gordon Hale, Joe Norman, Otto Nemeth, and William C. DeVry.

A. B. DICK COMPANY, 730 W. Jackson Boulevard, Chicago. Displayed mimeographs and special stencils for reproducing title strips for automatic phonographs.

A perforated lightweight board is used. Represented by E. L. Tabak, E. A. Petersen, Joe Hein, and Charles Eaton.

A. H. DUGRENIER, Inc., 15 Hale Street, Haverhill, Mass. Displayed the DuGrenier Champion Cigarette Merchandiser; DuGrenier Candy Man, 5-cent candy bar machine; DuGrenier Penny Inserting Machine, and the DuGrenier Model N Gum Machine. Represented by Frank C. DuGrenier, Blanche Bouchard, Burnhart Glasgold, James H. Martin, Ralph Litterfeld, Wally Sipple, Joseph Snow, O. H. Feinberg, Robert Kline, Frank Perry, and Michael Chance.

DURO-TEST CORPORATION, North Bergen, N. J. Displayed long-life bulbs for automatic phonographs. The bulbs are said to be capable of lasting 2,000 hours. Represented by F. G. Pitcher and W. Mester.

ELECTRIC SLUG REJECTOR & MANUFACTURING COMPANY, 709 Academy Avenue, St. Louis. Displayed a full line of electric slug rejectors. Represented by I. J. Lee, C. E. Haehle, J. P. Mullen, and J. A. Robinson.

ELLIOTT ADDRESSING MACHINE COMPANY, 309 West Jackson Boulevard, Chicago. A machine which reproduces title strips from a plate made on an ordinary typewriter. The plate is embossed in a similar way to the addressograph plate. Represented by E. S. Parker, Jack Sutton, and Art Teckenbrock.

ELLMAN & ZUCKERMAN, 119 So. Jefferson Street, Chicago. Displayed the E-Z Burglar Alarm, E-Z Timers, E-Z Carlton Lamps, and E-Z Superior Tape. Represented by S. M. Ellman, J. S. Zuckerman, and Americo Clucel.

ETCHING COMPANY OF AMERICA, 1520 Montana Street, Chicago. Manufacturers of etched metal name plates, disks, etched counter dials, and ornamental plates which were displayed. Represented by L. C. Rodman, Vera Markham, and Jim Sanders.

H. C. EVANS & COMPANY, 1529 West Adams Street, Chicago. Displayed Evans' Tommy Gun, Galloping Domino, Bang Tail, Lucky Lucre, Lucky Star, Jungle Camp, Royal Lucre, and Evans' Automatic Duck Pin Alley. Represented by H. W. Wood, Rex Shriver, Bob Copeland, Roy Birkle, Clarence Schuyler, Eddie Hill, and Frank Maltland.

EVANS NOVELTY COMPANY, 800 West Washington Boulevard, Chicago. Displayed premiums and wholesale merchandise. Represented by B. A. Spivak.

EXCEL MOVIE PRODUCTS, 4294 Drummond Avenue, Chicago. Displayed Excelo Sound Movies and the Excelo-Tone. Represented by Ben Judak, Max Luevy, Harvey Jukiel, and Walter Hirschfeld.

EXHIBIT SALES COMPANY, 423 Market Street, Philadelphia. Displayed premiums and wholesale merchandise. Represented by Samuel Mickelberg, Clarence I. Palmer, Red Priestland, Morris Wolf, William Davis, and I. Durlur.

EXHIBIT SUPPLY COMPANY, 4222 W. Lake Street, Chicago. Exhibit's display space was taken up by a reproduction of the firm's model Penny Arcade which won a prize at a recent outdoor showmen's convention. Many types of arcade machines were shown, as was Exhibit's Stars, latest 5-ball free-play game. Represented by Perc Smith, John Chrest, Billy DeSelm, Harry Williams, and Joe Mauves.

PHILIP FLORIN, Inc., 255 Fifth Avenue, New York City. Displayed a large number of leather premiums. Represented by S. E. Kneeb, Sim Bows, and Betty Bows.

FRIGIDRINK CORPORATION, 405 Lexington Avenue, New York City. Working machines dispensing carbonated beverages in a cup were in the Frigidrink booth. The firm was represented by Dan Michalove, R. H. Guyton, E. A. Heller, J. Marcus, and Max Levy.

GAM SALES COMPANY, 1321 Adams Street, Peoria, Ill. Displayed jar and ticket games, baseball tallies and tip cards. Represented by Maurice G. Sax, Phil A. Sax, Ralph Smith, John Schotzell, A. L. Winn, and Sam George.

GARDNER & COMPANY, 2309 Archer Avenue, Chicago. Displayed salesboards called Ping Pong, Lucky Strike, Big Bonus, and Sharpshooters. Hundreds of other boards were also on display. Represented by I. Fetter, B. Cole, E. Marley, L. Koller, S. Kikin, H. Eyerly, J. Glass, S. Feldman, S. Zimmerman, D. Lee, B. Shapiro.

GAY GAMES, Inc., 423 E. Howard Street, Muncie, Ind. Displayed coupon game and salesboards featuring newest type of game, a combination coupon spindle and board. Some of those displayed are called Jackpot Bingo, Pull Your Punches, and Gay Charlie.

GENCO MANUFACTURING COMPANY, 2621 North Ashland Avenue, Chicago. Displayed the firm's latest pinball game, Seven Up. Represented by Meyer Gensburg and E. Altus.

GENERAL ELECTRIC COMPANY, 842 South Canal Street, Chicago. Displayed General Electric Mazda Lamps for all types of coin machines. Represented by T. P. Burgess, B. J. Cunningham, D. Axman, W. F. Mattes, A. M. Klingman, E. C. Yale, R. P. Lehman, J. F. Orr, W. A. Wallace, F. W. Williamson, A. H. Meyer, and T. D. Scarff.

GERBER & GLASS DISTRIBUTING COMPANY, 914 Diversey Parkway. Displayed machines from various manufacturers for whom they are distributors. Represented by Paul Gerber, Max Glass, Lew Sokolove, and Harry Brown.

JOHN N. GERMACK, 1346 Vernor Highway, Detroit. Displayed Red Lip Pistachio Nuts. Represented by John N. Germack, Frank Germack, Lillian Pink, and Wade Sahadi.

GLOBE PRINTING COMPANY, 1023 Race Street, Philadelphia. Displayed boards, cigarette boards, and other salesboards. Represented by A. J. Borkin, Otto Goldman, and J. S. Pollock.

D. GOTTLIEB & COMPANY, 1140 N. Koester Avenue, Chicago. Displayed pinball games called Champ and School Boy. Represented by Dave Gottlieb, Sol Gottlieb, Bob Smith, and Sam Lieberman.

GRAND NATIONAL SALES COMPANY, 2300 Armitage Avenue, Chicago. Displayed many types of coin-operated equipment principally from manufacturers for whom they are distributors. Represented by Al Sebring and Mac Churvis.

GROETCHEN TOOL COMPANY, 128 North Union Street, Chicago. Displayed counter games among which were Pike's Peak and Dial-It; Columbia Bells, Metal Typer, Sparks, Zoom, Skill Shot, Liberty, Sugar King, Chrome Bell, Mercury, Imp, Zephyr, Klux, and Pok-o-Reel. Represented by R. Groetchen, K. Klein, E. Hanson, A. Vordack, L. J. Thorne, C. Vetterick, J. Gabel, and G. Stevenson.

GUARDIAN ELECTRIC MANUFACTURING

GOLD AWARD
YOU HAVE COMPLETE CONTROL
OVER THE GOLD AWARD ON THE
AMERICAN EAGLE
MYSTERY PAYOUT GOLD AWARD MODEL

That's WHY more and more operators are now buying MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE. 1c Play can award as high as \$5.00 on Gold Award token. 5c Play can award as high as \$25.00 on Gold Award token. Cash in NOW by rushing your order to your nearest Daval distributor TODAY!



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

COMBINATION

840 HOLES SLOT AND DICE TICKETS
Takes in \$42.00
Average Payout... 19.89
Profit... \$22.11
A THICK BOARD SHAPPLY LOOKING

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 5-COLOR PRODUCTION

DIACROSS

840 HOLES SLOT AND DICE TICKETS
Takes in \$42.00
Average Payout... 19.89
Profit... \$22.11
A THICK BOARD SHAPPLY LOOKING

GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

TURING COMPANY, 1621 West Walnut Street, Chicago. Had booth with pictures of service kits and electrical parts. Did not have attendants at show but products were displayed at Block Marble Company booth.

JOSEPH HAGN COMPANY, 223 West Madison Street, Chicago. Displayed wholesale merchandise and premiums. Represented by B. Biler, A. V. Parlay, and William Hagn.

HARLICH MANUFACTURING COMPANY, 1407 West Jackson Boulevard, Chicago. Displayed a large line of boards, represented by Maury Guttman, E. V. Finson, Herman Guttman, Phil Eisner, Bill Metz, Mrs. H. Greenglass, Hy Greenglass, M. Nixon, Sid Louis, and Ann Cooper.

HOLLY MANUFACTURING COMPANY, 261 Union Guardian Building, Detroit. Displayed Universal Grip Tester and counter game Circus. Represented by Stuart A. Howard, P. Hadley Hooper, Rudolph Hoelt, A. F. Euning, and Ed Fitzgerald.

IDEAL DAIRY DISPENSER COMPANY, 403 South Center Street, Bloomington, Ill. Displayed the Ideal selective beverage dispenser and the Ideal selective dairy dispenser. Represented by John Henn, Harold Smalley, Ralph Warner, A. C. Woodruff, Fred Whitman, J. K. McEwen, and L. V. Nowlin.

IDEAL PICTURE CORPORATION, 28-34 East Eighth Street, Chicago. Displayed Premiere, coin-operated motion picture machines. Represented by R. A. Gouichard, E. Willoughby, and William Keutnik.

ILLINOIS LOCK COMPANY, 737 West Jackson Boulevard, Chicago. Displayed Duo and Illinois Locks. Represented by R. K. Gray, M. R. McNeill, P. G. Ellerman, and R. L. Gray.

INDEPENDENT LOCK COMPANY, 555 West Randolph Street, Chicago. Displayed the new Herculock, featuring multiple key combinations and pick-proof construction. Represented by Sidney Falk, Morris Falk, Jean Epley, and Cliff Cattles.

INTERNATIONAL MUTOSCOPE REEL COMPANY, Inc., 4401 11th Street, Long Island City, N. Y. Displayed Photomatic, Sky Fighter, Voice-o-Graph, Ace Bomber, and Drive-Mobile. Represented by Fred McKee, Adele McKee, Ken Wilson, A. Lisiansky, Fred New, Emery Riznak, H. Klein, Al Bendow, Earl Winters, and Bill Rabkin.

JACOBS NOVELTY COMPANY, 210 Union Street, Stevens Point, Wis. Displayed replacement cabinets for out-of-date automatic phonographs. Represented by Louis Jacobs and Paul Jacobs.



PAUL M. FULLER, designer of Wurlitzer's Victory models, is receiving the plaudits of music merchants throughout the country. As compliments pour in, the smile on Fuller's face grows broader and broader, other Wurlitzer officials declare.

O. D. JENNINGS & COMPANY, 4309 West Lake Street, Chicago. Displayed telephone music units on the convention floor. Ciga-Rola, Long Shot, Silver Moon Chief, Silver Harvest, and Bobtail were displayed elsewhere in the hotel. Represented by Dick Wiggins, Bill Stouder, R. E. Smith, and Jack Royce.

WALTER H. JOHNSON CANDY COMPANY, 341 West Superior Street, Chicago. Displayed candies for vending machines, including the following bars: Power House, Big Bonus, Almond Luxurio, Brazil Nut Ridge, Heavyweight Champ. Represented by Walter H. Johnson, C. O. Mathels, Sam Halstrom, Frank Hanscomb, and P. F. Carroll.

KELLY MENNES MANUFACTURING COMPANY, 1283 North Main Street, Rockford, Ill. Displayed numbered key hooks for operators and a brake turntable for mechanics. Represented by Harry C. Koregold, M. Schneider, Joe Winter, Harold Winter, and Phil Schuster.

KELLOGG MACHINE COMPANY, 5 East Third Street, Cincinnati. Displayed a popcorn vending machine (hot vendor) and an Orange Drink vending machine. Represented by Mr. and Mrs. Charles J. Warren, Emil Brower, Fred Hudepohl, and Pat Schwartz.

KOPIO SUPPLY & SALES COMPANY, 3118 Milwaukee Avenue, Chicago. Displayed Roll-a-Cent, Seven Grand, jar deals, supplies for phonographs and games. Represented by Al Kopio, Mrs. A. Kopio, and Ora Kopio.

ABE LYMAN ENTERPRISES, 247 Park Avenue, New York City. Purpose of exhibit was to contact music operators in behalf of Abe Lyman and His Band Recording Orchestra. Represented by Harry Weinstein.

MALKIN-ILLION CORPORATION, Market and Union streets, Newark, N. J. Displayed the Phillies Cigar Machine. Represented by S. M. Malkin, Harry Malkin, I. Gordon, J. Mandel, J. Sukovitch.

MASTERCRAFT EQUIPMENT COMPANY, 828 Snydes Building, Denver. Displayed a new golf corrective device known as Drive-o-Golf. Represented by Mr. and Mrs. D. W. Adams, and Peter W. Kane.

MATCHLESS ELECTRIC COMPANY, 564 W. Randolph Street, Chicago. Displayed incandescent electric lamp bulbs. Represented by Paul C. Ditterman and Arthur Stockhart.

METROPOLITAN AMUSEMENT COMPANY, 5 Ludlow Street, Yonkers, N. Y. Displayed anti-aircraft machine gun game, Air Raider, and Pitch-to-the-Line, penny-pot counter game.

MIRABEN COMPANY, 2041 Carroll Avenue, Chicago. Displayed parts and supplies for coin machines. Also re-modernization cabinets for outmoded phonographs. Represented by B. Lutzke.

MONARCH COIN MACHINE COMPANY, 1645 Fairfield Avenue, Chicago. Displayed Daval games, Automatic Games' View-a-Scope, and Baker's Lucky Strike. Represented by Roy Hazelton, Allen J. Stern, Clayton Nemmeroff, Ben Pincus, and Mac Wicken.

MOVIE-MATIC COMPANY OF AMERICA, 2509-2541 West Cermak Road, Chicago. Displayed coin-operated moving picture machine called Movie-Matic. Represented by Joe Waualet, Reuben Robin, Nathan Robin, and Harry Human.

NATIONAL SLUG REJECTORS, 8055 Natural Bridge Avenue, St. Louis. Displayed various kinds of slug rejectors. Represented by C. B. Adams, J. Gottfried, P. Wallin, and F. Steffens.

NATIONAL VENDORS, INC., 5055 Natural Bridge Avenue, St. Louis, Mo. Displayed National Cigarette and Candy Vendors. Represented by B. L. Fry, A. F. Diederich, L. H. Cantor, A. A. Weidman, M. J. Auerbach, Ben Spira, Ed Brown, S. D. Chandler, A. L. North, Walter Strauss, Marty Powell, and Irving Auerbach.

NEW YORK SPECIALTIES AND SUPPLY COMPANY, 818 Tenth Avenue, New York City. Displayed parts and supplies for games and phonographs. Represented by Phil Bogin, Leon Herman, A. Szymon, and Charles Fleischman.

HECHT NIELSEN, 1922 W. Congress Street, Chicago. Displayed Columbus Vendors, American Chicle Gums, and 5 Star Ball Gum. Represented by Hecht Nielsen, J. Vogel, A. Eggeston, and E. F. Likens.

THE NORTHWESTERN CORPORATION, Morris, Ill. Displayed one-cent stick gum vendor, three-compartment Tri-selector, Deluxe Merchandiser, Model 39, 39 Bell, Model 4D, Model 33, Ball Gum, and 33 Junior. Represented by W. E. Bolen, W. R. Glesner, Moe Mandell, Robert Castor, E. L. Flanagan, and Paul Crisman.

D. A. PACHTER COMPANY, Merchandise Mart, Chicago. Exclusive premium representatives of RCA-Victor, General Electric, Stewart-Warner, Admiral, Sentinel, Sonora, and Warwick radios. Also for Serva-Bar and Action-Flag. Represented by D. A. Pachter, George Wallach, Charles Himmel, Al Itroch, Harry Bransky, Charles Cusson, Tom McDonald, and Syd Cohn.

PACKARD MANUFACTURING CORPORATION, Kentucky and Morris avenues, Indianapolis. Displayed Plam-Mor Wall and Bar Boxes, Bar Brackets, Speakers, and adaptors for phonographs. Represented by H. E. Capshark, H. I. Drollinger, Doran Mosburn, Don Kentland, William Brase, William Strube, Ed Collins, R. Manover, Alfred Vallancourt, and George Rosebo. Many Packard distributors were also present.

PAN CONFECTION FACTORY, 345 West Erie Street, Chicago. Displayed hard shell vending candies, Salted Nut Meats, Ball Gum, Grande and Digger

ONLY \$54.50
For KEENEY'S
SPEED DEMON
5-Ball Free Play!
Wire or Phone—Supply Limited!

After Convention Sale!
HOLDOVER \$59.50
THREE SCORE 42.50
DOUBLE FEATURE (Stoner) 49.50
SPEEDWAY 42.50

Send For Complete
ATLAS Bargain Guide!

CONSOLES	PHONOGRAPHS	COUNTER GAMES
Bang Talk Evans '39 \$119.50	BERBURG'S	ADT Model P.
Derry Day Flat Top .. 24.50	Model C-12 Records... 32.50	Army Game 21 .. 812.50
Gallop and Gait .. 114.50	Casino-35, 20 Records... 139.50	4 Way .. 6.50
Mills Square Bell .. 99.50	Classics-1939, Marlin... 169.50	Bel Bille, 84 .. 7.50
Passo Race, Brown Cab. 74.50	Crown-35, 20 Records... 144.50	Blue Diamond, 14 .. 9.50
Saratoga (Patrol) .. 79.50	Gen-1035, 20 Records... 116.50	Comet, 16 .. 14.50
Saratoga Jr., 259, Pass'o. 99.50	Regala-24, 20 Records... 129.50	Cub, Bally .. 6.50
Track Time, 1935 .. 82.50	Regala-24, 20 Records... 84.50	Ferry, 12 .. 6.50
Triple Rider .. 119.50	ROCKOLA'S	Desires, WOI, 4 Way 9.50
	1939 Counter Model .. 189.50	Front King, 4 Way .. 12.50
	Deluxe-35, 20 Records... 139.50	Mills 57 Ch. .. 12.50
		Golden Pay .. 13.50
		Grupper, Bally, New 8.95
		Grid 14 .. 6.50
		Hi-Me, 4 Way .. 6.50
		Hi-Me, 4 Way .. 6.50
		Kennedy, 12 .. 6.50
		Liberty 50 Sport, 19.50
		Lucky Pack, 10 Ch. 9.50
		Madison, 12 .. 6.50
		Marvel, 14 or 14 1/2 15.50
		Midget Races .. 12.50
		New Deal, 4 Way 6.50
		Penny Pack, Ch. 7.50
		Pawnee, 26 .. 6.50
		Portland Vendor 57 6.50
		Roads, 4 Way Not 6.50
		Rocky, 12 .. 6.50
		Roll 21, 4 Way, 6.50
		Saltman, 8 .. 6.50
		Spark Plug .. 6.50
		Automatic Pay, 10.00
		Spinner Winner .. 13.50
		Steeple Chase .. 12.50
		Electric .. 12.50
		Tally, 16 .. 6.50
		Wooden Balls .. 7.50
		Tickets, 15 .. 6.50
		Tot, 14 Cig. .. 6.50
		Token Pay .. 17.50
		Tri-o-Cig, 14 Cig. 7.50
		Vac. Pocket Ball, 59.00
		Wild Doves, 4 .. 12.50
		Way, Mills .. 12.50

ATLAS HAS FOR IMMEDIATE DELIVERY ALL THE LATEST HITS EXHIBITED AT THE SHOW.

TERMS: 1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO.
The House of Friendly Personal Service

2200 N. WESTERN AVE., CHICAGO, ILLINOIS

Assoc. • ATLAS AUTOMATIC MUSIC CO., 3030 Grand River, Detroit
Offices • ATLAS NOVELTY COMPANY, 1901 Fifth Ave., Pittsburgh

HERE'S YOUR LUCKY STRIKE

Cigarette Counter Game
With Ball Gum Vendor

For the first time in 12 years, a counter game without the usual 3 reels. Introduces new popular-brand cigarette play with high award of 10 packages (about 150-to-one odds). Elaborate Fortune Telling Feature, 16 Play.

The Boom Is On for BIG-TIME
A New Novel 5-Ball Replay 8 Ways to Win!

THE BAKER NOVELTY CO., INC.
2626 Washington Blvd., CHICAGO

YOU NEED CUB AND ACE

CUB SAMPLE \$13.95
CASE OF 6—\$75.00

ACE SAMPLE 14.95
CASE \$80.00
OF 6

TIME PAYMENTS TO THE DESERVING!

TORR, 2047A So. 68th St., Phila., Pa.



A BUSY DEPARTMENT in the big O. D. Jennings & Company plant is the cabinet assembly department for telephone music units. Highly skilled workers are entrusted with the work of assembling the most important part of the system.

SHIPMAN MANUFACTURING COMPANY, 1326 South Lorena Street, Los Angeles. Displayed Hershey bar venders, pencil machines with skill game and merchandise awards, selective machines vending candy, gum, and mints. Nut and candy machines, stamp venders, Race Horses and Fortune Reel. Represented by Mr. and Mrs. A. F. Shipman, E. C. Lorman, J. I. Poole.

SHUFFLETTE, Inc., 610 West Michigan Street, Milwaukee. Displayed Shufflette and Shufflette. Represented by A. R. Stade, Charles Larson, Lorraine Stade, Grace Bingham, and Norman R. Stene.

N. SHURE COMPANY, 200 West Adams Street, Chicago. Displayed merchandise items and premiums. Represented by Walter Rust and C. A. Tevenan.

SHYVERS & SHYVERS, 1191 W. Denny Street, Seattle, Wash. Displayed Shyvers Streamline Wall Box, Shyvers' Wired Music Systems, and Shyvers' Roll Selector. Represented by J. C. Shyvers, Jack Rock, F. Kasper, and H. March.

SINGING TOWERS (Division of Automatic Instrument Company, Inc.), 3007 West Washington Boulevard, Chicago. Displayed telephone music units, phonographs, wall and bar boxes, and record racks. Represented by E. E. Rullinan Jr., E. E. Rullinan Jr., P. Halpin, E. Seibel, E. Piotrowski, and L. J. Andres.

SOUNDIES DISTRIBUTING COMPANY OF AMERICA, Inc., 6253 Hollywood Boulevard, Hollywood. Displayed Panoram movie machines and Soundies films for the machines. Represented by Gordon Mills, Shelby York, Henry Allen, Art Kieckcof, Ralph MacNamara, James T. Mangin, Grant Shay, and Owen Desplenter.

ANN STEVEN CANDIES, Inc., 4646 West Washington Boulevard, Chicago. Displayed candy assortments. Represented by Lennie Stevens, Ann Stevens, Mrs. Rose Russo, M. Koolish, Miss S. Ruler, and Mr. Bernstein.

STEWART MERCHANDISERS, Inc., 90 Fifth Avenue, New York City. Displayed cigarette vending machines. Represented by James E. Stewart, Julius L. Levy, Anthony Marshall, Lincoln M. Keefe, Edward B. Rosen, and D. McBride.

STONER CORPORATION, 328 Gale Street, Aurora, Ill. Displayed Armada, pinball game, and Unvender candy machines in single models and the new heater twin-model. Represented by G. E. Adelberg, O. C. Hall, Harry Stoner, A. Howard, George Harrison, P. Dekan, William Pickroth, Joe Colombo, Hal Feeks, and M. S. Starr.

SUPERIOR PRODUCTS, 14 North Santa Street, Chicago. Displayed slotboards featuring Me Worry, Casino Club, Hockey Junior, King Pin, and No Girl. Represented by George D. Sax, Bob Kalmay, Sylvan L. Miller, L. W. Phillips, and Lew Waskin; 24 field representatives were also on duty.

TECH EQUIPMENT, 135 South La Salle Street, Chicago. Displayed a blood pressure machine, the Cardio-Meter. Represented by Honser S. Williams, Bradley Williams, Florence Radell, and Ruby Taylor.

TERRY CANDY COMPANY, 963 Newark Avenue, Elizabeth, N. J. Displayed candy items: Peppermint Thins, Coconut Thins, and Rum and Butter Thins. Represented by J. Ray Fry and Keith T. Nichols.

TELE-TONE SALES COMPANY, 520 South Press, San Antonio, Tex. Displayed telephone music units, wall boxes, studio equipment, and Penny Music. Represented by Milton D. Edwards, Harold Wook, Roy Jackson, and George Phelps.

U-NEED-A-PAK PRODUCTS CORPORATION, 135 Plymouth Street, Brooklyn. Displayed 7, 9, and 15-column cigarette machines. Represented by Leo Willen, Murray Wiener, Aaron H. Gosh, Harry Golden, Mack Postel, Bill Wiener, Lou Golden, Al Price, Maurice Kushner, and Max Kraut.

UNIVERSAL MANUFACTURING COMPANY, 405 East 8th Street, Kansas City, Mo. Displayed jar games, pad deals, and tip books. Represented by Mr. and Mrs. Joseph Berkowitz, Bertha Berkowitz, Jay Goldman, and Wolf Goldstein.

VIS-O-GRAPH CORPORATION OF AMERICA, 7000 Santa Monica Boulevard, Los Angeles. Displayed the Vis-o-Graph movie machine and films. Represented by Leo Kelly, Vincent Marco, M. D. Snailley, W. H. Kemble, Morris Fogle, and Eddie Burnstein.

THOMAS A. WALSH MANUFACTURING COMPANY, 201 South 10th Street, Omaha, Neb. Displayed boards Lucky Stars, Chief, Rainbow, Fun, Wings, and Dude Ranch. Represented by Frank E. Seeley, Thomas A. Walsh, G. M. Sayler, Dave Lamear, Roy Paraley, Earl Harrison, and R. E. Hughes.

WATLING MANUFACTURING COMPANY, 4640 West Fulton Street, Chicago. Displayed four models of scales and a console called Big Game. Represented by Tom Watling, John Watling, Burns Watling, R. Gersey, Mrs. V. Toman, L. Niteckles, James L. Reid, M. E. Maddox, L. C. Dewees, and R. P. McNeely.

WESTERN PRODUCTS, Inc., 925 West North Avenue, Chicago. Displayed Recordit, Baseball, Top, Big Prize, and Race Meet. Represented by Jimmy Johnson, Emil Goodman, Richard Baer, Robert Meyer, and Don Anderson.

W. W. WILCOX MANUFACTURING COMPANY, 564 West Randolph Street, Chicago. Displayed trade checks, name plates, key cabinets, and key tags. Represented by Frank Goodwin.

ZENOBIA COMPANY, Inc., 165 Hudson Street, New York City. Displayed Red and Pure White Pistachio Nuts, Indian Nuts, Sunflower Seeds, and Crystal Squash Seeds. Represented by C. Warren Sullivan, Edgar Zaloon, Peter Jensen, and Norman Jensen.

"WHERE COURTESY PREVAILS" EST. 1928

HIO

SPECIALTY COMPANY

BACK FROM CHICAGO

where we contracted for prompt delivery on the outstanding machines and games displayed at the Show.

WATCH FOR FUTURE ANNOUNCEMENTS

Machines will be ready for delivery as soon as released by the respective manufacturers.

GET IN TOUCH WITH US NOW FOR NEW MONEY-MAKING IDEAS

HARRY H. COHEN
29 W. Court St., CINCINNATI, O.

CHARLES ROSEN
539 S. Second St., LOUISVILLE, KY.

568 USED PHONOGRAPHS MUST GO—568

Now Shipping All Makes, All Models Used
Phonographs To All Parts United States

WURLITZER—P412—12 Records.....	\$ 21.50
“ 616—16 “	\$ 36.50
“ 616A—16 “	\$ 41.50
“ 600—24 “	\$124.50
“ 500—24 “	\$136.50
“ 61—12 “ (Counter).....	\$ 68.50
ROCK-OLA—STANDARD—20 Records... ..	\$122.50
“ DE LUXE—20 Records.....	\$135.00
MILLS—1939 Throne of Music—20 Records..	\$155.00

All Machines Guaranteed Good Condition. Terms—1/3 Deposit With Order, Balance C. O. D.

RUSH YOUR ORDERS NOW

OHIO SPECIALTY COMPANY

29 W. COURT ST.
CINCINNATI, OHIO

539 S. 2ND ST.
LOUISVILLE, KENTUCKY

IT'S NEW

\$4.80 EXTRA FOR YOU

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

EACH \$1.00 (without jar)

Jar 25c Extra

WISCONSIN DE LUXE CORPORATION

IT'S NEW

96 Tickets Free. You got 1946 Tickets instead of the usual —1850—

96 Extra Tickets, giving you \$4.80 more profit.

Takes in.... \$97.30
Pays Out..... \$72.00
Definite profit of \$25.30

EACH (in lots of 12) 90c

1902 N. 3d Street
Milwaukee, Wis.

BUY "CUB" and "ACE"

SAMPLE \$13.95

Case of 6

\$75.00

1/3 With Order, Bal. C. O. D.

SAMPLE \$14.95

Case of 6

\$80.00

Buy a Case From Us Now.

ORDER TODAY!

KENTUCKY SPRINGLESS SCALE CO., INC.

514-516-518 SOUTH SECOND STREET, LOUISVILLE, KY.

SHOW NEWS CLIPPINGS

For a Nickel, Anything's Liable To Happen!

10,000 Register At Coin Show

(The Chicago Herald-American, January 14, 1941)

A bunch of the boys who took your pennies, nickels, and dimes and built

them up to a \$50,000,000 industry are whooping it up at the Hotel Sherman. The Coin Machine Industries, Inc., is their official name, and the show which opened yesterday continues thru Thursday.

Among more than 300 exhibits are coin machines that will give everything but a haircut or company for the evening.

In its fourth year of the show there are 10,000 registrations of exhibitors, op-

erators, buyers, and plain addicts who act like the one-eyed dog in a sausage shop when let loose among the hundreds of exhibits.

Most of the machines that furnish food, drink, cigarettes, sound movies, merchandise, horoscopes, records of your own voice, photomatic likenesses, and exercises are nickel-operated.

The shadow of war and military preparedness is over this show. There are half a dozen machine-gun and anti-aircraft devices. One fires 100 rapid-fire shots at moving tanks—targets for a nickel.

But the sweet-voiced "Automatic Hostess," who answers when you drop a coin and ask for a musical selection, is the glamor girl of this year's show.

(The Chicago Daily Times, January 14, 1941)

If you want a shave or would rather fight a war, it's all the same to the coin-vending machine industry—drop a nickel or dime in a slot and you get it.

By the same means you can have your blood pressure and pulse beat measured, see a sound movie, have your voice recorded, get a drink, or have your shoes shined.

Should you be a sport and loaded with coins, streamlined one-armed bandits are at your beck. One of the latest amusement devices developed in the last year is a small bowling alley that works automatically and a shuffleboard game.

It's a Convention

All these and ballyhoo too were on display today at the Hotel Sherman, where some 10,000 coin-vending machine operators, jobbers, distributors, and manufacturers are converging from every State in the union for their annual convention. The exposition is under the auspices of Coin Machine Industries, Inc.

"The present trend of the industry is away from the gambling machines," David Gottlieb, president of Coin Machine Industries, Inc., declared today. "There is an increasing demand for amusement and vending outfits and a renewed interest in penny arcade equipment."

Gottlieb estimated that last year gambling machines made up only 3 per cent of the entire industry. This year it was expected to be less.

Public Plays "War"

A \$50,000,000-a-year business, employing some 100,000 persons, 85 per cent of the industry is located in Chicago, he said.

"Most popular of the amusement devices today are the automatic 'war' machines," James Gilmore, the company's secretary-manager, asserted.

As if to prove his point as the biggest crowds of operators were found around the various machine gun and rifle gadgets. Typical of these is one called Night Bomber.

After a coin is inserted, the picture of a gyrating plane is flashed on a small screen in front of a realistic looking machine gun. You press the trigger and bang, bang, bang. If you hit the plane, it goes into a spin and plunges downward in flames.

The Tattler Says:

(The Chicago Herald-American, January 14, 1941)

The Grey Room of a large Loop hotel generally is used for banquets, but these weeks have presented the problem of accommodating guests in a city where hotels are filled to capacity. So it came about that two delegates to one of the large conventions were assigned to the Grey Room until arrangements could be made for them. They went to sleep, leaving the door unlatched. While making the rounds the night manager, not knowing that guests were lodged there, locked the door from the outside. The following morning the guests couldn't get out. They looked for a phone, but there was none in the room. They yelled and pounded on the door until finally they attracted a maid's attention and were released.

New Job for Blind Persons

(The Chicago Daily News, January 10, 1941)

Checking up on a convention of coin-operated vending machine operators to

be held here next week, one of our reporters was interested to find out that among the delegates will be a dozen or so blind people.

It's a new field for the blind, and a profitable one. In addition to the dozen who will attend the convention there are probably 1,000 sightless persons making a living from the machines, the records of the industry show. Some of them were piano tuners before they took up coin machine work, others made a meager living fashioning brooms, and still others were on relief. They now make their own sales contacts, service their own machines, and some are even able, solely by the sense of touch, to do their own repairs.

Large Trade Shows Convene In Chicago

(The Chicago Herald-American, January 13, 1941)

Chicago lived up to its reputation as the convention capital of the world today as two meetings of national importance opened.

At the same time the home-making expositions in the American Furniture Mart and the Merchandise Mart went into their second week. They already have attracted over 9,000 buyers.

The major meetings which began today are the All Industry Refrigeration and Air Conditioning Exposition in the Stevens Hotel and the Coin Machine Industries Exposition in the Hotel Sherman. Each is expected to draw 10,000 persons affiliated with the industries.

More than 150 displays were on view at the refrigeration exposition. Some of the cooling units dropped the temperature to 70 degrees below zero.

The coin operators showed nickel-catching devices which ranged all the way from vending peanuts to taking the customer's blood pressure.

SOUNDIES RIVAL THIEF-CATCHER

(The Chicago Herald-American, January 13, 1941)

James Roosevelt's "Soundies" shared honors with an automatic "thief catcher" today as the Coin Machine Industries, Inc., opened its convention and exhibition in the Hotel Sherman.

The slot-machine movies, turned out by a company formed by the President's son, provided solid entertainment for 10,000 delegates, but the "thief catcher" caused more comment. It is a device which will reject any sort of slug or coin into a slot except a United States nickel.

Four types of machines are being shown — amusement, vending service (for turnstile use), and music. Coach Jimmy Conzelmann, of the Chicago Cardinals, addressed delegates at a luncheon this noon.

Also under way today was the All Industry Refrigeration and Air Conditioning Exposition in the Stevens Hotel, which attracted another 10,000. More than 150 displays were on view, among them cooling units which reduce the temperature to 70 degrees below zero.

Soundie Machine Is Show Sight

(The Chicago Daily Times, January 13, 1941)

By KEITH WHEELER

The Roosevelt family, which set out more years ago than most Republicans can remember to be all things to all men, has finally done something for those sad characters who find themselves unable to stand erect without a mahogany bar under their elbows.

It was not, however, the head of the family who solved the last problem of the nation's barflies and gave the town tavern the last, delicate touch it needed to make it better than home.

Jimmy was the guy, Jimmy of the U. S. marines and the four Mills brothers. They have given the world something called "Soundies" and it will, hereafter, be possible to live a full life, com-

IN NEW ENGLAND IT'S TRIMOUNT



for
THE BEST
VARIETY
OF COIN
MACHINES

Multiply
Your Music
PROFITS
by Installing
KEENEY
WALL BOXES

We are headquarters
for this reliable wall
box—send for com-
plete information and
prices.

BE SMART—GET IN ON
DAVAL'S ACE AND CUB
These miniature reel machines
are going places in a big way.
Immediate deliveries.

Send for complete price list of used machines!

NEW GAMES
from all the leading
Manufacturers!

Genco
CHICAGO COIN
BAKER
BALLY
GOTTLIEB
EXHIBIT
KEENEY
STONER

and a wide variety of
merchandise machines.

NEW COUNTER
GAMES

Marvel — American
Eagle — Sparks —
Imps — Mercury

STILL A FEW
LEFT!
KEENEY
ANTI-AIRCRAFT
GUNS

Light Cabinets, Brand New,
In Original Cases
\$122.50

A WIDE VARIETY OF
USED AMUSEMENT AND
MERCHANDISE MACHINES
ALWAYS ON HAND

TRIMOUNT COIN MACHINE CO.
1300 WASHINGTON ST. BOSTON MASS.

LEAD THE PROFIT PARADE WITH

CUB CASE OF 6 \$75. \$13.95

3 Reef, Cigarette or Fruit or Numbers
Play with Automatic Coin Dividers and
TWO Separate Cash Boxes. 16 or 5¢
or 10¢ Play.

ACE
\$14.95

CASE OF 6 \$80.

"WE ENDORSE ONLY
THE BEST!"



BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

plate with Carmen D'Antonio, within eight feet of your favorite bar.

New Juke Box Movies

Soundies are the new juke box movies about which Jimmy has been making statements. Jimmy, head of Globe Novelty Company, of Chicago, makes the gadget, a tall, wide walnut box which, when not in use, bears depressing resemblance to a mummy case.

There is only one Soundies box, or Panoram, now working in Chicago. The Mills brothers installed it experimentally across the street from the factory.

There are a few others scattered about in towns near Chicago. More are being distributed by Soundies, Inc. in the middleman company established between Mills' machines and Jimmy's films.

How It Works

The Panoram works for anybody who will stick a dime in the slot. The dime sets off an automatic 16mm. projector located in the bottom of the Soundies sarcophagus. The projector is focused on one small mirror which reflects the picture upward to a second large mirror which throws the moving images on a plastic screen about 2 by 2 1/2 feet in size on the front of the machine.

A regulation sound track on the film and four speakers in the cabinet provide the noise, which, in all Soundies films made thus far, is music.

Each dime buys one number, about three minutes of song and action, which, in the case of Carmen D'Antonio, a dancer aforementioned, is something to see.

Juke Parade

(The Chicago Daily News,

January 16, 1941)

The juke box impresario has a hit parade of their own and they're sure theirs is the true criterion. A customer, they told us, really wants to hear a piece if he drops a nickel in the slot for the privilege; on the radio he gets his music free, willy-nilly. So they sent out a questionnaire to 8,000 coin-machine operators. They found out the public isn't much interested in whether a song is

ASCAP or BMI or even, within limits, in hearing any special tune. It pays its nickel to listen to some particular singer or particular band. Most of the 8,000 who answered the questionnaire followed that line of thought and came up with the information that Bing Crosby draws the most nickels. It doesn't matter much whether he sings *Only Forever*, *I'll Never Smile Again*, or several others he has on the disks, including *Adelste Fideles*. Just so it's Bing. Glenn Miller won the juke box laurels as the outstanding recording orchestra leader with a two-to-one margin over Tommy Dorsey.

Many Kinds of Machines At Coin Machine Show

(The Chicago Daily News, January 13, 1941)

It's the big hit of the show—Jimmy Roosevelt's "soundies" machine. The coin-operated device, replete with movies of swing bands and shapely chorus girls, made its debut today with the opening of the annual exposition of the Coin Machine Industries at the Hotel Sherman.

While scores of coin machine manufacturers and distributors gathered around Jimmy's machine got off to an auspicious start with *Barnyard Bounce*, *Boardsak Boogie*, and *Jennie With the Light Broken Hair*. The machine, resembling an overgrown radio equipped with a loud-speaker and a movie screen about two feet square, is made by the Mills Novelty Company, of Chicago.

Army Won't Let Jimmy Visit

Gordon Mills said Jimmy was "mighty sorry" he could not be on hand for the Chicago debut.

"He wanted to come," said Mills, "but you know he is in active military training at San Diego. They wouldn't give him a leave of absence! How do you like that?"

The machine's official name is Panoram Soundie and it performs three minutes for 10 cents. Eight soundies are on a single reel and the company expects to provide its patrons with one new reel a week. Change of pace from swing bands and rumba dancers is provided by the Mills Philharmonic Orchestra under the direction of Frederick Peher.

300 Coin Devices on Display

Competing at the show with Jimmy's machine are the latest developments in coin-operated devices. Among the 300 machines on display is an outfit for taking one's blood pressure, a recording machine that makes a record, plays it back and then delivers it to the buyer, a near-regulation size bowling game in which the pins are set automatically, and various war games.

Also shown are new coin chutes that will be sensitive to slugs. The operators say they lose \$5,000,000 a year to cheaters.

Mills' Small Talkie Machine Output Begun

(The Chicago Herald-American, January 13, 1941)

First units of the 5,000 Panoram movie machines for the Mills-Roosevelt 16mm. talking pictures are now coming off the production line, Herbert Mills, general superintendent of the Mills Novelty Company, announced today.

The company plans to produce 18,000 of these machines during 1941, giving employment thru the various phases of manufacture, distribution, and operation, of a minimum of 8,000 persons, Mills stated. The machines sell for \$1,000.

The projectors, amplifiers, and the entire sound system for the units are produced by the RCA Manufacturing Company, and the machines are designed for operation in public locations such as hotels, railroad stations, cocktail bars, taverns, and restaurants.

WESTERN'S SHOW SENSATION!
YOUR LOCATION HIT . . .

BIG PRIZE

1 or 5 Ball Multiple
FREE GAME

Western Products, Inc.
925 W. North Ave., Chicago, Ill.

POST-CONVENTION CLOSEOUTS

ALL EQUIPMENT LISTED THOROUGHLY RECONDITIONED, CABINETS CLEANED, AND READY FOR LOCATION. THIS IS GOOD CLEAN MERCHANDISE. MAIL YOUR ORDER NOW. IMMEDIATE DELIVERY GUARANTEED!

FREE PLAY GAMES

Air Liner	\$13.50	Life-a-Card	\$28.50
Buckaroo	15.50	Lone Star	34.50
Cowboy	12.50	Lucky Strike	21.50
Davy Jones	8.50	Mascot	34.50
Eureka	37.50	Mr. Chips	24.50
Fifth Inning	14.50	Mills 1-2-3	47.50
Flag Ship	16.50	O'Boy	26.50
Flash	47.50	Pick Em	13.50
Gold Cup	14.50	Pyramid	9.00
Headliner	42.50	Royal	29.50
Jumbo Parade, Novelty Bell	14.50	Request	17.50
Speedway	9.50	Scoop	31.50
Super Six	17.50	Sports	22.50
Super Charger	12.50	Triumph	12.50
Lancer	19.50	Victory	47.50
		Variety	12.50

1-BALL PAY TABLES

Arlington	\$12.50	Hawthorne	\$54.50
Blue Ribbon	39.50	Derby Champs	16.50
Bally Jumbo	6.00	Mills 1-2-3	35.00
Deluxe Prokness	10.50	Mills Hi-Boy	26.50
Regular Prokness	12.50	Pace Maker	69.50
Gold Medal	47.50	Grand National	77.50
High Card	15.00	Thriftidown	47.50

LEGAL GAMES

6 Bally Alley	\$18.50	2 Evans Ten Strike	\$47.50
2 Bally Bull's Eye	41.50	2 Anti-Aircraft Machine Guns (Black Cabinet)	54.50
1 Bally Rapid Fire	99.50	1 Exhibit Ice Vitalizer	55.00
1 Anti-Aircraft Machine Gun (Brown Cabinet)	74.50	1 Scientific Skoe Jump	37.50

CONSOLES

1 Boush Park	\$42.50	1 Kentucky Club	\$37.50
1 Royal Draw	90.00	8 1937 Track or Skill Time	34.50
1 1939 Bangalls	109.50	14 Mills Square Bells	48.50
1 1939 Galloping Damines	109.50	2 Pace Pay Day	62.50
3 Jennings Good Luck	55.00	9 Brown Cabinet Pace Races	79.50
3 Kentucky Skill Time	37.50	1 Mills Four Balls	215.00

NOVELTY GAMES \$27.50

Takes This Lot of Five

AIRPORT BANG	BUBBLES	SILVER FLASH
PEDAL PUSHER		

TERMS: Certified Remittance in Full, or One-Half Certified Deposit With Order—Shipment C. O. D. for Balance

Business and Bank References Furnished to Anyone Who Does Not Know Me.

L. C. BARRETT

P. O. BOX 182
BALTIMORE, MARYLAND



YOU are looking at the finest, most attractive and highly colored of all Counter Game Creations.

YOU ALSO are looking at the fastest net cash money makers in America.

DIFFERENT THAN ALL OTHERS

Takes pennies, nickels or dimes, one or all at the same time in any one or all of the five slots. From 1c to 50c at a time by from one to five players.

This ad can't tell or show you anything. Write today for free Color Circulars. Better still, order one out right now.

Pay for themselves right off the bat. After that just pure "golden gravy" for yourself. **FREE TRIAL.** Prove this for yourself. If Twins-Win doesn't net pay for itself and plenty of money left over within 14 days return it via prepaid express and full refund will be made on date of arrival at factory. Keep this ad as guarantee.

No. 1313 Twins-Win, 13"x13"x4", Wt. 14 Lbs. \$25.00

1/3 Cash, Balance C. O. D.
POSITIVE COIN CONTROL. SLUG PROOF. CHEAT PROOF.

Distributors, Jobbers, write us
LIBERTY MFG. CO.
Dept. B, COUNCIL BLUFFS, IOWA

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 prosperity—send for your Free Copy of this money-making Gatalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today! If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

SEE JACK—SAVE "JACK!"

YOU'LL BE SATISFIED, TOO!—the same as the hundreds of operators throughout the country who are now buying their used equipment from us. Every game is double checked—"G.A.R. ROLLIZED"—in A-1 condition—PRICED RIGHT—and ready for location.

Leader	\$67.50	Big Chief	\$82.50	Kay Hunt	\$44.90
Score-A-Line	39.50	Top Score	27.50	Ray	23.00
Double Feature	24.50	Dice	47.50	Powerhouse	47.50
Line Up	52.50	Manrot	23.50	Brite Spot	27.50
Wen A Ball	35.50	Retalion	34.50	Drum Major	33.00
Nippy	13.50	Score Card	19.50	Sky Line	37.50
Roll a Derby	12.50				

Look over this list and shoot your order in NOW. State second and third choice. A penny returned gets you on our mailing list. 1/3 deposit, balance C. O. D.

GEORGE PONSER—JACK BERGER
NEWARK COINO, 107 Murray Street, Newark, N. J.

Look To The GENERAL For LEADERSHIP!

CROSS LINE . . . \$67.50
ON DECK BIRDIE . . . 40.00
BLONDIE . . . 40.00
GOLD CUP . . . 40.00
THREE SCORE . . . 37.50
BEHIND ME . . . 35.00
SHORT STOP . . . 27.50
BIG SIX . . . 15.00

IMMEDIATE DELIVERY
Damon's CUB AND AGE
MARVEL AND AMERICAN
EAGLE
Winterson's SKY FIGHTER
Gottlieb's SCHOOL DAYS

Quality Reconditioning on Every Game. Write for Complete Price List. Enclose 1/3 Cash With Order. We Ship Balance C. O. D.

MAJORS . . . \$12.50
CONTACTS . . . 12.50
Kenny GUN, Brr. Cab. 69.50
Kenny GUN, Brr. Cab. 69.50
Bully RAPID FIRE . . . 136.00
CHICKEN BAN, with Base . . . 48.50
BIL. PACE RACES . . . 39.50
SMOKER BELL . . . 48.00

THE GENERAL VENDING SERVICE CO. 306 N. GAY ST. BALTIMORE, MD.

OVER
TWO HUNDRED
LATE USED FREE PLAY GAMES

offered at rock bottom prices. Write—Wire—or Phone us your requirements.

CLEVELAND COIN MACHINE EXCHANGE
2021-S PROSPECT AVENUE, CLEVELAND, O.

Big Floor Show Is Happy Ending For Convention

CHICAGO, Jan. 18.—Some 3,300 persons attended the annual CMI banquet Thursday night (16) at the Sherman hotel, winding up the four-day session with dinner, dancing, entertainment, and the briefest possible after-dinner speech by CMI President David Gottlieb. Gottlieb declared that the convention had broken all records. "Prospects for the future," he said, "are without limit, with the possibility of one exception—the national defense program. The coin machine industry, however, will be ready, if necessary, to stand by the armament program. If not needed, we can look forward to one of our biggest years ahead."

Herb Jones, advertising manager of Bally Manufacturing Company and chairman of the publicity committee, and Parker Thorne, who handled the refreshments for the CMI picnic last summer, were each awarded traveling bags as an expression of appreciation of their work.

Seated at the speakers' table were the officers and directors of Coin Machine Industries, Inc.: David Gottlieb, president; H. C. Dick, vice-president; of H. C. Duns & Company; George D. Moloney, treasurer; of Bally Manufacturing Company; Richard Grootchen, secretary; of Grootchen Tool Company; Walter A. Frisch, of A. B. T. Manufacturing Company; David C. Rockola, of Rock-Ola Manufacturing Corporation; A. E. Gebert, of Advance Machine Company; James L. Olinore, executive secretary and show manager; and Herb Jones.

Dick Hood, chairman of the entertainment committee, can be congratulated on staging an excellent show. The performers rotated between the four rooms in which the banquet was held—the Grand Ballroom, Louis XVI and adjoining rooms, the Bal Tabarin,

and the Old Town Room. The talent line-up included the Reddingtons, Four Sidneys, Francita, Four Franks, the Eight White Guards, Al Verdi, and the Oriental Sweethearts. At the Grand Ballroom, Henry Lishon's orchestra played; and Harry Savoy, comedian currently performing at the Blackhawk in Grandfather's Follies, acted as emcee. Stan Myers's orchestra and Milton Douglas, emcee, held forth at the Louis XVI Room. Johnny Jones's orchestra and Sid Paige, emcee, played the Bal Tabarin, and Don Fernando's orchestra and Eddie White, emcee, reigned in the Old Town Room.

Jennings Open House Successful

CHICAGO, Jan. 18.—From all reports the big Jennings open house held during the days of the show was a huge success. A great majority of the operators visiting the show made a trip out to the big Jennings plant to see the complete new line of Jennings equipment for 1941, it is said.

Lunch and refreshments were served to all visitors, and it developed into a big get-together and reunion for operators and distributors from every section of the country.

One of the highlights of the display was Jennings' telephone music, where an actual studio was erected and outlets were located in different sections of the office and plant. This gave the visitors an opportunity of viewing the system under conditions comparable to actual operating conditions in their own locality.

Other items of interest were the new Jennings line of penny machines, Silver Moon and Bobtail Consoles, Fast Time Consoles, Long Shot, and Silver Moon Chiefs, as well as the rest of its standard line for 1941.

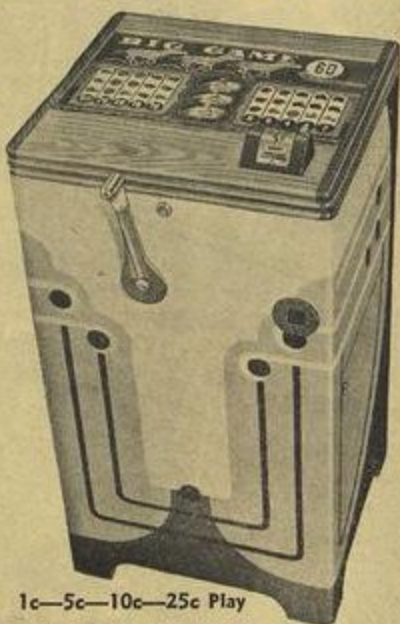
FREE-PLAY BELL BIG GAME

NEW
BIG GAME
This is a Free Play
Game with no payout

★
With the famous
Walling Bell
mechanism
★
With a meter to
register the amuse-
ment score

★
FURNISHED WITH
ANIMAL HEAD STRIPS
OR FRUIT REEL STRIPS

★
Height 42½ In.
Width 22 In.
Depth 23½ In.
Weight 134 Lbs.



1c—5c—10c—25c Play

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

Write for circulars and prices

Made Only by

WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

Special!

CHICKEN SAM with base \$49.50
CHICKEN SAM without base 44.50

JUST OUT! BIG NEW LIST OF ALL TYPES OF USED EQUIPMENT! ONCE AGAIN THE WORLD'S LARGEST DISTRIBUTOR OFFERS HUNDREDS OF USED GAMES, CONSOLES, GUNS, COUNTER MACHINES, SLOTS AND PHONOGRAPHS AT NEW, MONEY-SAVING LOW PRICES. SEND FOR YOUR LIST TODAY. 3 PAGES CHECK-FULL OF REAL BARGAINS!

SOUTHERN AUTOMATIC MUSIC CO.

312 W. Seventh Cincinnati, Ohio 531 N. Capital Indianapolis, Ind. 425 Broad St. Nashville, Tenn.
542 S. 2nd St., Louisville, Ky.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

No detail is called unless pertinent at National.

Manual, \$26.00 | Progress \$44.50
On Deck 29.50 | Speedway 37.50

Just two things to do if you want CREDIT: 1. Send your order and 10% Dep. 2. Send the name of your bank.

FREE Write for NATIONAL'S LUSTYRAID NEWSLETTER, backed with better buys! IT'LL PAY YOU!

5% Off for Full Cash With Order. (Money Order, Certified or Cashier's Checks Only)

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

THEY'RE "CARROLLIZED!"

The new CARROLLIZATION process, exclusive with Ponsler, is your guarantee of the finest reconditioned used games in America! We on the limit in making games LOOK AND WORK absolutely like NEW! If you don't see what you want below, ask for it. GET OUR PRICE LIST! You can buy with complete confidence from GEORGE PONSER COMPANY, 1/3 Deposit, Balance C. O. D.

live with Ponsler, is your guarantee of the finest reconditioned used games in America! We on the limit in making games LOOK AND WORK absolutely like NEW! If you don't see what you want below, ask for it. GET OUR PRICE LIST! You can buy with complete confidence from GEORGE PONSER COMPANY, 1/3 Deposit, Balance C. O. D.

CHICAGO COIN Commodore \$18.00	GENCO Big Town \$20.00	BALLY Beauty \$22.50
Dixie 47.50	Blondie 32.50	Cross Line 52.50
Fox Hunt 44.50	Dude Ranch 42.00	Clamour 32.50
Jelly 22.50	Punch 17.50	Limelight 29.50
O'Boy 17.50	Powerhouse 47.50	Mascot 23.50
Polo 44.50	KEENEY Rod Hot \$14.50	Progress 39.50
Roxy 23.00	Repeater 69.50	Scop 15.00
Skyline 37.50	Score Champ 14.50	Triumph 14.50
Sporty 32.50	Speed Demon 32.50	Vacation 32.50
Yacht Club 32.50	Speedway 27.50	GOTTLIER Big Show \$21.50
EXHIBIT Conquest \$14.50	STONER Brito Spot \$27.50	Bowling Alley 19.50
Landslide 32.50	Double Feature 24.50	Drum Major 33.00
Leader 67.50	Hold Over 32.50	Cold Star 57.50
Short Stop 19.50	Rotation 34.50	O'Johnny 32.50
BAKER Line Up \$52.50		Score-a-Line 39.50
Playmate 37.50		Score Card 19.50
		Three Score 27.50

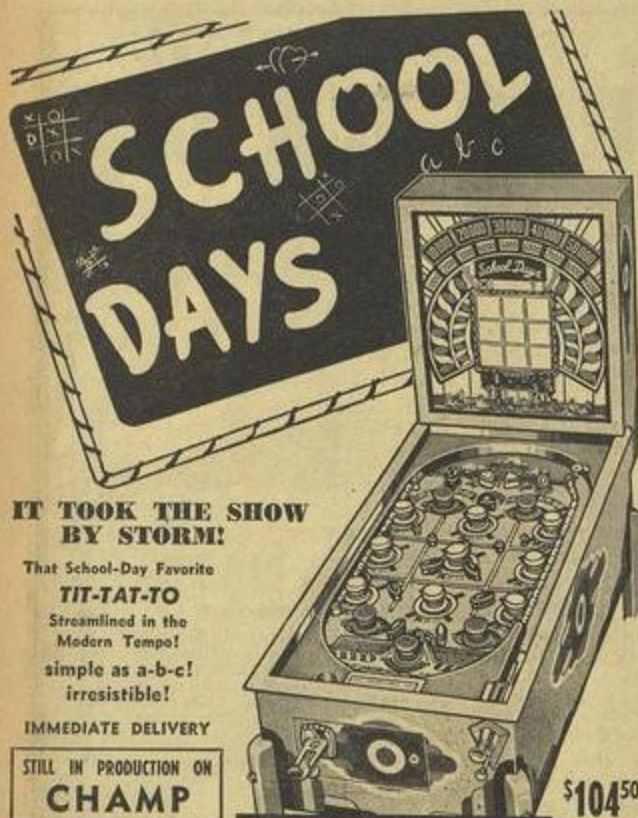
GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY 11-15 E. RUNYON ST. NEWARK, N. J.

Better Buy BUDIN'S Better Buys!
DOUBLE FEATURE \$30.00 BRITTO SPOT \$25.00
LINE-UP 49.50 HOLD OVER 25.00
1/3 Deposit With All Orders, Balance C. O. D. Write for Our New 1941 List Quick! Save Money!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd



SCHOOL DAYS

IT TOOK THE SHOW BY STORM!

That School-Day Favorite

TIT-TAT-TO

Streamlined in the Modern Tempo!

simple as a-b-c!
irresistible!

IMMEDIATE DELIVERY

STILL IN PRODUCTION ON **CHAMP**

\$104.50

D. GOTTLIEB & CO.
1140-1150 N. KOSTNER AVE., CHICAGO, ILL.



YOU'RE A JUMP AHEAD WITH JUMPING JACK

New Harlich Low Priced Mechanical Board

Profits! Action! Player Appeal! They're all here in this fool-proof, tamper-proof mechanical board. Top awards are concealed. When hole is punched, mystery card pops up and amount of award appears under celluloid.

No. 1845 5c a Play 1800 Holes
Takes in \$90.00 Average Payout \$43.25

WRITE FOR NEW FOLDER NC-21

HARLICH MFG. CO.
1413 JACKSON BLVD., CHICAGO, ILL.

POP!
Up Jump Awards when Jumping Jacks are punched

COIN OPERATED MACHINES AND SUPPLIES

I. L. MITCHELL & CO.

RESOLVED!

Give Operators Thruout 1941

1. Best Conditioned Machines
2. Best Prices
3. Best Service

WRITE FOR OUR LIST OF USED PIN GAMES

PHONE: GLENMORE 2-8450
1070 Broadway, BROOKLYN, N. Y.



PHONOGRAPH — PINGAME — VENDOR OPERATORS — NO LEGAL WORRIES WITH

VIEW-A-SCOPE

350 Diff. Films, Lifelines, Third Dimension Films—Scenes—Scope—Nightclubs—Children's, Fits your location—16 or 35 Play Skill Movies with Depth. Write today for Complete Details. Films, 75¢.

Complete, including Battery and Three Films—\$29.95 Each

AUTOMATIC GAMES 2422 Fullerton Ave. CHICAGO, ILL.



INDIANAPOLIS CELEBRATION OF NATIONAL WURLITZER DAYS was enthusiastic at the Guarantee Distributing Company. For two days music merchants packed into Guarantee headquarters to view the 1941 Wurlitzer models. The above group is typical of the groups on hand during the entire celebration.

Coinmen Attend Keeney Showing

CHICAGO, Jan. 18.—J. H. (Jack) Keeney, head of J. H. Keeney & Company, has received applause from the nation's coinmen in Chicago. It is reported.

While Keeney equipment came in for a great deal of noteworthy comment, it was said, the coinmen who visited the Keeney factory were equally lavish in praising the new Keeney headquarters. In Keeney's own words:

"Coinmen have been quick to appreciate the value of our new plant. The scientific arrangement of production equipment and the entirely modern set-up throat tell the story of efficiency in the handling of every phase of our business, from the reception of an operator to the shipping of a finished game."

"I am especially happy to see the much improved morale of our employees. Improved conditions mean that Keeney employees are able to turn out more and better work with less effort."

"I am willing to challenge any coin machine factory to equal the efficient methods now current at Keeney, just as I challenge any manufacturer to produce games with the earning power of our present releases, Velvet, Air Raider, and Keeney Wall Boxes, for music operating."

Keeney Releases New Game, Velvet

CHICAGO, Jan. 18.—"Coinmen who attended the Keeney open house at the new Keeney factory the past week have swamped us with orders for Velvet, our newest release," states William Ryan, Keeney sales manager.

"Velvet, the first bumper-type game to roll off the new production lines, is a super-score, super-award game with more than the usual amount of flash and appeal. Flashing light effects, extra ball and bumper action, and a variety of ways for the player to achieve super scores and awards have already proved their earning power on locations, and even at this early period in Velvet production orders from our distributors indicate a lot of velvet for the nation's operators."

Tobacco Tax Yield 600 Millions

WASHINGTON, Jan. 19.—Tobacco tax collections for the fiscal year ended June 30, 1940, are officially placed at \$608,518,444 in the annual report of the Bureau of Internal Revenue, issued today.

This sum represents an increase of \$28,239,238, or about 5 per cent, above the fiscal year ended June 30, 1939.

The tax on small cigarettes amounted to \$533,042,544, an increase of \$29,005,612, or 5.8 per cent over the previous fiscal year, representing 87.6 per cent of the total tobacco taxes collected during the current year.

Mint Outdoes Itself In 1940's Production

PHILADELPHIA, Jan. 18.—All records for the manufacture of coins at the U. S. Mint here were broken in 1940. A total of 873,569,832 coins were produced last year, it was announced by Edwin H. Dressler, superintendent of the plant, eclipsing the previous all-time

mark set in 1919.

Total value of the coins was \$34,741,850.32. In addition, 7,500,000 foreign coins were produced. Largest single month was December, when 121,455,615 coins were manufactured—more than in any other month in the mint's history. The year's record applies to all mints, the others in San Francisco and Denver never having equaled the 1919 Philadelphia figure.



COME AND GET 'EM FROM HARRY PAYNE!



CUB

3 Reel-Cigarette
Play with Coin
Dividers and 2
Separate C's & H
Boxes, 16 or 32
or 10¢.

Sample
\$13.95
Case of 6
\$75.00



ACE

5 Reel Poker or
Joker Wild Play
with Coin Di-
viders and 2
Separate C's & H
Boxes, 16 or
32 or 10¢.

Sample
\$14.95
Case of 6
\$80.00

H. G. PAYNE CO.
312-314 Broadway, Nashville, Tenn.



WRITE QUICK FOR SPECIAL DEAL ON

TOT

TO ART NYBERG TODAY!

The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

5 BALLY RAPID FIRE. Each... \$110.00
2 EVANS TEN STRIKE. "..... 37.50

All Low Than 2 Months' Use. 1/3 cash, rest C.O.D.

MORRIS MUSIC HOUSE
108 South Rampart Street, New Orleans, La.

PHONOGRAPH HEADQUARTERS
GERBER & GLASS
WURLITZER
 16 Record—MARBL-GLO
 As Illustrated



Complete Ready to Operate **\$69.50**

- 412 Wurlitzer \$ 29.50
- 400 Wurlitzer 29.50
- 616 Wurlitzer 49.50
- 616 Wurlitzer Illum. 54.50
- 24 Wurlitzer Marbl-Glo With Keyboard... 119.50
- 500 Wurlitzer Special 142.50

MISCELLANEOUS

- Rotary Merchandiser \$79.50
- De Luxe Diggers 89.50
- Vitalizers 49.50
- Astrascopes 79.50
- Kirk Scales 99.50
- Chicken Sams 54.50
- Convict Gun 69.50
- Anti Aircraft (Brown) 79.50
- SkeeBallEtte 69.50
- Ten Strikes 39.50

1/3 Deposit With Order

GERBER & GLASS

914 Diversey Blvd., Chicago

Hail Gottlieb Game at Show

CHICAGO, Jan. 18.—Dave Gottlieb, busiest of busy men during the 1941 Coin Machine Show, took time to register his gratification over the enthusiastic reception given School Days, Gottlieb's new replay release, at the show.

"Everybody," said Dave, "catapulted, inquired about it, tried it, and sang its praises. Based upon the old school-day favorite of tit-tat-to with modern embellishments, it captured their fancy and held them. Many could get no nearer to it than watching over the shoulders of someone else in the crowd, but they managed to learn all about it before they left."

"School Days is so utterly simple," Dave explained further, "and yet so fascinating that it seems to be irresistible. The backboard shows the familiar tit-tat-to crisscross that we all remember so well, and the crosses and zeros pop up thrillingly. A special lighting effect keeps the backboard alive with colored glowing animation during the play and adds greatly to its flash. Champ also proved of great interest and won high praise from all, and the old reliable Gottlieb Grip Scale seemed to gather even more popularity than ever."

"Visitors repeatedly complimented our company and expressed their delight over the Gottlieb hits, which have proved such consistent money-makers on locations. The volume of orders we booked for exceeded our fondest hopes, and I can say that the show was a tremendous success."

Bally Broadcast Is Hit at Show

CHICAGO, Jan. 18.—Discussing results of the 1941 Coin Machine Show, George Jenkins, general sales manager of Bally Manufacturing Company, stated that orders booked at the show would keep Bally volume production for an indefinite period.

"Altho shipments of Broadcast began before the show," Jenkins said, "it easily maintained its position as a standout 5-ball novelty replay game."

"Broadcast features high score, rotation, and the popular top-o-dial idea, combined in a novelty way with ball return and a unique feature whereby the value of bumpers can be boosted by skill. Well over 1,000 Broadcasts had been shipped up to show time, and collection reports indicate that Broadcast is one of the strongest collection boosters that has appeared in years."

"Bally's new nickel-dime-quarter wall or bar box also came in for applause—expressed in the form of definite large volume commitments. Music operators from every section of the country saw in the Bally Music Selector the unit they can count on to step up their collections during the coming years."

"In the machine-gun class, Bally's one-piece Defender was picked by leading gun operators as the gun for 1941. All in all, from an order-book point of view, the 1941 show was the most successful Bally has ever taken part in."

Night Bomber Hit at Success

CHICAGO, Jan. 18.—Night Bomber, machine gun game manufactured by the Success Manufacturing Corporation, proved a sensation in the heavily attended showing in Chicago during the past week. C. R. Kirk, managing director of sales, reports:

"Not only was Night Bomber the center of interest," said Kirk, "but it was also described in an article in The Chicago Daily Times, which described Night Bomber action. It is evident that Night Bomber holds a deep appeal not only for operators, but for the average person whom a game must interest to be profitable on location."

"Cottmen have crowded thru our display rooms at the factory in a never-ceasing stream. Appointments of Success distributors to handle Night Bomber sales in every part of the nation are nearly completed. A series of sales meetings will be held later to prepare for distribution activities. From the advance orders received already, we estimate a Night Bomber run of thousands of machines, and we have been placing advance orders for materials, which will be received in plenty of time to avoid any delay in production. Deliveries on the game are to begin shortly."

PROFIT AMMUNITION!

EVANS' TOMMY GUN

SMALLEST! LIGHTEST! FASTEST!
Lowest Price! Only \$145.00

Captures Show Honors!

Evans' Tommy Gun brought showgoers flocking! They raved over its compact size, streamlined beauty and action. They hailed the low price! Distributors and jobbers ordered in quantity on the spot! Their tremendous interest, enthusiasm and acclaim proved this outstanding Evans' achievement the hit of the show!

Get in line immediately! Shipments made in the order received!

H. C. EVANS & CO.
 1520-1530 W. ADAMS ST. CHICAGO

BRING HOME THE BACON

with **"CUB"**

3-Reel 3-Way Play (Cigarette or Fruit or Numbers) with Automatic Coin Dividers and 2 Separate Cash Boxes. 1c or 5c or 10c Play. Standard Divider Model 75%-25% (also 80%-20% model). Silent, single unit mechanism. Sturdy, precision construction. Enclose 1/3 Deposit—Order a Case Today!

SAMPLE \$13.95 CASE OF 6 \$75.00

and "ACE"

5 Reel Straight Poker or Joker Wild Poker Play with Automatic Coin Dividers and 2 Separate Cash Boxes. 1c or 5c or 10c Play. Standard Divider 75%-25% (also 80%-20% model). A R & A OPERATOR'S MACHINE! Enclose 1/3 Deposit—Order a Case Today!

SAMPLE \$14.95 CASE OF 6 \$80.00

ELECTRO-BALL COMPANY

★ 1200 CAMP ST., DALLAS, TEXAS ★ 1706 FANNIN ST., HOUSTON, TEXAS ★ 680 UNION ST., MEMPHIS, TENN. ★

QUALITY SPEAKS FOR ITSELF

FREE PLAY 1-BALL	FREE PLAY	FREE PLAY
Mills 1-2-3, F.P. \$46.80	Big Six \$10.00	Vanity \$14.00
Conga, F.P. 27.50	Ducky 10.00	Scope 17.50
Arlington, F.P. 19.00	Brook Jones 10.00	Backstage 17.50
Across the Board, F.P. 19.00	Pyramid 10.00	Risky 17.50
Grand Prize, F.P. 17.50	Chevron 10.00	O'Boy 24.50
High Card, F.P. 17.50	Consueti 10.00	Commodore 27.50
Gold Cup, F.P. 64.50	Range 10.00	On Deck 25.50
Eureka, F.P. 39.50	Champion 12.50	Progress 37.50
Arrowhead, F.P. 22.50	Super Six 14.00	
Ed. Sewell Game, F.P. 24.50	White Sox 14.00	PAYOUTS
Bally Alley 24.50	Pickers 14.00	Royal Drive \$104.50
		10c Royal Flush 94.50

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
 2018 CARNEGIE AVENUE, CLEVELAND, OHIO

OPERATORS, WRITE...
H. C. PAYNE COMPANY
 312-314 Broadway, NASHVILLE, TENN.
 For Weekly Bargain List, Most Complete Stock of New and Used Coin Machines in the South



SEVEN-UP

- BY -

GENCO

IF YOU THOUGHT FORMATION WAS A GREAT GAME—WAIT 'TIL YOU SEE "SEVEN UP"—THE GREAT-EST OF ALL!!

Here's ACTION for you! "SEVEN UP" has 6 tingling ways to make replays . . . and the most brilliant array of "come on" features ever assembled in one game! Sensational, proven "1 to 7" FORMATION feature—by hitting Bumpers 1 to 7 when lit, replays are awarded for each bump thereafter. By hitting #8 Bumper after the first seven bumpers are lit, player gets an ADDITIONAL 5 EXTRA REPLAYS. By going thru A, B, C and D lanes when lit, special SUPER BUMPERS award from one to five replays thereafter. By getting 7 DIAMOND REPLAYS IS WON. Also High Score Winners. \$104.50, free game convertible.

TAKE A TIP FROM THE TOP LINE IN THE BUSINESS—CO GENCO AGAIN WITH "SEVEN UP"! ORDER QUICK!!

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$3.65
1200 hole F-5275-Horses at 3.92
800 hole F-5270-Pocket Dice at . . . 1.89
720 hole F-5255-Pocket Jack at . . . 1.89
600 hole F-5305-Royal at 2.12

CHAS. A. BREWER & SONS

Largest Card and Coin House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

2 Pace Races, Brown Cabinet	\$97.50	2 Grand Nationals	\$75.00
1 Jumbo Parade, Cash Pay	\$0.00	2 Galloping Dominoes, 1938	70.00
3 Spazzie Bells	67.50	1 Galloping Dominoes, 1940	110.00
1 Keeney Super Track Time	115.00	2 Derby Darts	22.50
3 Keeney Track Times, 1938	60.00	3 Mills Hi-Boys	20.00
1 Keeney Track Time, 1937	25.00	5 Prankness	15.00
1 Pace Banatops	70.00	1 Qualified	15.00

MAKE US AN OFFER ON Air Liners, Lancers, Rebounds, Triumphs, Golden Gates, Mr. Chips, C. O. D., Fifth Innings, Let-o-Pans, or any other Free Plays, 1/3 Cash With Order—Balance C. O. D.

LAMBRY NOVELTY CO., Charlotte, N. C.

1c SKILL GAME HITS OF THE SHOW

HOLE IN ONE

ORIGINAL NOVELTY EXCITING!

A ball of gum is veiled in front of a miniature golf machine which holds a swinging club controlled by the player. Genuine skill is required to make a "Hole in One." All skillful hits are rewarded. Requires only 1 1/2 inches square space. Ball gum capacity 750 balls.

OPERATOR'S PRICE **\$17.50**

SPITFIRE

SPITFIRE has a MOVING Acroplane controlled by the player. A ball of gum is veiled into the plane. Skill is required to sink the ball by releasing the ball into one of the tunnels. Capacity 1000 balls. All skillful hits are rewarded.

Ball Gum 15¢ per lb. (150 balls). Minimum requirement 20 lbs.

OPERATOR'S PRICE **\$17.50**

DEALERS & DISTRIBUTORS! Write for Our Offer!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Penn Coin-o-Matic In New Quarters

BALTIMORE, Md., Jan. 18.—The Penn Coin-o-Matic Company, distributor in Maryland for Wurlitzer, has moved to new and larger quarters at 610-612 St. Paul Street. The firm now occupies double its former space.

David Margolin, head of the company, said the firm enjoyed an increase of 25 per cent in its distributing activities for Wurlitzer during 1940 and that the new and larger quarters were imperative because of the growing business.

The official opening also marked the unveiling of the new Wurlitzer Victory Phonographs for 1941. Comments of operators were that the new Wurlitzer Victory line offered new possibilities for increasing their Wurlitzer operation.

Allied Novelty Thanks Visitors

CHICAGO, Jan. 18.—"On behalf of the Allied Novelty Company, of Chicago," said Sam Kleiman, "I wish to express my sincere appreciation and thanks to all our friends who paid us a much appreciated visit during the show. We were hosts to large crowds and I trust that those who dropped in enjoyed their visit as much as we enjoyed seeing them. We are happy to report brisk business during the show."

Operators Inspect Sports Parade

CHICAGO, Jan. 18.—"Chicago Coin's first big money-maker for the 1941 season, Sport Parade, proved the pin game sensation of the show," reports Samuel Wolberg, Chicago Coin official.

"Operators who came to the show intent on discovering new games for their locations were heard to express the opinion that Sport Parade was everything. A large number of orders and re-

orders booked during the four-day convention establishes the success of Sport Parade beyond any shadow of a doubt."

"Sport Parade," said Samuel Gensburg, co-official, "is indicative of the high caliber of equipment scheduled for 1941 production. Not only will playing ideas be brilliant and new, as in Sport Parade, but the quality of the material and workmanship that goes into every machine will be maintained at the high standard which has made Chicago Coin games so dependable and profitable to operate in the past."



BERT LANE Says:

QUICK! RUSH YOUR ORDER FOR A CASE EACH OF . . .

"CUB"
CASE OF 6
\$75.00

"ACE"
CASE OF 6
\$80.00

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

First Again With

"CUB"3 REEL-3 WAY PLAY WITH
AUTOMATIC COIN DIVIDERSA REAL OPERATOR'S MACHINE! 2
Separate Cash Boxes and Dyal's FamousCoin Dividers, Standard
and Divider Model T54-
25. Also available in
80% - 20% model. Take
your choice of Character,
Fruit or Number
Reels. ORDER
QUICK!!SAMPLE
\$1395
CASE OF 6
\$75.00
Size Just 5 1/2" x 15" x 6 1/2"**"ACE"**5 REEL POKER PLAY WITH
AUTOMATIC COIN DIVIDERSEliminate need for markers. Cut down
servicing. BIG CASH BOX FOR OPERA-
TIVE. 10 or 20
Vulcan. Reel
winders cor-
rect when not
being played.
1A, 3c or 10c
slot. BEST
POKER
PLAY!SAMPLE
\$1495
CASE OF 6
\$80.00
Size Just 6 1/2" x 15" x 6 1/2"**AMERICAN EAGLE**World's Smallest
Fruit Symbol Bell
With Automatic
Token Award.SAMPLE
\$32.50
10 for \$275
Gold Award Model
\$1.50 Extra
Bell Gum Model
\$2.00 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.

MILLS PHONOGRAPHS
CONSOLES
BELLS
TABLES

Distributor

KEYSTONE NOVELTY & MFG. CO.

25th & Huntington Sts., Philadelphia, Pa.

Baltimore Office: Baltimore, Md.

515 O'Connell St., Baltimore, Md.

THE TRADING FOOL

I want slots of any kind if cheap.

Also Model No. 800 Wurlitzers.

Spot Cash I Pay.

KING HARRY'S

26 13th St. Augusta, Ga.

WANTED SERVICE MANWho has had experience on Free Play Pin Games,
Phonographs, and Ray Guns to work in Niagara
Falls, N. Y. Write, stating qualifications and
references to:

BOX D-19, The Billboard, Cincinnati, O.

**Groetchen Gives
Show Highlights**

CHICAGO, Jan. 18.—"News that Groetchen had something new and different traveled fast on opening day of the Coin Machine Show," declare Groetchen officials. "From Monday noon until the all-out signal on Thursday, members of the trade stood 10 deep at times around the four large booths in order to have a look at five new and unusual counter games introduced by the Groetchen Tool Company.

"An initial order for 1,000 Pikes Peak games placed by Roy Torr, Philadelphia distributor, caused a furor on the second day of the show. Pikes Peak is the new all-skill, legal, 5-ball novelty game, designed to provide chance-machine earnings in closed territories.

"Two new miniature games with coin divider and location cash boxes, patented after the sensational Imp, attracted unprecedented interest. One of the miniature games is called Kliz, a blackjack game, and the other is Pok-o-Reel. Altho only slightly larger than Imp, these two new games have almost four times the cash box capacity. Immediate deliveries are being made on Kliz and Pop-o-Reel.

"Dial-It is the fourth entirely new and completely different Groetchen game, unveiled for the first time at the 1941 show. Indication of the tremendous appeal of Dial-It is evidenced in the heavy orders taken for this game, altho deliveries have not been promised before March 1."

**Baker Display
Gets Big Crowd**

CHICAGO, Jan. 18.—The Baker Display was the center of much interest at the show. "The big hit," according to company officials, "was Big Time, new novel 3-ball replay game, which offers eight ways to win and presents a unique array of appealing features.

"A 3-way new high award innovation of this game aroused high enthusiasm from visitors and much comment from distributors and jobbers. Night Raider, a new idea in anti-aircraft action, also won considerable praise. This is a self-contained unit and operates on the principle of optical illusion.

"Night Raider is far bigger and better than Sky Pilot," said Harold Baker, president of the company. "Show visitors certainly gave it their stamp of approval." The 1941 models of Baker's Pacers, racing console; Pick-a-Pack, counter cigarette game, also Lucky Strike, a new counter game, were also exhibited.

"We were highly gratified," said Harold Baker, "by the results of the show. The trade shows great enthusiasm for our machines and ordered in large quantities. We are making preparations for the greatest year in our history."

**Western Games
Click at Show**

CHICAGO, Jan. 18.—Don Anderson, sales manager of Western Products, Inc., termed the 1941 Coin Machine Show a great success from the standpoint of active interest in his company's products.

"I think," he said, "that we have put across our story in great style. We were successful in convincing operators that Western equipment is not temporary operating machinery but is made for profitable, long-run exploitation. The exceptionally long runs on the games and equipment we have exhibited during the past week proved our point many times in the past. Personal examination of the games by operators served to re-emphasize the stability of our products.

"Major League Baseball, our console baseball game, is beginning its fourth, and we believe, its most successful year. Tot, a token payout counter game, has completed nearly a year's run and is slated for another successful year of production if orders are any criterion. Then there is Big Prize, a one-ball game which has been in production and successful operation for many months. A center of interest for many operators seeking the most stable type of operating equipment was our Recordit, an elaborate and perfected automatic, coin-operated voice-recording machine."

JUMBO

Mills Jumbo Parade—first and only Jumbo style machine equipped with Mystery Mechanism and Slug-Proof chute. The original Mills Jumbo is the one machine you can depend on to make the most money today. Mills Novelty Company, 4100 Fullerton Ave., Chicago

INVENTORY SALE

1-2-3 (Free Play)	\$29.50	Cross Line	\$23.50	Leader	\$65.00
5 in 1 (1940)	69.50	Anti-Aircraft	49.50	Zemle	65.00
Hold Over	25.00	Chicken Gun	42.50	Gold Star	69.50
Triumph	14.50	1-2-3 (1940)	90.55	Bull's Eye	49.50
Speed Demon	39.50	Double Feature	25.00	Rapid Fire	125.00
Big Chief	65.00	3-Scare	25.00	Amabel	69.50
All American	65.00	Store Card	22.00		

Hundreds of Bargains. Write What You Want

LEHIGH SPECIALTY CO. 2ND & GREEN STREETS
PHILADELPHIA, PA.**QUICK! WRITE FOR OUR PRICE LIST!**CONTAINS ALL THE MACHINES SHOWN AT THE CONVENTION!
ALSO THE LATEST AND BEST RECONDITIONED BUYS IN AMERICA!**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**



OUTSHINES
All Exhibit
WINNERS

104⁵⁰
RE-PLAY CONVERTIBLE

6 NEW NOVEL WAYS to WIN

Order from
your Distributor

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. • CHICAGO



Exhibit's
STARS
THAT'S ALL!

Tony Gasparro

WESTON
DISTRIBUTORS, INC.
689 TENTH AVE., NEW YORK
All Phones: Circle 6-6745

Evans Introduces New Tommy Gun

CHICAGO, Jan. 18.—"Without a doubt the big surprise of the show was Evans's startling invasion of the anti-aircraft gun field with a fast new streamlined gun of compact size and remarkable action," said H. W. (Dick) Hood, president of H. C. Evans & Company, in his comment upon the show.

"Crowds flocked around; distributors, jobbers, and operators from all over

the country marveled at what they saw and quickly put their oken on Evans Tommy Gun. The gun is the smallest, lightest, and fastest machine gun ever introduced, realistic in appearance and lifelike in action. Owing to its compactness it requires very little room and fits in practically anywhere.

"Evans Galloping Dominos, the famous father of all console games, now in its 1941 model, bristles with new features. It also scored a great hit at the show, as did Bang Tails, companion racing console; Lucky Star, the Dewey-type 7-coin game, and Lucky Lucre, the 5-

coins in one console favorite. Jungle Camp won great acclaim. Another ace attraction of the Evans exhibit was their full-size regulation Automatic Duckpin Bowling Alley displayed on the main floor lobby.

"The uncanny, robot-like automatic action of these alleys is always a source of wonder to the crowds who can hardly believe their eyes when they see the pin clearance, pin reset, ball return, and frame-by-frame register of pins toppled, all accomplished in the twinkling of an eye by complete automatic action. Even the having regulation wood floors, they are entirely portable."



"SOLDIERS OF FORTUNE," title accredited to Keeney wall boxes installed in the Chestnut Bar, Akron, O., by the Ed George Novelty Company. Bar brackets are shown for mounting the wall boxes.

SPECIAL BARGAINS

FREE PLAY PIN GAMES

MILLS	WESTERN
1-2-3 Free Play	Tri-o . . . \$20.00
Late Mod. \$49.50	CHICAGO DOIN
Softball . . . 10.00	Naps . . . \$19.50
GOTTIEB	BAKER
Keen-Ball \$15.00	Twinkle . . . \$15.00
Lite-o-Card . 25.00	4-5-6 . . . 15.00
Ball Champ 15.00	EXHIBIT
DAVAL	Congo . . . \$35.00
Gun Club . . \$10.00	Zip 19.50
Gun 19.50	Rebound . . 19.50
Liberty 10.00	Bowling Alley 24.00
Follow Us . . 10.00	Short Stop . 44.50
High Lite . . 19.50	Country . . . 10.00
STONER	Airliner . . . 10.00
Baseball . . \$25.00	Golden Gate 29.50
Chubbis . . . 15.00	BALLY
KEENEY	Kevak Single
Red Hot . . \$29.50	Coin \$24.50
Super Six . . 24.50	Shootam . . 10.00
Speedcar . . 49.50	Gold Cup . . 49.50
	Dandy 10.00
	Crossing . . . 19.50
	Triumph . . . 19.50
	Paramount . 10.00

We Are Distributors for

DAVAL "ACE" and DAVAL "CUB"

1/3 Deposit, Balance C. O. D.

MILWAUKEE
COIN MACHINE COMPANY

1455 W. Food St. La Crosse, Wis.

WANTED TO BUY

500 Mills Blue Fronts and Brown Fronts. Will pay cash or trade.
BOX D-18

The Billboard, Cincinnati, O.



STOP WISHING
for
BIGGER
PROFITS...

THE CASH
BOX TELLS
THE STORY!
1. BETTER PROFITS!
2. BETTER TRADE-IN
VALUES!

You'll GET'em with —

Chicago Coin's SPORT-PARADE

Anchors Aweigh For Northwest Regional Show

MINNEAPOLIS, Jan. 18.—"Coinmen who attended the 1941 Coin Machine Show in Chicago learned from our delegations that the third annual Northwest Coin Machine Show, March 25-26, in Minneapolis will be one of the finest regional shows in the country," Don Leary, publicity chairman for the Minnesota show, reports.

"The Minnesota Amusement Games Association," he continued, "is leaving no stone unturned to make the Northwest's exhibition a great success. We are preparing special display posters for

factory and distributor offices. Coinmen throughout the nation are being invited."

Leary declared that the show will end with a play day on March 26, at which the coinmen will have an opportunity to relax and take things easy after two days of business.

"Distributors in our area, as well as manufacturers," he said, "are constantly assuring us of their wholehearted cooperation in sponsoring the show. Large blocks of display space are being taken.

"Last year we drew about 800 visitors to our show. This year we expect to have more than 1,000 coinmen in attendance."

Tom Crosby, of Faribault, president of the association, is completing the committee roster for the show. Doug Gleason, of Minneapolis, is in charge of the entertainment program.



PRESIDENT FRED MILLS (lower left) of the Mills Novelty Company, manufacturer of Panorams, and James Roosevelt, producer of Soundies, at one of the showings of Panorams. The machine was shown for the first time in Chicago at the 1941 Coin Machine Show.

NOTICE!

JOBBER—WRITE OR WIRE US FOR YOUR QUANTITY PRICES BEFORE PLACING YOUR ORDER ELSEWHERE.

FACTORY DISTRIBUTORS FOR

A. S. T. MFG. CO.	GENCO, INC.
BAKER NOVELTY CO., INC.	D. COTTLES & CO.
BALLY MFG. CO.	GROETCHEN TOOL CO.
PAUL BENNETT	O. D. JENNINGS & CO.
BUCKLEY MFG. CO.	J. H. KEENEY & CO.
DAVAL CO., INC.	MILLS NOVELTY CO.
H. C. EVANS & CO.	FACE MFG. CO.
EXHIBIT SUPPLY CO.	FACES RACES, INC.

DISTRIBUTOR FOR SINGING TOWER PHONOGRAPH

MOSELEY VENDING MACHINE EX., INC.
 306 BROAD STREET
 DAY PHONE 3-4511
 NIGHT PHONE 5-6328

CUB and ACE

3 Reel Cigarette - Fruit or Numbers Play with Coin Dividers and 2 Separate Cash Boxes. 1¢ or 5¢ or 10¢.	5 Reel Poker or Joker Wild Play with Coin Dividers and 2 Separate Cash Boxes. 1¢ or 5¢ or 10¢.
Sample . . . \$13.95	Sample . . . \$14.95
CASE OF 6 . . . \$75.00	CASE OF 6 . . . \$80.00

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

LEGAL MACHINES

BALLY RAPID FIRE. \$109.50	KIRK AIR DEFENSE. \$74.50
KEENEY ANTI-AIRCRAFT. 49.50	BALLY ALLEYS..... 17.50
SCOOP..... \$16.50	NOVELTY
4-5-6..... 14.50	Vogue..... \$9.50
Conquest..... 13.50	Spottem..... 7.50
Dandy..... 9.50	Variety..... 9.50

FREE PLAY
 Congo, 1 or 3 Ball \$28.50
 Gold Cup, 1 or 5
 Ball..... 54.50
 Triumph..... 17.50

Write for Prices on All New Machines.
 All Machines Guaranteed. Terms: 1/3 With Order.

AJAX NOVELTY CO.
 2707 WOODWARD DRETOIT, MICH.

IT'S Bally FROM COAST TO COAST!

Bally SHOW HITS
READY FOR QUICK DELIVERY

DEFENDER

MACHINE GUN WITH AIRPLANE TARGET



DARK HORSE

REPLAY MULTIPLE

LONG SHOT

PAYOUT MULTIPLE

ROYAL DRAW

5-REEL POKER BELL

BIG TOP

3-REEL CONSOLE BELL

BALLY BABY

MIDGET COUNTER GAME

WRITE FOR FOLDERS

HIGH HAND
Free Play
POKER BELL



BROADCAST

A PROVED MONEY-MAKER before the Show . . . a standout sensation at the Show . . . and now in bigger demand than ever! Operators in all sections are boosting novelty-replay profits with **BROADCAST!** Get your share . . . get **BROADCAST** now!

All the popular profit-producing features—High Score—Rotation—Top-O-Dial—combined in a new and thrilling way—plus Out Ball Return (may be eliminated) and a novel bumper-booster idea. Collection records prove that **BROADCAST** is the game you need to step up your earnings now.



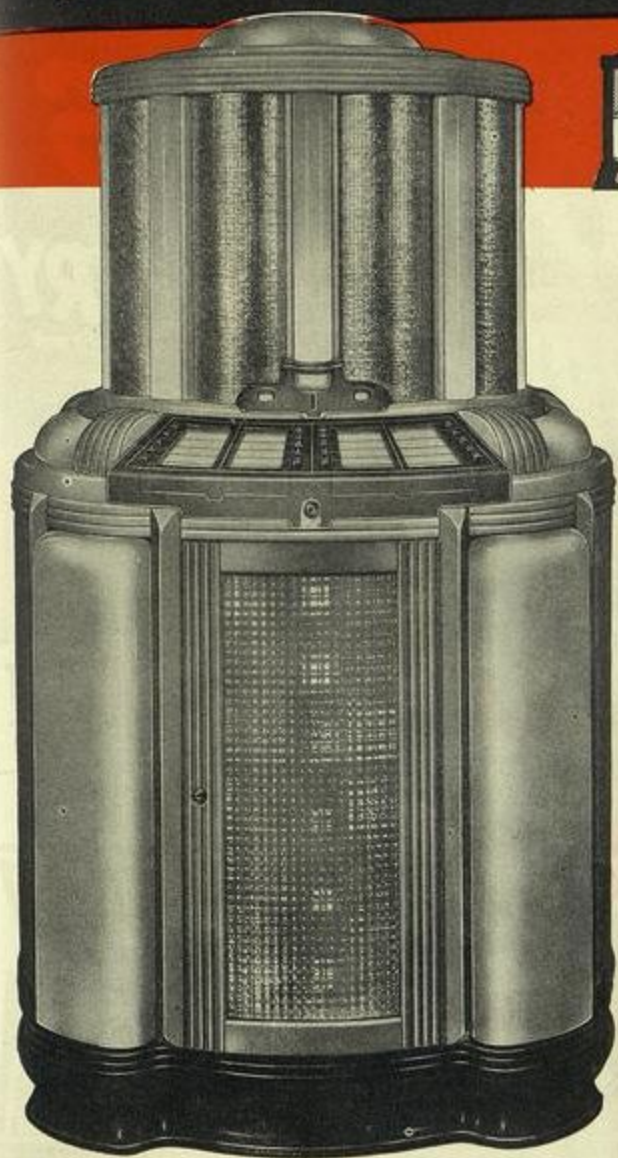
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
 CHICAGO • ILLINOIS

LEADERS NEVER FOLLOW!

Seeburg Introduces

A NEW ERA IN AUTOMATIC MUSIC!

HITONE Reproduction



*Puts Tone
at EAR level!*

★ For the first time—"Tone Projection" at ear-level, above interference from furniture, floor covering, dancers, etc! For the first time—rich, full-bodied, undistorted tone reproduction! For the first time—a reproductive assembly that eliminates the need for "spotting" the phonograph to get good listening position . . . every one can hear HiTone Reproduction, thanks to full range spread!

A DRAMATIC NEW DESIGN FOR BEAUTY . . .

Distinctive! Dignified! Featuring "Fountain of Light" Illumination . . . the most striking color effects ever produced in phonograph cabinetry!

Plus MANY MORE
SEEBURG-ENGINEERED
FEATURES *That Re-affirm
Seeburg Leadership and
Guarantee Operating Security!*

SEEBURG HITONE SYMPHONOLA

De Luxe

TO GO AHEAD . . . Go . . .
Seeburg

J. P. SEEBURG CORPORATION 1500 DAYTON STREET CHICAGO

Biggest Hit Yet

AND IT'S WURLITZER'S AND WURLITZER'S ALONE!



SENSATIONAL POLAROID[®] ILLUMINATION

ON THE WURLITZER VICTORY MODEL 850
WILL GET THE BEST LOCATIONS

No single phonograph feature ever stirred such a wave of favorable comment as has already been accorded Polaroid Illumination on the Wurlitzer Victory Model 850.

Everyone who sees its eye-arresting parade of ever-changing light and color says, "The greatest location getter and attention arrester ever introduced on any phonograph!"

It's Wurlitzer's and Wurlitzer's alone! It's the biggest opportunity ever offered Wurlitzer Music Merchants to get—hold—and profit by the best spots everywhere.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS



VICTORY MODEL 850
SOLD ONLY TO MUSIC MERCHANTS

*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.

WIN WITH WURLITZER Victory Models for 1941