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# The Billboard

The World's Foremost Amusement Weekly

MARCH 1, 1941

15 Cents

Vol. 53. No. 9



**BOBBY  
BYRNE**

**His 4 Trombones  
And His Orchestra**

Featuring  
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Raleigh Cigarettes  
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*World Renown Flying Trapeze Artists*

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WE HAVE a few dates open. To make your grandstand free act program complete secure Bob Fisher's Fearless Flyers—your assurance of a high-class attraction is backed by our world-wide reputation.

To the many we had the pleasure of serving in 1940, many thanks. It was our record season—nine consecutive months! And, for the return engagements we now hold contracts to play in 1941. We will bring a better, more powerful, and even more high-class sensational act.

ADDRESS

**BOB FISHER,** *Care of The Billboard, Cincinnati, O.*



# The Billboard

Vol. 53  
No. 9

March 1,  
1941

The World's Foremost Amusement Weekly

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## NAMES TILT VAUDE DOUGH

### Encore

REGINA, Back, Feb. 22.—The variety concert at a small-town school south of here was a big night for a young brother and sister, whose number went over well enough to receive an encore.

This puzzled the little girl, who afterward told her father in deep confidence: "I guess Willie didn't do it right the first time, because the teacher made us go back and do it over again."

### Passage Transient Show Bill Doubtful

INDIANAPOLIS, Feb. 22.—Reported out without recommendation by Judiciary Committee, House Bill 458, the anti-traveling show measure now before the Indiana Legislature, has been automatically advanced to second reading.

Action on the bill, which reportedly has some backing among members of the House, will probably be taken as soon as the body settles down for the last-minute rush to meet the March 10 deadline when the biennial session closes. Those in the know are reported as saying the measure will probably fail of passage.

The committee failed to make any changes in it, although there will probably be an amendment proposed to permit dromes to play in the State without conforming to the stringent provisions it sets forth.

In the final days of the session the Legislature is also expected to enact into law a sales tax. One bill introduced with this in mind levies a graduated tax up to 4 per cent on retail sales excepting food products, oil products, and other products now subject to sales or excise tax.

The measure also provides for repeal of the State gross income tax and motor vehicle registration law. It was referred to the ways and means committee with the likelihood that many changes would be made before it is submitted to the House floor.

### Interest in Radio Tax Is in Infancy

WASHINGTON, Feb. 22.—Interest in a radio tax is only in its infancy, a check on Capitol Hill indicates. Disclosure that International Allied Printing Trades Association is launching a program to tax radio profits reveals that preliminary studies have been made by various groups. First letter advocating passage of such a levy was received by Senator Shipstead, of Minnesota, from a union local in Minneapolis. The senator asked the House Ways and Means Committee to study the proposal.

First tremor which indicated serious disturbances were on the way came last month when Representative Richard H. Wiglesworth asked the POC to supply revenue estimates on such a tax. FCC replied enough could be raised to pay for the costs of regulating, or roughly \$2,000,000. Under other plans, it was felt, \$3,000,000 could be raised without impairing the broadcast structure. Later on POC Chairman Fly told reporters that FCC was interested in the proposal and intended to make a three study.

Previous tax bills aimed at radio have always died in Congress, no concerted effort being made to put them thru. Today it is believed that costs of national defense may give compelling reasons to a radio tax.

### High Asking Prices Discourage Theaters, Say Bookers; Few New Names Developed in Other Fields

NEW YORK, Feb. 22.—Bookers and agents are indulging in a which-came-first-the-chicken-or-the-egg controversy on the high cost of talent. Vaude bookers claim that the asking prices of names and bonds are too high and discourage the opening of more vaude time, while agents and personal managers claim the shortage of playing time keeps salaries high. Agents point out that acts are willing to work below regular salary when they can get a string of dates.

However, both agents and bookers agree that the scarcity of top names is a principal cause of high salaries. They point out that names can no longer be developed with the speed that they once were, talent proving grounds, such as burlesque, having to a great extent dried up.

With the exception of radio and film names, few top flight players have entered vaude. Radio names, as far as non-

vaude talent is concerned, are preferred by vaude bookers as being most certain to be entertaining. Film players, on the other hand, while hyping the box office, are very often dull thugs as entertainers. Many vaude bookers are enthusiastic about film names, feeling that most of them offered to vaude are on the down-grade.

Night clubs have also contributed a few names this season, particularly comedy ensembles.

Few strictly legit people go into vaude. Newcomers to vaude coming from legit and night clubs include Danny Kaye, who is being submitted to vaude houses at \$1,250 weekly. This former borscht belt player became a name with a legit slick and his showbating at La Martinique last year. His radio appearance (See VAUDE NAMES on page 17)

### 4 A's-AGVA Exec Body Moves To Unscramble Org Problems

#### Answers demands of Coast locals — Midwest locals ordered to quit booking — Dave Fox named liaison man to Griffin — other matters ironed out

NEW YORK, Feb. 22.—In a two-day meeting Thursday the new Four A's-AGVA exec committee attempted to straighten out the loose organizational strands of the vaude union. Chief problems requiring immediate attention were the answering of demands made by the West Coast locals and the cracking down on some Midwest locals which had obtained booking licenses. Only new change made in line-up of officers was appointment of Dave Fox as a liaison man to assist Gerald Griffin, present administrative chairman. Local had written a letter to Paul Turner, Four A's attorney, demanding certain constitutional changes. Copies were sent by Howard to all AGVA locals with the statement that both Los Angeles and San Francisco locals were behind the demands and that in principle the Screen Actors Guild also approved. Letter asked mainly that a national meeting be called with from one to three members present from each AGVA local for the purpose of electing a national executive secretary instead of his being appointed by a new national board to be elected within the next 60 days. (See 4 A's-AGVA Exec Body on page 16)

### ASCAP Members Approve Decree; Reaffirm Allegiance to Society

NEW YORK, Feb. 22.—Some 700 members of ASCAP met at the Hotel Astor Thursday night (20) to elect action of the board in agreeing to the Department of Justice's consent decree. Membership approved unanimously, and also passed a motion reaffirming allegiance to the Society and adherence to its contracts—this being considered necessary in view of changes in the Society's method of operation indicated in the decree, particularly clause No. 1. Gene Buck, ASCAP president, planned to Los Angeles Friday (21) to address some 250 ASCAP members Saturday to obtain similar ratification of his board's action.

In a sense, this is just a democratic gesture, inasmuch as the board was fully empowered to act upon the decree itself. Principal speakers at the Astor affair were Lester Gove, Charles Pollett, special counsel for ASCAP, and Gene Buck. Pollett explained the decree. Buck asked the membership to confine itself to the business in hand, stating, "Do you want to make peace with the federal

government and the Department of Justice, or do you want to take the long, dreary road of criminal prosecution, which might make us legally right but ruin us financially?"

Execs and members indicated they were dead set against any absorption of BMI into ASCAP, and also against taking back the publishers who switched to BMI.

Irring Caesar said the present situation offered a "grand occasion" to revive ASCAP could operate without being a monopoly, and that therefore he was in favor of an BMI-ASCAP merger. E. C. Mills also stated that the absence of E. H. Marks would not be felt. Same was indicated by Billy Ross.

Back in his speech, indicated that structural revamp of ASCAP, as indicated in the decree, could be accomplished in 90 or 40 days. Mills stated that there was not likely to be any change in the allocation method whereby the published income is split on a 30-30-30 basis.

### Real Winner of ASCAP-BMI War: The Clipping Bureaus

NEW YORK, Feb. 22.—The ASCAP-BMI fight brought ASCAP a greater number of press clippings last month than at any other time since it was formed.

Out-of-town papers, excluding the trade press, accounted for 33,000 clips. No matter who wins the issue was the press clipping bureaus will do all right.

### AGMA Members Must Get Cards, Petrillo Orders

NEW YORK, Feb. 22.—Working a new tactical strategy, APM Prexy James O. Petrillo this week maneuvered instrumentalists of the American Guild of Musical Artists into a position where by Saturday (1) they will either have to possess AGMA cards or be refrained from broadcasting. This order was sent to NBC, CBS, and Mutual by Petrillo, but the nets refused to be put on a spot and forwarded the ultimatum to the agencies handling the longhairs, leaving themselves in the clear and evidently willing to abide by Petrillo's instructions.

Added pressure was put on AGMA musicians by their artists representatives, who also washed their hands of the responsibility. Arthur Judson, Columbia Concerts Service head, told his AGMA clients that they had to do something, or he couldn't be responsible. Columbia (See AGMA MEMBERS on page 16)

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# STARS BUT NOT ON STAGE

## Film Names With Own Acts NSG; Vaude Audiences Demand More Than 'Thank-You'; Some Stars OK

NEW YORK, Feb. 22.—Duff and vaude house producers who have anything to do with screen luminaries imported from Hollywood for personal appearance engagements will tell you that it is no picnic putting them thru their paces on the stage, a comparatively strange working medium for most unemphatic. Since many stars have never faired in make-up anything but a camera producers in a short time have to accomplish the impossible by giving strength and entertaining qualities to their patched-up acts.

Screen stars aware of their limitations in front of the footlights usually turn down p. s. offers, unless they are washed up in Hollywood. And in that case they seldom get messy stage offers. The smart ones fear the competition of the professional acts on the same bills, possible disillusionment on the part of their fans, and merciless penning of the press.

rooms walls be of a certain color, along with other odd requests.

When Andy Devise played the Chicago Theater, Chicago, his dressing room was turned into a log cabin set, a friendly gesture on the part of the Balaban & (See FILM NAMES on page 21)

## Dallas Ice Arena To Open in June

DALLAS, Feb. 22.—Ice Sports, Inc., headed by Clarence K. Linz, of this city, has been incorporated for \$100,000, with plans for the construction of an ice rink in the livestock arena of the Texas State Fair Association grounds. Negotiations have been completed with Harry L. Reay, president of the State association, and completion of the rink by June 1 in time for a full season of ice revues, hockey, and general skating sessions is planned.

Seating arrangements will be installed for 4,000 persons. The skating surface will be 100x200 feet and the arena will have its own ice plant and be air-conditioned.

## Pratt Mury Aud Refitted

PRATT, Kan., Feb. 22.—Workmen today completed the face lifting of the Municipal Auditorium here at a cost of \$3,785, the building having been cosmetically revamped and restyled. Original auditorium was dedicated 11 years ago. Manager is Commissioner Dale Earytwa.

## Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.

## 'Ice Follies' Cops 40Gs in Springfield

SPRINGFIELD, Mass., Feb. 22.—Playing here for eight performances, from the 10th to the 16th, inclusive, at the Eastern States Coliseum, the Ice Follies of 1941 grossed \$40,000 and broke all house records, according to the Springfield Hockey Association, lessees of the Coliseum.

Ice Follies is the second show on Coliseum ice this season, Ice-Cappades of 1941 playing there for 10 performances the week between Christmas and New Year's for a gross of \$33,000, the record until this week. The Ice Follies grossed \$25,000 last year.

## Stearn Dist. Mgr. for Schine

LEXINGTON, Ky., Feb. 22.—Harry D. Stearn, who served for three years as manager of the Strand Theater, this city, and in addition during the last six months has acted as city manager and assistant to Lew Hensler, district manager of Schine-Hensler Theater interests, has gone to Rochester, N. Y., where he will assume the position of district manager for the Schine interests.

The Schine organization, which operates all Lexington theaters, has 13 theaters in Rochester. Stearn's successor as manager of the Strand is Bob Enoch, of Louisville.

## Philly Club Agents Worried About Big Agents Coming In

PHILADELPHIA, Feb. 22.—Local act bookers, who want all agents licensed by the State so that out-of-town agents would not be able to operate here, now are beginning to fear the law might prove to be a Frankenstein. Recent crusade waged by State agents against band leaders and bookers who were selling acts along with the music forced most of the band boys to take out the \$100 yearly license. As a result band boys now licensed to book acts are proving real competition, going out in earnest for the club dates.

Even more disconcerting is the possibility that the campaign to keep unlicensed bookers out of the State will find Music Corporation of America and the William Morris Agency taking out licenses here. Now it is realized that if the New York agencies are forced to open branches here, it would practically ruin other club bookers in town. Local agents realize that they can't compete with the big agencies and know that MCA or Morris would not take out a license only to hang on to their respective Jack Lynch's Walton Roof and Club Ball accounts here.

With stages and utilities dark Sundays, there's always a lot of club dates for local licensed agents. And with the club budgets high, local agents have to go to Morris or MCA for most of the names. Should the big agencies open branches here, it would mean that they could easily grab up practically all of the club work in town.

Pressure on Morris and MCA to be licensed by the State has been taken out of the hands of Anthony Starzyk, in charge of licensing here, and given to Bill Douglas, head of the State division in Harrisburg.

Those accepting vaude offers usually claim they are all set with an act and, regardless of criticism by the house management, insist that they know best.

When George Bancroft, during his screen heyday, made a tour of several key comedy theaters, he was presented in a gangster satire, at the advice of a stage producer. For a finale, however, he insisted on reciting Kipling poetry. Management argued with him that it was entirely out of line and that it would ruin the vivid impression left by the early part of his effort, but he refused to listen. Bancroft explained that in his early vaude days, when he was unknown and worked for peanuts, he longed to recite Kipling on the stage but could never get away with it. And now that he was in demand, he would close with Kipling, good or bad. This bit in the act, managers point out, cost Bancroft many star roles on the screen.

### Fetchit's Walls

Stepin Fetchit, when he was a leading comedian on the 20th-Fox lot, accepted profitable vaude dates not only because of the money but also because of certain backstage privileges which he demanded and which were immediately granted. He would always demand that his dressing

## BOBBY BYRNE (This Week's Cover Subject)

BOBBY BYRNE, "this year's young man of B music" was born in Farm near Columbus, O., while his father, Lew, Clarence Byrnes (Bobby added the "B") was in France as a band leader with the 106th Infantry.

After the war, Lieutenant Byrne moved his family to Detroit, where he was appointed head of the music department of Cass Technical High School, where Bobby's musical training was developed. His mother, also a musician, taught him the piano scales at the age of three and half of his school days was spent in the study of music.

Young Bobby was leader of the school band at Cass Tech when Tommy and Jimmy Dorsey's band was playing at the Fox Theater there. The Dorsey's invited the school as a publicity stunt and offered the young trombonist a job at a future date.

He heard from Jimmy, however, two months later, after the Dorsey Brothers' band split up, and was offered Tommy's chair in the band. He opened with Jimmy at Glen Island Casino, New Rochelle, N. Y., at the age of 16 and stayed with him for five years, until September, 1939, when he left to form his own crew.

Four months later, Byrne's new band opened at the same spot where he debuted as a trombonist, Glen Island Casino. Two engagements ensued at Frank Dalley's Meadbrook, where he is signed to return next June. He was also signed by BBDO for his current radio commercial for Raleigh-Kool Cigarettes, heard every Friday on the NBC Blue Network. Currently on a theater and prom tour, Byrne and his band open at the Hotel New Yorker April 11.



FISHED FISHER and Abner Silver sent Gene Buck a wire a few minutes before UNDER decided to talk peace. "Tell them," they told him, "that we'll give in under one condition—that they give Jessie With the Light Brown Hair a decent burial!" . . . Ben York points out that Long Island has a Yost Boulevard. . . . Stan McOlinis is enjoying a Honeymoon-Over-Miami. . . . Jack Rosenberg might be interested to learn that Sammy Kaye's New York apartment is Number 803. . . . Frank Wallace is being plugged at the Old Vienna Cafe with narda readings: "Wallace and LaMae, restoring Max West's husband, on July 8, 1937, in Los Angeles by California Courts. Admitted by Max West." . . . Dave will give Blue Room another try, on the 32d Street site of Mammy's Chicken Farm. . . . Things are so tough on Broadway the owners of those item machine-gun galleries are using themselves as targets!!!

BARBARA SEMPLE quit her St. Regis Hotel publicity job to join her new hubby, the A. P. bureau chief in Grand Rapids. . . . Former ice skater Joe Moore has joined Ed Weiner at the Park Central, Havana-Madrid, Castleholm, etc. . . . Billy Mann, of the Yacht Club Boys, is following in the footsteps of Kelly and Adler, going into partnership with Al Aaronson (he used to run the 400 Club in London), and opening the world's biggest restaurant in the army-camp city of San Diego, Calif., with no fewer than 11 bars featured. . . . Since that coo-ga-mistake crane, it's a relief to hear a riveter occasionally.

FOR about 13 hours last week (until she changed her mind) Sophie Tucker dropped out of Ben Marden's Colonial Inn show and Marden hurriedly replaced her with Mary Jane Walsh. Elated, Mary called her folks in Iowa. "Dad" she gloved, "I can't tell you how happy I am—I'm taking Sophie Tucker's place in a terrific show with Harry Richman, Paul Whiteman, and Joe Lewis. Zan! it wonderful!" "Well, yes, daughter" Mary's dad replied, "I think it's fine working with Richman and Whiteman—but what kind of an act can you do with that fighter?" . . . Hal LeRoy was summoned down to tax headquarters to go over a deficiency in his 1939 returns. Naturally he was worried and brought both his lawyer and his accountant down with him. The deficiency amounted to \$138— and LeRoy was so hurried at being put to all that trouble he demanded proof that he owed the government \$1.58. After months of M. Y. Hachemack-Washington correspondence they advised him they couldn't prove it and to drop the whole matter!!! Definition of the Unknown Man: Anybody who "fights" Joe Louis. (They don't stay in the ring long enough for a formal introduction.)

JUST to give you an idea of how we take things for granted, when Lindbergh flew the Atlantic every paper in the world ran "He Made It!" headlines. Wednesday, in the Mirror, we spotted this newsy item: Clipper Arrives Five Hours Late From Lisbon! Tell, sch, tch. . . . Dick Kuhn, Broadway Cocktail Lounge maestro at the Hotel Astor, and Buddy Clark, also a band leader, are both graduate lawyers who preferred bars where they could lead and not plead. . . . Sandra Karyl, screen and radio actress, has become an editorial assistant at Pic magazine. . . . Add City Lights: Garbo wearing black glasses as the sun wouldn't "hurt" her eyes Tuesday midnight, standing in front of the Ed Wynn sign reading: "The Perfect Fool."

## Possibilities

TRADE SERVICE FEATURE

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1554 BROADWAY.

## For FILMS

ALFRED DRAKE—young legit actor and singer, now playing the lead in *Out of the Frying Pan*, hilarious comedy at the Windsor Theater, New York, and doing a terrific job of it. This is his first screen role, his previous appearances having all been in musicals. Already established as one of the top singers in town, his present work sets him high in the ranks of personable young actors. His ability combined with versatility should make him an ace bet for films.

## For LEGIT MUSICAL

MIMI KELLEHMAN—zootie dancer at George White's Gay White Way, New York, where she is spotted in a strong interpretative dance routine. Has a tall, shapely figure, and is a striking personality who should get over well in a legit musical. Her value to a book show is greatly increased by the fact that she can also read lines effectively.



# PEACE—IS IT WONDERFUL?

## ASCAP-DJ Love Fest Leaves Basic Problems Unsettled; Trade Sees Storm Clouds; FCC Probes Angles

NEW YORK, Feb. 22.—Agreement on a consent decree between ASCAP and the Department of Justice left the trade buzzing with prognostications as to the eventual meaning of the maneuvering, being that plenty of storm clouds are still in view. Outside of the already published terms of the decree, some of the conjectures were: (1) ASCAP had come out of the scramble in battered yet intact position, owing to its having secured a modification of Clause No. 1; (2) modification of Clause No. 1, which apparently a strong feather in the Society's cap at present, might in the future introduce a very disturbing element into the Society's operation; (3) radio and the Society are back where they started from, namely, argument over price for use of the Society's music; (4) the way may be left open for the networks to put the squeeze on affiliates, in contradiction to ASCAP's proposed new contract (several months ago) which set forth the thesis that the music royalty burden should be shared with collectors of the networks; (5) will BMI continue, and in what form; and (6) are BMI and the networks in the clear, or will the Federal Communications Commission, when it takes action on the monopoly probe, count BMI as one of radio's alleged sins along with the alleged talent monopoly, network affiliate contracts, etc.

Regarding first-mentioned point above, Society in its dealings with the DJ had been successful in modifying the original clause, which would have prohibited ASCAP from being exclusive agent for copyrights which it did not own. Decree still says ASCAP cannot be exclusive agent, and that members can make their own deals with users of music, but is softened in that member must notify Society of intention to deal directly with fees to be collected by ASCAP and distributed by ASCAP.

Some construe this clause as a terrific ASCAP victory; others construe it as a trouble-maker par excellence in the future, particularly in the event intricate deals break out among the Society's members and carry over to the time when renewal of a radio-music contract comes up. It is claimed that malcontented publishers—and the Society has had plenty of them—would see upon this clause as a means of making separate deals with radio if for no other purpose than as a threat to jock up their ratings within the Society. It is felt that some of the larger publishers might conceivably do this, and that the clause therefore would work to the disadvantage of the smaller publisher.

### What To Do With BMI

What will become of BMI is still uncertain. Neville Miller, president of the National Association of Broadcasters, when asked whether BMI would continue, answered: "I presume so." A BMI exec. when similarly queried, stated: "The question has not been discussed." The original thought, of course, was that the BMI would be continued as an additional source of music no matter what the outcome of the radio-music feud. Now it is admitted, however, that BMI gets on "well" with certain members of the ASCAP board. ASCAP has always taken an unusual view of the situation, feeling it quite possible that the BMI catalogs would wind up as a segment of the Society.

### Marks on ASCAP

BMI's chief acquisition in the way of music was the E. B. Marks catalog, whose performing rights BMI controls for a period of five years at a reported total figure of \$1,250,000. Herbert Marks, when queried as to whether he would be amenable to the BMI's absorption into ASCAP stated: "We might." He stressed, however, that they would have to be assured of "fair treatment," and that the matter was in the hands of BMI. No matter what the outcome, however, Marks stated that the firm's position is financially protected by clauses in the Marks-BMI deal.

Prior to ASCAP's agreement to the consent decree there had been rumors that the Society would insist upon the

return of the leased catalogs. E. O. Mills, Society's chairman of the administrative committee, termed this "fantastic."

Another factor influencing the future of BMI is the attitude of stations toward the radio-music company—if and when an ASCAP-radio deal is consummated. In some anti-BMI quarters it is believed that once radio again uses ASCAP music BMI will take on the aspect of an ever-increasing white elephant, and one that will have to be disposed of at best possible terms. BMI adherents take another view. They point out that once the affiliates receive ASCAP music from the chains they will dispense with ASCAP music for local broadcasting.

In any event, it is felt that some return on the BMI investment should be obtained. Should the broadcasters receive a very favorable ASCAP contract it will be felt that BMI has served its purpose, but should the contract be favorable to one division of the broadcasters, but not all, and should music still cost a stiff price, feeling will be that the venture has gone the way of other attempts to crack the Society—into the abyss. And yet a fearful price, estimated between \$2,000,000 and \$3,000,000 (including cost of the leased catalogs).

Whatever transpires in the way of a radio-ASCAP contract, one point in favor of the broadcasters cannot be brushed away. They proved, to their own satisfaction anyway, that in the event of an ASCAP show-down radio can carry on sufficiently well to preclude the possibility of a massed squawk by either advertisers or listeners. With this point in view, it is felt that the Society should have done everything possible to avoid the show-down of December 31. Radio, it is pointed out, may now feel very confident and bouncy.

### FCC Action

Specier of FCC action on the much-trubbed monopoly probe still hovers over whatever gains radio feels it has made, and it is known that in some ASCAP quarters there is a belief that the final day of reckoning for radio as an alleged "buyer and seller" of music is still to come.

As was indicated long ago in *The Bill-*

## John Brown Punished Again

CHICAGO, Feb. 22.—John Brown, who plays piano interludes on WLS to fill in program breaks, stored in to the program department the other day, insisting that he was being insulted regularly over the air and he wasn't going to stand for it. Following his early afternoon interlude, a transcribed dramatized spot announcement began with a woman screaming: "John, will you please stop making that awful noise?"

## Detroit AFM Sets New Program Rules

DETROIT, Feb. 22.—Under new rulings by the board of the Detroit Federation of Musicians, any musician who is engaged for two consecutive programs on a recurring—or serial—program is to be considered as engaged for the entire remainder of the series. Billing will apparently make it necessary to see that one musician does not repeat on successive broadcasts if he is brought in for just special work.

Under another rehearsal ruling a musician who lays off from rehearsal to play another engagement, rehearsal, of course, a substitute for the rehearsal, must see that the substitute is paid for both the rehearsal and the program for which the rehearsal is held, regardless of whether the original player or the substitute plays the broadcast program.

board, terms of the decree included, in addition to modification of Clause No. 1, the principle of clearance at the source, optional licensee (either per program or blanket), end of the self-perpetuating ASCAP board, with board members to be elected by the general membership, and membership eligibility on the basis of one song rather than five.

WASHINGTON, Feb. 22.—ASCAP's settlement with the government eliminates need to file a civil suit in the Milwaukee court, where a criminal action against ASCAP is on the calendar for March 2. ASCAP is to file a plea of nolo contendere on the New York case, and it is understood that a fine of \$2,400 will be paid by the Society. In return for this action the Department of Justice will file a plea pro se in the Milwaukee court and criminal charges will be withdrawn.

## WMCA Tops WOR in Press Breaks; WNEW Rising; WABC First Again

NEW YORK, Feb. 22.—Analysis of New York stations' publicity breaks in the metropolitan daily newspapers for the month ended February 19, 1941, shows a few interesting aspects. WMCA, for the first time in two years and the second time in history, moved ahead of WOR. Tally for WMCA, in fourth place, is a total of 426 highlight and column mentions as against 418 total for WOR. WOR held the lead in feature box blurbs by a margin of 64, but WMCA led by 88 in column mentions. Station jumped 183 over same period last year.

WNEW continues hauling WEN at a terrific pace for sixth place, with WEN only one mention ahead of WNEW this month. WWSW was down in ninth spot for many months ago and has gradually come up.

WABC this month climbed into first place again, losing out WEAF. WEAF last month had grabbed top spot from WABC, the first time in years. Score is still very tight between the two, WABC grabbing a total of 890, as against 878 for WEAF. WJZ in usual third spot with 763 total. Eighth, ninth, tenth, and eleventh positions to WNYC, WQXR, WINS, and WEPD in the order named.

### N. Y. Station Publicity Breaks

(January 19 to February 18)

Station	#	C	DT	Total Mentions in 1940
WABC	733	147	880	991
WEAF	703	191	878	767
WJZ	648	118	768	896
WMCA	426	351	423	270
WOR	326	82	418	314
WEN	189	33	182	147
WNEW	149	82	181	128
WNYC	103	26	129	101
WQXR	102	17	119	146
WINS	87	20	77	68
WEPD	63	8	68	66
	3,896	717	4,113	4,174

Note: At heads of above columns "F" denotes feature or highlight boxes, "C" indicates column mentions, and "DT" the grand total. Report is compiled from nine New York dailies and *The Brooklyn Eagle*.

## Lavish Talent Policy for AMP

NEW YORK, Feb. 22.—Associated Music Publishers in March will start cutting one of the most lavish series of waxes ever made for a transcription library. Waxery will do six operettas, most of them Victor Herbert's, with a talent layout including a 30-piece orchestra, a 16-voice choir, and three or four soloists.

At press time soloists being considered were Genevieve Rowe, soprano; Floyd Sherman, tenor; and Walter Preston, baritone. Orchestra will be under the baton of Harold Sanford, who was Herbert's concert arranger.

Estimated that the waxes will cost \$5,000 a session, very high for transcription dates. The operettas will not be complete scores, but will be in melody form, as complete scores would entail clearance of "grand rights." They will be, according to Associated, "the nearest thing to grand rights."

Move to take the splash is dictated by two factors—greater necessity of giving subscribers a product they cannot get cheaply by way of phonograph recordings, and secondly, the belief that the standard nature of the music, plus the talent, will maintain the value of the disks over a long period.

## Templeton Show Folds in April; May Revive Later

CHICAGO, Feb. 22.—*Alec Templeton Time* will be dropped by *Alka-Seltzer* at the end of April in favor of a five-a-week foreign news broadcast to air over WGB-Red in the 8:16-6:30 p.m. CST spot, following Fred Warding. Program holding the time currently is a sustainer, John Vandercreek's *Newsroom of the Air*.

Tom Wade, of Wade Advertising Agency, explained that change was decided on because, first, Templeton's rating has not maintained its last year's level, and secondly, a five-a-week show will make room for advertising two new vitamin products in addition to *Alka-Seltzer*. Tho the new broadcast will definitely replace *Alec Templeton Time*, agency may decide to revive the variety show in the fall.

## Amos 'n' Andy Buy Oil

NEW ORLEANS, La., Feb. 22.—Following a small venture in North Louisiana fields several years ago, Amos 'n' Andy (Freeman E. Gosden and Charles J. Correll) confirm reports that they have bought Hawkins royalty in this newest field of East Texas. The radio couple have an undivided interest in Block 6 of the A. Esparcia survey under a 100-acre tract which Humble Oil & Refining Company is now leasing for drilling in a proven area.

Gosden and Correll also have a participating interest in other leases in Wood County of the Lone Star State.

## Powers, Bromberg on WMCA

NEW YORK, Feb. 22.—In a move designed to hype the station's metropolitan sports coverage, WMCA added Jimmy Powers, sports editor of *The Daily News*, and Les Bromberg, sports writer for *The World-Telegram*, to its staff. Powers has been linked to a two-year contract. He starts a series, *The Powerhouse of the Air*, March 17, patterned after his column in *The News*. Bromberg starts a comment series Thursday (27).

They will both do special assignments with Joe O'Brien and Bob Carter, entire staff being under Hal Janis.

## Rennie Leaves KHAS

BASTINGS, Neb., Feb. 22.—One-time vaudevilian, Orville Rennie, who has been managing KHAS here since it took to the air last fall, resigned yesterday. Resignation came after a difference of opinion on his salary deal. Prior to the radio job, he was city manager of Tri-State Theaters in Hastings.

# Radio Talent

## New York

By IERRY LESSER

# Play-by-Play Baseball Airings To Have Last Big Fling in Phil

PHILADELPHIA, Feb. 22.—The play-by-play broadcasts of the major league baseball games, which each year hogged the schedule at major stations here during spring and summer, will have their last big fling this season, according to present indications. First step in that direction is the announcement that WCAU, 50,000-watt outlet for CBS here, will not carry the ball games in 1941. Move is in line with network's determination to de-emphasize the ball broadcasts at its key stations and devote the daytime periods to programs of a more general interest, especially for women.

WCAU leased the rights to the Phillies games last year for a reported figure of \$72,500, and still has four years to go on its contract. In deciding against carrying the games, in face of sponsorship already set, WCAU leased the games for an undisclosed figure to WPEN, indie Arde Bulova station here. It is understood that Socony Vacuum Oil Company

### WSPR Switches Personnel

SPRINGFIELD, Mass., Feb. 22.—Robert L. Jones, formerly of the announcing staff of WDRB, Hartford, Conn., has been added to the announcing staff of WSPR, Springfield. WSPR also has added Thomas J. Sullivan, John White, and Frederick H. Hicker to its engineering staff. Allen Bradley and Arthur Holden, formerly of WSPR, have joined the staff of WOV, New York.

### AMP Inks Spivak, Gordon

NEW YORK, Feb. 22.—Associated Music Publishers has signed Gray Gordon and Charley Spivak for a series of waxes. Gordon was sold by Consolidated Radio Artists, Spivak by General Amusement Corporation. The maestri will wax under their own names.

### WPEN Men to Army

PHILADELPHIA, Feb. 22.—Timmy Smith, program director of WPEN for the past six years, becomes the first local radio executive to turn soldier. He left Monday (17) for Indiantown Gap, Pa., having enlisted in the National Guard for a year's military training. Leaving with him at the same time are two other members of the WPEN staff—Abraham Spiro, announcer and in charge of foreign language program production, and Kay Smith, staff singer.

### Oldfield Show Sponsored

LINCOLN, Neb., Feb. 22.—R. W. Huffman, city manager for the Lincoln Theaters Corporation, signed Mrs. Barney Oldfield's *Learn About Hollywood* broadcast for a year. It goes on at 9:10 for five minutes each night except Sunday.

JAY MELEDITH will return to the radio field within two weeks, when flight to the West closes. JAY was understudy for BETTY FIELD and the 12-year-old girl. . . . TED DE-CORSIA is a daddy for the first time, it being a boy. . . . GILBERT MACK, young character actor, is now narrating *It Happened This Week* over WIN. . . . DIOGENES can call off his search—IRENE WINSTON lost a purse containing \$34 on the eighth floor of NBC the other day and it was found and returned to her by WAMP CARLSON, of the *Three Sisters*. . . . I caught GEORGE (the real) MCCOY, the other night and liked his fresh, easy chatter immensely. With all his freshness, he makes you like him. . . . A movie company filming a picture of life in the Gay Nineties has asked JAMES MELTON to rent it several of his vintage vehicles from the valuable collection he has amassed as a hobby.

MAURY LOWELL's charm is still working. He is the lad to whom Benton & Bowles handed over any show whose Crosby needed bolstering. Well, MAURY is free-lancing now and his first show, *This Small Town*, has jumped in the last two Crosbys. . . . THE REVUEURS' favorite story is about the panhandler who stopped ARCH OBOLER and told him the tragic story of his life. OBOLER smiled and then said: "Obol! Give! It is a happy ending and meet me here tomorrow at the same time." . . . RICHARD KOLLMAN, new emcee on the BENNY GOODMAN show, taught BENNY how to swim four years ago at Lake George. That's a new way to get an emcee job. . . . No news is good news, says NBC model ELAINE BASSETT, except when you're trying to knock out a column. Understanding less, say. . . . LUTHER DAVIS and JOHN CLEVELAND's biography of SAM HARRIS will include the story about the first time a show was cut off the air. It was in radio's

early days and was a hook-up of stars at a benefit. AL JOLSON was telling a story when JOE WEBER yelled: "Al, you—dash—dash, that's my story." It was the story of the hillbilly who saw his first train and insisted that it wouldn't start. When the train chugged out of the station, he shouted, "Maybe it did start, but the damned thing will never stop." . . . PAUL LAVAL celebrates the end of his third year as a conductor this week. . . . JAQUELINE BAKER, the *Howers* model, turns anger as a result of her newly acquired NBC transcription contract. . . . LESLEY WOODS, the CHI serial actress, in New York for a few days to look over Broadway legit offers. . . . The flu caused CBS tenor HILL PERRY to miss his first *Saturday Night Serenade* commercial last week. He's better now. . . . Ork leader JOHNNY LONG making the rounds of the agencies with a new comedy-audience participation idea. . . . MARY MARGARET McBRIDE, CBS columnist of the air, was presented with a silver platter in token of her membership in the 100,000-mile club, but experts estimate her flying at considerably over 250,000 miles. . . . Actress ELISE HITE has a new vehicle, written especially for her, which will be broadcast commercially within the next three weeks. . . . Tenor FRANK FOREST is reading his schedule for his spring concert tour. The concerts will be spotted in cities close enough to New York to enable him to get back to his *Sunday Double* or *Nothing* program. . . . ALIENSNE AMES' starring serial, *Hollywood Heartbreak*, is slated to gram the daytime serial limelight when a sponsor gets ready to place it. . . . JIMMY MONKS, who specializes in teen age parts, just celebrated his 27th birthday. He was called to audition for the role of a 27-year-old part on the *Soway Taber Western* series. When the director told him that he had gotten the part, JIMMY said, "Oes, isn't that funny, I feel sort of out of character."

# Chicago

By NORMAN MODELL

JACK PAYNE, CBS writer, conceived the *Dear Mom* series about life in a conception camp. Requiring few interviews, he wrote in a Service Club Junior hostess and patterned the character after a Chi actress. ELEANOR YORKE, planning to have her play the role. But when the series sold to Wrigley, Eleanor's hopes were scotched. The part went to ELOISE KUMMER. . . . Tough luck, but not too tough, because Elinor's been promised a contract with Monogram Pictures. . . . DUKE WATSON, who used to be in Coast legit and stock, has been given the role of Charles in *Kitty Keene*, which until now has been played by RUSSETT THOMPSON. CARLTON KADIGL will be Whispering Smith himself in the new *WGN* series. . . . Understood and then said: "Obol! Give! It is a happy ending and meet me here tomorrow at the same time." . . . RICHARD KOLLMAN, new emcee on the BENNY GOODMAN show, taught BENNY how to swim four years ago at Lake George. That's a new way to get an emcee job. . . . No news is good news, says NBC model ELAINE BASSETT, except when you're trying to knock out a column. Understanding less, say. . . . LUTHER DAVIS and JOHN CLEVELAND's biography of SAM HARRIS will include the story about the first time a show was cut off the air. It was in radio's

EARL GEORGE, of *Ma Perkins*, *Captain Midnight*, and *Housoboat Hannah*, has announced his engagement to a Chi gal. . . . ART KOHL, LOU SCOTFIELD, and BILL RATH are now on the *Yum Mite* thriller. . . . PHIL CRANK, who, with his wife, appeared as special guest on the Al Pearce program Friday (21), was the lad who won the *WDBM Twin Winner* singing contest in 1939. . . . ATTILIO BACCHERIE is back on *WGN's Popcorn of Melody* after a 2,500-mile concert tour. . . . TODD HUNTER is down in Texas for two weeks, recovering from a flu attack. . . . BOB STRONG has been doing club dates, dances, and college pranks between *Dog House* broadcasts. . . . DINNING SISTERS have been booked to appear in the Civic Auditorium, Grand Rapids, Mich., March 7. . . . ALICE SHERIDAN COOKIN will continue to get dramatic bits on *Treet Time*, which leaf off Monday (24) on CBS. . . . GENE BAKER will be featured on *WIND's Musical Meditations*, which started Sunday (22).

# Frazier Hunt Sets "New" Tele Method

PHILADELPHIA, Feb. 22.—Credit for creating a "new television technique" goes to news commentator Frazier Hunt, whose telecast of a news program over WIXIE, Philco experimental station, indicated what may be expected in the future. Hunt designed his program to make the most effective use of both audio and video channels, blending the voice and visual features so they did not clash, but supplemented each other. His script was done in the style of his regular radio broadcasts, presenting the background of the news, the inside story of people and events. This made it possible to tie in video features with perfect synchronization, whereas it would be impossible with the ordinary commentator, whose bulletins and wire service reports deal with current events which cannot be properly illustrated.

Hunt gave life and form to his tele news program by using motion pictures, charts, maps, and slides.

Two studios were used so that when Hunt signaled the operator a switch would be made to the second studio, where a projector flashed on the screen typical views of the topic Hunt was discussing in the other studio at the moment. Then the program switched back to the other studio, where Hunt traced the course of his discourse on a huge wall map and charts of which close-ups were taken as Hunt indicated key locations with a pointer.

"I found that the technique we worked out was also helpful to myself," Hunt observed. "The use of maps, charts, slides, and moving pictures made for a change of pace and provided focal points in my talks. I also found that one of the most effective speech devices was the pause, as the film often 'spoke for itself' and served as a break in the flow of words."

STATIONS WHICH HAVE NOT YET SUBMITTED ENTRIES FOR THE BILLBOARD'S FOURTH ANNUAL EXPLOITATION SURVEY CAN STILL DO SO

The deadline has been extended to March 10, owing to requests of station, ad agencies and press agents for additional time to prepare entries.

Awards will be made by a committee consisting of Alton Cook, Radio Editor of *The World-Telegram*; Jo Ranson, Radio Editor of *The Brooklyn Daily Eagle*; and E. E. Sugarman, Paul Denis, Eugene Burr and Paul Acherman, all of *The Billboard* staff.

# Program Reviews

EDST Unless Otherwise Indicated

## Dorothy Gordon

Reviewed Tuesday, 10:45-11 a.m. Style—Book reviews. Sustaining on Station WOXR (New York).

Dorothy Gordon made an encouraging bow on her debut as book reviewer under the auspices of the National Council of Women. She gave intelligent and frank critiques on five volumes, of which only one can be classed as light reading.

Reviews covered all facets, much of her talk touching political, sociological, and historical implications of the volumes under discussion. Her book sampling is necessarily in capsule form, because of the number reviewed during her initial season. In subsequent editions of her talks, she will likely go in for greater detail on each book and will probably sacrifice quantity. Five books per week is, after all, too great a pace if the same high level of discussion is to be maintained.

Miss Gordon's delivery is punchy and authoritative. Her voice, however, has a slight touch of gravel. Cohen.

## "Saturday Jamboree"

Reviewed Saturday, 6:30-7 p.m. Style—Variety program. Sustaining on WBZ, WBZV (Boston and Springfield, Mass.).

Show is heard up mostly of the sustaining artists made up of these stations during the week. Chief Gaylord is the emcee, while his announcing isn't first-rate. The introductions are brief and the performers follow one another at a fast clip.

Eleanor Lane was by far the best of the lot. Her singing of *Beauvoir of You* was top-notch. Her voice is pleasing and her interpretation is excellent.

Jack Dalton is an average cowboy singer who has a fairly large following in these parts. Hum and Strum, heard frequently over these stations, were at their usual par. Their humor was a little forced, as usual, but their singing was distinctly better than it has been.

Gaylord also crooned *Heaven Only Knows*, which wasn't any better than his announcing. Rakoff and his orchestra supplied the music for the show in first-rate style. Zack.

## "Dream Valley"

Reviewed Tuesday, 11:45-12 M. Style—Poetry readings. Sustaining on WPEN (Philadelphia).

Sign-off stanza for the day's broadcasting, this last act is a spell-binder. With a Downing Street accent that's as British as tea at cocktail time, it gives Reginald King reading the standard poetry pieces and many of his original toasts, making for an inspirational prelude to an excursion to "Lumberland." Transcriptions pour forth the most acrid of symphonic music, blending with the mood created by the reader rather than serving as a mere backdrop. The enraptured voice of King carries a hypnotic quality that entralls a listener, the poetry may not be to our particular liking.

A new voice to local radio, King is no newcomer to the air. For many years he was on the other side of the pond doing a similar stint as NBC's *Vagabond Poet*. Orendorfer.

## "The News Parade"

Reviewed Monday, 6:10-6:15 p.m. Style—News. Sponsor—Morris Plan Bank of Philadelphia. Agency—Philip Klein, Philadelphia. Station—WFIL (Philadelphia).

What is meant to be a new slant on the airing of the day's news pans out as a poor carbon of an original. Instead of the reading of the regular news dispatches, this daily five-minute affair is a reading of quotes from newspaper editorials and by-lined news columns. Two voices, staff announcer Roy LaPlante and Al Stevens, handle the quotes. Procedure is for one announcer to ask a topical question, with the other announcer firing back the answer with a quote from a credited newspaper.

In spite of the fact that the voices are live, nature of the reading makes it a very impersonal delivery. By the same token, most dull and for the most

part an empty gesture of trying to convey the editorial thoughts of the day. Printed newspaper page makes for poor radio copy. It's just like having someone read the comics out loud.

Small-loan bank sponsoring gets its extra heavy plug at halfway mark, which is more appealing than the program content, with an added appeal as the finish in case somebody might still be listening. Orendorfer.

## "Drama Behind the News"

Reviewed Monday, 5:30-5:45 p.m. Style—News. Sponsor—Beeman's Peppin Chewing Gum. Agency—Badger & Browning. Station—WJZ (New York, NBC-Blue network).

Ben Grauer, who has been steadily building as a newscaster, picks choice bits of front-page news and either delves into the past of each item or digs up some unpublished event of importance related to it and connects the two and passes comment.

Program should click well, as it differs somewhat from the run-of-the-mill commentator broadcasts. When asked if he did not confine his topics entirely to war news, making only an occasional reference to the international tangle. Colfer.

## "Coast to Coast"

Reviewed Monday, 11:45 p.m.-12. Style—Talk. Station—Sustaining on WBBC (Brooklyn, N. Y.).

A quarter-hour of interesting gossip, with Malcolm Childs doing Hollywood and Lou James on Broadway chatter.

Program also provides guest interviews, this week's catching featuring Larry Adler, harmonica player. It was disappointing not to hear Adler do a turn with the mouth organ. Added attraction is a contest for the listening audience. Winners must identify description of a prominent theatrical figure, with answers sent in by mail. Awards are tickets to a Broadway show.

Program would click better in an earlier spot. Colfer.

## Readying Radio for War, Says FCC Exec

COLUMBUS, O., Feb. 22.—Gerald G. Gross, chief of the Federal Communications Commission's International Division, told radio engineers here that, according to present plans, the Federal Government will not assume active control of radio stations if and when war comes to the United States, but will solicit aid and co-operation.

Speaking before the fourth annual Broadcast Engineering Conference at Ohio State University, Gross said the government is actively preparing the nation's wireless facilities for a war emergency.

He said engineers are planning to devise a more intricate method of scrambling speech which will perplex "an enemy" trying to unscramble it.

## WCAM Personnel to WKNY

CAMDEN, N. J., Feb. 22.—Charles J. Stahl, who left his post as general manager of WCAM earlier in the month to become president and general manager of WKNY, Kingston, N. Y., fills the executive post at the New York station from the local territory. Dave Holston, WCAM salesman, goes to Kingston this week to become sales manager of the station. He was one-time part owner of WCAM, Philadelphia. Marvin Setzler, WCAM chief engineer, goes to WKNY in a similar capacity. Program director post goes to Joe Dillon, veteran announcer at WPEN at near-by Philadelphia.

## Boston Transradio Closes

BOSTON, Feb. 22.—Transradio Press News Service has closed its Boston bureau. Metropolitan Boston news coverage has been given over to the City News Bureau, a local news-gathering organization. Transradio's bureau for New England is now at Station WTIC, Hartford.

## Blarney With Blintzes

PHILADELPHIA, Feb. 22.—For the first time in several years Pat Stanton, who conducts the *Irish Magazine of the Air* on WQAS, was stamped for an answer. He has been analyzing the origin of Gaelic names. Inviting listeners to send in their names for analysis and research, Stanton has disclosed several hundred Irish names during the past three years. Last week a name was sent in which appeared in many an Irish encyclopedia in spite of the fact that it was sent in by a County Cork man. His name—Stanton swears there is no doubt of it—is Berkowitz.

## Band Makes Unusual Radio, Convention Deal in Washington

WASHINGTON, Feb. 22.—In the first morning band commercial originating here Dean Hudson's band goes on NBC three mornings a week beginning March 3 over a hookup of 36 stations for *Lance*. The deal was set by Harold Hackett, of Music Corporation of America, and George Benson, of NBC.

Band will air Mondays to Wednesdays at 7:45 a.m., and the deal includes plan of the sponsor to use Hudson's band at annual State Conventions of the American Pharmaceutical Association, which is one of the sponsor's clients. Lance will probably spot the band in around 17 three-day conventions through the East, and the Washington musicians' local has okayed Hudson's fronting the local NBC house band for convention dates that his own dance band cannot make.

The Hudson deal is an outgrowth of the original nine-station CBS hookup from Charlotte for Lance last year. This was later switched to NBC and 19 stations out of this city, and now the new deal spreads out to 35 stations. The sponsor co-ordinates the Hudson broadcasts, convention, and club dates with its sales campaign. Last year the sponsor distributed 50,000 autographed photos of the band that contained a plug for Lance products on the reverse side.

## Advertisers, Agencies, Stations

NEW YORK: COMPTON ADVERTISING, Inc., has made a few changes in its radio department. Steve Hayes, formerly program supervisor, is now new program manager, succeeding Mary Louise Anglin, resigned. Isabel Olmsted has taken over radio publicity, succeeding Fred Cropper, who was called to the army. George Brangel, formerly assistant station manager at W3OC, Charlotte, N. C., and John Houseknecht, formerly with NBC, have been added to the program division. Fred Raphael, WJW program director, has a new home in New Garden, L. I. American Tobacco's Information-Please has been renewed over the NBC-Red net for 13 weeks ending May 9, thru Lord & Thomas. Clarence Schimmel has been appointed staff associate in CBS's Program Service Department. He was with CBS's Short Wave Division. NBC's Jack Meakin, lately at WOV, assigned a production stint on Phil Spitalay's *Hour of Charm*. America's Town Meeting of the Air has signed a five-year renewal contract for airtime via the NBC-Blue net. Snake Carter inked for a series for *Pie's Beer* on Mutual, starting Wednesday, March 12. Leo Cohen, chief of the WRN Artists' Bureau, has written a tune with Almer Silver. Titled *WGA Your Permission*. Milton I. Jurtin appointed radio time buyer for the Franklin Bruck Advertising Corporation. John's Other Wife and Just Plain Bill renewed for 52 weeks over 64 NBC-Blue stations beginning March 24. Blackett-Sampson-Hummer is the agency.

## PHILADELPHIA:

STONEY McLINN off for Miami to cover the Phillies' training camp, sending back transcribed interviews with the ball players and wire reports for his nightly sports program for Adam's Clothes. Sunshine Peanut Oil bank-rolls WDAZ news commentator Nathan Fleisher for another 13 weeks. Tony Russell, KYW singer, gets a solo spot on Tuesdays, backed by the full studio orchestra.

## FCC Grants 5 New FM Permits; Plans Of "Times" Vague

WASHINGTON, Feb. 22.—Five new Frequency-Modulation construction permits were granted this week, covering a total service area of 24,600 square miles, with a population of 9,000,000. Four of the permits went to Westinghouse Radio Stations, Inc. One of these stations will operate from Philadelphia on 45,700 kilocycles; others from Boston on 45,700 kilocycles; from Springfield, Mass., on 48,100 kilocycles, and from Fort Wayne, Ind., on 44,900 kilocycles. Fifth grant was to Rockford Broadcasters, Inc., on 47,100 kilocycles.

NEW YORK, Feb. 22.—New York Times has still not applied for an FM permit, but had been thinking of doing so, according to spokesmen. It had been reported that *The Times* would take such a move to offset competition which might result from the FM application of *The Daily News*.

Times spokesman stated that whatever FM discussions the paper's execs might have had, plans are very nebulous.

## Chi Stations Confab on Reallocation Plans

CHICAGO, Feb. 22.—Preparatory to reallocation of wavelengths, which takes place March 29, representatives of Chi stations conferred Tuesday on plans to inform listeners concerning reasons for the wavelength changes and the consequent necessity to realign their push-button sets. Present at the meeting were Joe Murry, executive secretary of the Radio Service Association, and Lowry Easley, president of the local chapter.

To avoid the ill will engendered by the additional expense listeners will incur, plans were made to send brochures to service men, explaining wavelength reallocation, in order that they in turn can relay the information to their customers. Stations also decided to air standardized institutional copy explaining changes. All stations will use the same copy, which is being prepared by King Park, promotional director of WJWB.

Bill Markward gets Marvel giggle sponsorship for his sport shots on WCAM. Pioneer Salt Company account goes to J. M. Korn agency. Frank P. Wieder, former ad manager of the local Kimchamben clothing concern, joins Julian G. Follock Company as account executive. Gladys Cheseby, formerly with Lord & Thomas, now with Ward Whedcock agency. Carle-Thompson Company gets the Minot Food Packers' account. Samuel B. Rosenbaum, WFLI proxy, invited the town's radio chiefs to luncheon to meet Robert Cresswell, new publisher of *The Evening Ledger*. Bill Mann, WCAM announcer, joins the WJWB staff as Tom Moore shelves part of his announcing chores to become assistant to Rufe Weeling in the promotion department.

## FROM ALL AROUND:

DOROTHY NORFIELD has resigned as stand at CBS, Watrous, SAK, and has been replaced by Linda Johns. Lawrence Marshall has taken over managerial reins of CBS, relieving R. D. Cahoon, on business in the East for a few weeks. A. G. Sheffield, CHK operator, in the Royal Canadian Air Force as a flying officer. Milton W. Slough, commercial manager WSPR, Springfield, Mass., has been appointed by Mayor Roger L. Putnam to Springfield's committee to raise an advertising fund in Hampden County for the Pioneer Valley Association. John T. Parsons, recently of sales staff of WJWB, Hartford, Conn., has been named commercial manager of Station WDRK, Pittsfield, Mass. to succeed Bruff Olin, who resigned to take a position in Poughkeepsie, N. Y. Robert R. Dixon, formerly of WBSA, Springfield, Mass., has joined WJWB, Holyoke, as an announcer. Bill Slaughter is chief engineer at WDSU, New Orleans. Two bills proposing a 3 per cent gross on radio station receipts now in hopper of Tennessee Legislature. Tax would go to high school education fund.

# 802 PIT CAMPAIGN AGAIN

## Rose-Lyman Case In Final Stages

NEW YORK, Feb. 22.—Pending dispute of Abe Lyman against Billy Rose for \$15,000 involving back salary on an alleged breach of contract after Rose's Barbary Coast Restaurant folded at the New York World's Fair last summer is reaching the stages of finality after an sitting of the case before the executive board of American Federation of Musicians yesterday. Board notified Rose of his willingness to settle for Lyman for \$10,000.

After public blasts last summer by both Lyman and Rose, the latter offered Lyman \$5,000 in settlement for the run-of-the-fair contract the leader held when he took the job at Rose's fair party, Lyman turned down the offer, however, preferring to bring charges against Rose before the AFM for the full amount as provided by the contract.

Case was to be disposed of during the international convocation of the AFM in Miami several weeks ago, but press of other business returned the issue back to settlement before a New York meeting of the board. Neither Rose nor Lyman was present at the hearing held Friday, but board's sentiments on the affair were transmitted to Rose's attorneys, from whom they expected word in a few days.

## Michaud-Peppe Take On Harry James Ork

NEW YORK, Feb. 22.—Harry James this week went under the personal management banner of Arthur T. Michaud and James V. Peppe. The trumpet-playing maestro signed a contract with the Michaud-Peppe office Tuesday (18), calling for it to handle him for the next seven years.

James has had no personal manager since he broke away from Benny Goodman a couple of years ago to front his own organization. The band had been handled by Music Corporation of America in a booking-management capacity. MCA will continue to book the ork, as is the case with the other bands under the Michaud-Peppe aegis.

## Sammy Kaye Good With 11G At Ballroom in Bridgeport

BRIDGEPORT, Conn., Feb. 22.—Sammy Kaye, in his first appearance of the season at the Ritz Ballroom here and the first time that he ever appeared here on a week night, played February 4 and didn't do badly. 1,287 fans passing thru the gates. With crowds upped to 20 cents, the take totaled \$1,132.56.

Altho this was his first date at the Ritz this season, it was not his first appearance in Bridgeport, as he played the local Loew-Pub-Lyric Theater several months ago for a one-day appearance of five performances, with a gross of \$2,200.

### Kavain Weak

Al Kavain, making his first appearance around these parts with a one-nighter at the Ritz Sunday (9) executed a flop, only 810 persons showing up at the box office, the smallest Sunday crowd this season. With 50 cents priced at 75 cents, the take amounted to \$457.50. Paid wasn't altogether Kavain's, as he had rather stiff competition to back with the Joe Show at the New Haven Arena, 15 miles away, and the local Loew-Lyric Theater offering the double bill of Johnny Messner and Claude Hopkins for five performances.

### ... And No Savvy

MIAMI, Feb. 22.—Hugh Hough, local columnist for *The Miami Herald*, was a bit dazed when he went into the Padlock here and heard Frances Papp pounding away at the tune, *Savvy My Mama With a Bossie Bear*.

After he made sure that the song was a swing version of *The Fish* was a weekerman, he decided it in his column thusly:

"No hits, no runs, no hits."



ALBERTO DOMINGUEZ (right), composer of the current hit, *Present*, leads the Woody Herman band thru the song during a recent visit to the Terrace Room of the Hotel New Yorker, New York, where the Herman herd is playing. Woody (left) seems to approve of the rendition.—Photo by Fitzsimmons.

## Injury May Keep Anson Weeks From Piano Work Again

IOWA CITY, Ia., Feb. 22.—Anson Weeks faces the possibility that he may never again be able to play the piano. The leader was moved last week from Marango to the University of Iowa Hospital to have his arm placed in a cast, after having had it crushed badly recently when the bus in which he and his band were traveling to Chicago overturned near Marengo. The arm was fractured in three places.

Dr. Arthur Staudler, bone specialist, applied the cast to Week's arm, and reported that the leader will have to wait a year before trying to use his fingers on the keyboard, and even then he might not be able to use them. Weeks expects to join his band in about two months, but will have to conduct with his arm in a sling. The band has continued to fill contracts without him.

## Caterers' Spot in the Kitchen, Not Ork Booking, Union Rules

NEW YORK, Feb. 22.—The cast of the paper will no longer be included with the dusters, cigars, and liquor, as moonstruck brides and grooms march down the altar to the strains of Mendelssohn's Wedding March in New York's 350-odd private catering establishments, including all of the hotels here. Local 802 of the Musicians' Union will see to that, starting next Tuesday (25). On that day the first contingent of caterers will be hauled before the Trial Board and told to stay out of the band-booking business—or else.

Officials of the union said that every caterer in the five boroughs of New York will be brought before the board "to show cause why they should not be placed on the unfair list" and that before the interrogating is over the field might be returned to the musicians, for whom it was originally intended.

Max L. Arons, chairman of the Trial Board, said that caterers control approximately \$1,500,000 worth of club date work in New York City every year, and of that sum receive a healthy slice in kickbacks, package parties, permanent contracts between leaders, caterers, hall owners, and hotel managers, and yearly subsidies with which leaders embroider

## New York Local To Initiate New Campaign To Install Live Music In Independent Movie Theaters

NEW YORK, Feb. 22.—New hope for the restoration of musicians to the pits of vaude houses was revealed here yesterday (21), when it was learned that the New York delegation to the International Executive Board meeting of the American Federation of Musicians, convening in Miami until last week, presented a proposal to the convales that would restore live music in independent theaters throughout the country.

Local 802 delegates, consisting of Jack Rosenberg, president; William Feinberg, composer of the current hit, *Present*, leads the Woody Herman band thru the song during a recent visit to the Terrace Room of the Hotel New Yorker, New York, where the Herman herd is playing. Woody (left) seems to approve of the rendition.—Photo by Fitzsimmons.

Local 802, which tried to bring back flow to the theater in 1939, and spent \$60,000 in the ill-fated attempt, bases its contention now on the declaration of

independence for the independent exhibitors—the consent decree entered into by five major film companies with the United States Government outlawing compulsory block-booking, blind selling, and forcing short subjects on a yearly contract basis.

Union reviews the history of the film industry's alleged stranglehold on the indie exhibs because of the pressure they were able to exert as producer and distributor. Because of this, states the brief, "free competition in the moving picture theater between live music and canned music was destroyed."

With this practice at an end, and Paramount, Loew's, 20th Century-Fox, Warner Brothers, and RKO signing the consent decree, the union said that it "addresses itself to the independent exhibitors with a greater degree of hope than ever before."

"Today," the union states, "the independent exhibitor cannot answer our request for live entertainment as part of his program by proving that he is compelled to fill up his entire time with canned music."

38-point proposal of the union is as follows:

"1. An immediate survey to be made of all independent theater owners' sensations—local, State, and national. Considerations to be sought with their leaders, urging the restoration of some live entertainment in the theaters of their members.

"2. Contact to be made thru various locals of the AFM with the independent theaters in their respective jurisdictions, explaining and urging the possibility of the use of live entertainment as part of their program.

"3. Appeals to public-spirited groups, organizations of every kind and nature, including trade unions, women's organizations, educational societies, etc., explaining that now, without undue hardship on the independent exhibitor, they can exert their influence towards the restoration of some live entertainment in the moving picture theater, with benefit and increased enjoyment to themselves and incidental re-employment of the presently unemployed musician and entertainer.

"4. Contact to be made with various other trade unions in the entertainment field, such as actors, vaudevillians, etc., for the purpose of seeking united action in the direction above outlined.

"5. Publicity with reference to each feature of the campaign outlined above.

"6. Adequate appropriation to carry on this campaign swiftly and efficiently."

Campaign, according to Rosenberg, is scheduled to begin "in the next few weeks," and will be "carried out more intelligently than the last one."

Rosenberg was referring to the public campaign that was carried on jointly between Local 802 and the now defunct American Federation of Actors. After many months of picketing, AFA withdrew from the fight and the local carried on alone for months after that, but withdrew after it couldn't make a dent in the chain theater policy. It was recalled that the local even loaded up the theaters it was picketing with its members who, accompanied by plenty of sandwiches, occupied seats from morning until night in an attempt to curb the box-office receipts.

### Out for Blood

OMAHA, Neb., Feb. 22.—Orchestra leaders here long contended that some booking offices almost ask for their "blood" in percentages, but Vic Schroeder, head man of the agency here which bears his name, did the real thing. Mrs. Schroeder was injured in an auto crash and transfusions were necessary.

So former musician Lyle Dodson, now production chief at WOW, and Eddie Durnspeer, who has a hand now, provided the blood!

## WM Band Personnel Switches Effectuated

NEW YORK, Feb. 22.—Reorganization of the William Morris Agency band department was finally effected this week (19) when Ed Fishman, entrusted for Hollywood to take charge of West Coast band operations, and Willard Alexander settled down as head of the New York office.

Fishman's leaving for Los Angeles brings in Dick Dorso from the Coast to work in the New York office. Jack Flynn, salesman formerly attached to the Chicago office, will also be located in the New York set-up. In the next few months Fishman will also establish several branches of the agency in the Western part of the country.

Rest of the local office remains intact, with Barry Squires continuing in the one-night chair. Agency, at the time of the reorganization last month, hired its first full-time press agent in the band department, Ira Steiner. Hansen-Williams, Inc., will still handle institutional publicity and advertising for the office.

the caterers' purse for "tips" on fat jobs.

Most aggravating situation, which concerns the greatest number of musicians, is the 25 kickback each leader shells out to certain caterers on each job, regardless of the fact that the ancovy director does his "25 flat" business (an underclass job in the club-date field) with the leader first. He then collects his share notes from the men.

Arons said that the field should be thrown open to wider competition, because the number of men involved, and that the caterers are the strongest barrier to that move. He said that those buying the services of the hall, even if they have a hand in mind, are usually mis-talked out of their original intentions and sold the band the caterer wants them to use. Arons said that in one place they argue, effectively it seems, that the "band knows how to march out with the lights when the flash course is served."

Union attempted to eliminate "unfair competition from the kitchen" by first calling the leaders to task. 85 of them, last year, with seemingly little results because of the necessity of work. Now the union is going to attack the problem from the back door, with the field henceforth policed by key members of the local.

## Detroit Musicians' Income 15 Per Cent Over Preceding Year

DETROIT, Feb. 22.—Earnings of musicians in the Detroit area have shown an increase of about 15 per cent in the past year, according to figures compiled by Jack Parente, president of the Detroit Federation of Musicians. Reports from 2,800 members of the local, including those working professionally and an unclassified number who retain their membership but no longer act as on a full-time basis, show a total earning of \$1,750,000 for the last nine months of 1940, constituting the first three-quarters of the fiscal year.

This figure represents an increase of \$250,000 over that for the corresponding nine months of 1939, or an increase of over 15 per cent. Increase has been greater in the last few months, indicating a continuing rise in average income as expenditures for defense program items bring increasing demand for services of musicians for special conventions, sales shows, and special programs of all types.

Breakdown of the figure on an annual basis shows a figure for average income for all members, including those not active, of about \$630 per year for 1940.

## Hill Doing Well Around Chi

CHICAGO, Feb. 22.—Tiny Hill, whom Frederick Bros. recently brought back to the Chicago territory after an absence of a year and a half, has been grossing 25 per cent better than the last time he was here. A one-nighter at the Amory, Monmouth, Ill., February 14, registered a take of \$900. Hill's share was almost \$500.

## PHOTO REPRODUCTIONS

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# Orchestra Notes

By DANIEL RICHMAN

## New York Newsings

**T**HE FIESTA DANCETERIA, after well over a year of operation, closed last week, with not much expectation of its reopening. . . . **RICHARD DECKER** conceived the spot and operated it since its inception. . . . His name bands had been the policy up until the past fall, when semi-names (and in some cases less than that) took over the position, due, according to Decker, to the unavailability of the big boys. . . . The Fiesta was the spot where Charlie Barnet opened some months ago in defiance of James Pettit and the AFM, which action subsequently led to his expulsion from and then re-admission to the union. . . . **D'ARTEO**, whose beboping has been confined mostly to theaters and radio work, steps into a new field for him March 11 when he opens at La Martinique. . . . **BY MILLER**, sax man with Roy Fox's band, currently at this spot, leaves for training camp this week, and is being replaced by **POSTER MOOREHOUSE**. . . . Rowland Hallroom celebrates an anniversary on the 27th. . . . 17 years ago on that date **FLETCHER HENDERSON** was the first colored orchestra to play the dance. . . . **ORRIN TUCKER** closes at the Baltimore March 25, and starts a theater tour that will keep him busy until Easter. . . . **BOBACH HEITZ** is the Baltimore follow-up. . . . April 11 is the definite date for **BOBBY BYRNES** opening in the Terrace Room of the Hotel New Yorker, following Woody Herman, while seven nights later **GENE KRUPA** takes over the Pennsylvania's Cafe Mouge stand from Jimmy Dorsey. . . . **XAVIER CUGAT** comes back into the Waldorf-Astoria when Lighton Noble leaves April 12.

## Midwestern Marmos

**MATTY MALNECK**, who closed Thursday (29) at the Ambassador East's Pump Room, Chicago, starts three weeks on the 39th at the Muehlebach Hotel,

Kansas City, Mo. . . . he's due in at the Rainbow Room, New York, April 9 for a six-weeker. . . . **MILT HUBBARD**, trumpet, has replaced John Grass in Cliff Williams' orchestra. . . . **OSCAR JOHNSON**, former Williams trombonist, will remain with a Chit studio band when Williams goes on tour next week. . . . **HAY HEATHINGTON** starts a six-week stay at the Stevens Hotel, Chi., Saturday (1).

. . . **LITTLE JACK LITTLE** is set for five weeks at the Edgewater Beach Hotel, starting May 3. . . . **BERNIE CUMMINGS** plays an engagement at that hotel beginning March 23. . . . **BOB CHERRY** takes over the Panther Room, Hotel Sherman, stand March 7. . . . **KEITH BAIN**, Lawrence Welk's personal manager, sustained a slight fracture of the wrist last week while ice skating. . . . Welk, incidentally, returns to the Triannon Ballroom (where he closes on the 2nd) April 13 for his fourth engagement since that Wintery City dance.

**JOHNNY GILBERT** was given an additional week at Mike Todd's Theater Cafe. . . . he bows out in favor of **LES BROWN**, who starts February 28. . . . on the 21st **JACK DENNY** will be replaced by **JOE SANDERS** at Todd's place. . . . **JACK BODMAN'S** crew, featuring hot trumpeter Chuck Schneider, is at the New Wonder Bar, Cincinnati, for an indefinite stay.

## Of Maestri and Men

**TOMMY REYNOLDS** is the follow-up for **GLEN GAHR**, current at the Claret Club, Mountaineer, N. J. . . . Reynolds goes in Thursday (21). . . . **TED LARDON** takes over the music-making assignment at the Homestead Hotel in New Gardens, L. I. following **SLEEPY HALL'S** five-month engagement. . . . **JOHNNY KOVACH** is set for a tour of one-nighters thru the New England States, booked solidly until April 30. . . . **BETTY ANDREWS** has replaced

## ASCAP Gives Mardi Gras Radio Break

NEW ORLEANS, Feb. 22.—While efforts were under way to pipe Mardi Gras broadcasts here Coast-to-Coast, city fathers announced an okh from ASCAP on his music heard over the air from bands participating in the score of street pageants here Tuesday (28). So far only one chain, Mutual Broadcasting Company, thru its local link, WNOJ, has tentatively set piping of one of the parades. All local stations, which will broadcast the parades, had been erecting sound-proof booths along the parade line to keep out ASCAP music, until the society agreed to except the one day from regulations.

For a while it looked like the century-old Mardi Gras might suffer from the effects of the music-radio war, particularly when the city was hesitant about allowing construction of the sound-proof broadcast booths on the main stem. Theme song of the Mardi Gras king is a BMI tune entitled *If Ever I Cease To Love*.

However, dozens of bands playing between the floats of the parades had announced an intention to ban either side's music. ASCAP's agreement to lift its ban for the single day takes a load off the shoulders of local radio station officials.

Florence Reed as vocalist with this outfit. . . . **DEAN HUDSON** is taking a well-deserved vacation for eight days in his home town, Palm Beach, Fla., altho he's putting the week to the purpose of having his tonsils out. . . . **PAUL MARTIN**, West Coast radio maestro, was signed to a management contract by Paul Specht, and the plan is for him to make his Eastern debut shortly at a New York hotel spot. . . . General Amusement Corporation will do the bookings on the band. . . . **JOHNNY BAMP** is currently playing at El Rancho Sportsman's Club, Chester, Pa., having followed **Sonny James** into the place. . . . **CAB CALLOWAY** gets another year's renewal on the Okeh disk label.

# THE FOUR INK SPOTS

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# 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 present unusual interest as to artist, selection, or both.  
Key: TT—Fox; T—Vocal; VC—Vocal choros; V—Vocal recording.

By DANIEL RICHMAN

## ARTIE SHAW (Victor 27335)

Dancing in the Dark—FT. Smoke Gets in Your Eyes—FT.

THE AMAZING Mr. Shaw comes thru again this week with another recording that deserves special mention because of the high-mindedness of its conception and the sheer quality of its execution. And as if those two qualifications weren't enough, they are augmented by the added virtue of commercialism, as judged from the monetary success of two similarly conceived Shaw items of recent weeks. If the elaborate richness and lush orchestration of the Shaw *Freight and Standard* contained enough popular appeal despite their above-average musical standards, there should be no doubt about this latest in the series taking its place alongside Artie's two other current hit disks as a potent seller in its own right.

This record differs from the others in that the vocal band-with-a-band that Shaw calls his *Gramercy 5*—bolds forth on the B side, leaving only the first side of the platter for the colorful musicianship of the large Shaw group. The chamber music jazz style of this *Smoke Gets in Your Eyes* is not necessarily a detriment in a commercial way, because the Kern classic is taken in a slow, appealing tempo, and played in Artie's most expert manner. Some excellent guitar work picks up where *Blues Leaves Off*, and while it's fine jazz stuff, it's still not over the heads of the average disk buyer.

But a sales standard has already been set for the type of delineation on the A side, and it's this side that really hits the pressing. Coupling superb rhythm with imaginative, inventive scoring, Shaw once again makes use of the strings, reeds, and brass at his command in the most listenable manner possible. The arrangement is dramatic, yet danceable—full and sweeping, and still melodically simple and understandable. Shaw will rapidly turn into a 1941 version of the Paul Whiteman of a decade ago if he keeps this sort of thing up.

## ANDREWS SISTERS (Decca 3598 and 3599)

Boogie-Woogie Single Boy—V. Romance Me Brother With a Solid Four—V.

Yes, My Darling Daughter—V. You're a Lucky Fellow, Mr. Smith—V.

THEIR potent ammunition for a successful assault on sales in these four sides. Any way they're looked at, the spell hidden ever record store counters and in automatic phonographs: With the exception of *Yes, My Darling Daughter*, the tunes are all from the score of the new Universal picture featuring the Andrews girls, *Bank Prentice*, and what their first movie, *Argentine Nights*, did for their recording of the *Rumbogie* number contained therein, the new film should certainly do for any or all of these ditties.

Not only do the songs have the advantage of picture plugging, they also happen to be excellent material. *Boogie-Woogie Single Boy* carries on the vogue set by the two other eight-beat numbers, *Beat Me Duddy* and *Servicé Me Mame*—and in addition boasts an amusing and timely lyric. Perhaps because it's the best arrangement on these four sides, with Betty knocking out a particularly good solo in the middle, this one seems likely to be the most favored among diskophiles. *Romance Me*, with its verses delineating that, after all, regular four-beat rhythm is still tops, is bright and makes entertaining listening, but it's not the best arrangement the Andrews have ever been handed.

Neither is *Mr. Smith* nor the one interloper in this company of *Bank Prentice*, the now almost too-familiar *Darling Daughter*. The Andrews have long since set their own high standards, and while failure to reach them every time out is understandable it's nevertheless noticeable. Mr. Smith is an excellent bit of clever flag-waving, but the listenability of the tune and lyrics is a bit just here in a tempo that's several shades too fast. *Daughter* goes to the other extreme, and drags a bit, since Betty's solo (as always) picks things up nicely in the middle.

But this great trio wouldn't be hummer if they hit it just right every single time. And whatever academic faults these disks may have ain't going to keep them from very substantial sales dividends.

## GRAZIELLA FARRAGA

(Bluebird B-11047)

Blue Echoes—V. Night O'er Rio—V.

A newcomer to this label from down Cuba way, Miss Farraga reveals an appealing contralto voice and a knowledge of phrasing that make of these superficially Latin American numbers nice enough listening. Leading off both sides with an air of finesse, the arrangements make the singer sound even more effective by going into slow tempos for the choruses, turning on the B side, fox foot followed by rumba on the reverse. The second chorus on *Echoes* is in Spanish, also effective.

## BOB CROSBY (Decca 3605 and 3611)

Blue Echoes—Bumba; VC. Chick-Dee-Dee—FT. VC. Hip Noise From Winnetka—FT. VC. Sunset at Sea—FT. VC.

A weak average is struck by the Crobbles on these four sides, with only *Winnetka* standing out as better-than-average disk fare. And since this is a remake with full band and vocal of a popular Crosby platter of a couple of

years ago, wherein Bobby Haggart's whistles and bass slapping tied with Ray Bauduc's drumming for honors in a three-minute duet, its commercial possibilities are lowered because of the large sales on the first disk. New version isn't bad, and neither for that matter are the other three sides. Later, however, offer nothing but capable musicianship and good rhythm without that certain something that demands subsequent hearings. *Pisaneska* retains the whistle at the beginning and end, with a good vocal and some forthright if not very exciting band work in between.

(See ON THE RECORDS on page 67)

# 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

## Al Donahue

(Middlebrook Country Club, Cedar Grove, N. J., Mutual Network, Tuesday 11, 12-12.30 a.m.)

AL DONAHUE is richly deserving of any praise that can be heaped upon a maestro, if only for the singular effort of producing a half hour of remote music that can be matched up with the best of the top-flight bands. His mixture of swing, pop, and foreign tunes was so full of blend and richness as Napoleon brandy.

To top that off, the fine sensitive belting of Phil Brito and the jump like vocal renditions of Dee Knighting have added spice to a program that had already hit tops as far as remotes are concerned. It was all the more outstanding because what for long had been built up as a society band now is so completely prize-worthy in the commercial field.

## Teddy Fowell

(Bordewick's, Fitchburg, N. Y., Mutual Network, Tuesday 11, 11:30-12 a.m.)

TEDDY POWELL'S band, conspicuously new in terms of reorganization, shapes up as his best so far. It's his best by comparison, and excellent in its own right, in musicianship, versatility, and a blending of elements that produced a finely woven half hour of music with ear appeal and dancing tempo.

Fowell has abandoned straight swing for an amalgam of the compounds that make for more commercial band. Powell went in for a tune selection that showed him to his many tries of music, along with solo instrumentalists that stood out like beacons. Vocalist Ruth Gayler also did her bit against rich orchestral backgrounds.

# On the Stand

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

## Howard Becker

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

STYLED in a manner tailor-made for ballrooms, Becker sports a platinum collection of musics divided into four reeds, three brasses, and three rhythm. Not on any instrument himself, he sticks to baton gestulation and most of the vocal spots.

The band does little in the way of novelties or entertainment numbers which would equip it for the after-outers at clubs and rooms, but in those places where the wait is to keep moving and have good music to move to, Becker is grooved to please. He listens pleasantly enough, too, but his mission seems to be to create a wish to dance by presenting attractive motivation—and that he does.

From his reeds he draws on Mac Harris for a few voice spots, but the band is otherwise vocally silent save for Becker, who has a good delivery.

Leader does a few of the arranging chores, but a non-number of the band, Ivan Webach, with the memory of the late Hal Kemp's style always before him, tricks up the musical bandbook and keeps a stream of new ones always coming in.

Oldfield.

## Charlie Spivak

(Reviewed at Glen Island Casino, New Rochelle, N. Y.)

SPIVAK marked his first anniversary as a leader this month, backed by a band whose attributes are such that they may well lift it to the heights before another year rolls around. Careful building and shaping have now placed this outfit in a position where it can command the greatest respect from dance music enthusiasts of either the sweet or hot variety.

Undoubtedly the best asset the band has to achieve the distinction and acclaim it merits is Spivak's velvety trumpet, because of its uniqueness in a field populated only by hot or corn trumpet master. Charlie is to his instrument what Tommy Dorsey is to the trombone, and the untalented style and quality of his sweet, melodic conceptions give the band individuality from the outset. With either open horn or a special mute of his own design, Spivak's work is thrilling in its soft, rich loveliness of tone—and commercial in its ability to attract and hold attention due to its being different and yet melodically understandable.

On the swing side of the picture, the six brass (Spivak makes it seven), five reed, and four rhythm give musically solid life to some particularly imaginative jazz arrangements by Sonny Burke. Later is rapidly building an imposing library of swing originals for this crew, and the interpretation given them matches the scoring in virtuosity. Standing out especially in the line-up are

Buddy Yeager on hot trumpet, Bill Mustard on equally heated altohorn, and the driving but tasteful drumming of Munny Shawker.

Vocal department takes in Gary Stevens and Kitty MacLane, with an occasional assist from guitarist Kenny White on the novelty stuff. Stevens is excellent, bringing a good voice and an easy, personable manner to the ballad vantage, but Miss MacLane is a little shaky in the matter of proper beat and general swing of the rhythm tunes. Band itself could use a few more showmanship touches, but the omission isn't too noticeable in the face of superior swing and sweet that consistently maintains the highest level of listenability and danceability.

Richman.

## George MacFarland

(Reviewed at the Veraplane, Boston)

WITH an outfit of four saxes, four brasses, and three rhythm, all solid men, MacFarland has the makings of a really fine band under his baton. Fundamentally a swing group, the boys do not show to advantage in this Boston club, where the patrons ask for commercial tunes almost exclusively.

Better suited for ballroom work, MacFarland showed what he could do when he let the boys take down their hair after the last late show. For a half hour they went to town, to the evident delight of the younger die-hard dancers who remained in the place.

The leader has a pleasant enough personality on the stand, and handles his vocals pleasantly, there is a slight feeling of lack of showmanship. There are neither novelties nor antics that would help a band. However, the group has the polish and musicianship and solid beat of a band that has played together far longer than the three months this one has been a unit.

Aiding MacFarland in the vocal department are the Leighton Sisters, cute close-harmony songsters. Featured instrumentalists are Teddy Kirk on trombone, Al Mitchell on trumpet, Jesse Rogers and his heroic stick, and Mac Solomon on the keyboard. Solomon combines with Spivak Tomasetti for some clever arranging, and does stand-out work on the horn.

Goffman.

## Ray Morton

(Reviewed at Warwick Hotel Cocktail Room, Philadelphia)

AFTER many years of music making at New York's Warwick Hotel, Morton brings his small combo to the Warwick hotelery here. Dedicated to dance rhythms that meet the demands of the social set, it's a huge success. No frills or faeries, just continuous and undisturbed time toasting that runs the gamut from Viennese to Latin, with a generous sprinkling of show scores, so all-important for such stands.

Morton, a handsome lad, leads off with the tenor sax, and gives fine tenor voice to the wordage. Surrounds himself with accordion, piano, bass, and drums, all capable instrumentalists. Emphasis is on ensemble formations which continually give the band body.

Orofischer.

## Jack Harris

(Reviewed at the La Cogna, New York)

ALMOST to be considered a native Londoner now, Harris until last May had been on the Atlantic's other side for 15 years. The present war cut him loose from those moorings and last September he organized his U. S. outfit.

It's a small band (eight pieces) with Harris leading the proceedings on his fiddle. Music is generally on the sweeter side and with a loose, pleasant style usually predominating. Books are filled with pop tunes and occasional rumba. Over all, there is plenty of rhythmic dance ability for the floor patrons.

There are four rhythm, three reed, and one brass. The fiddle man sometimes comes in with a guitar, too, along with Harris. The musicianship is good and the results are excellent. Humphrey.

## Embargo on Tea

DETROIT, Feb. 22.—Only kind of hope that musicians here will be permitted to indulge in from now on are those that people dance to. Another kind—namely marijuana—and the use of it was outlawed this week by the Detroit Federation of Musicians, with expulsion as the penalty for those found guilty of inhaling tea.

Claiming that weed has made "lithering idiots out of former jazz boogie" boys of directors passed the following resolution:

"Any member found guilty of the use of marijuana, or on proof that a member uses same, such member shall immediately be expelled from membership."

## Music Items

Publishers and People

**M**OST of the publishers' contact staffs around New York have had their expenses accounted completely shared. Some are working on half pay, while still others are walking around with pink slips in their pockets.

Maurie Hartman's Chertio Music has taken over publication of *Kékouga*, by Al Kavelin and Francis Marquis.

Jewel Music has publishing assignment on *Woodland Symphony*. Hal David and Bert Stevens authored.

Bennie Bert Stevens, collaborating with Larry Wagner, placed *What Ya Thinkin' of, Baby*, with Encore Music. House is also publishing *Blue Champagne*, by Grady Watts and Frank Royerson.

### Songs and Such

**A**NN RICHARDSON of the CRA booking club, with the assistance of Hugh McKay and Charles Trotta, penned a musical version of *For Whom the Bell Tolls*. Tony Pastor's band at the Lincoln Hotel, New York, is featuring.

Morty Greene, Mann Curtis, and Jerome Oetlihe combined their wits for a week number. *He Took Her for a Melphide* in the Good Old Summertime, which has just reached the shelves of Leeds Music, Curtis and Lem Singer also penned *Sleepy Serenade*.

Phyllis Pauline Alpert has commemorated her engagement at the Cafe Ruston, New York, with an original tune, *Sirius*, of the Ruston. Collaborers on the lyrics are legion, including Jay Burgess, Frank Law, Bill Battersy, and Helen Radloff.

Cliff Jabbes, recently returned from a tour with Polly Jenkins and Her Playboys, set *Just a Tumbledown Ranch in the Valley* to words and music.

## Spurt in Akron Ork Biz Resulting in Spirited Competish

**AKRON, O., Feb. 22.**—To combat the Continental Grove and the Old Heidelberg, opposition downtown spots, Jack Walsh, managing director of the Mayflower Hotel Hawaiian Room, for the first time in the history of the swank night spot brought in a big band, Bob Miller (23 men), an MCA attraction. Spot usually plays combos of six and seven men.

Spurt in patronage at both the Continental and Heidelberg, which are maintaining a policy of middle bracket bands for the first time, is believed to have prompted the hotel to switch to large bands. So brisk has been biz at the three major downtown spots in recent weeks, night clubs in the Portage Lakes sector and other outlying spots are complaining about a falling-off in customers, and the presence of better bands downtown is said to be the reason.

Bremen, Gill, recently closed at the Continental Grove, supplanted by Johnny Marzone, a district favorite. At the Heidelberg Al Arter ork has been set, replacing Chic Hirt, who remained at the spot for 38 weeks. Continental and Heidelberg are supplied with bands thru the Law Platt agency here. Platt recently pitted Paul Pendarvis against Martone at the Continental for one night, with turnaway business reported.

## Tucker-Baker Pix Poor Hodgepodge of Ancient Gags

The initial feature picture starring Orrin Tucker and band and vocalist Bonnie Baker, *You're the One*, is a major disappointment. Paramount assigned Gene Mackey to produce and write this effort, and for a customarily astute craftsman he has certainly turned in a messy, dull job here.

The whole affair is nothing more than a band short with a few slapstick comedy gags of Keystone comedy vintage. Chief fault lies with the story, which is impossible through its length, better actors than Tucker and Miss Baker could do little with it. Edward Everett Horton, Jerry Colonna, Albert Dekker, Walter Catlett, and Teddy Hart are there to prove it.

Tucker doesn't screen badly, but vees Bonnie, as a blonde, doesn't face so well. For future pix possibilities, Orrin displays more promise. Miss Baker is never as easy, and is passable only during song recitals. She does the oldie that established her and the Tucker band, *Oh, Johnny*, plus another pop the outfit was doing last year, *My Restroom is Love*.

Baby-talk chintaise also stings *I Could Kiss You For That* and *Down Strawberry Lane*, two new tunes written for the film by Johnny Mercer and Jimmy McHugh. Tucker does a pleasing job on *The Fog* *Who Lost His Will Power*, while the best number in the movie is the title song. Paramount Music is publishing the Mercer-McHugh ditties.

The punishment for this hodgepodge offered by Paramount, producer Mackey, and director Ralph Murphy will probably be gut-awful box-office receipts.

S. H.

**MILWAUKEE, Feb. 22.**—Bob Hess and His Royal Hawaiian Ambassadors and Billy Hicks and His Smoking Hot moved into the Blatz Palm Garden here February 17 following Freddy Fisher's Schneckstrife Band, which had played the spot since November 19.

## What Is the Greatest Song Ever Published?

**I**N AN endeavor to ascertain the best song of all time in the field of popular American dance music—in the important and authoritative opinion of the men whose business it is to interpret this type of music—*The Billboard* this week sent questionnaires to more than 1,000 representative orchestra leaders throughout the country, asking them to name their choice of the greatest song ever written, as well as their ideas of various other "bests." The results of this poll will be published in the Spring Special issue of *The Billboard*.

Every band leader has his own particular thoughts on which was the best song ever published in the realm of popular dance music, plus some definite opinions on the greatest composer, lyric writer, and arranger in this field. *The Billboard* is now inviting the nation's maestri to express their preferences along these lines in a general poll that should result in some truly interesting nominations.

The range of selections takes in all ballads, rhythm and novelty songs, musical comedy and picture tunes, and jazz instrumental compositions published in this country at any time. Songs which have been written abroad, such as *South of the Border* or *Woodpecker* Song, and subsequently published here, are eligible. Folk songs, classical, semi-classical works, or any tempo that cannot be actually construed as a so-called "popular" song will not figure in the poll.

The popularity of a song or the extent of its commercial success or failure will also not figure in the band leaders' nominations, the choices being made strictly on the basis of the actual melodic and lyrical merit of the song nominated. The quality angle, not the size of the hit or the financial success of a writer or arranger, is the only one to be considered in this poll.

The questionnaires sent out this week follow. Any band leader who for one reason or another may not receive a questionnaire is invited to write, phone, or drop in at *The Billboard's* New York office at 136A Broadway for a ballot. Voting may be participated in only by form ballot. Self-addressed, stamped envelopes accompany each questionnaire sent out. The questionnaires:

1. What song in the field of popular American dance music do you consider the best of all time?
2. What do you think is the best ballad of all time; the best rhythm song; the best novelty song; the best jazz instrumental; the best blues song; the best Latin American song (rumba, conga, tango, etc.)?
3. Which song do you think was the best published during 1940?
4. Who is the outstanding composer of popular American dance music, living or dead; the outstanding lyric writer; the songwriter or team of writers responsible for the most consistently good music output during the past 25 years?
5. Who is the best all-around stock arranger of the last 25 years; the best stock arranger of ballads; the best stock arranger of jazz?
6. Which do you think was the greatest stock orchestration of all time?
7. Who is the best special arranger, working either with or for a band or bands?
8. Which do you think is the greatest special arrangement of any type ever made?

## Florida Situation Sized Up as Boom "That Just Didn't Happen"

**MIAMI, Feb. 22.**—With the so-called Florida season under way, and having allowed enough time to go by to form definite observations and conclusions about what was expected to be the biggest winter vacation boom since the lush '30s, the seymen behind Florida operations have let out a wail of general disappointment over the way things have shaped up.

On the music front, band bookers and spots down here, who have been in the business of observing these things for many years, said that there is a lot of music being bought and paid for, but not nearly as much as last year, not nearly as many names, and the money doesn't even reach figures close to those of former years. There is, however, more incidental music, like cocktail units and single instrumentalists, than in former years, which also means a cut in the number of musicians being employed.

Night clubs and night life generally are not getting the play that they once did, and what with a building expansion program that took place in anticipation of an unheard-of flock of vacationers who in former years sought the beaches and spas of Europe, the general atmosphere is emptier than usual.

The general impression among those who make their living out of the winter tourist trade is that there aren't enough people in Florida. Some money is being made, but, and oddly enough, the top-heavy talent budgets aren't accounting for much of it. Spots with well-produced shows and solid entertainment have been running to capacity, whereas some of the better known places with expensive entertainment could have rented out their night club floors for target practice.

Musical tastes of the tourists this year have leaned chiefly toward spots ballyhooing rumba and Continental entertainment. Those spots that have it are doing business, while the others have to rely chiefly on names, which, in the mixed weather that Florida has been having, has frequently set the owners back in the red.

Even across the Gulf Stream, where planes have been ferrying Miami trade into Cuba, trade has been considerably worse than last year, despite the raft of publicity that has been done to stimulate business.

Sizing up the situation, as one observer put it, "the boom just didn't happen."

## Nebraska Becoming More Fertile Field For Band Bookings

**LINCOLN, Neb., Feb. 22.**—Nebraska begins to look more important all the time to the orchestra booking field, even the two towns take steadily from offices making band attractions available.

Here, late in March, King's Ballroom will again open, which will make a total of eight days' work per week here—three at Pla-Moe, Mrs. Matt Kobalier's spot; two at King's, managed by J. Clair Lanning; and three at the Turnpike Casino, which is H. H. Fausley's.

Omaha is doing better by the week. The Paxton Hotel is taking steadily. Peony Park, managed by Joe Maier, is using bands two or three nights weekly. Harry Taylor's Music Box goes six nights each week, and Tom Archer's Chermot, managed by Al Wolf, is good for three nights on a regular schedule.

Hastings, one of the State here, is completely out now, but near-by Grand Island, with Ed Glover's Glover's Ballroom, is still a week-end town. Auditorium at Beatrice usually takes twice a month. Falls City, recently the scene of an oil boom, is becoming more of a town for amusements, a new theater going into operation this week and ballroom possibilities springing to life.

**PHILADELPHIA, Feb. 22.**—Instead of looking ahead to a string of one-night stands during the summer, Joe Franzosa, WFN studio maestro here, is trying the symphony stands. Leader is studying symphonic scores and lining up dates as guest conductor with the many outdoor concert groups in this territory.



# WESTERN UNION



WHEN TRAVELING—EASE THE ANXIETIES OF THOSE AT HOME BY SENDING DAILY LOW RATE WESTERN UNION TOURATE TELEGRAMS—ONLY 35c FOR THE FIRST FIFTEEN WORDS.

### 'CHIPS OFF THE OLD BLOCKS'



Harry James' father had better, Everett James, of Beaumont, Texas. Charlie Fisk's father was a noted band leader, Chas. L. Fisk, who headed at Butler, Mo.

### Band Leader in 'Jam Session'

After a recent dance engagement at Southern College at Columbia, famous trumpeter Harry James and some of his boys posed in with CHARLIE FISK'S N. U. band in a jam session at Gadsby's. Gadsby's packed the aisle and stood on the seats of Gadsby's for the jazz treat. James is shown playing out with one of his former trumpet solos, as FISK, left, also a trumpet player, smiles approvingly. FISK will be his Winona University band in Kansas City for a series of dances at the Kansas City Club and Pla-Moe.



# PLENTY HITS SO FAR

## Chi "Life" Company Celebrates One Year In Loop; Near Record

CHICAGO, Feb. 23.—Chicago company of *Life With Father* celebrated its first anniversary last Saturday night with a party attended by over 600 guests. Oscar Schiff, producer, Mrs. Clarence Day, widow of the author, Russell Cruise, co-author of the play; Lillian Gish, Percy Waram, and members of the Blackstone cast were the hosts.

*Life With Father*, after 52 weeks here, is averaging from \$16,500 to \$17,000 a week. Berlin estimates the show will continue playing here until June. If it does, it will break the Chi record of 65 weeks established by *Lighthouse*, starring Frank Bacon, at the same theater in 1921-22. The second longest Chi run was that of *Abie's Irish Rose*, which scored 53 weeks between late 1922 and early 1925.

The three companies, New York, Chicago, and Boston, have played a total of 141 weeks, with an attendance of more than 1,336,500 people and a gross in excess of \$2,150,000. The New York company, in its 48th week (last week), has played to more than 690,000 playgoers and has grossed more than \$1,000,000. The Chicago company has been seen by more than 478,000 people, and has taken in over \$750,000. The Boston company in 21 weeks had an attendance of more than 157,000.

## "Pygmalion's" 2,000 in Phoenix

PHOENIX, Ariz., Feb. 22.—Some 2,000 local stage fans turned out to see Ruth Chatterton, starring in *Pygmalion*, in two performances on the stage of the Orpheum Theater here. Grosses at both shows were led by A. G. Pickett, Orpheum manager, as "very good in view of unusually heavy competition offered by many conflicting events," including horse racing at the State Fairgrounds, a rodeo dance, and the annual St. Luke's Charity Ball, highlight of the social season here.

*Pygmalion* was Phoenix's second road show of the season. Matinee had \$1.60 top, while top for night show was \$2.80.

Show came here from one-night engagement in Tucson, continuing from Phoenix to San Diego and other Coast points. Audience comment here was favorable.

## Ballet Sells Out in Springfield

SPRINGFIELD, Mass., Feb. 22.—The second production sponsored by the Springfield Playgoers' League in its first season, the Ballet Russe, grossed over \$7,000, Daniel J. Maloney, executive secretary of the League, said. The production Monday (17) at the Court Square Theater turned away crowds who wanted to buy standing room. The sale of standing room is illegal in Massachusetts.

Advance sale of tickets was especially heavy, and the first and second balconies were sold out three days before. The highest priced seats were the only ones available at the box office that evening and they were sold out before curtain time.

## Holyoke Cowburn Set

HOLYOKE, Mass., Feb. 22.—The Mountain Park Casino will be used for summer stock productions again this year, despite the fact that the group operating there last year folded in mid-season with a big deficit. This summer the nine-week season will be given under the direction of a group formerly connected with the Farragut Players of Rye Beach, N. H. Carlton Gould is the business manager.

## "Man" Capacity in W'mington

WILMINGTON, Del., Feb. 24.—The *Man Who Came to Dinner*, with Alexander Woolcott, played to capacity in its two-night stand at the Playhouse February 18-19, with matinee Wednesday (19).

## Men Coming to Dinner

PHILADELPHIA, Feb. 22.—Kenyon Nicholson and Theron Bombberger, who operated the suburban Bucks County Playhouse at New Hope last year, will run it again this summer, opening in June for the third season. Tentatively identified for this coming season are George S. Kaufman and Moss Hart in their own comedy, *The Man Who Came to Dinner*, who will play the Alexander Woolcott role to be decided by the flip of a coin, according to reports, with the loser playing the Harpo Marx character, Banjo.

## Jackson Show Season Clicks; "Story" 4G A Record; "Foxes" 3G

JACKSON, Miss., Feb. 22.—The experiment which will determine the future of Jackson as a roadshow city is past the one-third mark now, and sponsor Armand Coultier, who is bringing a series of shows to Jackson this winter and spring, remains highly enthusiastic.

Enough of Jackson's 65,000 individuals turned out several weeks ago to pay \$3,200 for Katharine Hepburn in Philadelphia's *Story*—setting a new Jackson record—and last week, in spite of bad weather, receipts were close to \$3,000 for Tallulah Bankhead in *The Little Foxes*. Tops were \$3.30.

Coultier is bringing opera back to Jackson for the first time in four years with a March 31 appearance scheduled by Sun Carlo Company. On March 3, Nelson Tracy will present a concert; on March 27 comes the Passion Play, and Hellzapoppin is booked April 1.

## 15 Shows Click Out of 51, Total Production Is Down; 19 Comedies Out of 37 Non-Musicals

NEW YORK, Feb. 22.—Walls over the "death" of the legitimate season, which dropped up again at usual this year, have again been proven somewhat premature. If the current season continues at its present clip it will be not only the best since before the depression, but also one of the best in the record books. Quantity has gone down, and final totals may dip even under last year's low; but the percentage of success so far has been the highest in 20 years.

Only 51 shows, including both musical and dramatic, have been presented as of today, with future schedules also somewhat light. However, of these 51, no less than 15 have been hits, a terrific average that scores a bit over 29 per cent. In addition, six shows can be classified as intermediate hits, with only 20 of the 81 rated as out-and-out failures. This is a failure percentage of only 58, the lowest on record.

Of the 51 shows, 37 were dramatic and 14 musical, with the musicals, as usual, showing a higher percentage of success. However, the dramas have a much higher average than is customary, with eight hits and six intermediate hits all included in the dramatic category. Seven of the 14 musicals were successes.

As expected, the amount of comedy fare offered theatergoers is far in excess of that in ordinary seasons. Of the 37 dramatic shows, more than half—19—were comedies of one sort or another, ranging from burlesque-satire to drawing room comedy. *Pygmalion*, however, weren't too greatly repelled by the light

fare, certainly not nearly so much repelled as critics who have deplored the levity of the stage. Five of the 19 comedies have been hits, and one is listed in the intermediate classification. In addition to the comedies, there were seven melodramas (two of them revivals), 10 dramas, and one classical revival, the Webster-Byans-Hayes *Twelfth Night*. Only two of the 10 dramas were hits (which equals the one-in-five average that is customary for dramatic plays) and two more were intermediate hits.

As for musicals, those billed as "plays with music" fared best among the group, with three out of four attaining the hit category—*Cabin in the Sky*, *Pat Joey*, and *Lady in the Dark*. There were two book musicals, *Hold On to Your Hats* and *Panama Hattie*, both of them hits; one operetta and one series of Gilbert and Sullivan revivals, both failures; and three big revues and three intimate revues, with one in each category—*Boys and Girls Together* and *Meet the People* reaching the hit class.

There is, of course, no way of knowing how the remainder of the season's offerings will make out at the box office; but if the present pace is maintained, 1940-41 will have the best average of any season on record.

That's not bad for a "dead" theater.

## Amherst Fest Out

AMHERST, Mass., Feb. 22.—President Stanley King of Amherst College announced this week that legitimate shows will not be featured this summer at the Kirby Memorial Theater at the college. Last summer performances were given under the direction of Harold J. Kennedy.

President King gave the uncertainty of "the world situation" as the reason for the decision, adding that a number of the younger members of the faculty associated with the theater last year might be in the armed services this summer.

## Legit Wants Music Cut

NEW YORK, Feb. 22.—A new and disturbing note was injected into the radio-music situation late this week when the League of New York Theaters announced it would demand a cut in the royalties music publishers receive from the use of musical comedy or production songs on the air.

The legit industry in general has been showing more and more interest in the current radio-music war.—The Struberts, having recently announced plans for licensing grand rights to radio.

## More Springfield Bookings

SPRINGFIELD, Mass., Feb. 22.—More than satisfied with the crowds that greeted Flora Robson in *Ladies in Retirement* in the first legitimate performance here in five years, the Springfield Playgoers' League announced this week that *The Time of Your Life*, with Eddie Dowling, will be at the Court Square Theater here Wednesday (20) for two performances. Daniel J. Maloney, executive secretary of the League, also said that he had made arrangements for the Sun Carlo Opera company to appear here late in April for a matinee and evening performance.

## "Man" SRO in Knoxville

KNOXVILLE, Tenn., Feb. 22.—Clifton Webb company of *The Man Who Came to Dinner*, first legitimate show of the season here, was a sell-out week before (Saturday, 8) at Bijou Theater. House Manager H. D. Dale added 25 temporary chairs to his 1,300-seat capacity. Top was \$2.75.

Tallulah Bankhead in *The Little Foxes* is booked for February 21.

**FROM OUT FRONT**  
The Doldrums  
**BY EUGENE BURR**

FOR weeks now the cognoscenti who write about the theater between their sessions of sad, Olympian pondering on the state of world affairs, have been saying that the stage this season is in the doldrums. For years people have been announcing the same thing, and we've all become used to the idea. The doldrums, as a matter of fact, have come to be regarded as the theater's natural habitat; so no one grew very upset about the frequent statements concerning the present season.

The statements, tho, are really about as phony as a Satoyan play. If there are the doldrums, they are the most amazingly forward-moving doldrums in the history of navigation; and, just recently, a number of incidents have convinced the boys that maybe their statements were a bit rash. At any rate, to continue the nautical simile, they've been trying to back water frantically, using both saw and the theater was financially beamed or even that the quality of the new productions was below par. They only meant that, in a world of huge and far-reaching events the theater was remaining stagnant in the little backwater of art. They don't call it art, of course; they call it a failure to base plays on current events. Also, the theater has placed its emphasis upon comedy rather than propaganda. That's why they said it was in the doldrums.

IT WOULD be pretty hard, of course, for them to prove that it is in the doldrums financially or from the viewpoint of box-office appeal. A story in a neighboring column would pretty tidily refute that assertion, showing so it does that the success-averages of the current season are far above the normal of even pre-depression days. And it would be similarly hard for them to prove that the current standard of the season's offerings is low, because they themselves have denied it in their individual reviews. In one case last week a confused reader told up a critic's rave review, found them in the overwhelming majority, and then asked the critic just what he meant by saying the theater was in the doldrums.

The answer was more or less along the lines sketched above. And almost all the rest of the boys have said the same thing.

IT SEEMS, then, that a theater that doesn't deal directly with current events is heeled and idly drifting a theater without a course and without any claim to greatness. That, too, seems a bit odd. If asked to name a great play that has to do with world events current at the time of its writing, this reporter would be hard pressed to recall even one. Maybe the boys on the duffies can help me out—but somehow I doubt it. On the other hand, if you're asked to name great plays that definitely did not deal with current events, you can name practically every great play that comes to mind.

Comedies, some great ones among them, have dealt on occasion with topics of the times, but in each case in which the comedy lived beyond its own era, the topic was satirized in such a way that the thrust of the attack was borne by a universal and constant facet of human nature, rather than a fable of the day. And, in any case, it's because the present season's fare consists mainly of comedy that the boys are complaining.

It is hard to see why they feel that a living theater should deal with problems that will be dead in another decade. A truly living theater must live in all time.  
(See FROM OUT FRONT on page 14)



# N. Y. Niteries Have Troubles; Seek Attractions

NEW YORK, Feb. 22.—There are dull nights in most local cafes, some just holding on and others in the red. Mediocre hits, the height of the Florida season, which always draw the spenders away from town, and too much concern over the war headlines are not helping business in the niteries.

Versailles pulled its show Wednesday (19) after a comparatively brief run and the following night brought in Lois Jancy, DeAngelo and Porter, and John Seabro. Management is still looking hard and wide for important names and, until it finds them or until the standard cafe names come back from Florida, three-act shows will be changed every other week.

George White trimmed the budget of his Gay White Way show, taking out Betty Jane Smith and Geraldine and Joe this week, with Joan Edwards slated to close next week. Kay Patton of the ensemble is doing the routine formerly assigned to Miss Smith.

Billy Rose is still enthusiastic about business in his Diamond Horseshoe, and his current show will register its 600th performance Friday (28). Nothing official about a new revue, although Charles King has been lined up for it.

Felix's Monte Carlo is doing very well with Ethel Waters, cutting into the Copacabana.

Charles Fisher has a new 10-week contract with Carmen Amara, South American dancer, who retired in interest in his Beachcomber. He is negotiating with Clifford Fischer for a Brazilian revue for the Copacabana.

Robert Ching, former No. 1 boy at Proser's Beachcomber, sees no end to his troubles at the Waikiki, which he took over three months ago. Business has been bad and he is being sued for \$540 allegedly due his chef and entertainers. A cash settlement may be made before the matter reaches General Sessions Court. In the meantime he is keeping the spot open and paying off nightly a band and a couple of hot dancers.

The Hurricane introduces a name-and-policy Tuesday (25) with Vincent Lopez. A new show goes in and Winnie Hoyle's line holds over.

The Iceland is having difficulties with its music-ice show and is shopping for a regular floorshow to follow the current four-week contract.

La Coma, which has been operating with small floorshows this last several weeks, next week brings in Jack Williams and Josephine DeMair, who will double from *Meet the People*.

Rainbow Room is getting a new, economical bill Wednesday (25), including James Cogg III, Maggie McNeill, and Rita and Vitan.

The Cafe Pierre, continuing to use side singers as the only feature in its midnight entertainment, brought in Lee Wiley Thursday (20) to succeed Della Lind.

# More Acts Set by Sands for Brazil

NEW YORK, Feb. 22.—Hal Sands, local booker, has set several new acts for South American engagements. Sharon DeVries, who sailed last week, opens a six-week run at the Atlantico, Rio de Janeiro, Wednesday (24). Same spot has lined up the options of Kollwitz and Dean and Stone and Bailey, who will remain thru March 25.

Sylvia Mason Furusome closed a six-week stay at the Urcia in Rio and moved to Santos, Brazil, for a fortnight. Harris, Calra, and Ebbanun sail for Rio March 14 to open a run at the Copacabana.

# Canadian Spot Renovated

BURLINGTON, Ont., Feb. 22.—A rehabilitation job costing \$30,000 is to start on the Lido Deck of the Brant Inn resort.

Spot was burned out the day after a 10th anniversary celebration had taken place for Bert Kennedy and his orchestra. The fire wiped out the band's library and most of the instruments.

# Sunday Bands Click

LAWRENCE, Mass., Feb. 22.—The Boston Herald reports good biz on its new policy of pop bands for Sunday matinees and evenings. Spot seats 1,500.

# Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

# Nitery for 10-Day Expo Show in Ft. W. With Talent by MCA

POINT WORTH, Tex., Feb. 22.—Bute Davis is to head the floorshow this year in the Silver Spur club on the grounds of the Southwestern Exposition and Fair Stock Show and Rodeo, March 7-16. Show will have vaude acts and the Dorothy Byton line. Music Corporation of America is producing for the first time.

Jack Anthony's orchestra, from the Baker Hotel in Mineral Wells, Tex., will play for the show and dancing for the second year. Admission prices will be 50 cents for matinee, 75 cents week nights, and \$1 Saturday nights.

For the past several years the floorshow has been produced by the Kathryn Duffy Company, of Oklahoma City, with H. L. Brandis in charge.

MCA put on the 1938 Cass Mannara Revue here.

# Todd's Cafe Show For Vaude as Unit

NEW YORK, Feb. 22.—Mike Todd's initial bill at his Theater Cafe in Chicago, which winds up a 12-week stay March 20, goes on a tour of vaude houses. That will include the Midwest and East. Cyppe Rose Lee and Willie West, and McClinty, who top the cafe show, will head the unit.

A new bill for Todd's spot goes into rehearsal early next month. Monroe and Grant have been penciled in.

# Congratulating Wrong Man

NEW YORK, Feb. 22.—Cases of mistaken identity are plaguing Phil Howard, of Moss Photo Service here. His monitor and his pals so resemble those of the owner of the Famous Door that he is continually getting letters, congratulations et al. intended for Phil (Famous Door) Howard.

# Maisie Ready To Break Up Act-- But Joins High-Class Vaude Unit

Dear Paul Denis:

I WAS ready to tell Hal that I'm leaving the act when our agent, Joe Pursant, I booked us with *World's Fair Fantasies*, a high-class 13-people vaudeville unit touring towns of 5,000 population and under.

Jimmy McChisel is the owner of the unit and says we're helping vaudeville come back by playing all these small towns. McChisel is the owner, producer, emcee, bus driver, and also checks the box office when we play percentage. (We usually get 50 per cent of the gross, or sometimes ask for 550 a day flat. Either way, it's the same for us.)

McChisel's wife is the subbrette; his son leads the four-piece band; and an acrobat, blues singer, and four minstrel men round out our big unit. It's very modern stuff, too. The blues singer sings only BMI tunes, the minstrel men repeat all the jokes from the network comedy programs, and the acrobat does imitations as well. I do my high-class toe number and I've streamlined it by using that new song, *Jemette With the Light Brown Hair*. Mrs. McChisel does the subbrette, but the truth is that she is not so good. But what can we do? She cooks for us in the trailer, and we just can't afford to antagonize her.

IF YOU want the absolute truth, the blues singer is nothing sensational. But she owns the only special drop we carry. . . . And we can't do anything about the girl acrobat because she's Mrs. McChisel's girl—almo Mrs. McChisel doesn't know it. . . . Yet. Of course the four minstrel men we have are not exactly top, but they loaned Mr. McChisel \$28 to get the small bus out of hock, and they won't quit the unit until they get their money back.

It's really not a bad unit, but the theaters we play haven't played vaudeville for so long that the house manager must explain to the audience before every show that he has come live actors and that he won't be frightened at what the actors do, etc. Some patrons come backstage just to touch us and see if we're real.

Next week we've booked into a real theater where we can hang our special drop. Up to now we haven't played a single house where a drop could be hung.

P. S.—Please put in your *Vaudeville Crosses* page that *World's Fair Fantasies* broke records in four one-day stands last week in Western Pennsylvania. Mobs broke doors to get into the theaters. People wept and yelled, "No, no," when we came on. And, oh yes, there was a double-feature. *Gene With the Wind* and *The Philadelphia Story*, and the price scale was 10, 15, and 25.

# Vaude Names' Prices Soar, With Agents Blaming Time Shortage; Scarcity of New Headliners, Too

(Continued from page 3)

ances have also enhanced his value. Another from night clubs is Roman Vincent, whose long stand at the local Hurricane has given him a following. Vincent had a short experience in films two years ago. He is being submitted at \$750. Jerry Lester, while currently not available to vaude because of his contract with the Lucky Strike army camp unit, is another comedy name, but has come up from legit and night clubs.

### Radio Contributions

Radio contributions to the higher

# Rooney Bankrupt; \$8,112 Liabilities

NEW YORK, Feb. 22.—Pat Rooney has filed a petition in bankruptcy in Federal Court here, listing liabilities at \$8,112.

Among his liabilities are included loans of \$200 from George M. Cohan, \$1,000 from Al Dow, \$800 from Al Rogers, \$200 from Ben Bernie, \$175 from Alan Corell, \$160 from Bert Gilberg, \$100 from Victor Moore, and \$25 from Bob Hope.

His assets are listed as a contract with Billy Rose for the Diamond Horseshoe; \$1 interest in the home of Marion Bent, his late wife, and personal articles valued at \$222.

# Sally Rand Big 36Cs In 3 Days, Atlanta

ATLANTA, Feb. 22.—Sally Rand, here for a three-night engagement at the Rainbow Roof of the Audley Hotel, drew better than \$3,600 for three performances.

Bobby Peter and his band are current at the Rainbow Roof.

# Hardey in Palm Springs

NEW YORK, Feb. 22.—Bill Hardey, operator of the Gay Nineties Club, has been away from the club since New Year's Eve due to ill health. He has been resting in Palm Springs, Calif., for the last several weeks and hopes to be in the swing again in a week or two.

Co-manager Henry Talmont, who has been in charge since Hardey's absence, will go to Florida upon the latter's return.

bracket vaude salaries include Dinah Shore. She is asking \$1,200 weekly. Yvette, a short time ago an unknown, is getting \$600 for vaude, and is definitely on the ascendant.

Notoriety has contributed, this year, only two vaude names. As a result of her marriage to George Jessel, along with previous publicity breaks when she was in the last *Scandals*, Lois Andrews is being submitted at \$750; while Elaine Harris's marital trouble with John Barrymore put a \$300 weekly valuation upon her as vaude name.

Plans have contributed many more names to vaude this year than previously, due in a great measure to studios avoiding long-term contracts. The loss of foreign markets, due to the war, has caused studios to retrench.

Among those from Hollywood are Lya Lys and Isabel Jewell, submitted at \$1,000 each. Others this season making vaude tours include Joan Parker, Brenda Joyce, Wendy Harris, Bessie Barnes, Selu, Robert Black, Rochelle Hudson, Simone Simon, Johnny Downs, Françoise Langford and Joe Hall, Allen Jones and Irene Harvey, Shirley Ross, Jack Haley, Victor McLaglen, and Lionel Stander. Three of the Lane sisters are doing vaude. Priscilla Lane is being offered at \$2,500, Rosemary at \$2,000, and Lola at \$1,250.

Perhaps the strangest vaude success of the season is that of the Pritchens, who really were pitifulmen at the *World's Fair* last year. They still do the same act, only today it's at \$550 weekly, where previously they depended upon dimes from the sale of kazoos.

### Band Vocalists, Too

Former band vocalists have also branched out as vaude singles. Outstanding among them is Betty Hutton, former Vincent Lopez chirper, now in legit, whose vaude submitting price is \$750. Jack Leonard, formerly with Tommy Dorsey, is set to bow as a single at \$550. Ben Wynn, previously with Raymond Scott, is set for the local Paramount as a single, also at \$550. Elythe Wright, former Tommy Dorsey canary, recently teamed with Ruth Lowe, writer of *I'll Never Smile Again*, asking \$450 to \$500 for the team. Edie Howard out of the Dick Jurgens band, has worked Mid-west dates at \$300. Bea Wain has been on her own for some time, as has Judy Starr.

However, the above partial list of new blood has failed to offset the perennial shortage of names. Standard acts and names who have been on agents' lists for years still command high vaude prices.

At top are Milton Berle, whose submitting price is around \$4,500; Harry Richman and Sophie Tucker at \$3,200 each; Jim Barton at \$1,700; Bill Robinson at \$2,500; Andrews Sisters, \$2,500; Mircha Raye, \$4,500; Belle Baker, \$1,750; George Jessel, \$2,500; Red Skelton, \$1,750; Lupe Velez, \$2,000; Ben Webster, \$2,200; Willie and Eugene Howard, \$3,500; Three Stooges, \$2,000; Françoise Langford and Joe Hall, \$3,000; John Bolin, \$2,000; Chester Morris, \$2,000; Paul Draper, \$1,750; Hildegarde, \$1,750; Benny Fields, \$1,500; Helen Morgan, \$1,350; Gertrude Niesen, \$1,750; Cross and Dunn, \$1,250; Billy Howe, \$1,500; Mills Brothers, \$1,500; the Inkspots, \$1,750.

In the \$1,000 asking class are Dixie Dugbar, Billy Carlisle, Sally Rand, Johnny Jones, Diamond Brothers, Edie Garr, and others.

### Other Figures

Dual asking salary for Ella Logan is \$750; Paul Haskon, \$600; Betty Bruce, \$500; George Tappé, \$700; Patricia Bowman, \$300; Harriet Hoster, \$750; Three Sailors, \$750; Grace and Nikko, \$600; Three Oxford Boys, \$600; Sid Tomack and Neil Brothers, \$600; Paul Gerrita, \$700; Eunice Healy, \$500; Cass Daley, \$500; Armand Brothers, \$400; Raul and Mrs. Ross, \$500; Mary Ray and Naidi, \$400; Joan Merrill, \$600; Dean Murphy, \$450; Joe and Jane McCreary, \$500; Berry Brothers, \$600; and Redwing Twins, \$350. The Chandra-Kaly Dancers are another of the season's hits, and are booked ahead for a year.

Submitting prices and those that the acts are actually sold at sometimes vary greatly. However, with the scarcity of names, most strong acts are sold close to the price asked by agents.

## Roosevelt Hotel, Blue Room, New Orleans

**Talent policy:** Dance and show band; floorshows at 7:15 and 12:15 nightly. **Management:** George V. Riey, hotel manager; Ray Sanaola, publicity. **Prices:** Dinner from \$1.50.

Ortiz Nelson and his wife, Harriet Hilliard, are in this top spot for the Mardi Gras, the season's climax. The full-house patrons liked the music and dance, but the spirit was too high and rumpus too loud for those who came to hear anything. Celebrants at Mardi Gras time make as much noise as possible every-where they go during Carnival Week, and night clubs are not excluded.

Pretty little Roseann Stevens, band soloist, for instance, stood before the mike on several occasions, but it was impossible to fully understand her. Miss Stevens sang here before and drew nice applause.

Betty and Freddie Roberts are ballroom dancers of grace. The slapstick tactics of the Three Ryans were timely, but their attempt at jokes was a bit feeble.

Harriet Hilliard sang novelties and was

typically called back. But she hardly seemed to be giving her best. Perhaps the spirit of the local season had its effect on her too.

Besting a rapid tattoo, Dolores Gray opened the show with plenty of pep.

Nelson was cool opening night, but he improves with time. **Phil Muzz.**

## Iceland, New York

**Talent policy:** Production floorshows at 7:30, 11:30, and 1:30; Latin dance and show band; relief dance trio. **Management:** Mike Larsen and Danny Doyle, owners; Irving Zusman, publicity; co-owner by Folies. **Prices:** Smorgasbord dinner, 75 cents; regular dinner from \$1.40; drinks from 35 cents; no cover or minimum.

Following an experiment with a routine floorshow, management switched to an ice revue, presented on synthetic ice. The idea is good, but unfortunately the show is so poor that it totally lacks appeal and entertainment. **Paul pri-**

marily is with the producer, who failed to have good ice performers. It is difficult to work on slick ice at best, but when night club performers used to working a regular floor are handicapped with skates, the result is tragic.

A revue of this type must have sock ice performers. This layout has Bobby Hearn as the only good ice performer and he, too, is handicapped on this floor. Limits his specialty, preceding the finale, to a few thrilling barrel-jumping tricks.

Chorus includes Eileen O'Neil and Four Snowfalls, a poor ensemble. They can neither dance nor skate. Gene Doyle, fairly good emcee, offers comedy talk with Bill Sedes. Routine is hackneyed and of no entertainment value in a club of this size.

Herman La-Maar and Sonya Garvin, skating team, skate thru an uninteresting waltz, and La-Maar later returns for a tango solo which is equally unimpressive. **Paul Duke**, magician, has two strikes against his normally smooth magic act. He makes a few stock attempts at shaming, but they only prove him to be an inexperienced skater. His cigarette and razor blade tricks, technically, are good.

All return in the finale for a poor imitation of a conga on ice. Mantel Orlando's band remains for the main dance sets and inebriated show music. **Moll Rose Trio** (piano, drums, sax) fills in the intermission lull.

Spot is catching on with its reasonable price policy and its fine, economical facilities for large groups. Working as it does under a modest entertainment budget, it would be better off to return to normal night club shows.

**Sam Hontigberg.**

## Renna Hotel, Cocktail Lounge, Syracuse, N. Y.

**Talent policy:** Show and dance band; floorshows at 9, 11:30, and 1:30. **Management:** Paul Renna. **Prices:** No cover and no minimum.

After the after-holiday slump that hits every year, business begins to perk up here slightly. All club owners in this area, including Renna, feel business is coming back to the pre-holiday level.

The cocktail lounge, with all of its beautiful appointments, boasts one of its best revues in several weeks. The show is headed by **Those Five Shades of Rhythm**, a five-girl line that opens the show with very clever dancing.

Emceeing is **Danny Boone**. **Harriet Richards**, a soft-shoe dancer, offers clever manipulations and dancing steps. Drew a good hand and was brought back for an encore.

The crowd quickly got in the mood and it was easy going for the rest of the program. **Lorraine Rose** was next, winning a big hand for her rhythmic steps accompanied by excellent background by **Al Chard** and his band.

The show is broken at this point by Boone, who does swell ad libbing, playing the violin, and beating out excellent chords on the guitar. Brought back by thunders of applause. Was followed by **Yvonne Lovely**, **Peggy Roe**, and **Rosetta Polo**. Good sweet swing by Chard's band preceded the finale by the five-girl line. **Robert B. Taber.**

## Barney Rapp's Opry House, Cincinnati

**Talent policy:** Show at 9:30, except Monday; no dancing. **Management:** Barney Rapp, owner-manager. **Prices:** No cover or minimum; admission 35 cents; 50 cents Saturdays; dinners from \$1; drinks from 25 cents.

The former Barney Rapp's Sign of the Drum, after several months of darkness, has revamped its bandstand into a stage and opened Friday (14) for an indefinite showing of the **Aulger Brothers'** corn drums. **Adrift in New York or Her First False Step.**

Local nitery operators, who haven't found the going too fast the past month, are watching the new departure with interest. First week-end business was satisfactory, according to Rapp and **Addison Aulger**, troupe manager. When caught Tuesday (18) patronage was light, but Aulger is confident that word-of-mouth advertising will bring 'em in after a week of two. An **Aulger Brothers'** unit of the same vehicle is now in its 37th week at the Hotel Seelbach, Louisville, Ky., and another is in its eighth week at the

Terre Haute House, Terre Haute, Ind.

Beginning at 8:30, the three-act meller takes nearly two and a half hours to unfold the doings of virtuous Nell, the handsome and noble-hearted hero, and the dirty-dog villain. The running is cut with frequent lengthy intermissions to permit the waitresses to prod the patrons on food and drink. While the opus has a few dull moments, this is more than offset by the laughs occasioned by the corny lines, trick make-up, and hilarious wardrobe. An addition for laughs are the "community" singing, prize package sales, and the individual vaudeville specialties.

Troupe gains further effect by treating the venerable vehicle with apparent seriousness. Capable cast, made up largely of rep show vets, includes **Addison Aulger**, **Eileen Douglas**, **Jack Irwin**, **Dave Heminger**, **Vernie Gordinier**, **Max McDonald**, **Marie McDonald**, **Paul Palmer**, **Mary Brandt**, and **Paul Swanson**.

A coin-operated music box in the only after-show entertainment, but Rapp is negotiating for a band to play for dancing after the show. Rapp is willing to bring in an orchestra on a 12½-hour-a-week basis, but the local union insists upon the usual minimum of 25 hours a week. **Bill Sachs.**

## Gay Nineties, New York

**Talent policy:** Continuous entertainment from 2 p.m. to 4 a.m. **Management:** Bill Hardley and Henry Yansen, owners. **Prices:** A la carte, no cover or minimum.

The "good old days" are revived here in a pleasant, gay atmosphere. The spot has been a solid click for ten years (it celebrates its 10th anniversary April 2) and almost to the cent has the trade is made up of visiting firemen who are attracted by the novel and well-advertised policy. It is very easy to have a good time amid this nostalgic environment, either in the first or second-floor dining rooms, where the five old-time song and piano acts alternate.

Old vaudevillians all they work on small stages in the style of old music hall diversions. Each act is on for 10 minutes, between 20-minute rest periods, and works an average of three hours a night. Acts remain here for years, building a following with their individual styles of dispensing melodies of the horse and buggy era.

Among old-timers who have worked here are **Eddie Leonard**, **J. Howard**, **John Sisel**, the **Cherry Sisters**, and **Charlie King**. The **Cherry Sisters** came in in 1935 for two weeks at \$1,000 a week and begged to be let out after the first week. King closed recently to accept a role in **Panama Hattie**.

Current entertainers include the **stand-up Gay Nineties Quartet** (**Rudy Mattison**, **Freddy Bishop**, and **One Wicke** on vocals and **George Tonak** at piano), **Spike** (**Bill Harrison** works at the keyboard and delivers lively ditties. **Harry Donnell** (W. C. Fields character) accompanies **Billy Lorraine**, personable tenor, at the piano and also offers an impression of **Durante** (he was **Durante's** writer at one time).

Two mixed teams, the brightest of the lot, include **Lulu Bates** and **Charles Strickland** and **Ethel Gilbert** with **Bernie Grauer**. Both women are veteran vaude performers and they work with projecting appeal. **Miss Bates**, blond, purrches across odds and satires. **Miss Gilbert**, attractive, slim brunette, reveals a nice soprano voice. **Strickland** was a former ork leader. **Grauer** was one of **Helien Morgan's** stage pianists.

Third floor of the club is reserved for private parties. The regular acts do frequent turns there. **Sam Hontigberg.**

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### Waldorf-Astoria, Empire Room, New York

Talent policy: Dance and show band; alternate rumba band; floor diversification at 9 and 12. Management: Lucius Boomer, hotel director; Ted Sauter, press director. Prices: Cover from 1.50, 11 Friday, and \$1.50 Saturday.

Paul Gerrits was a quick replacement Monday (17) for John Wray, ballet-master who was yanked after his opening night. Wray, according to the management, was not ready for what was to have been his first professional engagement (Wray is a dance teacher).

Gerrits and Adelaide Moffett, society singer, compose the short but solidly entertaining floor entertainment. Gerrits, on first, impresses with his easy, uncloying, engaging spoofing, silly gags, trick roller skating, and a shtet and talk he calls *Complexes and Nervoses at the Dining Table*. This is a smart bit, just right for the sort of straight-faced audience. Miss Moffett, a tall, pleasant-looking singer with a society background, sings special arrangements of pop tunes with a contralto of limited range, but with an attention-compelling, simple, sincere delivery. The lyrics sound true, and therein lies her strength.

Leighton Noble (four roots, four rhythm, and four brass) is the dance band that also backs the show nicely. Noble is a young and handsome leader who drops occasional choruses in, engaging tenor and also plays the second piano and shakes the maracas for the Latin numbers. The band has to work under wraps here, with trumpets muted and the general effect being soft and sweet, but with a strong enough rhythmic base for enjoyable dancing. The couchard helps give the band a distinctive touch, too.

Michea Borr fronts a six-man rumbango band that has Borr fiddling for the waltzes and shaking the maracas for the rumbas as well. Drums, piano, accordion, trumpet, and string base round out the outfit. They play good danceable and listenable music.

Food, liquor, service excellent, as always. Paul Denis.

### Gray Wolf Tavern, Masury, Ohio

Talent policy: Dance and show band; floorshow at 10, 11:30, and 1:30. Prices: 25 cents admission charge, but when major units are presented, 40 cents Saturday nights. Management: Pete Myers, managing director.

Pete Myers substituted this sea-Youngstown district spot near the Pennsylvania State line, Saturday (8) after a 10-day shutdown.

His reopening was marked by an outstanding show, featuring Arturo and Evelyn, one of the finest and most talented ballroom duos to play here in a long time. They have been here before and always received a big hand.

Mackie and Paul guarantee a carload of laughs. Louise and Delta offer a breathtaking hand-to-hand balancing act on are Lillian Morton, singer; Jean Ritchie, great roller skating novelty; and Buckley McLane, a fine singing emcee.

Lee Leal and his boys, here for almost a year, are back with their inimitable music. And they are still favorites.

Res McConnell.

### Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Dance and show band; floorshows at 8:40 and 10:40. Management: William Dancy, managing director; Dorothy Dorben, producer. Prices: Dinner from \$1.99; drinks from 50 cents; minimum, \$2.

The soft, melodious music of Wayne King's orchestra fits perfectly the conservative clientele of this beautiful room, and the floorshow is in keeping with the refined atmosphere. Nothing elaborate in the way of a show is attempted, but the numbers are tasteful and entertaining. King's music is of the restful sort, ideal for dancing, never raucous, and permitting easy conversation.

The Dorothy Dorben Dancers have built an enviable following, thanks to (See EDgewater BEACH on page 34)

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### Club Moderne, San Francisco

Talent policy: Dance and show band; floorshows at 8:30, 11 p.m., and 1 a.m. Management: Joe Morello, owner; talent and publicity: Sam Rosey Agency. Prices: Dinner \$1.50; drinks 25 cents and up; \$1 minimum.

New show here is headed by Edith Rogers Dahl, assisted by Phil Kay, Lord and Janis, Russ Shepard, and the Six Rameled Dancers.

Line opens with a high kick Viennese waltz that got over. Russ Shepard, tagged "San Francisco's Sophie Tucker," a solid click with a brace of risqué songs. At times a little too strong, but the crowd liked them.

Next on the ballroom dancing of Lord and Janis. Team suffered opening night due to lack of proper support by the band. However, they gave a fine display of whirlwind dancing. Got a solid hand. Line comes on again for another number, after which Phil Kay, emcee, introduces Edith Rogers Dahl, a buxom platinum looker who at once had the audience with her. Her first number is a vocal melody of Cole Porter tunes which were well received. Next, a little tinseltown patter with Phil Kay, after which she tells her audience the details of the much publicized story of her husband's capture by General Franco and how she saved him from the firing squad. Subject was handled in good taste, but could stand slight pruning.

She then displays her versatility by playing a medley of gypsy airs on the violin, followed by some swingaroo piano playing. Gal has plenty on the ball and really surprised those who came with the "show me" attitude.

Kay is next to closing with mimicry, gags, and songs for a sure-fire salvo. The Rameled Dancers close the show. Alex Crichton and five played the show and dance music. Sam Rosey did excellent job of publicity for Dahl, hitting every newspaper in town with pictures and stories. Edward Murphy.

### Club Alibi, Chicago

Talent policy: Dance and show band and relief band; floorshows at 8, 12, and 2 a.m. Management: Charles Conrad, proprietor; Lou Finn, manager; Johnny King, producer; Fred Jospe, publicity. Prices: Dinner from \$1; drinks from 25 cents; no minimum except Saturday, \$1.

Heretofore operated on a limited talent budget, this far North Side spot has just been taken over by Charlie Conrad and opened Friday (21) under new policy, offering entertainment that compares favorably with the large downtown spots. Located in heart of uptown section, it seats 500 and is a very attractive room, with cocktail lounge adjoining.

Sid Tomack and the Helm Brothers head the new bill. Clever comedians, these boys quickly won the audience with their many comedy and smart gags. Tomack was a capable and likable emcee.

Burnette and Parkes, two men and a girl, scored nicely with their novelty act, which included roller-skating stunts, pencil pole, and acrobatics. Jean Cook's *Beauty and the Beast* dance is an exceptionally good novelty and went over big. Lillian Barnes, a local favorite, pleased with her blues and comedy songs.

The Alibi Sweethearts, 12-girl line produced by Osa Nolan, offered several properly done production routines, closing with a flashy military number. Sid Lang and his orchestra furnish excellent music for show and dancing, and Johnny Parker's relief band offers good dance music. Opening night business was excellent despite a snowstorm, and with new entertainment policy the spot should be a success. Nat Green.

### Leon & Eddie's, New York

Talent policy: Dance and relief band; floorshows at 8, 10, 12, and 2 a.m. Management: Leon Edden and Eddie Davis, owners-managers; Dorothy Guffman, press agent. Prices: \$2 minimum after 10 p.m.; \$1.50 minimum before 10 p.m.

Current show continues in the same generous vein, with a heavily populated stage. Bobby Sanford's production line is fast and smooth and permits no dead spots in the full-hour floorshow. The policy of simple shows, together with moderate prices, continues to bring full houses. Prior to the second show it was necessary to install tables on the already crowded floor. And on a Tuesday night, a newcomer to midtown, Jackie Miles is amusing. Delivery, while not yet fully polished, is punchy. Material is good, and he is fast on ad-lib. One of his bits on whacky songs is highly reminiscent of Joe E. Lewis's thoughts on

the same subject. He, however, has amplified this routine to include fine patter on dance crazes. With further experience, Miles should be able to make some of the swankier rooms.

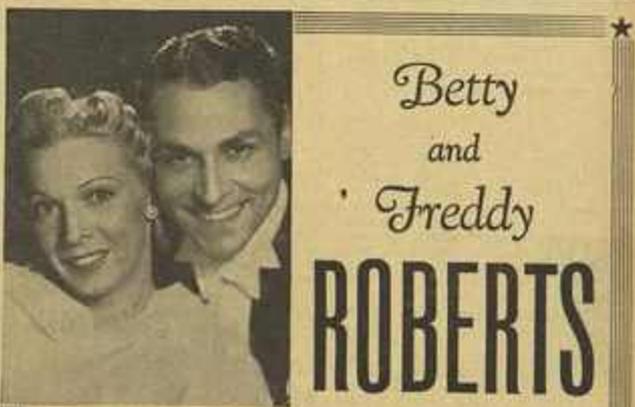
Opener on second show is George Corallo's Hollywood Canines. The hounds are amusingly yowled, head-off pups coming out as Mae West and as Ginger Rogers. Shows how a hound can be used as a neckpiece or a muff, and has one of the hounds skipping rope. Went over well.

The Teddy Rodriguez Congo troupe has some intricate routines, with various members of the aggregation doing spe-

cialties. Much of their footwork is lost in the rear part of the house. Nonetheless, however, go over nicely and they walk off to a good land following a conga wind-up. They also provide atmospheric background for Nilda, Latin songstress. (See NIGHT CLUB REVIEWS on page 27)

### Louis Adrian in Hospital

CHICAGO, Feb. 22.—Louis Adrian, leader of the Chicago Theater house orchestra, has been hospitalized for two weeks and left Thursday (20) for the Palmer Sanitarium, Springfield, Ill.



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### ★ PITTSBURGH,

"... striking and good looking couple . . . have class and flash . . . everything they do is smart and graceful." . . . VARIETY.

### ★ NEW YORK, LA CONGA

"... exciting dance team, the strongest act on the bill. A good-looking and capable pair . . . colorful music . . . strong numbers . . . went big." . . . THE BILLBOARD.  
"Leading rough of the punch to the current La Conga revue are Betty and Freddy Roberts, young dancers, who have clicked in a big way since their opening." . . . JOURNAL-AMERICAN.

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TO THE AGENTS, BOOKERS, AND HOTEL AND NIGHT CLUB MANAGERS both here and abroad for making possible these successful engagements.

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# Vaufdefilm Grosses

## New Bills Hypo Trade, Roxy Opens To \$12,192 First Day; Strand 43G

NEW YORK.—A new crop of programs is helping local box offices this week. No hoppers remain, the Music Hall, Strand, Roxy, Paramount, and State coming in with new bills. Indications are that the Roxy will be the heaviest winner, getting Tobacco Road plus a Gay Nineties stage show. Pic is riding in on a wave of terrific publicity. The Roxy remained open through Friday night as a special exploitation stunt.

The Paramount (3,864 seats; \$37,000 house average) drew a lemon with the booking of *You're the One* on the screen. Stage show consists of Ella Fitzgerald band, Peg-Leg Bates, and Bob Howard. Stage talent is insufficient to overcome pic handicap, and house will probably end the week with a \$30,000 gate. The third week of *Virginia*, with Glenn Miller's band, drew \$24,000. Previous weeks did \$32,000 and \$42,000 for a run totaling \$128,000. New bill, with Tony Pastor's ork, Ella Logan, Ben Blue, Ted and Wing, and film, *The Lady Eve*, comes in Wednesday (36).

The Music Hall (5,835 seats; \$34,000 house average) is set to go around \$70,000 for the week with *Mr. and Mrs. Smith* on screen and usual stage presentation. Gross is disappointing and it has been announced that a new attraction, *No Ends Our Night*, goes in Thursday (27). *This Thing Called Love* for week ended Wednesday (19) drew a satisfactory \$30,000.

The Grand (2,738 seats; \$33,500 house average) opened Friday with *Strawberry Blonde* and Raymond Scott's ork on stage. A good opening day, and first leg

of this layout should come up to about \$43,000. The second week of *Honeymoon* for *Three*, plus Ray Noble's band, Yvette, and George Tappa, flopped to \$17,500. Very bad.

The Roxy (8,835 seats; \$36,000 house average) with *Tobacco Road* opened to okeh business. The first 24 hours of the bill brought \$12,192. House was kept open all night. First week of this bill, with a Gay Nineties show on stage, including Three Swifts and Joe E. Howard, will go to around \$60,000. Management hopes to get a word-of-mouth build-up. Will hold over.

Loew's State (3,327 seats; \$32,500 house average) opened to swell business with the Lou Holtz unit, including Wendy Barrie, Lola Lane, Arline Judge, and sporting acts *Philadelphia Show*. Will probably do a banner \$37,000. For week ended Wednesday (18), bill with Belle Baker, Hal Leroy, and Herbie Kay's ork did \$26,000. Film was the first run of *Buck Privateer*.

## Calloway Tops 16G In Buffalo; Singer Midgets 45C 3 Days

BUFFALO.—While blizzards, gales, and near-zero temperatures took their toll at Buffalo box offices the past week, takes hung on admirably enough. For current week's expectations are high, although weather lingers on the crust about and competition of *Ice Palace of 1941* at Memorial Auditorium for a five-day stand, plus *Night Must Fall* at the Terlingue legit house, will undoubtedly cut in on bill.

The Buffalo (seating capacity, 3,500; house average \$12,000) did satisfactorily for week ended February 20. Box office hit almost \$4,000 above average, results tallying \$16,200. Cab Calloway's ork and show went well, talent including Avis Andrews, Cook and Bryan, Arnie and Aland, Chu Berry, Coy Cole, and Cab Jivers, and the Six Cotton Club Boys. The Four Mills Brothers shared the limelight on the stage, while pic, *Goodbye, Mr. Tombs*, was okeh. Added attraction was one-day personal appearance of Susanna Foster, movie starlet, February 19.

Week of February 21 brought double six to the Buffalo, and with much lull-oo the films should gross around \$15,000. *Virginia* is main feature, while *Life With Henry* plus new *March of Time* should help.

The Century (seating capacity, 3,200; house average, \$6,500 for straight film bookings) opened well February 20 for a three-day stand of Singer's Midgets. First day's take ran around \$1,500, and total expected to hit \$4,500. Pic is *Who Killed Aunt Maggie?* For remainder of week to end February 25, house is on double six. Again, using *Little Men* and *Barnyard Follies*, which is expected to bring an additional \$3,500.

For week ended February 19, the Century took a licking with straight films. Screen offerings were *South of Suez* and *Remedy for Riches*, which brought a meager \$4,500.

## ASCAP Lads Dandy \$7,100 in Dayton, O.

DAYTON, O.—Five ASCAP songwriters topped the gross materially at the Colonial Theater last week, the box office showing \$7,100 for the week.

The boys, Charles Tobias, J. Fred Coots, Jean Schwartz, Peter De Rose, and Jack Lawrence, were on their first legs, breaking in the act for Eastern appearances.

## W-B Vaude Clicks

WILKES-BARRE, Pa.—Vaude at the Irving Theater continued to draw near capacity crowds last week with a bill featuring Kathleen Byrne Trio, Roberta's Society Circus, Raynor Labs (savage) and Company, Pan-American Revue, and George Niblo. Pic was *Always a Bride*.

## Spitalny, "Virginia" Grab Expected 40G At Chi; Neat 17G at S-L; Oriental Okeh

CHICAGO.—Vaudefilm grosses held up nicely last week in spite of unpleasantly cold weather. Phil Spitalny and His Girl Band and the picture *Virginia* brought a swell 40G into the Chicago Theater box office. Screen appeal of the *Stars Over Hollywood* unit drew excellent attendance to the State-Lake for a satisfactory \$17,000, and at the Oriental Louis Armstrong and a colored revue were responsible for a take of \$15,500.

Chicago Theater is headed for a good week with its current show with Western Union on the screen and June Franman,

Dean Murphy, and Matty Malneck on stage. Should do a sock 41G. *International Casino Revue* and an ordinary pic, *Michael Rhymer, Private Detective*, only a fair draw at the State-Lake, may hit \$15,500. Oriental has a very bad show, but an excellent picture, *Hells Angels*, and looks headed for 15G.

## Units Popular in 2 Spokane Houses

SPokane, Wash.—The Post Street went \$100 over average February 14-16 with Roy Gordon's *Cocoonst Grove Revue*, supported by *Meet the Mamas and Dads Under 21* on the screen. Orpheum did "good" business February 13-15, with capacity evening houses, offering Major Bowes' *Talent Parade of 1941*. Accompanying films were *Gallant Sons* and *Remedy for Riches*.

Previous week-end Post Square reported average business of \$1,750 with Rancho Serenaders, Tommy Jones, Marvin and White, Bill Bowman, and the Zimmerman Brothers, plus *Glamour for Sale* and *Enemy Agent*.

## Palomar Average

SEATTLE, Wash.—Average vaude and fair picture drew the average of \$5,700 for the Palomar (1,430 seats) last week. Vaude acts were Chilton and Thomas, Ted and Dolan, Esney and Lord, Frank and May Stanley, and Don Frye. Ted Leary was booked for the week, but due to sickness Don Frye filled in.

On screen were *Great Mr. Nobody* and *Who Killed Aunt Maggie?*

## "Hollywood" Okeh

SPRINGFIELD, Mass.—Business was above average and the crowds were warmly enthusiastic about the three-day vaudefilm bill that closed at the Court Square Theater Saturday (15). The stage show, *Crazy Hollywood*, specializes in Hollywood doublets but also included other acts. Bobby Henshaw and Relative, Virginia Rendel, the Novelle Trio, Ray Vincent, Larry Shure, the St. Denis Sisters, Helen Moon, Eddie DuBrie and Eddie Hogan, Wally Sharple.

On the screen, *Nobody's Children*.

## Cold Snap Hurts Indianapolis Biz

INDIANAPOLIS.—The season's sharpest cold snap drove the Lyric (1,822 seats) gross down to \$8,000, from the normal of \$9,500, for the week ended February 20.

Show, which headlined Will Rock's magic show and featured Sid Tomack and Bela Brothers, Charlie Altman, and Gaultier's Stepiachase, drew well for the week-end, but broke off sharply when the cold spell set in Monday and Tuesday. Pic, a help, was *Tail, Dark and Handsome*.



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## "Scat" Davis Sock \$20,800 in Philly; Fay's Heavy 75C

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) hit above expectations this week ended Thursday (20) with a solid \$20,800. For the first time this season screen was heavily billed for *Honeymoon* for *Three*, with the stage spotlighting Johnny (Scat) Davis' orchestra, featuring Johnny Sherwin, Johnny Downs, Sue Ryan, and the Diamond Brothers rounded out the bill.

New stanza started Friday (21) got off to a neat start and figures on bringing in at least \$22,500 for the week. Gives Ray Noble's band top billing, with Kitty Carlisle the twin feature, Larry Stewart, George Tappa, Joe and Jane McKenna, and Lynn, Lee, and Lou round out the bill. Screen plays *Play Girl*.

Fay's Theater (seating capacity, 2,200; house average, \$6,500) hit a heavy \$7,300 for week ended Wednesday (19). Burly brights Elanor Sheridan and Annette Ross shared the spotlight with Eddie White. Other acts were Ashley and Clayton, the Del Rio, Morgan and Pope, 15 Rockettes, and Billy Klass's house ork *Elvira Queen, Master Detective* on screen.

New bill opened Thursday (20) figures on several points lower, heading for a satisfactory \$7,200 in Miss St. Louis (Waneta Bates) and *Madama* for the leads, and including Gregory and Raymond with Cherie; May-June and Penny; Harry Lavan and Letty Bolles, and Jack McCoy, *Behind the News* on screen.

## New York

JACKIE WHELAN, emcee, finished six weeks at Butler's Tap Room and opened February 18 at the 18 Club, New York. . . . CHANDRA KALY Dancers move into the Rainbow Room April 9. . . . CARMEN AMAYA has been renewed at the Beachcomber for 10 weeks. . . . HARRISON AND FISHER replaced Mario and Floris at the Copacabana Monday (17). . . . CLAIRE and ARENA opened at the St. Moritz February 22.

## Chicago

SONTAIN, the headless girl, something new to night clubs, is being presented at Sam Binella's Paddock Club by Walter Hale. . . . GARCIA AND DULCE, Latin American dance team, are new at Billy Stearns' La Cogna. . . . SID TOMACK AND REISS BROTHERS opened Friday (21) at the new Club Alibi. . . . ELM, EDDIE AND PAUL, comedians, head the new all-colored revue, *Back Home in Brownsville*, at Dave's Cafe. . . . WINNIE BOVLER, now at the Huronians, New York, received many congratulatory birthday wires Tuesday (18), from her old pal at Harry's New Yorker.

JOANNE JORDAN is set for the new show to open at Harry's New Yorker March 12. . . . BLOIS ADAIR and De May, Moore and Martin for the new show at Colodina's, opening March 12.

## Philadelphia

EDDIE FOX, of Chaney and Fox, dance duo, ill here. . . . CAROL RHOADES, upon finishing at Embassy Club, goes to Dunes Club, Fishers, N. C., and then to Montreal's Mount Royal Hotel. . . . JACK STAMP, proprietor of Stamp's Cafe, celebrating the seventh anniversary of his nitery this week. . . . LILLIAN

KUVAK, recovered from injuries sustained in an auto accident, back at Di-Pinto's Cafe. . . . JEANNIE DALE and Starlets follow their Mamoo Inn booking with 30 Direct Bathskelers. . . . KEVIN VELLE, reorganized under line of acts at School House Inn. . . . BARRY PRINCE AND CLARK return to the Swan Club. . . . HELENE STANDISH back in town, this time at Evergreen Casino. . . . WATSON SISTERS newcomers at Hopkins Bathskelers.

## Cincinnati

KITTY CARLISLE heads the new show which opens Friday (28) at Beverly Hills Country Club, Newport, Ky. . . . SINGLES TWINS were called to Chicago last week from Miami, due to the death of their mother. . . . CROSS AND DUNN return to Jimmy Brink's Lookout House, Covington, Ky., March 11.

## Here and There

FUZZY FEATHERS, comedian, closed at Brogan's, Buffalo, and is heading west after two years in the Buffalo area. . . . CHARLEY (RED) HALL, emcee, is in the army now—5th Transport Squadron, Patterson Field, Fairfield, O. . . . THEODORA dancer, held over a second week at Club Riviera, Columbus, O. . . . HELL BAKER opened at the Carousel, Miami, February 21 for two weeks, and follows with a week at the State-Lake Theater, Chicago. . . . MARIA KARSON'S MUSICALS, cocktail combo, are in their 11th week at Gene's Cafe, Fargo, N. D., and are set until April 1.

LOU HOLTE, opens at the Bowery, Detroit, April 6. . . . HOMER VINCENT opened at the Carousel, Miami Beach, Fla., Friday (21). . . . KAY VERNON is current at the Gaitheun Country Club, Ottawa.

## Is It Hopeless?

HOW stinking is the whole AGVA mess! Even the boys who started out to wreck the alleged union of vaudeville and cafe performers don't know how to do the job. Even those who we assume are sincere in trying to save the stinking show that is AGVA don't know their lines and business.

The AGVA, as we have stated on other occasions, is paying the price in society for being born out of holy wedlock. It is paying a frightful price. Perhaps we ought to be more exact by putting it that the actor is paying the price. He will probably continue to pay until he is morally bankrupt; until everything that he has invested in the movement to better his conditions and stabilize his profession is swept away—gone with the refreshing wind that will sweep onward and disperse the stink that now permeates the entire structure of theatrical unionism.

Like the human beings that they are, actors are never satisfied. Certain of them believed conditions would improve if Ralph Whitehead and his cohorts were thrown out on their ears. So they lent themselves to the conspiracy that exterminated the AFA. They couldn't let well enough alone when the AGVA was formed. They called in crackpots to help them out corners in the race to put the AGVA as far forward in the race toward unity and progress as was the AFA. What happened since is not opinion; it is history.

LAST week's developments were not a credit to the actor. The developments of the last year and a half are not a credit to the actor. The AGVA, lock, stock, and barrel, is a clod of mud pushed into the actor's face. It is an abortion, a monstrosity, a disgusting travesty of what an actors' organization should be—if our readers will allow us to repeat in effect what we wrote under the heading of "Unionism is a Mud" some six weeks ago.

We take pride in knowing all the wheels and gears in the machine that makes theatrical unionism tick. Yet there is one thing we cannot understand: How the Four A's can permit the AGVA to sink to the low levels that it has reached in recent weeks. Which forces us to conclude, perhaps unfairly, that the Four A's is just as guilty of moral turpitude as is the AGVA.

It would be easy for us, sitting on this safe perch, to suggest that the AGVA be blasted out of existence. That would be a dramatic and perhaps a highly effective thing to do so far as the actor's welfare is concerned. There is, however, too much at stake to permit such radical procedure.

There is nothing wrong with the combination of symbols AGVA; there is nothing wrong, for the present anyway, with the vaudeville and cafe actors being herded together in one organization. There is, indeed, nothing wrong in principle with what the AGVA stands for on paper. As a matter of fact, the whole idea of actors being segregated in various organizations supporting landlords, highly paid executives, and organizers is cockeyed and as antiquated as brotherly love. But that's something to grouse about on another day. No, there is nothing wrong with the idea of an organization for variety performers, but there is plenty wrong with the blueprints from which the AGVA was built; there is everything wrong with the men who have fallen heir to the throne from which the AGVA is ruled.

WHAT is the actor to do? We have told him what to do along general lines so many times that we are blue in the face. There is nothing like trying again for the man who is bewitched by the desire for success. So we tell the actor again to push himself into the AGVA. We stick our neck out by telling him to pay dues so as to place himself in good standing. We ask him to attend every meeting that is called; to demand as a paid-up member that discussion meetings be called when he feels that they are not being called often enough. We suggest also that he use his fists if necessary to bang down crackpots who start Red scares when there is nothing else to pick on towards the end of disrupting an organization.

Let those who read and hear so much about Reds and their ilk take heed. Let them exercise the sense of justice that God has given to every normal man who lives and breathes. Let them remember that in these hysterical times when man's patience and tolerance is being strained to the utmost that the easiest way to tear a man down, the easiest way to let Hell loose on your enemies is to start a whispering campaign about their being a Red, a Fascist, or a Nazi—but more than all a Red. A man has no defense against such tactics. No matter how vehemently he pleads his cause; no matter how convincing the proof submitted by him that the accusations are false, he is already damned, his usefulness is impaired. He might as well bury himself in the earth and say good-by to all that he holds dear. Let the actor who might be tempted to spread such talk about a man take heed of this unalterable truth. Let him take heed if he believes in justice. Let him take heed because some day he may himself be an innocent victim of loose talk that proceeds with its own momentum but is born of whisperings of those who are too cowardly to fight in the open.

WE DON'T mean to take sides or enlarge the issue of Reds in AGVA or any other theatrical union. We don't care who the Reds are. We despise Reds as much as any of the professional Red baiters. And Fascists and Nazis, too. But our sense of justice does not permit us to fire a spitball on a man because some irresponsible blabmouth calls him a Red. It would be a far sadder world than the sad world that now greets us each morn if every man who walks abroad should be fair game for the rabble-rousers, the Fascists who can hide under their cloaks of patriotism just as cozily as the Reds and Pinks and the cowards who can fight their enemies only by slandering them.

YES, kick the Reds out of AGVA, but make sure that the labels are pasted on the right bottles. Kick out the Fascists, too. And make it a good job by kicking out the angle boys who weigh down AGVA's bulk, remembering that these leeches are not necessarily members of AGVA but work thru stooges in AGVA. The stooges are dumb and they are petty. They are selling their birthright for a mess of pottage.

WE STARTED telling the actor what he should do. Here is what amounts to a definite program for the present anyway. The actor should insist that the election of officers of the New York local be held at once; that the election be democratic in every sense of the term, and that voting should take in every paid-up member. He should also insist that election of national officers be held at once; that the Four A's should clarify for the benefit of all members the method of selecting a national executive secretary. He should insist that the election be an honest

election, no kidding this time, and that the voting cover the entire complement of paid-up members in every town and hamlet in these United States.

The actor should insist that the present constitution of AGVA be ratified, which means that every paid-up member be permitted to vote on every section of it, or that an entirely new constitution be written by a group appointed by the elected officers of AGVA.

The actor should insist that there be at least four discussion meetings a year in every city where AGVA has a branch and at stated times so as to avoid a move by an administration to stage hurry-up meetings while dissenters are unavailable.

The actor should make it his business to root out of the AGVA any outside influence regardless of its nature. We have no objection to AGVA hiring men from the outside to run the business of its office or the routine of its administration. The actor hasn't done such a grand job of things that he can afford to be prejudiced against outsiders as executives. But these outsiders should not be "philanthropists" who pull the lines from back rooms. They should be right out in the open, hired by elected officers, and ratified by the membership at democratic meetings.

There are many other things the actor can do to help put the AGVA back on its feet (an accomplishment that might never be possible anyway). But we shall leave these until some other time. The actor will be doing well enough by himself if he takes care of the agenda outlined here.

Elias Esugerman

## Film Names Making PA's Have To Compete With Entertainment of Vaude Acts; Some Do, Some Don't

(Continued from page 4)

Katz management. His act was not well received and he played few dates after that engagement.

When Ann Sheridan played the Strand, New York, she admitted she had no knowledge of making an entrance or exit on the stage. The management finally set up the bandstand in such a way that it parted in the center and permitted Miss Sheridan to make a front forward walk-out.

Billie Barnes, with the Lovells Parsons unit this season, was at a loss as to what to do. She had appeared on the stage in England years ago and, for lack of other material, did an impersonation of a Music Hall star, which she had done in her native land. Failing to see her as the glamorous personality of the screen, her fans wrote in their disapproval.

Those screen players who reach the East with prepared acts are usually out of line with the type of material that is marketable in Eastern houses. Vaude house managers explain that Hollywood writers cannot write good acts while working in Hollywood. They must be close to the East to do an acceptable job.

### Bogart Co-Operates

When Humphrey Bogart and his wife, Mayo Methot, reached New York to work at the Strand, they had a 13-page studio script which was little more than a plug for their work and its studio (Warner). The entire script was wastebasketed and a new act was prepared by the management. Bogart proved co-

operative (he had years of legit back of him) and the result was very favorable. The act was rated as one of the best ever offered at the Strand by a Hollywood importation.

Herman Bing ruined his promising screen career by making an extensive tour through the country with a boring, talkative, dialect monolog. He was an in-person disappointment.

Priscilla Lane's original act, prepared by vaude houses this season, included several songs to be delivered in the same manner as offered by her when she was a vocalist for Fred Waring years ago. When she reached New York, Waring himself and Jack Healy, among others, convinced her that she had to do something more (particularly in the line of personality talk) since she has been seen in many good portrayals on the screen. So she added a four-minute sketch with Healy at the Strand.

General consensus of opinion drives home the fact that movie players on the stage today must have strong enough acts to compare favorably with standard vaude turns. The earnestly-seeking angle connected with flesh appearances is not enough any more, and the cash customers demand entertainment.

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## Colonial, Detroit, From Full to Split

DETROIT, Feb. 22.—Colonial Theater, only downtown house with a permanent vaude policy, shifts from a full week to a split week March 2. More elaborate shows will be used, with resultant dropping of the weekly bill for talent, according to 801 Berns, booker. Raymond Schreiber is owner of the theater.

Show will use six acts. Line of girls, house band, and emcee. Roy Tracy, who just completed six months at the Club Royale, will emcee.

## Mass. Cafe Men Elect

SPRINGFIELD, Mass., Feb. 22.—Paul Schoeder was re-elected president of the Western Massachusetts Cafe Owners' Association January 27 at the annual meeting. Others elected were: Vice-president, Leo Paul, Aldenville; treasurer, Arthur T. O'Leary; secretary, Lawrence P. O'Brien. The association will support bills to create property rights in liquor licenses.

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## Paramount, New York

(Reviewed Wednesday Evening, Feb. 19)

Ella Fitzgerald and her orchestra, directed by Babe Wallace, top an all-colored show in for a single week to bolster the weak Orrin Tucker-Bonnie Baker film, *You're the One* (Paramount). The stage hit itself is good enough to hold longer than seven days. It is a fast, punchy revue, augmented by such standard Negro acts as Bob Howard, Peg Leg Bates, and Chuck and Chickles.

Wallace is a personable shap with a good tenor voice. He keeps the show moving and can cut applause with little trouble. The orchestra (five brass, four reed, four rhythm) warms up the jitterbugs with *Rayflow Man*, *Swing For Trini*, and *A Chink In A Notting Hat*—a *Bird* (the latter penned and warbled by Wallace), followed by Peg Leg Bates and his perennially sock one-leg dance specialty. Has a fine personality and a bright line of talk through. Show-stopped.

Band gets in the groove with Benny Carter's *Kansas City Blues*, a jazzy introduction for Bob Howard, singing pianist, who scores with satires of old times and a solid impression of a mechanical player piano. Works the bandstand piano due to lack of stage space, but this did not keep him from the stopping the show.

Another band number, *Flying Home*, and then a session with Chuck and Chickles, zany dancers who spice their routines with nondescript mugging and a brief xylophone interlude. Made to order for this house.

Ella Fitzgerald appears in the closing lining with five numbers. Her figure has lost its streamlined effect, but her voice still carries plenty of appeal. Did *Best Me Daddy*, *The One I Love*, *Fire O'Clock*, *Whisper*, *Whisper Know Joe*, and *Picker*, *Ticker*. A fine vocal personality.

Business good last show opening day. Tony Pastor and band (last New York theater date), Ella Logan, Ben Blue, and Toy and Wing come in Wednesday (26). Sent Henigberg.

## Vaudeville Reviews

## Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 21)

A first-rate show this week on both stage and screen. Picture, 20th Century-Fox's *Western Union*, in technicolor, has plenty of box-office appeal, while Jane Froman, Dean Murphy, and the Bernards furnish a thoroughly entertaining stage bill, along with Matty Malneck's orchestra. Business very good opening day.

Malneck, who has just closed an engagement at the Pump Room here with his eight-piece combo, has an augmented orchestra for the week. Lots of brass, but keeps it within bounds and the result is excellent music. A medley of current tunes gave the show a nice start. The Bernards and Their Royaltes, three men and six girls, have an interesting stylized dance offering that includes several novel and entertaining routines. Well received. Dean Murphy, clever impressionist, has a smooth, clean style of working and quickly won his audience with his impressions of notables in pictures and public life, including his FDR bit. Encored with his familiar *This Word Hell* verse.

Matty Malneck and his boys—his regular eight-piece combo, won a big round of applause for *Swing Low Sweet Chariot*, a Debussy number featuring the harp, and a modernized version of the *Avril* *Chorus* from *Il Trovatore*.

The Bernards and Royaltes an again for a novel routine along powerhouse lines, with some comedy injected.

Jane Froman, lovely singer, gorgeously groomed, was in fine voice and her *Lou-lou-lou Purchase* and other numbers put her over big. Close to a show-stop, being called back several times. Nat Green,

in. Outfit includes the Quintet, a few specialties, and stages as one of the most engaging band shows to play one of the New York theaters in a long time. Band opened with one of Scott's more classical arrangements, followed with *St. Louis Blues*, and later did a medley of standards, *Fuzze*, *Jamboree*, and *We Dances For Wooden Indians*. Suffice to say of Scott, he is imaginative in addition to being a musician. Art Ryerson and Stanley Webb excellent with electric guitar and tenor saxophone.

Two warblers with the band, *Pempe* is Gloria Hart, with definite torch appeal in the tune, *Yes, My Darling Daughter*. Varied this with *Best Me Daddy*. Miss Hart is much better than regulation female vocalists.

Male tonal artist is Clyde Burke, nice appearing lad, just fair with *Nightingale Song* in *Berkley Square*.

Jimmy Byrne did a novelty hoofing session, first planting himself as a nut by having his trombones fall apart. Came on announced as a singer, but delivered a nut tap dance, relying heavily on pantomime, *Pair stuff*.

De Vel, Marie, and Lee, two men and one girl, in a dance satire session in next-to-nothing. Starts with a waltz, straight for quite a few minutes. Argument develops among the men with usual attendant falls and tangles. Wound up turn with adagio routine, closing obch.

Paul Remos and Toy Boys, long a standard in these parts, delivered the same novelty turn with a few new routines, one of which is a song executed by the midgets as the finale. Turn includes hoofing by the midgets. Remos's balancing turn with each of the boys, a stunt on a rigging, the midget soprano playing a xylophone, while the other does a few stunts, etc. Audience goes for it.

Pic, *Strawberry Blonde* (Warners). House fair during the supper show. Paul Ackerman.

## Court Square, Springfield, Mass.

(Reviewed Thursday Afternoon, Feb. 29)

The five liveness and smoothest seen here in a long while, billed as *Circles on Parade*. Opening show here was well filled, a rarity in these parts.

Eight Arden Dancing Dames opened and closed the show and did one routine midway. Their stuff was smooth and pleased patrons used to eighth-rate lines. Their best was a rope-skipping affair, nicely executed and well liked.

The Three Jacksons did an average acro act, mixed in a little comedy, and pleased. Their exit stunt was by far the best and brought gasps.

John Kelvin and Mildred Jocelyn, billed as *Sweethearts of the Air*, pleased with duets, but the high spot was Kelvin's singing of *When Irish Eyes Are Smiling*. Some trouble with the p-a system cut down the smoothness of their singing.

Brown and Snyder, banjoists, ran thru pop songs in good style and the female member showed good voice in her own number.

Harry Rose smoozes and put on a fast act of his own. His jokes drew laughs, but the crowd went more for his singing. He ribbed Bert Green and his boys in the pit, which the crowd enjoyed. The high spot of the act was his singing of *It's a Grand Old Flag*.

Greta Brothers and Helene did some smooth work on the bars that caught the fancy of the crowd. Showed lots of polish and some new twists.

Pic was *Case of the Black Parrot*. Albert J. Zask.

## Roxy, New York

(Reviewed Thursday Evening, Feb. 29)

With a big world premiere ballyhoo for 20th Century-Fox's *Tobacco Road* opening today, this house got off to a \$12,000 gross—but the film reviews the next day will surely dampen any hopes for a big run.

As for the stage show, it is a Gay Nineties idea emceed by Joe E. Howard and that provides pleasing entertainment all the way thru. A p-a announcement introduces Howard, who comes on after the initial Joe Foster "Bustle" number. The "bustle" is a crouching girl who reveals themselves at the proper moment during the bathroom scene. It's a cute idea. Then Howard, making a gracious attractive old-timer, starts the Gay Nineties introductions. First is James Quinn, in an obch can and tap routine; then Marshall Rogers

rubbing tinkling turns out of musical glasses; Edith Helena singing the *Kiss Waltz* with all the coloratura runs handled surprisingly well and drawing a big hand; followed by Dave Wallace, plus goster, plunking a vigorous and solid banjo. Then Harry Klein, 76 years old and still a nimble hard shoe tapper who socked across, and then Howard himself singing a couple of his own compositions to appreciative applause.

Capella and Beatrice, doubling from the Rainbow Room, open posed in two large frames, then walk down steps to the stage in charming, old-time costumes for a couple of punchy ballroom routines. First is a pictorial slow number and the second a faster routine, both being highlighted by surprising overhead spins that are spectacular and draw big applause. Three Swifts, on next, and their club juggling act is the same as ever, except for a couple of minor bits and the old-time costumes made necessary by the show's production theme. Their juggling is excellent and the comedy amusing for those who haven't seen them too often. Went over very well, as usual.

The Foster girls did an *Old-Fashioned Girl* routine midway in the show, posing in Gay Nineties costumes in the aisles, ramps, and boxes, and then fill up the stage for the finish, a bicycling affair. The 24 Foster females and 12 boys mount and dismount bikes thru interesting formations. The costumes for all three production numbers are gay, colorful.

Paul Ash is in the pit and handles the show music with veteran deftness. Paul Denis.

## Loew-Poli-Lyric, Bridgeport, Conn.

(Reviewed Sunday Evening, February 16)

Plenty of show for this one-day stand, with Major Bowes' *International Review* and Gray Gordon's *The Top Orchestra* sharing honors. Running time, 88 minutes.

Sammy Birch, amusing, kept things moving swiftly with his witty gab. Joan and Ernie, in four stepping, opened. Wanda Gibson next with pleasing soprano pipes. Paul Jones in a couple of minutes of spoon clapping, followed by June Brady, who clicked with her vocalizing. Her *Comes Love* as various slyer stars would sing it, brought down the house. Birch, who also works under name of Goldberg, then went into his regular act, heckled by his partner, Or'Brien from an upper box.

Tony Brown, in a mechanic's garb, managed to get music out of tires, tubes, and a bicycle pump. Corby, but audience liked it. Three Charmers, pretty misses, in a fast acro dance routine, were socked, with one working on skates. Closing stunt of rope juggling was terrific. Francis Lacey, 11-year-old lad in a police uniform, wowed them with songs. Bridgeport Fourtoms, a combo of sax, trumpet, piano, and drums, and featuring George Kaye, tied up the show with clever imitations of bands.

Gray Gordon orchestra held forth for 25 minutes of swell music. Outfit works smoothly, with instrumentation of six brass, four rhythm, and four reed. Gordon displays pleasing personality. Among those stepping out for specialties are Buck Fresh on tenor sax, "Tenny" Tunnyson on clarinet, and Les Harold on drums. Art Perry and Meredith Blake handle vocals well, both singly and in duets.

Margo Sisters, in feats of strength, drew nice applause. Several production numbers are used with electrical effect.

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Musical Comedy, Talk and Burlesque

10 Leading Musical First-Parts

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Musical Comedy, Talk and Burlesque

10 Leading Musical First-Parts

5 Grand Musical Finals

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Musical Comedy, Talk and Burlesque

best of which is *I Am an American*, with patriotic moving pictures thrown on lowered screen, plus vocals by Perry and Miss Blake.

Hosno, a 2,170-seater, playing five shows, with a 55-cent top, was capacity at this performance. Booked by Al and Ruth Day, with Eddie Madson, house manager, and Freddy Perry, stage manager. *Samuel A. Lefkowitz.*

## Music Hall, New York

(Revised Thursday Evening, Feb. 20)

Despite an extremely heavy publicity campaign, HKO's Mr. and Mrs. Smutz is just another face built around a very weak situation, and if it draws business, the press agents can take the credit. The new stage presentation is not rock, but is pleasant entertainment.

George Washington, valetism, and American patriotism are mixed into the production numbers. Opener has June Forrest and Robert Stanley backed by the Glee Club in a melody of *What Is This Thing Called Love*, with a *Song to the Stars*, and *Yodel Me That You Love Me*. Second number features the Music Hall Ballet headed by Marie Grimaldi and Nicholas Daka in a strikingly beautiful ballet concoction titled *Invitation to the Dance*. Powdered wigs and knee patches are the costume motif. Fine execution.

Arnaud Brothers provide the only humorous touch in a short number called *Low Birds*. Boys do their usual business, with the birds double-talk and pantomime, and received a nice haul.

The Rockettes take over the finale in a colorful scene with a replica of the United States Capitol for the backdrop. A huge drawbridge lowers from this, with the gals pouring forth and going into precision military tap routines which are taken much too much for granted by the patrons. Nifty red-white-and-blue costumes give an added impetus to the whole production.

Reno Rapee's Music Hall Symph precedes the show with a premier performance of Richard Mohaupt's *Valse Caprice*. Business good opening day.

*Harold Humphrey.*

## State, New York

(Revised Thursday Evening, Feb. 20)

Current flesh layout is much stronger on names than it is on talent, namely Lou Holtz and a bevy of film beauties including Arline Judge, Wendie Berry, and Lola Lane. Diana Del Rio and Ruth Day complete the line-up in a 45-minute show that puts plenty accent on sex. Partnered with *The Philadelphia Story* on the screen, which recently smashed the box, receipts at the Music Hall, business was SRO during the dinner show.

Of the three film belles, the cutest (theatrically speaking) and most talented is Wendy Barrie. All serve as foils for Holtz and his Lepetit stories, which, even tho' slightly damp with age, are hilariously funny. The comic himself is a terrific personality, with a sock delivery that always gets across.

Opener is Ruth Day, a very pretty dancer, whose tap style includes sexy gyrations, but who is quite weak in tap itself. She'd look better, too, wearing stockings. Went over nicely, tho', in a tap version of the *Humantia War Chant*.

Holtz begins his blue material, slightly whitewashed, then going into a pace of

mental shadow boxing with his female. Arline Judge looks good; in fact, she's beautiful, but in performance doesn't stir any heat. Lola Lane is next, with first a bit of wood tussling with Holtz, then singing a special version of *The Last Time I Saw Paris*. She is not strong enough to be a soloist.

Wendy Barrie, in her first local vaude appearance, gagged with Holtz in heavy English dialect and then told a Lepetit story in Yiddish accent, which was charmingly funny.

Diana Del Rio, a pretty Spanish fireball, got more laughs and put in more time on the stage than any of the others. She was perfect for Holtz, carrying on a gagged-up conversation in Spanish with Holtz translating her efforts to the audience. Has plenty of flash, and stung *Caehita* and *Meloso*, two Spanish numbers, with dynamic effect. Her fiery dancing, in between, also helped to put her over very strong.

Closer is a flash bit between Holtz and the winsome threesome, all equipped with uke and each doing solo versions of *O Sole Mio*. Something must have been terrifically funny, because they laughed all during the number, but the audience just didn't get it. *Sol Zatt.*

## Earle, Philadelphia

(Revised Friday Evening, February 21)

It's Ray Noble and His Dandy Band of Danapation on top for this trip, his first in this town. With a musical hair for pleasing the masses, the British bandman has an easy time of it giving them an admixture of the swing tempos and the more refined rhythms more prominently associated with the band.

Band of 15, with Ray, the regal and suave leader man, tee off with a fanciful arrangement of *French* and then dips into the dig stuff, *Pine o'Clock White*, highlighting the harmonizing of Lynn, Lee, and Lou, femme threesome, with vocal and instrumental assist from trombonist Johnny Schaefer, Larry Stewart, Noble's male voice and local lad to boot, builds big in selling the ballads, his tenoring true for *A Nightingale Song in Berkeley Square*, *Down Argentine Way*, and *Begin the Beguine*.

George Tappes, first specialist on the floor combining the ballet technique with taps, is strictly a top-drawer temper. Warms up with a mass-comedy rhythm turn, then a Spanish dance, a touch of comedy in his impression of an old-time vaude hoofer, and for the call-back, a rumba tap.

A melody of Gertrude favorites sets the pace for Kitty Carlisle, her rich mezzo-soprano pipes making pipes, once *Perpetua Serenade* is out of the way, for *At the Balletina*, a melody of witless, and *There'll Always Be an England*.

Band lets its hair down for the *Three Little Maids From School*. Femme trio makes for the maids, singing it first as Gilbert and Sullivan scored it and then in the swing style of the day.

Joe and Jane McKenna arrive as a sort of anti-climax, bringing up the show big with their comedy antics. Male's standard drunk bit and team's burly of the adagio dancing brutes makes for sock stuff and the necessary change of pace for a show that's been in the smart supper club style up to this point.

Noble nods to the swing demands again, giving his instrumentalists a chance to star for *Hand Me Down My Walking Cane*. But it's the sweetest style of sympos that makes for the finale clicking. Spotted out at the piano for his *The Very Thought of You*, it's a melody of Noble's originals, ringing in the entire band specialists with a romancy setting for his *Good Night, Sweethearts* to ring down the rag. Effective use of the spotlight on the dark stage builds up the closing melody like a million. House Manager Hal Siedenberg rating a courtesy on his production efforts. Show runs 75 minutes, but no ragged edges. Big good at late supper show caught. Screen fills the full with *Play Girl*. *M. H. Orsdember.*

## Oriental, Chicago

(Revised Friday Afternoon, Feb. 21)

(EDITOR'S NOTE: First show under the new regime at the Oriental was so terrible that Michael Todd requested no mention be made of it. We suggested that Todd write his own reasons and be honest in it, to which he agreed. It is presented herewith. It looks like Todd has shown his usual resourcefulness and showmanship, as he was smart enough not to stick his number on the show, etc., theater until he is ready, which we hope will be soon.)

There has been a rumor that Michael Todd was talking over the Oriental. The-

ter and was going to inject new blood and new ideas into the house. Judging from the current show *Naughty '30s*, the only thing new is a new low in entertainment. The show was hastily thrown together and looks it.

The show opens with a very tired Casca number with scenery and costumes which were really exhausted. Following that was an octet with handkerchief touches. They were more concerned with the handling of their dresses and some other mysterious movements, which did not come off, than they were with their singing, which also didn't come off. Next was Eddie Kaplan, Frank Scannell, and Shannon Dean in a sketch which got a few laughs in spite of the fact that the show hadn't started yet. Eddie Kaplan was smart—so smart in fact, that he disguised himself under the name of Eddie Kent for this engagement. Next was Brocetta, who did a really good acrobatic specialty which might have been stuck in any other show. Bay Vaughn

hits a xylophone and some assorted bottles and gets across mildly. Charlie Allhoff does his stand-by routine act, and Monroe and Grant are in an old-time seashore finale (trampoline) and really get over in spite of being cluttered up with a lot of meaningless production. The production of the show is worse than the period it is trying to kid—but doesn't.

The picture, reissues *Hell's Angels*, and the title of the show are bringing them in, however, as show was good. *Michael Todd.*

## Mary Bratton Burned

PHILADELPHIA, Feb. 22. — A match set fire to the dress of Mary Veronica Bratton, dancer-singer at Jack Lynch's Hotel Walton Roof, Tuesday morning (11), turning her and throwing the place in confusion. At Jefferson Hospital it was said that her condition was not serious.



★ ★ ★ ★  
**DIANA  
DEL RIO**

★ ★ ★ ★  
**THE GIRL WITH MANY TALENTS**  
Sings ★ Dances ★ Acts

From The Billboard  
Diana Del Rio, fiery Argentine mite, clicks with Latin vocals and dances, and Holtz's conversation with her is a Pacific. She talks in her native tongue, while the comedian questions her in his inimitable pig-Spanish gibberish.

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**LOU HOLTZ'S UNIT AT**  
**LOEW'S STATE, NEW YORK**  
Direction: Charles V. Yates

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STATE-LAKE THEATER

CHICAGO



# Magic

By BILL SACHS

**BLACKSTONE**, who opened Friday (21) at the Shubert Theater, Cincinnati, for a week's stand, arrived in Chicago two days ahead of time with his manager, Ed Mills, to join his press agent, Tommy Thompson, in making the rounds of his many newspaper and radio friends in the Queen City. On the day before his Chicago opening Blackstone took his bag of tricks to the Children's Convalescent Home, accompanied by Tommy Thompson; Joe Goetz, RKO exec; and the writer, to pamper some 90 kiddies with his delightful manner and feeling. And if you're ever seen Harry work before kids you'll know how he loved it. The Cincinnati Times-Star carried his show, and presented...

**JOHN BRAUN**, one of Cincy's leading magic men, will show for the Women's Rotary at Hotel Gibson, Cincinnati, March 18. He recently appeared at the Kiwanis and University clubs in the Queen City. . . . **TWO NEW MAGIC** boosters in the ranks of the Western minstrel stars are Tex Ritter and Jack Hoxie. . . . **MILWAUKEE CHAPTER** of the Wisconsin Houdini Club staged its first annual midwinter jubilee at the Pfister Hotel there February 15. Eugene Bernstein, Chicago, past president of the Society of American Magicians, emceed the festivities. . . . **KEYSTONE KING** NO. 26, International Brotherhood of Magicians, held its 13th anniversary dinner at Central YMCA, Harrisburg, Pa., February 18, with President Russell J. Charles as toastmaster. Some 80 magi and guests attended the event. Speakers were Eddie Clever, writer for several magic magazines, and George E. Reed and Paul Walker, local newspapermen. . . . **OSBIE WELLS** combines magical feats with mastering of ceremonies in handling the floorshow at Holloway's Inn, Marlton, N. J. . . . **CLAUDE HAWKIN** is the new president of the Gus A. Doeright Ring No. 2, I.M.A., Youngstown, O. Other officers chosen at the recent meeting were Everett Dunson, secretary-treasurer; Kevin Hoefers, vice-president; and Arthur Buck, secretary, at arms. Harry Tatter, Charles A. Leedy, and Frank Zeccano were elected to the executive committee. . . . **AL PAGE** and Company headlines the show at the Knickerbocker Theater, Columbus, O., February 16.

**JACK GWYNNE**, featured recently at the Paramount, Los Angeles, in the stage presentation, *Spooks and Boogie Woogie*, has just finished three shorts for Universal and has more picture work ahead. . . . **MORGAN HOWARD**, former assistant in the Ade Duval act and now assistant manager of the Hotel Detroit, Detroit, recently regaled the members of the Detroit Passenger Club with his sleight-of-hand, at the same time proving to himself that he's still as good as ever at the magic stuff. . . . **LESTER (MARVELO) LAERZ**, who in recent weeks has been working nights in the Cincinnati area, has joined Calvert the Magician, now touring Florida with his magic show. . . . **JOHN RYAN BAISER**, who "amuses you and amazes himself," and wife, Mary Kennon, rhyolophonist, after winding up at the Moon Club, Louisville, Ky., last week moved to the army tent theater at Fort Knox, Ky., near Louisville, for a week's stand. The huge tent theater is heated by 10 coke-burning salamanders, says Bauer, and is a lot less draughty than some of the clubs they've played this winter. Following the Fort Knox engagement, the Baisers hitched up their trailer and hit out for Florida. . . . **MAX TERHUNE**, magical realist, closed a personal appearance tour at Tucson, Ariz., Sunday (23) to return to Hollywood to continue work on *The Range Riders*, new Monogram series. . . . **ALVIN PLOUGH**, former two magi and now a Cincinnati booker, has Michael MacDonell, the "centric detective" well known to many magi, set for an appearance at Hotel Nederland Plaza, Cincinnati, March 4, under sponsorship of the local Kiwanis Club.

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## N. Y. Adds Follies; Rudnick, Briskman; Eltinge All Minsky

**NEW YORK, Feb. 22.**—Local burly scene has undergone some management shuffling, bringing City Theater (2,300 seats) back into burlesque under Max Rudnick and Sam Briskman, with announcement for a Follies stock show and double-feature starting Sunday (2). Another change involves Rudnick's selling his 50 per cent in the Eltinge to his partners, Abe and Harold Minsky. City Theater has been a straight film house since 1930 under management of Walter Reid and Joe Sullivan. New policy will have acts opening at 9 a. m., with four Gosh shows daily and two midnighters, one each Friday and Saturday. Phil Rosenberg to book. Besides Harold Minsky's partnership with his father, Abe, in the Eltinge, his other interests now include operation of the Gaiety with I. H. Bark and the "31" Club, both in New York.

Rudnick will concentrate on the Lyric, Bridgeport, Conn., and the Gaiety, New York, where he is partnered with Isaac Hirst.

## Stock Burly for Minneapolis Alvin

**MINNEAPOLIS, Feb. 22.**—Burlesque returns here after a long lay-off Friday (28) when Harry Hirsch and Harry Katz reopen the Alvin Theater with a stock show featuring Ann Corio.

For 16-odd years Katz presented burlesque at the Gaiety, now a 10-cent movie house. The Alvin, in the heart of the loop, was the old Shubert, home of dramatic stock presented by the late A. G. (Burr) Bainsbridge for many years.

Bobbie Perrin will produce the Alvin show. Two shows daily. Bookings thru Milton Schuster, of Chicago. Opening of the Alvin is not a new thing, for the Hirsch-Katz rumpus last fall ran modified burly four weeks, then swinging into vaude-films for six weeks.

## L. A. Burly Wedding

**LOS ANGELES, Feb. 22.**—Follies Theater ran a stage wedding between shows January 28, with Jack Bard Murray, bridegroom, here the last two years, and stride, Patricia Noel, chorus. Best man was Palmer C. Cote, Maid of Honor, Betty Rowland, Bridesmaids, Patricia Higgins, Roma Ritchie, Evelyn Rooke Cote, and Margaret Davis, train bearer, Linda Karon; special setting by producer, Pal Brandauer. House furnished the bouquets and gowns and Sammy Sisk caught the bridal bouquet.

## San Francisco 3 Days

**SAN FRANCISCO, Feb. 22.**—Liberty, burly house, is showing pictures four days a week while stage company is on tour. Burlesque will be presented Fridays to Sundays only.

## Youngstown Club to Strollers

**YOUNGSTOWN, O., Feb. 22.**—Newly opened Cascades Room at Hotel Ohio here has dropped floorshows and dance bands for strollers. The Four Red Jacks, who hold a record for a long-time engagement at the Viking Room, Belden Hotel, Canton, are current at the Cascades. The stainless steel dance floor, first of its kind in the country, is being stressed by the management.

Del Courtney is manager, and Jack McNulty, assistant.

**BERT ALLENSTON**, who has been playing top-flight engagements on the Coast recently, including several parties at the homes of prominent film stars, will soon be seen in some of the leading Eastern nightclubs. His Maxwell caught his work recently and had nothing but praise for him. . . . **OTIS MANNING** and wife, Jean, here just closed at Harry Ford's in Tampa. They posted that they're set for the rest of the winter in Florida. . . . **VANCE**, who recently returned from Singapore with the Great Rhonda, is readying his own act in Los Angeles. . . . **MARQUIS THE MAGICIAN** has six weeks' bookings in the Los Angeles area. He plays the Million-Dollar Theater, Los Angeles, week of March 6.

## NEW YORK:

**MARCIA ELOISE**, with Margaret Gibson at the Cat and Fiddle Club, Cincinnati, was called in a daily paper review, "the best looking of the strip-tease species." . . . **HAROLD MINSKY** is planning a 35-piece unit, *The Girl From Minsky*, for which Kenny Lyons has already written a song, *The Girl From Minsky*. . . . **PICTORIAL** publications favoring burly stars quite heavily of late. *Spot and Life's* gave Noel Carter full page; *Glitz* came out with three for Rosita Rayer; *Snop* had Marion Miller over two pages, and *Police Gazette* had *Charmaine of Urcel* and inside page of the March number, and also showed *Tires* in five poses on another page. . . . **BURLY ACES** of former Gays, Dussie White, Joseph K. Watson, Willie O'Connell, Harry Koler, Dan Dody, Bertie Vivienne, Hattie Dean, and Hattie Jansen, were among the mourners at the funeral of Asia Lam (Mrs. Bruce Noble), ex-burlesque and vaude Chinese prima donna, who died February 9 at her home. . . . **TOM HILLIAMS**, I.M.A. president, is being congratulated upon his becoming a granddaddy to twins born to Max and Ann Jr., February 7 in Goshen, N. Y. . . . **ZORITA**, after Newark week of February 10, flew to Miami for a 13-day vacation.

**DOROTHY HENRY**, during her milk bath exhibit at the Eltinge, scalded her right foot in a pool of hot water just before going on. A doctor advised first aid, enabling her to go on. . . . **ISABELL BROWN**, dancer, and Georgia Sothen opened at the Star, Brooklyn, February 14, and Lois DeWen, February 23. **JOHN J. POKEY** is celebrating his 17th year as head doorman at the Star, Brooklyn. . . . **FRAN LEWIS**, dancer on the Hirsch circuit, is telling how she did flip flops to help a dentist yank two molars in Bridgeport, Conn., recently. . . . **HEATHER** is a new stripper from the East at the Pollux, Los Angeles. Theater recently celebrated the return of Jean Rogers, formerly Gene Henry.

**JOSEPH E. WATSON**, formerly of Watson and Cohen, now with Al Johnson's writing staff, and Dan Dody, show producer, and their kin and friends will make merry March 30 when Joe's daughter, Galle, and Dan's son, Jerome, will wed. . . . **VICKI RICHARDES**, former artists model, is now in poses during musical numbers at the Eltinge. It's her debut before the footlights. . . . **GLORIA MADLYN PAGE**, Barbara Bond, and Mandy Del Ray booked by Tommy Lyons for the Midwest Circuit. . . . **SHATS TAYLOR** is to race in his new midsize auto racer, *The Tuxedo Special*, in April. . . . **MAXINE DUBSON** opened at the Republic February 14 after seven months at the 600 Club, Chicago; two weeks vacation in Miami, and a week at Fay's Philadelphia. . . . **ROL MAGDOFF** remains as emcee of the sandy department at the Tivoli, Brooklyn. . . . **BEN-HIE (WOP) MOORE** considering an offer to return to his last summer's spot, *Leontine*, Marlton, N. J., again to head a staff of five specialists and a line of girls. . . . **ROSE TURCO**, of the Trio Sisters on the Hirsch Circuit, while in Union City, received a strange valentine, a live duck. Rose gifted Donald to the house prop man. . . . **HARRY STRATTON**, comic, opened recently at the Moulin Rouge nightery, Oakland, Calif.

**VICKI WELLES**, adept at pocket billiards, skins, and the rifle and revolver, shifted from the Eltinge to the Star, Brooklyn, opening February 21. Thence to Bridgeport, Newark, and a return date at the Tribeca. . . . **ANDY ANDERSON** is doing straight acts at the Liberty, San Francisco. . . . **GARRETT PRICH** and Fran White returned to the Eltinge February 21. Garrett tells a story about the time he was with a tab show out West 21 years ago and received a call from a Chamberlain Brown to come East for a legit play. The actor's strike here at that time halted the trip. During the current New York stay he made the long-postponed visit to the Brown office with the opening line, "Am I too late?" . . . **SAVOY AND REGINA**, two dancers, and Mildred Perle, exotic dancer, are burly newcomers via the Ferguson show on the Hirsch wheel. . . . **MARIE CORD** hunk to the Midwest Circuit. Opened at the Casino, Detroit, February 14. . . . **RUDY BUTTONE** and Rosanna returned to the Gaiety February 14. . . . **UNO**.

## CHICAGO:

**FIRST SHOW** under the new two-day burly policy beginning Friday (28) at the Alvin, Minneapolis, includes Ann Corio, featured; Charley Country, Jack Buckley, "Bozo" Snyder, Val Williams, Jack Lamont, and two strippers not yet selected, Bobby Perrin producers. . . . **"BOZO" SYDNEY** is featured comedian, and Carol Kent featured woman at the Empress, Milwaukee, this week. . . . **GEOFFRE YOUNG**, manager of the Harty, Cleveland, is leaving for a vacation at Fort Lauderdale, Fla., to recuperate from his recent illness. . . . **BEVERLY LANE** opens at the Haulto February 28. She just returned from Mexico with the Barger unit. . . . **MARION ROBERS** has closed on the Midwest Circuit. . . . **FULLEY AND GUMPERT** on the Midwest Circuit at the Palace, Buffalo, Friday (28). . . . **DEWEY MICHAELS**, Buffalo Palace manager, sent Milt Schuster a good report on *Tires*, the wine dancer, who played there last week. . . . **FRANKIE BOHN** has completed 12 weeks with the Midwest Circuit and is continuing with a new show. . . . **NOEL CARTER** will be featured at the Alvin, Minneapolis, week of March 7.

## FROM ALL AROUND:

**JUNE TAYLOR**, with Harry J. Conley and Bert Carr, head a new Hirst unit opened February 10 at the Orpheum, Reading, Pa. . . . **JUDY RENEE** is substituting for *JOAN HYDELL*, at Carroll's, Philadelphia. . . . **LOG (HAPPY) PHILLIPS** new burly comic featured at Carroll's, Philadelphia. . . . **SMART SPOT**, Haddonfield, N. J., nitery, gives the top billing to burly dancers Joan Clark and Jean Mitchell, with Mary Hubbard's tin at near-by Berlin, N. J., bringing in June Rae's fan dances. . . . **LEZY HIBERT** ordered 500 de luxe chairs for installation at his Empire, Newark, N. J., and in the balcony of his Troc, Philadelphia. . . . **JESSICA ROBERTS**, stripper, "unofficially" received a unanimous vote of approval recently from the Maryland State Legislature, when members of that august body "unofficially" attended a performance at the Gaiety, Baltimore.

## Syracuse Split Week Vaude

**SYRACUSE, N. Y., Feb. 22.**—After several decisions on when the newly acquired Empire Theater would open and on what policy, the Schines have decided on something definite. It will run on a split week with vaude. The house was taken over by the Schines recently, bringing their total here to six houses. It was remodeled last fall, opened for vaude, but closed shortly.

## Mich. Agents Chartered

**DETROIT, Feb. 22.**—Michigan Theatrical Agents and Bookers' Association has received a charter of incorporation from the State administration at Lansing, according to Betty Hayden, booker, who is secretary of the new organization.

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201 Keweenaw Street, DAYTON, OHIO

### Hayworth Gives Up Circle for Health; Continues With Unit

ASHESBORO, N. C., Feb. 22.—A breakdown in health brought on by overwork has caused "Seabee" Hayworth to toss up the sponge on his circle in North Carolina Wilby-Kinsey theaters. Doctors have told Hayworth that the grind connected with circle navigation is too much for him, and have ordered him to stretch to something lighter. As a consequence the Hayworth troupe plays its final circle engagement at the Carolina Theater here tonight, ending a season of 20 weeks, and the fourth consecutive season in the Wilby-Kinsey houses.

The quitting of the circle tour doesn't mean closing for the Hayworth troupe. The company is being revamped into a vaude unit show, labeled *Pepper Box Revue*, Hayworth's old title, and breaks in the new set-up at the Colonial Theater, Tarboro, N. C., Monday (24) for three days, with the Academy, Lynchburg, Va., for the last half. From there the show is routed thru Virginia, the Carolinas, Georgia, Alabama, and Tennessee by T. D. Kemp Jr., of Southern Attractions, Inc., Charlotte, N. C.

Hayworth has augmented his band and line for the new show, which will include the following: "Seabee" Hayworth, Marion Andrews, Mathis and Brodie, Wally Hamilton Tru, Daisy the Wonder Horse, Helen Shrago, Frank Burns's Educated Dog and "Frolics," "Smoko" McKenzie, the Brewwell Sisters, Helen McNeil, Scotty McNeil, and Band Light and his oak (5).

Show is transported in four sedans and a Chevrolet truck.

### C. F. Edwards Answers Banks With Dope on Old Showboats

Effort, Pa. Editors The Billboard: In Rep Ripples recently Bert Banks of Basine, O., said he would like some information on showboats prior to 1909. My partner, Pat Conroy, and I (Conroy and Edwards) were with French's Senation No. 1, season 1897. This boat was managed by Mrs. Callie French. The No. 2 show was managed by her husband, A. B. French. Mrs. French at that time was the only licensed woman pilot on the Ohio River. The show opened with a minstrel first part put on by Coburn and Baldwin, formerly with W. E. Cleveland's Minstrels. The end men were Lew Baldwin, Charles F. Edwards, Tim Healy, and Bobby Carroll. John Coburn was interlocutor. The olio consisted of Willie Hale, chuck juggler on rolling globe; Healy and Farnum, Irish sketch; Coburn and Baldwin, musical act; Haja Lesak (Frank Kissel), gun spinner; Conroy and Edwards, talking act; Carroll and Gardner, blackface sketch; the DeCaros, contortionists; Hamilton and Wiley, comedy sketch. The afterpiece was *The Myster Order of Undertakers*. That season we played the Monongahela, Ohio, Green, Kanawha, Kentucky, Illinois, and Mississippi rivers.

Capt. E. A. Price had a show on the river that year, too.

John Coburn is in Daytona, Fla., in the Health Department, and plays first chair cornet in the band there during the winter. Willie Hale is in business at Bradley Beach, N. J. Those of the above on whom I know "The Final Curtain" line descended are Frank Kissel, Wiley Hamilton, Pat Conroy, Lew Baldwin, Tim Healy, and Mrs. Callie French.

CHARLES F. EDWARDS.

MAKE IT A HABIT to keep an eye on the Letter List. There may be important mail for you. Your address on a penny post card will take care of the matter.

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For Vaudeville: Tall—Must be strong, Hot Tempered, Sex and Charmed, Trustless. All must be smart. Also 2 Line Girls that is specialities. Steady work. Money, room, 24 hrs. on, own. Address:

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Musicians, Glee, Bass Contrabass and Actors also for one night and 24 hrs. on at Star View salary, drinks and sleeping quarters. Write BUFE LEE SHOW, Post. H. N. Harris, Douglas, La.

### SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, tent 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 have a spot so that the listings can be kept up to date.

### Backer Minstrels Crack New Season

SAVANNAH, Ga., Feb. 22.—Earl D. Backer's Famous Minstrels cracked the new season here recently under auspices of the Colored Elks. Leonard Rogers produced the show.

A feature of the show is the Redfern Family of six. There are 12 girls in line, with Ott Jordan using 14 pieces in the pit oak, with 16 for the street parades. Manager Backer has added two new sleeping cars for this season.

Early in March the Backer organization begins on a string of one-nighters that will carry the show thru the Carolinas, Kentucky, West Virginia, Missouri, Illinois, Arkansas, Mississippi, Louisiana, and Alabama.

### Spitz to Tent in Spring

TORONTO, Feb. 22.—Spitz Show, presenting vaude, pictures and small animals, will continue in halls and schools in Western Ontario until spring, when the outfit moves under canvas to play the smaller Canadian towns. Hubert Spitz is owner. Also with it are Cleveland, magician and ventriloquist, and Bertha Cleveland, character sketches. Show played vaude dates around Toronto thru the holidays, and recently appeared at several Canadian army camps.

### Billroy's Switch Indoors at St. Pete

ST. PETERSBURG, Fla., Feb. 22.—Billy Wehler's Billroy's Comedians, deserting their big top for a few days, played the Playhouse Theater here last week under the title of *Step Lively Gals*, presenting the same show they do under canvas.

Bobby Greer and Jimmy Heffner handled the comedy assignment, with Luana, dancer, heading the feminine contingent with her chorus of eight shapely girls.

The Swing-o-Paters, five-piece orchestra from the Billroy tent, played the show from the stage.

Business was fair, with three shows a day. Pic, *The Black Parrot*.

### Rep Ripples

THERE ARE SOME good rep names spotted in the roster of the Aulger Bros.' opry, *Adrift in New York or Her First False Step*, which last week began an indefinite run at Barney Rapp's Opry House, formerly the Sign of the Drum, Cincinnati. Line-up includes Addison Aulger, manager; Ellen Douglas, Jack Irvin, Dave Heminger, Verda Gordiner, Mack McDonald, Marie McDonald, Paul Palmote, Mary Brandt, and Paul Swanson. . . . STUART GRANT is directing amateur groups in York County, Maine.

LEON HARVEY, ex-vaude, who recently gave up his smoke shop in Columbus, O., to join the Midwest Attractions office here, is breaking in a new artificial leg. . . . HAL AND GRACE CRIDER, for many years with the Billroy Comedians and whose last tent show appearance was with the ill-fated Gene Austin troupe, are back in Columbus, O., for club dates. . . . BILLY CARROLL, who for many years operated his own rep and stock shows in the Pacific Northwest, stopped off at the desk last week while in Cincy between tramps. Billy was en route to Boston to look over the territory. . . . OILES FAMILY, who in the past have had small tricks operating in

### Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

New England and the East, are wintering in Miami and ringing in an occasional club date. They find the Florida field pretty well crowded, they say, and will move into Louisiana and Mississippi for dates with their family act before heading north for the summer. . . . TOM RITCHIE, of the Three Revelles, last with Gene Austin's tent, is now in the booking business in Albany, N. Y. The Ritchie Sisters, Tom's partners, are reported doing nicely as a sister team in Canada. . . . AL AND DOLLY CRITZER, for years with Billroy's Comedians and later of the Gene Austin show, have settled in Tampa, where Al is holding down a job as cabinet maker. . . . AT PRESS TIME a pleasant visit from Harry Graf and Madge Kinsey, of the Madge Kinsey Players, and Dave Heminger, for many years with the Kinsey troupe and now with the Aulger Bros.' opry in Cincinnati. We've long felt that we have known this trio intimately, but it was the first time we've actually had the pleasure of meeting them.

### 'Slim' Williams Leaves Hosp.

BIRMINGHAM, Ala., Feb. 22.—Harry (Slim) Williams, veteran minstrel and tent show performer, was discharged this week from Baptist Hospital here, where he spent three weeks for a rest and treatment. Williams has gone to Augusta, Ga., where doctors have ordered him to rest for several more weeks before accepting another engagement. He recently enjoyed a two-day visit with Mr. and Mrs. Charles Underwood, who formerly operated their own tent and now settled in Macon, Ga.

mer emcee; Al Painter, Bob Lee, and Larry Philbeck, band leader. Clyde is emceeing at night clubs, and Larry is working in a ballroom. Yours truly is splitting his time between night clubs and theaters. What's happened to Jack La Rue, Tony Merlino, Skippy Williams, Mary West, Bob (Stubby) Taylor, Buster Ooster, Bob Turner, Duke and Nona Hess, Mickey Hogan, Tex Falk, Jack (Palls) Lettice, Earl Clark, Daddy Fox, and Smokey Joe Adams?" Lew asks.

### Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

#### San Diego Derby Winds Up

SAN DIEGO, Calif., Feb. 22.—Winners of the Lou Stutz Derbyshow, which closed here recently, were Eileen Taylor and Stanley West. Chud Aylao and Joe Rock ran second, Mickey Thayer and Maxine Lang, third, and Margie Bright and Billy Steele, fourth. Contest opened December 27 in Mission Beach Ballroom with 23 teams and four solo boys.

#### Paige Plans Texas Contest

FREEMONT, Tex., Feb. 22.—Final plans have been laid by Lenny Paige for the opening of a walkie here early in March. Town has a drawing capacity of 75,000 people and, according to Paige, local authorities have oked the contest, which will be sponsored by the fire department. Jimmie Passo and Ray Bacarach will be associated with Paige.

#### Five Years Ago

WALTER B. PICKER's contest in Okmulgee, Okla., had 14 teams and four odds, at the 216-hour mark. Contest opened February 20 with 30 couples. . . . CLIFF REAL was working in South Carolina. . . . RUTHIE BOOTH was back in Cleveland. . . . BENNIE MARR was emceeing and performing at the Border Inn, Shenandoah, Ia. . . . DEL MAYES was a visitor to the endurance desk. . . . BUDDY GANNON had settled down to ranching at Lindsey, Calif. . . . CAROL THOMPSON was resting at her home in Dayton, O. . . . JOE PALOOKA and Charlie Richards motored to St. Louis from Massachusetts. . . . CHUCK PAYNE was handling the mike for six-day bike races. . . . EDDIE GILMARTIN was residing in Chicago. . . . WIC PUREE was back on the stage with his single novelty act and doing ok. . . . BILLY BALDWIN, emcee, had started an eight-week engagement at the Hoxy Theater, Salt Lake City, featuring his own act. . . . ARDATH LEROY was convalescing from an operation in San Jose, Calif.

KENNY GRUWEL was in Pasadena, Calif., preparing to leave for his next show.

BERNIE MARR types from Sioux City, Ia.: "Even this many years have passed since I was actively affiliated with endurance shows as emcee with Crockett, Ratty, and Youngblood in the East and Steinel and Hayden in the Midwest. I still avidly follow the news in the column." Marr is now operating the Bernie Marr Theatrical Enterprises in Sioux City.

DOC KING, well-known marathon name, is a patient for the third time in Duval County Hospital, Jacksonville, Fla. Doc would like to hear from walkie friends.

BOB DELSHE would like to read a line on any of the contestants who appeared in Pop Dunlap's walkies. "Especially Hughie Hendrixson and Babe Patts," says Bob.

JOE BANANAS' info from Chicago that Marge Sheffield's household has been upped a couple. Mixed twins. According to Joe, Marge claims the youngsters will make their derby debut in 1960. Marge is now out of the fruit store business and is contemplating opening a dress shop, Bananas says.

BOBBY BRUNS info from Los Angeles that he thinks a change of faces, or at least some new ones in the ranks of contestants would do much to give an added zip to the present day walkies. Bobby is now working in the engineering department of the Pacific Electric Railway Company, Los Angeles, and would like to see some news on Tony Lewis, Cliff Reed, Jack Duval, Jackie Anderson, Skippy Williams, Tex Swan, King Brady, Chick Abbott, and Benny Leonard.

LEW WHITE, former emcee for George W. Pugh, Sam Fox, Al Painter, Charlie Hayden, and Sam Slusky, pencils the following from Los Angeles: "Here on the Coast are Clyde (Simon Legree) Earle, For-

### CONTESTANTS, NOTICE

Opening MARCH 6, South Texas. Greatest Boom Town. FREEPORT, TEXAS

The following are facts: \$100.00 weekly payroll in Freeport alone. Drawing power of 75,000 people. Housing problem overtaxed. No amusement. Show sponsored by Freeport Fire Dept. and financed 100%. Local authorities for it 100%.

**NOTICE**  
Want contestants who want to stay and grow with us. Expense accounts. Sponsors guaranteed to those accepted, and there's up to \$1,500 in prize money. Good M. C. contact. Contact immediately by Air Mail to LENNY PAIGE, JIMMIE PASSO, ITSY BACARACH Auditorium Hotel, HOUSTON, TEXAS (See Dec. 28 edition of Collier's about Freeport)

**PENSACOLA, FLA., DERBYSHOW STARTS FRIDAY, FEBRUARY 28**  
75,000 people within 3 miles of the stadium. Last contest 10 years ago. Good Sprint and Entertaining Duels, wire Western States, will call. Audiences American Legion, East coast Miami, Fla.  
**HAL J. ROSS PENSACOLA, FLA.**

# Non-Theatrical Films

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

## Sound Effects Draw Crowds to Old-Time Movies

NEW YORK, Feb. 22.—Attendances at old-time movies at the 59th Street Music Hall have been boosted by sound effects.

Lubin, sound effect man, recently completed 44 weeks here. Lubin said that the public is anxious to see old-time movies. They either missed them when the pictures were first released or want to refresh their memories of yesterday's films. But to get repeat business, sound effects are important, he says. "Not only does Lubin accompany the film at the piano but he also gags them up. Frequently he speaks the parts for the actors."

### Gadgets Homemade

The gadgets Lubin uses in his work are entirely homemade. The organ is constructed from an old piano keyboard, part of a vacuum cleaner, and 82 beer bottles filled to different levels with liquid to tune them. Lubin plays overtones on this contraption and uses it for sound effects when an organ is used in the movies. He's working on another gadget that will utilize the wind from the vacuum cleaner part to hoist a flag as a finale to his act.

Lubin believes that roadshowmen should never put on old-time movies without sound effects. They live up to the show, he says. To the answer that it is difficult to accompany the shows, he cites his policy that he never presents a show as an example of how comparatively easy it is to do.

Here are a few of the sound effects and the gadgets he uses to produce them: Crackle cellophane in front of a microphone for eggs frying, a bicycle horn is used for barking dogs, a stick hit on a leather pad gives the noise of guns and pistols, four piano hammers timed and beating on a thin board mounted on a box gives the sound of horsehoofs, a vacuum cleaner motor sounds like the wind, bucket rattled in a tin can denotes rain, raincoat with champagne stretched over the opening and motor with rubber propeller serves to denote the noise of automobile motors, coconut shells and wooden drum revolving

with cleats gives the clatter of horsehoofs and the rumbling of a wagon, hand messenger on top of tympant drum made by stretching a drumhead over a mixer bowl gives out sounds of an airplane, tympant drum is used for tom-tom noises and that of falls, and thunder is made by hitting a bass drum with the symbol denoting the crash.

### Chipper Difficult

The hardest picture he ever accompanied is *The Yankee Clipper*. This film has a running time of 35 minutes and has 35 minutes of a storm at sea. During the storm, it was necessary for Lubin to make the sound effects for wind, rain, thunder, airplane motors, splash of waves, and the crashing of the ship.

Melodramas are the easiest to accompany. For mood music, Lubin plays the lute. They suggest what he means. If there is an "I love you" in the title, he plays this song. I Love You. There is little variation in the music played at the first show on Saturday and the last one Friday night.

Lubin has played through New England and was featured at the old-time movies in Atlantic City, where he spent about three years doing this work.

## Grill Features Movies

YOUNGSTOWN, O., Feb. 22.—Old-time talking pictures are clicking at the Shamrock-Gell here, the management reports. Talking pictures are offered nightly, along with the organ melodies of Verne Sandick, at 10, 11:30, and 1 a.m. Spot is the first in the district to introduce movies.

## Cutting It Short

By THE ROADSHOWMAN

The Philadelphia Cinema Club, including a goodly number of roadshowmen, at its regular meeting there last week decided to sponsor a film contest, which is open for 8mm. films of 200 feet or less and 16mm. films up to 400 feet. The club encourages roadshowmen to produce their own short subjects to embellish the regular programs presented, so that the local angles can be emphasized.

Norman V. Sargent, publicity director of Ocean City, Southern New Jersey seashore resort, says he is making plans to attract new friends for the vacation town thru 16mm. motion pictures and lectures. The plan of presenting such programs before service clubs and other organizations in distant communities was started last year, but got under way too late for proper connections to be made. This year, Sargent already has begun seeking bookings on club programs with his movies and aspiel about the resort's summer attractions.

Ellsworth Carpenter, lecturer, plans to use religious films in his talks. An elaborate Lenten schedule has been arranged. Bookings are under sponsorship of churches in the East.

Joan J. Reis reports that he has been doing unusually well with *The Passion Play* in New England. He is booked heavily thru Lent.

An interesting report comes from Norman Earl Thomson, who is featuring *Nickelodeon Nights* in the Valley Area in Holyoke, Mass. Presenting the show as a night club novelty, a large crowd was on hand for a recent Sunday program. Features included *The Great Train Robbery*, *Broken Wings*, with Harry Carey and Blanche Sweet, *The Cobbler*, with Will Rogers, *Fast Neighbors*, with Harold Lloyd and Bebe Daniels, and *Tiller's Punctured Romance*, with Charlie Chaplin and Marie Dressler. Robert Mitchell, baritone, was the song leader, and Estelle Ducharme, pianist, for the illustrated slides. Commenting on the show, Thomson said: "Crowd was slow in getting the feeling of the film but after the second day they began liking the whop and cheering the hero. Piano was stopped during the showing of *Broken Wings* and vociferous comments were most amusing." Movies clicked

solidly and indications are that they will be a weekly feature, Thomson added.

Non-theatrical movies are proving a big hit through trailer camps in Southern States, a report from Florida says. Traileries in large numbers attend the shows that are given either in the community halls or outdoors. Booming ball and sport shorts are especially popular. With fishing an outstanding pastime in Southern classes, many roadshowmen are using at least a short of this subject. In the vicinity of training camps soldiers are patronizing the programs.

## New and Recent Releases

(Running Times Are Approximate)

**MOVIELAND-MEMORIES**, released by Film Circulation Corporation, Cast includes Mickey Rooney, Rusty Wallace, Eddie Quilian, and Hawaiian Hotchkiss. First of a series of short subjects to be released monthly. Running time, 10 minutes.

## NIGHT CLUB REVIEWS

(Continued from page 19)  
who at show caught had laryngitis. Works hard.

Byrnes and Swanson, adagio duo, do some expert fooling, their spins with gal high overhead getting terrific handle. Male also handles bullfight expertly, his lashes looking as tho they strike home. Production background by the house line enhances the number nicely. Good hand.

Patricia Joyce does a strip in good taste. Works smoothly and peels down to the O string, to display a well-shaped torso. Gives off with a little grid before the final unveiling. Costuming is good.

The Clymas offer an interesting spache act, with male slugging his partner all over the stage. Winds up with the gal giving her persecutor the heave-ho and spinning him. Good for a big hand. The first show had them doing some aro work winding up with a knife-throwing act. Lack of space hampered their efforts.

Virginia Valley, a nice red-headed item, has an adequate voice and a pleasing personality. Her two numbers were pleasing.

Dora Muehling, a holdover, continues to click with her bawdy ballads, risqué stories, and entertaining act. Closed the show for a big hand.

The line this week is richly costumed, with Joe Davis, of *Follies* Costumes, responsible for the designs. They go thru three well-concocted numbers.

Leon is the entire mainstay of the management now that Eddie is recovering from an aural operation.

Joe Cohen.

## New 20th Century Club, Philadelphia

Talent policy: Continuous musical entertainment from 8 p.m. Management: Frank Palumbo, owner; captain, Eddie Sheehan; manager, Gus DeLuca; press agent, Mitz Shapiro. Prices: Drinks from 25 cents; no minimum, no cover.

This is the newest and firt of the enterprises under the operating wing of Frank Palumbo. Club is the former mid-city 20th Century Tavern. Under Palumbo it's fast becoming a lively spot. Goings-on are concentrated on the stage centered in the circular bar. There are side booths, a balcony, and the swanky rail for patrons. Continuous entertainment is all musical, with emphasis on swing.

Mirre Precidini and his Four Men of Rhythm are paced by Pedicini's sax and clarinet tooting. Unit includes Maurice Belmont, vibes; Dave Appell, electric guitar, and Lou de Frances. Youthful four combine staging with their playing, which runs from singer stompers to lush ballads.

Alternating is Jerry Brandon, masculine edition of Frances Hyde, piping to a one piano; teamed with the song stylizations of Dorothy Johnson, blonde, who adds guitar strums.

M. H. Orndorfer.

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office on or before Monday.

The Billboard reserves the right to sell all advertising copy.



Vol. 53 MARCH 1, 1941 No. 9

## ORCHESTRA NOTES

(Continued from page 14)

Weiser, Herman: (River's) Trenton, N. J., with Lawrence (Stevens) Ch. 1.  
Whelan, Peter: (River's) Passaic, Miami Beach, Fla., N. J.  
Whitman, Paul: (Colonial Inn) Hattiesville, Miss., Miss.  
Williams, Chick: (Gay 'n' Cafe) Philadelphia, Pa.  
Williams, Gruber: (Astor) NYC, N. Y.  
Wilson, Teddy: (Ambassador) Ch. 1.  
Wilson, Tom: (Mou Paris) NYC, N. Y.  
Wilson, Tom: (Ambassador East) Ch. 1.  
Wintner, R.: (Reginald) Cape: (Linda) Camden, N. J., N. J.  
Winton, Harry: (Rainbow Grill) NYC, N. Y.  
Woods, Bob: (New Dragon Inn) Miami, Fla.  
Woods, Harry: (New Franklin) Philadelphia, Pa.

Y

Yahn, Freddy: (Phil Barr's 500 Club) Atlantic City, N. J.

Young, Eddie: (Heddenberg) Jackson, Miss., Miss.

Z

Zentile, Doc: (Brookley's) Albany, N. Y., N. Y.

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## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Monthly. Conducted by KEVIN GREENMAN, 126 City Terrace Building, Pitt Street, Sydney, Australia. Office of The Billboard.





# The Final Curtain

**BRANDENBURG**—Gilbert Ware, 29, formerly with the Johnny J. Jones Expedition and Carl J. Lauder's Illusion show, February 14 in Waverly Hills Sanatorium, Louisville, Ky. Deceased had also been a lecturer with T. A. Wolfe's Glass Blowers of the World at the New York World's Fair, where he was also affiliated with Fair-Rides, Inc. Survived by his mother, Sarah, four brothers, William, Roy, Corydon, and Raleigh, and one sister, Vitale, Irving. Services in Corydon, Ind., with burial in Cedar Hill Cemetery there.

**BROTHERTON**—George Clark, 50, former treasurer of several Philadelphia theaters, February 15 at the U. S. Naval Hospital, Philadelphia, of pneumonia. Brother's father, the late George Brotherton Sr., was manager of the old Temple Theater, Philadelphia. Survived by a brother, Tom, treasurer of the Alvin Theater, New York; his mother, a son, and three sisters.

**CARBOLL**—Mrs. Gladys M. Sines, 45, former actress, suddenly in her Atlantic City apartment recently. She performed in Atlantic City night clubs a number of years ago. Buried in New Orleans.

**CASEY**—Howard, 29, musician, February 13 in Evansville, Ind.

**CASSIN**—Jack, 62, former actor, February 1 in Quincy, Ill., of a heart attack. His 15-year career in the theater included acting with the old Van Dyke & Eaton Stock Company and trouping on Mississippi River showboats. He leaves a daughter.

**COURTNEY**—Fay (Mrs. Roy V. MacNicol), 45, former partner of the vaudeville team the Courtney Sisters, February 13 at home in New York after a brief illness. With her sister, Florence, she made her stage debut at the age of 12 under the auspices of Gus Edwards. They later appeared at the Palace Theater, New York, and for nine seasons were featured on the Keith Circuit. After the retirement of her sisters several years ago Miss Courtney continued to appear on the stage and radio. Her last appearance on the legitimate stage was in the Joe Cook show, *Off to Buffalo*. She was recently seen in *The Advertising of Koff*, *Saturday Night*, *She Couldn't Say No*, and *If Never Comes*. She leaves her husband and another sister.

**COYNE**—Joseph, 73, musical comedy actor and one-time vaudeville, recently at Virginia Water Nursing Home, near London, of pneumonia. Born in New York, his first stage appearance was at the old Niblo Gardens there in 1883 in the *Krality Bros.* spectacles. Encolored shortly thereafter he went into vaudeville in the team of Evans and Coyne. In 1897 he played the role of Marmaduke Math in *The Good Mr. Bad*, one of the hits of the New York season. His first English appearance was as Bertie Tappert in *The Girl From Up There* at the Duke of York's Theater, London, in 1901. In this country Coyne had been under the management of the late Charles Frohman. After his appearance in *The Merry Widow* at Daly's, London, in December, 1905, he settled down in England. Some of his other starring roles were in *The Girl in the Barnacks*, *The District Attorney*, and *He Didn't Want To Do It*. When Ina Claire made her London debut in the successful *The Girl From Utah* in 1913 Coyne played the male lead.

**DALL**—Mae, veteran vaudeville comedienne, February 12 at American Hospital, Philadelphia, after a long illness. She toured the country in a vaudeville skit, *The Disappointed Bride*.

**DOOLEY**—Mrs. James, formerly of Sells-Floto and Al G. Barnes circuses and the Johnny J. Jones Shows, in Shelton, Wash., February 1. Survived by her husband, James J. Dooley.

**EBERHART**—Arthur J., 80, musician, February 18 in the New Haven County Hospital. He was personal manager of the New Haven Symphony Orchestra. Survived by his widow and a daughter.

**FULMER**—Floyd, 49, proprietor of Fulmer's Cafe, Easton, Pa., night club, February 8 at his home in that city of a cerebral hemorrhage.

**GOFF**—Edward M., 78, retired music teacher, February 11 at his home in Pennsboro, N. J., of a fractured skull sustained in a fall. He taught violin in Pennsboro many years. There are no survivors.

**GRADY**—James H., 73, pioneer motion picture actor and vaudeville performer, February 17 at his home in Lynn, Mass.

Grady acted and produced many plays that appeared in New York and other large cities, among them *Monte Cristo*, *The Toll Bridge*, and *The Ensign*. Years ago he also was director of Wild West shows. He retired about 10 years ago. Survived by two brothers, Martin and Theodore, and a sister, Alice. A nephew, William, is an executive with Metro-Goldwyn-Mayer in Hollywood.

**GREENE**—Walter D., 68, retired actor, February 20 at the Colony Home Hotel, Great Neck, L. I., N. Y., after a long illness. He had appeared in several productions of the late David Belasco during his 35 years on the stage, retiring six years ago. Greene was a member of the Lambs and Actors' Equity Association. He leaves a brother and a sister.

**HADING**—Jane, 81, former French actress, in Newly France, recently. Her real name was Jeanne Alfredine Trefouret and her father was one of the great actors of his time. At the Comedie Francaise she was famous for her roles in *L'Adieu à Marie* and *Les Effrontes*.

**HARTY**—Sir Hamilton, 61, British composer and conductor, at his home in London, February 19. Harty had led the London Symphony Orchestra, the Hallé Orchestra, and the British National Opera Company. In 1934 he conducted concerts at A Century of Progress Exposition in Chicago. Harty had also been guest conductor of orchestras in Boston and San Francisco. His more important compositions were an *Irish Symphony* and *With the Wild Geese*.

**HOWARD**—Bully (Miller), 73, retired minstrel and vaudeville performer, January 21 at his home in Los Angeles. Deceased played the major vaude circuits before his retirement 10 years ago. Survived by his widow, Sadie, and son, Howard. Interment in Los Angeles.

**HUNTER**—Frank, 58, property man in Atlantic City theaters and amusement piers for many years, February 16 at St. Joseph's Hospital, Atlantic City, after a long illness. He was a member of the National Showmen's Association. Survived by a son, a daughter, a brother, and a sister.

**ISHAM**—Sir Vere, father of Gyles Isham, British actor who appeared with Gracie Crabo in *Anna Karenina*, recently in London. Deceased's son has been on the stage in New York and London and in British motion pictures and has been chairman of the British-Catholic Stage Guild since 1936.

**JONES**—Clarence E., 61, a stage manager at the Academy of Music, Philadelphia, February 13 aboard his yacht at Beach Haven, N. J., of a heart attack. He was with the Philadelphia theater 20 years and during the summer was in charge of the erection of scenery and stage effects at Robin Hood Dell, Philadelphia outdoor theater. Before that he toured the world with various road shows. Surviving is a daughter, Dorothy, with whom he made his home in Sewell, N. J., where services were held.

**JORDAN**—Fred, 60, stage press agent, February 13 at his home in Somers, N. Y., of heart disease. Jordan was formerly with the Abbey Theater Players and had represented Olga Petrova and Fannie Ward. At one time he was employed by Arthur Hammerstein and more recently was affiliated with the Shuberts. He leaves his wife and a son by a former marriage.

**KELSO**—Frank H., 65, animal trainer for the Parker & Watts Circus, in a Port Smith, Ark., hospital February 17 after three weeks' illness. He was formerly connected with the Barnum & Bailey and John Robinson circuses. Kelso made his home with two brothers, George and Joe. Also surviving is a daughter, Mrs. Floyd Markham, Detroit. Burial February 18 at the Sarah Grove Cemetery, near Cedarville, Ark.

**KOHOUT**—Frank J., father of Clement Kohout, Bridgeport, Conn., musician, in that city February 18 after a long illness.

**LEONARD**—P. Dave, 59, for more than 20 years secretary-treasurer and manager of Davidson County Fair, February 10 at a hospital in Greensboro, N. C. Survivors include two brothers, H. B. Leonard, of Auburn, Wash., and E. G. Leonard, of Lexington, and a sister, Mrs. J. L. Pleasant, of Greensboro.

**LOEBSTORFER**—Frederick, 77, director of the Apollo Concert Orchestra at

Port Huron, Mich., for a quarter of a century, February 18 at his home there.

**MACDOWELL**—William Melbourne, 84, matinee idol of the '90s and husband of the noted actress Fanny Davenport, February 19 at the Masonic Home, Decota, Alameda County, Calif. In 1877 he made his debut as the sheriff officer in *Road to Ruin* with the old Boston Museum Theater Stock Company. After three years with that company he went to Montreal, where he appeared in *The Duke's Motto* and *The Maid Queen*. He then went to Minneapolis, where he played with a stock company for three years. Subsequently he appeared in stock in Chicago and New York. With his wife, he was seen in *Fedora* and *Antony and Cleopatra*. After her death in 1888 he formed his own stock company, but soon afterward entered pictures. Some of his movie roles were in *The Outlook Express*, *Driven From Home*, and *Hearts in Kells*.

**MATTHEUER**—Karl, 89, woodworker and cabinet maker and father of Karl Germain, former magician, now a lawyer in Cleveland, February 19 at his home in that city. Deceased built much of the paraphernalia used by his son. Services and interment in Cleveland February 21.

**NICHOLSON**—John W., 40, former head of the radio department for the Los Angeles office of the General Foods Sales Company, February 14 in San Diego, Calif., of a heart attack.

**OTZEL**—John A., 84, former cafe operator in Camden, N. J., February 12 at the home of a daughter in that city after an illness of several months. A son also survives.

**PIGSON**—Mrs. Fannie B., mother of Mrs. Philip A. Amigone, who with her husband operates Cheet Aml, Buffalo night club, February 17 in Buffalo. Survived by two sons, six daughters, two brothers, and four sisters. Services and burial February 20 in Buffalo.

**POWERS**—Harry J., 82, for many years operator of legit theaters in Chicago, February 21 in Morristown, N. J. Deceased owned and operated the Powers Theater in Chicago, where the Hotel Sherman Annex now stands. Later he acquired the Illinois and Blackstone theaters and with A. J. Erlanger the Erlanger Theater, and was active in their management until his retirement in 1930.

**QUIST**—Hugo, 51, former manager of Sonja Honis, February 14 at Hotel Edison, New York, of a heart attack. He was the original American sponsor of Miss Hemie. He leaves a brother.

**ROCCA**—Gino, 50, Italian playwright and journalist, in Milan, Italy, February 13 of angina pectoris. He had been drama critic of *Mussolini's* Milan newspaper, *Popolo d'Italia*. His play *Le Liane* was presented at the Little Theater, Milan, in 1933.

**SARGENT**—Philip B., 27, member of the Hershey Arena Orchestra, in Harrisburg (Pa.) Hospital February 18 of a self-inflicted bullet wound, according to authorities. A native of Springfield, Ill., Sargent once conducted an orchestra of his own in Illinois. He was soon to have been made music director of the Sherrango Township schools, near New Castle, Pa.

**SILVERS**—Mrs. Mary, 72, mother of Sid Silvers, comedian, and Louis Silvers, musical director, February 19 at her home in Brooklyn after an illness of several months. She leaves two other sons and three daughters.

**STERN**—Louis, 61, veteran character actor both in silent and talking pictures, in Hollywood February 15 after a long illness. Among his better known roles were those of the priest with Lon Chaney in *Where East Is East* and the father with Eddie Cantor in *The Postman*. He appeared in vaude for a short time. Survived by his widow, Peggy Ward Stern, an actress.

**STUART**—Donald, actor, suddenly February 7 in Grand Central Station, New York. He was the son of Ralph Stuart, one-time well-known leading man.

**SULLIVAN**—John J., 56, vice-president of the National Theater Corporation and a prominent West Coast showman, February 13 at his home in Los Angeles. Survived by his widow, Margaret, two daughters, Mrs. C. Richard Bradley and

Mrs. Arthur Bradley, two sons, John C. and Joseph V., and two sisters. Services February 17, with interment in Calvary Cemetery, Los Angeles.

**TONNINGS**—Charlie H., 66, former secretary for many years for the C. A. Verdon Shows, February 14 in Lepton, Tex. Survived by his widow. Burial in Veterans' Cemetery, Lepton, February 15.

**VAN ORDEN**—Ethel (Mrs. Fred Damper), 61, former stock and musical comedy performer and later a radio actress, February 14 at Central Park Hospital, Buffalo, after a three-month illness. Until recently she was associated with her husband in the writing, producing, and acting of radio dramas at Buffalo Broadcasting Company, where Damper is assistant dramatic director. Her Broadway career began with ingenuous parts, later playing opposite George M. Cohan in such musical comedies as *Forty-Five Minutes From Broadway* and *Fifty Miles From Boston*. Her outstanding straight dramatic part was as Mrs. Lincoln with John Drinkwater in a Coast-to-Coast tour of Abraham Lincoln. Later she appeared in Buffalo at the Erlanger, Teak, and Court Street theaters in various stock companies. Survived by her husband and her mother, Mrs. Clara Miner, of Buffalo. Burial in Forest Lawn Cemetery, Buffalo, February 17.

**WATTS**—Billie, of the team Watts and Willis, colored comedians, in General Hospital, Memphis, Tenn., February 14 of a heart attack.

**WELDON**—Fran C. (Pop), 78, for many years a policeman at Rock Springs Park, Chester, W. Va., February 13 in the Ohio Valley Hospital, Steubenville, O. He was a former police chief at Chester. His widow and a daughter survive.

**WELLING**—Harry C., 73, known in Northeastern Ohio for his musical activities, having at one time played in the Great Western band, February 18 at his home in Akron, O. His widow, Ida, a son, and daughter survive. Services and burial in Akron.

## Marriages

**DAWSON-PARKER**—Douglas Dawson (H. Dawson Sanders), radio commentator, and Jean Parker, film actress, February 14 in San Diego, Calif.

**DETERLY-WAKE**—H. L. (Dud) Deterly, formerly musician with Blue Steele's orchestra and Ches Davis's *Chicago Polies*, and Pauline Leggett Wake, vocalist with various Mississippi bands in Natchez, Miss., February 20.

**DEUTSCHHEIM-SLEEPER**—Harry D. Deutschheim, nonpro, and Martha Sleeper, actress, in New York February 14.

**HARRON-HAMPER**—Paul Harron, president of Station WJBO, Glenade, Pa., and WHOM, Jersey City, N. J., and Margaret E. Harper, nonpro, in Philadelphia February 15.

**HINES-GLAD**—Fran Hines, vocalist with Tommy Flynn's orchestra, and Jackie Glad, dancer and former captain of Don't Arden's Artists' Models Inc. in Buffalo February 17.

**MAURY-SIEDLECKI**—Franklin Maury, assistant manager of the Embassy Theater, Reading, Pa., and Otoma Elizabeth Siedlecki, formerly on the service staff of the theater, in that city February 13.

**NEMEROFF-FOX**—Low Nemeroff, nonpro, and Rose Fox, associated with the 20th Century-Fox Film Corporation in Philadelphia, in that city February 23.

**NICHOLS-DEMAREST**—Frank Billings Nichols, music director at Station WFSP, Springfield, Mass., and Frances Demarest, of Springfield, February 14 in that city.

**O'BRIEN-KELLY**—Edmond O'Brien, actor, and Nancy Kelly, actress, in Yuma, Ariz., February 19.

**PONCHER-DELL**—Sam Poncher, radio man, and Patsy Dell, night club performer, recently in San Antonio, Tex.

**SPAYD-HANSELMAN**—Raymond F. Spayd, Philadelphia, of the Celine & Wilson Shows, and Dorothy Hanselman, Jenetteville, E. C., February 15 in the latter city.

**WRIGHT-HARRIS**—Carroll Wright, assistant manager of the Gibraltar Theater, Loveland, Colo., and Valette Harris, em- (See MARRIAGES on page 33)

## Terrell Adds Lee Rose McAdams To Cole Stock

LOUISVILLE, Ky., Feb. 22.—In another step in the assembling of thoroughbred saddle horses for the Cole Bros. stables, Owner Zack Terrell announces the purchase of Lee Rose McAdams, one of America's foremost registered five-gaited stallions, from C. L. Kerr, of Lexington, Ky. The sale price was not made public.

Altho Lee Rose McAdams is but seven years old now, he has already proved himself a sire of champions. In addition to being a recorded horse show winner, he is the sire of Sweetheart, an Parade a national horse show winner in 1935. An analysis of his pedigree shows that he is one of the greatest of saddle horse breeds, being sired by the famous Lee Rose McDonald and out of the prize-winning mare Princess Vera, both of which won their laurels at Kentucky's annual \$10,000 saddle horse classic.

### Horse Appeal Is Greater

As motor power has superseded the horse in the field of transportation, circus horses, especially registered stock, have become a greater attraction in circuses than at any time in history. As a result, Terrell, who probably knows horseflesh better than any other present-day showman, is determined to eventually own the most comprehensive array of registered ring and track horses ever presented in a circus.

He already has a large number of registered horses of different breeds in his menage numbers and the only Liberty horse display in existence composed of thoroughbred Palomino stallions.

At present 34 Liberty horses and 22 menage and high school horses are at the Coliseum in Detroit with the Orrin Davenport Shrine Circus. Among them are Easter Cloud, Duke the Fourth, and Esmor Du Barry, noted performing horses.

## San Jose Symphonic Band To Feature Circus Music

SAN JOSE, Calif., Feb. 22.—The San Jose State College 50-piece band, under the direction of Thomas E. Egan, in an effort to sustain interest in circus music will feature music of the big top at its 25th annual concert since Egan has been conductor, Wednesday night, April 26. The band is composed of students at the college and is rated by competent critics as one of the finest concert bands on the Pacific Coast.

James K. Adcock, publicity director of the band, who is a circus fan and especially fond of circus music, in a talk with Bandmaster Egan while planning the spring concert, stressed the popularity of the grand stirring music of the circus and as a result the great circus march, *Thunder and Blazes*, by Pusk, will be the opening number of the concert.

To render a true circus performance of the number Adcock has arranged something novel. Prior to the concert the San Jose band will make a recording of the circus number and send it to the Merle Evans band at St. Petersburg, Fla., for criticism. With Evans' criticism and suggestions, the San Jose band hopes to give a rendition of *Thunder and Blazes* as never played before, except under a big top.

## E. E. Staats, Lester Owen To Take Out Wagon Show

GUTTENBERG, N. J., Feb. 22.—Earl E. Staats announces that he has joined with Lester Owen to take out next season the Staats Bros.' & Owen Combined Circus. Work is reported under way at quarters here. The show will be a two-ringer overland wagon circus and will use horses and ponies. It will have a menagerie in connection with the side show and will play one and two-day stands.

The performance will be given under a two-pole top and will run two hours and a half. A girl band will be carried, and is planned to give a small street parade. Opening date will be about June 1 in New Jersey. After playing thru New Jersey and Pennsylvania it is planned to go south.

AL C. BECK, reports Betin Leonard, is recovered from an appendicitis operation and is in Starke, Fla., auditor for a contracting firm.



PROUD, no doubt, is the word that properly describes the feeling of Mrs. Zack Terrell (Estrella Nelson) as she sits in the saddle atop her famed stallion, Lee Rose McAdams. The horse is a gift from her husband, Zack Terrell, owner of the Cole Bros. Circus. Mrs. Terrell is an expert horsewoman and a noted rider of thoroughbred saddle horses.

## Wilcoxon Engaged For Anderson Show

EMPORIA, Kan., Feb. 22.—Jackie D. Wilcox, formerly with Bud E. Anderson's Seal Bros.' Circus and Russell Bros. Circus, has been engaged as general agent for Bud Anderson's Jungle Oddities and Three-Ring Show, and W. F. (Bill) Wilcox, who for the last three years has been with E. A. Boutwell on the No. 2, has been engaged as the brigade manager, with five men and three trucks in the advance department. Jackie is presently working on new press material. Several new styles of paper will be used next season.

The show's elephants, stock, and wild-animal acts will play the Shrine show at Omaha, Neb., in April, after which the tented season will open here April 26. Work at quarters is going fast. Joe B. Webb is supervising the building of several new trailer units. Captain Hart has five wild-animal acts in shape, and Clifford Brooks will again conduct the newly uniformed eight-piece band. Mrs. Bud Anderson is recovering nicely after her recent hospitalization.

## Detroit Shrine Debut Gets 25,000 To Beat 1940; Concert Is Dropped

DETROIT, Feb. 22.—Detroit's 36th annual Shrine Circus opened a two-week stand Monday in the Coliseum at the Michigan State Fairgrounds here, to business considerably in excess of last year's, and with indications of setting an all-time record. Opening day's attendance was 25,000, including matinee and evening, followed with 12,000 on Tuesday and 14,000 on Wednesday, according to Tunda (Mable) Stinson, manager.

Excessive attendance on opening day, including two SBO crowds totaling 15,000 youngsters from local institutions. Much of the first three days' crowds included paper attendance. The outstanding paper, however, was used up in the first three days, with subsequent attendance listed to be actual. Reservations for seats for both shows on Saturday and Sunday were sold out by midweek, with ringer seats for about 1,000 additional spectators placed inside the arena for the opening day, the first time these have been set out so early in the engagement. Admission is 44 cents, including tax at the gate, with reserves extra up to \$1.

Attendees were dropped this year for the first time. Manager Stinson said: "There is a lack of good attractions for an after-show and since we give our customers a quality show, it is likely to spoil the effect if we give a cheap after-show."

Show is produced by Stinson and Orrin Davenport, with the general staff including Vic Robbins, band director; Charles Jones, property master; Mike Michaels,

## Spec and South American Acts News Features of R-B; Press Splurges Toto on Bride Angle

SARASOTA, Fla., Feb. 22.—Ringling Bros. and Barnum & Bailey Circus will have no great influx of new talent this year, Roland Butler, press chief, said today.

A new spectacle, which is now being worked out, and a few South American acts will be the principal additions to the show this season, Butler said.

This winter John Ringling North has stuck close to Sarasota in his search for talent, except for a trip to Havana to superintend the delivery of Toto, the gorilla he purchased as a "bride" for Gargantua.

The press really went to town when Gargantua and Toto got their first look at each other at winter quarters yesterday.

Gene Bowden, United Press staff correspondent; Preston Stroup, Associated Press staff photographer; R. W. Sloupson, managing editor, and Bill Abbott, staff writer, of *The Tampa Morning Tribune*; Frank Jurkowski of *INE*; Al Burger, *Life* magazine photographer, and Wiley Davis, of *The Tampa Times*, were among those present to cover and photograph the well-heralded event.

Florida papers played up Gargantua and Toto daily after a new air-conditioned cage was sent to Cuba for the beast, purchased from Mrs. Kenneth Hoyt, incidentally. Mrs. Hoyt flew to Florida to witness Toto's arrival and revealed a clause in the purchase contract that called for Toto to be returned to Havana if dissatisfied with circus surroundings.

### Acts in Legion Show

Alfred Court, whose wild animal act has been the hit of the weekly performance at the quarters this winter, planned to go outdoors for the first time in America, according to Butler, at the second annual Legion Day tomorrow. The circus gives a part of the gate receipts of that day to the local legion post to carry on its charity work. Some of the outstanding performers take part in the show.

Bob Twern, of *The Detroit Free Press*, has been at quarters several days making photographs for a rotogravure section of his paper.

HAVANA, Feb. 17.—Joe Demasche, traffic manager of the Ringling-Barnum circus, arrived here February 14 for the purpose of taking north with him Toto, the gorilla belonging to Mrs. E. Kenneth Hoyt, of Country Club Park, to be the

"bride" of Gargantua, R-B feature. Toto, born in Africa, was captured by E. Kenneth Hoyt and has been brought up by the Hoyt family since a baby. "She" is nine years old and a very healthy specimen of the largest gorilla.

If Gargantua and Toto can be successfully mated, science will be the debtor. It may be several years before they can be mated, for gorillas are very shy. John Ringling North's plan is to put them in adjacent cages, and let them gaze at each other for many months. If necessary, before any physical contact is permitted.

Owing to happy surroundings and the loving care received Toto's personality is the exact opposite of "her" ferocious mate. "She" is intelligent, inquisitive, and affectionate. The warm climate of Cuba has agreed with "her." "She" has been handled since babyhood by Jose Vicente, "her" Spanish keeper, who is the only one that knows "her" moods and can understand "her." He will accompany "her" to Sarasota. Toto is terrified of snakes and fond of cats. By day "she" has the run of the Hoyt estate and at night "she" sleeps in "her" own house, equipped with a trapeze and a real bed.

At present there is just the shadow of a chance that Toto might turn out to be a male.

## Mpls. Shrine Show Expecting Big Draw

MINNEAPOLIS, Feb. 22.—Annual Shrine Winter Circus here, under auspices of Zuhrah Temple Shrine, is expected to draw capacity crowds daily at the Minneapolis Auditorium, according to indications. The more than 2,000 local Shriners already have tickets and distribution is reported as heavier than usual. The afternoon matinees are practically assured, due to the tie-up with the local schools which permit youngsters to leave classes to take in the circus.

Illustrated Potentate Walter P. Quist is in charge of arrangements, with Noel Van Tilburg in charge of booking and Jess H. Graves handling the publicity. The committee has arranged for special nights, turning the auditorium over to visiting delegations from near-by communities.

Among the attractions scheduled are the Grutenas, with Enrico, child wire performer; Terrell Jacobs and his wild animal act, the Great Zacharis, the Christensen Family, acrobats, and Rogers' trained elephants.

## Daily Bros.' Show Opens to Big Houses

ROCKPORT, Tex., Feb. 22.—Daily Bros.' Circus got off to a good start here February 10, with both houses big. The performance runs one hour and a quarter. The show is playing small towns close to the Gulf and has had fine weather.

One new semi-truck has been added, and Slim Griffin, who is marking the route ahead, is sporting a new cat. Jimmie Dubose, general agent, is 10 days ahead with one billposter.

## Carl Lassiter In Grave Condition

CLEVELAND, Feb. 22.—A rush call was sent out Thursday for blood donors for Carl Lassiter, 23, of Champaign, Ill., who was a catcher with the Flying Bees, aerial act, in the recent Al Street Grotto Circus at the Public Hall here.

Lassiter is in a very serious condition at Charity Hospital here, with a staphylococcus sore throat.

Theater on Tuesday for a women's club audience. Thursday, Micky McDonald, Chester Sherman, and Joe Seani gave a show at the Children's Hospital at Farmington, Mich.

Personnel and performers of the circus are to be guests of Detroit Variety Club at a tent frolic next Saturday (1), prior to closing of the show, thru arrangements made by Bill Carlson.

Otto Griehling and Earl Shipley played a special studio show at WWF

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

**MILT TAYLOR** is presenting circus performances on the stages of schools around Los Angeles.

**FRANK B. KILSO**, dog and pony trainer, is confined in the St. Edward Hospital, Fort Smith, Ark.

**PROFESSOR MAXIE**, ventriloquist and Punch operator, last season with Lewis Bros. Circus, is located for the winter in Charleston, S. C., and is doing fine.

**HARRY RYAN SWANK** reports that the Woodvale circus lot in Johnstown, Pa., is covered with coal three stories high.

**BILL DEORICK** will have a tabloid circus on the Foley & Burk Carnival next season. Cliff Henry and Tom Madison will be associated with Bill.

**VEO D. POWERS** is playing Buffalo suburban schools with his dogs and bears. Herbert A. Todd is booking the act.

**MICKEY O'BRIEN**, clown, who was formerly with Downie Bros. Circus, will be with Wallace Bros. Circus the coming season.

**DON SMITH**, president of the Circus Historical Society, is looking forward to a meeting with friends during the Detroit Shrine Circus.

**EVERETT HART**, who is in clown act in the Detroit Shrine Circus, has been elected president of the Saddle Club, organized by a number of clowns.

**MRS. MICKEY (FRED) FREEMAN** celebrated her birthday at the Detroit Shrine Circus February 20 and was serenaded by the clown band.

**BUDDY FRIEL**, who is running a rooming house in Chicago, reports he will be assistant chair with the Ringling show next season.

**HARRY POSSETT**, 50, known for decades as Funny Harry, hopes to clown again this year with his son's circus in England.

**HENRY RINGLING NORTH**, of the Ringling-Barnum show, says there is no truth to the rumor that the Hagenbeck-Wallace Circus might be revived next season.

**ELIM DALTON**, blindfold trick and fancy rope spinner, is at the Homocapital Hospital, Providence, R. I., suffering from brain hemorrhages, following being struck by an auto February 5.

**IRVING J. POLACK** has introduced a very attractive route card. It pictures Polack, with crayon in hand, standing beside a blackboard on which is written Polack Bros. route.

**CHARLES SIBGHIST** is catching for the first time in 20 years, filling in with the Flying Bebees at the Detroit Shrine show for Carl Lassetter who was taken seriously ill at Cleveland.

**MICKEY KING**, with her endurance grimed, is playing her first return engagement in Detroit in six years, where she was formerly a major Shrine Circus favorite.

**WILLIAM HEYER** is back in the riding numbers, playing his first circus engagement since he played the Detroit Shrine show last year. He has been playing

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principally theater dates in the meantime.

**TOMMY COMSTOCK**, well-known calliope player, is with Vic Robbins, who is directing the band with Orin Davenport's winter dates. Comstock will wind up his duties for Robbins at the Detroit Shrine show.

**RALPH SWISHER**, who has been catcher in Clayton Bebe's flying act for several seasons, has retired from the circus temporarily and is currently engaged in the electrical appliance business in Lawrence, Mass.

**MR. AND MRS. L. C. LANGHART** celebrated their 10th wedding anniversary at their home in Louisville, Ky., February 19. Mrs. E. S. Ritz, Langhart is a billposter and has toured with many major circuses for the last 15 years.

**JOE BAKER** while in Seattle, Wash., recently met Harry Goodwin as he was leaving for Boston by air. Goodwin will return to Seattle after a short visit and will have several concessions with a well-known show.

**EDDIE ALLEN**, formerly of Cole Bros. Circus and last season manager of one of the Barnes-Carruthers fair units, has been personal manager for Gene Autry since last September and is now living in Hollywood.

**VETERAN CIRCUS POLKS** seen in outfit in one of San Francisco's (Calif.) leading cafes the other day included Charles (Butch) Guggis, Tom Heeney, Patsy Traynor, Judge A. B. Palmer, Jimmy Cotton, Charles Sawyer, and Jack H. Beach.

**ROGER LUDY**, manager of Bines Theater (movie), Portland, Ind., is a real friend of outdoor showmen. He never fails to give them a welcome when they go to visit him. And it's because Ludy is a showman that his theater does plenty of business.

**WORKING** in Charlie Post's band in Los Angeles at picture studios and other dates are Walter Harrison, Charles Hanson, Al Mitchell, George Thomas, Milley Thomas, Nick Schumtz, Rusty Campbell, Frank Astby, William Taggart, Phil Moco, and Pop Harding.

**KIMBALL AND FRANK CHICARELLI'S** Duck Derby, a combination circus and carnival, is playing Southern California spots. Among the circus acts are Ben Wallace's trained dogs, goats, and ponies; Billy and Hope Dale, aerialists, and Chic Dale, clown and announcer.

**THE BRONIE BROTHERS**, after completing 14 weeks with Dan Fitch's World of Pleasure Recre, are playing hotels and are now in their second week at Hotel Roosevelt, Jacksonville, Fla. They will be with Wallace Bros. Circus next season.

**EVERETT CORRELL**, of the Correll Troupe, which has been working in and around Kansas City, Mo., since the close of the 1940 outdoor season, will leave for Los Angeles early in March to present his head jumps in a movie short entitled *Bouncer Incorporated*.

**COL. CHARLES H. CONSOLOVO**, Norfolk, Va., was recently awarded a fellowship in the Wear & Flower Every Day Club, founded by Chalmers Lowell Parsonet, assistant manager of Hotel Lexington, New York, in the interest of the International Flower Show at Grand Central Palace, New York.

WHEN his regular catcher was stricken with the flu shortly after opening at the Al Strat Grotto Circus, Cleveland, Clayton Bebe recruited Charley Siegrist, veteran catcher, to substitute during the remainder of the date in his flying act. Charley will also work the Detroit Shrine date for Behe.

**FRANK MYERS**, formerly with the Hagenbeck-Wallace Circus and the Tim McCoy Wild West Show, is with a river amusement company at Peoria, Ill. He expects to visit the Ringling quarters in Sarasota, Fla., this month and catch the Cole quarters on his return. Myers agrees



**THOMAS E. EAGAN**, director of the San Jose (Calif.) State College 90-piece band, which will feature circus music, including "The Great March," "Thunder and Blazes," at its annual concert in San Jose on Wednesday night, April 30, in an effort to sustain interest in circus music.

with what Harry Thomas said in his recent article in *The Billboard*.

**ERNIE JENSEN**, of Tacoma, Wash., recently received a wheel from one of the old parade wagons of the Ringling show and he has it on display at Dock's Tavern in Tacoma. Jensen, wanted the old wooden, iron-faced wheel for a souvenir and wrote to Henry Ringling North, who had the wheel shipped from Paris, Ind.

**PROFESSOR RUTRA**, graphologist, who is playing a repeat date at the Detroit Shrine Circus, was caught in the Melrose Hotel fire at Toledo, O., while he was playing the Toledo Sport and Homes Show, but escaped without injury. He has been booked for the Detroit Sportsmen's Show as his next engagement.

**JACK MILLS** was in Canton, O., recently for a business conference with Duke Drunkenbrod, who formerly was associated with him in several indoor circus promotions. Mills reports he is lining up acts for the 1941 season and that winter quarters activities at Berea, O., Fairgrounds will be increased, starting March 1.

**KATHRYN HESSLER** writes: "Oscar Lovande is still alive and in New York City. He was with Walter L. Main Circus when he was 11 years of age and did a carrying act with his sister. He now states that in 1889 when with the Main show in Maine he was under the impression that Walter L. owned that State."

**THE REPORT** in last week's issue from Los Angeles that Mr. and Mrs. Alex Brock would remain home next season was mistaken. Alex informs from Huntington, W. Va. He says they will be with Russell Bros. Circus the coming season in the same capacity as they were on Cole Bros. Circus last season.

**H. H. HEALY**, a circus fan, visited the Cole quarters in Louisville recently and saw something new to him, namely, four zebras pulling a chariot, a camel hooked to a chariot pulling single, and a llama pulling a cart. He says Ted White gets the credit for breaking in these animals. Healey also says White's elephant act is good.

**CAPT. DAN CHERY**, who has signed with the Dodson World's Fair Shows for 1941, is wintering at the show's quarters in Jacksonville, Fla. He has completed his new rigging and has a new act. He and his bride will make a tour thru the South before opening of the show. They have purchased a new house trailer.

**JOSEPH FLEMING** informs that he was guest speaker at a recent meeting of the Trenton (Neb.) Rotary Club. He mentioned the Circus Fans' Association and the Circus Historical Society and exhibited copies of *The Billboard* and heralds, lithos, and pictures from his circusiana collection and says he hopes he did the circus some good.

**MILLE DeBARRIE'S** famous Birds in Toyland, featured the last several seasons with Wallace Bros. Circus side show, are currently on tour with the musical unit *Sensations of 1941*, playing the Gros Sun Time in Eastern Ohio and Western Pennsylvania. Other circus turns with the unit are Pat and Wills Lovola, slack-wire artists and the Pivo Crescomlax, acrobats.

**CHARLES M. (CHUCK) LANEPOND**,

With the  
Circus Fans

By THE RINGMASTER

President Secretary  
**WILLIAM H. JUDD** **W. M. BUCKINGHAM**  
New Britain, Conn. P. O. Box 4,  
Gales Ferry, Conn.  
(Conducted by **WALTER HOENEMANN**, Editor  
"The White Top," care Hagenbeck-Wallace  
Circus, Rochelle, Ill.)

**ROCHELLE, Ill.**, Feb. 22.—Bill Day, CFA of New Britain, Conn., and CFA Jim Hoye, of Hartford, report they traveled about 3,800 miles the past season to visit circuses.

Manuel Enos Jr., formerly of Phil River, Mass., is located in his new home on Grove Avenue in Somerset, a few miles away. Manuel reports Phil River is to have its first indoor circus this month. Somerset is also the home town of CFA Fred Garner, who recently had a touch of flu, but is back on the job again.

Mrs. Albert J. Mayer Sr., wife of CFA Albert J. Mayer Sr., of Cincinnati, has been confined to her home with illness for several weeks. Mrs. Charles E. Davis, wife of C. E. Davis, of Hartford, Conn., is convalescing from a severe attack of flu.

Joe Beach, CFA, and his grandson, of Springfield, Mass., have visited with the members of several acts which played the Court Square Theater of that city during the last few weeks. Among these acts are Benito Brothers and Ella, acrobats and head waitresses, formerly with the Ringling and Hagenbeck-Wallace circuses.

CFA Spencer M. Jewell, of Hartford, Conn., is motoring thru Florida, taking colored stills of the many places he is visiting, which include Palm Beach, Fort Lauderdale, Miami, Sarasota, St. Petersburg, Tampa, and Orlando. He plans to make many trips to the quarters of the Big One for some interesting shots.

Lady Hardwick, wife of Sir Cedric Hardwick, former president of the British Circus Fans' Association, has spent some days in Washington as the guest of Dr. and Mrs. William Mann.

Mr. and Mrs. James B. Tomlinson, of Portland, Me., are at the John Ringling Hotel, Sarasota, Fla., for another month. They have made several visits to the Ringling-Barnum winter quarters. They recently called on Walter H. Woods in St. Petersburg, Fla., and inspected his miniature circus.

CFA Carlos S. Holcomb and Mrs. Holcomb, of Hartford, Conn., recently spent a short vacation in California. They made the trip by plane.

after losing most of the last two seasons due to illness, is now in excellent health and will return to the circus as superintendent of candy stands with Mills Bros. Circus. He will remain at his home in Nashville, Tenn., until the early part of April, before going to the show's quarters at Berea, O., to prepare for the opening. Lansford has been with the leading circuses for more than 20 years, usually in the candy stand department or as ticket seller.

**WALTER L. MAIN** writes of Arthur Nelson: "His family was fine and was with my show the season of 1904. I'll venture to say that we were a month trying to make a deal by letter but failed. So Nelson came to headquarters at Geneva, O., and signed contracts. One of his babies had to have one kind of milk and another a different kind. I thought they were going to be hard to get along with, but I was mistaken. They were as fine as any performers I ever had working with my show. We never had a cross word. In those days we retained two weeks' salary. On the final day there was three weeks' salary due and Art's father, Robert, came for the salaries, but I didn't choose to let him have it, as Art had signed the contract. When Art came with a large grip we filled it with silver and he took no offense."

## Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

# 15 Years Ago

(From The Billboard Dated February 27, 1926)

Val Vico, lecturer and announcer, for many years in the side show of the Ringling-Barnum circus, had been engaged by Manager Sam Wagner of the World's Circus Side Show at Coney Island, New York. . . . A new circus ordinance for Grand Rapids, Mich., raised the license fee to \$250 a day if the admission fee was in excess of 25 cents, and \$50 a day if the admission was less than 25 cents. It also provided that the amusement concern give a \$500 bond to indemnify the city against loss, and that the city manager maintain the route for parades. . . . Robert D. Good visited the quarters of the Ringling-Barnum circus at Bridgeport, Conn. He met Jurgen M. Christensen, who was in charge of the stock herd. . . . Tom Tucker was at the Hotel Dieu Hospital, Beaumont, Tex., suffering from nervous troubles. . . . Mr. and Mrs. William Hopkins joined the Heritage Bros' Circus and arrived at its quarters in Burlington, N. C., with their show monkeys, and trained mule, Harry Houcker, who is in charge of the cookhouse at quarter.

The Fisher Brothers had signed with the Bella-Photo Circus to do their clown juggling act and walk-around. . . . Edward Brannan, general agent for Robbins Bros' Circus, was at quarters in Grandeur, Ia. Bert Rickman, equestrian director, was in Missouri looking for some ring stock. Bandmaster Gillett had just arrived at quarters from Florida and was lining up the band. . . . Henry W. Link signed to pilot the Heritage Bros' Wild Animal Circus. . . . The Aerial Circus and the Christy Duo of light wire and tolling globe artists signed with the Atcheyne Bros' Trained Animal Circus. Frank Kelso was set to have charge of the animal acts. . . . Ed Gill, clown, joined Horace Laird's Merry Jesters at the Empress Theater, Winchester, Mo. . . . Frankie Morgan passed thru Chicago en route to Marietta, Ga., to join the Mighty Haag show as band conductor. . . . Clarence Aushings was booked as the local contractor agent with Gentry Bros' Shows.

## Charity Show in L. A. Store Plays to Two Large Crowds

LOS ANGELES, Feb. 22.—Two big audiences at 10:30 a.m. and 3:00 p.m., made up mostly of women and children, braved the rain to attend the J. W. Robinson Department Store Circus, held on the store's fifth floor February 15. This was a charity affair to raise money for the Junior League charity work. Earl Hebe, one of the store's buyers and managers, produced and managed the circus. A great deal of publicity was given the show in pictures and notices on the society pages of the Los Angeles daily papers for one week previous to the date it was held.

The circus was enclosed by canvas sidewalks and circus seats erected around the one ring. Five Punch and Judy, contortion, and ventriloquist shows were presented on the midway. Miniature cage wagons with stuffed wild animals in them were also placed around the outside of the circus. Admission to the circus was 50 cents. Every child was given a large toy balloon and ice cream was served to children during the performance.

Bert Hansen was emcee and equestrian director. Charles Post's band opened the performance with one of his newly written marches, *The Robinson Miniature Circus March*. The clown numbers were the talking variety and was produced by Bernie Griggs. The program: Display No. 1—Bill Dedrick's ponies. No. 2—Clown number, Bernie Griggs and George Perkins. No. 3—Musical Loops, live act. No. 4—Irene McArthur's top pieces (Duke Art). No. 5—Chief Eagle Feather, Indian act. No. 6—Old-time talking show act, Griggs and Perkins. No. 7—Bill Dedrick's riding dog and rolling monkey on a pony. No. 8—Spark Plug—clown horse act, Griggs, Perkins, and two assistants. No. 9—Miniature business bullfight, Jose Gonzalez and company. No. 10—The Six Olympic Arab tumbling.

After the circus performance the audience came out of the back door and witnessed Chief White Cloud's knife-throwing act. He was assisted by Jerry Tilson. From here the crowd passed into the store's theater, where a very pretentious puppet show was presented.

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

HEE, the Rodeo Teller, is making an extensive Western tour, attending rodeos at Houston, Tex.; Phoenix and Tucson, Ariz. He will also visit Hollywood and Palm Springs, Calif.; Ogden, Utah; Cheyenne, Wyo.; Denver, and Kansas City Mo., before returning East.

ART LOHR, rodeo contestant, sustained a broken vertebrae and other back injuries when he was thrown during the saddle bronk-riding event at the Houston Fat Stock Show and Rodeo. He will be in the St. Joseph Hospital, Houston, about eight week and would like to read letters from friends.

KIN MAYNARD, cowboy film star and circus performer, has been signed as the main attraction for the rodeo to be held in connection with the Southwestern Exposition and Fat Stock Show to Fort Worth, Tex. Ed Lally, musical director at Station KGGK, Fort Worth, will direct the band this year, replacing L. O'Call Meadow.

MRS. MINNIE PRICE, who with her husband, the late J. P. Price, once owned and operated the J. F. Price Ranch Rodeo, is now raising monkeys, partly as a business and partly as a hobby, at her home in Adolphus, O. She was the subject of an interesting feature story in *The Columbus (O.) Dispatch* in its February 16 issue.

CITY OFFICIALS of Miami reported that over \$3,000 damage was done to the Orange Bowl during the eight-day engagement of Larry Sunbrock's Great European Circus, Rodeo, and Barney Oldfield's Hollywood Thell show there. They added, however, that the city cleared a \$1,000 profit after the damage had been paid for.

FOX, noted high school horse owner by Chip Morris, was killed shortly after the close of the recent rodeo in the Orange Bowl, Miami. Chip was en route to Kissimmee, Fla. to announce and work the show there when Fox became frightened and reared up in his trailer, causing it to overturn. Fox's injuries were so serious that he had to be shot.

TEX SHERMAN, who handled the publicity for Larry Sunbrock's recent show in the Orange Bowl, Miami, remained in the Florida city when the organization embarked for its stand in Havana, Cuba. Tex stayed over to close a deal for a two-day rodeo in the colored baseball park, under colored Elks auspices. Event will be held March 1-2, with two performances daily.

CAPT. JACK LLOYD writes from Columbus, Ohio, that he made the *People* radio program on January 14. He says he recently played several Sparks houses in Florida and appeared in several of Womette theaters in Miami. He met Tex Sherman in a hotel there. Lloyd is now playing Lusia & Jenkins houses in Georgia. He was a guest at Carlin Bros' Ranch Rodeo at Sarasota, Fla. recently, and soon will head for the West for the summer.

LARRY SUNBROCK'S entourage arrived in Havana, Cuba, from Miami on February 18 and immediately began preparations for the three-day combined circus, rodeo, and thrill show in the Tropical Stadium, Havana, beginning February 23 under government auspices. The same show which clicked in Miami will be presented at the stadium. It was reported by officials for the Havana exhibition include Sunbrock, general director, William Baker, assistant; Walt Kovak, stunt show director; Betty Sparks, secretary; Henry Lombillo, Cuban interpreter and general assistant; and Jerry Lee, arena director. Among cowboys, cowgirls, and clowns who will participate are Joe Evans, Steve Reine, Jerry Lee, Pee Wee Davis, David Sanford, Tex Mahee, Gale Thomas, Ralph and Mary Parks, Betty Sparks, Fay Gardner, Wimpy Jones, Gordoy Smith, Ralph Duke, Charley Wards, Bill Sawyer, Pe Vine Sims, Pollack Eddie, and Jolly Duke. The Sunbrock contingent brought along 25 head of stock from the States. Bulls and other stock will be provided by the Cuban government.

## Phoenix Show Draws 30,000

ANNUAL Championship Rodeo, which closed at the State Fairgrounds in Phoenix, Ariz., February 18 proved one

of the most outstanding in the event's history, with an estimated 30,000 paying \$22.00 to witness the four-day show. Elmer Perry, secretary of the Phoenix Junior Chamber of Commerce, sponsor, said the rodeo set a new attendance mark despite rain on one day. Ferrell added that all participating groups made money on the show, which was produced by the World's Championship Rodeo Corporation, with these officials in charge: Everett Colburn and Harry Karp, directors; Earl Rhodes and Breezy Cox, Judges; Harry Taylor and Raymond Oakley, timers; C. A. Clements, secretary. Arena events were directed by Stretcher Bessie and major dome of the affair was Col. Mark Twain Clemens, founder of the rodeo corporation, which provided the stock. Contestants totaled 185.

Performers and stock were outstanding and fans who decided to remain home because of the third day's rain (which perhaps fastest events at the show) were of mind which covered the arena, added new thrills. Instead of slowing up the contests, Vic Lyon, of Prescott, Ariz., sustained a head injury when his front slammed him against an upright timber in the chutes, and Pete Travis, Oryssa, Calif., was slightly injured by a Brahma bull. Both are in local hospitals. A bull's horn cut a slash across the chest of Jack Wade, of Hallock, Ala. In addition to day money and seal purses, winners also were awarded merchandise prizes worth hundreds of dollars, donated by local merchants. Contracted performers included Bernice Taylor, Monte Montana, Verne and Myrtle Goodrich, and Gene and Donald McLaughlin. Jasbo Falkerson closed.

## Day Money, Final Winners

Bronck Bronk Riding—First day, Bud Linderman, Cecil Redford; Carl Mendes and Kid Fletcher, and third, Second day, Cecil Henley, Frank Patey, Carl Dossey. Third day, Bob Walden, George Mills; Cecil Henley and Bud Linderman split third and fourth. Saddle Bronk Riding—First day, Pete Grubb, Burel Mulkey, Jackie Cooper, Cecil Henley. Second day, Belle Curtis, Stib Bartlemay; Pete Grubb and Burel Mulkey split third and fourth. Third day, Paul Carney, Jackie Cooper, Cecil Henley. Fourth day, Jim Lee, Jackie Cooper, Fritz Truman, Finala, Jackie Cooper, Pete Grubb, Fritz Truman, Burel Mulkey.

Brahma Bull Hiding—First day, Jimmie Coleman, Jimmie Hazen, Mitch Owens, Glen Tyler. Second day, Dick Griffin, Kid Fletcher, Pete Travis. Third day, Jimmie Hazen, Gerald Roberts, Glen Tyler. Fourth day, Hoyt Heffner, Glen Tyler, Pete Travis. Bull Roping—First day, Cliff Burt, Jim Brister, Buck Edwards; Cecil Owsley and Everett Bowman split fourth. Second day, Clyde Burk, Everett Bowman, Andy Jauregui. Third day, Pat Lewis, John Bowman, Clarence Darnell. Fourth day, Buck Echols, Burkhold Sorrells, Buck Goodspeed, Finala, Andy Jauregui, Buck Goodspeed, John Bowman, Clay Carr.

## Bulldogging

Bulldogging—First day, Bud Spillbury, Hugh Bennett, Blackie Korman, Jack Quitt. Second day, Bud Spillbury, Hugh Bennett, Howard McCrory. Third day, Dick Herren and Bud Spillbury split first; Joe Mendes. Fourth day, Bill McGuire, Everett Bowman, Homer Pettigrew, Finala, Hugh Bennett, Bud Spillbury, Dick Herren, Mickey McCrory, Wild Cow. Milking—First day, Andy Jauregui, Bryl Murray, John Bowman. Second day, Joe Bassett, Andy Jauregui, Sonny Hancock. Third day, Homer Pettigrew, John Bowman, Tom Rhodes. Fourth day, Maurice Laycock, Homer Pettigrew, John Bowman, Team Steer Roping—First day, Lawrence Conley and Bud Spillbury, John Cline and Joe Bassett, Breezy Cox and Ed Bowman. Second day, John and Tom Rhodes, Lawrence Conley and Hugh Bennett. Lawrence Conley and Bud Spillbury. Third day, Ashby Schell and Joe Bassett, Dick Robbins and Ashby Schell, John Bowman and Andy Jauregui. Fourth day, Ray Boss and Skeet Bowman, De Rude and Carl Arnold; Harry Knight and Bill Clements and Pete Haverly and Richard Merchant split third and fourth. Finala, Lawrence Conley and Bud Spillbury, John Cline and Hugh Bennett, Charlie Whitson, and Bud Spillbury, John Bowman and Andy Jauregui.

## Spillbury All-Around Champ

Bud Spillbury with \$1,004.37 in prize money and a similar number of points, was judged the best all-around cowboy. Following him were Russ Heaton, \$622.22; Andy Jauregui, \$538.50; John Bowman, \$466.45; Lawrence Conley, \$459.37; Buck Goodspeed, \$371.87; Jackie Cooper, \$362.57; John Cline, \$328.12; Pete

Grubb, \$299.66; Dick Herren, \$249.37. Although there was no finale in the Wild Cow Milking and Brahma Bull Hiding contests, Maurice Laycock took first money in milking, and Hoyt Heffner was best in the bull-riding event.

## MARRIAGES

(Continued from page 30)

playe of the Riatta Theater, Loveland, recently in that city.

KENNE-WIGGIE—Jun Kerbe and Inge Wenz, dance team currently with the Stars Over Hollywood unit, February 30 at City Hall, Chicago, while playing the State-Lake Theater there.

## Coming Marriages

Earl George, Chicago radio actor heard on the *Ma Perkins*, *Captain Midnight*, and *Houseboat Ramona* programs, and Marjorie Spitzer, soprano, in the summer.

Alice Jane Hansen, Stafford Springs, Conn., model, and Theodore Carl Barber, of Stafford Springs, three sons.

Charles (Doc) Morris Jr., member of the National Showmen's Association, New York, and Lillian Miner, soprano, of Birmingham, N. Y., in the fall.

Dick Rogers, band leader, and Margery Black, vocalist with Al Kavelin's orchestra, in Elton, Md., soon.

Calvin Whytes and Judy Reber, serial contortionists of Crossana, Pa., soon.

## Births

A daughter, Joyce Peris Cote, to Jimmie and Pearl Vail, owners of Jimmie's Restaurant, Miami, February 14. Parents are known to many show people.

A daughter to Mr. and Mrs. Jim A. Aul February 14 at Lyng-In Hospital, Philadelphia. Father is director of publicity at Station KYW, Philadelphia.

A daughter to Mr. and Mrs. Leon Korr February 12 in Allentown, Pa. Father is manager of the Erie Theater, that city.

A son to Mr. and Mrs. Freddie Poore February 14 in Riverdale, N. J. Father is saxophone player with Ray Landola's orchestra at Trenton, N. J.

A daughter to Mr. and Mrs. Martin Goldstein February 11 in Philadelphia. Father is manager of the State Theater, that city.

A son to Mr. and Mrs. Jack Harris February 12 at Hahnemann Hospital, Philadelphia. Father is former treasurer of the Forum and Locust Street theaters in that city.

A daughter, Antonia Ruth, to Mr. and Mrs. Dave Hicker, of the dance team the Hackers, February 7 in Hollywood.

A daughter to Mr. and Mrs. Lee Le Bano in Hollywood February 20. Father is an artist, and mother is Helene Goldin, former actress and sister of Dolores Costello.

A daughter, Christine Lee, to Mr. and Mrs. Jefferson Davis Dickson Jr., February 16 in New York. Father is a former manager of Sojia Harris, Primo Carnera, and Tommy Parr. Mother is the former Louise Mathbaum, of the Mathbaum theater family of Philadelphia and New York.

A daughter to Mr. and Mrs. O. L. Mabe in Crawford W. Long Memorial Hospital, Atlanta, February 8. Parents are semi-professionals with Scott Bros' Shows.

A daughter, Gertrude Ann, to Mr. and Mrs. W. W. Wilcox February 13 in Duke Hospital, Peru, Ind. Father is known as the Great Wilcox, the Human Cannon Ball, and together operates the Wilcox Dining Room on the Andy Brok's Shows.

## Divorces

Danielle Darciens, French film actress, from Henri Decoin, author and director, February 20 in Vichy, France.

Rose Hobart, actress, from William Mason Grosvenor Jr., in Los Angeles February 17.

Dorothy Crayner, actress, from Anthony George Lollier, actor, in Los Angeles February 12.

## Spot at Army Camp Launched By R. R. Miller

ALEXANDRIA, La., Feb. 22.—Ralph R. Miller, owner and general manager of the Miller Amusement Company, is putting in an amusement park at Camp Claiborne, Forest Hill, 17 miles from this city.

The new army camp, nearing completion, will house the 34th Division, U. S. Army, composed of troops from Minnesota, Nebraska, North Dakota, and South Dakota. Miller purchased considerable land immediately adjoining the government property, on which he will erect permanent riding devices, a theater, restaurant, billiard parlor, and modern cabins.

He has been operating several riding devices and concessions at this location for the past six weeks, catering to the many workmen engaged in erecting government buildings. It is expected that about 40,000 troops will be at Camp Claiborne in the next month.

## AC Aud Visitors Spend \$4,600,000, Is 1940 Estimate

ATLANTIC CITY, Feb. 22.—Attendance was 708,798 at all events in Convention Hall here during 1940, according to the annual report of Philip E. M. Thompson, manager of the municipal auditorium. Based on the 271 days the building was open, average daily attendance was 2,597, and average attendance per assembly was 724. A total of 78,738 extra hours of work were furnished local employees in setting up conventions and shows.

There were 16 major conventions, most of them national, in the \$15,000,000 auditorium. Total delegate-days of attendance totaled 400,500. Using the figure of the convention bureau of about \$11.50 as the amount spent daily by each delegate, persons attending conventions in the Auditorium spent \$4,600,000 here, not including spending for labor, decorations, furniture, rental, entertainment, and other purposes. There were 972 events and meetings, an average of 3.6 per day for the active days, half being closed on 85 days.

Work of setting the stage or shifting scenes for big shows and conventions is done with a few hundred workers. The hall employs only 43 permanent workers, including guards, carpenter, plumber, electrician, and cleaners. The figure was peeled down from 97 permanent workers in 1933. This year promises to be one of the biggest of recent years, Manager Thompson predicts, as there are only a few open weeks on the calendar. A summer show has not been booked as yet. As in past seasons, it may be an ice show, although other possibilities are being considered.

## Dean Is Bass Lake Promotion Manager

BASS LAKE, Ind., Feb. 22.—Ray B. Dean, former circus press agent and last season with Cole Bros' Circus, has assumed the post of promotion manager at Bass Lake Beach here. He inspected the park on February 20 with Ray Marshall Brydon and his wife, Theresa, Alkins Brydon, members of a holding company which recently acquired the resort property.

Manager Dean expressed enthusiasm over prospects for the spot, which will be heavily billed in a wide radius and will feature special events, new rides, free acts, name bands, and will present traveling shows for weekly or fortnightly engagements.

Red Monroe, Parkersburg, W. Va., engaged as superintendent, has taken charge of crews and expansion work is now on. Operations of the tavern will be taken over next week, and plans for opening of the entire park on May 24 will be pushed.



RALPH R. MILLER, widely known operator and owner and general manager of the Miller Amusement Company, who has launched a new enterprise, an amusement park at Camp Claiborne, near Alexandria, La. Permanently located riding devices will be supplemented by other amusements to cater to about 40,000 troops that soon will be at the camp. Land adjacent to the government property has been purchased.

## Long Fight Is Seen For Monday Holiday Idea, Okehed in AC

ATLANTIC CITY, Feb. 22.—The Monday holiday idea has gained much momentum, it was reported by Thomas Huselton, secretary of the Chamber of Commerce, and Martha Taylor, president of the Business and Professional Women's club and one of the planners of the idea. Plan calls to fix such holidays as Decoration Day, Labor Day, and others on a Monday, giving people a long weekend and, as far as resort business is concerned, making every holiday mean as much as the Labor Day weekend.

The move, which, it is claimed, would benefit all resorts and amusement centers, received new impetus recently when Canada combined its Thanksgiving and Armistice Days into one holiday on the second Monday in October. A poll among members of the local Chamber favored the plan.

Secretary Huselton and Miss Taylor point out that a long fight lies ahead before the movement can be a success. Plan would have to be adopted almost in the same manner as a constitutional amendment. Congress must first pass the law and then Legislatures of the States must ratify it.

## AREA Committees Are Picked for '41

CHICAGO, Feb. 22.—Committees of the American Recreational Equipment Association for 1941 have been announced here thru offices of the National Association of Amusement Parks, Pools, and Beaches, with which the AREA is affiliated. The roster comprises:

Executive committee at large: George A. Hamid, Fred L. Markey, Ben O. Roodhouse, Charles H. Hamilton, chairman; Alvin Wood, K. W. Mitchell; 1941 convention exhibit: Cy D. Wood, chairman; George A. Hamid, Raymond Lussie, W. P. Mangels, B. S. Uzzell; exhibit room: R. E. Chambers, chairman; Alvin Blach, Abner K. Kline.

Export: R. E. Uzzell, chairman; B. D. Levar, Raymond Lussie, finance; Fred L. Markey, chairman; James H. Strong, Lee H. Eyerly; insurance: Fred T. Laurman, chairman; John Logan Campbell.

Membership: R. E. Chambers, chairman; Charles A. Curtis, C. J. Latsch; nominating: W. P. Mangels, chairman; Raymond Lussie, William Rabkin; program: Abner K. Kline, chairman; R. E. Chambers, M. W. Selmer.

Officers for 1941 are: C. V. Starkweather, president; R. E. Chambers, first vice-president; Raymond Lussie, second vice-president; W. P. Mangels, treasurer; R. S. Uzzell, secretary.

## Ventnor Pier To Be Small

VENTNOR, N. J., Feb. 22.—Budget approved by city council this week provides \$55,000 for construction of a new municipal pier auditorium and extension of the present fishing pier 250 feet seaward. Municipal Pier was destroyed by ice last summer and plans for the new pier were received unfavorably. It was pointed out that the city should have utilized the full \$92,000 in insurance money it received. Pier cost \$130,000 when erected in 1927. Based on the appropriation, the new pier will be only a small glass-enclosed structure for use largely as a rest pavilion or sunroom with possibly a bandstand or platform. E. Lynes Wood, who managed the pier, had prepared plans for an attractive and substantial structure, but most council members opposed anything but the simplest type.

## Need for More Amusements Is Stressed by Va. Solon

NEWPORT NEWS, Va., Feb. 22.—Indication of need for additional amusement facilities in this section is seen in a communication from Congressman S. O. Hand to mayors and civic and religious leaders and other prominent citizens of Peninsula communities.

He points to tremendous increase in population in this area, resulting from the defense program, and urges city officials and others in authority to consider expanding recreational facilities as soon as possible.

## Mills Leases N. O. Frontage

NEW ORLEANS, Feb. 22.—Henry Mills, prominent business man of this city, has been awarded a 10-year lease on the Levee Board's frontage on Lake Pontchartrain, about two miles east of Pontchartrain Beach, for construction of an amusement park for Negro patronage.

Tentative plans, Mills said, are for installation of five or six rides, a number of concessions, and intention to book name colored bands and professionals, including Joe Louis, heavyweight champ.

Mills expects to start a five to six month season about May 1 with special programs set for midweeks and Saturdays and Sundays.

## Ohio Resort Ops Advocate Later Date for Labor Day

COLUMBUS, O., Feb. 22.—Petitions of Ohioans along Lake Erie asking that Labor Day be moved from the first Monday in September to the third Monday have been forwarded to the U. S. Department of Labor in Washington.

C. H. Richardson, secretary of Lake Erie's Vacationland, a group of resort and amusement operators, explained to Chamber of Commerce secretaries here that since the tradition that the summer ends with Labor Day was established the seasons have changed.

"Weather sometimes remains cold after the formal 'summer' opening on Decoration Day," he pointed out, "and we have some of the season's best weather in September." He asked the secretaries, who were in annual session here, to write to the Secretary of Labor urging the change.

## New Idaho Pier Is Planned

COEUR D'ALENE, Idaho, Feb. 22.—Plans for development of an amusement pier on a lake here, to cost \$12,000 to \$15,000, has been announced by W. Earl Sumner. It will adjoin the city park and is part of a proposed program to develop Coeur d'Alene's recreational resources. Pier is to be constructed of steel and riprap. It will be 140 by 300 feet and will have amusement devices. There will also be a floating dock extending from the present commercial dock, which will be used for commercial and pleasure boat service and storage of water sport apparatus. Plans also call for construction of bathhouses.

## Mallory in South for Ideas

DIAMOND, O., Feb. 22.—Art Mallory, owner-manager of Craig Beach Park here, spent a week at Florida State Park, Tampa, looking over new rides in anticipation of installing new 1941 features. He plans to spend two weeks in Minna looking for new ideas, with a view to making a number of improvements. He has detected activities at Craig Beach Park for the past 12 years and recently acquired the spot in the Youngtown district.

## Briefs From All Around the Field

ALBANY, N. Y.—Recreation Management Corporation of New York City has been granted a charter of incorporation here. Directors are given as A. Irving Boyer Jr., Wayne W. Light, and John C. Bennett, New York.

MEDINA, O., Feb. 22.—Chippewa Lake Park near here is becoming a popular ice skating center. On February 16 over 1,500 crowded the 200 by 1,300-foot rink, which is kept in condition by a crew of men. Floodlights illuminate the rink for night skating and loud-speakers furnish music. Ice boats are in evidence this season. Owner-Manager Parker Beach said several concessions are operated for the convenience of patrons.

LIMA, O.—One of the largest hotels here, the Normal, has been purchased by J. B. Beasley and Tom C. O'Connor, amusement racket proprietors at Indian Lake, Logan County. Beasley is owner of Beasley's Hotel, near Russell's Point, and O'Connor is owner of O'Connor's Landing on the east shore. Beasley said \$25,000 will be spent for improvements.

BRIDGEPORT, Conn.—City Comptroller Perry Rodman, who is also manager director of Pleasure Beach Amusement Park, Klein Memorial Hall, and of the other city concessions, reported that \$301,661.51 had been spent in operation of them up to date and that income up to date of \$204,000 had

been received. He said 43 of 97 days on which the beaches were open were stormy or unpleasant.

OCEAN CITY, N. J.—A \$5,000 appropriation on a new beach kiosk, three being planned for this season at a cost of \$16,000, was voted by city commissioners. In addition the new city budget included \$10,000 for repairing and reconstructing bulkheads along the beach front and bay front, property owners having notified the city that they would hold commissioners responsible for erosion damage to their properties resulting from any neglect of city bulkheads.

GWINNEMAU,—Edward L. Schott, president and general manager of Conny Island Company, has concluded arrangements under which Johnny Lewis and His Orchestra will be official band of Conny's "navy." Lewis ensemble will provide the dance rhythms and entertainment aboard the steamer Island Queen during the spring season of Moonlite dance excursions, starting on April 12. This will include the boat's tour up and down the Ohio River as well as local excursions.

VIRGINIA BEACH, Va.—At the annual Stockholders' meeting of Cavalier Hotel Corporation in the Norfolk Association of Commerce on February 11 it was resolved (See PARK BRIEFS on page 24)

# The Pool Whirl

By NAT A. TOR

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

## NAAPPB Speaks

Appropos of this column's discussion on the National Association of Amusement Parks, Pools, and Beaches and the lack of interest paid to that organization by members of the swim-pool fraternity, Al Hodge, NAAPPB secretary, accepted my invitation to explain the association's benefits to pool men. From the org's national headquarters in Chicago he writes:

"Far be it from me to criticize a good old pal like yourself, but I believe when you say what you do about the value of the NAAPPB during the year to pool men you are talking 'thru-your-hat'."

"We start about first of January every year and each two weeks we send bulletins to all members of the association who are in good standing and, as they pay up their dues from time to time, we send them all back issues of these bulletins. Each issue contains something of value to pool men. If the main article in the bulletin is about largely at parks, then we run a special pertaining to pools exclusively. There are about 20 such bulletins in the series, which runs up until September.

"In addition to this, a number of pool men are under our public liability insurance plan. They are entitled just the same as park men to our employment service, our consultation service, our bulletin service, and, in fact, to all services available to park men, and proof of the value of these services lies in the fact that they are used by pool men."

"Many seem to overlook the fact that perhaps the healthiest round-table discussions we ever had were held at the Hotel Sherman the year before the successful meeting held in New York, and it is my personal opinion that the principal reason for poor attendance at the last

meeting was largely the poor session experienced by so many pool men, who certainly were hit much harder than park men.

"I am not as pessimistic about the outlook as some of the other boys. I confess it has been harder for us to reach pool men than park men, but I am still hopeful."

## Column Answers

Glad to have had opportunity to outline NAAPPB advantages to those in pool biz. I honestly believe many operators and managers have never realized to what a membership in the group entitled them. This department has always advocated tank owners' joining, but I feel the reason many did not is thru lack of knowledge and not deliberate neglect.

Those who are members and who have attended national meetings continue their support. Those who have never been told about the organization are the ones that Al Hodge and his group must attract. Accordingly, this column will make mention of the NAAPPB whenever occasion warrants, and I trust constant readers, if any, will pardon repetition. Thus this repetition the point will be driven home and more pool men will join. And when they do it will be better for the entire industry.

One thing more, tho, is needed. In addition to the benefits outlined by Secretary Hodge, the NAAPPB must do something concrete—something big for pool owners exclusively—that will make it absolutely essential for them to join. Otherwise, I can't say what it is. Perhaps a special power between powers-that-be will result in something really constructive.

I do know, however, that if the NAAPPB can do something to help pool operators counteract misinterpretation that will be a step in the right direction. It is all right to offer suggestions, send bulletins, offer consultations. They're all fine and very vital—but pool biz as present needs action and needs it pretty quick. More and more cities are building city plunges and more and more commercial establishments, as a result, are being hurt. Why can't the NAAPPB, as a group—as the body representing the industry—do something to help these pools? Why can't a committee go to

(See POOL WHIRL on page 23)

## American Recreational Equipment Association

By R. S. UZZELL

New England meeting of park men set for March 11 in the Manger Hotel, Boston, is fast approaching. They come from all six of the New England States and have a good representation from several Eastern States and usually one or two from Chicago. They are well organized in New England and can be depended upon to consider subjects of keen interest to the membership. Taxation heads the list this year, covered by a member of one of Massachusetts' distinguished families. Best of all, you may ask him about your tax compilation. Instruction, a social get-together, and a good entertainment are given all in one day. Many leave their homes in the morning and return the same day after the dinner. It can be done in one day, as frequently demonstrated in the past few years. Hotel rates are reasonable for all who wish to remain overnight.

## Tribute to Sullivan

Production Press, Inc., Jacksonville, Ill., has just brought out a fine, condensed biographical sketch of the late William K. Sullivan, founder of the Hill Bridge Company, the only exclusive Peruvia Wheel factory in the world. Six hundred and thirty-six wheels have been produced by this concern, going to all parts of the world. It is a sterling product evolved by a sterling character. It is an amazing story of what persistence can do, but the best part of the sketch is the tribute to the character of our departed friend. Here it is: "He was generous in supporting worthy causes, took an active interest in civic affairs, and won the respect of all who knew him thru his high character and readiness to assist in all community productions."

Since the pamphlet came out the concern has passed the 700 mark in the production of wheels. Glad we are to see our fine friend so worthily memorialized. It is only a pity he could not have had more of it while living. Fortunately in AREA he has his worthy son and Ben G. Hoodhouse as active members.

## Faith in Coney Island

The hard going for Coney Island, N. Y., may be over for the present. Bad weather and World's Fair competition hit it hard in 1940. With better prospects, rentals are taking on a new interest. In some instances the landlord is going to operate on his own property. John G. Ward had Karakoti Bros., as tenants for eight years. They could not agree for 1941, so Mr. Ward has contracted for another fleet of Small boats to replace the old fleet. Surely, he shows his faith in Coney Island and the boats.

Florida State Fair, Tampa, has given us another hint of what the season may be for parks and carnivals. The substantial advance over 1940 results are most encouraging. The weather is our only apprehension now.

Present indications point to a bumper wheat yield in the West. Parks and fairs thrive on a good wheat crop and tangibly with a poor harvest for the bread basket. We are particularly interested in seeing all amusement parks in the midwest and west come again into their own.

John J. Cahill's hockey team again

leads the amateur league. He is planning to schedule a game in Boston with New England park men are there and to have them as his guests at the game and for a party following the game. John J. has a large heart in that large body of his. Your author can vouch for his team, the Orioles, putting up a fact and figures game.

## Starkweather Improving

C. V. Starkweather, AREA president for 1941, is improving and has had the cast removed from his leg. It will be a little longer before he can use the injured limb. He has spent the time on his milk farm not far from Buffalo, but it has been anything but an enjoyable existence. He has made a twenty about future pots driving that should be framed and hung on every woodshed. More than two months out of circulation at the selling time in serious, but the chance of fatal injury in the big risk.

It is rather pathetic to see venerable old landmarks of Coney Island disappear one by one. The Starch Restaurant is actually coming down to make way for the Bobbed from the World's Fair.

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# N. Y. Fighting Cut in Budget

## Secs Stand Pat On \$400,000 Aid

Move to include mutuels fund—change in date of annual meeting forced

ALBANY, N. Y., Feb. 22.—Delegates to the 53d annual convention of the New York State Association of County Agricultural Societies voiced their unqualified opposition to the elimination of \$150,000 from the governor's budget, amount having been derived from pari-mutuel racing during 1940 and intended for premiums and prizes already paid out or still outstanding by fairs. Regular appropriation of \$200,000 by the State is not affected, but the \$150,000 was feared lost in the political shuffle, claim being that the absence of an enabling act prevents Governor Lehman from providing the anticipated total of \$400,000 for distribution among societies.

At the main session on Tuesday in the Ten Eyck Hotel John H. Greenman, Cortland, president of the association, urged delegates to nullify the co-operation of their senators and assemblymen to get the figure reinstated. President Greenman said he would shortly communicate with association members, instructing them as to the proper method of procedure in battling the elimination of \$150,000 in the budget.

### Banquet Is Oversold

On Monday District 9 of the United States Trotting Association held a banquet-meeting and called on the Legislature to legalize pari-mutuels betting on harness races at the State Fair. Syracuse, Paul Smith, director of the State Fair, said harness racing would become extinct (See BUDGET IN N. Y. on opposite page)

## City Grants New Lease in Beaumont

BEAUMONT, Tex., Feb. 22.—The city commission has adopted a new ordinance for lease in South Texas State Fair Association of the facilities on the grounds from November 16, 1940, to November 15, 1944. Lease requires that the fair association elect one member of the city commission, to be selected by the commission, to serve on the board of directors and also on its budget committee and to receive the annual interest and sinking fund requirements on the fair's 1931 bonded debt of \$100,000.

Association is authorized to hold a fair within a 60-day period each autumn, during which the grounds may be closed to the public except by admission fee. The association is to assume expense of annual upkeep and repairs and improvements for duration of the contract and is to receive all revenue from all sources for the four-year period. City reserves the right, however, to conduct a public exposition of that portion of the grounds. Formerly used for the purpose with revenue from this concession going to the city.

All buildings will be insured in the name of the city, with premiums to be paid by the fair association. In case of loss the association will be allowed to use collections for repair of property upon consent of the city. The association may also construct any new buildings necessary to repair the fair, but the city reserves the right to use the auditorium on the grounds. City auditors will be allowed to study fair books at any time. City is required to furnish protection, but salaries must be paid by the fair during the annual. No official may operate any concession. The city had threatened not to renew the lease if the fair group refused to pay off interest on bonded indebtedness.

CINCINNATI—Almon B. Kieffer, general manager of Florida Orange Festival, Winter Haven, and director of Old New Orleans at the New York World's Fair in 1939 and of Winter Wonderland at the fair in 1940, was a business visitor here several days last week.



PAUL SMITH, director of New York State Fair, Syracuse, who told members of District 9, United States Trotting Association, that harness racing would become extinct there unless betting were legalized. At a banquet-meeting in the Hotel Ten Eyck, Albany, on February 17 the group called upon the Legislature to legalize pari-mutuels for harness racing at Syracuse and the New York State Fair association adopted a resolution favoring p.-m. racing at the State Fair.

## Bills Propose Two Nebraska Set-Ups

LINCOLN, Neb., Feb. 22.—Declaring the Nebraska legislative bill (No. 137) would be the step necessary to make the State Fair a democratic institution, county fair and junior chamber of commerce arm of the State championed the measure in a hearing last week. Proponents said the present board had "outlived its usefulness" and maintained places for its membership by "self-perpetuation."

Bill provides control of the fair be vested in 20 men, including the governor, and none of the 17 voting members of the board would be allowed to hold office more than two years. J. Lee Runklin and John B. Quinn stood up for the State junior chamber, a letter on virtues of the bill from Nebraska Farmer Editor Tom Leadley was read, and R. C. Johnson, former board member, attacked the present set-up.

Appearing for the present system, Senator Frank Sorrell, who has a bill (No. 273), claimed his measure would correct all its now evident without being so drastic or making a political football of the fair. His measure provides that election set-up be changed, the president to be named for one year instead of two as now, and would allow the board to name a secretary-manager who is not one of the body.

There is another fair bill in the Legislature, authored by Senator C. Petrus Peterson, which proposes re-financing the present fair grandstand debentures, which

## "No Fair Without Midway," Is Vote of Chattanooga C. C. Group

CHATTANOOGA, Tenn., Feb. 22.—Not a dissenting voice was heard when advocates of midway as vital factors to success of any fair stressed their views at a meeting of the agricultural committees of the Chamber of Commerce here on February 14. Session was held to receive and discuss the report of a subcommittee appointed at the November meeting to consider advisability of operating Chattanooga Inter-State Fair without a midway. This committee comprised W. H. Letton, J. E. Wesson, and Charles McDonald.

W. H. Bell, agricultural teacher at Saddy-Daley High School, said that at no time during the 25 years he had been working in co-operation with fairs had he ever known of a fair to succeed when

## La. for May 1 Dates Deadline To Insure Aid

LAKE CHARLES, La., Feb. 22.—Annual meeting of Louisiana State Association of Fairs in the Majestic Hotel here on February 14 and 15 was the most heavily attended in history of the association. When State Commissioner of Agriculture Harry D. Wilson, also president of the association, called the meeting to order, 36 fairs answering the roll call were represented by about 125 delegates, with many attractionists being present. Commissioner Wilson stressed the importance of livestock and agriculture going hand in hand at fairs. Several delegates favored additional State aid, but the commissioner explained that because the Legislature will not meet in regular session until 1942 no additional appropriation will be available this year, but may be forthcoming in 1942, and he pledged himself to work toward that end.

A resolution was adopted requesting Commissioner Wilson to recognize and allot funds to fairs that fix dates on or before May 1 of each year and that no fairs be allotted State appropriations that have not fixed dates prior to May 1 each year. A second resolution was adopted providing that all police juries and school boards be urged to make their appropriations for fairs in their respective priorities as liberal as possible.

Among dates set were those for: Avoyelles Parish Fair, Marksville; Beauregard Parish, De Ridder; Cameron-Caldwell Parish, Sulphur; Allen Parish, Oberlin; East Baton Rouge Fair, Interstate Fair, Logansport; Jefferson Davis Parish, Jennings; Louisiana Delta Fair, Tallulah; Livingston Parish, Doyie; Claiborne Parish, Haynesville; North Central Louisiana District Fair, Olla; Ouachita Valley Fair, West Monroe; Terrebonne-La Fourche Parish, Houma; St. Helena Parish, Greensburg; St. James (See DEADLINE IN LA. on page 38)

## Aid Is Voted in Arkansas

LITTLE ROCK, Ark., Feb. 22.—A bill to appropriate \$60,000 a year with which to pay premiums at State and county livestock shows, bearing sponsoring signatures of 84 members, has been passed by the House of Representatives 63 to 0. Presidents of county fair associations must apply for participation before July 1 and guarantee to use the money for nothing except premiums. Arkansas Livestock Show Association is proposed \$15,000 a year, or \$2,500 more than during the present biennium. Remaining \$45,000 would be divided on the basis of about 2 cents per capita in the counties.

draw 5 1/2 per cent. He wants a new issue, \$250,000 worth, to bear a 4 per cent rate, amortizing a saving of \$3,000 annually. Both bills were subjects of deferred action, the agricultural committee chairman, Senator E. M. Neubauer, saying they would be studied.

## Bill in Illinois Would Create a Situation Almost Existing Now

SPRINGFIELD, Ill., Feb. 22.—Illinois' biennial hubbub, "a free gate for the annual State Fair," has raised its head again. Bolstering the move in the Legislature this time is Representative Tim J. Sullivan (Dem., Springfield).

The only difference in the proposal is that this year the bill is offered by a Democrat. In the 1939 session the bill (No. 583) was offered by Representative Ray Dillinger (Rep., Decatur). The bill offered by Dillinger on March 28, 1939, died as it came out of the agriculture committee on June 1. Representative Sullivan's measure has been referred to the same body.

His proposal received a bit of timely support when State Director of Agriculture Frank Leonard declared that less than 1 per cent of the 1940 attendance was paid at the gate. Receipts from gate admissions in 1940 totaled only \$226, paid by 8,204 persons, he said. Estimated 1940 attendance was 612,000.

It is said the annual practice of supplying passes to politicians, great and small, has caused the situation and that despite efforts of politicians not in control those holding offices had the passes excellent "policy builders."

Representative Sullivan was out of town when sought for questioning on his measure, but other State officials declared the bill would never be brought to a vote.

## Dallas Stock Arena To House Ice Rink

DALLAS, Feb. 22.—A new ice rink will be completed to open here by June 1, according to announcement by Clarence K. Line, Dallas capitalist, who heads a \$150,000 corporation, Ice Sports, Inc., that is to build the Ice Carnival in the Livestock Arena in Fair Park.

Contract details are being worked out (See Dallas Stock Arena on opp. page)

DETROIT—Chester M. Howell, secretary of Cheshaming (Mich.) Fair and former secretary for State of Michigan Association of Fairs, received severe neck cuts and body bruises and other undetermined injuries on February 19 in an automobile accident in Owosso, Mich. He is in Memorial Hospital, Owosso.



C. B. (JACK) AFFLERBAUGH, who has been re-elected secretary-manager of Los Angeles County Fair, Pomona, Calif., has been identified with the growth and expansion program of the Coast annual. Since inception of the fair in 1922 every building has been replaced and many additional structures erected. Much work is being done for the 1941 fair to care for greater demands for exhibit space. New food show building, 100 by 240 feet, will bring the total of buildings to 21. A more pretentious night show is set, and the fair zone, for which a contract has been made with the Amusement Corporation of America, will be doubled in size.

# Around the Grounds

**MARSHALLTOWN, Ia.**—A bond of \$15,000 worth of 4 per cent bonds in \$100 denominations by Central Iowa Fair board to help defray a \$10,000 improvement project in its grounds. Improvements include building of a 48,000 grandstand, horse barn, and relocation of the race track. Bonds will pay the board's share of the WPA project.

**JACKSON, Miss.**—J. M. Dean, 10 years secretary of the Mississippi Association of Fairs, was presented with an island pearl walking cane by members recently. He also received a lapel button from representatives of amusement concerns. Presentation was made by J. O. Steen, of the State Shows. H. K. Booth, former secretary of South Mississippi Fair, Laurel, and association past president, was given a lapel button by the association.

**SACRAMENTO, Calif.**—Construction of a hall of flowers and press-and-look building on California State Fairgrounds here is expected to get under way soon. Material from Golden Gate International Exposition, San Francisco, will be used. Directors have decided to increase general premium payments by about \$1,000, bringing the total to \$150,000.

**ELMIRA, N. Y.**—Tex Sherman reported he has been signed for the second year to handle press for 1941 Chemung County Fair here by newly elected Secretary H. Ward Kinley. The latter succeeds J. Earl Williamson, who has been called to Washington by the Internal Revenue Department. He formerly had charge of the local revenue office.

**BOGALUSA, La.**—A supplementary WPA project for \$4,000 has been approved at Washington for full rehabilitation of the plant of Washington Parish Pigeon Fair Association. Federal funds on the project were exhausted several weeks ago and more was asked to finish a new amusements building. A parish-wide bond issue of \$15,000 was also used. The 1940 fair was canceled because of delays in the project. Work is expected to be completed in time for a 1941 fair.

**THEFTON, N. J.**—Participation of New Jersey in the New York World's Fair last year cost the state about \$185,000, exclusive of private contributions of \$30,000 toward construction of the ruins of the Old Barracks, which served as the state building. Fair commission has reported to the Legislature that \$250,000 visited the building.

**GOVERNOR, N. Y.**—Officials of the combined fairs of Governor and St. Lawrence County have set 1941 dates and adopted resolutions on the death of Melvin H. Streets, a director for many years. Glenn Streeter, his son, has been chosen to succeed him. Also the fair attracted large crowds last year, and maneuvers were said to have cut down total.

**DETROIT.**—A meeting of Bi-State Association of Michigan and Ohio fairs, regional group formed from Southern Michigan and Northwestern Ohio, was held last Wednesday in Hillsdale, Mich. About 150 fair men attended, according to Henry H. Luenders, United Booking Association, who staged a show after the dinner in co-operation with the Ford Motor-Manufacturers' Organization was started

## Grandstand Shows

**JAMES COGUEWELL,** still slow, reports he has been booked for Midland Empire Fair, Billings, Mont.; Colorado State Fair, Pueblo, and several celebrations in recent weeks.

**CHEMUNG County Fair** officials, Elmira, N. Y., have signed Lucky Teter's Hill Drivers and JM Hanch Rodos as 1941 attractions and the George A. Hamid office to furnish free sets, reported Tex Sherman, publicity director.

**UNITED Booking Association** has signed 25 fairs in Michigan, Ohio, Indiana, reported Mrs. Corina Luenders, of the office, which will put out two books this year. *Encyclopedia in Blue and Celebrities of 1941*, with interest show and several separate units of acts.

a year ago with a meeting in Ohio, and this year's session was awarded to Harry R. Kelley, secretary of Hillsdale Fair, as host.

**MADISON, Wis.**—Assemblyman David Hammergren, Cheshira, introduced a bill in the Legislature here which would eliminate the 30-per-cent State aid to county fairs for premiums in excess of \$5,000.

**HIGHWOOD, O.**—Seconium Park Bldg and Penny Arcade have been signed for Richwood Fair and contract for printing and ribbons has been awarded Powers Printing Company, reported Secretary Ralph Vestal. Race purses have been arranged. There will be a Children's Day, with contests under direction of county schools.

## Fair Elections

**SACRAMENTO, Calif.**—California State Fair directors re-elected Steward Meigs, president; George Moreland, vice-president; Kenneth K. Hammaker, secretary-manager.

**BETHANY, Mo.**—Bethany Fair stockholders elected Sam Kiss, president; E. H. Noll, vice-president; T. M. Nickerson, secretary; Merlon Dulke, treasurer.

**PORT GIBSON, Miss.**—M. R. Headley was re-elected president of Southwest Mississippi Stock Show Association. Others named were P. D. Barlow, Jake Wagner, vice-presidents; J. H. Barre, secretary; J. S. McKewen, manager.

**MAKESVILLE, La.**—Aroycelis Parish Fair Association re-elected L. A. Cayer, president; Edgar A. Coco Jr., H. O. Couvillon, vice-presidents; Earl Edwards, secretary, and named Ashton Pettison, manager; Preston Smith, treasurer.

**EVUNICE, La.**—Burling B. McManus was elected secretary-manager of Trinity Parish Fair Association, and Mrs. M. S. Partott was reappointed assistant secretary-manager.

**BROOKHAVEN, Miss.**—Lincoln County Fair Association renamed A. P. Parkinson, president; Martin Holms, vice-president; G. D. Williams, secretary-treasurer.

**BEAUMONT, Tex.**—H. W. Gardner was re-elected president of South Texas State Fair Association; L. B. Herring Jr., secretary-manager; Keith Hotchkiss, vice-president. A. E. Shepherd was elected second vice-president; P. P. Butler, treasurer.

**KENOSHA, Wis.**—West Koshoda County Fair Association re-elected M. M. Schurz, president; Ben Kaskin, vice-president; E. W. Ryall, secretary; John VanDer, treasurer.

## DALLAS STOCK ARENA

(Continued from opposite page)  
by Lino and Harry L. Seay, president of the State Fair of Texas. The arena will be remodeled. Seating will be provided for 7,500 and remodeling plans include tearooms, cafes, soft drink bars, and lounges.

Shating surface will be 100 by 200 feet and there will be an ice plant and air-conditioning system. Bank will be operated 365 days a year at popular prices. Management contemplates bringing in name skaters, prospective bookings including Sonja Henie's ice revue, which played Houston successfully the past two years. Formation of a hockey team to compete with teams now playing Southern and Western cities is planned.

## BUDGET IN N. Y.

(Continued from opposite page)  
in Syracuse unless bettering were approved. Association put thru a resolution asking the Legislature to pass a law permitting D-m racing there.

Baltimore in which the banquet was held Tuesday evening was overtaxed proving a detriment. In previous years space had always been at a premium, but this year all available room in corridors and adjoining alleys, including improvised dressing rooms intended for performers, was used, with many ticket holders still left out in the cold. Several parties and individuals were obliged to

go without the feed and entertainment, others making a bedline for the rest of the night and coffee shop downstairs. It had been agreed that no more than 400 tickets would be sold, but there was a mix-up in signals and considerably more than 500 were distributed, causing an alarming situation. Ballroom cannot hold more than about 400 comfortably.

Association took immediate cognizance of the grave condition by passing an amendment to its bylaws permitting the convention to be held the first instead of the third Tuesday in February, as the first week at the Ten Eyck is usually filled by overflowing by the annual convention of the Association of Towns, comprising clerks, superintendents and the like, with many of these town officials being guests of fairs, thus creating a kind of double convention.

Another mishap occurred, however, when it was found that there will be a Masonic popwow at the hotel during the first February week of next year. It was expected, therefore, that the fair meeting would be held the second Tuesday in the month, unless another suitable hotel could be found in Albany.

## Greenman Renamed Prez

Speakers at the meeting were Bligh Doda, Governor, president of the Town Fairs Association; Clark Hurd, Hamburg, president of Western New York Fair Managers' Association; Mho Kniffen, department of agriculture; Frank L. Winwall, executive vice-president, U. S. Trotting Association; Hodson V. Noyes, commissioner department of agriculture; John S. Williams, Chatham; Walter D. Eldridge, State department of health; Theodore T. Gerry, chairman State Harness Racing Commission; Thomas P. Whitaker, Ayrshire Cattle Club, and Paul Smith, Syracuse, who presented colored notes of the State Fair, assisted by Herb Dotson, press agent of the fair.

Clark Hurd, repeating a statement he had made at the Western meeting in Buffalo, urged officials to book attractions at a flat rate instead of percentage, as percentage contracts force fairs to pay federal tax.

John H. Greenman was re-elected president for his second term, along with John F. Williams, Troy, first vice-president; Arthur D. Driscoll, Whitney Point, second vice-president; William A. Dardess, Chatham, treasurer, and George W. Harrison, Albany, secretary. Dardess relinquished the office of assistant secretary to J. A. Valentine, Mineola.

Named to the executive committee were H. H. Sheldon, American Institute of the City of New York, District 1 and 2; Philip Schuyler, Cobleskill, District 3; Gilbert T. Geary, Burnt Hills, District 4; Cyril L. Seymour, Turin, District 5; E. L. Hartman, Ennata, District 6; George I. Marshall, Waterloo, District 7; Glenn W. Grinnell, Batavia, District 8, and Oscar W. Birkham, Oeneseburg, District 9.

## Many Attractionists There

Flourish following the banquet was furnished by George A. Hamid, who was emcee. The acts: Cudemo and Corinne, dance and instrumental; Shating Carter, who repeated the hit they made at other Eastern meetings; Boden and Nolan, musical novelty; Doris Reed, prima donna; Jack Herbert and Barbara, comedy; Jim Wong Troupe, acrobats, and Warner Fanny, vocalists. Music was by Joe Basler's band.

Amusement representation was large. Contingent included Kama Shows; W. G. Knud, Hankinson Speedway; Ralph A. Hankinson; Strates Shows, Jimmie Strates, W. C. Fleming, Keith Buckington, and Pete Stamos; World of Mirth Shows, L. Harvey Cann; Dick's Paramount Shows, Dick Olsdorf and S. A. Kerr; Triangle Poster Printing Company, Jake Shapiro; George A. Hamid, Inc., George A. Hamid, Joe Hughes; O. C. Buck Exposition, Oscar Buck and Jimmy Quinn; Jimmie Lynch Death Dodgers, Jimmie Lynch and Irish Moran.

Also King Rod Shows, Mr. and Mrs. King Reid, K. C. McElroy, Harry Decker; Convention Shows, Clay Mantly; Dodson Shows, Curtis L. Becker; World's Fair Shows, Sara Pfeil; Stobbing Speedways, Walter Stobbing; Madison Square Garden, Harold Dribble and Frank Moore; Heller Shows, M. & M. Shows, P. S. McLaughlin, Rose Manning, and Jack Perry; Traver Chattanooga Shows, George W. Traver and Molly Decker; Fair at Home Shows, Freddie Phillips; Bantley's Shows, L. C. (Doc) Miller; Coleman Bros. Shows, Tom, Dick, and Nettle Coleman; American Fireworks Company, Harry Hupp and Al Britano; International Fireworks Company, John Serpio and Fred Murray; J. F. Victor Agency, Jimmie Victor; Reifer's

Amplification Service, Henry Reifer; Lucky Teter Hill Drivers, Lucky Teter, J. H. Powell, and Art Wright; Hasting Corporation of America, John Sloan; Ralph Decker, all shows; Eddie Rubin, general agent; Frank Wirth Booking Association, Frank Wirth, Phil Wirth, Mack Kasser; George Kinim, program; Attonelli Fireworks Company; Glenn Schmitt, insurance.

Also Metropolitan Printing Company, Nat Shapiro and Roy Pough; Ohio Fireworks Company, Tony Vitale; Frank Melville Agency, Frank Melville; Jack Kachman, midjet race; Commercial Sound Service; North American Fireworks Company, Henry Bottcher; Fair Publishing House; Swaton Radio Band, George Vetter; Smith Tapes & Awning Company; Weiss De Luxe Binges, Ben Weiss; K. G. Stuts & Company, June Reeder; Baker Lockwood, Arthur Campfield, Ira Vail, auto race; Statuette Exposition Shows, Tom Hooper and Wingle Schaefer; Dingman's Sound Service; Globe Poster Corporation (Chicago), Norman Shapiro, Benny Bernat, Jack Auslet; Globe Poster Corporation (Baltimore), Sidney Goldstein; E. H. Thorber, insurance; W. H. Curtis, insurance; American Carnival Association, Max Cohen; O. J. Bush Shows, Olive Becker; Motny Corporation, Len Hammett; Symphonized Music, Vincent Marker.

## Some Contracting Done

Contracts announced: Little Valley and Balltown, Traver Chattanooga Shows, Vernon, Niles, and Cambridge, Fair at Home Shows; Sandy Creek, Florida, and Albion, King Rod Shows; Corinda, Pfeil's World's Fair Shows, Caledonia, Batavia, Hamburg, Syracuse, and Bath, Strates Shows; Lockport, Weiss Binges, Dick Olsdorf, Paramount Shows, announced that he had signed E. A. Kerr as general agent. Kerr, who has been with Art Lewis Shows, was associated with Olsdorf and Lewis on the old Artidick Shows.

Many trappers welcomed back Lon Ramsell, who is connected with an Albany chemical concern.

Fair delegates from other States included Frank H. Knapman, Brockton, Mass., also representing the International Association of Fairs and Expositions, M. and Mrs. A. M. Peckham, Rhode Island State Fair; Kingston, W. H. Dickinson, Hatfield, Mass.; Will Davis, Rutland, Vt., who left for Florida.

John Sloan, auto-race promoter, left the meeting suddenly for Springfield, Mass., then to New York.

Major Dribble and Frank Moore, of New York's Garden, came up to see what's what for the "County Fair" in Gotham next September.

Harry Pearl, Batavia, collapsed and died on Monday in the lobby of the Ten Eyck.

Peter Foster, press agent of the State department of agriculture, was around and made many friends among showmen and fair delegations, along with Herb Dotson, p. a. of the State Fair.

Mr. and Mrs. Thomas (Nellie) Coleman were a big part of a poster and photo layout in The Knickerbocker News. Fair officials made their annual trek up on the hill on Tuesday to be received by the governor.

Around as chipper as ever was George Herrick, veteran Albany correspondent of The Billboard.

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BOB FISHER'S FEARLESS  
FLYERS

# Ont. Annuals Fill War Need

Ag chief tells managers he is for continuation rather than curtailment

TORONTO, Feb. 22.—Facing changed methods of operation due to war conditions, over 600 delegates attended the 41st annual meeting of Ontario Association of Agricultural Societies in the King Edward Hotel here on February 13 and 14. Delegates from 117 fairs attended. President Wilfred Walker, Fort William, presided.

The opening session featured addresses by P. M. Dewar, Ontario minister of agriculture, and Dr. E. J. Lattimer, MacDonald College, Quebec. Dr. Lattimer discussed agricultural trends in Eastern Canada and stressed the need of full co-operation from all societies, particularly when the mother industry is dependent upon Canada for food supplies. Mr. Dewar favored continuation rather than curtailment of Canadian fairs. Continued activities will encourage farmers, he said.

W. D. Jackson, London, Ont., secretary of the Canadian Association of Exhibitions (Class A fairs), informing members that the organization had revised its constitution to include Class B fairs as associate members, criticized the Dominion government for the abrupt change in customs fees imposed on imported circuses and carnivals. "Many exhibitions succeed because they are not advised of the change," he said.

## Cowan Is President

J. A. Carroll, Toronto, secretary of the association, reported that 1940 brought added responsibilities and problems to officers of agricultural societies. As the year opened there was much doubt and bewilderment through agricultural circles, he said, as in the second year (1938) of the last war period farmers were being urged to produce to the limit by a patriotism and production campaign, the beginning of 1940 found huge surpluses of many agricultural products and many farmers wondered if they might make a worthy contribution to the war effort by currying on even the former rate of production.

Society officers pondered whether money should be spent on fall fairs and whether citizens generally would be inclined to attend or to exhibit at annuals if held. Similar doubts prevailed respecting other projects, such as field crop competitions. Chairman prevailed however, and while some societies were obliged to cancel fairs, due to military authorities having taken over their grounds, the majority decided to carry on with business as usual and a successful year was reported in spite of unfavorable weather and labor problems, he said.

Three fairs not held in 1940 are planning a comeback in 1941. Ottawa and London are planning junior livestock shows under canvas and grandstand shows are contemplated. Kingston Fair buildings having also been taken over by military authorities, a group headed by Howard Kelly, director of Kingston Fair, have purchased an 80-acre tract and plan to have a grandstand and one or two buildings ready this year.

New officers installed are: President, Bob Cowan, Oakville; vice-presidents, M. Arbogast, Stratford; Lloyd Galver, Simcoe.

## Banquet Draws Heavily

Banquet in the ballroom of the Roof Garden Thursday night brought out the largest gathering in many years. Retiring President Walker thanked his associates for their co-operation during the



W. H. DUNN, who was re-elected secretary at the 1941 annual meeting of North Carolina Association of Agricultural Fairs in Raleigh, is secretary of Wilson County Fair, Wilson. He is a member of the body's legislative committee, which is working in co-operation with State Commissioner of Agriculture W. Kerr Scott to set local standards to define an agricultural fair and to classify the annuals held in the State.

year. Mayor Fred Conboy, Rex Frost, of Winston-Salem, Don Fairburn, of Gaston Co., and others spoke. Just before the show George A. Hamid was introduced and drew loud applause when he said that the United States was wholeheartedly behind Canada's war effort.

Floorshow, presented by George A. Hamid and produced and emceed by T. A. McClure, McClure Attractions, included Louise and Her Fair Debutantes; Art McCoy and Partner; the Arnotts, magicians; Buddy Delmonte, tenor; Benny and Wynner; Cliff Oxtroyd, sack wire, and Jackie Burns, dancer.

Among attractionists were George A. Hamid, Inc., George Hamid, Joe Hughes; Wallace Bros.' Shows, Jimmy Sullivan, R. Cronin; Conklin Shows, Neil Webb, Merrick R. Notting; Frank Wirth Attractions, Frank Wirth; Shmz Shows, Fred Sims; Garden Bros.' Attractions, William Gardin; Gray Shows, H. Gray; Queen City Amusement Company, George Atkinson; Oakwood Hodge, Colonel Gatson; Brown's Shows, A. Brown; Contracts announced: Garden Brothers, Lindsay, Belleville; Tillamburg and Benfleur; Sims, Odessa, Midland, Barrie, and Collingswood.

## DEADLINE IN LA.

(Continued from page 28)

Parish Spring Fair; South Louisiana State Fair, Donaldsonville; North Louisiana Midwinter Fair, Lafayette; Louisiana State Fair, Shreveport; Caddo Parish, Shreveport; Tri-Parish, Eunice; Vernon Parish, Leesville; West Baton Rouge Parish, Port Allen; West Carroll Parish, Oak Grove; Concordia Parish, Monteezy; Washington Parish, Franklinton.

## Crowley Gets '42 Meet

In Friday discussion of Why Livestock and Agriculture Should Go Hand in Hand at Louisiana Fairs L. A. Brown, Donaldsonville, showed many points to ward gaining this end. Other leaders followed and it appeared practically certain that henceforth all the fairs will have livestock and agricultural fairs in one, rather than splitting these shows, as in the past. W. W. Hattie, farm reporter from Station WWL, New Orleans,

told delegates that the station will broadcast directly from practically all of the fairs next fall, the broadcasts being in the interest of agriculture and livestock, being gratis to the fairs and bringing home to the public the importance of the parish or community fairs.

Monroe and Crowley asked for the 1942 convention, but before a vote had been completed several delegates who favored Crowley asked the delegation from Monroe to withdraw its invitation so that Crowley could be unanimously chosen, and this was done.

Over 900 were at the banquet in the grand ballroom of the Majestic Hotel Friday night. It was the largest in history of the association and pronounced the best in entertainment, Commissioner Wilson introduced Dr. A. H. LaPargue, Sulphur, as emcee, who asked the delegation of 90 he had invited from Sulphur as his guests to stand so that those present could see how Dr. LaPargue and his staff could be used as boosters for the Sulphur industry and the association. Following the entertainment, Commissioner Wilson called on W. W. Hattie; Frank B. Soering, of The Billboard, St. Louis, and Fred H. Kresmann, of Barnes-Carruthers Fair Booking Agency, for short talks, and then called upon his son, Justin, who created an uproar with his "eaton" stories, of which he has many. Gov. Sam Houston Jones then paid a tribute to Commissioner Wilson for his years of service in which he has brought the State of Louisiana to a high place. The governor practically promised that he would use his office with the 1942 Legislature to increase the record appropriation for State aid set by the 1940 session.

Following the long applause after the governor's speech, that familiar method of "railroading" the officers in for another year was displayed to the governor and guests. As usual, Fred Kresmann made the nomination "spiel" and, as usual, Commissioner Wilson was re-elected president; William R. Hirsch, Shreveport, vice-president, and P. O. Benjamin, Tallulah, secretary-treasurer. The first two have held their offices since the association was organized about 20 years ago, while Secretary Benjamin has held his present post five years since he succeeded R. S. Vickers, Donaldsonville, resigned.

## Sidelights and Gossip

Commissioner Wilson, during his approximately 20 years in office, has brought the fairs of the State to the front and has guided the fair from a small start to the present big LSAF.

Parish police juries here are the same as county courts in other States, but in Louisiana the juries are usually behind many parish and district fairs and in many cases fairs secure substantial financial aid from them. Secretary-Treasurer Benjamin is secretary of the police jury in his parish, secretary-manager of Louisiana Delta Fair, and finds time to take care of his duties with the association in fine style.

R. S. Vickers, many years secretary-treasurer of the LSAF, attended the meeting for the first time in about five years. He is again holding down his old position as secretary-manager of South Louisiana State Fair, Donaldsonville.

Contracts awarded during the meeting were announced as follows: Jack Downs, game agent; Snapp Greater Shows, matted the August at Eunice, West Monroe, Leesville, and Baton Rouge Livestock Show. Ralph R. Miller, Miller Amusement Company, contracted Jackson Parish Free Fair, Jonesboro; Washington Parish Free Fair, Franklinton; South Louisiana State Fair, Donaldsonville, and Grant Parish Free Fair, New Verda. Cliff Liles, owner of Park Amusement Company, was awarded fairs in De Ridder, Mandeville, Tallulah, Logansport, and Sulphur. He will open his season at the Livestock Show in Lake Charles on March 27.

Mr. and Mrs. Abner K. Kline arrived from Tampa and showed motion pictures of the latest ride of the Eyerly Aircraft Corporation. Capt. C. W. Nail; James (Kid) Murphy, general agent, and Harold Jennings represented the C. W. Nail Shows. Mrs. Nail was unable to attend because of serious illness of her father, 90 years of age. Park Amusement Company, wintering here, had the largest representation. Besides Mr. and Mrs. Cliff Liles, there were Mr. and Mrs. Dave Lachman, Mr. and Mrs. Charles Brown; and Mrs. Mrs. Jim H. Unger, Jack Wilkerson, and William Unger. Fred Kresmann, of Barnes-Carruthers, signed grandstand contracts for Tri-Parish Fair, Eunice, and South Louisiana State Fair, Donaldsonville, with several others pending. Jack and Betty Downs of Snapp Greater Shows, who were hosts to many,

brought some large Wisconsin cheese, which were relished by many.

Mr. and Mrs. Cliff Liles, who returned to Lake Charles for the meeting after a month in Florida and Cuba, entertained many delegates and showed them in their pretentious home. Liles was one of those responsible for the swell banquet program. Mr. and Mrs. Dave Lachman are literally at home in Lake Charles, where they have resided for the past few years. Lachmans will again be with Liles. Three past presidents of parish or showmen's clubs were introduced from the banquet floor, Abner Kline, Dave Lachman, and Cliff Liles. Jack Downs noted that he had signed contracts for the Snapp Greater Shows to play fairs in Edgemoor, Ark., and Orange, Tex.

## Two New Fairs Join

William H. Hirsch, secretary-manager of Louisiana State Fair and vice-president of the LSAF, missed the first meeting in history. He was unable to attend, as he was recuperating from a recent kick apell in Bradenton, Fla. Art Brisse, of Thearle-Duffield Fireworks Company, who annually entertains delegates and showmen here with his piano playing and stories, was prevented from attending by illness of Mrs. Brisse. Joe T. Monroeur, assistant to William R. Hirsch, represented Louisiana State Fair and was in charge of registration. Mrs. Katharine Redden, secretary to Commissioner Wilson and who so usual took the minutes of the meeting, has been the commissioner's sec for 15 years.

Other attractionists present were Harry Burke, Harry Burke Shows; H. P. (Punk) Hill, general agent Texas Exposition Shows; Harold Brauch, Colorcast Poster Company; Buff Hottle, Buff Hottle Shows; E. H. Doyle, Minto World Shows; John H. Ward, Odu H. Wood Shows; T. A. Fowler, Fulton Bag & Cotton Mills, who reported some sales; Harry LeVan, LeVan Attractions; Bryan Hill, Miller Amusement Company; George B. Flint, Boyle Woolfolk-R. Ward Beam Booking Office; Pearl Marie Wells, formerly in musical comedy and whose home is in Lake Charles; J. H. (Duddy) Ruppier, Globe Poster Corporation, attending for his first time; Ernie G. Campbell, Richard (Dick) Hudson, Campbell Tent & Awning Company.

It was pointed out by the delegation from the National Rice Festival, held in Crowley every fall, that it was the brain child of Commissioner Wilson. Over 40,000 attended the 1940 one-day event.

Work on Washington Parish Fairgrounds, Franklinton, WPA improvement projects amounting to about \$50,000, will be completed during the next two months, said W. J. Willoughby, secretary-manager, and L. Ray Mills of that fair. Burleigh B. McManis, elected secretary-manager of Tri-Parish Fair Association, Eunice, two days before his meeting, was on hand with President A. Planché and Director Oliver Reed, L. A. Brown's room again was the mecca for many fair men and he was accompanied by R. S. Vickers, Sidney Harp, and Gibson J. Aulin.

New fairs joining the LSAF were St. Charles Parish Fair,ahnville, represented by W. E. Simmons, and Concordia Parish Fair, Monteezy, represented by M. M. Ferry. Others in Louisiana fairmen present were Maynard C. Bell, West Monroe; E. L. Boussier, Lafayette; Charles R. Goussier, H. C. Fondusac, Jennings; Jewell Eldred, Frank Martin, Centerville; Jack R. Gemble, C. J. Malone, Logansport; George A. Bonnet, Harold A. Wilson, South Louisiana Midwinter Fair, Lafayette; Dr. A. H. LaPargue, W. T. Henning, Sulphur; Mayor J. O. Taberist, T. D. Calloway, Ralph Raphael, Jackson-Wint Parish Fair, Jonesboro; Henry Bulter, president, and G. C. Meaux, secretary, Allen Parish Fair, Obvestin; M. M. Swor, president, and Julia Stimpert, secretary, Grant Parish Fair, New Verda; George Lee, Greensburg; Byron P. Bellin, Many; Irvin J. Heath, Baton Rouge; D. H. Brooks, Olla; Leslie A. Cowley, Caddo Parish Fair, Shreveport; G. R. Jones, Haynesville; Edgar A. Coon, Marksville; M. N. Oakes, Leesville, and Lawson C. Lett, Henry Sorwell, and L. A. Lord, Livingston Parish Fair, Doys. Among others at business sessions were A. Lefevre, assistant State supervisor of vocational agriculture, Louisiana State Department of Education; W. T. Cobb, beef cattle specialist, University of Louisiana; C. C. Conville, district agent, University of Louisiana; John M. Powell, general manager of a packing plant at Lake Charles and an avowed fair man.

HOPE, Ark.—Fire of undetermined origin destroyed bowling alleys and the main exhibit hall which housed them in Fair Park here on February 13, with estimated loss of \$6,000.

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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## Two Dates Set by Mass. Show

DORCHESTER, Mass., Feb. 22.—Two exhibition dates were lined up for members of the Fred H. Freeman Figure Skating Club, who presented a revue on February 18 and 19 at Winter Garden Rinkway here, reported General Manager Fred H. Freeman. Scheduled for February 21 was a busy trip to Raoul Escobar's Portsmouth (N. H.) Roller Rink, accompanied by Mr. and Mrs. Melvin Umbach, Winter Garden professionals; Mr. and Mrs. Freeman, and parents of club members. Manager Bernier planned to serve a buffet lunch following the performance. On February 23 members will journey by bus to Hartford, Conn., to stage the show at Benjamin Richardson's Hartford Skating Palace, an ISBMA member rink.

## Bay Ridge Anni Show Draws

BROOKLYN, Feb. 22.—Good crowds witnessed a revue, featured attraction of the first anniversary celebration of Bay Ridge Roller Rink here on February 5-9, reported Manager Art Laumay. Show was directed by Terry Pulvermiller and Jerry Griffin, Bay Ridge professionals, who also constituted a Filtration Waltz exhibition. On opening night three skaters from Steinway Roller Rink, Long Island City, gave an exhibition. Special numbers included demonstrations of figure skating, Kasia Fox-Trot, Tango Barn Dance, a girl ballet, and comedy ballet and Ferdinand the Bull numbers. Organist Ruth Eisenberg played accompaniments.

**FLYING TOPHATTERS**, roller skaters, recently played the Garden Terrace of the Benjamin Franklin Hotel, Philadelphia, the first time a skating act appeared there.

**OLYMPIA A. A.**, Philadelphia sports center, reopened as the Olympia Rink on February 19. It will operate three nights weekly.

**SKATELAND**, Trenton, N. J., promoted a successful midnight skating frolic on February 18. Clubs from New Jersey, New York, and Pennsylvania presented a formation parade in costume and waltz, two-step, and promenade contests were held. Highlight was an exhibition by Betty Lytle.

**DETROIT'S** new Forest Club Roller-drome for colored is scheduled to open in late February, reported John W. Winchests, skateroom manager. It has an 80 by 120-foot floor and is equipped with Chicago skates and an electric organ. There will be public sessions nightly except on Mondays and Tuesdays, reserved for private parties, and Saturday and Sunday matinees are programmed.

**R. T. MIKE**, who operated a portable rink thru Alabama, Georgia, and Tennessee, opened an indoor rink in Chattanooga, Tenn., on January 15 and is reported to be doing excellent business. He has decided to remain in Chattanooga permanently and has had the building remodeled. New 33 by 93-foot maple floor has been added and steel

**Hiding His Light**

CINCINNATI, Feb. 22.—A young man recently wrote to Cap Bederino, of the Soderforn Roller-drome here and chairman of the speed-skating committee of the Roller-Skating Rink Operators' Association of the United States, asking info as to how it could be arranged for him to try for the national roller speed championships in Cleveland next April. He mentioned that he was an ice skater, had done some roller skating, and became interested in the championship meet this hearing relatives refer to it. Chairman Bederino gave him the desired information. That night Cap was amazed to see the youth on the screen at a movie, identified as the national outdoor speed-skating champion and to see his correspondent referred to in a newspaper the next day as the North American champ. Cap somewhat intrigued by the modestly displayed by the writer, is wondering how he will do on rollers. He is merely Ken Bartholomew,

orders have been installed to support roof and walls. New equipment includes Richardson skates and a phonograph with remote control. There are daily afternoon and night sessions.

**RECENT** visitors to Fred H. Freeman's Winter Garden Rinkway, Dorchester, Mass., were Bob (Caddy) Ryan, Dayton, O., partner of the United States novice dance championship team and runner-up in the United States men's senior figure skating contest, and Fred Bergin, chairman of the skate dance committee of the Roller Skating Rink Operators' Association of the United States and general manager of SkateLand, Dayton. They were in Boston for the United States national amateur ice championships.

## POOL WHIRL

(Continued from page 35)

Washington or to wherever else it is necessary to show those who are advocating such municipal pool construction the damage that is being done? Of course, some effort has been made along those lines, but only by small groups of pool operators or just sectional organizations. I don't believe the NAAPP, as the nation's representative, has ever done anything. Such a program would definitely increase pool membership in the association and swell attendance at winter confabs; at least, I think so.

## Indoor Tank Reports

Some mentions have been made here of Selma Weiskopf, able tub-thumper for Brooklyn's St. George indoor pool. But never have I mentioned James Kiarret, Selma's boss. This oversight has not been intentional and so I'm happy to shine the pool spotlight on Jim, because he arranged a mighty nice program at his tank last week. Nine girls from Goldboro (N. C.) Swim Association were

invited to come to compete against a group of St. George Dragon Club mermaids in a dual meet. Goldboro team, most of them high school seniors, all live within one-mile radius of the community building of their Eastern North Carolina town, and all have learned to swim and received their training in the pool in the community building. For the past year these girls have dominated the women's swim picture in their district AAU. Those who made trip included Mary Louise Thomson, free style and back stroke; Peggy Pace, Louise Mallard, breast stroke; Celita Gurganus, Shirley Lancaster, free style and back stroke; Betty Michaels, back stroke; Penny Lou Parker, Josephine Potter, Harriett Lawson, free style.

## Dots and Dashes

Ira Gross's name bope up again with his coaching to publicize Versailles pool, Miami Beach. In addition to hands plunger—Ira, incidentally, has left Alon Ott and is no longer ballhooping his Sunday water shows. . . . Albert Root is head swim instructor at the Versailles, with Jack Kelly, of Rutgers, holding down a similar post at Mort Kirsch's Sands.

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## Dee Lang in Click Launching at Fete In Corpus Christi

CORPUS CHRISTI, Tex., Feb. 22.—With good weather, Dee Lang's Famous Shows successfully launched their 1941 season on February 14 at the Spring Festival held in Spangler Park here under Elko's lodge auspices. Business for nine of the 10-day stand, which ends tomorrow, was highly satisfactory and show management reported that if the opener is an indication the 1941 trek should be show's best in a number of years.

Dan Meggs, show's publicity director and assistant manager, said that E. E. Harrison, excited ruler, and Bill Blair, secretary of the Elko, headed the committee, which materially aided in putting the event over. The Elko entertained patients of the local Crippled Children's Hospital in lavish manner, and carriers from The Corpus Christi Collier were guests of General Manager Dee Lang. Local papers and radio station gave good co-operation.

Staff and personnel includes Dee Lang; Noble C. Fairly, contracting agent and business manager; Dan J. Meggs; Lenny Goodfellow, secretary; Mrs. Dee Lang, assistant-treasurer; L. W. Hutchinson, special agent; L. Engleheim, billposter; Ralph Harton, chief mechanic, and Maurice Miller, assistant. Joe Klein, assisted by Ray Elderbrook, has charge of the five-unit electric power and light plant. Sonora Carver, presented by Doc Carver, is the free attraction. W. H. Gamblin and son are the scenic artists, and Mr. and Mrs. Tommy Thompson have charge of the front gate tickets. E. H. Adams has the sound truck.

### Line-Up

Rides include Merry-Go-Round, Jack Daniels, Karl Kirach, Twin Meris Wheels, Lloyd Schmitt, Sam Ferguson, John Mathis, Roy Case, Caterpillar, Virgil Staffer, F. Morgan, F. Banala, Burton Rogers, Loop-o-Plains, Jack Scanlon, Kiddie Autos, Roy Rose, Skooter, Lloyd Stutler, H. Longer, J. Ried, M. Thayer, Octopus, W. Brauser, James Hilton, Kiddie Airplane, Robert Burke, Miniature Railroad, Mr. and Mrs. Earl Kettering, Rocket, B. C. Griffith, Tin-a-Whirl, Mr. and Mrs. Conrad Haury.

Shows: Miss America, R. F. Kelly and A. Hatton; Blue Hawaii, Art Martin; Circus Busters, Ralph Glenn; Athlete, Irish Willard; Bug House, Marie Sonney; Minstrel, Mr. and Mrs. Blackburn; Jungledand, Mr. and Mrs. James Scurlis; Monkey Town, Mr. and Mrs. L. E. Roudin; Birth of Twins, Carl E. Martin; Dope, Mrs. Carl Martin; Side Show, Bob Neely; Motordrome, Mr. and Mrs. Earl Kettering; Penny Arcade, Pat O'Hull; Life, Carl E. Martin.

Concessions: Bingo, John J. Sweeney; Iced jelly, Lew Finch; frozen custard, W. Wright; popcorn, Mrs. A. and Colleen Martin; Jerry Mitchell, pastry stand, Mrs. Noble C. Fairly; cookhouse, Frank Harrison; cigars, Bill Bartlett; pin game, Mrs. Art Martin; cotton candy, Mr. and Mrs. Clint Meyer; photo gallery, Mr. and Mrs. Johnson; hoopla, Gus and Mary Foster. Ten office-owned concessions are in charge of Jack Barnes.

## Mora Bagby Hostess to Coast Showfolk on Valentine's Day

LOS ANGELES, Feb. 22.—Mora Martyn Bagby played hostess to a number of her friends and members of the Ladies' Auxiliary, Pacific Coast Showmen's Association, who will return to their road soon, at a Valentine party in her home here last Friday. Favors in the form of red hearts were passed out to guests. After dinner the night was given over to talks of the old days of outdoor show business and Mora exhibited photographs of the days when she and her sister, Dotty Martyn, were prominent stage performers.

Mora presented Marlin LeFors with a costume she used the last year she was on the stage. Highlight of the party was the playing of the new game "Help Thy Neighbor," in which Nina Rodgers and Marlin LeFors took top honors.

Because of inclement weather several guests were unable to pit in appearance, but among those who did brave the elements were Nina Rodgers, Jennie Loomis, Babe Miller, Vivian Horton, Marlin LeFors, Margaret Farmer, and Lucille King.

MARK GRAHAM last week left Galveston, Ill., where he has been tending bar all winter, for Scranton, Pa., to see his wife and new-born son. Graham will have his concessions on Lawrence Greaser Shows.



IN ATTENDANCE and actor at the 1941 annual meeting of Mains Association of Fair in Augusta was this group of outdoor showfolk. Left to right, Matthew J. Riley, Ben Williams Shows; Dick Coleman, Coleman Bros. Shows; Elida Reid, King Reid Shows; Joe Hughes, George A. Hamid, Inc.; Tom Coleman; Dick Glodorf, Dick's Paramount Shows; and Mack Kassou, Frank Wirth Booking Association, Inc.

## Night Club Celebs, Crosby Music for SLA Spring Party

CHICAGO, Feb. 22.—Preparations for the eighth annual Theatrical Night and Celebrity Premiere of the Showmen's League of America are going on apace. General Chairman Lee H. Sloan reports that committee are doing a great job and that this year's show will be the biggest and best yet held. Entertainment committee, on which are several members closely connected with theaters and night clubs, is assembling a bang-up list of attractions. Music for dancing will be furnished by Bob Crosby and His Bobcats, nationally known orchestra. Billy Carr, Willie Shore, and Eddie White, three of the best known emcees in Chicago, will handle the show, and each is an entertainer in his own right.

Walter F. Driver, chairman of tickets and reservations, said capacity of the College Inn would be taxed to the limit, judging by reservations already in. As in previous years, the show is receiving plugs on half a dozen radio stations, which have been generous in giving the League time. Solicitors for the printed program are getting unexpected response.

Chairman Sloan reminds those who plan to attend to get their reservations in at once. Date is March 10; place the College Inn of the Hotel Sherman.

## Dance Hall Is Planned for Ft. Benning by Lew Dufour

COLUMBUS, Ga., Feb. 22.—Lew Dufour, representing the firm of Dufour & Rogers, New York, this week made application to the executive committee of the Defense Service committees for the endorsement of the establishment of a privately operated dance hall near Fort Benning. Appearing before the committee at a called meeting in the office of the Columbus Chamber of Commerce in the Civic building, Dufour said the proposed establishment, which would be located at the intersection of the Cassetta and the Fort Benning highways, would cost about \$200,000 and cater primarily to soldiers.

Dufour said that the structure would be large enough to accommodate 300 dancing couples and about the same number of spectators. Dufour added that the site sought would measure 175 feet in frontage and 400 feet in depth and would be ample to accommodate other recreational devices. Five other such projects at outposts are planned by his firm, he said.

Members of the committee, after discussing the proposed plans, decided upon a strict "neutrality" policy, neither endorsing nor criticizing them.

R. W. REED, who spent the last part of the 1940 season with the Sunset Amusement Company, letters from Springfield, Ill., that he has booked his Crime and Dope Show on the organization again.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Fushing Meadows, N. Y. Week ended Feb. 23, 1941.

Dear Editor:

This show has never missed a world's fair. If it didn't play on the fairsgrounds, it played across or behind it. As a world's fair carnival and billed as such, it is a perfect venue for the show to be able to back up its paper. After a long, cold run from Florida, the four-section train arrived in Fushing. Upon the train's arrival the boxes hurried to the World of Tomorrow grounds to locate the Century of Profit Show. The staff was quite impressed with the work of tearing down the buildings and were surprised to see things so well wrecked in such a short length of time.

Here it wasn't a matter of laying it out but of housing it in. The job was to select buildings suitable for our attractions and at the same time pacify the showmen. For some reason there never was a lot shaped to make it possible for every show to be located flat in on the right-hand side. The idea of the locations was to put suitable shows behind suitable fronts and in suitable buildings. Due to a terrific snowstorm that hit suddenly, the laying out was held up for the day.

A late call for all show managers and ride operators for Tuesday gave the bosses a chance to arrive early and select the locations, free from any suggestions from the late sleepers. The first job of the morning was to shovel the snow from the streets to make walking space. The work was going on when suddenly the snowlet hit some bulky objects in a high drift. When uncovered, we found them to be the side show's sleeping tents that had been erected during the night. The tent occupants seemed none the worse for their experience, having been on the ice all season.

The first building selected was the Glass Blowers of the World. The word "glass" had already been torn down, so behind the words "blowers of the world" the funhouses were erected and it was also chosen as the proper place to hold the bakers' contest. In the back end of the building suitable quarters were built for the people who come and go at least 10 times a season.

When the first wagon hit the grounds deep snow held it so solidly that the tractors, in their slipping and sliding, failed to move it. Here horse power was necessary and, to our surprise, Buck Saunders suddenly appeared from the Midget City,

## Texas Expo Starts 1941 Tour Well at San Antonio Stand

SAN ANTONIO, Feb. 22.—Texas Exposition Shows, under direction of General Manager H. P. Hill and N. L. Dixon, business manager, inaugurated their 1941 tour with an auspicious opening here on February 14. Organization bowed with 14 shows, 14 rides, 24 concessions, and two free attractions with a five-cent gate. Stand, which closed on February 16, resulted in good business. Many innovations have been incorporated in the various attractions and visiting showfolk complimented management on organization's appearance.

Mr. and Mrs. Mack Glynn's cookhouse proved popular and a number of new showfolk came on here for the show's stand in Austin, Tex. Manager Hill left soon after opening on a brooking trip thru Louisiana. Slim Wells, formerly with Crosby's United Shows, is assisting him. Bob Morlock, last season with Dee Lang's Famous Shows, is assistant to Purchasing Agent Homer Gilliland.

Thelma Hill, wife of Manager Hill is operating a new popcorn and peanut concession, while Virgil Morse has the sock 'em and seals concession. Tiny Edwards' stand is doing well, as is Harry Lavin's bottle concession. Management purchased several new rides here. Nightly visitors to the midway included Mr. and Mrs. Archer, Bill French, Mr. and Mrs. Hubert Hall, Mr. and Mrs. Wilson, Mr. and Mrs. Bob Williams, T. H. Rhodes, Sam Bille, Al Hiles, Billie Rosen, Mr. and Mrs. Joe Rose, Larry Woods, Mr. and Mrs. Owen Jones, and Jimmie and Carl Byers.

## Success of Tampa Benefit Bodes Well for SLA Shows

TAMPA, Feb. 22.—Success of the first Showmen's League benefit show, held here on the last Wednesday of the fair, bodes well for other benefit shows of the coming season, according to Carl J. Sedlmayr, first vice-president of the League. Sedlmayr, President Frank R. Conklin, and Harry Henries, second vice-president, headed the committee that handled arrangements for the show and all worked untiringly for its success.

"We were especially gratified," said Sedlmayr, "at the splendid co-operation given the affair by everyone connected with the Royal American Shows and the fair, as well as the scores of visiting showmen and fair men. Pat Purcell and his publicity committee did a fine job and all of those who lent their aid are deserving of praise. The fact that a straight admission price was charged and there was no kangaroo court or other similar fund-raising schemes made a hit with all who attended. We expect to follow the same plan on other benefit shows which will be held on the Royal American Shows during the season and believe it will meet with the hearty approval of all showmen."

Sedlmayr expressed the belief that the League has a prosperous year ahead and pledged his aid and that of the show in advancing the interest of the League and obtaining new members.

## Bert Rosenberger To Pilot Sam Lawrence Shows in '41

CHESTER, S. C., Feb. 22.—Bert Rosenberger, well-known outdoor show executive, has signed as general agent for the Sam Lawrence Greaser Shows, he said here today.

With many years' experience in outdoor amusements, Rosenberger piloted Zschmidt Bros.' Shows in 1940, and prior to that was with Paulty's All-American Merry Copping and Sanyo Bros. Shows. In 1938 he piloted the Royal Exposition Shows.

leading four midget horses. Had they been ponies the wagon would have remained stuck but, being horses, they soon moved it onto location. We learned that Buck had remained there, waiting for the next fair.

We found the building housing Nature's Mistakes well wrecked, but the word "mistakes" still showed on the front of the skeleton. There were so many things on the lot suitable for the little that we had to place a third of the show in that location. The building that housed Time and Space was untouched, so it was appropriated as a well located. (See BALLYHOO BROS. on page 34)

**Showmen Complete Plans For SLA Miami Banquet**

MIAMI, Feb. 22.—Plans for the initial Showmen's League of America Banquet and Ball to be held in the Shrine Temple here on March 1, under general chairmanship of W. B. (Bill) Bartlett and David B. Endy, rapidly reached completion this week. Tickets were priced at \$1 and advance sale indicated about 800 will be in attendance. Local night club talent will provide the Doochow.

Cliff Wilson is treasurer. Working on committees are: Tickets, Louis A. Rice, Louis A. Hoffman, Nate Eagle, William Trucked Middle Gamble, Harry Rose, William Singer, Joe Byron, Jake Croft, Rip Winkle, Jimmie Vair, Jack Neal, Jack Gilbert, Harry Weiss, Fitz Brown, Neil Beck, Richard Seuter, and Charles Taylor.

Refreshment, Max Kinsner, Elmer O. Bear, Bob Parker, I. W. Shorty, William Royner, Arthur Paugh, Harry Weber, Letaire Treubahn, and Charlie Reynolds. Publicity, Frank D. (Doc) Sheen, Walter K. Sibley, Johnny J. Kline, Al Rosenant, Bill Cereky, Tex Sherman. Entertainment, Dave and Harry Russell, Bryan Woods, and Taylor Trout, Game and house, Bob Parker, Johnnie Levin, H. Cobbs, Mike Goodwin, Dell Bartfield, Whitey Woods, and Ralph N. Endy. Reception, Carl J. Redmayr, Ralph N. Endy, Elwood A. Hughes, Milt Morris, J. C. McCaffery, Art Lewis, Frank West, Max Linderman, Albert J. Moran, and Cliff Wilson.

Door, Johnnie O. Bear and W. C. Shafter. David B. Endy, Nate Eagle, Taylor Trout, and Whitey Woods are ushers.

**R. & P. Show Women Honor Rogers at Birthday Party**

LAUREL, Miss., Feb. 22.—Women members of the Rogers & Powell Showmen's Guild, Jim B. Rogers a surprise birthday party here last Friday night in Mr. and Mrs. Frank Caskins' Midway Cafe during show's local engagement. Cafe was closed to all other business during the night and Rogers received numerous gifts from friends and the personnel.

After refreshments were served by the women, dancing prevailed until early morning. In attendance were Mr. and Mrs. Joe Gader and Mr. and Mrs. H. O. Starbuck, Buckeye State Show; Mr. and Mrs. Jake Miller, Mr. and Mrs. Harry Lamson, Mr. and Mrs. Wop Davis, Mr. and Mrs. Kentucky Legs, Mr. and Mrs. Jack Holstein, Mr. and Mrs. Eddie Ryan, Mr. and Mrs. Curly Parks, Mr. and Mrs. Cole, Mr. and Mrs. Charles Ooad, Mr. and Mrs. Frank Caskins, and Mrs. N. Powell.

**Byers Bros. Get Ill. Dates**

KNOXVET, Mo., Feb. 22.—Contracts to provide the midway at a number of Illinois fairs were awarded Byers Bros.' Shows at the recent meeting of the Illinois Association of Agricultural Fairs in Springfield, J. (Bill) Carner reported upon his return to quarters here. Dates include White County Fair, Current Southern Illinois State Fair, Anna's Arcata Home-Coming Fair, Arcata and Green County Fair, Carrofton.

**Edwards Shows Book Weiss**

NEW YORK, Feb. 22.—Benny Weiss announced on his return from the New York fairs meeting in Albany that he has arranged to place one of his shows with J. B. Edwards Shows.

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

CINCINNATI, Feb. 22.—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. The order numbers are given in parentheses where known. All of these men are requested to send forwarding addresses immediately:

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

- |   |  |  |
|---|--|--|
| Adams, Gen.<br>Andrew, Clifford T.<br>Acker, Chester Adam<br>Bakes, Lawrence Russell<br>Banks, Harold Chester<br>Barber, Guy G. (544)<br>Barney, Stanley Joseph<br>Bartfeld, Dave<br>Batt, William<br>Beaver, Clarence G.<br>Beck, J. Francis<br>Bigony, Roger Emerson<br>Blake, Delbert Ben<br>Blanchard, Walter<br>Boutman, Charles C.<br>Busta, Valentin<br>Bryant, Arthur Edwin<br>Buckman, John<br>Bright, James Harvey<br>Breda, Joseph John<br>Brown, Clayton George<br>Browning, James J.<br>Brupawski, Joseph Steve<br>Burdine, Charles Bell<br>Burton, Earl O.<br>Butler, Eric W.<br>Bred, Tony Albert<br>Cahill, Joe J.<br>Cahn, William Richard<br>Carber, Andrew M.<br>Cable, Chester<br>Chavis, Vernon<br>Christen, Curtis<br>Clem, Robert Liff<br>Clemens, Francis Truman<br>Colesaker, Chas. Turley<br>Cole, Preston E. (4284)<br>Conley, Herbert Daniel<br>Cook, William Rabbin<br>Cox, John William<br>Daniel, Norman L.<br>Daniel, Raymond<br>Darrow, John Clarence<br>Davis, Harvey B.<br>Davis, Hubert Lewis<br>Davis, Earl W.<br>Demetra, Walter<br>Demmitt, Raymond Rankin<br>DeSpain, Grady McKay<br>Dexter, Alvan Burrus<br>Dodson, Mr. Jessie<br>Dooley, Wayne A.<br>Doran, Louis Gaston<br>Dyer, Merle Edward<br>Schmitt, Harry A. (142)<br>Ewald, Albert<br>Enderich, Junius R.<br>Fitzloch, Jackson Clarence<br>Faulstich, Paul E.<br>Farmer, Lewis E. (673)<br>Fassett, Lemie Jacob<br>Fillman, Harry Albert<br>Fitzpatrick, Fred Harold<br>Fitz, Edward Louis<br>Fisher, Charles Howard<br>Pork, Harold Willis<br>Fultz, Charles Thomas<br>Garver, Steve J. (112)<br>Gerrard, Anthony<br>Goldfarb, Jay<br>Goodwin, William F. Jr.<br>Graham, Frank Charles<br>Graham, J. W.<br>Grant, Harry Lee<br>Greaves, Wm. F. (257)<br>Green, James M.<br>Gross, Bill<br>Guthrie, Curtis A. | Hall, Charles Preston<br>Hambright, Albert Clarence<br>Hammann, Carl J.<br>Hanson, William Hamler<br>Harris, Luma Bow<br>Harrison, Robert<br>Hartman, Henry<br>Harville, Albert<br>Helms, Chas. F.<br>Hesley, Aryl Franklin<br>Houston, Wilmer Kenneth<br>Hudson, Herman<br>Henry, Chappie<br>Hibbert, Clarence Edwin<br>Hobbes, George<br>Hooper, Harry James<br>Horn, John T.<br>Horne, Leonard H.<br>Humphreys, Arlen<br>Hugh, William Oscar<br>Hughes, Wm. Howard (111)<br>Jackson, Horace<br>Jackson, Ralph<br>Jackson, Fred Harold<br>Jackson, Robert Newman<br>Jacobus, Wesley Lester<br>Jacobus, Stephen J.<br>Jensen, Ralph Palmer<br>Jeter, Van Lee<br>Jones, Frank B.<br>Johnson, James H.<br>Johnson, Jerris Pats<br>Johnson, Mike J.<br>Jones, William<br>Jones, Roger Lee<br>Karpinski, Stanley Jacob<br>Keith, Perrell Ede.<br>Kelley, Allen H.<br>Kellum, John Leburn<br>Kendry, Henry F.<br>Kessler, Sydney<br>Kierstead, Dallas G.<br>Knight, Joseph Patrick<br>Klause, Walter Linwood<br>Krieger, Arthur Wm.<br>Lamb, Herman Alfred<br>Larson, Walter Edwin<br>Leary, Mills Lee<br>Lee, Guy Cecil<br>Lee, Edward<br>Lee, Anthony Wm.<br>Lento, Arthur Wm.<br>Lepore, Mattie Joseph<br>Lester, LaVern Paul<br>Lindgren, J. Wm.<br>Lorville, John Miller<br>Loudy, Wm. Simeon<br>McBride, Jas. Wm.<br>McCormick, Wood Anna<br>McDonald, Daniel Elmer<br>McDonald, Reid Larry<br>McGee, Raymond<br>McLaughlin, Wm. Garret<br>McPeak, James Monroe<br>Mackey, Leo<br>Maddox, Richard (184)<br>Marks, Steve Mitchell<br>Mathews, Robert F.<br>Matthews, James<br>Mayer, Edward<br>Moeb, Ben R.<br>Miller, Harvey A.<br>Miller, John L.<br>Miller, Frank<br>Miller, Richard R.<br>Miller, Harry B.<br>Miller, Frank Deane<br>Mills, Madison Emory | Monsella, James T.<br>Moore, Ralph Everett<br>Moore, Thomas<br>Morley, Donald V.<br>Morris, Allen<br>Morris, James Millie<br>Morrison, Robert P.<br>Morrow, James<br>Morrow, Matthew James<br>O'Neil, Patrick John<br>Oiler, James Clayton<br>Osterberg, Wm. Harold<br>Owens, George (8)<br>Painter, Robt. Stanley<br>Parr, Lawrence Jos.<br>Patty, Chester<br>Petra, Jr., Chas.<br>Pettit, Lee<br>Pfeiffer, Milton L.<br>Pompank, Art H.<br>Purch, Harry Edgar<br>Purser, Earl G.<br>Pryor, Wm. J.<br>Ragland, Phillips Thomas<br>Reikin, Russell<br>Redinger, George B.<br>Reese, Elmer C.<br>Reynolds, Gerald Gordon<br>Ridick, Louis<br>Robertson, David Emory<br>Roers, Clem (13)<br>Rousey, Woodard<br>Ryan, Joseph P.<br>Rushman, Charles Elton<br>Rutherford, Thomas M. (128)<br>Riesborough, Richard F.<br>Schneower, Harold Earl<br>Scott, Henry Peifer<br>Shaw, Bernard James<br>Shaw, Wm. Milton<br>Shepherd, Sandy<br>Shierwood, Richard H.<br>Smith, Earl Paul<br>Smith, Willie D.<br>Smith, Finley Leroy<br>Smith Jr., Geo. Edward<br>Smyth, H. J. (282)<br>Stanley, Frank (239)<br>Stanley, Steve<br>Stratton, Wm. H.<br>Stretzky, Jas. W.<br>Stout, Eugene Chesterfield<br>Stultz, Gary L.<br>Stutz, Henry Paul<br>Sullivan, Kokomo<br>Taylor, Henry C.<br>Taylor, Wesley Allen<br>Taylor, Steve J.<br>Thomas, Lee<br>Thomas, Arthur<br>Thompson, Robert Louis<br>Udley, Wm. Thomas<br>Van Goren, Arthur L.<br>Wepnick, Nathan<br>Ward, Wm. P.<br>Washington, Jr., Nelson<br>West, Alfano Bozie<br>Winters, William Franklin<br>Wiscok, Pat<br>Wintz, Richard Lee<br>Wills, Thos. J.<br>Williams, Lewis Harry<br>Wilson, Alfred J.<br>Wilson, Harry J.<br>Wolcott, Robert Lee<br>Wray, John Harry<br>Yost, Arthur M. (130)<br>Zach, Alexander |
|---|--|--|

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| Bowright, Elmer Bruce  | Krepper, Ernest William | Stewart, James M. |
| Cardinal, Harold Larry | Lambert, J. Edward      | Tuba, E. Otis     |
| Robbins, Madison John  |                         |                   |

**CHICAGO OFFICE, 155 NORTH CLARK STREET**

- Anderson, Elmer Stevens

**Martin's Biz in Bellflower Fair Despite Rainy Weather**

BELLFLOWER, Calif., Feb. 22.—Martin's United Shows week stand here, their 11th in California, wound up February 9 to fair business despite rainy weather. Carl L. Clarke reported. Owner Martin announced that the organization will hit the road in about five weeks. A truck was added this week, giving shows a total of 10. Three light towers are to be added soon.

Among visitors here were Mr. and Mrs. Johnnie R. Miller, who returned from West Virginia, where they wintered. Mr. and Mrs. King joined with their photo gallery last week. Mr. and Mrs. Williams returned from Phoenix, Ariz., where he completed his painting work for the White City Show.

**J. J. Steblar Retires**

AUGUSTA, Ga., Feb. 22.—J. J. Steblar, vet show owner and operator, has retired from the carnival field after 25 years as owner-manager of the World of Wonder.

Shows, it was announced at local quarters this week. He will remain at his home in Stamford, Conn., with Mrs. Steblar. The shows will continue under the same title, but under management of his son, John Steblar.

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WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

## CONTRACTS make slim diet.

**PURL SHELDON** has booked his **Sunset Musical Show** with **Smith's Greater Shows**.

**CONTRACTING** their connection with **Smith's Greater Shows** recently were **Mr. and Mrs. Jack Morgan**.

**BOOKING** his popcorn and peanut stand with **H. C. Swisher's Parade Shows** recently was **A. W. Schrandenbach**.

**JOE KOENIG** has booked his pony ride on the **James E. Strates Shows** and **Charles Taylor**, now playing theaters, also has booked his unit.

**DISTANCE** lends enchantment—to railroad earnings.

**H. G. STARBUCK** again has been signed to handle secretarial duties for **Buckeye State Shows**, making his fifth season in that capacity.

**A RECENT** arrival in quarters of **Buckeye State Shows** in Hattiesburg, Miss., was **Dr. L. E. Brown**, who will manage the **Hillbilly Show**.



**LOUIS A. RICE**, manager of **Endy Bros. Shows** for the past two years, recently was re-engaged in that capacity for 1941 by **President David E. Endy**. Announcement was made while the shows were playing **South Miami (Fla.) Fair** and Exposition.

**RAY WHELOCK** cards from **North Little Rock, Ark.**, that he has contracted his five concessions and athletic show with **H. C. Swisher's Parade Shows**.

**J. P. HUGGINS**, who has been wintering in **Ormond, Fla.**, reports that he has signed his diggers with **Sunset Amusement Company**.

**SOME** show fronts are as misleading as a gal leaving a beauty parlor.

**AFTER** spending most of the winter in **McLairm, Miss.**, **Mr. and Mrs. C. D. Davis** left for **Louisville, La.**, where they plan to remain several weeks.

**DOBOTHY AND EDDIE MALBIN** booked their concessions with **Wise Greater Shows**, **Jack Winters** reports from **Chicago**.

**H. C. SWISHER'S** Parade Shows contracted for 1941 **Central Kansas Free Fair**, **Abilene**, reported **Ivan Robeson**, fair secretary.

**MIL AND MISS JAMIE ROBERTS** will manage **South Sea Islands** and **Deep Sea** shows on **Arthur's Mighty American Shows**, **Walton** or **Pittman** reports.

**SO** many carnival agents were reported at a **Western** fair meeting that they had to wear badges to keep from selling one another.

**AFTER** several years' absence from the road, **Carlisle B. Scott** in **Hornell, N. Y.**, framing a new game, which he has booked with **Sunburst Exposition Shows**.

**FOLLOWING** a three-week visit in **Tampa** and **St. Petersburg, Fla.**, **Mr. and Mrs. John Knoest** have returned to their home in **Bridgeport, Conn.**

**EXECUTIVES** of **Coleman Bros. Shows**, **Tom, Dick**, and **Nellie Coleman** have returned to **Middletown, Conn.**, quarters from a trip thru **Florida**. While en route they visited **Florida State Fair, Tampa**.

**WITH** the **McMahon Shows** for the past two seasons, **Robert Coughley** has been contracted to produce **Hawaiian Nites** and **Oriental Maid** attractions with **Sunset Amusement Company**.

**THE** fact that there will be no world's fairs this year will leave some showmen without a place to be from in 1942.—**Oscar the Ham**.

**GENERAL AGENT** of **West Bros. Shows**, **C. E. Reed** pencils from **Memphis** that the organization recently acted a contract for **Columbus (Miss.) Fair** to its **Southern** dates in 1941.

**HAVING** contracted their photo gallery on the **Paradise Shows**, **Mr. and Mrs. Henry Keyman** will leave **Valley Springs, S. D.**, soon for the show's quarters in **Forrest City, Ark.**

**CONCESSIONAIRE** with **Endy Bros. Shows** for the past two seasons, **Jimmie James**, who is spending the winter in **Albany, Ga.**, with friends, cards he plans to join the shows on their way north.

**CORRESPONDENT** for *The Billboard* in **Raleigh, N. C.**, **C. A. Upchurch, Jr.** is donating his services as publicity chairman of the **North Carolina Greek War relief** movement.

**THE** shorter the time, the longer it seems. Well, spring finally arrived in other years, so we can depend upon it now.—**Smackover Slim**.



**MARTIN E. ARTHUR**, **West Coast** showman of note, who purchased the equipment of the **O. H. Hildebrand United Shows** late last fall and launched his new organization on its 1941 tour at **Bakersfield, Calif.**, on **February 22** under the title of **Arthur's Mighty American Circus Shows**. **Arthur**, who has lined up a capable executive staff, personally directed last-minute preparations at show's quarters in **Los Angeles**.

**OWNERS** of **W. E. West Shows**, **Mr. and Mrs. W. E. West** have returned to quarters in **Cherryvale, Kan.**, after a vacation in the South, most of which was spent in fishing.

**RECENT** additions to **Convention Shows** were **Mrs. Cecil Swain**, candy stand; **W. A. Smith**, jewelry; **Mr. and Mrs. L. P. Perry**, and **H. P. Hall**, custard concession and **Prison Show**.

**CONTRACT** for the midway at the 1941 **Henderson County Fair**, **Lexington, Tenn.**, has been awarded the **Rogers Greater Shows**. **Harry Small** reported from **Humboldt, Tenn.**.

**RAY-BAYETTE** cards from **Bainbridge, Ga.**: "I'm making plans to book with an outdoor attraction, but not with the **Wendell Kuntz Slide Show**, as previously reported."

**SOMETHING** wrong with the general agents lately. Haven't heard of one shutting another show out at town in over five months.—**Mike McGee**.

## Now and Then

**WATCHING** a ticket taker snatch the pasteboards out of patrons' hands in a rude manner, the **Sage** of the **Midway** remarked, "I always said 'Thank you' when I was a ticket taker and a patron gave me his ticket. It pleased me to see the boss get money and I wanted to let folks know that we appreciated their giving our show their attention or even coming near it."

**AFTER** spending the winter in **Fort Benning** and **Columbus, Ga.**, where he directed the **American Legion Post Band**, **Joe M. March** has signed with the drum section of **Walter Lankford's** band.

**GEORGE WEST**, of the **West** and **Higgins** act, which has been playing night clubs in **New York**, is ill and would like to read letters from friends. **Jerry Higgins**, his partner, info.

**BOB FOX** cards from **Tupelo, Miss.**, that he has signed as special agent of **Joe Collier's Buckeye State Shows** and that he will leave soon for **Hattiesburg, Miss.**, to take up his duties.

**VISITING** members on **Walter Lankford's** band on **Mighty Monarch Shows** while playing **Fort Meade, Fla.**, were **Prof. Vincent Bellomo**, **John Olenik**, and **Otto Grabs**.

**EXPERIENCED?** "I'm a soldier soon to be discharged and looking for some good clean outdoor work. Helping set up and tear down sides preferred."

**AGENT** for **Floyd King's Believe-It-or-Not Odditorium**, **Thomas D. Hart** visited *The Billboard* Cincinnati office on **February 20** while in the **Queen City** on business.

**DINNER** guests of **Don Foltz** at quarters of **Elite Exposition Shows** in **Parsons, Kan.**, on a recent Sunday were **Dutch Zippy**, **Jack Lash**, and **Bonnie** and **Betty Ferris**.

**MOTORHOME** operator at the **New York World's Fair**, **Joe Dobbish** is in a hospital in **Flushing, L. I., N. Y.**, recovering from an appendectomy. He's reported to be doing okay and would like to read letters from friends.

**CAPT. OBOLON WEBB**, high diver, left **St. Paul** on **February 14** for **Des Moines, Ia.**, where he will put the finishing touches on his new rigging for the coming season. He reports that **Tattoo Eric**, **Des Moines**, will be his rigging man.

**A SIDE-SHOW MAN** remarked, "Regardless of how new or how old a show may be, proper care at the front door is the most important part of it."

**GENERAL AGENT** of **Pizzelli's United Shows**, **Charles B. Noell** cards from **Mount Vernon, Ill.**, that the organization was awarded the contract for the 1941 **Urana (Ill.) Fair** at the recent fair meeting in **Springfield**.

**AMONG** recent arrivals in **James E. Strates Shows' quarters**, **Bainmah, Ga.**, were **Mr. and Mrs. Slim Curtis**, **Mr. and Mrs. Speedy Hayes**, **Charles Alexander**, **Ed Steffin**, **Fred Barron**, **George Riegel**, **Bill Williams**, and **A. Heady**.

**A NUMBER** of newey communications hit the midway desk again last week, but they were relegated to the waste basket when it was found they bore no signatures. Remember, we can't publish them if you don't sign 'em.

**IN A LETTER** to *The Billboard* from **Pittsburgh** last week **Mrs. Daisy Reeves** asked that anyone knowing whereabouts

## BUILT FOR ECONOMY

Wide man who knows how to save money—this is the only one of its kind. It delivers more power than any other portable motor service yet offered. It's built with just ordinary materials. You can buy your investment with an **ELI BRIDGE UNIT**.



**ELI BRIDGE COMPANY**  
Builder of Dependable Products  
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Size 48x64", Price \$25.00, With 100-1000, With 1 Jack Pot, \$30.00.  
Size 48x64", with 5 Jack Pots \$40.00.

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30" in Diameter, Beautifully Painted. We mount in stock 12-15-20-24 and 30 number wheels. Price ..... \$12.00

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## NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Psychology, 120 Dreams, Based on Major 1200 Paper Covers, Good Quality Paper, Games, \$0.15  
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**"WHAT IS WRITTEN IN THE STARS"**, Feeding Booklet, 12 P., 5c, Contains all 12 Analyses, Every Well Written, Per Mo. \$5.00  
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**SEMI-TRAILERS, TRACTORS AND STRAIGHT TRUCKS, SHOW TOPS, FUN HOUSE, ONE DUAL LOOP-O-PLANE IN A-1 SHAPE, ONE TRANSFORMER TRUCK, Van Type Body, 2 25-kw Pats, 1 50-kw Pat, plenty of switches, equipped for 1, 2 or 3 fase. Also have extra 50-kw Pat and plenty of Cable. Address: BOX 333, CHAPMAN, KANSAS**

## SECOND-HAND SHOW PROPERTY FOR SALE

\$9.00—New Gen. Field Book Trucks, Cost \$30.00.  
National Electric Chain Flys Machine, Sell cheap.  
Furniture Chair Game, Your Worst Enemy, Sell cheap.  
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\$70.00—Amusement Trolley with Tripod, Cost \$200.00.  
We buy Chicago Tim Tables, Concession Tents, and Kiddy Rides. **WEIL'S CURIOSITY SHOP**, 20 E. 2nd St., Philadelphia, Pa.

## FOR SALE

Three 24 Ft. 1200 Tractors, one Tractor, one Chevrolet-Pack, South & north complete, \$125.00.  
New Ford and medium, \$125.00.  
Used Kiddy Rides, \$100.00. Or will sell all shows for \$1,000.00. **WEIL'S CURIOSITY SHOP**, 20 E. 2nd St., Philadelphia, Pa.

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Including Merry-Go-Round, No. 5 Ferris Wheel, Log Cabin, Chairlift, three 50 or 40 Tents, Concession Tents and Electric Writing Tables, in excellent condition, ready to operate. Address: **BOX NY-19, Billboard, 1604 Broadway, New York**

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**NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON**  
Address: **P. O. BOX 823, Caruthersville, Mo.**

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**NOW BOOKING SHOWS, CONCESSIONS AND ATTRACTIONS FOR 1941 SEASON**  
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**NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941**  
Address: **OSGER GLOOM, Mgr., P. O. Box 608, Columbus, Minn.**

## Pan American Shows

**Now booking for season 1941**  
Shows Rides Concessions  
**409 N. MAIN ST., ANDERSON, IND.**

of Joe Walk have him return home immediately. Mrs. Hoyes says Joe's sister, Ed, died February 18.

If the coming season is half as good as it is being touted, then many should wind up with fat bank rolls—especially the horse books.—Whitey Coaks.

**OPERATORS** of the Merry-Go-Round on Smith's Greater Shows in 1941 will be Lee Roy Robinson and Walter Mainberg. Peck Wilson advises from Pine-wood, S. C. Bill Mitchell will have the pony ride.

ANYONE knowing whereabouts of Jack Dennis, concession agent, is asked to have him contact Mrs. Jack Dennis, Franklin, La., immediately. His daughter, Sonja Maria, is critically ill, Mrs. Dennis reports.

**THE** office stoggs who is forever referring to his Ben's equipment as "my side show, my side, and my concessions" is being paid off in ballistics.

**GEORGE FLOURNOY** writes from Mobile, Ala., that Felix Bley, Walter B. Fox, E. W. Provanca, and Norton Bloom were among showmen who attended the recent opening of the Bankhead Tunnel there. He adds that Mr. and Mrs. Absner E. Kline visited while on route north.

**WELL KNOWN** in outdoor show circles, H. G. Rhawn, since 1924 editor of The Claribury (W. Va.) Exposition, has secured his connection with that paper to purchase controlling interest in The Claribury News, a weekly publication.

**FORMERLY** with Great Lakes Exposition and W. S. Curt shows, Virginia Curtis returned to Dayton, O., to join her husband, Walter, after a lengthy visit with her parents and friends in Lynchburg, Richmond, and Norfolk, Va.

**THAT** proverbial mouse trap that caused a beaten path to the door can't be compared with some of the traps that have caused a beaten path away from it.—Cat Back Annie.

**BILLIE** TIMBERLAKE has been signed to do her mental act for B. N. Menge, manager of the side show on Golden Bell Shows. Billie, who is in quarters at Hot Springs, Ark., says she'll work under the title of Marvina, Tall-a-Vision Girl.

**HAVING** been re-engaged as special agent and advertising director of Crystal Exposition Shows for 1941, H. M. Kilpatrick also will handle the press as well as the outdoor advertising. He reports the shows will carry a full line of new special papers.

"**AFTER** another enjoyable Florida vacation I purchased a new trailer and made Florida trips again with the Royal American Shows," letters Pinky Pepper (Billy Logsdon) from Tampa. "Business has been good, with Florida State Fair a red one for nearly everybody."

**SO** many natives stay out of the business because of the idle boasts of big money they have heard from some down-at-the-heel mugs who are in it.—Colonel Patch.

**WINFIELD STUMP**, troupier, also known as W. S. Stump, is in critical condition. He was taken to the hospital on February 30 after he had been found unconscious at 521 Elm Street in the Queen City.

**BILLY SENIOR**, of the Gus Sun Booking Exchange, was released from Pekin (Ill.) Public Hospital on February 14 after having been there several days with injuries sustained in an automobile accident near Pekin. He received cuts about the face and a couple of broken ribs.

**HAVING** concluded his tour of school, theater, and department store dates, Capt. John Willander has arrived in Beckey State Shows quarters, Hattiesburg, Miss., to ready his animal circus.

### You Know Him

I KNOW a troupier who has never voted in his life, never reads the Bible, listens to no radio broadcasts, and hears no debates. Yes, he will argue with you on any point regarding religion, war, politics, and events of the day, declaring that he has spent 40 years in the business and should know something about everything.—DIME JAM JOHNSON.



**WELL KNOWN** in outdoor show circles, this trio has been operating new Blanding Park at Camp Blanding, Fla., for the past three months to good results. Photographed in front of Bob Burkshire's new car at entrance to the park are, left to right, Sid Smith, W. H. Harris, and Burkshire. Since the camp is nearing completion, Harris has booked Smith's shows on several lots in Macon, Ga., but Burkshire and Harris, with their six concessions, plan to remain at the camp several weeks. Among recent visitors to the park were Sam Peell, Mrs. Herman Dantley and her mother, Mr. and Mrs. Al Wallace, Mr. and Mrs. Detrick, Mr. and Mrs. Jim Broden, Martin Irving, Lucy and Nina Scott, Mr. and Mrs. Landrum, Mike Conti, Mr. and Mrs. McGee, Mr. and Mrs. Sammy Lowry, and T. A. Stevens.

as free attraction. Mrs. Willander accompanied him.

If a committee insists upon using Boy Scouts as ticket takers, then it is better to play under suspicion of the Scouts' organization and get greater co-operation.

**AFTER** a three-week stand at the General Lee night club, Savannah, Ga., Babe LaBarie and son, Johnnie, are reported to be heading for their winter quarters to begin work on their new Life Show. They plan to work several club dates while on route.

**MRS. E. O. RICHARDSON**, better known as Alice the Alligator Girl, is wintering in Fort Meade, Fla., and preparing a new wardrobe for her Side Show, which she has booked with Keystone Modern Shows, her second season there. Her husband, Eddie, will handle the front.

"**HAVE** the Circus Side Show on the Harry H. Zimaras Golden Belt Shows this season," pencils R. W. Menge from Hot Springs, Ark. "I'm also in charge of winter quarters, my first year in that capacity. I'm also the shows' painter and artist, and equipment is being rebuilt and streamlined to make it easier to set up and tear down."

I HAVE noted that all better poles are red and white, streetcars are painted red, and certain chain stores all have red fronts—so if it is necessary you're paying off with, I've seen it all.—Cousin Peleg.

**MIGHTY MONARCH SHOWS'** notes from Fort Meade, Fla., by Midgette McClain: Business for the week's stand here was good despite cool weather. Good crowds were on the midway nightly. Ray Higbenth has a new bingo stand and clubhouse, and the office recently added a Chairplane to the ride line-up. Mrs. N. P. Boland and Mrs. Gostas took delivery on new trailers. N. P. Boland has been on the sick list.

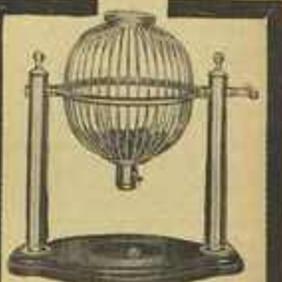
"**HAVE** also lined up my personnel for 1941," letters Monte Navarro from Buffalo, N. Y. "Will tour with the Ben Williams Shows, and one of the features booked is the team of Raymond and Bevoire, Philharmonic, Incense dancer, also will be a feature. All drops and curtains will be new and heavily spangled and ruffled. New workbooks will prevail, so will plenty of new lighting effects. Show will carry its Paradise Revue title again."

**FUNLAND SHOWS'** quarters notes by Ted C. Taylor from Columbia, S. C.: Plenty of activity in quarters. Business Manager F. E. (Verny) Spain is busy with advance preparations for opening here. Palmer's Kiddie ride and Everett Lownd's puppet stand arrived, and the Minstrel Show troupe and shows' band are playing local stunts. Mrs. Albert and L. E.

Joy Williams, human ostrich; Paul Naldi, magic; Prince Elmer, midget; Don Rogers, inside lecturer; Margie Flynn, amex, and China Red and Blackie Weddie, front. Benjo and Bobby report they will vacation in Miami before joining Duke Jeannette's Side Show.

**THEM** feels they call lucky boys as just like common folk, just as democratic as they can be. They always step in third-rate hotels and in winter they always hunt up their two-bit pitch-it-you-win. With all the money they say they win, a fellow'd think they'd go high hot and go to big hotels and get them big juicy steaks.—Uncle Woodzack.

**NOTES** from Shafter Exposition Shows' quarters in Seattle, Wash., by Frankie Shafter: Work is progressing with a crew of eight under supervision of Tony Pann. A new front for Jungle Land is being constructed. Gordon Newcomb will be in charge of the unit, assisted by Harry Lynch and Joe Burma. Recent arrivals included Benny Smith, Walter Davis, and Thomas Maloney. Concession Manager Jack Shaffer is getting things in top shape and recently purchased some new merchandise. J. L. White made a hurried trip to California on a boating detail.



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And The New Ride Sensation  
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Write for our new price list on Snow Cone, Candy Floss and Candy Apple Supplies. You'll get better supplies for less money.

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Cheapest GOOD TICKET on the Market

**Keystone Ticket Co.** Dept. B **\$17.50**

10,000 ... \$9.00  
20,000 ... \$17.50  
Cash With Order—No C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Feb. 22.—Past President Sam J. Levy presided in the absence of regular officers at the February 14 meeting. Membership committee presented the applications of Ernest A. Lawrence and Sam Rinella, both of which were turned over to the board of governors and received favorable action. Health committee reports Harold Dabroe is in Alexian Brothers' Hospital where he underwent an operation. Brother Lee Sloan, the victim of a slight accident, is resting in his room. Tom Rankine, James Murphy, and Judd Goldman are resting well, but there were no late reports from Jack Lydyck or Joseph A. Boyan. Past President Ernie A. Young is confined to his room with a severe case of rheumatism.

Spring Party committee is doing nicely and a heavy reservation is reported. Nat Green is back in town and more publicity will be released in a few days. Irving J. Polack attended the meeting and Ed Andrews took time off to come up for his first meeting. Brother Bob Seely, who is holding down a political job, is seen regularly in the Sherman Hotel lobby. Mike Wright takes time to run in between meetings for a brief visit. Dave Picard is still taking things easy. Mel Smith is back in town and dropped in for a call. Louis Berger returned from a business trip, and President Frank R. Conklin. Past President J. C. McChaffery, Al Rossman, Vice-President Harry Reinita, and Buddy Singer are still in Florida. Larry Rohrer visited last week.

Sam Ward is back from Florida and Hub Leonard visits regularly. Letters from Miss T. Clark, regarding the outdoor amusement situation in Indiana, have been forwarded to Max Cohen, of the American Carnivals Association. Denny Howard is taking things easy this winter. Brother John Moisan sent in a reservation with check accompanying it for 10 seats for the spring party. Lou Leonard says he may take a few weeks' trip away from Chicago. Maurice Helman came in and reported he's been under a doctor's care for the past few weeks. Sam Mendshin is still in town and drops in regularly.

Response to notices of dues has been encouraging. Perhaps you overlooked yours. Why not attend to it at once? William Bartlett and committee are working on the Miami Benefit Show, which is to be held March 1. Treasurer Bill Caskey has returned from Florida, a bit rested, but still feeling the effects of his recent operation. Members noted with regret the passing of Brother Max Goodman's mother. Letters of condolence have been sent.

### Ladies' Auxiliary

Club held its regular bi-weekly meeting on February 14 at the Sherman Hotel with those officers presiding: Mrs. Joseph I. Strenich, president; Mrs. Bert Clinton, third vice-president; Mrs. Lew Keller, treasurer, and Mrs. Jeannette Wall, secretary. Invitations were rendered by Chaplain Mrs. Nate Hirsch. Members in attendance were: Marie Brown, Mrs. Edward Hook, Mrs. Leah M. Brumleve, Mrs. Ida Chase, Elsie Miller, Katelyne Mueller, Mrs. Al Latto, Mrs. Michael Doolan, Anne Young, Mrs. Ray Oakes, Mrs. Nate Hirsch, Edna Burrows, Edna O'Shea, Anne Steyter, Mrs. Lawrence Myrtle Hurt, Mabel Wright, and Nellie Mador.

Dues were received during the week from Sally Riad, and the application of Gertrude Helen Clifford, of the Blue Ribbon Show, was presented and approved. Correspondence was read from Frieda Rosen and Walter Driver, First Vice-President Phoebe Caskey is still in Miami.

Relief Committee Chairman Mrs. Anne

Steyter reported that these members are recuperating from illness at their homes: Mrs. Rose Page, Alice Hill, Mrs. Clara Harber, Pearl McGlynn and Mattie Crosby. Myrtle Hurt attended and thanked members for flowers sent her during her illness.

Mrs. Nate Hirsch won the night's award. Club will hold a big luncheon and card party in the Grey Room of Sherman Hotel on March 8. Tickets are 50 cents and all are invited to attend. Mrs. Michael Doolan is chairman. After adjournment sandwiches, cake, and coffee were served. Mrs. Anne Steyter donated the sandwiches, and Nellie Mador the cake.



## National Showmen's Assn

Palace Theater Building  
New York

NEW YORK, Feb. 22.—This week saw many members returning to town from the Tampa (Fla.) Fair and the Albany fair convention. Brothers Max Tuhls and Jake Linderman returned from the South after a restful vacation. Brothers Harry Prince and Morris Batskyk dropped in while visiting town for a few days. Members were sorry to learn that Counselor Max Hofmann is in Wicksman Hospital with pneumonia. Brother Johnny J. Kline postmarks that the NHA is well represented at Miami and President Max Linderman letters that he will be unable to attend the February 26 meeting but will be in town for the March 12 and March 26 meetings.

Brother Bob Shrage advises that the Atlantic City Spring Festival, March 22 and 23 (85 per person), will include Saturday evening dinner, lodging for the night, breakfast and dinner on Sunday, and entertainment. The Pacific Coast Showmen's Association sent out St. Valentine's Day greetings via beautiful "Good-Will Banners." NSA officers and members thank them for the one sent the club, which is hanging in a prominent spot in the room. Members are mentioned that it is open house at the club every Saturday night. Amusement is free and a dance orchestra and entertainment are arranged for so insure a good time for all. Bingo parties are held every Tuesday night and members and friends are invited to drop in. Admission is free. Plans are going ahead for the Barn Dance to be held March 29. Subscription is 50 cents and prizes will be awarded for the best costumes. Dancing and entertainment will be the keynote of the evening.

Standings to date in the handicap pocket billiard tournament are as follows:

	W.	L.
Ralph Corey.....	5	0
Arthur Goldberg.....	6	1
Murray Goldberg.....	4	1
Lazarus Pink.....	4	1
Sam Levy.....	11	3
Doc Morris Sr.....	2	1
Whitley Peavy.....	6	0
John Lydy.....	3	3
Jack Carr.....	4	6
Leo Pecory.....	3	6
Ben Morrison.....	2	4
Al Kalzen.....	1	3
Harry Agne.....	2	4
Harry Sandler.....	1	3
D. D. Simmons.....	3	7
Frank Blatsky.....	1	6
Andre Dumont.....	0	1
The Weisberg.....	0	2

Brother's congratulations to Max Schaffer, February 26; Glenn H. Berlin, March 1; David B. Eddy, Murray Spitzer, Harvey Lester Reynolds, J. John M.

# Club Activities

Liddy, Justin Van Vliet, Theodore Schwarz, &

### Ladies' Auxiliary

Club's "Ambassadors of Good Will," headed by President Midge Cohen, write from Miami Beach, Fla., that they enjoyed meeting many old friends and neighbors during their visit at Tampa's Caparrilla Day Festival. All are enjoying their stay and putting in many hours trying to acquire a good suntan, with the exception of President Cohen, who was unfortunate enough to contract a severe cold, which necessitated her spending several days in bed. She is now able to be about, however. Sister Midge Koch writes she is on the list of recovered patients. Sympathy was extended to Pearl Meyers on the death of her sister, Sister Bettina Denmark writes from her home in Goldsboro, N. C., that she is on the convalescent list after a long illness, and Sister Doris Reed, who recently underwent an operation, is up and around again. Jane Hughes, daughter of Sister Marla and Brother Joe Hughes, is still ill, but she is reported on the upgrade. Sister Julia O'Donnell, of the Art Lewis Shows, writes that nearly all Auxiliary members who were on that show last year are back again and that, although she has received her Gold Life Membership Card she will continue working for the club. A few members have not yet paid their dues. Why not send along the dues today?



## Pacific Coast Showmen's Assn

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

LOS ANGELES, Feb. 22.—Last Monday night's regular meeting with 126 members on hand was called to order by President Joe Olacy, with Vice-President Harold A. Armstrong and Secretary Patrick A. Ludwig on the podium. Allegiance to the flag was led by Brother Harry Bawlings and the secretary read the minutes of the last meeting and bills were submitted and ordered paid. Communications were read from Past-President J. W. (Pat) Conklin, Vice-President Miss Kraska, Hugh Bowen, and Dan Mega. Also read was a letter from Mrs. Marie Lyons, widow of the late John S. Lyons.

Brother Armstrong, of the sick and relief committee, reported that Brother Joe Krug has suffered several heart attacks and, although believed out of danger, is resting at his home. Brother Nate Miller, who is confined in a hospital at Long Beach, Calif., is reported to be recovering and many members have visited him. Brother Bill Davis reported the cemetery plot is progressing splendidly with the addition of the graves to Showmen's Rest. Brother John Miller gave a satisfactory financial report. He also stated the successful Spring Festival added a considerable sum to club's coffers.

Brother Ed Walsh, of the house committee, described plans of club's summer activities. Brother John M. Lynch reported for the membership committee and promised much activity will prevail after the various shows open. Brother Charles Nelson reported for the convention committee, in the absence of Chairman Abe Lefton, and said a definite date would be set soon. Brother Harry Chipman's publicity and Brother Tod LeFev's entertainment committees reported progress. Brother John Miller, caretaker of the lion's head, again led the weekly parade to the strains of popular circus music as members marched down the sidewalks and deposited pennies or whatever they desired.

After recess several brothers who had been absent for some time were introduced. They included Brother J. E. Pagan, who recently arrived from the East. President Joe Olacy asked that if any show owner-member of the organization was overlooked in the distribution of club banners, he should contact the club immediately. Brother M. E. Arthur, whose Mighty American Shows opened at Bakersfield, Calif., was introduced and responded with an interesting talk. At adjournment lunch and refreshments were served by Brothers Ben Beto, Jimmie Dunn, and Nick Wagner.



## Heart of America Showmen's Club

Raid Hotel  
Kansas City

KANSAS CITY, Mo., Feb. 22.—Dan Cupid must have had club officers following other parents on the meeting scheduled for Valentine's Day as none appeared. A fair attendance prevailed, but after waiting some time for an official to show up the gathering dispersed for home. Brother George Hovek, who underwent an operation at Menorah Hospital, has recovered sufficiently to return to his home. Brother Jimmy Morrissey, of Baker-Lockwood Company, is in Port Riley, Kan., on business.

Brother Al Baysinger visited while en route north. Eleanor Ballard entertained Mr. and Mrs. Scoville, Mr. and Mrs. Ted Blake and Brother Frank Copp at a recent luncheon. She was en route to the West Coast. Brother P. M. Jones, owner Jones Greater Shows, and Mrs. Jones have recovered from injuries sustained in an automobile crash last September. The chairman of the banquet and ball committee has made no report on the location for the annual affair, which will be held as usual on New Year's Eve.

### Ladies' Auxiliary

Club met on February 14, with 21 members at the session. Meeting was opened with the Salute to the Flag and singing of God Bless America. Minutes of previous meeting were read and approved, and greetings and a thank-you card were received from Gladys Deem on receipt of a birthday gift from the members. A valentine was received from Boots Mar, Hot Springs, Ark., stating she is recovering from a recent illness.

A letter from Walter Driver, of the Showmen's League of America, was read, and the secretary was authorized to purchase a ticket for the Spring Party to be held at the Sherman Hotel, Chicago, March 10. Bird and Art Brainerd wired from Florida that they were en route to Havana, Cuba. Helen Brainerd Smith, treasurer, gave a most satisfactory financial report. Nellie Weber, co-chairman of the entertainment committee, announced the annual Anniversary Dinner will be held in the Continental Hotel on February 28.

Gertrude Allen again thanked the club for her birthday gift. Mollie Ross passed the penny box, and the night's award went to Loretta Ryan. She also was authorized to order new stationery. After adjournment, cards were played, with table prizes being awarded.



## Michigan Showmen's Assn

156 Temple Street  
Detroit

DETROIT, Feb. 22.—Brother Oscar Margolis, third vice-president, presided at the last meeting, which drew a small crowd. Ora A. Baker, second vice-president, also was present but did not preside as he has not been feeling well. Past Presidents Leo Lipps and Harry Stahl swelled attendance at the board of directors meeting to 10. With only routine business at hand, the board meeting lasted only 15 minutes. The regular meeting followed and Margolis kept the order of business moving. Bernard Robbins, sick and relief committee chairman, reported last week was the first week that none of the members were added to the sick list. Brother Lou Rosenthal is again back in town and feeling well despite a serious two-week illness.

Dutch Croy has been in Maybury Sanitarium at Northville, Mich., for the last nine months, however. Joseph Vernick is still confined in Veterans' Hospital, Rutland, Mass., where he has been for the past year and a half. Brother William A. Baileys returned from Florida last Sunday and he's well tanned. He says there are so many members in Miami now that the club will probably have to open a branch down there next winter. Club is still operating under the open-house policy for all showfolk.

## 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.



**SHOWMEN - - SHOW WOMEN****You Are Cordially Invited To Attend  
THE FOURTH ANNUAL ST. PATRICK'S DANCE**

Hold Under the Joint Auspices of the  
**MISSOURI SHOW WOMEN'S CLUB**

and  
**INTERNATIONAL ASSOCIATION OF SHOWMEN**  
SATURDAY NIGHT, MARCH 15, AT 8:30 P.M.  
GRAND BALL ROOM—DE SOTO HOTEL—11TH AND LOCUST STREETS  
ST. LOUIS, MO.

Meet Your Friends at the Gala Festive Event of St. Louis  
**TICKETS—ONLY \$1.00 PER PERSON**  
For Reservations or Tickets, Write  
DANCE COMMITTEE: Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

12 RIDES FIRST CALL      2 FREE ACTS "GROW WITH US"      10 SHOWS FIRST CALL

**Great Lakes Exposition Shows, Inc.**

OPENING SATURDAY, MARCH 29, IN SHEFFIELD, ALABAMA  
Heart of Muscle Shoals District. Money plentiful. Government Spending \$250,000,000.  
Playing Industrial Cities of the Middle West. More 14 more tide fairs already booked. Will play ten weeks also in Florida.

**WANT** RESPONSIBLE AND COMPETENT PARTNER TO MANAGE AND PRODUCE BEAUTIFULLY FRAMED AND ALL NEW EXHIBITS, RIDES AND GAMES. WILL BOOK MONEY SHOW, PAT SHOW, ORGANIZED MINSTREL SHOW, WIDGET SHOW, Holmes, write. Will finance and furnish new equipment to parties desired. Tucker, write again.  
**WANT** LEGITIMATE CONCESSIONS OF ALL KINDS—Horse, Cigarettes, Gum, Fish and Duck Penn, Boring Gun, Bag Games, American Paraffin only, also Short and Long Range Lead Gallery. Will Robert Flynn and Mrs. Hazel Miller to contact you again. Also Fitz Williams, Hartley and Joe Lutz. Will book well-framed pony ride. WARE RIDE HELP WHO CAN DRIVE SEMI TRIP delivery—see booklet. James Hines and Leo King, write for names of Captains Man to operate Rides (must know the business).  
**AL WAGNER**, Winterquarters, Florence, Ala.      **EDDIE LIPPMAN**, 807 S. Hull St., Montgomery, Ala.

**CAN PLACE FOR  
REDLAND DISTRICT FAIR, HOMESTEAD, FLA.**

OPENING SATURDAY, MARCH 1, FOR 8 DAYS

Shows and Rides. Legitimate Concessions for stock only. Money Games not wanted.

No time to write—pay your wires.

**ALSO PLACE FOR  
EDISON CENTER BUSINESS MEN'S ASSOCIATION FAIR**

MIAMI—9 DAYS, STARTING MARCH 15

The biggest event in Miami this year, backed by all leading Miami advertising campaign aimed to new, plus an automobile giveaway.

RIDES AND SHOWS NOT conflicting. Legitimate Concessions. Demonstrators for Exhibit Texts.

**DON'T MISS THIS DATE**

Jack Finch, contact Mike Cordi, Tamiami Hotel, Miami.

All Replies, NEIL BERK, 7850 Byron Ave., Miami Beach, Florida.

**PENN PREMIER SHOWS**

8 RIDES—OPENING SATURDAY, APRIL 26—9 SHOWS

Description Day: Okla., Tamiami, Pa.; Shamokin, Pa.; Finney's Cove, June 18; Luck Hawk, Pa., 25th July; Okla., Myrtle, Pa., Free Fair, Aug. 20th; Franklin, Pa., Free, Sept. 28th; Okla., Myrtle, Pa., Free Fair, Oct. 10th; Okla., Myrtle, Pa., Free Fair, Oct. 13th; Okla., Myrtle, Pa., Free Fair, Oct. 20th; Okla., Myrtle, Pa., Free Fair, Oct. 27th; 3 show fairs and 2 concessions are pending. Have not permission for Missouri fairs, Fair Shows, Shows, or any other worthwhile attractions. Will furnish transportation and new panel fronts for above mentioned. Can place Merry-Go-Round, new proposition, and 1 Flat Ride; we have all the rest. Can place Hoop-La, Diggers, Fish Pond, Game, Solids, Buzzer, Lead and Granite Gallery. Will set up on 2 Woods, West, Franks to feature for LEW ALYER'S Congress of Showmen. Nelson (word advertiser), Jim Rogers, write. Want Girl in Hande pen. Address all Ride Show mail to LEW ALYER, 125 So. 2nd St., Reading, Pa. Give for outstanding Rides and Shows contact REID DONALD, 2115 Green St., Philadelphia, Pa. Give mail to LLOYD D. BERK, Box 807, Penn Premier Shows, Stroudsburg, Pa.

**NOTICE!!! MARCH 10 — PANTHER ROOM,  
HOTEL SHERMAN, CHICAGO.****8th ANNUAL THEATRICAL NIGHT and CELEBRITY PREMIERE  
SHOWMEN'S LEAGUE OF AMERICA BENEFIT**

Entry: 7 p.m.—Dinner: 7 to 8:30—Bob Crosby's Band for Dancing—Celebrities and Acts  
Cakes—Admission \$3 at Door, or Mail or Phone Reservations—Marion 1320,  
Suite 1215, 29 Quincy St., Chicago, Ill.

**RIDES FOR SALE**

One 8-Car Spillman Kibbles Auto Rides, all repainted and overhauled, looks like new, \$400.00 ask. One Dual Loop-Plane, first-class condition, repainted, thoroughly overhauled, \$1000.00 ask. One 12-Car Spillman Hay Dry Rides, in splendid condition, new tent top and new belly curtains last year, also new castles, wheels. Wonderful opportunity to obtain good ride for party. \$2500.00 cash. Address inquirer.

**THE F. E. GOODING AMUSEMENT CO.**

1300 Norton Ave., Columbus, Ohio

**FRANKS GREATER SHOWS**

OPENING SATURDAY, MARCH 1ST, ALBANY, GA.

Can place Ticker and Grinder for Mildred Williams, Minstrel Troupe with band of six people to be used as free act, Girl for Girl Show. Place Agency for Penny Push. Following Concessions open: Digger, Hat Game, Frozen Outlets, Granite Gallery, Bowling Alley, Fish Pond, or any Grand Concession that works for two cents. Come on, will place plus RIDE HELP WANTED. Place Man for all Rides except Wheel. Woman to handle inside of Midway Show. THIS SHOW HAS TWELVE GEORGIA AND ALABAMA FAIRS. Get with the show that works and with positive MONEY every year. All address: BOX 625, Albany, Ga., to W. E. FRANKS, Mgr. or BILL DOLLAR, Gen. Agt.

Mr. and Mrs. John D. Sheeley, and Mack McCrary are sojourning in Florida. Dutch Fredericksen, Penny Arcade operator, is wintering here. Warren Rice, of the office staff, enjoyed a recent visit from his mother, Mrs. W. H. Rice, of New York. Warren has been spending the winter as a cashier at one of the big food stores here, but now is office manager for the 27th Division Post McClellan Dry Cleaning Club.

Mrs. Jeanne (Mother) Williams is enclosed in one of the private cars. She plans to add another ride to her string. Eddie Garrity, of the Pounds o'clockhouse, is managing the Royal Cafe. Mr. and Mrs. Eddie Nixon are wintering here, where Eddie is night manager for a taxi company, and Peggy is cashier at a local cafe. Mr. and Mrs. John Fisher are wintering in Florida, Ill., and write they anticipate coming in soon to prepare their body and soul show for 1941.  
ROBERT L. BROWN.

**Great Sutton**

OSCEOLA, Ark., Feb. 22.—Manager F. M. Sutton opened quarters on February 17 and all equipment will be re-modelled and painted. The new lighting system on the Merry-Go-Round will employ over 8,000 watts more electric current than in the past. Plans are being made to add more lights to the Chalk-blade. Entrance arch will be redecorated. Bert Brundage letters from Jacksonville, Fla., that he will arrive some time after March 1 with his Whip, Penny Arcade, and kid rides. George Campbell completed his new digger trailer last week, and George Lucas advised that he will arrive some time in March with his new Hollupians and Octopus from Jacksonville, Fla. Manager Sutton reports shows will open April 13 greatly enlarged over last year. Mrs. Edna Sutton is proud of the Spin pup given her by Mr. and Mrs. Dutch Doyt. Recent visitors included Bill Lambert, general agent Billy Wadsworth Shows; Al Wagner, owner Great Lakes Exposition Shows; R. E. Hanny, and Mr. and Mrs. Ted Kneeland.  
F. M. SUTTON JR.

**Golden Belt**

HOT SPRINGS, Ark., Feb. 22.—With opening only five weeks off, since men have been put to work and shows will be ready in plenty of time, Mr. and Mrs. Bud Munn and son, Buddy, came in this week and took delivery on a new trailer. Tommy Wells booked his two sets of diggers, and Mrs. Lee Sullivan signed her popcorn machine. Among recent visitors were Bob Tupiper, Globe Poster Corporation; Tom Farnell, Farnell's United Shows; Mr. and Mrs. George R. Hoerchen, Frick Greater Shows; Jack Mero and George Pierce, Pierce Greater Shows; Frank (Dutch) Waldron, of Reynolds & Wells Shows; Deafy Adams and Ed Brewer, West Bros. Shows, and Harry Smith.

LaVERNE ZIMMARS.

**Byers Bros.**

KENNETT, Mo., Feb. 22.—Quarters opened here on February 19 and rapid progress is being made on the construction of five new light towers and several other things. In the usual direction of Walter Chaney, has turned out some good work and recently added two men. Crew now totals 20. Otis Cannon, master mechanic, is getting rolling stock in shape. Co-Owners Carl and Jimmie Byers returned from an extended hunting and fishing trip to Texas. They were accompanied by Lee Sullivan, of El Bridge Company. Carl and Jimmie purchased new cars recently. Local arrivals in quarters included Bookers and Marvyn, Sullivan, Hay and Eli Kriestell, and Mr. and Mrs. Gus Barzell. Slim and June South will be ready for opening here. Dad and Aunt Ale Byers visited their daughter, Mrs. Eddie Coleman, in Overton, Tex.  
MRS. JEWELL ROBINSON.

**Arthur's Mighty American**

LOS ANGELES, Feb. 22.—Rainstorms that swept the Pacific Coast slowed activities at quarters, but fortunately almost all of the necessary work has been accomplished. Trucks were loaded and left for Bakersfield, Calif., on February 19 for today's opening. General Superintendent Manfred Stewart and crew have accomplished much considering the short time shows had to complete the program outlined by Manager Arthur. Artist L. H. Ferguson has the ticket boxes and trucks ready for opening. Ralph Balkens completed construction on several concessions, as did William Groff. Jack Dykes advised from Pell City, Ala., that he would be on hand with his digger concessions. Rudy and Vivien Jacoby joined to supervise the Dope and Unborn shows, while Mae Stewart added a number of innovations to her Illusion Show. The photo gallery, recently completed by Mr. and Mrs. L. H. Ferguson, will also be added to the line-up. Sam Miller joined with two concessions, and George G. Conkling and Walter Gordine will manage the Double Circus Slide Show. Owner and Mrs. Martin Arthur spent a day out of town on business, and Ed Smithson poses that things are running smoothly with his banner campaign in Bakersfield, Calif. Mr. and Mrs. John Donnell joined with two concessions.  
WALTON DE PELLATON.

**Penn Premier**

STROUDSBURG, Pa., Feb. 22.—Work in quarters is going ahead rapidly and another front has been completed, making a total of four finished. This new  
(See PENN PREMIER on page 51)

**Buckeye State**

HATTIESBURG, Miss., Feb. 22.—Delivery was made this week on the new electric band organ and it has been made ready for installation on the Merry-Go-Round, which has been overhauled and redecorated. Organ will replace the public-address sound system. Mr. and Mrs. John M. Willander have arrived to ready their free act and get their Monkey Show and penny track lined up. F. A. Angel and F. Swinney also came in and are getting their concessions in shape. Mr. and Mrs. Earle Crane and son, Clois, returned from Florida and are overhauling their curd stand. Crane also has been lending Pat Brown some assistance in the construction department. Many members of the Rogers & Powell Shows have visited. They are playing a few miles from here. Owner Joe Gailer and Business Manager Jack Oliver have been getting the season's route in shape.  
H. O. STARBUCK.

**World of Fun**

AUGUSTA, Ga., Feb. 22.—With the arrival of Owner-Manager John Steblar from his home in Connecticut, quarters work is going at full speed. Work will begin soon on several new show fronts, designed by Steblar, who will also direct construction of the fronts. General Agent Billie Marco returned from a booking tour of the North and advised that several fairs and celebrations have been contracted. This year will be Marco's second with the show. A few rides and concessions will operate on local lots until shows open. Mrs. Billie Marco arrived from New York and advised she will have new canvas for her concessions. Dan Leslie has booked his Till-a-Whirl for the second season and is expected to arrive here soon. Mr. and Mrs. Joseph



IF THIS PHOTO is an indication, everything pointing to a big season was agreed upon when W. R. Patrick (left), owner-manager, Patrick's Greater Shows, and his general agent, Harry L. Gordon, shook hands in the shade of a cactus somewhere in the desert outside of Yuma, Ariz. When the photo was snapped both were en route to Los Angeles and then back to Spokane, Wash.





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CALL ON GAS STATIONS, GARAGES, STORES - New Chemical Spraying whirwind seller. Clients come like magic. Samples sent on trial. "KRISTIE" Dept. 137, Avon, O.

EARN WHILE TOURING - SELL IMPROVED, original, Changebooks, Religious (Blue Stock Signs, cost 3c, retail 25c). KOEHLER'S, 815 Gertz St. Louis, Mo. mh29x

HOSIERY IN LIQUID FORM - JAR MAKES Five pairs. Sample 25c. \$1.00 per dozen. WESTERN, 223 Climax Bldg., Cleveland, O.

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NEW INVENTION JUST OUT - GREATEST Advertising novelty in generation. Free sample. Write JOSEPH CURRAN, 1807 S. Carpenter St., Chicago, Ill. mh8

START YOUR OWN BUSINESS - DOLLAR MAKING opportunities, popular sellers. Manufacturing them at home. Free information. WARREN WHITE, 1300-B Commerce, Dallas, Tex.

WANTED - PERMANENT REPRESENTATIVE for Hoodies, Uniforms, Smocks, Aprons, Frock Coats, Doctors, Waitresses' Uniforms, Smartest styles. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. RK-42, New York. mh22x

127 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. mh29x

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ANIMALS, BIRDS, AND SNAKES FOR SHOW - toka - Now contracting Through Wild Animal Acts for coming season. SNAKE KING, Brownville, Tex. mh3x

WANTED - ONE LARGE FEMALE MONKEY, tame but frisky, for Mighty Wanda Show. Write ERNIE BRYNER, Custer City, Pa.

WEDDING FULLY TRAINED SMALL ELEPHANTS for sale or hire. Information, N. BUNYEA, Mort 51, Oceanside, N. Y. Tel. Rockville Center 1289.

WRITE FOR OUR CATALOGUE - LARGEST most complete ever published. MEEMS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

10 GIANT RHESUS, 17 TO 23 POUNDS, \$17.00 each. Lima, \$20.00. Female Champ, \$25.00. Guinea Pigs, \$30.00; pair Jungs, \$40.00. Lion, \$75.00. BOSTON, \$15.00 each. Other stock. Send for list. WARREN BUCK, 420 Garden Ave., Camden, N. J. mh8x

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CARTOON BOOKS - NEW EDITION: FORTY clever Pictures and Stories. 24 for \$1.00. CHAS. W. STRALEY, 1015 W. Mulberry, Springfield, O.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Operating and Blue Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. mh9x

\$25.00 VALUE FOR 25c - JUST OFF THE PRESS. Lewis Theatrical Pocket Guide-Divert. Lists every theatrical agency world. Movie studios, stage, homes, different countries playing shows, etc. Other valuable data. 5000 years in making. 68 pages. Agents wanted. Send 25c cash, stamps today. 3c extra for mailing. JACK E. LEWIS, Publisher, 165 Turk St., San Francisco, Calif.

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MOONEY-MAKING FORMULAS - THOUSANDS of new trade secrets and compounds. Illustrated circulars free. O. WARREN, 15 Park Road, New York. mh8x

MOONEY-MAKER - ADVERTISING JOBBING Business. Well established. Furnished office, situated downtown location. Low overhead. First \$2,000 cash full order. Make it. Hundreds for sale. Write BOX 189, Oklahoma City.

TODAY'S OPPORTUNITY - "ORIGINAL Spanish Hamburger Formula" and complete instructions only 25c (incl. Post). Rare offer, limited. DAVIS, Box 1484-B, Clarkburg, W. Va.

WANTED - A SKATING RINK FOR SUMMER spot outdoors. Finnish ground. Good opportunity. Heart of skating land. BOX C-26, Billboard, Cincinnati.

WANTED - SOMEONE WITH ARCADE Machine, etc. Have wonderful location, heart of Pittsburgh, long island. Twelve miles from Camp Upton. Building 504-100, Piercy, O. you to draw from. FRANK RUMMEL, Lake Ronkonkoma, Long Island, N. Y. x

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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.

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ADVANCE 25c SOLD, \$7.50; 3 ROCK-OLA TEN Strikes, late series, \$32.50. Will buy late model Phonomatic. ROSS V. McGUIRE, 1322 Lee Ave., Long Beach, Calif. mh8

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BUCKLEY THREASURE ISLAND DIGGERS, perfect working order, \$45.00 each. Also Merchandise for machines. TELE TONE CO., 28 Thomas Bldg., Dallas, Tex.

DO YOU NEED WURLITZER PHONO PARTS? - Do you need your name and save money! SUPREME VENDING CO., 357 Rogers Ave., Brooklyn, N. Y. mh8

FOR SALE - KEENEY SUPER TRACK TIMES - Pastimes, Paros Races, Western Baseball, Free Play Games, Mills Bonus, Mills Vest Pockets, Goochies Imps, Slot Sales, Metal Pops, 24 Record, Wurlitzer Phonographs, CHARLES PITTLE, Long Beach, Mass. mh1x

FOR SALE - THREE NATIONAL 9-30 CIGARETTE Machines with base, excellent condition, \$50.00 each. F. O. B. SAM O. NASH, Elmdale, Ill.

FORCED TO SELL OUR 900 NICKEL NORTHwestern Merchandisers. Porcelain, \$5.00 each. TELEM, 1240 N. Wauke, Chicago, Ill. x

FREE PLAYS - GOLD CUPS, \$19.50; CONGO, \$19.50; TRUMPH, \$17.50; Scooters, Turf Champ, Clubbed, \$10.00. Many others. See our NEWLUM AMUSEMENT COMPANY, 1815 Dallas St., Houston, Tex.

GET WISE! MODERN ARCADE-SPORTLAND are profitable year around. World's largest selection of equipment to choose from. Write for new, free, and price list. MIKE MINNIEY CORP., 593 10th Ave., New York. mh8x

IMPS, \$7.50; LIBERTY'S, \$15.00; T. ONE cent play, \$25.00; Double Nugget, \$10.00; Single National Peanut or Gum Machines, \$5.00; Mercury, \$12.00; Gingers, \$12.00; Sparks, \$15.00; many others. O'BRIEN, 99 Thames, Newport, R. I.

MILLS JUMBO, CASH, USED ONE MONTH, \$77.50; Evans Lucky Star, used ten days, \$89.50; Commodore, Big Show, Big Six, \$110.00; Row, Lite-O-Cart, \$13.00; Bally Rapid Fire Gum, \$85.00; Sebring Parachutes, \$75.00; others. Machines guaranteed. [5] deposit. H. REICH, 323 S. E. 1st, Miami, Fla.

OPERATORS - WE WILL BUY YOUR USED Phonograph Records. Advise how many you have and lowest price. BIRMINGHAM VENDING CO., 2117 3d Ave. N., Birmingham, Ala. mh-x

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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

SLOTS - 100 FROM \$7.00 UP. CALLEE, Mattings, Milk, including Blue Fruit, Brown Frosts, and Chrome Frosts. Prices Range, 40c from \$29.50 up, all in excellent condition, and 30 to 1 odds. Mills Free Play Jumbos, \$89.50 each. HARRY HOKE, 315 Adams Mills Rd., N. W., Washington, D. C.

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SPECIAL - 25 ADVANCE D-BALL GUM, \$3.75; 25 Silver Kings, \$5.95; 25 Boreas 3-Colum, \$9.00. CAMEO VENDING SERVICE, 402 W. 42d, New York.

THREE KINK GUESSER SCALES, CABINETS refinished, mechanism excellent condition, \$100.00 each. Evans Rollette, three nickel coin scales, complete, club model, cabinet and mechanism extra good, \$200.00 machine, a bargain at \$75.00; Exhibit Sheet the Moon, almost new, automatic commotion ticket or cash model, \$150.00 machine, a bargain at \$90.00. One-fourth with order, balance collect. A. M. BERKEY, 619 N. Lorraine, Wichita, Kan. x

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M. P. ACCESSORIES AND FILMS

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.

NOTICE

A BARGAIN SPECIAL - NEW CRYSTAL Microphones. Satisfaction guaranteed or your money promptly refunded. \$9.95 cash or C. O. D. Our Summer Roadshow Catalogue, in February. Many new releases. SWANK'S, 420 N. 5th St., St. Louis, Mo. mh15x

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**At Liberty**  
**Advertisements**

Be a Word (First Line Large Light Capital)  
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**MINIMUM \$250 CASH WITH COPY**

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**ROBERT BANDO'S BAND-ETTS — GIRL OR-**chestra available March 15. Three Brass, 3 Rhythms, 3 Reeds, including male leader. Vocals and novelties. Call anything, go anywhere, union. Write **ROBERT G. BANDO**, 343 W. Wayne, Fort Wayne, Ind. mh1x

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**CANADA — M. G. R. FOREMAN, ORGAN RE-**pairing, Scenic Artist, Work guaranteed. Twenty years' experience. **L. E. QUINLAN**, 43 Clair St., Laurentian View, Ont., Can. mh1x

**THE FAMOUS DEL RIO MIDGETS ARE AT** liberty for the 1941 season. Anybody interested in this act, address all letters to **THE DEL RIO MIDGETS**, 2121 W. Washington Blvd., Chicago. mh1x

**CHAMPION ROPE SPINNER — FEATURE TRICK** Eight Loop Spin; also use Whip. **Write JESS NICKELL**, Elroy, Wis. mh1x

**Two New White Paw Clowns — Very hot** white and white waders. Good shows nationwide and over 1000 shows. Under 2000 shows and 1000 shows. **The Bates**, 215 Whitaker St., Salem, Ill. mh1x

**Woman With Six Feet of Hair at Liberty March 30.** Show show, novelties, characters or be surprised. No trailers, no outside. Offer your hair. **Call and trailer**, Mrs. **Edna Gallagher**, 4925 Y St., Sacramento, Calif. mh1x

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**Feature "Hokum" Cassellan—Whiteline & Black-**han for talk, new, under suit, tunic, etc. Ever so ready, realistic character situation. **Blow away** singing, talking, dancing (all roles), specialties. **Blowaway**, J. B. Brown on and of the Land and Hair. **Blowaway**, 2121 W. Washington Blvd., Chicago. Working night shifts now. Write salary, send notes. **Frank Thonny**, Chester, 1601 One St., Toledo, O. mh1x

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**SWING HAMMOND OR-**gan Player (with organ). Read and transcribe. The best of reference. Now playing second year at State College, La Crosse, Wis. Write with **FRANK COTLER**, Silver Grill, La Crosse, Wis. mh1x

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recently completed theatre tour featuring new special Hammond organ. Specialty community singing. Large selection slides, new, old, and comedy. Have complete projection equipment. In fifth month, cocktail lounge, one of leading hotels of country. Solid background guarantees results. Work alone, combination, or band. A proven attraction for a real spot. **BOX C-21**, Billboard, Cincinnati, O. mh1x

**ALTO-TENOR-CLARINET — UNION, READ** anything, takeoff. Age 22. Prefer Southern location, no parties. Working touring unit at present. **Prefer larger outfit**. **JIM TURNER**, Home Hotel, Clinton, Ia. mh1x

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**RASSIST — READER, FINE FAKE MAN, UNION.** Go anywhere. **MARVIN MONINGER**, 414 Auglaize St., Defiance, O. mh1x

**CLARINETIST — EXPERIENCED INDUSTRIAL** Band. Southwest preferred. **MUSICIAN**, Box 1114, Mountain Home, Tenn. mh1x

**DRUMMER — OLD TIME, MODERN. GO ANY-**where. State salary. **JACK BOLGER**, Lambert, Minn. mh1x

**DRUMMER — FEATURING VIBRAHARP.** Young, reliable, union. Location preferred. Fourteen years concert and dance. Would like day job. **MUSICIAN**, 525 Commercial St., Geny, Ind. mh1x

**EXPERIENCED HAMMOND ORGANIST—OWN** organ. Desires location in West or Middle West. Play both sweet and swing. **ORGANIST**, 2021 Clear Lake Ave., Springfield, Ill. mh1x

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**TRUMPET — 30 OR 3D, WELL EXPERIENCED,** all essentials. Only reliable organizations, please. **JIMMIE KOVARIK**, Schiller, Ia. mh1x

**TROMBONE — VOCALIS, ARRANGE UNION.** Semi-touring, culture, artistic. Good action. Take off. Location West, Middle West preferred. Married, no draft. State all. **BOB ROPER**, Harshad, Kan. mh1x

**VIOLINIST — PLAYING ELECTRIFIED VIOLIN** and Electric Spanish Guitar. Experienced, up to the minute, union. Best habits. **1005 Raynor**, Joliet, Ill. mh1x

**At Liberty — Violinist doubling Alto Sax.** Young, touring, culture, artistic. Interested in take-off. Location West, Middle West preferred. Prefer Southern locality. **Box C-8**, Billboard, Cincinnati, O. mh1x

**Drummer — Read, fun, on show. New dress.** **Blowaway**, J. B. Brown on and of the Land and Hair. **Blowaway**, 2121 W. Washington Blvd., Chicago. mh1x

**Guitarist — Age 25. Play on Electric Spanish** (two take off) and folk, blues, Texas. No parties. **Prefer small formation**. **Gene Bell**, 59 Mason St., Boston, N. Y. mh1x

**Guitarist — Would like to join good (Piano** Guitars). **Blowaway**, J. B. Brown on and of the Land and Hair. **Blowaway**, 2121 W. Washington Blvd., Chicago. Working night shifts now. Write salary, send notes. **Frank Thonny**, Chester, 1601 One St., Toledo, O. mh1x

**Playing Bass, Bassline Vocals—Featured in** solo club. **Concentration**, **Blowaway**, J. B. Brown on and of the Land and Hair. **Blowaway**, 2121 W. Washington Blvd., Chicago. Working night shifts now. Write salary, send notes. **Frank Thonny**, Chester, 1601 One St., Toledo, O. mh1x

**Singer — Age 26. Solid good tone, plenty** experience. **Blowaway**, J. B. Brown on and of the Land and Hair. **Blowaway**, 2121 W. Washington Blvd., Chicago. Working night shifts now. Write salary, send notes. **Frank Thonny**, Chester, 1601 One St., Toledo, O. mh1x

**Three Sax Arranger — Giving up but years** behind. **Blowaway**, J. B. Brown on and of the Land and Hair. **Blowaway**, 2121 W. Washington Blvd., Chicago. Working night shifts now. Write salary, send notes. **Frank Thonny**, Chester, 1601 One St., Toledo, O. mh1x

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2500 Act. **DE POLE**, 1810 Perkiomen, Reading, Pa. mh1x

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**ROSCOE ARMSTRONG'S COMEDY FORD ACT** —Thrills, spirit and excitement. **ROSCOE ARMSTRONG**, Tangier, Ind. mh1x

Leonard Traube's

# Out in the Open

NEW YORK

## The Whirl of Today

**IN JANUARY, 1939, J. W. Conklin, who also responds to the name of Patky, a blue-eyed Irishman transplanted to Canada by way of a Cunard Islander, hurriedly told his delegates at Winnipeg that he would bid for the Class A exhibition in the big, friendly country north of the border on Dominion day in 1940. In January of this year this persuasive gent, who has plenty of stuff on the old spread, succeeded in gaining the coveted prize, which means that he will furnish the midway, including concessions, scales, novelties, and guess-your-age, at the A events in 1941.**

It's all a matter of faith, as the Conklin man has tried to point out in typical Cockish-manner. The award must make Patky feel more than a little proud, but it should also do something else. It should and probably will inspire the smaller show operators in the United States and Canada with confidence to improve their status in relation to contracts which they have hitherto eyed with resignation.

In short, the same opportunities which prevailed for Conklin are available to every other operator who builds for the future and is not interested in size as such. Small operators who are aiming to better an industry which gives them and their associates a livelihood are on the right track. Conklin started from scratch to become the No. 1 man in North America in creating independent midway affairs.

One angle he used in his march to the top is that the midway at fairs, small or large, should be the practical equivalent of the fair, similar to the practice prevailing in other departments, and that stress should not be laid upon a particular show company. That thought, which is gradually creeping into the consciousness of fair officials, is bound to arouse greater interest in the form which these indie layouts will assume. Aside from that, it will present unlimited opportunities to the hundreds of showmen who operate independently and who will be given great encouragement to spend money and to create attractions with emphasis on individualism.

Instead of being part and parcel of the collective amusements which are known as carnival companies, they'll be independent units, thus opening an avenue for booking that will be much wider in scope than it has ever been. Let the chips fall where they may, this is the inevitable result of demand. The demand will undoubtedly cause a wild scramble in which the fittest will survive and the incompetent will perish.

This year or the next may be the one in which the independent showman will swim or sink. We have a crazy idea that he will be more than equal to the test.

**DOUGLAS BALDWIN** suited from Tampa to Orange City, Fla., to have a middle with Ralph Hankinson regarding auto races at the Alabama State Fair this year. Whose car did Baldwin use? None other than John Sloan's, a competitor of Hank's. Wonder who gets the contract. . . . At the New York fair

meeting in Albany again commish Holton V. Noyes put appearance of the plant on a par with entertainment, giving eight points to each out of a possible hundred.

Hellpoppin appears to be beating out *Hellpoppin* as a potential grandstand attraction at Brockton (Mass.) Fair. Whatever happens, Secretary Frank Kingman is sure to present something unique, as he always does. . . . Ralph Williams, the p. . . has a veritable brother in Albany. He's Bob Williams, of *The Kickerbocker News*, and he swings a terrific typewriter. . . . Mack Kanover, of the Frank Worth office, landed the Leighton (Pa.) Fair contract following a "historic" meeting there in which the bar was one of the principal beetlers.

C. Stanley Fulton, who is on the No. 1 advertising ear of Ringling-Barnum, is in the apartment-renting business in Miami during the winter. When Fulton is with the show, the Florida affairs are carried on by his wife, Minnie Leola Fitzgerald Fulton, remembered as a top-notch on the old Columbia burlesque show, as well as in vaude. . . . Charles T. Hunt, dean of active circus ops, sends the annual post card greeting from Miami, thus adding pleasure to your correspondent's weekly stint.

**AS INDICATED** in a story on page 3 of this issue, which went to press earlier than this column, action on House Bill No. 438, which, because of its prohibitive provisions, would have barred all transient shows in Indiana except pictures and other attractions in established theaters, not just fly-by-night traveling shows as the airborn apparently tried to make believe, thru putting the fly-by-night and the responsible show or promoter in the same class, was indefinitely postponed by the House of Representatives Saturday morning, February 22.

The new bill was a substitute for House Bill No. 114, but had the same teeth in it as regards carnivals and other forms of traveling entertainment as the first one. In other words, if passed, it would have eliminated all amusements that would compete with motion pictures and other attractions in established theaters.

It appears that some effort had been made (apparently by the picture interests) to have Judiciary Committee B, to which the new bill had been referred after its first reading, amend the measure to exempt circuses with certain restrictions, but when the committee reported the bill back to the House for its

second reading it was done without any recommendations.

Now that action on the bill has been postponed indefinitely by the House, it means that the measure is dead so far as this biennial session of the Legislature is concerned, as the session comes to an end on March 10.

**FRIENDS** and acquaintances of Charlie Pinch should be interested in a yarn about the retired showman published recently in *Valley View*, a column conducted by Frank P. Clarkson in *The San Fernando Valley Times* of Van Nuys, Calif. Clarkson said Pinch, who resides at 8529 Telfair Avenue, Van Nuys, paid him a call and related one of the many experiences he had during his 50 years or more in show business.

It was in 1890, Pinch told Clarkson, that he knew three brothers in Jackson, Mich.—W. Jack, and Will Hogan, all balloonists. Pinch had a pony wagon outfit with which he followed the brothers when they put on their shows and it was his duty to pick up the balloons and parachutes and bring them in after the flights were made. At that time there was a Dr. William Campbell in New York who had built an airship, one of the first in the world, but he could induce no one to make a trial flight until finally he went to Jackson and obtained the services of Dr. Hogan. Hogan went to his bank and drew out \$2,000 shortly before the flight. Pinch recalled, but nobody knew why. Hogan then went up with the airship and for a while everything seemed to be going all right until he headed out to sea. From that moment he was never seen or heard from. His widow married another man in the balloon business, E. D. Bartholomew, who also had a balloon. Pinch recalled that the man had a big sign imbedded in the sidewalk and made with brass letters which read: "E. D. Bartholomew, balloonist and balloonist."

**HELMS** a new definition of "luck," as we found it in *Canada's Foundry Journal* of Toronto: "Luck means the hardships and privations which you have not hesitated to endure; the long nights you have devoted to work; the appointments you have never failed to keep; the trains you have never failed to catch."

And then there are some people who would try to have one believe that it is luck when showmen are successful!

ahead of the show, which is set up to April and doing big biz.

**MAYBE** Chicagoans can see Billy Rose's *Arguocede* next summer right in their own front yard—maybe. Kenneth Callahan, Rose's manager, has been looking over the ground the past week. He found several excellent sites for the spectacle. Best is the lake front along A Century of Progress site, but question is whether a suitable deal could be made with the South Park commissioners, one that would give Billy what he considers a fair profit.

## PENN PREMIER

(Continued from page 46)

amms were delivered this week and they will be let off as soon as the weather breaks. Manager Lloyd D. Bertass and Rocco Muzart have returned from a vacation in the South. While there they visited Mr. and Mrs. Tom Hassen, Mr. and Mrs. Young, and Mr. and Mrs. Kimball. Shows will feature two free attractions and Mr. and Mrs. Reid McDonald still have charge of the three girl shows. Lew Alter will direct the Ten-in-One and large Hoptile Show. Now in quarters are Glenn, Kishko, scenic artist, Miles Detrick, mechanic and holder; Albert Withey, Dave Hughes, Bill Saltchik and George Walton. Organization plans to carry nine office-owned shows and nine sides. Recently added to shows' list were the Franklin County Fair, Louisiana; Wash. County Fair, Spring Hope; Roanoke-Cherokee County Fair, Woodland; Elbert Fair, Littleton; Tri-County Fair, and Johnston County Fair, Smithfield, all of which are in North Carolina. Opening has been set for April 26 here in Stroudsburg.

MILES DETRICK

Hartmann's

# Broadcast

CINCINNATI

## Nat Green's The Crossroads

CHICAGO

into night clubs or theaters. And on there is developing a greater exchange of talent between the two fields that is bound to make for the benefit of all concerned.

**J. L. EDWARDS**, chief electrician on the World of Mirth Show, spent several days in Chicago inspecting Diesel power plants purchased by the show. Max Landerman has bought nine of the Diesel outfits. . . . P. A. (Bebe) Bondino and Harry Bert will be heading for Peru, Ind., shortly as their first stop on their way to start the Ringling advance for the Madison Square Garden engagement.

Louis J. Berger is agenting the Goodman Wonder Show. . . . Holly Howard and wife, who were with the Great Lakes Exposition Shows last season, will be with Imperial Shows season of '41. Howard will be side Joeman and *The Billboard* agent. . . . C. W. Finney spent several days in Detroit conferring with a Motor City man on a show proposition.

Many of the Chi boys are visiting the Ramid-Morton Shrine show in Milwaukee this week. . . . Birthday greetings to Frank Braden, of the Ringling publicity staff. He celebrated his natal day last Thursday (20). And George Johnson, of U. S. Tent and Awning Company, received "happy birthday" greetings Saturday (22).

**AFTER** attending daily sessions of the Magic Carpet Lobby League all winter, listening to the weighty discussions and sage observations, we should know just what's wrong with show biz and what to do about it. According to those sages, there's plenty wrong and they (the sages) are the boys to set things right. Trouble is, most of 'em never owned a show and haven't a Chinaman's chance of owning one, and when the season opens they'll be working for the guys they're criticizing. So we're just a bit skeptical of their positiveness!

**SAM WARD** will soon be off to Houston to handle publicity for the roller derby there. He'll be with Leo Seltzer until time to report for duty on the Robin & Cherry Exposition, where Sam made a splendid record last season. . . . Mel Smith, Sally Rand's manager, is town laying plans for Sally's fall appearances. . . . Clyde Beatty's wild animal farm at Fort Lauderdale, Fla., got a nice break in *The Miami Daily News*—a full page of pix in the photo section. . . . Sam Stratton, of the road company of *Hellpoppin*, was the guest of William P. (Bill) Photo in Omaha late last week. Sam is now headed south by southwest, traveling three weeks

**THE** interlocking and overlapping of indoor and outdoor show biz is nothing new, but each year it grows in extent and variety. Novelty acts from the outdoor fields have been playing theaters during the winter for many years. During the last five years the number of such acts playing night clubs also has largely increased. In the same period attractions identified mainly with the indoor fields have made their appearance with fairs and carnivals. . . . Milt Britton's band, for example, playing fairs and Gene Austin, singer who popularized *My Blue Heaven*, with a carnival.

Last week a carnival attraction opened at a Chicago night club. It's Soniam, the headless girl, and so far as can be learned, this marks the first time such an attraction has played a night club. It has, of course, played store shows, as have many other illusions. Just what its possibilities are in a night spot remains to be determined, as the management closed it before it had a chance to show what it could do.

The point we started out to make is that there will be more and more of an interchange of attractions between the indoor and outdoor fields. As facilities for presenting attractions on carnivals and independently at fairs improve, acts from the indoor fields will be attracted. On the other hand, outdoor acts are improving and dressing up their attractions to the point where they will fit nicely

**STRAIGHT SINGING M. C. — WITH OVER 2,000 songs.** Can work at M. C. and interior. Has played front clubs in Hollywood, New Orleans, also featured on radio shows in California, Florida and New Jersey. Age 28, fine appearance, plenty newspaper publicity and radio air. Own sound system. Co anywhere. **HOWARD A. YOUNG, Apt. 307, 123 N. E. 13th, Miami, Fla.**

At Liberty, the Big or Vaudeville—Classified Theatricals. **Max Frutkin** Bookie Acts, Vaudeville, Trick Road, Vaudeville, Magic Illusions, Miel Reading, Ringling Vaudeville. **Pat** as seen, **Jack Taylor**, comedienne. Have act and trailer, outstanding wardrobe, Royal hot deliquescent. Co anywhere. **Bob McLean, 103 N. Central, Okla., Okla.**

Miss Dandy the girl and **Shooter Chico** for schools, lectures, vaudeville. **Flash**, clown show. Presented by Miss and **Woman**. **Dick Hawkins**, show **Blackwood Bros., Chicago, Ill.**

**Franklin's Society** Co. Inc. **Pat, Fred** and **Monks**, featuring the **Art Ensemble**, the **Farmer** White Chalkboard, **Military** **Harvey**. Presented **Art Ensemble** and **Pat**. **Franklin's Society**, **Admission** **Class** **Admission**, **Doc E. Roberts**, **Michigan**, **2501 N. 8th St., Philadelphia, Pa.** **Season** 5338.

## AT LIBERTY PIANO PLAYERS

**PIANO MAN — GOOD READER, SOLID rhythm, modern take off.** Young, reliable. Will consider all offers anywhere. Write or wire **TED COX, Village 1, Sheffield, Wis.**

**All Piano Player —** Work in all acts, good line of repertoire, good wardrobe. **Write or call** **David Hixon, 18 W. Harrison, Box 67, Ia.**

**Piano Player, Travel Coach, Experienced Driver.** **Book** **John**, **Traveller**, **arrange** **trip** **or** **concert**. **Experienced** **traveller**. **Write** **or** **call** **John**, **18 W. Harrison, Box 67, Ia.**

**Printed —** New to South, **Julius Florida** hotel, **concert**, **show** **recorder** **engagement**. **Young** **man**, **experience**, **readable** **experience**. **Write** **or** **call** **John**, **18 W. Harrison, Box 67, Ia.**

# Wholesale Merchandise

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## Trend to Better Merchandise Seen at Florida State Fair

Concessionaires predict big year as visitors go strong for variety of items—blankets listed as top-flight money-maker at bingo game—other events skedded

TAMPA, Feb. 22.—A definite trend to class merchandise was displayed at the 25th annual Florida State Fair, which closed an 11-day run here February 15. While all types of merchandise were offered, reports were that the public went solidly for the better type of item. Stands were well supplied and flashy displays brought added profits. Kaplan & Bloom, who had the cane concession at the New York World's Fair, had guess-weight stands. Cans with feathered dolls, toys, and stuffed scotties were offered.

According to William Barnett, G. Joseph Rowe, Sam Kelly, and Jack Davis, merchandise users are in for a big year. In the Florida area approximately 15 air base projects are being constructed and the fair drew large crowds of soldiers from camps, including Camp Blanding near Starke, 42 miles south of Jacksonville. Operators contended that the business done here is indicative of what will be done at other fairs in 1941. Cold weather somewhat hampered sales. However, crowds were above average, as were cash receipts. Louis D. Joseph, a concessionaire at Atlantic City for 16 years, said that as his guess-weight stand he featured "made in America" products. He also had candy and religious novelties.



By BEN SMITH

A ruling of far-reaching importance to all interested in the salesboard field was handed down by the U. S. Supreme Court the other day. The court ruled in favor of the Bunte Candy Company on its appeal from a Federal Trade Commission ruling against using lottery sales methods in Illinois. Vote was 5 to 3. The decision gives a new lease of life to intra-State trade using such products as salesboards, etc., if State officials permit such methods. The FTC is denied the power to interfere with such methods within the State.

The Easter season always has been a good one for operators and if you're set you should have plenty of folding money to show by April 15. As usual, stuffed business and candy deals will receive the heaviest play, but there are ever so many other items which can be worked to profit at this time of the year. When the holiday spirit hits them, John and Mrs. Public don't need too much coaxing to tempt the rates on a cord or board.

The Coldwyn Company has what looks to be a natural for an Easter promotion—Jumbo Surprise Eggs. Item is an artistically decorated all-choocolate Easter egg filled with individually wrapped hot buns. Egg weighs two and one-half pounds and is nested in a colorful display box. Sure delivery is guaranteed.

There are two deals available on the Jumbo Surprise Eggs. One works on a 30-hole card, 1 to 25 cents, with a \$7.95 take. The other works on a 50-hole card, 1 to 15 cents, with a \$6.45 take. Both should be good for a fast turnover.

Manuel Betto, manager of Valencia Gardens, one of the outstanding Spanish eating places in Tampa, seems to be much impressed with a one-shot deal which is going great guns in his establishment. Item featured is the Purtabar and board used in a 1,300-hole one-shot at 5 cents per purchase.

All signs point to another strong year for the small radio. This hardy perennial, the bread-and-butter item of the business, apparently has lost none of its exceptional consumer appeal and in all probability will continue in its role as a sure-fire natural for salesboard operators. No other number has ever enjoyed such unflinching popularity on a deal.

HAPPY LANDING.

## Jersey Boardwalk Operators Count On Military Biz

ASBURY PARK, N. J., Feb. 22.—Boardwalk concessionaires here are anticipating the largest business in years and expect to draw heavily from training camps in this section. Within a radius of a few miles nearly 31,000 men will be stationed by June 1, when the summer season is in full swing.

In view of the anticulated business, red, white, and blue items and military novelties will be found in large quantities at ocean-front stands. While great effort will be expended to supply those in military service who want to send gifts to the folks back home, a large assortment of items will be on hand to appeal to the feminine trade.

A survey of the camps in this area shows that 2,500 will be at Camp Moore, near Sea Girt, only a few miles down the coast from here; 10,000 at Fort Monmouth, near Red Bank, and 8,000 at Fort Hancock, Highlands. Fort Monmouth, probably the largest signal corps training school in the nation, will call for a large number of the items bearing cross flags, symbol of the corps.

Boardwalk concessionaires at Long Branch are also preparing for an outstanding merchandise season. According to Dominic Scaglione, operator of a Taylor set game, the trend will be to quality merchandise. He plans to feature military and patriotic novelties, emphasizing the signal corps crossed flags. In the line of patriotic numbers, Scaglione said that he would feature dolls dressed in red, white, and blue costumes. Compacts with military insignias are also expected to roll up new records as money-makers. Other operators in this city will feature military comb and brush sets, electric razors, and wallets with insignias.

## Dishes Come Back As Money-Maker

CHICAGO, Feb. 22.—Low prices and attractiveness of patterns are believed responsible for the growing demand for dishes. Carnival concessionaires and bingo and salesboard operators, as well as those who work bananas and cater to women patrons, are featuring the lines in larger quantities than ever before. Those in the trade are glad to see the revival of the popularity of dishes and are stocking them in large numbers.

Since dishes make an attractive display and may be awarded at nominal cost, prize users are realizing the many advantages to be derived from offering the lines. Most of the dishes being offered are of American make, but some English and Bavarian wares have been noted on prize shelves. Cost of copies is invest in months. Electric displays are set up by means of metal racks.

Royal American Shows. Other items listed as money-makers included card tables, smoking sets, towel sets, floor lamps, whistling kettles, broilers, traveling bags, and clocks. Maddox said that different types of merchandise go strong in various sections. His policy is to have a large assortment effectively displayed.

Among wire and jewelry workers on hand were Joe and Virginia Collins. Assisted by Whitney Douglas, they offered lockets, name brooches, compacts, identification bracelets, rings, and crosses.

### Other Events

Other events to be staged in the vicinity of Tampa include the Venice Flower Show; Florida Strawberry Festival, Plant City; Tampa Citrus Festival; Sarasota Flower Show; Seminole Indian Festival, Lake Wales; Highland County Fair, Bowling; Festival of States, St. Petersburg; and the Tampa Flower Show.

## BINGO BUSINESS

By JOHN CARY

A REPORT from Harrisburg, Pa. states that a bill imposing an annual tax of \$25 on each place where bingo is played for a profit, has been introduced in the Pennsylvania House of Representatives by Assemblymen Baker and Featherington. The bill would definitely establish the legality of bingo. If passed, many district attorneys throughout the State would be able to play the game, thus creating varying conditions. Revenue from the license tax would be turned over to the Department of Welfare. Bill has been referred to the House Committee on Law and Order.

BINGO, says a report from Natchez, Miss., is steadily increasing in popularity in Southwest Mississippi and Northeast Louisiana. Civic, fraternal, and religious groups are staging the games with merchandise prizes to raise funds for various activities. The Parish School Club of the Catholic High School recently held a benefit game which was largely attended. A neat sum was realized and other games have been scheduled.

IN NATCHEZ Chris Anderson Fries and Clay White have reopened their bingo games using merchandise awards. Several months ago the games were closed by order of the then Chief of Police Joseph P. Serio. Since then a new chief, E. M. (Jack) Thomas, has taken over and the games started anew. Through the county games are also being held with the official sanction of Sheriff Hyde S. Jenkins. It was declared that committees in charge of fund raisings welcomed the opportunity to renew the games as several were counting big on the revenue to support their scheduled plans.

BINGO is clicking solidly thruout the South and especially in Florida. Game is found in nearly every trailer camp in the State and the tin can tourists are thoroughly enjoying the pastime. Merchandise prizes are definitely in demand, with accent placed on items that are serviceable. In the vicinity of Tampa, pen and pencil sets are said to be proving a big item. In other sections baseboards are good. Electrical appliances, blenders, clocks, and Chenille spreads are consistent crowd-getters and are to be seen in large numbers at the games. Florida has well-developed system of rural electrification that is boosting demand for electrical items. Percolators, broilers, toasters, waffle irons, and irons are offered in large numbers. In addition to the appeal to the tourists, many local people attend the games to enjoy the fun and win good prizes.

BOUDOIR dolls are making their marks at the games. There were a number of Miss America and similar items offered at Florida State Fair, Tampa, and the demand is being reflected at bingo games. The dolls are dressed in red, white, and blue and offer the bingo player an item that ties in well with the patriotic trend. Florida is military minded, for a number of air bases are being established and Camp Blanding, near Starke, is one of the largest camps in the nation. With flags flying everywhere and soldiers seen in large numbers on the streets of every town, it is little wonder that patriotic items are claiming such popularity.

JOE JACOBS and Adolph Miller, who have been associated with bingo in Atlantic City for the past 19 years, were recent visitors to the New York office of The Billboard. While in the city, Jacobs (See BINGO BUSINESS on page 54)

# 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.

## Patriotic Pillow Top

According to the Abbot Company, the new army defense service pillow top is going strong with training camp workers. Item is made of a fine grade of silk and designed for the various services. The top is purchased to send home as souvenirs. Whenever the number has been placed on sale, it has commanded immediate sales, workers report. With camps receiving large numbers of men almost daily and the peak set for about June 1, those in the trade are already ordering large quantities of souvenir tops to take care of sales. Item is flashy and indications are that it will be among the leading money-makers in the field. Prices allow a good profit, as the trade is offered the item at low cost, the firm reports.

## Woven Rugs

Fair workers, concessionaries, house-to-house workers, and merchandise users in general are finding a big demand for woven felt rugs. American Rug Company reports. Rugs are made of good quality felt, stripes are available in various sizes and patterns. Color schemes are innumerable and have much eye-appeal. Because such a large variety of colors and patterns is available, the rugs fit well into any room scheme. Prices are reported the lowest in years, which makes for a good margin of profit for those selling them, the firm adds.

## Baby Doll

Snoopy Stutz, reports Joseph Hagen Company, is an item that shows promise of being one of the biggest money-makers to hit the market in recent months. Large shipments already have been made, indicating that the doll is clicking solidly wherever offered. It may be sold as a baby doll or a girl's cuddly baby doll. Item is made of delightful rayon plush and is stuffed with kapok. It has a slide-fastened seven-inch night gown, washable face, and a wide ribbon bow around its neck. Twenty inches long, the doll is available in pink, blue, or white. Many salesboard and bingo operators are pushing the item, along with Easter bunnies, also offered by the firm. Because of low prices quoted on the doll,

### APRIL FOOL JOKES

EXPLODING BOOK MATCHES, Dozen	\$2.00
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SNEEZING POWDER, Dozen	20¢
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EXPLODING TIE, Dozen	20¢
AUTO WHIE BARGO, Dozen	75¢

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Send \$1 for a complete money-making plan. Money-making plan includes: 1. Complete list of 100+ ring operators. 2. Complete list of 100+ ring operators. 3. Complete list of 100+ ring operators.

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Walnut Finish, Ea. **\$13.95**

Immediate shipment on all items. Send 25¢ dep. on C. O. D. Write for complete lists.

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### BINGO SUPPLIES

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ELECTRIC Bulb Eyes With FLASHER

Perfect for salesboard. Store to store for window display. Every Tavern—Hotel—Store will want one. 20 inches high. Covered in flashy rayon silk costume, red, white and blue.

DOZEN LOTS \$36.00 SAMPLE \$3.25

We carry a complete line of Easter Bunnies, dressed in various characters.

Write for full details. State your business.

### 1902 No. Third St. Milwaukee, Wis.

## Wis. De Luxe Corp.

## EXCLUSIVE TO OPERATORS

### ★ JUMBO SURPRISE EGG ★

A national hit for sales and operators. All chocolate, artistically decorated, inside filled with individually wrapped delicious chocolates. —Weight over 2 1/2 lbs. Specially nested and packed in colorful large display box. Express orders guaranteed safe delivery. OPERATING \$2.50 — PROFIT \$1.00 — A REAL DEAL. WRITE FOR DETAILS.

1/8 Cosh With Order—Balance C. O. D., F. O. B. Chicago.

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Adding an extra, hot, hot, or a little girl's touch to the snoring business of the world. Made of colored, heavy, soft, stuffed with Kappa. Has double-lined 2 in. chinstrap cap, rubber padding in back. The decorative face is washable and made to look like green. Has side straps for nasal work. Overall length 26 in. Closure of 3 inches. Pink, Blue and White.

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WHITE GOLD COLOR aluminum plated case with metal link bracelet to match. 10 1/2 line size. Guaranteed jewel movement. Gift boxed. Looks like a \$10.00 watch.  
DRESS—Ea. \$1.25  
YELLOW GOLD COLOR case with aluminum plated link. Metal bracelet is yellow gold color. Determine size as above.  
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Special Particulars Today.  
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**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

Those in the trade are offered an unusual opportunity to make some quick cash, the firm reports.

### Comic Gift

According to Lyte Douglas, manufacturer, Yum-Yum rust-proof Doughnut Holes are provoking many a laugh and chalking up sales for those in the trade who handle comic items. Item is guaranteed not to warp, shrink, or crack. Folder is supplied with each order. Doughnut Holes in assorted colors are packed 24 to a display carton. Novelty and joke workers are offered special low prices. Item is handled thru leading jobbers.

### Jumbo Eggs

Salesboard operators and other merchandise users are reaping a good profit with the new Jumbo Surprise Egg. Goldwyn Company reports. Item is timely and a natural for pre-Easter trade. It consists of a large Easter egg attractively decorated. Shell is made of chocolate. When the egg is opened an assortment of individually wrapped chocolates is found. Weighs two and one-half pounds. Egg is specially packed in a colorful display box and safe delivery is guaranteed. Special prices on quantity lots are available to those in the trade, the firm reports.



one-half pounds. Egg is specially packed in a colorful display box and safe delivery is guaranteed. Special prices on quantity lots are available to those in the trade, the firm reports.

### NOTES from SUPPLY HOUSES

Gus A. Becker reports that his firm has added a line of hand-blown miniature glass to its already large assortment of Mexican miniatures. The new line is blown from neon tubing in four colors, blue, yellow, rusky, and canary. Color is in the glass. Each item is hand-blown in America and the line includes many styles of pitchers, vases, perfume bottles, jugs, lamps, baskets, hats, canes, tea sets, tea pot perfumeers, tea pot barometers, coffee makers, bowls, urns, candy jars, lanterns, birds, and animals. One of the outstanding items offered is a sublimated piece of a crystal jar only an inch high, Becker said.

Mary Manufacturing Company reports that it has an exclusive line of jokes, tricks, and comic card novelties, all patented or copyrighted. Firm also states that it is adding original joke ideas from time to time and will send circular matter to interested jobbers and wholesalers. Many jobbers, including well-known party favor houses, are served by the firm. It is said.

### BINGO BUSINESS

(Continued from page 27)  
took advantage of the opportunity to contact bingo supply houses. He plans to expand his operations.

THE OUTDOOR season will soon get underway and the time for planning such games is growing shorter. Operators, what are your plans? Write us about them.

### PARK BRIEFS

(Continued from page 34)  
ported that the beach club had a satisfactory year in 1940. Vice-President David Fender reported that 1940 was the most profitable year for the hotel since 1929, when a net of \$38,000 was reported. Last year there was a profit of \$39,858.

NORFOLK, Va.—Resolution adopted at the December Chicago convention of the National Association of Amusement Parks, Pools, and Beaches, expressing regret over the death of Otto Wells, former operator of Ocean View Park here, and extending sympathy to his widow, was read at the February directors' meeting of Norfolk Advertising Board in the Monticello Hotel here on February 13. For years Wells was a member of the board.

ATLANTIC CITY.—An extensive plan calling for outdoor playgrounds on the beach will soon be undertaken by Commissioner Joseph Altman. Plan is an outgrowth of the success which greeted the first experimental playground established last summer. For next summer, Altman said, six tentative sites have been selected along the beach with a mandate to be in charge. Bright canopies will mark the spots. Sites will not interfere with or endanger bathers and are designed primarily for children.

### With the Zoos

PHILADELPHIA.—Capt. Jean Delacour, who operated a zoo in Clerks, France, and said to have had a remarkably fine collection, visited Philadelphia Zoo on February 15 to participate in the fifth anniversary of Let's Visit the Zoo radio program on KYW. Captain Delacour said his zoo had been bombed out of existence.

FORT WORTH, Tex.—The stock visited Forest Park Zoo here on February 16, leaving three lion cubs and two panther cubs. Rosie, mother lion, now has 36 cubs to her credit in 11 years in the zoo. It will be Zookeeper Hamilton Hiltson's task to find names for the new arrivals. A group of 40000 taboos are being purchased to populate the elaborate monkey mountain. It formerly featured rhesus monkeys, but these were found to be not hardy enough.

### BALLYHOO BROS.

(Continued from page 49)  
tion for the office and press wagon, and the cockhouse fit in wonderfully. On Wednesday a blowout hit again, holding up the work until Friday. This threw the show five days late in opening, with taboos are being purchased to populate the elaborate monkey mountain. It formerly featured rhesus monkeys, but these were found to be not hardy enough.

All we hope now is that no one else finds out that the show is in town until it opens and can pay off. For the benefit of the boys in New York, kindly mention that the cockhouse is not open and for them to save streetcar fare.

### WITH THE LADIES

(Continued from page 48)  
destroyed one of the buildings in which several rides and trucks were stored. That night we drove to Lake Charles, La., to attend the Louisiana fair meeting. Capt. C. W. NALL, of Monroe, La., was among the first to greet us and help us to get settled in the last rooms available at the Majestic Hotel. Mr. and Mrs. Frank Joerling of The Billboard, and Mrs. Joerling's mother, Mrs. Geary, were enjoying the sunshine, which was much warmer than any time in Tampa. As soon as we were rested we joined the crowd at the Cliff Lites home, where fell and show men were entertained at a fried chicken dinner. They also partook of a variety of wine and strange liquors that the Lileases brought back from Cuba. Among the guests were Mr. and Mrs. Tom Wilson and Mrs. Jenny Waters, of Snapp Greater Shows; Mr. and Mrs. B. F.

Belade, Ralph Miller, Harry Burke, and Eddies Doyle.

The banquet the following night at the Majestic Hotel was well attended and we were the guests of Cliff Liles. I enjoyed the added honor and pleasure of meeting the principal speaker, Gov. Sam Houston Jones. The banquet was climaxed by a dessert of fresh frozen Louisiana strawberries. During the general introductions we were pleasantly surprised to see the Heart of America Showmen's Club honored when three of its past presidents, Cliff Liles, Dave Lechman, and Abner Kline, were introduced.

We left the next day, but I obtained several new ideas for the Florida and Louisiana Lileases I plan to give when I get home. Harry Burke, of the Miller Shows, gave me one of his recipes for an Italian salad and promised to send me some really strong coffee to serve that will open the eyes of the Oregonians. Mr. and Mrs. Jack Downs, of Snapp Greater Shows, attended the meeting and told me that Mr. and Mrs. Bill Snapp are at quarters in Joplin, Mo. again and that Mrs. Snapp's father, of Los Angeles, has recovered from a recent illness.

We drove north to Leesville, La., where a new government camp is in operation and found two shows open and reporting good business. They were the John R. Ward Shows at the Newland station and American United Shows, which were a few miles distant. Mrs. Ed (Sue) Linn visited the day we did, and I also talked to Ed Scott, who once was with the Patterson-Kline Shows.

At Sweetwater, Tex., we visited T. J. Tidwell and his father at their quarters and found their shows getting ready for the season. Harry Nichols, who worked with me in my Penny Arcade, is in quarters with a job at the cockhouse.

The Paul Towse Shows were in quarters at Alumborfo, N. M., but Towse was on a booking trip so we missed seeing him. At Roswell, N. M., we saw the Crowley Shows' quarters, but Mr. and Mrs. Crowley are not expected there until March 1.

### EDGEWATER BEACH

(Continued from page 19)  
Miss Derben's ideas for charming routines. They start the show with a graceful Blue Danube number, pleasingly colorful. Walter Donahue, handsome young emcee, handles the introductory floor act. Dick Artus is a permanent feature tonight and made a good impression with his singing of pop sentimental ballads. Pierre and Renne offer graceful and maturing dances, including sensational white that won abundant applause.

Maxine Tappan, recently with Ray Noble's orchestra at the Palmer House, is an accomplished songstress who work goes exceptionally well with audiences that prefer melody to the blues and swing type of song. She was generous band.

Donahue offered a comedy song and followed it with a pleasing comrade dance. Dorben Dancers concluded the show with a flashy pirate routine, aptly executed.

**IN ONLY 42 DAYS A SMASHING LEADER!**

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Now a Proved Success

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3-IN-1 PREMIUM SENSATION

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Renowned Quality

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**\$2.95**

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fish. He argues that if these pitchmen would save \$20 for the build-up it would repay them a thousand times. There's many a fellow who did not have a dollar, yet made a million because he looked as if he had, declares Cullera.

**ONE REASON for the pitchman's independence is that he can work when, where, and how he wants to, as far as the others are concerned. However, he should not forget that he owes a great deal of consideration to his profession and those engaged in it.**

**HOW MANY PITCHMEN** are going to make the Mason (Ga.) Farm and Home Show this month?

**JACK HOLSTED** of Jam Farm, underwent an operation for cancer February 17 at Crozer Hospital, Detroit. He is reported in grave condition, with little chance for recovery.

**TRIPOD OPINIONS:** "A showman talks show business; politicians their own and their friends'; and a pitchman talks pitch business, but a sore-headed storekeeper instead of talking up his own business goes into the street and knocks some hustling politician who is energetically working up business."

**Pitchdom Five Years Ago**

Daddy Monroe was in Slisbee, Tex., and was visited by Bill Davis and wife, who were working sharpshooters. . . . Steward Gandolf was in a Cincinnati chain store with a birdseed and live canary demonstration. Art Nelson was putting on a cleaner demo in the same store. . . . Pat O'Keefe had just made the Los Angeles air and boat show. Leaf boys there were Lou Ottensson, Brownie Holmes, Ed Aronheim, E. D. Henry, Charles Lawson, Joe Barrell, and Frank

**Selective Service Mail**

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Frisky. The show was a red one. Other paper men working in and around Los Angeles were Sy Rappaport, Al Brer, Ed Sodriney, Jim Nuson, C. A. Buck, Jack Brewer, Joe Hine, and Max Wardell. . . . Michigan Red worked three pitches in Battle Creek, Mich., to good biz. . . . Mary Hagan was in Selma, Ala., and saw Gilbert, Indian med man, passing out plenty of oil and tonic. Ray Thompson and wife were also in Selma with auto polish. . . . Tuscaloosa, Ala., was open to a fair daily reader and was a good See also . . . E. Goodman was in Big Springs, Tex., taking it easy. Doc Haldeman and Bobby had just pulled in with a new house car and a Buick coupe. . . . Doc Eller was working around York, Pa., with snakes and rad. . . . Al Burdick, roving sign man, found big good in Rosenberg, Tex. . . . George Mitchell and Harry Weber were having a tough time finding business in the East Tennessee mountain district. . . . Pitchmen at the Ogden (Utah) Stock Show were Cowboy Bronson, Tex Murphy, A. G. Goldberg, Red Peterson, Powell Humphreys, China Bob, Mike Smith, Dike Golden, Jack Post, and Pat Johnson. . . . Harry Woodruff reported that he broke all records for selling fountain pens in Palm Beach, Fla. . . . Jeff Farmer was in Richmond, Va., and found conditions better than in Tennessee of Kentucky. He was working med on Saturdays and court days and driving routes with paper on week days. . . . J. L. Osborne and Jack Flowers were working the courthouses lot in Lubbock, Tex. Jack had home, and Osborne litters. . . . That's all.

Shell Barrett, general manager America First Shows, left for Seattle, Wash., after spending a week here on business.

Hugh Barty came in town for a brief visit. Frank Lacey came in from Portland, Ore., and Joe Longbrather visited briefly. Kortez World's Fair Museum closed a good week in Pasadena, Calif., and moved to Riverside where they opened February 18. Unit is scheduled to open in Hollywood on March 1, with the Hollywood Masonic Temple Association sponsoring. Date was arranged by Bert Chipman and Roy B. Jones. It is believed to be the first time a show of this character played Hollywood. Frank Overland Murphy came in from Sausalito, Calif., and will be with Poley & Burk Shows again. Frank Chiswell's shows have started on a tour of Southern California spots.

Atlix Krakos returned North after a brief visit. Louis Manley up from the Cyclone Race Pier at Long Beach. Doc Clayton, mentalist, came in from Phoenix, Ariz., on business. Charles Pinkney, Portland, Ore., manufacturer, visited. Ben Bayle, who has been making spots in Texas, came in for a visit. George L. Morgan is out prospecting for Pierre Culetter's Shows. Ramsey Dolman, concessionaire, is coming between San Bernardino and Los Angeles. Clyde Gooding returned from an Eastern trip.

Buster Brady and Harry Monty are playing night clubs and sponsored events. Doc Cunningham is recovering from a recent illness. John T. Beckman and Will E. Smith are located in the Plaza. Fred Haynes returned from the North, and Jack Dellmore came in from New York.

**WEST COAST**

(Continued from page 48)

showfolk since returning to her home in Wrightsville, Calif. . . . Sam Brown will have his concessions with Clark's Greater Shows again. . . . Harry and Mary Taylor have been wintering at their apartment in Venice, Calif. . . . Tommy Meyers has signed as secretary-auditor of America First Shows, formerly the W. C. Huggins Shows. John A. Pollitt is preparing to leave for the East soon. . . . Edith Bullock has recovered from her recent illness as has Harry Hargrave. . . . Lucille King is busy with her hair-care campaign in Indio, Calif. . . . Danny Callahan is recuperating at his home in Venice, Calif., from injuries sustained in an accident last fall.

**WINTER QUARTERS**

(Continued from page 47)

brations starting July 1. Mr. and Mrs. Porter Mays, of Nashville, Tenn., were guests of Mr. and Mrs. Rogers over the week-end. Bobbie Suckles, of the Suckles Shows; E. E. Parrow and General Agent A. R. Wadley, Wallace Bros' Shows, visited. Charles T. Goss stopped over to supply all with matches and a conference with Manager Rogers. HARRY LEE

**Fred Allen**

SYRACUSE, N. Y., Feb. 22.—Louis A. Maerton has the organ in top shape and some of the crew members have been working nights building new crates for the Merry-Go-Round. Members of the winterers personnel were guests of Mr. and Mrs. William H. DeVault, Penny Arcade operators, at a housewarming party in their new home here. Repeat included plenty of fried chicken, which was served by the DeVaults, with Mrs. Fred Allen assisting. LEO GRANDY.

**Dyer's Greater**

HOT SPRINGS, Ark., Feb. 22.—The Dyer family has been vacationing here for the last four months, but will go into quarters at Booneville, Miss., early in March. General Manager Dyer went to quarters last week and was pleased to learn from J. D. Burke that everything was going smoothly. The Dyers visited relatives in Hammond, Ind., West Point, Ia., and Siler, Mo., during the holidays, and while in the North they attended various fair meetings. Dyer obtained enough contracts to assure the show a long season. Organization will be overhauled and take the road in good shape. Opening has not been set. GEORGE DYER JR.

**Down East Attractions**

BERHARDT, S. C., Feb. 22.—Because of a change in shows' opening date, quarters were opened earlier than usual

**15 Years Ago**  
(From The Billboard Dated February 27, 1926)

Annual informal dance and luncheon of the Showmen's League of America in the Tiger Room of the Hotel Sherman proved one of the most pleasant and successful. . . . Northern Exposition Shows, managed by Jack Lang, was awarded Orain Belt Circuit of fairs at the fair meeting in Fargo, N. D. . . . George H. Ingham signed as general agent with the Capt. C. W. Nail Shows. . . . Rex M. Ingham, outdoor showman, left his winter home in Washington for Detroit to accept a position as sales manager of Detroit Hadium Novelty Company. . . . C. I. Norris' Monkey and Dog Show called from Tampa on February 30 for a month's engagement in Cuba.

Charles Fulton, bag puncher, signed with the Sheeley Circus Side Show. . . . Sienatonna (C. C. Flynn) booked his mechanical man act with the Kern Bros. attraction on D. D. Murphy Shows. . . . Charles S. Arnold contracted his cigarette shooting gallery with Dodson's World's Fair Shows. . . . Jimmy Dunn was custodian of the new quarters of the Pacific Coast Showmen's Association in the Orpheum Theater Building, Los Angeles.

J. L. (Judge) Karnes, with the C. A. Wortham Shows five years, accepted a post on the executive staff of John T. Wortham's Shows for 1926. . . . D. D. Murphy Shows were again awarded the contract for Illinois State Fair, Springfield.

Fifth annual Tacky Party staged by the Ladies' Auxiliary, the Heart of America Showmen's Club, Kansas City, Mo., in the ballroom of the Coates House proved highly successful. Frank Sweeney, Dykman & Joyce Shows, was in Good Samaritan Hospital, West Palm Beach, Fla., with a broken leg. . . . Mrs. K. Hollowell, mother of John Hollowell, manager of the Whip on the Johnny J. Jones Exposition, died of heart disease on January 31 at her daughter's home in New Bern, N. C. . . . Bernard Exposition Shows were awarded the contract for the 1926 Utah State Fair, Salt Lake City. . . . O. J. Bach was in Elmhurst, N. Y., laying plans for launching his own three-car show. J. A. Currier was general agent.

by Manager Silver Jackson. A full crew has been getting equipment ready for opening. Rides have been overhauled and painted. Motor equipment purchased recently has been repainted in show colors, and much new canvas has arrived. George Beardsley is here after a three-month vacation in Miami. Ed Wray's ministrations and concessions, which have been out all winter, are expected in soon for repainting. Although the weather has been untypically cold, few performances were lost. Minstral personnel includes J. C. and Hallie Gilmore, Shaguni and Theina Roberts, James Thomas, Bozo Jenkins, Mack Jones, and Elsie Williams. Mr. and Mrs. Frank Caspell and Mr. and Mrs. Wallace Richards are still with the winter unit. Several new members will be added to the staff soon. Route will take shows thru Virginia, West Virginia, and Kentucky. Reported by an executive of the shows.

**VAUDEVILLE NOTES**

(Continued from page 24)  
summe vaude appearances. He is set for the State-Lake, Chicago. The date is as yet indefinite. Also for the Mayfair, Boston, March 12. . . . SIMONE SIMON is booked to play the Brandt's boxes, opening March 6. . . . WAYNE KING starts a vaude tour at the Orpheum, Omaha, April 18. . . . ANITA LOUISE inked for the Olympia, Miami Beach, Fla., starting February 27. . . . JOE REICHMAN is set for the Orpheum, Minneapolis, March 14. He follows with the Chicago, Chicago, March 31. . . . Songwriters on Parade goes into the State, New York, March 6. . . . AL ZIMMAY opened in Spokane, Wash., Thursday (20) on start of Bert Lever Coast time.

SUBANNA POSTER, Paramount's film songstress, arrived in New York Wednesday (18) for her next appearance on the Kate Smith Hour and on the Twenty Grand air show, then showed off for a p.a. tour of New England cities.

**YOUR NAME**  
in raised Coral Colored Letters on a genuine Tropical  
**SEA-SHELL BROOCH**  
Each color plus name appeal. California Indented sea shell. This is indistinguishable from the real thing. It is getting a big 25c. Each 2 1/2 inch oval with printed brooch end. There is a small engraved hole in the center for convenience in carrying. "See" in Kyma, Kymag, Grand and Diamond Shows, Des Moines, Ia. Write for literature. New York, N.Y. 17, 17, 17 per gross; \$10.00 per thousand. Each brooch costs \$1.50 per piece; \$1.00 per gross. Printed Brooch Card, 60¢ per gross; \$4.00 a thousand. Coral Colored Letters per 50¢ a 10¢. Write for literature. Must not sell separately. Handle any name, suit post. 25¢. **NEW PITCHMEN'S BOOK OF FAMOUS FORMS**—Little value. Contains 1000 names. Write for literature. New York, N.Y. 17, 17, 17 per gross; \$1.00 per piece; \$1.00 per gross. **TINNY RINGS, NEW CHAINS**—To carry this shell, it is sold in large good bulk. Sent in the millions of the West. Includes 25¢. Write for literature. \$1.00 each with order, balance C. O. D.  
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**Events for Two Weeks**  
TRADE SERVICE FEATURE

- February 24-March 1  
CALIF.—Los Angeles, Dog Show, 1-3.  
FLA.—Hollywood, Fiesta Tropicala, 23.  
SCOTLAND, Fairs de Gala Parnass and Fair, 30-March 1.  
Tampa, Horse Show, 27-March 3.  
Venice, Flower Show, 25.  
GA.—Atlanta, Fat Stock Show, 25.  
ILL.—Chicago, International Sportmen's Show, 22-March 1.  
IND.—Indianapolis, Better Shows, 22-March 2.  
IND.—Evansville, Indoor Circus & Carnival, 22-March 1.  
MICH.—Detroit, Shrine Circus, 17-March 2.  
DET.—Detroit, Dog Show, 27.  
N. Y.—New York, Old Show, 24-28.  
TEX.—San Antonio, Fat Stock Show & Rodeo, 22-March 2.  
WIS.—Milwaukee, Hamid-Morton Circus, 24-March 2.  
March 5-8  
CALIF.—Oakland, Dog Show, 4-8.  
FLA.—Jacksonville, United Pinner Clubs of Fla. Celebration, 1-19.  
Tampa, Capt. Festival, 3-8.  
GA.—Moultrie, Fat Cattle Show, 4-8.  
MINN.—Minneapolis, Mahrath Temple Shrine Circus, 3-8.  
N. J.—Newark, Dog Show, 6-8.  
O.—Cleveland, Food & Home Show, 5-11.  
Cleveland, Dog Show, 6-8.  
Youngstown, Home Show, 6-11.  
OHIO.—Springfield, 3-8.  
Brid. Industrial Exposition, 3-8.  
PA.—Philadelphia, Mahrath & Sportmen's Show, 6-8.  
R. I.—Providence, Dog Show, 3.  
TEX.—Houston, Sports & Recreation Show, 6-11.  
W. VA.—Martinsburg, Better Homes & Electrical Show, 4-7.

**LOS ANGELES**

(Continued from page 48)  
good business. Ted and Marie LeFors left for Indio, Calif., where they joined Hugh Bowen's Joyland Shows. Crafts 30 Big Shows left for Brawley, Calif., their opening stand, and will also play Imperial and other Southern California spots before formally opening at the National Orange Show, San Bernardino, Calif. Roland Steppon is reading his rides to play local lots. Ed Kennedy is well on road to recovery and reports he will troupe again this season. Col. Ed Naile is still in a critical condition. Palmer C. Franklin, after visiting in Southern California, left for Oakland.

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RED, WHITE & BLUE RHINE, GEORGE LAPEL PATRIOTIC BAR PINE, 10¢ Each. Gross . . . 2.45  
ARMY, NAVY or MARINE LAPEL PINE, 5¢ Each. Gross . . . 2.50  
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MILITARY EMBLEM, retail to \$2.00. A sale of three over \$100.00. Owen Composite . . . 2.40  
Direct of 25¢ With All C. O. D. Orders. 1200 Other Shows. Send ALL ORDERS to NEW YORK. Catalog FREE on Request.

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Truck and Trailer Legislation

HARRISBURG, Pa., Feb. 22.—A bill has been introduced in the Pennsylvania Legislature by Representative Hartkins (House Bill No. 375) that would in certain cases make the owner, and not the driver, liable for violations of the law relative to overweight vehicles on the highway. Heretofore the drivers of circus or carnival transit units which have been held for overloading of their trucks, but this bill would make the show management responsible for such overloading.

Lewiston Bows Successfully In Logansport, Ind., Stand

LOGANSPORT, Ind., Feb. 22.—After a week's stand in Kokomo, Ind., to good results, Harry Lewiston's World's Fair Freaks Museum successfully opened a week's stand here on Monday in a downtown store room. Paul D. Sprague reported. Owner Lewiston recently purchased another truck as the unit has added much equipment in the past few weeks.

Several changes have been made in the line-up since opening and personnel now include Harry and Rose Lewiston, owner-manager; Paul Sprague, general manager; O. F. Friend, publicity; Bill Williams, billposter; Johanna Rittley, mentalist; Larelio, man with revolving head; Earl Hall, man with two mouths; Pop Eye Perry; Joe Allen, human corkcave; Spiro, mechanical man; Flo Jones, giant woman; Dick and Stella Plagle, and son Larry, misget family; Charles Porter, con man; Ross and Ross, bag pushers; Lewis Lewiston, the mythical King and Bobo, pinhead; Charles, alligator girl; Headless Girl, exposé; Vivian Dunnington, neon tube swallower; May Hall, blade boy, and Julia Ross, nurse.

ROUTES

(Continued from page 24) King, Charles (Gay White Way) NYC, ne. King, Charlie (Gay '80) NYC, ne. Keddette & Deane (Casino Atlantic) Rio de Janeiro, Brazil. Koria, Nina (Fifth Ave.) NYC, h. Kratz, Mary (Club Petite) Pittsburgh, ne.

L. La Franco, Terry (Bumma Casino) Miami Beach, Fla. Lamont, Lee (Watson) Phila. h. Lane Ross (Diamond Horseshoe) NYC, ne. Lane, Lela (Sally) NYC, h. Lane, Lela (Sally) NYC, h. Lawler, Terry (Sagore) Miami, ne. Lee, Bob (Wire) NYC, ne. Lee, Bob & Jane (Columbo) Chi. ne. Lee & Linda (Allegretti) NYC, ne. Lee & Paula (Oco, Washington) Jacksonville, Fla. h. Lee, Lorraine (Gayety) Baltimore, ne. Lee, Lillian (Princess) Newark, K. ec. Leon & Mae (Demsey) Miami, ne. Leonard, Edna (Diamond Horseshoe) NYC, ne. Lopez & Lee (Cocobana) NYC, ne. Leta, Jai (866) Chi. ne. Le Ved, Ann (H Hat) Chi. ne. Lewis, Clarence (Royal Lincoln) Columbus, O. Lewis, Meade (Cafe Society) NYC, ne. Lewis, Dorothy (H. Regis) NYC, h. Lewis, Hank (El Nido) Vegas, Calif. ne. Lewis, Frank (Columbo) NYC, h. Lewis, Joe E. (Colonial) Esplanade, Fla., ne. Lewis, Frank (Oles Paris) Chi. ne. Lewis, H. (Berger) Sagore, Baltimore, ne. Lewis & Willis (604) Chi. ne. Lusk & Robert (El Monte) NYC, ne. Loring, Marco (Marder) Boston, ne. Lough & Lela (185) Club, Chi. ne. Louise Little (28 Club) NYC, ne. Lorraine & Rogan (Colonial) Dayton, O. h. Louisa, Frances (Harrison) San Francisco, ne. Louisa, Nora (Colonial) Dayton, O. h. Lyons, Collette (Versailles) NYC, ne. Lya, Lya (Colonial) Dayton, O. h.

M. McOlyn (Barry Dalton) NYC, ne. McKenna, Joe & Jane (Rory) Phila. h. McKenna, Bona (Park Central) NYC, h. McNeill, Margaret (Rainbow Room) NYC, ne. MacFarland, Frank (Barney Galtieri) NYC, ne. Mack, Ernie (Village Van Club) NYC, ne. Mack & Billie (Kin-Way) Toledo, ne. MacLure, Tom (Columbo) NYC, ne. Mannequins of Mayfair (Lootout House) Covington, Ky., ne. Manly & Mignon (Havana-Madrid) NYC, ne. Manly & Mignon (Harrison) Newark, K. ec. Marco & Rowena (Jimmy Kelly's) NYC, ne. March, John (866) Chi. ne. March, Frank (Royal Sagore) NYC, h. March, (106) Chi. ne. Marianne (Ben Marder's Colonial Inn) Hollywood, Fla., ne. Marlowe, Fred & Betty Kay (Roxey) Columbus, O., ne. Margotta, Rita (Club Bait) Phila. ne. Marshall, Jackie (Lootout House) Covington, Ky., ne. Martin & Allen (State-Lake) Chi. h. Massey, Malcolm (Woodcock's) Tuckahoe, N. Y., ne. Massey, Don (Princess) State-Lake Chi. h. Maughan, Dora (Leon & Bob's) NYC, ne. Maurer & Corboda (Palmer House) Chi. ne. Maurice & Norma (16 Clock Club) Miami, ne. May, Kathleen (Coral Casino) Tampa, ne. May, Kathleen (Palumbo's) Phila. h. Mayhew, Billie (Harry's New Yorker) Chi. ne.

Mayhew, Billie (Svevor) NYC, h. Mayo, Florence & Andy (Beverly Hills) New York, ne. McKey, Vito (Club Ball Brooklyn) ne. Mercer, Frances (Oco House) NYC, ne. Meris & Oaylor (Bali Miami), ne. Miller, Jackie (Leon & Bob's) NYC, ne. Miller, George (Columbo) NYC, ne. Minersich's, Norman, Ransala (Baris) Washington, D. C. Minsky, Finky (Sammy's) Phila. h. Moffet, Adelaide (Walder-Astoria) NYC, h. Moffis, Barbara (Indiana Royal) Indianapolis, Ind. Mower & Grant (Oriental) Chi. h. Moolyha, Carmon (La Oanga) NYC, ne. Moore, Tress (Columbo's) Chi. ne. Moore, George (Harry's New Yorker) Chi. ne. Moore & Chela (Belmont Plaza) NYC, h. Morris, Bob (Blue-Lake) NYC, h. Morris, Bob (Blue-Lake) NYC, h. Morris, Charlotte (185 Club) Chi. ne. Morrison, Anita (Columbo) NYC, h. Moulty, Chuck (Palumbo's) Phila. h. Murphy, Jess (Chicago) Chi. h. Murray, Jack (Atlas Garden) Panama City, Fla.

N. Naito Troupe (Baris) Washington, D. C. Ne Pua (Logansport) NYC, h. Neil, Marjorie (Belmont Plaza) NYC, h. Nelson, Bob (Rosa-Casino) Phila. h. Norman, Karyl (Club Fontaine) Detroit, ne. Northwest Meadows (Columbo's) Chi. ne. Nudy, Elizabeth (Columbo's) Wheeland, e. O. O'Brien, Four (Open Door) Phila. ne. O'Day, Darlene (B-Bar-B) Chi. ne. O'Connell, Mary (Club Minut) Chi. ne. Olan, Lester (Lynn) Indianapolis, Ind. Orlaga, Anita (Havana-Madrid) NYC, ne. Ortel, Fatty (Carroussel) Miami, ne. Overman, Wally (Kialo) Dallas, e. Owen & Parker (Kobler Kelly's) Miami, ne.

P. Paige, Ann (Mayfair Club) Miami, ne. Palmo, Billy (Cosmoan Grove) Boston, ne. Palumbo, Bill (Columbo) Phila. h. Pankin, Deane (Versailles) Phila. h. Parker, Gale (Olympic) Mountville, O., ne. Parker, Law & Co. (Colonial) Dayton, O. h. Park, Frank (Beverly Hills) Newport, Ky., ec. Pashon, Patricia (Drake) Chi. ne. Paschos (Columbo's) Chi. h. Peaches Bay Revue (Shrine Circus) Milwaukee 24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204

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

## Foundations --

The groundwork already exists for the most practical type of a national organization for operators

As city and State organizations come into being and their officers and members gain experience in working together. It is natural that the need of some national center or headquarters should gain attention. During the last several years organization among the operators has made wide gains in various cities and States.

These associations have gained respect for the industry, and leaders have been found and developed.

During the 1941 Coin Machine Show it was apparent that trade leaders from various parts of the country were interested in the forming of some kind of national center to which they could come for advice and from which there would issue ideas, helps, and suggestions at regular intervals. Various suggestions have been made so that it becomes important to relate in brief form what has been done and what progress may be expected toward a national program.

In brief, much more progress has been made and more constructive plans are in the making than may appear on the surface.

The history of national organizations for operators has not been a pleasant one, and those who are truly interested in the welfare of operators are anxious to avoid any and all of the mistakes that have been made in the past.

In the past, too many selfish motives have been evident among those who undertook to promote national organizations. This is a problem that will always be felt in the coin machine industry as in any other industry. This fact has led many operators to decide that national organizations did more harm than good because they were used to promote certain interests.

In the past, the national organizations that were set up fell into the hands of agitators and were used to agitate dissension and confusion in the industry. The national conventions were times of dissension and useless argument.

There was a total lack of that co-operation between divisions of the industry which is necessary to make a national operators' organization of full benefit to operators.

As to present plans and progress, many have not realized that the foundation and nucleus for a national organization of operators already exists and that it is the most practical plan yet developed.

It is important that this fact be realized so that some of the present efforts toward national organization may be put to good ends and made to promote unity rather than diverse interests.

For two years the Coin Machine Industries, Inc., as sponsor of the annual trade conventions, has held a forum or council for delegates from various State and city associations. This council or forum has been limited to one evening, but its usefulness can easily be expanded. The discussions at the meetings have improved with each year. This council or forum offers the means, the groundwork, and all the services that are needed for a national center or program for operators. A more closely formed organization or council can be made at any time there is a definite trade demand for it.

The manufacturers have some very definite services for the organization in the making, which means that any

council or forum working to promote national unity among operators will have much needed support and co-operation from the manufacturing industry.

The plans for a national center or exchange for operators' associations have been in the making for some time, and none of the plans have been made hastily. Little has been said about these plans, until they could be finally completed, but in order to prevent a number of confusing efforts being made, attention is called to what is already being done.

The way will then be open for suggestions from local associations and individual operators who wish to pass them on. We are authorized to say that any suggestions may be sent to The Billboard, and they will be referred to those organizations that now have plans well under way for a national headquarters for operators' associations.

The Coin Machine Industries, Inc., is enlarging its headquarters which means that facilities for service and co-operation will be increased accordingly.

The Automatic Phonograph Manufacturers' Association also has had plans for co-operation with music associations under way for some time and much good already has been accomplished. Increased services are being planned all the time and much more is being done now than ever before in the history of the industry. It is true also that the National Automatic Merchandising Association will, or can, quickly extend its services to help all vending machine associations.

Thus, the headquarters for national councils, or forums, or centers of exchange for operators' associations are already in existence and many plans have been discussed for extending such services. The council or forum type of set-up is about the only form of organization that has proved practical for operators on a national scale during many years of past history.

It is possible for music operators and vending machine operators, thru their local associations, to become a part of the national headquarters which represents their part of the industry, and then to come together in the national council or forum for all operators which meets during the annual conventions each year. This is the most complete groundwork for national organization that has yet been made and it makes full provision for the separate needs and interests of the music and vending machine associations, a need that has never been fully met before.

The fact that these foundations already exist calls for two definite lines of action. First, the completion of plans that have been under way for a long time. It would be very unwise to stop the present plans or to try to start competitive ideas of various kinds.

Second, suggestions and full co-operation from all existing operators' associations should be forthcoming at an early date. The trade press will co-operate in giving information about the work and The Billboard has offered its editorial services for any work that may be undertaken by the present organizations. The Kansas City association has suggested that The Billboard lead the present enlistment drive. That will be discussed in our next issue.



## NEW HORIZONS for Music Operators

**ToneColumn** is the enduring answer to longer equipment earning power! Skillfully designed by master craftsmen who have combined *Beauty* with revolutionary advancements in acoustical control. Of such far reaching importance is ROCK-OLA ToneColumn that it opens up entire new vistas of Opportunity for Operators everywhere. Locations welcome this marvelous unit because it completely eliminates "beam" projection of sound and diffuses music evenly to all parts of a room. Patrons, too, pronounce it the most life-like reproduction they have ever heard. Easily and by far the greatest advancement in Automatic Music in more than a decade. For matchless Appearance—for welcome Versatility and for unprecedented Play Appeal—ROCK-OLA ToneColumn is already acclaimed 1941's outstanding Winner!

Every day, through the use of ROCK-OLA ToneColumn, more and more Operators are finding the way out of "obsolescence" doldrums. Others are fast learning that this important new unit, in conjunction with ROCK-OLA Playmaster, easily makes the most glorious display in their entire route. Patrons enraptured by thrilling Dial-A-Tune features and gorgeous lightup effects. For those who want the *Best* there is in Music—for those alert Operators who want to stabilize their route with equipment that will *always* be high in earning power, ROCK-OLA ToneColumn is the logical answer. In its amazing conception of flawless-tone must lie the future trend of all music. ToneColumn is truly styled for Tomorrow. It is the peak of Perfection; the guiding light to New Horizons of operating Prosperity!



**ROCK-OLA**  
MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS



Exclusive ROCK-OLA ToneColumn features and design are fully protected by United States Patents—single assurance that your investment is secure against all competition.

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# The Credit Belongs to Many

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**E**ARLY in March, 1905, H. C. Evans & Company placed their first advertisement in *The Billboard*. Since that date the company has been advertising in almost every issue . . . few can be found that carry no H. C. Evans & Company advertisement. This, we believe, gives the H. C. Evans Company the honor and distinction of being the oldest, consistent *Billboard* advertiser . . . 36 years! The credit for this outstanding example of advertising achievement belongs to many . . .

. . . to R. W. Hood and the men and women he has led, whose loyalty, industry, and abilities have made it possible for the H. C. Evans & Company to continually produce amusement machines and equipment that have been wanted and needed by *Billboard* readers.

. . . to *The Billboard* readers, whose initiative and ambitions have enabled them to make money at all times, and thus provide a profitable market for firms like H. C. Evans & Company—firms that have worth-while products to sell.

. . . to *The Billboard's* editors, who have worked hard and long to maintain proven news coverage and services and to inaugurate new and needed editorial features and services.

. . . to *The Billboard's* circulation department for its untiring efforts to continually bring *The Billboard* to the attention of everyone with whom its advertisers might do business, or for whom the editorial contents might prove valuable.

. . . and, perhaps of greater importance in these trying times, to our American Democracy which has made it possible for firms like H. C. Evans & Company to manufacture, advertise, and sell good equipment in a free and open market.

We believe that any manufacturer who operates on sound business principles and places on the market good equipment, wanted and needed by business men, can achieve the same record of consistent advertising as H. C. Evans & Company. We believe, too, that *The Billboard* will always do the same productive selling job it has always done for its advertisers.

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**The Billboard Publishing Co.**

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# Guns -- Guns -- Guns

The following article is a creditable view of some of the trends that have been noted in the amusement games industry as it continually moves forward with the development of new ideas and inventions.

By H. F. REVES, Detroit

A GREAT change has come over the amusement machine industry of America within the past few months—and optimism is again the keynote. Buoyed by drastic new developments, the industry has taken a new lease on life and is growing into new fields.

Foremost of these trends is the resurgence of the gun type of machines. They are everywhere today. Different kinds of machines, of course, but most of them, aside from the old stand-bys, are new types. Inventiveness is far from dead in the amusement machine line.

Nor are gun or target machines the only kind that have come forward recently. Take the table games, billiards, or bowling, or that unique combination represented by a machine like Pool Bowling. These ideas have been in the offing for years, but they have materialized in recent months.

In many respects these are developments of older types of games, utilizing principles discovered in the earlier models. The pool games, for instance, represent a certain development from the ball-rolling idea of the average pin table. The games of the future are largely forecast in the games that we have today, but it takes inventive genius to create new games and put them into a shape acceptable to the American public. That ability to adapt new ideas is a trait of Americans, and the machine industry is legitimately a sharer in it.

### A Glance Backward

Take a look back a year or so and remember the way the amusement machine field seemed to stand at the crossroads. The public was not interested in the standard types of games, as they had been for five or six years. Pinball games, which had developed in endless profusion thru those years, had reached the acme of variety and elaborateness, and something new was needed.

There were early tentative efforts in several fields, but the prophets of the industry knew that something radically different was needed to solve the impasse. Like all important inventions, the new games developed at the time and place when they were most needed, a clear case of economic determinism in an orthodox sense.

It is curious to recall how the machine business has developed in cycles. Historians of the field tell us how popular the ancient music machines of the '90s were. Then they seemed to pass into oblivion, represented by a few lone pianos and similar instruments. About 10 years ago they suddenly started to come back, and have been multiplying with profusion in models and types since.

Remember the last cycle before pin games in the amusement machine line? It was probably the sports contest machine, frequently with two players—of the football, baseball, or basketball type. There were several kinds and some have lived on to give valiant service today, but they never developed the extreme popularity that pinball did. Somehow only certain types of games seem to catch the public fancy. But when one type, usually brought out in varying models by several competing manufacturers, really catches the public fancy it speedily becomes a money-maker for the operators—and, of course, the manufacturers and distributors back of them.

The cycle has recently changed and it would seem that the target type of machine is the harbinger of the new success that will carry on the all-pervading pinball era to still greater success.

### The War Started It All

It is customary to blame all things on the war—and the prevailing interest in gun-type machines is one that may be laid to the war. But it must be remembered that the long period of preparation before the outbreak of hostilities is to be considered as part of it, as it was in that era, two or three years back, that the popularity of the games really began.

Other causes started it, too, of course—no genuine historical event can truthfully be said to have a single cause. It is the result of a combination of many intricate factors.

There was the American love of hunting many years ago. The Daniel Boone tradition has been strong in our legends. Youngsters are brought up on the tradition of every American having a rifle.

Then came the gangster era which we have not yet forgotten. Here the tendency was toward an interest in pistols and perhaps sawed-off shotguns, and the interest in shooting was enhanced, the perhaps with the good moral appeal that the shooter was supposed to be a policeman pursuing a gangster.

The various appeals of firearms were thus woven together thru the old-fashioned shooting gallery. No Penny Arcade 20 or 40 years ago was complete without a long-range shooting gallery. Moving targets were birds, deer, or any types of animals, and in recent years they have been changed to gangsters, submarines, or what not. In the shooting gallery, which has persisted in most cities right down to this day, is the immediate agency that has been the medium for turning all these various interests into the target games of today.

### Guns Have Developed

Penny target pistols are as old as most of us, and there were several types, some of which have stood the test of time well. To see what has happened, compare these simple mechanisms with the big impressive type of a modern ray gun.

The development of big guns came when the shooting gallery moved into the coin machine field proper. It seemed necessary to have a more elaborate type of gun, and just about that time the electric-eye principle reached the machine field. Prior to that, mechanical-type guns were elaborate as well, but special precautions were necessary to protect the public.

As a sample, take a gun no longer manufactured, the Trushot Bang-



SPRIT OF THE OLD WEST gets them at an early age in the Rocky Mountain Region. Here are Robert, 5, and Joan, 3, children of Mr. and Mrs. Gibson Bradshaw, of Denver. Bradshaw is head of the Denver Distributing Company.

### Restaurant Sales Rise 8% Over January, '40

CHICAGO, Feb. 22.—In January, restaurant sales increased 8 per cent over the same month of the year previous, according to the regular survey of the National Restaurant Association. This is the second largest gain in the 21 consecutive months the association's survey has shown an upward trend for the industry. The finding was based on the reports of 378 restaurants with total sales of \$3,822,332 for January.

The South Atlantic, East South Central and Mountain States areas, where gains have been ahead consistently, topped the ratings for January. The increases for these locations were up 13, 15 and 18 per cent respectively. Canada's war-time boom sent sales there upward 22 per cent.

The Middle Atlantic States of New York, New Jersey and Pennsylvania had the smallest increase, but sales were still ahead 4 per cent.

### Fire Destroys Machines In Operator's Quarters

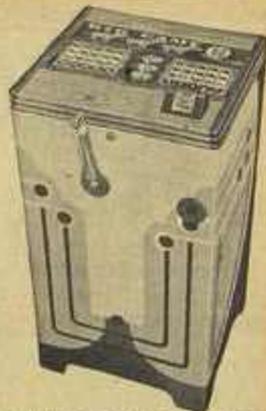
MIDDLETOWN, Del., Feb. 22.—Games, phonographs, and a large stock of records were damaged at the Heidmyer Amusement Company offices here February 16, when Middletown's worst fire in 20 years damaged three business places to the extent of about \$15,000. For a time the entire business block was threatened.

Believed to have started in a pile of rubbish and crates between a grocery store and the Heidmyer Amusement Company, the flames ran up the natural flue formed by the two buildings into the upper floors, later spreading into the roof of a shoe shop adjoining.

a-Deer, with its two or three different backgrounds providing a miniature shooting gallery. Real shells were used, receptacles for the waste shells were provided, as was a background strong enough to prevent the bullet from going right thru. Taking up a lot of space, it was an impressive set-up and did prove popular in some locations.

One almost forgotten step should be recalled here—the short-range shooting gallery, which sprang up in little "holes-in-the-wall" in hundreds of towns. Using a vacant store, these provided targets at a distance of perhaps 15 feet and drew plenty of business along about 1933. Then they suddenly died, as coin machines took over the field.

When the ray gun principle was perfected it was no longer necessary to use mechanical shells or real bullets. An electric bullet makes it safe (See GUNS—GUNS—GUNS on page 69)



### FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By

### WATLING MFG. CO.

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### IMPORTANT FOR OPERATORS

... 2 things to consider when you invest in equipment. How much will it make? ... How long will it make it? PHOTOMATIC gives the best answer to both questions.

### INVESTIGATE

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

### BARGAINS FROM DAVE MARION

1000 Pictures, Blue & Gold (over 10 days) \$34.50  
1000 Pictures, Red & Blue (over 10 days) 42.50  
50 Q. T.'s . . . \$7.50 Up | Jungle Hunt . . . 17.50  
1000 Pictures, A-1 27.50 | Fruit King . . . 15.50  
Big Game Hunter (Like New) . . . 17.50

Liberal Trade In on Any Coin-Operated Piece of  
View-Button—Write for Particulars.  
Write for Bargain List.  
Jobbers—Write Us for Quotations—All Types,  
1/25 Deposit Required—Immediate Service.  
Write for Complete Bargain List.  
MARION COMPANY, Wichita, Kansas.

### WANTED

#### EXPERT MECHANIC ON PIN GAMES

DO NOT WANT A TINKERER BUT A REAL MECHANIC FOR SERVICE WORK. GIVE AGE, EXPERIENCE, REFERENCE AND SALARY EXPECTED.

### SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. SECOND STREET

LOUISVILLE, KENTUCKY

# MUSIC MERCHANDISING

## End of ASCAP-Radio Feud Near; Society Signs Decree

Both must agree on terms before Society's music goes back on air

NEW YORK, Feb. 24.—The first step toward restoring ASCAP music on the nation's radio stations, a consent decree signed by both ASCAP and BMI, was scheduled to be filed today in Federal Court here.

Although the decree does not remove the greatest stumbling block to restoration of ASCAP music on the air, namely, the amount radio must pay annually, it does pave the way for negotiations along this line. The signing of the decree by the Society automatically quashes a federal anti-trust indictment against ASCAP, inasmuch as that organization, theoretically loses its monopolistic grip on its music by allowing its members to deal direct with the user, and agrees to other changes. BMI also avoided government action by signing a similar decree a few weeks ago.

No immediate hearing on the current situation with respect to music machine operators is seen as a result of the decree, except that it will speed up the return of ASCAP music to the air. Both ASCAP and BMI have been cleared of any governmental action and all that remains now is for them to meet and discuss rates for resumption of ASCAP music on the air. It is believed that this will take about six or eight weeks and the music machines will not benefit for at least three or four weeks after the final settlement is reached. It is estimated that it takes at least that long before the public becomes acquainted with any new numbers released.

### Details of Decree

The decree itself provides for modification of previous ASCAP policies, although the Society itself remains more or less intact. Members gained a point with regard to public performance in that they are allowed to deal directly with the user. The Society saved face, however, by the insertion of a clause that members must notify ASCAP of their inten-

tion to deal direct and that the Society will continue to collect and distribute fees. Also modified were ASCAP's membership requirements, with writers being admitted on the publication of one song instead of five. Radio stations will be permitted to purchase the Society's music either at a blanket or per performance fee. In addition, the originating stations will be held responsible for fees for network use instead of the interconnected stations. The board of directors will no longer be self-perpetuating and will be elected by the membership.

## Maltz Introduces Phono Adapter Unit

NEW YORK, Feb. 22.—"Chippy" Maltz, head of the General Audio Company, has introduced an adapter pick-up unit for quality phono reproduction. Maltz, well-known coin machine inventor and engineer, declares that his new unit is a low-pressure permanent jewel crystal pick-up and is designed to withstand the abuse of coin machine operation. Its rounded jewel point glides smoothly over the record with featherweight pressure, bringing tomorrow's phonograph reproduction today, he claims. "We have had the unit out on test location for quite some time and it has proved successful," says Maltz. "It eliminates practically all wear on records. The time required for the complete changeover is less than five minutes, and there is no drilling or machine work needed."

## Low Wolfe Host To Music Men

BUFFALO, Feb. 22.—A big open-house party was given by Rex Amusement Company recently at which Western New York operators were acquainted with the 1941 line of Rock-Ola equipment. Low Wolf, head of Rex Buffalo branch, declared that he expects a big year with the new machines.

Factory representatives were on hand to explain the features of the new models as well as the mechanics of the new wall and bar boxes and other equipment.

There was a large line-up of guests, despite the bad weather and poor road conditions, with many operators in from out of town. The Rex staff received and entertained the visitors. Bill Placchetti, head of service department, was particularly busy, as were Dave Ayers, Bob

Stoldt, and Ed Hartman, service men. Irene Snyder and Sophie Suchyna, secretaries, were trying to keep track of attendance, but soon had to give up when the mob got too thick. Some of those who attended were Harry Silverstein, Harry Wessner, Frank S. Bwart, John Meier, Conrad Meier, Joseph J. Fontiller, Edward L. Kasmierczak, Carl Kiefer, William Flynn, Cecilia Moses, R. F. McCabe, Harry Paltter, Douglas Myers, Alfred Bergman, John Meyer, James D. Blakeslee, N. J. Szankla, Howard Silker, Joseph Obotta, Joseph P. Lewis, Joseph Arralona, Victor L. Stehling, Ralph Dolson, Frank Gennaro, R. A. Gunther, Clarence Golden, Howard Housinger, Mr. and Mrs. W. Garver, Sam Buffomonte, Clarence Allen, Howard Maurer, Dan Parone, Roy Knapp, Joe Ryan, Clifford Allen, Bernard Blacher, Dave D. Levitt, Sam Vastola, Harold Warner, and Eva M. Warner.

## Minneapolis Record Distributor Change

MINNEAPOLIS, Feb. 22.—Lucker Sales Company, Minneapolis, distributor of Victor records and other RCA-Victor products the past 11 years, has withdrawn as distributor of the line, it was announced recently.

Messville, RCA-Victor interests in this territory are being looked after by Harold D. Knapp, of the Chicago district office; Wally Johnson, of the Camden, N. J., sales department, and John Brown, Chicago office.

Johnson said that for the time being the Taylor Electric Company, Milwaukee, will take over servicing of the territory. He said Taylor Electric would provide service on records, radio, instruments, and other RCA-Victor products and equipment.

## Press Comment on Cleveland Association Phonograph Campaign

The following report of the recent music advertising campaign sponsored by the Phonograph Merchants' Association of Cleveland appeared in Advertising Age magazine, February 17 issue:

### Push Phonograph Music

The Phonograph Merchants' Association, Cleveland, comprising operators of 4,000 automatic electric phonographs in Greater Cleveland, has opened a newspaper campaign, playing up a bit tune each month. The first copy took 30 inches of space. It is being followed by four-inch ads thruout the month. Ohio Advertising Agency, Cleveland, has the account, with Samuel L. Abrams as account executive.

## Hub, of Baltimore, Holds Showing

BALTIMORE, Md., Feb. 22.—It was Rock-Ola Day in Baltimore, as several hundred music merchants gathered in the showrooms of the Hub Enterprises to view the new Rock-Ola instruments.

The presentation and demonstration was under the personal direction of Aaron Goldsmith, president of Hub Enterprises, and Jack Nelson, vice-president and general sales manager of the Rock-Ola Manufacturing Company, Chicago.

The spacious sales and showrooms of Hub Enterprises made possible an effective display of the new merchandise.

A Rock-Ola Leadership Club was in attendance and attracted much attention.

The Rock-Ola line was accorded a warm reception with many ops placing their initial orders then and there, it was said.

## Pfanstiehl Man Earns Rest in Fla.

WAUKEGAN, Ill., Feb. 22.—Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, is banking in the Florida sunshine after completing a trip there via New York and New England States contacting distributors and co-ordinating on the 4,000-play Pfanstiehl phonograph needs.

Before leaving, Hemminger quipped: "Pfanstiehl needs are selling so fast they've got me all played out! Get the point!"

## Harry Pearl Host To N. J. Operators

NEWARK, N. J., Feb. 22.—Harry Pearl, of the Keystone Vending Company of New Jersey, played host to Jersey operators last week at a showing of Rock-Ola products at the Keystone showrooms.

Operators from all sections of the State thronged the showrooms and displayed great interest in music machines and accessories. Pearl said the showing resulted in a number of orders.

Harold Lawrence, field salesman, and Moe Harris, one of the best music machine mechanics in the East, helped Pearl entertain the guests.

## Cameo Finishes Eight Films

LOS ANGELES, Feb. 22.—Shooting has been completed on schedule by Cameo Productions on the first group of eight soundies for the Mills-Rosevelt machines. Producer Sam Costow used Buddy Rogers and orchestra, Bobby Sherwood and orchestra, Shirley Deane, Martha Tilton, Vince Barnett, Gene Grounds, and Dale Storm in the group.

## Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Feb. 22.—Max Roth and Hans Lindeman, of Roth Novelty Company, scored heavily with their good-will gesture of donating a pinball machine to the U. S. Induction Station in the city, answering a call for recreation facilities by Capt. Samuel Bloch. Mr. Roth had the machine fixed so that it would work without placing nickels in the slot. The machine was placed in the station's recreation room.

Local and near-by ops were grieved by the passing of John G. Durkin, who with his brother was associated in the Durkin Novelty Company here.

Operators report a definite trend from hot music to sweet music, and say the reason can be attributed to the ASCAP-BMI war, with radio stations plugging public domain tunes like the Blue Danube.

The movie's latest mention of coin machines was the use of two bell machines as props in a Mexican tale in the Republic picture, Behind the News, and the appearance of an automatic music machine as a prop in a luncheon scene in Columbia's Mr. and Mrs. Smith.

## Modern Vending Co. Plans Disk Drive

NEW YORK, Feb. 22.—"Beginning with National Seaside Week, we will start a drive to sell a million records," said Nat Cohn, of Modern Vending Company, this week. "Since removal to our new headquarters," continued Cohn, "our record department is twice as large as before. We carry a much larger stock and have more room for operators to make selections. In addition, we use the weekly Record Buying Guide of The Billboard to advise the operators which records are proving the greatest money-makers."

With these facilities we feel that we are able to start the drive that will take us over the million mark. Beginning with National Seaside Week, we will also have the leading recording artists in town dropping in at our record department to autograph records for the operators. Among the artists who will drop around will be Kate Smith, Tommy Tucker, Benny Goodman, Raymond Scott, Frankie Makers, Amy Arnet, Merion Francis, King Sisters, Bakley Sisters, Ben Bernie, and Abe Lyman. With this added attraction we feel certain we will be able to sell approximately 100,000 records each month, which will take us over the million mark for the year.

"Our plans are for greater progress for the entire industry. Music men in our territory are invited to give us their suggestions and constructive criticism to help this industry progress. In addition we want any member of the music machine industry to feel free to call on us at any time for any help we may be able to give."



HILL MASHEK, PLATTE AUTOMATIC AMUSEMENT COMPANY, North Platte, Neb., doesn't do things by halves, according to Don Clark, of Interstate Distributing Company. Above, Mashek has signed an order calling for 100 Wurlitzer Victor models and 400 wall boxes. "Mashek," said Clark, "believes in the Wurlitzer step-by-step modernization plan, because it has proved its worth to him."

# Developments in Music War...

Newspapers carried the big news last week (February 19) that the American Society of Composers, Authors, and Publishers had agreed to sign a consent decree, similar to that recently signed by Broadcast Music, Inc. and that this action by ASCAP would bring to an end the anti-trust suit of the Department of Justice recently filed in Milwaukee as a mere formality. The following points now sum up the situation as it interests music operators:

1. The consent decree signed by ASCAP is said to open the way for negotiations with radio stations to get ASCAP songs back on the air. Radio officials suggested that it might be some time before the necessary steps are completed.

2. The consent decrees signed by BMI and ASCAP seem to open the way for bargaining and licensing of copyright music by a number of agencies and even by individual members of music pools. If the present federal copyright law should be changed, then the music licensing problem would become a real one for music boxes. For the present, the music copyright pools seem to have had their monopoly powers taken away.

3. The federal copyright law is still effective and it specifically protects music boxes from paying fees other than those already paid by record manufacturers for musical recordings. Efforts will still be made to have the copyright law changed, but the present Congress is very busy with national defense.

4. Hearings on test cases to compel the payment of extra fees on records used in music boxes are set for February 24 in Philadelphia. The cases will no doubt be appealed, whatever the decision. Minor suits have been filed by ASCAP and similar organizations against locations (or operators) in several different States. These are apparently for the purpose of getting as many judgments as possible.

5. Two appeals on anti-ASCAP laws in two States are still pending before the U. S. Supreme Court and the high court has agreed to hear them. These appeals will decide what States can do and cannot do about music monopoly pools.

6. The next center of attention will be on the licensing of music for radio broadcasts and what effect this will have on the supply of popular music and records.

7. A bill was introduced in Congress, February 18, which would give the Federal Trade Commission jurisdiction in disputes about the use of copyright music. The bill says that the use of copyright music is "a matter of public concern."

## Top Artists Recording Standard Songs to Insure Greater Sales

NEW YORK, Feb. 22.—Recording companies, seeking insurance on the recordings of their most expensive artists, are turning more to releases of standard songs as a result of the ASCAP-BMI situation.

Realizing that due to lack of proper exploitation facilities the newer songs have a shorter life expectancy than before, the companies are favoring the release of standard numbers which will prove steady business attractions over a long period. Several popular songs of the past few decades already have been released and it is generally expected that more will follow. The companies have not stopped with the recordings of popular favorites but are also concentrating on folk songs and semi-classical pieces. The popular numbers, however, are seeing more activity than they have in several years.

It is generally felt that a standard number will meet with more success in the long run than a majority of the newer numbers, as a result of the music controversy. The newer numbers and novelty songs of doubtful popularity are being handled by lesser-known bands in greater numbers than ever before.

The apparent popularity of the old

favorites on music machines is an important factor in the surge of releases of old-timers. Patrons of taverns and other locations where older groups congregate are more interested in the songs of a few years ago because they remember them and they have become more or less entrenched in the musical taste of the nation. The newer numbers, due to the difficulty surrounding proper exploitation, will last only a short time, while the favorites generally prove to be consistent money-makers on location.

Heading the list of new recordings of songs which were popular within the last 20 years are the releases of Hoagy Carmichael's *Swanee* by Tommy Dorsey and Artie Shaw. The popularity of this number assures the company that the efforts of these bands will not be wasted. Arrangements of these songs are generally pointed toward the faster tempo, and the Dorsey and Shaw releases of *Swanee* are followed by Frankie Marshall's version of the perennial *Nurple*, another number which the companies feel needs no special exploitation but can stand on its own merits and earn money over a long period of time. Several recording companies are leaning toward the club arrangements of the favorites of yesterday, such as Johnny Long's *When I Grow Too Old To Dream* and the Commodores' version of *Sweet Adeline*.

Among the semi-classical numbers already released or ready for release are Glenn Miller's *Volga Boatmen*, Grace Moore's *One Night of Love and Christmas*, Bing Crosby's *When Day Is Done*, Leo Reisman's *I Got Plenty of Nuffin* and *It Ain't Necessarily So*, and Henry Allen's *Chloe*. The folk numbers are given unusual treatment, as Harry James' soon-to-be-released recording of *Knockin'*.

On the popular side of the ledger are included Dinah Shore's *My Man*, Alvino Rey's *Tiger Rag*, Abe Lyman's *Prisoner's Song*, Eddy Howard's *Among My Souvenirs* and Erskine Tate's *Day Is Done*. Other numbers include *Richard Rogers' Blue Moon*, Vaughn Monroe's *There'll Be Some Changes Made*, and Larry Clinton's *Rocking Chair*.

With a wealth of numbers to draw from, it is believed that the next few months will see more and more releases of bygone days. Melodies which remain in the minds of the public are greatly to be desired, in the opinion of recording company officials, until such time as the newer numbers can be properly exploited. The standard songs and the semi-classics and folk songs probably will hold the recording spotlight for some time.

Not only is BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION — "The Finest One for '41"—it's ABSOLUTELY THE BEST ONE—because BUCKLEY MUSIC SYSTEM offers so many ORIGINAL NEW BETTER FEATURES—so much more attraction on location with its gorgeously lighted Lumalite plastic—its sparkling chrome—its entire program completely lighted and so easily readable for the player—its simple and better operation—its perfect small size—its hinged doors for speedier servicing—and a hundred other better features! Every BUCKLEY MUSIC SYSTEM installation instantly DOUBLES—and even TRIPLES PROFITS! Its low, money-saving cost—its assurance to the operator that he will retain the location for years on contract—its definite BETTER DEAL—ALL ADD UP to the reason why BUCKLEY MUSIC SYSTEM has been acclaimed "The Finest One for '41". Hop on the BUCKLEY bandwagon TODAY! WRITE! WHILE PHONES! Get all the details—you'll sure be glad you did!

### SEE YOUR NEAREST DISTRIBUTOR TODAY!

<b>ALBANY, N. Y.</b> Henry W. Selden (Special Representative) 1230 Broadway	<b>FARIBAUT, MINN.</b> Gopher Sales Company 501 Central Ave.	<b>NEW ORLEANS, LA.</b> Buckley Mfg. Sales Co. 2215 Canal Street
<b>ALLENTOWN, PA.</b> Paulo Vending Co. 102 E. Emma Ave.	<b>FRESNO, CALIF.</b> Joe H. Baker 134 N. First St.	<b>PLACER, CALIF.</b> Placerville Music Co. 1510 Poplar St.
<b>ANSBURY PARK, N. J.</b> Doris Amusement Co. Morris & R. R. Ave.	<b>FORT WAYNE, IND.</b> Indiana Sales Company 209 So. Central Cross	<b>OAKLAND, CALIF.</b> Barrett 850 E. 14th St.
<b>BALTIMORE, MD.</b> Orlando Coin Mach. Corp. 128 W. Mt. Royal Ave.	<b>GREENVILLE, N. C.</b> McDonnell Music Co. 217 E. Fifth St.	<b>OMAHA, NEBR.</b> Heard Sales Co. 1500 Farnam St.
<b>BELMORE, L. I., N. Y.</b> Supreme Vending Co., Inc. 201 Grand Ave.	<b>HABANA, CUBA</b> L. H. McManis Bancroft Bldg., No. 301	<b>ORLANDO, FLA.</b> Southern Music Co. 503 W. Central Ave.
<b>BIRMINGHAM, ALA.</b> Birmingham Vending Co. 2117 Third Ave., North	<b>HOUSTON, TEX.</b> Sun Amusement Co. 1512 McDuff St.	<b>OTTAWA, ILL.</b> Wells Music Company 522 E. Main Street
<b>BOSTON, MASS.</b> Bond Sales Company 1022 Commonwealth Ave.	<b>INDIANAPOLIS, IND.</b> Wood Music 528 Madison Ave.	<b>PASSAIC, N. J.</b> Famous Distributors 25 Atlantic Ave.
<b>BROOKLYN, N. Y.</b> Brookline Amuse. Mach. Co. 600 Broadway	<b>LADOGA, IND.</b> Harry White Amusement Co. Louisville, Ky.	<b>PHILADELPHIA, PA.</b> Universal Amusement Co. 2210 E. Main Street
<b>BUFFALO, N. Y.</b> Supreme Vending Co., Inc. 307 Regent Ave.	<b>LOS ANGELES, CALIF.</b> General Music Company 227 W. First Blvd.	<b>PITTSBURGH, PA.</b> Delta Coin Mach. Corp. 1410 First Ave.
<b>COLUMBUS, O.</b> G. N. Vending Co. 983 W. Broad St.	<b>LOS ANGELES, CALIF.</b> Charles A. Robinson 1915 W. First Blvd.	<b>PORTLAND, ORE.</b> Autrey V. Sautter 807 S. W. 10th Ave.
<b>CHICAGO, ILL.</b> Martin-Lindell Dist. Co. 8026 Lincoln Ave. Rial Center	<b>LYNNBROOK, L. I., N. Y.</b> United Music Systems, Inc. 614 Morris Rd.	<b>PORTIAC, MICH.</b> Waborn's Entertainment, Inc. 83 Nebraska St.
<b>CHATTANOOGA, TENN.</b> State Amusement Co. 615 Cherry St.	<b>MADISON, WIS.</b> Eaton Sales Company 230 W. Townsend St.	<b>SACRAMENTO, CALIF.</b> D. B. Scottie 1221 Sixteenth St.
<b>DALLAS, TEX.</b> Wallas Sales Company 1712 Young Street	<b>MEXICO, D. F.</b> Robert W. Wecker Rosa, P.O. Box 3002	<b>SAN FRANCISCO, CALIF.</b> William Corcoran (Pacific Coast Dist. Sales Rep.) 227 Larkin St.
<b>DENVER, COLO.</b> James E. Blackwell (Mountaineer Sales Dist. Sales Rep.) Blackwell Dist. Sales Co. 505 Milwaukee St.	<b>MIAMI, FLA.</b> Leo Parody 525 N. W. 2nd St.	<b>SAVANNAH, GA.</b> Mullins Amusement Co. 41 Habersham St.
<b>DETROIT, MICH.</b> American Novelty Co. 3155 Grand River Ave.	<b>MINNEAPOLIS, MINN.</b> Music Installations 1718 Nicollet Ave.	<b>SYRACUSE, N. Y.</b> Tom Cullen 210 Turtle St.
<b>ELIZABETH, N. J.</b> Atlas Vending Co., Inc. 410 N. Broad St.	<b>NEWARK, N. J.</b> Major Amusement Co. 16 Pennington St.	<b>TOLEDO, O.</b> National Record System 2137 Tyson Lane
<b>ELIZABETH CITY, N. C.</b> R. D. Bow 218 N. Martin St.	<b>NEWARK, N. J.</b> Major Amusement Co. 16 Pennington St.	<b>WATERGOWN, N. Y.</b> M. Forman 103 Public Sq.
	<b>NEWARK, N. J.</b> Major Amusement Co. 16 Pennington St.	<b>WEST ALLIS, WIS.</b> Patterson & DeWolfe, Inc. 6210 W. Greenfield Ave.

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W616A ..... 39.00

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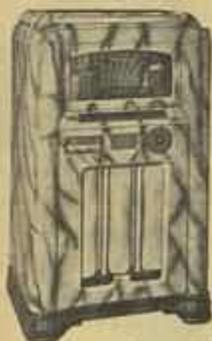
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#### 500 WURLITZERS

With Keyboard  
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Mills Throne of Music  
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World's  
Finest  
TOKEN  
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**\$32**

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1e, 5e  
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Play

**\$12.50**



1/3 Deposit With Order

## GERBER & GLASS

914 Diversy Blvd. Chicago

## EASTERN FLASHES

NEW YORK, Feb. 22.—The demand for new and reconditioned equipment continues unabated. Plenty of action around town, with the demand for new games keeping distributors on the jump. Jobs and operators are busy as conditions keep getting better. . . . Joe Ferris, Mike Mueves' mechanic, expects to become a father soon. Joe is so nervous he will settle for a girl to end the suspense. . . . Teddy Blatt made the "Inquiring Reporter" column of The News, answering a question on the derivation of the name of his borough, Brooklyn. Teddy, described as the "Mayor of Court Street," hit the answer on the nose and got in a plug for Brooklyn as the world's largest manufacturing city. . . . Phil Bogin is in Texas, while Hymie Rosenberg and Leon Berman take care of the demand they are getting for supplies at their Nyasco headquarters. . . . F. H. (Chippy) Malts reports his firm's new idea going over big. Operators interested in getting the best tone from their music equipment should drop in at the General Audio Company, he says. . . . Mike Chance reports that the Du-Greener factories in Haverhill, Mass., are working hard in an effort to catch up on the orders. He says the machines are selling faster than at any time in the firm's history.

### AROUND THE TOWN

The business boom finds factories still behind in orders but well on their way toward catching up. Tri-Way Products Company, Inc., reports it is over 300 orders behind and the factory is working double-shift to catch up on orders for Ultratone and Illumitone speaker-baffles. . . . Willie (Little Napoleon) Blatt is enthusiastic about his new appointment as district manager for the Buckley Music System in the metropolitan New York territory. "Just watch me go," says Willie. . . . Bert Lane is back at his desk at Seaboard Sales after a short visit to Florida with Mrs. Lane. Sanford Warner handled the office during Bert's absence.

Murray Simon and Jack Benet heard at work at Bayou Vending Company's headquarters plugging Chicago Olin's Sports Parade. Al Simon still away on his honeymoon, and the boys suspect he's having a great time. . . . Bill Albert invites criticism to drop in at the Brooklyn Amusement Machine Company to inspect the new Evans' Timmy Gun. "Bring your money with you," Bill says. . . . Tony Caspario is back at Weston Distributors, Inc., after a trip back from Arizona via Chicago. Willa Tony back on the job, Ben Becker is again on the road. . . . Nat Cohen, of Modern Vending, reports that Jerry Plum, formerly of AMI, is making a good-will tour thru Connecticut for Modern and will establish headquarters in Hartford, Conn. soon. Jerry will feature the Seeborg line for Modern at Hartford.

Earle C. Backs is enthusiastic over the prospects for the Motor-Table games, which he has just taken over. Earle believes they will open up a new field

for operators. . . . Bill Hahkin, of International Microscope Reef, advises that his firm is unable to stop production of Sky Fighters, thus holding to a minimum the production activities on their other big hits, Drive-Mobile and Ace Bomber. . . . Joe Hirsch in conference at Mike Mueves'. . . . Dave Simon and the boys at Simon Sales busy on promotion plans for the new Keeney game, Velvet. Dave says operators will find their velvet in Velvet. . . . Marvin Liebowitz, strolling down coin row, stops in at Joe Plashman's to say "hello." . . . Mike Murray flatters that even after breaking thru the wall to the next store, his Tenth Avenue showpiece is still too small. . . . Hymie Rubin reports he is going to town on Stoner's new game, Sparky. "The operators rush wires in here and clean us out the first day an ad appears in The Billboard," Hymie declares.

### JERSEY JOTTINGS

Al S. Cohen, of Asco, reports that the firm's coin-operated business has improved to new highs and threatens to eclipse the sales they are making on vending machines. . . . Dave Stern, of Royal Distributors, Elizabeth, reports the firm's route has jumped to new collection highs. . . . Business generally good in Jersey, with all common happy. . . . Moe Tarlow, of Elizabeth, has a new secret involving charcoal, which may revolutionize a lot of things. Tarlow is an operator in Elizabeth. . . . Barney (Sugg) Suggerman, of Music Systems of N. J., Inc., says the firm has appointed many new distributors thruout its territory and that installations of the Buckley Music System are going forward so fast that the factory is unable to keep up with orders. . . . Ir Morris, of the George Pomeroy Company, Newark, says Allied is going to town in a big way. Morris claims the Pomeroy firm is working hard to supply the huge demand for Carouline used machines to firms all over the country.

### FROM HERE AND THERE

Ivy Blumenthal, of General Vending Service Company, Baltitown, jubilantly reports that if business gets better they will have to triple their present space and possibly purchase a few warehouses. . . . Mike Bond reports from Boston that the Buckley Victory Party staged by the Bond Sales Company at Hotel Brunswick, Boston, last Sunday (16) was a huge success. Mike thanks the boys for coming over. . . . Roy McGinnis, of Baltimore, says his firm is working harder than ever in an attempt to satisfy customers' demands. Roy's right-hand man, Earle Lippe, is kept on the job constantly. . . . Lew (Leader) London, of Leader Sales Company, Reading, Pa., says he is getting back into action in a big way after his successful party which is still the talk of operators in his section. "All I want is for the manufacturers to keep sending me hits," Lew says.

Johnny Fuller, of Universal Vendors, Albany, maintains that remote-control music is the answer to any operator's prayers. Johnny believes his firm will be working harder this year than ever before, making installations. . . . Al Reichsinger, of Sports Amusement Company, Poughkeepsie and Albany, says his firm is hard at work with new products. . . . M. L. Gray, of Gray Vending Sales Company, is telling about a 1-cent cigar

ette vender which he believes will be one of the biggest numbers on the market soon. . . . Joe Ash of Active Amusement Machines Corporation, Philadelphia, is out after more reconditioned machines. . . . Art Nyberg, of Calvert Novelty Company, says his firm is going ahead at top speed, and that Bally leads all the way in his territory.

### OFF THE CUFF

Irving Mitchell is the proud possessor of a big batch of testimonial letters from satisfied customers. But what Mitch prizes more are the orders that come in from some of the country's leading jobs and operators requesting certain machines without even questioning prices. . . . George Pomeroy and Jack Mitchell have been running wild getting set for the Packard showing at the Hotel New Yorker February 23 and 24. Homer J. Capenhart and his Eastern mail, Rudy Greenbaum, will be on hand to help demonstrate the Packard intone machine equipment.

## Philadelphia

PHILADELPHIA, Feb. 22.—A number of amusement machine men attended the ceremonies at Lorraine Hotel last Sunday (18) when Bernie Klein, of Premier Music Company, married Anna Stein. The newlyweds left for a New York honeymoon.

Sammy Kaye, the swing and sway maestro, in town last week for a theater engagement at the Radio Theater, paid an impromptu visit to High Point Amusement Company with Eddie Heller, record promotion head for Raynmond Rosen Company, local Victor-Bluebird distributor.

Music machine operators down Wilmington, Del., way thought that Ray Ehrlich, vocalist with Glenn Miller, was dropping in on them when Eddie Hughes, new representative for Raymond Rosen Company, local Victor-Bluebird distributor, called on them last week. Eddie is a look-alike for the famous vocalist, and curiously enough, Eddie made his calls with a batch of Miller platters under each arm.

Lillian Abramson, Gertrude Abramson, and Aurora Abramson have disbanded their American Cigarette Service, according to the petition filed in local Common Pleas Court.

Bernie Berger, formerly serviceman with Red Margolis, has been made head of Harry Stern's Major Music Company. Bernie is practicing up on the singing of Yes, Sir, That's My Baby to be prepared for the expected June arrival of a little serviceman as a stock special. Harry Stern, Major proprietor, is enlarging and has selected new quarters at Fifth and Poplar Streets, with the housewarming party coinciding with the Easter egg season.

### MASTERCRAFT PAPPED COVERS

FOR AUTOMATIC COIN PHONOGRAPHS

For Every Make and Size Machine

Accommodates all makes and sizes

No. 30 Adjustable Gearing Horns—Accommodates all makes and sizes **\$6.50 each**

No. 37 Gearing Strip **\$1.75 each**

Write investment at small cost because only one size plain bearing needed. Sturdily made and warranted.

Write for prices on other parts to your distributor or

**BEARSE MANUFACTURING CO.**  
Inc., 1931 E.  
3815-3825 Cortland St., Chicago, Ill.



REGARDLESS OF INTERIOR DECORATIVE SCHEME, Kenney's wall buzz for remote-control music selection harmonica, declare Kenney officials. Installation has resulted in increase of revenue, according to Century Music Company, Chicago operating firm.

### CLEARANCE BARGAINS

WE OFFER **150-616 WURLITZERS**

In Good Condition, Fully Working. Best Bottom Buy of..... **\$37.50** For Lots of Ten

**\$42.50 If Sold Singly!**

Take Advantage Immediately and Contact

**Chippewa Amusement Co.**  
886 MAIN ST., BUFFALO, N. Y.

## White House Acknowledges Coinman's Defense Resolution

LOS ANGELES, Feb. 22.—Jean Armand, assistant adjutant of a Los Angeles American Legion Post, has released a letter from the White House which acknowledges a resolution prepared by Samuel (Curly) Robinson, managing director of the Associated Operators of Los Angeles, Inc.

Robinson sent the resolution to association members stressing the fact that members were ever at the services of the United States, and reaffirming faith in the United States in its program of national defense.

Armand, assistant adjutant of the Legion post of which Robinson is a member, forwarded the resolution to the President and received the following reply:

THE WHITE HOUSE  
Washington

Dear Mr. Armand:

This acknowledges your letter and I desire to thank you, in the President's name, for your action in forwarding to him copy of the resolution sent to him members by Mr. Samuel Robinson, managing director Associated Operators of Los Angeles, Inc.

Permit me to assure you and Mr. Robinson that the pledge which resolution gives to lend energies, aid and support to the government of the United States in its program of national defense, and the pledge of individual services to that end, is deeply appreciated. Such an exemplification of true Americanism gives the President strength and courage.

Very sincerely yours,

(Signed) STEPHEN EARLY,  
Secretary to the President.

Mr. Jean Armand  
Assistant Adjutant  
Los Angeles Post No. 8, American Legion  
800 Fairview Hall  
1816 South Figueroa Street  
Los Angeles.

## New Orleans

NEW ORLEANS, Feb. 22.—Pin game operators of the Crescent City area will enjoy this Mardi Gras Day (23) more than in many years. If things run as expected, it will be a red letter day. Phonograph operators are rushed to capacity as the holiday throngs demand every available piece of equipment to give them music to baffle the carnival spirit.

Practically every member of the local music operators' association has signified his intention to join in a co-operative system of wired music via telephone with headquarters to be established for approximately 30 downtown locations in the Measick Temple Building. The outfit should be in use by the time this issue is read, with Andy Monte and Dan Cohen due much credit for their leadership in the project. The ops have purchased their equipment from Rock-Ola thru the Louisiana Amusement Company here and have engaged the services of Mrs. M. Smith, of the local Bell system force, to direct the work of seven girls. The new third-dimensional "shell" of Rock-Ola was reported by the ops as ideal for their needs. Those in the deal will profit immensely.

The demand for Wurlitzer phonographs, all models for 1941, continues to surpass the supply. J. H. Peres, head of the J. H. Peres Amusement Company, reports. The Peres company has already disposed of its fifth car of new Wurlitzers and has a backlog of orders on its files for deferred deliveries. Charles Wicker, general manager of the Peres company, has moved into his new home in Park Row.

Johnny Masset, leading pin and bell operator of Metairie, fast-growing New Orleans suburb, has recently proved his ability as an organizer. Boasting of 60 new members in its first month in existence, the Metairie Lions recently had a 100 per cent attendance at a meeting. In addition to Masset as its president, the club has local *Billboard* correspondent as its secretary-treasurer. Two other members are also music and pin game operators.

With the return of bells and pin games to Metairie and other adjoining communities of Orleans Parish, operators report the best business in years. Restaurant and cafe operators express joy over the return of the machines as a great stimulator for business.

The New Orleans Novelty Company, with four floors to use, has plenty of room at its new headquarters at 115 Magazine Street. The firm has taken on a full line of latest equipment.

Phonograph record distributors in New Orleans report a record-breaking Jan-

uary. Hugh Smith, in charge of record sales for Electrical Supply Company, RCA-Victor distributor in this territory, finds his stock persistently broken, despite the firm's steady increase in orders to the factory for popular Victor and Bluebird disks. Ernie Oertle, head of the Southern Music Sales Company, Columbia-Okeh and J. P. Seeburg phonograph distributor, is moving his work into larger and more convenient quarters at 727 Poydras Street and hopes to be able to find more room to build up his stock to meet the ever-increasing demand from phonograph operators and home users of records. R. N. McCormick, Southern sales manager for Decca Distributing Corporation, looks for 1941 to set a record that will smash the peak just set by his territory in 1940.

Tom Best, factory service attaché of the R. Wurlitzer Company, North Tarrytown, N. Y., is back in town to help teach phonograph men the final points in caring for Wurlitzers. Al Bender, district sales manager for Wurlitzer, is back for the Mardi Gras holidays after a successful trip thru Mississippi, East Tennessee, Alabama, and Southeast Louisiana.

One of Houston's policemen drew a three-day suspension last week for playing a pin game while he left his automobile parked in front of a truck zone. A day-and-a-half suspension for each offense?

Reorganization of the local coin vendors' association is in the making.



LANNY ROSS AND DINAH SHORE, recording artists, try the Panoram made by Mills. Taken at a New York showing at the Waldorf-Astoria.

I'M GLAD  
SOMEBODY  
TOLD ME!



You better take a tip from me, brother, buy wall boxes from Keeney who is the maker of the largest and only complete line of adapters. They're tailor fitted to each and every make and model phonograph and to Keeney Wall Boxes.

KEENEY'S

WALL BOXES

UP PROFITS  
300 TO 700%

From averages from over 100 ops. reporting.

J. H. KEENEY & CO.

"The House That Jack Built"  
6638 S. Ashland Avenue • Chicago



## RECONDITIONED PHONOGRAPHS AT LOWEST PRICES!!

Model	Price	Model	Price	Model	Price
Wurlitzer 500	\$139.00	Mills 100 Throne of Music, Like New	\$129.00	Rockets 14 Rec. Imperial	\$28.00
Wurlitzer 600 with Keyboard	189.00	Mills 20-25-30, Swing King or Zephyr	25.00	Rockets Ten Pins	49.50
Wurlitzer 800	125.00	Seeburg Classic	159.50	Royal Flush	79.50
Wurlitzer 24	79.50	Seeburg Plaza	145.50	Remote Control with any of the above, Seeburg or Wurlitzer machines—Write for Price	
Wurlitzer 715 w 615	109.50	Seeburg Regal	119.00	Tennis 1/3 with order, Nat. O. O. D. (Outside U. S. A. all Cash with Order)	
With Light Up Gottle	44.50	Seeburg Gem	105.00		
Wurlitzer 412	22.50	Rockets 39 Deluxe	139.00		
With Light Up Gottle	55.50	Rockets 39 Standard	129.00		
Wurlitzer P-12	22.50	Rockets 12 Record	22.50		
Conquer Model 71 with Stand	149.00				

SEEBURG FACTORY DISTRIBUTORS  
DAVIS SALES CO., 105 LEXINGTON AVE., SYRACUSE, N. Y.

A complete report of the new set-up and change in officers and directors is forthcoming.

Andy Monte, head of the A. M. Amusement Company, announces his appointment as distributor here for International Mutoscope's new Ace Bomber guns

and Drive-Mobiles. Monte expects first samples for display this coming week. He went to New York recently to complete arrangements for his new line of equipment and is optimistic over prospects.

J. W. King, of the O. & N. Sales Company, is in North and Central Louisiana this week.

## WANTED MUSIC SERVICE MEN!

EXPERIENCED SERVICE MEN WANTED ON ALL MAKES OF AUTOMATIC PHONOGRAPHS AND REMOTE CONTROL SYSTEMS. ONLY EXPERIENCED MEN NEED APPLY. STATE AGE EXPERIENCE AND SALARY EXPECTED. ALL CORRESPONDENCE KEPT STRICTLY CONFIDENTIAL.

GEORGE PONSER CO.  
519 W. 47TH STREET, NEW YORK

WANTED ALL  
USED PHONOGRAPH RECORDS  
Highest Cash Prices Paid  
MODERN MUSIC CO.  
3730 Woodward Ave., DETROIT, MICH.

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## News Notes

Big news of the week was the kiss-and-make-up scene enacted Wednesday (19) between the government and ASCAP. Of course, this still does not mean a quick buying of the hatchet by ASCAP and BMI, but merely that the government has told each group to get together on some kind of basic agreement to all involved. Many weeks may pass before BMI and ASCAP shake hands, but the way things are shaping up now it is a fairly safe prophecy that music consumers and listeners will ultimately be the real winners as a result of the keen competition between the two music groups in the future.

Paramount has just purchased "Capit With a Heart" for Bing Crosby. He will be cast as a Caribbean vagabond, and the result should be a flock of new recordings for the phonograph. . . . Hillbilly composer Jimmy Davis is in New York doing a series of records for Decca. Jimmy is from Shreveport, La., where he holds the position of commissioner of public safety. . . . A rich harvest should be reaped by operators from Columbia's coming musical, "Show Business." Sammy Cahn and Saul Chaplin have authored seven tunes for it: "Old Anyone Ever Tell You?," "Boogie Woogie Man," "Times Out for Me," "A'Waldie in My Thumbs," "Shows How Wrong a Gal Can Be," "Obviously the Gentlemen Prefer to Dance," and "As If You Didn't Know."

## Latest BMI Hit

THERE shoes repetition on the air, the ballad, "I Give You My Word," is now almost a must for the music machines. Tune was written by band leader Al Kayella and recorded by him on Columbia's Okeh label. One thing BMI has done to the music world is this opening up of the song field to orchestra leaders and musicians. Stumped for non-ASCAP music for their radio performances, the bands have had to draw upon their own talent to rehabilitate the music libraries. In the case of "I Give You My Word," however, Kayella had written the words a long time ago, but set them to music when BMI took over the radio scene.

## This and That

When the Ink Spots recorded their new set, "Please Take a Letter, Miss Brown," it was just an impromptu session and the ditty was sung just as a gag. But the recording apparatus was set anyway, and it turned out so well that Decca decided to press it. No rehearsal, and all done in just five minutes. Genius, it's

marvelous! . . . "That Night in Rio," 20th Century-Fox's new movie, is out and operators should watch the effect on the tunes sung in the picture which already have been recorded. They are: "Yi, Yi, Yi, Yi," "Chia, Chia, Som, Cia," "Boe Noite," and "They Met in Rio."

Tommy Dorsey already has recorded "Delores" and "I Tried," the tunes he features in his movie, "Las Vegas Nights." . . . Phonograph servicemen should just love to write title slips for this new BMI tune—it's called "I Got the Raspberry on Blueberry Hill from a Strawberry Blonde!" . . . Cal Calloway has been renewed for another year at Columbia. . . . Jimmie Lunceford begins recording on his new Decca contract March 16. . . . Sub Crosby is set for another picture titled "Rookies on Parade."

## 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 YORK:**  
Does Your Mother Come From Ireland?  
Bing Crosby.

Here is an example of the potential success of Decca's policy of recording Crosby on old, standard favorite ballads. New York operators mention it as a strong possibility, and no doubt it is sure to rise in the machines with Crosby and the Irish plugging it, not to mention St. Patrick's Day coming up March 17.

**CHICAGO:**  
It Makes No Difference How, Bing Crosby, When You Wear a Tulip-Tiny Hill.

Two standard oldies already have made their appearance on the music machine bottom in this area. The first will no doubt soon have an even much wider popularity than just Chicago. In Chicago, Tiny Hill is bought by many operators for name only, so this old favorite is probably set to hit many Chi machines in the near future, as the buying has already started.

**LITTLE ROCK, ARK.:**  
Summit Ridge Drive, Artie Shaw.

This hot swing number recorded some time ago by Shaw and his sextet, the Gramercy Five, is on the upgrade in the Arkansas hills. It seems that despite the lapse of new Shaw stuff during the maestro's recent retirement period, none of his popularity has been lost. This par-



THE HEARTY LAUGH OF ED WOODFIN (right), Southland Rock-Ola distributor, is attributed to a statement that the Rock-Ola ToneColumn is something even an Eskimo would make room for in his igloo. The scene is laid in Woodfin's Atlanta display room during a showing of 1941 Rock-Ola equipment. WMA Woodfin is a group of operators.

ticular wailing is a Shaw original, and should do well indefinitely in spots where swing-loving youths congregate.

**PORTLAND, ORE.:**  
Beer Barrel Polka, Will Glahn.

If there should be any doubt about this classic being a standard hit, here is news to dispell it. Portland operators are re-buying on the Glahn disk, putting 'em on the machines and reporting activity from the nickel end. Altho many an ear is bent from listening to it in the past, it stands to reason that after a respectable time elapses it can be brought back with success, and here is an example.

**WINNIPEG, MAN., CAN.:**  
Till the Lights of London, Charlie Barnet.

Altho there has been no rush of buying for this one in the U. S., there is certainly no mystery as to why Canadian operators are unlocking their phonographs to slide it into the tray. Timeliness and the subject are natural for this record in these parts, and all operators should be alert to other angles containing these elements.

**INDIANAPOLIS:**  
Mister, Stop Kissing My Sister, Fats Waller.

It's a fairly well-accepted fact by now that there are many locations which have a standing order with their operator for all new Fats Waller editions. Many of them become hits nationally, but those that don't are still good for a nice play in those spots which have dyed-in-the-wool Waller fans. Such is the case in Indianapolis, where this new Waller recording is doing a business.

## Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended February 31 and the week before, ended February 14. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

- This Week
- 1—You Walk By
  - 2—Hear a Rhapsody
  - 3—It All Comes Back to Me Now
  - 4—High on a Windy Hill
  - 5—Tonight
  - 6—So You're the One
  - 7—Keep an Eye on Your Heart
  - 8—Friend
  - 9—There'll Be Some Changes Made
  - 10—I Give You My Word

## Detroit

DETROIT, Feb. 22.—Joe Bitch, who operated a jukebox business in Detroit up until a few months ago, has bought a hotel in Miami.

Max Moore, Detroit operator, has just returned from Florida, while Ben J. Mar-

shall, jobber, is in Florida for several weeks.

E. C. Bourden, former president of the Skill Game Operators' Association, is operating a bowling alley in North-western Detroit. Henry O. Lemke, well-known jobber, is planning to enter the bowling field as a sideline.

United Music Operators of Michigan at their regular meeting laid plans for a big St. Patrick's Day party. President James Ashley is heading the committee, assisted by John Baker, Chris Bornbeck, James Passanante, Harry Barrie, Harry Stahl, and Ken Murray, of the Marquette Music Company. All Michigan coin machine men are invited. Date is March 17, with the spot yet to be selected.

James Ashley, American Music Company, reports a steadily growing demand for Buckley Music System installations around Detroit.

Philip Herman, who has been operating music machines under his own name the past several months, is opening a new store on Penick Avenue under the name of the Bass Music Company. He will operate a general record store in addition to the regular phonograph line. His brother, Louis, with whom he was formerly a partner in the old Champion Automatic Music Company, is operating the Capitol Music Company.

Don Kiefer, manager of the Michigan Phonograph Distributors, has been spending the week at the home office of the company in New York.

Joseph A. Rosenberger and Bernard Peartstein, operating the New Era Music Machine Company, manufacturing a new novelty vendor, have moved headquarters of the company to Florida.

## Fort Worth

FORT WORTH, Tex., Feb. 22.—Fort Worth operators are wishing Mike Ackman and his new Houston business, Sun Amusement Company, success. Mike recently opened at 513 Dallas Avenue there. His partner is Mr. Duncan, another well-known Texas column.

Operators are getting their hair combed back preparatory to taking care of the large volume of business that will be in evidence during the South-west Fat Stock Show and Rodeo opening March 7. The event brings thousands of visitors to the city.

Ormetcher's new game, Pike's Peak, is taking hold in this area and a number of units are now on location. Ed Reynolds, Dallas, is State distributor.

Mr. and Mrs. Bob Martin are proud parents of a boy, Martin operates phonographs and counter games.



ENAPPED AT THE BOND SALES "Victory Party" at Hotel Brunswick, Boston, February 16: (1) Mrs. Edgar Trepanier, Mrs. Fallon, Edgar Trepanier, Laurence Trepanier. (2) Part of the crowd being served in the Brunswick's banquet room. (3) Mr. and Mrs. Rosolin and Mr. and Mrs. Sarubi. (4) Mr. and Mrs. J. Bulocni, Mr. and Mrs. Borno, and Lucina Levine.

**BENNY GOODMAN** (Columbia 35937)  
I Hear a Rhapsody—PT. VC. I Left My Heart in Your Hand—PT. VC.

The edge has been taken off the general appeal of *Rhapsody*, by now due to innumerable renditions. It is in fact, the song is now capable of arousing homicidal instincts in a good many people, as are all his tunes that have hit too well—and Goodman's late arrival deck of it isn't calculated to revive waning interest, except among Benny's admirers. Good, solid, and musically excellent as to be an instrumental, it still lacks any vital spark to make it outstanding, either by itself or among the plethora of other *Rhapsody* waxings. Helen Forrest does her usual fine vocal job on both sides, and Goodman's clarinet sets the pace on the B side.

**RUSS MORGAN** (Decca 3606)  
The Last Time I Saw Paris—PT. VC. Dolores—PT. VC.

When Morgan is at his best he can make recordings for interminability stick up with any of them. His listenability in the sense of complicated, complex musical somersaults, but from the standpoint of smooth, ear-catching rhythms and melodies. He's at his best here, and as a result *Paris* is given the soft, thoughtful treatment it deserves, the strings prominent in an effortless arrangement and Morgan doing an understanding job on the words. The reverse is likewise slow and easy, the inherent hit of the tune aiding a very nice interpretation of it.

**JUDY GARLAND** (Decca 3604)  
It's a Great Day for the Irish—V. A Pretty Girl Milking Her Cow—V.

Mrs. Garland's admirers have in this double a more or less permanent perpetuation of two numbers she does in her Metro movie, *Little Nellie Kelly*. First side is ordinary, a combination of a marvellous spirit, only fair lyrics, and Judy stylized singing (this time slightly smothered in a recurrent Irish brogue that has a bit of difficulty in ringing true) in a song that is extremely pedestrian. Plattermate has much more to it, the slow and pseudo dramatic verse contrasting well with the humorous patter of the chorus, delivered in a swingy and amusing fashion by the young big star.

**JOE REICHMAN** (Victor 27333)  
I'm Always Chasing Rainbows—PT. VC. Keep an Eye on Your Heart—PT. VC.

Reichman's second recording on this label maintains the nice standard established by his first of a week ago. His full, rippling piano still occupies the center of the stage, which is as it should be, since it is the oak's main asset. These sides have another advantage in being a form of an unusually fine beat for a band that is styled for smart hotel rooms rather than geared for solid swing. Slow and relaxed on side A and bright and exceedingly danceable on the reverse, the rhythm is admirable, and with Reichman's lead over and behind both arrangements, listenability is on a high plane. Marion Shaw is better on both vocals than on the first disk from this crew, but she's the weakest link in the whole structure.

**MITCHELL AYRES** (Bluebird B-11046)  
You're a Lucky Fellow, Mr. Smith—PT. VC. Boogie-Woogie Boogie Woogie—PT. VC.

This Ayres coupling of two of the Buck Ramona songs is curious in that it's excellent when the band holds forth musically, but a little hard to take in its vocal portions. The scoring and rhythm of the first half-chorus on the A side is out of the topmost drawer, but the introduction of Mary Ann Mercer and Tommy Taylor, plus ensemble warbling to the proceedings brings an immediate letdown, which unfortunately carries thru the rest of the side. Mrs. Mercer is out of her element on anything but a ballad, and the genuine humor of lyrics such as in both these songs is apparently beyond Taylor's ken. This vocalist can also sing a nice ballad, but he lacks the personality for the proper projection of tunes like these. The eight-beat tempo on side B is excellent, as is every bit of the playing on both sides (nearly a solo trumpet on the second), and it's too bad that the vocal parts couldn't have stayed on the same plane.

**GENE KRUPA** (Okeh 6009)  
Who—PT. Full Dress Hop—PT.

Krupa takes the old Jerome Kern favorite *Down Sunny* for a side in the first series of the word, and does it well enough so that the only bit of *Who* that enters the picture, Krupa has a lengthy drum bit midway thru the side, and there's some nice brass work in places. *Full Dress Hop* is just another swinger, brightened up more than most of its ilk

## 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)

thru yeoman piano work by Tony D'Amore, who contributes some *fluo* playing to the opening bars.

**COUNT BASIE** (Okeh 6010)  
Rocking the Blues—PT. Volcano—PT.

The Basie pianistic start of the first side mildly, after which it really gets going, particularly in some slightly sensational trumpet passages from Buck Clayton and Ed Lewis. Reverse attempts to make use of a fox trot-rumba rhythm that adds up to a queer-sounding hybrid, and the jumbled tenor of the whole side is relieved only by the Count's customarily superior keyboard fingering.

**MARIE GREENE** (Columbia 35936)  
Let's Steel a Tune From Offenbach—V. In Ch-Ch-Castanets—V.

Mrs. Greene and her Merry Men (Jay Barris, Bud Slesare, Robert Knight, and Roy Lynn) in their own quiet way contribute some of the best group vocalizing on any record label. In two tunes from the musical show, *Meet the People*, they demonstrate again how to treat properly novelty material, which in this case happens to be well above par. *Offenbach* is slow and soft, with Mrs. Greene's dulcet tones taking top honors. Flip-over is an amusing wedding of tune and lyric that is tricky and difficult to do well. That this group does it excellently is that much more to its credit.

**GLENN MILLER** (Bluebird B-11042)  
You Stepped Out of a Dream—PT. VC. Ring, Telephone, Ring—PT. VC.

Why Miller feels it incumbent upon him to wax every endless ballad tune that may happen to wander into his presence is one of those minor recording mysteries. The phone company will undoubtedly like the free publicity on side B here, but a band of the superb quality of this one is wasted on the sort of puerile rouding, obviously Miller (or any band like his) can't make a *Tarzito Junction* or an *Amel Chorus* every time he steps into a recording studio, but no outfit has wasted as many poor ballads that got no place as this band has. *Dream* at least has the distinction of being a likely hit from the forthcoming MGM *Ziegfeld Girl*, but the lack of arranging and rhythmic contrast on both sides isn't conducive to making it stand out. Such returns as the usual Miller scoring, a good Ray Eberle-Moderates vocal, and an effective brass finale on side A don't make up for the larger musical and commercial mistakes of no contrast and bad tune selection, committed so often by Miller.

**VAUGHN MONROE** (Bluebird B-11045)  
My One Romance—PT. VC. Take It, Jackson—PT.

Monroe harks back once again to the much-maligned Tchaikowsky for his first side here, but does it in such a way that not even the most captious classical has a right to complain. Blending his axes and brass intelligently, and backing them with a medium slow beat that is a strong invitation to dance without being blatant about it, this fastidious maestro makes a highly interesting item out of this ballad adaptation. Marilyn Drake has the vocal in front of a lovely, soft red accompaniment. The companion piece is a swing thing that provides the contrast needed on a disk for it to be a total listening success. Fine drive and a good Johnny Watson riff tune are the major ingredients of a better-than-average jump number here, with solo trumpet, tenor sax, and piano lending an admirable assist.

**ELLA FITZGERALD** (Decca 3608 and 3612)  
The One I Love—PT. VC. Three Little Words—PT. VC. Wishful Thinking—PT. VC. Hello, Nel! I Done It Again—PT. VC.

All four sides follow the same pattern exactly—the format falling in a first chorus of Miss Fitzgerald's inimitable vocalizing, a middle instrumental or vocal solo, and a return to Ella for the wind-up. Which might become a bit irritating in its sameness (and which, for that matter, might have been bettered by a shifting around of vocal passages) to have the apex songstress occupy the first or

last half of a couple of the sides, rather than the start and end of each one), except that in Fitzgerald knows how to sell a lyric as few chanteuses do. If she didn't, the unvarying pattern of these disks would really be annoying, as it is, the rigid formula only gives rise to the thought that it would have been better and just as easy to break it up differently. When the hand boys get a chance, they're good, but it's Ella almost all the way.

**DICK ROBERTSON** (Decca 3607)  
So You're the One—PT. VC. Go Home, Little Girl, Go Home—W, VC.

Robertson, in addition to his own specialized brand of singing, brings a bouncy tempo and a great deal of clarity to the BMI item on the first side here. It's essentially a lackluster, ordinary arrangement, but Robertson's popularity combined with that of the song should result in nice sales. Plattermate is another one of those unknown ditties that this singer digs up from somewhere. Some pretty fair piano is spotlighted halfway thru the side.

**FREDDIE FISHER** (Decca 3493)  
I Ain't Nobody's Darling—PT. VC. New Kind of Girl With a New Kind of Love for Me—PT. VC.

No farm in Iowa could possibly produce as much corn in three years as Fisher crams into three minutes of one of his arrangements. However, the enjoyable part of the Schickelgriff outfit's output is that it's all in fun, and isn't meant to be taken seriously. Solos are exceedingly amusing and contain a certain musical interest in the excellent technique with which they're dispatched. Both sides here produce the weird instrumental sounds, but they make entertaining listening except for dyed-in-the-wool swing experts to whom this sort of thing is anathema.

**BARRY WOOD** (Victor 27334)  
You Stepped Out of a Dream—V. Too Beautiful to Last—V.

Wood's baritone is a guarantee of superior delineation of any song he sings, and these two ballads from *Ziegfeld Girl* are no exceptions. The romantic song story on side B was co-authored by Ruth Love, of *Ill Never Smile Again* renown, which is the only distinction the

number possesses. Barry has a way, however, with even undistinguished songs, and his work here is typically excellent. Both sides are in dance tempo, with nice instrumental backing.

**HORACE HEIDT** (Columbia 35934)  
Etude—PT. Fantasy Improvis—PT.

The Musical Knights go to Chopin for their inspiration this time, and produce a couple of dance arrangements of two of that classical composer's better known works that are basically weak and lifeless. *Fantasy Improvis* is the composition that stirred *The Forever Blossoms*, and therefore is better suited to rhythmic interpretation. Reverse starts pompously with a light first chorus, but its pattern becomes sprawling and dull before long. The *Bubbles* theme fits side B after a forlorn beginning, but in toto both arrangements are devoid of sparkle or even cogent musical ideas.

**LES BROWN** (Okah 6011)  
Amel Chorus—PT. Between Friends—PT. VC.

Bowling to distributors' wishes, Brown hits at windmills and wastes this aria from *Il Trovatore* in the face of Glenn Miller's smashing version of the same. And he comes off not at all badly in the light of the inevitable comparisons. This arrangement and execution haven't the rousing drive and imagination of the Miller *Scotch*-sided attack on Verdi, but Miller's Howland on piano, the trumpet section, and Les himself on tenor sax, do an exceptionally fine job. Reverse is in a more vocal, with Doris Day continuing the oak's good work by turning in a very nice vocal. The young lady has a good voice and puts much feeling into it, making her a decided asset to this crew.

**CHICK BULLOCK** (Okah 6013)  
It Had To Be You—V. Scales—V.

Bulloch does a couple of old favorites in a fairly effective vocal style that receives no help from orchestral backing which is definitely anemic. Usual format of first and last vocal choruses in dance time, with instrumental interludes filling in the middle chorus gaps, is followed on both sides.

**ALVINO REY** (Bluebird B-11041)  
Nighty-Night—PT. VC. My Prodigal—W, VC.

The song on the first side comes from the same mold that fascinated the old Ray Noble Goodnight Sweeney and the brand-new Sammy Kaye *Unit To*—sorry, but it lacks the quality of either. Rey gives it a smooth, listenable, and danceable interpretation, with Yvonne King (of the King Sisters) and the ensemble for the lyrics. The walls on the back is a meandering melody that has little appeal, and Alyce of the King (see *ON THE RECORDS* on page 69)



# BARRY WOOD

(CBS "YOUR HIT PARADE"  
VICTOR RECORDS)

★ **BARRY'S BEST BETS** ★ 27327 BOA NOITE  
I, Yi, Yi, Yi, Yi  
★ 27334 YOU STEPPED OUT OF A DREAM  
TOO BEAUTIFUL TO LAST

Keep your machines hummin' and the nickels comin'

Do it with  
**DECCA RECORD**  
3478

**"REMEMBER ME"**  
(A Forder Publication)



RECORDED BY  
**CONNIE BOSWELL**  
Exclusive DECCA Artist

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Paradeon VICTOR  
and  
BLUEBIRD  
RECORDSVICTOR "POPULAR" RELEASE NO. 412  
List Price 50c

- 27338 "Do I Worry"  
Lulu Mae With a Candy Cane  
Tommy Dorsey
- 27338 "You Stopped Out of a Dream"  
My Ship  
Tommy Dorsey
- 27340 "This is How"  
Jimmy  
Loo. Reizman

- 27341 "Bop Jo"  
Queen Susie  
Lionel Hampton and His Sextette

BLUEBIRD "POPULAR" RELEASE NO. 318  
List Price 35c

- 8-11050 "You Beautiful To Last"  
Oren Silk  
Freddie Martin

- 8-11051 "Stride To Be Halo"  
Congo Del Rio—Congo  
Charlie Barnet

- 8-11052 "Walkin' Thru Makin' Bird Lane"  
My Mother's Lullaby  
Music of Yesterday and Today  
Signed the Blue Baron Way

- 8-11053 Anita's Dance  
Eliot  
Donald Lambert, Piano Solo

- 8-11054 "Gals! Look at Me Now"  
Boles  
Bob Chester

- 8-11055 "Whatcha Know, Joe!"  
Miss Gals Regrets  
The Four King Sisters, with The  
Rhythm "Rays"

- 8-11056 "It Had To Be You"  
My Home's Larkin' Arms  
Benny Goodman

- 8-11057 "Linger Awhile"  
Moons Day (Blues)  
Rez Stewart and Orchestra

- 8-11058 "Tobacco—Ain't Goin' Nothin'  
Do You Can That a Budy?"  
Larry Clinton's Blazing Orchestra

BLUEBIRD RELEASE NO. 318  
OLD FAMILIAR TUNES—List Price 35c

- 8-8931 "My Ma, Ma, Ma"  
I'm Gonna Be Lary Bone  
Texas Jim Robertson

- 8-8932 "Weddin' in the Wildwood"  
My Home on the Prairie  
Otte and Eleanor

## RACE

- 8-8933 "Evi Ma's Gloom"  
Do It if You Wanna  
Hot Lips Page Trio

- 8-8934 "Tired of Your Rockin' Ways"  
It Hurts Me Too  
Temps Red

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## Record Buying Guide

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

## GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an asterisk are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Dream Valley. (8th week) SAMMY KAYE\*, WOODY HERMAN, FRANKIE MASTERS.

French. (7th week) ARTIE SHAW, WOODY HERMAN\*.

I Hear a Rhapsody. (5th week) JIMMY DORSEY\*, CHARLIE BARNET\*, AL DONAHUE\*.

Stardust. (4th week) TOMMY DORSEY\*, ARTIE SHAW.

Along the Santa Fe Trail. (3rd week) BING CROSBY, DICK JURGENSEN\*, SAMMY KAYE\*.

I Give You My Word. (2nd week) EDDY DUCHIN\*, MITCHELL AYRES\*.

## 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.

You Walk By. Making lengthy strides forward, this BMI song steps over a number of its competitors in this section to reach a spot from which it may well spring into the "going strong" category in another week or two. BLUE HARRON\* and TOMMY TUCKER\* still are carrying its standard forward in the majority of the country's music boxes.

So You're the One. Closely following on the heels of its brother BMI'er above, this rhythmic little ditty is being played in a widespread way, with operators reporting more than favorable returns on it, particularly in the HAL KEMP\* and EDDY DUCHIN\* versions. It may not make the classification at the top of this column, but it's exceedingly profitable nonetheless.

Yes, My Darling Daughter. If this particularly listenable song were not one of the victims of the ASCAP-radio war, there is little doubt that it would have been well in the forefront of the "going strong" picture long before this. Lack of radio plugging has held it back considerably, and to the main reason it hasn't been doing as well as it should along the phone network. GLENN MILLER\*, DINAH SHORE, and BENNY GOODMAN\* are its principal disk exponents.

High on a Windy Hill. This week finds another new name debuting as one of the purveyors of this BMI ballad in the automatic photos. JIMMY DORSEY\* heads the threesome, as he has for the past couple of weeks, with SAMMY KAYE\* the newcomer following in his footsteps, and GENE KRUPA\* still around but now bringing up the rear. The song is doing okay in the boxes, but it's short of being a world-beater thus far.

Scrub Me Mama, With a Boogie Beat. Going along fairly well, helped in some places by personal appearances of the ANDREWS SISTERS in local theaters around the country, this eight-beat item is manfully struggling to overcome the handicap of being a follow-upper (to Beat Me Daddy, Right to a Bar), and managing to come off pretty successfully at that. The singing sisters have the only record that's popular in the most general sense.

Tonight. Also referred to as *Perfidia*, this exceptionally lovely Latin American melody finally starts a phone career in earnest, a career that should have begun long before this, if merit counts for anything. XAVIER CUAT and GENE KRUPA\* have the recordings here, and those ops not already playing either one would do well to investigate the matter, because this song is non-ASCAP and therefore being plugged a good deal on national airwaves.

New San Antonio Rose. Not advancing too far in the past seven days, this ballad is meeting with success in some locations, but is not catching on in a widespread way as yet to indicate future greatness for it at the moment. BING CROSBY and BOB WILLS share the honors.

There'll Be Some Changes Made. This one goes back quite a few years, and is now in the process of a revival due to its being a part of a music catalog that does not come under the current ASCAP radio ban. With a nice swing and a catchy melody for added advantage, it's now beginning to attract nickel-droppers' attention to a goodly degree in the TED WEEMS\* and VAUGHN MONROE\* arrangements.

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 if they most probably will never climb into "Going Strong."

The Last Time I Saw Paris. (8th week) Not likely to go any higher now. KATE SMITH.

## 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.

Music Makers. Once this gets around on the music machines, there should be no stopping it. It's a HARRY JAMES recording, and it has an infectious rhythm and melody that should prove irresistible to phone patrons. It stands out like a beacon light among the current crop of swing originals as a perfect natural for music box hitdom.

It All Comes Back to Me Now. The HAL KEMP\* version of this is meeting with some scattered success in various locations, and since the song is a BMI opus and therefore in a position to be radio-plugged, it's likely to attract more and more phone attention.

May I Never Love Again. Practically the same thing goes here, except that no particular click of this one is indicated at the moment. But it's BMI and a fairly appealing ballad, and that may be enough to get it going along the phone highway.

The Guy at the End of the Bar. TINY HILL\* has a version of this novelty that is most applicable for tavern locations, as the title indicates. And quite a few locations are taking it up with satisfactory results.

\* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

IF IT'S A HIT,  
IT'S HERE!

## COLUMBIA POPULAR 79

- BENNY GOODMAN  
35977 You're Dangerous  
Birds of a Feather  
EDDY DUCHIN  
35978 Jenny  
My Ship  
HARRY JAMES  
35979 Eli-Eli  
A Little Bit of Heaven  
RAYMOND SCOTT  
35980 Blues My Girl Friend  
Taught Me  
Evening Star  
THE CHARIOTEERS  
35981 Between Friends  
I'll Forget  
MICHAEL LORING  
35982 I Could Write a Book  
Prairie Land Lullaby



## OKEH POPULAR 188

- DICK JURGENSEN  
6058 Blue Echoes  
Corn Silk  
FRANKIE MASTERS  
6059 It's Always You  
Birds of a Feather  
TOMMY TUCKER TIME  
6060 You're Dangerous  
You Lucky People You  
CHARLIE SPIVAK  
6061 What's Cookin'  
Hey, Sit Down, Bud  
LES BROWN  
6062 Armapola  
Easy as Pie  
RAY HERBECK  
6063 It's Sad, But True  
Breakfast for Two  
BILLY HOLIDAY  
6064 St. Louis Blues  
Loveless Love



## OKEH HILLBILLY 188

- THE PRAIRIE RAMBLERS  
60653 I'll Be Back in a Year  
Old Mississippi Moon  
LULU BELLE and SCOTTY  
60654 The Wampus Cat  
Whoo Back Back  
THE HUMBARD FAMILY  
60655 Driftwood  
Keep on the Firing Line  
BROWNIE McGHEE  
60656 Born for Bad Luck  
Be Good To Me  
WILLIE (BOODLE IT) RIGHT  
60657 My Blues Come Down at  
Midnight  
West Texas Blues

ORDER FROM YOUR DISTRIBUTOR TODAY

COLUMBIA RECORDS  
OKEH RECORDS

## Guns — Guns — Guns

(Continued from page 81)

for the public to walk right in front of the gun while it is shooting, only breaking off contact with the electric eye for the moment. The idea appeals to youth even more by its amazing modernity. A gun properly mounted and a target on the wall, stand, or counter are all the equipment necessary.

## Every Man to His Taste

An interesting trait of the target development is the wide variety of guns now being marketed, something that points to long popularity, similar to that enjoyed by the pinball games. Shooting at a target seems to satisfy some deep urge in human nature.

There has come about a variety of target games that satisfy every taste, or allows one patron to choose from time to time between different types of guns. For the schoolboy, there is the penny target pistol that goes well, too, in neighborhood locations. Inexpensive to operate, it provides a thrill and is for those who like the short, simpler type of firearm.

Target ray guns, of the Shoot-the-Bull type, perhaps are for those who like to aim their own rifles.

Endless variety is possible in the types of targets, as the shooter can be a hunter stalking a deer, a farmer chasing a calf, or a guard chasing an escaping prisoner at the choice of the operator. Then the big machine gun type for the more mechanically minded and for those who want the experience of handling equipment similar to that used in actual warfare today.

Guns somehow appeal to the girls, too. Perhaps the ladies wouldn't bother to patronize a gun in a purely feminine tearoom, but they will go for them in taverns and in mixed company, perhaps to show their superiority in a typically masculine field.

## Bowling Games

Next in importance in the amusement field today come the bowling type of games. A year ago it looked as though they might be the successor to the omnipresent pin game. Earlier types of bowling games had pins that were attached to the table by flexible connections going thru holes in the alley surface. These were unsatisfactory, largely because players felt, probably wrongly, that this connection made it harder for them to bowl over the pins.

Pool-type games are another developing field. Here control is based on different principles, perhaps more similar to the regulation pin table. One minor difficulty is that players can get in a few free plays when the location owner is busy.

The coin machines of this type are miniature machines; they are not big bowling alleys or pool tables and they are entitled to individual consideration on their own merits. Here local regulations need modernizing in some cities. Because a pool hall may draw a crowd perhaps regulations may require certain difficult restrictions, high license fees, consent of a large percentage of neighbors, and so on. These things aren't necessary for the little ma-

chine put in the neighborhood drug-store or tavern.

## What About Pin Games?

Pinball is definitely not finished—the quantities of new games being manufactured and sold daily is the very best proof of that. True, the absolute quantity has decreased considerably from its peak. Dollar volume has not decreased, largely because the list price of games has gradually increased so that games are up around the \$104.50 figure now.

The profusion of new types of games that existed in the past is not to be expected in the future. It was carried too far. Look over the more comprehensive lists of used games now on the market and see how many different models each manufacturer has brought out.

Operators still want pin games—so does the public. In some cases local restrictions have banned the games, and that is a story that requires separate treatment. Full protection of their legal rights is something operators must learn to insist upon, plus careful adherence to the law, so that they will not seek to operate tacitly just outside the law until they get caught. If the law says no cash prizes, then it is up to the operator to obey.

## The Public Will Be Amused

To sum up, there is plenty of room for new developments in every branch of the amusement machine field. Just because the present tendency is so strongly toward guns does not mean that there will not soon develop some important new type of game. The established types will continue to have a market for a long time, too, provided that they keep up with changes in popular taste.

One thing can be counted on—as long as we maintain our American standard of living there is going to be a big field for the games. Our public wants security—food, shelter,

# WAIT! DON'T DECIDE until you've SEEN and HEARD

## THE REELTONE

COIN OPERATED  
SOUND  
MOTION  
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CONVERTIBLE MODEL  
Murray Hill 3-4284-5

clothing—first, but next comes amusement. We will spend generously for amusement in this country. Intelligently designed and properly operated games can get a fair share of the American consumer's amusement dollar—and he will give it with a smile!

## ON THE RECORDS

(Continued from page 67)

girls has much difficulty making an impression over the slow, unimpaired tune and unreal wordage.

## BING CROSBY (Decca 3609)

Did Your Mother Come From Ireland?—

V. Where the River Shannon Flows—V.

With St. Patrick's Day coming up, this double is the most perfect sort of natural for any music machine location in the country. Crosby is as enjoyable as ever in his delineation of the familiar lyrics on both sides, and he is aided and abetted by the King's Men, whose quiet warbling fills in now and then to make a finished, polished recording.

## CLYDE LUCAS (Columbia 35935)

She's Way Up There—PT, VC. Chinese Rumba—ST-Rumba; VC.

Two novelties that score in only one instance, the second side. The A ditty is one that has been done time and again before, and it's of a type that has been reworked until the humor it once may have had has been worn thin. It's a hillbilly satire that adds only one new touch, that of Maestro Lucas doing the calling for a simulated square dance halfway thru the side. But that isn't enough to save the number from the goldrums of unoriginality. Plattermate, however, is a really rummy item, as incongruous in its interpretation as it is in its title. Lynn Lucas's "Chinese" lyrics are silly but definitely amusing, and while the whole thing is slightly mad and makes no sense whatever, it's all right listening.

## BOBBY BYRNE (Decca 3613)

You Walk By—PT, VC. Chapel in the Valley—PT, VC.

The outstanding feature of this latest Byrne waxing are Jerry Wayne's highly commendable singing of both sides and the mellow tromboning of the leader. Wayne is a fairly recent addition to the

Byrne contingent, having replaced Jimmy Palmer as male vocalist, and his work on these two numbers establishes him as one of the better band warblers currently around. Arrangements on these ballads are essentially straight, with only Bobby's lovely alto horn tone standing out.

## XAVIER CUGAT (Columbia 35933)

I Hear a Rhapsody—Beguine; VC. Maria My Own (Maria-La-O)—Bolero Rumba; VC.

Two more excellent examples of the finer interpretation given to Latin American rhythms by this orchestra. From a commercial standpoint, the Rhapsody side does not hold much promise of vast sales because of the overplaying the song has received lately, with the results pointed out earlier in this column regarding the Benny Goodman disk of the same number. Even the undulating beguine tempo in which it's set here is not apt to make it any more enticing for people already weary of the melody. However, there's no denying the colorful, velvety performance by the brilliant Cugat strings. The latter shines equally well on the reverse, which is taken in a slow, sensuous rhythm. Vocals, by Lina Romay and Carmen Castillo on the A and B sides respectively, are up to the listening par set by the instrumental portions.

Nothing cheap about  
Miracle Paint Needles  
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## PHONO RECORDS WANTED

Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write Today.

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232 W. Madison St., Chicago, Ill.

WILL PAY CASH

\$25.00 for Weather 24, \$18.00 for Weather 12, \$35.00 for Rock-Ola Impass 29, \$20.00 for Rock-Ola Starline King 12.

The Billboard, BOX 9-40, Cincinnati, O.



CHICAGO SIMPLEX SALEROOMS were visited recently by Bill Carlson (center), noted band leader. Paul M. Fuller (left) chose the phonograph which he designed to Carlson. Art Freed (right), of Chicago Simplex, reports that Carlson was complimentary on Wurlitzer tone and Polaroid illumination.



ESQUIRE

The last word in vending perfection. Truly a great leader... only \$6.95

only \$6.95

Each Pennsylvanian 50c Kings... Write for complete details...

WATCH FOR Roll a Pack VICTOR'S NEW PENNY PLAY CIGARETTE DICE... COUNTER MACHINE WITH REEL MACHINE SUSPENSE... 1-2-3 CLICK! CLICK! CLICK! \$\$\$

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SILVER KING \$5.50 Each in lots of 10

ONE OF THE 250 MODELS 5 lb. "SILVER KING," \$6.50 10 at \$5.50 FREE Del. & Instructions... TIME PAYMENT PLAN ON SILVER KINGS, NOW. LOW AS 50c A MONTH

SPECIAL FACTORY RESULT CENT-A-PAKS FIFTYPAKS IMP5 5 BALLY BABYS \$8.00 Each or 100

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CIGARETTE MACHINES Priced For Quick Sale 4 Cts. DuGraines with Stand... 2 Cts. DuGraines with Stand... 2 Cts. DuGraines (Lala Model)... 6-28 Nationals (Lala Model)... CONSUMERS CIGARETTE SERVICE 14706 Biscott, CLEVELAND, OHIO

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"BARGAIN BUYS" ALL MACHINES IN AT CONDITION... 100-1000... 500-500... 250-250... MIDWAY VENDING MACHINE CO. New York City



Unfair Competition Scored in Decision By Minnesota Court

ST. PAUL, Feb. 22.—Cigarettes, or whatever the commodity might be, cannot be segregated from the rest of a business in determining the cost of doing business on that particular item. This was a decision handed down by the Supreme Court in the matter of McFadden-Lambert Company vs. the Winston-Newall Company, wholesaler.

Commenting on the decision, an executive secretary of the Minneapolis Candy and Tobacco Jobbers' Association pointed out to the trade that "this very sweeping decision will be extremely important to us when compelling a violator to prove he has not been selling below cost. In all prima facie cases the violator has the burden. With an average cost of doing business at, we'll say, approximately from 5 to 6 per cent, it will be very difficult for anyone to prove he did not sell below cost when selling cigarettes in the neighborhood of a 2 per cent margin."

"Another important point in the decision is the fact that whenever there is an issue presented as to whether or not anyone might be selling below cost to injure competition, the court may, in exercising its discretion, issue a temporary restraining order pending the outcome of the trial. It was from this order that the defendant in our case appealed."

"To date the defendant has not expressed an opinion as to whether he wishes to have the order served permanently or to proceed with the trial, which had been previously set for February 3."

Reliable Appointed By Victor Vending CHICAGO, Feb. 22.—Reliable Vending & Nut Supply Company, Los Angeles, has been appointed exclusive distributor for Victor Vending Corporation in California, Washington, and Oregon, it has been announced by Harold Schaefer, head of the Victor concern.

Cigarette Industry Is Sixth Largest

WASHINGTON, Feb. 22.—The cigarette industry ranks sixth in the value of its products and 83d in the number of wage earners it employs, while the cigar manufacturing industry is in 79th place with respect to the value of its products and 32d in employment, according to a grading just made public by the Department of Commerce, based on its Census of Manufactures for 1939.

Information, Please CHICAGO, Feb. 22.—Published recently was a list of quiz questions tossed to some of the best brains in the tobacco industry at the NATD convention in Chicago. While the tobacco men were able to answer most of the questions, it is reported that the following question and answer was an eye opener for many.

The question which interested members of the coin machine industry was: "What is the approximate percentage of cigarettes sold thru cigarette vending machines?" The answer: Ten per cent. According to a recent survey, there are approximately 150,000 cigarette vendors averaging 20 packs or 400 cigarettes per day, or a total in a 300-day year of 18,000,000,000 cigarettes, which is one-tenth of the total production of cigarettes a year.

man of Commerce, based on its Census of Manufactures for 1939. The 35 cigarette manufacturing establishments employ 27,426 wage earners and turn out \$1,807,747,517 worth of products. The 598 cigar establishments doing an annual volume of \$3,000 a year or more employ 50,897 wage earners, who produce \$160,754,424 worth of goods. The automobile industry ranks first both in number of wage earners employed and in value of output.

Robbins Offers Double Value Scale

BROOKLYN, Feb. 22.—"For a steady income the Free Weight Scale, which gives you weight free with each purchase of a stick of Adams gum, seems like one of the best propositions ever conceived for operators," declares Day Robbins, head of D. Robbins & Company, Brooklyn.

"The gum machine is slug proof and holds 300 sticks of Adams gum. The gum machine is mounted on top of the scale and when a penny is inserted the gum is vended and then the penny continues down into the scale, giving the customer a free weigh."

"Many of the scales are being profitably operated in New York," Robbins claims. "They have been in operation for more than a year and income on the scales has been consistently good."

Puerto Rico Cig Imports Hit Peak

WASHINGTON, Feb. 22.—Sales of United States-made cigarettes to Puerto Rico during 1940 broke all records for the fourth consecutive year, according to a statement by the Puerto Rican Trade Council.

Island purchased \$37,000,000 cigarettes during the year, an increase of 1 per cent over 1939, the council stated, pointing out that Puerto Rico ranked second as a market for cigarettes sold outside the United States mainland.

Territory's preference for United States cigarettes has increased rapidly, having doubled in the last 10 years, the report stated.

Continued increases are attributed largely to federal spending for relief, housing, and defense bases, inasmuch as income from Puerto Rican industries has been curtailed by sugar quotas and the wage-hour bill.

Puerto Rico's purchases of all goods from continental United States during the year were valued at \$103,980,000, an increase of 20 per cent, the council reported.

Collect 184 Millions Cig Tax in Virginia

RICHMOND, Va., Feb. 22.—Taxes collected in Virginia during the calendar year 1940 totaled \$184,383,904.05, as compared with \$161,798,717.51 in 1939. The revenue act of 1940 increased the rate on large cigarettes from 47.20 to 47.80 per thousand and on small cigarettes from 33 to 43.25 per thousand as of July 1, 1940.

Cigarette tax collections reported did not include the floor tax assessed against stocks on hand as of July 1, 1940, under the 1940 revenue act.

Minneapolis-St. Paul

MINNEAPOLIS, Feb. 22.—With the weather hovering at 20 below at mid-week, distributing houses in the Twin Cities were playing solitaire while operators outside the metropolitan centers refused to leave the cold blasts to drive to town. The weather, however, didn't bother William Hattelsted of Cottonwood. All winter Bill has been arriving each week in the Twin Cities docked out in a big bearskin coat.

a Miami Beach vacation just in time to which he was back in Florida and away from the cold blasts.

The coin machine industry was well represented at the annual Golden Gloves Boxing Routs here Monday (17) in the person of Jimmy Chooos, Northwest phono service man. Jimmy, entered as a lightweight, went to the finals before being beat for the title. His boss, Jim Karusia, threatens to fire Jimmy if he doesn't win the crown in 1942. Seen at the Golden Gloves show were Colman Kelly Diodrich, of Chaska; Doug Gleason, Minneapolis; Paul Atkinson, St. Paul, and Jonas Beesler, Minneapolis.

Visitors the past week at Ry-O Amusement Company, as reported by Ed Levin, included Marvin Kiehl, of Sioux Falls, S. D.

Les Martin, of Chicago, phono specialist, flew into St. Paul this week for a conference with Sam Taran, of Mayflower Novelty Company. Despite the cold weather, business is going at a good clip, according to Taran. Among visitors the past week were Lou Feldman, of Pipestone; E. Krueger, Fairfax; Julius Deiber, Rochester; Edgar Beckley, St. Cloud, all Minnesotans, and A. Redding, La Crosse, Wis.

William (Sphinx) Colman, of Silent Sales Company, expected home today from a 10-day business trip. Bill will arrive just in time to welcome the new Kerney Navy Bomber, ray gun, which arrived this week.

Archie La Beau and Ken Glenn, La Beau Novelty Company, visited in Chicago for several days this week.

Sam Taran, of Mayflower Novelty Company, announces that his firm has taken on distribution of the penny Mason Mint vendors. Packard Pla-Mor wall boxes and speaker installations are keeping Mayflower servicemen hopping.

Business throught the territory has been very good, according to Manny Levine, of Spin-O-Sales Company.

While Don Leary, of Automatic Sales Company, is sojourning in the Caribbean country his job as publicity chairman for the third annual Northwest Coin Machine show is being taken care of by other members of the Minnesota Amusement Games Association show association.

YOU'LL GET MORE FROM YOUR ROUTE WHEN YOU INVEST IN SECURITY BUY Northwestern 33 JUNIOR... FREE!... THE NORTHWESTERN CORPORATION

FULL NORTHWESTERN LINE ★ Recommended ★ Guaranteed ★ Distributed ★ Financed by TORR 2047 A-50. 68 PHILA.



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The Money-making wonder of the year. Entirely new playing principles. Five balls, double and hi-score features, separately locked cash drawer.

**\$29.50** 1/3 Deposit Balance C. O. D.

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Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

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Max Hurvitz Harry Hurvitz  
"Gold Duct Tapes"

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Variable playing speed, within a time-limit, gives novel playing thrills to this grand new 5-Ball counter game. "A TWIST OF THE WRIST" controls balls and movable 3-dimensional playing field. 100% legality demonstrated in any territory. EARN PEAK PROFITS from your \$29.50 investment.

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or Purchase Price Refunded SKILL and amusement features of Pike's Peak will stand any legal test anywhere. Earn wonderful profits from thousands of locations now closed to other coin games. Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

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Spartan, Georgia

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Coincidental control of balls and of movable, 3-dimensional playing field by player scores thrills galore on Pike's Peak — the only "time-limit" counter game.

It's 100% legal in your territory. 5 balls, adjustable hi-score features, separate, locked cash drawer to hold PEAK PROFITS.

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THE THRILL GAME OF 1941

IT'S FUN TO PLAY

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Quantity Buyers WRITE FOR PRICE!

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. . . SO good it can be operated profitably without giving awards or payouts . . . Of course, it's built

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AMERICAN CIGARETTE MACHINE CO.

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Mac Sanders 2337 W. Pine Blvd., LOS ANGELES, CALIF.

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Advance Automatic Sales Co. 121 Golden Gate Ave., San Francisco, Calif.

the thrill game of 1941  
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Revolutionary new idea in counter skill game, unlimited play possibilities. Five balls—penny or nickel play. Adjustable high score feature. 100% legal in all territories.

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Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

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ACTION EVERY SECOND

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Legal Coin Operated Machines  
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Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

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IT'S FUN TO PLAY

or Purchase Price Refunded

SKILL and amusement features of Pike's Peak will stand any legal test anywhere. Earn wonderful profits from thousands of locations now closed to other coin games.

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Patriotic Theme Pin Game

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**FREE PLAY - - FREE PLAY - - 5 BALL**

New, also used. Thoroughly reconditioned. Over one hundred and fifty in stock on my floor. Come, take your choice, \$15.00 up, any make.

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We have just gotten out several new numbers and we will ask that you write for samples and our new prices.

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Juice Parade, F.P. .... \$57.50	Pickers ..... \$14.00	Shots ..... \$19.00
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Wild 1-2-3, F.P. .... 30.00	Vendo ..... 12.50	Mr. Ohio ..... 10.50
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**MODERN AUTOMATIC EXCHANGE, INC.**

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**SEE OR WRITE US TODAY** FOR ALL THE PRODUCTS OF THE LEADING MANUFACTURERS. WE ARE NOW IN OUR NEW, BEAUTIFUL BUILDING WHERE YOU ARE ASSURED THE FINEST AND FASTEST SERVICE, THE CLOSEST CO-OPERATION AND THE GREATEST BUY AT REAL MONEY SAVING PRICES. ACT TODAY—SAVE MONEY!  
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UNDERTAKING THE LARGE JOB OF MOVING to their new building in St. Louis, staff members of the Ideal Novelty Company pitched in and did their bits at nights. Above are members of the Ideal Wrecking Crew snapped one evening during moving festivities. Kneeling in front, left to right, are Tom Dunbar, Gerald Hunt, Carl F. Trippie (the boss). Standing are Thelma Clithero, Art Pauly, Joe Goody, Jack Rose, Bob Mea, Tony Weinsart, Earl Humphries, Bill Pink, and Ed Pfister.

## Cobb Tells Plans; Branson Joins Firm

LOUISVILLE, Ky., Feb. 22.—"It will soon be my pleasure to announce a week of celebration, an event which we will term 'Hy Branson Get-Acquainted Week,'" reports J. E. Cobb, head of the Kentucky Springless Scale Company. He explained that Hyman Branson will join his firm in an expansion move which will find the firm representing an increased number of manufacturers.

"Mrs. Cobb and myself were in Chicago the past week," continued Cobb, "completing arrangements with Branson and consulting manufacturers with the idea of taking over their line of products in our territory. I am glad to report that we will have many new lines on display shortly."

Hyman Branson, who arrived in Louisville Thursday of last week, was full of enthusiasm for his new position. Branson is a veteran in the coin machine industry and direct from a responsible position with a Chicago manufacturer.

"I've been in the business for a long time," said Branson. "And I know many of the people with whom I will now be in contact with. Nevertheless, I want to extend an invitation to all, whether they know me or not, to drop in at our display rooms to inspect the great new line of products that have been lined up."

Branson announced that the enlargement of the Kentucky Springless staff would find two full-time men on the road giving complete representation. Speaking of the enlarged scope of the firm, Branson declared: "Kentucky Springless previously has not been in a position to carry a large stock of equipment to take machines on a trade-in basis. However, arrangements have now been made to take care of these two points, and all coinmen may be assured of the finest of service. While in Chicago Cobb placed large orders for immediate delivery."

## Term Two Daval Games Standards

CHICAGO, Feb. 22.—Al S. Douglas, of the Daval Company, manufacturers of counter games, reports: "We have standardized our Marvel and American Eagle counter games. By standardizing, we mean that the machines have been placed in the standard machine category at our factory. The demand has continued for both Marvel and American Eagle for many months. There has been no let-up. Therefore, as the demand for these machines we decided that they would become our standard token pay-out counter games."

"This also helps the operators, jobbers, and distribute throughout the country. They can now place Marvel and American Eagle in their catalogs and know that they will be able to obtain the machines for years to come. Both games are among the greatest we have ever built. They are making more money on location today than when they first started. It seems

that even tho the games start off with a bang on any type location they get more popular as time goes on and the public becomes better acquainted with them.

"Having standardized both machines we look forward now to doing the same with our Cub and Ace, which are leading sales in the counter game field by a wide margin. There is no doubt that we will soon also announce the standardization of Cub and Ace."

## Farewell Party For Hy Branson

CHICAGO, Feb. 22.—Bidding farewell to a friend and fellow employee of many years, employees of O. D. Jennings gathered this week at the Midwest Club here to say good-bye to Hyman Branson. It was a surprise party for Branson and the 75 persons present hated to see him leave.

Employees also said good-bye to Mrs. Branson and presented her with a traveling bag which matched the pair of traveling bags given her husband. Jerry Halsey made the presentation.

Toastmaster was Fritz Burgeson. Among those present not affiliated with Jennings were W. J. Ryan, Hugh Burras, and Bert Perkins. Fred Andersen and Phil Burgeson, factory representatives, were also in town to take part.

Branson left late in the week for Louisville, Ky., where he will join a distributing firm.

## Phonograph Bargains

A-1 Reconditioned—Ready To Operate  
 ROCKOLA DE LUXE (1939) ... \$145.00  
 WURLITZER G16-A ..... 49.50  
 SEEBURG REGAL ..... 124.50

WANT TO BUY  
 BAKER'S RACES

WE BUY, SELL AND EXCHANGE  
 3147 Locust St. ST. LOUIS, MO. CALL DOWELTY CO.

## WANTED!!

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.



# TOWERING ABOVE ALL



## GENCO GAMES

Greatest name in novelty games because THEY MAKE MORE MONEY, WORK PERFECTLY, AND BRING IN HIGHEST TRADE-IN PRICES!

## GENCO

MAKES GREAT GAMES

2621 N. ASHLAND AVE., CHICAGO



SOME MORE SHOTS OF THE BOND SALES "Victory Party" held February 16 at Hotel Brunswick, Boston, for Bkopley Music Systems: (5) Mrs. Fauristeta, Jack MacLean, Mr. and Mrs. Dillon, Mabel Chamberlain, Mrs. Jack MacLean, and Mr. Fauristeta. (6) Alexander Duttin and Alfred Michand. (7) Joe Rossetto and J. Sarabi. (8) Mrs. Dillon. (9) Mr. and Mrs. Anthony Peteruti and sons.

## Minneapolis-St. Paul

MINNEAPOLIS, Feb. 22.—Congratulations are in order for Oscar R. Truppman, sales manager for Acme Novelty Company. He was married January 12. The new Mrs. Truppman is the former La Vera King.

N. L. Nelson, La Beau Novelty Company, St. Paul, returned from a several days' tour thru the territory to find business holding up well. Kenneth Glenn, of the La Beau staff, has left for a week's cruise of the trade.

William (Sphinx) Cohen, Silent Sales Company, has been in Chicago hurrying up merchandise from the manufacturers. Meanwhile, according to Al Melrovitz, of Silent Sales, business has been moving along at a good pace.

Tom Crosby, of Paribault, president of the Minnesota Amusement Games Association, is vacationing at Hot Springs, Ark. Meanwhile efforts in behalf of the 1941 Northwest coin machine show at the Radisson Hotel here in March are progressing satisfactorily. With the return of Crosby and of Don Leary, of Automatic Sales Company, publicity chairman now vacationing in the Caribbean, action on the show will shift into high.

Business at the Hy-G Amusement Company, according to Jonas Bender and Sid Levin, has been moving along in great shape. Word is still being awaited of the release date for the new phone lines.

Sam Tarn and Morris Rotzner, Mayflower Novelty Company, St. Paul, are touring thru Iowa and other sections of the Midwest and will end up in Chicago. They are still on the lookout for possible locations of new branch offices.



**BERT  
LANE**  
Says:

**GENCO GAMES  
MAKE MORE  
COST LESS \***

\* BECAUSE OF HIGHEST  
TRADE-IN VALUES OF ALL!

**SEABOARD SALES, INC.**

619 12th Ave., N. Y. Winship 7-6686

which the Mayflower organization is contemplating opening shortly.

Lee Hayden, export and new products manager for Wurlitzer phones, was here for a three-day visit with Ted Bush, head of Acme Novelty Company.

Ray Peterson, office manager for Mayflower Novelty Company, is back at his desk after a week's layoff necessitated by his battle with flu bugs.

Recent visitors at Hy-G Amusement Company were Norman Chapman, of Des Moines, Ia., who thinks the new School Days game is one of the best ever pro-

## I. Q. Machine

GULFPORT, Miss., Feb. 22.—The I. Q. Company has been incorporated at Gulfport for the purpose of manufacturing an intelligence test coin-operated machine which was recently ruled as a legal amusement device by the Supreme Court of Mississippi. The new firm is capitalized at \$10,000, with Upton Sisson, Mrs. Eleanor Devore Sisson, and V. E. West, all of Gulfport, listed as incorporators.

The company will also manufacture sporting goods, Sisson said.

guided; A. D. Van Schatch, of Red Wing, who dilated Chapman's story; Howard Sigel, of Virginia, Minn., and Pete Worsman, of Mahato, eager to get some of the new Seeburg phones.

Among the column seen at Marlower Novelty this week were Fred Hirschman, St. Cloud; Hy Sanger, Hub City Novelty Company, Aberdeen, S. D., and Holly Chit, Kumbro Park, Minn.

Business for Spyn-O Sales Company, according to Manny Levine, firm head, has been holding up in fine shape. New locations for the game are being opened constantly in all parts of the country, with spring prospects bright, he said.

Coin-operated postage-stamp machines have appeared in large numbers around drugstores and other loop retail outlets in the city within recent weeks after an absence of several years. Sponsors are a concern in Hopkins, Minn., suburb of Minneapolis.

## Washington Cig Tax 1836

OLYMPIA, Wash., Feb. 22.—Cigarette tax collections in the State of Washington amounted to \$183,474 during the month of January, according to a report from the Excise Tax Commission.

# "AMERICAN EAGLE"



## FOR BIG, STEADY PROFITS

DAVAL · 2043 CARROLL AVE. · CHICAGO  
MAC MOHR CO., 2916 W. PICO BLVD., LOS ANGELES, CALIF.

## BUY WITH CONFIDENCE AT AVON NOVELTY!

ARCADE EQUIP.	FREE PLAYS
Kenny Anti-Aircraft.....\$60.00	Bally Triumph.....\$15.00
Bally Allies.....25.00	Big Six.....14.00
Wurlitzer Siss Ball.....32.50	Bally Chevrolet.....12.00
Western Deluxe Sam- bal, P.P.....89.50	Bally Europa (1 Ball).....25.00
Bostons Jack Bird.....57.50	Four Roads.....60.00
Bostons Oldies Ball.....45.00	Sold Out (1 Ball).....54.50
Bally Shoot the Bull.....50.00	Hardware (Coin, 1 Ball).....69.50
Ten Strikes.....44.50	Merry 1-2-3 (Annual Coin).....42.50
Rock-the-World Series 35.50	Red Hot.....25.00
All American.....57.50	Snow Orbits.....25.00
Bally Beauty.....25.00	Bally Vacation.....29.50
Bandwagon.....52.50	E. J. Zeebuck.....57.50
Bonus Make.....29.50	Ship & Go.....12.50
Bally Fairground (Coin, 1 Ball).....25.50	Spot Page (Coin, 1 Ball).....60.00
Gold Star.....60.00	
Line Up.....47.50	
Mr. Claps.....20.00	
Progress.....25.00	
Sea Surf.....82.50	
Speedway.....42.50	
Bally Variety.....15.00	
Pink.....47.50	
Super Six.....12.00	
Stratoliner.....70.50	
Assault.....34.50	

1/3 Deposit, Balance C. O. D. WE BUY—SELL—TRADE

**AVON NOVELTY SALES CO., INC.**

2923 PROSPECT AVENUE

CLEVELAND, OHIO

**ORDER YOUR NEW AND USED MACHINES FROM THE DISTRIBUTING CENTER OF THE SOUTH, AS WE HAVE ALL OF THE NEW MACHINES THAT ARE AVAILABLE FOR DELIVERY**

**SLIGHTLY USED MACHINES**  
The machines listed below are slightly used and offered subject to prior sale.

**SPECIALS**

H. F. MOSELEY  
Pres.-Treas.  
22 Bally Triumphs \$12.50  
10 Mills Junior Parado, Free Play \$7.50  
18 Mills 1-2-3, Metered Lane Model, No. Pat. and Tolls, Perfect \$27.50

5-BALL FREE PLAY		CONSOLES	
1 Bally Chequer	\$12.50	1 Mills Junior Parado, C.P.	\$22.50
2 Bally O. D.	12.50	2 Pace Serolites Jr.	40.00
1 Bally Topper	17.50	1 Pace Baroque Sr.	52.50
1 Bally Scores	10.00	1 Pace Roca, J.P., #2027	75.00
1 Bally Pix Em.	42.50	1 Pace Para, C.P., Sr., #8835	124.50
2 Bally First	22.50	1 Pace Roca, Convertible, Sr., #2882	87.50
1 Bally Duet	22.50	1 Pace Roca (Baker Club), Sr., Cash Pay, #0048	89.50
1 Bally Scott Parado, F.S.	67.50	1 Pace Roca	52.50
1 Bally Armada, F.S.	22.50	2 Keener 1938 Ball Time	64.00
1 Keener Freighter	33.50	1 Keener Post Time	57.50
2 Keener Speedway	19.50	1 Keener Triple End	109.50
1 Keener Speed Demon	18.00	1 Baker Pastr, 25¢, C.P., #9042	148.50
1 Baker On Deck	27.50	1 Baker Roca Truck, Sr., C.P.	14.50
1 Baker Black Out	24.50	1 Evans Royal Lure	139.00
1 Shover Double Feature	15.00	2 Gallop and Down, No. J.P., Sr., C.P.	125.00
1 Chicago Coin Sport	21.50	1 Evans Bag Tail, #2382	129.50
1 Chicago Coin Polo	21.50		
1 Chicago Coin Street-Line	37.00		

1-BALL		SLOTS	
1 Bally Santa Anita	\$119.50	1 Mills War Eagle, 25¢, #387094	\$19.50
2 Bally Grand National	32.50	1 Mills Regular, 25¢, #300743	21.50
2 Mills Spinning Reel	64.50	1 Mills Bell, 25¢, #482902	54.50

COUNTER GAMES	
5 Mills Vest Pocket, Blue & Gold, Sr.	\$29.50
1 Liberty	17.50
2 Mills Vest Pocket, Sr. Blue & Gold, F.S.	33.50
2 Mills Vest Pocket, Jr. Equipped With	37.50
A. B. T. Counter	14.50
1 Straight Race	5.00
1 Oval Marvel	14.50
1 Orestes	14.50
2 Inves. F.S.	8.00

PHOTOGRAPHS	
1 Rock-Ola Nip Club (12)	\$ 82.50
1 Rock-Ola 1940 Counter	182.50
1 Rock-Ola Imperial 20	32.50
1 1818	55.00
1 Wheelz'n P12	33.00

MILLS BELL LOOKS, New, with 2 Keys \$1.50	
1 Mills Bell	1.50
2 Mills Bell	3.00

The above prices are effective March 1, 1941. The above machines are offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D.

**MOSELEY VENDING MACHINE EX., INC.**  
00 BROAD STREET  
Day Phone, 3-4511  
RICHMOND, VA.  
Night Phone, 5-5328

**Industry Demands Quick Service**

By HAROLD PINCUS,  
Purchasing Agent, Atlas Novelty Company, Chicago

IN MOST industries a buyer places orders for equipment, supplies, or merchandise two weeks, a month, or six months ahead of time. He anticipates seasonal demands, special events, and advertising schedules.

But the coin machine industry moves too fast to follow conventional methods of other fields.

The operator's location wants a game when it wants it, and the operator expects 24 to 48-hour service on practically all of his orders.

In the case of new releases the demand must be correlated by the distributor with factory production schedules so that shipments keep rolling. When the games are hard to get and the pressure becomes heavy, then every effort must be made to meet rush deliveries.

Quick action is even more necessary in the case of parts. It costs the operator money for each day he has to wait for a part for a machine.

Recognizing the importance of parts to the operator, Atlas maintains a complete and well-stocked parts department. Parts orders are filled the same day they are received. This means that complete stocks must be on hand at all times and every available source of supply must be contacted.

There are two reasons why Atlas can keep pace with hurry-up deliveries of new games and parts. One is the close contact with all the leading manufacturers. The other is keeping well informed as to every possible source of supply.

As a result, Atlas can point with pride to the fact that customers are able to get the fastest deliveries at the lowest prices.

**STILL GROWING!**



THAT PHENOMENAL  
**SUREFIRE**  
MONEYMAKER . . .

**SKY FIGHTER**

TRADE MARK  
U. S. Patent No. 2,312,257  
Other Patents Pending



Reliable's Speaker Gets Big Play  
CLEVELAND, Feb. 22.—Reliable Specialty Company, Cleveland, reports that the Comet Auxiliary Speaker is breaking records for profitable performance in better locations where both glamorous color artistry and perfect tone reproduction in speakers are required.

"The Comet," said a Reliable official, "is the last word in breath-taking beauty. Indirect illumination with guaranteed unshrinkable red and yellow plastic and blue grille enhances in rich metallic blue and gold hues the eye-catching polished aluminum casing."

"Orders for the new speaker are pouring in. The Comet is equipped with baffle board to direct sound, and volume control. It is available with or without the popular Jensen speaker, enabling the operator to install his own speaker."



MANUFACTURED BY  
**INTERNATIONAL**  
MUTOSCOPE REEL CO., Inc.  
44-01 11TH STREET  
LONG ISLAND CITY, N. Y.  
**BUY NOW**  
FROM YOUR  
NEAREST  
MUTOSCOPE  
DISTRIBUTOR

**Big Rush on For Pike's Peak**

CHICAGO, Feb. 22.—"Groetchen distributors who booked volume orders for Pike's Peak on the merits of one or two floor samples are now besieged by operators who have tasted the heavy wine of collections they never believed possible from a penny-play straight amusement game," says Carrall Vetterick, of Groetchen.

Exhibiting a long-distance order for 50 Pike's Peaks which had just been received, he said they were for an operator whose daily collections on Pike's Peak averaged more than half the cost of his machines.

"This is not an unusual report," Vetterick states. "Orders of other testimonials have been received which far outdistance any claims we have made for Pike's Peak, and the operator pockets his percentage of these sensational earnings, as there are no awards or payouts to be made."

"When operators rush into our distributors demanding more Pike's Peaks we understand why they are disappointed in not being able to buy all the units they need for waiting locations, and we can understand that all our distributors can do is to wire us or call us long distance, while anxious operators wait for latest news from the factory."

"And all we can do is to explain that we are increasing production on Pike's Peak just as fast as we can add fully trained men to our assembly lines. Assembling of Pike's Peak is a tremendous task requiring exacting workmanship. These short cuts might enable us to double production and relieve the pressure sooner, we are determined that every Pike's Peak must be perfect when it is unpacked and rushed to its location," Vetterick declared.

**Victor Game Available Soon**

CHICAGO, Feb. 22.—Harold Schaefer, chief of the Victor Vending Corporation, reports: "Roll-a-Peak, Victor's new counter machine, will be released to the trade within two or three weeks."  
"We believe we have a machine that

will earn a new all-time high for operators. We have every reason to be highly enthused over our new counter game which, incidentally, had a cigarette dice arrangement with reel machine features so well liked by players."

**Barrage of Orders For Groetchen Game**

CHICAGO, Feb. 22.—"What a homecoming!" enthusiastically commented Max Glass, official of Grober & Glass, as he was greeted by a flood of orders for counter games and other equipment on his return from a Florida vacation.

"Why, Pike's Peak alone is a sensation," says Max. "Orders are flowing in steadily from all parts of the country, and we've had operators everywhere calling and writing to tell us what a terrific money-maker it is and wanting to know when they can expect shipment. Pike's Peak is really over the peak."



WELL KNOWN MUSIC MEN connected with Buckley Music Systems, Inc., Chicago, gather for the hour. Left to right are H. B. Perkins, factory sales manager; W. W. (Mike) Ackman, Texas representative; Pat Buckley, president, Buckley Music Systems, Inc.; Collins Irby, Southwest sales manager; F. H. Persons, Buckley vice-president, and George Wrenn, Texas field representative.

# BIG TIME

3 WAYS TO WIN

THE BIG TIME HIT OF THE SHOW!

HERE'S the hit for a big-time profit clean-up! Action! Thrills! Last ball suspense! Fetching "come on"! Every second jam-packed with big Replay possibilities! 3-Way New High Award Innovation! 5 Additional Ways of Scoring! Intriguing ball action... Appeal in every detail! On locations it's piling up a tremendous record for play and profits!

Boom your profits... Here's real, big-time money-making with BIG TIME! Order yours today!

OTHER BAKER HITS!  
**LUCKY STRIKE**  
Cigarette Counter Game  
**BAKER'S PACERS**  
Aristocrat of Consoles



THE BAKER NOVELTY COMPANY INC.  
2824 WASHINGTON BOULEVARD—CHICAGO, ILL.

## Find That Prison Inmates Learn To Make Counterfeits

SAN FRANCISCO, Feb. 23.—In the nationwide fight against counterfeiting and slugs, an effort has been made to discover where the counterfeiters and slug-makers have learned to make spurious coins which closely resemble real coins or are in other ways similar to real coins.

Ordinary slugs do not either look like coins nor have the same weights. However, federal officers are now looking for the makers of slugs which have one side roughly resembling a coin.

In asking a captured counterfeiter where he had learned to make counterfeit coins, federal officials received an astounding answer. San Quentin prison, located here in San Francisco, boast vocational and trade learning facilities. They were surprised to learn that a course not on the regular curriculum was being taught in the prison.

This was a sub-rosa counterfeiting school, where pupils were trained in all the details. The discovery was made when Charles P. Vance, 23, was arrested by federal agents on a charge of counterfeiting.

When asked by a federal judge, who has made a special study of counterfeiting methods, where he had learned the secret so well, Vance proudly replied:

"At the San Quentin school of counterfeiting."

Vance was released from San Quentin 11 months ago and knew the art of counterfeiting so well that he was able to set himself up with his brother, William, 32, in a bogus

coin manufacturing plant and business.

### Sessions Held at Noon

"I learned all about the counterfeiting business during noon-day talks in the garden," Vance explained. "My teachers were counterfeitters who knew every detail of the business from the making of the molds to the alloying of the metals."

"I learned how to make the molds with an unusual degree of precision. It is easy if you know how, but I cannot explain as it is a professional secret."

Judge Michael Roche, who asked to see the molds, declared they were finer than any others that had ever been produced in his court.

Police and federal officials testified there had been an epidemic of counterfeit dimes, quarters, and half dollars shortly after Vance's release from San Quentin in 1939.

The Vance brothers did not counterfeit coins to pass themselves but engaged in a wholesale manufacturing business, selling \$10 worth for \$4 to other persons who put them into circulation.

### Denies Earlier Link

Vance denied any connection—other than perhaps that of pupil—with counterfeitters in the prison who, in 1936, used the photographic and photo-engraving laboratories of the prison for turning out spurious \$10 Federal Reserve notes which found their way into the hands of confederates among paroled prisoners. He also denied making any bogus coins while in the prison, insisting he had merely learned the art there.

Following Vance's arrest, his brother, William, voluntarily surrendered, declaring he had helped make the counterfeit, was equally guilty as his brother, and wanted to take his share of the consequences.



GROUP OF VISITORS IN PACKARD'S SUITE during coin machine show in Chicago. Left to right: J. R. Donaldson, Coffeyville, Kan.; H. R. Matheny, Wichita, Kan.; Joe Frank, Nashville, Tenn.; W. E. Simmons, Packard official; Mrs. H. W. Smith, Seymour, Ind.; H. W. Smith, Seymour; Frank Navarra, Mexico City, and William Nathanson, Mexico City.

## Long Popularity On Pool Bowling

STOER, Ill., Feb. 22.—"What a game!" say officials of Pool Bowling Manufacturing Company here concerning their game, Pool Bowling. "We couldn't ask for more. It's going great in every location—piling up record earnings every day in the week."

"That's because Pool Bowling gives the players what they demand from a recreational game—speed, action, drama, a chance to use skill. It's a game everyone can play—an amusement the whole family can enjoy. Pool Bowling is already a proven success. And what's more, its pulling power grows with time. It is holding player interest beyond anything we've ever seen."

"We even think we can be a little smug about Pool Bowling. For it's not only constructive as far as recreation—it really puts in the play, which is the final test for any game."

## Game Terminology Worries Reader

To the Editor:

Just having finished reading the late copy of *The Billboard*, I am dropping you this note to call to your attention a thought which I believe should receive immediate consideration.

In reading thru some of the ads I notice the games listed by classifications such as: free-play games, one-ball pay tables, legal games, consoles, etc. This is inclined to be misleading and automatically, thru inference, classifies all other games except those listed under

"legal games" as illegal, and with all the effort being put forth at this time to establish acceptable operation of games thru the country this seems to be quite damaging.

Do you believe it could be arranged to use the expression novelty games, amusement games, or some other acceptable expression?

Realizing the excellent work you have done to promote good public relations, I know you will give this thought your consideration and hope you can successfully do something about it.—M. S.

NOTE: Several operators' associations are using the term re-play instead of free-play games. Also, odd-play, skill-play, or extended play games may be used instead of free-play. For legal papers it is probably best to use the term "extended play games."

It would hardly be possible for manufacturers to print circulars on their games, or advertise in trade papers without to some extent telling exactly what the game is—whether console, pay-out, etc.

Advertising circulars and trade papers are used by certain officials and reform groups now and then, but eliminating the circulars and the trade papers would not solve the problem.

There are certain officials and reform groups that will get their information in some way. As long as machines are displayed in thousands of public places there really are few secrets about them. There are legal agencies that have immense files on the various machines, taxes, and all phases of the industry.

The best plan yet devised seems to be that of having a live operators' association which requires its members to conform to local sentiment and to cooperate with public officials in all regulations made by them.

## DON'T TRUST TO LUCK BUY MONARCH MACHINES

### AUTOMATIC PAYOUT CONSOLES

Evans 450 Baseball \$164.50	Jennings Football \$29.50	Koony Football \$129.50
Pinto Base, W. C. \$89.50	Kenny 28 Truck Tr. 79.50	Billy Royal Fish \$9.50
Jack Parole, Lotet \$4.50	Kenny Super Truck Tr. 129.50	Pat Saxtons, 1345 \$9.50

### ONE BALL AUTOMATIC PAYOUTS WITH JACKPOT

Long Shot \$154.50	Sport King \$129.50	Santa Anita \$124.50
Grand National \$79.50	Pocometer \$79.50	Gold Medal \$49.50
Thunderdown \$39.50	Derby Time \$99.50	Derby King \$99.50
Hay Day \$99.50	Hawthorn \$79.50	Sport Page, no J.P. \$29.50

### MISCELLANEOUS EQUIPMENT

Kenny Anti-Aircraft \$38.50	Wart. Conv. Mod. 01 \$74.50	Junco Parole, J.P. Console \$94.50
Russell 39 Gunter \$89.50	Russell Deluxe Lux. Phone \$144.50	Echob Vitator \$9.50
Pan 54 Royal Gun \$69.50	Blow-Mold 3 Gun. Gun Machine, Like New \$49.50	Chasen Saw \$9.50
Walt. G. \$49.50	Wart. Base, W. C. C. Comb. F.P. A P.O. 72.50	Ten Strike \$49.50
Russell World Series \$99.50		Ten Pin \$49.50
		Billy Alley \$49.50

### ONE BALL FREE PLAY SPECIALS

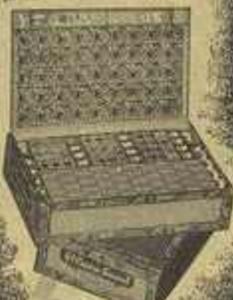
Billy Hurks \$39.50	Billy Gold Cup Con. \$9.50	Billy Sport Special \$117.50
Billy Record Time \$29.50	Exhibit Conso. \$29.50	Billy Arrowhead \$9.50
Gottlieb Truck Record \$49.50		Gold Cup Log Model \$49.50

Terms: 1/3 Deposit—Balance C. O. D.

## MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD Phone, Armitage 1434 CHICAGO, ILL.

**HIT OF ALL TIME!  
CIGAR BOX BOARDS  
BY GARDNER!**



PERFECT FOR ANY LOCATION

AN Original GARDNER Idea

**CIGAR BOX WHEN CLOSED!  
A HIT BOARD WHEN OPEN!**

Just imagine—An actual cigar box with game up and displays a variety of new fast-moving games in those times! Start making real dough!

**NO. 600 MONEY BELL**  
Beautiful new slot-machine tickets; 600 tickets; thirty variety of desirable prizes.

5¢ Play, Aver. Profit . . . \$20.25

10¢ Play, Aver. Profit . . . 34.15

20¢ Play, Aver. Profit . . . 49.00

Write for New Operator's Showing

Line-up of Nine Cigar Box Boards

Featuring Complete Symbol, Slot Symbol and Tip Number

Tickets! Also Gardner's Latest and Greatest

Box and Money Board!

**GARDNER & CO.**  
2307 ARCHER • CHICAGO, ILL.

**Mann Cites Adams  
Gum Popularity**

NEW YORK, Feb. 22.—The popularity of Adams Gum in vending machines was cited this week by Walter H. Mann, head of the G. V. Corporation, national distributor of Adams Gum and Adams Gum Vendors.

Mann said all penny vendors on the market are now made to sell Adams Gum and declared that all machines exhibited at the Coin Machine Industries show in Chicago were so equipped.

Gum vendors are particularly profitable at this particular time, says Mann. "Odd pennies received in change from taxed articles are more and more going into the gum machines," he said. "Many operators who have never before operated machines vending articles selling for less than a nickel have recently added penny gum machines to their routes."

**Keeney Factory  
Beehive of Activity**

CHICAGO, Feb. 22.—"Sounds like, I know," said Bill Ryan, Keeney's general manager, "but in our case it's the absolute truth when we say the new Keeney plant is a veritable beehive. The amusement game production line is turning out Velvet free-play games as fast as incoming cabinets and accessory parts permit."

"The wall box division is working at top capacity, filling orders for wall boxes, bar brackets, and adapters. The machine-gun line," said Ryan, "is turning over to the shipping department Air Raider anti-aircraft guns and Navy Bomber machine guns as fast as it can."

Ryan also states that for the past seven weeks the console division of the J. H. Keeney & Company has been steadily filling orders for the new model of Track Time and Triple Entry.

**Daval 21 Counter  
Game Introduced**

CHICAGO, Feb. 22.—"In keeping with our policy of giving the trade the game that they need at the time they need it, we are introducing our newest game, Daval '21,'" said officials of the Daval Company, Chicago, this week.

The officials, Dave Helfenbein and Al Douglas, continued: "The trade has been waiting for our new game for some months. Our distributors knew that we had the game under way but we have not released it until now in order that we might build up a huge stock to take care of immediate deliveries."

"When '21' was first displayed to a group of our distributors, they jumped at it with large orders. Since then they have been after us to get started on deliveries. Now we are ready to do so and each distributor will receive an equal share of the first large run."

"We are shipping the machines four to

**DEPOSIT**

*You can bank on Bally*

**TO GIVE YOU THE WINNERS IN EVERY CLASS**

**NOW IN PRODUCTION!**

- FLICKER . . . . . replay-novelty sensation
- BLUE GRASS . . . . . deluxe replay multiple hit
- KENTUCKY . . . . . one-shot payout multiple
- DEFENDER . . . . . the Rapid-Fire gun for '41
- HIGH-HAND . . . . . 5-reel replay poker console
- ROYAL DRAW . . . . . 5-reel payout poker console
- BIG TOP . . . . . console bell, payout, replay or skill
- BALLY BABY . . . . . penny cigarette counter game

**SEE YOUR DISTRIBUTOR TODAY!**

**BALLY MANUFACTURING COMPANY** 2040 BELMONT AVENUE CHICAGO - ILLINOIS

a case upon the request of our distributors, who state that their samples have aroused the interest and check-book of operators who have already seen the game.

"Completely protecting the operators in every way, Daval's '21' is the machine that will bring higher profits each day it is on location. The coin divider arrangement for a perfect percentage division of the receipts. The ball gum venter is built right into the machine so that it is easily discernible. Fully protected shutters lead the player in following the required rotation play."

"This is the kind of machine the player like, where they play against the machine and try to out-think the action of the game. Daval's '21' is small, and an operator can easily carry several of them at a time."



**\$12.50**  
**6 for \$60.00**  
**1c, 5c or 10c Play**  
**1-3 Deposit**

**TORR** 2047A-50, 68, PHILA., PA.

**A Proven Money-Maker**



Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

**GET SAMPLE NOW**  
1/2 With Order, **\$12.75**  
Balance C. O. D.

**HOLLY MANUFACTURING COMPANY**  
2701 Union Guardian Building  
DETROIT, MICHIGAN

**GRIP SCALE** Approved by

**TORR** 2047A-50, 68, PHILA., PA.

Write for Detailed Circular and Terms. NATIONAL DISTRIBUTOR



**THE 1941 HUCKLEY MUSIC SYSTEM GIRL.** Jane Teason, fondly cuddles a Buickley wall box, a part of the line comprising the Buickley Music System for 1941.

**WANTED**  
A-1 Pin Game Mechanic. State experience fully, if free to travel and salary expected.  
BOX #470, THE BILLBOARD, CHICAGO

Have you heard about the new, tiny, sensation-patched counter game soon to be released? For advance information write today to:

**ATLAS NOVELTY CO.**  
2200 N. WESTERN CHICAGO



# GREATEST MONEYMAKING COUNTER GAME OF ALL TIME ... THAT WAS DAVAL'S REEL "21"

NOW IN MINIATURE SIZE WITH DAVAL'S AUTOMATIC COIN DIVIDER AND TWO SEPARATE GREAT BIG CASH BOXES AND A HUNDRED NEW IMPROVEMENTS



Here it is! The counter game you waited for—DAVAL'S sensational, miniature size "blackjack" game! Reel 21 with play action that is strictly "according to Hoyle"—featuring DAVAL'S world famous Automatic Coin Divider (Standard model 75%-25% quickly interchangeable to 80%-20%) and TWO EXTRA LARGE SEPARATE CASH BOXES! In or 5c or 10c play! Operators' Cash Box holds over \$11.00 in Pennies—more than \$25.00 in Nickels! The greatest counter game moneymaker of all time! It is what everyone called Reel "21"—now in perfect small size with a hundred new and better features comes DAVAL'S "21" to outshine, outplay, outearn and outperform the greatest of all great counter games!

**ONLY \$19.75**  
CASE OF 4 ONLY \$72.50  
QUICK! RUSH YOUR ORDER TO YOUR NEAREST DAVAL DISTRIBUTOR TODAY!

PACIFIC COAST OFFICE • MAC MOHR COMPANY • 2916 W. PICO BOULEVARD • LOS ANGELES, CALIF.

## DAVAL • 2043 CARROLL AVE. • CHICAGO

### Track Down The BIG BLACK BEAR for BIGGER RETURNS!



**SUPERIOR'S** new sure-fire big-game thriller... 1200 holes. Original symbols depicting animals... Attractive thick die-cut board... Easels... Celluloid protection over jackpots. Approximate average profit is \$27.00. Maximum profit is \$30.50. Write SUPERIOR for details on THE BIG BLACK BEAR and other die-cut sensations.

NEW DIE-CUT FEATURE

HUNTING SYMBOLS

### SUPERIOR PRODUCTS

17 NORTH PEARLA ST. CHICAGO, ILLINOIS

### Backe Takes Over Rotor Table Games

NEW YORK, Feb. 22.—Earle Backe, of National Novelty Company, Merrick, Long Island, has taken over Rotor Table Games, Inc. Sales will be directed from the Rotor office and factory here. Backe declared that the Rotor Tables act as a wedge in heretofore inaccessible spots and open up new pinball locations to operators. "The table rotates, allowing each of four players a turn at the plunger without disturbing the food or drinks resting on the glass table top," Backe said in describing the table. "This game has been welcomed by owners of the swankiest spots," Backe stated. "In these class locations the Rotor Table performs a double service in that it is a modern, glass-topped table seating four people as well as a thrilling amusement game that brings additional pleasure to the patrons and extra profits to the location owners. These factors are the reasons for its success in such locations as Whirling Top, Cross Roads Cafe, Reuben's, La Rue's, Sherry's, Le Coq Rouge, Boar's Head, Ruby Poo's, Janssen's, Chatham Hotel, Stettin's Restaurant, and numerous other swank bars, restaurants, hotels, and night clubs here."

tributors is to be on their toes and get their Sea Hawks! No misty this time," concludes Dave Gottlieb, "we're geared up to make speedy delivery."

### Rising Demand for Baker's Big Time

CHICAGO, Feb. 22.—Commenting with enthusiasm on Baker's latest release, Harry Hoppe, vice-president of the Baker Novelty Company, Inc., Chicago, says: "There isn't very much we need to say about Big Time—for here is a really great five-ball novelty game. "The fact that Big Time is now in its sixth week of top production speaks for itself. Whether a game makes money for operators is the most important consideration in influencing other operators to buy. Baker's games, Line Up, Defense and now Big Time, have gained a great reputation by their excellent performance on location. "The reason for the popularity is simple. Baker's games are designed to a purpose, they are mechanically right, with only the finest materials used in their manufacture, and Baker workmanship is known as the finest. "While we have been at top production on Big Time, we still cannot keep up with the demand. We are literally swamped with repeat orders and it is the repeat orders that tell the story."

### Gottlieb's New Sea Hawk Scoring

CHICAGO, Feb. 22.—"It's new! It's revolutionary! It's sensational!" say officials of E. Gottlieb & Company of their latest game, which is said to be making a tremendous hit on preview locations. "Sea Hawk is loaded with a cargo of profits—what a honey!" said Dave Gottlieb. "This five-ball free-play game fills the bill for operators and distributors in every way. "Players are flocking to the machine because it has absolutely everything—traffic pull, lighting, action, and magnetic re-play appeal. "All we can tell operators and dis-

### CASH FOR USED PHOTOMATICS

Quote all information in first letter. BOX D-38 The Billboard, Cincinnati, O.

### MILLS PHONOGRAPHS CONSOLES BELLS TABLES

Distributor KEystone NOVELTY & MFG. CO. 28th & Northwood Bldg., Philadelphia, Pa. Baltimore Office: 815 Calverton Bl., Baltimore, Md.

CLOSE-OUTS CLEAN AND CHECKED	
ALL FREE PLAYS	
5 Mills Junior Parade	\$79.50
2 All Americans	60.00
2 Processors	45.00
1 New Out, Three Scores	39.50
1 G. Johnny	27.50
2 Exhibit Game	17.50
3 Mills 1-2-3, '35 Animal	44.00
3 Mills 1-2-3, '39 Animal	39.00
1 Processor	25.00
3 Mills Sports	22.50
2 Double Features	19.50
3 Bellies, Three Scores	23.50
3 Game Lucky Strike	17.50
2 Varsity Club	25.00
2 Bally Beauty	17.50
3 On Bay	17.00
4 Story	17.50
2 Score Champ	15.50
1 Score Card	17.00
1 Red Cap	15.00
1 Roller Derby	15.00
1 J. J. Deposit - BALANCE O. O. D.	15.00
4 Lucky	\$12.50
3 Dutch Park	12.00
1 Billy Charm	15.00
1 Nippy	12.50
1 Sports	15.00
5 Diamond	15.00
3 Super Six	12.50
5 Thrush	15.00
2 Buskrose	10.00
3 Lot of Fun	10.00
2 Super Chargers	15.00
4 King Blue	10.00
2 Topers	12.50
2 Cowboy	10.00
1 Chevrolet	10.00
2 Omports	10.00
1 O. O. D.	10.00
2 Day Jones	10.00
2 Pitts Innings	10.00
3 Pyram	10.00
2 Pyramid	16.00
6 Silver Baseball	10.00
1 Silvercut	10.00
1 Jockey	10.00
1 Scope	\$10.00
2 Top Notches	12.00
2 Vague	10.00
5 Variety	10.00
1 Tria Wagon	15.00
1 Air Liber	10.00
ARCADE EQUIPMENT	
10 Bally Alices, used	\$25.00
5 Chinese Band with	40.00
1 Jail Bird with bank	50.00
2 Evans Ten Strike	35.50
1 Rockete Ten Pin	24.50
3 Bally Ball's Eye Game, used	30.00
5 Bally Road Fire	125.00
2 Game-Lucky Strike	17.00
1 Western Bandstand F. P.	50.50
PAYOUT TABLES	
2 Gold Medal	\$25.00
1 Mustang	45.00
5 Paces Rates Red Arrow, 30 to 1, Ltd.	66.00

K. C. NOVELTY CO. 419 MARKET ST. PHILADELPHIA, PA.

**First Again With**

**"CUB"**

**3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS**

★ A REAL OPERATOR'S MACHINE! 2 Superior Cash Boxes and Davall's Improved



**SAMPLE \$1395**  
**CASE OF 6 \$75.00**

**"ACE"**

**5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS**

★ Eliminate need for meters. Cut down on wiring. **BIG CASH BOX FOR OPERATOR.**



**SAMPLE \$1495**  
**CASE OF 6 \$80.00**

**AMERICAN EAGLE**

World's Best! Fruit Symbol Ball With Automatic Total Award.



**SAMPLE \$32.50**  
**10 for \$275**  
**Gold Award Model \$1.50 Extra**  
**Ball Game 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.  
927 E. Broadway, Louisville, Ky.  
444 Mass. Ave., Indianapolis, Ind.

**Leo Kelly Joins O. D. Jennings**

CHICAGO, Feb. 22.—Announced this week by O. D. Jennings, president of the O. D. Jennings Company, was the appointment of Leo J. Kelly as sales manager in charge of amusement machine sales.

"I know of no one better qualified to give our customers the kind of co-operation we want them to have than Kelly. With our present great line of machines and the new products now preparing for production, we can readily predict that



LEO J. KELLY

the Jennings line will be the one of greatest profit for operators from this time on.

"We are now fully organized to give the operator better money-makers and better service than ever before. We have anticipated the shortage in machinery for manufacturing purposes that now exists, and months ago we placed orders for machinery that has already been delivered and installed. Right now our plant is better equipped than ever before, and with our new system of gauges, checks, and triple inspections our products today are manufactured in such a way that we have practically eliminated the errors that creep in when all inspections must be done by hand. Our expansion program now anticipates many new products that will round out the Jennings line to the extent that regardless of territory conditions there will be a Jennings machine to keep the operator's profits coming to him at all times."

**Busy Days For Roy Torr**

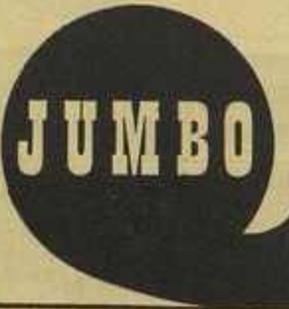
PHILADELPHIA, Feb. 22.—Roy Torr, Philadelphia distributor, reports that he has found it necessary to employ a steady night shift to keep abreast of the avalanche of business that has been pouring in during the past few weeks.

"Correspondence and shipments must be made without delay to cope with this situation," said Torr. "I find it in the interest of good business to clean up current mail orders every 24 hours. Operators appreciate this kind of service and their continued patronage tells the story," concluded Torr.

**JUMBO**



There has never been a Bell so acceptable, so dependable, so appealing to the player. Jumbo, with the Mills Mystery mechanism and the Mills slug-proof slot, is the exclusive product of Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.



WE EXTEND TO

**Bud Lieberman**

OUR SINCERE GOOD WISHES AND HEARTIEST COOPERATION MILLS NOVELTY COMPANY

4100 Fullerton Ave. Chicago, Illinois

**NEW!** DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

**LARGEST FLOOR DISPLAY OF COIN-OPERATED MACHINES!**

Every Make — Every Type  
Free Play Games — Consoles — Counter Games — Automatic Pay Tables — Cans — Phonographs — Legal Games — Arcade Equipment

Come In And Make Your Own Selections!  
IMMEDIATE DELIVERY ON ALL MACHINES! **"If It's Made, You Can Get It From Allied."** Get on Our Mailing List! Write for Price Lists!

**Allied NOVELTY CO.** 3520 W. FULLERTON AVE. CHICAGO



**OPERATORS: USE "IMP"**

And the Big Money Will Hit You Like Lightning!

800 Holes..... Takes in \$40.00  
Pays Out \$21.00..... Avg. Profit \$19.00

**ACME F. AND M. CO.**  
1340 W. MONROE ST., CHICAGO, ILL.

# 5 to 10 times the profit

**With These Jennings Penny Play Consoles!**

*A Model To Meet Every Location Condition*

Big penny play profits are easy when you operate a Jennings console with all these added appeals! Console impressiveness, popular penny appeal, plus the gum vender. The elevated award indicator attracts attention on every location, the location manager always has complete view of score made. Multiply your earnings five and ten times by installing these Jennings Penny Plays on all your penny play locations.

ELEVATED  
AWARD  
INDICATOR

GUM  
VENDER  
OPTIONAL

Mechanical  
Operation—  
wiring for  
illumination  
only

1c PLAY

CASH  
DIVIDER

PAYOUT  
DRAWER  
OPTIONAL

Totalizer Model—  
Played for amusement  
only. No  
payout. Totalizer  
indicates replays  
earned.

Combination Slug  
Rejector and Rotary  
Detector Model.  
Rotary detector  
shows last 5 coins  
played.

**O. D. JENNINGS and Company**  
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

## Lieberman Opens Distrib Quarters

CHICAGO, Feb. 22.—Bud Lieberman announced the opening of his showroom for his new distributing business here February 24. A gala opening and open house party to which all operators and jobbers are invited will be held March 1. Located a stone's throw from the Chicago Loop, Lieberman believes he has the most convenient address for out-of-town operators and jobbers. Convenient parking facilities are available, and a large private loading platform will expedite receiving and shipping.

On the floor of the modern showrooms will be seen all the new games of the leading manufacturers. A complete reconditioned game department has been installed, with coin-controlled devices of every make and type on display in their own section of the showrooms.

Lieberman states that he has installed a complete reconditioning department for rebuilding used games. A factory-trained superintendent has been employed to supervise every phase of the

reconditioning process. Special sprayers have been installed on the second floor of the building.

## Monarch Coin Spring Cleaning

CHICAGO, Feb. 22.—Al Stern, official of Monarch Coin, Chicago distributor, announces that next week will mark the start of its once-a-year spring cleaning. "This year," according to Stern, "the event carries more than ordinary importance because of the tremendous values that have accrued."

"For the past several weeks we have been checking our 80,000 square feet of warehouse space specially for this occasion. Tremendous job lots recently purchased have been added to our already huge stock.

"The Monarch organization," continued Stern, "has enjoyed the greatest winter in its history, and we are determined that business should go on at top peak right thru spring. Therefore operators should look to Monarch for a series of carefully planned events."

**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**ALL A-1 RECONDITIONED—READY TO OPERATE**

**LEGAL EQUIPMENT**

BALLY BULL'S-EYE (With Base) .....	\$37.50
CHICKEN SAM (No Base) .....	35.00
CHICKEN SAM (With Base) .....	37.50
KEENEY ANTI-AIRCRAFT (Black) .....	42.50
KEENEY ANTI-AIRCRAFT (Brown) .....	67.50
BALLY ALLEY (1940) .....	19.50
ROCK-OLA TEN PINS (1940) .....	34.50

**AUTOMATICS**

BALLY ENTRY (4 Multiple) .....	\$17.50
BALLY GOLD MEDAL .....	57.50
BALLY FAIRGROUNDS .....	17.50
BALLY SPORT PAGE .....	39.50
BALLY GRANDSTAND .....	69.50
BALLY THISTLEDOWN .....	64.50
MILLS BIG RACE .....	17.50
MILLS CLOCKER (Like New) .....	14.50
PADDOCK .....	6.00
SNAPPY .....	6.00

**CONSOLES**

JENNINGS GOOD LUCK .....	\$39.50
JUMBO PARADE (Automatic) .....	87.50
MILLS RIO .....	15.00
PACIFIC DOMINOLE .....	14.50
PACE RACE (Black, Rebuilt) .....	57.50
PARADISE (Keeneey) .....	19.50
MILLS SQUARE BELL (Gold Award) .....	59.50
TRACKTIME (1937 Redhead) .....	37.50
TRACKTIME (Red, Roundhead) .....	29.50
TRACKTIME (Black, Roundhead) .....	27.50
EXHIBIT LONG CHAMP (Sv. Model) .....	22.50
SUPER ZETA .....	19.50
LIBERTY BELL (Flat) .....	19.50
DERBY DAY (Flat) .....	17.50
JENNINGS MULTIPLE RACES (4 Coin) .....	32.50

**IDEAL NOVELTY CO.**  
NOW LOCATED AT OUR NEW ADDRESS  
2823 Locust St. St. Louis, Mo.



NEW SALES AND DISPLAY ROOMS of the Howard Sales Company, Omaha, Neb. Head of the firm is Tony Mangano.

**WORLD WIDE REPUTATION**

NATIONAL'S quality reconditioned games are world-famous. Billboards never bring comparable newsstand orders.

**CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE**

Same prices cash or credit. (1) Send your order with 10% deposit. (2) Bill in the name of your bank.

Keeneey .....	\$14.75
Keeneey .....	\$ 9.75
Keeneey .....	\$4.00
Keeneey .....	\$ 2.50

FREE! Write for National's Illustrated Newsletter Packed with quality lists of every type!

**NATIONAL NOVELTY CO.**  
183 Merrick Road, MERRICK, LONG ISLAND, N. Y.

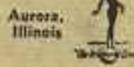


# STONER'S Sparky

**DOING VERY WELL, THANK YOU!**

- Truly high score feature.
- Sparky lights out.
- Two green bumpers double each thousand earned with 200 bumpers.
- Mystery 1-6000 side roll-over lanes.
- Scoring high score and Sparky earns grand replay awards.

**Stoner Corp.**



**\$104.50**  
ORDER TODAY

## Soundies Star in Chi Stage Show

CHICAGO, Feb. 22.—Shirley Dean, star of several short films produced by Camco Productions for the Panoram movie machines, made a personal appearance last week at Chicago's State-Lake Theater.

Miss Dean visited the Mills factory, where Panoram is manufactured. "I am very enthusiastic about the soundies," said Miss Dean to Ralph Mills, vice-president of Mills Novelty Company, "and am eagerly awaiting the release of the subjects which I made." Dennis Donohue, assistant to Fred Mills, had just flown in from Hollywood. He assured Miss Dean that her films were very good and

that they probably would be in the factory before she left Chicago.

Eight soundies have just been completed by Camco. They are titled *Hot Little Gypsy, Jive*, starring Diana Castillo; *Love Turns Winter to Spring*, an ice skating number by Frank Killduff and Matt Dennis, sung by Martha Tilton and Gene Grounda, with Bobby Sherwood's orchestra, and featuring an ice-skating exhibition by Mae Hess, Olympic skating champion; *What the Country Needs*, by Martha Tilton; *Am I in Love With a Song?*, sung by Gene Grounda and played by the Melody Makers girl orchestra; *12th Street Rag*, by Buddy Rogers and orchestra; *\$22.50 a Month*, with Shirley Dean and Buddy Rogers; *I Know Somebody Who Loves You*, sung by Gale Storm, accompanied by the Fashionettes; *Last Night's Gardenias*, sung by Shirley Dean.

### 16 Soundies in Production

The following talent has been signed by Globe Productions, Hollywood, for the production of 16 soundies: Rio Rita, Dinorah Rego, Michael Alvarez, Danny Hooper, Theodore Rand, Mina Parraguit, Alan Baldwin, Joy Hooper, James Miller, Gai Moran, Gene Grounda, Carlos Fernandez, Alan Ladd, Anita Comargo, Robert Wayne, Pinto Colvig, Rudolph Primi Jr., Hillary Brooke, Louis Adlon, and Lorraine Page.

### 330 Industrial Concerns Report Income Up 23.5%

NEW YORK, Feb. 22.—Three hundred thirty industrial corporations that have thus far reported for 1940 show net earnings 23.3 per cent above those of 1939, according to a compilation made by The New York Times. The aggregate net income of the group amounted to \$1,005,950,661, against \$853,384,840 in 1939, an increase of \$152,565,821.

Of the 330 reporting concerns, 213 show greater earnings for 1940 than for the previous year. Twenty-two losses have been reported, against 29 in 1939. Seventeen of the 29 concerns showing losses for 1939 showed profits for last year, while 10 incurred a loss in both years.



FRANK AVERKAMP, Clinton Vending Machine Company, Clinton, Ill., a distributor of Exhibits Supply Company products, called at the factory showroom recently and pruned for this picture with Exhibit's latest game, Stars. Several arcade machines are in the background.

PROVING MORE SENSATIONAL EVERY DAY!!

## Stoner's SPARKY

QUICK!  
RUSH YOUR  
ORDER!



**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone: SE 8-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)



## YOU'RE A JUMP AHEAD WITH JUMPING JACK

New Harlich Low Priced Mechanical Board

Profit! 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 Payoff \$43.25

WRITE FOR NEW FOLDER HC-21

## HARLICH MFG. CO.

1413 JACKSON BLVD., CHICAGO, ILL.

**POP!**  
Up Jump Awards when Jumping Jacks are punched

### New York Incorporations

ALBANY, N. Y., Feb. 22.—Three new vending machine companies were authorized by the secretary of state this week to conduct business in New York State.

The new projects are Southern Tri Music Company, Inc., Elmira, N. Y.; capital 200 shares preferred stock at \$100 per share and 100 shares common, no par. Stockholders: David Solomon, Harry

Roberts, and Joseph Solomon, Elmira. Silver Lining Phonograph Corporation, Buffalo, N. Y.; coin-operated phonographs; capital \$30,000; stockholders: Joseph Friedman, Edith Friedman, and Lillian Goldstein, New York.

Confidential Beverage Company, Inc., Manhattan; soda vending business; capital 100 shares preferred at \$100 and 100 shares common, no par. Stockholders: Jules Hoffman, Charles Winckelman, and Hilda Murray, Brooklyn.



# EXHIBIT SUPPLY CO.



enters its 40th Anniversary Year in  
the Manufacturing of Penny Arcade  
Equipment.

NOW IN PRODUCTION OF THE FINEST AND MOST COMPLETE LINE OF AMUSEMENT MACHINES IN ITS HISTORY — for — AMUSEMENT PARKS — SUMMER RESORTS — TRAVELING SHOWS — DANCE PAVILIONS — SKATING RINKS — FAIR GROUNDS — ARMY CANTONMENTS — ACTIVE INDUSTRIAL CENTERS — and everywhere crowds gather.

ATHLETIC MACHINES — FUN MACHINES — FORTUNE TELLERS — POST CARD VENDERS and BIG LINE OF POST CARDS and ARCADE SUPPLIES.

PUNCHING BAG  
CHIN MACHINE  
BICYCLE TRAINER  
FOOT VITALIZER  
COCKEYED CIRCUS

MAGIC HEART  
RAMASEES  
KISS-O-METER  
SMILING SAM

3 WHEELS OF LOVE  
3 WHATSIS  
HAMMER STRIKER  
DIGGER MACHINES  
POST CARD VENDERS

Machines that Made  
the Penny Famous

Machines that Made  
the Penny Famous

Free valuable information and illustrated plans of MODERN PENNY ARCADES (Large-Medium-Small) will be promptly mailed to you upon request together with prices and terms.

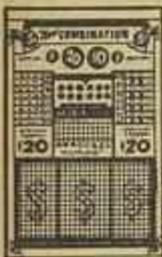


## STARS THE WONDER GAME

Ask Any Operator who has them!

### YOUR DISTRIBUTOR CAN SUPPLY YOU!

EXHIBIT  
SUPPLY CO.  
4222  
WEST LAKE ST.  
CHICAGO



### 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 SNAPPY LOOKING

"BLACKOUT"  
780 HOLES TIP TICKETS  
Takes in \$39.00  
Average Payout... 19.09  
Profit... \$19.91  
BEAUTIFUL 5-COLOR PRODUCTION



GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

All American	\$85.00	1-3-3	\$29.50	Chief	\$85.00
Four Runs	\$5.00	Western 24-Line Baseball	\$1.00	1-2-3 (1940)	\$5.00
Candle	\$5.00	1 Free Play	\$1.00	George	\$5.00
Shovel	\$5.00	Zenith	\$1.00	Rainie Fire	\$25.00

Variety, Bestform, Phoenix, Triumph, Buckaro, Snop, etc., \$2.50 EACH.  
Write what you want and 1¢ P.S. deposit.

### LEHIGH SPECIALTY CO.

2ND & GREEN STS. PHILADELPHIA, PA.

# PIKE'S PEAK

SOLD ON  
★ 10 DAYS' FREE TRIAL  
★ TIME PAYMENT PLAN  
★ LIBERAL ALLOWANCE ON TRADE INS

NATIONALLY DISTRIBUTED BY

TORR 2047A-50, 68 PHILA., PA.

### Stoner Sparky Races to Favor

AURORA, Ill., Feb. 22.—That cynical horse with the quizzical grin, pleasant stare, and pensively poised eyebrow that has stared from recent issues of this publication is Sparky, namesake of Stoner's new game," according to C. H. Adelberg, alias manager of Stoner.  
"Sparky got off to a lead from the starting post and hasn't slackened his pace since," said Adelberg. "The game is going over big."  
"It is fun to play and has unusual skill shots that attract the customers," he continued. "Operators are reporting steady earnings since the game has been on location. Sparky must be good, or the operators wouldn't be ordering so many. We've got our hands full trying to keep up with the demand."  
"Sparky has the high-score feature and lights out. For each 1,000 earned on 200 bumpers 1,000 bonus is paid if the player has put out the two green bumpers. Mystery 1 to 6,000 side roll over lanes increases the action and suspense of the new game."

### G&G Using Special Plastics

CHICAGO, Feb. 22.—"Marcellette and Marble-Glo are just what the trade wants, if phone orders mean a thing," say officials of Gerber & Glass, Chicago. "Our remodeling department is working at top speed to fill orders on our raystayed phones, and production is keeping pace."  
"There's no doubt that these two Gerber & Glass specials are answering the trade needs. They convert an old phonograph into a money-maker with tremendous draw and player appeal."

BUY 2 TOT Automatic Token Vender AT \$24.95 EACH AND GET ONE FREE GUM VENDOR \$2 EXTRA

The Calvert Novelty Co.  
708 N. Howard St., Baltimore, Md.

### FIFTY PAYOFF TABLES

CLEAN AND IN GOOD CONDITION

Millie McCoys, Railroads, Tycoons, 25c Dice Machine and Jennings Late Model Flickers. Make me an offer. Also an assortment of Free Game Tables. Terms—Cash with order.

### JACK KEY

606 1/2 Rio Grande St., Austin, Texas

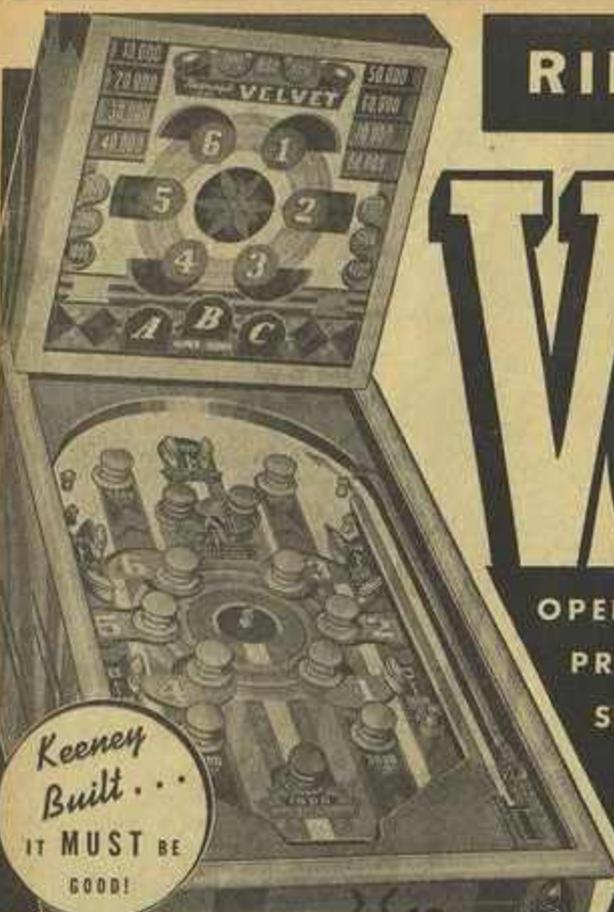
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### 15 EVANS TEN STRIKE BOWLERS

All machines factory used, \$77.50 each. Terms—1/3 down, rest C. O. D.

AUTOMATIC COIN MACHINE COMPANY  
809 Poydras Street, New Orleans, La.





# RIDE ON VELVET with

# KEENEY'S '41 Velvet

OPERATORS TELL US IT MAKES MORE PROFITS THAN ANY GAME THEY'VE SEEN IN A LONG, LONG TIME

## J. H. KEENEY & CO. NOT INC.

"The House That Jack Built"

6630 SO. ASHLAND AVENUE, CHICAGO, ILLINOIS

YOUR KEENEY DISTRIBUTOR HAS HIS NOW!

### SUPER TRACK TIME

9-Coin Selective Head Console with "Even" or "Odd" Feature.

TRIPLE ENTRY Selective 9-Coin-Play Top Earning Console

NOW IN PRODUCTION

### AIR RAIDER

Fastest, Biggest Profit Maker Ever Produced!

### NAVY BOMBER

New Keeney Machine Gun with Award Feature!

## OLIVE'S BIG BARGAINS IN RECONDITIONED MACHINES

AUTOMATIC PAYOUTS		SLOTS	
Darby Day (Glass Top)	\$27.00	Janet's Girl, Sr.	\$30.00
Liberty Bell (Glass Top)	22.50	Millie Rose Fruits, Sr-10-25, Reconditioned	47.50
White 1-2-3	40.00	Miss Brewer Fruits, Sr-10	37.50
Queen Parade (New Head)	32.50	Bally Baby	4.95
Grand National	30.00	Liberty, Sr Fruit Reels	18.00
Liberty Bell (Flat Top)	17.50		
Peace News (Over 4000)	30.00		
Trunk Time (New Head)	32.50		
1 Bally Club House (As Is)	18.00		
1 Bang Yack (As Is)	18.00		
2 Smoke Club (As Is)	10.00		
1 Kay Bell (As Is)	15.00		
2 Trunk Time (Round Head, As Is)	18.00		
4 Kentucky Club (As Is)	20.00		
COUNTER GAMES		LEGAL EQUIPMENT	
American Eagle (No Fruit, Reels)	Write	Shed P Target Skill	\$12.50
Daughter	\$8.00	Target Skill, Reconditioned	17.50
Iron, 12 Foot	7.00	Challenger Target Skill, Reconditioned	22.50
Iron, 12 Cigarettes	7.00	Rockle World Series	35.00
With the exception of these Machines sold "As Is" claimed and checked—Ready to place on		Chicken Sam (No Base)	35.00
		Wild Bird (No Base)	30.00
		Wild Bird (With Base)	37.50
		"H" all Reconditioned Machines are thoroughly	
		Location, Guaranteed in A-1 Condition.	
		Terms: 1/3 Down, Balance C. O. D.	

OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO.

## WANT TO BUY

PAYTABLES—FREE PLAYS—SLOTS AND PHONOGRAPHS

State Quantity, Condition and Price in Your First Letter

Something New—Something Different—Ask Us About It!

GRAND NATIONAL SALES CO.

2300-08 W. Armitage Avenue

Chicago, Illinois



## L. L. MITCHELL & CO

FOR BETTER MACHINES AND BETTER PRICES

Write for Our List of Used Pin Games

PHONE: GLENMORE 2-8450

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

## Bally Flicker Demand Continues

CHICAGO, Feb. 22—"The fame of Bally's Flicker novelty replay game is keeping the factory humming these days," reports Ray Moloney, president of Bally Manufacturing Company. "The game has been in steady production since the January show, where Flicker was introduced, and the end is not yet in sight."

"Evidently the clever combination of high-score and rotation spelling is just what the doctor ordered to stimulate player interest in replay locations. Operators are loud in their praise of Flicker earning power, and distributors are piling in repeat orders faster than we can ship."

## John A. Marquette, Of Detroit, Passes

DETROIT, Feb. 22—John A. Marquette, one of the oldest coin machine operators in the country, passed away suddenly February 14 at his home in Marine City, Mich., following a heart attack. Burial was made February 17 in Mount Olivet Cemetery, Detroit. Well known throughout the industry, his funeral was attended by many industry leaders from Chicago, Detroit, and surrounding States.

Marquette entered the coin machine business over 45 years ago, operating the old automatic machine. He later operated other music machines as they were introduced. At one time he was credited as being the largest music operator in Michigan. Marquette retired from active operation of the Marquette Music Company 14 years ago. He retained an interest in the business, however, and followed the industry closely from his home in Marine City.

## WANTED

Scientific's X-Ray Poker Machines  
Skee Balls  
Bally Alleys  
Anti-Aircrafts  
Chicken Sams  
Rock-Ola World Series

If it's coin operated drop us a line and let us know what you have. State quantity, make, model, condition and lowest P. O. B. price first letter.

## ASSOCIATED ENTERPRISES

5150 North Broadway  
Wichita, Kansas

Sloop	\$12.50	Fox Hunt	\$45.00
Super Six	12.50	Sky Line	45.00
Vandy	12.50	Yopler	15.00
Galatia	35.00	Vaution	42.50
Sporting	30.00	Kentucky	40.00
Lead Off	35.00	Club	40.00
Bright Spot	27.50	Ball Time	35.00
Line Light	35.00	Glamour	35.00
Pala	42.50	Galatia Band	35.00
Wessex	32.50	Ing Alley	25.00
Dish	45.00	"30 1-2-3"	30.00

ALL FREE PLAY GAMES

1/3 Down! With Order

## R. & S. VENDING CO.

556 Parson Ave., COLUMBUS, OHIO  
Tel: 1-3 Fairfax 1748

## MILLS FREE PLAY VENDORS

mighty vend. clearing out at \$99.50. Make 14 O.T.'s, convertible, \$29.50; Working Improved Dills 5c play, Watco head, similar to Mills, \$22.00. All equipment in excellent operating condition. Times 1/3 deposit with order, balance C. O. D.

## CATE BROS. UNION VENDING CO.

701 N. Ester St., BETHLEHEM, PA.

# SEA HAWK



LOADED  
WITH A  
CARGO OF  
GOLD

There'll Be No Mutiny  
This Time! We're Making  
IMMEDIATE DELIVERIES!

**D. GOTTLIEB & CO.**

1140-1150 N. KOSTNER AVE., CHICAGO

## "See Al First"

CLEANING HOUSE—REMOVAL SALE  
ALL FREE PLAY  
PERFECTLY RECONDITIONED

Billy Beatty \$18.50	Triumph ... \$ 9.50
White Spot .. 28.50	Vegas ... 19.00
Line Up .. 48.50	Big 'E' .. 9.50
Hold Over .. 24.50	Big Six .. 9.50
Booby .. 22.50	Swiss Sharp .. 18.50
Double Feature .. 19.50	Spots ... 15.00
Vaseline .. 20.50	Lucky ... 16.00
Gold Star .. 52.50	Royalton .. 27.00
Super Six .. 14.50	C. O. D. .. 14.50
Red Hot .. 14.50	Big Town .. 19.50
Commodore .. 17.50	Topper .. 12.50
O'Boy .. 17.50	Champion .. 12.50
May .. 17.50	Bang .. 12.50

123 With Orders, Balance O. O. D.  
**ARCO SALES CO.**  
AL HOODSTEIN  
1324 Spring Garden St., Philadelphia, Pa.

**OPERATORS!**  
Write for Our New  
COMPLETE PRICE LIST  
of NEW and USED  
MACHINES OF  
ALL MAKES!  
Special Low Prices!  
**MILWAUKEE**  
COIN MACHINE CO.  
1455 W. Fond du Lac Ave.  
MILWAUKEE, WIS.

**OPERATORS, WRITE...**  
**H. G. PAYNE COMPANY**  
912-914 Broadway, NASHVILLE, TENN.  
See Weekly Bargain List. Most Complete Stock  
of New and Used Coin Machines in the South.

## Success Shipping Night Bomber

CHICAGO, Feb. 22.—The coin machine public will soon get its first glance at the Success Manufacturing Company's new Night Bomber at local distributors' offices throughout the country. First introduced at the recent coin machine show, Success has, according to C. E. Kirk and Charles Castle, officials of the firm, thoroughly tested Night Bomber on hundreds of locations in order to check and recheck the earning power of the gun.

"Now perfect in every way," say Success engineers, "Night Bomber is destined to be one of the largest earning, rapid-fire, 300-shot machine guns ever to hit the market."  
"Upon the insertion of a coin a lighted city is shown, with an air field brilliantly illuminated on one side. Gradually the city darkens until it fades out of sight and a bombing plane soars into view. Diving, looping-the-loop, and performing various aerial maneuvers, the bombing plane is an eluding target to shoot

at. With each hit the plane bursts into fire.

"The gun itself is a faithful replica of an army machine gun. Made of highly polished aluminum, it actually invites the prospective shooter to come and handle it."

## Sport Parade In Sixth Week

CHICAGO, Feb. 22.—"The average run of a table game at a coin machine factory is about four weeks," according to Sam Wolberg, of Chicago Coin. "Therefore we are highly elated about the fact that Sport Parade, our present game, has been in top production for six weeks with no drop-off in sight," he continued.

Wolberg attributed the long run of Sport Parade to its many different features and to the fact that Chicago Coin games have a reputation for ruggedness and dependability.

"Distributors like Al Simon, of New York; I. Rothstein, of Philadelphia, and dozens of others have ordered and re-ordered Sport Parade," he concluded.



145 South, Balance O. O. D.  
**OHIO SPECIALTY CO.**  
29 W. Court St., Cincinnati, O.  
539 S. 2nd St., Louisville, Ky.

**1c SKILL GAMES ONLY \$17.50 EACH 1c**  
These New Quarter Games Will Make 1941 Your Most Prosperous Year!

- Each game is equipped with ball game version.
- Marvin's, shape special Marvin's really perform! All skill awards are awarded. Free-plate delivery! Order Today!

**HOLE IN ONE Salesmen Wanted SPITFIRE**  
**D. ROBBINS & CO.** 141-B DEKAL AVE. BROOKLYN, N.Y.



TEXANS TURN OUT TO VIEW new Wurlitzer phonographs at showing sponsored by the Commercial Music Company, Wurlitzer distributor in the Southwest. The above picture was taken at the Houston, Tex., showing. A simultaneous party showing was held in Dallas. Commercial Music reports the largest attendance and greatest volume of orders ever placed at a showing.

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

**1<sup>ST</sup> in DEMAND**

*Chicago*

Now in its **6<sup>th</sup>** Big Week . . . And still selling faster than we can make them!

*Coin's*

**SPORT PARADE**

**OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!**

**PERFECT FREE PLAY GAMES IMMEDIATE SHIPMENT— IS OUR POLICY!**

SCORE-A-LINE . . . \$35.00	LITE-A-CARD . . . \$24.50
DRUM MAJOR . . . 28.50	O'BOY . . . 19.50
THREE SCORE . . . 22.50	CROSS LINE . . . 47.50
POWERHOUSE . . . 42.50	SOOP . . . 14.50
COMMODORE . . . 16.50	LEAD OFF . . . 20.50
FOX HUNT . . . 38.50	JOLLY . . . 19.50
SUPER SIX . . . 12.50	LEADLINE . . . 28.50
TRIUMPH . . . 12.50	BIG SHOW . . . 79.50
ROTATION . . . 29.50	ANABEL . . . 49.50
WIFE SPOT . . . 24.50	HOLD OVER . . . 24.50
WACOT . . . 21.50	DIXIE . . . 42.00
LEADER . . . 35.50	PUNCH . . . 17.50
GOLD STAR . . . 52.50	LINE UP . . . 47.50
PARADISE . . . 50.50	VACATION . . . 31.50
FLEET . . . 44.50	1/2 With Order, Inc. C.O.D.

And every game guaranteed perfect, regardless of price. Yes, buy early in the year when you can buy from us.



George Ponser

**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY

11-15 E. RUNYON ST. NEWARK, N. J.

**SAVOY'S WEEKLY SPECIALS RECONDITIONED AND GUARANTEED**

ANABEL . . . \$44.50	JOLLY . . . \$19.50	RED HOT . . . \$17.50
BIG SHOW . . . 19.50	LEADER . . . 38.50	ROXY . . . 19.50
CADILLAC . . . 34.50	LINE UP . . . 42.50	ROTATION . . . 29.50
DIXIE . . . 30.50	O'BOY . . . 10.50	SUPER SIX . . . 17.00
OBLE FEATURE . . . 19.50	PARADISE . . . 32.50	1/2 dep. with order, incl. C.O.D.

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N.Y.

**NATIONAL'S VALUES!**

**5-BALL FREE PLAY GAME BARGAINS**

Big Chief . . . \$69.50	Mete . . . \$47.50	All Amor . . . \$27.50	Paradise . . . \$62.00
Gold Star . . . 63.00	Cropline . . . 62.50	Manewagon . . . 55.50	Dude Ranch . . . 52.50
Powhouse . . . 42.50	9 Ball . . . 63.50	Pole . . . 48.50	Skyline . . . 47.50
Birdswan . . . 45.00	Score-A-Line . . . 48.00	Landline . . . 48.00	Rotation . . . 48.00
Glanor . . . 44.50	Blonde . . . 44.50	Summerline . . . 42.50	Casino . . . 42.50
On Johnny . . . 35.50	Lineup . . . 38.50	Doughboy . . . 38.50	Sports . . . 37.50
Yacht Club . . . 37.50	Three Score . . . 38.50	Bandits . . . 38.50	Brite Spot . . . 38.00
Mascot . . . 34.50	Big Show . . . 32.50	Score Card . . . 32.50	Lite-a-Card . . . 32.50
Big Tom . . . 32.50	Short Stop . . . 32.50	Ruby . . . 32.00	Jolly . . . 31.50
Builing Alley . . . 31.00	Follies of '40 . . . 30.00	Score Champ . . . 29.50	Red Hat . . . 27.50
Commadore . . . 27.50	Home Run . . . 26.00	Oh Boy . . . 26.00	Mr. Chief . . . 24.50
Lurey . . . 22.50	Ruby . . . 23.50	Score . . . 23.50	Fishtail . . . 22.50
Super Six . . . 22.00	Concept . . . 18.00	Fantasy . . . 17.50	Rebound . . . 17.00
Big Six . . . 15.00	Clipper . . . 14.50	Thames . . . 14.50	Pickens . . . 14.00

**PHONOGRAPHS**

Master 40 Records, Rockola, F.S. \$198.00
Rockola 1030 De Luxe . . . 144.00
Rockola 1030 Standard . . . 127.50
Rockola 12 Records . . . 28.00
Wurlitzer 500, Piano Keyboard . . . 148.00

**SLOTS**

Milly Free Play Foot Vendor . . . \$100.00
Milly Free Play, 5-10, 50¢ Pl. . . 49.50
Miss Cherry Ball, 5-10 Pl., 5¢ Pl. . . 44.50
Blue Fronts, 5-10 Pl. . . 28.50
Jimmie Chiefs, 5¢ & 25¢ Pl. . . 23.00
War Eagles, 5¢ & 25¢ Pl. . . 22.00
Walling Rotator, 5-10-25¢ Pl. . . 22.50

**MISCELLANEOUS**

Bally Rapid Fire . . . \$114.00	Kenney Anti-Aircraft . . . 67.50
Shoot-the-Ball . . . 82.50	Chicken Gun . . . 40.50

**PAYOUTS**

Grand National . . . \$80.00
Grandstand . . . 74.00
Smart Pairs . . . 62.50

TERMS: 1/3 Deposit, Balance C. O. D., F. O. R. Chicago.

**NATIONAL COIN MACHINE EXCHANGE** 1411-13 Diversey Blvd. CHICAGO, ILL.

**GUNS—GUNS**

Kenney Anti-Aircraft . . . \$37.50	Bally Rapid Fire . . . \$109.50
Black, Clean . . . 39.50	Chicken Sams . . . 44.50

**SPECIAL!!! MILLS JUMBO PARADE, F. P. CONSOLE . . . \$79.50**

**LEGAL GAMES**

FREE PLAY MACHINES GUARANTEED	Triumph . . . \$14.50	Super Champ . . . \$19.50
	Super Six . . . 17.50	Score . . . 18.50
	Archie . . . 12.50	Clipper . . . 14.50
	Flair . . . 12.50	Clipper . . . 12.50

A.B.T. Fire & Smoke Tar-get Pistol, like new \$16.50	Bally's Bull's Eye . . . 49.50
KIRK AIR DEFENSE, Legal . . . \$64.50	BALLY ALLEYS . . . 17.50

**AJAX NOVELTY CO.**

2707 WOODWARD AVE. DETROIT, MICH.

**OUR PRICE LIST IS FAMOUS . . .**

FOR SAVING OPERATORS BIG MONEY ON THE LATEST AND BEST NEW AND USED MACHINES OF ALL TYPES AND MAKES! BEFORE YOU BUY ANOTHER MACHINE — GET OUR PRICE LIST!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**



# Seeburg

## NATIONAL DEMONSTRATION WEEK

"THERE IS A TIDE IN THE AFFAIRS OF MEN WHICH,  
TAKEN AT THE FLOOD, LEADS ON TO FORTUNE."

Such a tide comes to its fullest flow on March First, and through the following seven days to March Eighth, when the Music Operators of America will receive their greatest opportunity in the history of music operating. It is an opportunity to align themselves with the Leading and most progressive manufacturer in the music industry—the J. P. Seeburg Corporation. It is an opportunity which, taken now, leads on to fortune, for Seeburg Leadership introduces a new era of stability and profits in music operating. During the eventful "Seeburg National Demonstration Week" Music Operators in every section of the nation will view the inspiring creations that Seeburg has designed to place music operating on a higher plane than ever before. Thrilling new beauty of design—the *only* new beauty for 1941—and the amazing wonders of "Ear-Level Tone Projection," "Fountain of Light" Illumination, low cost operating and many other exclusive Seeburg features that assure profitable operating will be demonstrated by Seeburg Distributors in forty-four cities from Coast to Coast. The Seeburg Distributor who serves your territory extends a most cordial invitation to visit his display rooms during "Seeburg National Demonstration Week."



SEEBURG

NATIONAL DEMONSTRATION WEEK

M A R . 1st-8th Inclusive

...MUSIC  
OPERATORS!THE MOST PROFITABLE INVESTMENT YOU CAN  
MAKE IS TO SPEND ONE DAY WITH YOUR  
SEEBURG DISTRIBUTOR DURING THIS HISTORY  
MAKING EVENT! HE'LL SHOW YOU HOW YOU  
CAN MAKE MORE MONEY WITH THE NEW 1941

Seeburg Hitone SYMPHONOLAS and Seeburg MUSIC SYSTEMS

OPERATORS IN CENTRAL AND  
NORTHERN NEW YORK—YOUR  
FUTURE IN MUSIC AWAITS YOU AT  
**GORMAN NOVELTY CO.**  
85 Genessee St., Utica, N. Y.CENTRAL NEW YORK OPERATORS!  
FOR MUSIC'S MOST PROFITABLE  
LINE, COME TO  
**DAVIS SALES CO.**  
105 Lexington Ave., Syracuse, N. Y.VIRGINIA AND DISTRICT OF COLUMBIA  
OPERATORS—BE SURE TO VISIT  
**UNIVERSAL NOVELTIES**  
1023 King, Alexandria, Va.  
6 W. Broad Street, Richmond, Va.IF YOU OPERATE IN CENTRAL OR  
SOUTHEASTERN OHIO, W. VA. OR  
WESTERN VIRGINIA, BE SURE TO SEE  
**SHAFFER MUSIC CO.**  
514 S. High St., Columbus, O.

BE SURE TO SEE YOUR SEEBURG DISTRIBUTOR!

SEEBURG NATIONAL DEMONSTRATION WEEK \* MARCH 1 TO 8

WE HAVE WHAT YOU'VE  
BEEN WAITING FOR!



IRV SOMMER      HARRY ROSEN      NAT COHEN

*The New 1941*  
**SEEBURG HiTone SYMPHONOLAS**  
*and SEEBURG MUSIC SYSTEMS at*

**M***odern's*

**7 BIG SHOWROOMS**

NEW YORK CITY  
ALBANY, N. Y.  
HARTFORD, CONN.  
ELIZABETH, N. J.  
TRENTON, N. J.

JACKSONVILLE  
MIAMI BEACH

*Go Modern FOR LEADERSHIP!*  
**A MODERN PRODUCT**  
**IS ALWAYS A**  
**WINNER**



**BE SURE TO VISIT YOUR  
NEAREST *Modern* OFFICE!**

10th Ave. at 43rd St.  
New York City, N. Y.

356 Broadway  
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822 Fifth St.  
Miami Beach, Fla.

Modern-Southern Distributors  
470 Riverside Drive, Jacksonville, Fla.

7210 North Avenue  
Trenton, N. J.

East Coast Florida Distributors  
Elizabeth, N. J.

Offices also in  
Trenton, N. J. and Hartford, Conn.

*World's Largest Automatic Music Sales Agents*

# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH 1<sup>ST</sup> TO 8<sup>TH</sup>  
INCLUSIVE



*Sam London*

WELCOMES ALL  
**WISCONSIN  
OPERATORS**

TO THE 1941  
SEEBURG SHOWING  
AT HIS SHOWROOMS  
SPECIAL SHOWING  
MARCH 1<sup>ST</sup> AND 2<sup>ND</sup>

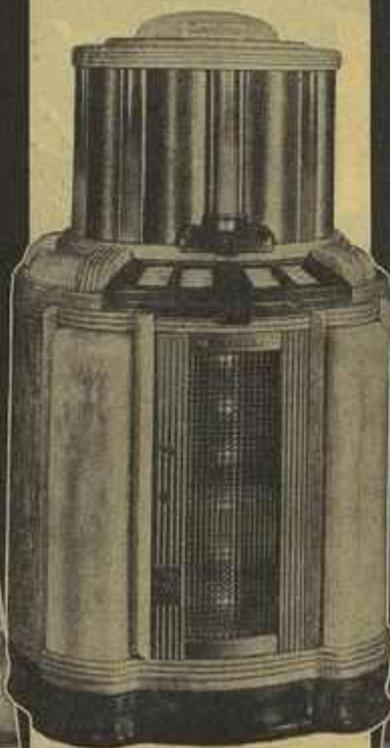


*Milwaukee*  
**COIN MACHINE  
COMPANY**

1455 W. FOND Du LAC Ave.  
MILWAUKEE, WISC.

ON WISCONSIN!  
TO THE MOST PROFITABLE  
LINE IN AUTOMATIC  
MUSIC!

THIS IS THE GREATEST  
MONEY MAKING OPPORTU-  
NITY THAT HAS EVER BEEN  
OFFERED TO MINNESOTA  
OPERATORS! BE SURE  
TO ATTEND!



See the 1941  
**SEEBURG HiTone  
SYMPHONOLAS**

1941 SEEBURG  
MUSIC SYSTEMS



*Hy Greenstein*  
AND

*Jonas Bessler*

INVITE ALL  
MINNESOTA, NORTH  
DAKOTA and bordering  
WISCONSIN Counties  
**OPERATORS**  
TO ATTEND THE  
PREMIERE SHOWING  
OF THE 1941 SEEBURG  
LINE!



*H.V.C. AMUSE. CO.*

1415 WASHINGTON AVE., S.  
MINNEAPOLIS, MINN.

# SEEBURG NATIONAL DEMONSTRATION WEEK

*March  
first to eighth*  
INCLUSIVE

# JACK R. MOORE COMPANY

*Invites*



ALL THE OPERATORS IN THIS TERRITORY  
TO THE PREMIERE SHOWING OF THE . . .

# 1941 SEEBURG *Hi-Tone* SYMPHONOLAS SEEBURG MUSIC SYSTEMS

BE SURE TO VISIT THESE

JACK R. MOORE SHOWROOMS

**JACK R. MOORE**  
COMPANY

413 S. W. 13<sup>TH</sup> Avenue  
Portland, Oregon

Phone AT. 2321-22

**JACK R. MOORE**  
COMPANY

North 7-9 Bernard  
Spokane, Washington

Phone Main 2915

**JACK R. MOORE**  
COMPANY

100 Elliot, West  
Seattle, Washington

Phone AL. 0414

**JACK R. MOORE**  
COMPANY

122 E. Second South  
Salt Lake City, Utah

Phone 43269

# Seeburg Executives Urge Operator Attendance at Distributors For SEEBURG NATIONAL DEMONSTRATION WEEK



N. MARSHALL SEEBURG, president of the J. P. Seeburg Corporation.

WITH the introduction of the 1941 Seeburg line of automatic music equipment, a new era in music operating is established. During a nationwide week of history-making proportions, Seeburg National Demonstration Week, operators will have an opportunity to see and hear the exclusive features that make the Seeburg line for 1941 the really new line this year—the line which provides the greatest operating opportunity ever offered.

The claim to Leadership which this organization has made in the past is more than justified by the creation of Seeburg HITone Symphonolas. In the annals of music, no other manufacturer has produced a phonogram that can compare with 1941 Symphonolas in beauty, tone, performance, and exclusive features. The foresight, the merchandising principles, and master craftsmanship that have gone into the making of the new line turn positive assurance to all music men that the most profitable 1941 operations will be those which are based on Seeburg equipment. Every Operator must see the new line at his nearest Seeburg distributor."



CARL T. MCKELVY, director of sales, J. P. Seeburg Corporation.

ONCE in every man's business career comes the opportunity for which he has hoped and waited, the oppor-

## New Features of 1941 Line Slated To Open New Era in Music Operating!



J. P. SEEBURG, founder of the J. P. Seeburg Corporation.

AS CLOSELY as I have watched the development of the automatic music industry for more than 40 years and as intimately as I have been associated with its progress I still cannot help

tunity that allows him to realize to the fullest extent upon his investments of time, money, and effort. For the music operators of the nation such an opportunity has arisen in Seeburg National Demonstration Week when the 1941 line of Seeburg HITone Symphonolas and complete music systems will be presented in 44 cities throughout the United States.

"As director of sales for the J. P. Seeburg Corporation it is my most pleasurable duty to place the 1941 Seeburg line within hearing, seeing, and buying reach of every music man in the country. With the very enthusiastic co-operation of the entire Seeburg organization and Seeburg distributors this task will have been accomplished by March 1, at which time our nationwide network of Seeburg distributors will begin the observation of Seeburg National Demonstration Week.

"The display rooms of every Seeburg distributor from Coast to Coast will have the welcome mat out early and late during this great eight-day event. To the enthusiastic invitations of Seeburg distributors I add my personal request that every music man who wants to make more money with a more completely stabilized operating set-up visit his Seeburg distributor during Seeburg National Demonstration Week."

but thrill to the amazing step forward that music operating takes this week.

From the vantage point of more than four decades of service and pioneering in automatic music, I can safely state that Seeburg National Demonstration Week marks a major date in automatic music history. At no time in my experience has any manufacturer ever presented so great an aggregation of features designed for stabilization of operating and assurance of profits, and the week of March 1 will reveal to the music operators of the country the peak achievement in automatic music—the 1941 Seeburg line. Every operator must see it. He owes it to himself to know the advantages of all that Seeburg has to offer.

It goes without saying that I am sincerely proud of my organization, Seeburg HITone Symphonolas, and the marvelous co-operation and loyalty of Seeburg distributors. But my greatest pride is in knowing that again Seeburg is showing the way to new heights in music operating."



BRUCE E. JAGOR, comptroller of the J. P. Seeburg Corporation.

SEEBURG National Demonstration Week is an event from which the entire future of music operating is to be dated. During this gala eight-day observation of the introduction of 1941 Seeburg automatic music equipment the operating world will see and hear the Seeburg advances that reveal wider horizons for profits and expansion.

"The enthusiasm which permeates the



J. L. BARRON, vice-president in charge of production, J. P. Seeburg Corporation.

ONE of the greatest pleasures in producing Seeburg equipment for the nation's music operators lies in seeing how features come to life from the draftsman's drawings. For many years I have thrilled to operators' comments on the designs and advancements built into past Seeburg Symphonolas, but this year I am sure that the enthusiasm of music men will know no bounds when the 1941 line is publicly revealed during Seeburg National Demonstration Week.

"I consider myself highly privileged at being among those responsible for such outstanding new developments as elevated tone projection, the revolutionary new cabinet design, Fountain of Light color illumination, and others of equal importance to music operating. Every music man who inspects the 1941 Seeburg HITone Symphonolas at his Seeburg distributor's showrooms during Seeburg National Demonstration Week cannot help but see a glorious future for his operating. I heartily add my voice to those of all Seeburg boosters in extending a cordial invitation to every operator to visit his nearest Seeburg distributor between March 1 and March 8."

atmosphere of every Seeburg distributor's showrooms is inspired by the greatest aggregation of exclusive features ever presented in any line of automatic music equipment. Any one of the new Seeburg developments is sufficient in itself to make a radical change for the better in an operation. Taken all together, they provide the only really new line that 1941 has to offer and the only genuine opportunity for greater, more consistent profits.

"I urge every music man to make it his duty to visit his nearest Seeburg distributor for the entire story of the new line. Words cannot describe the exciting power of Seeburg beauty and performance. They must be seen."

*Everybody's Invited to the*  
**ELECTRO BALL CO.**

**SEEBURG NATIONAL DEMONSTRATION WEEK**  
 MARCH 1st to 8th INCLUSIVE



SEEBURG BAR-O-MATIC



Super MODEL

SEEBURG HiTone SYMPHONOLA



Deluxe MODEL

SEEBURG HiTone SYMPHONOLA



SEEBURG WALL-O-MATIC



E. D. Furlow



A. C. Hughes

Seeburg National Demonstration Week, the most important event in the history of Automatic Music, brings music operators the greatest profit opportunity ever offered! Every operator interested in the future of his business is urgently requested to visit his nearest Electro Ball Company office to see and hear the wonders of the new 1941 Seeburg HiTone Symphonolas and accessories!

*The Eyes of Texas and the Entire Southwest Will Marvel at the 1941 Seeburg Showing at All the Salesrooms of the*

**ELECTRO BALL CO.**  
 INCORPORATED

1700 CAMP ST., DALLAS, TEX.



1706 FANNIN ST., HOUSTON, TEX.



415 CAROLINA AVE., SAN ANTONIO, TEX.



402 UNION ST., MEMPHIS, TENN.



402 N.W. SECOND ST., OKLAHOMA CITY, OKLA.



1118 S. MAIN ST., LITTLE ROCK, ARK.



727 POYDEAS ST., NEW ORLEANS, LA.



# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH  
1st to 8th  
inclusive

YOUR INVITATION TO SEE  
AND HEAR THE BIGGEST  
PROFIT LINE IN MUSIC!...



*Wm. Botz Harry Silverberg Martin Balensiefer*  
INVITE MISSOURI, KANSAS AND SOUTHERN  
ILLINOIS OPERATORS TO SEE THE NEW  
SEEBURG LINE AT W. B. DISPLAY ROOMS  
Watch for the Grand Opening of Our Wichita Office!



KANSAS CITY, MO.



ST. LOUIS, MO.

## W. B. NOVELTY CO.

1903 Washington St.  
St. Louis, Mo.

3105 Gilham Plaza  
Kansas City, Mo.

### *R. M. Sparks*

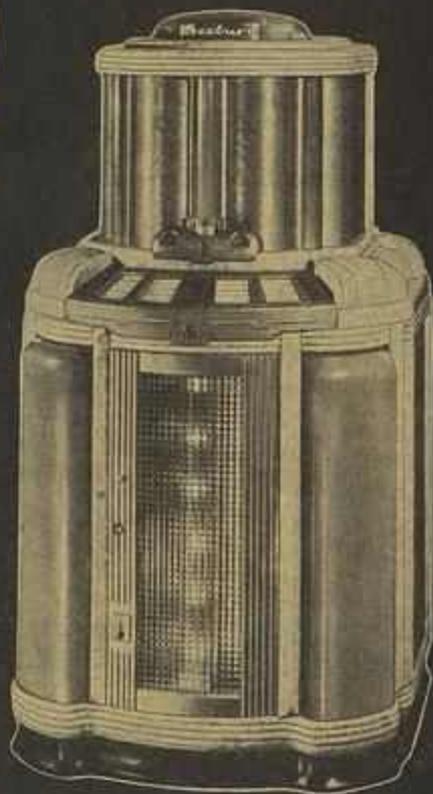
SAYS, "THE WELCOME MAT  
IS OUT AT OUR TWO SHOWROOMS  
FOR ALL GEORGIA OPERATORS!"



SOPERTON, GEORGIA

BE SURE TO VISIT  
OUR SHOWROOMS  
IN ATLANTA AT  
320-22 IVY STREET

## *The New* Seeburg HiTone SYMPHONOLA



Seeburg HiTone SYMPHONOLA Delux

## SPARKS SPECIALTY COMPANY

SOPERTON, GEORGIA  
320-22 Ivy St., N. E., ATLANTA, GEORGIA

THE MOST *Thrilling* EVENT  
IN WEST COAST MUSIC HISTORY!

# NATIONAL SEEBURG DEMONSTRATION WEEK

March 1 to 8  
INCLUSIVE

**THE PROFIT OPPORTUNITY OF ALL TIME!**



VANCE MAPE



E. T. MAPE

## MUSIC OPERATORS

IN CALIFORNIA, ARIZONA AND NEVADA PLEASE ACCEPT OUR PERSONAL INVITATION TO INSPECT THE GREATEST DEVELOPMENT IN THE HISTORY OF AUTOMATIC MUSIC—THE INSPIRING NEW 1941 LINE OF

## SEEBURG *HiBone* SYMPHONOLAS and SEEBURG MUSIC SYSTEMS

SPECIAL SHOWING AT LOS ANGELES FEB. 28th

You owe it to the future of your operating to **MAKE NO COMMITMENTS UNTIL YOU...**

**SEE** The marvelous new beauty and outstanding new features designed for profit!

**HEAR** The sensation of modern automatic music reproduction—"Ear-level tone projection!"

*E. T. Mape*

NEVADA  
★ **284 TURK STREET, SAN FRANCISCO**

**The E. T. MAPE  
MUSIC CO.**

ARIZONA  
★ **1701 W. PICO BLVD., LOS ANGELES**





# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH  
1st to 8th  
inclusive

## ...SHOWING AT 4 BIG ATLAS SHOWROOMS!

ILLINOIS-IOWA

MICHIGAN

W. PENNSYLVANIA

W. NEW YORK



ATLAS NOVELTY CO.  
2200 N. WESTERN AVE.  
CHICAGO, ILLINOIS

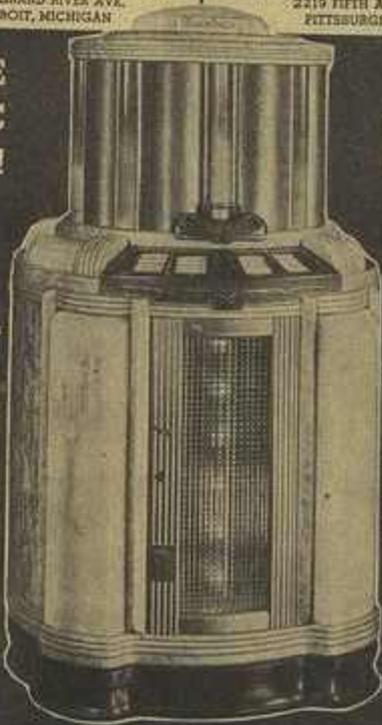
ATLAS AUTO. MUSIC CO.  
2939 GRAND RIVER AVE.  
DETROIT, MICHIGAN

ATLAS NOVELTY CO.  
2219 FIFTH AVENUE  
PITTSBURGH, PA.

ATLAS PHONOGRAPH CO.  
1600 MAIN ST.  
BUFFALO, N.Y.

...FROM ANY ANGLE  
THE GREATEST AUTOMATIC  
PHONOGRAPH EVER BUILT!

## Seeburg HiTone SYMPHONOLA



...WATCH FOR THE  
GRAND OPENING OF OUR  
OMAHA, NEBRASKA, OFFICES!  
*Exclusive*  
SEEBURG DISTRIBUTOR!



EDDIE GINSBURG

I'M INVITING ALL  
OPERATORS IN  
THIS TERRITORY  
TO THE BIGGEST  
SHOWING IN  
MUSIC!

C'MON IN, ALL YOU  
MICHIGAN OPERA-  
TORS! I'LL BE  
WAITING FOR  
YOU!

IT'S THE  
GREATEST LINE IN  
AUTOMATIC MUSIC!

YOU HAVE TO SEE  
THE SEEBURG LINE TO  
REALLY APPRECIATE IT!

I'VE SEEN IT! HEARD  
IT! INSPECTED IT!  
IT'S THE BEST  
ANYONE COULD  
HOPE FOR!



MORRIE GINSBURG

NO OTHER LINE  
CAN TOUCH IT  
FOR MONEY-  
MAKING  
APPEAL!



PHIL GREENBERG



BARNEY GREENBERG



MIKE KRATZE



BEN KULICK

# Atlas Novelty Co.

SEEBURG NATIONAL

DEMONSTRATION WEEK

MARCH 1st to 8th Inclusive

*Operators!*

THESE 8 DAYS ARE PACKED  
WITH OPPORTUNITY FOR  
CONSISTENT BIG PROFITS  
IN A NEW ERA OF MUSIC  
OPERATING!

*Be sure to see  
the New 1941  
two*

SEEBURG Hitone  
SYMPHONOLAS  
*and*  
SEEBURG MUSIC  
SYSTEMS

With the thrilling features that Guarantee  
More Money in Operating!

SOUTHERN ALABAMA OPERATORS!  
BE SURE TO SPEND A DAY AT

**FRANCO NOVELTY CO.**  
24 N. Perry St., Montgomery, Ala.



OPERATORS IN NORTHERN ALABAMA—  
SEE THE NEW 1941 SEEBURG LINE AT...

**MAGIC CITY MUSIC CO.**  
324 N. 16th St., Birmingham, Ala.



NORTH AND SOUTH CAROLINA OPERATORS!  
HERE'S YOUR OPPORTUNITY FOR BIG MUSIC PROFITS!

**PLAZA MUSIC CO.**  
912 South Tryon, Charlotte, N. C.



NEW ENGLAND OPERATORS IN MAINE, MASS.,  
NEW HAMPSHIRE, R. I., AND VERMONT SEE

**ATLAS COIN MACHINE CO.**  
780 Commonwealth Ave., Boston, Mass.



# SEEBURG NATIONAL DEMONSTRATION WEEK

## First Showing

OF THE NEW

# SEEBURG HITONE

# SYMPHONOLAS

## *The New Profit Line of Music!*

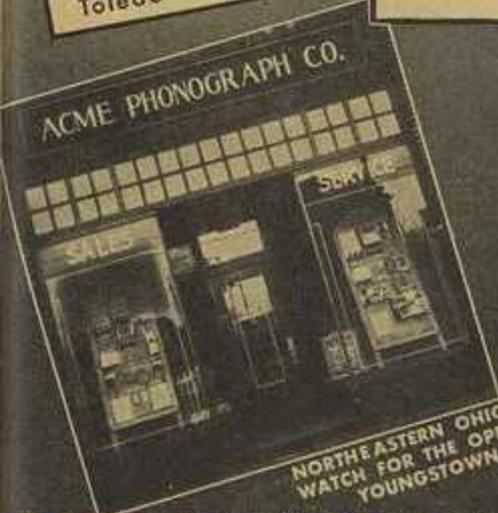


### NORTHERN OHIO OPERATORS!

Here's one date you  
can't afford to miss!  
It's the most important  
Showing in Automatic  
Music history! See us  
at our Cleveland or  
Toledo showrooms!



### EASTERN PENNSYLVANIA, MARYLAND and DELAWARE OPERATORS! Make this a Red Letter Week! Be sure to visit us at one of our two offices without fail!



NORTHEASTERN OHIO OPERATORS-  
WATCH FOR THE OPENING OF OUR  
YOUNGSTOWN OFFICES!



# ACME PHONOGRAPH CO. ★ AUTOMATIC AMUSEMENT CO.

6210 Euclid Ave., Cleveland, Ohio  
922 Monroe St., Toledo, Ohio

919 Broad Street, Philadelphia, Pa.  
708 N. Howard St., Baltimore, Md.

# SEEBURG NATIONAL DEMONSTRATION WEEK WINS DISTRIBUTOR ENTHUSIASM THROUGHOUT COUNTRY THOUSANDS TO VISIT DISPLAY ROOMS COAST TO COAST

## Hy-G Will Be Host to Hundreds

MINNEAPOLIS, Feb. 24.—(Continued from page 103)—The Hy-G Amusement Company headquarters, according to its officials, will host hundreds of distributors during the week of the Seeburg National Demonstration Week.



"Hy" Gorman

In addition to the present showing of 1941 Seeburg Music Machines, a series of short Hy-G series will be on hand to answer all technical questions. Seeburg representatives will also be present to give music men new ideas on profitable machine investments.

"We can't say enough about the new 1941 Seeburg line and the tremendous interest which is being shown in it," said Gorman. "Music men have to see, hear, and touch the machines in order to fully appreciate it. Seeburg National Demonstration Week gives operators the opportunity to do so, and I sincerely hope that none of them neglect it. The machines to show for them at our showrooms will be well worth the time they spend with us."

## Greenberg-O'Melia Prep for Showing

PITTSBURGH, Feb. 24.—(Continued from page 103)—Western Pennsylvania music men will be doubly surprised to find Seeburg National Demonstration Week.



Phil Greenberg

"The showing of the new Seeburg line is a fitting reward for our new efforts," said Al O'Melia, who stated, "We're really going places with these great new features, and every operator who visits us during this big week will have a chance to go places with his operating. Thanks to those same Seeburg advertisements."

## New England Ops Turn to Atlas Coin.

BOSTON, Feb. 24.—"We're really going to see it—the greatest showing in automatic music"—is the opinion of James Bates and Lou Blatt, Seeburg representatives in New England.



James Bates

"We know that all will agree with us after they see the amazing new illuminated display of the machines, hear the exciting tone production, and witness the sensational and stupendous advance achieved by Seeburg engineers. But service men will be called to answer all questions. In New England, the new Seeburg features representatives will be here, too, and we want all our New England friends to help us welcome them as we will the new Seeburg line—with real enthusiasm."

## Shaffer Music Co. Ready for Showing

COLUMBUS, G., Feb. 24.—E. E. Shaffer, head of Shaffer Music Company, Columbus, announces that preparations for Seeburg National Demonstration Week have been completed and all is in readiness to greet the host of operators from Virginia, West Virginia, and Ohio territories during the week.

"This is an ordinary showing," he declared. "The crowd had no chance to offer in this week-end in this area, and it would be a shame for any operator to lose the opportunity of seeing the greatest automatic phonograph ever produced, the Seeburg Hi-Tone Symphony. No matter how old a local operator might be at this time, he needs a guarantee that the new Seeburg line will bring a real and lasting excitement to his business. The Seeburg Hi-Tone Symphony. No matter how old a local operator I sell. He'll be glad and happy when the good day comes."

## Sparks All Ready For Seeburg Show

ATLANTA, Feb. 24.—R. M. Sparks, Seeburg distributor for Georgia and Seeburg territory in South Carolina, reports that all is in readiness for March 1, the inauguration date of Seeburg National Music Machines and Records, Inc., offices are all set to give music men the best of their "treasures" and treats.

"When they see the new advantages of operating the new Seeburg Hi-Tone Symphony line," he says, "they will be sure to fall under the spell of the new Seeburg line. We have been working in our showrooms, and I've been told by many operators about music operation. Seeburg music operation is not better, it's different. Learn the difference, and how much better to see, go with Seeburg in 1941. And the best way to learn is to visit us at either of our offices during Seeburg National Demonstration Week."

## Coast Ops To Trek To Mape Music Co.

LOS ANGELES, Feb. 24.—All music men in California, Arizona, and Nevada are invited to visit E. T. Mape Music Company office in San Francisco and Los Angeles during Seeburg National Demonstration Week, according to E. T. Mape.



E. T. Mape

"Unhappily preparations have been made to entertain and entertain the music men in the territory we serve," writes Mape. "Each office will feature the new 1941 Seeburg Hi-Tone Symphony. Complete information on all features of the Seeburg line will be available in the local offices of Seeburg Representative Dan Deacon, as well as from Victor Mape and myself and our trained service staff."

The Los Angeles showing is expected to begin a day earlier than previously announced, says Mape, but will continue through the scheduled dates. "The extra day will give operators who are serviced by our Los Angeles office more time in which to visit us," Mape declared, "and I know that every operator who attends our showings will find every bit of fun and hear the new line music to know that Seeburg offers him more for 1941."

## Plaza Music Co. Ready for Throngs

CHARLOTTE, N. C., Feb. 24.—A. L. Widrick, head of Plaza Music Company, Seeburg Territory for North and South Carolina, today declared that Seeburg National Demonstration Week will be "the greatest event the music operators in our territory ever have had the opportunity of attending. There is a general realization that the realization of the new features of the new 1941 Seeburg Hi-Tone Symphony will be well worth seeing."



A. L. Widrick

"I cannot expect too often an illustration in the music operation in our territory to visit us at our show during and after Seeburg National Demonstration Week, but especially from March 1 to 8."

## Magic City Co. Mecca for Ala. Ops

BIRMINGHAM, Ala., Feb. 24.—Magic City Music Company, Seeburg distributor in North Alabama, will be the center of attraction for a host of music men in the territory during Seeburg National Demonstration Week, according to G. L. Alby Jr., head of the firm.



G. L. Alby Jr.

"They'll be eager to see the new line of music machines, and we will have the showing of the new 1941 line of Seeburg Hi-Tone Symphony. We are in a position to give music men the best of our showrooms, and I've been told by many operators about music operation. Seeburg music operation is not better, it's different. Learn the difference, and how much better to see, go with Seeburg in 1941. And the best way to learn is to visit us at either of our offices during Seeburg National Demonstration Week."

## Joe Nemesh Invites Northern Ohio Ops

CLEVELAND, Feb. 24.—"It's a great privilege for me to welcome the operators in Northern Ohio to our grand showing of the 1941 Seeburg line during Seeburg National Demonstration Week, March 1 to 8 inclusive," said Joe Nemesh, head of Ames Phonograph Company.



Joe Nemesh

"Both our Cleveland and Toledo showrooms will be the scene of enthusiastic reaction from our visitors, as Jack Campbell, Toledo manager, and I have started an extensive effort to make this the biggest demonstration ever held by us, this distributor. Both showrooms will feature the new 1941 Seeburg Hi-Tone Symphony, and these models are who didn't see them at the show here a real treat, coming from our office."

## London Promises Surprise for Ops

MILWAUKEE, Feb. 24.—Operators of Wisconsin and Iowa in Michigan counties are in for a big surprise, according to Sam London, head of the Milwaukee Data Machine Company.

"We'll feature the new 1941 Seeburg Hi-Tone Symphony, and I've been told by many operators about music operation. Seeburg music operation is not better, it's different. Learn the difference, and how much better to see, go with Seeburg in 1941. And the best way to learn is to visit us at either of our offices during Seeburg National Demonstration Week."

## Universal Novelties Welcomes Operators

RICHMOND, Va., Feb. 24.—John Morgan, Universal Novelties distributor, announces that his showrooms in Alexandria, Va., and Richmond are all set for the big showing of the new 1941 Seeburg Hi-Tone Symphony during Seeburg National Demonstration Week. "Districts of Columbia and Virginia operators are cordially invited to make Universal showrooms their headquarters during this thrilling showing," he said.

"The introduction of the new Seeburg line promises to be the biggest event in automatic music, and every operator who attends will be fully satisfied for the show."

## W. New York Men Head for Buffalo

BUFFALO, Feb. 24.—Ben Kishik, prominent head of the Atlas Phonograph Company, announces that he is expecting a host of operators from Buffalo and the surrounding territory during Seeburg National Demonstration Week.



Ben Kishik

"Personal invitations which I have extended to hundreds of music men, have been accepted," he stated, "and I expect many more to attend. The showing of Seeburg Hi-Tone Symphony is truly the biggest thing to hit the music operating business in recent years, and we know that those who attend the showing will agree after they have seen the marvelous features Seeburg instruments provide."

# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH 1st to 8th INCLUSIVE

## SOUTHERN LEADS

... with the LEADER for 1941 ...

## Seeburg HiTone SYMPHONOLAS



Louisville



Cincinnati

## First Showing

OF COMPLETE SEEBURG 1941 MUSIC SYSTEMS

## SPECIAL DISPLAY

SATURDAY and SUNDAY

**March 1st and 2nd**

**2 Big Days at all FOUR  
Southern Offices! . . .**

OPERATORS! Southern gives you the opportunity of a lifetime! See! Hear! the wonders of 1941 Seeburg HiTone Symphonola features! Bring the family and make it a real celebration! Real Southern hospitality and refreshments for all!



Nashville



Indianapolis

*Southern* AUTOMATIC MUSIC CO.

542 S. Second St., Louisville, Ky.

312 W. 7th St., Cincinnati, Ohio

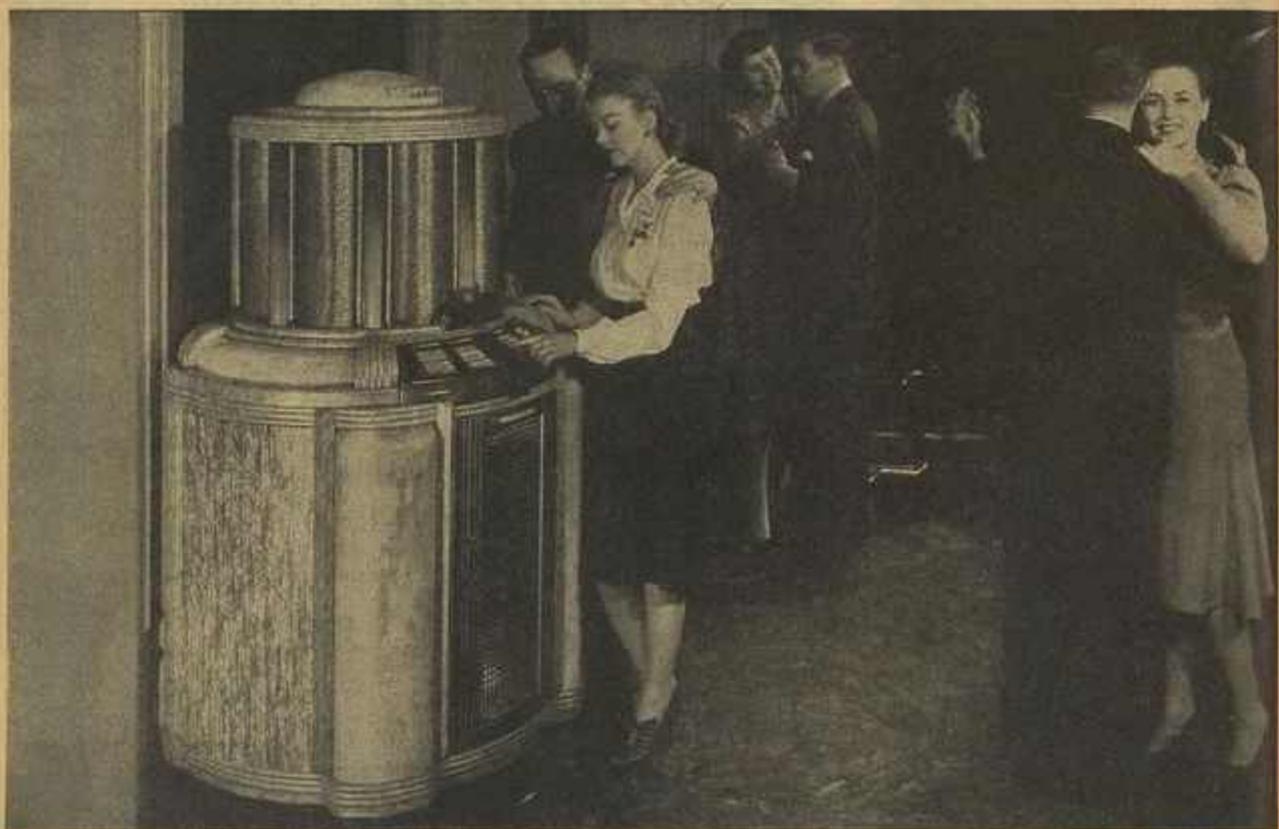
425 Broad St., Nashville, Tenn.

331 N. Capitol, Indianapolis, Ind.

## 1941 Seeburg HiTone Symphonolas — Now displayed by your Seeburg Distributor!



The most thrilling creation in automatic music—"Ear-level tone projection"—for tonal beauty that is incomparable . . . for tone direction above interference . . . for unrestricted listening and dancing pleasure . . . for more money in operating. Only Seeburg has it!



Seeburg HiTone Symphonolas, the only really new design with the only really new features in automatic music for 1941! "Fountain of Light" color illumination! New, convenient Electric Selector! New beauty! New appeal!

Now more than ever before! To go ahead—Go **Seeburg**

# From Coast to Coast



## SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH 1st to 8th Inclusive

*Your Seeburg Distributor  
welcomes you to the Premiere  
Showing of the greatest line  
in Automatic Music!*

TO GO AHEAD... *Go*  
**Seeburg**  
I. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO

1. Columbia Records Co. Chicago, Ill.
2. Decca Records Co. New York, N. Y.
3. Capitol Records Co. Washington, D. C.
4. RCA Victor Records Co. New York, N. Y.
5. Atlantic Records Co. New York, N. Y.
6. Chess Records Co. Chicago, Ill.
7. Mercury Records Co. New York, N. Y.
8. Decca Records Co. New York, N. Y.
9. Capitol Records Co. Washington, D. C.
10. RCA Victor Records Co. New York, N. Y.
11. Atlantic Records Co. New York, N. Y.
12. Chess Records Co. Chicago, Ill.
13. Mercury Records Co. New York, N. Y.
14. Decca Records Co. New York, N. Y.
15. Capitol Records Co. Washington, D. C.
16. RCA Victor Records Co. New York, N. Y.
17. Atlantic Records Co. New York, N. Y.
18. Chess Records Co. Chicago, Ill.
19. Mercury Records Co. New York, N. Y.
20. Decca Records Co. New York, N. Y.
21. Capitol Records Co. Washington, D. C.
22. RCA Victor Records Co. New York, N. Y.
23. Atlantic Records Co. New York, N. Y.
24. Chess Records Co. Chicago, Ill.
25. Mercury Records Co. New York, N. Y.
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32. Decca Records Co. New York, N. Y.
33. Capitol Records Co. Washington, D. C.
34. RCA Victor Records Co. New York, N. Y.
35. Atlantic Records Co. New York, N. Y.
36. Chess Records Co. Chicago, Ill.
37. Mercury Records Co. New York, N. Y.
38. Decca Records Co. New York, N. Y.
39. Capitol Records Co. Washington, D. C.
40. RCA Victor Records Co. New York, N. Y.
41. Atlantic Records Co. New York, N. Y.
42. Chess Records Co. Chicago, Ill.

# Attract More Coins OF ALL DENOMINATIONS

**FOUR TIMES  
FASTER**

**BRILLIANT  
ILLUMINATION**

**PERFECT  
ACCURACY**

**BEAUTIFUL MOULDED  
PLASTIC CASE WITH  
LARGE PLASTIC  
SELECTOR BUTTONS**



MODEL 123 WIRELESS WALL OR BAR BOX

MODEL 125 DUAL-WIRE WALL OR BAR BOX

## SINGLE 5, 10, 25¢ COIN ENTRY TO STIMULATE EXTRA PLAYS - ADDED PROFITS

Here is a Wurlitzer Wall or Bar Box that will attract extra plays because of its brilliant beauty—that will step up the earning power of your phonographs because its single 5, 10, 25c coin entry will attract more coins of all denominations. Its brilliant metal and moulded plastic case stands out like a beacon in any booth—on any bar. Its large plastic Selector Buttons make selection easy.

Its four-times-faster mechanism records plays quicker and with perfect accuracy. Available for use with Wireless or Dual-Wire Remote Control Systems. This Deluxe Wurlitzer Wall or Bar Box is on display now at your nearest Wurlitzer Distributor's.

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



**MOUNTS ON  
BAR, COUNTER  
OR TABLE WITH  
MODEL 11  
MOUNTING  
BRACKET**

Model 11 Mounting Bracket is sturdily constructed of cast iron—adjustable for height above counter, table or bar. Comes in knock-down form with screws and installation instructions. Baked, durable, crackle finish.

ONLY **WURLITZER** MAKES A COMPLETE LINE OF WIRELESS  
DUAL-WIRE AND MULTI-WIRE REMOTE CONTROL EQUIPMENT.