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The Billboard

The World's Foremost Amusement Weekly

DECEMBER 23, 1939

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Vol. 51. No. 51

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MANAGEMENT

MUSIC CORPORATION OF AMERICA

The Billboard

Vol. 51
No. 51

The World's Foremost Amusement Weekly

December 23,
1939

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ONE BIG UNION, HUH?

Store Jobs Help Hungry Actors as "Friends" Heckle

NEW YORK, Dec. 16.—The Christmas shopping season and the department store circuit has provided more work this year (at \$16 to \$25 per) to starchy eyed legit and vaude layoffs than many of them had all year in show business. But the thesp salesgirls and demonstrators would rather not tell where they are dividing their efforts at the moment because their fellow actors come around and heckle them during lunch hours. Also, they still keep in touch with the show business by using spare moments (outside of heckling) to make phone calls for appointments, then trying to keep them.

Those who are working run some sort of left-handed co-operative, by exchanging casting information, tips and gossip once each week, from each of the stores such as Macy's, Gimbels, Saks, Sterns et al., a delegate goes up to Equity during lunch hour and copies down the bulletin board info on new shows, casting schedules and messages and disseminates the communications among the exiled. Then they go into action over the telephone.

Those who stuck to the casting office instead of the shopping circuit employment departments have been spending the last nickels they could borrow to ride around from store to store and kid the "actors in exile."

Try as the exiles may to keep it a secret, their compatriots manage to find out, then travel as far out as the Family Time in Brooklyn to make a certain stunts, working as a demonstrator, give a spiel three and four times over because they don't understand.

One actor managed to get himself a job as Santa Claus in a store, so the others heckle him by bringing in kids (See **HELP HUNGRY ACTORS** on page 7)

Actors Love Stagehands?

NEW YORK, Dec. 16.—Frank Gillmore, head of the Four A's, admitted this week that his organization had not signed a reciprocal pact with the IATSE or with the musicians' federation as provided for in the settlement that called off the threat of a general strike in local legit Labor Day.

And in Los Angeles the Screen Actors' Guild walked out of the Central Labor Council Thursday in protest against the Labor Council's passing a resolution criticizing Chicago authorities for reopening the 17-year-old conviction of Willie Bioff, George Brown's studio chief for the IATSE. Kenneth Thomson and Frank Morgan, SAG heads, refused to comment.

'Life,' 'Time' Casts To Take No Cuts On Reopening, Says AE

NEW YORK, Dec. 16.—All salaries for the casts of *On Borrowed Time* and *What a Life!*, which had recently been given permission to lay off as petitioned by the Legitimate Theater Corp. of America, must be kept intact if the shows are resumed after Christmas, Actors' Equity Association has ruled.

According to the union, Fortune Gallo, executive director of LTCA, was granted permission for a five-week lay-off on *What a Life!*, provided cast received at least half salary for the fifth week. Request for a seven-week lay-off for *On Borrowed Time* was turned down. However, the company may be closed instead of laid off, and resume after seven weeks instead of waiting the usual eight weeks after a closing. LTCA posted closing notices for both these shows, with union permission, thus effecting cancellation of all contracts. However, it shows reopening, the management must offer the same salaries and same type of contracts to every one who has been in the cast. If any of the actors declines to renew because of other employment or any other reason, they and only then may the management seek contracts at lower salaries with substitute casts.

Equity Conducting Examination Of Its Relations With Four A's

Claims it has to support parent group financially, but gets no consideration in return—Gillmore vague on AGVA situation, as factionalism starts

NEW YORK, Dec. 16.—The AFL actors' international union, the Four A's, is in the red for at least \$25,000 and possibly much more and faces new factional fights among its member groups. After temporary unity to fight the American Federation of Actors and the stagehands international this past summer, the Four A's groups are again fighting each other, with Equity squaring off for a tussle with Screen Actors' Guild and with the new American Guild of Variety Artists being an important unknown quantity. The fight over the television jurisdiction is becoming sharper, and Equity on another front last week appointing Philip Loeb to head a committee to look into the Four A's-Equity relationship. An Equity official explained that Equity has poured about \$50,000 into the Four A's and other actor unions, and it now wants to know "what we are getting out of this investment." He added that the Four A's always turns to Equity when it needs money, but that it thwarts Equity when Equity wants something (the television jurisdiction, for example).

Six Brokers Sign Code

NEW YORK, Dec. 16.—Three of the largest theater ticket agencies and three brokers who had previously been among the officially unaccredited as far as the League of New York Theaters was concerned have signed the new ticket code agreed to last week by the League and Actors' Equity Association. The 18 brokers comprising the Associated Theater Ticket Agencies are still negotiating for a compromise to meet their complaint of not being represented on the code enforcement committee. Under consideration is addition of an advisory board whose membership would include broker representatives.

First ticket agency signatories to the new code include McBride's, Leblang-Postal and Tyson's, Raito Theater Ticket Service, Joe Deutsch Ticket Agency and the newsstand at the Taft Hotel.

As far as the advisory committee is concerned, nothing definite has been set. Attorneys for both the League and the brokers are mulling the plan to devise a set-up which would be acceptable to Equity, union being determined to countenance no changes in the signed documents.

Chi Awaits Big 1940 Legit Haul

CHICAGO, Dec. 16.—Mid-season schedule announcements are the most encouraging in years and promise to keep all of the Loop houses active until spring. The five arrivals include promising candidates for the musical and straight play fields, most of them plucked from the Broadway crop.

George White's *Scandals*, coming into the larger Christmas night, is the first tune show for the house in many months and the early date is for the profit-making Edward Everett Horton vehicle, *Springtime for Henry*, into the door Grand for an additional fortnight. At the same time the comedy will have completed six weeks at the house, averaging a healthy \$14,000 to \$15,000 gross weekly.

The Grand will be forced to close Horton January 7 to make way for the following night for the long-scheduled *Abraham Lincoln in Illinois*, which already boasts of a nice advance sale. Raymond Massey will be in the title role, a factor which is expected to count at the box office. Following this show, the *Streets of Paris* timestest is slated to come in.

John Barrymore in *My Dear Children* promises to leave the Selwyn after a six-week run ending January 6 to fill a schedule that will take him to New York. House has already booked in Noel Coward's *Easy Virtue* to open January 7. Bennett vehicle is penciled in for two weeks only.

Howard Bond closed an okay three- (See **1940 LEGIT HAUL** on page 39)

American Acts in Europe Are Doubling and Tripling

NEW YORK, Dec. 16.—With entertainment in war-torn Europe down to a minimum, American performers who remained behind to grab off the war gold, even at a risk of life, are getting more work than they can handle.

Because of the lack of European talent most Americans in Europe are doubling in two and in some cases three and working on straight salary instead of the percentage basis they were put on at the outbreak of the war. Percentage arrangement, according to Dick Henry, of the Morris office, proved to be too much in favor of the acts, so theater owners put them back on salaries.

Performers at the London Palladium, now running under the 9 o'clock curfew, took a cut when the house reopened, but in three weeks, with the house topping records, the acts had the cuts restored retroactive to the first week.

A partial list of American performers abroad and where they are follows:

ENGLAND	Nayon and Pearce	ITALY
Josephine Baker	Vic Oliver	Matthie Merrifield
Peg Leg Bates	Rigoletto Brothers	Riva Boeyen
Teddy Brown	Stafford and Loulie	AUSTRALIA
Condos Brothers	Tracey and Hay	Stanley Brothers
Clifford and Marion	Valaida	Violet Carlson
De Vito and Denny	Charles Warren	Sammy Cohen
Duke, Vail and Ross	Willie, West and Mc-	Boyce and Ladd
Farwell, Semon and	Ginty	Lucas
Farrell	Wilson, Keppel and Betty	Sunny O'Day
Four Sensational Masks	Winter Sisters	Sally Puppets
Jimmy Andreas	FRANCE	Stalder and Rose
Wilbur Hall	Frances Malsdon	"SOMEWHERE ON THE
Teddy Joyce	Joan Warner	CONTINENT"
Ben Lyons and Bebe	GERMANY	Aurette Sisters
Daniels	Bertie Dean	Betty and Freddy Roberts
		Charlotte Ayres and Reze

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ACTORS PAINT THE PAINLINES

Claim That Critics Don't Know Enough About Acting To Judge It

Two-thirds participating in The Billboard's poll agree on question—many suggest that reviewers on dailies should get more practical theater experience

NEW YORK, Dec. 16.—Alto actors feel that the critics are generally competent, as indicated by a poll conducted by *The Billboard*, the poll also indicates that players feel the critics do not know enough about acting to be competent judges of it. The votes of more than 10 per cent of the actors now on Broadway in both musical and dramatic shows, contributed to the survey, the first section of which was published last week; the present installment includes the actors' discussion of the reviewers as judges of acting, and also their general comments on the subject of criticism and its present practitioners.

To the question, "Do you think the present critics, as a class, know enough about the problems of the actor to be competent judges of acting?" two-thirds of the players who participated in the poll replied in the negative. Of these, 87.5 per cent of the total replied in the negative without any qualifications whatsoever, while 9.5 per cent qualified their negative votes. Another 9.5 per cent sat on the fence, while only 23.3 per cent oked the critics as judges of acting. Of these, 7.1 per cent qualified their approval, while 16.7 per cent approved unconditionally.

Those oking the critics for the most part maintained that a knowledge of the actor's problems was the critics' excuse. The following is a typical example:

"The problems of acting are no concern of the critics. They must judge what they see, and that is as it should be."

Those sitting on the fence gave non-committal answers, while of those giving the reviewers qualified pans, the following is typical:

"No!—And that applies to their good reviews as well as their bad ones."

"Many criticisms that I can recall admit little knowledge of the actors' problems. Most critics judge the performance."
(See ACTORS PAN on page 15)

Not Competent Judges

Those claiming unconditionally that the reviewers are not competent to judge acting were not only most numerous but also most voluble. The following are good examples of their attitude:

"No!—And that applies to their good reviews as well as their bad ones."

"Many criticisms that I can recall admit little knowledge of the actors' problems. Most critics judge the performance."

MILT HERTH

(This Week's Cover Subject)

MILT HERTH'S success secret is simple: He brings audiences the type of music they never expect to hear from an organ, and, assisted by a pianist and a drummer-xylophonist, makes his Hammond sound like a full orchestra. Born in Kenosha, Wis. in 1908, Mil's heritage is definitely musical, his mother having been a pianist and singer, and his father an expert on many stringed instruments. Mil studied drums at six, then took up piano and other instruments. Despite his background, his parents wanted him to be a lawyer, a desire that finally had to give way before MIL's convincing arguments in favor of music as a career.

At 23 he became solo organist for the Paramount-Palix theater chain in the Midwest, carrying out his precepts about dance music on a pipe organ. He remained with the movie circuit five years, long after other movie organists were let out. In 1937 NBC heard Herth to make guest appearance on the Fibber McGee and Molly program, which he did with such success that Al Pearce invited him to New York for a guest spot on his commercial. Mil remained there four weeks, a record for guest artists on that show. He followed that triumph with a recording of "The Dipsy Doodle," which went to 110,000 copies and established him as a new musical threat on the horizon.

From there it was a step to regularly scheduled network programs and a steady output of records. Followed also plenty of club and private party engagements, and finally a stay last spring at the Hotel Edison, New York. Came then a jump to Chicago and the Hotel LaSalle, and then the start of a highly successful theater tour.

Lad "Shoots" Hitler

REGINA, Sask., Dec. 16.—Booting Hitler wasn't expressive enough for one Regina youngster attending the British propaganda film, *The Lion Has Wings*. He was right down in the front row, a ferocious glint in his eye and a toy pistol in his hand—one of those pistols that shoots a rubber dart. When Hitler's voice loomed up on the screen the lad let go. He scored a bull's-eye.

The too ardent young patriot was escorted from the theater by an usher.

Fagin School Students Do Nice "Earnest" Job

NEW YORK, Dec. 16.—Oscar Wilde's *The Importance of Being Earnest* was presented Tuesday evening (7) by the Fagin School of Dramatic Art. Excellent work was offered by the entire cast. Britta Hilder and Bruce Winne, as Miss Prism and Canon Chasuble, respectively, stood out particularly, giving very impressive performances and showing great promise. Miss Hilder's work was especially interesting.

Roselyn Dall's performance as Cecily Cardew was also deserving of note. Miss Dall possesses a considerable amount of charm and a personality that assisted her in putting over her role very well indeed. Estelle Estelle, as Gwendolen, showed improvement, executing her role in very fine fashion indeed; and also to be commended are Cris Alexander for a splendid job as John Worthing and Gloria of *Ernie*, as well as Wanda Fofas. Harold Clapp would have been much better in the part of Algeron Moncrieff had he acted a little more naturally; he overplayed just a trifle too much.

The entire cast, however, would do well to learn their lines a little more thoroughly. Several members required prompting on various occasions. E. C.

Help Jewish Charities

NEW YORK, Dec. 16.—At the third regular meeting of the Amusement Division of the New York and Brooklyn Federations of Jewish Charities, Tuesday (12), at the Hotel Astor, David Bernstein, co-chairman, announced that contributions jumped from \$30,000 five years ago to \$175,000 last year.

Independent Exhibitors' Committee of the Division will meet at a luncheon, December 19, at the Astor.

Springfield Gets Op—And Maybe an Asbestos

SPRINGFIELD, Mass., Dec. 16.—Following refusal of use of Municipal Auditorium because it doesn't have an asbestos curtain, the San Carlos Opera Co. made arrangements with Max Finn, England manager of E. M. Loew's Theater, Inc., to use the Court Square Theater (motion pic house) some time in January to present the three operas previously scheduled for last week. Announcement was made by Felix DeLidia, local representative of the opera company, who previously had given up hope of presenting the operas locally.

While the company was making new arrangements, a member of the local board of aldermen, C. Irving Guyer, announced that the board had agreed to hike up for discussion his suggestion that the Municipal Auditorium be converted for stage shows. It is estimated that it would cost about \$25,000 to convert the auditorium for such use. Most important article would be installation of the asbestos curtain, lack of which eight-balled the opera.

The opera company had begun advertising when a State safety inspector stepped in and forbade the use of the auditorium because there was scenery and no asbestos.

At present, with exception of two high school auditoriums, there is no place in this city to present legit shows except the Court Square. Theater won't cut out films for any length of time.

Pitt Bookings Going Up; Salaries Are Also Hiked

PITTSBURGH, Dec. 16.—Talent bookings during the past three months have increased in number and in salaries, and the outlook for New Year's Eve dates is optimistic despite the State ban on night club openings, agents report. Encouraged by requests for acts from banquets, private parties and a few conventions, bookers are scouting for new faces to send to their growing list of accounts. The industrial pickup and a consequent tendency of business organizations to hold good-will events is considered a factor in the entertainment schedule, as well as a willingness of club and cafe owners to spend a little more money for talent.

Average fee for a one-night stand for singles is \$6 to \$7, while a duo gets \$10 to \$15. In the past couple of years average salaries have been \$3 to \$5 a single, and \$7.50 to \$12 for doubles.

Requested most frequently are novelty performers. Singers, dancers and talkers are accepted as standard turns and are always in demand, but to get more than a moderate fee they must be unusual.

The optimism for New Year's Eve bookings stems from an influx of orders from private clubs. Agents snaring most of the major engagements are Joe Miller, Clare McLaughlin, Larry Kenneth, Peg Luanan, Anne King, Don

D'Carlo, Steve Forrest and Sid Marke. Other bookers capturing some of the better bookings are Bea Wendler, John Dailley and the Mansfield Service.

Considerable coin is available for talent this year for engagements in suburban and small city theaters, as well as in night spots, with these dates being favored because of more money and more favorable working conditions.

Most of the vaude sites are being handled thru the Harris Booking Office, a subsidiary of the Harris Amusement Co., that backs talent for other houses as well; Billie's National Theatrical Exchange and the KDKA-NBC Artists Service Bureau, which in the past two years has branched into the booking of all kinds of acts.

Helpful to all agents is the mass of regular clients as far away as Williamsport, Erie, Charleston, W. Va., and some Central Ohio towns.

No organization exists to represent the performers since abandonment of APA and disbandment of the Entertainment Association last summer when they gave up quarters set up several months previously when they affiliated with the CIO. AGVA is still unheard of in local entertainment circles as a potential unionizing factor, altho Local 90 of the American Federation of Musicians and waiters' and bartenders' unions have closed shop agreements in most spots employing acts.

Thru Sugar's Domino

SOMEWHAT late the motion picture industry is starting to mobilize in earnest to block passage in the House of Representatives of the so-called Neely Bill, which was passed by the Senate last July 17 and is now in the hands of the House Committee on Interstate and Foreign Commerce. The Neely Bill is the successor to a long line of measures championed by pressure groups to regulate the film industry. The Hays Office and the marshaled forces of the industry have thus far succeeded in blocking every attempt made by Congress to forge a ball and chain on the ankle of Hollywood and its film distributing and theater tributaries. The Neely Bill is particularly vicious, we are convinced, and differs only in degree from its predecessors. What makes the Neely Bill a cause for grave alarm among film men is that it has already jumped the hurdles in the higher legislative branch that is usually looked upon as being less susceptible to the influence of the pressure groups that constantly threaten the peace and progress of films as well as other branches of the show business engaged in interstate commerce.

For the benefit of those who are not as well acquainted with the ingredients of Senator Neely's lethal potion compounded for the film industry it is necessary to explain in very general terms that the evident intent of the proposed bill is to "prohibit and to regulate the trade practices known as 'compulsory block booking' and 'blind selling' in the leasing of motion picture films interstate and foreign commerce."

The explanation of the Act quoted in the foregoing in the words of the sponsor is hardly provocative of alarm among independent progressive elements in the film industry. Many of us have held for years that block booking and blind selling are bad practices. It is more likely than not that the film industry would eventually benefit greatly if its block booking were eliminated and if the veil were to be torn off film merchandise offered for sale. The important point for all to bear in mind is that the Neely Bill is designed either maliciously or stupidly to remove a major element of protection from the industry at the same time. In the Neely Bill the block-booking and blind-selling provisions are a snare and a delusion. They cover up the germination of evils that will cripple the film industry; that will hurt the exhibitor and the small exhibitor, the distributor and the exhibitor of every stripe and color.

It hardly speaks well for the film industry that the industry itself is lined up solidly against the Neely Bill; that within the industry there is a powerful movement on foot to foster passage of the bill. It is not too far to say that the bulk of the forces of the Neely Bill are crooks and other unwholesome things. This charge, of course, could not be supported by facts. But we can say with impunity and with a certain amount of moral indignation that very eloquent voices raised in favor of the bill within the industry issue from persons who haven't actually read and digested the bill. This is a sad commentary on the human nature; especially as it manifests itself within the confines of the picture business.

Of course, the Hays Office is fighting the bill. The Hays Office would be expected to fight any move destructive to the industry. Of course the Hays Office is concerned primarily with its own interests. But the fact of its member companies, the Neely Bill should not be interpreted thru the application of cockeyed logic to mean that the bill favors the exhibitors as against the major on-offenders. The Hays Office has on occasion been successfully on its battle line for the industry against the unaffiliated independent exhibitors. The independent exhibitors; for the big producers, against the unaffiliated exhibitors. It should be expected to do otherwise. Yet that doesn't mean that in this fight

(See SUGAR'S DOMINO on page 9)

Beville Analyzes 5 Types Of Competition in Survey

NEW YORK, Dec. 16.—A new radio survey about 50,000 households of the Radio Audience, and throwing new light on listening habits, analysis of program audiences by income groups, effect of competition on program audiences and effect of competition on social relationships, has been completed by H. M. Beville Jr., research manager for National Broadcasting Co. Study was made with the co-operation of the Princeton Radio Project, and uses as its backbone the co-operative analysis of broadcasting and the G. E. Hooper Reports.

Pointing out that question of competition is of utmost importance to radio research, Beville analyzes five different types of competitive influences.

These types are change of talent in competitive programs, new competitive programs coming on, change of competitive program going off, change of competition during a given program and change of competition by moving program to a different period.

Example of first was the temporary replacement of Gene Fisher, relatively unknown commentator, replaced Walter Winchell on the NBC Blue for two months on the Jergens' Sunday broadcast from 9:30 to 9:45 p.m. The change resulted in a loss of 50 per cent of the audience, this being immediately regained when Winchell returned. Again, while Fisher was on, Ford Symphonic program on CBS increased its listening audience from 16 to 26.5 per cent, which immediately dropped when Winchell returned.

Again, the Andre Kostelanetz program for Chesterfield on CBS was but slightly affected when the competing Bristol-Myers commercial changed its talent from Stoopnagle and Bidil to Fred Allen. The 11 p.m. show, too, increased its share of the radio audience from one-third to one-half. This gain, says the survey, obviously comes from the Blue network sustaining program and from local programs.

Smith Passes Vallec

Example for second-class new competitive program coming on, shows the effect of putting an old favorite opposite a well-established program. Rudy Vallec Hour discouraged competitive shows for years, but Kate Smith program made serious inroads, and in February, 1939, it passed the Vallec show in rating.

In Case 3 (old competitive program going off), point is made that programs often gain from competitive changes. Also, that old, well-established shows can gain from loss of a competitor. This program happened when the late Floyd Gibbons left the air in September, 1937, and the Kraft Music Hall leaped to a new high level.

In change of competition by moving program to different period, the case of the Ripley Belfrage If or Not show in the afternoon regarding its position can be made by smart program placing. Ripley program was in third place opposite Hollywood Hotel and Wafiz Time, established shows, and had less than 5 per cent audience. When moved to 6:30 on Saturday night, with no strong net competitor, program immediately doubled its audience. Significant, too, were gains made by Time and Hotel after the Ripley switch.

Listening Habits

In first section of the survey on general listening habits, the following facts are indicated regarding attention in act use by different income groups.

Income group of over \$5,000, set use is below average and generally lowest of all income groups; particularly low during the daytime periods. Possible reasons for this according to survey are of the social interests and entertainment opportunities because of high income and less dependence on radio; average radio show is aimed at the middle class listener; women not home so much because of outside interests and ability to afford domestic help.

The \$3,000 to \$5,000 income group is slightly below average in use of radio, this group having some of the influences of the higher income class, but tending more toward the \$2,000 to \$3,000 class. The \$2,000 to \$3,000 class is the highest in use of radio sets, with relatively higher usage in daytime than nighttime. Reasons are that radio is the primary entertainment and cultural source, owing to limited budgets, and

that most shows are aimed at this class as the biggest market.

Income group under \$2,000 uses sets somewhat less than the \$3,000 to \$5,000 group but more than the top income group. Reasons are less available time for listening owing to work hours and more housework, living conditions, narrower field of interest, expense of sets and possession of cheap sets with bad reception which may often need repair. Also, expense of set operation.

East Below Average

In a section devoted to geographic region differences in listening, survey says Eastern section of country is slightly below average during all periods except 8 p.m. to 12 midnight.

Southern section has generally the lowest listening of all sections, with several notable exceptions, such as Saturday, 6 a.m. to 12 noon, and Sunday, 5 to 8 p.m. Reason here is smaller number of stations and reduced program competition, particularly among net programs. Midwestern section has highest relative listening of all sections during most of daytime periods before 5 p.m., and about average for later periods except Sunday from 8 p.m. to 12 midnight. Pacific Coast section has the highest set use of any section.

NBC's Foreign Space

NEW YORK, Dec. 16.—Program listings of NBC's international division are published in 30 leading papers in Latin America, according to P. L. Barbour, in charge of NBC's press relations abroad. For this type of servicing, NBC uses air mail extensively. Wide publicity on NBC shows, according to Barbour, has appeared in the press of Colombia, Guatemala, Uruguay, Venezuela, Cuba, Puerto Rico, Ecuador, Argentina, Brazil, Costa Rica, Paraguay, Panama, as well as Syria, Palestine and New Zealand.

Ad Lib. Saves Gene (And Glenn) Red Face

BOSTON, Dec. 16.—Dat oke debbil laryngitis caught up with Gene Carroll in the middle of a broadcast the other night and all Gene and Glenn airings over WBZ-WBZA have been canceled until further notice. Gene had been fighting off the throat ailment for several days, but it caught up with him as he attempted to change his voice for a character impersonation of "Lena." The falsetto was silent, but the radio veterans saved the show by ad libbing the idea that Lena was too angry to speak to anyone.

NEW YORK, Dec. 16.—Max Wylie's Best Broadcasts of 1938-1939, published by Whitteley House, goes on sale Monday (18). Book, to sell for \$3.50, contains 32 scripts, including original plays, adaptations, variety shows and news reports, chosen from 6,000 scripts. Preface by Neville Miller. Wylie is CBS script head.

Backfire

NEW YORK, Dec. 16.—Recent increase and commercialization of shortwave service to South American countries by U. S. broadcasters may bounce back somewhat in the faces of the North American radio firms. *Periscope* column in the December 18 *Newsweek* comments that the improved shortwave shows are sure to lure listeners away from their local stations, with resultant switches on the part of advertisers.

"Net result is a sharp drop in the Latin-American broadcasters' friendliness toward the U. S.," *Newsweek* concludes.

WIP Gets MBS Biz; WFIL Stays On Line

NEW YORK, Dec. 16.—There is a strong possibility that the Mutual Philadelphia outlet may be shifted from WFIL to WIP, it is reported here. Contract getting seven major shows on the Mutual web has already been signed by Benedict Gimbel, president of WIP.

Mutual is said to have been attracted to switch the Philly spot because of WIP's recent increase to 5,000 watts. It is reported that WFIL, at present getting NBC shows as well as those of Mutual, has commitments making it impossible for them to take more time from that web. On the other hand, WIP has been seeking a chain affiliation for some time. They currently have an agreement to carry shows from WMCA, but no airings have been heard from that outlet thru WIP for many months. This pact expires January 1. Formal announcement is expected to be made shortly.

NEW YORK, Dec. 16.—Fred Weber, general manager of Mutual, declared yesterday that, while WIP was going to take some Mutual commercials, WFIL was remaining on the network's line. Reported change in Philly stations has been frequently reported.

Frisco Papers Again Lower Radio Barriers

SAN FRANCISCO, Dec. 16.—Deal is reported in the making for a tie-up between *The Examiner*, Hearst morning evening sheet, and KSFO, CBS outlet, which will bring three out of four papers in town working on a reciprocal agreement with radio stations.

The San Francisco News and *The Chronicle* already have established friendly relations with broadcasters, using NBC outlets, KGO and KFO, for promotional activities. *Chronicle* is plugging its 75th anniversary. *News* is working on a Christmas Eve Community Sing at the Civic Auditorium.

If *Examiner*-KSFO deal goes thru, there's possibility of *Call-Bulletin*, Hearst evening sheet, following suit. Only available web outlet would be KFA, which is reported to be the choice of the new Elliott Roosevelt net.

Little credence is being given to reports of radio columns being reinstated in papers.

Next Week . . .

- ★ RADIO STILL BUILDS TALENT—an article by Herbert I. Rosenthal, general manager and executive vice-president of Columbia Artists, Inc.
- ★ RADIO EDITORS—ARE THEY ALIVE!—some press agents, at long last, have their say.
- ★ LEADING NETWORK ADVERTISERS FOR 1939
- ★ OUTSTANDING SPECIAL EVENTS OF 1939
- ★ A CHART SHOWING WHICH NEW YORK STATION LANDED MOST NEWSPAPER SPACE

and other features

IN THE

HOLIDAY GREETINGS ISSUE OF THE BILLBOARD

On All Newsstands December 27

Waxers Seek FCC Ann'e'm't Revamp

WASHINGTON, Dec. 16.—Plea to lift a federal ruling that transcribed programs must be preceded by confession as such by the radio station airing the program was made to the Federal Communications Commission Wednesday (13) by Radio Transcription Producers Association of Hollywood.

FCC rules decree that recorded and transcribed programs must be labeled as such that listeners will know whether they hear live talent or not. Transcription men argue that the rule was instituted largely to discourage poor disks, but that it is no longer needed. Commission was told by the Hollywood outfit that the rule places a handicap upon transcriptions that is unfair and unnecessary, and works to the disadvantage of transcription over live talent programs for which there is no sound reason.

"The public has the privilege of listening," the FCC was told, "to the program of its choice; and whether it be live talent or transcription, the latter should not be penalized by reason of the fact that the broadcasting station has chosen this type of program as being superior. . . ."

Transcription men make a sharp distinction between their product and mass recordings, and seek amendment of the rule so that they can obtain any live talent money was given to the FCC recently that the disks gave performance equal to live talent—even in music. The position of small stations in the clicks, being unable to obtain any live talent, was emphasized by transcription people, who told of their rescue work in the rural station field.

Television Review

Reviewed Thursday, 8:30-9:30 p.m. Style—Variety. Station—WZBBS. Reviewed on RCA Television Receiver.

Judged in its entirety, NBC's program Thursday was of ordinary merit. It consisted of a number of variety acts of varying quality, and members of the Explorers' Club in another of their round-table informal talks on far-away places and customs.

Best of the variety contingent was Vaughn de Leath, radio singer. Miss de Leath's contribution was particularly interesting in that it established credence to the theory that singers must have something more than vocal ability to click with the new medium. Miss de Leath, displaying likable mobility of feature and expression. Her appearance on tele was an unconditional success. Among other numbers, she sang *South of the Border* in a way that lifted the schmaltz level to new heights. Turn was done very informally. Miss de Leath taking time out to comment upon the appearance of the NBC admiral then in the studio, etc. Good stuff.

Betty Tanner, midjet, danced a rumba and sang a pop tune, with Buddy Thomas hooding along with her. Turner has notched a hit. Betty is a cute number.

Pansy the Horse, prop nag act, is another vaude novelty. Virginia Mayo, a good-looking girl, did the pacifier, which was typical, but your reporter never cared for this particular variety form on the stage and cannot see it on tele either.

The batch of explorers did their usual stuff, illustrating with motion picture images on this program, were good. When Tanner was doing her rumba, for instance, screen showed only a partial picture of her. And Betty is only about 45 inches tall. Ackerman.

RCA Tele Cut

NEW YORK, Dec. 16.—Authoritative reports declare that RCA will announce drastic price reductions in the price of its television receivers shortly after the first of the year. Price reduction will almost be a 50 per cent RCA slash, it is said. Thus, the big \$700 receiver which now costs about \$1,400 installed will cost about \$400 installed.

Reduction by all manufacturers is also pretty certain, and the lower receiver costs will provide a major stimulus to television. The quicker people buy sets the quicker the new medium will gain circulation.

Analyze Air, Stage Dramas

ST. LOUIS, Dec. 16.—Arthur J. Casey, of KMOX, in a talk titled *Radio Versus Stage Technique*, this week outlined the differences between the legit and the air phase of drama. Casey pointed out that, whereas radio demands immediate development of character and plot, nearly all stage plays "boast with 15 minutes of padding." Following thru, Casey stated that setting effects in radio are gained thru human voice and pauses, whereas for a stage actor such a situation is not desirable inasmuch as costumes, gestures, etc., are vital.

Regarding audiences, statement was made that the average person comes to a stage play in a more receptive mood than he does to a radio drama. But he also expects more from the show for which he pays.

Casey credits "the suave employment of sound effects" with being radio's most creative art form. Use of them gives radio four dimensions, in addition to being an incentive hyping listeners' imagination—much so, says Casey, that a scene designer cannot equal it. This theory led Casey to the proposition that a listener can therefore create characters to his own fancy, whereas these same characters would be a disappointment in the flesh.

Touching on television, talk mentioned its over-all approach to entertainment, but added the medium would destroy the element of individual listener imagery by presenting the whole picture "stark naked."

Ken Davis Talks-- About ASCAP Again

NEW YORK, Dec. 16.—Kenneth Davis, of the Coasa music firm, and Davis & Schwegler, fired another anti-ASCAP cannon in New York this week, describing the American Society as a "systematic exploitation medium which has been substituted for religion." Davis, whose firm is now subscribed to by about 500 broadcasters, pointed out the lack of competition under the present set-up, and claimed ASCAP "has no divine right to put the squeeze on."

In addition to ASCAP's alleged inroads on broadcasters, Davis showed letters from various American Federation of Musicians' locals protesting sharply against unemployment caused by ASCAP "raids" and collections levied on local night clubs, taverns and cafes.

Letter from Racine, Local 42, AFM, states the territory is "hard hit by ASCAP." Letter from Local 348 tells of ASCAP collections forcing four local orchestras to lose their jobs. Another, from Local 664, says, "We are being troubled by outrageous taxes on taverns, clubs and dance halls."

Hitting at what he called ASCAP's self-perpetuating board, Davis further scolded the Society by claiming that only 10 or 20 composers were furnishing 85 per cent of the music used, emphasizing that the situation was inherently wrong. He also pointed out that, whereas the number of original music themes is limited, ASCAP collects money on copy-

righted arrangements, but fails to give a cut to the arranger.

Queried as to whether Broadcast Music, Inc., NAB music firm, might solve the broadcasters' music problem, Davis stated this was very problematical.

Lilly Lands Ethyl

NEW YORK, Dec. 16.—Joseph Lilly, arranger and conductor, takes over the choral direction spot on *Tune Up Time*, sponsored by the Ethyl Corp. on CBS, starting January 1. Lilly, with a 21-voice choir, succeeds Kay Thompson and her vocal group. Show stars Andre Kostelanetz and Tony Martin.

*CBS Columbia Artists (CBS) set, thru B. B. D. & O.

Borden's Sets Unger

NEW YORK, Dec. 16.—Borden's Farm Products, division of the Borden dairy organization, starts Stein Grier, author and commentator, over WEAF January 1. Miss Unger will air three times weekly, in a Hollywood and Broadway chatter program.

Agency is B. B. D. & O.

Radio Talent

New York By JERRY LESSER

BEA WAIN is helping the New York Police Department collect toys for Christmas distribution. . . . CHARLES BOYER, will take over his former spot on Woodbury Playhouse January 1. ERIN O'BRIEN-MOORE has joined the cast of the NBC evening serial, *Mr. Keen, Tracer of Lost Persons*, for the current sequence. The stage and screen actress continues in John's *Other Wife*. . . . LEN DOYLE was photographed by Associated Press this week as giving one of the four outstanding performances of the season by non-star performers. Len is with *Time of Your Life*.

Johnny Breuster has fallen heir to the role of Ramon on "Pretty Kitty Kelly," as Edgar Barrier, who had the part, left for the Coast. . . . Peter VanSteden tossed out four boxes of cigars at the Fred Allen rehearsal last week re his fourth baby, a girl. Peter claims its due to the fast tempo of the show. . . . George BYRON, young American athlete, has been signed for the "Music and Men" program each Tuesday night over WOR. . . . Chicago actress Lesley Woods is in New York this week on business. . . . The Lambs held the most successful public benefit in the history of the club at the Waldorf-Astoria last week. It was quite a tribute to Fred Waring, recently elected Shepherd.

Chicago By HAROLD HUMPHREY

WHITEY FORD just signed a new contract on *Plantation Party* calling for 156 consecutive airings on that weekly show. When completed the guy should be in a class with baseballer Lou Gehrig. . . . Staff of the AFM Bulletin is throwing a party at the Bal Tabarin Wednesday for all local radio talent. . . . BETTY LOU GERSON and FRANK BEHRENS got the call this week for the leads on *Grand Hotel*, which returns January 7. . . . Actor STANLEY GORDON bought a bar for Christmas to store his rare liquor collection, but he's strictly a "no drinker" addict. . . . JEANNE JUVELIER had to rush by plane to New York Thursday on account of the sudden death of her father, KALMAN JUVELIER, well-known actor in the Yiddish Theater there. . . . ANDREWS SISTERS were persuaded at the last minute to stay a second week at the Chicago Theater, giving up their only chance to get home before Christmas. . . . M. COLM CLARKE, the kiddie story teller, returns to WLS this week with a new shot.

A local radio actor is getting ready

Seeds Agency Hikes Billing On B. & W. Seeds--No "Names"

Shows may be corn to some, but they sell the stuff for tobacco firm—billings now rate Russel M. Seeds agency as second in Chi—sponsor keeps hands off

CHICAGO, Dec. 16.—Phenomenon in the current commercial radio scene is the four low-cost net shows of Brown & Williamson Tobacco Corp. Success of these shows in selling merchandise may pioneer a precedent in the payola ether field. None of the shows rates particularly high in the pop surveys yet, figuring on a cost per million listeners, three of the four shots rate among the first 10 programs when it comes to selling the product. Topping this is the fact that none of the shows is costly and none runs in the four figure class. Another "first" is the fact that in two years of air usage B. & W. has not folded a single show started.

Digging down into theories and practices behind this success, one finds many interesting angles more or less foreign to the radio biz today as a whole. Key to the situation is found in the Russel M. Seeds agency, which handles B. & W. air stuff, and which in the short span of six years has moved into second place among the Chi agencies in the radio scene.

Agency's first shot with B. & W. started

over two years ago on Mutual and later switched to NBC. Product was Bugles smoking tobacco, B. & W. lowest class product. Using an earthy formula, agency built the *Plantation Party* show to plug this first product. Show has never had more than a 4.4 rating in the Co-Operative Analysis of Broadcasting, but results such as that B. & W. decided to let Keys try his luck with the Avalon ciggie. Result was *Aselton Time*, now with a 10-point rating. Past summer agency was given a crack at Sir Walter Raleigh pipe tobacco and produced *Uncle Walter's Dog House*, which hit a 12-point rating soon after its debut, despite a summer tee-off.

Three weeks ago, the agency, of which Freeman Keyes is president, got its first try at B. & W.'s top-selling product, Raleigh cigarette. Show is *HomeTown*, and already has an 8.3 rating. In building it, Keyes says they tried to incorporate features of *Seth Parker*, the American Album of Familiar Music and *Showboat*. On all of the programs, Keyes says, the idea remains paramount, and thus there is no need to rely on "names" or guest stars. It seems to be paying off.

Besides these four net shows, Seeds agency has a flock of treasured and spot announcements on about 200 smaller stations throughout the country for the same sponsor. B. & W. now rates fourth among tobacco radio time buyers, Radio part of the account was formerly with Batten, Barton, Durstine & Osborn.

HELP HUNGRY ACTORS

(Continued from page 3)

from the street. They get him to go thru his routine and then to let him dictate is very poor. Most of the males, however, are selling toys on the Mad Rush Circuit, and are constantly annoyed by their lazier "betters" who insist on trying out every toy in the department, which they must allow because the customer is always, etc., and Mr. Straus and Mr. Gimbel would have a fit if the friendly arm of their store were not extended to all comers.

Milwaukee Stores Using Free Shows

MILWAUKEE, Dec. 16.—Entertainment as a holiday traffic builder is meeting with increased use on the part of Wisconsin department stores. For the second year, Gimbel Bros. is featuring acts from Hill Bros. Society Circus in its toy department, including ponies, dogs and elephants.

Not to be outdone, the Boston Store here is offering Pinnocchio's Tent Show in its toy department, with Zeke, the talking dummy; Gypsy, the acting dog; Santa, the magician; Max, the comedian; Joe, the accordion wizard; and circus acrobats. Three free performances are given daily.

Appealing to the adults, the T. A. Chapman Co. here is presenting Lyman Nellis, one of Milwaukee's most popular concert organizers, at the Hammond Electric organ three times daily, playing everything from classic to popular swing music.

In Appleton, Glousemann & Gage, Inc., has been offering Glousemann's Jam Band touring the store's various departments with a repertoire of swing music.

DON'T

listen to BOB BYRON on WHN Monday thru Saturday from 2:30 to 3:30 (EST).

In the Holiday Greetings

Issue Dated Dec. 30

RADIO STILL BUILDS TALENT

An article by Herbert I. Rosenthal, general manager and executive vice-president of Columbia Artists, Inc.

RADIO EDITORS--ARE THEY ALIVE!

Several press agents get together and tell how they feel about those gentlemen of the press, radio editors. Ask the press agents--are "Radio Editors Mineral, Vegetable or Fungus?"

to sue the writer and producer of NBC's "Career Wife" show. Actor claims he submitted the script to him several months ago under the title of "Working Wife" and that he is the same show. . . . Air actress Gail Hendshaw's hubby, Bob Hughes, is doing publicity for the Lou Breese Ork now at the Chez Perce. . . . Joan Winters flew down to Atlanta over the week-end to catch the prize of "Gone With the Wind." . . . Add new placements; Bret Morrison on "Mary Martin" shot and Angelina Orr on "Kitty Keene" show. . . . John Hodick (Lil Abner) has signed a five-year contract with NBC. . . . Ana Sedeswick, Billy Lee, Vic Smith and Ray Appleby are auditioning at WCFL for a new clothing account. . . . Newscaster Norman Ross will take over the Chicago Motor Club new shot on WBBM when the client moves to a Sunday schedule. . . . "Scattergood Baines" cast will adopt a family of six this year for Christmas, furnishing them food, fuel and a tree rather than giving each other gifts.

Program Reviews

EST Unless Otherwise Indicated

"What's Your Future?"

Reviewed Sunday, 12-12:15 p.m.
Style—Round-table discussion. Sustaining over WCAE (Pittsburgh).

Dedicated to helping the economically maladjusted improve their situations and to advising students and the unemployed vocationally, this educational feature program is a cross-section of diversified authoritative opinion in interesting round-table forums patterned after a composite of the University of Chicago talks and information pieces. Subjects change weekly, being chosen by a Junior Chamber of Commerce board from a list of vocations most practiced in the Pittsburgh area. Program personnel also change every week, excepting the chairman, but always follow the same formula—a Junior Chamber member employed in the occupation, a high school or university student preparing for the vocation, and a brass hat executive who usually doubles on the program as representative of a local or national association for his field. Technique of presentation is informal discussion. Actually the material is gathered before program time by the round tables and combined into a continuity by the Junior Chamber chairman of the show.

Originally launched as a 13-week series to fill a vocational guidance need in the city, determined after a survey by the Junior Chamber of Commerce, the program has been renewed for another 13 weeks. Frank.

"New Frontiers"

Reviewed Sunday, 7:15-7:30 p.m.
PST. Style—Drama. Sponsor—First National Bank. Station—KHQ (Spokane).

On the educational side, this program was one of four telling the story of wheat. Pretty and witty, as presented by Roy Grady and had enough suspense to maintain interest.

Yarn opened with dramatization of the wheat epidemic which swept this region in 1914, resulting to depredations of something agriculturists know as "wheat smut." Scene shifted to scientific laboratories, depicting efforts to discover new and harder varieties of the grain. Organ music as background was a successful mood inducer.

Commercials, at the beginning and end only, were given by Jim Peterson, with Malcolm Sikes doing announcing and commentating. Cast included Bill Phrazer, Stanley Warwick, James Scott,

Hartley Sater, Bill Rosenberg and Del Conrad.

"Adventures in Photography"

Reviewed Wednesday, 10:30-11 p.m.
Style—Photography. Station—Sustaining on WJZ (NBC-Blue network).

Aimed at the growing army of photo addicts, this program is likely to corral most of the fans despite fact that production is rather rough. Show has been on about five weeks now, needs more work to iron out the kinks, but is basically sound in that it delivers much information of interest to pic nuts.

Program idea is to create the illusion of a photo club, with a board of experts delivering accurate info in answer to questions from listeners. Title, however, takes its name from period of the program devoted to a dramatization of some adventurous incident connected with the taking of pictures. On this program yarn had to do with a scientific expedition running into a bevy of savages in Africa. Kind of hokey.

Program for the most part was handled by Windsor McKay, who introduced his fellow experts and guests, including Nicholas Haz, of the Royal Photographic Society, and Felix Knight, Knight, radio tennor, spoke briefly but interestingly on photography, with Haz authoritatively handling more technical questions. Milo Bolton chairmanned the meeting. McKay opened this section of the program with a good talk.

Show's contest idea, a game called "charado," is clever. Prizes are given for photos which illustrate the titles of WJZ-Blue network programs. Ackerman.

"Keeping Up With the Joneses"

Reviewed Tuesday, 4:30-4:45 p.m.
Style—Talk. Station—Sustaining on WELI (New Haven, Conn.).

Program shapes up as a practical, informal chat, full of sound advice on how folks can live within a budget and like it. Bob Howell does the quarter-hour session. He knows his facts and figures and succinctly imparts information designed to wise up the listener on how to use common sense in spending. Factors in the talk include elimination of unnecessary costs, money devoted to recreation, food, amusement and health. Good stuff. Lefkowitz.

Comment

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

Double or Nothing, a variation on the Dr. IQ program, is undergoing experiment by Loew's Capitol and WOL Washington, in an attempt to hypo Monday night business. Quix show aired from stage of Capitol Plaza for silver dollars for correct answers and then an interval is ticked off in which the contestant can supply additional data for which additional dollars are credited. At the end of the minute interval Walter Compton, WOL announcer, an impresario for the show, gives the contestant an opportunity to make double or nothing by agreeing to answer an additional question. First silver dollar is paid regardless of failure to answer the double or nothing.

New program gains attention because it gives contestant an opportunity to show some intelligence. For example, a question might concern the liner Bremen, and if answered correctly the contestant can run up a credit on additional data pertinent to the main question. Credit of course is only convertible by the double or nothing question, which gives the show its name.

First night showed some rough spots, but program promises to sock locally if not as network material. If idea clicks by filling the Capitol's 3,000-plus seats there will be no doubt.

The new show, incidentally, helped to celebrate the 15th birthday of WOL, which station was originally called WRIP. E. M. J.

Hollywood Playhouse, Wednesday, at 8 p.m., over WEAP and the Red net, presented a dramatization of a hokey South Sea Island yarn by Jacland Marmur. Marmur was once boomed as another Joseph Conrad, but you would never guess the threatened affinity by listening to the radio version. Trouble was not solely in the dramatization, for the yarn itself was undeniably hokey. Judging it on this basis the program was okeh within its type.

JIM AMECHE and GALE PAGE play the leads, Miss Page cast as a dame set to marry into a shipping and pineapple fortune. She meets and falls in love with Ameche, as Mat Grady, this passion thriving to the crescendo of hurricane sound effects during a storm at sea. Sound business was excellent.

Granting that the stuff was slanted for the armchair seekers of love and adventure, program could be classed as fair escapist material, and was acted okeh.

Flugs for Woodbury were better than average, lingering lovingly on beauty, allure and glamour angles. P. A.

GEORGE BURNS and GRACIE ALLEN, selling Hinds Almond Cream over WABC Wednesday at 7:30 p.m., are carrying on by their standard brand of chatter. Gracie's standard lisp is continuous, and Burns displays the same old aggravation—but the stuff still is potent comedy. Show in general is a snug affair, with

NEW YORK:

LENNEN & Mitchell will use a Hymn Union show, Manhattan Airport, for Lennan Tobacco when time can be cleared. . . . Walter Winchell goes to Miami Fla., January 8. Blaine Butcher goes along. . . . Benson Inge has joined the publicity department of Benton & Bowles. . . . Story that Pannice Brice is coming to Broadway for a legit is so much legend. Her radio contract holds her for 10 weeks. . . . Dorothy Doran, radio editor of The Akron (O.) Beacon Journal, expected in town later part of this month. . . . Mary Little, of The Des Moines (Ia.) Register and Tribune, left New York Friday after a five-day visit. . . . Claire Glaser, secretary to Frank Roehrbek, WHN exec, back after an illness. . . . Vass Family do two guest shots in place of the Frazer Sisters, January 1 and 8, for Sensation Cigaretts.

Chase and Sanborn program may come to New York for a few months some time after the program gets under way in its trimmed form. None of the players is tied up by pic contracts. Wiek Crider, of J. Walter Thompson, in co-operation with Kay Kamen, of Walt Disney office, is doing a load of special publicity for the full-length version of "Pinocchio" to be done on Lux Christmas program. . . . Lun and Abner likely to do another tour. . . . Charlie McCarthy has replaced Earl Harper for the WHN interview session atop the Empire State building. . . . Busby Berkeley is expected to spend 10 days doing a job for Admiral Byrd, just prior to the sailing of the North Star. . . . Heard issuing from one of the rooms of the Lennen & Mitchell office: the faint and surreptitious strains of "She'll Go and Love It at the Astor." . . . Movie writer Willis Cooper in New York confabbing with radio and agency people. Cooper originated the "Lights Out" series on NBC. . . . Jerry Baker celebrating 17 years on WJCA. . . . Roland Hamel, of WHN, a new papa. . . . Mr. and Mrs. Jimmy Saphin in from the Coast.

CRANE WILBUR signed as head writer for Big Town this week. . . . Edgar Bergen did his Chase & Sanborn stint

from St. Vincent's Hospital. . . . Charles Boyer will return to Woodbury around the start of the year. . . . Jim Ameche and Gale Page, currently featured in the spot, will take over new show. . . . Busby Berkeley has Eddie Cantor's 49 Little Mothers in the rehearsal stage. . . . Al Cohen, organizing his second org for Davis-Schwartz. . . . Shirley Tompkins' first air appearance will be done by Bill Bacher on Screen Guild Show. . . . Rumor has it that Good News will not be out to half hour until next summer. . . . Cliff requests to be loaned to N. Y. this week for spots on Avalon Show, replacing Red Skelton.

Jack Osens gets his own program over KNX for "Toxin Talk Broadcast." . . . Horace Heidt in town with the new wife, whom he married in Reno last week. She is the former Mrs. Adeline Slaughter. . . . Jack Lescault, of "Grouch Club," was presented with a large all-day sucker after giving away points and dropping \$150 on the USC-UCLA game last week. . . . Jessie Lasky plans out for N. Y. after spending one day here. . . . KNX all night charity broadcast is being co-sponsored by Los Angeles Times. . . . This is first time in months that a downtown daily has given its blessing to a radio show. Might be the opening wedge of returning radio columns to the papers.

CHICAGO:

KENNETH G. SMITH, head of the Pepsi-Cola Co., is rumored to have a piece of a forthcoming swing version of Gilbert and Sullivan's Pinafore, although he claims he has only clipped in a piece of change in a charity. . . . AFSA office is scouting around for another location with more space. . . . Dodge dealers of Chi start a new half-hour shot Sunday called Meet the Best, following the same blueprint used by Fitch's Bandwagon show. . . . Lotu Brass sees off another one on WBBM. . . . Louis Ruppel and Ted Weber, both of the New York CBS press mill, are expected in town Tuesday—for another shake-up, maybe. . . . Station WLS sponsored its Hotel Saturday Party at the Stevens annual Christmas Party with the National Band Dance headliners donating their services for the entertainment. H. H.

From All Around

RONALD DAWSON, promotion manager of WYVA, Fredericksburg, Va., celebrated 12 years in radio Friday (19), Dawson has produced 2,000 radio shows and authored some 700 scripts. . . . Dawson, who has added a new orchestra headed by Lloyd Blair. Group currently has a 30-minute spot six days a week. . . . Buffalo Broadcasting Corp. (WGR and WKBW), Buffalo, N. Y., appointed John A. Bacon director of sales effective January 1, 1940. Bacon succeeds Lew Avery, who goes to the Chicago office of Free & Peters. . . . Notes from WAPI (Birmingham, Ala.): Jimmy Evans, of engineering staff, has returned from a visit to Mobile, Ala. . . . Claude Gray, engineer, recently had his first Sunday holiday in five years. H. H. Holtshouser has returned from a trip to New York, Detroit and Chicago. Fred Dalger is announcing the Welcome Neighbor program.

Dixie Dabbles: W. H. Summerfield, formerly manager of WGST, Atlanta,

not much lost motion. Leads do a couple of skits. RAY NOBLE plays the show and fills in occasionally with good music, and FRANK PARKER warbles well. This program Parker did Vincent Foxman Without a Song. Voice is superb and delivery excellent.

Commercials by Truman Bradley were slightly better than average, and stressed the Christmas gift angle. P. A.

I Love a Mystery, presented nightly over WEAP for Felschmann's Yeast, gave out when caught with one-half of a CARLTON ROBERTS mystery thriller. The next one will be presented at the next airing. Stuff was hokey melodrama, and an okeh piece within the limits of the genre. Action takes place on a box car

is new manager at WWL, New Orleans. . . . Beverly Brown, of WFLA, began his eighth Santa Claus series for sponsors this past week-end. Program is also disked over WSB for Macy's Atlanta unit. . . . KNET, Inc., files charter at Palestine, Texas, with capital stock listed at \$100. . . . Keller and James G. Tinner named incorporators. . . . Jack Beavault, of WEEI, recently honored for the sixth time since he became a student at Boston University. Beavault won an intercollegiate advertising award for which student, William M. Dunsmuir, was runner-up. . . . Herb Cass, San Francisco Chronicle columnist, is doing a 15-minute commercial on KFO for a beer outfit. . . . Harlan Dunning, formerly of KGOB, Berkeley, now formerly of KGOB, Oakland, Calif., announcing. . . . KGO-KFO Producer Jack Ribbe is in the Northwest to handle Standard Symphony broadcasts from Portland and Seattle.

of a freight train, where three lads sneaking a ride meet up with a musician and his femme partner, ostensibly by sneaking a ride along. What happens within the dark confines of the train is fraught with sinister implications—all of which is fine stuff for those who take their adventure via the armchair route.

Felschmann's Yeast is played as the vitamin yeast, not a sharding piece of selling. P. A.

Gilmour GE Talent Head SCHENCKTADY, N. Y., Dec. 16.—General Electric's television broadcasting station here, W2XB, slated to begin next fall to be presented at the year will erring around the turn of the year will have John G. T. Gilmour as program manager.

Conducted by M. H. ORODENKER—Communications to 1564 Broadway, New York City

BOOKS A GENERATION AHEAD

Local 47 in Pit Campaign

Takes lead in theater employment drive — asks Weber action

LOS ANGELES, Dec. 16.—The campaign to bring about substantial increase in the employment of theater pit musicians, which has been carried on in fits and starts by the American Federation of Musicians for the past year, is now being given added impetus by Local 47, AFM, which is taking the initiative in the drive to restore pit orks. At the local's regular December meeting, to be held December 26, a resolution proposed by Frank J. Burnell, recommending that the federation, thru proxy Joe Weber, take action toward this end, will be voted upon.

The resolution, one of the most drastic brought before this local in some time, recommends that Weber request that theaters composed of union musicians be restored and placed in all first-class theaters wherever the AFM has jurisdiction, with refusal of theaters to comply to result in an order from Weber that all musical recording by AFM members for use in any form of making or exhibiting films be stopped immediately, not to be resumed until pit unions comply with the request.

NEW YORK, Dec. 16.—Several conferences between the executive board of the American Federation of Musicians and bigwigs of the film industry have taken place here during the past year and a half to try to find a feasible plan to increase pit musician employment. Discussion invariably ended with no satisfactory plan reached.

Matter was brought before the AFM convention last June in Kansas City, Mo., and was again referred to proxy Joe Weber with the action to be taken left in his hands.

MCA Parade at Fla. Hotel

JACKSONVILLE, Fla., Dec. 16.—With all the buying thru Music Corp. of America, Manager Williams has instituted a new season policy at his Hotel George Washington Rainbow Room, calling for semi-weekly bands to come in for two to three-week runs. Following Bobby Peters for a week, Jack Coffey took over to remain for two more. Other bands not set as yet. Continuing to use four lead five sets for the floor show, new band policy increases the nut considerably, but additional winter biz is expected to more than take care of it.

Goodman Picks a Pianist

NEW YORK, Dec. 16.—Benny Goodman has finally found a piano pounder to fill the Steinway seat vacated several months ago by Jess Stacey, who went to Bob Crosby. Seeking a pianist who could as well fill the assignment held down by Teddy Wilson with the chamber jazz groups, Goodman gave the call to Johnny Quarles, of the family of famous fiddle makers, who came in this week from George Hall's Band.

VOCALS by
CONNIE BOSWELL
and
BEA WAIN
History Repeats Itself writes Connie
Vocalist Vs. Soloist
Both a Feature in the
Holiday Greetings Number
Dated December 30

Curfew Shall Not Ring—But It Did

LANSING, Mich., Dec. 16.—Michigan's college system is blamed for the comparatively poor showing Ed Lyman made during his one-nighter at the Delia's here last Sunday (10). It seems that the students at Marquette University had an important examination scheduled for the following day and were ordered to be in by 9 p.m. at the latest. And that was the hour when Lyman and his men mounted the band stand.

Some 2,000 students, according to campus reports, protested to the Dean, but he refused to change the 9 p.m. curfew.

Cole Porter Nixes Show Lyric Disk on His Naughty Nifty

NEW YORK, Dec. 16.—One of the first sides recorded by Charles Baum and his Hotel St. Regis Ork for United States Record Corp. was a lyric number from the score by Cole Porter for the current Broadway hit musical, *DuBarry Was a Lady*, entitled *But in the Morning, No!* As far as that particular song goes, however, it will see no record, no go for Baum and Eli Oberstein's new wax factory and no for any other diskier desirous of making the number with the original Porter lyrics used in the show.

Crux of the matter lies in the Porter wording sung in the musical, which lyricists must remain confined to the theater housing the show; Chappell & Co. publish the score, including *Morning*, but the latter carries only one lyric chorus on the published copies, the spice of the full lyric being saved for the show's audiences. Baum record contained all the words used in the production, which was where Henry Spitzer, Chappell head, stepped in and requested Oberstein to withdraw the disk, which has already been released to dealers and distributors.

The ban was instituted at the behest of Porter himself, who felt that the added choruses he writes for this type of number should not be known to audiences before they see the show, thereby keeping their enjoyment from being spoiled by familiarity with the lyrics. Publisher, being the copyright owner of all the material a composer turns in for a show, is technically empowered to restrain the release of records of same without permission. Bands are free to use the lyrics as publicly published, but no others.

REGINA, Sask., Dec. 16.—Regina Musicians' Mutual Protective Association, Local 442, AFM, returned unanimously for another year President Sam H. Hillier, Vice-President L. J. McDougall, Secretary H. Rossen and Sergeant at Arms F. Thornton. Executive board has J. Harvey Steynor, P. Stewart. Local reported excellent progress in Regina.

Uniformed Men for War Make For Ballroom Boom in Canada

ST. JOHN, N. B., Dec. 16.—For the first time in seven years this Canadian town boasts a ballroom, operating every night of the week, at centrally located Venetian Ballroom, which had been down to one night a week, and advanced since the start of the war to two, three, four and five nights a week, there has been a marked increase. Now there is public dancing every week night, as well as midnight dancing on the eve of each public holiday. House ork makes the music.

Dancing was in the doldrums until the uniformed men of the army, navy and air force made their appearances here in large numbers. Now, added to the influx, are the crews from mercantile steamers, which will use St. John heavily thru the winter months while Montreal is frozen up.

At the Georgian Ballroom of Admiral

Meyer Davis Dates Deb Parties In 1956 or 1957 for Davis Jr.

Catches dotting matters blessed-eventing the shemsh shade—is playing party in 1940 that he booked in 1922 —Davis a blue blood tradition

NEW YORK, Dec. 16.—While the one-night bookers are burning up the wires to fill in a Monday to break a band's jump from Podunk to Skweedunk, and while some club dating bands are faced with an acute problem in plugging an open New Year's Eve date, Meyer Davis, tycoon of the society bookers, is doing his one-night selling in terms of decades. Fact of the matter, calendar that comes with a five-year diary would hardly suffice for his route sheet now that he's dating the blue bloods a generation hence. And if Davis decides to retire in the meantime, there will be Meyer Davis Jr. to carry on the traditional music-making for the coming generation's "thou shalt's."

WM Cops Chi Drake, Long on MCA Books

CHICAGO, Dec. 16.—William Morris office here cracked its first local hotel account this week since invading the band booking field. Pinky Tomlin has been set to open at the Drake Hotel December 30, replacing the previously scheduled Harry King. Tomlin follows Wayne King, and will be in for four weeks with options. Drake has been an old MCA account, and this marks first outside office band booking in years.

Philly Gabriels Nix P. A. Tryout Bally for Bernie

PHILADELPHIA, Dec. 16.—This publicity stunt didn't have a chance. Idea of an ad firm handling dance sponsored by the Philadelphia Association of Retail Druggists, for which Ben Bernie provided the music, called for a masked trumpeter to parade the mid-town section blowing his horn and wearing a sign saying that he demands a tryout with Ben Bernie when he comes to fulfill this date.

Praise agent called the musicians' union asking for a candidate for the job at scale. Rex Riccard, union secretary, made a serious attempt to find a tooter willing to do the job, but found that anyone good enough to rate a tryout with Ben wouldn't consider going to those lengths, and the p. wouldn't take anyone with lesser abilities since it would ruin the stunt.

Hotel Governor Clinton Back on 802 Fair List

NEW YORK, Dec. 16.—After about a year on the unfair list of Local 802, AFM, Hotel Governor Clinton here has been dropped from the list and is back in good standing with the union.

Designation as unfair was result of no specific union offense, but was rather in sympathy with strikes staged at the hotel by other affiliated labor unions, particularly the waiters' local.

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At the Georgian Ballroom of Admiral

In sending along the usual felicitations when there's a blessed-event in the blue book set that calls for pink stationery, 'Davis' card asks, for Meyer Davis Jr.: "May we reserve an evening in 1936 or 1937 for the debut of your newly arrived daughter?" Since pater is accustomed to make application for a newly arrived son for entrance some 18 years hence at Amherst, Haverford or some other select school, Davis figured that it would be most opportune to put mater in that looking-ahead mood for his select and accepted son.

Davis points out that among the society set the music is as traditional as the ipso-sensu Caterers for society shindigs, also fall into that category. It's sort of a family custom. And in spite of the fact that the younguns may personally prefer a Benny Goodman or a Guy Lombardo, it's the parents who do the actual booking, leaving for the coming-out party, and if it was Davis in their day, it must be Davis for the next big day.

The his present generation-ahead bookings are for Davis Jr., this isn't the first time that the society maestro has booked the deb parties 17 or 18 years in advance. Next December 31, 1940, Davis will play the coming-out party for Mrs. Henry Brinton Cox's granddaughter, Ruth Porter, in Philadelphia. The date was booked in 1922. And as this early date there's a commitment for Davis to play a deb party in Philadelphia in 1922.

It's not a question of price or personnel in making the commitments, since the number of musicians in the unit is conditioned by the number of guests invited. Davis unit has hit as high as 103, the number of men used for a Ralph Heaver Strassburger party. Widener party in Philadelphia had 100 men. At-water Kent's party called for 90 musicians, and 80 men made the music for a Clarence Getst family affair.

Philadelphia Assembly
In making Davis music a social goal, Davis assures himself a niche on the social band stand for generations to come—for coming-out parties and balls as well. At his present party in Philadelphia Assembly, a ball that for 192 years has maintained its exclusive character, is never complete in its appointments unless Davis makes the music. Last year (8), Davis played the Assembly Ball for the 15th consecutive year.

As an indication of the ultra-ultra character of these society shindigs, Davis points out that only descendants of Colonial aristocracy may attend the Assembly ball. Last year (8), Davis played only makes up the invitation list, and women who marry outside this "charmed circle" automatically become ineligible to attend.

Dance draws about 1,500 guests and is conducted in much the same manner as the last one in 1748 in Andrew Hamilton's river-front warehouse, when 60 were invited. Treasured invites, once inscribed on playing cards and delivered by a Negro servant on horseback, still are the goal of deb and the socially ambitious. Only Charleston's St. Cecilia Ball, the Baltimore Cotillon and the Krewe of Comus Ball of the New Orleans carnival rival the Assembly. Assembly, however, is the most historic of society shindigs, antedating the St. Cecilia by 14 years.

PANCHITO

and His Rhumba Orchestra

2nd Year
VERSAILLES, N. Y.
Dir.: WM. MORRIS AGENCY

Dick Kuhn
and his Music

VOCALS BY MARCELLA HENDRICKS

60th Week
HOTEL ASTOR, N. Y.
Broadcasting Over Mutual Network
DIR: MUSIC CORP. OF AMERICA

Vet Midwest Dance Op Goes Percenter

LINCOLN, Neb., Dec. 16.—Harry King, for the past two years operating the ballroom here at Capitol Beach which bears his name, stepped down and goes out January 1. Ballroom becomes the complete property of Capitol Beach, amusement park owned by Robert Ferguson, and will probably be managed by J. Claire Lanning, of the Ferguson office. King, who formerly had the Riverdale ballroom in Norfolk, Neb., said he hadn't made his mind up on his next job, but indicated it would be in the band booking business. Lanning says the Beach ballroom will go until Lent and then close for the winter just before the park opens for the summer season. Between park seasons, operation will probably be only Fridays and Saturdays, dropping the present Wednesday night dance sessions.

Auburn Collegians, 3,513 Of 'Em, Make Kyser a Bid

AUBURN, Ala., Dec. 16.—The influence of every student at Auburn U. here was pooled to produce a 7,056-word telegram to Kay Kyser, inviting him to play for the Auburn mid-year dances January 25 to 27. Names of all Auburn students, 3,513 strong, John Hancocked a 60-page telegram sent to Kyser in New York. Delivered in book form, wired message was 60 pages 8 1/2 by 11 inches. Had the telegram been delivered on a single sheet it would have been 35 feet long. Kyser played for two previous sets of dances at Auburn, his last appearance here being four years ago.

R. I. Debs No J-Bugs

PROVIDENCE, Dec. 16.—Rudy Newman, playing the local Debutante Assembly Ball at the Providence Biltmore Hotel here Friday (22), found that the majority of song requests favored ballads, with not many jitterbugs evident in local society. To Newman's advance query for request tunes 32 debs from 14 colleges and finishing schools ask for *South of the Border*, 29 request *I Didn't Know What Time It Was*, 23 want Strauss waltzes, *Beer Barrel Polka* got 18 requests, and *Oh, Johnny, Oh* and *Scatterbrain* 14 and 11, respectively. Ball is an emcee coming-out shindig for 44 local debs. Newman is rounding up a 50-piece crew for the date.

Fine \$441 for A. Wilson

AKRON, Dec. 16.—Arden Wilson, playing last Friday (8) at the Akron University Evening Sessions Annual Ball at East Market Gardens, proved a profitable drawing card in attracting 302 dancers at 25 cents per to total a \$44.10 take. School has Wilson returning to the same stand Tuesday (19) for the Military Ball, the first time the same band has had the ball for both dances.

Contra Notes

By M. H. ORODENKER

Broadway Bandstand

BOB CROSBY remains in New York after all, again pushing back his return to Chicago's Blackhawk Cafe to take over the PAUL WHITEMAN stand at Hotel New Yorker January 9 . . . with RUSS MORANO already set for the dance music, BROOKS STEELE gets the show assignment at International Theater Restaurant, which re-ignites Thursday (21) . . . MUGGY SPANIER doubling between Nick's in the Village, where he is having his last fling as a band leader, and the Nola studios, where he is rehearsing the TED LEWIS routine . . . RUSSELL MARKERT, Radio City Music Hall producer, finds an interest for the first time outside the dance ranks to take an interest in HULL BATER, who is about ready to bust out of the rehearsal halls and make his bow as a band leader . . . Golden Gate Ballroom in Harlem gets COUNTY BASIE for two weeks in either February or March, dates to be set later . . . JOE MARSALE, who only recently gave up the ghost in heading a big band and returned to the smaller set-ups for his stand at the Fiesta Restaurant, being scored by the Fiesta management to enlarge to 11 with his present seven and stay put as the spot's house band . . . ERD NORVO will make good in February his earlier booking at the Fiesta, cancelled because Joe Union first wanted the out-of-town musicians combed out of the band . . . CHARLES STEFANO and his Islanders make the new high-class Hawaiian Mailelei at Hotel St. Regis. ELMER LEE taking leave . . . proprietor PEDRO VALLI becomes maestro PEDRO VALLI as well, his application to Joe Union on file to take over the band assignment with his Los Argentinos at his Club Gaucho . . . along the Long Island lanes, GLORIA PARKER draws a hold-over thru January at Cassville, Franklyn Square, and GEORGE KING, who is over at Casa Blanca, Woodside, now that BILL STANLEY has taken over the spot's managerial reins . . . band backers are wooing JOHNNY WATSON, whose arrangements are responsible for the J. SAVITT shuffle, to build a band of his own.

Eastern Chatter

SKETEER PALMER back again for the third consecutive season at Ivanhoe Grill, Seneca Hotel, Rochester, N. Y. . . DEAN HUDSON into Southland Cafe, Boston, January 8 for a fortnight, pushing back his stand at Rainbow Gardens, Denver, until mid-March . . . January 7 starts a two-week stretch for LARRY FUNK at the Yde Tavern, West Brookfield, Mass. . . CHARLIE BARROWS carries on for pit and stage duty at Brook Theater, New Brunswick, N. J. . . manager GERRY O'NEILL lifting the option on JOHNNY LONG at his William Penn Hotel, Pittsburgh, and the band carries on indefinitely . . . FRANK FOLEY taking in a three-month return trip to the Rendezvous . . . Bliss Mirror, Baltimore, buys two Central combs for a fortnight, WOODWARD SIMONS and AL MILTON'S RHYTHMMAIRES both starting next Friday (29).

Dixie Doings

HAL KEMP set for a brace of weeks at the Ansley Hotel, Atlanta, starting January 12 . . . day after New Year's day brings AL JAHNS to the Lookout House, Covington, Ky., holding until the 14th of the month . . . DEE PETERSON draws a round of the year end at Hotel John Marshall, Richmond, Va. . . JOHNNY BURKARTH into Lakeworth Casino, Fort Worth, Tex., to see the year out . . . CHARLES ALBERT, manager of United Musical Attractions, William-

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH BAND'S RECORDINGS ARE GETTING THE GREATEST PLAY ON AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

son, W. Va., filling the holiday dates in the territory for JOE STONE . . . EDDIE MACDONALD opens this week for the season at The Carousel, Miami Beach, Fla. . . JACK LEAR, MCA publicist, having jumped to Atlanta from New York to rally the KAY KYSER *Gone With the Wind* Movie Ball last Friday, completed the jump by hopping down to Miami, Fla., for a couple of days of fishing with his home-towners.

Chicago Chatter

LOU BREESE, Chez Paree current, hospitalized last week with an eye infection. DICK JURGINS, returning Saturday (23)

to the Aragon Ballroom for another long run, hit town with three record-breaking one-nighters under his belt and baton . . . at Civic Auditorium, Grand Rapids, Mich., Dick drew 2,330 dancers at 15¢ per draw, 6,800 floor glad rags their way to the Army in Springfield, Ill., and 2,189 persons in Peoria, Ill., broke the attendance mark at Inglaterra Ballroom . . . JOHN KIRBY draws another extension at the Ambassador East's Pump Room, remaining this time till January 19 . . . JUAN PINEDA is another drawing out his stay, in his case at the Monte Cristo . . . and in like manner BOYD KLEBURU renews for an indef period at the Melody Mill Ballroom.

Rhythm Rambles

TO BONNIE BAKER belongs the bag of bravos for thumbing the Universal picture deal to feature her *Oh, Johnny, Oh* in the flicker of the same name . . . Instead, she is sticking to her song selling with ORRIN TUCKER . . . It's a safe bet that HORACE REID is using one or two bands at a future date to develop potential band leaders of his own . . . since his opening last Tuesday (12) at the Cocoanut Grove, Los Angeles, Horace has been highlighting four relief combos . . . one of them, the *Bluebirds*, socked out with BOBBY HACKETT out front, society syncos styled by BOB KNIGHT, a novelty crew led by JERRY BORSHARD and WARREN LEWIS for the funnies . . . and then there are two other Hebdittans making band bows on the Vocalion record label, HENRY RUSSELL doing his vocal heart-throbbing from the Newberry bench and pianist FRANKIE CARLE the Sunrise Brevender . . . having given Bluebird records a Sextet of the Rhythm Club of London, LEONARD FEATHER has rounded up a Variety Seven . . . round-up includes COLEMAN HAWKINS, tenor ace; ULYSSES LIVINGSTON, guitarist with Hawk's band; BILLY CARTON (Benny Carter) also and trumpets JOE SULLIVAN on piano, and his clarinetist, DANNY POLO, who directs the Rhythm Sextet; GEORGE WETTLING, Paul Whiteman's drummer boy, and ARTIE SHAPIRO, Benny Goodman's bassist; with HELEN BURNETT, swing diva at the 52d street Onyx Club, singing *Save It, Pretty Mama* and such . . . Hollywood branch of General Amusement Corp. adds IRA GRAY to the staff to handle general entertainment at the home office in New York returns DANNY COLLINS for a band sale.

Notes Off the Cuff

RED NICHOLS pitches his pennies at the Aragon Ballroom, Cleveland, January 9 thru 12, with a *HELEN HOLMES* into Schroeder Hotel, Milwaukee, next Monday (25) for a stay until the 21st of January . . . JOHNNY BOWMAN's string quintet at Cincinnati's Netherland Casino Hotel for the luncheon season in the Restaurant Continental . . . Blackstone Hotel, Fort Worth, Tex., opens its Venetian Room for the first time this season, relighting Friday (22) with HYMAN W. DAMON as the headliner . . . SLIM GAILLORD and his Flat-Foot Floogies camp for four weeks at Chicago's Hotel Sherman Panther Room, starting March 8 . . . FUL PAIGE, Chicago combo, signed a five-year management binder with General Amusement Corp. . . with RUDY VALLEE taking leave for Florida, GARWOOD VAN continues at Victor Hugo's, Beverly Hills, Calif., until mid-January when BENN'S GOODMAN takes over . . . Vallee had been fronting Van's vanguard here . . . THE COQUETTES, gal gang, hold till January 9 at Lane's restaurant, Dayton, O. . . DON RICARDO back in Chicago, his hub, completing a barnstorming that extended to the West Coast and back . . . DON DUNHAM, featuring Lettie Roudeloffs, pianist formerly with Ina Hutton at Flint Athletic Club in that Michigan city . . . AL ARTER draws an indef holdover at the Green Mill, Saginaw, Mich. . . JOHNNY MARLONE back to duty at WADC, Akron, O., playing the afternoon, air shows and one-nighting the evenings around the territory . . . wonder how many more days LIONEL HAMPTON is going to keep his band in hiding, and so we send our cuffs to the cleaners.

EAU CLAIRE, Wis., Dec. 16.—Jack Pingel was elected president of the Chip-pewa Valley Musicians' Association Local #43. Other officers are: Obbie Erickson, vice-president; Palmer Anderson, secretary-treasurer; L. Farwell, sergeant at arms, and Martin B. O'Brien Jr., representative to the trades and labor council.

★ THE BAND, THE BOOKER and THE BUYER
PHIL SPITALNY
That Make Good — Musicians, of Course.
THOMAS G. ROCKWELL
Head of General Amusement Corp., Sells 'Em.
MARIA KRAMER, President of Hotels Edison and Lincoln, Buys 'Em.
All Write Features in the Holiday Greetings Number
Dated December 30

Jig Is Up for the Rug-Cutting J-Bug

WILKES-BARRE, Pa., Dec. 16.—"No jitterbug music" is the edict Manager Art Bullock gives to bands which play at his Orondo Ballroom in Central City. Asked for the reason, Bullock responded: "I've decided that the easy way to operate this ballroom profitably is cut out the jitterbug dancing. The jitterbugs chase away the slightly older dancers and, after all, they are the people who can better afford to spend the money. There is a jitterbug place in town, and I hope the owner doesn't get tired of seeing the jitterbugs spend all their time and very little money because then I can cater to the straight dancers."

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and
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Music Items

Songs and Such
SUN MUSIC. Tommy Dorsey's recently formed publishing house, acquired *A Little Bit Blue* from the pens of Jimmy Mundy, James Young and Charles Carpenter, the latter responsible for the lyrics.

Jimmy Franklin and Louis Prima have gotten together on another collaboration, called *It's a Southern Holiday*, which will be featured in a forthcoming 20th Century-Fox flicker and published by Mills Music.

Commenting on the current fad of resurrecting hit tunes of yesteryear, Jack Mills opines that "it's definitely the revival of the fittest." In line with which his firm is going to work on Sidney Clare's and the late Con Conrad's oldie, *Ma, He's Making Eyes at Me*. *I Cryed Like a Baby*, by two Ohio girls, Beulah Ruben and Doris Lodge, collaborating with Hal Kanner, of Fred Waring's Two Tones and a Honey, was introduced by Waring on his NBC commercial. The number is published by Maytone Music Publishers of New York.

Harry Link, Felst general manager, holds high hopes for *At the Balalaika*, by George Posford, a tuneful item that was tremendously popular in European music halls and theaters, and is now prominently featured by Nelson Eddy in the MGM pic, *Balalaika*.

Complete membership of music publishers in the Songwriters' Protective Association agreement has now been reached with the signing this week of Jack Robbins, Irving Berlin and Famous Music, staunchest of the holdouts. Capitalization of this trio marks the end of a three-year battle between publishers and writers and the heaping up of a victory for the songwriters' contingent, with every publisher agreeing to the new SPA standard contract form.

Publishers and People
ADRIAN DE HAAS, eminent Dutch writing critic and expert now in this country, is having his *Kansas City Moods* published by Leeds Music. Tune and arrangement (also by de Haas) have been jumped on by both Benny Carter and Stan Kenton as great new material. Johnny Broderick, of the vanguard team of Aaron and Broderick, comes up with a song which Mills Music is publishing. It's titled *The Place Where Love Walked Out on Me*.

Stan Sherman has joined the professional department of Edward B. Marks Music as contact man. Gloria Parker, young batonette at the Casa Seville in Franklin Square, L. I., penned a tune titled *Happy Days Are Bunched Here Again*, which she will use as her theme number.

Rupert Hughes, author, now turns to a different kind of scribbling with a new song, *Our Forever United States*. Bobbie King is publishing the number in vocal form and in choral arrangements for glee clubs.

Walter Gross, ace pianist, arranger and conductor on CBS, has been signed to an exclusive writer's contract by Exclusive Publications, Inc. Gross is presently featured on the Andre Kostelanetz *Strike Up Time* air shows and the Lucky Troupe *Hit Parade*.

Two important items come out of the Robbins music house this week. One is the long-planned "29 Modern Piano Interpretations of Swanee River," conceived by Jack Robbins in 1934 and contributed to by representative composers, arrangers and pianists in both old and swing fields. Writers included in the tome are Ferde Grofe, Vernon Duke, Domenico Savini, Louis Hudson, Dana Suesse, Rubie Bloom, Louis Alter, Teddy Wilson, Johnny Green, and Eddie Condon. Robbins is also reading "Ballads for Americans," a dramatic scenario by poet John La Touche and composer Earl Robinson. The work was introduced last month on CBS by Nat Robinson, the CBS choir and the Columbia symphony orchestra. The video is scoring a choral version of this composition.

On the Hollywood Front
SAM MENZIEBER, Metro-Goldwyn-Mayer staff composer, turned in seven tunes to MGM music department head Nat Plinston, not aimed for any specific production but to be spotted wherever feasible.
 Added to the many numbers in the score of Gene Autry's forthcoming horse opy for Republic, *Soak Up the Border*, is *Girl of My Dreams*. Autry will feature the Sunny Clapp song in the pic.
 D. R.

Sheet-Music Leaders

(Week Ending December 16)
 Acknowledgment is made to publishing Richmond's Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Ligon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.	Title
1	1	1	South of the Border
2	2	2	Scatterbrain
3	3	3	Oh, Johnny, Oh
4	4	4	My Prayer
5	5	5	Lilacs in the Rain
6	6	6	El Rancho Grande
7	7	7	Blue Orchids
8	8	8	Over the Rainbow
9	9	9	Stop, It's Wonderful
10	10	10	Last Night
11	11	11	I Didn't Know What Time It Was
12	12	12	Goody, Goodbye
13	13	13	Charterbox
14	14	14	In an 18th Century Drawing Room
15	15	15	The Little Red Fox

Chaser Disks No Go For Philly Theaters

PHILADELPHIA, Dec. 16.—Theater owners in this vicinity have been notified that suits will be instituted by the local musicians' union to prevent them from playing recordings for chaser music, overtures or as accompaniment to trailers.

Rex Riccardi, secretary of the union, said that this letter of warning was a preliminary to the actual instigation of the suit and, unless the use of platters was stopped, legal steps would be taken.

Basic Beats Grand Ritiz G

BRIDGEPORT, Conn., Dec. 16.—With septian bands always doing well in their Bridgeport appearances, Count Basic was no exception here last Sunday (10) drawing 1,427 customers in his first date at the Ritiz Ballroom for this season, making him one of the half-dozen leading drawing bands in so far. Last septia set-up was Jimmie Lunceford about a month ago. Admish was 65 cents for the ladies and 75 cents for the men folks, making a swell gross of \$1,020. Next in (17) is Newt Perry and his Yale Orchestra.

Songs With Most Radio Plugs

"Things" Grabs Top Listing Over "Know"; "Night" Slips

Songs listed are those receiving 10 or more network plugs (WJZ, WFAP, WABC) between 5 p.m.-11 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, December 15. Independent plugs are those received on WOR, WNEV, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Last Wk.	This Wk.	Title	Publisher	Plugs
15	41	14	All the Things You Are (M)	Chappell	14
8	2	25	Didn't Know What Time It Was (M)	Chappell	25
2	9	9	Stop, It's Wonderful	Spier	26
3	3	3	Scatterbrain	Bregman, V. & C.	25
4	4	4	South of the Border	Shapiro-Berstein	22
4	4	4	Can I Help It	Hennick	22
3	5	17	Lilacs in the Rain	Robbins	21
5	6	16	My Prayer	Skidmore	20
7	7	7	Goody Goodbye	Olman	18
7	7	7	Who Told You I Cared (E)	Witmark	18
6	8	13	Oh, Johnny, Oh	Forde	17
14	8	11	Honestly	Santly, J. & S.	17

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

15	9.	Careless	Berlin	16	11
9	10	In an Old Dutch Garden	Harms	16	7
10	10	Speaking of Heaven	Miller	14	11
10	10	El Rancho Grande	Harke	14	11
10	10	After All	Spier	14	10
13	10	White Lies and Red Roses	ABC	14	7
13	10	Faithful Forever (F)	Famous	14	6
8	11	Are You Having Any Fun? (M)	Crawford	12	16
1	11	Last Night	Peist	12	14
11	11	Indian Summer	Spier	12	13
11	11	Does Your Heart Beat for Me?	Mills	12	5
13	12	I Thought About You	Mercer	10	13
—	12	Wind at My Window (M)	Crawford	10	6

Laggard Sales on High-Priced Disks as 35c Pops Grab Gravy

Public and music machines can get same songs, played as well, on the low-priced labels—Clinton sees only salvation for sales in standards and originals

NEW YORK, Dec. 16.—With the current emphasis on maestri grabbing off the hit tunes for recording on the cheaper priced record labels, band leaders in the 75 and 50-cent disk division have been put in a precarious position as to public sales and music machine play. As a result some leaders are preparing to pull out of the pop tune field for waxings and stick to originals and standards where the interpretation and originality sells the disk, not the tune. Following Duke Ellington's long-standing lead in recording only original and standard tunes, Larry Clinton is following suit for Victor pressing purposes. Intends to forego pop numbers that have a flurry for a short time, then die, in favor of the more consistent, the slower sales, in favor of original and standard melodies that may and can sell for 75 cents because it's the first and sometimes only version in the field.

Hollywood Agency Starts Music Branch for Studios

HOLLYWOOD, Dec. 16.—Everett Crosby agency here inaugurates a new service to work with movie studio heads on matters pertaining to the use of composers, lyricists, arrangers, conductors and choral directors for musical flickers. Initial step in starting off the agency adjunct is bringing in Harry Highsmith, former business manager of Metro-Goldwyn-Mayer's music department, to head the new studio musical service branch.

Service is similar to that instituted recently by Music Corp. of America, which, under the supervision of Abe Meyer, makes original scoring and songs available to studios not maintaining regular staffs for this work.

Bluebird Gets New Kaycee Hopeful, Harlan Leonard

KANSAS CITY, Mo., Dec. 16.—Harlan Leonard and his Kansas City Rockets this week signed to record for RCA's Bluebird label, the second big break for the Leonard received in the past two months. First break was signing a management contract with Music Corp. of America, deal set thru Russ Fuchine, of the Chicago office.

Recordings will be made shortly after January 1, when Leonard takes in his maiden tour. Leonard formerly played sax with Bennie Moten here. When the Moten crew split up several members of the crew stuck with Leonard while the others joined up with Count Basie. Among those slated for the first session is an original, *Ra-Tu-Me-Cue*, with hide-beater Jesse Price highlighting.

Pointed out that when a tune is a potential Hit Parade, there is a mad rush among the publishers to put it on wax, with the public having equal choice among the 85-cent labels. And the music machine operators and the public think two and three times before parting with the coin for the higher priced labels, because the tune is recorded just as well on the two-for-one priced disks.

On the other hand, if a Clinton stub-bit non-pop Victor is put on the market and it grabs public favor, the disk will sell better over a 12-month period as the pop stuff that has a strong sale in the early stages but then joins its predecessors in the Musical Valhalla after the first month.

Clinton says that his move is the only way to increase his public sales and battling average on the all-important music machines. He chances that he'll be able to keep his particular following happy by playing the pop tunes on his location and his one-night stands. But for the all-important shekels to be derived from royalties from the waxworks the dippy doodler says the competition is too heavy from the 35-cent records of the same song.

Clinton points out that it is only a few years since he has had his own band and that previous to that he just worked in the studio with a recording band doing standards that were selling. Other tunes that he did, he said, were his own originals, which also kept the sales high.

But now indications point to a new trend, with the six-bit recording maestri plating tunes in which the band sells the record and letting the leaders on the cheaper labels continue to fight among themselves for the smash pop tunes.

Conn. Coppers Hit Song Sheet Pirates

BRIDGEPORT, Conn., Dec. 16.—Connecticut State police joined federal agents this week in helping rid the State of illegal song sheets when Dominic Mancini, of New York, was arrested with 3,000 song sheets in his car. Mancini was arrested when Spear Brothers, star winners of the Grand Springs, complained to police that he was allegedly trying to sell them the sheet music. Spear company previously had sold the song books but recently had been warned that they were illegal and are facing a demand by Music Publishers' Protective Association for payment of damages.

MPPA is conducting a drive thru Attorney Charles N. Segal, of Hartford, to round up the song pirates. Mancini is alleged by federal agents to be one of the largest distributors of the illegal sheets and is being held for violation of the copyright laws. Shortly after his arrest his automobile was attached by the Spear freres in a suit thru which the stationery hops to protect themselves from the consequences of their retailing the sheets.

New Show Score for Dubin

NEW YORK, Dec. 16.—Al Dubin, who fashioned the lyrics for *Streets of Paris*, has been signed by Memm, Shubert & Co. to a similar assignment for the forthcoming musical *Keep Off the Grass*, with Jimmy Durante and Martha Raye tentatively set to star. Dubin's song-writing partner, as for the *Paris* review, will be Jimmy McHugh, who recently arrived from Hollywood for the assignment.

Review of Records

U. S. Disks

IT'S been over a month now that Ell Oberstein, former recording manager for Victor, has stepped his best foot forward in recording circles and released two new labels of his own. Royale identifies the six-bit platters with a Varsity stamp for his 30-cent price. And if his first releases are a true indication of what the labels hold in store, on the basis of Oberstein's past performances, this is just the beginning. The labels augur a high mark for the other waxworks to shoot at or even match. Naturally, there's much in these early issues that doesn't go the mark and some of the names, many new to the recording field, fall short of expectations. Nor is the mechanical production of some of the platters up to accepted standards. However, whenever there's any merit, the releases in general carry plenty on the ball—enough to make the other waxworks realize that here is real competition in the recording market, both as to talent and sales across the country.

Peerce's Prize

AS ONE might expect and expect, the most talked-about platter in the first packages is Johnny Messner's famous folderol, *She Had To Go and Lose It at the Astor*, a delightful bit of disc detritus that carries a terrific build-up for the usual letdown on the stonking. Messner, one of the mainstays of the Varsity label, mates the platter with an acceptable bit of stompology that bears the tag of Johnny's signature. But with all due respect to the commercial appeal of the Messner classic, the real salvo goes to Oberstein for grabbing off Jan Peerce, featured tenor at Radio City Music Hall in New York.

How come Peerce was overlooked by the others is too tough for the others over to explain. Not only is the tenor box office, but more important, he can sing. With Enrico conducting, the symphony being Music Hall's pit boys we suspect, Peerce pitches off on the Royale label with a couple famous and familiar operatic arias, *La Donna E Mobile* from *Traviata*, and *Un Vestito Giubba* from *Figliacci*. Peerce's performance leaves nothing to be desired and is one of the best reasons we know why you should go out and buy a phono attachment for your A.

And if it's the better brand of music you desire, Royale has a righteous boast in a pressing of selections from *The Desert Song* by the Savoy Singers from the same company, which will cover the cost of the new construction and settle damages sustained by Charlie Barnet, last band, in losing instruments and library in the fire.

Coast Palomar Rebuilding

LOS ANGELES, Dec. 16.—A new Palomar will go up on the site of the Palomar ballroom recently destroyed by fire. Plans for the new dancers have already been made, and it is expected to have the floor ready for polishing by late spring. Palomar management is expected to pay \$70,000 to the insurance companies which will cover the cost of the new construction and settle damages sustained by Charlie Barnet, last band, in losing instruments and library in the fire.

U. S. Ups Disk Production

SCRANTON, Pa., Dec. 16.—In a move to enlarge its electro-phonograph plant, the demands for records, Scranton Record Mfg. Co., cutting Royale and Varsity disks for U. S. Records, added 10 steel tanks, used in placing a metallic coating on the master record thru an electric process. Plant is turning out more than 15,000 records daily and has been adding more employees the past few months.

THE SONG WRITER and
MUSIC PUBLISHER

AL DUBIN Sets the Tempo for
Broadway Show Music

JACK ROBBINS Takes the Film
Tunes to Task

Both a Feature in the
Holiday Greetings Number

Dated December 30

Will Osborne

(Reviewed at Hotel Pennsylvania, New York)

OSBORNE'S main stock-in-trade is a well-rounded versatility capable of pleasing variegated musical palates. Choosing a shared companion for the swing and sweet, Osborne sets no dynamic under the stomps and pours no sirup on the ballads, but serves both with a musicianly smartness and a solid rhythmic lift. It's the sort of danaparr that can be actually be danced to and listened to with untiring pleasure.

Six brass, four reed and four rhythm handle arrangements that never collapse under their own weight, but that carry plenty of punch despite their basic simplicity. Band's "slide Music" tag is the result of lengthy glissandos from the brass on intros and modulations, a scoring trick that isn't overdone and that, along with the repeated use of an interesting transition melody, gives the work individuality.

Vocal department maintains the high standards set by the instrumentation. The Osborne warbling has been a highly listenable adjunct of the music big for the past decade and continues to lend itself admirably to the current ballad output. For novelty, it's Dick Rogers and the genuinely comic ability which he sells his own original and clever material. Dale Gonyea also knows how to handle a novelty lyric, singly or in duet with Rogers, and Barbara Bush attends to the femme range. With Osborne bringing the proper touch to his bantering, it's a performance that can be warbled as well as heard with the maximum enjoyment.

Richman.

Jay McShann

(Reviewed at Martin's-on-the-Plaza, Kansas City, Mo.)

THIS septa crew shows a terrific drive and enthusiasm which bids fair for a great future. Paced by maestro McShann, who has a piano style midway between Count Basie and Mary Lou Williams, but still altogether his own. Combo (numbering trumpet, two tenors and one alto, piano, bass, traps and vocalist Earl Coleman) turns out a solid brand of dance music, steering away from pop tunes. Rhythm is accentuated with many riffs in the scores and piano and bass (Gene Ramey) taking most of the solos. Most arrangements are by tenor sax William Scott. Audience reception, mostly by J-bugs, is very good, crew playing hot and fast for the type of crowd.

Locke.

Leon Prima

(Reviewed at Windmill, Natchez, Miss.)

PRIMA follows in the footsteps of his nosed brother, Louis, by fronting a strictly swing, small, five-piece band with many riffs in the scores and piano and bass (Gene Ramey) taking most of the solos. Most arrangements are by tenor sax William Scott. Audience reception, mostly by J-bugs, is very good, crew playing hot and fast for the type of crowd.

Despite its size, the outfit sounds full. Personnel takes in Ossie Godson, drums and vibes; Fave Roppolo, clarinet; Arthur Pons, guitar; Dizzy Norman, piano; Bunny Frank, bass, and Prima, who contributes some nice vocals in addition to his horn work. Case.

Mildred Manning and Her Rhythmettes

(Reviewed at the Armory, Tonawanda, N. Y.)

CLAIMING the distinction of being a radio's only femme staff band (on W.C.G. 4, Akron, O.), this all-girl unit impresses favorably with a style that is not out of the ordinary, it is pleasing sweet swing along conventional lines. Repertoire ranges from swingeroos to ballads, gals sounding their horns and playing on the fine brass section. Four reed, five brass, piano, drums and bass make up the crew. Miss Manning, a personable blond, doing none of the directing but sticking competently to the ivories. Out in front is Kay Margro, a blonde-looking brunet, who gets the gapers with her hip-swaying bantering and a fine blues voice.

Leaning rather heavily toward the brassy interpretation of swing, work featuring its two trombones and two trumpets, Marcella Witwer standing out among the latter, blowing as hot a horn as might be desired. Gal also warbles.

Reviewing Stand

Vo Lols Turner occasionally leaves her drums for a ditty or a bit of tap dancing. A novelty vocal trio also contributes to the showmanship quotient. Johnny Marvin and Jack Jacklindas do the arranging. Warner.

Fiddlers Three

(Reviewed at Hotel Robidoux, St. Joseph, Mo.)

THIS trio turns out both dance and saloon music for the cocktail lounge, doing their best work on arrangements of pops. Harry Winston, violinist, doubles on vibes and guitar, sings and arranges. Jimmy Tucker handles guitar, Hawaiian guitar, string bass and also warbles. Harry (Auggie) Roberts sings scat numbers. Brand of dance music is plenty solid for size of the combo, melody being kept out in the foreground. Vocals are also handled neatly. Locke.

Sammy Haven

(Reviewed at Pla-Mor Ballroom, Lincoln, Neb.)

BEATING out a good terp rhythm, Sammy Haven's music is easy to dance to, altho the delivery is on the rough side. J-bugs and Jivis in the liners will be its best chance in its present shape. It's a consolidated outfit, the joining of Sammy's and Virgil Campbell's crews into a three rhythmized, three saxed, and duo brass assembly. Both of them lack in the partnership share everything—the baton, the bull fiddle and the profits. Haven takes the vocals. Skeets Ranum, trumpet, is the only instrument featured besides the fiddle wretches by Haven and Campbell. Syncos strictly for the country halls. Oldfield.

Red Nichols

(Reviewed at University Coliseum, Lincoln, Neb.)

ONCE it was Red Nichols and his Five Pennies, an outfit which captured the fancy of the public in the days when small bands could do it. Now it's still Red Nichols and the Pennies. They're only a part of a crew double the original size, and used to cut loose on slap-down sprees of hot licks.

Nichols on the band stand is a performer to watch, jamming the old cornet hard to his lips and blowing the first lights out of arrangements which spotlight him. His is an engaging personality, one that catches on with the dancers and sells his musical goods in great shape.

Two of his hot men take a great deal of eyeing. Billy Shepherd, who hauls fevered spasms from his clarinet, and Bobby Jones, who is equally in the upper farhenheit on a tenor sax. Boogie-woogie is the description they hand to finger outfits led by Bill Fargle and Harry Jaeger, the drummer, is also a highlight.

Besides Nichols in brass, there are two trumpets and two saxes, four sax and four rhythm. The music is a dance outfit leans to swing, with the sweeter tunes less frequent. Youth is his field for followers and the red-top doesn't disappoint. Oldfield.

Ted Straeter

(Reviewed at Fefe's Monte Carlo, New York)

STRAETER'S distinction is in playing the music he wants to be listened to by other than society people, overcoming the handicaps of society tempos and tunes in unbroken succession for a half hour with a genuinely musical performance far more interesting and danceable than usually found in this type of upper crust rendezvous. Ork isn't allowed to stray too far from the beaten rhythmic track demanded by the social set, but it makes up for that with a dose amount of coloring produced by efficacious doubling with its normal set-up of four reed, trumpet, fiddle, drums, guitar, bass and the Straeter piano.

With the maestro doing a good solo job a large part of the time, two saxes double on violin and flute, fiddle player takes to a sax to make a reed quintet, and the trumpeter picks up a melophone, any of which adds up to plenty of color and shading. Straeter's also choral director for the Kate Smith radio commercial) deserves credit for making the most of the limitations imposed upon him by his clientele. Books contain mostly current and old musicomedey tunes, standards, waltzes and some particularly outstanding pop

Music in the Air

By DANIEL RICHMAN

JACK CRAWFORD (*Hotel Gibson, Cincinnati, WABC*) must be guilty of thoughtfulness in the handling of his dance records. Nobody could put as many broadcasting faux pas as he does intentionally. But however they happen to be committed, there's not much excuse for a couple of the glaring indiscretions this ork revealed on a show caught this week.

In the first place, it's foolish and pointless to use as a theme a vastly popular ballad which is only now beginning to cool in public favor. Crawford elects to open an entire program with *Over the Rainbow*, which carries absolutely no distinction as a musical signature for a band right now. In a few years Harold Arlen's lovely melody may make a name for itself as a theme ork, but at the moment, with so many bands having overlapped it, it serves no purpose whatever as a signature and only retards broadcast tempo apparently so lacking in imagination that he grabs the nearest pop hit instead of digging around for something that he could make uncontestedly his own.

Mistake No. 2 came with the first number, when Crawford picked a waltz to exactly the same tempo as *Rainbow* (which, incidentally, was badly and interminably played). Followed then another item similarly paced, a rhythm tune, *Swing with Me*, which was also an irritating tempo. To make things worse, a station break at the halfway mark necessitated *Over the Rainbow* practically in its entirety before and after the station break. The tempo of the above-mentioned ballad quartet surrounding same. A couple of fast rhythm tunes proved that Crawford can play this type of number, but by the time the second one came this diatribe, for one, was long past caring.

Veteran

SHADES of the old Coon-Sanders outfit and the great listening idea it used to bring to nocturnal networks in the roaring '20s filtered thru the loud-speaker this same tempo as *Rainbow* that famous crew, JOE SANDERS (*Blackhawk Restaurant, Chicago, WOB*). While Sanders now offers none of that attention-getting stuff (such as the phone calls to the band stand for favor numbers), he still knows how to put on a remote, making up to some extent for the lack of novelty by programming a balanced quota of sweet, swing, oldies and originals.

The Ben Bernie touch at the end—conveying musical good wishes for happiness, etc.—is good audience appeal, and about the only fault that could be found with the remote is the constant and repetitious reference to Sanders as the "old lefthander." That might be quibbling, but if it began to jar on other listeners the radio calls for this on an anticlimax would be helping Joe a lot if they cut down on the number of times they use it.

Magic Bow of Radio

CONSTANT repetition of anything can be annoying and particularly so when it's pointed up by the compactness of a half-hour radio show. EMEY DUTCH (*New Remora Hotel, Albany, N. Y. WABC*) is another offender along these lines, albeit in a different way. On half the numbers on a program caught this week the "magic bow of radio" took identical opening choruses, with the tunes separated in each instance by a rhythm song. At the halfway mark the pattern became too pat, and the remote never pulls up to the point where the rut this sea of things got it into.

Dutch's fiddle is good to listen to, and its soothing tone on some of the moment's top ballads is a welcome change from the blasting attack on, or the ritual approach to, current melodies by other orks. The trouble here was that its position in the picture never changed. An audience, especially one that becomes certain of what will happen next, and after a little while there was no question here that an announcement of a slow waltz would be followed by a muted violin first choice. Monotony is one of the worst attributes that a dance remote can give itself.

Good trick is grouping four or five tunes from a well-remembered show into a medley within the medley that, in some set, brand carries no more than a name. It needs to be generally expert and well-arranged instrumental output. Leathers shows a genial personality, altho sticking to the ivories thruout. Richman.

Bands on Tour

Advance Dates—

HARRY RAYMOND: La Jeunesse Club, Scarborough, S. C., Dec. 22; Bachelor's Club, Georgetown, S. C., 23; Newberry (S. C.) Country Club, 27; Saluda-Lexington Clemson Club, Batesburg, S. C., 28; National Guard Unit, Warrenton, S. C., 29; Corsair Club, Orangeburg, S. C., 31; Delta Zeta Sorority, Univ. of South Carolina, Columbia, Jan. 30; Junior Class Dance, Converse College, Spartanburg, S. C., Feb. 10; Phi Kappa Sigma Fraternity, Univ. of South Carolina, Columbia, 16.

JAL KEMP: Waldorf-Astoria Hotel (Asor Galleries) New York, Dec. 22; Masley's Auditorium, Allentown, Pa., 29. **JERRY BLAINE:** Larchmont (N. Y.) Sea Club, Dec. 22.

BOB WALLACE: Preshing Ballroom, Chicago, Dec. 23, 30, Jan. 6. **GEORGE HALL:** Tantilla Gardens, Richmond, Va., Dec. 23-24.

EMIL COLEMAN: Winaut party, Colony Club, New York, Dec. 23; Junior Guild party, Hotel Waldorf-Astoria, New York, 27; Metropolitan Dance, Ritz-Carlton Hotel, New York, 28.

HOWARD WOODS: St. George Hotel, Brooklyn, Dec. 23.

CARL SCHREIBER: Hotel Baker, St. Charles, Ill., Dec. 23, 31; New Preshing Ballroom, Chicago, Dec. 24, 25, 28, Jan. 1; Oak Park (Ill.) Club, Dec. 27, 30; Backstone Hotel and Mundelein College, Chicago, both 29.

JIMMY DORSEY: Greystone Ballroom, Detroit, Dec. 24.

AL DONALD: Ritz Ballroom, Bridgeport, Conn., Dec. 25.

FRANKIE TRUMBAUER: Armory, Fort Huron, Mich., Dec. 25; Hoosier Athletic Club, Indianapolis, 30.

JACK WARDLAW: Country Club, Galesden, Pa., Dec. 25.

BOBBY SNYDER: Sigma Kappa Delta Ball, Delmar, N. Y., Dec. 27; Gideon Putnam Hotel, Saratoga Springs, N. Y., 31.

GEORGE OLSEN: Metropolitan Club of Notre Dame, Hotel Astor, New York, Dec. 27.

JOE VENUTI: Bellemeade Country Club, Nashville, Tenn., Dec. 29.

SWEE FIELDS: Olympia Theater, Miami, Fla., Dec. 29-Jan. 2; Strand Theater, New York, Jan. 12 for three weeks.

BOB CROSBY: Stanley Theater, Pittsburgh, Dec. 29 week.

JOE STONE: Coddilion Club, Holden, W. Va., Dec. 30.

LARRY SMITH: Polo Club, Dayton, O., Dec. 30.

TIMMY VAN OSDELL: Verity Deb Ball, Stron Hotel, Cincinnati, Dec. 30.

HERMAN KIRSCHNER: Netherland Plaza Hotel, Cincinnati, Dec. 31.

JACK SPRATT: Hotel Gibson, Cincinnati, Dec. 31.

WASH FUNK: Anthony Wayne Hotel, Hamilton, O., Dec. 31.

MCFARLAND TWINS: Hotel Waldorf-Astoria, New York, Dec. 31.

BILL HARDO: Bay Theater, Green Bay, Wis., Dec. 31, Jan. 1.

ANN ARBER: Michigan Theater, Ann Arbor, Mich., Jan. 3-4.

TOMMY DORSEY: Orpheum Theater, Indianapolis, Jan. 5 week; Lyric Theater, Indianapolis, Feb. 2 week; Univ. of Virginia, Charlottesville, 10-17.

RED NORVIG: Hotel Waldorf-Astoria Employees Ball, New York, Jan. 5.

GEORGIE AULD: Duke Univ., Durham, N. C., Jan. 12-13.

PAUL WHITEMAN: Lyric Theater, Indianapolis, Jan. 19 week; RKO Palace Theater, Cleveland, 2 weeks; Shea's Theater, Buffalo, Feb. 2 week; Strand Theater, New York, 9 for four weeks.

JOHNNY GREEN: American Federation of Radio Actors' dance, Plaza Hotel, New York, Jan. 20.

BOB CHESTER: Washington and Lee Univ., Lexington, Va., Feb. 1.

Anybody Got a Map!?!

WATERBURY, Conn., Dec. 16.—Hamilton Park Ballroom here experienced one of those unaccountable booking mix-ups which occur once in a lifetime last Sunday when Van Alexander, booked in for the night, went up to Waterbury, Vt. instead of the Waterbury here in Connecticut. Bunny Berigan had a similar experience several seasons ago at Pleasure Hall in Ballroom, Bridgeport, Conn., when he went to a spot in Bristol, Conn., instead.

No Holiday Lull for Lincoln's Dance Biz

LINCOLN, Neb., Dec. 16.—The music business really sawed off a sizable chunk of amusement money here during the week-end (8-10). First grab was made by Red Nichols, who grossed an edge over \$2,000 for the annual formal season opener at University Coliseum—the Military Ball. Prices ranged from 50 cents for spectators to \$1.50 and \$3 per couple. Harlan Leonard, playing the Sigma Nu party, was a big draw on Saturday (9), and on Sunday (10) Russ Morgan squeezed \$421 into the door at Turmpike Casino at \$1 per in advance and \$1.25 at starting time. With Carl Colby (9-10) at the Plamor, Johnny Martone at the Turmpike (9) and Al Sky's outfit at King's (9), it is estimated a full \$4,300 poured into the door on the week-end, which is some gate just ahead of Christmas.

Tucker Tees New El Paso Dance Series With \$790

EL PASO, Tex., Dec. 16.—Playing for the first in the 1939-40 series of 10 name band dances sponsored by the local Junior Chamber of Commerce, Orrin Tucker, with vocalist Bonnie Baker and a network broadcast for the added draw, accounted thru tickets for an estimated \$790. Dance was held last Saturday (9) at Liberty Hall, and Rivers Bowden, in charge, said the take was up to expectations.

At \$1.30 per couple 650 pairs accounted for \$780 and two twosomes without dance membership cards plunked down \$4.80 per pair to dance. Concessions brought in about \$500. Band was well received.

Luneford To Play Four Harlem Dates in 2 Weeks

NEW YORK, Dec. 16.—Jimmy Luneford, come Christmas week, will play four dates in locations in the Harlem territory within a period just short of two weeks.

On December 24 he will play his traditional Christmas Eve engagement at the Renaissance Ballroom and then open at the Apollo Theater for one week, beginning December 29. He plays at the Rockland Palace on New Year's Day (1) and then moves into the new Golden Gate Ballroom January 3 for a three-day stand.

\$490 Yankee Sock for Van

YOUNGSTOWN, O., Dec. 16.—Making his second appearance in six months, Tommy Van got socked at the door and on the floor last Saturday (9) at Yankee Lake Ballroom near here. At a 35-cent scale plus a 10-cent checking charge 1,400 dancers rang up \$490, take almost as good as that piled up last May by Gene Hall and the month previous by Johnny Martone. Ballroom, one of the largest in the East, located between Youngstown and Sharon, Pa., has been doing excellent biz for the past several months. Spot has table accommodations for 800 people.

Osborne Grand With Grand

SCRANTON, Pa., Dec. 16.—Will Osborne attracted a \$1,050 gate last Thursday (7) for the U. of Scranton's Blood Donors' Association dance at Masonic Temple. Despite rain early in the evening, nearly 700 attended at \$1.50 each, and gate was considered grand. Because of the large turnout, college is buying more name bands for its dances. Gene Krupa comes in Christmas week for the Masonic Temple. Tommy and Hal Kemp plays the same night for the Interfraternity dance at Hotel Jermyn.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Accordiana
LAWRENCE WEIK, the accordiana-playing maestro, effected a neat tie with the Wurlitzer music stores which makes for plenty of lineups in the daily newspapers. Wurlitzer has always been a heavy spender for newspaper advertising, and the holiday ads are pushing a Lawrence Weik Student Model Accordiana. Ads also carry a photo of the maestro.

Maybe the problem isn't as pressing as what to do about your old razor blades, but it takes ingenuity to figure out the proper disposition of your broken batons. Instead of throwing them behind the piano, Roger Bruce, current at Park-View Hotel, Columbus, O., has found a new twist in putting the injured sticks to good use after their duty days are o'er.

Bruce finds that when good customers are given busted batons that are autographed, they get a bigger kick out of the souvenirs than they would get from any number of autographed photos. The idea that the baton has been thru service is an added attraction.

When radio listeners write to Johnny Messner, at Hotel McAlpin, New York, for pictures, he completes the personal touch by acknowledging the request in the form of a folder, the face side of the four for letter-writing purposes.

Inside pages carry photos of all the RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH BANDS RECORDS ARE SETTING UP THE GREATEST ON AMERICAN'S \$20,000 AUTOMATIC PHONOGRAPHS.

band personalities and the vocalists. Back cover, also pictorial, shows the hotel, a theater, records and the maestro at the mike to include radio in the coverage. Stationery side also carries an imprint of the new Messner slogan, "Can't We Be Friends," his theme song.

Fan clubs are not only sure signs of public popularity, but also make it possible to build up valuable mailing lists of dance fans in the various sections of the country—a box-office builder when the band goes barnstorming.

Del Courtney, at Hotel Ambassador, New York, got his fan fraternity baptismal last week when a flock of his followers banded together to make for the first chapter. At the same time the Bob Cat Fan Club, boosters for Bob Crosby's Dixieland Band, enrolled its 30,000th member.

Waits Me Willies

SWING fighting for its place in the sun in face of the return in favor of the sweeter brand of sympos, it would serve to good advantage for bands playing hotel rooms and ballroom locations to inaugurate a "bring-back-the-waits" movement. Making much ado over it is always good for feature yaps in the local papers, especially when tied in with local dancing schools and terp tutors. Highlighting the three-quarter time dance sets, use of multi-colored gelsatins for the floor spotlight always

makes the waiting more inviting. A waits contest is a natural offshoot.

George Devine, operator of Eagles Ballroom, Milwaukee, has set aside the Friday night dancing sessions as waits night. And it has proved a profitable promotion. When the band beats up the three-four tempo, old-time flickers are shown on a screen behind the band stand to flavor the waiting.

Competition has always been keen among the boys booking their own club and college dates. On entering a bid for a dance, price is shaved so many times by competing band masters that it's no wonder the pay-off is often in cents.

However, when Kemp Read of New Bedford, Mass., asks for a price for his band, he aims to maintain his set level. Thus, his calling card leaves that impression with the buyer in no unspoken terms. Reverse of Kemp's business card forcibly calls your attention to the fact that: "There is hardly anything in this world that some man can not make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey."

The same element of frankness, tho the twist takes a humorous slant, is presented in the exploitations of Ray Alderson, who barnstorms the West, with Dubuque, Ia., as a hub.

Alderson doesn't believe in peddling his route list with phony dates just to create an impression that his band works every single night of the week. Rather, in listing the open dates, he adds the notation, "Day off for shopping" or "Day off to rest, but will try to book."

Ira Steiner, Benny Goodman's publicist, pushed thru another neat tie for the maestro with Saks Fifth Avenue, smart New York department store. Linking Goodman with his appearance in "Swingin' the Dream" to make for the ad copy motif, full page ads in the newspapers appealed to the debs with "Benny Goodman tempo in waits time dream dresses." Titles of tunes teed off the descriptions of the gowns, which also had the familiar caricature of Goodman and his blow-pipe deaving up the page. It all smacked of "Mendelssohn dream dresses to waits around the holiday festivities... with all the syncopation of the Goodman clarinet."

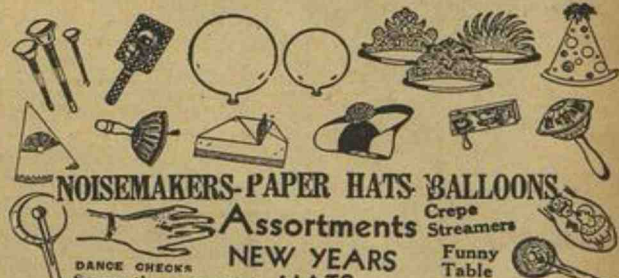
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★ **THE RADIO MAESTRI**
Read 'Em or Weep Is the Sage Advice to Musicians From **ROY SHIELD**
Your Hit Parade Gets an Explanation and Interpretation From **MARK WARNOW**
Both a Feature in the **Holiday Greetings Number**
Dated December 30

ACTORS PAN THE PANINERS

Claim That Critics Don't Know Enough About Acting To Judge It

(Continued from page 4)

ance without regard to how well the actor has solved the problems inherent in the role."

"I think they know very little about the problems of the actor and are time and again deceived into thinking perfect type casting marks a great actor. I don't think they know the difference between acting, sitting and directing. They cannot tell when an actor's goodness or badness is due to the director or the part."

"No, I believe that every critic should be obliged to serve as an actor and stage manager, and to direct at least one play. Two years would not be too much to insist on in the way of practical experience."

This last is typical of many of the general comments made by the players in the space provided for comment. Replies of all sorts came in, ranging from commendation of the critics as a class to pleas for the abolition of criticism of any sort. Most, however, centered around the allegation that the present critics do not know enough about the stage and should go out and get themselves some practical experience. Others harped on various results of the critics' lack of theatrical knowledge, while still others insisted that the critics should be reporters as well as judges.

Miscellaneous Comments

The following are typical comments, ranging all the way from general praise of the critics to general condemnation:

"Critics are our greatest asset. They are the loudest boosters for good plays."

"I think the theater is very fortunate in the amount of attention it gets from columnists and critics. The outstanding thing about the present critics in New York is their integrity, as I see it."

"Along with the ticket situation, the daily reviewers constitute a main reason for the theater's lack of health."

"I think some other plan could be devised whereby the public could be informed of the merits and shortcomings of a play—something short of a monopoly such as is held by the critics today."

Should Watch Rehearsals

"The only improvement I can see would be to force the New York reviewer to sit in on rehearsals, from the first reading of the play, dropping in from time to time on the work of the production, giving suggestions, etc. Then on the opening night, thoroughly familiar with the production, he writes his opinion of the success or failure of those who have contributed, fortified by a working knowledge of what each element has contributed, the actor, director, author, etc. Needless to say, I am not a disappointed actor. I have always gotten good notices from the critics, even in small parts. There is nothing personal in this. But they just don't know their jobs."

"Every critic should be forced to spend some time in actual production before taking a seat in his ivory tower. A sincere love for the theater would make him press the good experimental work instead of 'debunking' everything. Critics should help build American audiences—but they serve to frighten them away. Their false attempt to 'purify' the theater merely starts an influx of

commercial trash."

"The thing I object to is a critic taking out a personal dislike to someone in his reviews. I think an actor should be judged on his performance in a particular play. And an omission of mention is worse than a pan if the actor has any part at all."

"I regret the growing tendency toward

'smart-aleck' notices, those in which the literary ability of the critic smother his subject matter."

Should Be Reporters

"Practically all of them, instead of acting as dramatic reporters, which should be their true function in my opinion, assume an air of Olympian infallibility and attempt to instruct the public in their own ideas of dramatic taste."

"They should try to be a little more tolerant. Above all, if they laugh and enjoy themselves at a bad play, they should at least chronicle that fact before (or after) damning the production. If the audience seemed to enjoy the play they should report that fact, even if the critic did not."

"The custom of reviewing, to my mind,

From Out Front

By EUGENE BURR

The poll conducted by *The Billboard*, wherein actors are that long allowed to voice their honest opinions of the men who are permitted to judge them, is an interesting thing in more ways than one. Last week the actors' choices for favorite and least-liked critics were printed, and this week, in an adjoining column, you can find the players' opinions of the critics as a class, together with some comment regarding the critics' knowledge of acting. It is a healthy thing, I believe, for a man to bite a dog—healthy for both the dog and the man.

Particularly it is healthy in the case of the actors and the critics. For the actor achieves his position—generally speaking, at least—thru talent and the recognition of that talent on the part of managers and directors. But the critic achieves his position merely because someone in authority on a newspaper appoints him to the critical desk. If such appointments were based on past performances or even on a knowledge of the stage, the situation might be different, but they strike more or less with the random force of lightning. Newspapers that would blush to appoint a city desk man as art critic unashamedly appoint a general feature writer as dramatic critic. They seem to forget that the theater is an art, and deserves to be treated as one.

In any case, these random appointees have the privilege (some of them seem to consider it the right) of judging and passing on the life work of an actor. It is only right that the actor should, on occasion at least, be allowed to retaliate; and the critics would be wise to give heed to the actors' comments. For example, a large number of the actors' complaints maintain that the critics should get a better working knowledge of the theater before they presume to judge it. I don't think any critic would lose caste if, for three productions in the course of a year, he acted as a sort of general assistant to the manager or director during the day, covering his other shows at night and letting his second-stringer review the shows on which he himself worked. I don't think he'd lose caste—and I do think he'd gain a tremendous amount of respect and knowledge.

If the critics are wise, the lads who made out not so well in last week's results will take stock of themselves. But even the man who came out on top, if they are honest and serious about their work, can take heed. The critics, from their wealth of inexperience, judge and praise and condemn the performances of actors who have struggled, studied and slaved to attain their positions. The actors listen to them. It seems to me that the critics should not be above listening to the actors for a change.

A strange thing happened recently. An incantation was performed in the lobby of the Belasco Theater.

During an intermission at the official second night (a week ago last Monday) of *Foreigners*, my wife and I were standing in the lobby talking of *Here Come the Clowns*. That, of course, is nothing unusual in the Burr household; tho this particular conversation attracted a sort of general assistant to the manager or director looked suspiciously like the stairway to the office of Mr. Concanon. Indeed, it is probably only natural that the old Belasco stairway should.

In any case, I asked my wife to repeat the Concanon's speech, since I hadn't heard it in at least a week and was in sore need of its magic anyhow, what with the play inside. So she started—"Once . . . there was a little man . . ." And just when I looked up and there, standing around the lobby, was Phillip Barry.

It was, of course, a legitimate incantation; the Concanon's speech brought him. And since Mr. Barry, as author of *Here Come the Clowns*, by long odds the greatest play of the 20th century, is the only man in the theater today about whom I can work up a fan attitude, the evening was a success. The incident even took the curse off *Foreigners*.

Of course, it may be argued that the whole thing was a coincidence, that Mr. Barry would have been there anyhow, and that I just happened to look up when the Concanon's speech began. But in view of the great, high magic of *Here Come the Clowns* I'll continue to regard it as a magically successful incantation.

Mordecai Gorelik, who is one of this corner's favorite scenic designers, recently wrote a highly interesting letter concerning his use of a graded stage in *Thunder Rock*, which grading, it seemed to this reviewer, made things unusually hard for the actors. Said Mr. Gorelik:

"I wish to take full responsibility for the use of the ramped platform in *Thunder Rock*, as it was I who first suggested it. However, it is not my own invention but is a technical expedient which is being increasingly used in Europe for certain scenic and acting purposes. It seemed to the Group to be very well adapted to a play like *Thunder Rock*. The slope, after being precisely calculated, was tried out before any scenery was built. The actors showed some apprehension at the idea originally, but from the moment the setting arrived they were unanimous in the belief that the ramp helped their acting, and said so on repeated occasions to the directors and myself."

"The angle of the slope, by the way, was moderate—approximately one inch to the foot. So far as I know, this is considerably less than the normal slope of stages as they were built for centuries before the present horizontal stage. Thus, Ford's Theater in Baltimore, where Audrey's play first opened, originally had a stage which sloped at a degree of one inch to the foot, not less than the platform of *Thunder Rock*."

Nonetheless, on the evening that this corner caught the play several actors went off balance and almost fell—or so it seemed. Perhaps, being effete moderns, they haven't the sense of balance that was needed to tread a stage in the unbalanced days of the 19th century—or perhaps they were merely staggering after having read the reviews.

Be that as it may, tho, Mr. Gorelik certainly has a right to receive consideration for his side of the case.

My chief objection is that they, most of the critics, have a theatrical standard that is not the layman's. It's an artistic, literary standard, that of the critics, which the layman rarely shares. Theatergoers want to be entertained; critics want intellectual stimulation, a high art which would make the theater exclusive; and, after all, actors and dramatists want to make a living, a good living. So we're at odds."

More Time Needed

"Critics should be given more time to consider a play before writing criticisms. They should note audience reaction as well as their own."

"I believe that by-lines should be taken away from critics on the New York dailies."

"Big stage names seem to awe the critics, with the result that they (the big stage names) are praised for trips that would get a lesser name panned. A good show is accorded show, if the credit is there and it is well played; conversely, if the ability is not there a star should be as roundly criticized as a lesser name. Or do I expect too much?"

Should Know Theater

"The practice of putting star reporters into the dramatic chair is to be condemned as a fine art. When a fine critic establishes individual standards for themselves and judge accordingly. The looseness of the superlatives they often use is misleading, and they are constantly having to take back compliments and retort that they liberally bestowed in a hasty moment."

"With few exceptions our critics are taken in along with the audience. They will hear a mediocre actor deliver a superbly written scene and will credit the actor as a fine artist. When a fine artist takes a badly written scene and gets it by, despite poor playwrighting, they are not aware of it. All actors have seen this happen too many times. Like the audience, too, the critics are taken in by star actors. The parts the stars do are always the best parts in the play, naturally—but the critics don't distinguish between performances and parts."

"I don't think that most of the critics intentionally misrepresent. All that they seem to be capable of doing, however, is to tell whether any particular show bored them or entertained them. Granted that in this respect they are the same as the average spectator, this is not enough. The career of an actor or a director or a producer or an author very often depends on what the critics say of him; and if a critic is bored and blames the play when it is the fault of the actor, it is a disaster."
(See *PANNERS PANNED* on page 27)

Review Percentages

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

"The New Helzapoppin"—38%

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

"The Woman Brown"—7%

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

*John Anderson, usual reviewer for the *Journal-Americans*, did not see a show this week. Percentage computed therefor on basis of seven rather than eight reviews.

A Review
Of the Events of the
Year in Legit
will appear in the
HOLIDAY GREETINGS
NUMBER

378Gs Spent for Talent, Music by Lynch in 18 Months

PHILADELPHIA, Dec. 16.—State Liquor Control Board took under advisement the case against Jack Lynch, of the Walton Room, who has been charged with selling liquor after the legal closing hour.

On the stand, Lynch testified at length on the financial structure of the spot and said that from May, 1938, to November, 1939, he had paid out \$105,168 in payroll, exclusive of the eventual verdict. His latest bill during that period amounted to \$378,755, including musicians. In addition, he spent \$94,363 in the State-owned liquor stores. He also testified that he was not at the restaurant when the two agents of the liquor board made the illegal buys.

A similar argument was presented a few months ago during Benny Fogelman's of Benny the Burns' successful court fight to have his license restored. An indication that the eventual verdict would be in favor of Lynch was made when Sidney Schwartz, examiner for the board, said, "This is apparently the biggest night club in Philadelphia, and undoubtedly one of the best customers of the State stores."

Cops Book Booker On Girls' Charge Of Stranding Fear

SYRACUSE, N. Y., Dec. 16.—Driven by the fear of being stranded, three hoofers from New York spent several hours in the local lockup while their story was being checked, made a tearful complaint to Detective-Sergeant Arthur Casey that their producer-boss was about to leave town, that they had no money and that they had not been paid in the last 10 days.

The girls and the producer gave their names as Lee Pena, Lorraine King, Olga Loe, of New York City, and William Beck, of Rochester.

In a statement made to Police Chief William E. Rapp by Miss King, she said that Horlick had come to her mother's dancing academy in New York, said that he wanted four girl entertainers at \$25 per week each.

After several months squabbles Miss King said Horlick told the girls to pack up and "get the hell out of here." However, the girls were persuaded to stay a little longer by the producer's wife.

Miss King claimed Horlick decided to go to Lake George, Sunday (3) and said he was going to bring the girls to Syracuse. This, says Miss King, is the reason the girls were scared and thought Horlick was going to leave them stranded.

Horlick told the chief that he agreed to pay the girls \$15 a week and that they would receive their board and room from the owners of the places they played. He also said that the spots his show played and did not gross enough to pay him for his show and, for this reason, he could not pay the girls in full.

Mrs. Horlick was sent out for some money and the girls were given \$20 each. Accompanied by a police matron they were put on a bus for New York and the producer was released.

Rosey Agency Books Names

SAN FRANCISCO, Dec. 16.—Jack Marshall, at the Royal Hawaiian for 33 weeks, opens December 19 at the Bal Tabarin, along with the Morrie Abbott Dancers and Ames and Arno.

Barn Rosey agency has Marshall booked into the State-Lake, Chicago, February 2. Patricia Ellis opened December 7 at the Club Moderne for two weeks. Business generally poor because of labor trouble.

Dear Me!

SHEBOYGAN, Wis., Dec. 16.—During the deer season in Wisconsin the Equine, local nitery, used a play on words to advert as follows:
"Bring in your deer! You don't know need a BUCK to have lots of FAWN."
Walter J. SHOOT the works and hear Walter's answer. Absolutely... Foolishly the finest entertainment in town!"

Believe It or Not

SPRINGFIELD, Ill., Dec. 16.—Ted Cotts, magician working at The Spot here, uses goldfish in his routines. In order to "keep within the spirit" of the wages and hours bill, Cotts carries eight fish, using four on alternate days.

P.S.: He gives the fish a vacation every two weeks, shipping them home to his aquarium in Chicago and having eight more sent to him.

Marke Booking Units in Pitts

PITTSBURGH, Dec. 16.—Sid Marke, with Joe Hillier in the National Theatrical Exchange in charge of vaude for two years, has set stage shows in a number of theaters.

He is booking units into Warner and Independent theaters on one to three-night stands, including houses in Erie, Altoona, Johnstown, Bradford, Butler, Parkersburg, W. Va., Greensburg. Most of the casts are 30 people.

Marke is also dicker for a tieup with a name band organization.

Edgewater Beach Line Change; Miss Bentler In

CHICAGO, Dec. 16.—Harriet Smith, line producer and booker at the Edgewater Beach Hotel, leaves this week and will be succeeded by Dorothy Bentler, Miss Smith's former line captain and recently of New York. According to reports, Miss Smith and hotel management "had words" and she is pulling her line, which has been there for four years.

Miss Bentler is forming a new line and will assist in the booking. She starts December 23 with the new show which will feature Ted Weems' Ork and the Duffins.

West Allis Club Resumes

WEST ALLIS, Wis., Dec. 16.—John Kegel, operator of Kegel's line, is offering Bob Photenhauer and his Navy Club boys Friday and Sunday nights and the Via Boys Croatian Ork Saturdays.

BEN WAGNER, former operator of the Verner and other theatrical hotels in Detroit, is taking over the Clifford Hotel there.

The Broadway Beat

By GEORGE SPELVIN

NOCTURNAL Wages Dept.: Peter Nemeroff, owner of the Russian Kretchama, has been urging personal friends not to visit his club Saturday nights—because then the "alarm clock crowd" is whooping it up, making a lot of noise, tipping poorly and insisting that the band play American jazz tunes. Nemeroff prefers the quiet days when the regular patrons are carried away by gypsy music and vodka. (The Saturday night mob drinks cocktails). "Alarm clock patrons," Nemeroff derisively explains, "are those who have to get up in the morning for work." . . . Now that John Barrymore's New York opening has been definitely announced, bets are being made on just what he'll do and say on opening night. And on what the critics will say in the papers the next morning.

AT HIS recent opening at the Hotel Pennsylvania, Will Osborne was reminiscing about his first job as a maestro—leading a four-piece band in a Chinese restaurant. After a couple of weeks the Chinese owner came and told him he had "a really good band." Naturally pleased, Osborne asked him why he thought so in particular. To which the son of the Orient replied, "You are always here on time." . . . Leo Brissell, 27-year-old concert fiddler, is fostering an "Alumni Association of Musical Prodigies."

IT'S old but still good. When E. H. Sothern was closing a long tour as Falstaff, the company thought they'd have some fun, so before the last performance they tinkered with the valve on the rubber upholstery that was air-inflated to give him a Falstaffian figure, and in the middle of one of the scenes somebody joggled the valve and the air began to seep out. But Sothern wasn't nonplussed. In the middle of the action he noticed what was happening; so, glancing down at his rapidly dwindling midriff, he remarked in stentorian tones, "The Lord giveth and the Lord taketh away."

CHRISTMAS-Spirit-wished-for-year-round-dept.: Compton ad agency will have no commercials on its Christmas Day shows, including live, transcription and spot shows. Agency feels it's nicer to substitute Noel greetings in place of the usual blurbs. But suppose they combined the two—for instance, "Peace on Earth, Good Will Towards Mankind." . . . Jim O'Neill, 44 Actors' Equity headquarters, likes talking birds, but had to get rid of his pet parrot because of its insatiable tongue. This came about when three chambermaids who used to eat their lunch in his hotel room were formally introduced to the bird by O'Neill. Josie, the parrot, let loose a blast of language that provoked a petition of complaint. Now O'Neill has a mynah which likes classical music, hates swing and says "Aw Nuts," every time he's asked to take a bath.

SPENCER HARE, p. a. for the Fiesta Danetera (dine and dance for 60 cents), said that a woman called him up and asked if gigolos were thrown in for the same price. Sort of Cafeteria Society.

N. Y. Clubs To Blossom Out Xmas Week With Big Shows

NEW YORK, Dec. 16.—Christmas week will mark the preening of Broadway's Big Four in the nitery field, with several smaller local clubs also debuting.

International Casino will unfold its new lavish production December 23 and Monte Proser's The Beachcomber debuts on the site of the Midnight Sun December 26. The Paradise reopens as Ziegfeld's Midnight Frolic and Lew Brown unshatters the Casa Manana, both on December 29.

Talent at the International Casino will include Betty Bruce, Carol Bruce, A. Robins, Walter Cassel, St. Clair and Day, Weire Brothers and The Debonairs plus Russ Morgan's and Brooks Steele's orchestra.

2 More Units Set for Kemp

CHICAGO, Dec. 16.—The Kemp Circuit picked up two local units for its Southern theaters, the Ted and Art Miller show, *Midnight Scandals of 1940*, having started in Richmond, Va., this week, with Harry Rogers' *South American Nights* coming in next month. Each show will get about 10 weeks.

The Miller line-up, in addition to their own act, includes Mildred Parr, Johnny Sanna, Brancheau and Fenton, the Debonair Trio, Zoska, Danny O'Connor, Al Kilne's Band and a line of girls. Rogers is using Freddie Herit, the Gasca Family, Constantino and Marda, Lupe de la Vega, Chiquita and a line of girls, among others.

Carbondale Adds Shows

CARBONDALE, Pa., Dec. 16.—Weekly floor shows have been resumed at the Mount Royal Tavern, the only local place having shows.

Show has Gerald (Red) Coleman, emcee; Tommy Brien's Swing Band, Marie Mack and Doris Sheldon.

Bowery, Detroit, Record

DETROIT, Mich., Dec. 16.—On December 16, the Bowery night club made a record when it drew 1,600 patrons. Show is emceed by Charles Carlisle.

chestra. There will also be 35 show and chorus girls.

Paradise talent for the book show thus far includes Jack Durant, Nick Long Jr., Ruth Clayton, Eunice Healey, Robert Reinhart and 24 line girls. Harold Adams and Vernon Duke are doing the lyrics and music. Stage is being changed and the entire spot refurbished.

Brown's cast at the Casa Manana so far includes the Frases Sisters, Eddie Carr, Larry Adler, Flora Vestoff, Moore and Beverly Bob Dupont and the Yacopi Troupe. Al Rogers is booking the show. The Beachcomber will have a South Sea Island motif after the nitery of the same name in Hollywood. "The Honorable Mr. Ching" will be in charge.

Bill Nigey, banquet director of the Hotel Astor, opened his own restaurant December 8. Spot is called Bill Nigey's Restaurant Sonda.

Lido Club, on 52d street, debuts December 21, featuring Clio Chasen and a line of Wally Wanger Girls. Roger Steel's Ork will provide the music.

Out on Woodside, L. L., the Casa Blanca changes to the Press Club, featuring the newspaper decorations, Bill Stanley, host, is setting up special news rooms for the press.

The opening of Club 54, formerly the Lock-and-Key and before that Lo Mirage, has been postponed indefinitely.

Old Vienna Nifties Click

CINCINNATI, Dec. 16.—Paul Penny, bossman at Old Vienna, and his p. a., Betty Kapp, have introduced two special features to build business, and both items, tho not necessarily original, are doing the job, besides making for hilarious sessions. Monday is "Stop-On-Night," when patrons are asked to request a tune, and if Freddie Fisher's Schnickelfritzer, current at the spot, can't play it, the patron gets a dollar. Tuesday has been designated "Take-Off Night," when patrons are invited to record their voice, either in song or story, with the customer being presented with the finished product. Old Vienna has revived its Saturday afternoon cocktail dance sessions, with the periods getting a good play.

Interested in Night Clubs?

THEN READ
"Operating the World's Largest Theater-Restaurant"

A special article by Chester H. Canning on The International, New York.

Interested in Vaudeville?

THEN READ
"I Manage a Vaudeville House"

A special article by Eddie Weisfeldt, director of the Riverside Theater, Milwaukee.

Interested in Club Booking?

THEN READ
"New Outlets For Talent"

A special article by Will J. Harris, producer of special shows in Chicago.

ALL ARTICLES IN

The Billboard's Holiday Greetings Issue

DATED DECEMBER 30

Club Talent

New York City:

MARC BALLERO begins a return engagement at the Belmont Plaza Hotel Tuesday (12). . . . CAROL KING goes into the spotlight the same day. Both booked by Ed Riley. . . . SALLY KELLY is in her sixth week at the Valley Stream Country Club, Valley Stream, L. I. N. Y.

Chicago:

HOMO VINCENT, Gertrude Nielsen and Paul Draper top the Chez Paree holiday show, opening December 22. . . .

Here and There:

TOM and MICKEY HARRIS are directing and working in the floor shows at Bill Williams' St. Petersburg, Fla., night club. Spot has Dottie Watson, Peggy Anderson, Ray Doris, Kay Turner and a four-piece band. . . . LIND AND PRESSLEY, at Wilson's Cafe, Philadelphia, are set for dates at Baltimore; Trenton, N. J., and Boston. . . . SALLY KELLY is in her sixth week at the Valley Stream Country Club, Valley Stream, L. I.

FAWN AND JORDAN were married recently in Alexandria, Va., during their engagement at the Shoreham Hotel Washington. They opened December 7 at the St. Moritz, New York. . . . RAY STILES, beginning Monday (11), replaced Dave Jeffreys as emcee at the Ritz Hotel's Club Petite, Pittsburgh. . . . TED BLAKE and nitwit crew, at "Kernal" Al Mercuro's Nut House, Pittsburgh, will remain till the first of the year.

RAY STILES is pounding the piano at the spot. . . . RUPE DAVIS opens December 26 at Earl Carroll's Club, Los Angeles. Set for 16 weeks. . . . MANOR and MIGNON, dancers, open at the Mt. Royal Hotel, Montreal, December 30.

JACKIE RICHARDS is playing an indefinite engagement at the George Washington Hotel, Jacksonville, Fla. . . . BARNEY and LONGIE, after winding up a week at the Frisco, Den., New York night spot, where she has been singing for several weeks. Shapely and vivacious, she has a real voice and knows how to use it on both sweet and swing numbers. Gets a lot of personality into her delivery and also does a swell job as emcee. Glove-fit for a smart hotel spot.

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CATHLYN MILLER, tapper, stays over the holidays at the Music Box in San Francisco. . . . HANYAN, "King of the Ice," and Irene St. Jean have been booked for Florida for the season by Taylor Trout and company. . . . MALINDA LOVE BROOKS, at the Tampa Terrace Hotel, Tampa, Fla. . . . RUTH PETTY is back at Jimmy Brink's Lookout House, Covington, Ky., which she has been singing at since she and Bernice Hawley's Westernettes, new chorus line.

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2 More English Houses Go Vaude

LONDON, Dec. 11.—Given over to pies for some years, Bedford Theater, Camden Town, London, and Empire, Bristol, revert to vaude December 26. Bookings by Day's Agency.

Ted McLeod Wins

LONDON, Dec. 16.—Sued by Frederick Grey, stage director at the Prince of Wales Theater, for assault, Ted McLeod, comedian, secured favorable judgment in King's Bench Division Judge Charles Glynne's judgment for McLeod, with costs, and claim was a dishonest one and did not bring credit whatever.

N. O. Burly Floor Show

NEW ORLEANS, Dec. 16.—El Toro Club, Vieux Carre nitery, is giving the city its first burlesque on same order as that which once made Dauphine Theater here popular. Dot and Dena and show, once in vogue, will head new show. Mike Luzzo is club operator.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

BETTYMAE AND BEVERLY CRANE—dance team in *Hellaspoppin'* (both the new and the old editions) at the Winter Garden, New York. The girls, who look startlingly alike, are solid, capable dancers whose similarity in appearance and marvelous precision give them novelty value in addition to their talent. In the new edition of the show they blossom out better than ever, showing amazing versatility in a long series of numbers. Could be used to excellent advantage in a film musical.

For HOTELS

LILYAN DELL—young and lovely singer now appearing at the Frisco, New York night spot, where she has been singing for several weeks. Shapely and vivacious, she has a real voice and knows how to use it on both sweet and swing numbers. Gets a lot of personality into her delivery and also does a swell job as emcee. Glove-fit for a smart hotel spot.

Des Moines Clubs Having Headaches

DES MOINES, Dec. 16.—Night club situation continues jittery, with a police department shakeup adding to difficulties.

Night spots, including country locations, are still hampered by 1 o'clock shutter hour, with midnight deadline Saturday. Local talent is none too good, mostly song and dance stuff.

Lynch May Shift To Phila Arcadia

PHILADELPHIA, Dec. 16.—Unless negotiations concerning the lease of the Walton Roof are soon settled, operation of this swank spot by Jack Lynch may be moved to the Arcadia. Jack Lynch admitted there had been bickering on the rent and the Hotel Walton's percentage.

The Arcadia, now operating as a restaurant with music, is said to be anxious to obtain Lynch. The business at the Arcadia is still not too good. The Arcadia became a night club in 1932 and closed last year. No comment could be obtained from the Arcadia management.

Showboat, Buffalo, Folds After 2 Weeks

BUFFALO, Dec. 16.—After a big opening, including an expensive show and band, Joe Becker's Showboat folded suddenly December 4.

Becker had trouble paying off performers and the band for the second week, and on top of that had a new show coming in. Show included the 10 Murray Dancers, Lane, Edwards and Allen, Helen Brooks, and the Moran Brothers.

Guido and Eva have returned to New York. They say they were paid except for transportation back, which was originally promised them.

Becker is in town now trying to straighten up the mess.

BILOXI, Miss., Dec. 16.—Ott Mike's new night spot on the Mississippi Gulf Coast now has two shows nightly with Joe Valenti and ork.

Night Club Reviews

Persian Room, Plaza Hotel, New York

Doing consistent business, this luxury hotel's night club room provides patrons with a well-rounded evening, including excellent food and liquors, faultless service, first-class dance and/or listening rhythms by Eddy Duchin's Band and a floor advertisement by Jane Pickens, singer, and Medrano and Donna, dancers. Duchin (his sixth consecutive season) is at the piano, fingering the ivories in masterful style and lending his fine appearance and charm to the proceedings. His band dishes out lively but smooth rhythms that are perfect for the elegant couples that prefer to glide rather than hop. The band doesn't ever let you down. And when the floor advertisement comes on the band provides meticulous accompaniment.

Jane Pickens, a holdover since October, is a tall, slender, handsome young woman who sings specials in attention-arresting style. Hers is a trained soprano, aided by good delivery and fine appearance and wardrobe. She opened with Cole Porter's new one, *Do I Love You?*, followed by a clever version of *When the Gypsy Makes His Violin Cry* and then a satire of a dramatic soprano singing arias out in the open. She encoored with *I Can't Give You Anything But Love*, doing it straight, and as Wagner or Donizetti would have arranged it.

Medrano and Donna's Spanish character dances are graceful, alert, full of expression and authoritative. The team did three numbers, including a castanet and a tango and then encoored three times with a spinning number, a castanet dance and a conga-rumba. Their costuming is excellent.

Gerry Morton's Band alternates with Duchin's Band and also plays for dancing and the show Sunday nights when Duchin is off. Duchin leaves for another vaude tour in three weeks.

Paul Denis.

Colony Club, Chicago

With the band policy still in the problematical stage, the smart, snappy Goldstone-Nick Dean nitery is continuing with brief but strong floor bills. Like the Chez Paree, which has been a leader in the name act market, this spot finds it more and more difficult to secure personality into her delivery and at the same time keep them entertained. And, like the Chez, repeat engagements prove the only solution to the problem.

Hildegard is the latest to pay a return visit. She has been smartly publicized and her unique song delivery rates more than passing attention. She is a gracious personality and works in informal style, a combination that is magnetic in holding audience attention. Has a sweet voice that lends itself nicely to such peeps as *Are You Having Any Fun?*, *My Heart Belongs to Daddy* and *Comes Love*. Leo Kahn is her able piano assistant.

Gall Gall, the Egyptian magician, is another performer boasting of an individual style. In a native, offbeat accent, he sells his tricks with the ability of a veteran salesman. Still tops are his feats with chicks he manages to produce from anybody he approaches.

Estelle and Leroy, first dance team here since the 1920s, successfully competed with the club's tasty meals by holding undivided attention with a set of versatile routines. Their designs are smooth and highly graceful, evidenced in their waltz, Brazilian Samba and an American novelty among others. Appearance is tops.

Don Orlando continues to furnish show and dance music, with fancy rumba and tango strains sandwiched in at intermissions by Fernando Canay's outfit. Excellent dishes are prepared by Max La Maze.

Minimum is still \$2.50 week nights and \$3.50 Saturdays and holidays.

Sam Honigberg.

Hawaiian Room, Lexington, New York

The Lexington's hula room is one of the better patronized spots in town and the romantic atmosphere, sweet music and grass skirt entertainment can be credited for that.

Ray Kinney is the Hawaiian enter-

tainment overlord and does a fine job. In his third year here, Kinney leads his nine-man orchestra and also sings Hawaiian lyrics to accompany native dances by Lelaiah and Leimomi and Meymo Hoi, the latter being featured. Kinney is an affable, pleasing emcee and his orchestra plays soft string music that fits in with the palm tree and tropical atmosphere. The music is sweet and languid and thoroughly enjoyable for patrons who like to hold hands and linger over their dinners. And the music is rhythmic enough for good dancing, too.

The three girl dancers are attractive and display unusual undulating grace in hip and hand and arm movements. The Kinney Orchestra has Kaimapu doing tenor vocals nicely, and Tommy Castro, Henry Paul and Sam Makia forming a trio for additional tricky vocalizing. The orchestra's music is a mixture of softer American tunes and native Hawaiian numbers.

Business has been good right along. Food and liquors are excellent and prices are not high.

Paul Denis.

The Place, New York

Robert Osmak and Peter Tardinn, owner-managers of The Place, thru the process of elimination are now presenting a well-rounded floor show three times nightly. Osmak, in charge of entertainment, 18 months ago inaugurated a policy of 16mm. sound and silent films to entertain.

Lilyan Dell emcee and also offers pop tunes. Very easy on the eyes, she does a swell job on *I Didn't Know What Time It Was* and *Are You Having Any Fun?* She got ability and personality that make all of her shares in the program socko.

Natalie Gilbert, an ex-NTG girl, opens the show with some fast and smart rhythm tapping. Gilrode and Star are at a disadvantage in offering their ballroom steps and a "black and white modern fantasy" because of lack of space. Under proper lighting and with a larger floor the pair could really go places. Miss Gilbert does the *Strip-3* as her second offering. Rene Rene comes from radio and does a sweet job with her warbling. She plays her own accompaniment. Bobby Martin, trumpet player is an Armstrong and leader of one of the bands at the spot, entertains with *Well, Ah Right*. Nika, colored singer, draws applause with his renditions of *Summerize* and *The Lonesome Road*. Chick Reines and orchestra accompany the show and share the playing of dancing honors with the Bobby Martin aggregation.

Pop prices prevail. George MacMurtry is p. a.

Walnut Room, Bismarck Hotel, Chicago

One of the most comfortable hotel dining rooms in the city, unexcelled in food and service. Entertainment is always within the confines of good taste, both on the band stand and floor.

Art Kassel's Band holds over thru the holidays, playing to new acts and different routines by the Jane Hadley Dancers almost every fortnight. Kassel



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THE EDGEWATER BEACH HOTEL CHICAGO WEEK OF DECEMBER 23RD

has been coming here every season for years and has managed to develop a friendly following. It's strictly orthodox dance music, played in an acceptable manner and sold well by the leader's commercial personality. There's plenty of vocal assistance, including occasional solos by the maestro, Danny Bridge and Arthur Wayne, strong tenors, and Marion Holmes, decorative warbler.

The five girls (a Harriet Smith line) open in abbreviated riding habits with a cute step-chauche routine. Kids are young and their work is breezy. Kassel set dips up a few of his own songs, shipped into a medley, including his latest *And So We Dance*, with an impressive vocal by Danny Bridge.

Harris and Virginia Ashburn appeared in three routines, well patterned for hotel and smart cafe consumption. Emphasis on a feathery step style in which Harris is particularly prominent. Each of their numbers is highlighted with an arm or an over-the-head spin, executed with complete poise.

Wilfred Du Bois, the carefree juggler, had a little difficulty getting used to the lights, but once he settles down his work is just as good on the floor as on the stage. Juggler's ring atop, an unbreakable, handles a difficult ball and cone trick and winds up with three tennis racquets.

A neat native Hawaiian number with the girls and the Ashburns closes the show. It is well staged and makes a beautiful sight.

Theresa Meyer is still furnishing intermission organ music. W. T. Padgett, back at home now after a recuperation period at a local hospital, is still in charge of the publicity department.

Sam Honigberg.

Gray Wolf Tavern, Youngstown, O.

Bill going strong is this tavern, just outside the city limits and offering better than ever entertainment. No cover charge except Saturdays and holidays. Spot has been using many units playing theaters and this type of entertainment is registering big here.

About the best show in weeks is the 1940 *Oomph Show*, which claims 23 people. Comic Roscoe Ails and Betty Lewis are top billed. Unit stopped off here after a Dayton theater engagement and the end of the week resumed its vaude billings. A well-drilled line of 10 is billed as the *Sarong Oomph Girls* and they give a good account of themselves. Lee Mason, mimic, scored big with his repertoire, as did the sensation-ally acrobatically inclined *Three Rose Sisters*. Unit was strong on feminine pithroutines, laughs, talent and music. Lee Leahl's Band, a fixture at this spot, continues popular with patrons and dispenses dance tunes to their liking.

Rez McConnell.

Butterfield Spots Get New Year Bills

DETROIT, Dec. 16.—Butterfield Theaters are booking stage shows into key theaters at Ann Arbor, Flint, Battle Creek, Bay City, Grand Rapids, Kalamazoo, Lansing, Port Huron and several others for New Year's Eve. Bookings thru the Boyle Woolfolk Office, Chicago.

Six-act shows will be used, with a picture booked for this one show only.

Natchez Clubs Do Well

NATCHEZ, Miss., Dec. 16.—Only local place using a band, Windmill Club, tops local cafe business. Recently had Leon Prima and orchestra and December 15 at Bannette's Band. Other spots using phonos and doing all right are Parkway Inn, Pilgrimage Inn, Golden Anchor, Charlie McCoy's and Blue Moon. Majority of clubs are located on U. S. Highway 61 north of city.

Seattle Billing Dispute By Flipping a Coin

PHILADELPHIA, Dec. 16.—A dispute between two acts using the tag *Vocalists* has been settled with the toss of a coin.

The act appearing at the Flanders Grill (Doris, Bob and Daphne) lost the toss and will be allowed to use the name until the termination of their present engagement. The trio doing the hulls at Benny the Bum's will continue with the moniker.

Catchy Advertising

SHEBOYGAN, Wis., Dec. 16.—Knight Club here has been featuring catchy newspaper advertising in the form of a diary entry with copy cleverly devised to plug song titles. Recent stint read as follows: "Jeepers Creepers? Can ya imagine—I'm still in love! Oh, Johnny, Oh, Johnny, give you Cee-Lo's 'Last Night' we 'Lingered a While' at the Knight Club at 'A Table in the Corner.' 'Do You Think a Little Drink'll Do Us Any Harm?' Well, it didn't, for I feel as chipper as a lark—'Tra-la-la.' He was 'Always' 'Whispering' sweet nothings to 'Me' and I didn't exactly close my ears. When he took 'Me' home he said, 'I Must Have One More Kiss, Kiss, Kiss Before We Say Goodnight,' so I had 'A Kiss in the Dark!' Zowie! What 'Memories'!"

H. Eager Retains 5100 Management

CHICAGO, Dec. 16.—Harry Eager retains the management of 5100 Club where Horace Henderson's Band and George Dewey Washington top the entertainment bill. A deal to institute a colored band and white performer show policy under a new ownership fell thru at contract signing time.

Daily Times instituted a new angle in news coverage of night clubs by using both the address and phone number following the name of each mentioned spot. Idea was tried out last Sunday and the operators agreed that it is a highly valuable service. A move is now under way by the local operators' association to spread this service among the other Chicago clubs.

Business, generally, has been surprisingly good the last couple of weeks, considering the usual pre-holiday lull. Bookings have been responsible for this activity, there being no let-up until 'way after the holidays.

U. S., Continent Turns in Sweden

COPENHAGEN, Dec. 11.—The only American act at Copenhagen's leading night spot, the National Scala, is the Jugoslav Trio, consisting of Broder and Juanita. However, this night spot's show offers plenty of European acts, including the Skating Ryles, roller-skating quartet; L. Fisher, comedy bike; Helene Biener, dancer; Five Top Boys, acrobats; Three Singing Parodists; Fitz and Blaseau, dance duo, and Professor Lightman, harmonica player.

Dennis and Dubins, Swinging Johnny, the Maschinos, Kal Julian's Ork, Martha Kay and Connel Brothers and Pose and Partner are at the Hollaenderbyen.

The Ambassador has Ruth Keller, Oriental Brothers and Delia and Rex Ohl. The Three Apes and the Rene de Riggo Duo are at the Lodberg.

Canton Club Destroyed

CANTON, O., Dec. 16.—Bend Inn, club south of here, was destroyed by fire November 27, along with musical instruments, furniture and appointments and stocks of beer and liquor. Owner Sam Zarrana was unable to estimate the loss, partly covered by insurance. He has not announced if the club will be replaced.

Oasis, Seattle, Change

SEATTLE, Dec. 16.—The Oasis, suburban dance cafe, has changed to no cover plus a minimum of 50 cents week nights and \$1 on Saturdays and Sundays.

With the floor acts are Alice Kiefer and Mickey Pennington. Music by Bernice Stephens and band.

Madison Club Changes

MADISON, Wis., Dec. 16.—Jerry Pries has leased the Club List near here from Otto List. Opening bands were the Goose Island Ramblers and Orrie Clark's ork.

Vancouver Cafe Curfew

VANCOUVER, B. C., Dec. 16.—Order to close local cabarets at midnight Saturday was issued by Mayor Telford. Previously night clubs had been permitted to remain open until 2 a.m.

Pa. Musicians Sue To Oust Regulation Affecting Niteries

HARRISBURG, Pa., Dec. 16.—An injunction suit was started Thursday in Dauphin County Court by the conference of Pennsylvania and Delaware locals of the American Federation of Musicians, the Pittsburgh Musical Society and Al Marasco, Pittsburgh orchestra leader, asking that the Pennsylvania Liquor Board be restrained from enforcing its regulation of July 7, 1939, which prohibits entertainment in night spots except during the hours when sale of liquor is legal.

Musicians claim that a portion of the liquor control act of 1937, which gives the liquor authority the right to regulate amusements in licensed places, is illegal and unconstitutional. Under the ban, dancing, floor shows and orke must stop at 2 a.m. Monday thru Friday, at midnight on Saturday and are entirely taboo on Sunday, except in spots licensed as social clubs.

A modification of the ruling December 15 permits amusements after liquor sale hours in municipalities where local ordinances permit such entertainment. Where no municipal ordinance exists the original order still stands.

In their suit the musicians claim that the board's regulations cause a curtailment in the employment of musicians as well as a slash in their income because of shorter hours imposed by the edict.

They seek to have the regulation outlawed because it deprives them of their livelihood, liberty and property, and abridges their privileges, according to the petition presented the court.

Colonial, Detroit, New Booking Names

DETROIT, Dec. 16.—Colonial Theater, operated by Raymond E. Schreiber as the key house of the Midwest Circuit, opened to names with show which opened Friday. (S Unit included) Rita Rio, Toby Wing and Faith Bacon.

According to Schreiber, the Colonial has booked Frankie Darro, Fats Waller and Ina Ray Hutton, all to be played in addition to the regular double feature.

New K. C. Club

KANSAS CITY, Mo., Dec. 16.—Casa Nova, a new niterly in the heart of residential district, opened last week on the site of the former Movie Chateau. The new club, with Frankie George as key house, promises to be a much greater scale. New club features Everett Hart's Ork six days a week. Hart formerly was at the Panama Club and at Sloppie Joe's.

New Club in Dennison

DENNISON, O., Dec. 16.—Newest niterly is the Keystone Club. Spot offers two floor shows and dancing nightly, except Sunday. Opening show included Roy Francis, Billy Adams, Betty Francis and Pauline Carter and band.

Houston Club Destroyed

HOUSTON, Dec. 16.—Ranch Night Club was destroyed by fire at 4 a.m. Monday. E. H. Reese, owner, placed the damage at \$18,000.

Tacoma Club Changes Name

TACOMA, Wash., Dec. 16.—Frolie Villa has been renamed Club Moderne, to be opened every night save Monday. Currently featured are Blanche Hammond and Roni La Cava.

Double Indemnity

NEW YORK, Dec. 16.—Leon and Eddie's are booming Monday night business—traditionally a dull evening—with style shows. The femmes show a terrific year for the fashions, but papa gets it in the neck both ways. He pays the niterly bill, while the gals make mental notes on the gowns, meaning future raids on the man's pocketbook.

Over the revolt, Leon and Eddie will have to take it on the lam.

Good Enough for Society Daughters; Club Pleads

PHILADELPHIA, Dec. 16.—A new defense for the right of a niterly to exist was offered at the hearing of the Embury Club before the examiners for the State Liquor Control Board.

Said Maximilian J. Klinger, attorney for the club, "This is the only night club in Philadelphia which society matrons allow their daughters to visit."

No other defense was offered against the charges that two liquor board agents saw a show at the spot as late as 3 a.m.

The attorney for the spot produced a petition from the employees and entertainers pleading that an adverse decision would throw them out of work.

Talent Agencies

NOEL WESLEY, now associated with Nico Charlese and Johnny Boyle, Hollywood, will stage musicals for theaters, clubs and hotels. . . . DANIEL BLANK, formerly with Ed Schieling, has opened an artists management office in New York. . . . JACK W. GORDON, Hartford agent, is at Veterans' Hospital, Newington, Conn., and would like to hear from friends. . . . BERNARD BERNARDI, New York, will book three-day vaude into Ellenshaw, N. Y., when the new policy begins next month. . . . MARTY WHITE, New York, has added Harold Wolins and Rose Yager to his staff.

RAY S. KNEELAND, Buffalo, reports a continued upward trend in both band and talent bookings. He has set Bob Zurke's band and Will Bradley's for a dance January 20 sponsored by the motion picture operators in Buffalo. Jan Savitt, who was originally booked to play this date, will be brought here earlier week by the same organization. Kneeland has signed up Fruehauf Motor Co. party, 10 acts, December 18; Niagara Club, Niagara Falls, 12 acts, December 19; Junior Chamber of Commerce banquet, 10 acts, December 20; Benny Kravetz band and show for Pi Phi Fraternity, Jamestown, N. Y., December 31, and the Elks, Warren, Pa., 10 acts, the same night.

EDDIE ELKORT, of MCA, Chicago, back from Houston, where he booked and staged an elaborate club date.

Lockport Sat. Night Vaude Drawing Well

LOCKPORT, N. Y., Dec. 16.—Schine's Palace Theater, one of three houses here, has inaugurated vaude which is consistently drawing more money to the box office.

Starting off with a 10-act show December 21, the house has found that Saturday night vaude pays for attendances were better than ever. Continuing this Saturday show with 7 to 10 acts and Seymour Dow's band, manager Seymour Morrie is filling the Palace to capacity (2,200). Admission is 30 to 40 cents.

Ray S. Kneeland, Buffalo, books the shows including a special New Year's Eve production, and reports plans to use vaude in several other Schine theaters.

Vet Actor Promoted

MEMPHIS, Dec. 16.—Ed R. Reid, vet actor, musician and hotel man, is new manager of the Peabody (hotel) Skyway Club. Frank R. Schutt is managing director. Reid entered night club with the *Blanche Gullman* at the Old Del-Pay Club in New York.

Adelphia Roof Closed

PHILADELPHIA, Dec. 16.—The Hawalian Roof of the Hotel Adelphia has been closed indefinitely. The management expects to start work on the reconstruction of the Cafe Marguerite, now a dining room, and hopes to have the room ready by the middle of January.

Pitt Showboat Still Shut

PITTSBURGH, Dec. 16.—Reported for a couple of weeks as set to reopen under management of Chuck Anderson, one-time partner in the Peabody, the Showboat this week stayed closed when plans of Andolina and a prospective associate failed to jell.

Wiggy Woo, and an encore of the Blues that included hits of Stormy Weather.

Starting as a standard ballroom trio, DeVal, Merle and Dee soon switched to their slapstick, adagio and acrobatics that netted chuckles, some guffaws and much palm-pounding. Gordon's finale was a study of contrasts, the Blue Dembe heightened by some melodic tromboning by Bob Blair and a wide open fortissimo on Tiger Rag that exhausted the fans almost as much as the band.

The four "Dead End Kids" played in front of their own street-scene setting, dropped in front of the orchestra. Gifted comedians, sensitive to precise timing of lines, they click from their entrance to their exit 15 minutes later. Schlepperman does a bit with them and displays musical talent while the kids change clothes for their second scene with a brace of violin solos. Boys are aided by good material. Top funster is Leo Gorcey, still the hard-boiled gutter-bred lonocast, altho here he is not the villain but rather the gang leader of Hunts Hall, Gabriel Dell and Bernard Punnsley.

On the screen, Cat and the Canary (Para.). Standing, first show.

Morton Frank.

Grand, Clapham Junction, London

(Reviewed Monday Evening, Nov. 20)

For second week of its war reopening, this theater has a well-balanced bill headed by established British favorites in G. H. Elliot and Max Wall. America is represented by Wilson, Keppel and Betty, whose work takes them mighty near to premier laugh honors.

In opening spot, a standard routine of juggling with hoops, bowls and clubs is offered by the Two Arcanos. Most notable departure from the ordinary is the man's balancing of a structure on which, in stage blackout, spin luminous hoops and bowls.

Clifford Stanton proves himself to be one of the best of many impersonators by faithful mimicry of noted film and stage personalities.

Wilson, Keppel and Betty's Oriental dance absurdities, grouped under title of Cleopatra's nightmare, earn rich appreciation. Current routine embraces a travesty on one of those wiggly affairs, a cymbal frolic by Betty, the gloriously funny sand dance of Wilson and Keppel, Betty's burlesque of a Screen Vols dancer, and a lively staircase finish.

G. H. Elliott, topping bills for many years as the Chocolate Colored Coot, closes first half with typical numbers and soft shoe dancing. Reception proved his continued popularity.

Second half opens with the Three Ascots, young girls who, prior to war, were publicized for appearing before Hitler. Offering comedies tap dancing with variations, most appealing being impression of train leaving station.

Billy laughs reward the efforts of Harry Angers and Oswald Waller in a sketch wherein the former chides as a woman arrested for celebrating her birthday with an overdose of liquor. Attractively groomed, Bert Errol offers three dame

studies, but is obviously below his best form.

Max Wall, with subtly suggestive chatter and dance eccentricities, finds some of his stuff rather beyond the uptake of the locals. Nevertheless, went off to a big hand.

Jack and Sylvia Carson, as redskins, give a rousing finish with knife and tomahawk throwing and lariat spinning. Edward Graves.

Vaudeville Notes

PATRICIA NORMAN takes a week stand at the Buffalo, Buffalo, December 31.

LARRY ADLER ditto at the Capitol, Washington, January 12.

PAUL WINCHELL goes into Fay's, Philly, six days, beginning January 18; the Hippodrome, Baltimore, week of January 26; Tower, Camden, N. J., week of February 2.

HARRY CARRY picks up 10 vaude weeks, beginning early next month in Washington in a Western skit, assisted by his son, Dobby, and his daughter, Cappy. Now working in And So Good-bye (Garnie-Comandri) in Hollywood.

SUNSHINE SAMMY has returned to New York from Australia.

ANDREWS SISTERS return to New York next week to begin their broadcast series with Glenn Miller's Band.

MARCIA HARRIS is touring the Midwest with the Hooley America unit.

ANITA JAKOBI, currently appearing at the Jefferson Hotel, St. Louis,

has signed with the Dave Apollon unit to open at Memphis, December 24, with the Interstate Time in Texas to follow.

JEAN MOORE, songstress, and Woolsey and Claire, comedy dance team, are recent additions to Solite Childs' French Follies, currently on the Interstate Time in Texas.

BARNEY GRANT has been held over again at the Tower, Kansas City, Mo., as emcee of the weekly bills.

JACK FINE'S new unit, Park Avenue Scoundals, currently at the Riverside, Milwaukee, has Sue Ryan, Radio Ramblers, Gilbert and Murphy, Janet Lynn, Pearl and the Flying Butterflies and the Three LaRock Sisters.

ARREN AND BRODERICK are in Hollywood awaiting assignment for a Metro picture on which they expect to be busy for three to four weeks.

MARTHA RAYE plays the Oriental, Chicago, last week in February and will move to the Riverside, Milwaukee, week of March 1.

JIMMY RAE, formerly of Wilkey and Rae, recently returned from England and is back in the business with a single.

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AFA Votes Not To Dissolve; Continuing as "Social" Club; Members Denounce AGVA

NEW YORK, Dec. 16.—Instead of voting to dissolve at its "final" membership meeting here yesterday, the American Federation of Actors voted to continue indefinitely as an actors' "social" organization operating nationally. AFA secretary, Ralph Whitehead, refused to comment today on whether the AFA would attempt to perform union functions and also on whether he intended to join the American Guild of Variety Artists. Between 100 to 150 AFA members gathered at Union Church Hall yesterday and unanimously voted down the AFA Council's resolution recommending liquidation of the union, which was ousted from the Associated Actors and Artists July 14, 1939.

Charles Moseconi, Joe Brady, Avis Andrews, Jessie Noble, Sid Williams, Frank Lynch, Lou Taylor and Whitehead were AFA officers and councilmen attending.

After refusing to seek ending the AFA, the meeting voted to have Whitehead submit a plan for continuance, along with a referendum ballot on whether to continue or not to be mailed out to members as soon as possible. Today Whitehead said that he probably would recommend a string of AFA clubs in key

cities operating under local officers and local treasurers, and with possibly Sick and Relief Funds set up locally also.

Whitehead also revealed that the mail vote on dissolving the AFA's Death Benefit Fund, while not completed, indicated the fund would have to be kept alive.

AFA members at the meeting denounced night club conditions, claiming the collapse of the AFA threw working conditions back to pre-AFA days and that standard acts were getting \$12 and \$15 a week in clubs where the AFA minimum salary had been \$30 and \$35. Members claimed night club owners told them they could never sign with AGVA because AGVA's representatives didn't know "what it was all about." The Screen Actors' Guild was denounced for withdrawing Thursday from the Los Angeles Central Labor Council, critics claiming this action was "poor unionism." AGVA was denounced as being "undemocratic." Tom Kelly, Philadelphia entertainers' union head, pledged support of his group.

When informed of AFA's vote to continue, Mrs. Bryant of AGVA, said she had "no comment to make."

Phil Irving and Robert Reinhart, the latter an AGVA council member, issued a statement today denying a report in yesterday's Daily News that the Berretts (anti-administration faction in the AFA this spring) were now displeased with AGVA and seeking the aid of Whitehead. The statement said Charles Arno, Peter Wells, Elton Rich, Duke Granada, Irving Berlin and other actual leaders of the Berretts and that they were now members of AGVA and actively engaged in "building that union."

1,500-Seat Plaza, Miami Beach, Opens Xmas Eve; 4 Days

MIAMI, Fla., Dec. 16.—Wometco Circuit has named the Plaza Theater, Miami Beach, as the house for their new vaude film experiment, opening Christmas Eve. Plans have been completed for extensive remodeling of the Plaza, including re-wiring dressing rooms, special lighting, etc.

Policy will be four a day, opening Thursdays. Bills may be extended to a full week later.

Name bands and acts will be featured, booked thru Edward Sherman, New York. Roy Singer, business rep of the Miami musicians' union, says an agreement stipulates the theater will use four local people in conjunction with an out-of-town band, and 10 to 12 musicians from the Miami local when no name band is on the bill.

Plaza is one of the oldest houses in the Wometco Circuit and is the second largest theater, topped only by the 2,200 Olympic (Paramount), as against Plaza's 1,500 seats.

E. Ray Redman will handle publicity and George E. West will be stage director. West was half of the team of Laughlin and West, song and dance pair, in 1934. Edgar B. Pearce, manager of the Plaza, is primarily responsible for the new venture. Mitchell Wolfson and Sidney Meyer, Wometco officials, made the study of Miami vaude possibilities.

Theater tried vaude in 1937, but unsuccessfully.

REMEMBER

The Salvation Army
In Your
Christmas Giving



REMEMBER

The Salvation Army
In
Your Will

More Vaude in Buffalo Area

BUFFALO, Dec. 16.—Vaudeville has been getting the call from theaters in near-by smaller communities in preference to amateur nights and other attractions.

The Schine chain started vaude at its Palace, Lockport, N. Y., December 2 with a 10-act show. Seymour Morris, manager, expects business to increase a good deal by vaude, which has proven a crowd-getter here and in other small towns in the vicinity.

Ray S. Kneeland, Buffalo, is exclusive booker.

Most Clubs Cut New Year's Prices and Hope for Crowds

NEW YORK, Dec. 16.—New Year's Eve prices in local hotels, night clubs and cafes took a slight drop over last year's, and the cover charge, which made night clubs almost exclusive in former years, is practically extinct.

This year hotel celebrants will pay about the same as the previous year, from \$15 per person to \$10. Last year's average for hotels like the St. Regis and the Ambassador was \$15, compared to \$12.50 this year.

Prices in night clubs vary from \$3.50 per person to \$20. Felix Perry's Monte Carlo is the only club with the \$20 tariff, with the Rainbow Room running a close second with \$15. Some smaller clubs are getting around \$8, with the average \$4. About the only important club with no cover, no minimum is Bill Hardy's Gay '90s.

Last year's average for the local hot spots was close to \$7 per head.

In Greenwich Village, there is no cover charge, but a \$5 minimum, which includes dinner and all the fancy knick-knacks, is average. In all the prices, however, liquor is not included in the minimum.

Penny Relaxers Revealers Ban
HARRISBURG, Pa., Dec. 16.—Pennsylvania's blackout of niteries on New Year's Eve has been modified by the Liquor Control Board so that talent will

"I Didn't Know" Among Coming Leaders

NEW YORK, Dec. 16.—No new hit record appears on the automatic phonograph horizon this week, the leaders remaining status quo. Very promising among the rising crop of tunes on the phono network is Wenny Girls, I Didn't Know What Time It Was.

For further information on this and other prominent recordings, turn to page 68 for the "Record Buying Guide" in this issue of The Billboard.

Sherman Leading Booker With 13 Houses, 10 W'ks

NEW YORK, Dec. 16.—Edward Sherman, local vaude booker, is now booking more houses and time than any other booker in the East, if not in the entire country. He has seven houses or five and a half weeks now, and will have six more houses providing four and a half weeks within the next month. This gives him a total of 13 houses, or 10 weeks playing.

Houses going on Sherman's books soon are Colonial, Lancaster, Pa., split week, beginning Thursday (21); State, Easton, split week, beginning January 18, with Cab Calloway's Band; Senator, Pittsburgh, full week, beginning Christmas Day; Plaza, Miami Beach, four days, beginning Christmas Day; Century, Buffalo, full week, now using units and names, switching to Sherman January 26 with Benny Meroff's *Hellfire* unit; the Tower, Camden, N. J., full week, five acts and a line of girls, beginning Christmas Day, with Johnny Longear, producer of Fay's, Philadelphia, shows, doubling in this house in the same capacity.

Sherman is still booking the State, split week, and the Hippodrome, Baltimore, full week. Fay's, Philadelphia, full week, Easton, Hartford, five, six and seven days, depending on film schedule and availability of flesh; Norra, Norfolk, and the National, Richmond, Va., two or three acts, each a split week; Royal, Baltimore, full week, colored bands and shows.

Sherman had Carman, Philadelphia, but it dropped vaude last week due to dispute with the musicians' union over renewal of the annual contract.

AARON PALMER, formerly of Palmer and Peaches, is now at Uncle Sam's Music Hall, New York, under the billing of the Colored Mammy.

5 Picketed, 1 House Shut in Philly Dispute

PHILADELPHIA, Dec. 16.—Picketing of theaters formerly allowing vaude continues by the local musicians' union, with no prospects in sight for a settlement. The theaters affected are the Fox, Alhambra, Kent, Allegheny and Carman here, and the Stanley in Camden.

Rex Riccardi, secretary of the union, said that a citizen's committee under leadership of M. Herbert Syme, labor attorney, to get the support of labor unions in this controversy, has been formed. This committee will speak before various unions in an effort to get them to stay away from the houses affected until an agreement is reached. Riccardi said that with the exception of the Earle, which is completely closed, and the Stanley in Camden, the theaters affected are in a lull where the patronage is confined mostly to mill workers, most of whom are union. Resolutions of support from all locals would severely hurt these spots.

In addition, Riccardi said, 500,000 leaflets have been printed which will be distributed throughout the city and several wagons with placards giving their side of the story have been touring the city.

Riccardi said that owing to the illness of Joseph Weber, AFM president, efforts to achieve a general walkout in all the Warner houses in the country and the Warner studio have been stymied. The Carman at an indie house act would be subject to any agreement reached with Warner, George T. Graves, Carman operator, claimed he was still willing to sign with the union on the same wage scale as last year with the same wage scale as last year, but he had cut down to 49 weeks instead of the 52, which he had been running during the last 12 years.

Childs Unit Big Business Opens Lincoln to Vaude

LINCOLN, Neb.—Nifty reception given Solie Childs' French Polities at the Lincoln here has prompted Howard Federer, general manager of Nebraska Theaters, Inc., to declare he'll book any shows available. The Polities picked up \$2,300 in three days at 35, 53 cents, the highest price for a show of any kind here since 1927.

"I was a little afraid of vaude's chances," said Federer, "so I booked the show 50-50, which cost me money. I'm convinced now that people are still coming down on theater row night after night to see only pictures. I think one house at least, offering flesh, will do the whole local amusement scene good. A change of pace has always been good in show business, but there's been very little of it lately, which is probably one of our biggest box office ills."

The Polities also booked multiple picture openings of marquee strength on its second day, yet the take for the French Polities was only \$37 under opening day.

The Childs unit, here December 4 to 6, is opening at the Lincoln, and is booked for Topeka, Wichita, Muskogee, San Antonio, then going on the Interstate Time.

Gardiner Unit for Kemp

CINCINNATI, Dec. 16.—Eva Marlow's *Ches Paree*, Ed Gardiner's new unit, has been set for a swing around the T. D. Kemp houses in the South, opening in Richmond, Va., December 21. Troupe breaks in here tomorrow at the Ballo Theater here, booked by Bob Shaw, and the Sun office. Featured are Hattie McDaniel, Clark Gable and Rita. December 21, Margie Clark, Day, George Burdette, Margie Rice and the Six Al Dairo Girls. Gardiner leaves here Monday for Hollywood, where he has a position that will keep him busy all winter.

Laurel, Miss., Club Fire

LAUREL, Miss., Dec. 16.—Gay Club, recently opened on U. S. Highway 7, was destroyed by fire December 7 with loss of several thousands dollars. C. T. Blackledge, W. W. McBride and Robert Rowell were owners of the club. Equipment destroyed included band instruments.

Boston Doesn't Know, Yet

BOSTON, Dec. 16.—Attorney-General Paul Dever is expected to rule this week on whether or not New Year's Eve celebrations will be forced to halt drinking just as the New Year is ushered in.

Under Massachusetts law, liquor licenses expire at midnight, December 31. The new licenses do not go into effect until 8 a.m. January 1. Since the law requires no drinks be sold after 1 o'clock, night club owners have raised the question as to whether they may legally serve liquors between midnight and 1 a.m.

Philly Clubs Oked

PHILADELPHIA, Dec. 16.—Local authorities, apparently eager to give celebrants as much latitude as possible on New Year's Eve, decided not to issue special orders to police on night clubs. Assistant City Controller Bryan said, whoever in any club would be no violation of the Sunday entertainment law, but would violate the law of 1797, which carries with a conviction a fine of \$5.00.

City regulations permit the clubs can remain open until 1 a.m. Monday morning provided no liquor was sold.

That's Life

NEW YORK, Dec. 16.—Members of the Radio City Music Hall ballet team for the times when they solo, take a get billing in the program, newspaper ads and house boards, but when they get blow-up size photos in the glass incased houseboards it's practically the millionaires.

One week that moment arrived for Habana Hasburgh, one of the ballet. But after the photo was inserted workmen began to rip out the marquee and the picture was completely hidden by canvas and overvald appetts.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

MARQUEE THE MAGICIAN and **Rajah Rabold** have either got themselves something or the boys have completely blown their tops. From Marquee comes word that he, in collaboration with the Rajah, has actually perfected the "Hinge" rope miracle. Marquee claims that he actually does the nifty out in the wide open spaces, with no trees around or roof overhead, and with powerful lights beaming upon the scene. All he does Marquee claims is to take the rope 40 feet into the air, and the rope remains rigid. A small boy climbs the rope and apparently vanishes into thin air when 35 feet above the turf. Marquee and Rabold expect to make the tour of the nation in the 1940 fair season. They are scheduling a private revue for the press to be held near Louisville, Mo. . . .

FRANK KINI, fire-eating magician, is current at the Palm Beach, Detroit. . . . **FRANK MURPHY**, the "Hinge" rope whose hospitality is well known to the magi who played Indianapolis in the past and who recently transferred their affections to Cincinnati, where Jerry is now following his trade of professional, is cutting up jokers with Chicago magicians this week, while in the Windy City on business pertaining to Jerry's union. . . .

PIERCE THE MAGICIAN concluded his season at Oceanside, Calif., December 15. He is expected to be in the city with Mrs. Pierce departed for their home in Rochelle, N. Y., to spend the holidays. They will resume around the middle of January in Illinois for two weeks' bookings, returning to the Coast to open in San Diego February 12. Charles K. Lake will again head the advance crew, which will also include Agnes Walsh, Sadie Freeman and Daisy Hammond. Floyd Thayer, West Coast magic man, is manufacturing and presenting his recently perfected "Go" vanish. Mr. and Mrs. Thayer, L. O. Gunn, Mr. and Mrs. Bill Larson, Bert Alorton, Russell Swann, Mrs. Beatrice Houdini and others Coast magic conjurers have recently casted the deed for show. . . .

HARRY WONG, Chinese conjurer, is set in Oregon and Washington until December 20, when he heads back to San Francisco for several weeks of club gigs. . . . **EDDIE BARKER**, who is presenting his magic and vent in the Philadelphia territory. . . .

RUSSELL SWAIN is currently holding forth at the Ambassador Hotel, Los Angeles. . . . **EDDIE BARKER** and **TARBELL** was in Cincinnati over the last week and went to a Sunday show (17) of Christmas magic at the Cincinnati Country Club. . . .

His appearance was heralded by a raft of advance publicity in the local dailies. . . . **JOAN BRANDON** jumped by plane from New Orleans to Miami, Fla., last week to open at Olympic Theater. . . .

Miss Kalk, slated to begin work around Miami next week, visited Mrs. Brandon yesterday here. . . . **EVANS BROWN**, musical magi, after six weeks in the Chicago area, hopped into Detroit last week to work as added attraction at the Gayety, local burly show. . . .

FLORETTA AND BOYETTE, who recently left Jimmy Bly, took over at the House of Covington, Ky., opened at the Continental Club, Chesapeake, O., Monday of last week (11) and drew a holdover ticket from the first show. They're the first mental turn party in the spot. . . .

DUKE HALL, out of circulation, has four months, concluded a fortnight's stand at the Midnight Sun, Dayton, O., December 10 and two days later hit out for Miami, Fla., where he expects to fool

5 Strippers, 4 Comics Guilty

In L. A. Arrests

LOS ANGELES, Dec. 16.—Five strippers and four comedians from the Pollies Burlesque Theater were convicted on misdemeanor charges for staging an indecent show and shocking the sensibilities of a wide squad which happened along one night last October. Trial of managers of the theater will begin December 18.

Performers subject to sentence include Betty Rowland, Jo Ann Dare, Marcia Griffin, Guy Knight, June March, Paul West, Wheeler Rohmig, Robert Freeman and William Reed. The owners are Tom and Roy Dalton.

Court Tells Elby To Pay or Else—

BOSTON, Dec. 16.—Charles Elby, Boston and Providence agent, received a suspended sentence of five months in jail Monday (15) on condition he pay back wages of \$18 to each of five dancers within the next 30 days.

Elby was held into court by the girls, who said they had not been paid for working in a venue at Mechanics Building. They told Municipal Judge John Duff that Elby had left them stranded after declaring he had money but intended to take care of himself first. Only two of the girls who signed the complaint, Helen Wray, of Boston, and Renee Carroll, of New York, appeared in court. The other three girls obtained jobs in other cities before the case came up.

Elby said he intended to pay the girls as soon as he collected on civil suits pending against two Boston spots which allegedly owe the agent money. Judge Duff said he was not interested in civil cases other than the one before him.

New Agent Assn. Elects Kent Pres.

NEW YORK, Dec. 16.—Artists' Representative Association, which now reports 75 members, agreed upon a slate of officers yesterday, with William Kent heading the list. Then follow three vice-presidents—Charles Freeman, Mark Leddy and Herman Bernie. Samuel Shoyen is secretary-treasurer. Two additions have been made to the board of directors. They are Jesse Kaye and Milton Berger.

To prevent the few big combination offices such as Music Corp. of America and the Associated Artists' Association, associate members who are employees of the member agencies have no additional voting power.

Burlesque for Cantn

CANTON, O., Dec. 16.—Burlesque bows at the Grand here Friday (22) when a stock company under direction of Warren B. Irons, identified with the Roxy in Cleveland, will inaugurate an indefinite run.

Polley will be four days a week with change of principals weekly. Burlesque, unsuccessful here in recent years, will replace the Madge Kinsey Players, which conclude a 10 weeks' record engagement tomorrow (17).

SIX ANTELEKS join Orrin Davenport's Shrine Circus for seven weeks and then have six weeks with George Hamid's indoor circus.

'em this winter. . . . **DON SHERWOOD** headlines the current floor layout at the Blue Lantern, Detroit. . . . **CLEVELAND ASSEMBLY** of the Society of American Magicians staged its first public performance, since its reorganization, at Parma, O., December 2. A year ago the Cleveland Magicians' Association, embracing both IBM and SAM members, went to the wall for lack of proper management. There is no IDB ring in Cleveland today, and the old wheel-hoppers swung to the SAM, the local magi not belonging joining up to make for greater efficiency. Those participating in the Parma show were Hona Foley, John Ordina, Harry Burger, Ed Crames, George Holland, Bill Symes, a male octet, and an ork under the direction of Elmer Krause. Show was directed by Bill Horn, assisted by Harlowe R. Hoyt and George Edman.

He's No Wrestler—He'd Rather Be an Actor

DETROIT, Dec. 16.—The right of an exhibition wrestler, playing in night clubs, to be considered an actor rather than a professional wrestler is being contested in Circuit Court here. Leonard Carlson, wrestler, is seeking an injunction against the State Athletic Board of Control from interfering with his "tumbling show."

Pleading to be classed now as a tumbler rather than a wrestler, Carlson contends that he does not need to pay a State wrestling tax to secure a license as a wrestler. He has demonstrated his "act" in court, using his attorney, U. S. A. Heggblom, as partner, commenting, "I'm just a faker, but it's a great act."

Rosenberg Bookings

NEW YORK, Dec. 16.—Phil Rosenberg's placements: Amy Fong, December 31 week, Allentown and Reading, Pa.; Zonia DuVal, December 24, Gayety, Washington; Ann Corio, December 31 in Washington, and January 7, Shubert, Philadelphia; Morgan Sisters, December 15, Eltinge, and Isabel Brown, December 22, Eltinge.

New First Circuit shows: *For Modes From Montmarie*, opening tomorrow at the Troc, Philadelphia, Rose LaRose, Slats Taylor, Ermaline Parker, Irving Karo, Lou Davine, Eddie Cassel, Ben Franklin, Margie White, Dudley Douglas and Viva Oakley. *For Hot and Beautiful*, opening the week following, same spot, Jean Mode, Binder and Rosen, Billy Wallace, James X. Francis, Franklin Hopkins, Pat Paige and Pearl Reynolds.

Rivoli, Seattle, Folds

SEATTLE, Dec. 16.—Short-lived was the switch from burly to vaude at the Rivoli. Following recent transformation of this house, known for long as the State, to vaudeville, it closed this week.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

LOIS DEPEYE's extra attraction itinerant in the week of December 16 at the Star, Brooklyn, and a week following at the Gayety, Boston. Thence to the Adams, Newark; the Eltinge here and then a week at the Embassy, Rochester. . . . **BOB ALDA**, doubling as tenor and straight to comic Hank Henry, a new combo, on the Midwest Circuit. . . .

ELTINGE tried out a "frozen alive" (girl in a cake of ice) under Robert E. Lee's direction week of December 15. . . . **AL WHELES**, Joe Young and Lou Devine are with the new First Circuit show, *Top Hatters*, which opened December 10 at the Troc, Philadelphia. Others in the cast are Georgia Sothorn, Charles Schultz, Jerry Lane, Mickie Dennis, Frank Mastera and Palmer and Forrests. Many King joined in Union City December 17. . . . **MADGE CARMYLE** and Kay Johnson opened December 15 at the National, Detroit, on the First Circuit. . . .

LOUIS BAXTER is in Philadelphia, December 6 in Philadelphia. Ditto Al Fields, ork leader, the same day. . . . **JEAN CARROLL**, celebrating at the Eltinge receipt of official papers to arrive in five weeks. . . .

PATSY GINGER JOHNSTONE, following a lengthy stay at the Club Nomad, Atlantic City, planned December 17 from Camden, N. J., for a 10-day visit in Overland Mo., suburbs of St. Louis, where she will be entertained by her mother and brother in from Louisville and a sister from Council Bluffs, Ia. . . . **PHIL ROSENBERG** placed Jerry Dean, Harry Kane and Paula Lind to replace Jean Caton, Charles Kane and Charles McNally at the Republic and shifted the Morgan Sisters from the Star, Brooklyn, to the Eltinge December 15. . . . **EXTROUPE** in Stillwater, Minn., writes to extend thanks to Harry Hirsch for bringing in the BAXTERs, Minneapolis, about over to the Minnesota State Prison Thanksgiving morning. Also thanks the com- (See BURLESQUE NOTES on page 58)

CHICAGO: **MIDWEST** Burlesque Circuit, in addition to picking up bookings for the

Minsky, Herk Take Over N. Y. Triboro

NEW YORK, Dec. 16.—Triboro, Harlem, is in new hands. Operators will be Harold Minsky and I. H. Herk, who also have the Gayety. Policy of 2 p.m. matinee and one (reserved seat) evening will continue.

House reopens December 24, with Margie Hart featured. Billy Koud, now the producer at the Gayety, will double at the Triboro.

St. Louis Burly Houses To Remain Open for Xmas

ST. LOUIS, Dec. 16.—The Garrick Theater and the Grand Opera House, two burlesque houses here, have been enjoying good business the past two months, according to the managers, Jack Beck and Sam Ryder, respectively. The Garrick is on the First Circuit, while the Grand is on the Midwest Circuit. For the first time in many years the burly houses will remain open during the Christmas holidays, with both houses advertising midnight shows for New Year's Eve.

Garrick advance bookings are January 6, *Topical Fezzers*, with Frank Silk and Harry J. Conley; January 13, *Girls in Blue*, with Ann Corio and Max Coleman; January 20, *Daring Daughters*, with Amy Fong and Billy Hagen, and January 27, *Barrel of Fun*, with Miss St. Louis and Stinkie and Shortie.

Corio Show is Shifted

BRIDGEPORT, Conn., Dec. 16.—Because of a rental made to the local police association by the Loew-Poll Lyric Theater for a one-night benefit vaude show December 4, and which was made before the house was taken over for First Circuit, Ann Corio and Sam Corio show had to omit its night performance there, shifting into near-by Jacques Theater, Waterbury, for that performance. Corio was billed through the State like a circus, with fine results.

Burlesque Notes

(Communications to New York Office)

Grand Opera House, Canton O., added the Kats & Lebowitz, house in Ulica, N. Y., starting December 22, and Max Michaels' Globe Theater, Boston, beginning December 29. . . . **HARRY HIRSH**, operator of the Gayety, in Minneapolis, is in town with his house manager, Harry Kane, and reports that he is reopening December 29. . . . **MARLENE** was set for additional Midwest Circuit dates, including the Grand Opera House, Canton, week of December 22, with Palace, Buffalo, to follow. . . . **MILT SCHUSTER**, the booker, celebrated a birthday last week. . . . **ADA LEONARD** continues with the A. B. Marcus-N. S. Barger *Moulin Rouge* unit, which is playing vaude houses. Is playing the Lyric, Indianapolis, the holiday week. . . . **HARRY CLEXX** and Looney Lewis will top the Christmas week bill at the Rialto here. . . .

BILL COLLINS, manager of the Capitol, Toledo, is in New York, picking talent for Midwest dates. . . .

From All Around:

THE CLOVER, small burly emporium on East Baltimore street, Baltimore, changed hands last week after operating for 20 years under the guidance of Managor Irvington Lee Cohen, brother of Max Cohen, is the new bossman. . . . **LEO SCHUSTER**, the brother of the popular Milt and for the last several seasons backstage guardian and concessioner at the Gayety, Cincinnati, celebrated his 53rd birthday December 15 by passing out free coke to the Gayety chorine and principals. . . . **GEORGE B. HILL**, past summer with the George Robertson tent optry, is doing comedy at the Avenue, Detroit. His wife, forced to return to her home in Canada some months ago due to illness, has rejoined him.

A NEW DISTINCTIVE NOVELTY
JACKIE MURRAY
WHALEN & WOOD
THE LONG AND SHORT OF IT
Comedy Sensations Plus Singing and Dancing.
Mgt., TONY PHILLIPS, Bond Bldg., N. Y. City.

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

Ogle Ends Season; Deep South Is Off

BOAZ, Ala., Dec. 16.—Jimmie Ogle Show closed its season December 11 after a run of 34 weeks, the last three and a half of which were spent indoors. Tent equipment has been placed in storage at winter quarters here. Manager Ogle reports that the show made a little money, altho the season was far from successful.

Conditions in the Deep South are not so good, Ogle states, despite reports to the contrary. Crops have been off about 50 per cent, and hog prices are about half of what they should be, he says. Ogle will resume his house season about January 10.

With the show at the closing were Jimmie Ogle, Cliff Malcolm, Leo Lacey, Raymond Clark, Robert Anderson, Wiley Pepper, Mannie Houghton, Mary Ogle, Maxine Lacey, Bess Tyler, Mabel Clifford and Kara Lee Lacey.

The show will talk to the road under contract in the spring, Ogle reports, completely rebuilt and repainted and with at least one new truck. Show moved on seven motor units the past season.

"Uncle Tom" Joins Vanishing Americans

Editor The Billboard:

The Uncle Tom's Cabin companies we used to come across about the country have passed out of the picture like the horse and buggy, the parlor hanging lamp and the celluloid collar. They are just another of the vanishing Americans. From 1910 to 1920 the writer recalls the following Tom troupes that played theaters during the winter and had their own railroad car: William F. Kibbler's, Leon W. Washburn's and Stetson's. All gave the noon-day street parade with a good band, miniature floats drawn by ponies and last, but not least, those ferocious "bloodhounds" led by red-coated colored youths who took part in the play as Quimbo and Sambo. The "bloodhounds," you will remember, chased Ezra across the Ohio River on frozen cakes of ice—just as pictured on the lithos.

The companies that played under canvas during the same period were Kadell & Kritchfield (later J. S. Kritchfield), John W. Stowe's, Dickey & Terry, out of Little Sioux, Ia.; Harrington's and Harmount's. These companies also had their own railroad cars.

It was just a little over 30 years ago that the last Uncle Tom show played this old river town. It was the J. S. Kritchfield Co. which played here in August, 1908. Kritchfield has been on the staff of Downie Bros.' Circus the past 10 years. Like the old minstrel troupes (See "UNCLE TOM" on page 16)

Material

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They Like Vaude

By E. F. HANNAN

THE past season has proved that showing of small cities and towns like the vaudeville style of entertainment. Almost all small shows offering this type of bill weathered the season, while most of the more dramatic-type outfits either had hard sledding to keep going or folded before the season's end. Where the small dramatic show offered, in addition to regular dramatic bills, a good share of vaudeville they fared better. Three dramatic shows trying to go along with nothing but straight drama folded within a month after opening. All were above-the-average small rep show in matter of play bills and talent. A variety-type show, billed as a radio star outfit, moved into a town that one of these dramatic shows closed in and, while billed for three days, remained a week, and might have profitably stayed another, as business increased as the week went on. This may be due to the snappier type of performance that variety type outfits give, with many performers coming down from higher brackets of vaudeville and being forced to catch on with small shows. The decline of vaudeville in big cities has forced many of the former merit onto small outfits playing the sticks, and showgoers of these smaller places, schooled by radio, recognize this fact and go for it.

Shirar dramatic bills and more vaudeville and novelty is surely in line for tent rep and all other small-town outfits.

Donald Marlowe Players Open Middle of January

JEFFERSONVILLE, Pa., Dec. 16.—Donald Marlowe Players will open here the second week in January. Troupe will circle in this area for three weeks before taking to the road for three-night stands of repertoire under auspices. Opening bill will be Kester Rutherford's *I Stand Condemned*.

Already signed for the east are Judy Cummings, Doris Gilmore, Catherine Wright, Carl Dege, Robert Carney and Richard Blackmore. George Maxwell will look after the advance.

Donald Marlowe, who will head the group, last season was leading man with the Amy-Windlow Players in Colorado and recently closed with *American Way* in New York.

Endrancos

(Communications to BILL SACHS, Cincinnati Office)

Coast Show Holds Up Well; 9 and 1 Left After 59 Days

BEAL, Calif., Dec. 16.—Nine couples and one solo remain in the Sportland Varieties contest here, with 59 days clocked off. The contest, under the management of Young Papka, one-time prize fighter, is a three-way affair. Walkers, dancers and skaters participate simultaneously, with a winner in each group. Contest is pulling good crowds nightly.

Remaining are Bud Petty and Kathryn Donaskus, Russell Curtis and Penny Anderson, Jack Johnson and Dot Mitchell, Johnnie Russo and Pat Ferguson, Tony Gonzales and Edith Morago, Porky Jacobs and Margie Smeets, Jack Combs and Phyllis Ball, Fred Carter and Velma Fredericks, Red Hilton and Enid Abel, Angelo Rocco is solo.

Emcees are led by Bill Owens and Chick Orgran. Red Hilton steps out of the contest at 11:30 to handle the daily noon-hour broadcast over Station KFOK.

Chi Walkie Nears Finish

CHICAGO, Dec. 16.—Colliseum walkie here continues, with 10 teams and four solos now in their 11th week. Two dynamic sprouts are being presented nightly, as Angies Jim Coffey and Jim Parrell turn on the heat. Contest will probably wind up soon, as manager Sid Cohen is set to follow this one up with a North Side Chicago show, opening Christmas Day in Rainbow Gardens Casino.

JOE BANANAS, Chicago endurance show enthusiast, widely known and popular among promoters and contestants

Rep Ripples

L UNTS COMEDIANS, who lately have been making Nevada towns, are resting up over the holidays at Fresno, Calif.

FRED LYTELL posts from Paris, Tex., that his merry-go-round is pulling along in that territory and is currently playing a few dates in Oklahoma. He plans to keep his troupe in that area until after Christmas.

RUSTY WILLIAMS, who for some time has been touring the Northwest on the Bert Ley Circuit. They are now in Spokane, Wash., after winding up recently at the Orpheum Theater, Portland, Ore.

D. A. (DAVE) MOSIER is back in Boston after a season in Newfoundland with a small outfit.

TOM HUTCHISON, well known in Midwestern and Southern rep and tab circles, is sojourning in Van Nuys, Cal., with the regulars of AND MRS. BUD HAWKINS, who formerly had out their own tent rep, the Bud Hawkins Players, for many years, breezed into Cincinnati last week after an extended season in Kentucky, Tennessee and the Carolinas schools with their dog and monkey trick. They will remain at their home in Cincy until around the middle of January, when they will again resume touring with their regular turn augmented by a magic routine.

ELLIE DEANE-PALMER, veteran rep trouper, informs that she has recovered her health after four years of illness and will be returning to the business soon with her daughter, Queen, and grandchildren, Baby Amelia and Vicky Jr.

HANK and his Dude Rancher radio stage attractions comprising Hank Stanford, Jerry Stiles, Kenneth Rice, Steve Woodson, Larry Paschal, Dan Paschal, Lawson Ogden, Zeke Williams and Noel Adams, will be heard four times daily, except Sunday, over Station WTAD, Quincy, Ill.

FRED LYTELL posts from Paris, Tex., that he was forced to make a change in cast recently but that his group is still going strong in the Lone Star State.

BASIL McMANUS is organizing a small group to play in and around Putnam, Conn., under auspices.

MARITIME "PLANET" will be a radio variety unit until after the holidays.

BIRD'S NOVELTY SHOW, small trick playing halls and schools in Eastern Tennessee, reports business as fair.

CHRIS TATE is laying off in Calgary, Alta., until after the holidays, when he will launch a three-people unit to play Western Canada. . . . IT WAS Charles G. Driver, of the O. Henry Tent and Awning Co., Chicago, who solved J. C. Bibbe, of Bibbe's Comedians, a new location, to place the one lost recently in a fire, and not Walter Driver, as reported last week.

BRADLEY and VICTORIA ALEXANDER recently joined one of the Big Ole units in North Dakota. . . . LESTER (LEW) AYERS, past summer with the M. & M. Players in the Black Hills, is doing Santa Claus in a Kansas City, Mo. department store. . . . EDDIE and MONA HART are sojourning in Omaha after closing their Nebraska circle. They will reopen their circle after the holidays.

BRAD CRANDALL and Hessel Welas, both well known in repertoire field, have been drafted for the local production of *Miss and Men* at the Resident Theater, Kansas City, Mo.

BERT SMITH and Vi Shaffer have left Kansas City, Mo., for an Eastern city where it is reported they will open a stock engagement soon. . . . HARRY and ERL DIXON, until recently with the O. Brunk's Comedians, are spending the holidays with relatives in Iowa. . . . LOUIS FITZROY, who recently closed with a Southern show, has joined Kenyon's Kansas circle. . . . AUGER BROS. recently opened an engagement at the Fontanelle Hotel, Omaha, where they are offering old-time melodramas. . . . MR. and MRS. M. L. MITCHELL, managers of the M. & M. Players, are at their home in Hot Springs, Ark., for the winter. . . . SKIP HAWKINS' circle in Northern Iowa is reported to be doing good business, with the following lineup: Harry and Mabel Pampel, Niece, Jimmy Masters, Patsy Tyler, Bernie Blackburn and Skip himself.

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Dixie Queen Pulls Crowds in Natchez

NATCHEZ, Miss., Dec. 16.—Showboat Dixie Queen, one of the first of its type to play Natchez in recent years, was at Natchez river landing December 8 and 9, sponsored by the Underprivileged Children's Fund and the Natchez Fair. The show was Valley Center, a rural comedy in four acts, and vaude. Program was changed for Saturday show. Capacity crowds attended both nights.

Queen is going on down river for other stops along way to New Orleans. Show runs two hours and is well directed. Actors-actresses are capable, costumes are clean and new. Boat is a new one and fine. Ticket here was 40 cents for adults and 25 cents for children.

Jimmie Tucker Players Find Ky. Circle Okeh

AUGUSTA, Ga., Dec. 16.—Jimmie Tucker's Rotary Players are in their 12th week of circle stock in this territory. Business, while not big, is maintaining a satisfactory pace. The show is set for 18 weeks in this territory.

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RAINBOW GARDENS
WALKATHON
CHICAGO, ILL.
Entertaining Thousands—Don't Miss!
No Dress Wanted.
Have Two Other Spots To Follow This Show.
SID COHEN
COLISEUM, CHICAGO

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

ANDREWS—Mark, 64, organist and composer, December 10 at his home in Metairie, N. J., of a heart ailment. He conducted one of the largest concert bands of the Associated Glee Clubs of America in Madison Square Garden, New York, in May, 1929, with a chorus of 4,000.

BASKCOMB—Daniel (A. W.), 59, one of England's best known character comedians, died in London, December 17. Baskcomb's stage debut when 16 as a dumb Negro in *The Octoroon* at the Margate Theater, London, in 1896. Subsequent engagements included a season with Edward Terry at Terry's Theater, two tours in *The Merry Widow*, 1899; with Guy Goetz, *The Early Worm*, *Mr. Freddy*, and *The Countess and Sally Bishop*. In 1911 he played Mattoni in *The Nighthawks* in London, and the following year appeared in the same part at the Casino Theater, New York, when the play was written by Henry Morf. Comedian. Beginning in 1915 he toured with the *Hot and Cold* company for two-and-one-half years and after a period of World War service returned to the London stage for a long succession of comedy roles until 1930.

BAUMAN—Louis, 63, for many years identified with the Liberty Theatrical staff, Yorktown, O., December 11 at his home in that city. A daughter and son survive. Services and burial in Youngstown.

BROWNSKY—Ben, 51, Pittsburgh theater owner for 20 years, in association with his brother, Edward H. Brown, died recently. Also survived by another brother, Mark, and a sister, Mrs. S. Shapiro. Services in Pittsburgh.

BURNSWICK—Mrs. Sarah, 95, retired opera singer, at her home in Graniteville, S. Carolina, N. C., December 15. She leaves two daughters.

COATES—Frank (Jerry), med pitecan, of acute indigestion December 8 in Peterson, N. J. Among survivors is a twin brother, Russell. Body was taken to HARRISBURG, Pa., for burial.

CONROY—Joseph, former agent and billposter with various circuits and hall shows, and the past three years with the General Outdoor Advertising Co., Utica, N. Y., in that city December 11.

CRODDY—Wilbur Joseph, 48, novelty concessionaire at fairs and a band musician, at U. S. Veterans' Hospital, Dayton, O., November 18 of kidney trouble. He had been in ill health for some time. Croddy had been for eight years a member of the Newby's Band in Indianapolis, where he worked with his mother, who survives. Service with military honors at Hopewell Cemetery, Crawfordsville, Ind. Burial in Hopewell Cemetery.

DATTER—Joseph, 73, musician, at his home in St. Petersburg, Fla., December 12. He had been with Arthur Fryor's band.

Helen Arthur

Helen Arthur, dramatic director and manager, December 10 in Neurological Institute of the Columbia Presbyterian Medical Center, New York, of cerebral thrombosis. She was stricken the night before she contemplated leaving for California, where she hoped to recover from a recent illness. Miss Arthur was in her 40s.

Miss Arthur's theatrical career began as an avocation during her active law practice. She had an interest in legit and became a dramatic critic in a small publication. Eventually she took law to become press agent for Grace George. Then followed a varied career as manager and director of famous people and nationally known enterprises. She was company manager for Florence Roberts and executive secretary of the Shubert office.

In 1915 she helped organize the Neighborhood Playhouse, the Grand Street group experiment, and remained with it until it closed in 1927. Then she became manager for Mrs. Patrick Campbell, Agna Enters, Marion Kerby and Ruth Draper. She was executive director of the Actor-Manager Inc., having had charge of Grand Street Playhouse in 1927. Walker in *Love Nest*, and of the seasonal *Maya*.

More recently, in the summers, she had been executive director of the Newport (R. I.) Camp Theater, and manager of the Drama Festival at Ann Arbor, Mich.

The Final Curtain

DERRY—Joseph Edward, 51, former vaude acrobat and member of the team Riddle and Derry, at his home in Reading, Pa., December 8. A native of Wilmington, Del., he had resided in Reading for 34 years. Survived by his mother, a brother and sister. Services in Reading, with burial in Charles Evans Cemetery there.

EDWARD—Famous Danish clown, in Copenhagen a few weeks ago at the age of 67. Edward and his first partner, Geddes, made their debut with Steckel Circus in 1892 and later joined the Gothold Schumann Circus. His biggest success was scored with an Italian partner, Battista, with whom he appeared in all the big Scandinavian circuses.

EMERICK—Besse, 64, who years ago starred in musical comedies and later

his home at Geauga Lake, O. For 35 years he directed orchestras thruout Ohio. Recently his orchestra had served for old-time dances in Northern Ohio. Survived by his widow; a daughter, Mrs. Ardell M. Oberath, and a son, Wendell, of North Cleveand, O. Burial December 13 in Cleveland.

HAMMILL—John, 58, pioneer film censor, plunged to his death from the fourth floor of a Hollywood hospital recently. He had entered the hospital ten days prior for treatment of the ailment which forced him to resign his post as head of the censorship department of Paramount Studios. Before joining the motion picture field more than two decades ago, Hammill had worked with the Barnum & Bailey and Buffalo Bill shows. He worked for the General

of her husband, who had been a ride foreman for Joe Rogers and others, she had been in Huppel's Shows, and Johnny J. Jones' Exposition. He was a native of Macon, Ga., and the couple had been in show business many years, having trouped with the Wortham Shows, Greater Sheesley Shows, Rubin & Chery Exposition and others. Interment in Milo, Me.

JUVELLIER—Kalsman, 76, retired Yiddish actor, at his home in New York December 14. He was director of the Hebrew Actors' Union and vice-president of the Jewish Theatrical Alliance. In 1899 he came to the United States as head of the Windsor Theater Co. He leaves his wife, Mrs. Blina Juvellier; a son and two daughters.

KENNEDY—Leo, 56, actor, in New York Hospital, December 11. After a stage debut in Australia, Kennedy toured China, Japan and India. American productions in which he appeared include *The Fool*, *Spring Fencer*, *June Moon*, *Secret Sister May*, *The Night of January Thirteenth*, *The Boatman*, *Empress of Destiny* and *Rain*. His widow is known as Wanda Howard.

KINNEY—Pay, 70, veteran Youngstown, O., policeman and ex-trooper, in that city December 10 of a heart ailment. He was a long-time friend of stage folks and for several years staged troupe with the Al G. Field Minstrels. He retired from the police department in 1937 after serving 37 years. Services and burial in Youngstown.

KULIC—John C. Jr., 26, talker and inside man on side shows with numerous carnival circuits, at his home, December 13 in a Windsor Hotel, N. C., hospital after a six-week illness. He is survived by his father, John C. Kulic, and sister, Mrs. Edward Anderson, of Erie, Pa. Remains are being held in Vogler's Funeral Home, Winston-Salem, pending funeral arrangements, as it is understood Kulic died penniless.

MCCALL—Rex, 58, former character actor, in Los Angeles October 30 of a fractured skull sustained in a fall while repairing a roof. Born in Aberdeen, S. D., McCall came to California in 1905. He retired several years ago and entered the roofing business in California. Survivors include a sister, Mrs. Grace Merrifield, Los Angeles. Burial in the Masonic plot, Los Angeles.

MCGLYNN—James F., 65, carnival and amusement park concessionaire, at his Cliffside, N. J., home December 12 of complications. He had operated at many parks, including Dreamland, Columbia and Palisades, N. J., and had been associated with the Fair and Carnival Supply Co., and also in one time with the concession firm Greenpeace & Bramson. He is said to have been the first to introduce the ham wheel. Interment in Ferncliff Cemetery, Ardsley, N. Y., by National Showmen's Association, of which he was member. Survived by his widow.

MCNEIL—John, 73, veteran orchestra leader and twice mayor of Centralia, Ill., in that city December 11.

MACK—Joe Henry, 45, concessionaire and showman, best known as Swack McKay, December 19 in Cook County Hospital, Chicago. He had been with most of the circuses and carnivals of the country during his lifetime. Burial in Chicago.

MAKELAW—Solomon, 48, known to the show world as Uki, suddenly December 8 at his place of employment, the N. D. Cass Toy Co., Athol, Mass., of a heart ailment. Survived by his widow, Rebecca, M. Kenello Makelaw.

MASON—June Irene, 16, daughter of Mr. and Mrs. G. B. Mason, concessionaires (See FINAL CURTAIN on page 52)

DOUGLAS E. FAIRBANKS SR.

Douglas E. Fairbanks Sr., swashbuckling, heroic star of the silent film days, whose romantic personification of male perfection gained for him world fame, died at his home in Santa Monica, Calif., December 12, at the age of 56.

Born in Denver, May 23, 1883, he attended the Colorado School of Mines, and at 17 moved to New York, where Frederick Ward gave him a part in one of his plays which was going on tour. His first stage appearance was made in Richmond, Va., September 10, 1900, in Florida in *The Duke's Jester*. After a brief tour with the Ward company, he went to Harvard. However, he returned to Broadway soon afterward to obtain a small part in *Her Lord and Master*, supporting Effie Shannon and Herbert Kelcey.

After a try at the brokerage and hardware manufacturing business he returned to the stage for a role in *Mrs. Jacks*, with Alice Fisher. Then, after a tour with the Ward company, he appeared in his first and only musical comedy, *Fantasia*, at the Lyric Theater, New York, June, 1905. Under a five-year contract from Brady, he appeared in *Clothes, Man of the Hour*, *As Ye Sow and Frenzied Finance*, becoming established as one of the leading juveniles of the New York stage. One of Fairbanks' greatest Broadway successes was as Bud Haines in *A Gentleman from Mississippi*. Fairbanks was seen in vaudeville in *A Regular Business Man*.

D. W. Griffith entered Fairbanks to enter the movies around 1915, and he was starred in more than 30 pictures his first five years in Hollywood. His first picture was *The Lamb*. Others of this early phase of his career were *The Americano*, *The Significance of the Modern Musician*, *Man in a Hat*, *Man in a Hat*, *Madness and Reggie Mine*.

In 1916, Fairbanks joined with Griffith, Charlie Chaplin, Mary Pickford and Charles Ray to form the original United Artists Co., to facilitate handling of their individual releases. The organization has proved thru the years one of the most successful and profitable in Hollywood, and it was under this setup that Fairbanks' urge for romantic spectacle was portrayed, first with *The Mark of Zorro*, and later, *Robin Hood*.

The Taming of the Shrew and *Reaching for the Moon*, in 1929 and 1931, marked the end of his long reign as master of spectacle, and *The Private Life of Don Juan*, made in England in association with Alexander Korda in 1924, marked the end of his reign in Hollywood.

Fairbanks was married three times. His first wife was Beth Sully, an actress, the mother of his only child, Douglas Jr. She divorced him in 1918, and he married Mary Pickford March 28, 1920. They were divorced January 10, 1935, and about a year later Fairbanks married Lady Ashley, the former Sylvia Hawkes, musical comedy actress.

played in early silent film for Pathé, December 19 in a Boston Sanatorium.

FIEDLER—Max, 80, internationally known orchestra conductor, in Stockholm, Sweden, December 2. Born in Zittau, Saxony, Germany, December 31, 1859. Fiedler won recognition as a pianist at the age of 10. He studied at Leipzig Conservatory from 1877 to 1880, winning the Holstein scholarship. He became director at the Hamburg Conservatory in 1903, and in 1904 succeeded Richard Barth as conductor of the Philharmonic Society, in 1907 he conducted the London Symphony Orchestra. Fiedler returned to New York as one of the guest conductors of the Philharmonic Society, season of 1905-06 and conducted the Boston Symphony Orchestra from 1908 to 1912. In 1918 he became conductor and musical director of the Symphony Orchestra of Essen, Germany, where he remained until recently. Survived by two sons; William, musical director of Antigua, Bonaire, Curacao, and Max, vice-president of the Fiedler-Sellers Corp., Philadelphia, and a daughter, May, of Copenhagen.

FURLONG—Frank, 50, long-time actor and director, in Pittsburgh recently, a few hours after playing *Sally* in a department store there. Survived by his widow, son, sister and his mother, all of Pittsburgh.

GERHARD—George, 49, press agent, December 9 at home near Coscob, Conn., after a two-year illness. He had suffered from lung trouble since being gassed during the World War. He had served as motion picture critic for the *New York Evening World*, and later press agent for Radio City Music Hall, United Artists and RKO.

HAMLEY—Thomas G., 66, veteran musician and charter member of Cleveland Local No. 4, American Federation of Musicians, of paralytic stroke December 9 at

Film Co. and Pathé before joining Paramount. Survived by his widow and a son, John Jr.

HARDIN—Mrs. L. H., 58, in General Hospital, Greenville, S. C., December 11, of a heart ailment. She had been ill the past two years. Her husband, Webb, she entered show business in 1911, joining the late Benny Krause Shows with her son, Jolly Johnnie Webb, then featured as the fattest baby in the world. Since that time she has been connected with most of the major carnivals, including World at Home, Greater Sheesley, Rubin & Cherry, K. G. Barkoot, Dodson World Fair, Zeldman & Pottle, Eric B. Hyde and others. Johnnie died July 18, 1938. Survived by her husband and three daughters, Mrs. M. C. Wheeler, Mary Webb and Louella Hardin. Services in Greenville, with burial in Graceland Cemetery there.

HERZIG—Eugene, 39, well-known musician, suddenly of a heart ailment December 12 in Cleveland. A practicing attorney, Herzig renounced law 10 years ago to become instructor in piano and violin. He was widely known in Cleveland night club circles and was a member of the *Overnight Loop Ensemble* at the time of his death. His widow and daughter survive. Burial in Cleveland December 13.

HERB—William H., 60, of Allentown, Pa., former member of the John Philip Sousa Band, in Allentown Hospital recently of a heart ailment. Herb began his career as a youth with a junior band in Pottstown, Pa. In 1924 he joined Sousa's band and remained with the organization until the leader's death in 1932. Survived by his widow, three sons and daughters.

JOHNS—Mrs. Grace, widow of L. B. Johns, recently at the home of a sister in Milo, Me., where she had been residing for a year and a half. Since the death

Dr. Wilhelm Gross

Dr. Wilhelm Gross, 45, Viennese composer and conductor, died in Forest Hills, N. Y., December 9, of a heart ailment while playing the organ at the home of a friend.

Turning from a classical career in Vienna as composer and conductor, Gross went to London to write songs for motion pictures, and wrote three of the most popular songs in recent years—*Brother Sam*, *Brothers to the Rescue* and *Brothers to the Rescue*. Recently, he penned *Tomorrow Night* and *In an Old Dutch Garden*. Last week he had signed a contract with the *Brothers to the Rescue* picture.

Dr. Gross leaves his wife, Mrs. Elizabeth Schoen Gross; his mother, and two children, Eva and Peter.

IAFE Government Group Is Vigilant To Protect Field

Report of the government relations committee, International Association of Fairs and Expositions, read by Chairman Milton Danziger, assistant general manager of Eastern States Exposition, Springfield, Mass., at the 49th annual meeting at the Hotel Sherman, Chicago, on December 5.

The year was busy and eventful for the committee on government relations. While there was a large number of miscellaneous activities, we will report at this time only on some of the highlights and major accomplishments.

EASTERN FREIGHT RATE PROPOSAL CHANGE: On February 4, 1939, the attention of your committee was called to the fact that the joint conference committee of Eastern railroads was preparing to cancel reductions on rates of shipping material and equipment (Agent Jones' Tariff, 950-F ICC No. 2848) which was then effective and which stated, "When exhibiting at an exhibition or fair, and then returned to point of origin, articles will be carried, as far as relate to lines parties to this tariff, at full tariff rates going and free returning, if returned within 90 days after the close of the exposition or fair at which they are exhibited, and the bill of lading therefor is accompanied by certificate of the secretary of such exposition that such articles were exhibited and have not changed ownership."

An announcement to the effect that Rate Proposal J-270 would supersede the tariff then in effect was made in the February 4, 1939, issue of the Traffic Bulletin. Twelve days from February 4 we were allowed for the filing of written requests for a hearing on the proposal. The cancellation of the tariff, then in effect, would not only have definitely increased the cost of exhibiting to exhibitors, but greatly reduced the number of horses, live stock and general exhibits shipped by railroad to fairs. We also considered it doubtful if the fairs could have afforded to use government exhibits if the tariff was changed. This was one (See IAFE Group Vigilant on page 48)

Defer Filling Fielder Post

SPARTANBURG, S. C., Dec. 16.—Spartanburg County Fair Association elected Tom Woodworth, president; Howard McCraw, vice-president; D. C. Todd, treasurer. Election of a secretary to succeed John F. Fielder, who died on November 29, was postponed. Walter S. Montgomery and L. G. Traxler were added to the board. Others are the officers and J. Gordon Floyd, Sam Snoddy, Fred V. Moore and A. M. Law. Treasurer Todd reported the 1939 fair an outstanding success. Resolutions on the Fielder death, paying tribute to his career as a civic leader and fair enthusiast, were adopted.

A WARNING N I A.

Regina's Op Profit Is \$18,400 in 1939

REGINA, Sask., Dec. 16.—Gate receipts at 1939 Regina Exhibition were \$19,187.35, compared to \$19,117.50 in 1938, and paid admissions totaled 109,419 this year against 111,216 in 1938. It was reported at the annual directors' meeting. Grand-stand take in 1939 was \$27,800.10, as compared to \$27,328.40 last year, and paid admissions were 57,777 compared to the 1938 figure of 58,762. Decrease in attendance was attributed to rain on Children's Day. Other days had better attendance than corresponding days of the previous year.

On President Nate Andre's report it was shown how costs had been reduced in recent years. In 1930 the exhibition was carried on at cost of \$138,600, resulting in loss of \$15,500. Thereafter expenses were reduced until in 1934 cost (See REGINA HAS PROFIT on page 37)

Varied Program Set For Mass. Conclave

SPRINGFIELD, Mass., Dec. 16.—Massachusetts Agricultural Fairs Association convention here in the Hotel Kimball on January 13 and 19 is expected to be one of the largest and most interesting meetings of that body in years. Secretary A. W. Lombard, Boston, is preparing a program which, it is said, will cover a wider range of subjects than any program in years.

Subject of pari-mutuel racing at county fairs is expected to come up for lively discussion. Another subject due (See MASS. CONCLAVE SET on page 37)

50 Years at Bath Annual

BATH, N. Y., Dec. 16.—James Faucett was honored at a dinner tendered by officers, directors, past presidents and past secretaries of Steuben County Agricultural Society, sponsor of Bath Fair here. Occasion was completion of his 50th year of service in the society. 39 being as treasurer. This is believed to be a record. Annual report showed the 1939 fair successful and the society in excellent condition. Fair receives no county aid, as do numerous others in the State.

New Series of Legal Opinions

In the next issue will appear the 23d of a new series of legal opinions. It will be titled *New Law of Copyright Infringement*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Pros and Cons of a Two-Bit Gate As Jotted by Wisconsin's Ammon

Address of Ralph E. Ammon, director of State department of agriculture and manager of Wisconsin State Fair, Milwaukee, on "The Twenty-Five-Cent Gate—Does It Pay?" topic for a group of speakers on December 5 at the 49th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago.

Advantages and Disadvantages of 25-cent gate at State fairs:

1. Results in increased attendance. The attendance at Wisconsin State Fair for the past three years has exceeded 600,000 per year. No three consecutive years at 50 cents even averaged over 350,000. This increase is due in part to 25-cent admission, in part to a better job of selling the fair.
2. Patrons have more money to spend at grand stand and for other attractions. Our grand-stand income has kept pace with our attendance. Grand-stand income for 1939 exceeded \$90,000, compared to \$30,000 in 1929.



WILL L. DAVIS, who has been re-elected president of Rutland (Vt.) Fair, for which a 1939 profit of \$8,564, despite adverse conditions, has been reported. A new grand stand replaces the one burned last June 17. Wind damaged the plant and heavy rains fell on two days of the fair. President Davis started with the fair as treasurer when the society was reorganized in 1910.

Rutland Turns in Good Year

RUTLAND, Vt., Dec. 16.—Altho hit by wind, water and fire, Rutland Fair operated at a profit of \$8,564 during 1939, it was reported to the annual stockholders' meeting of Rutland County Agricultural Association. A new grand stand was erected to replace that which burned at June 17. It cost \$65,000, of which sum \$25,000 was obtained from insurance. Water and damage from high wind was estimated to have necessitated repairs in excess of \$800. Two days of fair week were almost completely lost by rain. Total attendance was 117,500; gross receipts, \$88,000; disbursements, \$79,000. Treasurer reported cash assets of about \$28,000 on hand.

Ill. Meet to Capital Again

SPRINGFIELD, Ill., Dec. 16.—Annual convention of Illinois Association of Agricultural Fairs, to be held in the St. Nicholas Hotel here on January 24 and 25, will mark the eighth consecutive gathering of the group in this city. Decision to hold the meeting here was reached at a conference of President E. E. Irwin, Salem; August Gruns, Breesee, secretary; and Directors John Craig, Lewistown; O. R. Fleming, Arthur; Glenn T. Siebel, Princeton; Paul Powell, Vienna, and S. S. Ritchey, Pinckneyville. More than 600 delegates are expected.

Probe Favored On Hiked Values

Legislator charges some fairs not entitled to rate class A—more pass talk

DES MOINES, Dec. 16.—Legislation and passes kicked up a lot of discussion and put some fireworks into what otherwise would have been a quiet meeting at the 32d annual convention of the Fair Managers' Association of Iowa on Monday and Tuesday in the Savery Hotel here. The fireworks were set off by State Representative X. T. Fronts, Mt. Airy, who charged that some fair men were placing too high a value on their grounds and buildings so as to be placed among Class A fairs, which would entitle them to receive more State aid than Class B fairs receive. The pass problem also drew some fire but, as at past sessions, after some discussion it was dropped without action.

There was a large representation of fairs. Bare sessions noted it was announced that all except three of the 85 fairs in the State had paid their dues. There was the usual heavy representation of attractions people. A few of those who usually attend were missing, but there were a number of new ones.

Campbell New President

W. J. Campbell, president of Vinton County Fair, Joplin, was elected president to succeed Howard W. Power, Davenport. L. M. Ruck, Ponda, was elected vice-president, and E. W. Williams, Manchester, was re-elected secretary-treasurer. Directors elected for districts 4, 5 and 6 were, respectively, Earl Vinson, Algona; E. W. Williams, and I. C. Bell, Donnellson.

When President Power called the opening session to order, in the absence of D. D. O'Rianga, the customary community singing was led by Sam Robinson. Henry Brandt, recording secretary, who was celebrating his 25th meeting and also his birthday, and Mac Green, covering the convention for his 11th year for *The Billboards*, were introduced. H. M. Knudson, Mason City, who was to have spoken on *Improving Our Premium Lists*, was ill. The topic was discussed by L. M. Ruck. Power made some excellent suggestions looking to more nearly uniform lists. The matter of paying social security tax was brought up. (See IOWA FAIRS WARNED on page 34)

Signers Aid in Amarillo

AMARILLO, Tex., Dec. 16.—Directors of Amarillo Tri-State Fair on December 9 heard an auditor's report before re-electing May Pinkney, president. Ross D. Rogers, mayor of Amarillo, is first vice-president. Report showed the fair had a deficit of \$7,350 but that Amarillo business men had signed up to close the deficit. Notes are to be paid from receipts of the 1940 fair. President Pinkney said the 1939 rodeo had a loss of \$1,600 and that the night show, hampered by chilly evenings due to high altitude, had a deficit of \$3,874.61. Some of the indebtedness was from 1938. No decision was made on a 1940 admission price. Other fairs in the area have higher prices than the 15-cent adult admission being charged here. It is certain the pay gate will be continued, as 1939 attendance did not drop.

1939 Fair Season In Review

and

Important Events and Happenings of the Year

These features will be found in the

Holiday Greetings Number

Dated December 30

L. VICTOR FAUCETT, re-elected secretary of Steuben County Agricultural Society, founded in 1819, and sponsor of Bath (N. Y.) Fair, who reports the members proud of the successful showing in 1939 because the society "receives no financial assistance from the county, as do a great many of the New York county fairs."

Fair Elections

HILLSDALE, Mich.—Hillsdale County Agricultural Society re-elected Howard Williams, president; J. L. Post, treasurer; H. H. Kelley, secretary. Eber Allie was elected a director.

ST. JOHN, N. B.—War-time conditions have resulted in direction of two maritime fairs being delegated to women. Mrs. Mildred Gray was appointed secretary-treasurer of St. John Exhibition, succeeding the late G. W. Frost, and Mrs. Carrie Mills was named secretary-treasurer recently of Maritime Winter Fair, Amherst, N. B., succeeding Major A. W. MacKenzie, now on military duty.

BEAVER DAM, Wis.—Re-elected officers of Dodge County Fair Association are C. J. Schoenfeld, president; Harry Beckner, vice-president; J. P. Malone, secretary; E. B. Frederick, treasurer.

MONROE, Wis.—Green County Fair Association re-elected Byron Bennett, president; Louis Wolfson, vice-president; Brooks Dunwiddie, secretary; William Brown, treasurer.

OSHKOSH, Wis.—Winnebago County Fair Association re-elected A. F. Schroeder, president; Charles Warning, vice-president; T. G. Brown, secretary; Carl Fugleberg, treasurer.

ZANESVILLE, O.—Muskingum County Agricultural Association elected S. Lawyer, president; E. E. Baird, vice-president; Leslie Wilson, secretary; Orville Baughman, treasurer.

RUTLAND, Vt.—Will L. Davis was re-elected president of Rutland Fair. Other officers: Vice-presidents, John H. Dugan, James C. Dunn; secretary, Carl W. Olney.

BATH, N. Y.—Steuben County Agricultural Association sponsor of Bath Fair here, elected E. C. Hults, president; James Faucett, treasurer; J. Victor Faucett, secretary; C. G. Carey, general superintendent.

MASON CITY, Ia.—North Iowa Fair here re-elected Ray Robbins, president; H. D. Reynolds, vice-president; George E. Albee, treasurer. Rufus Wilkerson was reappointed temporary secretary to succeed H. D. Moleworth, resigned.

LINCOLN, Neb.—Lancaster County Agricultural Society here elected Charles J. Warner, president; H. H. Birkett, vice-president; Charles Darrow, treasurer; B. F. Preston, secretary. The fair

is held just ahead of the State Fair on the State grounds, exhibits carrying over.

COTTONWOOD FALLS, Kan.—Chase County Fair Association re-elected T. R. Wells, president; Dr. J. Hinden, vice-president; George Harrison, treasurer. Secretary Carl Ballweg was re-elected by the board.

Fair Grounds

FREDERICTON, N. B.—Cancellation of 1939 Fredericton Exhibition due to outbreak of war resulted in deficit of \$7,319, it was reported at the annual meeting of the exhibition company. Report by Treasurer C. D. Holder did not include loss sustained by the recent \$100,000 fire, which destroyed everything except grand stand and cattle barns. Insurance coverage amounted to \$45,000.

BEAVER DAM, Wis.—Liabilities of nearly \$1,900 have been written off by Dodge County Fair Association to the extent of \$1,600 at 5 per cent depreciation on valuation of buildings and about \$500 on the 1939 annual.

HILLSDALE, Mich.—Hillsdale County Fair completed its new grand stand with profit of more than \$4,000 derived from the 1939 annual despite three days of rain, reported H. B. Kelley, secretary.

MONROE, Wis.—Stockholders of Green County Fair here voted a stock amendment to raise \$4,000 to liquidate a \$3,000 deficit from previous fairs. The 1939 fair showed \$700 profit.

RAPID CITY, Man.—Cash balance of \$189.70 was reported at the annual meeting of Rapid City Agricultural Society. New show building has been built.

GOLDSBORO, N. C.—Wayne County Agricultural Society here has purchased a new site for erection of a fair plant, reports Secretary W. C. Denmark. New location is a half-mile from the center of town on outskirts of the city.

MASON CITY, Ia.—The 1939 North Iowa Fair here, which broke attendance records, also jumped in operating costs. It was reported at the annual meeting. Audit showed \$28,037.39 in debts remaining on the books as of November 22. Operating expenses were \$41,955.27 and income \$33,752.27. The \$13,057.39 cost of attractions accounted for a large share of gate and grand-stand admissions, totaling \$21,236.54.

WEST POINT, Neb.—E. M. Baumann, secretary of Guming County Fair here, has filed as candidate for governor in the coming primaries. He has been active in fair work more than a decade in Nebraska and is on the State Fair board.

COTTONWOOD FALLS, Kan.—Chase County Fair Association closed the year and its 19th annual fair here with a surplus of \$107,133. Fair was conducted with less expense than in 1938, when a small deficit was incurred. Carl Ballweg, secretary, who was named delegate to the convention of State Association of Fairs in Topeka next month.

IOWA FAIRS WARNED

(Continued from page 33)

L. L. Hall, Eldon, read the report of Milton Danziger that was heard at the IAFE meeting in Chicago. This report set forth particulars of the amendment, effective on January 1, 1940, which exempts fairs with a non-profit set-up from provisions of the social security act. It was brought out that only three fairs of Iowa have paid social security. These were Davenport, Eldon and Cedar Rapids. President Power reminded the fair men that the government is likely to check up on the fairs that have not paid.

Sam J. Levy, Chicago, read an interesting and informative paper on Trend of Attractions for County Fairs. "The performer of today, regardless of his field of endeavor, must be a genuine artist," he said. "He must vie with the movies, the radio—in fact, all types of enter-

Fair Meetings

Indiana Association of County and District Fairs, January 2 and 3, Clay-clay Hotel, Indianapolis. William H. Clapp, secretary, Frankson, Glasco.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 4-6, Hotel Stockton, Stockton, Calif. Tevis Paine, secretary, Sacramento, Calif.

Kansas Fairs Association, January 8 and 10, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Topeka.

Minnesota Federation of County Fairs, January 9-12, Lowry Hotel, St. Paul. L. O. Jacob, secretary, Anoka.

Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 10 and 11, Hotel Rockland, Rockland. J. S. Butler, secretary, Lewiston.

South Carolina Association of Fairs, January 15, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Western Canada Association of Exhibitions, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Stewart, secretary, Portage la Prairie, Man.

North Carolina Association of Fairs, January 17, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 18 and 19, Dakota Hotel, Grand Forks. Dick Forkner, secretary, Langdon.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of County Fair Managers, January 22-24, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Michigan Association of Fairs, January 23 and 24, Hotel Port Shelby, Detroit. Chester M. Howell, secretary, Cheesaning.

Illinois Association of Agricultural Fairs, January 24 and 25, St. Nicholas Hotel, Springfield. A. W. Grunz, secretary, Breesee.

Pennsylvania State Association of County Fairs, January 25 and 26, Reading. Charles W. Swoyer, secretary, Reading.

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Miles City. Mont. J. M. Sucktorff, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Pete H. Smith, secretary, Plainview.

Association of Tennessee Fairs, February 6, Noel Hotel, Nashville. O. D. Massa, secretary, Coopersville.

New York State Association of County Agricultural Societies, February 20, Ten Byck Hotel, Albany. O. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Several fair managers took up the discussion of bills admitting the sincerity of Prentis' talk. They disagreed with his statements. They contended that fairs are educational institutions and if fair appropriations are to be cut, they also should be cut in appropriations for Iowa State College and other State educational institutions. "No fair in the State has been a self-sustaining institution for many years," said one secretary. Fair men were urged to let their State representatives advise the Legislature convenes and to get bills before it early to get proper consideration.

From the question box came the query, "Shall We Outlaw Passes? Do You Really Want This Done?" It was agreed, but the pass evil is a pressing problem to our State, represents a satisfactory solution. "There is no dispute," said Victor P. Fetter, member of the legislative committee, "that a limited number of wisely distributed passes may prove not a good investment but an otherwise dull day into a big day."

Resolutions thanking those who had aided the association were passed; also a resolution of sympathy on the death of Bruce Noll, president of Clay County Fairs. (See IOWA FAIRS WARNED on page 33)

Attractions Drawing Cards

In his address President Power thanked the legislative committee, Victor P. Fetter,

C. D. Moore and L. L. Hall, for their work in combating legislation unfavorable to fairs. Iowa fairs as a whole had a very good season in 1939, the president said, and by urging the fair men to continue to strive for betterment, the 4-H clubs are one of the dominant features of both State and county fairs, he said, and fairs are to be complimented upon their generous support of the clubs, President Power said. "The 4-H clubs are helping pari-mutuel betting as a means of advancing racing in Iowa. Were such a law passed, he said, race meets could be conducted in spring and fall at a number of fairgrounds. The 4-H clubs suggested that the incoming president appoint a committee of five to draft a pari-mutuel law.

W. J. Campbell, Jesup, gave a report on proposed changes in the State report form to make it more comprehensive. Secretary L. R. Corey, State Fair board, favored the proposed form with a few minor changes, and it probably will be adopted. Ned B. Curtis, Davenport, scheduled to speak on Green-Stone fairs, was fair men to get their own share of entertainment. But he reminded that what pulls in one community may not pull in another. Mason said Marshalltown's experience with name bands was satisfactory. "Don't keep the same bands for years and years, it gets long," he warned. "We cut the time to about eight minutes and the result was gratifying."

Limited Passes Defended

L. B. Cunningham, Cresco, gave some pertinent facts about 4-H Club Work and its Benefactors. "Thru 4-H Club work we can improve rural conditions and cross a bridge over the heads of the young people to stay in Iowa," he said. "Today we lose 25,000 boys and girls each year to the city." The problem of passes for the families of 4-H Club boys and girls, caring for the heads of the young people, ground, premiums and better cooperation from boys and girls all were thrown one into in the discussion led by Ed Syndergard, assistant State club leader.

At the Tuesday afternoon session L. W. Hall, Eldon, offered some excellent suggestions for making a county Outlook for Fairs. Victor Fetter, Indianapolis, spoke on Suggested Legislation for Fairs and reviewed work of the legislative committee during 1939. It was when X. F. Prentis took charge of the discussion that the matter of buildings and improvements was investigated. The fair managers, he said, should do more toward obtaining larger county and personal financial backing. "If you own money, you ask us in the Legislature to dish out the taxpayers' money?" he asked. He warned that the Legislature is likely to start "paring and peeling" appropriations for the fairs.

Several fair managers took up the discussion of bills admitting the sincerity of Prentis' talk. They disagreed with his statements. They contended that fairs are educational institutions and if fair appropriations are to be cut, they also should be cut in appropriations for Iowa State College and other State educational institutions. "No fair in the State has been a self-sustaining institution for many years," said one secretary. Fair men were urged to let their State representatives advise the Legislature convenes and to get bills before it early to get proper consideration.

From the question box came the query, "Shall We Outlaw Passes? Do You Really Want This Done?" It was agreed, but the pass evil is a pressing problem to our State, represents a satisfactory solution. "There is no dispute," said Victor P. Fetter, member of the legislative committee, "that a limited number of wisely distributed passes may prove not a good investment but an otherwise dull day into a big day."

Resolutions thanking those who had aided the association were passed; also a resolution of sympathy on the death of Bruce Noll, president of Clay County Fairs. (See IOWA FAIRS WARNED on page 33)

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BANQUET, WEDNESDAY, JANUARY 10
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Fair Ass'n, President.
CLARENCE LEONARD, Union, Me.
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'Unjust Name-Band Security Tax' Removal Still Remains a Problem

Paper read by Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati, at the 21st annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 7.

I am only the reader of this paper. It was written by John Conley, of Cincinnati, an experienced man in tax matters and also an accountant. He has contacted many users of music thru the Middle West to find out their methods of dealing with the Social Security tax in its relation to orchestras, and hoped to run down someone who might have a solution. In this paper he has a difficult and complex subject to deal with, yet it is one that affects most of us very materially.

During July of this year the collector of Internal Revenue, first district of Ohio, wrote the various taxpayers in his district whom he knew purchased music, requesting the submission of payroll data for the years 1936, 1937 and 1938. This was apparently done to determine whether musicians as well as other employees were reported for taxation under the Social Security Act. The letter of the collector of Internal Revenue was prompted by a United States Treasury Department memorandum of August 31, 1937. This memorandum dealt to some degree the matter of the application of the Social Security laws with the relationship which exists between so-called contractors, musicians and purchasers of music, and set forth certain distinctions between "non-name" orchestras and "name" orchestras.

A "name" orchestra was considered an independent contractor, the leader of the orchestra being the employer, and the musicians, the employees. However, whereas the leader, as well as the individual members of a "non-name" orchestra were considered employees of the purchaser of the music. As of July, 1938, the commissioner of Internal Revenue, who decides from facts submitted, had determined that there were only several orchestras in the country classified as "name" bands. This would mean, then, that the purchaser would be liable for Social Security on practically all of the music he had purchased during the years 1936, 1937 and 1938.

Many Viewpoints Found

The larger purchasers of orchestras

British Pier Gets Profit Before War Curbs Business

BLACKPOOL, England, Dec. 9.—War pit brakes on business of North Pier pier, operated by Blackpool Pier Co., the Board Chairman W. H. Hodgson reported at the annual directors' meeting that the business had been satisfactory for the season ending on October 31, according to The World's Fair. At the meeting it was announced that £18,701 were available for dividends. Net revenue was \$229 less than in 1938, a good year.

Business was slow during June, but thereafter until outbreak of war it was excellent. After remaining closed for a week after start of the war, the pier reopened, but business fell off.

Since last year the Blackpool company has erected a pavilion, sun terrace, cafe and chocolate shop.

ATLANTIC CITY.—Frank B. Rubin, Atlantic City showman and former circus trouper, reports that work has started on Recreation Park and Auction Center in Cologne, N. J., where amusement park attractions and vaudeville will be featured. There will also be a race track and athletic facilities.

New Series of Legal Opinions

In the next issue will appear the 3rd of a new series of legal opinions. It will be titled New Law of Copyright Infringement. One of these articles appears in the next issue of each month. The author, Lee P. Fester, is a well-known writer and lawyer.

were under the impression that the majority of traveling orchestras were "name" orchestras and independent contractors. But they realized, nevertheless, the true significance of the letter, should they be wrong.

As a means of illustrating the importance of getting this tax situation straightened out and, at the same time, giving you the approximate amount of tax liability for the past three years, let us consider a hypothetical case; for example: Suppose you have paid approximately \$1,500 a week for music, on a 20-week season, for three years. Your tax liability would be:

\$ 600 or 1.9% for the 30 weeks in 1936
1,140 or 5.7% for the 20 weeks in 1937
1,710 or 5.7% for the 20 weeks in 1938

—providing, of course, that your particular State has Social Security set up in accordance with federal laws. This total of \$3,450 in back taxes, plus penalties and interest, spread over a period of three years of "name" music would. (See "Unjust Security Tax" on page 36)

Talk Eastwood Night Spot

DETROIT, Dec. 16.—Plans for establishing the former ballroom in Eastwood Park here as a year-around night spot are under discussion. Former Co-conut Palma Night Club in the park has been converted into a roller rink and the old ballroom has been used as secondary only to the big outdoor ballroom for the past two summers. Henry Wagner and Max B. Kerner, owners of the park, are planning to leave for the South.

NAAPPB Banquet Registrations

(Finals of the 21st Annual Convention and Trade Show in the Hotel New Yorker, New York, Friday Evening, December 8.)

Mr. and Mrs. A. W. Abbott, Playland Park, Rye, N. Y.; Mr. and Mrs. Sam Abbott, The Billboard; Arnold Alman, Philadelphia Toboggan Co.; Norman S. Alexander, Woodside Park, Philadelphia; Mr. and Mrs. John C. Allen III, Philadelphia Toboggan Co.; Marian H. Allen.
R. Bardell, New York World's Fair; Joseph H. Barnes, Adelpia Sporting Club, Philadelphia; Norman and Marjorie Bartlett; DeArv G. Barton, Music Corp. of America; Mr. and Mrs. Harry J. Batt, Pontchartrain Beach, New Orleans; Mr. and Mrs. Davis E. Bauer, Acushnet Park, New Bedford, Mass.; Jack Bean, Park and Beach Supply Co.; Mr. and Mrs. C. L. Beares Jr., West View Park, Pittsburgh; Henry W. Beaudoin, Mid-South Fair, Memphis; S. Beavers, Dodgem Corp.; John T. Benson, Benson's Wild Animal



G. V. (CHICK) STARKWEATHER, who was elected president of the American Recreational Equipment Association on December 4 at the New York annual meeting in conjunction with the 21st annual trade show and convention of the National Association of Amusement Parks, Pools and Beaches, has been in the amusement industry about 15 years. Since January, 1938, he has been secretary-treasurer of Allan-Herschell Co., North Tonawanda, N. Y. He is a member of the National Showmen's Association, Kappa Alpha Club and past master of a Masonic Lodge of Perfection. As a hobby he has a milk ranch at Burt, N. Y. He was educated at Michigan State and Wisconsin School of Mines. During the World War he was a lieutenant of field artillery.

Farm; Laurence H. Bibus, Philadelphia Toboggan Co.; Rex D. Billings, Belmont Park, Montreal; Alvin Bitch, Bitch-Hocco Amusement Co.; Harry Bloom, Park and Beach Supply Co.; Cy D. Bond, Dodgem Corp.; Mr. and Mrs. Ray Bromley, Wesley Amusement Insurance.

John Logan Campbell, Baltimore; Frank Cervone, George A. Hamid, Inc.; R. E. Chambers, R. E. Chambers Co., Inc.; L. K. Chrisman, Park and Beach Supply Co.; Ida E. Cohen; Earl Kelly Collins; Nancy Van Court; Arch E. Clair, Bayshore Park, Baltimore; V. J. Coletti, New York World's Fair; Mrs. J. W. Crosby; Joe Caida, The Billboard; L. Luzern Custer, Custer Specialty Co.; Mark Dalton; Mr. and Mrs. John R. Davie, Philadelphia Toboggan Co.; Eddie Delange; William de L'horbe Jr., (See NAAPPB Registrations on page 37)

Gurtler Tells Difficulties Met At NY Conclave

CHICAGO, Dec. 16.—President Arnold B. Gurtler, Denver, passing thru Chicago on Tuesday, returning from the 21st annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association, commenting upon the conclave in the Hotel New Yorker, New York, on December 4-8, declared that practically everyone in attendance was unanimous in expressions that the gathering had been one of the most successful in history of the NAAPPB.

President Gurtler explained that early in the week there had been difficulties encountered in the matter of hotel reservations because of the show but that for several weeks before the convention amusement men had been referred to the Pennsylvania Hotel, the Governor Clinton and others, so that the registration of amusement men at the Hotel New Yorker was entirely misleading, although there were several hundred of them housed in the convention headquarters. He stated that while the registration figures were not as yet available because the records were still en route from New York, the registration desk had advised him that the registration of operators of parks, piers, pools and beaches was larger than ever although there was a slight falling off in Western representation, but even this decrease was much less than had been anticipated, and the Eastern amusement men came thru even stronger than had been expected. There was a falling off in attendance of carnival and fair men but the exact extent would not be known until the registration list had been accurately checked and compared with previous years.

AREA Aid Appreciated

"There seems to be an impression that the exhibitors at our annual conventions rely largely upon the carnival men for their sales," he said. "This is an absolutely erroneous condition, as not over a dozen of our exhibitors cater to both branches of the industry and a vast majority of them come to contact park and pool men exclusively and, despite the fall in attendance of fair and carnival men, I did not find one exhibitor who did not. (See TELLS DIFFICULTIES on page 36)

Capitol Takes Over Dancery

LINCOLN, Neb., Dec. 16.—Capitol Beach, owned by Robert Ferguson and also amusement park here, has resumed full control of the dancing concession, known as King's Ballroom. Harry King, who operated an amusement park in Norfolk, Neb., prior to promoting the new hall here a couple of years ago, will be out on January 1.

Ballroom has been the only concession to operate on a year-round basis. Ower Ferguson is grooming J. Clair Lanning, of his office, to run the ballroom after King leaves. Between seasons it probably will operate two nights weekly, Fridays and Saturdays. Dancery will close thru Lent, it is said, for about \$5,000 worth of retaining. King's plans haven't been announced.

ORANGE, Tex.—C. C. McCutcheon reports he has bought ground near here and plans launching of a snake farm and zoo. Contracts call for construction to begin early in 1940. He reports his school circuit is still on the road and doing good business. He does not contemplate leaving the road.

1939 Park Season In Review

and

Important Events and Happenings of the Year

These features will be found in the

Holiday Greetings Number

Dated December 30



HARVEY D. GIBSON (right), board chairman and executive head of the New York World's Fair, testing the compass in a model race car as the manufacturer R. E. Chambers, of device company bearing his name, and Lincoln G. Dickey (center), general manager of Billy Ross's Aquacade and Mr. Gibson's 1940 edition amusement adviser, look on. Caught in grand ballroom of Exhibit Hall display in connection with annual convention of National Association of Amusement Parks, Pools and Beaches, at which the banker was given a spectacular occasion when he addressed the body in the New Yorker Hotel.

American Recreational Equipment Association

By R. S. UZZELL

With all of our handicaps and emergencies, we nevertheless had a good meeting in New York. It was an impossible task to pack up all exhibits and get out of the hotel in one afternoon. But for adjacent rooms and other places in which to store exhibits over night we never could have gotten all exhibits out of the way of the banquet. Empty cases began to come in soon after noon. These "empty" passageways so that some who packed up early could not get out until about 4 p.m.

The banquet was late but a good one and well attended. George Hamid never was more resourceful than on this occasion in giving us a good show despite drawback.

No More Day Meets

AREA will return to an evening dinner meeting for 1940. It was a great handicap to pull our members away from their work of placing their respective exhibits to attend a meeting at 1:30 p.m. They were urged to come into the meeting in their working clothes but few of them did. The ideal situation is to have them set exhibits during the day, go to their rooms for a wash and a change, then come to a dinner meeting. When the meeting is over they can retire for the night instead of changing back to working clothes.

We did the best we could to meet the conveniences of each member with all factors considered. In 1940 when the date is once set it will doubtless remain fixed. Changing dates made unavoidable by the shift in manufacturing days over the whole schedule for all of us connected with the convention. The registration fee was not clearly understood by exhibitors, which was unfortunate, as many had many prospective customers who failed to get in. This feature, if continued in 1940, will be thoroughly publicized so no one will labor under misapprehension.

New England, Coney Island, Rockaway Beach, Maryland, Ky., and other adjacent resorts were never so well represented at an annual convention. The weather was one big factor, as many New England park people motored to the meeting.

East and West on Board

All manufacturers who have their own trucks were fortunate in making a hasty exit, as they got out before the congestion got well under way. Our truck came in early and got very near the door while Mangels had to wait for the truck over the street. All those that we shall never again have to pack up and get out in one afternoon. Al Hodge's employees, especially Gantner, did everything they could to make it easy for us. When that man sleeps at a convention is a subject of speculation.

The comptroller of the City of Bridgeport, Conn., looked us over and has surely revised his former estimate of the manufacturers in the amusement field. His city owns and operates Pleasure Beach. He, however, was not a city employee when the park was built nor during several years of its operation. He is disposed to give his concessionaires a liberal cost-of-treatment.

Wallace St. Clair Jones, of William B. Berry Co., who was elected to succeed the late Harry C. Baker on the board of

trustees of the American Museum of Public Recreation, had already given us an old charcoal burning hot-dog machine of ancient vintage which we highly prize. He now stands as New England representative on our board while Lee Eyerly represents the Pacific Coast on the board. He has taken a keen interest in the museum from the first time it was brought into existence.

George Baker is making satisfactory progress since his operation. Barring any unforeseen complications, he will be sitting up soon.

Long Island

By ALFRED FRIEDMAN

Talk is that the 40-foot-wide Rockaway Boardwalk may be widened over the entire six-mile length. Provision for widening was made when it was constructed.

Shuffleboard games in Long Island always get widespread publicity in the press in an excellent article by Earl Wilson being an example in *The New York Post*.

Sam Sternagass, who operated pinball spots with much success in Manhattan's Times Square area, is operating a string of lunchettes in the Rockaways.

With about a dozen roller rinks around the island, *The Long Island Daily Press* is devoting a news column to the pastime.

'UNJUST SECURITY TAX'

(Continued from page 35)

be rather hard to absorb at this time. Upon the initiative of an accountant for one of the taxpayers, several of the members of the vicinity of Cincinnati were contacted to find out what procedure to follow. The Cincinnati group agreed to finance a survey to cover various cities to ascertain the collector of internal revenue in other sections had been doing in the matter. The survey was also, if possible, to get expressions of other taxpayers on the subject. Accordingly, representatives from the Cincinnati group visited Columbus, Cleveland, Detroit, Toledo, Dayton, Pittsburgh, New York City, Chicago, Des Moines and Washington. As this survey trip progressed, it became increasingly evident that some concerted effort should be made to have a final and definite determination made. Each section of the country visited seemed to have different viewpoints on the matter; for example:

How Interpretations Vary

In one locality the purchaser would buy an orchestra for \$1,000 a week. As the end of the week's engagement a check in the amount of \$1,030 would be presented to the Musicians' Union headquarters for payment of the band's dues. This, of course, does not make, in the opinion of the purchaser, in payment of Social Security. However, the purchaser did not report the orchestra on his Social Security report. He was sure that the Musicians' union was taking care of that. How that 3 per cent was distributed or whether it actually went to the proper place, he did not know.

In another locality the purchaser would report to Social Security if the orchestra consisted of eight or more persons. If, however, he purchased an orchestra consisting of less than eight persons he would not report on them. This, of course, does not make, in the opinion of other employees in excess of eight, which would make him liable for Federal Social Security. Oddly enough, very few of the larger purchasers were found to be paying Social Security. But quite a few of the purchasers of small orchestras were making their contributions. In the Chicago territory, moreover, it was apparent that all purchasers are required to report for Social Security on all orchestras, big or little, "name" band or otherwise.

At the time of contacting the Social Security board in Washington it was the opinion of the board that a broader interpretation would be made as to who is the employer of the individual members of an orchestra, but each case would have to be determined by the taxpayer. In view of internal revenue from information submitted, his conclusions being predicated upon the existence of certain facts relating to the organization of the orchestras and facts relating to the circumstances under which engagements

are performed. Some of the more important facts are as follows:

Who has the right to direct and control the individual members of an orchestra?

Who has the right to employ and dismiss the members of the orchestra and control the manner in which they perform their services?

Are the members of the orchestra required to conform to rules promulgated for other employees?

Knowing the individual members of an orchestra and the amount paid to each in their piano, as well as designating what instruments are to be played and by whom they are to be played.

Had an addition been held prior to engaging the orchestra?

Prescribing or supplying uniforms or the furnishing of musical instruments and their piano, as well as designating what instruments are to be played and by whom they are to be played.

Since the middle of this year the commissioner has been interpreting the law in such a manner as to make independent contractors in a more liberal manner from the purchaser's point of view. In fact, he has reversed himself on numerous occasions. That is, he has determined that an orchestra is a "non-name" band and then later determined that the same orchestra was a "name" band or independent contractor. It is still possible, however, that an orchestra might be classified as a "name" band on one engagement and as a "non-name" band on a following engagement. It is therefore essential, according to the commissioner, that each case be considered separately.

Liability Clause Out

The leader and members of an orchestra may all be employees of the purchaser in view of the facts about to exist in connection with one engagement, and the same leader may be an independent contractor and a member of the orchestra his employees under the facts of another engagement. The commissioner of internal revenue, in making a determination on a particular case, has since then classified the orchestra as an independent contractor, qualifies his determination as follows:

"In the event that certain leaders and members other than the members of the orchestra in question are determined by you not to be employees for purposes of the taxes imposed upon the Social Security Act, and the bureau at some later date determines that the purchaser was the employer of such individuals, any delinquent tax found to be due will be assessed, together with appropriate interest, from the date such tax was due and accrued."

From this statement it would appear that the commissioner's opinions cannot be depended upon in a broad sense. In addition to the Social Security there is also the case of the state. Some of us are bound to be burdened with, should the final determination be that the purchaser is the employer. It is the understanding that due to the more recent decisions of the commissioner on internal revenue reversing the previous decisions and levying the tax against the band leaders instead of the purchaser, the American Federation of Musicians propose to add 10 per cent above scale to cover Social Security and the leader assume the role of employer.

A few months ago the musicians' union, as well as some of the booking agencies, endeavored to incorporate in contracts for the purchase of music a clause holding the purchaser liable for all Social Security. This clause was not accepted and a great number of purchasers refused to incorporate it. A legal opinion on this matter is to the effect that, regardless of its incorporation in contracts, it would not be binding on the purchaser providing a determination is ever made as to a prior or future time as to the classification of an orchestra.

Definite Steps Needed

In conclusion, there is only this to be said: Some definite determination should be made as to who is liable for Social Security. As it is now, a purchaser cannot satisfy himself when he purchases an orchestra as to just what his liability will be. The commissioner will make a determination—but only on each contract from the facts submitted and the result may be a reversal, or a later reversal. Fortunately, or unfortunately, the matter is not being pressed at this time by the local revenue departments pending decisions now before the commissioner. Perhaps it is to the best interests of

all concerned, for us as an organization and in co-operation with other individuals, to organize the definite steps to bring this matter to a solution. Our survey revealed that the orchestra leaders, too, would like to have the matter definitely settled one way or another. It is not for them, that both parties are in one accord. For a better understanding as to this tax liability so that when we buy music and the orchestra leader is paid at the end of his engagement, both purchaser and orchestra will know there will be no further financial entanglements.

I regret as much as you that at this time Mr. Conley (or anyone else) has no plan of how to have a satisfactory solution to the problem. One of these days either the purchaser of music or the band leaders themselves are going to wake up with a tremendous bill in their laps for back Social Security taxes. I know of certain band leaders who are putting aside tax money in case they should be liable, and that is Mr. Conley's suggestion for the purchaser, too. In view of the fact that Mr. Conley has made up showing what deduction should be made for the tax. The night club which employs Mr. Conley is carrying out this practice at the present time, putting aside such a fund. (Applause).

TELLS DIFFICULTIES

(Continued from page 35)

say that the convention had been a tremendous success.

Commenting on the matter of the registration fee, he said, "There always seems to be a certain amount of complaint when you charge even a trifling sum." He mentioned the case of a man who complained about the \$2 registration fee at this convention seem to forget that they paid a \$3 fee at the past two Chicago conventions. "They did not seem to mind that fee," he said. "The registration fee had been passed upon and approved by the executive committee of AREA. This executive committee did not approve of a registration fee for exhibitors. It was the decision of the NAAPB and at their request the registration fee was waived in such cases."

The president also called attention to the fact that the exhibit hall operation was sponsored by the NAAPB and AREA but under direct supervision of the secretary's office of the NAAPB where a vast majority of the sales of space were handled. He added that the exhibitors were not to be cooperative both in sale of space and the operation of the convention, and that their efforts were fully appreciated by all officers and directors of the parent body.

Lists for Exhibitors

"The exhibition facilities," he commented, "were not the best in the world because the Hotel New Yorker was not designed to handle a convention of our size. However, all visitors were so routed as to lead them without inconvenience past all exhibits, which accounts for the situation. However, the facilities were by all exhibitors. The exhibitor situation was not very convenient to be sure. However, since our exhibitors want complete information of the visitors, we had registration lists of all visitors and almost most of the visitors wish to be put on mailing lists of the exhibitors, every-one must register. There seems to have been an impression in the past that this was being done for a selfish motive on the part of the sponsors and exhibitors. Such a situation, however, is farthest from the truth. The association goes to a lot of work and expense to render this service to its exhibitors and guests and its exhibitors hall the day when it is the exhibitors' day. It is thoroughly understood and appreciated by all."

President Gurtler declared the program sessions had enjoyed the largest attendance in history of the organization. He himself ranked among the topnotchers, the spirit of good fellowship throut the meeting was at a high level and perfect harmony reigned, aside from the few minor setbacks, because of room reservations and those few who objected to paying a registration fee. All in all, he said, the New York meeting will go down in the history record as a very successful one as one of the best in the organization's history and a big tribute to those responsible for its preparation and operation.

WALLA WALLA, Wash.—Mrs. Ann Pitt, manager of Walla Walla swimming pool, nine years, resigned to teach life-guarding and first aid in Spokane. Before coming she was director and instructor of a large pool on the Pacific Coast.

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New York City

The Pool Whirl

By NAT A. TOR

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

Beaches and Cream

MIAMI BEACH, Fla.—No sooner had Miami Gurtler sounded his gavel adjourning the annual convention of National Association of Amusement Parks, Pools and Beaches than your correspondent hopped into his Pontiac and routed out to this picturesque resort. Accompanying the writer on a tour of Southern pools and beaches is Ed Panzer, promotional head of The New York Daily Mirror, and his wife. Panzer is the one who conducted that successful Learn-to-Swim campaign last summer in conjunction with some New York commercial manufacturers.

First part of call here was office of Joe Copps, praise agent par excellence for Miami Beach, who declared that the beach is catering to more visitors at present than at the height of its season the years ago. At this rate a new attendance mark is certain to be shattered. Forty-eight hotels have been built this season, many with swim pools, and many such-by-likes like Dempsey-Vanderbilt, have been acquired. Nautibus, it seems, are more popular than ocean swimming.

While Copps and staff have been on the job many months, the intensive publicity has gone on week. Copps is assisted by Stu Cameron, Fleetway sports editor of United Press; "Red" Gallagher, New York newspaper man, and youthful Eddie Hoff, whose photographs will soon be published in dailies to the breadth of the land. Many local p. a.'s are representing plays and beach projects, outstanding of which are Carl Erbe and Assistant Pearl, who beat ballyhoo drums for new Dempsey pool, and a chap named I. Q. Gooch, who press agents Floridian outdoor pool.

Among hotels housing pools are the Flamingo, Nautibus, Dempsey-Vanderbilt, Royal Plaza, MacFadden's Deauville, Alton, White House, Florida, Fleetway, Crowell and Traymore. Pop commercial tanks, operating exclusive of hostelry affiliations, are Roman Pools and Everglades. Water shows, so popular last season, were inaugurated the past week-end by Deauville and Flamingo aquadromes. Biggie water performers are here, including Pete Desjardins, Marshall Wayne, Sam Howard, Katherine Davis and Mary and Ruth Hoerger and others.

Convention Flashbacks

An interesting pool subject discussed at the New York powwows, concerning the "open" pools, seemed to have gotten lost in the shuffle. I think it should be aired here and the subject given serious consideration. Len Schloss, of Glen Echo, Washington, D. C., started an all-arounding when he mentioned at an open pool, that he charges the same admission rate every day, including Sundays and holidays. A few others revealed that they did the same. Schloss claimed that he didn't feel that justified under a week-end was tilted. Philly pool men's group, including Norman Alexander, Charlie Schrouder, et al., said their rates in that sector were uniform: half a buck on week days and one cent on Sundays and holidays. When A. F. Fenton, boss of New York's Manhattan Beach, reported that his charges were 75 cents on week days, a buck on Saturdays and \$1.25 on Sundays, I think that it was Charlie Schrouder, of Philly's Bouthard Pool, who jumped to his feet and said, "You could charge 75 cents only in New York! All of which may be so, but when I heard for the first time some of the rates of which pools throught the country are operating, I couldn't understand how they make any money. You see, I think, hit the nail on the head when he mentioned to the writer following the open discussions that he thought if pools were offered patrons a little more in athletic facilities, they could probably charge and get more.

Dots and Dashes

Jantzen's Paul Huedepohl flew to Miami immediately after the NAAPBB confab to attend the Florida National meeting and to bid for 1940 women's champs. . . . Beautiful tank ad-Johnson's New Smyrna (Fla.) motor court on Route 1, which is the first tourist camp pool the state has seen. Operator, whose name falls me, the national ment, claims swim facilities are a great attraction in enticing overnight auto

guests. . . . Latest New York World's Fair rumor has it that a swim tank will be constructed on the site of Casino of Nations opposite Long Island Railroad, but I doubt it.—Jack Haley, current celeb guest at Miami Beach, swimming at Roney Plaza, with Ted Husing, Ben Bernie and Jessica Dragonette expected momentarily. . . . A public appeal was made last week for funds to aid Georgia Coleman fight her latest illness.—And there are a lot of pool men for whom Georgia did many favors.

With the Zoos

DETROIT.—Plans for refurbishing two important entertainment units of Detroit Zoological Park have been approved by city council and \$1,500 transferred for the purpose. They are Jo Mendi Theater, where apes trained at the zoo perform, and the Kiddie Kab transportation system.

COLUMBUS, O.—Newest addition to Columbus Zoo is an 80-pound black bear, gift of Helen Murtaugh, said Travis Englehart, superintendent.

HOUSTON.—Nolan Jesse Nagel, 5-month-old chipmunk born in Hermann Park Zoo here, was killed on December 2 by a male chipmunk, known to visitors for his evil temper. Raised at the home of Zookeeper Hans Nagel, Nolan Jesse had been making semi-weekly appearances at the zoo. The pet was buried on the zoo grounds, dressed in a green knitted suit and cap sent by an admirer, with a bronze plaque to be placed at the grave by Nagel.

JACKSON, Miss.—To attract wider attention to Livingston Park Zoo, Superintendent E. Bennett put on a "coming out" party for a couple of leopard cubs born recently. Litter is the first ever raised in the zoo. Three lion cubs, born 12 weeks ago, are still under care of Superintendent Bennett and away from prying eyes.

MILWAUKEE.—Washington Park Zoological Society voted to purchase seven new animals at a cost of \$10,000. Five have already arrived, pair of Sykes monkeys, pair of cherry-crowned mangabeys and a male dog-faced baboon.

NAAPBB REGISTRATIONS

(Continued from page 35)

Flying Scooters; Lincoln C. Dickey, New York World's Fair; J. H. Dickson, Cascade Plunge, Birmingham; Helen Diehl; Helen Diestel, Kiddieland Co.; James A. Donovan, Dodgden Corp.; Joseph Drammond, Park Beach Supply Co.; Lew Dufour, Dufour & Rogers, Attractions; Jerry Dunn, New York World's Fair.

J. W. Eberhardt, Cincinnati Carrousel Co.; O. L. Eposito, New York World's Fair; Mr. and Mrs. Lee U. Eyerly, Eyerly Aircraft Corp.

Fred Fansher; William C. Fisher, New York World's Fair; Ed Fishman, William Morris Agency; Edmer E. Foehl, Willow Grove (Pa.) Park; Bill Frederick, Frederick (Pa.) Music Corp.; Mrs. B. W. Frederick, A. C. Frenkel, Beach City Beach, New York; Mrs. Patsy Campion Friedrichs, Elitch Gardens, Denver.

Doc and Mrs. E. H. Gale; Mrs. Katie Gaskill, Philadelphia Toboggan Co.; Mr. and Mrs. Clarence M. Gerhart, Philadelphia Toboggan Co.; Hoot Gibson; Harold D. Gilmore; James E. Gooding, Puritas Springs Park, Cleveland; A. M. Gordon, Money-Meters, Inc.; Robert Graham, representing Richard F. Lusche; Mr. and Mrs. Arnold B. Gurtler, Elitch Gardens, Denver.

W. B. Haefner, Enna Jettick Park, Auburn, N. Y.; Mr. and Mrs. and Magnolia Hamid, George A. Hamid, Inc.; Maxwell B. Harvey, New York World's Fair; A. R. Hedge, National Association of Amusement Parks, Pools and Beaches; Joe R. Hoefle, Aviation Exhibit Grill, Inc.; Mrs. P. E. Hubbs, Mountain Park, Holyoke, Mass.; Paul H. Huedepohl, Jantzen Beach Park, Portland, Ore.; Peg Willin Humphrey, New York World's Fair; Mr. and Mrs. H. J. D. S. Hill and Doris E. Humphrey, Euclid Beach Park, Cleveland; Joseph H. and Mrs. Marla B. Hughes, George A. Hamid, Inc.; Glenn L. Hyder, Elitch Bridge Co.

Harry A. Hiltons, Maynes-Hiltons Corp.; Mr. and Mrs. E. J. Irwin, Associated Indemnity Corp.; R. J. Irwin Jr., Woodside Park, Philadelphia.

Mr. and Mrs. W. (Doc) Jones, William B. Berry Co.

Vernon Keenan, National Amusement Center Co.; Mrs. E. P. Keenan, Park Beach Supply Co.; Mr. and Mrs. W. Ketchum, Forest Park Highlands, St. Louis; Percival and Mabel Killaly, Euclid

Beach, Cleveland; Abner K. Kline, Eyerly Aircraft Corp.; Benjamin Krasner, Lakeside Park, Denver; P. E. Kelley, Euclid Beach, Cleveland.

Jack Edward Lambie Jr., Euclid Beach Park, Cleveland; C. J. Latsha, The Billboard; C. L. Lee, New York World's Fair; Jerome A. Leiss, Park and Beach Supply Co.; B. D. Levaux, Pittsburgh Receptor Co.; Mr. and Mrs. C. Lindborg, Playland, Rye, N. Y.; Mr. and Mrs. Max and David Linderman, World of Mirth Spows; R. S. Littleford Jr., The Billboard; Charles Lomas, The Billboard; Mr. and Mrs. Richard F. Lusche, Forest Park, Philadelphia, Pa.; Mr. and Mrs. Raymond and Florence M. Lusche, Lusche Bros., Inc.; L. M. Lymburner, Belmont Park, Montreal.

R. H. McIntosh, V. P. Exposition Coaster Co.; Joseph and Al McKee, Palisades Park, Palisade, N. Y.; J. A. McLoon, Park and Beach Supply Co.; Marion McDonald, Whelan Attractions; J. McHugh, World of Mirth Shows; A. B. McSwigan, Kennywood Park, Pittsburgh; George O. Mahoney, Bay Shore Park, Bellmore; John S. Major, New York World's Fair; Mr. and Mrs. H. C. Malloy, Playland, Rye, N. Y.; Mr. and Mrs. Dodgden Corp.; Elmer Mason, Mountain Park, Holyoke, Mass.; Gertrude Merriam; H. M. Merritt, Playland Park, Rye, N. Y.; Mr. and Mrs. John Mesick; Muriel Mitchell, Jantzen Knitting Mills; Lester S. Miller, Bartlett, Elitch Bridge Co.; L. Mohr, Park and Beach Supply Co.; Mr. and Mrs. James W. Moses, Glen Echo Park, Washington; Sherry Mopper, George A. Hamid, Inc.; Mr. and Mrs. Charles Morris and Charles Jr., Palisades Park, Palisade, N. Y.; Mr. and Mrs. Jordan L. Mott, Parachute Jump; Dorothy Muldoon; Fred C. Murray, International Fireworks Co.; Senator Murphy.

W. O. O'Meara, Money Meters, Inc.; Mr. and Mrs. Herbert F. O'Malley, Playland, Rye, N. Y.; Mary Ortmann, R. E. Oviatt, Park and Beach Supply Co.

J. P. Packo, New York World's Fair; Dorothy Packman, George A. Hamid, Inc.; Mr. and Mrs. C. D. Patterson, Lusche Bros., Inc.; Fred W. Pearson, Fred W. Pearce & Co., Inc.; Henry Pickard, Poon Resort, Farmington, Utah; Evelyn Poe.

H. E. Restel, Puritas Springs Park, Cleveland; Maynard Reuter, The Billboard; Herbert N. Ridgway; Charles A. Rodgden, International Fireworks Co.; Mrs. Irene M. Roe, Beehive Amusement Co.; Mary Rooney, National Amusement Device Co.; Ben O. Roodhouse, Elitch Bridge Co.; Jack, Irving and Gladys Shelley Rosenthal, Palisades Park, Palisade, N. Y.

Mr. and Mrs. Leonard B. Schloss, Glen Echo Park, Washington; H. P. Sney and Frances J. Schneck, Philadelphia Toboggan Co.; Edward Schoeppe; Arthur, Martin W. and Walter Selmer, Selmer Int'l. Co.; John and Sam Serpico, International Fireworks Co.; J. H. Smith, Cincinnati Carrousel Co.; George S. Smith, New York World's Fair; Dave Sottl, George A. Hamid, Inc.; Charles Fuller Stoddard; Howard D. Stoneback, Euclid Beach Park, Cleveland; Elias E. Sugarman, The Billboard.

Frank S. Terrell, Frank Wilcox Co.; Leonard Traube, The Billboard; Harry G. Traver.

Mr. and Mrs. R. S. Uder, Money-Meters, Inc.; Mr. and Mrs. R. S. and Mr. and Mrs. William G. Uzzell, R. S. Uzzell Corp.

William L. Van Horn, Lusche Bros., Inc.; Aurel Vassini, National Amusement Device Co.; Mr. and Mrs. E. G. Via, Gumbo Vincent W. and Pearl Gaudin, Viskoy, Puritas Springs Park, Cleveland.

Martin Wagner, William Morris Agency; Mr. and Mrs. Frank Weeks; Sylvia Weiss, The Billboard; Mary Gertrude Whalen, Forest Park Highlands, Euclid Beach Park, Cleveland; W. D. Williams, Euclid Beach Park, Cleveland; Barney Williams, Pine Island Park, Manchester, N. H.; Mr. and Mrs. Eugene Wolfenbarger, Glen Echo Park, Washington; Lou Wolfson, Bob Zurke, William Morris Agency.

REGINA HAS PROFIT

(Continued from page 33)

was only \$38,400 and operating profit was \$24,900. The 1934 cost, however, was too low and has been revised. Operating the past year outfit was \$56,500, with operating profit of \$18,400.

Plans are being made to hold a 1940 exhibition, the army units still occupy much of the fairgrounds. President Anderson's attention to live stock and school exhibits. He implied that the school exhibition committee should

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consider the matter of more prize money for these classes.

Officers elected for 1940 are William F. Fuller, president; Charles Hariton and Harry Maltby, vice-presidents; D. T. Edgerkin, secretary-manager.

MASS. CONCLAVE SET

(Continued from page 21) for considerable round-table talk is that of midways. Frank H. Kingman, secretary-manager of Brockton Fair, is expected to take an important part in discussions. Ernest Sparrell, Marshfield, Mass., will speak on his experience with pari-mutuel betting. Discussion on proper methods of advertising fairs will also occupy time on the program, with papers being read by fair managers, advertising agents, radio executives and newspaper advertising managers.

Secretary Lombard said more interest is being shown in the meeting than in years and he looks for largest attendance since 1928.

Grand-Stand Shows

CONCLUDING a string of fairs, including the New York World's Fair during Mardi Gras Week for Phil Wirth, of the Frank Wirth office, George Cook, of funny Ford note, reports he has resigned with the same agency for 1940. Act uses four people and next year will be its 15th season.

EDNA CURTIS reports she has employed Carlos Carroon to break new menage specialty horses for her and elaborate on routine of the Black Horse Troupe trained by the late Dennis Curtis.

DURING Portland, Me., Elks Wirth Circus week, Eastern States Fair Association, Bangor, Me., headed by William Hinman, signed contracts with Wirth Booking Association, represented by Frank Wirth, for the grand-stand attractions and revue at the 1940 fair.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

FIRST of two amateur skating carnivals scheduled for Fred H. Freeman's Winter Garden Roller Rink, Boston, will be RRROA night on February 20, when the entire gate will be donated to the Roller Skating Rink Operators' Association of the United States to aid in defraying expenses and promotion of amateur skating. All national council clubs will be asked to co-operate thru attendance and sale of tickets. Second carnival will be a farewell party for winners in the senior division of New England skate-dance championship contests before they depart for participation in national championships.

HARRY HARTFIELD'S roller rink in Harrison, Tenn., has been operating for the past 14 months to good business, reports John Hartfield, manager. Rink has a 42 by 100-foot maple floor.

BARAN Hall Roller Rink, Beaver Meadow, Pa., is under new management and has resumed Saturday night skating parties.

FIRST anniversary of Fleetwing Skate Club of Butwin's Rink, Falls, Pa., was observed with a dinner given recently by Owner Thomas Butwin. George Geore, club president, was toastmaster. About 50 attended.

FAIR PARK Roller Rink, Dallas, held final State championship races on December 10, with attendance of more than 800. After three weeks of eliminations finals in men's division were run in three classes. A race for 14 laps and one mile was won by Floyd Goode in 2:42. Marcus Leunner and Jack Walker coming in second and third, respectively. Goode's time beat Walker's former State record 2:42. Class B race was won by Edward Rhett in 2:46.8, Eugene Spangler and Carl Bryant coming in second and third. Class C race went to Charles Whitman in 2:52; Jack Wilson, second, and Henry Gebron, third. Silver cups were awarded winners and a pair of skates went to Josephine Gebron, winner of the women's half-mile race, Vera Windson finishing second.

NEWLY organized Hartford Starlight Roller Club in Connore Rink, Hartford, Conn., now has 55 members, reports Helen Madden, treasurer, who with Arthur Drummy, president; Frank Del Gandio, vice-president, and Mary Ciruzzi, secretary, were elected recently. Members are now taking part in a distribution for two prizes of Chicago skates.

SPORTS editors were urged to devote space to roller skating as a regular ac-

tivity like other sports, in a letter by Jerry Mathison, Berkley, Mich., printed in *The Detroit News* last week. He wrote, in part: "I often wonder why you never publish much about roller skating. I know many others who, like myself, enjoy the sport of roller skating. Perhaps you don't think it is important enough. I am sure that if you would visit some of the larger roller skating rinks in Detroit you would be amazed at the thousands of patrons who are just as enthusiastic about this sport as I am. How about more publicity for roller skating?"

FAVORS were distributed at the recent opening of Arcadia Roller-drome in Walla Walla, Wash.

THO operating only three nights weekly with two matinees, business to date has been good at Armory Roller Rink, Chicago, reports Bill Henning, skateroom manager. Party bookings have been heavy. Rink began nightly operation on December 15 for remainder of the month.

PAUL'S Riverview Rink, Chicago, will open on January 6, reports Bill Henning of Armory Roller Rink in that city. New floor is being laid and equipment will include Hammond organ and Chicago skates. Rink will have new decorations and repainted entrance.

FINALS in the New England championship dance contest in Fred H. Freeman's Winter Garden Roller Rink, Boston, were held on December 7 and 8, winners in the order named being Viola Lehto and Everett Lupien, representing Lynnhurst Rollerway, Marlboro, Mass.; Estelle Fraser and Richard Cori, Chez Vota Rollerway, Dorchester, Mass.; and Roberta Shore and Arthur Hartley. Only four points separated the first and second place teams when final tabulations were made. Gold, silver and bronze medals were awarded winning couples.

DURING Christmas week daily matinee and night sessions will be held in H. D. Ruhlman's Lexington Roller Rink, Pittsburgh. Candy will be given children during the matinee on December 25. Roller Follies of 1940 opened in the rink on December 11 for a six-day run. It was the fourth annual presentation by Lexington Roller Club and was directed by William Opatzny, assisted by Howard Penney and Olive Nuhrer.

IOWA FAIRS WARGED

(Continued from page 34)

Fair, Spencer. After election of officers the new president was introduced and spoke briefly. J. P. Mullen, Fonda, president of the State Fair board, and Secretary Corey spoke briefly.

Banquet Is Colorful

Banquet and show, held as usual in the Venetian Room of the Savery, provided a colorful evening for the 400 guests. Retiring President Power ably handled the job of toastmaster. A delicious turkey dinner was served. Joe Gozco and his orchestra furnished music. Following community singing led by Sam Robinson and introduction of prize-winning 4-H Club boys and girls, Lieut.-Gov. B. H. Hickenlooper delivered an address. Iowa's governor, George A. Wilson; Maurice W. Jencks, manager of Kansas Free Fair, Topeka; President-elect Campbell and officers and directors of the State Fair were introduced and took bows.

An excellent stage show was presented, these acts taking part: Betty May Harris, of the All-Iowa Revue; Betty Zimmerman with trained dog; Doc George, ventriloquist; Naida and Perez, balancing and acrobatics; Chic Thomas, rookie comedian; Bob Stokney, stilt walker; Four Blendars, singers; O'Malley Sisters, Three Leonardos, band, balancing. Prior to the banquet Naida and Perez presented their clever perch act in the hotel lobby, receiving generous applause. Details of the show were capably handled by E. W. Williams and J. W. Marcelinus. The management of the Savery did everything in its power to make the convention successful. Art Bazata, hotel manager, gave his personal attention to the fair men and had his entire staff at their command. The result was a satisfactory and smooth handling of the many difficult problems such a large convention involves.

Attractions Represented

Among attractions people at the convention were All-American Shows, H. W. Peterson, Joe Howard, Joe Green; B. & N. Sales, Hymie Schreiber; Barnes-Carruthers Fair Booking Association, M. H. Barnes, Sam J. Levy, Ernie Young, Rubie Liebman; W. Clausner Attractions, W. Clausner, DeWaldo Attractions, Eyerly Circus Corp., Mr. and Mrs. Abner K. Kline; Fairy & Little Shows, Noble C. Fairly, Phil Little; Fair Publishing House, A. H. Sutton; Fuzzell's United Shows, Tom Fuzzell, C. S. Noel; Garrett P. A. Systems, Mr. and Mrs. J. W. Marshall; Posters Corp., Sunny Bernet, Bill Williams; Gold Medal Shows, Oscar Bloom, Pat Ford; Goodman Wonder Shows, Max Goodman; Hartzler P. A. System, A. L. Hartzler; Hennis Bros.' Shows, L. S. Hogan; Illinois Fireworks Co., George W. McCray, E. E. Roy; Interstate Fireworks Co., Albert Reeder; Chapman Show Print, C. J. Chapman; Music Corp. of America; Hogan Hancock; McMahon Shows, G. A. and T. W. McMahon; Michaels and His Shows, C. Michaels; Joe Morris and his Devil Drivers, Joe Morris; Liberty Fireworks Co., Emil George, Eddie Young, Walter Ward; Northwestern Amusement Co., Jule Miller, Leo Semb; Reeder Sound System, James Reeder; Regals King, Co., T. P. and A. F. Eichleiderfer; Ted Jay; Frank Van Brockland, Frank Sharpe; Reynolds & Wells United Shows, Lyle O. Reynolds, H. Wells; Lew Rosenthal Attractions, Lew Rosenthal; Ralph Rhoades Fireworks Co., Ralph Rhoades; Mighty Showers, John M. Sheeley; Joe Scholbo; Sol's Liberty Shows, Sam and Bill Solomon; State Fair Shows, Mel Vought, C. G. Sutton; Gus Sun Agency, Mr. and Mrs. George B. Flint, Irving H. Grossman; E. C. Spahr & Co., R. M. Croen, E. E. Smith, M. H. Linder; Thearle-Duffield Fireworks Co., Frank P. and Jack Duffield, Ray Anderson; Art B. Thomas Shows, Jack Eckerson, Gil Tuve; Flash Williams Thrill Day Attractions, Flash Williams; Williams & Le, Billy Williams; Wyse Shows, H. L. Wyse; WCCO, Al Sheehan, Alycia Bennett; WLS Artists' Bureau, Clemm Legg; WWL, Woodrow W. Hattic.

State Fair Board Meets

A brief review of the season was given by J. P. Mullen, president of Iowa State Fair Board, in his address at the opening session Wednesday morning. Following appointment of committees and submission of the secretary's and treasurer's reports, M. H. W. Spaulding, chairman of the program committee of the women's and children's building, Iowa State Fair, gave an interesting talk on *How To Interest Women in Your Fair*. Maurice W. Jencks, secretary Kansas Free Fair, Topeka, spoke on *Fair Busi-*

ness as I See It, and Clifford W. Gregory, associate publisher Wallace's Farmer and Iowa Homestead, talked on *What the War Is Doing to Food Farm Prices*.

Afternoon session was devoted mainly to reports of committees and election of officers and directors, preceded by an address by Governor Wilson, President J. P. Mullen, Fonda, Vice-President F. E. Sheldon, Mount Airy; Secretary A. B. Corey, Des Moines, and Treasurer N. W. McBeath, Des Moines, were re-elected.

Three directors were re-elected and one new director named, change made necessary because of poor health forcing Earl Ferris, Hampton, to retire. F. E. Wright, Iowa Falls, was named to take Ferris' place. Others re-elected were C. J. Knickerbocker, Fairfax; W. H. Maxwell, Winterset; H. L. Pike, Whiting.



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CHRISTMAS**

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McLaughlin Forms New Combo; Signs Manning & Nevins

NEW ROCHELLE, N. Y., Dec. 16.—P. S. McLaughlin, well-known Eastern showman and ride operator, announced here this week the formation of a new carnival organization for 1940. To be known as the P. S. McLaughlin Shows, having severed connections with the New England Motorized Shows. Ross Manning has been engaged as business manager and general representative, same position he held last season with New England Shows.

McLaughlin said shows will be motorized and five additional semis have been ordered for spring delivery. New quarters were purchased in Forty Fort, Pa., and the purchase was made. Two his for shows to use this winter, building is rapidly progressing in quarters here under supervision of Harold Nevins, master builder with New England Shows last year.

Five new fronts are being constructed, and new canvas has been ordered from Baker-Lockwood Co., for spring delivery. Fronts will be modernistic in design and feature indirect lighting. Show's New York office opens January 15.

Greater United Showfolk Scatter to Winter Homes

LAREDO, Tex., Dec. 16.—After close of J. George Loo's Greater United Shows' 28-week tour here on December 3, staff and personnel left for their homes and other winter destinations. Manager Loo contemplates attending fair meetings, as a new route is planned for next year. Secretary C. N. (Pop) and Mrs. Hill left for Corpus Christi, Tex., where they will remain for the holidays. Pop will go to St. Louis, Chicago and Jacksonville, Ill., on business. Buck Owens, chief mechanic, will accompany him. Publicity and Special Agents Mr. and Mrs. (See GREATER UNITED on page 45)

New Series of Legal Opinions

In the next issue will appear the 23d of a new series of legal opinions. It will be titled *New Law of Copyright Infringement*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



SCENE AT THE 22D ANNUAL Installation Dinner of the Ladies' Auxiliary, Showmen's League of America, in the Hotel Sherman, Chicago, on Wednesday, December 6, at which Mrs. Ida Chase was inducted into the presidency for 1940. Principal speakers and club officers are seen standing at the speakers' table in the background.

Hilderbrand's United Does Par Business at San Ysidro

SAN YSIDRO, Calif., Dec. 16.—Hilderbrand's United Shows seven-day stand at San Ysidro boulevard and Willows street here resulted in fair business, reports John H. Holiday. A 10-cent pay rate prevailed. This city, because of its size, could not have made the stand profitable, but shows drew good crowds nightly from Tia Juana, Mexican resort city. New border laws also enabled lower Californians to remain as long as they desired.

Ferris Wheel proved the most popular ride, with Joseph Davis' Rolloplane second. Fred Stewart's Temple of Mystery (See Hilderbrand's United on page 45)

McDonald Is New Secretary Of Lane's Parade of Shows

NEW CANEY, Tex., Dec. 16.—A. A. Lane, owner of the Parade of Shows, said here this week that B. Cooper McDonald had been signed as secretary. Altho McDonald served the shows in a like capacity on their maiden tour, he spent the 1939 season with Burdick's All-Texas Shows. Lane, who handled the reins on shows' first tour, pursued other interests the past year, leaving the organization in charge of Business Manager Glen Kennedy.

Altho Lane and McDonald are doing much visiting with fair and celebration secretaries, management has a winter show playing small towns. Unit carries two rides, 12 concessions and a circus side show.

Schneck Signs With Burke

EL PASO, Tex., Dec. 16.—J. A. (Jim) Schneck, vet showman, who has been wintering here since concluding his fifth season as general agent with Western States Shows, said this week that he has signed as general agent of Frank Burke Shows for 1940.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Shut Eye, Tex.
Week ended Dec. 16, 1939.

Dear Mixer:

There is always the first time for everything. The bosses pride themselves in always being the first timers. Here they furnished the midway for a very unusual auspicious billed as America's First New Deal WPA Picnic. We haven't yet found out what the word picnic had to do with it. A Snore-A-Thon, with every citizen participating, was being held in the town and was in its tenth week upon our arrival. Apparently most of the natives had entered the contest and competed for the grand prize without ever leaving their beds at home. The secret of the whole deal was that our committee heads, who were also the judges, were

sleeping thru it all. No one dared to wake up for fear that the judges would not be awake to disqualify them, even tho tired of the whole deal.

Pete Ballyhoo, who reviewed the situation with some concern, finally decided to continue with the unloading and setting up. "There may yet be an out and something may happen to arouse these sleepers before the week is over," was his only reply to questions. Promptly at 9 p.m. the midway opened to no one. But at closing time three sleep walkers strolled in and one of our concessions got a sleeper without even waking the party up. On Tuesday the office announced that unless someone could think of a route to wake 'em up, we would (See BALLYHOO BROS. on page 45)

PCSA Auxiliary Has New Roster

Nina Rodgers assumes presidency at annual election—event draws well

LOS ANGELES, Dec. 16.—Annual election of the Ladies' Auxiliary of the Pacific Coast Showmen's Association in the clubrooms at 623 1/2 Grand avenue here on December 11 saw a complete new slate inducted into office to direct the destinies of the organization for 1940. New officers are Nina Rodgers, former show chairman, president; Babe Miller, first vice-president; Edith Walpert, second vice-president; Vivian Gorman, secretary-treasurer.

Retiring officers are Mario LeForn, president; Mora Bagby, first vice-president; Margaret Farmer, second vice-president; and Edith Bullock, secretary-treasurer. Outgoing President LeForn appointed Martha Levine, Nell Ziv and Peggy Forstall, all former presidents, to handle the election and count the votes, and a rousing round of applause was tendered each successful candidate.

New officers were called upon for brief talks and all responded in grand style. All accepted their offices with the overwhelming approval of all members. Event saw numerous oldtimers in attendance.

United Shows Have Fair Start at Acworth, Ga.

ACWORTH, Ga., Dec. 16.—United Shows opened here December 4 for a week's stand to fair crowds despite cold weather. Attendance the latter part of the week showed an increase, however, Barton Society Circus is presenting the free attraction. Louis Augustino joined with his animal show and several concessions, as did Mrs. Helen Hayes, with her Circus Slide Show and Congress of Oddities, featuring Berntha-Bert.

Jack Thompson's Fantasy Show is popular, as are the Sunny South Mine, Tom Robinson has the Midway Cafe, while the Flying LeRoys have the pop corn and blower concession; Mr. and Mrs. Watson, cigar gallery; Mr. and Mrs. Whittle Minnear, short-range gallery and slum spindle; Mrs. Grace Cole, hoopla; Mr. and Mrs. Lamrock, penny pitch and Colgate's pitch-tilt-pou-ri; Curley Carlton, ball game; Rocco Aloo, ball game and jingle board; R. O. Hasley, hoopla; Mrs. Hasley, penny pitch; Mrs. F. S. Reed, over and under; Jackson Bros., slum spindle; D. C. Jewell, percentage. J. C. Brown has one concession.

Blumenthal Amusement Co. Gets Oked Results in S. C.

MONCKS CORNER, S. C., Dec. 16.—Blumenthal Amusement Co. wound up a week's stand here last Saturday to fair business and cold weather at a downtown location and at request of local sponsors remained over for another week, reports Billie Miller. Line-up of organization, which management plans to keep in this territory for several weeks, includes Al Blumenthal, owner-manager; Harry Riggel, kiddie ride; William Getz, Ferris Wheel; Russell Corban, second hand; E. J. Stephens, Rolloplane; Glenn Mullenax, Chair-plane; Bill White, second man. Concessions: Mrs. Blumenthal, grocery stand; Whitley East, ball game; N. S. Littlefield, ball game; Joe Henley, rick-pand, bowling alley and cigar gallery; C. A. Maloof, penny arcade; Edna Littlefield, ball game; Mr. and Mrs. Jack King, penny pitch; F. Stone, pop corn; Bob Coleman, cookhouse; Mr. and Mrs. Sam Swan, candy stand and animal show.

'39 Carnival Season In Review

and

Important Events and Happenings of the Year

These features will be found in the

Holiday Greetings Number

Dated December 30



DEATH RANG DOWN the curtain on the career of Homer T. Harris, who operated a carnival bearing his name in 1916 and retired from show business during the latter stages of the World War to enter the postal service in Hugo, Okla., where he passed his remaining days. He died of a heart ailment. Born 55 years ago in Silver Creek, Tenn., he was connected with fairs and races in that section many years. Later he was owner-manager of a tent minstrel show and connected with the W. I. Ramin Dramatic Co. Tho retired from the profession, he retained deep affection for showfolk and was well known to scores of them. Details appeared in the Final Curtain of the December 18 issue.

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THE 7-CAR PORTABLE TLT-A-WHIRL

The popular idol of America's Midway Public. Consistent Winner in Ell Bridge Co. Annual July 4th Great Receipts Contest. More Quality—More Style—More Labor-Saving Features—Year after Year keep the TLT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

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3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—up and down. Lightweight card. Per set of 100 cards, table card, calling markers, \$5.50.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be returned or discarded. 2,500, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
Automatic Bingo Marker, Real Class \$12.50
3,000 Jack Pot Bingo (strips of 7 numbers) per 1,000 1.25
Lightweight Keno 6x18, per 100 1.25
3,000 Small Thin "Breeze" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000 1.25
5,000 Featherlight Bingo sheets, 3 1/2 x 5 1/2. Loss, \$1.25 per M. Stated in pads of 25, per M 1.25
Patent extra on these sheets.
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Bingo cards and pads, warlike checks, coupon books, subscription books, misc. items. Call for sample cards free. We pay for O. O. D. fees. No personal checks accepted. Instant delivery.

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Club Activities

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 16.—New year got off to a good start with President Frank P. Duffield presiding at the second meeting. Seated with him were Secretary Joe Streiblich and Past President Sam J. Levy. C. R. Fisher, Ernie A. Young and J. C. McCaffery. Duffield advised that personnel of all committees would be named soon so club may have new stationery made. Finance committee was to meet this week and make final arrangements with Hotel Sherman for club's new quarters. It is hoped club may be able to occupy them about March 1. House Committee Chairman Garsky reports he will have the rooms ready for Christmas. He's also in charge of the New Year's party, with Jack Benjamin, M. J. Doolan, John O'Shea and H. A. Lehrter assisting. Finance committee is making a check of league affairs.

Treasurer Fred Kressmann is on a pleasure trip, but is expecting to return around Christmas. Lou Leonard is planning a trip to Florida. Banquet and Ball committee gave a summary of the event and a few minor details received attention before the final report was made. Applications of William Green and J. Victor Paucet were presented for ballot and elected. Club's attention has been called to the fact that certain promoters are using the league's name when applying for contracts with various auspices. This is contrary to league laws and action of some sort is being taken to stop it. Brother W. H. Davis came in for medical attention at American Hospital. Brothers Blum and Trevelick are still confined there, while Brothers Owens, Lydick, Rankine and Vollmer are recovering at their homes. Brothers E. C. Velare, Rubin, Grubert, Sam Gluekin, Irving Polack and Louis Stern still in town. John Hays, Conklin Shows, was the guest of Brother Dave Picard at the meeting. Members enjoyed a treat of Southern pecans sent in by Brother Walter Fox.

Brothers Max and Joe Goodman returned from the Des Moines Fair Meeting and visited for a few days before leaving for the East. Mike Rosen is helping out at the M. K. Brody establishment for the holidays. Larry O'Keefe has his pop-corn machines in some leading department stores. Interesting letter was received from Brother Joe Galter, who was suddenly called from the meeting by the death of a relative. Notices of unpaid dues are being mailed, so if (See SHOWMEN'S LEAGUE on page 49)

Missouri Show Women's Club
Maryland Hotel

ST. LOUIS, Dec. 16.—Club held its bi-monthly social in the clubrooms in Maryland Hotel December 7. A number of members were absent, not having returned from the Chicago meetings. Among those present and reporting a good time in Chicago were Grace Goss, Norma Lang and Mary Francis.

First Vice-President Daisy Davis attended, having come in from the Johnny J. Jones Exposition. Treasurer Gertrude Lang also attended after a sojourn in Hattie Springs, Ark. Card reporter was Grace Goss, Norma Lang and Gertrude Lang.

Mrs. Irene Burke was hostess and served cake and coffee. Cakes were donated by Millicent Navarro, Grace Goss, Norma Lang and Nell Allen. Refreshments also were sent in to members of the International Association of Showmen.

It was decided to award the tablecloth donated by Viola Blake at the next social meeting, when more members could be present. Attending the social were Grace Goss, Nell Allen, Norma Lang, Daisy Davis, Millicent Navarro, Irene Burke, Gertrude Lang, Florence Cobb, Peggy Smith and Mary Francis.



Palace Theater Building, New York.

NEW YORK, Dec. 16. — President George A. Hamid handled the gavel at the regular December 13 meeting. Also on the date were Vice-Presidents Max Linderman and Oscar C. Buck, Chaplain George Traver, Counsel Max Hofmann, Physician Jacob Cohen and Executive Secretary Liddy. Members were in accord that this was the year's most important meeting. Previous night found board of governors in a special session discussing organization affairs and lining up details for the new year. Amendment to the constitution and by-laws was submitted by the board to the membership, creating the office of President Emeritus in order to pay tribute to club's first president, George A. Hamid. Another amendment was adopted making the post of chaplain elective.

Members were interested in Account-organization's inception. A new and important committee was appointed to be known as the managerial committee, consisting of Jack L. Greenspoon, treasurer; Bill Bloch, and Elias E. Sugarman, of The Billboard. Duties of this committee shall be to supervise the affairs of the organization under the guidance of the board of governors.

Annual election of officers and governors is scheduled for December 22, with the polls open from 7 to 9:30 p.m., with only members in good standing eligible to cast ballots. Regular ticket of eight officers and 52 governors and the independent ticket of six governors were announced in previous issues, as was also the fact that but 62 of the governors can be elected.

Welcome visitor to the rooms was Harry Harrows, president Pacific Coast Showmen's Association. . . . It is with deep regret that the club learned of the death on December 12 of Brother James F. McOlyn. Eligibility committee recommended the election to membership of Edward Bennett, proposed by Harry Rosen.

Announcement is again made regarding the Christmas dinner to be served in the clubhouse, with the hours of serving to be from 2 to 7:30 p.m., supervised by Harry and Mildred Schaefer, with the aid of the auxiliary. E. H. (Doc) Kelley pens he is laid up with cracked ribs at his home in Gales Ferry, Conn. Club wishes him a speedy recovery. Big Joe O'Mara, connected with George Traver in season, is wintering in the clubrooms officiating as general house man. Vice-President Oscar C. Buck is a nightly visitor and much enthused in the welfare of the association. Plans for 1940 membership campaign have been prepared, with the first step being to bring in new members at this time to come in by paying but \$8 dues to July 15, 1940, plus usual \$10 entrance fee. Harry Kaplan is the acknowledged Chinese checkers champion, taking on all comers tightly in single contests. He also teams with Jimmy Davenport in doubles matches.

Birthday congratulations to Robert Ketrow, Sam Crowell, Fred C. Bothwell, Harry Weiss, December 24; Frank C. Miller, Edward S. Ruff, Ben (Strings) Cohn, Wm. December 25; Elias E. Sugarman, Louis Rappaport, December 27; James C. Simpson, December 28, and Richard J. Whalen and C. D. Crump, December 29.

Ladies' Auxiliary

A big turnout is expected at the next meeting when plans for the coming election and installation dinner will be made and members will be on voyage to President Packman who is leaving immediately after the dinner for her usual winter vacation. Cora Davis is recuperating from an operation and she recently received a box of candy and (See NATIONAL SHOWMEN on page 49)

Pacific Coast Showmen's Assn

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

LOS ANGELES, Dec. 16. — Monday night's meeting drew 154 members. Second Vice-President Pat Armstrong presided in place of President Joe Glacy who had been called away on business. Vice-Presidents John R. Ward and Mike Krekos, Treasurer Ross Davis and Secretaries Dobbert and Johnson also were on the program. New members, John H. Dyke, proposed by C. H. Hildebrand and Everett Coe, and K. P. McEntire, proposed by Abe Rabin and Harry Phillips, were voted into club. Reinstatements were Louis H. Korte, proposed by Abe Rabin and Lou Johnson; Clarence H. Alton, by Joe R. Krug and M. E. Arthur, and Ray Johnson, by Ted Levette and Moe Levine. Two other applications were received but not in time to get in under the wire.

Current finances were reviewed in secretarial report and Treasurer John M. Miller, of finance committee, submitted one of his monthly all-department statements which drew enthusiastic applause. Past President Theo Forstall, of the auditing committee, stated that the annual report would be ready soon. Chairman Moe Levine gave an account of the house committee doings backed by a substantial profit showing for the buffet. Moe expressed his appreciation for committee and members' co-operation.

General session on the "Barkers' Night" Charlie Walpert's Walk-a-Show resulted in a rising vote of thanks being given Brother Walpert. Elmer Hanscom, returning from an Eastern and Southern tour, gave an account of enthusiasm found in all groups of organizations and clubs. In his report, John Pollitt introduced Harry C. McCluskie and Duke Hall at the meeting and Bill Jessup introduced Harry Myers. Spot Kelly, who put his shoes in the barn recently, drew a big hand for his bite at Chairman Everett Coe. The annual banquet and charity ball committee, said the event was making rapid strides and event would feature a speakers' table chock-full of celebrities. A program of steller acts will be of first importance. Entertainment coming in rapidly, three tables of 10 having been added this week.

Many members are planning to attend the annual meeting of Western Fairs Association in Stockton, Calif. Elaborate Christmas decorations adorn the club and Charles Hart and John O'Shea force of artists having worked for three days. Clyde Gooding donated a 14-foot tree and Whitney Bahr dug up a mass of celophane-trimmed foliage and moss, making a swell flash. On the auxiliary committee are: Harry Rosen, president; Nina Rogers, house committee; Margaret Farmer, Vivian Gorman, Cecelia Kaniba, Emily Mettler, Rosemary Loomis, Bobbie Miller, Lillian Schute and Florence Weber. DSA's coordinators are: Harry Rosen, Charles Hart and included George (London) Blummond, John Alexander Pollitt and Harry Chipman. Norman (Dutch) Schue announced that everything was set for the Christmas dinner and received five extra donations from Dad Moxley, Joe Jessup, Pop Ludwig, Pat Armstrong, Bill Jessup and Elmer Hanscom. Al Fisher guaranteed a surprise entertainment program. During intermission popularity contest was won by Brother Oscar C. Buck. Second prize went to Harry Rosen. Joe Glacy in the chair and was devoted to good-of-the-order discussion. Joe paid respects to the walk-a-show arrangements committee, which he served a swell job, especially Pop Ludwig. Dinner and lunch were served at adjournment.

Ladies' Auxiliary

December 16 meeting, annual election night, drew a big crowd. President Marie LaFors presided, and numerous oldtimes were on hand. Ruby Kirkendall is pinning hitting for Secretary Edith Bull. Harry Rosen represented the club in Chicago meeting. Elmer Hanscom was present, having returned from an Eastern trip and she spoke on points of interest about several weeks here playing hostess to a number of friends. Florence Webber is preparing her annual delight and bill for the Christmas party on December 18. Clara Zeiger and niece, Rosemary Loomis and Alice Zeiger, were hosts at the party. Betty Coe donated a string of pearls and a watch. Mrs. M. E. Arthur, who which was awarded Fern Chaney. Celeste spoke briefly on Christmas and she to be donated. Ready showoffs thru herself and a friend. Jessie Camp-

well, a new member, reported she is much dated over the club's activity and sociality. President LePore has laid the foundation for a monument to be placed in the plot of the club cemetery in honor of her administration, as is the retiring president's custom. Board of directors also met, and as it was the final meeting under this administration the chairman of the finance committee ordered the secretary to adjust the accounts and place surplus moneys in club's savings account. President LePore has had a successful year financially despite the additional expense of moving to club's present quarters. Much credit was given Secretary Edith Bullock for the efficient system she installed and her efforts as guardian of accounts during 1939.

Seen and heard on election night: Ethel Krug, Betty Coe, Nell Ziv, Martha Levine, Grace Asher, Vice-President Mora Bagby, Ester Carley, Second Vice-President Margaret Farmer, Mother Fisher, ex-President Forstall and poeche, Edith Walpert, Rosemary Loomis, Florence Webber, Nina Rodgers, Babs Miller, Vivian Gorman, Vera Downard, Ruby Kirkendall, Topsy Gooding, Blossom Tipton, Fern Chaney, Estelle Hanscom, Grace DeGorro, Clara Zelig, Marie LeDoux, Nellie Bowman, Addie Butler, Norma Brock, Vera Seshog, Helen Schucklin and Jessie Campbell.

Massed on election night, Rose Clark, Myrtle Crafts, Lucille Zimmerman, Ethel McDonald, Rose Douglas, Hazel Fisher, Vera Seshog, Santa Kline, Edith Bullock and Sis Dyer.

Heart of America Showmen's Club

Reid Helot

KANSAS CITY, Mo., Dec. 10.—Regular weekly meeting, with Brother Mel Vaught presiding in the absence of President Ed Miller, was held at 8 p.m. Minutes of the last meeting were approved and a wire from Brother Harry W. Bennies, notifying the club of his acceptance of the presidency, was read by Secretary McGinnis. Floor was then given over to visiting members, chief speakers being Brother Jack Ruback, Western States Shows, and Brother Mike Wright, Chicago. Penny March had its inauguration and a fair amount was contributed. This was substantially increased when Vaught fined Brother Ruback for being out of order. Adjournment followed and luncheon was served by the entertainment committee of the Ladies' Auxiliary.

Brother Neal Walters, special events committee chairman, reported everything is in readiness for the convention. Brother Frank Capp, entertainment committee chairman, said reservations for the annual Banquet and Ball are being received daily and from present indications a capacity gathering will attend. Members who attended the Chicago meetings and have returned here include Brother Mel Vaught and wife, Mr. and Mrs. E. B. Harvey, George Gowk, Mr. and Mrs. Harold Elliott, Jack Ru-

beck, Helen Brainerd Smith, Mr. and Mrs. Abner Kline, Hymie Schreiber, Tex Clark, Marie Broughton, Elizabeth Yearout and Jimmy Taylor, who represented the club at the Banquet and Ball.

Mrs. Viola Fairly, of Fairly & Little Shows, came in from the Chicago meetings and will be joined by her husband, Noble, after the Des Moines meeting. They will winter here.

Brother Jack Ruback will spend a few weeks visiting relatives and friends here. Brother Frank Capp plans to attend the fair meeting in Des Moines. Brother Bill Wilcox, reported on the sick list, is somewhat improved. Mr. and Mrs. J. H. (Jim) Taylor, after a pleasant visit with relatives in Iowa, have returned and will winter at the Albert Lea Hotel.

All who contemplate attending the annual Banquet and Ball are earnestly requested to make their reservations as soon as possible. By so doing, you will help the committee in planning its program. Secretary McGinnis once again requests that all out-of-town members send their permanent addresses.

Ladies' Auxiliary

President Virginia Kline presided at the regular meeting, which drew 27 members. Rose Lee Elliott was appointed warden. Committee reports and reading of minutes were approved. New members included Robert Bonner, Rosemary, Billie Bedoni, Lucille Barzen, Vera Bowman, Boots Paddock, Sadie White, Ethel Simons, Mrs. Phil C. Travis and Mabel Wright. Billie Willis and Gertrude Allen examined the ballot box. Letters were read from Marie Book, Juanita Strassburg and Florence Studylin. Ruth Ann Levin, pin committee chairman, was authorized to order pins, and Ruth Martone, entertainment committee chairman, called a meeting of her group after the regular meeting. She also thanked the club for flowers sent Mr. Martone during his illness. Articles for the bazaar, to be held December 14 and 15, are coming in rapidly.

Members gave Mrs. Ruth Ann Levin a vote of thanks for the two ash trays which she presented to the club. Bird Brainerd, booster page committee chairman, reported reservations for space were coming in well. Jess Nathan requested that her name be stricken from the ticket for secretary, and the club voted unanimously to elect Loretta Ryan. Viola Fairly presented the club with a check for \$228.50, including \$180 from the Afghan; \$30 for new members and dues, and \$10.50 for the boosters page. She was given a vote of thanks. President Kline reported an excellent time for herself and other members at the Chicago meetings and Banquet and Ball. The secretary was authorized to write a letter to the Ladies' Auxiliary there thanking them for their courtesies.

Pearl Vaught passed the penny box and the evening award, a diamond scarfpin, donated by Billie Bedoni, went to Pearl Billings. After adjournment, and benediction, the doors were thrown open and members joined the men's club at a Dutch lunch. Sara Hackell, of Minneapolis, was awarded the Afghan, and Frank Richman, of Joplin, Mo., received the pillow.

OPEN LETTER TO CARNIVAL OR ROADSHOW OWNERS

Gentlemen:

The Billboard has suggested that we advertise our special NEON TRANSFORMERS for showmen. To Clinch their argument they asked Mr. B. S. Gerety of the Beckmann & Gerety Shows for his frank opinion of Neon Transformers. Please read his reply . . .

Dear Mr. Jeorling:

Replying to your letter of November 11th, requesting our opinion on Neon Transformers, will say . . .

For years we have experimented with transformers of different manufacturers until we started using DONGAN'S some time ago. Since that time we are replacing all other makes of transformers with Dongan's and are now using them exclusively on our show and will soon be 100% powered by Dongan Transformers. We do not hesitate to recommend them to other showmen who wish to get the most out of their transformers. If they want uninterrupted performance at a very low cost we recommend that they use Dongan's Weatherproof Transformers.

In connection with the above wish to state that you are at liberty to quote us as regards our use of those transformers in any way you may see fit.

Sincerely yours,

BECKMANN & GERETY SHOWS

(Signed) B. S. Gerety

Mr. Gerety is a keen business man . . . a great showman. His words are true . . . Dongan's Weatherproof Transformers are built for outdoor shows. We thank him for this splendid opinion . . . and use it to seek the business of other showmen.

Write for complete catalog and copy of booklet "The Old Timer Goes to the Circus."

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MERRY XMAS

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Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnival and tent shows in winter quarters:

Title of Show
 Kind of Show
 Is it Flat-car, Baggage or Motorized?
 Owner
 Manager
 Winter Quarters Address
 Office Address
 Opening date and stand for 1940 if definitely set

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25 Paid Attractions—2 Free Acts

Fair Boards and Committees in Inter-Mountain District interested in a show that has the record of being able to repeat in all towns it plays, contact us. Can stage for season 1940 complete, showmen with or without own outfit; Concessions that can work for 10c.
 We have complete Carnival and Concession Contract, including Street and Walking Concessions, for El Paso Sun Carnival, Dec. 23rd to Jan. 1st. One place Independent Shows and Legitimate Concessions. No exclusions on Concessions at El Paso. Address: FRANK BURKE, General Manager, c/o J. A. SCHNECK, General Agent, P. O. Box 531, El Paso, Tex. P.S.: Want to buy fine 70-Foot Steel Flats. Write price and other details.

Philadelphia

PHILADELPHIA, Dec. 16. — Elythe Sterling, who has the Hopi Indians in the Spollenberg Department store here, is arranging to make a picture next season, with the Hope Indian country as the background. Story is being written by a Hollywood scenario writer. Jerry Gerard has returned to his home here for the holidays after a successful season with Eady Bros.' Shows. He will return to Florida about January 1 to join the shows for the Florida fairs. Whitely Sutton visited after a season at New York World's Fair. Jack Wilson and Tony Corbin passed thru en route from the Chicago meetings to quarters. Carl Lauther spent a day here coming in from Chicago. He left for De Land, Fla., to arrange dates for his museum.

TENTS-BANNERS

60-FT. ROUND TOP WITH 30-FT. MIDDLE CHLAP.
 CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
 4811 North Clark Street, Chicago, Ill.

Mendelson With Power Co.

ST. LOUIS, Dec. 16.—Bernie Mendelson, traveling show representative of O. Henry Tent and Awning Co., has entered into an agreement with George W. Fuller, president, and Carl Tangner, general manager of Diesel Power Co., Tulsa, Okla., to represent the firm among carnival people. Mendelson retains his connection with the tent and awning company.

sufficiently improved in health to travel again. J. B. reports.

WINNING up the season with F. H. Shows. Mr. and Mrs. E. E. Baker and Mrs. Buzz, are wintering in Jackson, Tenn. Baker has been an electrician with the Bee organization for a number of years.

AT ANY RATE, those up-and-coming women show managers and talkers can not be accused of being stuffed shirts.—Mrs. Upshaw.

WHILE EN ROUTE to the Chicago meetings Joe S. Corning stopped off in Detroit, where he visited the Motor City shows' quarters. While there he booked his concessions with Manager Vio Horwitz.

CHARLES TAGOART, troupier with various carnival organizations for the past 20 years, letters from Centerville, Ind., that he is in Wayne County, Indiana there and is anxious to read letters from his friends.

FORMERLY with Bantley's All-American Shows, Gene Schreiner returned to Greensboro, N. C., following a few days' stay in Detroit, where he booked his ratty Arcade and several concessions with the W. G. Wade Shows for 1940.

CONSTANT complaining to trusted employees about poor business and then purchasing new equipment which they can not help but see makes many a Doubting Thomas.—Colonel Patch.

JOE GALLER writes from his mother's home in Cleveland that he purchased a Easel power plant for his Buckeye State Shows during the Chicago meetings. He will take delivery on the plant about February 15 at his Laurel, Miss., quarters.

VISITORS to the John T. McCaslin office in Baltimore recently included William Gluck, Ideal Exposition Shows; Morris Miller, Miller Bros.' Shows; and Bob Hallock; Joe Hughes, George A. Hamd-Office, and Charley Hult and son-in-law, of Eddy, Bro.'s' Circus.

AFTER attending the Chicago meetings with Owner O. N. Crafts, who is now in the East, Roy E. Ludington, general manager of Crafts 20 Big Shows, returned to quarters in North Hollywood, Calif., after a few days' visit with home folks in Greensburg, Ind.

LOUIS BRIGHT arrived home in Mt. Pleasant, N. C., in time for opening of the third season after closing with Texas quarters in North Hollywood, Calif., the last week in November and visiting friends in Hot Springs, Ark., and Jackson and Nashville, Tenn.

MRS. JACK BEL-MAR, who closed with Heller's United Shows, has been playing schools and stores in Indiana for the past few months before going south. She reports business has been good and that husband is out scouting for territory.

LEGAL adjuster of Great Experiment Shows (coming out from under truck cab seat after mild kick is over): "Where's that blankety-blank so-and-so? I'm not afraid of anybody!"

"WERE wintering in a trailer camp near Chester, Va.," letters P. Van Ault, "Arcade note," from Petersburg, Va. "Just skinned with Charles T. Goss for a new truck, making two to transport my new arcade. Will leave here on December 27 for New York, where I plan to spend a week.

"AFTER a successful season with Zimdra Greater Shows, I tried some winter trouping with my Strange, But True Show," pens Sailor Harris from Abidson, Ark. "However, the weather being so bad, I've decided it's time to put the canvas away until the grass is green. We're in quarters here, where we will begin active work soon."

"VISITED Hollywood Museum last week and it's one of the prettiest I've seen in a long time," pens Bertha Bert from Acworth, Ga. "There's a number of oldtimers on the unit, including Don Taylor, Johnny Howard and wife, and Maurine, stone man. I'm with United Shows."

STACK HUBBARD and John T. McCaslin are in Washington planning to open a show in there. McCaslin, reports Barry J. Brown, who is in New York recently to obtain attractions for a number of shows in Africa and the museum. Ac-

ording to reports, Dorothy Miller (Mrs. Losin) probably will put a ball game concession in the new museum.

"A HOUSE divided," etc. Continued sniping by hired hands who have personal axes to grind has been known to start the disintegration of many an organization.—Coslin Pelog.

LORRRAINE WALLACE, who will furnish one of the free attractions with Buckeye State Shows next season, has arrived in quarters in Laurel, Miss., with her three lions, reports Manager Joe Galler. Lions are housed in the main agricultural building on the fairgrounds, where they will remain until shows open in March.

BERTHA (GYF) McDANIEL, operator of the Arcade and Rocky Road to Dublin on Johnny J. Jones Exposition, who is the guest of Mr. and Mrs. Claude R. Ellis in Cincinnati, will remain in the North some time before returning to quarters in De Land, Fla. She plans to attend the Indiana and Ohio fair meetings and to visit relatives in Anderson, Ind.

"PAUL (TINY) GOLDSBERG has left the hospital, but is still under a doctor's care at our home here," letters Mildred Goldsberry from Savannah, Ga. "His physicians say he will never again be able to work, but he's planning a new illusion for 1940 and if he's still living by next spring he'll take it on the road."



FRANK J. LEE, publicity director and general agent for various carnivals and circuses in the past 25 years, has been re-engaged as press agent for 1940 by J. George Loos' Greater United Shows, which recently contracted to open the season at Brownsville (Tex.) Chorro Days Celebration. Lee also has appeared with such organizations as Royal American Shows and Sol's Liberty Shows and Rubin & Cherry Expositions. Prior to those connections he piloted road shows for the Schubert-Brady Offices, and was with Gollmar Bros. and Ringling circuses and 101 Ranch and Buffalo Bill Wild West shows.

We would appreciate reading letters from friends.

RULES will be entirely different next season for lashing concessioners who hit the black belts during working hours. The gully one will be ordered to leave the show at the sixth warning.—Manager, Raw Deal Shows.

ROBERT of H. Singer's Congress of Human Freaks, now playing Eastern night clubs and theaters and indoor venues, includes Alex Linton, sword swallower; Howard, lobster boy; Carlson Sisters, fat girls; Denise Purdin, handless wonder; Albert, singing and dancing midget; and Mary and Margaret Gibbs, Siamese twins. Singer is emcee and presents his human volcano act. Unit began a three-week stand at the Trocadero night club, Boston, on December 8.

EQUIPMENT of Mr. and Mrs. Gerald R. Fish, cook house operators with Motor City Shows during the past season, is being reconditioned at their home in Battle Creek, Mich., in preparation for Florida fairs they expect to play soon, reports William L. Reed Mungler. Mrs. Fish suffered a paralytic stroke five months ago and has been under a doctor's care since that time. She would like to hear from friends. They plan to tour with L. J. Heth Shows in 1940.

JACK O. STREFFEN is exhibiting his Mechanical California in an Evansville, Ind., department store for the holidays, the same spot he worked last year. He reports he has four more spots booked for January and February, two in Michigan and two in Wisconsin. After fulfilling the above contracts he will take the model to Ray Yarham in Newton, Ia., who purchased it recently from Steffen. Last season Steffen was with Dixie Belle, Barker, Tilley and Gooding Greater shows.

WHEN asked how his show was doing, a showman replied: "Just look at my people. Ain't they sleek with looking troupe! And if you look at their feet, everyone's shoes are well kept up, you'll notice. I reckon that's the answer to good business."

FORMER West Coast showman and for several years with Al G. Barnes Circus, but now in business in Balboa Beach, Calif., Elmer N. Workman, accompanied by his wife, was in Cincinnati on November 24 and visited The Billboard office. He inquired they were en route from California to Florida, where they will remain several days before visiting Laredo, Tex., and Mexico City. Workman is a member of the Pacific Coast Showmen's Association.

"JUST had a letter from Karl McKinley and wife, Jolly Edna, fat girl. They have the pit show on Hilderbrand's United Shows and plan to remain out all winter. Also had a letter from Jolly Lee, fat girl, who is wintering in New Orleans. Prof. Jack Hamilton and wife wrote they are in St. Louis. Dick Miller, who was a talker on the J. L. Landes Shows, lettered he has his own organization on Mighty Monarch Shows, where he is featuring Roxanna. They said they plan to winter in Florida. Ray Lynn left for California."

YES, Horace, the Cate & Banner Shows will have many innovations next season. New attractions never seen on a midway before will include two girl shows, Athletic Show, Minstrel Show, Snake Show, Circus (?) Side Show and Hilarious Show. Lightningchange Shows will sell tickets on our front gate and every gate ticket will be good for a free ride on the Chairplane.—Milo McGoof.

WHILE Johnny J. Jones Exposition was playing Duval-Jacksonville (Fla.) Fair, Mr. and Mrs. Fred Thomas stayed on daily reunion and fish fry in a grove 18 miles out. Among those attending were Mr. and Mrs. Carl Lauther and Mrs. E. Y. Wren, who is living in Jacksonville, where her great-granddaughter, Nita Fontaine, is attending school. Nita is the daughter of a son of Mrs. Thomas and Mrs. Fontaine daughter of Mr. and Mrs. Leo Carrell. After the party participants drove to Mayport for a visit with Mr. and Mrs. S. T. (Tom and Belle) Martin.

RALPH LOCKETT, new secretary-treasurer of John H. Marks Shows and former staff executive of Johnny J. Jones Exposition, who is sojourning on the West Coast following attendance at the Chicago meetings, is expected to return to the shows' winter quarters in Richmond, Va., in January. Ralph was well "set in" during a Hollywood visit when he saw numerous film stars at work on sets director. He expects to attend a session or two of the Pacific Coast Showmen's Association and on the way east to attend the Indiana fairs meeting in Indianapolis.

A TRACTOR driver who had just joined a show received a steamroller and a meal ticket to get him started as a full-fledged member of the op'ry. First Saturday night that he worked someone stole his clothes out of the steamroller. Asking the manager to reimburse him for the loss, the boss quip passed the buck with the manager, "It's not my business. It was a circumstance over which we have no control."

REGARDING the report that he was first secretary of C. A. Wortham Shows in a recent issue, J. A. (Jim) Schneck writes that Barney G. Gerety was first secretary of the Wortham & Allen and C. A. Wortham shows. "When the Greater Wortham Shows, now Beckmann & Gerety Shows, were organized by C. A. Wortham and Bill Biers in 1916, Jim Schneck, I went with it as an independent showman. Ivan Snapp was first secretary, with Walter Stanny manager the first part of 1916 and Al Powers handling the managerial reins the latter part of the season. Jim was the first secretary of the Greater Wortham Shows that were reorganized in 1917 by Beckmann and Gerety in El Paso, Tex."

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AMONG HILDBRAND SHOWFOLK who made trips to Mexico to purchase gifts for Christmas while shows were playing San Ysidro, Calif., were Mr. and Mrs. Johnnie Hicks, Mr. and Mrs. Ralph Balcom, Lucille King, John Hobbs, J. E. Mote, Mr. and Mrs. Davis, Merle and Manny Davis, Mr. and Mrs. E. Pickard and son, Gordon, and daughter, June; Mr. and Mrs. Alphonse Huxtel, Willie Huxtel, Mr. and Mrs. Utke, Mr. and Mrs. Karl McKinley, Jimmy LaBelle, Harold Weaver, Reggie Marion, Marie Hanks, Mr. and Mrs. Jack Stansie, Jimmy Lament, Johnnie and Grover Melton, Mr. and Mrs. Cleo Qualls, J. B. Graham, Marie Ledoux, Mr. and Mrs. Fred Stewart, Mr. and Mrs. David Pennington, Curley Huxtel and Leon Lowe.

ON A WINTER "four" down under: Scene 1. Customer at Chairplane ticket box tenders 50-cent piece for two ducts. Ticket seller, "I haven't change for that and will have to go after it." Customer, "Ok." Scene 2. Ticket seller returns with change and speaks to ride attendant, who leaves hurriedly with gasoline can in hand. Customer, "What's the ride now?" Ticket seller, "We were out of gas."

"SAUNTERING in San Antonio," by Larry Mullins, of Western States Shows: Since this town is quarters of Rubin & Cherry Exposition and Western States Shows, a number of showfolk are here for the winter. Ideal climate and Battle of Flowers, staged early in the spring, are the primary reasons for the gathering. LaMar Hotel, operated by Maude and Charley Jamison, who trouped with C. A. Wortham and numerous other shows, seems to be the stopping point of arrivals. Some showfolk have taken apartments for the winter, while the trailerites are well represented. Ben and Alice Block, former concessioners, are operating a night club in the heart of the city. Johnny and Cleo Graves operate a cafe in conjunction with the club. Among the folks wintering here are Mr. and Mrs. Jack Ruback, Mr. and Mrs. Larry Woods, Mr. and Mrs. Tony Kitterman, Mr. and Mrs. Harry Rodgers, Mr. and Mrs. Benny Hyman, Charley Chubb, Tommy Davis, Mr. and Mrs. Howard Monee, Mr. and Mrs. Joe Rosen, Hymie Ruback, Chester Arthur and Mr. and Mrs. Sammy Aldrich.

West Coast Showfolk Doin's

By WALTON DE PELLATON

LOS ANGELES, Dec. 16.—Activities at Pacific Coast Showmen's Association increase daily and plans for the annual Charity Banquet and Ball are progressing rapidly, with Chairman Everett W. Goe and John Pollitt working 10 to 12 hours a day. Among those assisting in the work are the writer, Harry Chipman, Harold Mook and Rosa Oelwite. Clubrooms have taken on a Christmas atmosphere. . . . Charles M. Miller is on the road to recovery at his home in Ontario, Calif. . . . Elmer and Betell Hanscomb have returned from an extensive trip and are vacationing for a few days at the Bristol Hotel before leaving for Oakland to visit relatives. . . . Mr. and Mrs. Kelly Greater Shows, arrived Earl Kelly, Kelly Greater Shows, arrived

from their tour of California for a week's stand at Ninth and Ford streets.

Mr. and Mrs. Clarence H. Alton, owners Silver State Shows, and Hort Campbell and Dale Petross are located at Glendale, Calif. Among showmen with Silver State are Bud Cross, Joe and Ethel Krug, Fat Williams, Hunter Farmer, Mr. and Mrs. Jelly Long, Chris Olson, Myles Nelson, Heinie Hertz, Jack Murray, Frank Schaffer, Joe White, Adam Pfaff, Ernie Cross, Madalon Arthur and Ed Bosart. . . . Eddie Manley sailed for Honolulu for a month's vacation. . . . Johnnie Hertz is wintering at his home in Oakland since closing at the Golden Gate International Exposition, San Francisco. . . . Martin United Shows arrived from the North and opened at La Habra for a week's engagement. Mr. and Mrs. Ben Martin report a successful season.

Jack Murray made his first appearance here in years, coming in with Silver State Shows. . . . Pearl de Pellaton is recuperating from a recent operation at her home in Oakland, Calif. . . . Mabel Stark is training several new animal acts at her home in Camarillo, Calif. Mrs. Johnnie Miller, who has been in the hospital for several months, attended the PCSA Boosters' Nights at the Walpert Walk-a-Show. Among general and special agents holding daily contacts at the PCSA are Al Fisher, Fran Ward, Joe De Mouchelle and Hort Campbell. . . . Among West Coast showfolk visiting in the East are O. N. and Mabel Crafts, Mr. and Mrs. Roy Ludington, Harry Hargrave, Edith Bullock, Mr. and Mrs. Abner Kline.

Mike Kreckos left on his annual visit to his home in Greece to visit relatives. . . . Delbert McCarty is the sole custodian of Hilderbrand's United Shows' quarters here. . . . Ted and Marko Lepora are wintering at home here. . . . Mr. and Mrs. Harry Mason are exhibiting their acts in several downtown locations, as

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name, age; place and date of birth; home address; number of years in amusement business, or if in allied

are Clyde and Topsy Gooding. . . . Lucille King is general agenting Hilderbrand's United Shows now on location at El Cajon, Calif. . . . Jerry Macej and Jimmy Rapin have been frequent visitors, coming in from their interests in (See WEST COAST DOIN'S on page 49)

field so state; date of entering it and first connection, and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

Biographies

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Merry-Go-Round, Ferris Wheel, Kiddie Rides, Tilt-a-Whirl, Octopus, Light Plant for cash. Please call in first reply.

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REID HOTEL, KANSAS CITY, MO.

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\$ HUNDREDS OF DOLLARS IN GIFTS \$

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HEART OF AMERICA SHOWMEN'S CLUB
Reid Hotel . . . Kansas City, Mo.

HOLIDAY GREETINGS TO OUR MANY FRIENDS
IMPERIAL MOTORIZED SHOWS
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With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 16.—Iowa Fair Meeting at Des Moines on December 11-12 was strictly a men's meeting. A few secretaries' wives attended but they seemed to spend the time away from the Savery Hotel, where the meeting was held. Mrs. Jack Lindsey, of Dallas, who was visiting Mr. and Mrs. William Grund, of Gruber, Norely, with her husband, came in to greet some old and new friends attending the meeting. Mrs. Bud Rogers also attended with her husband, Bud, of Rogers Tent and Awning Co. Bob Clay, who lives in Des Moines but used to be with several large carnivals, visited with L. S. (Larry) Hogan and other friends.

We came back here Tuesday afternoon in time to enjoy a visit with Mr. and Mrs. Cannon Ball Bell, who have been visiting Cannon's mother in Kansas City, Kan. They will spend Christmas with Mrs. Bell's folks in Texas. Mr. and Mrs. Jack Lindsey also stopped for a night at the Reid Hotel and spent the evening playing bridge and visiting. Mrs. Lindsey said if her family wasn't waiting for her she would like to spend the holidays here. Annual bazaar of the Ladies' Auxiliary of the Heart of America Showmen's Club began yesterday and there was a fine showing of wares from many out-of-town as well as resident members.

Appreciation

Rochester, N. Y.
December 13, 1939.

Editors *The Billboard*:
I am pleased to officially notify you that at our last annual meeting the American Carnivals Association, Inc., unanimously adopted the following resolution:

RESOLVED that the gratitude of the association to *The Billboard* Publishing Co. be, and the same hereby is expressed, and that the general counsel of the association be, and he hereby is authorized and directed to write the said *Billboard* Publishing Co., thanking that organization for the contributions of space and publicity devoted to the activities of the association, and particularly to the space granted weekly to the column sponsored by the association.

With very kind and personal regards and sincere appreciation for your many courtesies,
MAX COHEN,
Secretary-Treasurer.

St. Louis

ST. LOUIS, Dec. 16.—Walter Hale, newly appointed press agent of Fairly & Little Shows, is working several local promotions; Mr. and Mrs. Roger E. Haney stopped over for several days while en route from Chicago to their home in Kansas City, Mo. Mr. and Mrs. Sam Gordon, Rubin & Cherry Exposition, spent this week visiting relatives and friends here. Mr. and Mrs. George

W. Davis, Mr. and Mrs. Floyd Hesse and Morris Lipsky, all of Johnny J. Jones Exposition, arrived last week and will remain for several months. Mr. and Mrs. Jack Downs, he the former general agent of Shany Greater Shows, visited *The Billboard* office Tuesday while en route to Joplin, Mo., quarters. Robert (Bobby) Mansfield reported a good season on the James E. Strates Shows during a visit to *The Billboard* office today. He was accompanied by Foots Middletown, talker on his show.

Fred Zechille, last season with Glick's Ideal Exposition Shows, made a hurried trip here this week from his home in Jackson, Mo., to visit his life-long friend Oscar Marquardt, former carnivalist, but now engaged in a commercial enterprise here. Lee Moss and Earl Tyree, Royal Midway Shows, stopped over for two days en route to Malvern, Ark., quarters. B. S. (Barney) Gerety, Beckmann & Gerety Shows, visited *The Billboard* office Wednesday while en route from Chicago to San Antonio, where he will pick up Mrs. Gerety. Both will go to Mexico City for the holidays.

Roy Gray, Texas Longhorn Shows, also visited Wednesday. He was accompanied by Lyle Richmond, former carnival band leader, but now operator of a string of motion picture houses in Southeastern Missouri and president of Dunklin County Community Fair, Senath, Mo. Both were visiting friends here. E. E. Franklin, past season with Barker Shows, arrived several weeks ago and will remain here for the winter. Other showmen in these environs are Elmer Brown, Eddie Vaughan, Marvin (Moon) Laird, Joseph Darpe, Joe Hewitt, Emil Schoenberger, Dee Leang, Ruby Cobb, John Sweeney, H. W. Smith and Mr. and Mrs. John Francis.

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Now Booking Shows, Rides, Concessions and Rodeo People for Season 1940. Winterquarters Address: Bryan Hotel, Durant, Okla. Utility Address: U. S. Dept. of Agriculture, 1255 Kentucky Ave., Indianapolis, Ind.

FUNLAND SHOWS

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BOX 128, Newnan, Ga.

Whip - Wagons - Shows - Gossip

As Reported by Representatives for the Shows

Art Lewis

NORFOLK, Va., Dec. 16.—After a few weeks absence from quarters the writer recently found Superintendent Howard Ingram had 20 wagons ready for the past shop and that Master Builder George Griswold had the skeleton of the 34-foot office wagon assembled. George Gray, veteran funhouse builder and operator, shipped his Funhouse Laugh Ship down the Dodson & Ballie's World's Fair shows to quarters. Designs for the three new wagon show fronts have received General Manager Lewis' okay and construction will start immediately after the holidays. H. Barkoot reports from Tampa, Fla., that he is building a new cookhouse and rebuilding and enlarging his Dipsey Doodle ride. Twenty Wallace Circus are parked on sidewalks adjoining quarters. General Manager Lewis started laying out shows' 1940 route upon his return from the Chicago meeting at Arts, Stars, and Campbells. Almost completed painting and decorating Whip and Ridee-O.

John H. Marks

RICHMOND, Va., Dec. 16.—Activities at quarters start about Jan. 1. A repair schedule for rehabilitation of equipment has been laid out. At present a skeleton crew is being maintained under direction of Thomas J. Heath. Owner John H. Marks, accompanied by G. W. Cracraft, general agent, left on

American Carnivals Association, Inc.

BOCHESTER, N. Y., Dec. 16.—Reflecting upon the sixth annual meeting of the association recently held in Chicago, we are more than ever convinced that the membership represented at the session has indicated an enthusiastic interest in activities of the association, and present indications are that next year will see the association forge ahead. We desire to welcome into membership Charles A. Lenz and Triangle Foster from Pittsburgh. Present membership totals 50 shows. We were much pleased with the outcome of the recent meeting and shall be glad to have the reaction of our members on the subject. From correspondence being received at this office, there appears to be a rather general interest in the outcome of the meeting. Names of the new board of directors, officers for next year and list of associate counsel as previously outlined, appeared in last week's issue of The Billboard and we are pleased to inform the membership that further appointments of associate counsel under consideration will be announced as soon as they are definite.

Los Angeles

LOS ANGELES, Dec. 16.—Numerous troupers have been sighted around show-bus rendezvous here. Many are working new routes and Christmas specialties. The Archie S. Clarke are at Gilman Hot Springs and Archie is rapidly recovering from a recent accident. Jack Bigelow is recovering from a recent illness. Vic Johnson, old-time trouper, is reported to have received notice of his sole beneficiary of a will of his uncle in Sweden. Pina troupe is back from tour of the Northwest and is contracting specialties. Meyer Schilom is assistant to Moe Levine in the grip at Pacific Coast Shows Association. Dick Faulkner came in from Denver. Billy Farmer is now working with a local company as assistant supervisor. Joe Horwitz is handling cab business at downtown hotels. Steve Handing, of Western States, came in from San Antonio. L. M. Schoettlin, also of Western Shows, is visiting here. George Simmonds is working novelties downtown. Stuart Simpson is on route from San Antonio to California. Dennis Henry Bahr came in from El Monte and is working Southern California with nov-

el booking trip but will return in time for the Christmas holidays. Bert and Stella Britt returned after a two-week hunting trip in Lock Haven, Pa., where they were guests of Walter Holliday. Five deer were bagged on the trip and venison dinners are frequent. Capt. Fred Delmas has returned and recently purchased two lions from Owner Marks. He is breaking them in his lion act at quarters. R. C. McGuesen, baby ride operator, is Zephyrizing Fla. on a hunting trip with George Lucas, Mazelle Hurd, motordrome rider, and Mrs. Bobbie Ricci, of the Life Show, are vacationing here. Death of Carleton Collins caused genuine sorrow among shows' personnel. Harry Lockett, secretary-treasurer, came from Cheyenne, Wyo., that he will be in quarters soon to assume his duties. Harry Ranshaw returned from the Chicago meetings and is awaiting opening. Dutch Leisher, of the Sun, visited while en route to Baltimore.

Golden State

NORTH HOLLYWOOD, Calif., Dec. 16.—Activity is noticeable at quarters here. Shows and rides are being taken from the barn and assembled on the grounds for rebuilding and repairs. This week's work was increased about one-third of shows' usual crew, because new fronts are to be built along with the rebuilding of two 25-car scooters. Construction of new quarters is still under way. Ray and Mrs. W. J. McLaughlin and other skilled men will be kept here all winter.

San Diego, Calif., Dec. 16.—Jack Gorman, wife and son, Jack Jr., came in from the West Coast Amusement Co. for the winter. Sol Grant is interested in local indoor promotions. Henry (Red) Grove is in building and contracting business. Clark Woolley served for the winter, as did Sidney Ray Beckett, past season with Mel Vaught. C. E. (Candy) Moore is working concessions at Redondo Beach. Sammy Coomas opened a fish store near here to good business. Mike Krokos, Louis Leos and Harry Myers, West Coast Amusement Co. are at Palm Springs, Calif.

Harry Wallace is left for the winter. Al and Bobby Fisher left for San Francisco for a two-week visit, with brother Louie. John Harrison returned and he had contacted his motordromes with two Eastern carnivals. Bob Perry also says he'll have a motordrome with an Eastern carnival next season. O. L. and Kenneth Henderson stopped here en route from Los Angeles to San Diego and Southern California towns, where they are promoting merchants' exhibits. Charley Delps is still in the General Hospital, Fresno, Calif. Bob Fordyce has a displaced vertebrae and not a broken back as first reported. Dan H. Crump came in from Santa Monica for the winter. Hunter Farmer has a novelty store downtown. John T. Backman is making special events and Shadow Rosen is working at a local studio. Charley Fuller came up from San Pedro for a short visit. Harold (Pop) Ludwig, in from Long Beach, Calif., reported Virginia Park was doing well. Jimmie Lynch visited from San Francisco. Forrester Van Pelt is in charge of the Hollywood meat market. Jimmy Gable came in from Chicago. Jean Wiswell is handling an outdoor event at Arcadia, Calif. Mrs. Anna Painter, mother of Al Painter, widow Knickerbocker, and carnival was invited a dinner at the St. Moritz here. Mrs. Painter came in from Miami, Fla. She's 80 years old and was one of the pioneers in the frozen custard field.

GREATER UNITED

(Continued from page 39)
Mrs. Frank J. Lee left for Mexico City and Monterey for the holidays and then will do some special advertising work until opening at Charro Days celebration. Brownsville, Tex. Maple and Joe Williams went to Corpus Christi, while Mrs. Williams left for her home in Wisconsin. Pete and Eunice Benway went to Houston to handle some new Christmas numbers thru drug and department stores, leaving Moe Sommers and Gun Benal to take care of one of the shows. Others have the following destinations: Bob O'Hara and Junior Lantz, Corpus Christi, Tex.; Dewey Larson, Neodasha,

and, after January 1, the full force will be on the job. Owner O. N. Crafts is expected to return from the East in about a week. Before his departure for the Chicago meetings a venison dinner was served by him. Tracy, present at the feast was Hugh Brewster, James Roe, Harry Hargrave, Joe Glacy, John R. Ward, Theo Forstall, John A. Pollitt and the writer. Katherine Warren supervised serving of the stag party dinner in the hall.

Motor City

DETROIT, Dec. 16.—Owner-Manager Vic Horwitz recently took delivery on six new tops and E. L. Bradish, scenic artist, has been engaged to paint new panel fronts for most of the shows. Show equipment will be put in first-class shape. A new office trailer is being constructed. R. S. Bremson has returned to resume his general agent duties. Management plans to enlarge shows for 1940 and to make a Southern tour in the fall. Three new tractors and semis have been ordered. Gil Cohn, who has four concessions with the organization, visited quarters recently. Mr. and Mrs. Horwitz are winning in Detroit. **HARVEY (DOC) ARLINGTON.**

Greater Expo

ST. LOUIS, Dec. 16.—With ideal weather quarters work is ahead of any previous year. A shipment of lumber purchased at a Southern Arkansas mill arrived, as did the electric band saw and

Kan.; Ed C. Johnson, Ottawa, Kan.; Lowell and Alvin Van Dyke, Kansas City, Mo.; Al Sigbee, Long Beach, Calif.; Ralph Forsythe, Ed Glantz, Bick Wunice and Paul Joy, Fort Collins, Colo.; Mr. and Mrs. W. H. McLaughlin, Denver, and Mrs. H. Norman Smith and daughter, Bozale, Port Isabel, Tex.; William M. Shoate and wife, Morgantown, W. Va.; Mr. and Mrs. Lonnie Jaris, Iveydale, W. Va.; T. L. Sweeney and wife and Mr. and Mrs. Ray Crinklauf, Corpus Christi; John Peters, Miami, Fla. Bigler Stoffer is playing identical dates with his motordrome; Joe Hurst and wife went to Attics, Ind. Shows remaining here include Buck Owen; B. Harris, electrician and wife; Mr. and Mrs. Lee Mounce, Mr. and Mrs. Ralph Stocker, Joe Valencia, Al Stevens, Mr. and Mrs. C. C. Myers and Mr. and Mrs. H. G. Bondurant. Dick Tunkelbaugh has entered the awning business. Mr. and Mrs. Elmer Cohan are here, he to have charge of quarters while Buck Owens is away. Gilbert, Leonard and Artie Tracey and Jack Lang are building a new front for their ride about M. G. Johnson and assistants are marketing tomatoes, some 700 cars having left Laredo in past three weeks.

BALLYHOOS BROS.

(Continued from page 39)
All be given time to sleep off a very hard and tiresome season. The show's marchion to inform the lock-holders, calling for the show's mail be discovered that the government checks had arrived for the WPA workers. The bosses immediately sent the sound truck thru the streets announcing the arrival of the checks in the post office. This worked like magic; the entire main stem was soon a beehive of activity. Even the sleepy merchants were on their feet. On Wednesday afternoon Joseph paraded the streets, carrying shovels, picks and rakes. A long line of members of their families were close on their heels. A runner arrived ahead of this line of marchion to request them to have all seats in the shows carried out. The office complied with this strange request and later learned that the workers enjoyed the attraction more resting on the seats than if seated on chairs. The rides were quickly stripped of all tubs, wheelbarrows taking their places. The funniest sight was when the clockwork of lakes, troughs and hoses.

Thursday was Ladies' Auxiliary Night. Known as the Day Dreamers and Bed Tossers of the WPA, they arrived in droves but brought their nose with them. Whenever they went, whether on a ride or into a show, they kept up the work of making bed quilts and repairing mattresses. Seeing a golden opportunity to

planer purchased by Owner Francis in Chicago. Several members attended the Chicago meetings. Recent visitors included Charles T. Goss, Tom W. Allen, John McMassers, J. M. Broderick, Stanley Reeves and Mr. and Mrs. Lee Smith.

Arthur Davis is convalescing from a recent illness at the home of relatives here. Brewster and Lola Thomas are entertaining Lola's mother, who is here on two-week visit from Denver. A. D. Patterson is playing East St. Louis night clubs one night a week. Peggy Smith returned from a visit with her mother in Austin, Tex. Harry Landgrebe returned from a short vacation in Arkansas.

Frank Burke

EL PASO, Tex., Dec. 16.—Equipment of Frank Burke Shows in quarters here is being painted and repaired for opening of the Sun Carnival at a downtown location. Rides and a few concessions played two Indian celebrations in New Mexico to good results despite cold nights. Owner and Mrs. Burke have taken an apartment near quarters and will hold open house on December 22. Secretary Joe Zarate and wife's two children will visit them thru the holidays from Santa Fe, N. M. Harry Gold is visiting Los Angeles, but will return for opening. The Ray Domers have added a python to their Jungle and Show. Secretary Oscar adjuster will cut his holiday short in Albuquerque, N. M., to be on hand for opening.

MAJOR PRIVILEGE

Friday night business was so terrific that the bank for the cashing of checks was placed on the lot. Not carrying any surplus cash, many had to wait in line until others went broke and the money could be transferred from the cashing department. But Saturday was a blank. The town had run out of both checks and money. The show wound up with the original five hundred that it came in with and with over a half million in checks. No doubt the office will be paying off in checks for the remainder of the winter tour.

HILDERBRAND'S UNITED

(Continued from page 39)
tary, managed by Karl McKilhey, topped shows, while George Dixon's Nudist Colony led in attractions. Wampus Zinfel added his stum spinoff. Joseph Davis, his wife, and daughter, Merl, and son, Manly, joined here. They were accompanied by Jimmy Navarro, formerly of Golden State Shows, and Al Ferris, wheel man. Lower California celebrities visiting during the week included Dad Wrangle, owner of the Mexican Station XECA, who made J. B. Graham's cookhouse his headquarters, and J. B. Pacent, United Press representative in Mexico. M. S. reported fair returns. Joseph Davis, his wife, and daughter, Merl, and son, Manly, joined here. They were accompanied by Jimmy Navarro, formerly of Golden State Shows, and Al Ferris, wheel man. Lower California celebrities visiting during the week included Dad Wrangle, owner of the Mexican Station XECA, who made J. B. Graham's cookhouse his headquarters, and J. B. Pacent, United Press representative in Mexico. M. S. reported fair returns. 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Classified Advertisements

COMMERCIAL

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ACTS, SONGS AND PARADES

PROFESSIONAL ARRANGING—PIANO PARTS. 50c the page; all other parts, 20c the page. Music guaranteed. **GRIFFO THE LEWIS GORDON,** Vienna, Mo.

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AGENTS—SPARKLING NEW SIGN, "KEEP US Out of War." Cost \$2, retail 25c. Fast seller. **SILVERGLO,** 184 W. Washington, Chicago, Ill.

AGENTS—300% PROFIT SELLING GOLD LEAF Letters for Store Windows. Free samples. **METALIC CO.,** 439 North Clark, Chicago.

ATTENTION, SUBSCRIPTION SALESPERSON! If you work east of Rockies and north of Missouri—write for proposition. **AMERICAN POULTRY JOURNAL,** 538 S. Clark, Chicago.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COM- PANY,** Dept. 20, Dunellen, N. J.

MAGAZINE, BOOK MEN—HERE'S THE NEW deal you have been waiting for. We will guarantee you \$3.90, \$5.20, \$7.80 deals to be made on 200% profit. Write for **PUBLISHERS CIRCULATION SERVICE,** Dept. 88, 407 S. Dearborn, Chicago.

MANUFACTURER OF ONE-CENT BULK MER- chandisers wants distributors in every section of country. Exclusive territory to be granted. No investment necessary. **REDCO PRODUCTS CORP.,** La Crosse, Wis.

SELL SCIENTIFIC COAL TREATMENT FROM cans or 200% profit. Write for **AMCO DISTRIBUTORS,** 923 Washington St., Kansas City, Mo.

WHAT TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS,** 1107 Broadway, New York.

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE,** 214 Grand St., New York.

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A BIG ASSORTMENT ANIMALS, REPTILES, Birds, Puma Cats, Spots, Kangaroo-Rats, Peccaries, Monkeys, African Porcupines, etc.

ARMADILLO BASKETS, LAMPS, ETC. — They are different and distinctive. Also have Armadillos. Write for low interesting quotations. **APLET ARMADILLO FARM,** Comfort, Tex. de30c

FOR SALE—LIVE PORCUPINES, \$4.00 for each. \$7.00 each. Shipping expenses collect. **IVAN C. KIMBALL,** East Stroudsburg, Pa.

INDIAN PONIES AND MULES—200 for sale. All kinds, all colors. **JIM LEWIS,** Hastings, Neb.

FIFTY SNAKES—ALLIGATORS, CILA MON- sters, Armadillos, Alligators, Monkeys, Coati-mundia, Prairie Dogs, Puma Cats, Peafowl, Doloets, Parakeets, Raccoon Terrozo, Guinea Pigs, Ferrets, Rats, Mice, Wire TOTO MARTIN LOCKE, New Braunfels, Tex. de25c

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

PALMISTRY GUIDE—GET YOUR COPY TO- day! A complete dictionary of the hand shape, written, profusely illustrated, 30c. **STANDARD,** Box 221, Toledo, O.

BUSINESS OPPORTUNITIES

EXCELLENT OPPORTUNITY TO OPEN MOVIE Theater—Splendidly located building available for neighborhood theater in growing city of 30,000. For further information write W. C. MacFadden, 423 8th St., S. Fargo, N. D.

GENUINE MEXICAN MOVIES—FEATHER Pictures, Serapes, Straw Pictures. Samples 50c each; all three \$1.00 postpaid with wholesale lists of other direct imports. **G. A. BECKER,** Drawer 38, Miramonte, Calif.

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Slamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON,** 303 W. Erie, Chicago.

SPECIAL OFFER—TRIAL SUPPLY OF OUR Best Tested Money Makers, postpaid, 25c coin. **ELVON CO.,** 724 Kenmore Blvd., Akron, O.

Not in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

ROLLER RINK IN KANSAS CITY—EXTRA fine, well equipped. Doing good business. Floor can be cut for removal. Good downtown location, low rent, \$3,000 part cash, balance monthly payments. **JACK SMITH,** General Delivery, Kansas City, Mo.

START MAIL ORDER BOOK BUSINESS—NEW way, method thoroughly proven. Substantial supply source, help in getting started, circular free. **E. M. PENDLETON,** 433 So. Milton, Whittier, Calif. de23c

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. **ASCO,** 383 Hawthorne Ave., Newark, N. J.

A-1 CONDITION—ALL FREE PLAYS. CHIPS: \$67.00; Tokens, \$55.00; Scoops, \$79.50; Eureka, \$42.50; \$45.00; Chubbins, \$44.50; Free Races, \$100.00; Ragtimes, Bounty, \$12.50; Bingo Counter Games, \$5.00 each. **SEIDEN DITZ,** Broadway, Albany, N. Y.

BALLY EURKAS, P.P., \$37.50; SUPER ZEITZ, Zetas, Fleet, Airways, Atlantic City, Bally Reserves, \$8.00; Merchantman Diggers (Roll Chutes) \$22.50; 25 Slot Cabinet Stands with locks, \$4.00; Pace Race, Consoles Slots, \$40.00; Mills Brown Front Cherry Balls (late), \$37.50; Tallys, \$7.50; Races, Real Dice, Real 121, \$3.00; 1/3 cent slot deposit. **MILB VENDING COMPANY,** 615 Lyon, Grand Rapids, Mich.

BARGAINS IN PERFECT REBUILTS—DAVY Jones, P.P. \$32.50; Spottam, P.P., \$22.50; Variety, \$42.50; Pyramid, \$22.50; \$18.00; \$22.50; 1/3 deposit balance. O. D. Write for complete list of like new and used Pin Games. **MITCHELL & CO.,** 1070 Broadway, Brooklyn, N. Y.

BARGAINS IN RECONDITIONED VENDING and Counter Machines. Send for literature. Plenty good buys. **RAKE, S. E.,** 22nd St., Philadelphia, Pa.

BARGAINS—LATE A. B. T. MODEL "P" Targets with Registers, \$10.00 each; good condition. **W. L. GROOVER,** 1896 Madison St., N. W., Atlanta, Ga.

LATEST USED FREE GAMES—MR. CHIPS, Thriller, Lucky, Twinkle, Pick Em, Triple Threat, Golden Gate, \$69.50 each; Big Six, Round, Punch, \$70 each; Chamexon, Buckaroo, Lotta Fun, \$59.50 each; Spottam, Up and Up, Major, \$30.00 each; Chevron, Fair, Sky High, \$45 each; Variety, \$64.50; Mint, \$59.50; Sports, \$67.50; Ocean Park, \$59.00; Multi Races, \$15.00; Airport, Topper, \$49.50 each; Pot Shot, Cowboy, \$45.00 each; Gun Club, \$25.00. Let us know your needs. Send your order with one-third deposit. **LEHIGH PHIS,** Pa. de30c

NEW TYPE FREE PLAY UNIT FOR SEEBURG Ray Guns—Never need attention. Install on location in 15 minutes. \$2.00 complete. Cash with order. **VALLEY SPECIALTY CO.,** 1065 Joseph, Rochester, N. Y.

TRADE MILLS SLOTS FOR WURLITZER #16. Trade one National 9-Column Candy Machine for one #16. Trade one Mills Cigarette Machine for one Wurlitzer #16. **Ray's Trade, Ticketette Reels,** \$7.50 each. **O'BRIEN,** Thomas St., Newport, R. I.

RECONDITIONED MACHINES OF ALL TYPES Operators, give us your name for hottest money maker today. Sensational. Manufacturers and jobbers, put us on your mailing list. **ANDERTON NOVELTY CO.,** Cowan, Tenn.

SEE THE FIRST "FACES RACES, BAKERS Pack, Pick-a-Pack, Pick-a-Race, Pick-a-Race Slots, \$5.00. **CHARLES PITTLE & CO.,** New Bedford, Mass. de20c

SPECIAL—EXCELLENT CONDITION AUTO- matic Flying Hights, Bluebirds, Photo-Finish, Arlington, Sossman DeLuxe, Golden Wheel, Peppiness (cash and ticket), Carons, Policy, \$10.00 each. Stener Zappo (cash and ticket), like new, \$27.50; \$18.00; Mint rette Reels, \$7.50 each. **O'BRIEN,** Thomas St., Newport, R. I.

TRADE TWO MILLS SMALL SCALES FOR ONE Mills Five-Cent Bonus Bell. Trade Mills Cigarette Machine for one Wurlitzer #16. **Greenwich Royal Flush,** \$10.00. **O'BRIEN,** 89 Thomas, Newport, R. I.

TRADE FIVE THIRTIEDOWNS FOR SEEBURG Raylites, Free Play Tables or late model Wurlitzers. Write **MCLARY MUSIC CO.,** 2210 18th Street, Lubbock, Tex.

VERY SLIGHTLY USED, ALL FREE GAMES— Thriller, Lucky, \$49.50; Champion, Vogue, \$39.50; Ocean Park, Bangs, \$34.50; Airport, Davy Jones, \$24.50; Airport and Chubbie, \$19.50. One-third deposit; balance C. O. D. **COAST COIN MACHINE CO.,** 2237 Fernleaf St., Los Angeles, Calif.

WANT USED KEENEY SHINNY GAMES—STATE price and condition. **W. F. SCHORK,** 1663 Broadway, New York City.

WANT—USED BALLY BASKETS AND KEENEY Shiny Games. State price, condition, etc. **CHAS. SHUTE,** 132 Lawnwood Ave., Longmeadow, Mass.

WANT FOR CASH—PENNY ARCADE MA- chines. Also location for Arcade. **BEDER,** 2468 E. 23rd St., Brooklyn, N. Y. de30c

WANT LATE FREE PLAY GAMES. FOR SALE, \$10 Each—Hr. No. F. P.; Big Ten. F. P.; Regatta. **PASTIME AMUSEMENT CO.,** Dayton, O.

WOULD LIKE TO HEAR FROM PARTY DE- siring to rent Digger Machines on percentage basis. **LOUIS DAMSKER,** Box 691, Tyler, Tex.

WURLITZER 24-A, \$139.50; 24, \$135.00; 61s, \$37.50; 41s, \$45.00; 400s, \$42.50; Mills Cash Register Spinner, \$14.50. **COLEMAN NOVELTY CO.,** Rockford, Ill.

200 LIKE NEW TWO-COLUMN TE VENDERS, \$7.00 each. Formerly \$16.50 each. **BUREL & CO., INC.,** 679 Orleans, Chicago, Ill. de30c

3/4" BALL GUM, FACTORY FRESH, 12c BOX; Ball, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING,** Mt. Pleasant, Newark, N. J. de30c

2 TOM MIX CANS, \$50.00 EACH; 1 EXHIBIT Bowling Alley, \$30.00. **E. & R. SALES CO.,** 813 College Ave., N. E., Grand Rapids, Mich.

36 IMPERIAL COIN-OPERATED POOL TABLE, \$110; very nice condition. **Wang Williams Fortune Telling Service, SULLIVAN SALES CO.,** Salem, Ind.

500 1c SNACKS THREE COMPARTMENT VEN- dors, like new, equipped with latest adjustments for mechanical comparison. \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO., INC.,** 679 Orleans, Chicago. de30c

COSTUMES, UNIFORMS, WARDROBE

BARGAINS—ORCHESTRA COATS, JACKETS, \$2.00. Rotary Suits, \$2.00. Overcoats, Fur Coat, \$8.00; Beautiful Cycles, \$35.00; Minstrals. **WALLACE,** 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY,** Chemists, BH-1142 Sunnyside, Chicago. de30c

THAXLY FORMULAS FOR PERFECT PRO- ducts. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO.,** Washington, D. C. de30c

FOR SALE—SECOND-HAND GOODS

CARAMELCON OUTFITS—COPPER KETTLES, Burens, Rotary Poppers, all-electric; Burners, Tanks, Stoves, Popping Kettles, Formulae free. **NORTHSIDE CO.,** Indianapolis, Iowa. de30c

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of view. Only \$1.00 each. **Hurry! CHICAGO SALVAGE,** 509 S. State St., Chicago. de30c

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL popcorn, and Cheese Coated popcorn machines. **TEN LAKINS CO.,** 1976 High St., Springfield, Ohio. de30c

POTATO CHIP FRYER WITH SLICER—DI- ameter 32 inch, depth 20 inch. Price \$40. **CHAS. MACK,** Box 933, Springfield, O. de30c

FOR SALE—SECOND-HAND SHOW PROPERTY

HUMAN PROJECTILE—GIANT MOTORIZED Streamline Ten-Wheel Cannon, with power take off. Ready to go. **FEARLESS GREGG,** Princeton, W. Va.

LONG-RANGE LEAD GALLERY—FULLY equipped, working on location. Also Truck if desired. **P. O. BOX 121,** Bowling Green, Fla.

Advertiser's Name and Address must

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HELP WANTED

ACCORDIONIST FOR SMALL BROADCASTING Hotel Band—Sober, rhythmic, solo. Send photograph, specialties. Air Tricks. Also model. **BRUCE LAVIGNE,** Saranac Lake, N. Y.

NEED TRUMPET AND PIANO IMMEDIATELY —Reorganizing eleven-piece band. Other musicians write. **MUSICIAN,** 1806 Central Ave., Kansas City, Kan.

WANT PERFORMING MONKEYS—STATE AGE, condition, species. Air Tricks. Lowest price for cash. **TOM VEASEY,** Franklin Park 200, Boston, Mass.

WANT AT ONCE—ACCORDION, GUITAR, String Bass for Cowboy Band, Radio, dance. **ART GILMORE,** East Havenfield, N. H.

WANT WOMAN FOR INCENSES, ALSO CHAR- acter. Women's Club, Two-week circle. State all first answer. Useful Rep. People write. **TUCKER'S ROTARY PLAYERS,** Augusta, Ky.

WANT ADVANCE MAN—JOIN AT ONCE. Percentage to book big Mystery Show, amateur and theatrics. **BENNIE'S ORIENTAL SENSATIONS,** Atlanta, Ga.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTAL- ism, Spirit Effects, Magic, Horoscopes, Free-casts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books. Wholesale—Largest stock. New 155-page illustrated catalogue, 30c. **NELSON ENTERPRISES,** Nelson Bldg., Columbus, O. de23c

FAMOUS HANDCUFF TRICK EXPOSED FOR the First Time—Escape from any pair of handcuffs made. For all public entertaining. Creates great mystery. 25c postpaid. **BRUCE Point Pleasant, N. Y.**

GREATEST MAGIC POCKET TRICK EVER IN- vented—Confounds and amazes all. Amore can work it immediately. Details free. Sample, 35c. Refund if wanted. **SUPERIOR SERVICE,** Box 57-N, Superior, Wis. de30c

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. de30c

LATEST 216-PAGE ILLUSTRATED PROFI- sional Magic Catalogue—Tricks, Book Superlatives, Ventriloquist Figures, etc. **Y. KANTER'S,** 1309 Walnut St., Philadelphia, Pa. de30c

MISCELLANEOUS

SPECIAL RATES FOR THEATRICAL FOLKS— Trailer Meadows, Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful shade trees, near ocean. de23c

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS—16MM. SOUND Projectors dirt cheap. Terms, Factory list, conditioned. Film rental, \$6.00. **501-E STATE THEATRE,** Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRICAL Communities. Sound Equipment. Weekly Programs rented. **ROSHON,** State Theatres, Pittsburgh, Pa., or 107 South Court, Memphis, Tenn. de30c

BARGAINS IN USED PROJECTION MACHINES. Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. **Washburn Supply Co., Ltd.,** 1318 S. Wabash, Chicago. de30c

BUSSA FILM EXCHANGE HAS THE LATEST and finest roadshow attractions for less money. 35mm Talks only. Send for catalogue. **Friendship, Ohio.**

HAVE CASH FOR 35MM. FILM AND PORT- a-lab Projectors. Also 16mm. Projector with arc light. **BOX C-360,** Billboard, Cincinnati.

OPERATE ROAD SHOWS—WE RENT AND Sell Sound Projectors and Pictures. **SOUTH ERN VISUAL,** Box 2404, Memphis, Tenn. de30c

SENSATIONAL PICTURES—WESTERN C- artons, Roadshows, Short Subjects. **35MM. Standard,** Box 75, Charleston, W. Va.

A-1 ALTO-TENOR CLARINET—FULL, BRILLIANT TONE. Read anything. Any style. Now studying with the best. New York or vicinity only. Worked most of the better hotel chains. **BOX 113, care Billboard, 1564 Broadway, New York.**

ALTO SAX—DOUBLING TENOR, BARITONE and Clarinet. Union. No take-off. Prefer smooth style band. Sing vocals and arrange. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

ALTO SAXOPHONE and CLARINET, Doubling Violin and Cello. **A. J. HAND, St. Cloud, Minn.**

AT LIBERTY—TRUMPET MAN, ALL ESSENTIALS. **TRUMPET, 298 Irwin Ave., Muskegon, Mich.**

AT LIBERTY—A-1 CORNETIST, AFTER NEW Year's. Neat, reliable and congenial. All reliable offers considered. Write to **AL DEACON DIE, Music Chair Corralist, 1231 N. W. 33d St., Washington, D. C.**

CELLIST—DOUBLE VIOLIN. LOTS OF TRIO experience. Make cello fit in swing. Cello rhythm and feature. South for season. **GENE SMITH, 908 H. St. E., Washington, D. C.**

DANCE DRUMMER—RADIO, SHOW EXPERIENCE. New pearl outfit. Read and fake. Reliable sweet, solid swing plus good Dixie. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

DRUMMER—GOOD SOLID TUBS. CAN BRING TRUMPET MAN. Does vocals. Can anywhere. Good anything. Have car. **DAVID MILLER, 1305 6th Ave., Moline, Ill.**

ELECTRIC ORGAN and MARIMBA—PERFECT duo for smart hotel or cocktail lounge. Feature vocals, novelties. Available after Jan. 1st. **Edwards, 2015 Grand, Chicago, Ill.**

FINISHED GUITARIST—HOT, SWEET, rhythm, vocal, trio or solo, baritone. Formerly with nationally known NBC band. **WASSER MILLS, 7 Hampton Tr., Easthampton, Mass.**

FIRST TRUMPET MAN AT LIBERTY—UNION. Have two girls and a baby. Must have good, neat, sober and reliable. Can leave immediately. Write or wire by Postal Telegraph. **ROBERT SMITH, 1000 Broadway, New York.**

GIRL ACCORDIONIST WITH LIBRARY—DESIRES good reliable connection. **ACCORDION ANN, 2539 Ocean Avenue, Brooklyn, N. Y.**

GUITARIST—STANDARD AND ELECTRIC Hawaiian. Name experience. Prefer cocktail or clubbing unit. Can be featured. Write **BUD KEANE, General Delivery, or wire Western Union, Denver, Colo.**

HAMMOND ORGANIST—WITH OWN Hammond. Sweet swing classical. Wants location. **BOX C-357, Billboard, Cincinnati.**

HARPIST—DOUBLES PIANO; CLASSIC, swing. Prefer Chicago vicinity. **JANICE ROGERS, 923 Roosevelt, Chicago, Ill.**

MODERN ALTO, CLARINET—GOOD TAKE-OFF on both. Good reader and tone. Reliable offers wire. **MUSICIAN, General Delivery, Green Bay, Wis.**

PIANO PLAYER—THOROUGHLY EXPERIENCED. Read and fake modern take-off. All essentials. Play any show, just finished 11 weeks Flag Tavern, Adirondacks. Nonunion. **General Delivery, GOODWIN, 1 Terryville Road, Bristol, Conn.**

TENOR SAX, CLARINET and ARRANGER—Young and single. **SKEE ELDER, 3 Columbia Plaza, New York, N. Y.**

TROMBONE—ALL ESSENTIALS, MODERN Dixieland style. Ideal for small or large band. Neat, sober, age 20. Plenty experienced. Distance no object. **"DUKE" DUNAWAY, Buffalo, Pa.**

TRUMPET—READ, FAKE, GO. FLORIDA only. Play shows. **JOHN ALBERTSON, General Delivery, Miami, Fla.**

A-1 DRUMMER—Experienced show and dance. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

ALTO SAX, CLARINET—Read, fake, arrange. Radio, stage and dance band experience. Good arrangement. **Write JOHN RIDGWAY, New York.**

ALTO SAXOPHONE—Doubling Clarinet, Accordion and Solaceo. Arranging. Thoroughly experienced. **100 Irving St., Box 312, care Billboard, 1564 Broadway, New York.**

COMPETENT VIOLINIST—Can furnish excellent Soloist. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

DRUMMER—Recording experience. Vaudeville, local stage, night market. Young, references. Can solo at once. **Write or write G. SMITH, P.O. Box 104, Detroit, Mich.**

FIRST TRUMPET—Experienced in all fields. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

HARMONIOUS ORGANIST—Own organ, union. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

READ ALTO and CLARINET—Doubling Tenor and Bass Clarinet. After January 1st. Modern tone and technique. State requirements, style and solo. **BOX C-357, Billboard, Cincinnati.**

STRING BASS—Has 1800. Good tone. Experienced in dance band, floor shows. Good appearance and personality. Single, union and sober. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

SWING GUITARIST—Solid rhythm. Eleven years with the best bands. Disappointments reason for this ad. **Have 2400 guitar. Young, union. 1122 E. 12th St., Fort Wayne, Ind.**

TENOR SAX, Clarinet Man At Liberty—Read, tone, solo. **MUSICIAN, 140 Bissell, Room 343, Detroit, Mich.**

AT LIBERTY PARKS and FAIRS

LADY CHIMPANZEE TRAINER—TRAINER of Esau. Will guarantee work. **MAE KELLY, Thorpston, Ind.**

THE FLYING TRAPEZE—AMERICA'S NEWEST and most beautiful motorized thrill performance. Two girls perform on swinging traps above motorcycle. Strong enough to feature. Copyright, Lights for night. Work track or street. Want contract for 1940 season. Also Thrill Show Unit. **JACK VANS, 443 Mr. Vernon Rd., Newark, O.**

CHARLES LA CROIX—Outstanding Trapeze Performer at Liberty for Indiana municipalities. Most attractive personality. Can put up and work under any height. **Literature, price on request. Address 1304 S. Ashland Blvd., Fort Wayne, Ind.**

DASHINGTON'S CIRCUS—Ten Dogs, Cats, Monkeys. Two distinct acts for any show, theatre. Salary or percentage. **Go anywhere. 1816 Locust St., Philadelphia, Pa.**

FRED and MARIE GUTHRIE—Four separate acts for price of one. Double Time Wire Range Trapeze. Lady Butterfly Iron Jaw, Double Trapeze. **Read anything. Write for details. 201 W. Ninth St., Cincinnati, O.**

THE CLAYTONS—Four different Free Attractions. Dancing Light Wire, Balancing Trapeze, Iron Jaw, and Double Trapeze. Lady Butterfly. Beautiful wardrobe. **Reasonable. Billboard, Cincinnati, O.**

AT LIBERTY PIANO PLAYERS

PIANIST—READ, ETC. SINGLE, SOBER, ability. All essentials. **BOX C-359, care Billboard, Cincinnati, O.**

PIANIST—Single, wife professional experience, desirable. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.**

AT LIBERTY SINGERS

GIRLS—Singing Trio. Spectacular Hibilly Songs. **General accompaniment. Also solo singer of popular. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.****

AT LIBERTY—Singing Trio. Spectacular Hibilly Songs. **General accompaniment. Also solo singer of popular. **Harrod, 1937 Ford coach and instrument trailer, Apt 27. Have photos. CID BRORICK, Tralwood, O.****

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bulletin was issued, and that we had only 12 days to mobilize a campaign of sufficient strength and importance as to be indicative that the fair was unalterably opposed to the change. Every part of our association and other important live-stock shows and agricultural exhibitions not members of our association were informed by mail and telegram as to the seriousness of the situation. In addition, every best exhibition live-stock and agricultural and all the important farm and agricultural papers and journals were also notified.

We also had the intercession of some of the agricultural agents of railroads and the most effective co-operation of Joseph W. Hiscox, chief of the division exhibits, United States department of Agriculture, the United States secretary of agriculture, and the United States secretary of the treasury. Your chairman visited H. Wilson, chairman of the House of Representatives, in New York and placed before him the facts. Mr. Wilson stated that he had seldom met such a strongly organized campaign against a rate change proposal.

On February 17, 1939, only 13 days after notices were sent to our members and interested parties, your chairman received a letter from Mr. Wilson requesting further consideration of this matter by the carriers, it has been decided to withdraw this proposal and continue the present tariff in effect. Not including innumerable form letters and telegrams, your chairman wrote over 500 personal letters on this matter and the file constitutes a good example of the splendid co-operation which exists between our members and allied interests who are interested in our welfare.

Protest on Tariff

WESTERN TRUNK LINE TARIFF: In March 1939, your committee received information that Supplement 2, to be effective March 30, 1939, would cancel Western Trunk Line Tariff No. 145. According to the Western railroads, they proposed cancellation of the tariff from the Interstate Commerce Commission and issue a circular, leaving the same rates, but no tariff on file. On the face of it, this seemed like a harmless change, but in effect it would mean that if no tariff was on file with the ICC we would have no appeal in the future to the highest jurisdictional body in the land. Your chairman communicated with the ICC and strenuously protested the proposed procedure.

On March 30, your chairman received a communication from the ICC advising that our protest has been sustained and ICC they had ordered the suspension of the Western Trunk Line tariff proposal pending a hearing in Washington on April 20th. Following the hearing the proposal of the railroads was not upheld by the ICC.

WESTERN TRUNK LINE COMMITTEE: Supplement No. 32 to Tariff 145-D (ICC No. A-2382) had for its purpose (advance) to change the rate of live-stock and shipping cars and demurrage charges. The Western trunk lines hoped to replace the tariff by WTL 145-F effective March 30, 1939, which not only would have removed the tariff from ICC jurisdiction, but would also advance the charges of the previous tariff. Your chairman protested these proposed changes to J. A. Farmer, chairman of the Western Trunk Line Committee, Chicago. On April 1, he received a letter from Mr. Farmer in which Mr. Farmer stated, among other things: "For certain reasons in which the general public is not directly interested, the carriers concluded to withdraw the tariff from the commission files and replace it with a circular."

On April 5, your chairman again wrote to Mr. Farmer, stating that we had protested also to the Interstate Commerce Commission, believing it was to the public interest that the tariff should be on file with the ICC and that agricultural fair and exposition and educational institutions should be given every opportunity to broaden their scope for the public welfare and that we further believed that it was for the best interest of the railroads and our members and interests that they maintain mutual interests.

We also advised Mr. Farmer that it was our opinion that it was good public policy if we could know what these "certain reasons" were, as he mentioned in his letter. We contended that it was our mutual interest to know the successful operation of the railroads was necessary for a prosperous country and we stood ready at all times to do what we could

to further these interests by our membership. We were later advised that the proposal of the Western railroads for the cancellation of this supplement to be on file with the ICC was not sustained.

Exemption From S. S.

SOCIAL SECURITY: At the 1937 convention your committee was empowered by resolution to take such appropriate measures as necessary which the provisions of the Social Security Act. Some fairs were already exempt, inasmuch as they were instrumentalities of government, but a number of our members came within the purview of the act. Your committee immediately understood the necessary steps to carry out the purposes of the resolution. We were advised by the authorities in Washington that Congress had passed the law exempt agricultural fairs from the provisions of the Social Security Act. We then advised the members to be considered any amendments piecemeal. It was necessary to bide our time.

On June 12, your chairman advised the members that HR 6835 (Report No. 728), a bill to amend the Social Security Act and for other purposes, had passed the House of Representatives. Section 1411 (adjustment of tax), paragraph 10 (B): "Service performed in the employ of an agricultural or horticultural organization," would exempt non-profit agricultural fairs from the provisions of the bill as approved by the House had then gone to the United States Senate. We then advised the members to write to their two senators immediately, asking their support of that section of the bill as above quoted.

As we all know, the various proposed amendments to the Social Security Act into a parliamentary tangle and it was not until August 10, during the closing hours of the last Congress, that the amendments to the Social Security Act were passed. Our exemption proposal remained intact.

If any member now comes under the purview of the Social Security Act, and if the fair is not an institution, and no profits inure to any stockholder or stockholders, they can claim exemption by writing to the Collector of Internal Revenue in their respective district, advising under section 1411 (B) subsection 10 (B) of the Social Security Act, as Amended, 1939, provides that service performed in the employ of an agricultural or horticultural organization already exempt from the provisions of section 101 (1) of the Revenue Act of 1934, or applicable sections in prior revenue acts are exempt, effective January 1, 1940, from the taxing provisions of the Social Security Act.

You can advise the collector that you were granted exemption under section 103 (1) of the Revenue Act of 1934 which is applicable to section 101 of the Act of 1934. You should swear or affirm that your organization has not been changed in any particular since the ruling referred to was released, and that you respect your status to acquire live-stock and shipping cars and demurrage charges. The Western trunk lines hoped to replace the tariff by WTL 145-F effective March 30, 1939, which not only would have removed the tariff from ICC jurisdiction, but would also advance the charges of the previous tariff. Your chairman protested these proposed changes to J. A. Farmer, chairman of the Western Trunk Line Committee, Chicago. On April 1, he received a letter from Mr. Farmer in which Mr. Farmer stated, among other things: "For certain reasons in which the general public is not directly interested, the carriers concluded to withdraw the tariff from the commission files and replace it with a circular."

SUMMARY: Since the committee on government relations was organized some 10 years ago, each year finds its duties and activities increased. Its work has been carried on on a non-paid basis with a minimum of expense to the association. It is apparent that the duties of the chairman are such that it makes it doubtful if they can be further carried out on the present basis. Because of the importance of the work of the committee on government relations, your chairman respectfully recommends that the members give serious consideration to the reorganization of the committee. Your chairman wishes to thank the members, and particularly President Johns for their splendid co-operation. As a Canadian, President Johns gave sympathetic support to your chairman and showed a broad knowledge of the problems confronting the work of the committee all the time. It was a pleasure to work with such a splendid fair manager, association official, and gentleman.

Committee on Govt. Relations,
International Association of Fairs
and Expositions
Milton Damsiger, chairman.

LAKE GROUP VIGILANT

(Continued from page 33)

of the most important matters to affect the interest of our fairs in more than a half century. The cancellation of the free return shipment clause by the Eastern railroads would mean that the other railroads through the country would naturally have followed a similar procedure in due time.

Hiscox Lends Aid

It will be noted that the official notice of the rate proposal did not come to the attention of your committee until February 4, or the day on which the

IN THE list of exhibitors at the annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, as given in the last issue, the name of Liberty Display Fireworks Co. was inadvertently omitted.

Wholesale Electromerchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Pitchmen Get Folding Money As Mechanical Toys Click

Standbys bring cash as new items offer variety in toys that walk, wiggle and wag—topnotchers form nucleus of pitches during pre-Christmas rush

NEW YORK, Dec. 16.—Pitchmen, door-to-door workers and members of the demonstrating fraternity have been in their seventh heaven these last few weeks garnering folding money from mechanical toys. The Oh-U Dog is reported still consistent in doing its bit to increase takes and is joined by the mechanical seal, playful cat, mechanical monkeys and others. Since the items lend themselves so well to street demonstrations and doorway pitches, the boys pushed them to their advantage. While the Oh-U Dog returned strong again this year and the monkey with comb and mirror cut in on its popularity, these two items were by no means out in a clear field. Introduction of the mechanical seal, a large-sized cloth-covered toy that bobbles up and down in trite seal fashion while a ball on its nose revolves, was reported in top brackets of popularity. Another hit was the playful cat, which turns over and over and rolls a ball field in its paws. It was tried out several months ago at the Danbury Fair, where it was a smash hit. The item, pitchmen say, performs so realistically that selling it is an easy job.

Shoppers Up Biz

The boys took advantage of the large number of Christmas shoppers on street to sell their toys. While shoppers are always anxious to complete their purchase, mechanical toy pitches never failed to attract interest.

There seemed to be no section favoring a special item, and the pitchmen offered, in many cases, a variety of the toys, but always building around the Oh-U Dog, the seal, the monkey or the playful cat. With a topnotcher forming the nucleus of the pitch such items as the mechanical salesman, the jitterbug, running turtle, hula dancer, prancing penguin, cowboy with lariat on a horse, hiking bear, Charlie McCarthy and skooter bug car are also used.

Taxi Sales Up

Reports from the hinterland list the Marks Tricky Taxi as a top item. It has gone exceptionally well in the metropolitan area. The boys stocked this number in anticipation of big business and were able to get several turnovers at prices that allowed them a good margin of profit.

On the eve of 1940, a campaign year, the mechanical toy pitchmen has taken advantage of talk regarding the election. Since several men have already announced their intentions of seeking nominations, sales of mechanical donkeys and elephants, symbols of the two major parties, have been moving right up the ladder. While greater demands are expected on these items as the election draws nearer, many of the boys are taking advantage of new low prices offered at this time and are stocking up. The field is not limited to those who are interested in politics, for many sales are made to adults for children.

War Boosts Profits

World events—the war and crusades against crime—have boosted sales of toy tanks, repeating pistols and machine guns and there is a definite trend to animals. While tanks, with sputtering gun fire, are captivating children's attention on the eve of Christmas, pitchmen report as much or more interest in waddling ducks and other animals.

Pitchmen are reaping a harvest from mechanical toys for reason that designers have kept abreast of the times. While a large percentage of the business will be done during the pre-Christmas season, the boys will be out pitching these items again after Christmas makes his annual ride. There's money in mechanical toys and the boys are raking in the profits.

Bingo Record Set

CINCINNATI, Dec. 16.—Bingo receipts here in November exceeded \$200,000 for the first time, Police Chief Eugene T. Weatherly said recently in his monthly report to City Manager C. O. Sherrill.

"There were 6.6 per cent more parties in November than October, which up to that time had exceeded all previous months," the Chief said. "November attendance was 3.2 per cent and receipts 3.3 per cent above October."

"This was the first time receipts have ever exceeded \$200,000."

Statistics on the month's bingo activities: Number of bingo parties, 230; reported attendance, 281,772; reported receipts, \$203,456.74; net to sponsors, \$152,730.11; average net cost per person, 60.7 cents.



By BEN SMITH

Last week we mentioned that the smart manufacturer is beginning to think of next year and that he is already laying groundwork for development of new numbers for the salesboard market. To follow thru on this subject, it is apropos to mention that operators are always interested in getting advance information on such items and the alert merchandiser man gets it to him. The operator, if he likes an item, can gain for it quick public acceptance and widespread distribution.

Retail outlets with the help of the salescard have been opened which could not have been cracked in any other way, and firms that have had this experience will work with operators at every opportunity. Not only do manufacturers get a good volume of business from operators directly, but because of their efforts develop large orders in other channels.

We are willing to do our share in spreading the word on new merchandise if manufacturers will co-operate by dropping us a line whenever they have something new to offer. Each item illustrated on a salesboard receives some of the finest publicity obtainable and it doesn't cost the manufacturer a cent.

Dunhill's Silent Flame Table Lighter is coming back strong, says Charles H. Jancovich, distributor. It is now available in four new designs, Aphrodite, Flight-Ship, Seal-No and Dog, the names identifying the decorative ornaments on the lighter. Not so long ago the Silent Flame was a red-hot salesboard item locally and in new dress it may go well again. It is easy to operate, is efficient, attractive and practical.

The attractive ship lamp offered by Wisconsin De Luxe Corp. is clicking heavily, according to reports. And no wonder. It has flash, consumer appeal and is the type of premium most of us would like to have in the home but wouldn't dig into our pockets for ordinarily. All of which are important requisites for a successful board number.

We hear that some of the boys are playing around with neckwear deals again. It would seem that the deals should be exceptionally good before the holidays, but for one reason or another they never have gone over the way they should. Perhaps one of the main drawbacks is that men's tastes in ties differ radically and it is difficult for operators to offer a very complete assortment of

Electric Items Sales Advance Is Nationwide

CHICAGO, Dec. 16.—Electric household gadgets had a surprisingly large step-up in demand the past few weeks, reports from a wide area reveal. While plug-in appliances have long been one of the best stand-bys of the wholesale merchandise industry, several recent developments have served to make them better money-makers than ever before.

These merchandisers on the inside attribute the current spurge to three factors: (1) The great advance in rural electrification on a nation-wide scale. (2) The broadened tendency to lower electric current rates. (3) Introduction of several new numbers that combine both flash and utility value.

These factors, coupled with an unexcelled appropriateness for gift-giving purposes, just about assure top-ranking popularity for electrical household helps for months to come.

As always, such genuinely useful numbers as toasters, waffle irons, food mixers, glass coffee makers and electric percolators, irons and the like are good for dough wherever they're shown. Bingo operators and concessionaires are fortunate in being able to offer the numbers from the line of well-established manufacturers of national repute and, what's more important, to be able to buy them at prices that leave them a profit. That's why their stands are loaded heavier than ever with low-power consuming home-work aids that build attendance and sales.

Among the newer numbers, the electric presser and the electric food warmer are getting greatest play and are expected by everyone to become year-round best sellers. Both of the gadgets are designed for a definite sold in the every-day home life of today. The electric presser is a godsend to many demonstrators, some of whom are working them alternately with electric shavers which, not enjoying nearly so brisk a demand as a year ago are currently giving a good account of themselves.

Other hit favorites that are doing more than their share to attract players to bingo games and board deals include cigaret lighters, lamps of every description (the new bed lamp-radio combination being a sensation wherever shown) and electric clocks, notably in the martine wheel, globe and pendulum designs.

patterns and colors. If there is some way of getting around this bugaboo neckwear deals should be good the year round.

HAPPY LANDING.

Candy Deals Streamlined

Sweets in new attractive packages are reported to be clicking

CHICAGO, Dec. 16.—Streamlining of candy deals has been responsible for the increase in business, salesboard firms specializing in this line report. In keeping with the trend in other industries to modernize the packaging of gifts in containers that may be used for other purposes, the candy line has now become one of the most attractive on the market. Empty containers are now adaptable for jewelry boxes, cigar and cigaret humidors, dresser and desk ornaments and cosmetic boxes. In several instances patrons have been attracted solely by the attractiveness of the container, reports reveal.

Of special interest is the line of vanity mirror sets that are proving especially attractive because of the two-tone combos. The items are packed with pound boxes of assorted chocolates. Also the candy is of good quality, those handling deals of this type report that the large majority of patrons want to win the item for the swing vanity mirror container itself and not the candy. The candy is a very important feature of the vanity-candy deal, however, and helps the boys in hallyhoosing their products.

Cedar chests with brass hinges and small padlocks are again claiming much attention on salesboards. The number comes with assorted chocolates and is being pushed as an old stand-by. Some of the chests have mirrored inside covers. When they are displayed the appeal is instantaneous. Cellulose wrapping (See CANDY DEALS on page 52).



IT WAS GOOD news to hear that Cincinnati had the best bingo business of the year last month. The report recalls to memory the happenings in the Queen City about a year ago when city council kicked the game. Of course, council restricted sponsorship to religious and fraternal organizations that had been in existence for five years or more. Total value of prizes was limited to 25 per cent of the income of the game.

AT THAT TIME City Manager C. O. Sherrill told council that he considered it his duty to comply with its wishes. The statement was made after the city manager had learned that during the four months from June to October, 1938, a total of 370 bingos were held. Attendance at the games totaled 341,280 people, who paid an estimated \$237,209 in admissions. Some of the games attracted more than 6,000 people.

A YEAR AGO Cincinnati approved bingo and since that time the game has attracted almost as many people in a month as they did from June to October of 1938. People wanted bingo and city council gave it to them. While these figures were contained in news stories in 1938, it proves a point to repeat them.

REVENUE from bingo has such a variance of uses that no one ever de-

(See BINGO BUSINESS on page 52)

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS

The Toys listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25% discount must accompany C. O. D. orders. Order from this ad. Postage must accompany each order.

	Dol.	Gross
BB39 George Ace	\$.35	\$ 9.50
BB40 Wacky Doodle	.50	15.50
BB41 Great Penguin	2.85	30.00
BB55 Crawling Baby (White)	1.00	11.50
BB56 Crawling Baby (Negro)	1.00	11.50
BB57 Tumbling Clown	.30	9.00

LEVIN BROS.,



BB58 Prancing Penguin \$.75 \$ 22.00
 BB59 Coosied Mel 1.00 11.50
 BB60 Looping Airplane 1.35 15.50
 BB74 Dancing Coosie 1.75 20.00
 BB81 Dancing Coosie (4 in.) 1.50 18.50
 BB82 O-U Dolly (Small) 1.75 20.00
 BB83 Walking O. U. Dog 2.55 30.00
 BB84 Pop-Pop Beats 75 9.00

15 ITEM ASSORTMENT
 (One of Each of Above Items), \$1.62

Terre Haute, Ind.

SPECIALS FOR NEW YEAR'S EVE

ASST. METALLIC HATS

BB601—Medium Size	\$.25	Grs.
BB602—Medium Size	3.00	Grs.
BB747—Semi-Adult Size	6.75	Grs.
BB748—Full Size	9.00	Grs.

F. O. B. Indianapolis. 25% Discount With C. O. D. Orders. New Catalog Just Out—Write for Your Copy.
 117-119 SO. MERIDIAN ST.,
 INDIANAPOLIS, IND.

B1118—Tuba Contest	\$.15	per 100
B1119—Bull Contest	\$.20	per 100
B1120—Sst. Noise Makers	\$1.50	per 4 Doz.
B1121—Paper Nois	\$2.25	Grs.

Holiday Noisemakers To Bring Boys Cash

NEW YORK, Dec. 16.—Pitchmen are reported to be stocking noisemakers, confetti, serpentine and balloons in preparation for New Year's Eve. New lines of noisemakers have been recently introduced and novelty workers are anticipating banner business for both occasions. With the curfew waived here for New Year's Eve celebrants, workers are looking forward to the gala parties that will welcome 1940.

In addition to new lines of such noisemakers as rattles, horns and bells, firms are also offering complete lines of paper hats in all shapes, sizes and colors. With such a wide variety of items available, the boys are stocking up because they sense an unusual opportunity to make cash.

The balloon line this year is reported to be the most complete to ever come on the market. Introduction of new

showerette balloons, which may be used in rooms of either low or high ceilings, is meeting with favor. Showerettes are lodged on ceilings in large cellophane bags and released by pulling a string. The idea adds to any party. Prizes may be attached to the balloons and a scramble staged when the showerettes begin to drift around the room. The large container may be used repeatedly.

J. A. Kaplan Is New Prexy Of Housewares Association

NEW YORK, Dec. 16.—Joseph A. Kaplan, president of Comprehensive Fabrics, Inc., has been elected president of the New York Housewares Manufacturers' Association for 1940.

The association, according to Flo English, executive secretary, has progressed rapidly during its eight-year history, with 8,000 buyers from every State and many foreign countries attending the annual midsummer show in New York, which had more than 500 exhibitors. Plans for the 1940 show, set for early July, are well under way. The number of prize, gift and premium units at attendance has shown a substantial gain with each succeeding show.

BINGO BUSINESS—

(Continued from page 50)

grudges the money spent at games. Hospitals, orphanages and relief agencies are supported, free lunches are offered school children who can't afford them and churches retire indebtedness.

PUBLIC OFFICIALS approve bingo games when they are supported by worthy groups for charitable purposes. Now and then reports come in that bingo has been temporarily banned. Investigations show that merchandise bingo generally meets with approval of officials. When the game is backed by responsible organizations, either patriotic, civic, fraternal or religious, full cooperation of authorities is offered.

CINCINNATI has enjoyed approved bingo for a year now and the scheme is working out beautifully. Each month receipts and attendances have increased, showing that the limit of bingo's popularity has not been reached. The scheme is working in the Queen City, which proves conclusively that it may be worked in other cities. Those who worked for bingo in that city certainly did a marvelous job and have set an example for other organization leaders.

OUT in Mollothan, Ill. St. Christopher Parish thought of holding a bingo tourney to secure funds for decoration and repair of the church. A game was held as an experiment. The result was that the church netted \$65 from the bingo for its building fund. The experiment went so well that the church committee is now planning a series of bingos to aid the fund.

CANDY DEALS

(Continued from page 50)

gives the customer a view of the candy and helps to increase the appeal.

According to reports, the boys are flocking to candy deals in Ohio confectioners. Since the numbers are enjoying

unusual popularity throughout the nation, naturally the boys are rushing to get on the band wagon. Those who were on the alert foresaw the possibilities of the containers and stocked up on them early enough to get many buyers before Christmas. Containers, with or without candy, make excellent Christmas gifts or serve as a box for something more expensive, such as cosmetics. Firms handling the streamlined items report that prices are low and an opportunity is offered boys to operate on a large profit margin.

FINAL CURTAIN

(Continued from page 29)

with the Howard Bros. Shows, in Bellaire (O.) City Hospital December 4.

MASON—Dr. Lawrence, 57, dramatic and music critic of The Toronto Globe and Mail, in his apartment in Toronto, December 9, of a heart ailment. He was considered an authority on Shakespeare.

MELVIN—William Joseph (Billy), 54, former theater operator, in St. Petersburg, Fla., hospital December 7. Melvin had managed theaters in St. Petersburg for the S. A. Lynch enterprises for many years. He also managed the Public Theater chain in that city and later joined the Sparks Co., when that firm took over the Public holdings. He was forced to retire because of ill health eight years ago.

MENDE—Fred S., 58, member of the former acrobatic team, Waldorf and Mendez, which toured the vaude circuits of this country for two years, of a heart ailment in Albany, N. Y., recently. In recent years he was a member of the firm J. W. Mendez's Sons, Albany jewelers. He was a 32d degree Mason and a Shriner. Survived by a brother and sister, of Albany.

MILLET—Joseph, who with his wife, Avis, formed the dance team Parmika and Millet, of bronchial pneumonia in Cleveland November 15. The team had closed an engagement in Youngstown, O., November 13. He was a member of the American Federation of Actors and the Performers' Club of America.

Survived by his widow, mother and several brothers and sisters. Services at the residence in Quincy, Mass., November 19.

MOORE—William B., 67, saloon owner of Atlantic City and builder of the Capitol Theater there, at his home in

that city December 9 after a lingering illness. He had resided in Atlantic City for the past 40 years. Survived by his widow, Katherine, and a daughter, Mary C. Services in Atlantic City December 12, with burial in Mount Calvary Cemetery, Pleasantville, N. J.

MUCKENSTURM—Edward, 76, for 10 years superintendent of Perkins Park Zoo, Akron, December 9 at his home in that city. His widow, a daughter and two sons survive. Services in St. Vincent's Church, Akron, with burial there.

MURPHY—Isaac H. (Ike), 67, for the past seven years concession operator at Joyland Park, Lexington, Ky., at his home in Kokomo, Ind., December 7 of a cerebral hemorrhage. Survived by his widow Dora; three brothers, James, Obie and Ivan, and one sister, Mrs. Ethel Dean, Burial in Greentown, Ind., December 9.

NEU—Mrs. Jacobina, 94, retired theater owner, December 7 at her home in Newark, N. J., after an illness of three weeks. Mrs. Neu owned the Fox Theater; formerly known as the Academy of Music, Jacobs and Neu theaters, all Newark houses, for 32 years, following the death of her husband, Joseph, in 1882. Her son, Arthur J., is of East Orange, N. J.

NOLL—Bruce, 71, president of Clay County Fair, Spencer, Ia., December 11 at his home in Spencer. He had been president of the fair for 18 years and was well known throughout Iowa.

PATTERSON—Fred A., 26, one of the original members of Sammy Kaye's Orchestra, December 6 after a long illness at a South Mountain, Pa., hospital. Illness forced him to leave the band two years ago.

PETERS—George W., 50, member of Local 190, International Alliance of Bill Posters, Billers and Distributors, Wichita, Kan., in that city November 20.

POOLER—Charles M., 32, radio writer, in New York City of a heart ailment at his home. He leaves his wife, Mrs. Dorothy Jane Larson Pooler.

POTTER—Roberts, 63, formerly manager of the Bert C. Whitney theaters, including various legitimate houses in Detroit, suddenly in that city December 5. He was later manager of the Orchestral Hall and compeller of the Detroit Symphony Orchestra, retiring in 1922. A

(See FINAL CURTAIN on page 54)

NOTICE TO ADVERTISERS

Send Your Advertising Copy for
December 30 Issue Early

ON ACCOUNT OF CHRISTMAS HOLIDAY,
MONDAY, DECEMBER 25,

and the increased size of the issue, necessitating extra forms, all advertising copy for the December 30 issue must be in Cincinnati earlier than usual. All advertising copy for which special position is requested MUST BE IN CINCINNATI by Friday morning, December 22. We will be able to take care of a few ads not requiring special position on Saturday, December 23.

SEND YOUR COPY IN EARLY FOR
BEST ATTENTION and POSITION

Medium Size Wood Dogs Mounted on
Lump Size Genuine Antico G. F. Manganese
OUR PRICE LOWEST IN THE COUNTRY

Now Can Be Retailed at 15c Pr.
D.C. \$9.75 S.

BENGOR PRODUCTS CO.
675 BROADWAY, NEW YORK, N. Y.

The Best Values in FUR COATS & JACKETS

the best buys—latest styles
Marmosks, Muskrats, From
Muskoxen, Caracals,
Beavers, Sealrobes,
Striped Coosy, Ocoo-
tets, plaid, and all the
Up
BUY DIRECT FROM THE
MANUFACTURER,
Best Buy for Bingo Games and
Bingo Boards.
Write for FREE Price List
and Catalog!

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145 West 28th St., New York City

**REVERSIBLE
WOOL FLUFF RUGS**

Leading Manufacturer now offers these
durable, attractive rugs direct to premium
clubs, managers and all occasions.
Retail agents, dealers and others at
extraordinary prices. A pastel colors: Blue,
gray, tan, green and red patterns, with
ornamental borders. Retail value more
than 100% above these prices!

27"x48" \$ 1.75 Sent 25¢ for sample
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aging to eke out an existence. . . Hamilton, Ont., was giving Art Cox a number of red ones. . . Doc J. A. Speagle's store show was having little difficulty garnering the lure in Elm City, N. C. . . Doc Tom McNeely and wife closed their season at Holly, Colo., after a successful 50-week tour. . . C. R. (Needle Ray) Cartledge and Jack Young, transferees, were working Monroe, La., to good business. . . That's all.

SPEAKING of the boys who seem to take delight in giving their fellow workers a burn after concealing a workable spot, one pitcher we know had the following to say: "I try to be true to myself in all my endeavors, thus it is impossible for me to be false any of my fellow workers."

JOE GALLANT . . . pen from Worcester, Mass., where he has been in the Belmont Hospital since last January, that he's feeling fine and expects to be on the road again next summer. Says he would like to read a pipe from Charlie Gow and Earl Louis.

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**SOCIAL SECURITY
PLATES**

KEMP

468-B East 178th St., NEW YORK CITY

DEPARTMENT and 5-and-10-cent stores in down-town Cincinnati have become demonstrators conscious during the Christmas holidays. The writer noticed a number of the boys and girls working to good results in several good locations while on a recent tour of the stores.

Events for 2 Weeks

December 18-23

CALIF.—Huntington Beach, Porly Miles of
Xmas Smiles, 20-25.
FLA.—St. Augustine, Festival, 18-22.
AKRON—Firestone Christmas Party, 21-22.
O.—Albany, Pat. Cattle Show, 18-22.
C. Canton, Sunrise Circus, 19-23.
S. C.—Legion Celebration, 19-23.

December 25-30

MO.—Kansas City, Heart of America Show-
men's Club Banquet & Ball, 25-Jan. 1.
TEX.—Houston, Southwestern Sun Carnival,
29-Jan. 1.
Dallas, Cotton Festival, 30.

FINAL CURTAIN

(Continued from page 52)

brother and sister survive. Body was cremated.

PRICE—Shorty, of the Buckeye State Shows, killed in Philadelphia, Miss., December 1 by a hit-and-run driver.

RAYMOND—George (Dutch), pitcher, killed recently in an auto accident near Ashton, Ida.

SANTO—Adolph, father of Alex Santo, of the Conger-Santo Players, and John D. Santo, of Colnomatic Sales Corp., Wheeling, W. Va., November 9 in City Hospital, Akron, of intentional poisoning. Survived by his widow and two brothers. Burial in Akron Jewish Cemetery.

SCHIELING—Ernest Henry, 63, pianist and composer, at his home in New York December 7 of cerebral embolism. He became a national figure thru the children concert programs which he inaugurated. He introduced the technique of illustrating music with lantern slides and animated cartoons and organized children concerts of the New York Philharmonic Orchestra. His career began at the age of 4 and ended November 18 when he appeared in public at the first of this year's series of children's concerts in Town Hall. He leaves his widow, Mrs. Peggy Marshall Schelling; a brother and a sister.

SIROVICH—William Irving, 57, New York congressman, at his home in New York City December 17. Sirovich had repeatedly introduced measures for establishment of a federal department of fine arts. Chairman of the House Patents Committee, he handled much legislation on copyright and was considered friendly to American Society of Composers, Authors and Publishers and other performing rights societies.

SKEAR—Jacob, 50, better known as Little Greenie, in Baltimore November 23 from heart disease. He was a well-known connoisseur.

STATZEL—Leland (Rip), old-time troupier with various outdoor shows, in Kansas City, Mo., November 23.

STEVENSON—Betty, 22, radio entertainer with the Girl Friends, trio appearing on Detroit radio stations, December 8

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are nil.

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right and the wrong way of evicting a patron.

Reprints of the article, *When Eviction Is Lawful*, which appeared in *The Billboard* of October 28, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not have a permanent address, give your route a week or two in advance. Three cents postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured proportionately.

When sending 9 cents in postage for 15 copies of the reprint, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, said: "I have read the article and wish to compliment you on publishing it. It is something that every fair secretary and showman should have."

at her home in Detroit after an extended illness. Survived by her parents, Mr. and Mrs. James Ira Stevenson, and three brothers, James, Robert and Daniel. Burial December 11 in Mount Olivet Cemetery, Detroit.

WAGNER—Victor, 64, opera and orchestra conductor, December 7 in Strong Memorial Hospital, Rochester, N. Y. He was associated with the Metropolitan Opera Co. and conducted orchestras for the Rialto and Rivolt theaters, New York.

WESSELMANN—David E., 33, secretary of Coney Island, Inc., operator of Coney Island, Cincinnati amusement park, and son of Fred E. Wessemann, Coney Island vice-president and chairman of the board, December 12 in Christ Hospital, Cincinnati, of typhoid fever. He was active in local political circles and a member of his father's law firm. Survived by his parents and sister. Services December 15 and burial in Spring Grove Cemetery, Cincinnati.

ZARROW—Zeb, 64, comedy bicyclist, December 11 at his home in Chicago. Zarrow, known in private life as Percy Prutchey, was at one time a headliner in vaudeville and for years was a member of the comedy bicycle trio known as the Isle of Joy. Survived by his widow. Burial in Chicago.

Correction

Joseph Hurlig died in Jefferson Hospital, Philadelphia, and not at his home in New York as stated in last week's issue.

Marriages

BRIDY-SIEDELL—Robert Bridy, of the staff of Mark Warnow, CBS conductor, and Edith Siedell, nonpro, in New York December 16.

CHAPMAN-LANDES—G. Keith Chapman, concessioner, and Amelia (Peggie) Landes, owner of the J. L. Landes Shows, November 27 in Olathe, Kan.

DAVIS-GIBBONS—El Davis, high striker operator, and Mary Gibbons, penny pitch operator with the Sidney Shows, recently in Shannon, Ga.

Where Are You Wintering?

Kindly give the information on this blank and mail to *The Billboard*, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1940 if definitely set

Births
A daughter, Nan, recently to Mr. and Mrs. Denny Thompson in City Hospital, Akron. Father is a well-known Akron band leader.

A 7½-pound son to Mr. and Mrs. Bits Howard December 12 at the New York Hospital. Father is concession manager at the Eltinge, New York burlesque theater. Mother, Mollie, is a sister of Billie Shaw, wife of Max Rudnick, another burlesque theater operator.

An 8½-pound boy to Mr. and Mrs. E. L. Diggs at Henry Grady Hospital, Atlanta, December 4. Father is assistant manager of the Great Eastern Circus.

A 7½-pound son, Leonard Jr., to Mr. and Mrs. Leonard Kapper in West Penn Hospital, Pittsburgh, November 28. Father is manager of Station WCAE.

An 8½-pound son to Mr. and Mrs. Alton Rea in Pittsburgh recently. Father is assistant manager of the Stanley Theater, Pittsburgh.

Divorces

Frieda Louise Wynn, former New York dancer, from Ed Wynn, radio, stage and screen comedian, in Reno December 12.

Madeleine Carroll, film actress, from Capt. Philip Astley in Sussex, England, December 12.

Fay Wray, film actress, from John Monk Saunders, author and film writer, in Los Angeles December 12.

Penny Singleton (Dorothy McNulty), who plays the role of Blonde on the radio, from Dr. L. Scripps Singleton in Los Angeles December 12.

SUGAR'S DOMINO

(Continued from page 4)

The Hays Office cannot be acting out of concern only for those who subsidize their own bit but for the industry generally. We are as convinced as anyone can be in surveying an intricate problem such as the Neely Bill that the Hays Office and all other forces fighting the bill are concerned with the welfare of the film industry as well as their own in the industry. We have had given to us quite satisfactorily that a goodly number of the bill's protagonists don't know what it's all about but are going in a chorus that they bilthely will bring curses and damnation upon the big shots and utopia to the little guy.

We do not profess to be an expert on film legislation. There are many who are but we who actually qualify for such a distinction. But one need not undergo an experience to be able to do so. As this applies to the novelist it does sound of conviction apply to us in this case. We have at least studied the background and character and knowledge of the type of man who are girthing their loins to fight the Neely Bill. They are the experts and we choose to play along with them rather than with certain elements actually supporting the bill. We at least have read the bill, and that is more than can be said for many of its supporters.

The film industry is closely related to the various other amusement branches. Its health and progress closely affect the other branches. The Neely Bill is a blow to the film industry and the economy of the several millions of persons in some way connected with it.

We do not expect others to get as hot as we do about the Neely Bill as our ebullient self. We do not expect the heretofore usual observers to help in the fight against the bill. We know at least where every man has a right to his opinion. But we do expect the conscience of men to be aroused to the point where they will at least read the bill—and perhaps go further and investigate the implications of the Neely Bill. We know the preamble referring to blockading and blind selling. They had better do it now. While there is still time to defeat the Neely Bill.

REBOUT the years that this column has appeared we have had the occasion, thanks to the prolific husbandry of the Grim Reaper, to pay tribute often to departed friends and colleagues in the industry. In no case have we felt the loss more deeply than in commenting here on the passing of George Gerhard, former amusement and film critic and in recent years a publicist for Radio City and the City of New York. He was widely known in the industry. Fate did not decree that his name and fame should be spread far and wide over the head. But he was known, admired and loved by the compact but influential group of men and women in the Broadway theatrical writing and publishing field. Gerhard was a man of great spiritual stature in life. In the months that he awaited his final curtain, knowing full well that there would be no recall, he acquired true greatness. He faced death calmly. He remembered his friends. He harbored no bitterness because in his happier days there was no bitterness in his heart for the seeds of bitterness to grow. He was, above all, a gentleman—a human being of impeccable character.

We hardly believe we are being over-sentimental in eulogizing a man such as George Gerhard. We know what his colleagues thought about him when death decreed him removed. We know how they missed him. We know how they missed his good nature. We know how they missed his sense of humor. We know how they missed more than a fair share of human kindness. We can never forget that the first time we trod cautiously on the slippery streets of a street called Broadway, then we could count our friends on the fingers of our countess hands. We were calling that was new and dark and filled with eerie frightening shapes. George Gerhard treated us like we were his royalty. He made us feel that we were important; that show business was really needed. He was one of those men in our particular generation who have similar stories to tell; just as precursors to memories to cherish of George Gerhard. He was a man of peace in life. He surely has it in repose.

Calling All Stars

HOPKINSVILLE, Ky., Dec. 16.—The mystery of why Robert Taylor shouted "There's a robbery at the corner of Main and Broad" into the ear of Hedy Lamarr, instead of whispering the sweet nothings he was supposed to, has at last been solved. For almost a month audiences at the Alhambra Theatre here had been surprised and shocked to hear the inmost secrets of the Hopkinsville police department hurled at them from the screen. At a recent performance it was difficult to tell when Gene Autry quit talking and Assistant Chief of Police Wiley Cobb began.

It was all very confusing until somebody started checking up and decided that maybe the nearness of the police's short wave antenna, on top of the Armory building, to the Alhambra's adjoining sound equipment might have something to do with it. Nashville experts on the matter summoned to do some insulating.

ONE BIG UNION, HUH?

(Continued from page 3)

suspects that SAG may have been urging its members to get the withdrawal cards, to diminish Equity's voting strength.

Equity loaned \$20,000 to the new AGVA, with SAG putting up the other \$10,000 and Equity also loaned \$18,000 to American Federation of Radio Artists and from \$10,000 to \$15,000 to the Four A's itself. In view of its shrinkings, Equity's best course would be the changing actor union situation, it is worrying about conserving its treasury.

Frank Gillmore, head of the Four A's, admits the AFA might cost the Four A's about \$25,000, and says the Four A's board has not decided how much of that it will be assessed to each member group. He added, "Certainly we (Four A's) couldn't expect all those screen stars to pay their own transportation expenses when they flew from Hollywood to Atlantic City."

The Four A's lost a healthy income when the AFA dropped out. The AFA's last monthly per capita tax to the Four A's in May was for \$800. "I don't know whether AGVA has begun to pay a per capita tax as yet, although it was chartered July 14, 1939. When asked for figures on AGVA's per capita tax, Gillmore said, "That's AGVA's affair. I have no comment." Mrs. Dorothy Bryant of AGVA, could not be reached for comment, and Miss Jean Muir, her assistant, said she didn't know what the tax was or how many votes AGVA had in the Four A's. AGVA, according to Mrs. Muir, has 1,756 members as of November 30, and the Four A's of one vote for each 300 members it would have five votes.

Gillmore, when asked what the Four A's accepted as official membership figures, said, "I don't know. AGVA would be able to tell."

When asked for the Four A attitude toward the AGVA, Gillmore said that, although AGVA has made no report of its progress to Four A's, the parent body has no objection to its going on. "It has the problem of negotiating with employers who, under the AFA regime, had obtained contracts no union could be proud of," he said. But when asked if AGVA was doing better, he replied, "I don't know just what contracts they may have signed with employers. I have no further comment."

To make up its deficit, the Four A's has announced a ball at the Waldorf-Astoria, for April 21, and the Four A's recently raised its per capita tax, and this was oked by Equity and SAG, but AFRA voted it down and the American Guild of Musical Artists has not as yet decided upon it.

Speaking of the moneys owed Equity, Gillmore said, "The money which AFRA owes Equity is safe. They will certainly be able to return that money, judging by the progress AFRA has made thus far. The only thing outstanding of AFRA's we have reason to believe is safe. We can't say how long, tho, it will take the unions to pay that back." Asked how about the \$10,000 to \$15,000 reportedly owed to Equity by the Four A's and whether it will be paid back, Gillmore said, "No comment."

Loeb has been authorized by the Equity Council to examine thoroughly the financial relationship between Equity and its sister unions. The Four A's accepted Equity's examination after it was pointed out by Loeb that Equity had to account to its own members for the money loaned to sister unions. Equity feels it has right as a Four A

member to conduct the examination.

AGVA, meanwhile, is faced with its first story, factually, too. The Ferrets faction, claiming AGVA is not democratic, is holding secret meetings and has approached Ralph Whitehead, AFA executive secretary, for advice and for permission to draft him on their ticket. Whitehead admits being approached by Ferrets and claims that he has been approached by many other performers wanting him to join AGVA and run for office. He says he has not committed himself to any group and that, in fact, he has not even joined AGVA. The AFA is now in the process of liquidating.

AGVA has already chartered four locals which have not as yet elected local officers, and it will probably be several months before an elected national board and officers are set up. AGVA's accounting system is being worked out by Bernard Reiss, accountant for AFRA, who handled the probe into AFRA's national treasury. According to Miss Muir, to fit into the "one big union" idea when—and if—that becomes a reality, AGVA is being set up along AFRA's pattern of a national fund and national treasury, with local funds controlled from national headquarters.

1940 LEGIT HAUL

(Continued from page 3)

week run at the Harris tonight and house rights Christmas night with a second company of the Kaufman-Hart comedy, *The Men Who Came to Dinner*. Much is expected out of this one, judging by the publicity it has been getting. Clifton Webb, Doris Dalton, Helen Flint and Gerald Savory will hold prominent roles. The Auditorium returns to the legit field January 8 with Mike Todd's production of *The Hot Mikado*, starring Bill Robinson.

The lot to me, which recently closed a three-week run, had big balcony patronage and only fair downstairs trade. Total estimated gross is \$63,000.

Maine Civic Goes Dark

PORTLAND, Me., Dec. 16.—Maine's Civic Theater, formerly F. F. Keith's, closed indefinitely December 2, after an unfortunate start. Two days of San Carlo Opera, November 20 and 21, resulted in sellouts, but the three days of *Of Mice and Men* supplied to have had the week were canceled without explanation. *Of Mice and Men*, with Guy Robertson and Iris Adrian, played the week of November 27, and the final performance on Monday was a financial disaster. The performance was presented after a delay of some 30 minutes.

The house then went dark again, without any word being given out to the public, who have labeled the venture a failure.

It is said now that original plans of Manager Harry A. Smith to present stock are going forward again. Guy Palmerston, now operating in Salem, is due for conferences.

"Road's" Upstairs Sell-Out

CHATTANOOGA, Dec. 16.—A total of 3,450 Chattanoogaans witnessed Tobacco Road in three performances here, lighting up the faces of its producers like a Christmas tree. Play performed before two evening audiences at the Community Theater of the Memorial Auditorium. There were turn-aways at both evening performances, the first time such a thing has happened here in several big shows.

This was even more encouraging since the Community Theater is two flights up, and Chattanoogaans had heretofore been disinclined to do any stair climbing.

The first legitimate stage attraction of the season here, it indicates a definite support of stage shows. Tobacco Road had played to a capacity audience at the Wilby-Kinsey Theaters' Bijou here last season. House this year has turned thumbs down on stage shows.

Break for Colored Acts

PITTSBURGH, Dec. 16.—Sepia talent is getting play for first time in more than a year with reopening of Harlan Casino under direction of Gus Greenlee, former baseball promoter.

Spot features Sunset Royale orchestra and six big acts. The first week at a midnight show was Ethel Waters and other members of *Mamba's Daughters* from Nixon. P. A. John Clark arranged the shindig.

What, No John Doe?

NEW YORK, Dec. 16.—After operating under the firm name of Cosmo Amusement Enterprises for 10 years, Charles Rapp, club booker, decided to incorporate the works upon legal advice that the mere registration of firm name would not prevent another from opening up another office under the same name.

He became quite alarmed, however, when the *Billboard*, in checking a report from Albany, told him that listed incorporators were David Mintzer, Nettie Shulberg and David Feuerstein, sons of whom he knew. Not recognizing the names led him to fear that someone had beat him to the gun at the last moment.

Check-up with his attorney, George Ungar, however, cleared the matter. Attorney had used names of members of his office for usual dummy corporation set-up.

Vaude, Circus Not Doing Well in Sweden

STOCKHOLM, Dec. 11.—The outbreak of war in Europe has severely hit both the circus and the vaude fields in Sweden, and only a limited number of small unit shows, using one or two vaude acts, are playing the country this season.

Only one of the four big tent circuses of Sweden completed its summer season as per schedule. This was the Circus Altheberg which closed on October 3. Circus Schumann canceled its October dates at Gothenberg and folded at Malmo on September 10. Both the Circus Mirjans Schriber and Circus Scott ended their tours ahead of schedule.

There are no stage shows as any of the local vaude houses and unit circuses, the Karl Gerhard Revue, which has no vaude acts in its cast. In former years Stockholm has had two or more houses running revues of "music hall" shows using large numbers of good vaude acts.

No vaude shows at Gothenberg and only one revue, the Queen of the Ice Company, which also is sans vaude acts. Typical unit show on the road consists of a well-known Swedish screen comedian, a native revue artiste, a singer and one vaude act, the Swedish tap dancers, Rudy and Bob.

The outbreak of war between the Soviets and Finland further complicates the Swedish situation and reduces the prospects of a return to normalcy in the amusement fields of the country.

Practically all American acts which were in the country have left for New York.

"Ice Follies" to Pitt

PITTSBURGH, Dec. 16.—*Ice Follies of 1940* will open 16-performance engagement at Duquesne Garden Christmas night and the Queen of the Ice Company, Tent 1, which hopes to make \$6,000 on opening to outfit enlarged headquarters in William Penn Hotel. Balance of stay will be under Harris Amusement Co. direction exclusively.

Featuring Bess Erhardt and Roy Shipton as the first couple of the ice, *Follies* is advertising a cast of "60 international stars." Cast includes Evelyn Chandler, Henie Brock, Shlaxstad and Johnson, McGowan and Meek, Papes and Zwack, Geborn Colson, Frick and Frick, and Claude and Clara Legg, McKellen Brothers, Ruby and Bobby Maxson, Les Hamilton, Bruce Mapes, and the 24 Ice Queens. Shows' running time is scheduled at two hours. Last year's week grossed about \$18,000. Current price scale is \$1.10 to \$2.20 for reserved seats, and \$5.50 for boxes.

Cornell's '96 One-Nighter

KANBAS CITY, Mo., Dec. 16.—This is a red-hot town for straight legit, according to Jimmy Nixon, manager of the Music Hall of the Mundy Auditorium here. For a matinee and night performance December 16, the Mundy Auditorium *Time for Comedy*, cleaned up a sizzling \$9,000, which is an all-time record in this town for a one-night stand. Top guests peddled at \$3.36. And, reports that 1939 week grossed about \$18,000. Current price scale is \$1.10 to \$2.20 for reserved seats, and \$5.50 for boxes.

I Married an Angel grossed \$7,800 for a stand November 27-29 here, cold weather and rain keeping away a good portion of the expected crowds. Top was \$3.36.

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MINORITIES

Much is being heard in modern times about the problem of minorities. It seems that the world has not yet learned how to deal with racial and political minorities, and much of the tragedy in the world at the present time may be traceable to the lack of any satisfactory solution to the minority problem.

Perhaps the best that Americans can do as they celebrate the Christmas season is to be glad they can belong to a minority and still be free, and still celebrate the holiday season in their own way.

It might be well also to do some random thinking about the minority issues and groups that exist under the American free system. Fortunately, our two major parties are so well balanced that there is no such thing as a minority for long between them—and the major parties are so occupied with each other that they hardly have time to persecute any of the minor parties that exist in the country. Even religious adherents are divided into so many sects and organizations that there is no general idea of a religious minority being persecuted by a major religious group.

In the field of politics and of public morals, the most interesting thing about minorities is that they develop and promote new ideas, until some of these new ideas finally are accepted by the majority. It is surprising how many of our cherished American ideas were first promoted by a minority.

A conservative newspaper recently sprang a political surprise by pointing out that five of the ten planks in the first radical party platform in the United States had since been enacted into the law of the land—and these laws had been passed by Republican and Democratic administrations. In the melting pot we call America good ideas can grow peacefully until they are finally accepted by all—regardless of where the ideas may originate.

The business world, too, has its minority ideas and there is such a thing as persecution of new ideas and the minor groups that promote them.

The coin-operated machine industry is in the position of a minority business group, with new ideas and devices developed thru the mechanical progress of the age, and coming into conflict with moral ideas and business practices held by the majority.

While the coin machine industry is a minority business group, its cause is also being accepted slowly by individuals and groups in prominent places, who themselves make a powerful minority to help promote the idea of coin-operated machines in a modern world.

A very telling illustration of this fact may be seen in the recent decision of the South Carolina State Supreme Court on the legality of pinball games. The majority decision (three judges) declared the pinball games as licensed under a new State law, passed by a legislative majority, are games of chance.

But the dissenting opinion (two judges), a minority decision, forms the most potent and basic legal argument

that has ever been advanced for the tolerant consideration of modern pinball games.

It so happens that in the history of the higher courts of our judicial system the minority or dissenting opinion eventually becomes the opinion of the majority. Due to national attention centered on the United States Supreme Court in recent years, this fact has often been illustrated in the decisions of the highest court in the land. Slowly, the minority or dissenting opinions come to the fore and are finally accepted by the majority in many cases. That is how political and business progress is made. It requires time, but progress is made eventually.

It is disastrous in a business way to individual members of the coin machine industry when their business is knocked out by a three-to-two decision like that in South Carolina. But for the trade as a whole great progress is being made. Two judges out of three in the high court of a State have boldly championed new ideas and new devices in a modern age. There is certainly no evident reason why two judges should thus step forward to defend a minor business. There are political reasons why they no doubt should have kept silent.

But they formed a minority and with typical American courage set forth their own ideas in defense of something that eventually will be accepted by the majority.

The dissenting opinion, in favor of licensed pinball games, as quoted in part in the newspapers, was as follows:

"Of course, all of these machines are potential gambling devices in the same light that all automobiles are potentially 'deadly weapons.' It seems that unlawful acts of third parties (players—Ed.) are used to condemn a machine lawful under the statute and so licensed after investigation by a department of our State government. Nothing inherent in the machine is wrong. Unlawful acts of those who violate another statute are made the criterion of the unlawfulness of the machine. . . .

"Betting on the side on games of pool, backgammon or chess should not condemn the games, even were they not expressly excepted by the terms of the statute; nor should football be stopped because onlookers wager. Otherwise, the lawful acts of one are condemned by the unlawful acts of his neighbor."

Analysis of the dissenting opinion shows that some very basic principles of Americanism are imbedded in its logic. It suggests that courts should respect the legislatures when a majority of them license and tax modern developments for needed revenue. It suggests that an industry or business should not be condemned as a whole when one or a few violate the accepted statutes or rules. It suggests also that such popular sports as football should not be condemned because betting on the major sports is becoming such a national habit. That dissenting opinion in South Carolina is quite a Christmas present to the amusement games trade.

To the members of the coin machine trade, a business minority to whom I have given my best support in argument and boosting for these 10 years, a real Merry Christmas.

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Letter From Ceylon

Colombo, Ceylon,
October 10, 1939.

To the Editor:
Your letter dated July 31 reached us today, therefore we could not get you any news for publication in your issue of September 30.

Your letter was addressed to Messrs. James & Rutherford. This firm has ceased to operate in Ceylon, although I understand they still operate in Northern India. Almost all automatic machines in Ceylon are owned and operated by the Ceylon Automatic and Vending Co.

We operate, lease and sell all types of automatic machines and have a well-equipped workshop where all repairs are done. Among the various types of machines we operate are the following: Jackpots, pin tables, Photomats, grip machines, arcade machines, weighing scales, etc. I am the managing proprietor and have had considerable experience with coin machines in many countries and at one time resided in Brooklyn and later in San Francisco and Los Angeles.

The scope for operating certain types of automatic games in Ceylon is strictly limited. All machines must be of a non-gambling nature. Jackpots can only be operated when owned or leased by clubs and played by club members only. No payout in pin tables are allowed and pin tables must be played for amusement only. All types of arcade machines operate and do well here.

I would like to get in touch with Mr. Handy, who is a great subscriber to your paper. When last I heard of him he was in Singapore,

but I believe he has now returned to the United States.

Wishing the coin machine section of your journal every success.

WILLIAM J. BYRNE,
Ceylon Automatic and Vending Co.

Ops Appreciate National Service

CHICAGO, Dec. 16.—"Promises are good, but performances are better," says Harry Helman, sales manager of the National Coin Machine Exchange. "We are long on performance, and the enthusiastic reception I have been accorded throughout the Midwest and other sections visited is proof that operators appreciate performance."

"Here is what I mean—our plan of off to current smash hits, recommending only games that are mechanically sound. Then we give them honest-to-goodness service. That's why they're swinging to National—depending on us to tell them what's what in game trends."

"We never underate the operator's business acumen and that is one reason

why National's president, Joe Schwartz, has laid down the definite policy that the operator must be satisfied or it's no deal. That means 100 cents for every dollar that the operator spends at National."

Letter From Holland

November 1, 1939.

To the Editor:
May we draw attention to the fact that we are the greatest import house in Holland of novelty and amusement games and always consult the advertisements in *The Billboard*.

We therefore take the liberty to send you inclosed a photo of our manager, P. A. Van Nie, and you would greatly oblige us if in due time you would insert this photo in your magazine, so that in this way all your advertisers will get acquaintance with our firm. Awaiting your data by return, and thanking you in anticipation, we remain,

Yours Truly
ROTTERDAMSCHIE AUTOMATEN
CENTRALE.
Rotterdam (Zuid), Holland.



DICK HOOD, in charge of the 1940 Banquet Show, promises that there will be a greater galaxy of gorgeous girls than ever before.

\$1,000,000,000 SHORT!

If all the fancy moneymaking claims you hear were matched with actual results, there'd be about a billion dollars short. We don't have to claim anything sensational about PHOTOMATIC . . . there are 7 solid years of profitable proof behind our story. More smart operators are listening every day.

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

GET KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature

GREATEST MONEY MAKER EVER BUILT

C. R. KIRK & CO. → ALL →
2626 W. WASHINGTON → MECHANICAL
CHICAGO, ILLINOIS → OPERATION

BARGAINS FROM DAVE MARION

10 Best Pocket, Fruit or Cig.	\$27.50	4 Ohio Clubhouse	3.00
5 Skill Jumps, Console Model	14.50	5 Deuces Wild	6.00
Belmor Pinut, 1c & 3c	7.50	10 Chatterbox	12.00
1c Cigarette, Late 1939	6.00	1-2-3	17.60
1 Ball Automaton, \$5.00 Up. Real Buy.			

No Shipments Without 1/3 Deposit.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

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

GRAND OPENING

THURSDAY

DECEMBER 28, 1939



MORRIS SILVERSTEIN



AL SCHLESINGER

SQUARE

AMUSEMENTS

OF ALBANY

707-709 BROADWAY, ALBANY, N. Y.

FEATURING

ROCK-OLA

SENSATIONAL

TEN PINS

Luxury Lightup PHONOGRAPHS

BE SURE TO BE PRESENT for LUNCHEON, ENTERTAINMENT, REFRESHMENTS—and SEE the MOST BEAUTIFUL SHOWROOMS in the EAST!

GRAND OPENING

FRIDAY, DECEMBER 22, 1939

NEWARK DISTRIBUTING CO.

107 Murray St., Newark, N. J. (Tel.: Blgelow 2-8828)

JACK BERGER, Mgr.

C'MON IN

Let's get acquainted! We'll have all the latest and best machines as well as a great number of used machines! Take a drink and have a bite on us—LET US PROVE TO YOU WE CAN BE OF REAL SERVICE!

RECONDITIONED PHONOGRAPHS

(All A-1 Condition)	
Capehart, Model M2W	\$ 35.00
Seeburg Selectophone Chassis	25.00
Seeburg Symphonola Model A, in Illuminated Cabinet	75.00
Illuminated Grill	40.00
Seeburg Symphonola Model A, with Records	30.00
Seeburg Symphonola Model B, C or D	50.00
Seeburg Symphonola Model H or J	75.00
Seeburg K (20 Records)	145.00
Seeburg O (20 Records)	135.00
Seeburg Medley King Model K (15 Records)	75.00
Seeburg Symphonola Model Gem (20 Records)	150.00
Seeburg Symphonola Model Rex (20 Records)	175.00
Seeburg Symphonola Model Piza (20 Records)	175.00
Wurlitzer 4-12 or 4-18	30.00
Wurlitzer P-12	30.00
Wurlitzer 919, with Grill (18 Rec.)	65.00
Wurlitzer 24-Record	155.00
Mills Zephyr, like new	65.00
Mills De Re MI	30.00
Mills Studio	110.00
Rock-Ola Imperial (20 Records)	125.00
Terms: 1/3 Deposit, Balance C. O. D.	

W. B. NOVELTY CO., INC.

3800 N. Grand Blvd., 3105 Gilman Plaza, ST. LOUIS, MO., KANSAS CITY, MO.

Supreme Vending Opens L. I. Branch

BROOKLYN, Dec. 16.—William Blatt, of Supreme Vending Co., Brooklyn, has opened a branch office in Bellmore, Long Island, at 201 Grand avenue, he reports.

"This is one of the largest offices in the metropolitan area," revealed Blatt. "We have over 10,000 square feet of space. The space is so arranged that operators

can drive right into the building with their trucks and unload whatever machines they have.

"We will have on display the finest new machines and some of the greatest reconditioned machine bargains. In addition, we will have cigaret machines and phonographs for operators interested in the merchandising machine business.

"We have been dealing with a great number of the Long Island operators for over nine years and we hope that they will come in and say 'hello' and get acquainted all over again."



Acme Remodeled 616

ACME REMODELING & PARTS

THE NEW 1940

ACME DOME \$895

FOR 412 AND 616 WURLITZERS

616 COMPLETELY \$2500

REMODELED AS SHOWN

(\$29.50 AFTER JANUARY 1, 1940)

FOR SALE!!!
Completely Remodeled
616 as illustrated
(rated) . . . \$119.50
Do Lutz Remodeled 412
with Levers . . . \$75.00
1/4 with ends, bat. O.O.D.
P.O.B. 8437n.

WRITE FOR
PRICE LIST
OF 616 AND
412 PARTS!

ACME SALES CO.

New Address: 1775 CONEY ISLAND AVE. BKLYN, N.Y.
N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

CMI Dinner Draws Crowd

Open meeting for boosting new ideas for the coming 1940 convention

CHICAGO, Dec. 16.—A big turnout of regular and associate members of the Coin Machine Industries, Inc., at an open meeting of the organization December 12, enjoyed a fine dinner in the Crystal Room of the Hotel Sherman. The open meeting had been called to give all an opportunity to discuss freely any suggestions for the 1940 Coin Machine Show. Dave Gottlieb, president, held the gavel, and directors and officers were at the speaker's table.

Discussions were friendly and good-natured and a united spirit back of the annual convention was in evidence.

An impressive fact at the meeting was the reading of the list of regular and associate members of the CMI. The list as read is published as follows:

Regular Members

(Note: If name of city is not given the firm is located in Chicago). A. B. T. Mfg. Co., Advance Machine Co., Bally Mfg. Co., Baker Novelty Co., Inc., Burel & Co., Chicago Coin Machine Mfg. Co., Coan-Stratford Co., Madison, Wis., Daval Mfg. Co., DuGrener Sales Corp., New York; H. C. Evans & Co., Exhibit Supply Co.; Genco, Inc.; D. Gottlieb & Co., Groebchen Tool and Mfg. Co.; International Microscope Reed Co., Inc., New York; O. D. Jennings & Co., C. R. Kirk & Co.; National Venders, Inc.; St. Louis; Northwestern Corp., Morris, Ill.; Rock-Ola Mfg. Co.; Rowe Mfg. Co., Belleville, N. J.; Trumount Coin Machine Co., Boston; U-Need-a-Pak Products Corp., Brooklyn; Universal Venders Corp., Columbus, O.; Western Products, Inc.

Associate Members

Accurate Spring Mfg. Co., Acme F. & M. Co., Advertising Poster Co., American Molded Products Co., American Spring and Wire Specialties Co., Atlantic India Rubber Works, Atlas Novelty Co.; Bell

Lock Distributors (Division of Automatic Instrument Co.), Grand Rapids, Mich.; Berteau-Lowell Plating Works, Blenheim Glass Works; The Billboard, Cincinnati; Blackhawk Mfg. Co.; Block Marble Co., Philadelphia; Central Pattern and Foundry Co., Chicago Electric Supply Co., Chicago Lock Co., Chicago Mill and Lumber Co., Churchill Cabinet Co., Anton Clemetson Co., The Coin Machine Journal; The Coin Machine Review, Los Angeles; Colonial Kolonite Co., Drake Mfg. Co.; Electric Motor Corp., Racine, Wis.; Electro Units Supply Co., Kilman & Zuckerman, Erie Can Co., G-M Laboratories; Gardner & Co., Gear Specialties Co.; General Electric Co., Gerber & Glass, Carr Gorr Printing Co., Graham Plating Works, Grand National Sales Co., Guardian Electric Co., Hooker Glass and Paint Co., Hudson Screw Machine Products Co., Illinois Lock Co., Independent Lock Co., Industrial Screw and Supply Co., Johnson Fare Box Co., Mason & Co., Matches Electric Co., Max A. R. Matthews Co., Merritt Metal Specialties Co.; Mosaic Vending Machine Co., Richmond, Va.; National Coin Machine Exchange, National Steel Co., Hecht Nielsen, D. A. Pachter & Co.; Pan Confection Factory; Permo Products Corp.; George Pomeroy of New York, Inc., New York; Production Instrument Co., Quality Hardware and Machine Corp., The Reproduction Co., Bunnell Cord and Wire Co., N. Shure Co., Sicking Mfg. Co., Cincinnati; Standard Transformer Corp., Stark Novelty and Mfg. Co.; Superior Products, Inc.; Universal Mfg. Co., Kansas City, Mo.; W. W. Wilcox Mfg. Co.

Pa. Parking Meters

BERWICK, Pa., Dec. 16.—A possible installation of parking meters was discussed by the Berwick council recently as an alternative means of alleviating the parking and traffic situation here. A committee will check on the number needed for adequate control and will report to the main council body after it ascertains the facts.



A. E. OBERG, North Dakota operator, purchases his machines and supplies in Minneapolis. Above he is shown standing in front of the W-G Games Co. establishment in Minneapolis.

Coming Events

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

New Jersey Cigaret Merchandisers' Assn. banquet, February 10, 1940, Hotel Douglas, Newark, N. J.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.

Second Annual Regional Show for Northwestern Operators, sponsored by the Minnesota Amusement Games Association, Inc., at the St. Paul Hotel, St. Paul, February 5 and 6.

Dinner and meeting of Wisconsin cigaret machine operators at Schroeder Hotel, Milwaukee, Sunday, January 7, at 1 p.m. to hear John W. Roach explain new Wisconsin cigaret law.

Phonograph Owners' Association of Southern Illinois, First Anniversary Dinner and Dance, January 4, 1940, at Hotel Belleville, Belleville, Ill. Informal.

New Year's Celebration by combined Philadelphia Amusement Association and Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey, December 31, 1939, to January 1, 1940, Nat Chodorok, Pasadena Novelty Co., chairman of arrangements committee.

EASTERN FLASHES

NEW YORK, Dec. 16.—All eyes are turned toward the coming convention in Chicago, with ops and distributors filing their travel and hotel reservations now in an effort to avoid disappointment later on. New York Central is reported preparing a special train to take the boys Chicago-bound. Judging by advance reports, there should be a larger turnout of New York ops than ever before.

AROUND THE TOWN . . . According to Time Magazine, Vice-President Garner is a rabid pinball fan and has shot a mean marble with the best of them. . . . All those who knew Jack Perry will be sorry to hear of his death. Appendicitis and pneumonia were the cause. . . . Sam Brooks, of Acme Sales Co.'s depot and showroom on 10th avenue, reports: "Just watch for the surprise we're going to have for the photo ops. Our remodeling jobs have won a great deal of praise, but when we present this new one we expect a shower of orchids." . . . Seymour Pitch is now in charge of floor sales for George Penser. Seymour was initiated into the game in Philly. From there he went to Brooklyn and thence to New York. All the boys are wishing him lots of luck in his new post.

NEW GAME . . . Eastern distributors welcomed the announcement of a new game by Chicago Ops. The latest Chicago machine is called Commodore and its sales in the Boston market are expected to climb rapidly. This market has given a wonderful reception to the O'Boy game, and operators are highly elated about the prospects for the newest game.

GRAND OPENING . . . Jack Berger, manager of the Newark Distributing Co., Newark, celebrated the opening of his new quarters Friday (15) with a gala party for Jersey operators. Jack, who has been in the business many years, will have a complete line of machines on display at all times.

ACTIVITY . . . activity these days at John A. "Phonobone" headquarters. "Bally Alley and Bally's Bull's Eye ray rifle are the cause of all the excitement," Fitz reports. "Orders come in all day long. There's no doubt about it, the two games are the greatest products Bally has ever had on the market."

NOT STUFF . . . Dave Robbins reports he's going to town with a terrific Totalizer. "Ops like the game. Dave claims 'em already. He's booked orders for more than 300 games." Dave also revealed that his territory has been extended. It now includes the States of New York, New Jersey and Connecticut.

RETRIVAL . . . Interstate Machine Sales Corp. placed its sample of Rock-Ola's new Ten Pins on display this week and the ops gave it an enthusiastic reception, according to reports. Joe Fishman states that deliveries are being made in same rotation as orders are received.

ROUNDED UP . . . Sam Segal, of Acme Sales, reports he's all signed up for a booth at the convention. "We're looking forward to meeting all the ops who have written to me that they'd like to meet us at the show. We'll have the chance to get together with these men and work out some deals," Sam says.

OPENS AND MACHINES . . . You may see that swank pinball set-up in the movie *Babe in Arms*? Must have been set up by some California op who really knew his biz. . . . Sol Silverstein, of Chicago Coin, came galloping back into town with his riding boots all dusty and going in the back of his car. Claims all Chicago games are now in the air. . . . Off to Florida go Marvin Liebowitz, of Interstate Machine Sales, and Cliff Bailey, Rock-Ola district manager. Marvin recently brought down a deer while hunting up-Stat. on the head of which he sent a letter to Jack Nelson. . . . Dave Long is going to bring back a swordfish to present to Dave Rockola. . . . Louis Goldberg and Al Lifshay, of Amalgamated, are around the town seeing leaders. Could it

be that the Amalgamated is getting set for another big affair? . . . Jack Mitnick is dreaming about hunting and fishing in Canada week before the show. . . . Willie Blatt, of Supreme, sees an era of big games in the offing. He looks for some big things to be unveiled at the coin machine show.

CELEBRATING . . . Over at the George Penser Co. the sales force is celebrating its victory in the sales contest on Mills Throne of Music phones conducted by the Mills Novelty Co. Right after receiving the good word George and Mrs. Penser, together with their daughter, Thelma, packed their duds and hied themselves away to Miami Beach, Fla.

FIRST TIMER . . . Irving Mitchell will attend the coin machine show for the first time on his own. Mitch has attended other shows, but this time he'll be running all over the Sherman, making contacts and deals for L. L. Mitchell & Co. Irv's organization has made great strides during the past several months and now ranks right up there with the leading pin game jobbers in the city.

BIG DOINGS . . . Over at Scientific Games Corp., where Max Livine is unveiling his new 12-foot bowling alley, big things are afoot. Max reports that a number of alleys are already in operation around here and have done so well that ops are beginning to drop into the plant to place substantial orders. "Our alley has lots of flash," he says, "and we expect to sell plenty of them."

SYRACUSE JOTTINGS . . . Most of the coinmen here already have made reservations for the Chicago show. . . . Angelo Delaporte, of Rex Amusement Co., who handles all the leading games and Rock-Ola phones here, believes that phone ops are in for their biggest year in 1940. . . . Mac Cohen, of the George Penser Co. branch office, is always on the go, contacting phone ops to tell them about the Throne of Music. He predicts that 1940 will unleash a terrific buying barrage. . . . Charley Fairchild is one of many old-timers will remember. He's still doing okeh here. . . . Tom Singleton is another one of the old-timers who says things are going great. . . . Two of the most progressive ops here are Harry Olickstern and Lou Golden, of Indian Novelty Co. . . . Jimmy Lunger was granted a pilot's license last week. Jimmy says if his operations continue to grow he soon will have a plane all for himself. . . . Bob Monahan is specializing in ciggy and phono machines here.

LONGEST RUN . . . Nat Cohn talks about Modern's offices' being on Broadway now for nine years this way: "The longest hit run on Broadway—Modern Vending Co." Incidentally, Nat was elated over the fact that a visit to the park men's show at the Hotel New

Yorker last week revealed that Music Corp. of America, Consolidated Radio Artists and the William Morris agency were using Wurlitzer phones filled with the recordings of their artists to sell their hands to the park men. "Just one way of showing that Wurlitzer is on top," he said.

FIRST SHOWING . . . Sodamat's Julius Levy reports the drink vender his firm has developed will make its bow at the coming coin machine show. "This machine has everything," Levy says.

OLDTIMER . . . Milton Negler is now at Mike Munves' 10th avenue offices after years of serving ops at Mike's former Park Row offices. Milton's prompt service has won him a place of esteem in every op's heart. It's good to see him back on the line handling the firm's business just as speedily and efficiently as in the past.

PLEASED . . . Jack Kay, of Ace Distributors, Newark, received a request from St. Peter's Church, Essex Falls, N. J., this week to aid on a Christmas party the church was giving for charity. Jack replied by not only giving directly but sent up four pinball games for the party. The games proved to be the biggest attraction of the evening. "You ought to see the letter we got," Kay states. "We are having it framed to hang in our offices. We only hope we can be of service to all other charitable organizations in the same manner."

ROLLING THEM OUT . . . Hymie Budd reports he's rolling out games as fast as they come in. "This past week," he says, "we received a carload of Stoner's All-Baba and it was sold before it even docked. All we did was send the truck over to cart the machines to the ops."

FESTIVAL . . . Charley Aronson and Bill Alberg are getting set to reveal details on their "Ten Strike Festival" at their Brooklyn Amusement Machine Co. offices to celebrate the success of the game. "Boy," says Charley, "it's a honey."

OVER THE TOP . . . Dave Stern, of Royal Distributors, reports he's going over the top with Royal Polish these days. "We've arranged for distrib set-ups almost everywhere in the country," he says. "This polish is so good that one sale brings a repeat order every time."

COINSHOTS . . . R. Millard, pioneer coinman, celebrated his 72d birthday December 11. Millard is still extremely active, operating 160 Grip machines and hundreds of vending machines. . . . Ink Spots recording of

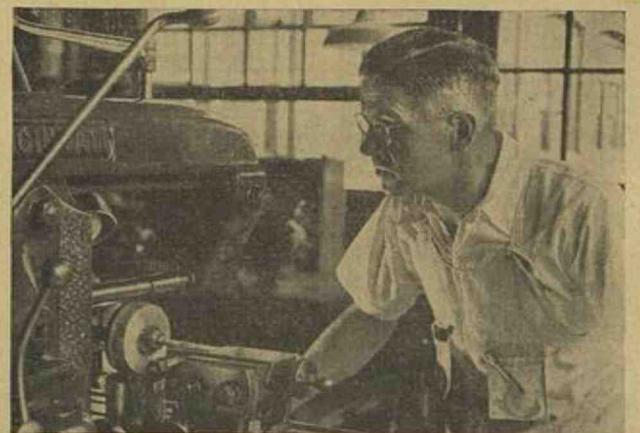
NEW LOW PRICE
\$40⁰⁰ 40⁰⁰



A FEW MORE LEFT GUARANTEED LIKE NEW
We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, re-polished, new reel strips, springs or parts where needed, for operating purposes as good as new.
15-DAY MONEY-BACK GUARANTEE
Write for prices on our complete line of Rebuilt Machines
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1888—Tel. GOLUMBO 8770.
Cable address "WATLINGITE," Chicago.

SPECIAL!!
BRAND NEW FREE PLAY
IN ORIGINAL CARTONS
FOLLOW UP . . . \$52.00
WRITE FOR SPECIAL CLOSEOUT PRICE LIST ON FREE PLAY GAMES!
SAVE MONEY! GET ON OUR MAILING LIST!

George Penser Co.
11 EAST RUNYON ST., NEWARK, N. J.



"NOT ONE THING IS SOLELY RESPONSIBLE for the dependability of Wurlitzer phonographs," reports the Rudolph Wurlitzer Co. "Many things contribute to make the Al Ruth may be accredited a large part of their reliability. Armed with experience, judgment and accuracy, he has applied himself as a toolmaker in the production of metal parts of original Wurlitzer models for 23 years. Wurlitzer is proud of him, but he merely says: 'I'm only one of the many here who try to make each job as perfect as we know how.'"

Eddie Lane's Bless You is reported by Miss Schoenberg, of Modern's record department, as being the best seller of all recordings made of this tune. . . . Earle C. Backe, of National Novelty, Merrick, L. I., still leads in the reconditioned games field if complimentary letters mean anything. He received some this week that were masterpieces. . . . Sam Kresburg, of East Coast phone distributors, is rushing thru plans for the firm's 1940 season, which he believes will be the busiest year his firm has ever had. . . . Irv Morris has added three more rooms to the Penser Newark offices. . . . Howard Peo, of Rochester, N. Y. (remember the Whirlwind!), is now rebuilding those old Seeburg Ray Rifles and calling them, "Where is the Hired Girl?" . . . Irv Orenstein, of Hercules, tells about the 10 offices his firm has built for ops on the second floor. "We're also arranging for 24-hour telephone service for the men," he reports.

ART COLLECTOR . . . Bert Lane, of Seaboard Sales, Inc., has gone in for art with a capital A. The oils and water colors he has in his home would be envied by any collector. "And," says Bert, "talking about art, Genco's Follies of 1940 is one masterpiece of money-making mechanism that is bringing in the do-re-mi for ops everywhere in our territory."

Cigarette Merchandisers' Associations

With Christmas holidays in the immediate offing, the CMA of New York members are winding up their affairs for the year. An executive committee meeting was held on Thursday (21) and a regular session will follow immediately after the next session. According to Matthew Jones, manager, the organization will review 1939 activities, map the budget for 1940 and outline general plans. One of the important issues that will probably be brought up at this evening session is the matter of the fourth annual banquet, which officers are anxious to make the biggest in the history of the organization.

Will Wiener, of the F. & S. Cigarette Service, will have to turn his attention to some other sport now that the football season has ended. Of course, Cornell is his favorite team—and Cornell seems to have done all right. Wiener's son is a student at Ithaca, where he won a scholarship.

Jack Levine, of Nassau Cigarette Service, reports that business on the Island continues above the average. He is busy looking for new locations, which is cutting down on his so-called spare time.

Henry Salton, of Balton Cigarette Service, is using his leisure time making out the Christmas list. The boys are wondering if the list is growing yearly like most lists—except those of location.

Jersey Reports

Members of the CMA of New Jersey are busy these days getting things out of the way so they can enjoy the holidays. At a special executive meeting held recently, at which matters of importance were discussed, it was decided the matters be brought up again for discussion Wednesday (20), when a special executive committee meeting will be held by a regular meeting. The members will discuss the budget for 1940 and hear reports on 1939 activities. These meetings will end the year's work, so no sessions are contemplated during the holidays. The meetings will be held at the Trenton Cigarette Merchandisers' Association, headed by Edward J. Dingley, president of the Cigarette Vendors' Association of Pennsylvania, and Norman Fuhrman, secretary of the association, are expected to attend the meeting and talk on matters of importance. Since the meeting to wind-up the year's work, James Cherry, manager of the organization, says that all members attend.

The forthcoming Coin Machine Show in Chicago is claiming the attention of many members of the Jersey organization and plans are already under way to secure a special car to be done later to take the members to the convention. No definite information is yet available on this matter but announcements will be forthcoming shortly. Such a hope turnout is expected in the Windy City that the Interstate Cigarette Merchandisers' Association, headed by Anthony Mason, president of the Interstate group and secretary of the CMA of Connecticut, has announced tentative plans for a meeting of the group to be held in January 16 and 17 when problems of a general nature will be discussed. It is noted there is nothing definite regarding these meetings, CMA members are expected to see the plans materialize.

Plans for the big CMA of Jersey banquet to be held in the ballroom of Hotel Douglas February 10 are rapidly materializing. James Cherry, manager, reports. Several acts are being booked for the event. John Sharenow, president of the CMA, is serving as the chairman of the banquet committee. With plans moving along so smoothly definite announcements will be made soon after the first of the year. The boys are busy with the advertising program and the results are reported to be far above expectations.

Pan Lists November Bulk Candy Choices

CHICAGO, Dec. 18.—"Taken direct from our sales records, the following

candies have been the 'Big 10' with vending machine operators from Coast to Coast during the month of November," report Pan Confections execs. The most popular candies are: 1. Pee Wee Boston Baked Beans, hard shell; 2. Teeny Beans; 3. Boston Baked Beans, hard shell; 4. Pee Wee Smooth Burnt Peanuts; 5. Assorted Licorice Pastels, hard shell; 6. Chocolate Raisins; 7. Smooth Burnt Peanuts; 8. Black and White Licorice Dibs, hard shell; 9. Fruit Dibs, hard shell; 10. Chocolate Wee Bits or Candy Frosted Peanuts.

Pan is also offering, at the present time, Coconut Cream Nibbles. The candy is not hard shell processed and is a sugar-coated soft creamy center full of coconut. They come in assorted colors approximately 600-700 pieces to the pound.

Breath Pellets are also declared by Pan officials to be a good machine item. The assorted aromatic cachou pellets come in 10 and 30-pound cartons and may be had in a variety of flavors and colors.

Fort Worth

FT. WORTH, Tex., Dec. 16.—The radio electric rifles are becoming thicker in this town than operators at the Sherman Hotel during a coin machine show. But every unit is getting good play and making money. The Frankrich Distributors keep adding additional targets to their large string and Operators Tommy Latimore, B. S. Traynham and Clayton Senter have also gone in for radio guns.

Phono Operator Bob Cowan is sporting a new coupe. The music boxes are spinning right along, says Bob.

Operator C. Weaver, of Dallas, was a visitor on the row a few days ago. He was looking over used equipment.

Willard White and Benny McDonald, two well-known local ops, have opened new and larger quarters on the north side. They are jobbers for the Evans Bowling Game Ten Strike for West Texas territory. They will also job phonographs. Their new place is now one of the largest and best-equipped in North Texas. Both boys plan to attend the Chicago Show in January.

Ed Sluder, manager of the Ed Sluder & Co., Dallas, large operators of penny merchandise machines, was in Ft. Worth last week buying used Master vending machines. Sluder's firm is establishing a large route of the Master machines.

Sid Johnson, coinman supreme and former leading operator of automatic marble tables, is planning on establishing a route of ray-light guns. Sid is shifting gears on a brand-new 1940 car.

Recent rains have enlivened business in this section and operators are enjoying their share of the money being spent. Christmas shopping has been well under way for over two weeks and this also adds more coins to the cash box of coin-operated devices.

Salesboards are tops with ops these days. Christmas deals are now being placed and all types of boards are receiving profitable play. Leading salesboard jobbers in this city are Portex Sales Co. and Southern Sales Co.

Operators enjoyed increased business due to the observance of two Thanksgiving days.

It is rumored that Ft. Worth will soon have a new coin machine exchange.

Now THE IMPROVED



JENNINGS

IN-A-BAG

VENDS NUTS AND CONFECTIONS IN SANITARY GLASSINE BAGS



The new and modern method of vending nuts and bulk confections in sanitary glassine bags was introduced with Jennings In-A-Bag. The public acceptance was immediate — Operators were quick to sense its popularity and soon discovered that their earnings on In-A-Bag were four and five times that of the conventional vender.

Now this sensational machine has been further improved — in appearance — in mechanical perfection. The entire mechanism is now treated for rust prevention — assuring years of smooth, trouble-free operation.

Get the jump on your competitor — Be the first in your territory to introduce this sensational new sanitary vender.

Write for complete details

O. D. JENNINGS & COMPANY

4309 West Lake Street

Chicago, Illinois

Johnnie Wilson, well-known local operator, plans to open the exchange shortly after January 1. New and used machines of all kinds will be bought and sold and a complete stock of vending machine products will be handled. A repair and refinishing department will also be installed.

Ed Brown, Dallas distributor for National cigarette machines for Texas, Oklahoma, Arkansas and Louisiana, was a Ft. Worth visitor a few days ago. Ed says that his product is meeting with a huge success.

Groetchen's Metal Typers is being well received in this territory and more of the units are appearing on location weekly. Reports of special features Groetchen will place on Mercury and Sparks machines has operators excited.

The reservation list on the special train going to the Chicago show in January is growing daily. Texas and the great Southwest will be well represented at the big affair. The Texas group is pulling for a delegation of 100.

Canada Hits at Tobacco Combine

EDMONTON, Alta., Dec. 16.—Motion to quash combine and monopolistic charges against 42 tobacco companies and jobbers made in the Supreme Court here was refused in a recently issued judgment. Charge is that over a period of nine years the defendants have conspired to restrict the tobacco trade to their own advantage.

Over a period of six weeks, five specific charges and 3,000 exhibits were reviewed and the exhibits admitted as evidence. Following this, the presiding judge reported that all charges and acts in themselves are not illegal—providing that evidence of an agreement cannot be shown. "They are acts which if done by a single person or if done by many persons without an agreement or a combination would be quite legal. It follows from this situation that the statute creating the offense must define with some particularity those acts or matters, which they are innocent in themselves, nevertheless, when they become the subject matter of an agreement or combination, stamp such agreement or combination with illegality," the justice's judgment read.

Principal charge was that an agreement existed which unduly limited facilities in respect to the sale of an article of trade or commerce such as tobacco. It is assumed that in certain sectors limitations may have been set on vending machines handling products over which the alleged monopoly was in effect.

OPENS OFFICES

(Continued from opposite page) machine field, the past few years with beverage venders, and knows the possibilities in the beverage vending field.

"The mechanical features of Sodamat," claims Levy, "have been consolidated in the new automatic vender, and we have added several improved features. In addition, the beauty of design will attract great attention and fit in the most luxurious location. The new offices on Fifth avenue will be appointed with the finest furnishings," he adds.



GREEN LIGHTS WHICH FLASH when Bolly Beverage Venders require refilling are reported to be keeping the Fitzgibbons service truck busy in the New York area.

MUSIC MERCHANTS

Good-Will Spirit Reigns Thru Entire Music Field

Ideas of orchestra leaders are appreciated by phonograph operators

CHICAGO, Dec. 18.—Good-will moves in keeping with the Christmas season attracting attention in music circles here during the week. The moves were designed to bring the professional music world and the phonograph operating world closer together for mutual understanding and profit. That the coin machine fraternity enjoys it all is indicated by the increasing personal interest of phonograph operators in the field of music.

Orchestra leader Tommy Dorsey entertained a big group of phonograph operators at a cocktail party at the Palmer House this week. Dorsey himself was present to rub elbows with the operators.

Miraben Has New Remodeling Parts

CHICAGO, Dec. 18.—Reports emanating from the Miraben Co., Chicago, are that an entirely new type of cabinet remodeling job for every type of phonograph has made its appearance on the market. According to Ben Lutke, proprietor, the craftsmanship used in the manufacture of new phonographs is not excelled in Miraben Mastercraft remodeling jobs.

The new exclusive plastic effects in our replacements, together with the admirable chromium and aluminum trimmings, have won a great deal of praise for our product. Because of the volume business we enjoy, the better materials and workmanship cost no more than ordinary remodeling jobs. They put new life into phonographs, boosting profits way beyond the small cost of the replacement.

"Phonograph operators who have had us remodel a single machine have subsequently ordered the materials and have done their own remodeling. Any and every phonograph's appearance is enhanced by Miraben replacements."

Lee S. Jones To Make Announcement

CHICAGO, Dec. 18.—Among the many trade rumors that make the rounds before the annual conventions is one that Lee S. Jones, of the distributing firm at 3970 Lincoln avenue, this city, will soon be making an announcement of interest to the trade.

Lee was a pioneer in the music field and has had a national acquaintance in that field for many years. Following the decline in the music field in the late years of prohibition, he entered the games field for a number of years.

That rumors would again connect him with the booming music field were to be expected. No verification of this fact was forthcoming, but the official announcement will be expected soon. That his many years of experience in the music field will be worth while in any new connection goes without saying.

Changeovers Are Given as Gifts

CHICAGO, Dec. 18.—"According to reports from music operators, our new change-over equipment is now in the gift as well as the utility category," commented officials of Gerber & Glass. "Operators report that they are buying these new and operators' friends this money-making equipment as Christmas gifts."

"Stated one operator: 'What better gift could a music operator buy himself, or be given, than Gerber & Glass change-over equipment for 1940? Products such as those have real utility and value. After all, it gives music operators an ex-

Some members of his band and other entertainers were also present.

What Is Swings?

Operators enjoyed meeting Dorsey personally, and perhaps the most interesting feature of the party was the informal but spirited discussion of what is swing in a conversational group of which Dorsey was the center. As far as could be told, this free-for-all forum did not decide the momentous issue.

Art Kassel, orchestra leader, sent a sample of his recent recording of *Hell's Bells* to about 200 phonograph operators in the Chicago area. This good-will gesture was well received by operators, who felt a personal touch in this method of contact. Kassel indicated to operators that he had recently completed a series of recordings "with a particular eye to helping the coin machine trade."

Even in down-State Illinois close cooperation between the Hoosier Hot Shots and a large phonograph operator was working out to the mutual advantage of all. The Hoosiers were making a personal appearance in Danville, Ill., and George M. Potter, local phonograph operator, joined in the publicity build-up by special records and advertising on each of his machines.

Mexico Phono Field Is Good, Says Nathanson

SAN FRANCISCO, Dec. 18.—William Nathanson, organizer of the Music Operators' Association of Southern California and export distributor of phonographs, says: "Mexico is a country of great possibilities. Unlimited opportunities await the man who still has some of the pioneer spirit of his forefathers left in his soul." Will Nathanson should know, for he recently returned from a four-month stay in Mexico, where he went for his health.

"The doctors had given me up for good," relates Nathanson, "but I didn't take their advice, so here I am, happy and well!"

The Phonograph Operators' Association gave Nathanson a "welcome home" dinner at the Hotel Clark, Los Angeles, upon his return. His highlighted talk on Mexico aroused so much enthusiasm that Nathanson promised to send back further information on business conditions and opportunities on his next trip.

"I believe the phonograph field has hardly been scratched," says Nathanson. "The Mexicans love music and beauty—and should in the near future absorb many phonographs."



WURLITZER WAS HOST OF BAY STATE music merchants recently when they journeyed to North Tonawanda, N. Y., to visit the plant of the Rudolph Wurlitzer Co. The Bay State group, all enthusiastic Wurlitzer boosters, included, left to right, standing: E. S. Conner, Wurlitzer advertising manager; M. G. (Mike) Hammergren, Wurlitzer general sales manager; L. Levine, of Brighton, Mass.; J. Swartz, of Winthrop, Mass.; Bert Klapper, of Boston; H. King, of Wurlitzer; J. A. McElhenny, Wurlitzer district manager. Sitting are: J. Fiore, of Boston; Charles Ford, of Squantum, Mass.; A. Dollins, of Hyannis, Mass.; A. Salsidlo, of Worcester, Mass., and Ernie Petering, assistant general manager.

Wisconsin Location Owners Get Break on Phono 'Dance Hall' Fee

MILWAUKEE, Dec. 18.—Waukesha and Racine counties have amended their dance hall ordinances to provide that spots permitting dancing to phonographs be required to secure a Class C license at an annual fee of \$10.

Class C license is required "when dancing is incidental to such other business conducted in the premises used for dancing and where no charge, either directly or indirectly, is made for admission, and such dancing is not advertised as such and no orchestra or musicians are employed to furnish the music for such dancing."

Previously, both counties had a flat dance hall licensing fee of \$25.

cellent opportunity to earn extra money from their old phonographs for months to come. A change-over grille, a dome or door plastic, or all three, are the same as placing money in the hands of the operators receiving them."

Roy McGinnis Has Phono-Mike

BALTIMORE, Md., Dec. 18.—Roy McGinnis, Baltimore distributor, is currently featuring the Phono-Mike, he reports. "It has become one of the necessities of the phonograph operating business," he believes.

"The Phono-Mike is being more and more appreciated by locations every day. The very fact that it makes a public address system of the phono has been decidedly helpful to the operator in getting machines placed in the best spots. At the same time it efficiently handles those spots where the patrons want to get over a song or talk or story," says McGinnis.

"We have learned from operators who now have the Phono-Mike that it has tended to bring about a closer relationship between themselves and their locations. Once installed, these men tell me, it remains and it is a really big extra profit producer every time."

"The Phono-Mike presents a great many possibilities for phonograph operators and is one item that the men should not overlook as an aid in holding locations and for getting new locations."

New Phonograph Firm Announced

CHICAGO, Dec. 18.—Frank P. Merkle, district manager with the J. P. Seeburg Corp. for the past five years, has resigned that position to direct the sale of a new phonograph to be known as the Melo-Tone, according to an announcement this week. The resignation will be effective January 1. It is stated.

Merkle expressed his regret at leaving the Seeburg organization. "But the opportunities with the new organization and a new phonograph are very great," he said.

He described the new phonograph as an unusually fine machine for eye appeal and tone quality and that it will be something of outstanding merit for music operators.

The official announcement of the new phonograph will soon be made to the trade, Merkle stated. It will be made and backed by one of the largest and best known organizations in the country, he said. Experienced phonograph designers of many years standing are having been identified with its development.

Merkle, prior to his coming into the music field, was a well-known Chicago business man, with a successful sales background. He at one time owned and managed the fourth largest dairy in the Chicago area, having sold out to the National Dairy groups in 1928.

"The new phonograph, together with other developments in the music field indicate that 1940 will be an outstanding year of coin machine music history," Merkle said. The new phonograph firm is known as the Herbert Corp.

St. Louis Phono Owners Celebrate First Birthday

EAST ST. LOUIS, Ill., Dec. 18.—Phonograph Owners' Association of Southern Illinois, with headquarters in this city, will celebrate its first anniversary January 4. The occasion will be celebrated at an informal dinner with music and dancing at the Hotel Belleville, Belleville, Ill.

Officers of the association are: R. H. Schneider, president; Roy Kaesberg, vice-president; Glen Leffing, second vice-president; William Orthman, secretary-treasurer, and William McConnell, business manager.

Kansas City

KANSAS CITY, Mo., Dec. 18.—United Amusement Co. reports business the last two months has been the best in the history. Among the big items that are selling are free-play tables, ray guns, Bally Bull's Eyes and Bally Alley, they say.

B. T. Warwick, president of Western Specialty, also reports an increase in business. Warwick says that in many of the colored spots using his machines the proprietors ask many times that no blues records be placed on the machine.

Carl Hoelzel, manager of the United Amusement Co., has returned from a trip to Chicago. While there he visited all the factories where music machines and vending devices are made.

R. M. Fuller, of Automatic Music Co., reports a pick-up in the phono play, but has run into a quantity of slugs in many of his machines recently.

Top-notch business on the Bally novelty table, C. O. D. and Gold Cups was reported by Carl Hoelzel, of United Amusement Co. United is also installing a new big record department. One of the United operators reported that he found it more practical to service his peanut machines once a week but to collect only once a month.

The music business in Kansas City is flourishing. All companies are installing many wall-box locations. Also popular are the placing of selectors in booths.

At Western Specialty Co. B. T. Warwick has inaugurated a new drive-in business by distributing pencils bearing the name of the company and advertising its products.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a column by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording gets best in.

Send communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 24 W. Randolph, Chicago, Ill.

Kenmore, N. Y.

To the Editor: Having been in the phonograph business for about five years I am in a position to say that *The Billboard's* coverage of the coin machine field has been helpful to me in many instances. Your *Record Buying Guide* is a very worth-

while column, and its contents most always coincide with the experience I have in judging records from my own use.

My best sellers at the moment are without a doubt *South of the Border* and *In the Mood*. Both are getting most of the nickels in the white and colored locations. The former is at its best on Tony Martin's and Shep Field's disks, whereas the latter does a land-office business in the Glenn Miller version. Oh, Johnny, Oh, is another platter that is destined to do very well for the ops and is still rising, altho it is pulling top coin right now. The Andrews Sisters' record is the best on my machines.

I Didn't Know What Time It Was, as played by Jimmy Dorsey, is coming up fast and ought to be on the topnotcher list soon. Jan Savitt's *720 in the Books* is another comer and has done much to put Savitt back into circulation. Kay Kyser, who has always been a good bet for me, is going to go places with his new disk, *The Little Red Fox*. It is from Kyser's recently released picture and ought to climb up steadily with the

concerned. The Andrews Sisters are fine alone, but did not gain anything in their collaboration with Crosby. The Ink Spots have been successful with every one of their disks, and especially the latest, *My Prayer*. Frankie Masters' *Scatterbrain* came up in a flash, but is now in the receding stage.

General experience has taught me one thing that I would like to pass on to all ops. Aside from keeping your records up to date and changing them about once a week, be sure to have them always in good condition. A scratchy sounding worn disk the popular can do more harm than not using it at all.

A recent reduction in price of records has helped our business a lot and ought to make for greater profits for all men in the phonograph field.

FRED VAN DE WALKER,
Modern Automatic Music Co.

Spokane, Wash.

To the Editor:

Business is holding up better for us than it has in several years. I find our best money makers this month are all included in your *Record Buying Guide*, with the exception of *South American Way*, as recorded by Sammy Kaye, which led the pack.

No. 2 was Oh, Johnny, Oh, with the Andrews Sisters. Kaye's *South of the Border*, Bing Crosby's *What's New?*,

WANT

Operators for

PENNY PHONO

EXCLUSIVE RIGHTS

In Central and Southern Ohio. Plays latest music hits for a penny—once record carries 20 different tunes. Low operating cost—10 times more play. Legitimate and profitable. Now on display at

Yendes' Service Company

1817 W. Third Street,
Dayton, Ohio.

FOR SALE

10 616 Wurlitzers with Grilles \$ 79.50 Each
5 24-Record Wurlitzers 134.50
These machines are in perfect condition, ready to place on location.

1/3 Deposit With Order, Balance C. O. D.
ROYAL DISTRIBUTING CO.
124 Market St., Philadelphia, Pa.

FOR SALE

50,000 RECORDS
AT \$2.50 PER 100
In Big Quantities Only
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NEW YORK CITY
Phone Orchard 4-8885

WURLITZERS

REBUILT WITH NEW LIGHT-UP LOWEST PRICES
FRONTS AND GRILLS AT

WILL TAKE 412'S IN TRADE

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

A-1 EQUIPMENT AT NEW LOW PRICES

Model	Each	Model	Each
Wurlitzer Model A	\$25.00	Mills Deluxe	\$40.00
Wurlitzer Model C or D	29.50	Mills Swiss Kings	22.50
Wurlitzer 1935 Selectophones	17.50	Mills De la Rue	34.50
Wurlitzer 1936 Selectophones	20.00	Mills Zephyr	44.50
Wurlitzer Model A with Illum. Grill and	35.00	Wurlitzer 400	39.50
Wiring Background	35.00	Wurlitzer 412	38.50
		Wurlitzer 400-Record	45.50

SOUTHERN AUTOMATIC MUSIC COMPANY

620 Massachusetts Ave., 342 S. 2nd St.
INDIANAPOLIS, IND. LOUISVILLE, KY.



"THE EYES HAVE IT" at the general offices of the Rock-Ola Mfg. Corp., where an elaborate new lighting system has been installed. "Our primary purpose in installing this new fluorescent lighting system is to improve working conditions for Rock-Ola employees whenever and wherever possible," declared H. Ber, Rock-Ola controller.

showing of the movie at neighborhood houses.

Having an even distribution of colored and other locations I find that popular numbers do as a rule not go over in the colored spots. Any good colored band will draw coin regardless of the tune. The Charlotiers' *I'm Sentimental Over You* is showing some fine results lately.

Of all the big name bands, I do the most business with Glenn Miller's records, and feel certain his popularity will last. Kay Kyser is always a money-maker as is Benny Goodman. Bing Crosby, who used to be tops, is not what he used to be, and his latest record with the Andrews Sisters, *Cribbribin* and *Yodelin' Jive*, were failures as far as I'm

Yodelin' Jive with Bing and the Andrews Sisters, and Bob Crosby's *Lilacs in the Rain* followed in that order.

Also strong were *Stop, It's Wonderful*, by Tommy Dorsey; *Can I Help It*, by Glen Miller, and *Goody Goodbye*, by Gray Gordon.

We got quite a play on the novelties *Piggy-Wiggy Woo*, by Art Kassel, and *Cat Fell in the Well*. *My Wubba Dolly*, as sang by Ella Fitzgerald, is just starting, and looks like sure-fire.

In this Bing Crosby's old stamping grounds, I find Dick Todd is being favored over Bing in some locations. This is my first contribution to your column.

R. B. OSLUND,
Oslund Piano and Radio House

Detroit

To the Editor:

Judging from the continued popularity of the record *South of the Border*, by Jimmy Dorsey and others, this number is likely to attain the long-time record of the *Beer Barrel Polka*, of which it seemed the public would never tire. Other strong numbers around here are *Scatterbrain*, by Frankie Masters, and *Oh, Johnny, Oh*, by Orrin Tucker.

I have several colored locations in which *In the Mood*, by Glenn Miller, is in almost constant demand.

A number of Kay Kyser's selections bring out the nickels—and bid fair to become top numbers. Such tunes as *Little Red Fox* and *Hello, Mr. Kringle*, are tops.

I find many helpful suggestions in regard to records in the letters published in *The Billboard* and hope my letter may pass some help along to other operators.

FRANK D. NOBLE,
Operator.

PEP-UP

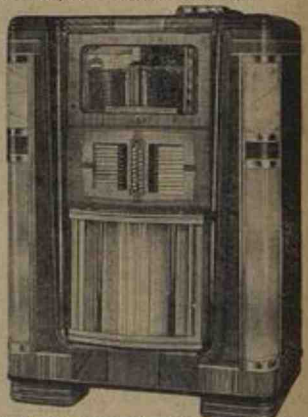
YOUR EARNINGS WITH MIRABEN SUPREME MASTERCRAFT LIGHT-UPS!



YOUR WURLITZER 616 completely remodeled as above with plastic top covers \$24.50 in Lots of 5 Materials only, No. 616 18.50 Lots of 5



YOUR WURLITZER 24 completely remodeled as above with new red classics... \$24.50 Lots of 5 Grilles only, No. 24M1 18.50 Lots of 5 Grilles only 9.50



YOUR ROCK-OLA IMPERIAL 20 completely remodeled as above \$24.50 Lots of 5 Materials only, No. 20M1 18.50 Lots of 5 Grilles only same as above (excluding wiring with Laminite butt) 9.50

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Phone: Haymarket 2883

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ATTENTION, OPERATORS! your next big money maker

DICK ROBERTSON'S DECCA RECORD NO. 2926

"Put Your Little Foot Right Out"

LARRY SPIER, INC., MUSIC PUBLISHERS
NEW YORK CHICAGO LOS ANGELES

★
ANOTHER VOCALION HIT

BY

JOHN KIRBY
AND HIS ORCHESTRA

From The Billboard

Another Kirby Classic

SIX stellar musicians with a singleness of conception when it comes to swing characterize the cuttings of John Kirby, who comes thru again on Vocalion with terrific tempo and tootling for Royal Garden Blues.

"ROYAL GARDEN BLUES"

"BLUE SKIES"

A Quartet of "Nickel Snatchers"



RECORDS DOUBLE YOUR TAKE!

- | | |
|--|---|
| 8119 WHAT DO YOU MEAN BY LOVING SOMEONE ELSE? F.T. Vocal by Long Thompson
BUG IN MY EAR F.T. Vocal by Peggy Nelson LANG THOMPSON AND HIS ORCH. | 8115 FLOATING KIDNEY F.T.
ON GEE, SAY GEE, YOU OUGHT TO SEE MY GEE GEE FROM THE FIJI ISLES F.T.
Vocals by Stan Fritts THE KORN KOBELERS |
| 8117 SHE REALLY MEANT TO KEEP IT F.T.
Vocal by The Entire Ensemble JOHNNY MESSNER AND HIS MUSIC BOX BAND
YOU'VE GOT ME IN THE PALM OF YOUR HAND
With Vocal Refrain DICK ROBERTSON AND HIS ORCHESTRA | |

The United States Record Corp. New York

A MESSAGE TO OUR FRIENDS

Brilliant Music Co.

Announces the Opening of Our New Location in Convention Hall, Detroit.
We Are Now Distributors in Michigan and Ohio for

AMMOR RECORDS

A Full Selection in Stock at All Times

BARGAINS IN NEW AND USED MACHINES

All Types Phonographs, Pin Games and Vendors.

We Have Ample Parking Facilities

Brilliant Music Co.

4606 CASS AVE.

DETROIT, MICH.

Tips on Money-Making Records

THROUGH

(How Can You Say We're Through?)

GLEN GRAY'S CASA LOMA

(Decca 2777)

Remember what Casa Loma did with

"I Cried For You" and "Sunrise Serenade"? Here's another.

BREGMAN, VOCCO and CONN, Inc., 1619 Broadway, NEW YORK

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Scatterbrain, Frankie Masters, Benny Goodman, Freddy Martin, Guy Lombardo.

Oh, Johnny, Oh, Orrin Tucker.

South of the Border, Shag Fields, Guy Lombardo, Ambrose, Tony Martin, Sammy Kaye, Hoagy Carmichael.

My Prayer, Glenn Miller, Ink Spots.

In the Mood, Glenn Miller.

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.

I Didn't Know What Time It Was. Altho this smart love song finds its most natural audience among patrons of class night spots and hotel supper rooms (particularly in New York, where many of its auditors in these places have seen the successful Broadway musical whence it comes, *Too Many Girls*), it is doing surprisingly well for itself in almost every other type of location. Benny Goodman and Jimmy Dorsey are the recordings getting the greatest call at the moment. This number may never reach the uppermost brackets, but definitely oughtn't to be overlooked by operators.

Last Night. Ditto marks can be placed under the last sentence immediately above to produce a pretty accurate picture of the present status of this ballad. This is the type of song that complements the top-notch, constant stream of nickels, Glenn Miller and Bob Crosby are the record attractions here.

Yodelin' Jive. This continues to become more perplexing with each passing week. Estimated (and certainly not incorrectly) as one of the biggest hits of the year upon its release—the coupling of Bing Crosby and the Andrews Sisters on one record accounting for the prediction—this far it has in no way achieved that state, and this week's reports add to the surprise and the confusion by informing that in some locations it's a top song. In others, it's going down and in still others it remains on the way up. Completing the complications is the fact that *Yodelin'* is reported in some instances and the reverse side of the record, *Giribibirin*, in others. Indications are now fairly certain that this will not quite reach the heights expected of it, constituting a definite surprise to many in the music field.

Bluebirds in the Moonlight. As Paramount begins to release its much talked-about animated cartoon in technicolor, *Gulliver's Travels*, in towns around the country, demand to hear this in the phonos is certain to increase. Film is due for that general release soon (it is already being shown in some cities) and then operators are going to need this song, one of the outstanding numbers from its score. Glenn Miller, Dick Jurgens and Guy Lombardo contribute the prize-winning recordings here.

Stop, It's Wonderful. Altho this item has been around for some weeks now, with a fair amount of plugging on the air to its credit, and several records available, it has remained for Orrin Tucker's version to start the ball rolling in the music boxes. It may be just a false start, due to Tucker's current record prominence as a result of his smash recording of *Oh, Johnny, Oh*, and on the other hand he may have a repeat success in this one. It might be wise to get it under the needles, at least for Tucker's growing army of fans.

Chico's Love Song. Still drawing an appreciable number of nickels into the boxes is this Andrews Sisters' disk. It has not yet proven its ability as a consistent enough puller to have around for another couple of weeks at least.

The Little Red Fox. Out of Kay Kyser's movie, *That's Right, You're Wrong*, comes a novelty song that the trade expects to be a formidable successor to last summer's smash, *Three Little Fishies*. It's beginning to attract the attention of phono patrons, with Kyser's disk far ahead of the field, which includes Hal Kemp's and Van Alexander's recordings.

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.

Hello, Mr. Kringle. An obviously timely item that is being played around in some locations (in the Kay Kyser version) and that will mean, in the most, naturally, within the next week or two. *Silent Night*, via Bing Crosby or Tommy Riggs, and *Jingle Bells*, in one form or another are, of course, profitable ventures at this time.

Careless. A Dick Jurgens recording that is meeting with approval from the nickel-dippers in certain spots. This has the makings of a hit disk, and it might be a good idea to be prepared.

All the Things You Are. From Jerome Kern's score for the new Broadway musical show, *Very Warm for May*, comes one of the loveliest songs Kern ever wrote, and a likely-looking entry for phono honors.

Tuxedo Junction. Almost ready to jump into the "Coming Up" classification is this Erskine Hawkins swing disk. It appears promising for future hitdom, and if the signs are correct, ops will definitely need this soon.

Chatterbox. The success of the somewhat similarly-titled *Scatterbrain* may be the factor arousing an interest in this one. In Kay Kyser's version it makes likely phono fodder. Watch it.

(Double-meaning records are purposely omitted from this column.)



Larry Clinton your lucky star

A Larry Clinton Operator Hit!
26414 Johnson Rag
Down Home Rag

Freddie Martin and his Orchestra
1-10436 Scatter-Brain, V.R.
A Penthouse for Rent, V.R.

Glen Miller and his Orchestra
1-10507 Oh Johnny, Oh Johnny,
Oh! V.R.
Ciri-Biri-Bin, V.R.
1-10416 In the Mood
I Want To Be Happy

It Pays to Use
**VICTOR AND
BLUEBIRD RECORDS**

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

What JIMMY DORSEY Records are Doing For—

HANS LINDEMAN

Roth Novelty Co.,
Wilkes-Barre, Pa.

"My Prayer, by Jimmy
Dorsey, is exceptional-
ly good."

JIMMY DORSEY

World's Greatest Saxophonist
and his orchestra
featuring Bob Eberly
and Helen O'Connell

DECCA RECORDS NOW! "MY PRAYER!"

WALL BOXES—BUILT IN SPEAKERS

PRICED LOW
FOR QUICK SALE

Genuine AMI combination wall boxes, brand new. Can be used as straight wall box and speaker or as a selector. Boxes have volume control, National Plug Ejector, installation bracket, carry new guarantee and sold on money back or most satisfied plan. Cost \$25.00 NOW! **\$8.25 ea.**

Only 45 Available at
This Price.

WRITE OR WIRE AT ONCE.
NO DEPOSIT NECESSARY.
3024 N. Clark St.,
Vaughan Co., CHICAGO, ILL.

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

Vemco Phono Needle Sales Up

FAYETTEVILLE, N. C., Dec. 16.—Joe Calcutt, of the Vending Machine Co., reports that the firm's distribution of its automatic phono needle has tremendously increased.

"For the past year, since the introduction of our automatic phonograph needle, the Calcuttone, we have been finding that more and more operators over the country are using them," declared Calcutt.

"We believe that the ball-bearing-like construction of the Calcuttone points which rides in the groove like a self-lubricated ball-bearing means not only better tone and more perfect play but also means much less record wear than was ever the case from a phono needle.

"The phono needle has played an unusually important part in the success of the automatic phonograph. It is one item that has guaranteed the profitable operation of the best of phonos and is the one item for which the phono operator has more and more respect as time goes on.

"Our needles have won us more friends than anything else we have ever featured for the phono operator and the fact that our distribution continues to increase with every passing day is one sure sign of the great gains which the Calcuttone has made in the national market."

Philadelphia

PHILADELPHIA, Dec. 16. — Pasadena Novelty Co. is soon to be deluged with a series of blessed events, Harry Mendelsohn is expecting his first born in about six months, and Max Brown of the same firm is expecting a similar bundle at approximately the same time. Mrs. Mendelsohn and Mrs. Brown are sisters.

Al Roth expects to move into his new home shortly. The house is located in the Oak Lane section.

Jack Kauffman, of the K. C. Novelty Co., is showing the new Bally ray gun and the new bowling game, the product of the same firm.

Sid Silverman, bookkeeper of the K. C. Novelty Co., is back at her post after her marriage to Bill Borsaka.

Honeymooning is a great institution, according to Eddie Balin, who has just returned from a 10-day trip to Havana. The newlyweds have settled themselves in a center city apartment, and Eddie has resumed work.

Sam Stern, head man of the Keystone Vending Co., is also a returned honeymooner, having gone to Mexico and New Orleans to take in the sights. On the way back the couple spent a few days in time visiting the Bally plant. Stern Chicago, where they spent considerable handies the Bally Beverage Vendor.



FRANK P. MERKLE, who announces his connection, effective January 1, with the Herbert Corp. to direct the sales of its new phonograph, called the Melo-Tone.

REVIEW OF RECORDS

(Continued from page 12)

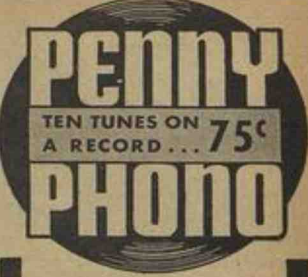
Hot Jazz Items

FOR THE swing fanatics, we fear that these initial outpourings will tend to disappoint. Roy Eldridge, on Variety, leaves no doubts of his being tops on trumpet. But the band beats it out stock standard for *It's My Turn* and *You're a Lucky Guy*. It's the kinda stuff they made him play at Roseland Ballroom here and not what you would expect on the record.

Rex Irving and his Boys, on Royale, is a Raymond Scott set-up that never gets off. The Rex Irving billing hides pianist Irving Riskin with a slap-together outfit that takes in clarinet, trumpet, melophone, tenor sax, drums and bass. His *Top Department*, *Swing March*, *They're Off* and *Dance Henry* are jazz transcriptions of familiar class strains. Faring better is the Terry Snyder Trio (bass, guitar and vibraphone) on Variety. Their entry with *Swingin' a Dream* and *Parade of the Little White Mice* is the kind of coordination that brought fame to the similarly styled Adrian Rollini Trio.

The only real classics of swing genre are printings of foreign masters made by the now war-torn Quintet of the Hot Club of France on Royale. You can take your choice of *Confessin'-Smoke Ringo*, *Ultrafox-Swanee River* or *Chasing Shadows-I've Had My Moments*. But the kinda sicka Stephen Grappelly grates on the fiddle strings and those that Django Reinhardt picks on the guitar will make you wince own all the sides.

No intention is made here to single out any of the sides to the exclusion of others, rather picking from the first month's releases at random as time and space will allow. The important thing is that Oberstein's new record labels are no longer rumors. And in face of this real competition the competitors can ill afford to rest upon former laurels or continue that snug non-compos mental position and expect platter sales to rise. Oro.



Announces New Recordings of Hit Numbers

...all money-making tunes by big name attractions...direct from our Hollywood Studios.

"Oh, Johnny Oh!"
MARTHA TILTON, Vocal

"South of the Border"
CHUCK FOSTER'S ORCH

"Dark Eyes"
GUS ARNHEIM'S ORCH

"Scatterbrain"
STERLING YOUNG'S ORCH

Other Feature Recordings

- STOP! IT'S WONDERFUL
TO YOU SWEETHEART ALOHA
LILACS IN THE RAIN
EL RANCHO GRANDE
MY PRAYER
ARE YOU HAVIN' ANY FUN
CIRI BIRI BIN
CAN I HELP IT
ST. LOUIS BLUES
WHY DO I LOVE YOU
LAST NIGHT IN THE MOOD
BODY AND SOUL
I CRIED FOR YOU
STARDUST YODELIN' JIVE
CHICO'S LOVE SONG
BLUEBIRDS IN THE MOONLIGHT
I DIDN'T KNOW WHAT
TIME IT WAS

See the money-making PENNY PHONOS now on display at leading dealers. Get a sample machine today... and watch the penny profits pour in!



For name of your nearest
PENNY PHONO dealer, write
CINEMATONE CORPORATION
1107 No. Highland Ave., Hollywood, Calif.



OWL MINT MACHINE CO., Boston, recently opened enlarged new quarters. This is part of its new beautiful showroom. Present for the celebration were, left to right, J. E. Ravreby, Albert Ravreby, Art Cooley, Mills division manager, and Ed Ravreby, officer of the firm.

Now You Can Buy **ROCK-OLA LO-BOY** scales for only \$10 down!

You can easily operate a route of Lo-Boys on this new "easy-terms" plan. They quickly pay for themselves and earn "long term" profits.

Guaranteed for FIVE Years. See your distributor for this new plan.



ROCK-OLA MANUFACTURING CORP.
800 NORTH KEDZIE AVENUE CHICAGO

Omaha Assn. Beats Pinball Ban Attempt

OMAHA, Dec. 16.—Members of the Omaha Merchants Amusements Association, coin machine operators' organization, won a victory here when the city council voted down by a 5-to-1 vote an ordinance which would have declared all pinball machines illegal.

By the same vote the council killed an ordinance which would have re-

pealed immediately a \$10 annual license on machines. However, the council did approve an ordinance repealing the tax on April 1, 1940.

The two ordinances declaring pinball machines illegal and repealing the tax immediately were offered by the mayor, only one to vote for them. The April 1 tax repeal ordinance was offered by the police commissioner and carried unanimously.

"Because a few violate the law is no reason to ruin an entire industry," attorney for the operators declared. "The members of our association want to obey the law. They have \$57,000 invested in Omaha and they employ a good many people. There are no objectionable coin machines in use and the city clerk knows what type machine he is taxing."

ADVANCE REGISTRATION FOR COIN MACHINE SHOW

Hotel Sherman, Chicago, January 15, 16, 17, 18, 1940



(To be used only by qualified operators, distributors and jobbers of coin-operated machines.)

The 1940 Coin Machine Show management announces that members of the trade may have their admission badges waiting for them at the Registration Desk by mailing in the following blank in advance:

Name

(Please write or print plainly with pencil)

Address, City and State

Check whether Operator Jobber Distributor

Check type of machines used:

Amusement Music Merchandise Scales

Other types, if so list

I buy from (name two)

Date, Signed by

(Please enclose letterhead or business card as identification)



You may register for others in your firm by listing on a separate piece of paper and attaching to this registration blank.



Your registration blank will be delivered to the 1940 Coin Machine Show management by mailing it to

The **Billboard**
54 W. Randolph St., Chicago

Baby Production Drops in Chi

CHICAGO, Dec. 16.—Babies are about Chicago's scarest commodity with only 5.8 of the city's 846,000 families producing enough children to maintain the population level, according to Dr. M. Edward Davis, University of Chicago gynecologist.

On the other hand, Chicago saves more of its babies than any other city in the country, according to Dr. Frederic W. Schultz, university pediatrician. The local infant death rate is only 20.7 per 1,000 live-born babies, he said. The two spoke recently at a joint lecture in the university's Lying-in Hospital.

Reports are being circulated that there is a direct connection between the fact that cigaret machines and pinball games are banned in Chicago and the drop in baby production. It is pointed out that the production of babies has dropped faster since the machines were banned than before.

While the city administration kicked the cigaret machines and pinball games out on the plea that it would make the city a cleaner place in which to bring up babies, yet many people now think it has had just the opposite effect—and that the angels are now afraid to leave babies in Chicago.

The federal government even has suspicions and has recently moved in to try its hand at cleaning up the town. Whether the angels will leave any more babies in Chicago after the federal agents get thru remains to be seen.

Texas Ops Again Eating Regular, Says Columnist

FT. WORTH, Tex., Dec. 16.—An interesting piece of comment on coin machines appeared in the "Fort Worth Press," a Scripps-Howard newspaper, on Wednesday, December 6, in Jack Gordon's amusement column. Speaking of coin machines Gordon had this to say:

"Coin machine men go from gloom to boom and the newest gadget brings joy to aching dogs. It was on January 28, 1937, and the sun set on a gloomy group of coin machine operators in Fort Worth. Marble boards had just been booted out of the county.

"Oh well," shrugged one, "eating always ruined my appetite anyway. Maybe a fast will be for the best."

"But the coin machine boys, rocked by the loss of their most lucrative gadgets, soon snapped out of it. Look today. Operating—most of them—strictly within the law, they now are busier than ever, own more machines, and are eating just as regularly. And every month brings out some new nickel-grabber.

"The latest setup in the Pirate's Cave gives jitterbugs' tired feet a vibration massage. Operators claim the machine gives the dogs such a pick-up, the jitterbug can fit for a full hour longer after the treatment.

"New gadgets are coming out at such a dizzy pace coin machines may soon even replace the obstetrician.

"Harvesting a daily shower of nickels in Tarrant County are 700 coin-operated phonographs, 500 cigaret machines, 150 electric radio shooting galleries, candy bar machines, beverage venders, grip testers, bowling games, peanut machines, scales and photo booths. More are

on the way.

"By next summer a machine will be out that will mix almost any carbonated drink after a nickel is shoved into its slot. Work is also being pushed on a machine designed to relieve hangovers."

Value of Specialty Export Items Higher In Month of October

WASHINGTON, Dec. 16.—While exports from the United States of some specialties items decrease sharply in October others register large increases, the net result being an increase of 4 per cent for October 1939, compared with October last year, according to the Specialties Division of the Department of Commerce. Coin machines are listed in the Specialties Division.

The total value of specialties items exported during October was \$14,712,000, approximately \$5,000,000 above exports in October last year. For the 10-month period exports totaled \$108,387,000, or \$3,000,000 more than the total for the corresponding period in 1938.

The increases in some of the specialties lines and decreases in others can be attributed to conditions in Europe. Among those items registering sizable gains in October as compared with the same month last year were household sewing machines, with foreign sales 129 per cent above October of last year; glass products, container closures and photographic goods, which went up about 85 per cent each; jewelry, scientific and professional goods and furniture increased about 1 per cent each, and office supplies which showed a gain of 1 per cent.

The heaviest decreases in foreign sales of specialties items include books and printed matter, athletic and sporting equipment, musical instruments and coin-operated machines.



AMERICA IS BLESSED with many of the world's finest woods—poplar, basswood, walnut, maple, quilted maple, curly maple—and Warriser uses them all. Several other countries also contribute rare woods to Warriser cabinets. Paldoo wood is found only in swampy wilds of the Philippines, while others come from the Orient. Above is a section of the Warriser veneering department where the firm fabricates veneers of fine woods into matched cabinet panels of beauty at an astounding rate.

**ANOTHER 1940
SLUG PROOF
SENSATION**
Console Bells by Pace
**SARATOGA and
PACES REELS**

A Luxurious Floor Model That is Being Used in Many Locations Where the Counter Model Bell Is Banned.

Write at Once for Full Information Regarding These and Our New Rocket and Smoker Counter Bells.

All Slug Proof and Backed by Ten-Day Trial-Money Back If Not Satisfied Guarantee.

Pace Mfg. Co. 2009 INDIANA, CHICAGO, ILL.



Another Surprise!



Cugat and Castillo

To the Editor: A further announcement with reference to the Celebrities' Breakfast to be held Tuesday, January 16, during the 1940 show:

Thru the courtesy of the Colony Club we are definitely assured of the presence of the famous Spanish thrush, Carmen Castillo, who will open at the Colony Club Monday, January 15, with Xavier Cugat. There is no question about her musical ability, but let me add a word that this senorita is also eye-filling. She has it. Which and What. Of course, where Castillo goes Xavier Cugat goes, or vice versa. I could go into ecstasies about Cugat, but let it suffice to say that he will also grace the speakers' table at the celebrities' affair.

Last night I was in touch with Bonnie Baker, of Orrin Tucker's Orchestra, and Bonnie gave me her personal assurance that she will be glad to appear at our Celebrities' Breakfast. Bonnie, you know, is that sweet, charming voice that has made 'Oh, Johnny, Oh' as played by Orrin

Beg Your Pardon

In the first list which we published of the firms to exhibit at the 1940 Coin Machine Show, in The Billboard, December 9, 1939, the name of Bally Mfg. Co., of Chicago, was omitted.

The Bally firm will be at the 1940 show in a big way, as everybody in the trade well knows, and we regret the omission of its name from the list. Herb Jones, advertising manager of the firm, is chairman of the publicity committee for the 1940 show.

Tucker, one of the best selling records of the month. And it was also she who introduced 'Especially for You.' Bonnie is about the cutest little mite that ever stepped before a microphone. JACK KELNER, "Chairman Celebrities' Breakfast."

**New N. Y. Coin
Machine Firms**

ALBANY, N. Y., Dec. 16.—The following newly organized automatic machine projects have been issued charters of incorporation by the Secretary of State: Scientific Games Corp., Brooklyn. Capital 100 shares of stock. Shareholders: Herman Montag, Sidney W. Rothstein and M. Murray Simon, New York City.

Tom Delaney Automatic Music Corp., New York. Capital 200 shares of stock. Shareholders: Thomas Delaney, Ralph Quintano and Albert Broccoli, New York City.

P. O. W. Popcorn Machine Co., Inc., Buffalo. Capital \$10,000. Vending machines. Directors: Ruby Shrigley, Henry J. Brown and Armiger I. Hubbard, Buffalo.

Penny Photo Distributors, Inc., New York. Musical machines. Capital 200 shares of stock. Shareholders: Abraham Klinghoffer, Alan Nemser and Armin Kohn, 299 Broadway, New York.

Jerames, Inc., New York. Vending machines. Capital 2,000 shares of stock. Shareholders: James J. Down, G. C. Wunderlich, New York.

Lafayette Cigarette Service, Inc., Manhattan. Capital 200 shares of stock. Shareholders: Abraham Solomon, Bernard Weiss and Eleanor Landress, New York.



INDIANA STATE OPERATORS' ASSOCIATION Convention at Indianapolis was in all ways a successful gathering. Four of those who addressed the operators and guests were, left to right: Charles W. Hughes, president of the association; Homer Capehart; Shep Fields, orchestra leader, and James A. Gilmore, secretary-treasurer of Coin Machine Industries, Inc. Fields, whose recordings are well known to phonograph operators, was playing the Lyric Theater, Indianapolis.

IMMEDIATE DELIVERY! SCIENTIFICS
12 FOOT
COIN OPERATED **BOWLING ALLEY**



A REAL MAN'S GAME! The player rolls the balls himself! Here at last is a game that possesses all the thrills and fascination of genuine bowling. Licensed in New York City at \$5.00 per year. Amazingly large profits reported on games! NOW on location. Write, wire or call at once!

SCIENTIFIC GAMES CORP. 21 STEUBEN STREET, BROOKLYN, N.Y. Tel-IVergene 7-0590

**Show Exhibition
Space Goes Fast;
Big Registration**

CHICAGO, Dec. 16.—Exhibit booth reservations and advance registrations are pouring in for the 1940 coin machine show, according to James A. Gilmore, secretary-treasurer of Coin Machine Industries, Inc.

"Our office is a beehive of activity. Sales of exhibit booths have speeded up in the last few days to such an extent that very few booths remain unsold in the Grand Ballroom. The exhibition hall has been sold out since October 2, and only a small number of booths are still available in either the right or left wings of the mezzanine floor. At the present rate it looks like a complete sellout before January 1," he declared.

Gilmore announced that his office had been compelled to take on additional help to handle advance registrations being received from all corners of the nation and some foreign countries.

He also related that the Hotel Sherman is almost completely sold out for the convention week and that any column desiring rooms during the convention in the headquarters hotel should write or wire their reservations immediately to him or to the Hotel Sherman direct.

New Orleans

NEW ORLEANS, Dec. 16.—R. N. McCormick, Southern sales manager for Decca Distributing, announces that Joseph Spadafora Jr., former office manager at Decca's Houston office, has been added to his local sales staff.

A sure sign that phonograph operations are sharply improved in the local area are reports by disk distributors that sales in the first half of November set new tops for that period. Decca, Brunswick and RCA-Victor distributors all report that much of their improvement this fall can be credited to coin machine

operators. Some also credit a better run of recordings by the major manufacturers.

Fall turnover of new machines at the Dixie Coin Machine Co. has improved steadily since the first of October. Jules Pace, general local coin operators' press announcements. Among the current most popular equipments are Keeney's Big Six; Bally's G. O. D.; Gottlieb's Bowling Alley and Lite-O-Card; Genco Plutch and Exhibit's Rebound and Conquest. Coin operators have shown much favor to Bally's new Royal Flush consoles and to Pace's new Smoker Bell.

The Melody Music Co. has been appointed Louisiana and Mississippi distributor for Royal and Varsity recordings of the U. S. Record Corp. While on a business trip here last week, B. Denham of the New York office of the record company, placed the account with Frank De Barros, manager for Melody. The firm will retail and wholesale both records.

A growing play for Ray-gun shooting ranges is reported by several operators here. Dan Cohen, of Pleasure Music Co. has many of these machines on location in downtown New Orleans and finds the hunting season helping patronage.

Among operators who have recently taken advantage of the duck hunting season in Louisiana and returned with limits are Harry Fresh, music op; Joe Leopold, of the Dixie Sales Co., and Fernandez, of Pleasure Music Co. It was one of these fellows who shot a buzzard, picked it nice and clean and sent it to a fellow op "to try on his kitchen range." The more he cooked the bird the tougher it got.

Mrs. Mary Rodriguez, mother of Ed Rodriguez, is recuperating at a local hospital after undergoing a serious operation last week. Mrs. Rodriguez has a narrow escape but is on the road to recovery.

R. T. Covington is another of the Poydras street operators of pin games who reports a sharp improvement in business of late. He recently bought several new Exhibit Rebounds.

**Vermont Assn.
To Fight High
Pinball Levies**

BURLINGTON, Vt., Dec. 16.—Mayor John J. Burns has advocated a high license fee for pinball machines operated in this city. Mayor Burns' plea to the city board of aldermen stands in gross violation of the higher license would bring in gross revenue of approximately \$20,000 annually.

This estimate is based on a recent Vermont State Tax Commissioners' report, showing 210 pinball games in operation in Burlington. Three other cities in Vermont with over 150 games in operation are reported by the press as planning similar action.

The Vermont Coin Machine Operators Association has held two emergency meetings at which plans were laid to meet the tax situation with legal action if necessary. The association also discussed plans for establishing a public relations department to combat unfavorable publicity, now being high-secured by several of the State's leading dailies.

**OPERATORS!
JOBBER!!**

DISTRIBUTORS!!!

Who have not as yet become familiar with the PROFIT ROLLER LINE OF GAMES will have an opportunity of inspecting same at the COIN MACHINE SHOW—Sherman Hotel, January 15 to 18—or—complete details may be had by writing or wiring

BILL FREY, Inc., Miami, Florida

**Games Firms
At Parks Show**

New coin machines are displayed — arcade type equipment predominates

NEW YORK, Dec. 16.—Several firms well known in coin machine circles took space at the 21st annual exhibit of the National Association Amusement Parks, Pools and Beaches combined with the American Recreational Equipment Association held at the Hotel New Yorker from December 4 to 8. While a number of coin machine exhibits were naturally curtailed due to a show being transferred from Chicago this year, still a wide variety of equipment was shown, especially the arcade type.

Several firms displayed equipment never seen before at any trade show. International Mutoscope showed a new operated anti-aircraft machine and a selector Mutoscope. Mutoscope, a two-pistol target-skill game, and a new postcard vendor. While exhibitors commended this equipment as the firm's Penny Arcade at the World's Fair the past summer, it was the first time it was ever exhibited. Incidentally, the Mutoscope booth took first prize as the most attractive exhibit at the show. Mike Munves Corp. unveiled two high-strength machines of their line, one a Love Meter and the other a Thermometer. In addition to their new arcade machines of Exhibit Apply Co. One, called Candid Camera, is a 1-cent face-distorting machine; another, called Magic Chair, a back and seat vibrator. Other machines were advice-type card readers.

Scientific Machine Corp. presented a 12-foot Bowling Alley; Skee Jump, a skill game, and Hi-Yo and Silver Flash, both coin-operated roller games.

A detailed resume of exhibitors, personnel and type of equipment exhibited is of interest to the coin machine trade follows:
GRANT PHOTO CORP., New York, represented by G. P. Grant Jr., J. Foster, E. L. Lewis. Exhibited four-for-a-dime photo machine.
INTERNATIONAL MUTOSCOPE CO., INC., Long Island City, N. Y., represented by Bill Rabkin, Al Blenke, Earl Winters, Frank Swan. Displayed a wide variety of machines, including the Photomatic, a line of arcade strength-testing and athletic machines, Bang-a-Way, Selector Mutoscope, Card Venders, Hockey, Air-Aircraft Machine Gun, Rotocast Novelty Merchandiser and other types of arcade equipment.
METROPOLITAN AMUSEMENT CO., New York, represented by H. J. Rabin, John Koury. Displayed Air Riders, an anti-aircraft machine gun.
MIKE MUNVES CORP., New York, represented by Mike Munves,

Joe Munves. Displayed complete line of equipment for use in arcades, including ABT Target Machines, Grotchen's Metal Typo; Exhibit's Candid Camera, Magic Chair, Vitalizer and other arcade machines, as well as a line of athletic machines, shockers, mutoscopes, Astroscope, fortune-telling machines and card venders.

PACIFIC ELECTRO PRODUCTS, Los Angeles, represented by Douglas R. Wiser. Displayed Lite-o-Line and Derby Races, both ball and plunger counter-type games to be played by more than one person. Employs huge light-up scoreboard. Not coin-operated.

SCIENTIFIC MACHINE CORP., Brooklyn, represented by Max Levine, Alex Liebman, Harold Lorman, Fred Halperin. Displayed complete line of coin-operated rolldown games with automatic light-up scoring devices named X-Ray, Hi-Yo and Silver Flash. Also showed 12-foot Bowling Alley; Skee Jump, a skill game, and Kentucky Derby, a roll-down racing game — not coin-operated.

Philly Ops Look Forward to Show

PHILADELPHIA, Dec. 16.—According to advance indications, it appears that the local delegation to the big show to be held in Chicago's Sherman Hotel January 15-18 will be bigger than ever. Philadelphia operators are already making plans to assure their attendance at the affair. It is believed that more than 100 operators will take time off from their business to note the latest developments in the industry at the annual coin machine show.

Ben Hankin, financial secretary of the Philadelphia Amusement Machine Association, is taking charge of the preparations. He has requested that all coinmen in Philadelphia

PRICED TO SELL

OFFERED SUBJECT TO PRIOR SALE, THE FOLLOWING SLIGHTLY USED MACHINES:

5-BALL FREE PLAY NOVELTY	1 Beam Line . . . \$ 5.50	1 Bally Klondike . . . \$19.50
2 Nippon F.R. . . . \$59.50	1 Bally Success . . . 3.50	COUNTER GAMES
3 Genoa Fair . . . 19.50	1 Bally . . . 4.50	3 Challenge Targets . . . \$15.50
1 Boost . . . 17.50	1 Register . . . 7.50	1 3-Way Grip Testers . . . 9.00
6 Cherrona . . . 27.50	1 Carding . . . 7.50	2 Col. Twin J.P. Ball . . . 27.50
1 Genoa Rink . . . 20.00	CONSOLE GAMES	
1 Cowboy . . . 42.50	1 1937 Bang Tail . . . \$65.00	
1 Spatum . . . 27.50	1 Musical Special . . . 55.00	
5-BALL REGULATORS	1 Rays Track . . . 25.00	
1 Major . . . \$19.50	1 Krazy Pyramid . . . 15.00	
1 Marvel . . . 0.50	1 Bally Dixie . . . 50.00	
	1 Mills Hi-Boy . . . 29.50	

The above machines are F. O. B. Richmond, Va., and are offered subject to prior sale. Prices are effective December 23, 1939. Also write for our list of brand-new machines.

MOSELEY VENDING MACHINE EXCHANGE, INC.
00 BROAD STREET, RICHMOND, VA.
Day Phone, 3-9511 — Night Phone, 5-5328

NOTICE: MACHINES OFFERED BELOW ARE F. O. B. CHARLOTTE, N. C.

FREE PLAY NOVELTY GAMES	5 Keeney Spin-Winners \$11.50	NO FREE PLAY NOVELTY GAMES
5 Cherrona . . . \$27.50	1 Mills Hand-Load 25c . . . \$65.00	1 Genoa Rink . . . \$19.50
1 Harry Happe Toys . . . 27.50	1 5c Milton Ball . . . 45.00	1 Genoa Rico & Co. . . 19.50
2 Bally Double Feature 22.50	AUTOMATIC PAY AND CONSOLES	1 Gullible Pyramid . . . 19.50
5 Mills Vest Pockets \$25.00	1 Bally Klondike . . . \$19.00	PHONOGRAPH
5 A.B.T. Target Skill, 15c . . . 13.50	1 Mills 1-2-3, cash pay \$55.00	1 Rock-Ola Imp. 20" . . . \$62.50
	1 Evans Bang Tail 28 10.00	1 Wurlitzer 41" . . . 79.00

The above machines are F. O. B. Charlotte, N. C., and are offered subject to prior sale. Prices are effective December 23, 1939.

MOSELEY VENDING MACHINE EXCHANGE, INC.
425-427 SOUTH TRYON STREET, CHARLOTTE, N. C.
Day Phone, 3-8463 — Night Phone, 3-6964

Write Us For Your Price on All New Games

Philadelphia and vicinity contact him for reservations so that a special car may be reserved for all operators here. Hankin will also take care of the hotel reservations for the Philadelphia delegation.

"Philadelphia operators," he said, "look forward to the annual pilgrimage to Chicago, not only to purchase new machines and get better ideas for the operation of their routes, but to share in the conviviality for which the show is noted. Every one who has attended a previous show will certainly want to go again, and in addition we expect this number to be swelled by the new men in the trade who have heard the glowing tales of the good times and the wealth of information to be had at the show, and who will certainly want to attend."

Keeney Co. Puts New Game on Line

(New Game)
CHICAGO, Dec. 16.—Jack Keeney, head of J. H. Keeney & Co., announced this week that production has ceased on Big Six, which had been in production for many weeks. "This is probably a surprise," said Keeney, "inasmuch as it has been reported as one of the biggest sellers and money-makers. However, coinmen know that Keeney policy dictates that our actions are always in the best interests of operation."
"We would much prefer to make a real hit game and manufacture a limited number so that operators who buy them can capitalize to the hilt rather than to keep producing them until the country

is flooded with the games, cutting down the individual operator's profit."
"We have a grand new machine to offer now—and we are of the opinion that it will be even greater than Big Six. The name of the new game is Supercharger—currently supercharging location earnings from the moment it is placed on location."
"We could talk about Supercharger from now until doomsday — but we'd rather let you be the judge. All we want to say is that we tipped you off to Big Six and we're doing the same thing now on Supercharger. You know the earnings recorded for Big Six—and we confidently predict even larger earnings from Supercharger."

PROGRAM OF THE 1940 COIN MACHINE SHOW

MONDAY, JANUARY 15
Exhibit Hours:
10 A.M. to 12 Noon
2 P.M. to 10 P.M.
Home-Coming Luncheon: 12 Noon, Followed by DR. PRESTON BRADLEY Speaking on "Tolerance": 1:30 p.m. to 2 p.m.

TUESDAY, JANUARY 16
Exhibit Hours:
2:30 P.M. to 10 P.M.
CELEBRITIES BREAKFAST:
12 Noon to 2 P.M.

WEDNESDAY, JAN. 17
Exhibit Hours:
12 Noon to 10 P.M.
Entire day reserved for meetings of operator, jobber or distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

THURSDAY, JANUARY 18
Exhibit Hours:
10 A.M. to 3 P.M.
ANNUAL BANQUET:
7 P.M., Followed by Dancing



THE REALISTIC PIN ACTION of Ten Strike requires a department by itself at the East H. C. Evans & Co. plant. The above photograph shows a portion of the pin action assembly detail.

WE GOT 'EM Ready for Delivery!

Western's New De Luxe
BASEBALL

THE GREATEST LEGAL GAME EVER MADE! We know it's the Year in and Year out BIG MONEY MAKER—that's why we have them in stock. They hold their locations for YEARS, not weeks. Get wise, brother. Get started NOW!

ED. GEORGE NOV. CO.
37 IRA STREET
AKRON, OHIO

Northwest
Show in Feb.

Convention for St. Paul
—manufacturers and jobbers to exhibit

ST. PAUL, Dec. 16.—Minnesota Amusement Games Association, Inc., with the aid of Twin City Jobbers and distributors, will sponsor the second annual Regional Exhibit for Northwest operators at the St. Paul Hotel, St. Paul, Monday and Tuesday, February 5 and 6.

H. P. Hunter, secretary-treasurer of the organization, revealed that the organization expected to have exhibits from all the leading manufacturers at the show. The first annual show had practically every machine on exhibit.

The annual meeting of the association will be held on the second day of the show, February 6, at 2:30 p.m., in the Capitol Room of the St. Paul Hotel. The board of directors for the year 1934 will be elected at this time. "Please make it your business to attend this meeting, members, as it is very essential that you are there and have a voice in the selection of the members of the board of directors for the coming year," requested Hunter.

Further details in regard to the regional meeting would be forthcoming shortly, Hunter said.

The Spotlight

(From "The Chicago Herald-American," Sunday, December 3)

"Wheels hum—for slot machines. So far as increases in the number of persons employed is concerned, the fastest growing business in the United States is not steel, automobiles or television. It's slot-machine vending.

Lytle Spencer, director of science research associates, said so recently at the annual Midwest conference on adult

SAVE STOP HERE

FREE PLAY GAMES

Fellow Up . . . \$52.50	Dble. Feet . . . \$24.00
Flash . . . 52.50	Contact . . . 24.00
Maslin . . . 45.00	Major . . . 24.00
Avalon . . . 46.00	Mold T . . . 24.00
Spoton . . . 39.50	Box Score . . . 24.00
Chester . . . 39.50	Stop & Go . . . 24.00
High-Low . . . 39.50	Rink . . . 24.00
Zip . . . 39.50	Fair . . . 24.00
6th Inning . . . 34.50	Bubbles . . . 24.00
Pyramid . . . 34.50	Gems . . . 14.50

1-BALL AUTOMATS

New Style 1-2-3 . . . \$79.50	Fleetwood . . . \$29.50
Hi-Boy . . . 39.50	Fairground . . . 24.50
Klondike . . . 37.50	Prankster . . . 27.00

NOVELTY GAMES

Ramocet-2-3-7-5-5 . . . 24.50	Lo-o-Pan . . . \$14.00
Supreme . . . 24.50	Trio . . . 10.50
Trophy . . . 14.50	Old Ball . . . 10.50
Disc. Frank . . . 14.50	Slide Kick . . . 10.50
Rink . . . 14.50	Bounty . . . 10.50
Circus . . . 14.50	Paramount . . . 7.50
Natural . . . 14.50	Airway . . . 7.50
Stop & Go . . . 14.50	Fleet . . . 7.50
Bubbles . . . 14.50	Neg . . . 7.50

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.

education at the Chicago's Women's Club. It is the only business that has increased 10 or 11 times since the depression and now employs 115,000 persons, of whom 40,000 are in the manufacturing end.

Authority on Suckers

From Walter Winchell's column December 5:

" . . . Frederick Lewis Allen recollects that during the worst of the depression slot machines and other devices to make nickels from the pennants were made greater numbers than ever. . . . The last right an American yields, apparently, is his right to be a sucker."

Note—A friend has remarked that during the worst of the depression suckers continued to pay Winchell prettily for his bait.

TIP OFF



In step with happenings of the moment—the new TIP OFF board is a tested fast sellout, due to its irresistible "Tip-Off Rows" sellout, due to its irresistible "Tip-Off Rows" — contains "Free Throws," its "Field Goals" — contains 1,470 holes packed with action — AVERAGE PROFIT \$31.41.

Operators — Write for details! Also for literature on other basketball boards and complete line of 47 new boards.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

OPERATORS!! PROTECT YOUR RECEIPTS
SHYVERS MFG. CO. proudly present The New Monarch Coin Chute.

The result of 32 years of originating and developing Coin Chutes.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

The Shyvers separator positively works. Thousands in use working perfectly.

SHYVERS MFG. COMPANY 2315 W. HURON ST., CHICAGO.

NOTICE TO ADVERTISERS

Send Your Advertising Copy for December 30 Issue Early

ON ACCOUNT OF CHRISTMAS HOLIDAY, MONDAY, DECEMBER 25,

and the increased size of the issue, necessitating extra forms, all advertising copy for the December 30 issue must be in Cincinnati earlier than usual. All advertising copy for which special position is requested MUST BE IN CINCINNATI by Friday morning, December 22. We will be able to take care of a few ads not requiring special position on Saturday, December 23.

SEND YOUR COPY IN EARLY FOR BEST ATTENTION and POSITION

QUALITY SPEAKS FOR ITSELF

CABLE ADDRESS—MASBOY-CLEVELAND

247 Blue-Pris. 5-10-25c . . . \$37.50	Blackicks . . . 17.00	Box Score, F.P. . . . \$25.00
10 White-Top. 5-10c . . . 22.00	Paranormis . . . 12.50	Circus, F.P. . . . 25.00
Chiefs . . . 35.00	Katites . . . 12.50	Stop & Go, F.P. . . . 22.50
San. Post. Gold Awards . . . 40.00	Review . . . 10.00	Golden Gate, F.P. . . . 60.00
Cigarette Slots . . . 35.00	Stoner's Base . . . 10.00	Rebound, F.P. . . . 67.50
CONSOLES	Old Ball . . . 0.00	Major, F.P. . . . 35.00
1934 Tracklines . . . \$47.00	Water Up . . . 9.00	Blackick, F.P. . . . 22.50
1933 Kentucky Clubs . . . 52.00	Ball Fan . . . 7.00	Chiefs, F.P. . . . 22.50
Ref Head Tracklines . . . 37.50	Airways . . . 7.00	Mills 1-2-3, metered . . . 32.50
Galleway Dicegame . . . 38.00	Chirral . . . 7.00	Fire Alarm . . . 22.50
Panico Roommonts . . . 17.00	Monstretch . . . 7.00	Repsort . . . 17.50

1/3 DEPOSIT WITH ORDER—BALANCE O. O. D.

MODERN AUTOMATIC EXCHANGE, Inc. 2618 Carnegie Ave., CLEVELAND, OHIO

Monarch DOUBLE VALUE SPECIALS!

Mills 1-2-3 Automatic Payoff, Bally & C. O. Unit, Reserve Reels, **\$79.50**

Free Play — Ex. Contacts, very clean, **\$32.50**

GROETCHEN GINGER, TOKEN PAYOUT 1c PLAY CIG. REELS, LATEST MODELS \$16.50

ONE BALL PAYOUTS WITH JACK POT

Western Dead Heat	\$119.50	Bally Grandstand	\$95.00
Western News Show	\$4.50	Bally Thirlidown	\$9.50
Bally Pacemaker	124.50	Keekey Record Parade	99.50

LATE MODEL ILLUMINATED PHONOGRAPHS

1938 Reckla Monarch, also proof \$134.50	1938 Wurlitzer Model 24	\$142.50
1938 Reckla Imperial 20	1938 Wurlitzer Model 24	152.50

1/3 deposit with order, bal. C. O. D. Write for free copy of our "Tipster Bulletin" . . . hundreds of games to choose from.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

A NEW CATALOG OF SALESBORDS AND MERCHANDISE DEALS . . . AT FACTORY PRICES

SEND FOR YOUR FREE COPY OF CATALOG No. 52

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profit! Write today!

If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG No. 51

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Mills Bargain Center Year Old

CHICAGO, Dec. 16.—"The Mills Bargain Center came into existence about the age," reports Jack Marku, of Mills Supply Co. "Since then business has grown rapidly.

"The merchandise changes rapidly because of the bargains to be had. Because they move so rapidly it is possible to price machines at a much lower figure. Used or 'as is' machines are all put in good running order before being placed in the bargain department. Only better machines are repaired—the old ones are scrapped.

"Also the machines are not rebuilt, they have all been inspected by our repair department—a department with men who have performed repair work on all machines for the past 20 years. Each of the machines represents an unusual bargain, and the price on each is set for quick disposal.

"Rebuilt machines cannot be sold as new. The machines are completely disassembled and rebuilt; all worn parts are replaced with new ones. This naturally brings the rebuilt machines into the new machine bracket—in service—yet not in price."

Chicago Coin Has New Surprise Game

(New Game)

CHICAGO, Dec. 16.—Chicago Coin Machine Mfg. Co. executives, Sam Wolpert and Sam Gensburg, announced today the release of a new Chicago surprise game. "It may be a surprise to you that we would introduce a new game when our previous release,

O'Boy, is still selling well," they stated. "But we are able to produce several games simultaneously and we therefore decided to release this new sure-fire hit immediately.

"We are much enthused over our new machine, Commodore. True it is that O'Boy has been one of the top games made by Chicago Coin—in earnings and sales. But we have something in Commodore that is too good to hold back. Commodore is packed full of new features, new playing ideas and new scoring methods. In fact, Commodore is new from every angle.

"We feel that we can truly boast that Chicago Coin is first again with something new for operators. We advise operators who wish immediate shipment to immediately contact their distributors and make arrangements to get their share of profits from Commodore."

Robbins Handling New Counter Game

BROOKLYN, Dec. 16.—After viewing Totalizer, new counter skill game made by Scientific Games Corp., it is reported that Dave Robbins, of D. Robbins & Co., has made a deal to handle the sales for the game in Brooklyn and Long Island.

"I believe Totalizer is a real winner," declares Robbins. "I have been selling counter games for over 20 years but this is the first game I have seen that possesses so many 'play-appeal' features. Not only is Totalizer an exciting game, but the cabinet is so attractive that the machine will be welcomed in the best locations. I placed a large order with Scientific Games Corp., and the only trouble I expect from now on will be the matter of prompt delivery."



BANQUET AT THE INDIANA OPERATORS' first annual convention, held December 2 at the Claypool Hotel, Indianapolis, had a registry of 127 operators and their friends to enjoy a big evening.

WOW!



"WHAT PROFITS I'M GETTING FROM."

BALLY ALLEY

**SAY N.Y. OPERATORS
ORDERS WITH DEPOSITS
NOW BEING IMMEDIATELY
FILLED OUT OF DAILY
VOLUME SHIPMENTS!**

QUICK!!

**PLACE YOUR DEPOSIT NOW
WITH**

JACK FITZGIBBONS

453 WEST 47TH ST., NEW YORK
362 MULBERRY ST., NEWARK, N. J.

NOW! IMMEDIATE DELIVERY!

EVANS' PHENOMENAL

TEN STRIKE!

NO SKY-HIGH PROMISES... ACTUAL LOCATION TESTS THAT PROVE IT'S AMERICA'S No. 1 MONEYMAKER!

GOING BIGGER, BETTER AND HOTTER THAN EVER BEFORE

RUSH YOUR ORDER! DELIVERIES IN ANY QUANTITY.



THE REAL THING

EVANS' TEN STRIKE gives all the chills, thrills and spine-tingling ACTION of the real bowling game—America's fastest growing sport! This is your BIG CHANCE to cash-in quick!! Don't delay—RUSH YOUR ORDER TODAY!!

EXCLUSIVE DISTRIBUTORS FOR GREATER N. Y., LONG ISLAND AND SOUTHERN N. Y. STATE

BROOKLYN AMUSEMENT CO., INC.

660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVERGREEN 8-4732)

A BASKETBALL TREAT

ANOTHER OF

CONTAINER'S COLORFUL CREATIONS

Not Just Another Board, But an Unusually Interesting Basketball Play.

2600 HOLES—GOAL SHOTS

Takes in 2,600 Holes @ 5c \$130.00

Pays Out (Average) 75.3c

PROFIT (Average) \$ 54.64

'THE OPERATORS' MANUFACTURER'
CONTAINER MFG. CORP.

1825-1833 Chouteau Ave., St. Louis, Mo.



Atlas Sets Sails For 1940 Business

CHICAGO, Dec. 16.—Morris and Eddie Ginsburg, heads of the Atlas Novelty Co., recently welcomed their branch managers at the home office of the firm here. Reports emanating from the meeting of officials indicated that spirits are high at Atlas and that 1940 will see a bigger and better year for its operators and distributors alike.

The Ginsburg brothers report that plans have been formulated for 1940. At the same time they paid homage to the co-operation of the men in their organization for making the year of 1939 a banner year.

Attending were Phil Greenberg and Art O'Mella, of Pittsburgh; Mike Kratze and Gene Strubler, of Detroit; and Ben Kulick and Bob Van Weiss, of Buffalo.

CHRISTMAS SPECIAL

FREE PLAY	Box Score	\$14.00
Airport, F.P.	Cheer	24.00
Big Six, F.P.	Crash	12.50
Cowboy, F.P.	Count	18.00
Davy Jones, F.P.	Fish Fishing	13.00
Fair, F.P.	Flash	24.50
5th Inn, F.P.	High Lila	20.00
Spotsm, F.P.	Wagon	14.00
Stop & Go, F.P.	Speedy	11.50
Up & Up, F.P.	Triple Threat	23.50
Variety, F.P.	Zanip	28.00
	Royal	10.00
	Jittorbil	9.00
	Jungle	10.00
	Spinner	9.00
	27.00 E.A. Banding	Hi Lo
	Reserve, Silver Flash, Zipper	
	16.00 E.A. Airway, Cargo, Power Play, Regatta	
	Revolver, Running Wild, Top.	

Send for Complete List. Postings Low Cash.
For Export Cables: "COINMACHINE," N. Y.

MARC MUNVES, INC. 555 West 197th St. New York, N. Y.

STILL THE BEST

Place to Buy Your Used Coincels, Portables, Novelty Games and Arcade Equipment.

ARCADE EQUIPMENT	A. D. T. Miel. F. Teropoles	\$15.00	Grey Head Truck Times	\$32.50
Exhibit RACER, F.S.	Bally Hot Vendors	37.50	1938 Bang Tails	35.00
Hardy BASEBALL	Western Baseball	37.50	Lincoln Fields	35.00
A. B. Y. Challenger, F.S.	Evans Ten Strikes	White	1939 Leapchamps	50.00
Five Chute Mutoscopes	Red-White Blue Game, Ia.	22.50	Mills Flasher	35.00
Five Chute Hoists	COINCELS		Rosemonts	18.00
Roll Chute Hoists	'38 Track of Skill Times	\$47.50	Diamonds	30.00
Ship Stamp Vendors	1938 Kentucky Clubs	35.00	Brown Paces Race	\$10.00
IRA	Red Head Truck Times	42.50	Ambling Blue-EM	45.00

DON'T FORGET • WE TAKE TRADES • LET US KNOW WHAT YOU HAVE
HALF DEPOSIT WITH ORDER. CABLE: GIBBER CLEVELAND.

CLEVELAND COIN MACHINE EXCHANGE, Ave. Cleveland, Ohio

LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate.	1/3 Cash With Order, Balance C. O. D.	
Seaburg 1938 Royals	Wurlitzer Skee Balls '38 Triple Score	\$64.50
Seaburg 1938 Gems	Rock-o-Balls De Luxe '32 Fl.	59.50
Rock-Ola 1938 Monarchs	Regional Games Pux. New	69.50
Wurlitzer 1938 Model 24s	Rock-Ola World Series	59.50
Seaburg 1937 Royals	Western Baseballs	59.50
Seaburg 1937 Illuminated Hezas	Bally Eagle Eyes	69.50
Rock-Ola Imperial 20s Illuminated	Exhibit's Baseballs With Basso	28.00
Mills Dance Master De Luxe	Exhibit's Bowlette Seniors	19.00
Willy Regular Dance Masters	500 Reconditioned Machines. Used Principally	
Write for Our New Bargain List, Listing Over 500 Reconditioned Machines. Used Principally	Records, All Usable, Our Choice Per Hundred, \$3.00.	

BADGER NOVELTY COMPANY

2549 N. 30TH STREET, MILWAUKEE, WIS.

SUBSCRIBE TO THE BILLBOARD

Be Ahead of the Crowd



GREATEST IMPORT FIRM of Holland, for coin machines, is said to be the Rotterdamse Automaten Centrale, P. A. Van Nie, pictured above, is manager of the firm. The main offices are located in Rotterdam.



RED HOT PRICES ON JAR DEALS OF ALL KINDS

The most sensational jar of deals of the year is packed in "Jars" and "Tins" to meet any quantity needed—Rock Bottom Prices!

WRITE FOR CATALOG AND PRICES TODAY
H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.

TEN FREE PLAY

Latest Model 1-2-3s with Animal Head, \$79.50. Good double-draw! Shipped subject to inspection. Write for complete list of Free Play Counter Games and Bets.

Automatic Sales Co.
410-A Broad Street, NASHVILLE, TENN.

ATLAS VALUE PARADE

HOLIDAY SPECIALS

Thoroughly Reconditioned

- MILLS 1-2-3 FREE PLAY (Late Models) . . . \$84.50
- GOTTLEB TRIPLE GRIPS (Like New) . . . 8.50
- ROCK-OLA WORLD SERIES . . . 59.50

All Latest Models

Sebring Model A	29.50	Wurlitzer 412	44.50
Sebring Model B	32.50	Wurlitzer 400	40.00
Sebring #15 (18 records)	49.50	Wurlitzer 616	87.50
Sebring Rex (20 records)	119.50	Wurlitzer 618	99.00
Sebring Royals (20 records)	128.50	Rockola Imperial 20	79.50
Sebring Cairns (20 records)	174.50	Rockola Rhythm King (12 records)	44.50
Sebring Royal	179.50	Mills Deluxe Dampmaster	21.50
Sebring Gem	159.50	Mills Being King	24.90
Wurlitzer 312	87.50		

Beautiful Illuminated Grill Installed on All Models, \$9.00 Extra.

HUNDREDS MORE IN STOCK — WRITE FOR COMPLETE LIST. Send for Your Copy of Our Illustrated Photograph Catalogue.

TERMS: 1/3 Deposit — Balance C. O. D.

CABLE ADDRESS: ATNOVOO.

ATLAS NOVELTY CO.

2100 N. Western Ave., CHICAGO, ILL. (General Offices)
Associate Office: Atlas Automatic Music Co., 2882 E. Jefferson St., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS



Ali-baba

Life is sweet when you're operating Ali-Baba — High Score, 30,000 to 50,000 (Adjustable). Eight skill lane roll-over switches — Two are mystery and one a free ball return — 24 beautiful and entirely new type bumpers. Play is thrilling — tantalizing — exciting — the perfect game for player competition.

\$99.50

Convertible

STONER CORP.

AURORA, ILLINOIS



is probably an exceptionally live spot, but the fact remains that we are getting dozens of reports of high daily collections, many of them in locations which have never netted more than one-half that amount previously even with popular novelty tables. Bally Alley is proving a surprise to most of us, earnings far surpassing the most optimistic prophecies."

Churvis Joins Grand National

CHICAGO, Dec. 16.—Mac Churvis, formerly associated with a large advertising concern on the West Coast, has joined the Grand National Sales Co., Chicago distributors.

Churvis has demonstrated his ability outside of the coin machine industry. During the last World War he was appointed as President Wilson's personal radio man aboard the U. S. S. George Washington. He acquitted himself in a manner befitting naval tradition.

In 1919 Mac was actively associated with the late Colonel Simmons in organizing one of the first American Legion posts in the East. He became the post's first commander. His affiliation with the American Legion has continued through the years.

Having covered almost every State in the Union during the past 20 years, he has numerous friends from Coast to Coast. They all wish Mac well in his new association with Al Sebring and the Grand National Sales Co.



Boost Bally Alley Production

CHICAGO, Dec. 16.—"The carloads are coming!" exclaims George Jenkins, Bally Alley Co. sales manager, as the Bally factory swings into mass production of Bally Alley bowling games.

In fact, the carloads are already on their way—and more going out every day to every section of the country. Of course, the backlog of orders on hand is so big that it will be at least a month before we really catch up. But, by promising shipments, we are taking care of everybody, so operators everywhere can rest those big Bally Alley bowling pins.

The greater part of Bally's main factory has been turned into a gigantic machine geared to produce Bally Alley by the hundreds daily. Plans are being completed for day and night production, which will further increase our daily output.

While we are now producing a huge volume of bowling games daily, "mass production" is not quite the word to use, because each and every Bally Alley is made by a system which provides for minute inspection at several different stages of assembly. The complete machine is then subjected to exhaustive tests to insure smooth operation.

"Speaking of bowling profits, we are now receiving reports which are truly astounding—particularly for a skill amusement game. For example, one Baltimore operator wrote that a Bally Alley in a prominent hotel actually earned more than any other machine ever has. This



HOOSIER HOT SHOTS AND OPERATOR POTTER teamed up in Danville, Ill., recently to bring many nickels to the phonographs and many patrons to the theater. Two weeks prior to the appearance of the Hot Shots, Potter placed a Hot Shot record on all of his phonographs and advertised the record and their coming appearance on phonograph backboards. He also placed a phonograph in the theater lobby with all Hoosier Hot Shot records. "The response was terrific," he stated. "Play on Hoosier Hot Shot records in one week on my phonographs totaled 3,000 plays—and the theater hung out the SRO sign at every performance of the Hot Shots." Above are the Hoosier Hot Shots and Operator George M. Potter. Potter stands fourth from the left.

FREE PLAY GAMES
 Olliver \$25.00 Twinkle \$42.50
 Bill Inn. 22.00 Keweenaw 45.00
 D. Jones 23.50

EXCLUSIVE N. Y. DISTRIBUTOR
STONER'S ALI-BABA
 Rush Your Order Now!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE-8-0140

WONDER JACKPOT
 1025 hole—Takes in \$51.25
 Pays out \$27.76—Average Profit \$23.49
PRICE \$1.80 1/2 EACH

OTHER FAST SELLERS
 1640 hole F-5240-3 Bar Jackpot at \$2.28 1/2
 1200 hole F-5275-Horses at 2.58
 800 hole F-5270-Pocket Dice at 1.63 1/2
 720 hole F-5255-Pocket Jack at 1.30 1/2
 600 hole F-5305-Royal at 1.32

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320 Harvard Ave., CHICAGO, U. S. A.

Chicago Coin presents

COMMODORE

FIRST

AGAIN

*-with New features!
-with New playing ideas!
-with New ways to score!*

DELIVERIES ARE BEING MADE
IN THE ORDER IN WHICH ORDERS
ARE RECEIVED.

FREE GAME
\$99.50
Instantly Convertible to Novelty

Chicago Coin MACHINE MFG. CO. - CHICAGO
SAVOY VENDING CO.
New York Distributor
GEORGE PONSER
Newark Distributor

★ LIVE WIRE COIN MACHINE SALESMEN

One of the industry's leading manufacturers requires direct representatives for fully protected territories. Applicants must be experienced, have following among distributors, jobbers and operators and devote entire time to our complete line of legal equipment. Straight commission. Give full details in first letter, which will be treated in strict confidence. Our employees know of this ad. Reply BOX 114, care The Billboard, 1564 Broadway, New York City.

Buffalo License Change Aids Biz; Moving Fee Ended

BUFFALO, LD. Dec. 16.—Reviewing the effects of the change in the system of licensing pinball machines here reveals that it was one of the most important changes of the year, bettering the industry in many ways. Licensing of the machines in a new manner has made for a decidedly better system of operating. Every operator interviewed declared the change was beneficial. Previous to the change a \$11 license fee was in effect plus a fee of \$1 each time the machine was moved from one location to another. Operators succeeded in persuading license commissioners to drop this license in favor of a straight \$15 fee. This license which is paid once a year, in August, takes care of all pay-

ments, including registration in the location of machines.

The old method necessitated the convenience of running downtown report on changes and going thru tape in the license bureau. With the new system all this is successfully avoided and operators are unhampered changing machines to the most profitable locations.

The city revenue is boosted up considerably by this change, because at least 2,000 to 3,000 games in operation the revenue derived from license would amount to a minimum of \$30,000 to \$40,000.

A small group of operators here, whose names are not to be divulged for fear of their own, is responsible for the improvement. Thru their aggression and persuasion they were able to hit the necessary city ordinance passed at a time when the license problem threatened to become acute.

Now Buffalo is reported to be as good as any town in the country as far as a disturbed operation of games is concerned. Business is reported very good especially in downtown locations.

Here Are America's Finest "Better Buys"!

FREE PLAY NOVELTIES

Rinks	\$22.50
Contacts	\$25.00
Taps	
Majors	
Obis, Features	Each
Styrococks	\$30.00
Zips	
Chevrons	
Hold Tight	
Up & Up	
Cowboys	\$47.50
Trials Threat	Each
Twinkles	
Champions	\$50.00
Follow Up	Each

ORDER TEN STRIKE

For Immediate Delivery.

LATEST FREE PLAYS IN STOCK.

Kenny's SUPERCHARGER

Renny's BIG SIX

Exhibit's JUMPER

Gastlier's BOWLING ALLEY

Billy's TOPNOTCHER

MILLS PHONOGRAPHS

1/3 Drossel, Balance O. O. D., F. O. B. Baltimore, Md.

Write for Prices on Any Equipment You Want Not Listed Here!

SLOTS

Mills Melons	\$49.50
Ice Q.T. (Use Now)	45.00
Blue Front G.J.	27.50
Blue Front S.J.	32.50
Ice & Ice Q.T.	32.50
Mills Dial	35.00
Waiting to Gooseneck	10.00
Jeans, 1★ Chief	17.50
Jeans, 4★ Chief	22.50

CONSOLES

Brown Peace Races	\$69.50
Black Peace Races	49.50
Parley Races	59.50
1937 Skill Times	45.00
Jeans, Liberty Bell	22.50

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

NEW BRANCH OFFICE:

201 GRAND AVE.,
BELLMORE, L. I.

Open in — Let's Get Acquainted.

FREE PLAYS

TWINKLE	\$39.50
COWBOY	39.50
UP & UP	27.50
SPOTEM	22.50
1/3 WITH ORDEAL C.	O. O. D., F. O. B. BROOKLYN

NOVELTIES

LOT-O-FUN	\$27.50
BROOKS	19.50
BOX SCORE	11.50
CHUBBIE	9.50

SUPREME VENDING CO.
557 ROGERS AVE. - BROOKLYN, N.Y.



STAR COIN MACHINE CO., Fort Worth, Tex., one of the live-wire operating and jobbing firms of the Southeast, is owned and managed by Willard M. White and Ben McDonald. The firm employs 15 people. From left to right: Ben McDonald, Frank Ball, L. D. Frend, Jack Tetum, Dare Tomita and Willard M. White. All are members of the firm, except Ball, who is also a Fort Worth operator.

EXHIBIT'S

Jumper

with
**ASTONISHING NEW
HIGH SCORE FEATURES**

- HIGH SCORE SUBWAY POCKETS
- DISAPPEARING BALL ACTION
- THRILLING JUMPER FEATURE
- RECORDING POP-OUT POCKETS
- OUT BALL RETURN

PLUS

- NEW HEAVY DUTY STEP UP UNIT
- ARC PROOF SUPER SENSITIVE DISC TYPE BUMPERS
- BRILLIANT CHROME BALLS

**BALLS
RE-APPEAR**
New!

**BALLS
DISAPPEAR**
New!

**SCORE
ADDS
LIGHTS
FLASH**

Order
from Your
DISTRIBUTOR TODAY

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



**FREE PLAY
COMBINATION**
10450
Change from free
play to Regular in a
Jiffy Right on Loca-
tion.

CLEARANCE

1/3 DEPOSIT—BAL. C. O. D.	
Bally Reserves	\$ 9.50
Old Ball, plain	12.50
Op. plain	15.00
Liberty, Free Play	19.50
Gun Club, Free Play	15.50
Public Baseball	27.50
Exhibit Baseball	29.50
Games, Free Play	34.50
Champion, plain	39.50
Sammy Chang, Free Play	39.50
Weyers Baseball	45.00
Smith, Free Play	45.00
Weyers Baseball	45.00
Follow-Up, Free Play	59.50
Triple Threat, Free Play	65.00
Triple Threat, plain	65.00

**MILWAUKEE COIN
MACHINE CO.**
1455 W. Fond du Lac Ave.,
Milwaukee, Wis.

**FLASH
Operators—Distributors
ATTENTION
Get In On**

SHIMMERDICE GAMES
"Share the Profit Plan"
Actually pay for themselves first 24 hours with
plenty of profit to boot.
And first day just pure "Golden Gravy" to
walk between operator and location.
Operators' Cost, \$4.50
Grab your pencil.
No Mail—Telegraph—Now for samples or
wood supply and full particulars.
Distributor—Hurry for closed territory.
LIBERTY MFG. CO.
COUNCIL BLUFFS, IA.

WANT
100-Wire, late Track Records, 1c Sparks, Gingers.
FOR SALE

Only one Saraceno, Square Balls, Fairgrounds,
Newborn, \$22.50; Stone's Zipper, \$32.50;
New King, \$49.50.
Toledo Coin Machine Exch.
123 Adams St.,
TOLEDO, OHIO

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

**New Albany, N. Y.,
Distributing Firm**

ROUGHKEEPSIE, N. Y., Dec. 16.—Al Schlessinger, of Square Amusement Co., and Morris Silverstein, New York coinman, will open offices in Albany about December 20, they reported, and will feature the products of the Rock-Ola Mfg. Corp.

This is the first time that Square Amusement Co. has branched out to extend its activities farther than this city. Al Schlessinger was given the honor a few years ago of being appointed president of the former Empire State Skill Games Board of Trade, the State-wide organization for the maintenance of the operating business. Morris Silverstein has always been one of the leaders in New York City, it is reported.

"There is no doubt that good machines are helping operators everywhere to a better and more certain profit income," they said this week. "By actual experience we have learned that our products are the best products in which operators can invest at this time."

"The phonographs and the new bowling alley, Ten Pins, are getting a tremendous amount of attention from the operators in Northern New York State, and being in the center of this large territory in Albany, we believe that we shall be able to better serve the trade here than ever before."

New Coin Firms

ALBANY, N. Y., Dec. 16.—The Cola Self Service Co., Inc., Manhattan, was issued a charter of incorporation today by the secretary of state. The company has a capitalization of \$2,000 and plans to deal in vending machines of all kinds. The stockholders are Stuart G. Lyon, New York; Henry E. Watkins, Forest Hills, L. I., and Hyatt H. Lyon, Great Neck, L. I.
The Ace Music Service, Inc., Brooklyn. The operation of music machines. Capital, 200 shares of stock. Shareholders: Ruth Hoffman, Morris Slater and Beatrice Shapiro, Brooklyn.



PRICE EACH \$5.92
Send for Catalog of Other Money-Makers

**Boost YOUR Kitty
WITH
POKER KITTIE**

A definite payout board with 130 winners to keep players shooting! Easy-to-open, easy-to-read Poker Hand tickets. Striking color combination stands out in any location.

No. 1402 1400 Holes
Takes in.....\$70.00 | GROSS \$32.25
Definite Payout... 37.50 | PROFIT

HARLICH MFG. CO. 1413 W. Jackson Blvd.
Chicago, Illinois

STOP, LOOK AND WRITE!
FOR OUR NEW LOW PRICES ON . . .

Grand Stands	Thistle Downs	Avalon, F.P.	Gott. Grips
Hawthornes	Mr. Chips, F.P.	Twinkle, F.P.	Sparks
Sport Pages	Champion, F.P.	Gingers	Penny Packs

ALL THE NEW AND LATEST GAMES READY FOR IMMEDIATE DELIVERY.
Oakley at Armitage Avenue,
GRAND NATIONAL SALES CO. CHICAGO, ILLINOIS

WHAT . . .
Bang . . . \$27.50
Bubbles . . . 12.00
Cheer . . . 22.50
Dole Feature . . . 22.50
Flash . . . 28.50
Zip . . . 19.75

ALSO . . .
Brooks, Free Play \$22.75
Stop & Go, Free Play 21.00
Gonzo Fair, Free Play 11.00

WHEN . . .
You want lowest price on new games, write to
NATIONAL NOVELTY CO.
183 Merrick Road,
Cable Address: NATHNOV

WHERE . . .
The home of the finest reconditioned games in the U.S.A.
Merrick, L. I.



FREE GAME
CONVERTIBLE
\$99.50
F. O. B. CHICAGO



FOLLIES OF 1940

FOR PROFITS THAT WILL MAKE YOU DANCE
WITH JOY!

4

THRILLING WAYS TO WIN!
Socker combination of the most thrilling features ever built into one novelty game. 4 DIFFERENT WAYS TO WIN! . . . by high score; by lighting all 10 numbered lights, after which each bump is a free game; by lighting numbered lights 1 to 6 and then hitting special 1,000 bumpers, which light up and give free game for each hit; by ball going thru No. 5 lane and then hitting special feature is successive scoring. Each roll when lit. Extra spine-tingling feature is successive scoring. Each roll over switch scores an additional thousand for each of top three skill lanes passed in rotation. FOLLIES OF 1940 has absolutely EVERYTHING!
RUSH YOUR ORDER TODAY!!!

GENCO-INC. 2621 N. ASHLAND AVE.
CHICAGO

WE pause in the rush of business to wish all our friends and customers, both old and new,

A
Merry Christmas
And A
Happy New Year

You may be sure that we will continue to lead in producing hits that will make 1940

YOUR MOST PROSPEROUS YEAR

H. C. EVANS & CO.
1520-1530 W. ADAMS STREET, CHICAGO

Exhibit's Jumper Stirs Up Battle

CHICAGO, Dec. 16.—War is going on at the Exhibit Supply Co. offices and factory, according to the latest communique received from General Loo J. Kelly, Exhibit official. "Yes, sir, the battle is raging in every department to speed up production on Jumper. Previously our engineering department declared war on the step-up unit and now have produced a unit that is 12 times more durable than those formerly used."

"War—operators are waging a winning battle against lost profits and lost locations with Jumper. A fight to the finish resulted in all balls on Exhibit's Jumper being chrome non-rusting finish. The war is over on the part of locations who now have games that cause no radio interference."

"Distributors are battling for delivery and we're being swamped with orders."

"While all this war is going on the direct effect of the game is Peace. Peace from service calls—from nagging locations from competition! Jumper creates happiness and full cash boxes create Joy. Peace, too, on the judge's recommendation; he says peaceful territory conditions can easily exist—Jumper gives full value in amusement for every nickel. In fact, it's more fun than playing with the kid's train on Christmas morning."

"Resting-in-Peace are those operators who are too slow in getting Jumper on location. You can let them rest in Peace while you jump in with Jumper and cash in big. In the meantime—by peaceful—we're shipping Jumpers as fast as we can."



**NEW MONEY-MAKING
SENSATION!**

PICK-A-PACK

COUNTER CIGARETTE GAME
Producing amazing earnings
in all types of Locations!

PENNY PLAY

Beautiful appearance! **\$23.75**
Sturdy, long-life construction!
F. O. B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded.
BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO



I. L. MITCHELL & CO.

Get Our **LOWDOWN PRICES** on Used Pin Games **BEFORE YOU BUY!**

PHONE: GLENMORE 2-5850
1070 Broadway, BROOKLYN, N. Y.



Add Them Up!

- Better Tone
- Better Looks
- Better Mechanism
- Better Cash Box

TOTAL **Highest Earnings**

PHONO-MIKE

Increasing collections for phonograph operators everywhere! Holds positions and gets new locations! Brings greater respect and appreciation for you and your machine!

Rush Your Order for PHONO-MIKE Today! Can easily be attached to machines or wall. Patrons can sing, whistle, etc., using record for accompaniment. Can be used for announcements, etc. Patrons **MUST** insert 1c to use PHONO-MIKE!

\$1585

PHONO-MIKE can be used with ANY music machine. Specify name and model of your phone when ordering.

1/3 with C. O. D. P. O. O. Baltimore



ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
26th & Huntington Sts., Philadelphia, Pa.

Philly Distrib Speeds Service

PHILADELPHIA, Dec. 16.—Joe Ash, of Active Amusement Machines Corp., reports that one of the first moves of his organization in 1940 will be to arrange for the speediest of service systems.

"We have introduced many innovations in the line of better service," Ash stated, "but we believe that the type of speedier service we will introduce with the new year will prove to be one of our greatest achievements."

"There is no doubt that the service problem today is one of the most outstanding in the industry. Operators cannot drag machines off locations as they could a year or so ago. Especially with the fact that the machines are getting bigger and heavier all of the time, a new system must be devised whereby the operator will be assured that if any serious trouble arises an expert can get to his location in a hurry and have the machine back in working order in a jiffy."

Active is increasing space for its service departments at its present quarters.

HURRY! HURRY!

YOU ONLY HAVE UNTIL MIDNIGHT, DEC. 31, TO GET YOUR FREE ROUND TRIP TO THE GREAT CONVENTION IN CHICAGO . . .



If you operate in New York State; Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (Wayne, Susquehanna, Bradford, Tioga); just purchase 10 or more of the "RICHEST and RAREST OF PHONOGRAPHS" Mills Throne of Music between now and December 31, 1939, and we'll pay your round-trip fare to and from the great coin machine convention in Chicago. **HEAR** operators from all over the country acclaim Throne of Music. See how Mills features Throne of Music. **KNOW** you've bought the best in 1939 for 1940. **PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!**

GEORGE PONSER COMPANY

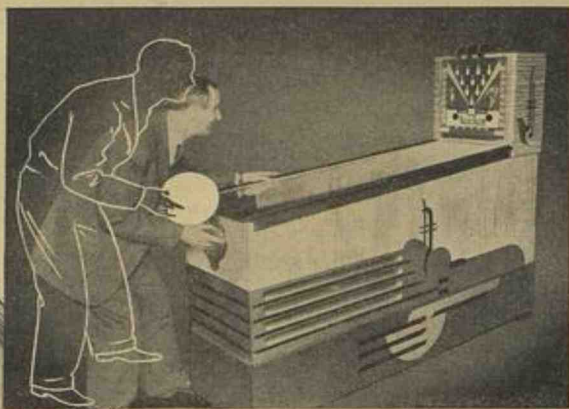
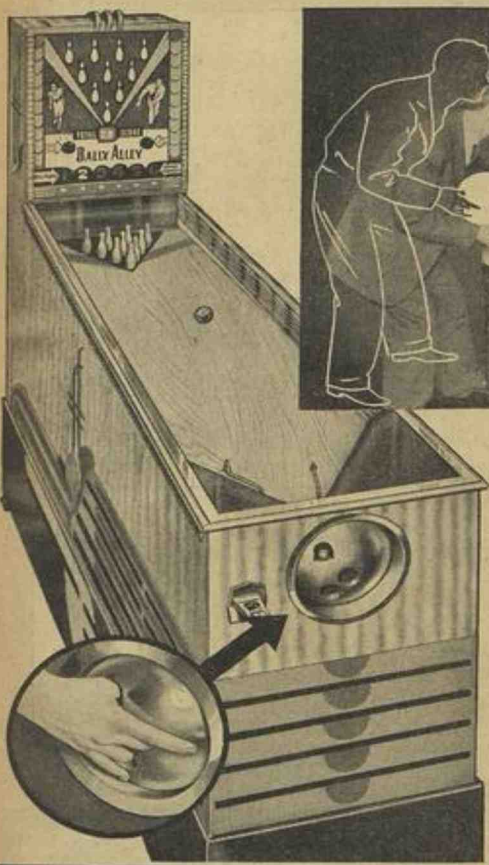
519 West 47th St., NEW YORK. | 11-15 E. Runyon St., NEWARK, N. J.
1001 E. Fayette St., SYRACUSE, N. Y. | 754 Broadway, ALBANY, N. Y.

You can ALWAYS depend on JOE ASH — ALL WAYS

Pre-Inventory SALE--ALL FREE PLAY Games

Brand New	Champions . . . \$49.00	Twinkle . . . \$49.00	Stop & Go	\$22.50 Each
In Original Case	Rebound . . . \$4.50	Follow Up . . . 49.50	Scotium	
Day's Latest	Variety . . . \$4.50	Pyramid . . . 34.50	Chevron	
PARACHUTE	Listed at \$94.50	Triple Threat \$4.50	Snooki . . . 29.50	Major's
ONLY \$69.00	1/3 DEPOSIT, BALANCE SHIPPED O. O. D.			

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



Realistic BOWLING ACTION

When you play BALLY ALLEY, you're not merely watching—you're actually playing! You're bowling! You grip full-size "ball" in your fist (see circle inset at left) . . . you aim . . . you get the right "English" or HOOK. And YOU CONTROL THE SPEED of the ball—a slow curve or a smashing cannon-ball shot! The skill is in YOUR hand and YOUR eyes. YOU'RE doing the bowling . . . and you simply can't quit!

BALLY ALLEY earns \$37 in 12 hours

Imagine a skill-amusement game earning \$37 in one day! Sounds like pay-table profits—but is an actual report on BALLY ALLEY (name of operator on request). And every cent is profit! The powerful fun-and-competition appeal of BALLY ALLEY insures continuous repeat play without awards.

Other collection reports, ranging from \$5 to \$35 daily net profit, are coming in from all sections of the country. Get your share! Order BALLY ALLEY today!

ALSO IN PRODUCTION: SCOOP, WAMPUM, GOLD CUP, GOLD MEDAL, GRAND NATIONAL, ROYAL FLUSH

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE
CHICAGO, ILLINOIS

**BERT
LANE**
Says:

HONESTLY,
WE'RE DOING OUR
LEVEL BEST TO SUPPLY
THE
RECORD-BREAKING
DEMAND FOR

**FOLLIES
OF 1940**

BIGGEST BONANZA
SINCE the GOLD RUSH!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

SAVOY'S WEEKLY SPECIALS

NOVELTIES—USED

A-1 SHAPE	
Toppers, F.P.	\$45.00
Golden Gate, F.P.	45.00
Spooks, with steel gears	35.00
Up & Up, F.P.	32.50
Hold Tight, F.P.	32.50
Chubbies, F.P.	
MaJors, F.P.	
Contacts, F.P.	
Dbie. Feat. F.P.	
Toss, F.P.	
Davy Jones, F.P.	
Stoner's Zeta	\$10.00
Midway	
Odd Ball Res.	
Daily Deers Res.	\$9.50

**ABT'S
CHALLENGERS
Fast Sellers
Legal
Everywhere**

\$22.50

Stands to Match, \$2.95



RECONDITIONED and GUARANTEED

NOVELTIES—NEW

Chicago Coin's Commodore	
O'Boys	
Nippy	
Lucky	
Stoner's All Baba	
Bally's Bally Alley	
Cold Cap	
C. O. D.	
Topnotcher	
Conco's Follies	
Exhibit's Jumper	
Conquest	
Keomey's Super Charger	
Big Six	

SAVOY VENDING CO.

406 B W. FRANKLIN ST.
BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

NOVELTY GAMES

Airport	\$25.00
Bas. Champ.	17.50
Box Score	14.00
Chyron	25.00
Club	12.50
Contact	15.00
5th Inning	19.50
MaJors	14.00
Pyramid	19.50
Side Kick	10.00
Bottom	25.00

Spooks (with new metal gear)	\$17.50
Zip	20.50
Bang	20.00
Triple Threat	35.00
Zeech	29.50
Review	\$7.50
Repeats	7.50 for 3
Bally	
Reserve	7.50
Fleet	7.50

FREE PLAYS	
Variety	\$55.00
Nippy	65.00
Chubbie	27.50
Cowboy	42.50
Up & Up	30.00
Davy Jones	29.50
Lucky	55.00
Chyron	27.50
Kick	15.00
Fair	17.50

DAVY JONES, Brand

New, Original Case,
Western BASEBALL,
1939, Light-Up Back-
board, Like New,
\$39.50

WANTED
Used A.B.T.
CHALLENGERS
Any Quantity!

SAVOY VENDING COMPANY, INC.

651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel. REVER 2-3183)

Advertise in The Billboard—You'll Be Satisfied With Results.

EMPIRE

1c PLAY CIGARETTE MACHINE
Equipped with Ball Gum Vender. Reels built Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



\$17.50
1/2 Deposit.
BALL GUM
15c a Box
(100 Pieces)
CASE (100 Boxes) \$12.50.
1922 Freeman,
Cincinnati, O.

SICKING, Inc.

ENTIRELY NEW and DIFFERENT
Penny Counter Skill Game. Play with 5 steel balls, 100% legal everywhere. Completely mechanical. Payout awards whenever permitted. Irresistible appeal. Write for low price.

PENNY PRODUCTS CO.

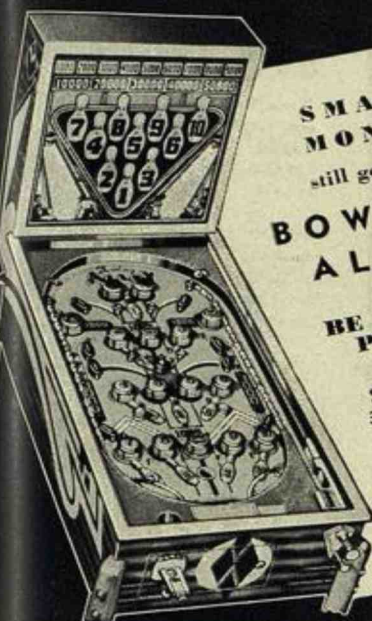
LANGDON, PA.

6 GAMES—YOUR CHOICE—FOR \$49.50

Miami	Major	Thunderbolt
Request	Review	World Fair
Fleet	Zig	Odd Ball
Bubble	Jungle	Side Kick
Swing	Flora	Scam & Go
	Starry	St. Moritz

and one hundred others. Send order with 1/3 deposit.
LEHIGH SPECIALTY CO., Philadelphia, Pa.
2nd and Green Sts.

BOWLING ALLEY • LITE-O-CARD



SMART MONEY
still going on
BOWLING ALLEY!

BE PATIENT,
PLEASE!

Simple as a-b-c!
3 ways to score!

FREE PLAY

\$99.50
(Convertible)

IMMEDIATE DELIVERY

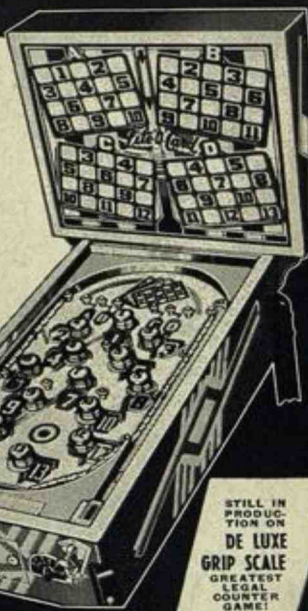
When it comes to
SEQUENCE
GAMES—
LITE-O-CARD

is still in a
CLASS
by Itself!

Alluring
SELECTOR
Feature!

FREE PLAY

\$104.50
(Convertible)



STILL IN PRODUCTION ON
DE LUXE
GRIP SCALE
GREATEST
LEGAL
COUNTER
GAME!

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Immediate Delivery

GOTTLIEB BOWLING ALLEY

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

WE RECOMMEND

GOTTLIEB'S BOWLING ALLEY

B. D. LAZAR COMPANY

PHILADELPHIA, PA.

Immediate Delivery

PITTSBURGH, PA.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of

Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.

A good display of new and reconditioned
Novelty and Free Play Machines on hand
at all times.

BARGAINS

The Following Machines in First Class
Condition. Some Used Only Two Weeks.

FREE PLAY

FOLLOW UP, Free Play, 1940	\$45.00
GOLDEN GATE, Free Play, 1940	25.00
REBOUND, Free Play, 1940	47.50
CONTACT, Free Play, 1940	20.00
DOUBLE FEATURE, Free Play	20.00
BOX SCORE, Free Play	15.00
DAVAL'S K. RAYS, Coin Taker Machine	20.00
SMOKE REELS, Like New	7.50
A.T. CHALLENGER TARGETS, Penny Play	17.50

Debit With Order.

R. E. PARRISH

U. S. Highway No. 1, West Columbia, S. C.

TEXAS
OPERATORS SWAP WITH WILKY
Rock-Ola-Bally-Groelchen

Photo #1-157
UNITED AMUSEMENT CO.
350 SO. ALAMO, SAN ANTONIO, TEXAS

COMPLETE 1940 CHANGEOVERS

for 616-716-412 with
**ILLUMINATED DOME, FRONT
GRILLE and DOOR PLASTIC**

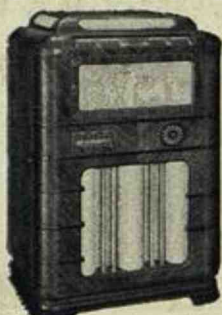
COMPLETE **\$19.95**

AS ILLUSTRATED

AVAILABLE SEPARATELY
GRILLE-DOOR PLASTIC **\$13.66**
SIDE LOUVERS

NEW 1940 DOMES **\$8.95**
FOR 616-716-412

GERBER & GLASS
914 Diversey Blvd., Chicago, Illinois



Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous
colors for unusual play—plenty of real football action.
Order immediately and cash in on the full football season.

Form 20-BT, Football symbol tickets. Take in 2000 holes @ 5¢=\$100. Pays out (average)
\$48.16. Profit (average) \$53.84. Semi-Cluck
Board—Celluloid protectors over jackpot.
Protected winners.

PRICE
7.90

GLOBE PRINTING COMPANY 1023-27 BACE STREET PHILA., PA.

NATIONAL'S VALUES

NOVELTY GAMES—FREE PLAY

Mills 1-2-3	537.50	Contacts	37.50
Animal	34.50	Cherries	37.50
Onion	589.00	Sidewalk	34.50
Rebounds	59.00	5th Innings	32.50
Pickems	59.50	Majors	32.50
Golden Gate	55.00	Steele & Gee	29.00
Scoops, Floor		Bubbles	29.00
Samples	55.00	Champs	27.50
Bangs	54.00	Del. Features	24.50
Veritas	52.00	Box Scores	22.50
Cowboys	49.50	Gun Clubs	22.50
Buckaroo	49.00	Kicks	19.00
Lo-O-Puns	47.50	Steele & Gee	18.00
Airports	45.00	Raglines	18.00
Comets	45.00	Multi-Features	15.00
Keen-A-Balls	42.50	Races	15.00
Courtesy	39.50	Hit Numbers	15.00
Zip	38.50	Parameters	15.00

NOVELTY GAMES—REGULAR

Circuses	\$22.00	Parameters	\$10.00
Majors	19.50	Reviews	Each
Del. Features	19.50	Key-Lites	Each
Ball Scores	18.50	Flirts	Each
Side Kicks	18.50	Hotlegs	Each
Odd Balls	13.00	Carpas	Each
Ritzes	12.00	Palmballs	Each

COUNTER GAMES

A. B. T. Target, Mod. F.	\$12.00
A. B. T. Big Game Hunters	8.00
New Wonder Balls	8.00
Penny Packs	8.00
Odd Balls	7.00
Daily Races Jr.	4.50

PHONOGRAPHS

Wurlitzer Mod. 24 Rec.	\$140.00
Wurlitzer G10-A's	89.00
Rock-Ola Imp. with Grilles	89.00
Wurlitzer G10's with Grilles	79.00
Rock-Ola Ambass. with Grilles	69.00
Rock-Ola Reg. 12's with Grilles	38.00
1/3 Dep., Bal. C. O. D.—F. O. B. Chicago	

NATIONAL COIN MACHINE EXCHANGE
1407 Diversey Blvd., CHICAGO

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

MAKE THE MOST MONEY

BIG EARNINGS MAKE

WURLITZER

REG. U.S. PAT. OFF.

First Choice of Music Merchants

YEAR AFTER YEAR

Every year since introduced, Wurlitzer Phonographs have been the overwhelming choice of Music Merchants.

Quick to discover they could make more money with "Wurlitzer"; Music Merchants have purchased more Wurlitzers than any other make. Today Wurlitzer leadership is still unchallenged.

Wurlitzers 24 record capacity—four more than any other phonograph—plus Wurlitzer's brilliant plastic illumination—plus visible record changers, constitute a money making combination that no other phonograph can duplicate.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co., Ltd. Montreal, Quebec, Canada.

*A Name Famous In
Music For Over Two Hundred Years*

WURLITZER PHONOGRAPHS

1ST

PLACE IN SALES

LEAD WITH THE LEADERS
OPERATE

WURLITZER

REG. U.S. PAT. OFF.

PHONOGRAPHS

SOLD ONLY TO MUSIC MERCHANTS

