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# The Billboard

The World's Foremost Amusement Weekly

FEBRUARY 1, 1941

15 Cents

Vol. 53. No. 5

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# The Billboard

Vol. 53  
No. 5

February 1,  
1941

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## SONG HITS LAST LONGER

**Billy Rose's Horseshoe, Long-Run  
Champ, Takes \$1,924,000 in 2 Years**

NEW YORK, Jan. 25.—Still the seventh wonder of Broadway's topey-turvy night club world is Billy Rose's Diamond Horseshoe in the cellar of the Paramount Hotel, which is now in its third year of operation and has changed shows only once. According to Rose, the most expensive item is the initial production cost of his nostalgic revue, estimated at \$25,000. This figure does not include the talent, which consists of two bands, 20 girls, a couple of standard vaude acts, and a crop of Gay 90s headliners. The acts do not command top salaries because of the long-run engagements offered them, and the girls average \$50 a week.

Rose opened the Horseshoe Christmas night, 1938, and carried on with his initial presentation, *The Turn of the Century*, for 17 months. The current show, *Nights of Gladness*, is in its eighth month and continuing indefinitely. Rose saw the gross for the first year was \$92,000, the second year \$942,000. He attributes these huge figures to the big repeat trade from the New York area,

due to the fact that the customer gets more for his money than he expected, he says.

Rose figures that the reason the formula of using old tunes (Blanche Ring, Pat Rooney, Harlan Dixon, Eddie Leonard) is successful is that he presents them in their original settings and the people see them as they were during their heyday. While they may be out of place in a streamlined hotel room or night club, here they find themselves in natural surroundings which bolster the effects of their efforts.

Prior to the Horseshoe opening, the long-run record of a night club show in New York was held by the late Florenz Ziegfeld's *Midnight Roof*, where the same bill played for six months. During those days Ziegfeld used such names as Eddie Cantor and Marilyn Miller to top his floorshoes.

A big item in drawing business into the Horseshoe, in addition to the unusual entertainment policy, is the low scale—\$1 minimum.

## 94 Tunes Hit Best Seller Lists; "Smile Again" No. 1

By SOL ZATT

NEW YORK, Jan. 25.—Tin Pan Alley fought its way thru 1940—the first year of what may be a new musical decade—as a debilitated industry, short of a lot of its hot air, and accelerated to the viewpoint that tone and class can be put to rhyme just as easily as spoon and cream, and with much more meaning.

Running thru statistics and standards set by those who make music and, more important, by those who buy it, *The Billboard*, basing its findings on a statistical breakdown of the 15 national sheet music best sellers of its weekly "Music Popularity Chart," presents its annual survey on the 10 best sheet music sellers of 1940.

Standing out from the writer of digits and titles, *I'll Never Smile Again* emerged as the most sensational song of the year, remaining a No. 1 best seller throughout the country for 19 consecutive weeks, breaking last year's record for *South of the Border*, top tune of *The Billboard's* 1939 survey, which occupied the No. 1 position for nine weeks.

Unlike last year, more small publications and unknown songwriters received recognition among those in the top 10 in the 1940 survey. Most notable of these is the No. 1 song, *Smile Again*, written by Ruth Lowe, whose previously published works could be put in an eye-cup, and published by Tommy Dorsey's one-year-old Sun Music Company, which, up to that time, had never published a hit tune. Dorsey's waxing of the tune, cited by those who know about such things as the most superior recording of the lot, was largely responsible for making that song the most talked-about in 1940.

## Sunbrock's Miami Show Loses Prelim

MIAMI, Jan. 25.—The preview showing of the Great European Circus, Noddy, and Barney Oldfield's Hollywood Thrill Show, set for tomorrow, has been called off by City Manager Lee, but there has been no interference with the regular performances scheduled for February 2-9. Krent, which is under direction of Larry Sunbrock, is being sponsored by the Mahi Shrine.

There will be two matinees on each Sunday, but only one performance will be given nightly.

Over 100,000 four-colored folders, conceived by Nat D. Rodgers, director of tickets, are to be placed in hotel boxes and distributed to every home and apartment house in the vicinity.

About 20 newly painted and brightly lettered cars to be used in the thrill show are cruising local streets and creating plenty of comment.

Cowart Brothers will furnish the backing stock for the radio, while Old Cowart will be the Wallendas.

Burney Oldfield, who heads the thrill show, is on route here from Van Nuys, Calif. Jack Bell, local sports editor, and Dinty Dennis, radio sports commentators, will have Oldfield on the air as their guests. King Kovac, ace stuntman, will be featured as will Betty Kovac. Among the leading circus acts will be the Wallendas.

*The Herald, The News, and The Miami Beach Tropics* are devoting lots of space to the show.

Tin Pan Alley also maintained the level set in 1939, with 94 songs landing in the national best seller category during 1940, as compared to the previous year's standing of 96 tunes. All of which proves that songs are lasting longer, be-  
(See 3 Novelties in Top Ten on page 8)

## Child Labor Group Okehs Stage Work; Asks One Age Limit

NEW YORK, Jan. 25.—The National Child Labor Committee recommended this week that young children be permitted to perform on the legitimate stage, so long as they have a limited number of rehearsal hours and receive regular health examinations.

As present the age limit in cities throughout the country varies. In New York children may appear on the stage at the age of 7, providing a special permit is obtained, whereas in the District of Columbia the age minimum is 18. Buffalo bars spoken parts for children under 16, and Philadelphia and Chicago have a 16-year minimum. There are four States besides the District of Columbia where the minimum age is 18; 13 States have a 16-year minimum; two States, 13 years.  
(See CHILD LABOR GROUP on page 27)

## In This Issue

	Page
Broadway Beat, The	4
Burlesque	25
Carnival	29-37
Circus and Circus	38-40
Classified Advertisements	48-50
Coin Machines	63-92
Crossroads	59
Entertainment Shows	26
Fairs-Expositions	44-47
Final Curtain	28
General News	3-5
General Outdoor	59
Hartmann's Broadcast	59
Legitimate	15-16
Letter List	51-53
Magic	25
Music	9-14
Music Merchandising	64-69
Night Clubs-Vaudeville	17-24
Night Club Reviews	18-19
Non-Theatrical Films	27
Orchestra Notes	11
Our in the Open	59
Parks-Pools	45-48
Races and Casino	37-51
Possibilities	4
Radio	6-8
Radio Talent	7
Record Buying Guide	69
Reprovision-Tent Shows	26
Risks-Scoters	41
Sheet Music London	10
Show Family Album	49
Songs with Most Radio Plugs	10
Sponsored Events	37
Television	6
Vaudeville Reviews	22-23
Vaudeville Crosses	24
Wholesale Merchandising-Prom	54-58

**ROUTES:** Orchestra, page 14. Acts, Units, and Attractions, 20-21, and 32. Dramatic and Musical, 21, 32. Shows, 21. Burlesque, 21. Carnival, 27. Circus, 22. Miscellaneous, 22. Routes Referred to, 21. Late, 22. Events for Two Weeks, 58.

## Personal Management Agreements Go From 10% to 50%; and Up to 75% for Vocal-Coaching Managers

NEW YORK, Jan. 25.—Despite keen competition from large agencies, opportunities for independent personal managers of acts have never been better. Plenty of the acts making good in the last few years have had personal managers tearing down obstacles in the way to the big money.

Personal managers, devoting their time in one or several acts, collect anywhere from 10 per cent up (with the cut in many cases going to 50 per cent). Under a written agreement with the American Guild of Variety Artists, members of the Artists' Representatives' Association cannot collect more than 10 per cent for managerial services. Most personal managers who do no agenting or booking, however, are not members of the A.R.A. Percentages are also limited in the legit and radio fields by Actors' Equity and the American Guild of Radio Artists respectively.

A common fee is 25 per cent of the act's salary and that includes all booking commissions. Managers concentrating on three or four acts point out that they cannot maintain a profitable business for less than 25 per cent unless one of the acts shoots into the money class.

The fee is higher among vocal coaches

who act as personal managers. One recently collected 75 per cent of the salary while working with an act. Others pay the pupils salaries and sell them to bookers for all they can get.

Many managers are professional nursemaids to their acts. They form them, watch them grow, catch each of their engagements, and suffer financial depressions with them until they are ready to crash the money markets. Midway, in many cases, either the managers drop the acts, losing confidence in their work, or the acts change offices because they are depressed with their slow progress under current guides.

AGVA feels that no manager has a right to collect more than 10 per cent, and that any money spent on the act by the manager should be paid back by the act as a loan and should not obligate the performer to pay stiff commissions.

Managers on the other hand, point out that the business of handling acts is a bed of roses. The percentage of clicks, they complain, is very small, and before an office finally winds up with an act that has star possibilities it may spend a "small fortune" in the wedding-off process.

## Henie Scores Again in N. Y.; Takes Sock 275G in 8 Shows

NEW YORK, Jan. 25.—Sonja Henie and her Hollywood Ice Revue, which opened an eight-day run at Madison Square Garden Monday (30), grossed a week \$510,100 for the initial six shows, and the total figure, based on advance sales, will top \$275,000. Show played to sell-out houses (capacity 16,000) and was able to average \$35,000 per performance this week due to the price scale in effect, ranging from \$4.40 to \$1.10. All but \$4.40 seats were sold before the show opened.

All papers were generous with space, the publicity for the show starting a

couple of weeks before its arrival.

Routine of the show is the same as reviewed in *The Billboard* from Buffalo, issue dated December 28, 1940. Miss Henie has never been seen in better skating form, and her ability to entertain an audience is well displayed in each of her six appearances.

Costumes, production, and staging are lavish all the way. Room could be made for more strong comedy routines, although those coming on hand suffice. Headliner is Freddy Trunkler, who scored the first show-stop. Other principals in-

(See HENIE SCORES AGAIN on page 21)

## Dayton, O., Defense Activity Center, Expects Spring Boom; Legit, Vaude Are Doing Well

DAYTON, O., Jan. 25.—With estimated contracts and sub-contracts for materials directly or indirectly relating to Uncle Sam's defense program placed in this city amounting to \$60,000,000, it would seem logical that beneficial reactions should be felt in theater attendance. However, that is hardly the case, even though Dayton has been referred to as the center of defense activities. While theaters are not starting, they are not closing the doors to overflow audiences, and it still takes a good show or picture to bring them in.

In Dayton is located Wright Field, largest aeronautical experimental station in the country, where a considerable increase in personnel has been effected, with more expected. The government will have spent about \$8,000,000 in improvements at Wright Field and adjacent Patterson Field when present programs are completed. Frigidaire Corporation is putting up a new building for the manufacture of machine guns; the program calls for a \$20,000,000 expenditure, but some of it goes elsewhere. The Sheffield-Gump Corporation has received a \$1,000,000 initial order for a new building and machines, but this will not swing into heavy production until spring or early summer. DeLoe Products will go strong on the manufacture of electric generators for Diesel motors. Besides these, numerous smaller plants are receiving orders, which, if the rates continue, should keep things humming by spring and summer, when a better response to things theatrical may be expected.

Dayton is one of the cities, however, where stage shows have continued profitably through the season. These are shown at the RKO-Colonial, with weekly changes, and for the most part have run above the house average, \$7,000 to \$8,000, with a top of more than \$10,000 New Year's week.

Dayton draws over week-ends from a large valley radius and is a good show town when good shows come to town. In the legitimate this season there have

been six productions here. *The Little Foxes*, Philadelphia Story, *There Shall Be No Night*, *Man Who Came to Dinner*, *Splash*, and *Time of Your Life*, and all have drawn well.

A concert series, featuring the Monte Carlo Ballet and the Philadelphia Orchestra, has 2,500 subscribers; the Dayton Symphony Orchestra has sell-out houses at the Victory for the season, and Paul Robeson and Laurels Melchior are booked for concerts.

### "Blossom Time" Plays Chi Yet Again for the Shuberts

CHICAGO, Jan. 25.—*Blossom Time*, the first of what may be a series of operettas, will open at the Grand Opera House Tuesday evening, featuring Everett Marshall, Dennis King and Everett Everett. *Blossom Time* is scheduled to open at the Grand in April, following the exit of the *Lunts*, but the show folded in Pittsburgh several weeks ago. Date substituted was Joe Penner in *Yolki Boy*, but the comedian's untimely passing last week fixed these plans.

Plans to continue the operetta series depend first upon the success of *Blossom Time* and second upon the availability of name-singers. If these obstacles are overcome, second in the series will be *Cyrano de Bergerac*, Sam Pokras's musical version of Rodan's play. Other operettas included in original plans are *Countess Maritza*, *My Maryland*, and *Rose Marie*.

### Sunday Grosses Up

NEW YORK, Jan. 25.—Grosses last Sunday (19) were the best since the first appearance of Sunday shows last November. The figures for the eight performances given were as follows: *Hellzapoppin*, \$2,200; *It Happens on Ice*, \$3,100; *Meet the People*, \$1,700; *The Man Who Came to Dinner*, \$1,700; *George Washington Slept Here*, \$1,428; *Separate Rooms*, \$1,225; *Johnny Belinda*, \$980; *Tobacco Road*, \$1,280 (\$1.10 top for both matinee and evening; \$729, evening; \$610, matinee).

A list of army camps is being published in the Wholesale Merchandise Department. This week's list is for the Eighth (Texas, Oklahoma, Colorado, Arizona, Wyoming, New Mexico) Corps Area. It can be found on page 54.

### Philly Grosses Weak; "Jones" Does Dive

PHILADELPHIA, Jan. 25.—Little life this week at the light box offices. *Liberty Jones*, for the second of its two weeks at the Forrest Theater, ended tonight, dropped to a disastrous \$5,800 at a \$5.50 top, after a pitiful first week that barely realized \$5,300. If not for American Theater Society coin engagement would be a total thud. Whatever chance the Philip Barry play might have had was killed after the first night. Local critics panned it unmercifully.

Bringer Theater, re-lighting for *Stepzody* in *Black*, barely ekes out \$5,500 for its first of two weeks ended tonight. Top is \$3, but town is flooded with two-for-one tickets. Revis got nice notices, but review by-lines were those of the second-string critics.

Local Theater re-lights Monday (27) for *The Time of Your Life*, for which advance sale is terrific. *Leont* has also inked in *Ruth Draper* for the February 24 week. Nothing in sight for Bringer after *Rhapsody's* fortnight until March, with *Roberto* Road expected. Forrest follows Monday (27) with two weeks of the San Carlo Opera Company, and has added Philadelphia Story to its calendar for February 10. Makes the second visit this season and the third presentation locally. Walnut Street Theater is all set to return to the fold in February with *Lyle With Father*. Lynn Hardy, former treasurer at the Forrest, named manager of the house for the indefinite run of the play following its current Boston stand.

### Annual Tour for "Capades"

NEW YORK, Jan. 25.—During the directors' meeting this week (23-24), the Arena Managers Association operators of *Ice-Capades of 1941*, announced that the revue will become an annual affair. It will play arenas controlled by members as well as outside dates. The 1942 revue will get under way in Atlantic City in July following a closing six-week run of the current show.

## "Heat" To Try Again With Sullivan Dough, Union Concessions

NEW YORK, Jan. 25.—A fresh outlay of coin engineered by Ed Sullivan, Daily News columnist, together with concessions by the IATSE and Local 602 of American Federation of Musicians, and the pruning of salaries of the higher priced players of the cast, will allow *Crazy With the Heat* to attempt another run.

The show closed Saturday night, and is scheduled to reopen Thursday (30). Show was said to have cost \$165,000 and ran only five days.

Sullivan is said to be guaranteeing \$20,000 of his own money, in addition to getting additional financing from other sources.

Conferences between Nick Holdo, general manager of the show, and Kurt Kasper, producer, and union officials Monday (26) resulted in the IA consenting to reduce the backstage staff by night, the musicians taking out four men, and Equity consenting to better salary slices of the top players and lesser salary slices on the part of the other ranks. Equity minimums, however, will be maintained. The chorus gets no salary slices. Cuts will be restored if the show succeeds.

Show is having its material doctoring by Sullivan, Bugs Baer, Lew Brown, and others. Cost additions are also being made. Dinos Costello, Mark Plant, Rays and Naldi, and Carlos Ramirez are being added. Richard Kolmar is dropping out because of other commitments.

Sullivan, after the last performance Saturday (18) addressed the cast backstage, telling them that there was nothing wrong with the show that a bit of re-pointing and some alterations in the script wouldn't fix. He guaranteed them that if they consented to hang on with *"Heat"* To Try Again on page 27

### WGN Handling Spielers

CHICAGO, Jan. 25.—WGN Talent Division, under the direction of Noel Gerson, has entered the lecture field. Gerson sent out his list this week to thousands of lecture buyers. Gerson indicated he was concentrating on school assemblies and church affairs, which provide a big market.

## Possibilities

TRADE SERVICE FEATURE  
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents, and others concerned with the exploitation of talent in the major indoor fields. 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 RADIO

BOB SHEA—baritone now at George White's Gay White Way, New York night spot. A young, pleasant-looking fellow who has been stopping shows regularly at the big club. Has a good voice, plus nice delivery and personality, and wins over his audience solidly. Should rate a try on the air and also a shot in a musical show. (As Bob Schaeffer, he has been in Shubert operettas, mostly out of town; did a bit of sustaining radio; never been in vaude; and this is his third night club job.)

### For FILMS

MILLARD MITCHELL—legit actor now appearing in Mr. and Mrs. North at the Belasco Theater, New York. Has done comedy-character roles in countless legit productions, with uniform success. Offers terrific readings and a perfect sense of timing plus many characterizations that heighten every line he delivers. Should be sensational in typed comedy-character roles in films.

### RAY KINNEY

(This Week's Cover Subject)

RAY KINNEY, born of Irish-Hawaiian parents in Hilo, Hawaii, received most of his education in the United States but spent most of his life in the Hawaiian Islands. His popularity among American enthusiasts of the island brand of music dates back from 1923, but more currently, because he has held up the largest booking record in New York, playing 22 months of the Hotel Lexington, since 1927. While attending college in Salt Lake City, Ray and his brother had a band, the Kinney Brothers' Orchestra, but he made his first professional stand in show business when the late S. L. (Rexy) Rothafel brought him to New York for six weeks. Following that, he joined Jess Stafford's band of the Palace Hotel, San Francisco, and sang with him for 11 months. During that time he also sang on two radio commercials, the Shell Oil and Sperry Flour programs.

Since then he has returned to the Hawaiian Islands several times, and during one of these was in the oil business. After he took the singing lead, however, in "The Prince of Hawaii," and began to record island tunes for Decca, he has been in the U. S. leading and singing with his band. He has played several return engagements at the Royal Hawaiian Hotel in Honolulu.

Sandwiched between all of these efforts, Kinney and his "Aloha Maids," a company of 22 people, have been in Olan and Johnson's "Haltzappin'." Ray and his organization concluded their stay at the Lexington last month and are now currently embarked on a theater tour. He is also recording for Victor, General Amusement Corporation handles bookings for the Kinney organization.

### Wanted: MANUSCRIPTS

New York book publisher respectfully solicits worth-while manuscripts for publication.

FORTUNY'S Publishers

87 FIFTH AVE., New York, N. Y.

## HY GARDNER Patrols the BROADWAY BEAT

THERE'S no doubt about Eleanor French's right to a "400" listing—she lives at 400 Park Avenue. . . . Arthur Godfrey, Mutual announcer who is also a lieutenant commander in the Naval Reserve, is not worried about answering the ravellie call, should be called to the colors. He's been on dozens of those 7 a.m. "ya-gotta-get-up" programs on the air. . . . Top had about Hal LeRoy had never played the house before and wanted to disregard doctor's orders to fulfill a life-long ambition, but no go. . . . Engineers for Broadway's hotels, office buildings, and theaters are being trained by the fire department for emergency fire fighting. . . . Another small-town boy yam: Thanks to a Hedda Hopper radio plug, singing S. A. accordionist George Kizner, of Sande Williams's Hotel Astor band, goes to Hollywood to make shorts with Leo Reisman.

GEORGIE JESSEL ran into one of the glamour boys at the 18 sporting a nose-bandage—the type plastic surgeons use when they Robert Hand-Taylor a sebor. "I got this when my car skidded and hit a fireplug," the bandage-wearer apologized. "Yeah," yessed-out Jessel. "It must have been the same fireplug that cracked up Milton Berle, Pannic Brice, Harry Richman, Mary Livingston, and George Price!" . . . There's an Arond A. Lecher listed in the Palace Theater Building, and we'll bet he's no agent. . . . Since the word "burlesque" has been rubbed out of those Ann Corio blow-ups in front of the Eltinge, the clippings read like a Bible Society press release. . . . At the same theater, incidentally, there's a stripper named Dorothy Kay, but she's not the night club p. a. . . . Larry Lester, CBS correspondent in London, penned a honey of a paragraph in a letter to Alma Archer. "In the old days," his typewriter grinned, "it was difficult inviting some girls into my hotel. These days, because of flying shipload, it's almost impossible to get them out!"

ODD WINDOW of the week—at 269 West 40th Street: "Mrs. Nancy—The Little Gemma." . . . Hanson Moe Gale is accompanying his Four Ink Spots to the Coast, where they'll make a movie, is to line up an all-star colored artist, starring Ella Fitzgerald. . . . Reader's Digest credits Frank Cone with one of the year's most precious word-pictures: "When you ask her a question it's like taking a finger out of a dyke." . . . A 42d Street movie house displayed this poster last week: "Last chance to see uncensored version! Tomorrow this film will be destroyed!" . . . At WOR the other day, Dr. Louis Ansbacher, the playwright-lecturer, recalled a conversation he had with Irving Berlin's mother-in-law, the late Katherine Duer—Clarence Mackay's first wife. Discussing "psychological compensation," Dr. Ansbacher used Berlin as an example. "If Irving was a good waiter at Nigger Mike's," he insisted, "the chances are he might never have become a famous songwriter." Berlin's mother-in-law smiled. "Your theory is excellent," she said quietly and loyally, "but—Irving WAS a good waiter!"

# 4 Bowes Units Played 104 Weeks In 1940; 2 Units Got Most Time

NEW YORK, Jan. 28.—Len Goldberg, manager of Major Bowes vaude units, says the Bowes shows played a minimum of 104 weeks during 1940. Most of this time was consumed by two of the Bowes units which are always on the road, and each of the dates were filled by a third and fourth show added during seasonal periods. The shows played in theaters from Coast to Coast, opening a number of new houses for them (those new-comers, however, seldom use any other stage attractions).

The consistent demand for Bowes shows, now nearing completion of their sixth consecutive year, could keep more than two shows on the road throughout the year, but the Major does not want more activity than he can handle, Goldberg explains. The currently active shows serve their purpose: to circulate the name of Major Bowes and his radio show and to create fresh interest in them throughout the country.

Bowes units still hold up strongly at the box office, attested by an increasing number of repeat dates. This month the

Bowes office has four shows on tour: One in New York, one in Paterson, N. J., one in the Midwest, and another on the West Coast. The West Coast show, *Talent Parade*, is set until June 1, according to Goldberg, thru Montana, Colorado, and Minnesota. The Minnesota Amusement Company booked it for two consecutive months starting April 1.

During the week of December 28, 1940, *Talent Parade* grossed \$19,000 at the Odeon, Los Angeles, reportedly the second biggest gross of the house (Ted Lewis did \$21,000). Following that date, it filled a number of one-nighters on the way to Portland, including the Walker Theater, Santa Ana, Calif., January 3 and a repeat showing January 5. During week of January 13 it grossed over \$9,300 at the Odeon, Portland, Ore.

## Record 25G for AMA Ice Show in K. C.

PITTSBURGH, Jan. 25.—Ice-Capades hit new records for Kansas City ice show, John H. Harris, president of Arena Managers' Association, informed. In six days, excluding Saturday, the gross reached \$25,000. More than 1,000 people were turned away on opening night, and extra seats were built on the ice for the remaining performances. Harris said.

Show is in St. Louis this week, then to Washington, D. C., Hershey, Pa.; Boston (repeat), Cleveland, and Los Angeles for a 24-day run in the Pan-Pacific auditorium.

## Me. Stock Grows High

PORTLAND, Me., Jan. 25.—Grosses for the 57 weeks of stock, a record these days, of the Guy Palmerston Players here, went better than average except for December.

The best week, when Edward Everett Horton appeared, receipts reached \$3,600; *Ten Nights in a Bar Room*, Palmerston's own writing, brought in \$3,350, and *No. No. Nanette* did slightly under \$3,000. Other weeks' receipts ran from \$1,000 to \$4,000. The former figure represents weeks in December when *Babe in Footlock* and *The Mikko and Pinafire* were presented.

Palmerston has given up his lease on the Civic Theater and in all probability vaudeville will be shown there.

## "Follies" Set Thru Winter

PROVIDENCE, R. I., Jan. 25.—The Shipstead-Johnson spectacle, *Ice Follies* of 1941, running some 30 per cent ahead of last year in attendance, has nine dates to play before the completion of its winter schedule. Following its local run ending tomorrow (26th), show will play Ottawa (29-30), Montreal (30-February 2), New Haven (3-9), Springfield, Mass. (10-16), Buffalo (18-21), Philadelphia (24-March 1, return date), Pittsburgh (3-8, return date), and Minneapolis (10-23).

SPRINGFIELD, Mass., Jan. 25.—Rotary Club of Springfield has bought out the opening night (February 10) of the *Ice Follies* of 1941, to be presented at the Eastern States Coliseum.

## Selective Service Mail

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

Also in the Circuit Department is given a list of registrants who are considered delinquents.

## More Agencies Get AFRA OKs

NEW YORK, Jan. 25.—The following is an additional list of radio talent agencies receiving AFRA franchises. The first list, of about 100 names, was printed in last week's issue.

Beverly Hills agents include Leland Hayward, Inc.; Edward Henry Agency; Menfies L. Johnstone Agency; Earl Kramer Agency; John Lancaster; Abraham Lehr, Inc.; William Leibling; Leibling-Wood, Inc.; A. & S. Lyons, Inc.; Ben Modgrod Agency; Art Meyer Agency; Walter Meyers Agency; Donald Montgomery Agency; William Morris Agency, Inc.; Leo Morrison, Inc.; Elmer O'Reilly; Jack Pomeroy Agency; Art Reish, Inc.; A. George Volk; Bob Crantville Walker Agency; David Warner.

(See MORE AGENCIES on page 23.)

## Davis, ASCAP Pub, Assigns Separate Catalog to BMI

NEW YORK, Jan. 25.—Odd situation in the music fight between American Society of Composers, Authors, and Publishers and Broadcast Music, Inc., was revealed this week. Joe Davis, owner of Georgia Music Company, small ASCAP publishing firm, has also sold a separate catalog to BMI under the name of Beacon Music, Inc., giving Davis a finger in both pies, since he also retains the ASCAP rating.

Davis said the new company was formed principally to exploit his own tunes and those of Krinke Butterfield. For the BMI set-up, Davis is writing under the new name of Leslie Beeson; Davis sold BMI the performing rights to the Beeson catalog December 23. Davis, who said that he waited eight years to get into ASCAP (was finally admitted last October), also stated that he didn't seek ASCAP's opinion on this move, nor have they questioned him about it since.



NOW — get the Sound catalog designed to save you most money — build your profits and name!



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## "Story" Sets Atlanta Mark; Sold Out Four Days Ahead

ATLANTA, Jan. 25.—The legitimate stage came back to Atlanta in its old-time style this week. For the first time since pre-depression years a play was sold out in advance for its complete engagement. Not only that, but Manager W. F. Wincoff said \$3,500 in mail order tickets had to be returned.

The show is *Katharine Hepburn* in Philadelphia Story. All seats except a few turn-backs were sold out by Monday preceding the first show Friday (24). Additional seats were put in the orchestra pit and standing room was sold. An attempt even was made to get the Hepburn company to put on a Sunday show, but this was refused.

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ONE ROLL ... \$ .50	Of Any Description?	Roll or Machine
FIVE ROLLS ... 2.00	WRITE	10,000 1 4.95
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Double Coupons, Double Price.		
No C. O. D. Orders		
Enter Single Ticket, 1st!		

Conducted by PAUL ACKERMAN—Communications to 1564 Broadway, New York City

## SCRIPT FOREIGN \$\$\$ FADE

## Money Rules Get Tough; Seek New Income Fields

NEW YORK, Jan. 25.—The last of the foreign script and transcription markets of any consequence, South and Central America, is folding. Organizations pioneering in developing the South American script market, notably Script Library, report that, with the exception of Mexico, countries have "frozen" their currency, with the result that it has become very difficult to do business. A check-up with foreign exchange experts at local banks here confirms that all South American countries have restrictions on money going out of the country, that some are stricter than others, but that in most cases approval is necessary to consummate deals on radio scripts.

According to Joe Koehler, of Script Library, situation has come to a head within the last month, so much so that Latin America is now out as a field for bank script firms. According to Koehler, business has folded in Argentina, Brazil, Venezuela, Uruguay, Colombia, Ecuador, Chile, Peru, and others.

Situation follows the fold-up of Europe and Australia as script markets, and punctures hopes of script peddlers who had turned to S. A. as a likely source of revenues.

Script Library figures the clamp on South American business will mean a loss of \$25,000 to \$30,000 for the company. Countries had been using an increasing amount of mystery-thriller scripts. Prior to the war European countries had been developing rapidly as sources of income, but this business folded immediately after the German invasions. Script eggs were figuring that South America would develop, but war has also caused South America to lose foreign markets, and this in turn is held to account for present currency restrictions.

Loss to transcription companies is not figured as anywhere near as important as loss to script companies. According to transcription execs, South America never was much of a market for music waxes, owing to cheap live talent available.

## New Income Source

With foreign markets washed up, script organizations are developing home sources of income. Latest to blossom is the little theater field. At a conservative estimate, about 100 of these groups are now sponsored, and of these 50 are serviced by Script Library. This figure represents an increase of 100 per cent over the number of sponsored little theaters last year.

Breakdown of little theaters serviced by Script Library shows eight sponsored by Bakeria, six by department stores, 30 by cleaners, dryers, and laundries, nine by local banks, two by jewelry firms, two by dairies, one by a men's clothing store, and another by a picture theater. None of the 50 are sponsored by church organizations.

## NBC Central Adds Studios, Offices

CHICAGO, Jan. 25.—NBC Central Division will construct three new studios and eight new offices in addition to improving existing facilities. It was announced this week by Harry C. Kopf, general manager. "With the new construction," said Kopf, "we shall have 19 studios, and we are originating more than 3,000 programs per month, more than 1,000 of them being network."

Four additional recording channels will be installed, doubling present facilities. Also three recorders will be set up for reference file recording purposes.

Studio A, largest of the NBC Chicago audience studios, will undergo complete renovation. Plans also include a new refrigeration machine to take care of all air-conditioning requirements for the NBC plant.

## Blurb Goes Rural

PHILADELPHIA, Jan. 25.—Tom Litvay, WIPN announcer, is going to make it harder for himself this summer. Assigned to the early morning shift, he has to travel from suburban Glenside to central city to beat the clock in opening the station at 7 a.m. However, instead of moving closer to the city, Tom figures on coupling his early morning chores with commercial farming, and is shopping around for acreage in adjoining Bucks County. Figures that since he has to get up at 4 a.m. anyway, he might as well milk some cows on his way to work.

## ASCAP Suing WCLO, WJMC on Copyright

MADISON, Wis., Jan. 25.—ASCAP, thru Attorney Robert A. Hess, filed suits in Federal Court here Monday (20) against the Gazette Printing Company, Janesville, Wis., operator of Station WCLO, and against the Northern States Broadcasting Company, Rice Lake, Wis., operator of Station WJMC, charging copyright infringement.

Harms, Inc., plaintiff in the action against WCLO, alleges that three of its copyrighted songs were played over the station January 1 without permission. Damages of \$750 are asked.

Named as plaintiffs in the second suit are Paramount Music, Inc., M. Witmark, Inc., Sunly-Joy-Selock, Inc., and Sun Music, Inc. Each alleges that one of its copyrighted songs was played over WJMC on January 11 without permission. Each asks damages of \$250.

## Black Adds to Staff

NEW YORK, Jan. 25.—Ivan Black, publicity representative, has added Tibel Nord and Haven Hubbard to his personnel. Nord was formerly assistant to Ernest Meyer, Post columnist. Hubbard is a journalist.

Black, who is scripter Arch Oboler's press rep, plans to open a Hollywood office in March and a Miami office next fall.

## Greek Relief to Radio

CHICAGO, Jan. 25.—In what is believed to be the first commercial broadcast appeal for war relief funds, the Greek War Relief Association of Chicago has contracted for a series of 13 weekly

## NEW YORK:

CALIFORNIA Fruit Growers Exchange Friday (24) began sponsorship of Phil Cook's *Amuseo* on GBS. Lord & Thomas is the agency. . . . Four renewals on WQXR this week. Witty Brothers renewed sponsorship of Quincy Howe thru Norman D. Waters and Associates; 20th Century-Fox, thru Kayton-Spiro Company, has renewed contract calling for 300 spot announcements promoting the company's motion pictures during 1941; J. B. Williams Company has renewed contract for additional 13 weeks, using three station breaks daily in behalf of Acus Vavra, and Morris Plan Bank has renewed for six spot announcements weekly for an additional 10 weeks thru Gotham Advertising Company. . . . Wheelona Corporation has added daily newspaper schedules in several large Eastern cities to supplement its radio programs, Compton handles. . . . Raymond Gram Swing's commercial on Mutual for General Oil Company has added Station WABY, Albany. . . . Charlie Barnett has just cut a series of waxes for Lang-Worth, tax-free transcription company. . . . Lewis Field, free-lance radio writer and producer, has opened offices and will specialize in producing transcribed spots or agencies. . . . Morris Plan Bank has signed for six 50-word announcements weekly on WINS, beginning Tuesday (28). . . . James McConochie II, formerly with NBC, has joined the firm

## WEAF Tops WABC in NY Press; WMCA Leader in Column Blurbs

NEW YORK, Jan. 25.—WEAF, NBC's Red network outlet, topped all metropolitan stations in publicity breaks, and WMCA, in fifth place in total publicity breaks, topped all stations—including network outlets—in column mentions, for the four-week period ending January 18.

Breakdown this month is very interesting, in that this is the first time in years that WEAF has outranked Columbia's outlet, WABC, although combined Red and Blue stations of NBC have always been first on a combined count. WEAF squeaked into first position by a narrow margin, 873 mentions, as compared to 870 for WABC, now in second place. WJZ still in third with 740, as compared to 425 for WOR.

Terrific jump by WMCA in column mentions is partially explainable by publicity accruing from the sale of the station by Donald Flamm to Edward J. Noble; but in all fairness it should be pointed out that station's sale was not a consumer story, and that much of the increased publicity came on talent and program breaks.

WHN and WNEW very close in sixth and seventh positions, with totals of 145 and 148 mentions.

WQXR, WNYC, WEVD, and WINS runners-up.

STATION	Publicity Breaks, January, 1941			Publicity Breaks, January, 1940		
	Feature Mentions	Column Mentions	TOTAL	Feature Mentions	Column Mentions	TOTAL
WEAF	783	120	873	689	134	823
WABC	714	156	870	764	301	965
WJZ	628	112	740	589	130	719
WOR	594	151	425	367	101	468
WMCA	101	107	328	185	89	274
WHN	104	41	145	98	12	110
WNEW	85	58	143	134	23	156
WQXR	80	21	101	115	38	151
WNYC	67	24	91	73	44	114
WEVD	48	7	55	74	7	81
WINS	29	12	41	36	12	48
	3,973	839	3,812	3,117	790	3,907

Note: Tabulation above is based upon New York station breaks in the New York Times, Herald-Tribune, Daily News, New York Post, World-Telegram, New York Sun, Journal-American, Brooklyn Eagle and PM.

programs on WCPL beginning tomorrow. Tagged *For the Glory That is Greece*, show will present native Greek songs, classical music by the WCPL Concert Orchestra, and stars of radio and stage currently appearing in Chicago. First ailer will feature Jim London, wrestling champ, and Benny Baker, of the DuBarry *Was a Lady* cast.

## Grant's WMCA Orchestra Given Dismissal Notice

NEW YORK, Jan. 25.—Lee Grant's orchestra, house band at WMCA, has received dismissal notice. Union rules provide that band get eight weeks' notice.

Station was recently sold by Donald Flamm to Edward J. Noble, mint candy magnate.

## Advertisers, Agencies, Stations

of Radio House, Inc., as business manager and associate. . . . S. A. Schunbrunn & Company has signed a 52-week contract with WHN for spot announcements plugging Svarin Coffee. Gussow-Kahn is the agency. . . . PHILADELPHIA: ED WALLACE, WIP production chief, moves up as assistant program director, succeeding Bob Horn, who will devote his time to the handling of his two commercial stanzas. . . . Fred Temple, former WFIL announcer, becomes program director of WSPB, Sarasota, Fla. . . . Bill Edmonds, coming in from WLW, Cincinnati, joins the WFIL announcing staff. . . . Howard Jones, WIP announcer and former thespian, shopping around for a summer theater site in the South Jersey pines. . . . Mrs. Morrison's pudding products back on WFIL, thru Arthur Sternal agency. . . . Jack Berlin, WPEN sustaining singer, goes commercial for Planters Hi-Hat Peanut Oil, thru B. W. Gottlieb agency. . . . Paul Kane, formerly at WIP, now selling time for WIPN. . . . Ross Shattuck, formerly with J. Water Thompson on the Pacific Coast, joins Ward Wheelock agency here. . . . Ruth Hoey, secretary to Jack Surrick, WFIL sales head, goes to K. W. Ayer agency's office staff, with Helen McMahon moving over from the business department to make the replacement. . . . Quaker Oats moves its Orphen Arnica line from WIP to WFIL. . . . J. M. Korn agency gets the Lyons Finance Service account.

## Wax Share-Wealth Plan Gets AFRA Nix

NEW YORK, Jan. 25.—American Federation of Radio Artists denied this week that it was seeking to incorporate into its code for transcription companies a clause calling for increased pay to performers in proportion to the number of stations using the wax. Rumor gained headway that such a move on the part of union, calling for fees based on a performance system, was under way. AFRA pointed out that system would be very tough to police, and was not being considered.

Among transcription execs, it was pointed out that such a fee system was logical in certain respects, but that it was tantamount to giving performers a share in the profits, whereas they would not share in losses.

One exec stated it was quite possible that the American Federation of Musicians might in the future inaugurate such a fee system—based upon a scale varying directly with the number of stations using a transcription service.

## Martin Block 6th Anni

NEW YORK, Jan. 25.—Martin Block, dean of platter turners, will celebrate his sixth anniversary over WNEW with a party at the Hotel Ambassador February 4. Take-offs on Block's program, *Make Believe Ballroom*, are heard over some 30 stations throughout the country. Block currently has 21 sponsors paying about \$333,000 yearly for the program.

## Armour Buys King on CBS

CHICAGO, Jan. 25.—Armour Soap Works, in behalf of Luxor Toiletries, will sponsor Wayne King's orchestra upon 25 Columbia stations beginning February 22. Airings will be Saturdays at 7:30-8 p.m.

Lord & Thomas is the agency.

## Steele's WOR Commercial

NEW YORK, Jan. 25.—Johannes Steele, commentator now heard over WMCA, starts a new series over WOR tomorrow at 9:30 p.m. For two Sundays he will make the replacement. . . . Quaker Oats to be heard on sustaining time, and on February 9, be gone commercial for Aperture, at 9:30 p.m. Sundays and Thursdays.

# Radio Talent

New York By JERRY LESLER

THE HARTMANS offer those modern definitions for the current music act: GENE BUCK—the ASCAP man; the public—ASCAP's clients; ASCAP composers who switch to BMI—ASCAB. . . . LUTHER DAVIS and JOHN CLEVELAND, 35-year-old writer friends, tell of the radio sponsor who rivals SAM GOLDWYN. The sponsor was reading their script when he was called to the phone. After the conversation he picked up the phone directory instead of the script. He read it for two minutes, and then said, "Okay, okay. The story is okay, but you'll have to cut down on the number of characters." . . . ANDRÉS RIVERA, a singer in night clubs, received radio bids after her opening at the Green Bay Tree. It's not surprising. MISS RIVERA is really LILLIAN CLARK, formerly of the Metropolitan Opera. . . . ELMER LETERMAN says he always turns off his radio one minute B. C.—before commercial. . . . JAMES EYDIE, the television photographer, tells of the dumb songstress who refused to let him take her picture. "When you look thru that camera you see me upside down," she explained. "And today I'm not wearing even a slip."

BILL BARR has retired from radio and will spend the rest of his life in the Virgin Islands. . . . MRS. ROY FANBY no longer passed away last week. . . . TOM LAMON, formerly with NBC's script department, has joined the firm of WILLIAM J. HANZ, who do commercial films and slides. . . . Unusual feature of the new TONY MARTIN program is the continuous flow of music from start to finish, running thru introductions, commercials, and shifts from one MARTIN song to another. The music, much of it original, is put together by conductor DAVE ROSS. . . . Hilarious radio slip of the week was provided by HEDDA HOPPER in reporting the coming marriage of SHIRLEY TEMPLE's two older brothers. She referred to them as "SHIRLEY TEMPLE's two husbands." . . . KEHA STONE is asking everyone for daffy definitions. He wants to turn the tables on COLONEL STOOPNAGLE when the guests on the latter's program this week.

YOU can make—and win—bets with a bit of information passed along by MARY MARGARET McBRIDE. Just repeat her statement that there is a newspaper office in New York City that's only three feet wide and can't be reached except by climbing a 25-foot ladder. (It's the office of the staff of carrier pigeons maintained by the Newspaper Enterprise Association.) . . . Men Against Time is the title of a new series being prepared. It will dramatize the 50-year history of the Associated Press.

## From All Around

Russ Huddleston, formerly with WLAC, Nashville, Tenn., has joined WJLB, Lansing, Mich., as newscaster. . . . Francis J. Dillest has become a member of the sales staff of WMAM, Marinette, Wisconsin.

William K. Shea and Walter G. Tolson have joined the KOO-KFO sales staff in San Francisco, both previously having done agency sales work. . . . Jennings Pierce, NBC's director of agriculture (San Francisco), this week rounded out 17 years of service to Western farmers and stockmen.

Denver Notes: KOA terrifies Andrew Dalley, Chamberlain program, was

### Silent Broadcast

PHILADELPHIA, Jan. 25.—WDAS broadcast the ceremonies this week at the opening of the new Lane Bryant department store. But nobody heard it. Harold Davis, WDAS program chief, had the emcee assignment, setting up a mike and introducing the local celebs. However, mike was only a prop to keep the talk down to a minimum, using as an excuse the limited broadcasting time available.

There's a persistent rumor that the soap sponsor of Meet Mr. Meek will drop that show for a series headed by LOU ELLA PARSONS. Pattern of the show will resemble her old Hollywood Hotel airings, consisting of variety acts and music. . . . Shooting on the Mr. District Attorney picture, based on the radio series, is scheduled to start soon, and PINIS PARI, who pens the broadcast, may plane to the Coast between programs to aid in the movie construction.

ELISE HITE entertained a group of radio executives, including JOHN HELD JR. and REYNOLD TOWNSEND, at a dinner party the other day. The result was that before the evening was over the whole group had written a new radio script and dramatized it. Now they are tracking it. . . . HENRY GURVEY appears as Mr. Butterick, opposite AGNES MOOREHEAD on CBS's *By Kathleen Norris*. . . . H. V. KALTEBOHN is a German baron, entitled to be so addressed, however, he would quickly be "Address Unknown." . . . Coincidence? Last Tuesday DOROTHY CHAIRE replaced MARION HUTTON as regular vocalist with GLENN MILLER on their commercial. The song she was selected to sing in her initial effort was *There'll Be Some Changes Made*. . . . TED STEELE now has an average of 18 shows a week, what with live and recorded programs. . . . BEN BRAUER is flying to Detroit and Chicago to announce the KAY EYBEN shows from those points. . . . After one announcement on his NBC program, RALPH EDWARDS' new book based on *Truth or Consequences* received 20,000 orders at a quarter a piece. . . . CHARLES STARK adds another new show to his list when he starts as announcer for *Music of Today* on WABC.

HANLEY STAFFORD was named after the town of Hanley, County of Stafford, in England. . . . They say that it's a boy for the CARLETON YOUNG'S. . . . That ELISE THOMPSON, organist on *Court of Mazing Heirs*, may do a recital in a New York Music Hall soon. . . . that a prominent radio producer may soon relinquish all radio duties because of heart trouble. . . . that the GROUCHO MARX'S *Flores* Family deal fell thru because GROUCHO refused to give up his series for one scripted by the agency writers, and that he also wanted a guarantee that after a start on a local network he would go Coast-to-Coast. . . . MORRIS CARNOVSKY, now in *My Sister Eileen*, legit show, and JOEY NASH, warbler, will do a singing and poetry program. Carnovsky's only radio appearances have been on the Mr. District Attorney show.

married this week to Georgene Michael, who does dramatic work. . . . KIZ took Bob Bradley appearing with Carl Lorch's orchestra at the Cosmopolitan Hotel, KPFL has exclusive strings on all home games of Colorado University, which are broadcast from Boulder, as well as home games of the Denver Legion team, runners-up in last year's National AAU tournament. . . . Sports announcer Bill Welsh kept busy doing blow-by-blow broadcasts of Elks' 14th annual boxing tournament. . . . Ensign T. A. McClelland, KIZ chief engineer, appointed commanding officer of Donkey's Naval Reserve Unit, has been elected president of Naval Reserve Officers' pool. KOA newscaster Tor Torland selected to represent Colorado on a six-man ski team going to the ski tournament at Sun Valley.

Warren Champlin, formerly with KXOK, St. Louis, is a recent addition to the announcing staff at WERO, Cincinnati. . . . New sportscaster at WCKY, Cincinnati, is Len Riley, who goes to the Queen City after serving an eight-year hitch in the Indianapolis radio field. . . . Dick Nesbit, former Drake University football great, takes over as sports reporter on the staff of WERC, Cincinnati, January 27.

# ASCAP Air Ammunition Potent; Buck Appeals for Settlement

NEW YORK, Jan. 25.—ASCAP tonight unloaded what may well be its heaviest and most potent ammunition—a flood of melody designed to give George Washington Hill and His Hit Parade much food for thought. Produced by Billy Rose and scripted by Oscar Hammerstein II, show originated in studios of WMCA, airing live over WNYW, WIN, and WOV in New York, and WDAJ, Philadelphia; WWSW, Pittsburgh, and WINX, Washington. In addition, at press time, some 88 stations had asked for the program via wax. Time on New York stations was bought by Society, with out-of-town stations getting waxes, made by World, cuffs.

Program, as heard from studio, shaped as easily the best musical fare on radio now, and worth about \$28,000 to an advertiser. Production was simple, but subtle, and took in sentimental value. Talent included Russell Bennett's orchestra, warblers Benny Field and Hollis Shaw, and a large mixed chorus. Deems Taylor emceed, with part of spider stink taken over by Gene Buck. ASCAP biggies who appeared to speak or sing, or both, were Irving Berlin, George M. Cohan, Richard Rodgers, Joe Howard, and others.

One of program's highlights was a dramatic appeal by ASCAP proxy, Gene Buck, asking that radio negotiate with ASCAP so that the public might not be deprived of music. ASCAP's stunt was also presented via dramatizations, these dramatizations bringing out ASCAP's history, philosophy, and ridiculing misuse of BMI.

To insiders, program had its incongruous touches. It was aired via RCA microphones and was played by musicians who, for the most part, play BMI music all day via the network. Many of the same musicians have turns with BMI, Deems Taylor, too, is NBC's music consultant, and at one stage of the program a Public Domain tune, *Acid Lung Syndrome*, was introduced.

One of the smartest production touches was a series of former network program theme songs, now off the air. Program played Victor Herbert, Hart

and Rodgers, Irving Berlin, and other terrific scores, and closed with Berlin quavering *God Bless America*.

Studio atmosphere was electric throughout the hour, with comment that program shaped as better than any network program now going over the ether. Paul Ackerman.

# Industry Awaits FCC Tele Okeh

NEW YORK, Jan. 25.—National Television System committee staged a series of demonstrations Friday and today for representatives of the Federal Communications Commission and the press—the demonstration being preliminary to the presentation of the committee's report Monday (27) to the FCC. Purpose of the report and demonstrations is to detail advances in the tele art made during the last year, with a view toward persuading the FCC to grant commercial permits. About one year ago, some television interests, notably RCA and NBC, were set to begin commercial operation, and had planned extensive promotion campaigns, but all this was scymed when FCC decided that standards were not sufficient to protect the public's investment in receivers.

Former union execs queried as to whether they would not resume negotiations clarifying jurisdiction over performers on television, stated they would do nothing abrupt, but would wait and see whether time would be sold. "After all," one union exec stated, "you know it's a very limited advertising medium."

Included in the Friday demonstrations was a showing by A. H. Dumont Laboratories, tending to prove that Dumont's system was flexible enough to do away with the bogey of obsolescence in receivers. RCA demonstrated advances in various phases of tele art, including handling of news and special event pick-ups. RCA also demonstrated large screen tele at the New Yorker Theater. CBS demonstrated color tele.

## The Billboard's FOURTH ANNUAL RADIO PUBLICITY AND EXPLOITATION SURVEY Is Now Under Way

The country's radio editors will name the best network press department, the best ad agency press department, and the best independent press agent in radio.

The Awards Committee names exploitation winners in network, clear channel, regional and local station fields, and the best press agent in radio exploitation.

DEADLINE FOR ENTRIES in the exploitation division, covering January 1, 1940, thru January 1, 1941, is February 28. Stations, agencies, and press agents are requested to send entries to The Billboard, 1564 Broadway, New York.

## N. Y. Agents ASCAP-Whacky; Mike Problem Brain Wracker

NEW YORK, Jan. 25.—Competition for press breaks among local stations has hit an all-time high, and is highlighted currently by brain-breaking attempts of press agents and stations to cash in on publicity accruing from the ASCAP on Parade program, starting today over three local outlets, WMCA, WQOW, and WIN.

Fueled among the press blurbers gained momentum with the first local set of Gold show, also airing via WMCA, WQOW, and WHN. Drama was set in motion when one of the daily radio columns carried an item mentioning WMCA in connection with the program and neglecting WQOW and WIN. WQOW seized up the score by grabbing the first winner and having him interviewed on WQOW. Trio of stations later settled the matter, and now have a rotating plan, a different station interviewing the winner each week.

Fueled over the ASCAP program came

to light when WQOW and WHN insisted that microphones with each station's call letters must be in the WMCA studio, where the show is produced. Program has a cast of 50, and WMCA figures six mikes are necessary to pick up the program. With WQOW's and WHN's dead mikes in the studio the total would have been 18, two-thirds of them of the same phonic, placed there only for the edification of photographers.

Donald Shaw, WMCA exec, cracked that the 18 mikes would make the studio look like an oil field.

Stations are so anxious to get their call letters into photos of the ASCAP program that a clause in the ASCAP contract provides that call letters of the three stations be displayed in WMCA's studio.

Matter was finally settled with agreement that each station would have one mike with call letters in the studio. WMCA's will be the live one.

## Program Reviews

EDST Unless Otherwise Indicated

### Herbert Hadel

Reviewed Tuesday, 8:30-9:45 p.m.  
Style—Comment. Sustaining on WMCA (New York).

In view of the current diplomatic trend of promoting good neighbor relations with the South American republics, Herbert Hadel's Tuesday and Friday talks on political and economic interpretations of events transpiring there should attract a politically minded audience.

Hadel apparently is hep to all the intrigues going on south of the border, and displays a formidable background on that subject. He at one time served as a member of the Spanish Treaty Claims Commission, and more lately had an extensive legal practice there.

His talks are slanted to interpret events as they affect the democratic status of S. A. countries. He writes liberally from South American newspapers, selecting items showing how people, fish column workers have infiltrated. He also keeps watch of the diplomatic moves in this country to counterbalance European influence in Latin America.

Delivery is straightforward, no attempt being made for dramatic schmalts. Voice is rich.

Tom Phillips announces. Cohen.

### Frazier Hunt

Reviewed Tuesday, 8:15-8:30 p.m.  
Style—Comment. Sponsor—Philo Distributors. Agency—Direct. Station—WOR.

Frazier Hunt's transcribed series on international affairs is striking in its similarity to Gabriel Heatter's gab on the same subject. Treatment is so alike that comparisons are inevitable.

Only difference is that Hunt, who as foreign correspondent, has not said written about practically every notable who hasn't been killed off, can get out of his own personal files his impressions of that person or country. He does so with good effect, to give a vivid background of the person under discussion. He often compares the present day plight of the one being discussed with what he has written on the same person years back. His bit on King Michael was particularly effective.

On program aired he did a verbal *Ballad for Americans* on various phases of Americana. Piece was well written, although it didn't achieve the poetic effect that Hunt apparently hoped for. However, it went off well.

Hunt does a couple of commercials himself, stressing the importance of Philco radios to keeping up with the news. Announcer at local stations also chimes in with a plug or two.

Talks go on Tuesdays, Thursdays, and Saturdays. Cohen.

### "So You Want To Be an Announcer"

Reviewed Monday, 10:30-11 p.m.  
Style—Announcer auditions and music. Sustaining on KYW (Philadelphia).

James Begley, station program mch, has concocted the idea of having would-be announcers make the meat for a status. And as it was cooked up on the opening stunt, it's digestible dialing.

Carries punch and interest, with Clarence Fubman's Rhythms making intervening music to step up the pace. And it's highly rhythmic music that induces stepping if the prior rips are pulled up.

Spotlight, however, is centered on three applicants, each given the usual reading test required of all professional announcers. Given an earlier chance to look over the lettering, each type was tested on a continuity used for a Curtis Institute symphony concert broadcast and news copy used by the *Evening Reporter* earlier in the day. For the third and most exacting test, giving a show a forte finish, each of the lads takes a try at ad libbing. One had to keep the air sly with gab about an imaginary parade, another makes-believe a fire, and the third called upon to describe the studio.

No applause meter, listeners asked to send in their votes for the winner, who is invited to announce the following week's show. Materially, winner gets an RCA personal radio.

Staff announcer Jay Ferguson did the initial announcing chores. Jim Harvey did very well in the emcee capacity, making the type feel at home and keeping the show moving. Oroszker.

### Dr. Hagan's 1st Boner—Losers Get the Dough

BRIDGEPORT, Conn., Jan. 25.—After 15 years of broadcasting, Dr. Harry Hagan had to come back to his home town, Bridgeport, to sell his first costly boner during his *NBC True or False* program, broadcast from the local Central High School last week. Cash awards are on route to the losing team of women bowlers, awards equal to those paid to the winning team of bus drivers. Near the close of the contest the score was two-to-one against the bus drivers. Hagan fired a question at one of the girls, who missed. Then amidst the excitement, with the score one-to-one, he fired the next question at another girl instead of to the surviving bus driver. When she missed, he declared the surviving man the winner.

Telephone calls from local listeners pointed out the error. A transcription confirmed, and Dr. Hagan was notified by wire en route to Florida. Next day a telegram of regret was received, and also a check for \$50, which included \$25 for the surviving girl on the team and \$5 for each of the other girls.

### WEIL's Heavy Live Talent Sked; 17 Hours of Drama

PHILADELPHIA, Jan. 25.—James Allan, WEIL program chief, announced long strides toward the goal of producing live network-caliber dramatic shows with Philadelphia actors when he disclosed that WEIL is now originating 17 quarter-hours of dramatic shows a week for local and Quaker Network airings. Three dramatic shows are in addition to the five quarter-hours a week of variety shows fed to the Quaker regional for General Baking Company and Philadelphia Soap Company.

Of the 17 periods, seven dramatizations are sponsored—oddly enough, by three of the five local newspapers, *Evening Bulletin* carrying three, *Ledger* as many, and one for the *Record*. In a weekly schedule that is 60 per cent local programs, Allan points out that the 17 dramatic periods represent a feature not equaled by any other station in town.

### NBC's (Program) Stooges

NEW YORK, Jan. 25.—NBC Program and Talent Sales Department is peddling The Stooge Club, program which will bring together a batch of stooges who have been supporting radio comedies. Talent will include *Buccoo*, *Heist* (Snoopy), Patricia Wilder (Honeychild), Tony Labriola (Oswald), Pat C. Picket (Demetrius), and Charles Cantor. Teddy Powell and orchestra will supply music and Don Richards will warble. Allen Reed slated for emcee.

Writer is Robert Marko, currently scripting the Ben Bernie program. Recordings are being made.

## There'll Be Some Changes Made Current Theme of BMI, ASCAP

NEW YORK, Jan. 25.—From confidential sources at press time it was reported that the BMI had signed the Department of Justice consent decree providing for clearance at the source and per program or optional license system. John C. Paine, president of ASCAP, when queried as to whether ASCAP might sign a consent decree, stated there is no reason it should not if the consent decree is not too severe.

ASCAP execs indicated that it was quite likely the Society, too, would revamp its structure and settle matters with the government. "Anything BMI can do we can do," one exec stated, pointing out the Society had always favored source clearance. Regarding a per program or measured fee system, the Society will do this if necessary, but still points out—as it always had—that such a license plan would be excessively expensive and that it would cause the broadcasters untold aggravation in clearing music. In ASCAP it was felt, moreover, that much of the BMI's deal with the government would be in the nature

of a smoke screen. To point this it is argued that, despite all boasts about the inadequacies of the blanket license, many broadcasters still favor it so against the per program set-up.

The admitting that the Society is waiting to see the outcome of the consent decree negotiations between BMI and the Department of Justice, and while admitting that ASCAP, too, would revamp phases of its structure, one ASCAP exec went so far as to sign a consent decree which would be too severe and incrementing. Rather than do this, the Society would light its program in the courts. But it is perfectly willing to make changes. In last week's issue of *The Billboard* it was indicated these changes might be quite extensive, providing for an entire liberalization of the Society's structure.

As one ASCAP exec stated, "We are not perfect, and we can adjust ourselves."

ASCAP indicated that it was quite likely the Society would set about revamping its structure shortly after BMI, so that the trade now expects a break in the entire performing rights picture.

## ASCAP Revenue Up 150% in Pittsburgh Despite Radio War

PITTSBURGH, Jan. 25.—ASCAP and BMI stories were amusingly presented at a luncheon meeting of the Advertising Roundtable by ASCAP district manager William J. O'Brien, and WCAE program manager Clifton Donahue. Next day the Post-Gazette radio editor, Vines Johnson, asked if Pittsburgh's proprietors of both sides of the music air can get together and present their argument for trade consideration. Why can't New York bigger?

Revenue coming into the local ASCAP office, that covers all but 13 of Pennsylvania's counties, thus far this year is exceeding last year's take by 180 per cent, O'Brien revealed. Pick-ups is due to night clubs and theaters paying their fees now, presumably due to business gains reflected by industrial prosperity. Its district includes almost 1,800 accounts, a gain of 15 per cent over 1939. About 700 are theaters, 730 clubs, the remainder hallrooms, rinks, soundtracks, department stores, radio stations, and miscellany. The area includes 18 radio stations. Licensed now are WWSW here, Uniontown, and Sharon, with negotiations on between O'Brien and management of a new station in DuBois.

Total revenue cleared thru O'Brien's office last year approximated \$350,000. More than 60 per cent came from radio stations and the Warner and Loew theaters.

Radio stations not yet signed in his district are Erie, Wilkes-Barre, Scranton, Altoona, Williamsport, Johnstown, New Kensington, Greensburg, New Castle, Harrisburg (2), and four in Pittsburgh.

Reflection of local reaction in BMI air made, O'Brien stated at the forum, is an increase of record sales at retail outlets, with one store reporting tripling of disk sales since first of the year.

The Pittsburgh ASCAP force comprises three men in the field and two girls, in addition to O'Brien, who came here two years ago from New York.

### Mass. Counties on Radio

GREENFIELD, Mass., Jan. 25.—John W. Haisig, president of Station WHAL here, announced this week that three counties in Western Massachusetts—Franklin, Hampshire, and Hampden—had each married \$2,000 in their budgets to be used to advertise the recreational and residential advantages of this end of the State. State law permits the counties to expend funds for advertising only when they are matched dollar for dollar by private subscriptions. Last year the Pioneer Valley Association, under the presidency of Haisig, raised \$17,000 in private funds for advertising purposes, and brought more than \$1,000,000 in new funds into the State.

### "Orphan Annie" on Wax

CHICAGO, Jan. 25.—Orphan Annie, after a six-month vacation, will return to the air via electrical transmissions. Spotted on 23 stations by Rothrauff & Co., show will tee off Monday (27) for Quaker Puffed Wheat and Puffed Rice. A new lead, Janice Gilbert, will supplant Shirley Bell, who grew up in the part and recently became engaged. Leading male character will be Captain Sparks, portrayed by Carleton Young. New airer makes the third for Quaker Oats Company, other two being *Old Time* and *Your Dream Is Come True*, which plus Quaker Oats. Last Orphan Annie sponsor was the Wander Company for waltzes, which several months ago made the switch to Captain Midnight.

### Stahl to WKNY as Proxy

CAMDEN, N. J., Jan. 25.—Charles Stahl, general manager of WCAM here, goes to Kingston, N. Y., on Monday (30) as president of the Kingston Broadcasting Corporation, operating WKNY. One of his first acts as head of WKNY will be to complete negotiations linking that station with the Mutual network.

Stahl is a veteran in Philadelphia, having started in 1931 with WPHN as salesman, being general manager of that station from 1932 to 1937, during which time he pioneered foreign language broadcasts in the city. Leaving WPHN he was for a year with J. M. Korn & Company Philadelphia advertising agency. Joining WCAM here late in 1938 as general manager.



# 3 NOVELTIES IN TOP TEN

## No. 1 Sheet Music Best Sellers for 1940

The 10 best selling songs of 1940, according to *The Billboard's* weekly "Music Popularity Chart," are given below.

Songs represent those tunes that reached the No. 1 position out of 94 songs to appear among the 15 best sellers of each week during the year. *The Billboard* receives weekly reports from 20 sheet music jobbers in the four sections of the country.

Publisher's name follows each title. The symbol "F" indicates a film song.

TITLE	No. Weeks in First Place	Total No. of Weeks on List
I'll Never Smile Again (Sun)	10	18
The Woodpecker Song (Robbins)	9	21
Only Forever (Santley-Joy-Select) F.	9	16
Blueberry Hill (Chappell)	4	20
Corinne (Berlin)	4	18
In an Old Dutch Garden (Harms)	3	17
When You Wish Upon a Star (Berlin) F.	3	15
Make Believe Island (Miller)	3	15
Ferryboat Bernadette (Robbins)	3	11
Oh, Johnny, Oh (Foster)	2	9

### Winners in 1939

South of the Border (Shapiro, Bernstein)	9	12
Over the Rainbow (Feld)	7	20
Deep Purple (Robbins)	7	17
Unchained Melody (Harms)	7	10
Sunrise Serenade (Jewell)	6	24
Wishing (Crawford) F.	5	21
Three Little Fishies (Santley-Joy-Select)	4	14
Beer Barrel Polka (Shapiro, Bernstein)	3	31
Little Six Echo (Bregman, Vocca & Conn)	3	21
My Beware (Robbins)	2	7

## US-Scranton Record Carl (Deacon) Moore Feud Ends as Court Giving Up His Band Ok's New Agreement

SCRANTON, Pa., Jan. 25.—Firma was written Tuesday (21) to the bitterly fought litigation between the Scranton Record Manufacturing Company and the United States Record Corporation, of New York, and the Pilgrim Trust Company, of Boston, when U. S. Judge Albert L. Watson approved the recently amended agreement drawn up between the two.

The newest plan of settlement, replacing the original controversial document, dispensed definitively of more than 40,000 records and thousands of dollars tied in the manufacture of records. This equipment, owned by the United States Record Corporation but in the possession of the Scranton firm at the time both companies embarked upon reorganization proceedings, was the cause of frequent embittered court appearances by counsel for the various groups.

The revised agreement, submitted to Judge Watson in Newark on Saturday (16), provides for the protection of respective interests in the handling of both the finished records and the various recording devices.

## Indian Music Publishing House Newest Tin Pan Alley Wrinkle

NEW YORK, Jan. 24.—Tin Pan Alley publishers, who can probably get accustomed to anything now as a result of the catalysis known as the ASCAP-radio embargo, are about to have a new competitor blossom forth in their midst. The latest entrant into music publishing ranks, furthermore, is no ordinary music man. He is Chief True Heart, full-blooded American Indian (part Cherokee, part Sioux, and part Inca), and he heads the newly formed Redskin Publishing Company, which is admittedly dedicated to "defining the American redskin."

According to Chief True Heart, this firm gives the American Indian the first opportunity he has ever had to have his musical composes published—and published, moreover, by members of his own race. Despite the many times bearing Indian titles that have enjoyed one form of popularity or another, no genuine redskin song has ever had a chance with the American public, because there never has been an outlet for same. Redskin Publishing Company has been formed to remedy that situation, and its finances, management, and song material are all Indian-fostered.

CINCINNATI, Jan. 25.—Carl (Deacon) Moore, whose ork is in its 13th week at Old Vienna here, is giving up the band he is to join the staff of Station WLW here as an air comedian. He takes on his new duties February 21. The Moore ork closes at Old Vienna January 21 and plays a string of one-nighters before its finale.

Bernard Kitchener's band fills in at Old Vienna the week of February 1, with Jimmy James, currently at Beverly Hills Country Club, Newport, Ky., moving in February 8 for an indefinite stay.

Lee Finney, drummer with the Moore combo, will pilot a sextet salvaged from the disbanded crew. Units will include Harry Kohl, bass fiddle; Chester Bielak, piano; Curt Ramsey, trumpet; Gene Loretto, sax, and Russell Sessions, sax.

### T. Dorsey Attracts 1,200

SCRANTON, Pa., Jan. 25.—Despite cold weather, Tommy Dorsey drew 1,200 to Masonic Temple here Friday (17) for the Buddy Club dance. The gate exceeded \$1,500, admission being \$1 plus tax. Management paid tax on several hundred tickets sold in advance.

Firma has some 60-odd composes, all by His Supreme Highness, Prince C. W., the Supreme Prince of the Sun, with two of them already available in black-and-white and orchestration form. Titles are *The Allegheny Moccasins Strut* and *Go-Go-Wa-Gi*, both fox trots. Outside will be tunes from any full-blooded Indian, on or off a reservation, but at the moment Prince C. W. has the entire catalog, which will include swing and sweet numbers, all of them BMI-cleared for broadcasting.

Prince C. W. and Chief True Heart are also planning a Redskin Cascade for presentation in Carnegie Hall here, with a run in a regular theater subsequently if all goes well. Idea takes in a 60-piece Indian ork and all-redskin company, the whole to be directed by the Sun Prince, whose music will make up the score. Some of the principals may be recruited from Hollywood picture ranks. Proposed production is elaborately planned and intends to trace the course of Indian history from before the time when the palefaces first landed on these shores.

## Latin American Influence More Marked Than in '39

(Continued from page 3)

cause 1338 showed 109 songs that found their way to the top of the heap.

No. 2 song that peeked away at public popularity is also the original product of an unknown, namely, *The Woodpecker Song*, by an Italian composer, E. Di Lanzaro. But an English lyric by an accomplished tunesmith, Harold Adamson, and publication by one of the top publishing houses, Robbins Music, were responsible for bringing it out.

Disregarding the age-old superstition that it's impossible to make a hit out

Mirror, songwriting has been a good livelihood for him.

The others in the top 10 were *In an Old Dutch Garden*, an effusion of Mack Centon's, also with Gross's prolific pen on the assist; *When You Wish Upon a Star*, by Ned Washington and Leigh Harline, staff music writer for Walt Disney; *Only Forever*, Johnny Burke and Jimmy Monaco, and *Blueberry Hill*, by Vincent Rose, Al Lewis, and Larry Stock.

### No Legit Songs

That hits emerging from musical comedy productions and musical films are becoming almost a lost chord in American music is indicated in the fact that, as in 1939, there were only two of the top 10 selling songs that emanated from motion pictures and none from legit shows. With all of the other influences creeping into popular music, it seems that show music has fallen by the wayside in best-seller tastes. The figures prove that enough has been sold to make bidding for show tunes still worth while, but nowhere near as profitable as in the old days, when show tunes were the thing.

The Latin American influence for the first time really made itself felt, with four songs finding their way among the 15 best sellers of the year, although none of them reached first place during 1940. Of these, *Princess* is the truest expression of this influence, with *Down Argentine Way*, *Corcho Serenade*, and *Mis Lamentos From Madame La Zonga* being synthetic expressions of this popular feeling, but

### Robbins, Berlin Tied for 1st Place Among Top Ten

Robbins and Irving Berlin Music companies tied for first place among the publishers who landed their best selling tunes in *The Billboard's* top 10 category. The firms walked away with two songs each.

Publishers represented by the leading 10 are listed below. Number of tunes each firm landed in first place is listed after the publisher's name.

Robbins	2
Berlin	2
Sun	1
Santley-Joy-Select	1
Chappell	1
Harms	1
Miller	1
Foster	1

of a similarly styled novelty following the success of one still firm in the public mind, the same triumvirate, Di Lanzaro-Adamson-Robbins, threw the conventional tradition aside and also landed *Ferryboat Serenade* among the 10 best sellers of the year.

Oddly enough, altho a third novelty song crashed the sacred portals of the 10 best, *Woodpecker* and *Ferryboat* were the only two novelty songs published last year that became hits in the same year. The third, *Oh, Johnny, Oh*, was a sleeper from way back and it also showed up in 1939, when Orrin Tucker and Bonnie Baker made their long-to-be-remembered leap to fame when they waxed the quarter-century-old ditty. The remaining seven hits were all ballads.

Another odd fact, asserted from the facts of an odd industry, was that Peter D'Alchich, Tschalkowsky, who became just Pete to the Lindy crowd during the era of 1935, was allowed to rest peacefully in his grave—or groove—for at least 31 weeks of the 52 that make up a year. The *Andante Cantabile*, from his Fifth Symphony, was converted to *Oh the Isle of May*, which, while it never reached No. 1 on *The Billboard's* sheet music listings, was a best seller for 13 weeks.

### Berlin Tunes Consistent

The most consistent best seller for the year was Irving Berlin's *God Bless America*, which never receded the No. 1 spot, but which has been on the best seller lists longer than any other song of 1940. During the year *God Bless America* was in the 15-best ranks for 20 weeks—eight weeks better than the next tune, which happened to be *Woodpecker* with 21. In 1939 Berlin's patriotic song was a steady boarder with 22 weeks on the list.

The writers of the rest of the songs to reach the top 10 division, with the exception of the author of *Corcho*, were all Tin Pan Alley regulars. In the case of *Corcho*, its authors, Dick Jurgens, Lou Quaid, and Eddie Howard (the latter two part of the Jurgens band at the time), have had other published works, but don't depend on the riveting of rhyme and rhythm for their regular income. The same might be said for Nick Kenny, who, with the assistance of his brother, Charlie, and the late Will Green, also was in the best-seller department with *Make Believe Island*. While Kenny gets his weekly check as a columnist for *The New York Daily*

### England's Best Sellers

England enjoyed one of its boom sheet music years during 1940, with five American tunes taking their place among the 12 outstanding songs of the year, according to *Melody Maker*, London music trade publication. To quote the paper, "this is despite the blits—or perhaps because of it."

Here's the way they stack up in England, with publisher's name following each title:

<i>There'll Come Another Day</i> (Southern)
<i>All Over the Place</i> (Gay)
<i>All the Things You Are</i> (Chappell)
<i>Sierra Sue</i> (Francis, Day Hunter)
<i>'Tis Nobody's Baby</i> (Francis, Day Hunter)
<i>Unchained Melody</i> (Peter Maurice)
<i>Bless 'Em All</i> (Keith Prowse)
<i>Ferryboat Serenade</i> (Sun)
<i>When the Blackbird Sings Bye, Bye</i> (Caphonic)
<i>Memories Live Longer Than Dreams</i> (Irwin Dash)
<i>Sleepy Lagoon</i> (Chappell)
<i>I'll Never Smile Again</i> (Campbell, Connelly)
*American songs.

expressions nevertheless. This stacks up against one last year, *South of the Border*, which, too, was suggestive of the influence, but more popular in its range and scope.

### Seattle Dances To Raise Convention Money a Flop

SEATTLE, Wash., Jan. 25.—Musicians' Association of Seattle has canceled its Parade-of-Dance Bands every Monday night at the Triannon Ballroom here after last week's band, Gay Jones, was stranded. The association introduced the Parade Monday (13), with a new band to be featured each week to raise funds for the American Federation of Musicians' annual convention, to be held here the week of June 9.

Officials stated Monday nights have always proved bad for dances in Seattle, but that this was the only night they would not be competing with other bands. New ways of raising funds will be announced.



# The Billboard

## MUSIC POPULARITY CHART

WEEK ENDING  
JANUARY 24, 1941

### LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

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

#### GOING STRONG

WE THREE. (13th Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY, EIGHT TO A BAR. (11th Week) Andrews Sisters, Glenn Miller, Will Bradley.

THERE I GO. (8th Week) Vaughn Monroe, Will Bradley, Tommy Tucker, Woody Herman.

DOWN ARGENTINE WAY. (7th Week) Bob Crosby, Shep Fields, Leo Reisman, Gene Krupa.

A NIGHTINGALE SANG IN BERKELEY SQUARE. (5th Week) Guy Lombardo, Glenn Miller, Ray Noble, Sammy Kaye.

DREAM VALLEY. (4th Week) Samory Kaye, Woody Herman, Frankie Masters.

FRENESI. (3d Week) Artie Shaw, Woody Herman.

I HEAR A RHAPSODY. (1st Week) Charlie Barnet, Jimmy Dorsey.

#### COMING UP

ALONG THE SANTA FE TRAIL. Dick Jurgens, Sammy Kaye, Bing Crosby.

STARDUST. Artie Shaw, Tommy Dorsey.

YES, MY DARLING DAUGHTER. Dinah Shore, Glenn Miller.

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

THE LAST TIME I SAW PARIS. Kate Smith.

SCRUB ME MAMA, WITH A BOOCIE BEAT. Andrews Sisters.

I GIVE YOU MY WORD. Mitchell Ayres, Eddy Duchin, Jack Lennard.

YOU WALK BY. Blue Barron, Kenny Baker.

### NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 15 best selling records of the past week. New York City: Center Music Store; Hudsonfield Music Shop; Liberty Music Shop; Veevy Music Shop; Galaxy Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whitman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co.; Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: E. C. M. & Co. Record Dept.; Portland, Ore.: Melor and Frank Co., J. E. Gill Co. Los Angeles: Bickel-Richardson; Southern California Music Co.; Hollywood Home of Music. San Francisco: Hirsch-Gibson-Frey-Quang Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steiner's, Inc.; Milwaukee: Schuster's; Record Library; (Ed Drach); Broadway Home of Music; J. B. Bradford Frame Co.; The Melrose; Des Moines Music Home; Davittson Co., Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aolian Co. of Music; Pannos & Barr. St. Paul: W. J. Dyer and Hull; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolen's Radio Service Shop. St. L. Forster & Bode; Monarch Sales Co.; Louis Farris Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James H. Thuman; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burnside's, Inc. New Orleans: Louis Grunwald Co., Inc.; G. Schirmer, Inc.; Foot Worth, Tex.: McCrary's; Kemble Bros. Furniture Co. San Antonio: Thomas Aena; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. FRENESI	1	1. Frenesi	1	1. Frenesi
2	2. I HEAR A RHAPSODY —ARTIE SHAW	4	2. I Hear a Rhapsody —Jimmy Dorsey	4	2. I Hear a Rhapsody —Jimmy Dorsey
3	3. I HEAR A RHAPSODY —CHARLIE BARNET	2	3. I Hear a Rhapsody —Charlie Barnet	3	3. Perfidia —Katie Cugat
4	4. FERFIDIA XAVIER CUGAT	—	4. If All Comes Back to Me New —Hal Kemp	—	4. Anvil Chorus —Glenn Miller
5	5. ANVIL CHORUS —GLENN MILLER	5	5. Anvil Chorus —Glenn Miller	2	5. Along the Santa Fe Trail —Glenn Miller
6	6. THERE I GO —VAUGHN MONROE	—	6. There I Go —Eddy Duchin	6	6. I Hear a Rhapsody —Charlie Barnet
7	7. YOU WALK BY —EDDY DUCHIN	3	7. Yes, My Darling Daughter —Dinah Shore	—	7. If All Comes Back to Me New—Gene Krupa
8	8. THE LAST TIME I SAW PARIS —KATE SMITH	—	8. I Give You My Word —Eddy Duchin	9	8. Down the Road a Piece —Will Bradley
9	9. ALONG THE SANTA FE TRAIL —GLENN MILLER	10	9. You Walk By —Eddy Duchin	—	9. Stardust —Tommy Dorsey
10	10. BEAT ME DADDY (EIGHT TO A BAR) —WILL BRADLEY	7	10. Stardust —Artie Shaw	5	10. Scrub Me Mama —Will Bradley
		MIDWEST		SOUTH	
		1	1. Frenesi	1	1. Frenesi
		2	2. I Hear a Rhapsody —Charlie Barnet	2	2. I Hear a Rhapsody —Charlie Barnet
		3	3. You Walk By Eddy Duchin	—	3. Beat Me Daddy (Eight to a Bar) —Will Bradley
		4	4. Perfidia —Xavier Cugat	3	4. Five o'Clock Whistle —Glenn Miller
		5	5. There I Go —Will Bradley	4	5. There I Go —Vaughn Monroe
		6	6. Tonight —Gene Krupa	9	6. Scrub Me Mama —Will Bradley
		7	7. Scrub Me Mama —Will Bradley	—	7. Only Forever —Bing Crosby
		8	8. Along the Santa Fe Trail —Glenn Miller	—	8. Stardust —Artie Shaw
		9	9. So You're the One —Eddy Duchin	—	9. You Walk By —Blue Barron
		10	10. High on a Windy Hill —Gene Krupa	—	10. Down the Road a Piece —Will Bradley

### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. FRENESI	2	1. I Hear a Rhapsody	2	1. I Hear a Rhapsody
2	2. I HEAR A RHAPSODY	1	2. Frenesi	1	2. Frenesi
3	3. THERE I GO	3	3. I Give You My Word	3	3. There I Go
4	4. I GIVE YOU MY WORD	4	4. There I Go	12	4. You Walk By
5	5. YOU WALK BY	5	5. So You're the One	5	5. I Give You My Word
6	6. SO YOU'RE THE ONE	6	6. You Walk By	4	6. Tonight
7	7. A NIGHTINGALE SANG IN BERKELEY SQUARE	7	7. A Nightingale Sang in Berkeley Square	—	7. May I Never Love Again
8	8. TONIGHT	8	8. Tonight	—	8. So You're the One
9	9. DOWN ARGENTINE WAY	11	9. High on a Windy Hill	—	9. If All Comes Back to Me New
10	10. MAY I NEVER LOVE AGAIN	10	10. Down Argentine Way	—	10. The Last Time I Saw Paris
11	11. FERRYBOAT SERENADE	10	11. We Three	7	11. Down Argentine Way
12	12. THE LAST TIME I SAW PARIS	12	12. Let's Dream This One Out	—	12. Same Old Story
13	13. WE THREE	11	11. May I Never Love Again	11	13. San Antonio Rose
14	14. IT ALL COMES BACK TO ME NOW	12	12. You've Got Me This Way	12	14. Ferryboat Serenade
15	15. SAN ANTONIO ROSE	—	15. If All Comes Back to Me New	8	15. A Nightingale Sang in Berkeley Square
		MIDWEST		SOUTH	
		1	1. Frenesi	2	1. Frenesi
		2	2. I Hear a Rhapsody	13	2. I Hear a Rhapsody
		3	3. There I Go	7	3. There I Go
		4	4. A Nightingale Sang in Berkeley Square	11	4. So You're the One
		5	5. Tonight	—	5. May I Never Love Again
		6	6. I Give You My Word	—	6. America, I Love You
		7	7. You Walk By	—	7. The Last Time I Saw Paris
		8	8. Ferryboat Serenade	—	8. I Give You My Word
		9	9. Down Argentine Way	3	9. Down Argentine Way
		10	10. Ferryboat Serenade	4	10. Ferryboat Serenade
		11	11. May I Never Love Again	8	11. Along the Santa Fe Trail
		12	12. We Three	—	12. Two Dreams Met
		13	13. The Last Time I Saw Paris	9	13. We Three
		14	14. San Antonio Rose	1	14. A Nightingale Sang in Berkeley Square
		15	15. Five o'Clock Whistle	—	15. Scrub Me Mama

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

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

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

## Erin Go Bragh!

PHILADELPHIA, Jan. 25.—Best of the stories about the ASCAP-BMI situation making the rounds about radio now have concerns a local furniture store proprietor who sponsors a program of Irish music. Since the first of the year loyal listeners have been told by the program announcer that certain requested Irish melodies were "unavailable." Listeners finally squawked to the sponsor that their favorite Irish songs weren't being played any more.

Sponsor, thinking that the station has misheard or had worn out its recorded Irish library, and completely unaware of the fact that the music war affected his program, went on a buying spree and turned up at the station this week with 200 recordings of Irish music. After explaining the situation, station checked the 200 waxes and couldn't find a single BMI or public domain ditty in the lot.

## Orchestra Notes

By DANIEL RICHMAN

## Broadway Bandstand

**BENNY GOODMAN** has been making overtures to **DAVEY TOUGH** to take over the drumming duties in the Goodman band. . . . Dave is reported to have spurned all BG's advances, preferring to remain at his present hide-beating post with Joe Marsala at the Hickory House, but the spot isn't closed yet. . . . **WALTER (MOUSE) POWELL** takes his first Manhattan engagement at Joe Rogers' new place, Rogers' Corner, February 4. . . . The Rogers place is a five-story restaurant that bore Jack Dempsey's name, opposite Madison Square Garden. . . . **RITA RIO** band, current this week at the Fiesta, is being fronted by **PEGGY MARLOWE**, vocalist. . . . when the all-gal crew auditioned for the job, there was a man in their midst—the bass player from Tommy Tucker's band, the gals' bassist having been injured in an auto accident that morning. . . . she was back for the actual engagement, but had to play from a high stool due to her injuries. . . . **KATH HINES** follows the Rio ork for four days, and the spot is looking high and low for a band to follow Hines. . . . **JOHNNY ORAFFA's** band goes into Monte Prosser's Beachcomber Sunday (26), but it will be led by **MICHAEL LORINO**, the singer. . . . **JOHNNY LONG** winds up his second engagement at Rowland February 6, with the Brandt theaters lined up for the crew after that. . . . **MANUEL OVANDO** and His Cuban-American Ork started the 24th at the new Iceland Restaurant on Broadway. . . . band has been substiting at La Corona and playing one-nighters since getting back from the Nixon Cafe in Pittsburgh. . . . **EDWARD WALLERSTEIN**, Columbia records proxy, sailed Friday (24) for a combination business and pleasure trip that will take him to Panama, Costa Rica, and Guatemala. . . . he's due back the middle of February.

## Midwestern Murmurs

**DON REID**, formerly assistant manager of the College Inn, Chicago, is the new manager for **HARRY JAMES**. . . . **DEL CARBINO** takes his new band to the Netherland Plaza Hotel, Cincinnati, for a February 8 date. . . . **HENNY CARTER** sets out this week for a three-month tour of the Middle West. . . . he opens February 19 for a week's stand at the new Dance Paradise in Detroit. . . . **BAM DONAHUE**, having had his name switched back from Don Hughes when the conflicting Al Donahue switched from William Morris, who handles Donahue (Bam), back to General Amusement Corporation, starts an indie engagement on the 21st at Coral Gables Ballroom, East Lansing, Mich., making the ork's first lengthy location date. . . . **RUDY RUDSILL'S** ork, which last week had been threatened with being taken over

broadsiders: could do as they see fit about it. "We're fed up with all this ridiculous nonsense." Black-out of TenHouser on the chain broadcast will make it necessary for Mutual to fill in for more than 15 minutes.

by its sponsor, **JAN GARRER**, or splitting three ways, has been saved by action of the booking agency handling it. With Rudy taking over as sole boss. . . . the band closed at the Hotel Gibson Rathskeller, Cincinnati, on the 17th, and is moving westward toward Kansas City, Mo., where it's set for a stay. . . . **MATTY MALINICK** follows a February 21 week at the Chicago Theater, Chi., with three weeks at the Muehlebach Hotel, Kansas City. . . . **GEORGE HAMILTON** is in for a month at the Peabody Hotel, Memphis, as of March 3. . . . **STAN MEYERS**, who has the Tuesday night band at the Blackhawk, Chicago, will front for **TED PIO RITO** while the latter is fighting the flu.

## Of Maestri and Men

**DICK OGBERS** takes his first stand since becoming head of the Will Osborne orchestra at the Haymor Ballroom in Boston. . . . he opened there the 24th, and is slated to close the first of the month. . . . after that it's the Rowland Ballroom in New York for the band, five weeks beginning February 6. . . . **BUTCH STONE**, sax man-vocalist formerly with Van Alexander and Jack Teagarden, goes with Larry Clinton. . . . also slated to join dopy doodle ranks is **CHARLIE CARROLL**, drummer formerly with Al Donahue. . . . **HENRY KIDDO** starts a term at the Mark Hopkins Hotel, San Francisco, Friday (31). . . . **GHAY GORDON** takes on a new saxophone tooter in **HAROLD TENNYSON**, altoist formerly with Glenn Miller. . . . **SLEEPY HALL** is taking a two-week hiatus from his band, current at the Homestead Hotel in Kew Gardens, L. I., to make some personal appearances with his electric banjo. . . . **TUT (HANK) KMEN** will take over the baton in the meantime. . . . the **KORN ROBLERS** get a renewal at the Flagship, Union City, N. J., that will keep them there until March 4. . . . **CHIQUITO** and His Bumbos Ork were also presented with a hold-over ticket, good until the summer, at the Hotel Plaza in New York. . . . **BOB HAMILTON** starts his third year at the Majestic Ballroom, Long Beach, Calif. . . . **DON DECKER** and His Fashions in Song, four-piece club unit, are indie at the Cave Under the Hill, Hill Hotel, Omaha, set by Henry Dunst of the Roward-White agency.

## Not Bad

PHILADELPHIA, Jan. 25.—It was like hitting the sweepstakes last week for Clem Williams, scintilla maestro, when he received a check from a bonding company for \$600.

Money was for back wages covering his band's appearance last summer at the defunct Anchorage Inn, which was shuttered at the height of the season when federal agents forced the spot into bankruptcy to collect unpaid taxes.

## Neb. Ballroom, Pix Ops Plan Biz Hypo Thru ASCAP Bally

LINCOLN, Neb., Jan. 25.—As a result of the ASCAP-BMI war, film and ballroom men in Nebraska are brewing up a batch of ideas which they hope will culminate in movie attendance and increased ballroom patronage at the expense of stilling a lot of radio.

Initial move was made by R. B. Livingston, whose private business is the subscription-run Capitol Theater here and who does the film industry's lobbying. He is going over a rough collection of ideas with ASCAP's Nebraska representative, Gene Blazer, pointing toward use of every means of bringing radio weakness forcibly to the attention of the public.

Livingston and ballroom men, led by such ops as Harry Taylor, of the Music Box, Omaha, want to put up an amusement business-ASCAP pot of money which will be used in plugging ASCAP's library for the homes who are paying for a class product and are entitled to use same.

Catchlines are planned along the lines of, "Good music is not dead, it lives in your movie theater (or ballroom)"; "Your radio may have been good reason to stay home now, but it's a good reason to leave home now," and "Your theater (or ballroom) knows the difference between genius and junk."

Ballroom men are ready to arrange programs of strictly non-BMI tunes, at the same time ducking requests for BMI tunes, as a turnabout on radio. Theater men want to arrange a schedule of famous musical films, full of Bertin, Gerbwin, Herbert, and Gordon-Bivel tunes, to contrast with the sit offerings. Idea is to break the first concerted action within a month if the plan meets approval of all concerned.

## Noted Symp Orch Having Own BMI-ASCAP Headache

PHILADELPHIA, Jan. 25.—While radio is having a general tussle with ASCAP over its music, the local Philadelphia orchestra is engaging in a private fight of its own with the Society. In a dispute involving the symphony ork's January 17 Mutual broadcast over an international network of 128 stations, conductor Eugene Ormandy finally won permission to play his own arrangement of Handel's *Water Music*, contending that he never accepted ASCAP's membership bid. This time, for the coming Today (31) broadcast, the ork feud with ASCAP waxed loud enough to threaten to drown out the music of Richard Wagner, who never heard of either ASCAP or BMI.

Mutual this week informed the Philadelphia ork it could not air the overture to *Tannhauser*, programmed for Friday, because the version to be used was published by a German company associated with ASCAP. Altho Wagner wrote the music piece in 1861, the date placing the music well within the public domain, the edition the symphony group will use was published by the German house of Poeschner in 1935. ASCAP, it is understood, has agency rights for that edition in this country.

Altho other editions of the overture may exist, published by companies not affiliated with ASCAP, Dr. Hari McDonald said, "We're not going to hunt for them." Dr. McDonald is manager of the symphony, and also happens to be a composer member of ASCAP. He explained that ASCAP does not have the original rights to *Tannhauser*, but is only agent for the German firm which has the rights. The reason a publisher can't obtain a copyright on classical music is that he often makes slight changes in the form of cuts, directions for tempo, and so on, Dr. McDonald explained. Declaring that the orchestra would continue to make up the program as it sees fit and not to conform with ASCAP, Dr. McDonald said that the

## Ballroom Op Finds Old-Time Dances Becoming New Again

WILDWOOD, N. J., Jan. 25.—Bill Gerst, manager of the Starlit Ballroom at Hunt's Ocean Pier, returned from a swing around the inland towns for a look at dance joints to note hand and dance trends preparatory to the coming season for the local ballroom, reports there is a marked indication that the time is ripe for a revival of old-fashioned dances. The solid swing and jive, he noted in conversations with other ballroom operators in the territory, is definitely no go. Band leaders would do well to stock their books with the Turkey in the Straw tune types, tips Gerst. For the coming spring season is going to find the dance fans in increasing numbers yelling "swing 'n' partners." And they don't mean the Lindy-Top or the Busy-Q.

Since jitterbug dancing spelled doom for the check-to-checkers, youngsters are accustomed to stepping apart. Gerst reports that in more than one instance he has seen a big name band, for lack of

anything else in its library, hit into *Beer Barrel Polka* or *The Golden Slipper* as the crowded ballroom of youngsters hit into an old-fashioned boe down.

Pointing to the popularity of the South American rumba and conga, feeling is that American youngsters are becoming more conscious of the various types of dance steps rather than dance band styles, as was the case in past seasons. It's no trick any more to build a conga chain on any dance floor. Change the tune and give the leader a whistle instead of maracas, says Gerst, and there's the Paul Jones.

Moreover, high nationalistic feeling at present is making the public more conscious of American folk dances. And to prove his point, Gerst points to a dance program from the Country Club Ballroom at Hightstown, N. J., stating: "You'll find here the greatest program of fun ever found in a ballroom—you can't be a stranger here. Tug Danes, Conga, Paul Jones, Jam Sessinas, etc."

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# On the Records

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

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

By DANIEL RICHMAN

## HARRY WOOD (Victor 27260 and 27276)

American, I Love You—V. Dear Old Pal of Mine—V. If All Comes Back to Me Now—V. Magic Mountain—V.

COLUMBIA records lost a valuable vocal talent when they let Harry Wood go recently, and what is Columbia's loss has now become Victor's gain. It's true, of course, that even a fine talent must be properly promoted and exploited to sell records in quantity, and it's up to the RCA label now to do for Wood what Columbia more or less failed to do, with sales results that were not exactly overwhelming. Victor starts off its new acquisition with four satisfactory sides, particularly good in the matter of disk No. 1. Here Harry has been given two contrasting songs—on a lively, spirited, patriotic opus, the second a well-known, well-liked sentimental ballad. Also he has been allowed to sing them as songs, not merely as vocal accompaniment to rhythm suitable for torcheroean efforts within range of the loud-speaker. Wood has exceptionally fine diction, voicing, and phrasing, to say nothing of his clean, strong baritone, and he makes the most of good arrangements on the initial double. Full and rich orchestral backing also does its part to make those first two sides an auspicious debut. The second pair of numbers, however, let down a little—not thru any fault of Harry's but because of a poor selection of songs, and the concession made to dance-inclined listeners, resulting in the strict temp tempo that always seem to bury a singer under the necessity of staying with the rhythm and thus foregoing the true phrasing and feeling so essential to a vocal performance. Wood's own work is vastly superior to most recorded vocal efforts and it really remains up to Victor to put him over in proportion to his talent and also in proportion to the prominence of his place in radio as one of the features of the Lucky Strike Hit Parade. Heard by a multitude of people every Saturday night, he should be a natural for records. That he wasn't when he waxed them for Columbia is one of those mysteries for which this corner doesn't propose to find an explanation. With an even break on proper promotional and studio handling, however, Wood has the natural ability to loom large on the disk horizon under the RCA imprint.

## WOODY HERMAN (Decca 3577)

Chips' Boogie-Woogie—FT. Chips' Boogie—FT. VG.

WOODY HERMAN finally and rightfully has bestowed upon him the same distinction accorded satellite like Tommy Dorsey, Artie Shaw, Benny Goodman, and Bob Crosby—the distinction of recording special instrumental jazz tunes by a small group of the leader's large ensembles in the same manner as the Dorsey era, while Clarence Stran, the Shaw Gramercy Five, the Goodman Sextet, and the Crosby Bob Cats. This band-within-a-band is dubbed Woody Herman's Four Chips in an even smaller combination than the eight-piece group known as the Woodchoppers that he uses on occasion, and its initial recorded effort can take its place alongside other fine midget outfit waxed outpourings in the matter of jazz virtuosity. With Woody on clarinet, the line-up is Tommy Linehan, piano; Walter Todter, bass, and Frankie Carlson, drums. Customarily enough the spotlight on this first disk centers on Linehan's pianistic rather than on Herman himself, altho Woody does a hunch-filled blues vocal on the B side, and takes some intricate, fast-tempo diary passages on the reverse with a great deal of effortless technique. Todter and Carlson also have a few innings on the eight-beat number, but the listener's attention is constantly pulled to Linehan's superb ivory work, in that side, and through the boogie-woogie opus, wherein his performance has an assurance and an ease often lacking in eight-to-the-bar piano projections. Commercial appeal in a general sense is obviously not present in these sides, but they offer Herman to the disk-buying public in a different light from the *Present and Dream Valley* pattern with which he is becoming more solidly established in the minds of dancing America via the music machine route. Even if out-and-out jazz pressings like this don't easily fill in the oth photo picture, they lend prestige and an aura of versatility to a band that is more helpful in the long run.

## WILL HUDSON (Decca 3579)

Three of a Table for Two—FT. VG. Start Jumpin'—FT.

The palm for the most non-sequitur scoring of the week goes to Hudson, an arranging expert who has proven himself more colorful and astute in the past. The song on side A is strictly a ballad, but Hudson apparently felt constrained to start it off like a ruff tune, which jumps distractingly into Kay Kenny's feebly vocal, and then leaps just as irritatingly back into the unimaginative riff interrupted by the necessity of doing the words. Finally Hudson allows the real melody to shine thru for a loud last chorus. Reverse, having to make no concessions to anything as inopportune as a melody, is a formal swinger with some nice piano in spots, and a marked resemblance in its latter half to Woodchopper's ball. In the several releases Hudson has had since starting his Decca contract a few months back, he has shown none of the scoring ability that originally established him as a figure in swing several years back.

## TOMMY DORSEY (Victor 27274)

Oh! Look at Me Now—FT. VG. You Might Have Belonged to Another—FT. VG.

Dorsey's biggest success was scored with a song by an unknown, Ruth Lowe's *Hi Neighbor Smile Again*, which understandably enough prompted Tommy to search for other unknowns with similar potential smash hits. This disk contains two results of the organized search Dorsey has been conducting thru his radio shows, and in each case Tommy has selected wisely. Neither *City* may be another *Smile Again*, but all things being equal, they both have more than an even chance to hit the heights. Dorsey, apparently feeling that Frank Sinatra

and the Pied Pipers did so much for the Love Number, with their vocal work, has laid it on a bit thick on both sides here, adding Connie Haines to Sinatra and the Pipers for two of the most elaborate vocals on a dance disk in some time. The galaxy of singers works well together, aided by forthright arrangements, and outside of the slightly obvious straining to repeat a successful formula by making it bigger and better, this is a highly listenable platter. (See ON THE RECORDS on page 67)

# On the Air

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

By SOL ZATT

## Orin Tucker

Belmore Hotel, New York City, NBC Blue Network, Thursday (22) 11:30-12 a.m.

ORIN TUCKER's band, commercially styled to begin with, makes the best possible use of its air time with a diversity of songs, arrangements, and quiet showmanship. Handling a remote these days is not one of the easiest jobs in the world, because it seems everyone on the air is playing the same songs, but Tucker puts enough on the ball to give his remote listenable and commercial appeal. It's strong, jazzy, sweet, and sometimes hot, which about covers everything. Coupled with all of these, the program is well presented, and given to the public as a balanced musical diet, good for listening and equally rhythmic for dancing. As for Bonnie Baker's whispering vocal chords, an integral part of the Tucker aggregation, it's a question of whether

you like her or not. Her freak vocal style undoubtedly has box-office appeal.

## Leo Reisman

Palace Hotel, San Francisco, NBC Red Network, Thursday (23), 12:30-1 a.m.

LEO REISMAN's consistency makes for a full-blended half hour of music done up well with plenty of sauce added for a tasty, rhythmic program. The maestro runs thru the gamut of overplayed tunes, but he makes them listenable thru good arranging and novelty presentation.

There is plenty of solo instrumental work, with proper credit given to those performing, which brings the listener a little closer to the loud-speaker and makes him all the more interested. This shot is definitely on the credit side of the ledger, and bespeaks a successful job for extra effort spent.

## Ralph Barlow

(Reviewed at Delwood Ballroom, Buffalo)

BARLOW's band boasts not only splendid versatility plus a host of attention-compelling novelties, but ability to dish out thro' danceable music coupled with eye-appeal. This is endowed with a great amount of enthusiasm and freshness of approach, and its particular ace in the hole is the boys' fine arranging and songwriting talent.

Style is on the conservative side, semi-sweet, smooth, offering much visual entertainment, but with a definite knack for kicking it out in a ballroom whose swing is desired. Books are varied, including anything from hot stomperos to pop, ballads, waltzes, standards, and a big batch of Latin American tunes. Latter were acquired during a recent three-month stand at Esplanade Beach Club, San Juan, Puerto Rico, where the boys also picked up native instruments to put over the Latin lilt with a bang. Glee club vocals by crew and special sax choir stunts are worthy of mention.

An interesting effect is obtained with "Raided Rhythm," achieved with flashing lights attached to rhythm blocks, and changing lights on the drummer's brushes, used for spicing old-time medleys. The emery-clothed woodblocks, handled by the sax section, make for a novel shuffle sound.

Barlow is an excellent front, alternating between stick wielding, well-handled sax solos, and impressive vocalizing of novelties and bright tempos. His and the other boys' songwriting talent keep library stocked with new material, with special song promotion stunts used effectively.

Instrumentation has four sax (plus Barlow's), three trumpets, three rhythm-line-up features Karl Henry for brass solo, also displaying the tenor pipes on ballad renditions, and Bob Gray (sax), who arranges some ballads and makes a nice vocal trio with leader and Henry. Bill Stolff (piano) arranges distinctive chords and novelty numbers.

Warner.

## Lon Carter

(Reviewed at Cass Mansua, Boston)

CARTER has long been recognized as one of the best drummers in this section. Now, with his own band backed by his former boss, Buby Newman, he has the makings of a fine jump band.

Using only five men in addition to himself, he has the nucleus of a really great outfit. As it shapes up now it is by far the best that the Hub-or-New England for that matter—has to offer in the way of swing.

Each musician is capable of taking off, and doing it well. Armando Corea, unquestionably the finest hot trumpeter in this neck of the woods, furnishes some terrific choruses and ensemble work. Al Miller, on clarinet and saxophone; Larry Shuman, fine sax man; the very

# On the Stand

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

solid piano work of Johnny McAttee, who displays a great boogie-woogie style; and Mimmy Sargent, whose swell doghouse gives the band the oomph, comprise the line-up.

Carter himself, in addition to being a truly great drummer, is an excellent showman. He has technique and a sense of rhythm and timing that are almost unique. One of the band's stunts is to walk off the stand in the middle of the last number of a set and leave Carter drumming away to finish it off. Not a flashy player, Carter is a real musician's drummer.

With these six men alone this is a swell band. If more were added, it could have definite appeal that would provide competition for some of the present names. Topped off by arrangements by Sparky Tomasetto, this crew has plenty on the ball.

Koplen.

## Dick Barrie

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

REPEATING in this territory after three years, Barrie, who hasn't been aired much, amounts to almost a new band for the dancey patronage hereabouts. However, he started slowly, and built to a good finish in a short three-day stand, which testifies to his ability to do a quick catch-on.

He has a friendly manner personally, which is mirrored through the personnel. He sings and plays the various duties the band does, calls up Fred Smith from the sax section, and Bea Herold, a well-rounded chirper, for other hearings.

Three men are assigned rhythm, three to brass, and four to the saxes. Aside from Barrie's own arrangements, Ray Schmidt (reeds), Bobby Poltevoque (piano), and Eddie Hruby (trombone) have some in the files. Barrie makes few ballroom dates, and has been in the hotel line for some time past. The hotel style failed to throw him for this date, however, and he measured up with enough instrumental power to reach to all corners of the hall, yet not noisy enough to lose appealing delivery.

Oldfield.

## Colonel Manny Prager

(Reviewed at the Rainbow Ballroom, Denver)

THE KING'S HORSES are riding high, wide, and handsome these days under the guidance of Colonel Manny Prager, for the lad who for so many years was featured with Ben Herold has gathered about him a group of smooth-working musicians who turn out some highly salable soundings. Prager himself is not only a good-looking fronter, but he has plenty on the personality side. His vocal work, both straight and socked-up, sells in a most commendable manner, as does his fiddle, sax, and clarinet work. Working toward audience desire at all times, he offers a balanced program of dance and show which keeps things on the move.

Outfit is well set with vocalists. Betty Bonney, one of the cutest canaries so come this way, possesses a lot of voice for a little girl. Skeets Morris does nice work in his heavy-voiced ballad offerings. A quartet composed of Hilding Hennberg, Rinkey Vaughn, Earl Pledge, and Morris handles swing and novelty and often is used to back Miss Bonney's work. Pledge, Grady Mullins, and Don Boyd work as a trio on sweet numbers. Extra outfit works as a glee club.

Instrumentation of three brass, three reeds, and four rhythm leans particularly heavy on the reeds, especially when the steel guitar man and Prager sit in that section. Standing is mainly on the sweet side; tempo is kept constant, and even novelties, offered often, are in dance tempo.

Daniel Roth is arranging for the band. Versatility of the combo is good for dance or show work.

Trickman.

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## Music Items

### Publishers and People

**HAIMES** is releasing a new piano arrangement of *Body and Soul*, which was introduced by Libby Holman in the 1930. By Walter, radio pianist, did the job.

Executive's latest number on this stands in *I Know a Secret*, which was also put out by Birdwell was by Erskine Hawkins.

Chicago's Chart Music Company, publishers of standard numbers for many years, has released a batch of Hawaiian and Western numbers, including *Lyle Lee, I'm Gonna Have a Cowboy Wedding*, *Tama and You*, and *Little Old Parisian Schooner*. In addition, they have released a *Waltz Meets Your Collection* and *Jack Jones Songs of the Western Trails*.

Bernard Prager, business manager of Leo Felst, Inc., has been placed in charge of Robbins Music Company of Cuba. Jack Robbins, now vacationing in Florida, will visit his offices in Havana, then travel to Mexico, where he will open another branch. Robbins is also represented in Brazil by E. S. Magno and in Argentina by Guillermo Hernandez and Company. Negotiations are also under way to open a branch in Barcelona. Robbins has 50 tunes in his Latin American catalog.

### Songs and Such

**WAYNE KING** has written another novelty, *Corn Silk*.

Mort Greene, who has been writing for Lewis Music with Harry Revel, has written a song dedicated to Happy Godday, professional manager of the firm, entitled *Happy Chappie*.

Mr. Emory Detrick, a musician in her own right, adds another published song to her laurels with *Out of a Clear Blue Sky*, BMI publishing.

Floyd Hunt, leader of the Famous Four City quintet, current at the Club Edgewood, Springfield, Ill., has composed four songs: *It's Heavenly*, *Watching My Knees Go Drifting By*, *Honey Dear*, *If I Were You*, and *I Guess I'll Be On My Way*. Melrose Music has the songs.

Gilbert Murray, musician and songwriter, obtains his release from a Midwestern penitentiary March 4, and will appear in New York on the *We, the People*, radio program, in connection with his songs. His newest song, *Whatcha Know Mr. Moon*, is being eyed by some publishers.

"Artie Shaw Cleared Method" is the latest addition to Robbins' series of modern music methods, which will be issued shortly. Arnold Bilbait is editing and checking the book. Robbins, in the past, has issued books on the "method" of Jimmy Dorsey, Gene Krupa, Bob Hazzard, the Venetti, Jack Teagarden, Harry James, Bud Freeman, and Bunny Beigon.

Stephan, Vocco & Conn is also putting out a week along these lines, "Fifty Swing Phrases for Trombone," by Murray McEachern, now with Paul Whiteman.

### Addenda

**PHIL MINOFF**, of the Record, Philly, rewrite staff, ending the musical success of Bickley Brichner, *Believe* reporter when not collaborating with Clay Bono for hit tunes, tries his pen at one debuting with *You're Too Sure of Yourself*, which gets a BMI stamp.

Martin Gabowitz, X.Y.W. Philadelphia, pianist, pounds out an original *Fifty Thousand* on the Red stamper to herald the station's switch-over to 50,000 watts. Augusto Sanabria, Hotel Walton, Philly, much rhythm chief, has put the finishing notes to his new rumba, *Mis Amor*.

## Welk Pulls a Good \$895 at Eagles' Ballroom, Milwaukee

MILWAUKEE, Jan. 25.—Lawrence Welk played the Eagles' Ballroom here Tuesday night (benefit night at the Transon Ballroom, Chicago) and chalked up an attendance of 2,138 persons. With admissions at 30 cents advance and 55 cents at the door, gross came to \$895, an all-time total.

Attendance was around 150 persons more than at Welk's appearance here last year. Regular band at the Eagles' Ballroom is Billy Haer.

## Good Neighbor Policy

NEW YORK, Jan. 25.—A six-month mystery letter, two pages in Spanish, which started to become an issue among Bobby Byrne's handlers, was finally cleared last week after being routed everywhere but to the Department of Justice, which probably would have gotten it next.

Byrne received the letter while playing at the Glen Island Casino last July. Epistle came from Hector Ruiz Mulo, Mexican sax player. Letter was turned over to Leo Hiss, manager of the band, for an interpreting job. Since he wasn't equipped he turned it over to General Amusement Corporation, figuring that some one there must have a knowledge of Spanish.

Following that it reached the hands of A. Edward Moskowitz, attorney, who passed it on to Warren Pearl, business manager. After some lengthy cogitation it was concluded that it must be either (1) a fan note, (2) a poison pen letter, (3) a deal for Mexican oil, (4) a request for a job.

It finally fell into the hands of K. K. Hanson, press agent for the band, who should have gotten it in the first place, since he's the only one in the Byrne message who is fluent with Spanish. All that the fellow wanted, after two pages of superlatives—is an autographed picture of Byrne.

## AGMA Longhairs Lose 2d Battle To Jim Petrillo

NEW YORK, Jan. 25.—James C. Petrillo won his second court battle yesterday in his attempt to enroll instrumentalists now in the American Guild of Musical Artists into the American Federation of Musicians when the Appellate Division of the New York State Supreme Court unanimously rejected an appeal from AGMA to restrain Petrillo from "interfering" with AGMA members. On the basis of this Henry Jaffe, attorney for AGMA, announced that his union is "determined to appeal AGMA's suit against Petrillo to the Court of Appeals." Situation as regards the instrumentalists and further course of action will be aired before a meeting of board of governors of AGMA Tuesday (28).

Henry Friedman, attorney for Petrillo, said that an organizational drive would begin immediately among the concert performers and instrumentalists to enroll them in the AFM. Refusal would result in their being barred from concert stages, motion pictures, radio, and recordings, altho Friedman said it was not the intention of the AFM to browbeat them. Petrillo was in Florida, presiding over the executive board meeting of the AFM, at the time decision was rendered.

Court in its decision said that this fight was more a question for the American Federation of Labor to decide, since both unions are chartered by the AFL. Decision stated, "Defendant union (AFM) is well within its rights in protecting its organization and in not permitting its members to play their instruments with non-members of their organization."

## J. Dorsey Draws Record Take at Ritz; McGee Fair

BRIDGEPORT, Conn., Jan. 25.—Jimmy Dorsey, who holds the record for attendance figures at the Ritz Ballroom here this season, came back for his second appearance of the season last Sunday (19) and drew a swell attendance of 2,260 persons. With the admission scale upped to \$1.10, it was a record gross of \$2,486. Altho his previous appearance, September 13, drew a larger crowd (2,750), the admix was only 89 cents, making a smaller gross of \$2,420. Undoubtedly Dorsey would have drawn a much larger crowd last week except for the competition of Charlie Barnet at the local Loew-Poll-Lyric Theater for five performances.

Johnny McGee, in his first appearance of the season at the Ritz Sunday (12), did only fair when 829 customers plunked down 75 cents apiece for a gross of \$629.25. Opposition was fairly formidable with Bob Chester at the Loew-Lyric Theater for five performances.

## Shuberts Set Up Plan To Sell Music to Radio; Warners and ASCAP Say, "Lot of Palaver"

NEW YORK, Jan. 25.—Leo and J. J. Shubert, thru their theatrical interests, this week stepped into the music fight being waged between the American Society of Composers, Authors, and Publishers and the radio interests' adopted child, Broadcast Music, Inc., with the announcement that they were going to exercise their "grand rights" ownership and set up their own performing rights society to license the performance of scores of Shubert musical shows.

Upon announcements of this move the various interests involved raised questions of its legality, its feasibility, and whether or not the publishers involved would go for such a plan without a string-out court battle. General idea of the Shubert set-up, as explained by Milton B. Weinberger, attorney for Shuberts and organizer of the scheme (which is to be called Performing Rights Society of the Theater, Inc.), is that the Shuberts, "grand rights" owners to some 500 musical comedies and operettas, will set up a licensing plan which will make their music available to radio. Under the grand rights move, dialog and production scenes will have to be performed, however. Weinberger claims that ASCAP controls only the small rights to Shubert show music, and that therefore the new outfit would be able to lease out music to BMI.

Weinberger said that a committee will meet in the next few days to formulate a licensing plan that will place no restrictions on radio. Instead of the blanket license, which ASCAP held with the radio stations, Weinberger said that he felt that a per program charge would be instituted. The attorney also said that the new society, which other producers have been invited to join, will remain independent and not become "affiliated" with any monopolistic groups. Bernard Immerman, treasurer of Music Publishers' Holding Corporation (Warner music interests—Harms, Witmark, and Remick), however, stated that before Shubert could lease out grand rights performances it would first have to obtain permission from the Warner group. Immerman pointed out that Warners own complete copyright control on some Shubert operettas and partial control on others, and that "clearance would be complicated." He also said, "I doubt very much whether Warners would give such permission."

Immerman also pointed out that the establishment of the Shubert society would be of little help to commercial programs, because grand rights are predicated on the use of complete score and

## Bob Crosby and The Bobcats Not Bad in Pix Debut

Bob Crosby appears to advantage in his first feature film, a pleasant little item titled *Let's Make Music* (HEKO), formerly known as *Melissa Sings It*. No great shakes as an actor, he nevertheless manages to follow direction, and in a number of scenes even impresses with his ease in delivering lines. Not much money was spent on this "B" production, and the poor sex and obvious haste in filming attest to it.

Crosby gets star billing, and his band is prominently featured in four numbers—the old standard *By Your Side*, from *Win-a-Rama*, featuring drummer Ray Baudino and bass man Bob Haggart; *You Forgot About Me*, *Central Park*, and *Fight On* for Newton High.

Maestro can be developed into a good screen name. (Republic recently signed him and the band to appear in *Sis Hopkins*.)

dialog, and that it would necessitate hour shows, "which would be very expensive to the radio industry."

An ASCAP executive, who described the move as a "smoke screen" and "a lot of palaver," said that composer clearances would not be permitted. Immerman also pointed out that there aren't many artists around these days who would be fitted for such types of performances.

To this Weinberger answered, "It's laughable," and said, "I don't agree with their interpretation." Weinberger added that Immerman's argument was fallacious because "Shuberts have parted with their grand rights to anyone." Furthermore, Weinberger stated, there has never been a legal ruling on the exercise of grand rights property, and the Shuberts will go ahead according to their original plans. According to Weinberger, the Warner group has published "not more than 15 per cent" of Shubert music.

## ASCAP Accused of 'Unholy' Scheme by Penny Drug Ass'n

PHILADELPHIA, Jan. 25.—Altho the hands are full in handling the present radio situation, ASCAP will have to take time out with an offensive on still another front. This time it's the Pennsylvania Pharmaceutical Association, which has hurled a charge against the Society. The Pennsylvania druggists charge ASCAP reps with working an allegedly "unholy" scheme thru which they procure evidence for court suits against druggists for the alleged sale of "holding" song sheets. Several months ago, in an effort to clean up the song sheet racket, ASCAP centered its attention on stores instead of the sidewalk peddlers.

It is charged that ASCAP representatives are planting evidence against the pill peddlers, that ASCAP reps place a few of the song sheets on which royalties have not been paid on the magazine rack or counter of a drug store while the clerk is not looking. Then, it is charged, the ASCAP rep will buy one of the sheets as evidence of illegal sale.

In an early court case before the United States District Court here, in which the Pennsylvania Pharmaceutical Association is going to fight in behalf of druggist William Pringle Jr., of Lancaster, Pa., Pringle declares that this was the procedure followed at his store when the "purchase" on which the suit is based was made. ASCAP recently filed suit in the name of three publisher members, against Pringle on charges of copyright infringement because of the song sheet sales. In this case, ASCAP refused to settle out of court when a payment of \$200 was offered, it is understood, and charges against the Society were incorporated in the answer to ASCAP's bill of complaint. S. W. Foulkroft Jr., local attorney, represents the druggist in the action.

## 850 for Henry Busse

KNOXVILLE, Tenn., Jan. 25.—Henry Busse pulled an unusually good Monday night crowd of 850 dancers into Whittie's Pavilion here this week (20). Tarif was \$2 a couple (\$1.35 stage) and \$1.50 advance.

**WINDOW CARDS**  
For ORCHESTRAS  
LOW PRICES—FAST SERVICE  
SPECIAL DESIGNS FOR YOUR BAND  
Write for Samples and Prices  
**TRIANGLE POSTER & PRINTING CO.**  
533 Plymouth Court CHICAGO, ILL.

## That's Nice To Know

SAN FRANCISCO, Jan. 25.—You can now have a 100 per cent union funeral here.

The musicians' union and the undertakers have signed an agreement whereby a union organist must play at all funeral services.

## ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market  
**Keystone Ticket Co., Dept. B \$17.50**  
10,000 ... \$9.00  
20,000 ... 7.25  
50,000 ... 14.75  
Cash With Order—No C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

Routes are for current week when no dates are given.

A
Adler, Louis: (The Grosvenor) Miami Beach, Fla.
Ahn, Bill: (Gleite House) Mobile, Ala.
Alton, Henry: (Gleite House) Mobile, Ala.
Alton, Henry: (Gleite House) Mobile, Ala.
Alton, Henry: (Gleite House) Mobile, Ala.
Alton, Henry: (Gleite House) Mobile, Ala.

B
Bair, Billy: (Koplin) Milwaukee, W.
Bair, Billy: (Koplin) Milwaukee, W.
Bair, Billy: (Koplin) Milwaukee, W.
Bair, Billy: (Koplin) Milwaukee, W.
Bair, Billy: (Koplin) Milwaukee, W.

C
Callaway, Cab: (State-Lake) Chi.
Callaway, Cab: (State-Lake) Chi.
Callaway, Cab: (State-Lake) Chi.
Callaway, Cab: (State-Lake) Chi.
Callaway, Cab: (State-Lake) Chi.

D
D'Amico, Nick: (Versailles) NYC.
D'Amico, Nick: (Versailles) NYC.
D'Amico, Nick: (Versailles) NYC.
D'Amico, Nick: (Versailles) NYC.
D'Amico, Nick: (Versailles) NYC.

E
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.

IN BOSTON IT'S THE BROADWAY HOTEL
DAILY RATE, SINGLE... \$11.50
WEEKLY, WITH BATH... \$88.00
315 TREMONT ST. AT BROADWAY

Orchestra Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; ne-night club; p-amusement park; re-road house; re-restaurant; s-showboat; t-theater.

E
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.
Elliott, Duke: (Cass Marina) Los Angeles.

F
Felix, Eddie: (El Mat) Chi.
Felix, Eddie: (El Mat) Chi.
Felix, Eddie: (El Mat) Chi.
Felix, Eddie: (El Mat) Chi.
Felix, Eddie: (El Mat) Chi.

G
Gallard, Bill: (Rumbo) Phila.
Gallard, Bill: (Rumbo) Phila.
Gallard, Bill: (Rumbo) Phila.
Gallard, Bill: (Rumbo) Phila.
Gallard, Bill: (Rumbo) Phila.

H
Hagener, Herbert: (Park Lane) NYC.
Hagener, Herbert: (Park Lane) NYC.
Hagener, Herbert: (Park Lane) NYC.
Hagener, Herbert: (Park Lane) NYC.
Hagener, Herbert: (Park Lane) NYC.

I
Irene, Andy: (Waldorf) NYC.
Irene, Andy: (Waldorf) NYC.
Irene, Andy: (Waldorf) NYC.
Irene, Andy: (Waldorf) NYC.
Irene, Andy: (Waldorf) NYC.

J
Jaggs, Barney: (Pittsburgh) Houston, Tex.
Jaggs, Barney: (Pittsburgh) Houston, Tex.
Jaggs, Barney: (Pittsburgh) Houston, Tex.
Jaggs, Barney: (Pittsburgh) Houston, Tex.
Jaggs, Barney: (Pittsburgh) Houston, Tex.

K
Kahwe, Karl: (Moonlight Gardens) Baginaw, Mich.
Kahwe, Karl: (Moonlight Gardens) Baginaw, Mich.
Kahwe, Karl: (Moonlight Gardens) Baginaw, Mich.
Kahwe, Karl: (Moonlight Gardens) Baginaw, Mich.
Kahwe, Karl: (Moonlight Gardens) Baginaw, Mich.

L
Laird, Fred: (New Yorker) NYC.
Laird, Fred: (New Yorker) NYC.
Laird, Fred: (New Yorker) NYC.
Laird, Fred: (New Yorker) NYC.
Laird, Fred: (New Yorker) NYC.

M
Malone, Matt: (Ambassador East) Chi.
Malone, Matt: (Ambassador East) Chi.
Malone, Matt: (Ambassador East) Chi.
Malone, Matt: (Ambassador East) Chi.
Malone, Matt: (Ambassador East) Chi.

N
Nash, Mary: (Yacht Club) Phila.
Nash, Mary: (Yacht Club) Phila.
Nash, Mary: (Yacht Club) Phila.
Nash, Mary: (Yacht Club) Phila.
Nash, Mary: (Yacht Club) Phila.

Paige, Pauline: (McGee's Club) Phila.
Paige, Pauline: (McGee's Club) Phila.
Paige, Pauline: (McGee's Club) Phila.
Paige, Pauline: (McGee's Club) Phila.
Paige, Pauline: (McGee's Club) Phila.

Quarles, Frank: (Cosmo's) Chi.
Quarles, Frank: (Cosmo's) Chi.
Quarles, Frank: (Cosmo's) Chi.
Quarles, Frank: (Cosmo's) Chi.
Quarles, Frank: (Cosmo's) Chi.

R
Raggs, Barney: (Pittsburgh) Houston, Tex.
Raggs, Barney: (Pittsburgh) Houston, Tex.
Raggs, Barney: (Pittsburgh) Houston, Tex.
Raggs, Barney: (Pittsburgh) Houston, Tex.
Raggs, Barney: (Pittsburgh) Houston, Tex.

S
Sachs, Coleman: (Pickwick Club) Birmingham.
Sachs, Coleman: (Pickwick Club) Birmingham.
Sachs, Coleman: (Pickwick Club) Birmingham.
Sachs, Coleman: (Pickwick Club) Birmingham.
Sachs, Coleman: (Pickwick Club) Birmingham.

T
Tan, Jimmie: (Kaufman's) Buffalo, Pa.
Tan, Jimmie: (Kaufman's) Buffalo, Pa.
Tan, Jimmie: (Kaufman's) Buffalo, Pa.
Tan, Jimmie: (Kaufman's) Buffalo, Pa.
Tan, Jimmie: (Kaufman's) Buffalo, Pa.

U
Uzell, Dave: (Alhambra) Chi.
Uzell, Dave: (Alhambra) Chi.
Uzell, Dave: (Alhambra) Chi.
Uzell, Dave: (Alhambra) Chi.
Uzell, Dave: (Alhambra) Chi.

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DAILY RATE, SINGLE... \$11.50
WEEKLY, WITH BATH... \$88.00
315 TREMONT ST. AT BROADWAY



## New Plays on Broadway

Reviewed by Eugene Burr

## BOOTH

Beginning Monday Evening, January 20, 1941

## THE CREAM IN THE WELL

A play by Lynn Riggs. Staged by Martin Gabel. Settings designed by Jo Metzinger, constructed by T. B. McDonald Construction Company, and painted by Bradford Alwinthorpe. Costumes designed by Ross Sussloff and executed by Brooks Costume Company. Press agent, Willard Keefe. Stage manager, Charles Alan. Presented by Carly Wharton and Martin Gabel.

Bliss ..... Virginia Campbell  
 Mrs. Sawyers ..... Mary Morris  
 Julie ..... Martha Sleeper  
 Mr. Sawyers ..... Ralph Theodore  
 Opal Durham ..... Perry Wilson  
 Gard Durham ..... Myron McCormick  
 Clabe ..... Lew Erickson  
 Blacky Lockhart ..... Harry Bratsburg  
 The Scene 1: The Sawyers' Farm Home on Big Lake, Near Verdigris, Indian Territory. The Time: 1925.

ACT I—Scene 1: The Living Room. Spring, Late Afternoon. Scene 2: Clabe's Bedroom. That Night. ACT II—Scene 1: The Living Room. Thanksgiving Afternoon. Scene 2: The Same. That Night.

It must have been a welcome relief for travelers in the Indian Territory to be captured and scalped by redskins, at least if there were any tribes on the loose 1900 and Lynn Riggs' description of the more civilized inhabitants is in any way typical. In *The Cream in the Well*, which Carly Wharton and Martin Gabel presented Monday night at the Booth Theater under Martin Gabel's direction, Mr. Riggs tells the tale of a highly civilized set of half-breeds—and what goes on would make a war dance, a voodoo rite, and a complete set of punch-lined Oedipus complexes seem mild in comparison. That Mr. Riggs' play also seems mild is due to a combination of constantly hyped-up emotionalism in the writing, some understandably confused playing, and the presentation of a situation that requires far greater genius than Mr. Riggs'. Some of the portentously hissed lines of his insect-filled climax are so inadvertently funny that they jeopardize the audience's self-control.

Except for Ms Sawyers, a strong and silent woman, everyone in the theater is nicely fitted out with a nervous breakdown—including the customers. Ms. who was temperamental in her youth, met father and became cold and strong to everyone but Pa, daughter Julie, however, is all upset because she sent her brother Clabe away to join the Navy in order to prevent his marrying a girl named Opal. Daughter Bliss is all upset because she is ugly, and nobody will marry her, and Julie and Clabe always treated her like dirt. Pa is upset because Clabe is away and there's no one to help on the farm. Opal, Clabe's girl, has meanwhile married Gard, a kid who was turned down by Julie, thinking this to get revenge on Julie for sending Clabe away; and for some reason she and her husband come to visit the Sawyers. Opal is all upset because her husband treats her badly, and Gard is all upset because he has Opal on his hands instead of Julie.

Julie gets even more upset when she finds that brother Clabe is still writing love letters to Opal; and, in a fit of rage, she takes Opal with having insanity in her family—which indicates that Opal's family must have been very crazy indeed. In any case, this somewhat inexplicably names Opal in for on the lake, where she is drowned. Wharton, Julie, and Gard, because she dresses both him and herself—hardly an ideal reason for matrimony, even in the Indian Territory.

Anyhow, six months later Pa isn't upset any more, because Clabe is at last coming home. But Julie is more upset than ever, because Clabe has written that he hates her for sending him away. And Gard is upset, too, and has become a confirmed drunkard, which seems about the most sensible thing for him to do. Clabe comes home, and Ms tells him how Julie drives Opal to her death, and Clabe tells Julie how he bought her a brooch with the money he made from women who "pick

up sailors at the San Francisco docks, and brother and sister sit around thinking how evil they are. Then the figures out that they're evil because of the frustration of their love for each other, and suggests that they stop frustrating it. Whereat Julie decides that she had better kill herself, and Clabe nobly lets her do it, and Bliss comes in and remarks gleefully how all of a sudden the house seems happy again.

This, as you have gathered, is tricky stuff for any dramatist—particularly for a dramatist as pedestrian as Mr. Riggs. It's handled in the most obvious possible way, with the psychological horror failing to come off, and the emotional problems seeming machine-made for the purposes of a determinedly artistic sensation. It's the sort of thing that we used to get 15 years ago, in the All God's Children era, when psychological aberration was the mark of great New Art, and all of it was taken seriously—very, very seriously—by critics who had managed to assimilate the first five pages of Freud.

Mary Morris does noble work as the mother, creating a strong, solid, thoroughly human and believable character from the half-materials with which she has to work. Virginia Campbell is excellent as Bliss; Ralph Theodore brings sympathy to Pa, and Myron McCormick does one of his finest jobs in years as the unfortunate Gard. Lew Erickson, as Clabe, has probably the most embarrassing male role in the annals of the drama, and rates plaudits for getting away with it as sincerely and understandingly as he does—particularly in the scene wherein he hisses his incestuous proposals to his sister, Perry Wilson, as Opal, sets a single note of shrewish complaint, and entirely misses the sympathy that the role should have elicited. Martha Sleeper, as Julie, offers a stony and over-accentuated performance.

## ALVIN

Beginning Thursday Evening, January 23, 1941

## LADY IN THE DARK

A "musical play" by Moss Hart. Lyrics by Ira Gershwin. Music by Kurt Weill. Staged by Hassard Short. Production and lighting by Hassard Short. Choreography by Alvin Karpis. Settings designed by Harry Horner. Costumes designed by Irene Sharaf. Musical direction by Maurice Abravanel. Orchestration and vocal arrangements by Kurt Weill. Musical supervision by Maurice Abravanel. Settings built by T. B. McDonald Construction Company and painted by Triangle Scenic Studios. Press agents, John Peter Toebbe and Ben Kornzeberg. General stage manager, John Kennedy. Stage manager, Sherman Hart. Assistant stage managers, John McAniff, Frank Soezner, and Ward Talmon. Presented by Sam H. Harris.

Dr. Brooks ..... Donald Randolph  
 Miss Brown ..... Jeanne Shelby  
 Liz Elliott ..... Gertrude Lawrence  
 Mrs. Foster ..... Evelyn Wyckoff  
 Miss Stevens ..... Ann Lee  
 The Countess ..... Margaret Dale  
 Alvin Du Bois ..... Natalie Schafer  
 Russell Pavlov ..... Danny Kaye  
 Charley Johnson ..... Macdonald Carey  
 Randy Curtis ..... Victor Mather  
 Tom ..... Walter Catlett  
 Kendall Nesbitt ..... Bert Lyell  
 Helen ..... Virginia Penne  
 Ruthie ..... Gedda Petry  
 Carol ..... Patricia Oesting  
 Marcia ..... Margaret Webster  
 Ben Butler ..... Dan Madden  
 Barbara ..... Eleanor Earle  
 Jack ..... Davis Cunningham  
 The Abbot ..... Ralph Green  
 Lordy ..... Audrey Costello, Patricia Deering, Judy MacLaren, Beth Nichols, Wanda Wenerholm, Margaret Webster, Jerome Anderson, Nelson Saxton, George Bookman, Anne Currier, Ted Hagen, Randolph King, Paul Verbitsky  
 The Singer ..... Florence Greenberg, Jean Cunningham, Carol Dell, Hazel Edwards, Gedda Petry, June Rutherford, Florence Wyman, Davik Conningham, Max Edwards, Len Frank, Corday Lilly, Manfred Necht, William Marsal, Gerry Lee, Irene Sharaf  
 The Children: Ann Bracken, Sally Ferguson, Elsie Lawler, Iona Lewis, Jacqueline Macmillan, Lois Volkman, Kenneth Chase, Warren Mills, Robert Scents, Robert Lee, George Ward, William Wells.

ACT I—Scene 1: Dr. Brooks' Office. Scene 2: Liz Elliott's Office (The Same Day). Scene 3: Dr. Brooks' Office (The Next Day). Scene 4: Liz Elliott's Office (Liz's Trial Afternoon). ACT II—Scene 1: Liz Elliott's Office (The Following Afternoon). Scene 2: Dr. Brooks' Office (Later That Evening). Scene 3: Liz Elliott's Office (A Week Later).

Sam H. Harris's production of *Lady in the Dark*, the musical play by Moss Hart, with lyrics by Ira Gershwin, music by Kurt Weill, settings by Harry Horner, produced by Hassard Short, and with Ger-

trude Lawrence in the leading role, finally settled down at the Alvin Theater Thursday night for what will probably be a long, long while. It arrived on Broadway as one of the most widely heralded shows of the decade, after a triumphal tryout tour and a week's postponement due to the illness of Miss Lawrence; and it turned out to be a hit like a magnificent marble pedestal used to support a 5 and 10-cent store statuette. Everything about it is superlative and magnificent—except the play itself.

As matters stand, however, that is by no means an overwhelming drawback. You can sit in rapt admiration for hours before the gorgeous pedestal; and you can fortunately forget all about the familiar and machine-made little fable sitting up there at the top. There's plenty to take your mind away from it, even in those sections that are entirely devoted to dialog. For then you can watch the superb performance offered by Miss Lawrence, and the marvellous performance of her supporting cast. Mr. Lawrence has never been better, despite the fact that when caught she was in the early stages of convalescence. Back again in a musical, she sings and dances with her irresistible showmanship and even indulges in a brief session of hilarious coaching while in the more nearly dramatic sections she brings real life to Mr. Hart's obviously conceived heroine. She still reads lines as she was offering a vicious satire on the way Gertrude Lawrence reads lines; but despite her infamously emphasized mannerisms and her fantastic singing inflections, she gets to the heart and life of the character at hand. It is noble performance.

Mr. Hart evidently tried to fuse drama and music in a logical whole, but succeeded only in giving birth to a self-conscious and rather stupid half-work. His central character is the sal editor of a glamour magazine who is rapidly approaching a nervous breakdown. She goes to a psychiatrist, and under his ministrations tells of her dreams and nightmares—and these dreams and nightmares constitute the musical sections, imaginatively staged and magnificently presented. It develops that she's been an ugly duckling all her life and is afraid to compete with other women, beautifying them thru the magazine and assuming a militant executive attitude as a defense mechanism. That's why she doesn't want to marry the publisher whom she has loved for years, and who is divorcing his wife in order to free himself for her—that's why she is at first overjoyed when a movie star asks her to marry him, and then bows out when she discovers that he, too, wants her as a mother rather than a wife. And that's why she finally turns over her job and heart to a rather obnoxious young man in her office, who has seen thru her all the time, who has tried to dominate her, and who has fought with her because he loves her.

As you can see, it's merely the Cinderella story with phony psychiatric trimmings. If those trimmings had had any thought behind them they might have been extremely interesting, but Mr. Hart makes them of the most obvious materials—materials loaned by the romantic clichés of shop-girl-sovereign rather than psychology. The one dull scene in the show is that wherein Mr. Hart details the things that have affected his heroine's life. It's the one scene into which he might have sunk his teeth—but his teeth sink only skin deep.

Also, there's a definite incongruity in making all the psychological probing over into the beds of a glossy Broadway musical—but this incongruity saves the show. For when Mr. Short is staging his splendidly imaginative dream sequences, *Lady in the Dark* is a constant delight. More than that, Mr. Gershwin's lyrics make up in wit, insight, entertainment, and general brilliance for the absence of those qualities in Mr. Hart's dialog; Mr. Horner's sets, mounted on three turntables, are constantly gorgeous; Irene Sharaf's costumes match them in every respect; Albertina Rasch's choreography is vivacious and breath taking; and the music by Kurt Weill is one of the loveliest you can hear on Broadway in many a season. Too much can't be said for it, no delusions, no flitting, no frankly honkytonk, it runs the musical range with brilliance and magical effect, and remains one of the most beautiful assets of a very beautiful show. And it is given splendid treatment by the orchestra under the baton of Maurice Abravanel.

Miss Lawrence gets excellent support from the cast, and particularly from Danny Kaye, who is hilarious in the real life sequences as a horticultural photog-

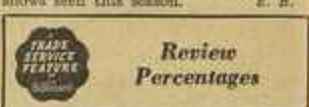
rapher, without once becoming offensive, and who appears in a wide variety of roles in the dream sequences with uniformly excellent effect. His delivery of a lunge toward *Tschotchky* brought down the house, getting more applause than anything else except Miss Lawrence's own rendition of the saga of a gal named Jenny, who insisted on making up her hair. (See *LADY IN THE DARK* on page 27)

## Clare Tree Major Offers New Maeterlinck Fantasy

NEW YORK, Jan. 25.—On Sunday (10) Clare Tree Major brought her Children's Theater production of Maurice Maeterlinck's *Seven White Wives* to the Heckscher Theater on upper Fifth Avenue for a single performance. This is the fairy tale that Maeterlinck wrote after his arrival in America, and has been touring as a Children's Theater item since early fall. After the Heckscher showing it went to Long Island for a couple of weeks, and will keep going until March 29 or 30.

Publicized as a kids' fantasy with modern political implications, *Seven White Wives* turns out to be the usual story of the bad king and the lovely princess, and the handsome young prince, with just a few allusions to the evils of war and the need of any nation for bread and coal rather than gold. These are over the heads of the child audience for which the play was designed, but Maeterlinck is to be triply commended for his moderation. There is never a note of bitterness in his symbolism. George Teres's translation is pedestrian, but probably well suited to the audience. The players (all adults), under Miss Major's direction, perform broadly, and for the first half-act or so the characterization seems far too hyped-up for comfort. After that, tho, you get used to it, and realize that both acting and direction are excellent in their special-ized milieu. With the exception of Miriam Stovall, who overplayed the nurse too broadly even for kids, the cast was uniformly capable, with special plaudits paid by Fyrene Hamden, as the queen, Fanny McCormick, as the White Fairy, and Lyn Kenton, as the little princess. Top honors, however, go to Philip Fine, who, as the prince, managed to play excellently in the hyped-up style required and, at the same time, brought sincerity and appealing humanity to the stylized character.

At the end of the performance all the kids in the audience paraded across the stage to shake hands with the players—and their shining faces as they climbed down were as entertaining as the show. Miss Major is performing a real service to the theater at large, by catching her audiences young and making them enthusiastic theatergoers. This reporter had a better time at *Seven White Wives* than he has had at most adult shows seen this season. E. E.



(Listed below are the decisions of dramatic critics on the nine general metropolitan battles concerning the Broadway shows of the week, in figuring percentages. "No opinion" rates are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would mean, for example, that "no opinion" rates 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.)

"Lady in the Dark"—100%

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

NO: None.  
 NO OPINION: None.

"The Cream in the Well"—6%

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

NO OPINION: Mantle (*News*).

## AMERICAN ACADEMY OF DRAMATIC ARTS

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CARNegie HALL, NEW YORK



## Conventions Boost Chicago Cafe Biz; But Spending Less

CHICAGO, Jan. 25.—Night clubs and theaters have been receiving a heavy play from convention visitors. According to the Association of Commerce, there were 22 conventions in town last week, but a minimal number for the Windy City, but five were heavy spenders.

Two of the clubs are doing more business, hostesses report that convention visitors, particularly furniture men, are spending less this year than formerly. Shortly after New Year's most club operators were blaming sluggish business on Mike Todd's new Theater Cafe, some observers believing that the \$3,500 capacity, low-price policy, and novelty of Todd's club must of possessed cut in on other spots. The last three Saturdays the Theater Cafe did more business than on New Year's Eve. With convention spending registering at the title, club operators are gradually becoming less exasperated by Todd's cafe.

## IG Too Much To Bring In Youngster

NEW YORK, Jan. 25.—A mere \$1,000 a week in the way of bringing in Stanley Clements, former Mayor Roosevelt entertainer, from the West Coast to top the current Bessie unit at the Ritz in conjunction with the 20th-Fox Fall, Dark, and Hurdsons, in which he makes his screen bow.

The Bessie office, which set the unit, was willing to pay him his screen salary (\$75 a week) and even a little more, if necessary, but due to his age (12 years) West Coast authorities ruled that a guardian and a tutor must accompany him. The studio refused to pay the expense, which would total \$1,000.

Lon Goldberg, of the local Bessie office, spent \$100 in phone calls, etc., but to no avail.

## 4 American Acts Working Singapore

SINGAPORE, Dec. 15.—Four American acts are current at local night clubs. Buster and Maggie, recent arrivals from Manila, P. I., opened at the Raffles Hotel. This unit is set for one month. The New Cathy has Marie Desy, Leslie Nicholson, Cowan and Bailey, and Kelsey and his orchestra.

The Occasut Grove, previously operated by Cowan and Bailey, may reopen.

## Salesman Sells Him Tails—He Has No Place To Wear 'Em

DETROIT, Jan. 25.—Some insight into how fashions start was furnished by the experience of Lowell Bernhardt, operator of the Chez Paree. Bernhardt went out to buy a tuxedo for general wear at his club.

Then the clothing salesman sold him a full-dress outfit instead. Result: Bernhardt is wondering where he can go to wear it.

P. S.—Tails just don't exist in this town, except at private parties. Most customers come to the best night clubs in business suits.

## Indie Agents Re-Elect

NEW YORK, Jan. 25.—The Associated Agents of America elections, Thursday (24), had all officers re-elected. Hymie Goldstein was re-elected president; Ed Leising, vice-president; Oscar Lipson, financial secretary; Evelyn Elias, recording secretary; Harry Stein, treasurer; Sam O. Harris, sergeant at arms; Paul Lester, public relations; and Al Davis and Mike Loretta, board of governors.

Membership of the org is around 40.

## Youngstown Policy Clicks

YOUNGSTOWN, O., Jan. 25.—Hand-talent policy in the new Casanova Room, Hotel Ohio, has been made permanent. Patrons have been up to expectations. Talent includes Billy Arnold and His Music, replacing Chaucery Cromwell's band; Whitehouse, Carré and Mago, and De Blaise and De Charmé. Two three-shows nightly.

## This Way for ASCAP Music

NEW YORK, Jan. 25.—The wide-eyed publicity staff of the Paramount Theater here is taking advantage of the current ASCAP-DMI radio tiff by publicizing its attractions on the radio pages of New York dailies pointing out that ASCAP tunes, banned on the air, can be heard in the theater.

Initial ad experiment was made last week, hillyhooed Harry James' band and the ASCAP tunes scheduled on his theater program.

## Leon & Eddie's Seeks New Comics

NEW YORK, Jan. 25.—New comics will be given a break at Leon and Eddie's this season during the temporary absence of the vacationing Eddie Davis, Leon Eiken, co-owner of the 436 Street spot, announces. Instead of getting well-established comedy emcees, Eiken will be on the lookout for runners who deserve a break.

The first to come in under this plan is Jackie Gleason, who did so well that he was held over for another show and received a bid from the Hurricane. In addition, Gleason landed a run at the Club Royale, Detroit, opening March 4. Second choice set for Leon and Eddie's is Jackie Miles, who has been around in neighborhood spots. He comes in February 14 with the new show, which will have Virginia Valley, the Clymas Troupe, and Gil and Bernice Matson.

## New York:

BURT MILTON, former pianist for the Seiler Brothers, is now touring with Catherine Littlefield's ballet.

HARRIS CLARKE and SHANNON are taking a vacation, following engagements totaling 27 consecutive weeks. They leave for Rio de Janeiro in April.

ORRIN TUCKER, now at the Billmore Hotel, is turning down future engagements at the Palmer House, Chicago, in favor of dates at the Blackhawk or Aragon Ballrooms in that city, to popularize himself among the kid band fans.

SHEP FIELDS has been renewed for an additional seven weeks at George White's.

RAYNOLD SKATERN called Friday (24) on the S. S. Argentina for the Casino Uca, Rio de Janeiro. . . . GARY OWEN, AND TONY will sail February 7 for a date at that spot.

## Chicago:

RUFUS DAVIS asked for his release from the Chez Paree show after playing one week, and it was granted. He'll appear with the WLS Barn Dance and then take a week at the Orpheum, Minneapolis, after which he will return to Hollywood for Republic pictures.

THE FOUR HAYES, MANGANE GIRLS go into the Brown Hotel, Louisville, Ky., February 8. . . . STUMP AND STUMP are set for the new show at the Sherman's College Inn February 8. . . . MCA has booked Walton and O'Rourke into the Hollander Hotel, Cleveland, February 3. . . . WILLIAM MOHRIS OFFICE has set Frank Libuse and Morton Downey for the new Chez Paree show February 7.

## Philadelphia:

ARTHUR (CRAIG) MATHUES returns to Wilson's Cafe. . . . EMILIE AND SMILES move over to the Lido Venice. . . . TOBY LAKE YIPPO new at Erin Wolf's Rendezvous. . . . BOWMAN TUDOR makes his local bow at Evgreen Casino.

KIPPES VALERIE is banding her girl line. Sister act of Lee and Lefroy set out on their own, opening at College Inn. . . . RALPH TEMPLE new publicity man for the Benjamin Franklin Hotel's Garden Terrace. . . . HELEN STANDISH, who was in the club's opening show five years ago, back at the Embassy Club. . . . DON AND THURBERG open at Hopkins Rhabarthor. . . . HENRY O'NEILL, new emcee at Hotel Alon's Jungle Noon. . . . JIMMY EVANS new emcee at D'Arbino's. . . . CARLTON AND JULIETTE and Vallee and Lenna two new teams at Hotel Philadelphia. . . . THE STARDUSTERS, in town for a radio commercial, doubling at Kalmers' Little Ratseller.

## East Side Clubs Do Well, But N. Y. Biz Generally Is Poor; Hurricane Seeks Creditor Deal

NEW YORK, Jan. 25.—There is continued and even feverish activity along the Manhattan cafe front, even though many spots are complaining of poor business. The East Side spots generally have the upper hand, drawing the class society spenders. Big business draws are Hildegarde, at the Savoy Plaza; Mary Bay and Nabel, at the Plaza; Adelaide Moffatt, at the Copacabana, and Carol Bruce, at the Pierre.

Latest entry on Broadway is the Iceland Restaurant, on the site of the short-lived Treasure Island. It was opened last night (24) by Mike Larsen and Danny Doyle, operators of the six-year-old Queen Mary Restaurant. Larsen had the Iceland at the World's Fair, and his main feature (as it was at the fair) will be a thoroughbred dinner for 99 cents. Drinks are reasonably priced, with never a minimum or cover in effect. Larsen is after the mass trade, since spot has a capacity for almost 1,000. Bloom will compete with the next-by Wivel Restaurant.

First show goes on at 7:30 to draw the theater trade. Talent booked by Jack Mandel and Santa Oama, includes two bands (Ted Eddy and Mattiel Ovando), Carron and Bennett, the Leon Sisters (2), Grace Drysdale, Gayle Gayford, and Peter Randall.

The Hurricane is again in financial

difficulties, having filed a petition last week seeking the court's permission to pay off creditors in installments. Spot continues to operate, and its future depends on the court's decision following an examination of its books. Spot's listed liabilities total \$44,842; assets, \$4,584.

The Beachcomber is doing comparatively well again, with the Carmen Amaya Troupe after a long period of dull business. This concert troupe, drawing an estimated \$2,000 a week in guarantee and percentage, is drawing a class trade. The publicity has been generous and favorable. Spot has a minimum of \$1.50 (82 Saturdays) in effect for the first time. Troupe is in for four weeks and options. Of the 19 people with the act, nine appear on the floor. Amaya Troupe has been imported by Sol Hurok, concert impresario, on a three-year contract, guaranteeing them \$2,000 a week for the first six weeks and \$2,500 thereafter. Original plan was to tour the troupe in concert, but was delayed when William Morris office offered Hurok this unexpected engagement.

Eddie Wiling and Monte Gardner, who tried operating the Club Cuba, folded the spot Sunday (19) after a three-day experiment.

Mon Paris, wobbly for weeks, deserted its minimum and is hoping for improvement. The neighboring Pags Pags has been faring badly since New Year, and the recent addition of a Calypso troupe is helping gross receipts somewhat.

The musicians' union is again picketing the Swing Club, which is allegedly in arrears on salaries due its bandmen. Across the street the Abstinence House is being picketed for being unfair to the waiters' union.

## Detroit Bookers Add Night Clubs

DETROIT, Jan. 25.—Increasing importance of Detroit as a booking center for night spots was marked this week by addition to the books of Amusement Booking Service of the Club Lavin, Buffalo, using six people on a two-week show and paying \$300 to \$500 a week for the show, and of the Cat and Fiddle, Cincinnati, using seven to 10 principals.

This agency and others in town are now handling around 20 spots located outside of Michigan, with most of the spots running into the higher show classes and paying good money.

## Colored Acts Set In Classy Spots

NEW YORK, Jan. 25.—Bill Robinson and the Nicholas Brothers have been booked into two of the smartest clubs in the country, an innovation in the employment of colored talent.

Robinson is at the Versailles, East Side spot, and the Nicholas Brothers went into the Chez Paree, Chicago, last week. The spots have seldom used colored acts.

Honey Abbott, dance team, has turned singer and is joining one of the Ben York troupes. . . . THREE BOND SISTERS, instrumental and vocal act, are being held over at the Port Hayes Hotel Mikado Room, Columbus, O. . . . SIMN AND KAYE, magic turn, is playing the Rainbow Room in Hollywood, Florida.

FRANK LIBUSE closed at Earl Carroll's, Hollywood, January 22, opens at the Chez Paree, Chicago, February 7. . . . RENNY FIELDS is set for the Lookout House, Covington, Ky., February 11.

BETTY BRUCE inked for the Moral Palm, Miami, February 5. . . . THE BERNAYS are current at the New Kenmore Hotel, Albany. . . . JOY WILLIAMS is the new singer at the Ballroom Room, Somerset Hotel, Boston.

MALCOLM JANE and Bobby White, sax tappers, are being held until February 2 at the Tio Tio Club, Montreal.

ARTHUR BOKAN, who closed at the Florentine Gardens, Hollywood, January 25, has been signed by Unrased to make a picture with Russ Morgan's orchestra. Shooting begins January 30.

# Club Talent

## Cincinnati:

HOWARD SMITH, former headwaiter at Jimmy Brink's Lookout House, Covington, Ky., has assumed its management.

MILT BRITTON'S band and a "Crazy Show" open at Beverly Hills, Newport, Ky., January 21. . . . RAY KLEMPNER, for many months with Bob Cicelli's striding trio at Beverly Hills, left last week for Houston, Tex., to check up on some property. . . . DONN ARDEN has concluded another long engagement as producer at the Lookout House, Covington, Ky. The new line being Noel Sherman's Glamour Girls (8). . . . AL DUKE, comedy pianist, has taken over in the Alpine Tavern of the Fountain Square Hotel, Cincinnati. . . . BEVERLY HILLS Country Club, Newport, Ky., will bring in new acts each week, although bands and names will continue to hold for two.

## Hollywood:

GABRIELA CANZIK, formerly of the Casanova, landed a bit in the James Roosevelt picture, *Pat of Gold*.

BUDY VALLEE will be spotted in Universal's *Too Many Blondes*, which starts rolling next month. . . . RED SKELTON will begin work in Metro's *Lady Be Good*, Tony Martin-Eleanor Powell musical, following his appearance at the President's Birthday Ball in Washington January 20. . . . HAN WYNN, listed as a possibility for films in the *Billboard* over a year ago, has landed a contract with Warner and will be seen first in *Wavy Blue*.

THE HARTMANS are leaving on a vaude tour after completing work in *Funny Buck* headed, of the Columbia Artists' Bureau, is here arranging dates.

## Here and There:

BURTON and BILLIE BURNELL, together with Bobby Pinson, Eppy Bruce, Felicia Rhoad, Ruth Foster, and a line of Wally Wagner girls, opened January 7 at the Club Charles, Baltimore.

HENRI THORNTON, singer now at the Latin Quarter, Miami Beach, recently finished 165 weeks at the George Washington Hotel, Jackson, Fla., working there for five consecutive seasons.

MARY KEEG is ending up her 26th week at Club Philo, Pittsburgh, with no end of engagement mentioned. . . . CHARLIE JOY, of the dance team of Charlie and Katherine Joy, is recuperating from a broken hand at the Bolton Hotel, Harrisburg, Pa., where the accident occurred four weeks ago. He broke his mitt when it struck against the piano while taking a howl down night. . . . HAL ABBOTT, formerly of Hal and

## Biltmore Hotel, Bowman Room, New York

Talent policy: Dance band. Management: David B. Mulligan, hotel president; William H. Bork, manager. Prices: \$1 supper cover week nights; \$1.50 Saturdays; dinner a la carte.

A cool, palatial dining room attracting people who can pay stiff food prices and cover charges. It is not the best room in the city to work in, since the policy keeps out the kids who give the spiced atmosphere a popular dance band requires.

It is a credit to Orin Tucker and his band, therefore, that they manage to instill some warmth and to coax some laughs and a few hands from this middle-aged, indifferent clientele. The outfit, thanks to the improved showmanship of Tucker and the presence of Wee Wee Baker, is still hot despite the faded popularity of Oh Johnny which originally boosted the stock of Miss Baker and the group.

The band plays good, solid music, most of it on the sweet side, which can be taken in large doses either on the dance floor or at the tables. There is evidence of careful preparation behind each arrangement, vocal and musical, reflected in quality of text and delivery. And while this description may give an effect of high tone, the music is commercial.

Tucker is a wide-awake, winning personality on the bandstand. His voice has much appeal. Miss Baker has never looked better and her individual, effortless style of vocalizing still has its followers. She appears at the two regularly scheduled band shows (8 and 12) and sings briefly on the bandstand following each of these appearances. Delivers her odes in the form of medleys, and has a crop of new tunes suitable for her voice and personality.

The bodyguards suggest the vocal department. A good, impressive male quartet with a newcomer, Jack Bartell, featured in solo work. Possesses a high, effective voice which lends itself admirably to ballads.

During the show the boys perform several novelties, including the old beer-drinking routine and a new mass magic number which is preceded by a bit of trickery performed by youthful Eddie Cochran, who recently rejected the band.

Band is set for six weeks here and is scheduled to go to Chicago—either a ballroom or night club—before beginning another theater tour, Tucker's first Paramount picture, *You're the One*, goes into New York's Paramount February 19.

Sam Honigberg.

## Esquire Club, Miami

Talent policy: Three shows nightly, two bands. Prices: Dinners from \$1.50; no cover. Management: "Niggy" Stern.

This club's emergence as a front-ranking spot this year adds much to Biscayne Boulevard night life.

Until last year the Royal Palm Club was the only top club in downtown Miami. Then "Niggy" Stern opened the Club Ball, presenting first-class shows. The new Esquire joins their ranks this year.

Topped by Cross and Dunn, the show is pleasant. Of Cross and Dunn little need be said. Their song stylings are as ribald and sparkling as ever, their material is fresh, if not clean, and their delivery is full of verve.

Ruth Petty, singer, has an advantage over many other noisy singers—she has a voice. Her delivery is excellent. Tomango and Porter, ballroom dancers, are a hard-working, nicely matched team. There is a beautifully paced, whirling

executed routine, very well done.

A line of six beautiful girls walks thru simple precision formations. Their beauty is undeniable, their grace delightful, their routines uncomplicated.

The Esquire's new room is definitely slick. Twice as large as in previous years, it has been beautifully redecorated with nudes on its walls and a lighting system as inconspicuous as it is pleasant. Show is staged on what is, for Miami night spots, a large dance floor. During the show the floor is raised, making possible good vision from any point in the room.

Worley Hills and orchestra play both show and for dancing. Does a first-class job. Hernandez and His Continentals alternate.

Fred J. Gobelin.

## Hurricane, New York

Talent policy: Floorshows at 8, 12, and 2; show and dance band; Latin alternate band. Management: Mario Tonatti, operator; Tony Schornstein, booker. Joel Ross and Jack Timman, publicists. Prices: Dinner from \$1.25, drinks from 50 cents; minimum \$1.25 to 10 p.m., \$2 supper minimum (12-50 Saturdays and Sundays). Effective all the way. In addition to a long time, composed of four strong acts, (Three of them, incidentally, were listed in The Billboard's "Possibilities" department.)

Holders are Romo Vincent and Joan Merrill. The Winnie Voper Girls, now on Broadway, and Enrica and Novello, in a return, fill out the bill.

The Voper has (6) should prove, in a very short time, to be the strongest act line on Broadway. (After their first show, their contract was renewed for an additional four weeks.) The girls are from Chicago, where they developed polished, individual routines that top anything offered by small lines around here. They show-stopped with an Indian adagio routine and later with a military tap. They make a clean, bright appearance and their precision work is effective all the way. In addition to Winnie, line includes Audrey Voper, Lorraine Laato, Mildred Zager, Peggy Marshall, and Dorothy Matthews.

Joan Merrill, now in her seventh week, is a smart-looking singer with a full, pleasant voice and a charming personality. There is a big-time quality in her delivery. One of her new tunes was *Rick Johnson Plamed*; repeats included *Yodeling Joe*, *The Latin in Me*, and *Summer Time*.

Romo Vincent comes with the lease. The customers eat up his comedy songs, bolstered by his rotund shape and his nonverbal gags sandwiched in wherever and whenever he pleases.

Enrica and Novello are a hard-working team, generous with difficult tricks gracefully executed. On for four numbers, impressing with standard, graceful execution.

Eddie Bial and his band stay over to play good Hawaiian and American dance new and also to furnish the show music. Eric for Latin tunes is John Costa's band, fronted by the sexy, vivacious Juanita Rio, who sings and shakes the maracas.

Sam Honigberg.

## 606 Club, Chicago

Talent policy: Show combo and dance trio; floorshows at 10:30, 12:30, 2:30, and 4:30. Management: Eddie Myers, manager; Marty White, assistant; Mr. and Mrs. Lou Nathan, owners. Prices: \$2 minimum for ringeride seats; \$1 minimum elsewhere; drinks: 50 cents up; no food service.

Club does a steady business, drawing regular patrons as well as curious visitors. Sammy Clark books the talent.

Show has added two new acts, Lewis Sisters and Lloyd and Willis, giving excellent performances. Lewis Sisters, blond vocal duo, give out with *Down Argentine Way*, *Down by the Ohio*, *El Rancho Grande*, and *He Wants His Mammy*. Very personalities. Lloyd and Willis, tap team, top off their smart

footwork with humor. Particularly good is their waltz tap.

Gal who steals the show, or perhaps shares it with the perennial Carrie Fennell, is Mildred (Whacky) Wayne, hoarse-voiced comedienne, who puts the audience in an uproar with tough-guy antics and blue jokes. Whacky gets off some hilarious remarks, using fairly good material. Betty Shayne, nice-looking blonde, singer, dances her neat routines, and would show off better on a larger floor. Comic act who enjoys a big hand is Jerri Vance. She gets her laughs by lying prone upon a table and manipulating her right foot so that it can scratch and beat her head and make noons at the customers.

The rest of the show consists of an understudy parade. Wardrobe used by strippers is surprisingly smart. Mostly redheads and blondes, but the one outstandingly beautiful girl is a brunette, June March. Margy's strip uses lighting effects. She does a Hawaiian dance-tape, each item of wardrobe, from dress to grass skirt and lei, glowing phosphorescently in the darkness. Maxine De Shon, frombury, uses an old but effective prop for her number—a mirror-backed hairbrush from which she reflects light into the eyes of the audience when she flashes it. It is followed by competent dancing. Gladys Fox, tall, exotic brunette, precedes her strip with an orchid swinging of *Old Man Moss*. Other understudies are Rene Andre, Virginia Jones, and Betty DuVal. Carrie Fennell provides the climax. Her amazing muscular control is no novelty to the trade, but nevertheless provocative of much laughter. Her sense of humor is as big as she herself.

Billy Car smokes very capably and possesses a genuine talent in drawing the customers out of their shells and into the spirit of the show. The Sweatshirts, a four-gal line, do the best they can (which isn't much). They are handicapped by the tiny floor, and add little except the ornamentation of production numbers.

Sol Lake and his small combo play the show, while the Tripoli Trio keeps the atmosphere alive between shows.

Norman Modell.

## Biltmore, Garden Room, Providence, R. I.

Talent policy: Dance band and show; floorshows at 8 and 12. Management: L. Dunne Wallack, hotel manager; Franklin S. Weston, advertising press. Prices: \$1 minimum after 10 p.m., weekdays; \$2 minimum Saturdays.

For several years the hotel's Garden Room has continued as the unchallenged rendezvous of the late and early devotees in and around Providence. Scores of roadshows have come and gone but the class trade has remained faithful to the Biltmore. Frequent use of names has not been accompanied by boost in prices. Service is excellent, compensating for slight excess charged over usual list prices around here.

Al Johns, in his fourth engagement at the Biltmore, has a new blue-piece band backing him on the bandstand. Johns makes his personality count in visting between dances at tables around room and soliciting requests. His recent bride, Louise Smith, former vaude dancer, vocalizes swing and torch numbers. An attractive, wide-eyed, brunette with quietly pleasing talent. Other vocals by Bob Norman. Johns drops down at the second piano keyboard from time to time for solos. He is good at the keys, especially his melody of *I Get a Thrill* and *I'm in Heaven*.

He also introduces the acts. Joan Brandon, blonde (female magician), opened with strobolized floating cane to good effect, following with same to silk, cigarettes to silk, paper torn into cap, a mirror dome routine producing lighted cigarettes, closing with the Magic Bar, serving called-for drinks to guests.

Ted Milford, formerly with D'Orty Carle troupe, scored heavily with his tenor rendition of *Berkley Square*, *Mauchala*, *There'll Always Be an England*, and *God Bless America*, and was brought back for *Donkey Serenade*.

Dell O'Reilly, talented young acro dancer, makes two appearances, first with a high-kick acro routine, later in shorts and briefs for contortions atop a two-strut high stand, closing with a novel cross-legged split which won hearty applause.

Charles A. Roseman.

## Zimmerman's Hungaria, New York

Talent policy: Dance and show band; floorshows at 7:30 and 11:30 (extra show Saturdays at 1:30). Management: Louis Zimmerman and Joseph Dulahan, owners. Prices: Dinner from \$1.

When caught at dinnertime Tuesday (21) this 800-seat night club was packed—and nowadays that's something.

The floorshow is a hybrid combo of American and Hungarian talent. The American section has Marcia Harris, charming little brunette who does excellent tap and toe-tap routines in fetching costumes; the Chadwick, ballroom team doing the usual spins and lifts and holding attention nicely, and Irene Barclay, big blond singing pop, rhythm, and musical comedy tunes with competence.

Hungarian talent includes Dr. Lajos Barony, baritone, who sings native songs with some vigor; Yorgio and Yoder, dance team doing Hungarian and Ukrainian folk dances, and Charles Benci and Musical Gypsies, who have been here since the spot opened. The show band is the Gene Kardos and Helmut outfits combined. Kardos also emcees.

The place is huge and the floorshow is not visible from the back tables. A raised floor would help.

The lobby frames, incidentally, are still advertising acts that left a long time ago.

Paul Denis.

## Belvedere Hotel, New York

Talent policy: Dance band; guest night floorshows. Management: Joseph C. Reynolds, manager; Joseph Pitha, dining room manager; George McMurray, press agent. Prices: Dinner from \$1.

After several weeks of Freddy King's band, this West Side hotel's dining room and circular bar brought in Lou Lang's five-man combo Monday (20).

Lang, who fronts a five-man combo of identical instrumentation at the Hotel Sheraton, except that the pianist here doubles on Novachord, is backed by piano, string bass, drums, and fiddle. Lang's baritone sax leads and the combo as a whole provides good, danceable music, with the Novachord adding volume and colorful tonal variety, which makes the band sound like a much bigger outfit. Lang smoozes and is a pleasant front man. His opening brought several guest artists, including Carlos Marritz, featured at La Martinique farther uptown, who sang a few tunes in his excellent, big baritone voice and the Singalongs, three colored young acro harmonizing pop, special, comedy, and rhythm tunes, and show-stopping.

Charles Schuler, Lang's pianist, doubles on the Novachord, and between band sessions provides Novachord solos.

Paul Denis.

## Roosevelt Hotel, Blue Room, New Orleans

Talent policy: Dance and floorshows at 7:15 and 12:30 nightly. Management: George V. Riley, hotel manager; Ray Samuels, publicity. Prices: Dinner, \$1.50 up.

The new Blue Room bill, stepped up no doubt to meet the influx of out-of-towners for the carnival season, is all-around good entertainment, topped off



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Presents

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Opening February 26 Casino de Urca

Rio de Janeiro, Brazil

Direction—EDDIE SMITH

Thanks to HERMAN FIALKOFF

on the floor by that unique Masley act, Whitson Brothers. Back for the first time in 10 years, Jan Garber's sweet music takes the Orleansians to its bosom, as confirmed by unusually heavy patronage during the first week. Garber has plenty of brass, but tones are dulced enough to please.

The Whitsons get away from the average acrobat act by keeping their starts off the floor on each other's legs and feet. This they do with unusual calm and skill, and a double flip from the boss man's toes gets plenty of applause.

Dorothy Gerday, baby-faced blonde, sings a nice *Keobs*, but her *Mindus La Zoupe* is a bit out of her type. However, she is very pretty. Jane and Adam DeGastano do nice whirling by use of good shoulders, and the girl takes plenty of punishment. Estelle Sloane is a tap dancer. Fritz Hellborn steps out of the band's brass section to imitate Wee Wee Baker and Mary Martin, using a red wig.

The Blue Room must continue to hold up this winter if thousands of carnival visitors are to get good entertainment, for the spot remains the only local opening for standard acts. Good patronage is assured the nitery up to the climax of the season February 25 (Maril Gras Day). Phil Muth.

### Paddock Club, Miami Beach, Florida

Talent policy: Show and dance band; floorshows after 11 p.m. Management: Tommy Clark, manager. Prices: No cover, no minimum.

Swing is king here, king and queen, too.

Swing-queen Frances Kay and swing trumpeter Leon Prima and orchestra shared bows for boogie-woogie at the Paddock's new show during its opening Wednesday (28). Miss Kay has lost none of her rhythmic touch. She sings a mean measure and even had the diaphanous who swear at swing tapping their feet. Particularly good were *Beat Me Daddy*, *Right to the Bar* and *Careless*. We wish, tho, she would give us some of her truly terrific piano. She's an accomplished pianist and a stanza of work on the keys in between songs would, this reviewer believes, be lapped up by her audience.

Jackie Hilliard, singing emcee, has a nice voice and an engaging personality. He does an adequate emcee job and sold himself in very thro' fashion. Alma and Roland, jitterbug tap-dance team, open the show in whirlwind fashion with tap in five time that's quite good.

Comedy is very ably handled by Rogers and Morris, a pair of boys who, apparently can do everything but juggle. They sing, clown, dance, do mime, all very cleverly. To Miss Kay's accompaniment on a thumping piano, Rogers also did an ad lib comedy tap that was a sock hit. Clever, these boys.

Prima and his band played for both show and dancing. Prima was definitely in his prime, and his trumpet was made to do things for which no horn was designed.

Business when caught was excellent. Fred J. Goble.

### Hotel Gibson Rathskeller, Cincinnati

Talent policy: Dance and show band; floorshows at 7:30 and midnight. Management: Randall H. Davis, hotel manager; Eugene Jaeger, room manager, and Charles Gillett, publicity. Prices: Dinner from 75 cents; drinks from 35 cents. Minimum, Saturdays only, \$1.

This popular-priced downtown basement nitery continues to give 'em two

standard acts, with fortnightly changes and semi-name ones to woo the dancers. Bands usually remain a month or more. The spot draws all classes, and with the neighboring Old Vienna splits honors for pulling the bulk of the after-theater spenders. Business varies little, summer or winter, alike. Like all other niteries hereabouts, the Rathskeller is feeling the post-holiday lull.

Rich and Olsson, personable youngsters, launched the current floor bill with a fast bit of tapology, follow with a double xylophone specialty to *Whispering* and wind up on the wood pile with *All the World is Waiting for the Sunrise*, with a tap finish. Nothing unusual, but pleasing nevertheless. Took a warm hand.

Benny Strong and his band leads offer their monthly version of *Bandstand* to good returns, followed by Strong warbling, in fair fashion, *I Shoulda Been a Sinner*. Semson was ok to break the two turns.

Plato and Jewel, mixed magic pair, contribute an entertaining bit of ledger-drama. Open with the cut-and-restored rope nitery and follow with the silks and candles, glass of confetti to live goldfish, and a silk production, with Jewel taking a solo spot to conjure a singing alarm clock from the mass of silks. Plato works nicely with the disappearing bird and egg, and for a finale switches to cigarettes, with the cigar and pipe finish. At the walk-off produces the canary used in the previous trick (?), a corking surprise wind-up. Team has good appearance and works smoothly. Were well received.

Benny Strong and his ork do clash on the dance and show nitery. Bill Sachs.

### Jimmy Kelly's, New York

Talent policy: Floor shows at 8:45, 11:45, and 2:15; show and dance band. Management: Jimmy Kelly, owner; Clara Osgood, talent buyer. Prices: \$2 minimum, after 10 p.m.; dinner from \$1.25; drinks from 50 cents.

This is probably the most popular Greenwich Village spot for the visiting firemen, the show being dotted with strippers and racy entertainment. Many of the performers who develop a following come back time and again or stay on for lengthy runs. Business is also good because of the tasty food (French-Italian cuisine) served at comparatively popular prices.

Six of the eight acts when caught worked in two spots each, stretching the length of the show to an hour. Betty Carter, cute, opens with a fast tap and returns with a graceful foxtrot number. Renee D'Orsey, a Gloria Swanson personality, opens with a cigarette girl strip in which lights from her cigarette tray illuminate her body. Later she offers a bubble dance during which a customer's lighted cigarette invariably bursts the bubble for a climax.

Santos and Alvirra, Latin girls, open with a rhythm number and are seen again in a version of the Spanish *Coacals*. Routines are weak. Helen Holmes, sweet-looking brunette, sings a couple of ballads in cute fashion and doubles in a fan dance. Nice shape.

Marco and Romola are the talent highlight of the bill. They are good-looking Brazilians who, handicapped by the small floor space, manage to score with a variety of numbers. They have an imaginative dream waltz, a fox-trot dotted with tricks danced to *Where Was I?* and *It Never Seemle Again*, and reappear in Latin costumes to do an Argentine folk novelty (*Batone*) in which the customers take part.

Margaret Gray, sexy redhead, strips to the title of "Fantasy of the Swan," and Mary Burton also displays a shapely figure singing and dancing *Down Argentine Way*.

The Montmartre Boys, harmony trio, sing clean and off-color numbers, depending on the disposition of the customers. Good-looking boys and handy at this act, too. The pianist in the act has a pleasing Irish tenor, while the partners have nice snappy baritone pipes. One of the men doubles as emcee.

Joe Capello's band plays music for shows and dance sets. Joe and George, novelty instrumentalists, cut up during intermissions. Sam Hovberg.

### Pepper Pot, New York

Talent policy: Dance and show band; floorshows at 8:30, 11:30, and 2. Management: Mickey Wolf, owner; Ray Taylor, manager; George MacNerney, press agent. Prices: Drinks from 35 cents; dinners from \$1.00.

Using shows again after a two-year recess, the Pepper Pot, one of the best known of the Greenwich Village hang-

outs, presents a well-rounded bill carved out of what appears to be a small budget. In addition to a pianist who entertains between sets, a five-piece band and a four-pat line, this place presents three 40-minute shows nightly.

Headlining is the Great Lester, now in his 68 but still a great ventriloquist. Billed as teacher of Edgar Bergen, Lester amazes with one of the finest and most complete ventriloquist routines ever seen. Some of the material is shoddy, apparently left over from the good old days. The delivery, however, is perfect, and he successfully attempts some of the hardest vent stunts.

Starting with a phone bit, that is swell ventriloquism despite corny lines, Lester imitated a train caller and various other sounds while drinking or smoking. Disquestionably top on vent ability, he needs new material.

Emceeing is Frankie Booth, a brunette with fair pipes and a habit of using fairly corny material. Opening with a rumba, she clicks with some hit material and latter with some slightly on the blue. Her torchy renditions of *My Men and Some Day You'll Come Along* were justifiably well received. She introduces the acts with finesse and generally clicks.

The line, Carol Hale Dancers, worked well with mediocre routines. Various members of the line, Alice Hogan and Lee Sharon particularly, pleased with specialties, and a hula dancer, Miss George, presented a brief but effective routine.

Bull Coubouran sang *Ferryboat Seven*, then switched to classical. A bit off in the high register, she is still okay for an intimate room.

Murray Fridkin, and his five-piece combo provide good live. Mike Kaplan.

### Leon and Eddie's, New York

Talent policy: Production floorshows at 8, 10, 12, and 2; dance and show band, relief band. Management: Leon Eakin and Eddie Davis, owner-managers; Dorothy Gullman, press agent; costumes by Follies Costumes. Prices: Dinner from \$1.50; supper minimum, \$2.

Business is holding up well here and spot is by far still the most popular on 53d Street. The routine of the new show is different from past bills, a pleasant relief to the repeat trade. The emcee closes instead of the line, and the two-year-old *Boompops-a-Deity* finale has been discarded.

Jackie Gleason, emcee, filling in for vacationing Eddie Davis, and Dora Maughn are the only holdovers. Augmenting the show are Jean Mona, the Tyson Sisters, Marion Kingsley, Charles Carter, the Teddy Scotties Dancers, Carol Lord, and the Bobby Sanford Girls. Not all are standard acts, but together they make up a moving case show.

The Sanford line, in new, flashy costumes, opens with a fan number and returns midway in a lively Mexican routine to usher in the Rodriguez Dancers (three couples and two congo drum beaters) who perform their own unrestrained versions of rumba and conga steps.

Tyson Sisters, two good-looking brunettes, display their shapely figures in an apece number. Work in good, easy and adagio tricks. Jean Mona, tap dancer, continues with her gay, indifferent style that is pleasant if not startling. Marion Kingsley, singer, opened with *Do It Again* and followed with a George Gershwin medley, both passable but lacking punch.

Charles Carter, vaude jangler, did well with his freak tricks. He stands out on a safe floor because his work is removed from the rubber-stamped ball and club juggling acts. And his salubriousness is stronger than that of the average safe jangler. Trick of mixing the ingredients of 10 cocktails in union is the act's highlight.

Carol Lord, blond stripper, removes her gown to the music of a minute, leaving on a Manda-lighted ostrich feather train. Said train serves good

effect for her bumps. Open for spots catering to visiting firemen.

Gleason and Miss Maughn are strong cake acts. Gleason works in a comparatively quiet manner, and his forte is scatterbrain impressions of such names as Leighton, Boyer, and Durante, and of a New Yorker on a crowded subway. It is the way he sells the material, rather than the material itself, that holds up his turn. His emcee chores are well handled.

Miss Maughn offers sophisticated (risque) songs and stories, but they are never offensive because of her clean personality and her disarming delivery. A veteran of vaude, she knows how to hold an audience and is great on timing. Lou Martin's band dishes out the dance and show music in good style.

Sam Hovberg.

### Hollenden Hotel, Vogue Room, Cleveland

Talent policy: Dance band and floorshows; shows at 8 and midnight. Management: Richard T. Murak, publicity by A. A. Landis. Prices: No cover; minimum, weekdays, \$1.50; Saturdays, \$2; dinners, \$1.75 up; drinks from 35 cents.

The Vogue Room and the connecting lounge are still packing 'em in. The comfortable seating capacity in both rooms is 300.

Show opened with Hilley and Edith Hersey, ballroom team wearing the conventional formal dress. They are sister and brother (and look it), and in their opening number, done to *Ten for Ten*, gave more rapid turns and twists than any dance couple we have ever seen. For an encore they gave their impressions of high-school students, jitterbugging, rumba-ing, and conga-ing as they would in their own countries of Russia, Scotland, and here.

If playing a spot three times in two years is the medium by which a juggler's popularity is judged, then little more need be said about Val Stee. He uses the same high hat, cane, and cigar as other jugglers, but when he removed his coat while the stuff is in the air, then adding his coat to the juggling, there wasn't a patron sitting on his hands. From this he juggled rubber balls, dumbbells, and silver dollars. His patter is second only to his nimble fingers.

Closing the show are the Randall Sisters, Bonnie, Louise, and Ruth, singing fine arrangements of *Caroline in the Morning* and *Humbug* in excellent harmony. Their encores were *When Pa Is Courin' Me*, *The Eagle Call*, and *Sadie Huskies Day*. Took a couple of bows. They are attractive and their arrangements are outstanding.

Sammy Watkins and orchestra played the show and for dancing. A swell band that takes sweet and swing and Latin in its stride. This is its seventh engagement at this spot in four years.

Oscar A. Bergman.

### St. Joseph Club Burned

ST. JOSEPH, Mo., Jan. 28.—A cigarette dropped by a patron was blamed for a fire which destroyed the new Edgewood night club. Loss was estimated by firemen at \$40,000.

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# MCA Plans 12 to 16-Week Nitery Circuit for 20-25 People Units

CHICAGO, Jan. 25.—Grandfather's Folies unit, currently doing smash business at the Blackhawk, has been sold by producer and owner Earl Leslie to Music Corporation of America. Leslie was represented by Jules C. Stein, president of MCA, to produce a series of night club shows to work a circuit of cafes which would guarantee performers 12 to 16 weeks, consequently reducing talent costs.

Plan has been lying in abeyance for several months awaiting the reception of Grandfather's Folies by the Blackhawk trade. It is to use Leslie's 10 years of experience building touring productions for European and South American theaters. Leslie found he could produce shows less expensively by routing them through European cities, and his cafe productions toured by way of Brussels to Berlin, to Paris, to London. From 1924 to 1937 he divided his time between Europe and South America, conducted the Lombard tour in Latin American countries, producing for Casino Theater and Ambassador Restaurant in Buenos Aires and the Orca Cafe in Rio de Janeiro. Grandfather's Folies began in Paris four years ago, went to London, and, chased by the European war, opened in San Francisco August 1, 1939. The Blackhawk has just taken up its option, extending until some time in April.

Deal between MCA and Leslie puts the producer on a salary and percentage basis and calls for the production of six shows at first, to be followed by others as soon as the booking agency can line up additional night clubs. Of the six initial shows, two will go into the Bal Tabarin, San Francisco, one into the Ambassador,

Los Angeles, one into the Blackhawk, Chicago, and the other two into New York clubs which have not yet been set. Ultimate hope is to route shows from New York to Detroit, Chicago, perhaps Dallas, Los Angeles, and San Francisco. Each troupe will carry from 20 to 25 persons.

Flores Duarte, associated with Leslie the last six years as dance director, will continue to supervise line routines.

## Bert Smith 50-Girl Show Opens Month Run in San Antonio

SAN ANTONIO, Tex., Jan. 25.—Interstate, Inc. instituted a new policy here Saturday (18) at the Texas Theater, bringing in Bert Smith's one-hour 50-girl show, *All-American Revue*.

The show will stay here for at least one month and change program each Friday. Chorus numbers 30. Tommy Hanlon and Nellie Clark, who do a duet, *Great People*, carry most of the comedy and work in several blackouts.

Ray and Raye are the top dance team and Keelon and Miller have a musical act in which they play trumpet and sax.

Judith James is the ingenue, singing mostly Woody Masher, tapping on his toes and with a skip rope, is the show's best accepted act. Allan Eber, who strokes and whistles at the same time, completes the cast.

The *All-American Revue* is the answer to the local clamor for stage shows. Box office has been good the first week, bringing in the curious. They won't come again, tho, unless something is offered.

Show is too long, scrambled, and has nothing new. Chorus might appeal to local soldier audiences, but they will have to have something better than this.

J. Williamson.

## Talent Agencies

JACK LEAH and HARRY MOSS, of Music Corporation of America, set out Friday (10) for a Florida trip.

JOE WOLFSON will now assist Dick Henry in the club date department of the William Morris Agency in New York.

DONALD HYDE, William Morris Agency, has returned to New York from a California vacation. ROKANNE is now working out of the Dave Hingle office, New York.

HARRY FREEMAN, manager of the Affiliated Theatrical Booking Service, Columbus, O., recently added the Club Lincoln here to his books. VOLAN THEATRICAL AGENCY, Syracuse, has placed Dolly McLean, the Courtwrights, Jack Dexter, and Lee Tucker in the Hotel Woodlawn, Westport, N. Y.

OLIVER McMAHON, of RKO Theaters, New York, was in Chicago on business for several days.

JACK W. GORDAN, of the Gordon Entertainment Bureau, Hartford, Conn., is confined in Veterans' Hospital, Newington, Conn.

JACK WALD, of the Wald Theatrical Agency, Los Angeles and Cleveland, is now in the latter office. He has been alternating between the two towns.

JACK BLIE has set the Westerner at the Chez Paree, Denver. JACK BARRY, New York, booked Mary Vachon at the Hotel Arlington, N. Y. Other Barry bookings include Gladys Lane at the Ball, Brooklyn, and Joan Hope at Barolay's, Brooklyn.

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## Woolfolk Lines Up Butterfield Shows

CHICAGO, Jan. 25.—Boyle Woolfolk Agency has booked the following attractions for the Butterfield Circuit in Michigan: Raymond Scott's orchestra, three weeks, opening January 24 at Ann Arbor; *Gay Nineties Revue*, three weeks, opening in Muskegon January 30; A. B. Marcus unit, six weeks' tour, opening March 6 at Flint; *The Crazy Show*, featuring Bill Britton and Patricia Ellis, two and a half weeks, opening February 19 at Ann Arbor.

Streets of Paris unit just finished a profitable engagement at the Capitol Theater, Flint, and Al Bore's All-American Girl Band, with Ada Leonard, is playing Kalamazoo and Grand Rapids on spot dates.

## Spot Shows for Louisville

LOUISVILLE, Ky., Jan. 25.—Rialto Theater is set to resume spot vaude March 7 with Sammy Kaye band. There is a possibility, however, that shows may hit this house earlier, if attractions are available. House has been on a straight film policy since the later part of November.

Lawrence Golde, of the William Morris Agency, New York, books the house.

## Another Hollywood Unit

NEW YORK, Jan. 25.—A new unit, *Stars Over Hollywood*, opens at the Lyric, Indianapolis, February 7, and follows at the State-Lake Chicago, February 14. The unit has Edith Fay Jr., Shirley Deane, Dorothea Kent, and Roy Rogers, and a line of 24.

The agency is using material from the defunct *Charlot's Revue*.

William Morris Agency is booking.

## Optimist

NEW YORK, Jan. 27.—The Tunit Koo troupe of Indian fakirs, which opened its first American vaude date at the New Jamaica, Jamaica, Long Island, Thursday, has received a contract from Paul Spodoni, European agent, to tour the Scandinavian countries in 1942.

(For Orchestra Routes, Turn to Music Department)

# TRADE SECTORS FEATURE in Billboard Acts-Units-Attractions Routes

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

### EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.  
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

**A**  
Aarand & Juliana (Oso. Washington) Phila. b.  
Able, Vic (Stogovans) Buffalo, h.  
Adams, Charles (Star Club) Miami, n.  
Adler, Larry (Oriental) Chi, t.  
Alexander, Margalita (Lookout House) Covington, Ky.  
Alan, CUD (Robby's Room) NYC, n.  
Allen & Kani Fevrome (Wagwater Beach) Chi, n.  
Alma, Maude (State) NYC, t.  
Alpert, Mickey (Gotham Grove) Boston, n.  
Ambassadors (Moooolic (Jefferson N. Louis, h.  
Anderson, Erna (New Yorker) NYC, h.  
Annie, Bern (Oso) Chi, n.  
Andrew, Jo (Brown) Louisville, h.  
Andrew Sisters (Crestmont) Osoaba, t.  
Archard, Gene (Kaiser) Washington, D. C., t.  
Arcel Sisters (Daisy Moore's) Chi, n.  
Armeda (Lookout House) Covington, Ky., n.  
Ariano & Evelyn (Lookout House) Covington, Ky., n.  
Auld, Aggie (Lampton) NYC, h.  
Avery, Gertrude, Dancers (Lyric Indianapolis) t.  
Avery, Ralph (Lyric Indianapolis) t.

**B**  
Baker, Bonnie (Biltmore) NYC, h.  
Baker, Art (Warlock) NYC, h.  
Baker & Hart (Hi-Way Casino) Fall River, Mass. n.  
Bardays (The Mayfair Club) Miami, n.  
Bartley, Bill (Rialto) Louisville, h.  
Barr, Prince & Clark (Park Central) NYC, h.  
Barr, Dave (Robby) NYC, t.  
Bass, Louis (Gay Station) NYC, n.  
Beauchamp & Eve, Ed. (Robby) NYC, h.  
Beinhout, Hobbs (Mayflower) Akron, O., h.  
Belew, Poppy (Village Barn) NYC, n.  
Beulah & Twine (Star) Niagara Falls, n.  
Benton, Marguerite (Coe Room) NYC, n.  
Bevon, Jerry (Hi-Hat) Chi, n.  
Bernard, Bobby (Star Club) Phila, n.  
Bessard, Ben (Ray '9th) NYC, n.

**C**  
Baker, Bonnie (Biltmore) NYC, h.  
Baker, Art (Warlock) NYC, h.  
Baker & Hart (Hi-Way Casino) Fall River, Mass. n.  
Bardays (The Mayfair Club) Miami, n.  
Bartley, Bill (Rialto) Louisville, h.  
Barr, Prince & Clark (Park Central) NYC, h.  
Barr, Dave (Robby) NYC, t.  
Bass, Louis (Gay Station) NYC, n.  
Beauchamp & Eve, Ed. (Robby) NYC, h.  
Beinhout, Hobbs (Mayflower) Akron, O., h.  
Belew, Poppy (Village Barn) NYC, n.  
Beulah & Twine (Star) Niagara Falls, n.  
Benton, Marguerite (Coe Room) NYC, n.  
Bevon, Jerry (Hi-Hat) Chi, n.  
Bernard, Bobby (Star Club) Phila, n.  
Bessard, Ben (Ray '9th) NYC, n.

## Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Berry, Peggy (Oriental) Chi, t.  
Berry, Gene (Orange) NYC, t.  
Birn, Maxine, Dancers, S. C. 20; Dartington 21; St. George, Feb. 3; Waterbury 4; Charleston 5; North Charleston 6; Georgetown 7.  
Bishop Bros. (Star Club) Miami, n.  
Blair & Barnett (Lido Club) San Francisco, n.  
Blair, Gloria (Gay White Way) NYC, n.  
Bliss, Edna (Club Continental) Chesapeake, O., n.  
Bogach & Burdick (Cheer Ann) Buffalo, n.  
Bones, Major, Radio All-Stars (Robby) NYC, t.  
Borwan, Prince (West) Chi, n.  
Briggsport Feet, The (Robby) NYC, t.  
Brown & Ames (Lyric Indianapolis) t.  
Brown, E. Evans (Arabian Gardens) Columbus, O., h.  
Bruce, Carol (Kaiser) NYC, h.  
Bryant, Willie (Cree Station) NYC, n.  
Buchanan, Paddy (Star Club) Miami, n.  
Buckmaster, John (The Drum) Miami, n.  
Burt, Jimmy (Colonial) Dayton, O., t.  
Burnay, Robert (Hank) Oklahoma, Wis. h.  
Burns, Dolie (College Inn) Cincinnati, n.  
Burns, Twine & Evelyn Price (Beverly Hills) Newport, Ky., n.  
Burrington, Ezra & Band (Lyric Indianapolis) t.  
Bylan, Dorothy, Dancers (Sherman) Chi, h.

**D**  
Daly, Peggy (Cocoanut Grove) Los Angeles, n.  
Callaghan, Peter (Bayswater) Buffalo, h.  
Calkins, Gladys (Hi-Hat) Chi, n.  
Camp, Mary (Harry's New Yorker) Chi, n.  
Campbell, Loring (McGregor) Miami, 38 St. Charles, 39; Hancock St. Bed Wing, Feb. 3; Washington, 4; West, 5; Canton, 6; Postmaster & Grand Meadow 7.  
Cannestella, FIVE (State) NYC, t.  
Capella & Desaire (Bainbow Room) NYC, n.  
Carson, Maria (Music Hall) NYC, t.  
Carls, Bud (Lyric Indianapolis) t.  
Carlin, Grace (Café & Pidgey) Cincinnati, n.  
Carr, Jack & Jill (Dover) O., h.  
Carroll, Frances (Palms) NYC, n.  
Carroll, Christina (Robby) NYC, t.  
Carruth, Estelle (Miami) Miami, h.  
Casside, Billy (Garden) NYC, n.  
Cash, Owen & Toney (Baker) NYC, t.  
Caton, Bobbie (Southland) Boston, n.  
Cawthra, The (Theaterland) Philadelphia, n.  
Chamberlain, Peggy (Jack & Bob's) Trenton, N. J., n.  
Chandra Kaly Dancers (Columbia) Hahandala, Fla., n.  
Chazy & Fox (Walton) Phila, h.  
Chick & Lee (Suburb) Cincinnati, t.  
Chick & Charles (Sherman) Chi, h.  
Clark & Hudson (Harry's New Yorker) Chi, n.  
Clark, Keith (Rainbow Room) NYC, n.  
Clinton & Barry (Bismarck) NYC, t.

**E**  
DeWalt, Billy (Club Regency) NYC, h.  
DeWalt, The (Club Regency) Miami, n.  
DeWalt, Helen (Robby) NYC, t.  
Diala Brown, Two (Wright) Annapolis, Md. h.  
Dooley, Mary (Park Casino) Phila, n.  
Dooley, Dorothy (Bismarck) Hahandala, Fla., n.  
Dorsey & Diane (Bellevue Grill) Montreal, n.  
Dowley, Merton (Roseville) New Orleans, n.  
Dunson, Nancy (Robby NYC), n.  
Dyde, Grace (Leland) NYC, n.  
Dyde & D'Arcy (West) West City, Ia., n.  
Dyde, Al (Fountain Square) Cincinnati, h.  
Dyde, Marie (Columbia) Phila, n.  
Dyde, Betty (6th) Chi, n.  
Dyde, Reggie (Star Club) Miami, n.

**F**  
Eckler, Wida (Maude Hall) NYC, t.  
Edley, Marion (Palms) Door, NYC, n.  
Edler, John (Gay White Way) NYC, n.  
Eliza, FIVE (Beverly Hills) Newport, Ky., n.  
Ellis, Martin (El Gansho) NYC, n.  
Elliott Sisters (Palms) Phila, n.  
Elliott, Hope (Bayswater) NYC, h.  
English, Margaret (Beverly) Chi, h.  
Erickson & Norville (Harlem) NYC, n.  
Erickson, Marie (Columbia) Phila, n.  
Evans, Bob (Palmer House) Chi, h.  
Evans, Dale (Drake) Chi, h.

**G**  
Garst, Peggy (Vash Club) Phila, n.  
Garcia, Louis (Hi-Hat) Chi, n.  
Gay, Billy (Columbia) Miami, n.  
Gaylore, Gayle (Holland) NYC, n.  
Gedde, George & Rowdy (Ovi) Xico, Wash., D. C., n.  
Gendler & the 'Gay White Way' NYC, n.  
Gleason's Royal Guards (Royal Palm) Miami, h.  
Gleason, Jackie (Lido & Eddie's) NYC, n.  
Glen, Louis (Columbian) Chi, n.



## Strand, New York

(Reviewed Friday Evening, January 24)

Warners scooped the local market when they booked Quentin Reynolds, *Collier's* war correspondent, to appear with his second short from London, *Christmas Under Fire*. Smugly staged and effectively lighted by Producer Harry Gourfain, his act is one of the most impressive ever offered by a non-theatrical personality. He is given the closing minute sitting behind a desk on the raised organ platform. Speaks into a mike as if he would in a studio in the same cool, interesting voice that turned his first short, *London Can Take It*, into one of the most potent pieces of screen propaganda to come from England. Has the audience in the palm of his hands as he relates the stories of two British pilots and winds up the 15-minute session with a rousing tribute to London and its people. The short precedes the stage show.

The regular bill has Henry Busse and His Chauntie Rhythm Band, Johnny Woods, the Berry Brothers, and the Emerald Sisters.

The Busse boys play sweet, pleasing music. The highlight is the leader's mellow trumpet solos of *Hot Lips* (theme song) and *When Day Is Done*, the latter number also featuring the glee club which sings in good harmony.

Band vocalists include Billy Sherman, who handles the ballads smoothly; Fanny Combe, hot tune specialist, and a quartet plucked from the group. Otto Oberster contributes a neat novelty on his trumpet, using a cute finger puppet of the inkwell cartoon variety on his valve hand during his selection.

Emerald Sisters (3) went well in an early spot with their knock-out acrobatics. Work on a chair and table and feature excellent falls. For an encore they offer a sock over-ear-trick.

Berry Brothers, colored dance trio, show-stopped with their strong personality work. They, too, feature acrobatics but it is of a different nature and used only to bolster their hi-de-bo turn. Put and good.

Johnny Woods was the victim of a cold and his characterizations suffered accordingly. He has a new opening, a dissertation on the value of a "monophonic" which should be trimmed. His acrobatics include Allen, Valise, the President, Al Smith, Uncle Ezra, and Kaltenborn, among others.

On scene, *High Sierra* (Warners). His big last show opening day, despite heavy snowstorms.

Bill changes February 7, when Ray Noble's band, Yvette, George Tappes, and Joe and Jane McKenna come in.

Sam Hainberg.

## Oriental, Chicago

(Reviewed Friday Afternoon, January 24)

Flicker fare is the first of a new whodunit series, *Elery Queen, Master Detective*. For name draws stage bit is dynamite featuring Larry Adler, Bob Zurko, and Mimi Green, but in actual entertainment content falls to cliche.

Mimi Green falls down on material. Her election bit (or was it a song?), *They Drafted Me as a Nurse*, doesn't have enough comic value to warrant its use. Mimi does a lot better on *Devil Me Daddy*, *Eight to a Bar*, as it would be sung by Carbo, Heppburn, and Eric. Also sings *Nobody*, introducing it as Judy Garland's tune, and imitates Judy's gestures to a T. Bookends with French.

Bob Zurko gives the impression that he is doing the audience a favor by appearing.

But despite his cockiness, he wows the customers with his brilliant piano technique, playing *Fox for Two* and

*Honky Tonk Tunes*. Larry Adler, harmonicon artist, continues to ride the crest of his popularity. He plays several pieces to perfection, among them *When Day Is Done*, *Louis's Hungarian Rhapsody No. 2*, and *St. Louis Blues*.

Don and Jane Ford, a commercially potent dance team, sing a little ditty telling why they should forget their vocal ambitions and stick to dancing, and prove their argument by giving out with some smart tap routines. Milton Watson, baritone with an excellent set of pipes, offers three ballads, *One Night of Love*, *Nightingale Song*, in *Berkeley Square*, and *The Last Time I Saw Paris*. Like Lola Lane at the State-Lake last week, he introduces the last named tune with a plug for Jerome Kern and ASCAP.

Peggy Bernier adds a bit of foolishness to the bill. Displaying a good sense of the comic, she kids around with Ted Cook, house band leader, between renditions of *Tennessee Fish Fry* and *I'm Stepping Out With a Memory Tonight*. Park and Clifford, acro duo, do their balancing tricks smoothly enough, but without pizzazz. Team was probably speared by the auto accident in which they were involved the same morning.

Norman Modell.

## State, New York

(Reviewed Thursday Evening, Jan. 23)

Despite some last-minute dirty work by the flu, robbing the original bill of two acts (Hal Lettor, and Lou Cass, of Cass, Owen, and Topsy), the Loew booking office came thru with a nice patch-work job. Steve Evans and the Briants got the fill-in jobs, fitting in nicely with Ray Kinney's band unit, the Canestrelllys, and Adelaide Moffatt.

The Canestrelllys (two men and three women) balance themselves on unsupported ladders and contribute a few circus thrills in the opening chapter. For a punchy finish, two members of the family execute a nifty double balance on a ladder.

Adelaide Moffatt is one of the few vocalists who live down the "society singer" tag and is well on her way to the top as a smart and thoroughly entertaining warbler of pop tunes. Good looker and works in a smart and charming style. Audience was small and pretty cold at first evening show opening day, however, and she was let out after three numbers: *You're Got Me This Way*, *A Nightingale Song* in *Berkeley Square*, and *Dearest*.

The Briants are one of the few acts who dare work in the manner of the old vaude days and get away with it. In tramp make-up and in front of a shun neighborhood drop, they present two affable characters. One is the straight for the other's polished contortion tricks, fitted into a smoothly running act. Winking notably.

Steve Evans always does well with his characterizations, and this time is no exception. He has modified some of his lines to bring his characters up to date. His act still includes Popeye, the Polish drunk, Mussolini, and, finally, the late Lon Chaney as the hunchback of Notre Dame. Works in a graceful style which holds attention.

Ray Kinney and his band close, and for some 35 minutes offer a pleasant escape from the city's turmoil by keeping the customers in a dreamy mood with Newspan music and dances. Kinney himself has a strong, warm voice, and it is a bright feature throughout his end of the show. Other good vocalists are George Kamapau, who sings in fetch-

## Vaudeville Reviews

ing high and low voices, and Alfred Anski, tenor, concentrating on such pop as *Trade Winds* and *Moon Over Burma*.

Native dances are contributed by the Aloha Maids (4) and Myrna Holt, lovely hula dancer, whose work is steadily graceful. One of the maids at the finish struts thru a couple of light comedy numbers in a funny outfit—an entertaining example of Hawaiian humor.

On screen, second run of the Jack Benny-Fred Allen film, *Love Thy Neighbor*, the fair. Sam Hainberg.

## Fay's, Providence

(Reviewed Friday Evening, January 24)

After eight months of straight film bookings, Fay's goes back to flesh, with the comedians Bill Headlining Donald (Billie) O'Connor, working with his brother, John, and little sister, Patsy. John also doubles as emcee in good style. Joe Spaziano, back as orchestra director, works on the stage this week and directs the seven-piece house band in a pop medley to start things off.

Three Sparks male tap dancers, are in the No. 1 spot and offer a neat routine and some swell rhythm stepping for an encore.

Wally Ward and Mimi Milford had the audience begging for medley. Ward grab-bag humor with his piano playing, clowning, and vocal imitations of hill-billy band instruments, leaving his partner little to do but stooge for him. John Gallus plays *Disch* in swinger tempo on a clarinet, then uses the licorice stick as a balancing tool for a large rubber ball which he juggles while tootling. He even has the audience tossing the ball to him, catching it on the end of the instrument. Best hand, however, comes when he sings out a layout of eight doll papers which he manipulates with one hand in a clog dance routine (including grinds and bumps) while using his other hand in playing *Oh, Johnny* on the clarinet. For an encore he brings forth another puppet rig employing 12 doll chorines for another dance, this time guarding the clarinet. More puppets and less ball tossing would improve the act.

The O'Connors routine embraces songs, dances and page. Don sings *Small Fry* and follows with a soft-shoe dance. Gags passed between he and his brother later in the act were whiskered. Patsy bows by singing *When Irish Eyes Are Smiling*, which failed to click as well as *We Three*, requested by the boys as an encore and well done by the little miss. They then indulge in tap numbers, with both kids showing good footwork in solo bits. Gags lead up to "thank you" speeches by each, Patsy's being given a *Heppburn*—but out.

Five Queens (formerly Five Jewels), female juggling quintet, work in flashy spangled evening gowns and blond wig. Tennis rackets, Strobolized hoops, and Indian clubs are used in routines, with fast passing of clubs between four toppers and single catcher giving act and show a punch climax. Charles A. Ross/Kam.

## Colonial, Detroit

(Reviewed Friday Evening, January 24)

Hour-long show features Mickey Peris' *American Beauties* on Parade in semi-revue fashion with pit band, a novelty at this house. Background is nice "Miss Somewhere" from the Atlantic City beauty contest, opening in a delicately tapped, pink-lounced dress and petite parasol number, returning for individual introductions in bathing suits, with a swivel-tipped tap by Miss Rhode Island, aided by the ensemble. Subsequent bits were a novelty *American Indian* tap and a feisty finale before the flag. Girls are good lookers, but routine could stand better timing.

Four McKays open with two men skaters swirling another woman and a girl aloft, working on a 10-foot round platform. Act is fast and daring.

Carmen, featured dancer, does a split with legs crossed, and subsequent control acro-dance numbers, including neck twist that impresses wildly. Mary Clifford, balladist, has a notably clear, enunciation and works with appealing personality in a smooth, recitativo style.

Nella Arnatt and Brothers open as that rarity, a fiddle trio with pop cawale, swings into a dancing *March of the Wooden Soldiers*. Then the two boys play acrobatics while fiddling. Last half is their familiar and highly skillful bird romance, somewhat longer and revised —one of the top whistling dramatic routines on the stage. Three Cirillo Brothers have a Bits Brothers-like opening of

nonsense, disrobe from overalls to tails for a suave soft-shoe tap, in exciting contrast to their early opening.

Bob Easton and Company follow, with Odette, a magnet of delightful personality, who has some nice song bits and an unusual dance routine with her big partner, plus a rather risqué baby carriage bit. Easton emceeds the show.

H. F. Reeves.

## Lyric, Indianapolis

(Reviewed Friday, January 24)

Basic entertainment flows at high tide on the Lyric stage in *Shoot the Works*. Devised by the management, show consists of several vaude acts which are presented in musical comedy style. The connecting thread is a caddy ranch theme, which is not too well sustained. *Shoot the Works*, however, is meant as a strictly corn show and as such probably succeeds.

Featured is Vera Huntington and his hillbilly band, who make music with clarinets, saxophones, fugs, and washboards. The members also stage a burlesque square dance. A rather familiar act which seems to have retained most of its charm for audiences here.

Also high on the bill is Wally Brown, monolog comedian, whose style of delivering rapid comments on a variety of unrelated subjects had the audience nearly roaring in the aisles. His turn became comical by his own admission as he performed with his partner, Annette.

Other featured artists include Sylvester Hawkins, with a clarinet specialty; Duke Kimball, who puts Bob Burns and his busooks to shame by playing a weird assortment of odd-looking contraptions, all to the amusement of the audience which approved heartily; Randolph Avery, master of ceremonies, who has a specialty spot; Ralph Pendley, local talent singer; Bud Carlisle and Rosie, rope and whip artists; and the 16 Ranchers, boasting eye-filling costumes and interesting dance routines.

Pix is *Baragard Follies*, also in the radio vein.

H. Kenney Jr.

## Roxy, New York

(Reviewed Thursday Evening, Jan. 23)

Booking of *Major Bowes' Radio All Stars* may have been due to fear that accompanying Pix, Tall, Dark and Handsome, would register desolately at the b. e. However, both stage show and film are heavy clicks, pix getting four-star raves.

Original stage layout called for 10 acts, but two acts had to be cut because of time. Opening night had Milton Berle doing a p. a. Berle's stint at show caught, took nearly a half hour, during which time he introduced his mama and delivered his usual teetotal, clowning.

Opening act, Bridget, took a solid barrelhouse combo consisting of piano, trumpet, sax, and drum. Do impressions of Busse, Lombardo, and Krupa. Drummer outshines entire crew, his specialty getting a big hand. Act went over well.

Another solid click is Danny Drayton, a smooth and fluent tapster with a fine sense of comedy. Drayton has had much experience and delivers a thoroughly professional turn. Encored twice.

Dave Barry does fine impersonations. Did an FDR and the show was outstanding. Allen clicked, and Wallace Berry, Lionel Barrymore, Fred Allen, Bernie, does well-written continuity. Big hand.

Strawberry Russell, septa comic, scores with *Mary Had a Little Lamb*, played on a homemade fiddle as a child would recite it. Does okeh with his gab and comes back to do a fast tap. Another big hand.

Christina Carroll has a well-rounded coloratura which she uses to good advantage in *Ah Fosse* full from La Traviata. Took the audience run away, even though she missed one passage near the end. Also did *I Hear a Rhapsody*, with the Foster line supplying atmosphere.

Jan Bart has a sweet tenor voice reminiscent of that of Jan Peerce. Did *Vesti La Giubba* and a Yiddish folk song. In the line-up are also Helen Diller, in cowgirl outfit, who does well with yodeling; *State-o-Maine*, a boy and girl team, who execute well the standard caddy tricks, and Harmonica Haglin.

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The Foster line winds up with a fine vocal act.

Joe Cohen.

## Tower, Kansas City, Mo.

(Reviewed Friday Evening, January 24)

Neptune Festival is built around Tira, a stripper who presents her drooping in a more novel fashion than usual. Frank Tracy has produced what stacks up as one of the best revues of the new season. Much of the show's appeal is due to its amusing and lighting effects, all combined to create a deep-sea mood.

Curtain up with the chorus in flowing white ballet costumes proceeding to beautiful Blue Danube, with the band on the stage decorated to sailor costumes. Ark measures up three roads, three bars, and three rhythm, batonced by pianist Herb Sir, a competent musician.

Lester Harding, emcee, introduces first duo and Raphael, acrobatic dancers, who give their turn a Latin twist by sailing across while entertaining in the air to music of *Stoney*, *South American Way*, and *Madame La Zongzi*. Next on are Kirk and Clayton, smooth dance men, who tap to *I'll See You in My Dreams*. Both solo tap to swingy versions of *Ross Room* and *Lady Be Good*.

Harding sings *Let's Be Buddies*, interpolated with *My Buddy*, in a neat baritone voice. Bobby Adams, juke, is next up with a vocal of *Sailor With a Next Day Eyes*, followed by an eccentric dance. Pedro, of the Pedro and Raphael team, pulls out a 100-foot rope stretched between balcony and stage and then down backward and standing up. Chorus returns, dancing behind cardboard blocks cut into the shape of champagne bottles.

Tira and her wine dance is an interesting act. Begtas with several moments of seductive torso wiggling, following which she strips for her bath under the curtain. Lights turn the water into a fiery-red wine color.

Next up is Colonel Jack Major, comedian, with patter and several big jokes, followed by chorus in j-bug style to *Three Little Fishies*.

With Tira in the revue, the show stacks up as entertaining, despite it's not running time. First day's business and audience reception good.

Pix, *Six Lessons From Madame La Zongzi*.

Bob Look.

## Earle, Philadelphia

(Reviewed Friday Evening, January 24)

An all-sopha show on stage this trip dedicated to the spirit of swing it moves long in tiptop fashion, with the fancy network of Tip, Tap, and Toe stealing the show, in spite of the stellar performance of the more potent by *Hot Chick*.

Hawkins' crew of 15 instrumentalists sit out the stage nicely both musically and physically, starting things moving with an instrumental *The Lady Be Good*, following with the trumpet-potting maestro's record hit, *Dollie's*. Jimmy Mitchell steps out of the six section to sing romantically. Whiterose, to the complete satisfaction of the all house.

Tip, Tap, and Toe, personable male ensemble tapsters, tie it all up with their well-known hoofing and their mammoth triple drum encore to their own hand-picked rhythm.

Band gets in that swingy grove again or record version of *Tuercio Junction*. Bert Ida James, canary, makes a favorable impression, plugging the pops to best advantage with *Doves Argentine Way*.

For the musical mood indigo effective, very Parish beats a boogie-woogie bus of the piano, making a concerto of *Her Hours*. A speedy stamper, highlighting again Hawkins' high-noted but well-known hoofing and their mammoth triple drum encore to their own hand-picked rhythm.

Fourtime in white ties and shirt and harmonize their platter pipe. *Just See We Three, Who, Maybe*, and the *Biguities If I Didn't Care*. It is their customary professional eclat for the harmonizing but the impression is not as unobtrusive as it might have been because of their over-mingling the songs to such a degree that it almost invites a *Maneuver* with the footwork of *Tip, Tap, and Toe* still fresh in the minds of Paul Beaconsfield's *Hot Chick* could so well stick to their stumping and forget their feeble attempt to create comedy with dancing.

Stage setting and lighting provided by one Manager Hal Seidenberg worthy of mention. Screen shows *The Trail of the Vigilantes*.

M. H. Oroschenker.

## SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-act shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

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

## Jamaica, Jamaica, Long Island, N. Y.

(Reviewed Friday Evening, January 24)

The crop of low budgeted acts booked in this neighborhood, while not on a par with that of Broadway vaudeville, is nevertheless satisfying entertainment. Also there are two song and dance doubles on same program.

In the top spot is Tanti Kiso, femme folk, with two male and two female assistants. This is the troupe's first vaude tour in these parts. They have a swell sight act, which is more suitable for outdoor work than in theaters. The femme does the standard tricks attributed to the Indian Holy men, whereby their bodies are capable of taking any amount of punishment while putting themselves into a cataleptic trance.

She starts off hypothesizing a rooster, a rabbit, and then the help trots out a gigantic python which she likewise mesmerizes and follows up with an alligator and crocodile. She then prances around a bit in a pair of sandals laced with spikes, rubs glass with her bare back, climbs up a ladder of swords in her hair feet, and finally is buried alive for four minutes. Another strong stunt is the piercing of stilts through her tummy, neck, and forearm. The skin shows no harmful effects of the punctures. Went over big.

As emcee, Jack McCoy falls to maintain a rapid pace. His intros are much too long and his attempts to prolong the applause are obvious. However, he gives off with okeh impressions; his rib of a beautiful lady taking his first date home is good. Also does an impression of a boy at a dance. Good hand.

Opener is Batch and Setchel, comedy duo. Femme goes floss-pan dancing while partner's is more violent. Do off-color gags, getting a good reception despite carners.

The Warner Family open with the daughter singing to sonny's fiddling. Girl's pipes are not fluid, but the boy clicks with a vigorous tap while eking out a tune on the strings. Ma and Pa are solid with their comedy dancing. Ma especially going over big with her *Gas Daley* type of work. Wind up with a reunion. Went over big here.

Vicki and a femme stogee has Vicki, in exaggerated costume, leading the ork while partner attempts to sing. His pantie comedy is okeh, but singing of both is weak. Similarly their comedy is pointless. They appear to be in desperate need of better material.

Knitie show Gosbick Saturday evening at the Hemphill theater, Hempstead, L. I. This house plays vaude for four days a week, starting Thursday. Big okeh at show caught despite snowstorm.

Pix, *Too Many Girls and Trail of the Vigilantes*.

Joe Cohen.

## Palace, Akron, O.

(Reviewed Sunday Evening, January 19)

Isabel Jewell is a more surprising Hollywood personality that has been seen here in a long time.

Handled by a severe hoarseness, she broke the swing tempo of a dance band program to deliver a dramatic sketch—a monolog—and performed with such integrity and sympathy that it was the most effective item of the show.

Not only does Miss Jewell read the short but vivid study of a roadside hash-and-wares, but she showed exceptional skill in turning its early comedy into a highly emotional denouement.

Also from Hollywood comes Lya Lys, who attempts no dramatics, presents a bit of comedy exchange with Lew Parker, and offers a comedy song.

Grand Gordon's music is strictly swingy interpretation and has the toe-stirring quality that marks an able ballroom band. Highlight is the novelty "sign-off" feature developing the origin of the tricky tunes by which various bands

shoo dancers from the hardwood between numbers.

Parker presents his line of patter and comedy singing.

The Condos Brothers present machine-gun tempo dances to dazzle the eye and delight a rhythm-loving ear.

Screen entertainment, *Mexican Spitfire Out West* (REO).

Ree McConnell.

## Correction

The musical comedy team, Ross and Bennett, who played the *Oriental*, Chicago, week of January 17, was erroneously referred to in last week's vaude review as Ross and Stone.

## Review of Unit

### "Red, Hot, and Lovely"

(Reviewed Thursday Evening, January 3, at Columbia Theater, Alliance, O. J.)

Most recent effort of Barry Clark, vet Chicago producer, is one of his best. Only a week old, unit was running smoothly and audience went for it big here. As usual, Clark has recruited a half dozen standard turns, a swell six-piece band and a fast 10-gal line.

Flashy, but not pretentious, is the wardrobe of the ensemble, which romps on for a snappy opening, a Harlem tap novelty. Perry Twins, neat-appearing boys who know their legs, come on for the wind-up. Return in the next spot for an amusing baseball bit, old to burlesque but apparently to the liking of the smaller towns.

Oliver Sisters, good looking, offer smooth soft shoe music and rhythmic tap routine to heavy applause. Nina and her mate, Hank, wins a lot of laughs, the male partner doing the mule to perfection and hobnobbing with the customers. A swell team.

Perry Twins offer an intricate tap routine and a couple of novelties. Their boxing bit and their balloon dance are a wow. Finish strong with a tap routine. Line follows with a Frenchy waltz, singing *Paris Avenue*, the spotlight for her specialty dance.

Star and Lee is another capable team, with Star on first for an accordion solo. Act builds up to a great finish after his partner, twice his size makes her appearance. She has a good voice and warbles three pop tunes. Encores with *I'm Nobody's Baby*, her best. Line flashes best wardrobe in parade number.

Nixon and Sana, veterans, use a dummy, which judges a lot to get over their gag. Material is new and well presented.

Show-stoppers are Three Rose Sisters. In their teens, ranging from 13 to 16, appear to be ordinary on their initial appearance in a sweet harmony offering, but once they start with their contortion acrobatics, audience reaction is terrific. Betty is outstanding with her back-bend 28 inches to the floor and returning without aid of hands. These gals will go place.

Finale is a real flash, with the gals in long ruffled dresses on for a coma.

Mil Herkin has a smooth six-piece combo. Formerly with Tommy Tucker's band, he directs the program without a flaw.

Screen entertainment is only fair, *Misbehaving Husbands* (PDC).

Ree McConnell.

## Vaudeville Notes

FOUR CARMANS, knife-throwing and comedy dancing act, pulled out of the A. B. Marcus unit after the State-Lake, Chicago. Were with the show for six months.

JACK POMEROY'S *Stars Over Hollywood* will start its tour of the Middle West with a week at the Lyric, Indianapolis, February 7, followed by a week at the State-Lake, Chicago, February 14.

HEN TOSTET sees a trend to comedy in vocal groups, and is inserting more slight comedy and mimicry into his six groups now playing vaude and night clubs.

PATS WALLER has been forced out of the Strand, Syracuse, N. Y., by a slope of pneumonia. Johnny McGee is substituting. HORACE HEIFE, at the completion of his *Pat of Gold* film, starts at the Palace theaters in Akron and Youngstown, O., February 14, before opening the *Billmore Hotel*, New York. He is to do theater afterward.

CHARLIE SPYVAK goes to the Earle, Washington, March 28.

JOSEPH LONG starts two weeks of New York Grand time February 6.

BILL BARTO plays a spot booking at the Maryland Theater, Cumberland, Md.,

for three days starting February 2. . . . JANK FROMAY starts at the Chicago, Chicago, February 21.

HAROLD WARD, New York, has signed the Natto Troupe, Oriental now act, to a management contract. The act is set for the Earle, Washington, February 21.

## Draper Booked Thru May

NEW YORK, Jan. 25.—Paul Draper, after closing at the Royal Palm, Miami, is set to do five weeks of legs with his aunt, Ruth Draper.

The tour opens in Philadelphia February 24. He is subsequently booked for the Versailles here starting April 3, and is signed for eight weeks in South America, sailing for his initial date at the Copacabana in Rio de Janeiro May 24.

## HENIE SCORES AGAIN

(Continued from page 3)

clude: Mattie Miller (Miss Henie's tango partner), Irving Gray, Jimmy Oak, Harrison Thomas, George Stewart, Fritz Dell, Amanda Districh, John Joffie, Tommy Lee, Charlie Slagle, Muriel Pack, Corrynne Church, and Jerry Jarrett.

Miss Henie and Arthur Wirtz, operators of the *Hollywood Ice Revue*, were competitors to their own ice show at the Center Theater (*It Happens on Ice*), which is estimated, lost between \$5,000 and \$10,000 in gross during the week because of the Garden attraction. A couple of earlier booked benefits helped. House signed a 13-week contract with WIN here Tuesday (21) for the spot announcements plugging the ice spectacle. From other sources it was learned that the show may close on February 14.

Last year the Henie show grossed an equally sensational \$210,000 for six performances. Due to that expectancy bit, the show added two performances this season.

NEW YORK, Jan. 25.—The local Wirtz-Henie office stated that the *Hollywood Ice Revue* played to near-capacity business at the Cleveland Arena in Cleveland during its five-day run opening January 14. Seating capacity of arena is 10,000.

## MORE AGENCIES

(Continued from page 3)

Agency, Webster & Vannum; Nat Wolff, Inc., and Bill Wolfenden, Inc.

West Hollywood agents include Sam Howard & Associate, Howard Lang, California, Ltd.; Mho M. Marchetti Agency, Marcy Martin Agency; Zeppo Marx, Inc.; Richard A. Mosier, Otten-Gold Agency, the Orsatti Agency, Richard K. Polmer Agency, the Richardson Agency, Floyd H. Schenk Agency, Melville A. Shamer, Henry Willson, and Barry Wines Agency.

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Los Angeles agents include Lichty & Englander, National Broadcasting Company, Inc.; Dorothy S. Preble; Joe Rivkin, Inc.; Max Shagrin, Rudy Valle Orchestra, Oatts Corporation, Jessie R. Wadsworth Agency, and the Wells Agency.

Chicago agents include Leslie O'Brien, O'Brien Agency, Inc.; W. M. Edwards, Marie Agnes Foley, General Amusement Corporation, W. Biggle Lewis, William Morris Agency, Inc.; MCA Artists, Ltd.; Sidney P. Morse, National Broadcasting Company, Inc.; Paul Ross, and WON, Inc.

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# Magic

By BILL SACHS

"WHO is this Marguila guy?" queried Dante after we had finished reading to him Marguila's challenge which appeared in this column last week, where in the letter promised to present the Hindi rope trick for the \$10,000 which Dante is reported to have offered to see the trick performed. "I hope this Marguila fellow isn't out for some cheap publicity," continued Dante. "But I'll take him up on his proposition, and to back it up I'll put \$10,000 in escrow in the bank. The only stipulations I make is that I be permitted to name the time and place of the performance and that, in order that the challenge have some merit and not fall into the category of cheap publicity, Marguila place in escrow in the bank \$5,000 to back his word that he can perform the Hindi rope trick. In other words, I'll give him two weeks to let him 'shoot' . . . VON ARN is back on the West Coast after completing a tour of the Orient with his magic troupe. . . . LESTER (MARVELO) LAKE was called to his home in New Trenton, Ind., last week due to the death of his mother. . . . DEL CARTIER'S magic act is the current headliner at the Club Palmiste, Detroit. . . . TREATS OF THE WEEK—Luncheon with that perfect Southern John S. Van Gilder, of Knoxville, Tenn., in Clary to catch the Dante offering. . . . A delightful evening at the Dante magic opera, in fine old mansions a grand affair, as well as a polished magic act after-show session with Plato and Jewell in the Rathskeller of the Hotel Gibson, Cincinnati, where they are appearing, and Plato fooling us silly with some swell close-up ad libbing. . . . M-GILL THE MAGICIAN is touring California under the personal management of Jack R. Wagner, well known in Coast radio circles. . . . AL DEE has taken his magic bar to Lehigh Park, near Trenton, N. J., for an indefinite management. . . . LEE NOBLE has been held over a second week as magical voice at Times Square Hotel, Rochester, N. Y. . . . THE MIGHTY CHANG was brought to assist his magic revue in Hongkong recently, due to travel difficulties occasioned by the war, and is now on his way back to America. . . . JOHN SMYTHE JR., president of the International Brotherhood of Magicians, cracked The Cincinnati Enquirer January 30 with two-column photo and lengthy story outlining his magical career, both as a business and a hobby.

K. I. BURE, who a few seasons back did a terrific advance and publicity job for the El-Wyn Spook Show, one-nighting in New Coast to Coast and from Canada to Mexico, is now serving in a similar capacity with the Great (Noel) Lester. Show is now in Iowa, heading eastward. . . . BENNATONAL VOLTAS, magic-mental troupe, active in New England in recent weeks, including a fortnight's stay at the Versailles Club, Boston, are being sent to short their New England tour to jump to Miami for the balance of the winter. Volta is better known to the magic fraternity as Bentley Hull. His new partner is Lois Kirk, stage and radio singer. . . . PRESTON THE MAGICIAN, of Pineville, Ky., jumped into Cincinnati last Thursday (28) to catch the Dante magic show. He is set to open the new Bell Theater, Pineville, January 30, with a week's engagement. . . . SHEPHERD THE MAGICIAN, of Boston, last week at the Cat and Fiddle Club, Cincinnati, this week holds forth at the House of Mink in the same town. Virtually an unknown in the Middle West, Sheffield claims to have been 101. In a visit to the magic desk last Friday (24), Sheffield stated that he has been working Midwestern clubs for the Pete Jodice office, Detroit, the last 17 weeks. . . . HILDIN, femme magician, after three weeks in the Pen-

## Now, Mr. Rubin, Please

NEW YORK, Jan. 25.—A train released by Miss Rubin, press agent Margie Hart, has it that Miss Hart has built up a terrific resistance to colds by prancing around in the nude in front of an open window. The story claims that by the use of this method she has never gotten a cold while parading in a G-string upon some of the draughtiest stages in the country.

Margie, when apprised of the release, said, "Now isn't that the silliest thing."

# Review

## "The Bouquet of Stars" (HIBST)

(Reviewed at Troc, Philadelphia, Tuesday Evening, January 21)

Plenty of bouquets earned by this *Bouquet*, with comics, strippers, specialties, and production numbers coming in for well-deserved tribute. Highest mark is set by the funmaking of Bob Ferguson, whose drollery is dynamic. Hard to figure bowsome the legit casters continue to overlook a sure bet, Sharrs the assignment with Max Coleman, standard Hebe buffoon. Best comedy efforts when comics appear together in the sketches.

Charles Schultz gives stellar straight support. Able support also from Irving Karo, who also fills the house with his tenor voice without aid of mike. Karo can sell the wordage, but edge is nicked by singing too much. Mary Murray is the satirical soubret, filling in a fast stripping spot as well.

Stripping up to snuff, Rose La Rose, the sissy singer choreography to her hair. Breaks up her serious sides for a bit of singing of *Yes, My Darling Daughter*.

Coette, red-tipped temptress, is first on, with Winnie Garratt flashing mid-way. Both gals tall and plenty teasing.

Ballet bits are also standouts, costuming and scenery making it all complete. Even make judicious use of lighting effects, making the *Moonlight Madona* spectacle a big-time eye-appealer. Girls numbers give the unit the kind of gloss so necessary. Natalie Cartier is responsible for these sparkling production bits. Mary Welsh's stately comedy dances and Karo's singing add to the ballet scenes. Chorus calls for 13, four for show, and showing off real looks.

Three Sheldons, male and two ferns, is the added standard radio specialty. Tumbling antics start off slowly, but build terrifically, finish finding the two gals rolling over two propped tables.

Harry Kohn the pit conductor. House packed when caught.

Next unit in brings Lola Defoe, Dawn De Lee, Conchita, Dimples Delite, Foster and Jacobs, and George Lewis.

M. H. Grodenker.

## Waterbury Having Censorship Trouble

WATERBURY, Conn., Jan. 23.—Jacques Theater, in its second month of Midwest Circuit shows, is running into difficulties with the Catholic clergy because of allegedly indecent shows.

The Rev. Michael P. Keating, pastor of the Church of St. Peter and Paul, called upon the mayor, Superintendent of Police William J. Bosch, city court authorities, and all Catholics to check the shows. Both city officials and the house management declared all shows are previewed by the censor and all objectionable material deleted, and they promised to co-operate with the pastor.

Two years ago the same house was forced to close because of opposition by the Waterbury clergy.

# Cast Walks Out for Stagehands, But Without Phillips' Knowledge

NEW YORK, Jan. 25.—A two-performance strike at the Republic Theater, Monday (20), was settled after the management agreed to rescind the pay cuts given to union stagehands. The strike came as a result of a reduction to \$370 from the \$450 to an IATSE crew, and was probably the first time an entire cast walked out in sympathy with stagehands.

According to Vincent Jacobi, IA business agent, the three Times Square burlesque houses sent letters to his union, Local 1, advising that the slice would be made. Accordingly, the Republic gave the stagehands shorter pay checks, and Jacobi, together with Solly Pernick, another IA business manager, went to the Republic demanding that the adjustments be made.

Jacobi alleges that Joe Weinstein, Republic manager, had them forcibly ejected by a policeman. They thereupon ordered the stagehands to stay on the premises without doing any work and immediately called representatives of the musicians' union, Associated Actors and Artists of America, and the Managers and Agents' union. After a conference the unions pulled out their members.

In the absence of Tom Phillips, Brother Artists Association executive secretary, Alfred Harding, editor of *Squirt* magazine, acted on behalf of the performers. He ordered the cast not to pass the picket line.

With the complete stoppage of the show, a conference was held resulting in the restoration of the stagehands' pay cut, and the performances were resumed the same day.

During the stoppage Jacobi says that the cast and musicians were taken to the Capital Hotel to keep them out of

the cold. Manny Herzog, operator of the Republic, claims that the cast was "way-laid" and forced to go out, being promised wages while on strike.

The burlesque operators and the IA have hitherto been operating on a verbal agreement, but Jacobi said that they will press for a written contract because of this incident.

Herzog admitted the wage slice, but said the verbal pact had been made before the summer, when he hoped that the World's Fair crowds would be diverted to burlesque. The WF Bonanza didn't materialize and they are currently seeking relief. He says that the pulling of the cast forced him to resume negotiations, as he hadn't figured on the cast going out. He said he had planned for stagehand and operator substitutions from indie unions.

He also claimed that Tom Phillips told him that the strike was not authorized by him. He said he would complain to AAAA on the cast walkout, which he alleged is in violation of his agreement with BAA. He also claimed that other burly houses pay lower IA scales.

Phillips, in his office Thursday (23), claimed he was ill at his home at the time of the strike and said he didn't know of the cast's sympathy walkout until the next day.

## Winnipeg Wants Burly

CHICAGO, Jan. 25.—Dominion Theater, Winnipeg, Man., has approached Mill Schuster, Midwest Circuit broker, on setting stock burlesque or road shows in that house.

Schuster will probably nix the proposition because Winnipeg is too far away.

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

MARGIE HART'S stay at the Troc, Brooklyn, following other stars and boom-off managers, was the most profitable, according to the management. After the Troc, Margie goes to the Mitinge and then vacations, February 15 to March 15, in Florida and Cuba. Marjorie Royce and Robbie Payne, new Troc principals January 14.

TRELA celebrated a birthday January 18 at Es-Sue's Club, Toledo, O. Gifted with a two-garnt diamond ring and feted by Paul Pagano's line girls. Moved to Tuxer Theater, Easton, Pa., January 22.

LAMEE LANE shifted from Miami to Havana on her vacation. . . . GEORGIA BOTHERN received word of the death of sister, Jewell, on the Coast January 16.

SAMMY FUNT, manager of the Gaiety, returned to duties following a week's lay-off during which he buried his dad, Harris Funt, who passed away at 76, January 10, at Beth Israel Hospital.

TOMMY HART, heavily billed out agent of the Star, Brooklyn, opened January 17 with Miss St. Louis, Diane Logan, and Otto Eason, Valerie Parks came in January 21. Eason goes from the Star to the Apollo. . . . TIVOLI, Brooklyn, to use a black and white show two weeks beginning January 31, set (See BURLESQUE NOTES on page 13)

### CHICAGO:

N. S. BARGER returned Saturday from his Mexican vacation. MAREY KING closed on Barger's Latin unit and opened on the Midwest Circuit January 24.

JEAN BRADY was injured in a train accident en route to St. Louis. She is recuperating at her home in St. Louis. . . . BOB CARMY has recovered from his attack of flu and is reopening for the Midwest Circuit in Indianapolis January 26.

CHARLEY COUNTRY is seriously ill at his home in Chicago.

LEW FINE has returned from the West Coast and will open on the Midwest Circuit in St. Louis January 31.

MAXINE DE SHON will take a short vacation in Florida before going to Pa's, Philadelphia. . . . Business has fallen off considerably at the Palace, Buffalo, since the first of the year. The management attributes the slack to the cold weather and icy roads.

ELAYNE, spinning brains, flew to Los Angeles, where Sammy Clark has set her for 12 weeks at the Pollux Theater. . . . ROCK-ANNE will close on the Midwest Circuit at St. Louis January 30.

### FROM ALL AROUND:

The management of the Lyric Theater, Allentown, Pa., gave a party on Christmas Eve for the cast of *Scen-Bells for 1841*. A good time was had by Zozzy Du Val, Tiny Fuller, Irving Selig, Harry Jackson, Dorothy Sevier, Danny Murton, the Stanley Brothers, Fran Lewis, and the chorus.

TOMMEY MURPHY, veteran prop man at the Loew-Lyric Theater, Bridgeport, Conn., who has been in show business for 27 years, was honored a large banquet at Cappy's Restaurant.

ROBTA BOYCE headlining a new first unit opening February 1 at the Troc, Philadelphia. . . . LUCILLE RAND, dancer, to the Old Roumanian, New York, starting January 29. . . . WILBUR RANCE and Grace Gordon, formerly of the old Columbia wheel, playing at Currier's night club in Philadelphia.

HINKY WYLIE, possessor from Danmurt, is that the stock burly at the Liberty there continues to play to fair bits.

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40th Anniversary Number  
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# Non-Theatrical Films

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

## Non-Theatrical Business Growing in Middle West

**Holiday business reported eight times better than 1939—children's and adult's parties a profitable field—use of large screens adds to bookings**

CEDAR RAPIDS, Ia., Jan. 31.—Roadshowmen in the Midwest are keeping busy and making money in the non-theatrical field because they put on shows in a professional manner. Christmas holiday shows were eight times over those of 1939. Typical of operators who are successful in this section is Frank Pratt, of Pratt Sound Film Service. His secret of success is that he uses 8 by 10 or 9 by 12-foot screens, depending upon the size of the auditorium. "We enjoyed a good Christmas season, furnishing several programs a day for holiday parties," Pratt said. "The children's parties were furnished with a program from 35 to 65 minutes in duration, and included short subjects such as *Jungle Bells*, *Christmas Time in Toyland*, *Santa Claus Story*, *Boy Meets Dog*, *Little Boy Blue*, *Ice Carnival*, and *Mickey's Good Deeds*. Program for adult parties ran 40 to 90 minutes, with short subjects, newsreels, sports, and travel subjects. We furnished movies for eight times as many holiday parties this year as were supplied in 1939. Naturally, we are looking forward to a proportionate increase this year.

Pratt said that he found it difficult to sell shows to organizations if the committee had been disappointed in the results of other shows. When operators attempt to show films before audiences of 200, 300, or 400 people and use small screens it definitely hurts the next roadshowman who comes to that spot. "When the experienced roadshowman tries to create an interest in a movie program the committee in charge of entertainment recalls the previous experience," Pratt declared. "They tell you about the time Mr. So-and-So showed them. They admit that the movies would have been all right had the screen been large enough for the people to see. However, after you have heard these experiences several times, you pull up your belt a notch and start selling them a show.

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## Cutting It Short

By THE ROADSHOWMAN

Guy Edward Zettin, 13-year-old roadshowman, is doing a good job with non-theatrical films in the vicinity of New York to increase the British War Relief fund. Wearing a "Young America Wants to Help" button he has been putting on movie programs for the past three months. In addition to helping a worthy cause, his work in the film field has claimed much attention because his programs have elicited solidly with the children for whom they were given.

His programs have included *Tillie's Punctured Romance*, with Charlie Chaplin; *Ours Gang* shorts, *Ella Cinders*, with Colleen Moore; *Hands Up*, with Raymond Griffith and Montagu Love; *Step Lively*, with Harold Lloyd; *Do Detectives Sigh?*, Laurel and Hardy; *Mickey the Detective*, and other Chaplin movies. Veteran librarians have watched with interest his selections, believing that his choices are important, as the members of his audience are about as old as the roadshowman.

At the Hayloft in Jamestown, N. Y., Dot and Doug Fleming are putting on movies in connection with their vaudeville act. Film program consists of both features and short subjects that fit in with the "Hickville Opry" idea. The use comedy make-up and pull gags of the type used in the good old days. Business at the Hayloft on Friday, Saturday, and Sunday has been exceptionally good. Advertising is done in the local paper.

## CHILD LABOR GROUP

(Continued from page 2)

three States, 14 years; one State, 12 years, and 24 States either have no minimum or permit a child to appear on special permit at any age. In the past 15 years 1,138 permits were issued in New York for children's appearances on the legitimate stage. This represents the appearance of 600 children under 16 in 336 Broadway productions.

Because of the various State laws governing the appearance of children, many productions have found it necessary to make changes in script when the play goes on the road. *Life With Father* could not be shown in Washington, Buffalo, and Philadelphia, and *The Philadelphia Story* could not be shown in Buffalo. Many other recent plays had to rewrite scenes when they played Washington.

The committee found as a result of its study of children in the theater that many of them are above average in mental ability. Most of the children appear on the radio, in motion pictures, on television and commercial photography. Less than a third come from families where the parents were in the show business.

According to the committee, salaries of the majority of stage children are used for their own expenses and benefit, and many have their own savings accounts.

The committee recommended the limiting of rehearsal hours, a medical examination every six months, and adequate physical facilities at the theater to allow the child to rest. Except in special cases, it was said, a child should not be permitted to engage in other employment during the run of the play, and a uniformity in age minimums should be established among the cities and States.

## LADY IN THE DARK

(Continued from page 18)

mind. Bert Lyell does solid work as the publisher, Victor Mature, from films, seems rather devastatingly at home in the role of a celluloid beauty until the last scene, when he does some very nice humorous playing; and MacDonald Carey is excellent as the brash lad in the office. Donald Randolph, Margaret Dale, and Natalie Schafer do fine work in smaller roles, and a pretty lass named Evelyn Wyckoff unleashes a lovely voice, a charming manner, and real possibilities as a briefly seen secretary and maid. The chorus singers and dancers are way above average.

All in all, it's a thoroughly entertaining show, despite Mr. Bar's contributions. And it's one of the most magnificent productions ever to hit the town. You can hardly ask for much more.

## "HEAT" TO TRY AGAIN

(Continued from page 4)

salary revisions, he would care up some fresh dough in addition to \$20,000 of his

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own and see that the cost was paid for the

first two weeks of its new run.

The conference with union officials Monday resulted in unprecedented concessions which are enabling the show to reopen.

The reopening will give the critics the opportunity to see how effective they would be if they were doing the producing. Holde says that all suggested changes by the critics will be incorporated in the new unveiling. The critics will also be asked to review the reopening.

The scale will be dropped from \$4.40 to \$3.30 top. Sunday performances will be held.

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# The Final Curtain

**BERGERON**—Tracy C., 60, former manager and pianist of the Harmony Four, a vaudeville team, January 30 at a Cleveland hospital. The troupe toured the country for years, later going to England. They also appeared in France, Belgium, Italy, Germany, Russia, and Australia, and had performed before royalty. Bergeron had been retired several years. Survived by a daughter, in London, and a brother, Lawrence George Bergeron, Cleveland attorney. Services and burial in Cleveland January 23.

**BRIDGE**—Frank, 61, English composer, January 11 at his home in Bathbourne, London, of a heart attack. Bridge was one of the foremost modern writers for string quartets and occasionally had conducted the Royal Philharmonic London Symphony.

**BURKE**—John E., 44, former vaudeville and minstrel performer, January 29 at his home in Pittsburgh, Pa., after a long illness. Burke had been with the Promose, Dockstader, and O'Brien minstrels. Survived by three sisters and a brother. Services January 20, with burial in St. Bernard Cemetery, Pittsburgh.

**BVE**—Mrs. Christine Finn, 60, former concert pianist and instructor at the Derington Seminary, West Chester, Pa., January 14 at her home in Lansdowne, Pa. A son survives.

**COLLINS**—Billie, in private life, William J. Wittich, suddenly January 22 in St. Bernard's hospital, Chicago, of a heart attack. He was for many years well known in the outdoor and indoor show world as a producer and manager. At one time he was associated with Ernie Young and later with Edgar L. Schooley. For the last few years he had been inactive. Burial in Holy Sepulchre Cemetery, Chicago.

**COOK**—Mrs. Max, sister of A. B. Marcus, and producer, January 6 in Boston.

**DALE**—Dolores, wife of Eddie Dale, burlesque performer now appearing in a Detroit theater, January 18 in New York. Burial in Detroit.

**DAUGHTERS**—Mrs. Leola, wife of Leon Daughters, minstrel and circus band drummer, January 14 at her home in Kingsville, Tex.

**DAVIS**—Charles Cass, 91, a familiar figure at Calgary, Alta., stampeded until a few years ago and a Western Canadian pioneer, at his home in Calgary recently.

**DAVIS**—David, 64, West Coast showman, January 17 at Venice, Calif. He was president of the Venice Pleasure Association, and operated many amusement enterprises. Services January 20 at Santa Monica (Calif.) Elks' home, with interment in Elks' cemetery there.

**DOBSON**—Charles L., 51, pioneer farm paper representative and for the last 20 years district circulation manager for *The Progressive Farmer*, at Mary Elizabeth Hospital, Raleigh, N. C., January 13 of heart attack following an illness with typhoid fever. Dobson, whose home was in Randleman, N. C., was well known among pitchmen. Surviving are his widow, Josephine, his parents, Mr. and Mrs. R. L. Dobson, two sons, Joseph B. and Charles W., daughter, Betty, and a sister, Mrs. W. D. Cason. All surviving children are by his first wife, the former Christiana Nelson. Interment in Oak Lawn Cemetery, High Point, N. C.

**GARDNER**—Mrs. Clara, 83, mother of Chester Gardner, electrical trainer of

Venice, Calif., January 8 at her home in Janesville, Wis. Another son, Fay, of Janesville, also survives.

**GORDON**—George H., 81, La Crosse, Wis., attorney and for 25 years president of La Crosse Interstate Fair Association, January 15 at his home in La Crosse. Survived by his widow, two sons, and a daughter.

**GRAESER**—Mrs. Louis (Mattie), 71, wife of Louis A. Graeser, January 12 in a Houston, Tex., hospital. Services and burial in Houston.

**HAGENBECK**—John, 75, member of the German family famous for its training of wild animals, in a British internment camp in Ceylon, India, according to word reaching his relatives in Berlin, N. C., January 16 thru the International Red Cross. Hagenbeck, who specialized in the training of elephants, had been operating a zoo in Ceylon. He was arrested at the beginning of the war and his property confiscated.

**HENRY**—Mary E., 60, formerly connected with the Columbia Amusement Company as theater treasurer and manager and for several seasons with the Gus Hill Attractions, at her home in Arlington, Mass., January 15. Survived by her husband, former executive of the Columbia Amusement Company.

**HOPPER**—Frank, 60, actor, January 10 in Yakima, Wash.

## IN LOVING MEMORY OF MY DEARLY BELOVED WIFE Who Passed on February 2, 1929 H. A. ILLIONS

**IRLAND**—William A., 94, who claimed to have built the first Ford's Wheel in the United States, suddenly January 17 at the home of his daughter in Atlantic City. Another daughter, a son, and four brothers survive.

**KELLY**—Hugh E., special officer at the Strand Theater, Pawtucket, R. I., the past seven years, at his home in that city January 12.

**KESINGER**—Walter, 45, motion picture machine operator in Fort Worth, Tex., since 1918, in a Wichita Falls, Tex., hospital recently. Survived by his widow, a son, and a daughter. Services and burial in Fort Worth.

**LARK**—Mrs. Lillian, mother of Lester (Marcel) Lark, singer, magician, and third show winner, at her home in New Trenton, Ind., January 22. Burial in Brookville, Ind., January 25. Survived by her husband and three sons.

**LABELLE**—Ward, 55, pioneer movie director, in Los Angeles January 13. Labelle's movie career began with the old Pine Aislinn group. Prior to that he appeared on the stage five years.

**LAWLEY**—Tony, 94, for more than 40 years a trapeze performer with leading circuses, suddenly January 18 at his home in Dawson, Ga. His parents were also circus performers. For number of years, from 1907, Lawley managed the old Parnegon's Opera House, Dawson, and became well known to many old-time stock trapezes. Survived by his widow, Mary. Services and burial in Dawson January 19.

**LEANDER**—Carl, pitchman, in Seattle, Wash., January 16 of blood poisoning after being bedridden for two weeks because of an amputated leg. He was born in Duluth, Minn., and had been connected with A. R. Hill selling fountain pens. Burial in Seattle.

**LUCHETTI**—Mario, 72, Susquehanna, Pa., magician and musician, January 9 in that city. He leaves his wife and a daughter in Italy. Burial January 8 at Starghanna.

**McCAMLEY**—Zora, 78, songwriter, January 5 in Hotelsville, Pa. He had nine songs published, among them *There's Always Coming My Way*, in 1925. Burial January 7 in Hotelsville.

**MCKAY**—Tom, 60, former grand circuit harness race driver, January 11 in an Arcadia (Calif.) hospital after a partial stroke. He went to Wisconsin about 20 years ago to train and drive for Tom Woodard, of Beloit, and later took over the job and Ben Gottstein's stable. Survived by two brothers.

**MACE**—Walter, 58, known in the circus field, in a hospital at Seattle, Wash., August 29 last, of dropsy and cancer of the liver, it has just been learned thru his aunt, Anna Mullen.

**MALIBOU**—Harry, 65, pioneer motion picture distributor in Philadelphia, January 15 at his home in that city of a

heart attack. His brother, Gene, who survives, was associated with him in the business.

**MASTERS**—Robert M., 24, pianist with Buddy Howe's orchestra, January 13 at the home of his parents, Mr. and Mrs. Alfred Masters, Carbonate, Pa. He also leaves a brother and two sisters. Interment January 16 at Carbonate.

**MELLO**—Manila, 66, father of Mrs. Grace B. Pulley, of the M. & S. Show, suddenly January 14 at his home in Hope Hill, Me.

**MELON**—James D., 61, owner of Willow Lake Amusement Park, Schukill Haven, Pa., January 17 at his home there after an illness of several weeks. He leaves his wife, Edna, and three sisters.

**MILANA**—Vernon, 51, son of Joseph (Ajax) Milana, veteran sword swallower and producer of Funch and Judy shows, in Brooklyn January 21 as a result of a fall from a ladder. Services January 23, with interment in St. Joseph Cemetery, Queens, L. I., N. Y.

**MULKEY**—Homer, 64, pioneer theater owner and civic leader of Clarendon, Tex., in a Fort Worth, Tex., hospital last week after an operation. Survivors include his widow, two brothers, and three sisters. Services and burial in Clarendon January 12.

**MUNN**—William James, 69, musician and former minstrel man, in Warren (Pa.) General Hospital January 14 after a long illness.

**NIBSON**—W. O., 34, sound engineer of Detroit, January 14 in Henry Ford Hospital, that city, of pleurisy. He was with RCA 10 years and the past several years serviced theaters independently. His widow and two children survive. Body was cremated.

**PERKINS**—Mrs. Mary E., 75, mother of A. R. (Lennie) Perkins, of the Mighty Monarch Shows, January 5 at her home in Atlanta. Survived by six other children.

**PEPPER**—Frank, 58, music store proprietor in Bristol, Pa., for 28 years, January 18 at his home in that city of a heart attack. His wife and son survive.

**POWELL**—Horatio W., 73, father and business manager of William Powell, film actor, in Hollywood January 17.

**POWERS**—John, former circus promoter and retired motion picture executive, January 17 in Roosevelt Hospital, New York, of a cerebral hemorrhage. At one time he was a member of the vaudeville team of McCoy and Byers. Later he was associated with David W. Griffith's motion picture producing company. In the early 1920s he was associated in pictures with the late J. Ed McCarthy.

**RAICHE**—Edward J., cornetist, in Derry, N. H., January 20 after an appendectomy. Raiche had played with Felix Ferdinand's orchestra, and for several years was with Erno Raposa's orchestra at the Roxy Theater, New York. Later he was engaged by the National Broadcasting Company, and for several years played in symphony orchestras under leading directors of this country and Europe. Survivors include his widow and two sons.

**REHA**—Mrs. Rudolph, 56, hostess at the Hollywood night club, Madison, Wis., January 18 at her home on Belle Isle in the village of Monona. Survived by her husband and two brothers, Charles and LeRoy Anderson, all of Madison.

**REILLY**—John H. Jr., 30, news commentator for Station WJCF, January 19 in a hospital in New Haven, Conn., suddenly of a cerebral hemorrhage. He leaves his father and a brother.

**RING**—Henry C. (Ringsberger), 34, studio control engineer for the Crosley Corporation, Cincinnati, and former announcer on Station WLW, in Jewish Hospital, Cincinnati, January 23 of pneumonia following several weeks' illness. Ring joined the Crosley Corporation in 1928 as an engineer and soon became an announcer, broadcasting programs from Cincinnati night clubs for several years. Survived by his widow, Louise, two children, Richard and Robert; his father, two brothers, and an aunt, with whom he had resided. Services January 27, with burial in Walnut Hill Cemetery, Cincinnati.

**SAYRE**—Henry Melville, announcer with a Helena, Mont., station, January 18 in that city of pneumonia. The body was returned to Columbus, O., his former home, for services. His wife, a son, and his parents survive. Burial in Green Lawn Cemetery, Columbus.

**SCOTT**—Mrs. Frank L., wife of Frank L. Scott Jr., vice-president and general manager of N. W. Ayer & Sons, Inc., advertising agency, January 15 in Charles

Godwin Jennings Memorial Hospital, Detroit.

**SKITH**—Carmine, father of Angelo A. Skith, manager of the Capitol Theater, New Haven, Conn., January 13 in that city.

**SMITH**—William H. (Harry Beck), 73, one of Philadelphia's oldest cafe men, January 5 at his home in that city of a heart attack. Survived by his widow, Rachael.

**STIFFES**—William H., 69, pioneer Detroit motion picture theater owner and secretary-treasurer and manager of the De Luxe Theater Corporation, Detroit, January 18 in that city. Survived by his widow and nine children. Interment in Mount Olivet Cemetery, Detroit.

**STONE**—Winifred, 53, wife of George B. Stone, circus band leader, in Grady Hospital, Atlanta, January 18. Burial in Fairmount, O., January 23.

**SWARTZ**—Howard J., 59, business manager of Albany (N. Y.) "Stagehand" Local 14, recently at his home in that city after an illness of five months. At one time he managed the old Alto Park, Albany, for many years was head property man at the Gaiety Theater there, and had been electrician at the Leland Theater. The past six years he was employed by the Fabian-Past Theater Corporation and connected with Harmanus Bleecker Hall until it burned. Survived by his widow, Lena. Services and burial in Albany.

**TRIPLETT**—William, 65, former actor, manager, and advance agent, January 21 at Roosevelt Hospital, New York. Widely known in stock and repertoire circles, Triplett in recent years had appeared in several New York productions, including *Legel Murder*, *Too Many Heroes*, and *Slumbering Gods*. He was also in the New York Federal Theater production, *Revel of the Beamer and The Emperor's Clothes*. Triplett broke into show business with the John P. Lindsay Company, and later was associated with Frank Cass, Bennett, and Maudie Van Dyke, Evelyn, the Holden Brothers, and Peyton Brothers. For many years he operated his own companies known as the Sterling Stock, Eastern, featuring his sister Lillian, and the Sterling Stock, Western, featuring his wife. At the same time he operated the Sylvia Summers Stock Company in the South. As an advance man he had been with William and Dustin Fanning, and William H. Young. He was advance and assistant manager for the road company of Tobacco Road, starring Henry Hull, in 1935. Survived by his mother, Mrs. William Triplett; a sister, Lillian (Madame Zenda), who has studied in Carnegie Hall, New York, and a brother, Charles, also of New York. Services in New York January 25.

**TRUMPCOLD**—Otto G., 58, former actor and writer, January 17 at his home in Philadelphia. Known professionally as Otto Halton, deceased started in vaudeville as a boy in a juggling and bag-punching act. He also helped organize and played in the Mac Desmond Stock Company. He gave up the stage because of his interest in mechanics and was vice-president of the Acme Gear and Machine Company in Philadelphia at the time of his death. He continued, however, as a member of the Variety Club, showmen's organization. Survived by two brothers.

**WALLACE**—Mrs. Camilla, mother of Tom Wallace, executive of Russel M. Seese, advertising agency, and the playwright of Uncle Walter in the Brown & Williamson radio show, Uncle Walter's Doghouse, January 24 in Bibby, Ariz. Survived by three sons and a daughter.

**ZACK**—Meyer H., 74, grandfather of Albert J. Zack, Springfield, Mass., correspondent for *The Billboard*, January 17 at his home here. Years ago deceased owned a number of photo galleries in amusement parks in the East. Zack was born in Vilna, Russia, and came to this country when he was 13. He leaves his wife, Anne, and six children.

## Marriages

**BRAYER-COOPER**—Al Brayer, of Universal Pictures, Detroit, and Sadie Cooper, violinist, at Detroit January 10.

**CLIFFARD-WITT**—Arthur Clifford, known as Bob Fox, special agent with the United American Shows, and Mrs. Aris Witt in Fulton, Miss., January 16.

**CVR-JOHANON**—Frank Cyr, composer, and Estelle Johanon, night club performer, January 1 in New York.

**DONALDSON-WYNN**—Dan Donaldson, announcer for the program, *Hitly Tunes*, and Nell Wynn, night club singer, at First Unitarian Church, Chicago, January 10.

**DOWNING-WOOD**—Green R. (Bogey) Downing, carnival concessionaire, and

(See MARRIAGES on page 32)

## Arthur Nelson

Arthur Nelson, 78, head of the famous Nelson circus family, died January 23 in Mount Carmel Hospital, Detroit, of injuries sustained in an auto accident January 1.

There were nine in the Nelson family, six daughters, one son, and the parents. All were acrobats and worked together for a long time, being among the first family acts with circus and rated as top in their line of work. The deceased was brought to this country, with his wife from England by P. T. Barnum in 1825. The 91-sons made their home in Mount Clemens, Mich., and as their children were born they joined the act, and the family was regarded as the "first family" of the circus for nearly 40 years.

After the deceased retired because of age his children carried on. The daughters were Rutina, Conista, Hilda, Theod, Estrella, and Camenista, and the son's name was Paul. Theod, now Mrs. May Maxwell, with her daughter, Freda, and Barbara & Sadie Circus, Hilda (Mrs. Burkhardt) is with Cole Bros., Chicago. Estrella is the wife of Zack Terrell, manager of the Cole show, and Rutina is the wife of Dr. G. A. Brown, Detroit. The son, Paul, resides in Mount Clemens.

# CANADA A CIRC TO CONKLIN

## List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of these running in installments in the Wholesale Merchandise Section of *The Billboard*. The first installment appeared in the issue of December 14, 1940. The eighth appears in this issue.

## SLA Auxiliary Feed Proves Successful; Club Prexy Honored

CHICAGO, Jan. 25.—Members of the Ladies' Auxiliary, Showmen's League of America, celebrated the club's 23rd birthday anniversary with a highly successful dinner in the Grey Room of the Hotel Sherman here on January 17. One of the highlights was presentation of a bouquet of handkerchiefs in the form of roses to President Mrs. Joseph L. Strobligh by members. Mrs. Keller made the presentation.

Congratulatory notes were received from Louella Hirsch, Edna O'Brien, and Phoebe Carney. Nan Hankins returned from New York, where she represented the auxiliary at the Ladies' Auxiliary of the National Showmen's Association dinner. She presented her sister, Lillian Woods, with a beautiful gift from New York.

In attendance were President Etrebich, Third Vice-President Mrs. Bert Clinton, Secretary Jeannette Wall, Treasurer Mrs. Lee Keller, Lillian Lawrence, Martina Witter, Louise Bello, Mari Brown, Ann Decker, Mrs. Delgarin Hoffman, Mrs. Anna Young, Mrs. Al Katto, Mrs. Henry Golden, Mrs. Nan Hankins, Mrs. Edward Hook, Cora Yelham, Maude M. Oelber, May Oakes, Mrs. Clara Hollie Harter, Mabel Wright, Frieda Rosen, Elma Burrows, Mattie Crosby, Bessie Simon, Elsie Miller, Lillian Woods, Ida Chase, Leah M. Brumby, Mrs. Phil Mador, Mrs. Edward Hill, Mrs. George Byrnes, Mrs. B. Blonch, Margaret Pilgrimage, Mae G. Taylor, Ann Slevster, Margie Prete, Pannie Platte, Frances Barth, Evelynne Richard Mueller, Pearl M. Darling, and Jewel Jansley.

After the dinner all members retired to the clubrooms in the Sherman for the weekly meeting.

## SLA Spring Party Set for March 10

CHICAGO, Jan. 25.—Plans for the eighth annual Theatrical Night or spring party of the Showmen's League of America are well under way. Date of the affair is March 10 and it will be held in the Panther Room of the Hotel Sherman. Lee R. Sloan, well-known showman and general chairman, promises the party will be the biggest and best yet held.

These committees were named for the event: Tickets and reservations, Walter F. Driver, chairman, and Charles Owens, Press, Nat B. Oreen, chairman, John M. Duffield, Walter Hale, Robert E. Hickey, Fred H. Krampton, Earl Karsner, and Jack Nelson. Entertainment, George H. Terry, chairman; Sammie Clark, Albert J. Moran, Edgar L. Schooley, Jack Stein, L. White, and Ernie A. Young. Reception and floor, James Campbell, chairman; Max H. Brantman, Harry Hennies, R. L. Lohmer, Bernard Mendelsohn, and Albert J. Sweeney. Specialties, A. L. Roseman, chairman; Morris A. Haft, Lew Keller, Larry O'Keefe, Dave Meard, and E. L. Wright. Exhibits, E. Cochrane, chairman; William Carney, and Charles G. Driver. Clubroom, reception, J. Lawrence, chairman; Sam. Hoorn, M. J. Dodson, H. A. Lechter, John L. Lorman Jr., and John O'Shea.

## Six Ohio Dates to Edwards

WOODSTOCK, O., Jan. 25.—J. R. Edwards announced here today that his shows have been contracted to provide midways at Northwestern Ohio Volunteer Exhibition's convention, Crestline, and the following Ohio annuals: Cuyahoga County Fair, Berea; Seneca County Fair, Tiffin; Geauga County Fair, Burton; Ashland County Fair, Andover; and Wayne County Fair here.

## W-M Adds 10 IHC Electrical Units; Lewinski New MD

NEW YORK, Jan. 25.—Word of Mirch Shows have signed with International Harvester Company of Chicago for 10 electric power units, each capable of generating 50 k. w., Max Linderman, shows' general manager, announced. He said total cost will be about \$30,000. Construction of five all-steel wagons, identical in every respect to provide for interchangeability of parts, is under way at Richmond, Va., quarters. Until now only two electrical wagons have been carried by the organization.

Decision to install show-owned power units was largely influenced thru failure of local power companies, especially in summer, to furnish the necessary 400 k. w. Enough units have been bought to guard against failure of one or more.

Linderman also announced appointment of Dr. Mor Lewinski as staff physician for 1941. Dr. Lewinski has a local practice at two offices and is attached to the Mount Sinai Hospital. He recently held the limelight thru his work in pre-determination of sex. Dr. Lewinski will continue the specialized plan of medical treatment inaugurated by W-M in 1938.

## UA Fire Loss Big; Org To Be Rebuilt

MOBILE, Ala., Jan. 25.—Walter B. Fox, general representative of United American Shows, said here today that although losses sustained by the organization in the fire on Greater Mobile Gulf Coast Fairgrounds on January 17 were heavy, shows would be rebuilt and that new equipment will be added to replace that destroyed.

Nineteen trucks, including a combination office-transformer wagon, a sound truck, and one light plant, were destroyed, as were four rides, all canvas and fronts, a large amount of merchandise, and a heavily damaged front entrance. Fox said that the loss was partially covered by insurance and added that 10 trucks, 3 rides, Peiny Arcade, and coin game were in McLaurin, Miss., adjoining Camp Shelby, at the time of the fire.

## Miss. Livestock Circuit Inks Buckeye State Again

HATTIESBURG, Miss., Jan. 25.—Buckeye State Shows, with quarters here, have been awarded contracts for the Mississippi Livestock Circuit for the fourth consecutive year, said H. G. Starbuck, secretary.

Circuit includes Madison County Livestock Show, Canton; Southwest Mississippi Pat Stock Show, Port Gibson; Southeast Mississippi Livestock Show, Forest; and South Mississippi Livestock Show here.

## Thanks, Frank—'Twas a Pleasure

Mr. R. W. Evans, President,  
The Billboard Publishing Co.,  
25-27 Opera Place,  
Cincinnati, Ohio.

Dear Mr. Evans:

As the newly elected president of the Showmen's League of America, I feel that I should bespeak the thanks of our organization to The Billboard for the splendid co-operation and help given to us.

This friendly spirit has been manifest in the various advertisements displayed, the splendid coverage given to all of our activities, whether in Chicago or any other points in the United States or Canada, and the material assistance you have given in all of our appeals.

I feel also that I should say a word of thanks to you for the participation of the personnel of your various offices in doing their share to further the good work of the League. Each and every member of your staff has been of great assistance to us and I want you to know that we appreciate their kindly interest.

I sincerely trust that in the days to come, this spirit of friendly co-operation will continue to grow and that our association will be mutually enjoyed.

With every good wish and kindest personal regards, I am,

Faithfully yours,

FRANK H. CONKLIN, President,  
Showmen's League of America.

## RC Lions Aid Shreveport "Mile-of-Dimes" Campaign

SHREVEPORT, La., Jan. 25.—Two full-grown lions from the Hibbin & Cherry Exposition, quartered on Louisiana State Fairgrounds here, played an important part in this city's "Mile-of-Dimes" collection, held annually in connection with the President's Birthday Ball celebration to aid in the nationwide campaign against infantile paralysis. The lions spent last Friday and Saturday in a show cage at the post-office corner in the main downtown section and attracted thousands, as well as a substantial number of dimes, swelling the total to around \$2,000.

Use of the lions was obtained thru courtesy of W. R. Hirsch, secretary-manager of the State Fair of Louisiana and chairman of the "Mile-of-Dimes" committee. Members of the local Lions' Club were in charge of the collection on the days the lions were exhibited.

## Heth Equipment, Title to Fontana

MACON, Ga., Jan. 25.—Joe J. Fontana announced at the Georgia Association of Agricultural Fairs meeting in the Dempsey Hotel here on January 17 that he has leased title and equipment of the L. J. Heth Shows, wintering in North Birmingham, Ala. Fontana has been general representative and assistant manager of the shows for five years and prior to that scrupled with other organizations for several years.

He said shows list tour will open in Alabama, and that six fairs have been booked in Wisconsin. New equipment, including a Rolloplane and possibly other new rides, will be added. The leasing of the Heth shows does not mean the retirement of L. J. Heth. He will continue with the organization as operator of the coin game and may book other concessions. He is, however, relinquishing control and Fontana will be in complete charge under the lease.

## Texas Kidd Winter Jaunt Biz Proves Satisfactory

MARATHON, Tex., Jan. 25.—After a satisfactory tour as far west as El Paso, Tex., Texas Kidd Shows are now routing toward the winter garden territory of South Texas. H. E. Rowe said upon arrival here recently. The 250-mile jump here from El Paso was made in good time. However, Ted Custer's house trailer lost a wheel en route. Texas Kidd Jr. joined and has added his sound car.

Mrs. Texas Kidd's daughter, Ruby, and children have returned to their home in Steele, Mo., after spending a vacation on the organization. Claude Haecker is expected to return soon, and Rans Kloz spent several days visiting in El Paso.

## New Frolieland Is Set for Six

Will be patterned after Toronto's fun zone—class B contract to Sullivan

WINNIPEG, Jan. 25.—J. W. (Patty) Conklin, head of the Conklin Shows, a Canadian organization, was given a one-year contract to supervise the 1941 Class A circuit midways at the annual meeting of Western Canada Association of Exhibitions in the Fort Garry Hotel here on January 20-22. The Conklin Shows, equipment of which will be used as a nucleus of the midways, was represented by J. W. and his brother, Frank R. Conklin, and Neil Webb.

Wallace Brown Shows of Canada, operated and represented by J. P. (Jimmy) Sullivan, again was awarded the midway contract for Class B fairs, members of Western Canada Fairs Association. There will be 14 stands running 41 days in this loop.

Besides the midways at the Class A exhibitions in Brandon, Man.; Calgary and Edmonton, Alta., and Saskatoon and Regina, Sask., J. W. Conklin will direct the fun zone at Canadian Lakehead Exhibition, Fort William-Port Arthur, Ont., a contract having been made with Secretary-Manager Wilfred Walker of the fair.

The midway at each of these fairs will bear the title of Frolieland, a variation of the name, Frolieland, used for the amusement zone at the Canadian National Exhibition, Toronto, which has been directed by "Patty" Conklin the past four years. Frolieland at the western fairs will be under his personal supervision and will be patterned after the CNE midway, he said. The Class A fairs have been played for the past seven consecutive years by the Royal American Shows.

J. W. Conklin, accompanied by his wife, went to Vancouver, B. C., for a run of three weeks. Frank Conklin and Neil Webb left for Toronto.

## Jones To Repeat At Kentucky State Fair, Louisville

LOUISVILLE, Ky., Jan. 25.—The midway contract for the 1941 Kentucky State Fair here, sought by several shows, was awarded to the Johnny J. Jones Exposition at a meeting of the State Fair board on Monday. Miss made were presented to the board by Fair Manager Robert Jewell.

This will be the fourth consecutive year for the Jones organization at the fair, it having made the move in here from Indiana State Fair, Indianapolis, which it will play this year for the sixth successive time. The Jones show was represented at the meeting by General Representative J. C. (Tommy) Thomas.

In addition to several other new fair contracts already announced, the Jones contingent will play Mid-South Fair, Memphis, and the fairs in Jackson, Tenn., and Tusculocoo, Ala.

## F. R. Heth To Have Own Combo in 1941

EDGEWOLD, S. C., Jan. 25.—Floyd R. Heth, who had his rides and concessions on the Funland Shows last season, will launch his own shows in 1941 under the title of Floyd R. Heth Sides. Major George Scott, who will handle the advance, said here. This year's tour will mark the 41st for Scott, who also will have charge of concessions.

Herman Lash is electrician and ride superintendent, and Maude Lamb has booked her hoop-is. Organization, which is quartered in Columbia, S. C., plans to present a free attraction and will open early in the spring. Quarters crew is painting and building. Management has ordered two new semis, and shows will be motorized and carry their own light plant.





# 15 Years Ago

(From The Billboard Dated January 30, 1926)

Dodson's World's Fair Shows were awarded the midway contract for the Battle of Flowers celebration in San Antonio. . . Mrs. J. W. Trueman, cook-house operator on the Ketchum Shows, was in a Tulsa, N. Y. hospital recovering from an operation. . . R. G. McCarter was re-engaged as general agent of the K. O. Barkoot Shows. . . General Agent of Macy's Exposition Shows, J. N. Wood was spending the winter working as a salesman in Mobile, Ala. . . Irish Jack Lynch was playing Florida spots with Carl Lauther's big Slide Show on Bob Morton's Circus. . . Ralph Kroner, elephant boy, who was operating a store show in Mobile, Ala., signed with the Johnny J. Jones Exposition for 1926. James C. Simpson, business manager of the D. D. Murphy Shows, announced that the organization was awarded the midway contract for the 1926 Central Louisiana Fair, Alexandria. . . About 100 were on hand for the successful birthday party held by the Ladies' Auxiliary, Showmen's League of America, in the clubrooms in Chicago. . . Jess Troutt was in charge of the crew at Heller's Acme Shows' quarters in Patterson, N. J. . . Formerly with the K. O. Barkoot Shows, Harry B. Saunders signed for the 1926 tour with Johnny J. Jones Exposition to manage the Midwest Shows. . . J. George Look Shows added midway contracts for fairs in Marshall, Tyler, and Sherman, Tex., to the 1926 string. Sampson Burta, vet circus and carnival troupier, died at his home in Danville, Ill., on December 31. . . Because of illness which forced H. W. Hall to leave the

organization, Hal Bro's' Shows title was changed to the Doc Hall Shows. . . Capt. H. Snyder, animal trainer and showman, was wintering on his small plantation near Dothan, Ala. . . After closing with Dodson's World's Fair Shows as a special agent, W. A. Hallock accepted a position for the winter with the J. D. Russell Company, St. Louis, as a candy salesman. . . Pete Cella, formerly with Snapp Bros.' Shows, was with the Cudney Shows playing the Rio Grande Valley.

## Hanscom Hosts at Party For Ruth McMahon in L. A.

LOS ANGELES, Jan. 25.—Ruth McMahon was guest of honor at a surprise birthday party tendered her by Estelle and Elmer Hanscom in their apartment at the Bristol Hotel here last Monday night after the regular meeting of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. One of the highlights was the moving pictures contributed by the Hanscoms, which included many shots from their recent trip to New York, as well as those taken of West Coast carnivals.

Mrs. Hanscom and Babe Miller were the bartenders, while Elmer Hanscom operated the picture machine. After numerous jackpots were cut up, refreshments and lunch were served. Among guests were Maybelle Crafts, Ruth and Lew Korte, Ethel and Joe Krug, Katherine and Charlotte Warren, Spot Ragland and niece, Eunice Champ, Isabel and Frank Lowery, Minnie Pounds, Jimmy Lynch, Bertha and Cecelia Kanthe, Florence Weber, Babe Miller, Lilabelle Williams, and Lucille King.

## Scott Bros. Sign 8 Fairs

NASHVILLE, Tenn., Jan. 25.—R. E. (Bob) Stewart, general manager of Scott Bros., announced here this week that they have been contracted to furnish midway at these 1941 fairs: Clay County Fair, Celina, Tenn.; Cannon County Fair, Woodbury, Tenn.; Jackson County Fair, Scottsboro, Ala.; Cherokee County Fair, Centre, Ala.; Bartow County Fair, Cartersville, Ga.; Tri-County Fair, Manchester, Ga.; Cherokee County Fair, Canton, Ga.; and Gwinnett County Fair, Lawrenceville, Ga.

## Schneck Is Tidwell G. A.

ST. LOUIS, Jan. 25.—J. A. (Jim) Schneck, vet general agent, has been signed to pilot the T. J. Tidwell Shows for 1941. In making the announcement, Owner-Manager Tidwell also stated that his shows have contracted the 1941 East New Mexico State Fair at Roswell. Contract was awarded at the recent annual fair board meeting.

## Sunset Adds Three Dates

DANVILLE, Ill., Jan. 25.—Upon his return here from a trip thru Iowa and Missouri, K. G. Garman, manager of the Sunset Amusement Company, said the show has been awarded contracts for the Fourth of July Celebration in Independence, Ia., and the 1941 fair to be held in Mountville, Ia., and Kaboka, Mo.

## Fred Phillips to Florida

NEW YORK, Jan. 25.—Fred Phillips, general manager of Fair at Home Shows, is set to leave for Tampa, Fla., early next week to attend the Florida State Fair and inspect new rides and attractions at the "below window" event.

## ROUTES

(Continued from page 21)  
Morris, Alena (Missouri) Chi. no.  
Murry & Adams (Ohio) Bell Lake City, Ia.  
Murray, Jan (Tex. Top) Memorial no.  
Murray, Jack (Alaska Garden) Patana City, Panama, Co.  
Munichmora, Tareo (Chateau Moderne) NYC, no.

# CLYDE'S UNITED SHOWS

OPEN SATURDAY, APRIL 26TH  
Want the following Concessions: Ball Games, Bowling Alley, Pitch Tilt You Win, Giganteo Shooting Gallery, Fish Pond, Penny Arcade, All Concessions open except Ostriches, Snipe, Pheasant, Gandy Apple, Photo, Wanted: Crime Show, Star Show, Girl Show, or any Rides not confined with Ferris Wheel, Chaperone, K.O. Bus. Address:  
GEORGE E. SMITH, Mgr., P. O. Box 221, Cumberland, Maryland

# MAGIC EMPIRE SHOWS

Can place General Agent, must have good car. SHOWS: Tangle-Go, Athletic, Girl, Motor-Drome or top star shows with or without any outfit. Can show Kid Rides or any Ride, does not confert. Want: Main Attr. (Rides at Tangle-Go, Corn Game, etc.) and all other Attr. and all other CONCESSIONS: All open. Policies no gift. Will sell all no. Photos, Dimeos, Wild Camp, Lead Battery, Quick Hoses, and what have you. Rental Stages and Red Benches, set in touch with me at once.  
Address: A. SPEERIS, 11100 South Guthrie, Tulsa, Oklahoma

# THE NONCHALANTS

On Tour With Sammy Kaye  
\* Direction—M.C.A. \*

- Michaela Bros. (Chas Paros) Chi. no.
- Nelson, Gertrude (Colonial) Dayton, O. 1.
- Norman, Kay (Club Frontiers) Detroit, no.
- Novis, Donald (Beverly Hills) Newport, Ky. no.
- O'Day, Darlene (B-Bar-B) Chi. no.
- Oceandora, The (Gardens) Atlantic City, h.
- Palma, Dora (Wendell) Boston, no.
- Orz, Henry (The Casino) Astoria, O. no.
- Orr, Nellie (Havens-Madras) NYC, no.
- Orrill, Polly (Carroll) Miami, no.
- Palmer, Wally (Harris) Cincinnati, Tex. 30-Feb. 1, 1.
- Paige, Ann (Mayfair Club) Miami, no.
- Palmer, Billy (Cocoon) Grove: Boston, no.
- Palmer, Dora (Wendell) Boston, no.
- Parke, Frank (Paramount) NYC, no.
- Parke, Gale (Century) Bluebonnet, O. no.
- Parke, Faye (1885) Chi. no.
- Parsons, Edna (The Grand) Central NYC, h.
- Patti, Joe & Louise (The Power) NYC, no.
- Payne, Johnny (Byways) NYC, h.
- Payne & Harriet (Towers) Kansas City, Mo. 1.
- Payne, Harry (Cotton) Miami, no.
- Payne, Blanka (Embassy Club) Phila. no.
- Pearl, Faye (The Chas Paros) Chi. no.
- Peck, W. North (Capital) Washington, D.C. 1.
- Peter, J. & Edna (Damon) Cincinnati, no.
- Pond, Frank (Yacht Club) Phila. no.
- Powell, Jack (Ivans) Miami h.
- Prince, Jack (Colonial) Chi. no.
- Ramon & Renita (The Drum) Miami, no.
- Rand, Edna (Club) Cincinnati, no.
- Rando, Barbara (Pitts) NYC, no.
- Rankin, Joseph (Mia Hall) NYC 1.
- Ray, Reta (1885) Chi. no.
- Rays & Wale (Pitts) NYC, h.
- Reed, Fatty (Harry's New Yorker) Chi. no.
- Reese, Francis (Abad) Phila. h.
- Riggs & Root (Whitall) Miami, h.
- Riley, Had & Eva (Hanna Ostrich) Miami Beach, Fla. no.
- Rivoli, Quentin (Strand) NYC 1.
- Rivoli, Helen (Capitol) Washington, D.C. 1.
- Ritch & Gibson (Gibson) Cincinnati, h.
- Ritch, Josephine (Haut) Ocala, Fla. h.
- Robby, Jean (Villa Madrid) Pittsburgh, no.
- Rochman, Harry (Cotton) Miami, Fla. no.
- Rio, Joe (Pitts) Newport, Ky. no.
- Rives, Tubby (No Club) Miami, no.
- Robbins, A. (Mia Hall Theater) Calif. no.
- Robbins, Doris (Ill Hat) Chi. no.
- Roberts & Farley (New Yorker) NYC, h.
- Roberts, Freddie (Bonsolis) New Orleans, h.
- Roberts, Jack & Revue (Mia) (Wagon Wheel) Louisville, Ky. no.
- Robinson, Bill (Versailles) NYC, no.
- Robson & Reube (Primrose) Newark, Ky. no.
- Rolie Rolie (Mia Hall Theater) Calif. no.
- Rodney, Pat (Diamond Horseshoe) NYC, no.
- Rochalski & Reube (Primrose) NYC, h.
- Rohde, Six (Colonial) Chi. no.
- Roth, Joe (Wilson's) Phila. no.
- Russell, Strawberry (Rocky) NYC, 1.
- Ryan, Hae, & Co. (Star) Washington, D.C. 1.
- S. Clair & Durand (Shorham) Washington, D. C. h.
- St. Claire & O'Day (Orpheum) Los Angeles, 1.
- Samora, Vera (Orpheum) Minneapolis, 1.
- Sand, Lorraine (Palmer) Hume, Ill. h.
- Saroff, Vera (Le Ruben Bleu) NYC, no.
- Sarville, Princess (McGee's Club) Phila. no.
- Sarville, Edna (McGee's Club) Miami, no.
- Schmitt, Florence (Franklin) Chi. no.
- Scott, Betty (De Pinto's) Phila. no.
- Scott, Harry (Dale Hockey) Uptown NYC, no.
- Sedley, Roy (Harry's New Yorker) Chi. no.
- Seller, Jay & Leo (Music Hall) NYC, 1.
- Selzen, Monroe (Colonial Inn) Bangor, N. J. no.
- Seaman, Marjorie & Marco (Jack & Bob's) Trenton, N. J. no.
- Shayne Betty (1885) Chi. no.
- Shaw, Bob (Day World) NYC, no.
- Shawler, George (Chas Marlowe) Montreal, Que. no.
- American, Nora (Le Ruben Bleu) NYC, no.
- Sherman, Noel, Gisle (Looney House) Dorchester, Mass. no.
- Shields, Ella (Banquet Trail) NYC, no.
- Shore, Winn (Ill Hat) Chi. no.
- Shuman, Joe (Bonsolis) NYC, no.
- Shuman, Simon (Orpheum) Minneapolis, 1.
- Sidwell, Tony (Club Cuba) NYC, no.
- Singing Barco (Queen Mary) NYC, no.
- Singer, Mollie (The Grand) NYC, no.
- Sloan, Bertie (Rosedale) New Orleans, h.
- Smith, Maggie (Caldias Tavern) Phila. no.
- Smith, Harry (Club-Addy) NYC, no.
- Soeder, Roy (Harry's New Yorker) NYC, no.
- Spahr, Harry (Lath County) Boston, no.
- Spauld, Roy (Rocky) NYC, no.
- Spot, Jack (Jefferson) St. Louis, h.

- Stimpert, George (The Yax) Chi. no.
- Stirling, Allen (Caldias Tavern) Phila. no.
- Stroman, Francis (Hess Dwell) Cincinnati, Ky. no.
- Stirling & Hubie (Kilbuck's) Phila. no.
- Stowers, Thos (Orpheum) Minneapolis, 1.
- Stover, June (Ambassador West) Chi. no.
- Stratford, Gene (Kelly's) Cincinnati no.
- Stebbins (Pitts) Philadelphia, Pa. h.
- Stewart, Lee (Club Canada) Baltimore, no.
- Sullivan, Florence (Kelly's) Cincinnati, no.
- Swann, Helen (Ivans) Chi. no.
- Swann, Andrew (Theater) NYC, no.
- Swann, Russell (Waldorf-Astoria) NYC, h.
- Tapa, George (Harle) Washington, D. C. 1.
- Talpin, Art (Cafe Society) NYC, no.
- Terrill, Howard, The (Old Hickory Inn) Chi. no.
- Terry, Bill (Borwick's) Tuckahoe, N. Y. no.
- Tharpe, Sister Rosetta (Cafe Society) NYC, no.
- Theodore & Demuth (Nimble) Minneapolis, h.
- Timberg Jr., Herman & Co. (Colonial) Dayton, O. 1.
- Tobey, The (Earle) Phila. no.
- Toddie Trio (Mampanas) NYC, no.
- Thornton Red (Big Club) Miami, no.
- Trewe, Bob (Caldias Tavern) Phila. no.
- Traylor Trio (Club Canada) NYC, no.
- Tryon, Dorris & Feta (Lena & Eddie's) NYC, no.
- Tucker, Sophie (Colonial) Hallandale, Fla., no.
- Ullmer, Jack (Dinty Moore's) Chi. no.
- Vallier & Peggy (San Juan) Miami, no.
- Valley & Lyane (Waldorf-Astoria) Phila. no.
- Valley, Virginia (Lena & Eddie's) NYC, no.
- Valley, Sisters (189 Club) Cleveland, no.
- Varsity Trio, Three Jack & Bob's Trenton, N. J. no.
- Vaughn, Grace (Baiter) NYC, h.
- Vaughn, Vera (Waldorf) Tuckahoe, N. Y. no.
- Venti, Al & Dolores (Colonial) Chi. no.
- Verdon, Kay (Borwick's) Tuckahoe, N. Y. no.
- Vincent, Romo (Harricane) NYC, no.
- Vincent, Ronny (Pat McBride Casino) Pittsburgh, no.
- Vocal Arts, The (Foranville) NYC, h.
- Walden, Jack (Park Central) NYC, h.
- Walker & Janice (Palmer's) Phila. no.
- Wald, Sammy (Jack & Bob's) Trenton, N. J. no.
- Wale, Nadine (Yacht Club) Phila. no.
- Ward, Bill (Jack & Bob's) Trenton, N. J. no.
- Ward, Lillian (Colonial) Chi. no.
- Wasson, Milton (Oriental) Chi. no.
- Waxo, Wiscoky (1885) Chi. no.
- Wells & Powell (Rock Show) Covington, Ky. no.
- Webster Bros. (Capitol) Washington, D. C. 1.
- Whelan, Maurice & Betty (Jefferson) St. Louis, h.
- Whelan, Jackie (Barber's) NYC, no.
- White, Jack (Oriental) NYC, h.
- White, Jack (18 Club) NYC, no.
- White, Eddie (Colonial) Chi. no.
- White, Olive (Colonial Inn) Simpson, N. J. no.
- Whitson, Frank (Oriental) NYC, no.
- Willis, West & McGinly (Mia Todd's Theater) Calif. Chi. no.
- Wilson, Phil (Rocky) NYC, h.
- Wither, Fern (Rocky Club) NYC, no.
- Wood, Eleanor (Park Central) NYC, h.
- Wood, Johnny (Strand) NYC, 1.
- Yarr, Sonya (Gutten) NYC, h.
- Yast, Ben, Quarle (Diamond Horseshoe) NYC, no.
- Yvette (Waldorf-Astoria) NYC, h.
- Zurke, Bob (Oriental) Chi. no.

Summer, Helen (Ivans) Chi. no.  
Swann, Andrew (Theater) NYC, no.  
Swann, Russell (Waldorf-Astoria) NYC, h.  
Tapa, George (Harle) Washington, D. C. 1.  
Talpin, Art (Cafe Society) NYC, no.  
Terrill, Howard, The (Old Hickory Inn) Chi. no.  
Terry, Bill (Borwick's) Tuckahoe, N. Y. no.  
Tharpe, Sister Rosetta (Cafe Society) NYC, no.  
Theodore & Demuth (Nimble) Minneapolis, h.

# HENRI THERRIEN

The "Painter of Songs"  
Now in his 7th Week and Held Over Indefinitely.  
Latin Quarter Club, Miami Beach

- Timberg Jr., Herman & Co. (Colonial) Dayton, O. 1.
- Tobey, The (Earle) Phila. no.
- Toddie Trio (Mampanas) NYC, no.
- Thornton Red (Big Club) Miami, no.
- Trewe, Bob (Caldias Tavern) Phila. no.
- Traylor Trio (Club Canada) NYC, no.
- Tryon, Dorris & Feta (Lena & Eddie's) NYC, no.
- Tucker, Sophie (Colonial) Hallandale, Fla., no.
- Ullmer, Jack (Dinty Moore's) Chi. no.
- Vallier & Peggy (San Juan) Miami, no.
- Valley & Lyane (Waldorf-Astoria) Phila. no.
- Valley, Virginia (Lena & Eddie's) NYC, no.
- Valley, Sisters (189 Club) Cleveland, no.
- Varsity Trio, Three Jack & Bob's Trenton, N. J. no.
- Vaughn, Grace (Baiter) NYC, h.
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- Venti, Al & Dolores (Colonial) Chi. no.
- Verdon, Kay (Borwick's) Tuckahoe, N. Y. no.
- Vincent, Romo (Harricane) NYC, no.
- Vincent, Ronny (Pat McBride Casino) Pittsburgh, no.
- Vocal Arts, The (Foranville) NYC, h.
- Walden, Jack (Park Central) NYC, h.
- Walker & Janice (Palmer's) Phila. no.
- Wald, Sammy (Jack & Bob's) Trenton, N. J. no.
- Wale, Nadine (Yacht Club) Phila. no.
- Ward, Bill (Jack & Bob's) Trenton, N. J. no.
- Ward, Lillian (Colonial) Chi. no.
- Wasson, Milton (Oriental) Chi. no.
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- Whelan, Maurice & Betty (Jefferson) St. Louis, h.
- Whelan, Jackie (Barber's) NYC, no.
- White, Jack (Oriental) NYC, h.
- White, Jack (18 Club) NYC, no.
- White, Eddie (Colonial) Chi. no.
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- Wilson, Phil (Rocky) NYC, h.
- Wither, Fern (Rocky Club) NYC, no.
- Wood, Eleanor (Park Central) NYC, h.
- Wood, Johnny (Strand) NYC, 1.
- Yarr, Sonya (Gutten) NYC, h.
- Yast, Ben, Quarle (Diamond Horseshoe) NYC, no.
- Yvette (Waldorf-Astoria) NYC, h.
- Zurke, Bob (Oriental) Chi. no.

# CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly multiple dates are listed.)

- Fleming, Mad Oler: Miami, Ga.
- Florida Expr.: W. Palm Beach, Fla.; Stark 1.
- M. & O. An. Ty. Ty, Ga.
- Moss, Ralph H.: Forest Hill, La.
- Boys American: Winter Haven, Fla.
- Shogard, Doc: Sulphur Spring, Tex.
- Texas Kid: Uvalde, Tex.

# CIRCUS

- Davenport, Orrin: Grand Rapids, Mich., 27-Feb. 1; Cleveland, 1.
- McClung, C. O.: Derby, Miss., 29; Lumberton 30.
- Polak, Frank: (Music Hall) Cincinnati 27-Feb. 1; (Birmingham) E. St. Louis, Ill., 3-4.

# MISCELLANEOUS

- Burke & Gordon: Ocean, Md., 27-Feb. 1.
- Daniel, R. A.: Lewistown, Ky., 31; Greenville, Feb. 1-2.
- McKee, Variety Show: Warrenton, N. J., 27-Feb. 1.
- Blou, L. Verne, & Theater Workshop: Chicago 2-4.
- Williams, Rusty: Deep Run, N. C., 27-Feb. 1.

# ADDITIONAL ROUTES

- (Received Two Late for Classification)
- Alma & Roland: (Paddock Club) Miami 27-Feb. 1.
- Becker, Denny: (Angley Super Club) Minneapolis 27-Feb. 1.
- Dick & McDerm: (El Fajro) Baltimore 27-Feb. 1.
- Gardner's, Chester: (Royal India Elephant) (Shrine Circus) Los Angeles 1-4.
- Gates, Fred: (Shrine Circus) Cincinnati 27-Feb. 1.
- Graczyk & Fine Ridge: (Virginia Theater) Danville, Va., 30-Feb. 1.
- Hilka, Marvin: (Arlington Hotel) Birmingham, N. Y., 27-Feb. 1.
- King, Fredy: (Duke's Cocktail Lounge) Baltimore 27-Feb. 1.
- King, Fredy: (Victoria Theater) Ocean City, 27-Feb. 1.
- Virell, Maxine: (Riverdale Club) St. Rock, Va., 27-Feb. 1.
- Prater, J. Jerome & Miss: 18; Coolidge 111; Globe 12; Chandler 13.

# STATLER TWINS

ON TOUR WITH SAMMY KAYE

- January 24-25  
Providence, R. I. and Springfield, Mass.  
Per. Mgr.: Jack Lenny, Herman (Statler) Agency
- Birchman, Georges (The Yax) Chi. no.
  - Stirling, Allen (Caldias Tavern) Phila. no.
  - Stroman, Francis (Hess Dwell) Cincinnati, Ky. no.
  - Stirling & Hubie (Kilbuck's) Phila. no.
  - Stowers, Thos (Orpheum) Minneapolis, 1.
  - Stover, June (Ambassador West) Chi. no.
  - Stratford, Gene (Kelly's) Cincinnati no.
  - Stebbins (Pitts) Philadelphia, Pa. h.
  - Stewart, Lee (Club Canada) Baltimore, no.
  - Sullivan, Florence (Kelly's) Cincinnati, no.





# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

## THE contract's the thing!

FRANK WARD, who closed the season with the Jay Gould Shows, has returned to his home in Brownsville, Tex., following a visit to Monterey, Mexico.

WESLEY BLAIR cards from Yonkers, O., that Joe-ann La France, Queen of Mystery, is working night clubs in that city for Louisa Hoff.

FAIR conventions also make strange bed-fellows.

TRAP DRUMMER Burt V. Barnes advises from New York, where he is vacationing, that he has signed with Walter Lankford's band and will open in Danburk, N. Y., about May 1.

BECAUSE of her perfect teeth and winning smile, Bronch Beasly, of water show fame, has been dubbed The Dental Girl by Dr. Kuschal, of New York, who as her sponsor, is using her as a model.

ANOTHER type of winter trapping—making all the fair meetings.

HAVING concluded a successful 1940 tour with the Rockey State Shows, Harry

concessions on Bullock Amusement Company. He says he expects to leave soon for Florida to begin the 1941 tour.

BRASS brackets were added last season to the hooks and eyes that the boss says he is satisfied.—Cat Rack Annie.

SPECIAL AGENT of the Goodman Wonder Shows for the past three seasons and employed at Hialeah and Tropical Park race tracks each winter, Joseph A. Rowan is ill with the flu at his home in Miami. Mrs. Rowan reports.

MOTORCROME owner and operator on West Brns. Shows, Speedy Woods is vacationing in Hot Springs, Ark., with his wife and daughter. He will remain there until the shows open, as his daughter is taking care of Mrs. Laughlin's typing and other business matters, he info.

NATIVE (watching sword swallower)—"He ain't swallow them. The swords are still there."

AMONG THE TROUPERS wintering in Newark, N. J., according to Harry Barley, are Bob Atzworth, of Dodson's World's Fair Shows; R. Bee, of Williams' Girl Shows; R. Harris, Charlie Oestis, Marie Barton, Sidney Hill (Heavy) Myers, and Ben Helfrun.

FOLLOWING close of a successful engagement with John T. Hutchens' Modern Museum, Harlo and Mario, Australian



RECOGNIZE this "shj-soldier"? He was a familiar figure on the midway of the Royal American Shows all last season, where he talked on the Panhandle. He's Leo Lockhart, former Michigan boy, who enlisted to beat a low draft number, and is now with the Third Infantry, B Company, at Ft. Cook, Neb. That cheer on his sleeve indicates him to be a private first class, not bad for a guy in two months.

Elminal last week re-signed for 1941. He operates a popcorn machine mounted on a wagon.

MR. AND MRS. DON NEWBY, who recently returned to their home in West Palm Beach, Fla., from a two-week vacation in Havana, Cuba, report they will return to the road the coming season.

MANAGER'S Lament: "I never knew so many mugs still think there's a Santa Claus until I began to get collect wires."

WEST COAST SHOWMAN Frank Shaffer arrives from Seattle, Wash., that has booked his shows and concessions with the Crescent Amusement Company of Canada for 1941.

RECENTLY elected president of the Michigan Showmen's Association, Detroit, Harry Ross stopped off at The Billboard Cincinnati offices last week while en route from the Motor City to Florida, where he will vacation.

SOME showmen cannot seem to realize that 1941 prices no longer apply in booking good fairs.

ACE TURNER pens that many showfolk are wintering in Atlanta. Among those there, Ace says, are Frank Zorda, Phil Roero, Pretty Boy McClain, and Walter Beatty. Turner adds that a number of stress and carnival folk are working on the two local papers.

WILLIAM (BILL) ROBINSON has been spending the winter driving a milk route in Lexington, Ky., after closing with



VET SIDE SHOW and museum operator, John T. Hutchens posed for this photo upon his arrival in Memphis, Tenn., recently for a visit with his daughter and son-in-law, Mr. and Mrs. J. H. Evans, after a successful five-week stand with his Hutchens Modern Museum in San Antonio. After their stay in Memphis, Mr. and Mrs. Hutchens will leave for Casselle, Mo., to visit the latter's mother before returning to quarters in San Antonio.

knife throwers, returned to Yasco City, Miss., where they will remain until time to open with the Johnny J. Bellamy Side Show on the World of Today Shows.

If you imagine you can whip the world, you have no business being on a midway. You can't fight 'em and get money too.

COOKHOUSE owner and operator Jack Galluppo inks from Plainsboro, N. J., that he has re-engaged Mrs. Susie Jenkins as head chef, making her fourth consecutive season with it. Galluppo also signed Douglas Christian, who was in his employ last season.

SINCE closing with the Goodman Wonder Shows John F. (Jack) Fendlen has been working as a civilian guard at Camp Robinson, near Little Rock, Ark. He writes that construction work is about finished, but he plans to hang on until it's time to hit the road.

## Unfinished Biz

WRITING for a job, a showman used his letterhead. On one side it read, "With Gate & Banner Shows, Gate & Cable Shows, Hildwell & Hael Shows, Season 1930." Then came the names of three more shows, season 1931, and titles of four shows, season 1932. For 1933 he listed three more shows and four for the season of 1934. For the season of 1935 he listed four different shows. After carefully reading the letterhead, the carnival manager wrote in reply, "Your letter was very interesting. I note that your trouping career has covered them all. Did you run out of shows or finally take out your own? To satisfy my curiosity please account for the seasons of 1936-37-38-39, and '40."

IDLE Thoughts of an Idle Concessionaire: "I threatened to leave the show EVERY week last season but I'll probably be on hand when it opens in the spring."

RED WILSON and wife, BILIE, are wintering in Creola, Ala., where Red is a special deputy for a land and lumber company. They report they will return to R. C. Lee's Rides in Hendersonville, N. C. the early part of April, where Red will resume his duties as Kolloplane foreman.

SUPERINTENDENT of the Art Lewis Shows, Howard Ingram, advises from his home in Sarasota, Fla., that he will leave there for shows' quarters in Norfolk, Va., at conclusion of the fair in Tampa, Fla. Ingram reports that three new fronts and several new wagons will be built for shows' tour.

WORKING all week to make enough to get out of the hotel and into the next one may be tough, but not making hotel and getaway money is tougher.

SINCE closing with John T. Hutchens' Modern Museum, Floyd (Bliss) Arnold, the Musical Babe, has rebuilt his whisky-bottle xylophone at quarters in San Antonio, Tex., and will have it electrified if possible. He says he's also planning to have his one-string fiddle and cigar box similarly equipped.

SINCE winding up a successful season with Pryor's All-State Shows and playing a few fairs in Virginia and the Carolinas with their concessions, Mr. and Mrs. Oreville Miller have been wintering at their home in Spencer, W. Va. They have built a 24 by 30-foot building, in which he stored their equipment, truck and trailer.

MANY old-timers who are still talking about the good old days probably are not active enough now to enjoy the better new days.—Colonel Patch.

HARRY M. CARMICHAEL (miniature circus builder), of Red Oak, Ia., reports that Mrs. Carmichael underwent an operation in an Omaha, Neb. hospital and is slowly recovering. He also advises that his new mechanical Fine Ridge Show, on which he has been working for the past two years, will be completed in time for opening in the spring.

AL BERESHOFF, who went to Augusta, Ga., for a vacation after a successful 1940 tour, has been spending much of the time handling publicity and advance work for the Paston Play, headed by Joseph Meier, of Lunenburg, Germany, and which is being sponsored by the Optimist Club of Augusta. Al says he plans to remain in the Georgia city until it's time to head north.

THOUSANDS in carnival business cannot tell what they are doing in it or why they have

RIDE MEN! HERE IT IS!

JANUARY-FEBRUARY

BIG ELI NEWS

News, Pictures, Mechanical Articles, Etc.—today the kind of reading all Big Eli Riders like. Articles about the No. 2 Power Unit, Wood and new V-Belt Eli Power Unit. If you own, operate or manage any kind of riding device, you should read BIG ELI NEWS. You need a postal for the free sample copy to be sent for you.

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**PENNY PITCH GAMES**  
Size 48x48", Price \$20.00. Size 48x48", With 1 Jack Pot, \$30.00. Size 48x48", With 2 Jack Pot, \$40.00.

**PARK SPECIAL WHEELS**  
50" in Diameter, Beautifully Painted. We carry in stock 12-18-20-24, and 30 number Wheels. Price \$12.00.

**BINGO GAMES**  
75-Player Complete \$5.00  
100-Player Complete 7.25

**SEND FOR CATALOGUE**  
Full of New Games, Machines, Dolls, Lamps, Aluminum Ware, Etc., etc.

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126-128 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

Simple Shows, 9, 14, 16, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56, 60, 64, 68, 72, 76, 80, 84, 88, 92, 96, 100. Astrology, 8-20, with White Cover, Each \$1.00. Astrology and Analysis, 8-20, Fancy Cover, Each \$1.00. Astrology of the Stars, 8-20, Fancy Cover, Each \$1.00. Astrology of the Stars, 8-20, Fancy Cover, Each \$1.00. Astrology of the Stars, 8-20, Fancy Cover, Each \$1.00.

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120 Pages, 2 Sets Numbers, Greeting and Post. 1200 Dreams, Bound in Heavy Gold Paper Cover, Good Quality Paper, Sample, \$0.45. HOW TO WIN AT ANY KIND OF SPECULATIVE, 24 Page, Bound, Beautifully Bound, Sample, 25c.

## PACK OF 75 EGYPTIAN F. T. CARDS, Answers

80 Questions, Lucky Numbers, etc. 30c. ZODIAC F. T. CARDS, Pack \$1.00. 80c. Astrology Charts, 14, 16, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56, 60, 64, 68, 72, 76, 80, 84, 88, 92, 96, 100. Astrology of the Stars, 8-20, Fancy Cover, Each \$1.00. Astrology of the Stars, 8-20, Fancy Cover, Each \$1.00. Astrology of the Stars, 8-20, Fancy Cover, Each \$1.00.

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All details and photo this letter. Account other business, will consider lease of all property of Frank W. Babcock Shows, including Trucks and Road Equipment, to operating, responsible party.

FRANK W. BABCOCK  
206 East 7th St., Los Angeles, Cal.

## FOR SALE

USED 12-CAR RIDER-O AND 7-CAR TILT-A-WHIRL. Best rides in any show and after wonderful attention to secure consistent money getters at a real bargain.

SPILLMAN ENGINEERING CORP.  
NORTH TONAWANDA, N. Y.  
World's Largest Builder of Amusement Devices.

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Complete, 20 Machines, Music, Concessions, Italy Caravan, Banner, storage unit, \$225.00.

De Vault's Amusements  
REDROCK, N. Y.

## SUNSET AMUSEMENT CO.

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NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON. Address:  
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## SOL'S LIBERTY SHOWS

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Address P. O. BOX 223, Saratov, Ill., Mo.

never left it. They're just not interested in "why" or "what for"—Cousin Polg.

**MR. AND MRS. JOE WARREN**, who are planning to take a lookbook on the road the coming season, are wintering in Morehouse, Mo., where they are operating the cafe which they opened recently. They report that Mr. and Mrs. Jack Gann are operating a service station in Bolivar, Mo., this winter.

**JACK DADSWELL**, well-known former carnival press representative and photographer, has been named by the U. S. Navy's Liaison Headquarters to make a complete picture story of the country's No. 1 U. S. Maritime Training School, and was announced by Southern Features, Inc., in Tampa, Fla. He will board one of the navy's ships for a trip to Haiti, Puerto Rico, and the Canal Zone to carry out his assignment.

**TIME** is getting harder but last summer's prospects are getting bigger. Well, there's a lot of consolation in remembering that at one time during the year eating money was at par.—Smashover Slim.

"**WHERE** the hell on the go and have been finding business eh?" letters B. H. (Dave) Davidson, agent with Mad Cudy Planning Shows, from St. George, Ga., still have four more weeks to Southern Georgia before playing the larger cities in the State. Ride boys are repainting and repairing equipment daily. Owner Fleming has been away on a fishing tour, and Florence Wallis recently took delivery on a new car. Cecil Rice is still with it."

**CONTRACTING** their two coupon stores and duck pond with the John H. Macks Shows recently were Clifford Gray and Clyde Wilson. Wilson at present is vacationing in Richmond, Va., while Gray is promoting an indoor dining in Yonkers, N. Y. Both plan to join Mr. and Mrs. Paul Dent in Birmingham, Ala., soon, when all will proceed to New Orleans for the formal opening of Roy Allen's night club there.

It has been amply proved that many money-getting showmen who bragged about their ability to get bankrolls have not been so fast after leaving a crowd-drawing midway that made their success possible.

**NOTES** from the P. & F. Attractions by George Hill from Madison, S. C. Shows have closed negotiations with the South Light Exposition Shows to place their line-up of concessions with the organization for the coming season to play Bremen and American Legion celebrations thru Ohio, West Virginia, and Maryland. Management recently announced that it plans to keep the shows in South Carolina until about April 1 and then jump into Ohio to open with the Bright Light Shows.

"**WITH** the arrival of equipment stored

## TENTS-BANNERS

50x125 Hip Roof Tent suitable for Stading Rink, complete with 200 ft. margin.

CHARLES DRIVES—BERNIE MUNDENSON  
O. HENRY TENT & AWNING CO.  
6611 North Clark Street, CHICAGO, ILL.

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UNITED STATES TENT & AWNING CO.  
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## Crystal Exposition Shows

We book Shows and Concessions for 1941. We furnish staffs for world-wide Shows. Want Eddy Rips, Mechanical and Electrical. Address: W. J. BUNTS, Grand River, Fla.

## IMPERIAL SHOWS

BOOKING SHOWS, RIDES AND CONCESSIONS  
E. A. HOCK, 2011 Montross Ave., Chicago

## LA VERNE EXPOSITION SHOWS

Ernest L. & B. Green  
Opening April 6, February 15, R. C. S. C. and Tom. Hark furnished to interested parties. WANT MERRY-O-BRAND or any Five Shows. WANT Rides, such as Pinballs, Electric and Toy Rides. You can see better than anyone else what we have. Address for Writ: J. LOZIER or TOMMY SCOTT, South, Ga.

## Monk Mops

IF I HAD \$1,000,000 I'd soon double my money and deal only with the carnival profession. First, I would buy a seagoing craft (perhaps one of the over-age cruisers) and then surround myself with every famous explorer and jungle hunter available, those with Darkest Africa experience preferred. We would sail for a secret destination, disembark and head for interior unexplored regions where the foot of white man had never trod. We would carry supplies for two or three years. I have a map of our destination which I won from a brother trooper in a crap game several years ago and have kept under cover.

Arriving at our secret goal, we would pitch camp and then start our hunt for the Sponge Bottom Ape, which the map claims exist in abundant numbers. With traps and by robbing mothers of their young and with good luck coming our way, I'm sure that in from a year to 18 months we would capture and subjugate 100,000 of this rare species.

These we would bring back alive and sell 10,000 to each major midway, thus supplying the needs of 10 shows. After cloudburst or hard rain the captives would be turned loose on a lot and by skidding, hopping, and sliding from one end or the midway to the other the 10,000 Sponge Bottom Ape would soon sop up all the water, leaving the lot hard and dry. To advertise their work in advance would alone draw thousands on rainy nights.—DIME JAM JOHNSON.

DE cap'n done told me when I come yest that I'd get \$3 a week as soon as I learned out. I've been with the show two years now and I ain't learned out yet. When I come yest I knowed me than I does now. 'Cah see I at least knowed where I come from.—Hook Rope Snake.

"**I'VE BEEN** down here attending a convention and visiting with a number of outdoor showfolk," letters Perry Crosby from New Orleans. "Renowned acquaintance with Slim Lewis, former circus trainmaster, who is working at a local night club. He reported that he and his partner, Ed Fletcher, will hit the road this season with two rides, six concessions, and a show. Clyde and Babe Davis went to Florida to open a night club. Lorraine Davis is one of the features at the Poppy House here, where Earl Warner is emceeing."

"**MY WIFE**, CLAIKE has just been released from the Hospital (N. C.) Hospital where she underwent a throat operation on November 13, two days after closing with the Cettin & Wilson Shows in Fayetteville, N. C.," writes Fred Newman from Atlanta. "During the operation, which took 8 1/2 hours to perform, she suffered severe hemorrhages and two blood transfusions were required to save her life. She faces a long convalescence, so I'm planning to take her to Florida when she is strong enough to make the trip. Until then we are comfortably ensconced in the Ansley Hotel here."

**UNUSUAL HERO**, the winter quarters watchman who plops down the grounds and thru the buildings all night with a flashlight and club as his only companions, who prepares his own midnight lunch in the cookhouse, and resumes his rounds in winter cold, rain, or snow until the rest of the folks come to life. Later he learns that the office has charged against his summer salary those snow, five kummers, 100 light globes, and an electric motor that disappeared during the daytime.—Dime the Nam.

**KELLY GRADY SHOWS** notes by John McInnis from Miami. Mr. and Mrs. Kelly Grady arrived here on December 29 from Florence, Ala., quarters after stopping on route in Bowling Green, Fla., for a visit with L. C. McHenry, manager of Crescent Amusement Company. The Gradys have been doing plenty of fishing and landed a

60-pound jewfish recently. Owner Grady has ordered a Tilt-a-Whirl for spring delivery and contemplates adding a Merry-Go-Round. On their way back to quarters the Gradys will stop over in Atlanta to visit Mr. and Mrs. C. D. Scott and to let orders for canvas for 1941.

"**IT SEEMS** that many carnivalsites have turned to the night clubs this winter," letters Monte Novaro, of Novaro & Father's Parisienne Models, from Rochester, N. Y. "I've seen a number of them while playing the various clubs in New York and all are doing well. My average is far above last year and I'm carrying 14 people since combining with Howard Fuller's Broadway Revue. Recent additions include Janice Martin, and Harmon, Baynes, and Maria, dance team. Will take the unit into Ben Williams Shows, Mineola, L. I. N. Y., two weeks ahead of schedule to rehearse and re-arrange the show."

In need of another man, a manager asked his solvent customers to find one. The c. c. was propositioning a prospect with everything from "out all winter" to "the cookhouse across second and third," and the candidate finally asked, "Has your boss any money?" The c. c. shot back, "Has he got money? Hey, he's got money's mammy!"

**AFTER** an extended visit in Chattanooga, the guest of Mr. and Mrs. Claude R. Ellis, and during which she attended the fair meetings in Indianapolis and Columbus, O., Mrs. Bertha (Gyp) McDaniel, operator of the Arcade and Rockly Road in Dublin on the Johnny J. Jones' Exposition, left on January 23 for the South. She motored to Richmond to attend the Virginia fair meeting and to accompany Mr. and Mrs. Carl J. Lauther to Norfolk, Va., where they are operating their Odities on Parade. She will attend the Tampa Fair and go to Jones' winter quarters in De Land, Fla., for spring work.

**AFTER** a three-month vacation, much of which was spent fishing along the West Coast of Florida, Mr. and Mrs. W. M. Jarvis left Punta Gorda, Fla., on January 20 for Dickson, Tenn., where Jarvis will assume his duties as superintendent of operations in quarters of Bee's Old Reliable Shows. Jarvis, who has been the mail man and The Billboard's sales agent on the organization for the past five years, reports that present plans call for modernization of the midway, including a new front entrance arch and lighting effects. Several new shows and one or more major rides will be added, he reports. Jarvis says that President D. J. Huls, of Winchester, Ky., and Vice-President and General Manager Leonard McLanahan, of Corpus Christi, Tex., are expected in quarters about February 15, when full operations will get under way.

**PALACIOS**, Tex., notes by Al Nation: Numerous showfolk continue to pass in and out of this city. Virgil Sizer's New Liberty Club is doing well, while Mr. and Mrs. Crawford's Black Cat restaurant continues to do business. Jack Stanley returned to Houston, Tex., and most of the concessionaires have left. Mr. Nation purchased a local cafe and Cy Perkins opened another lunch stand. Claude Williams is still at the A. & C. Cafe. But Cy Riles and Joe Kimball are putting up street signs and numbering homes and stores for the city. Sammy Lasky and Chuck Moss left for Houston and Ray Brewer came in from that city to look after his arcade. Joe Kemp is (See MIDWAY CONFAB on page 58)



## Evans' BINGO

Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass BINGO Clock, 9 1/2" diam.; Cards lap to 2,000 without duplication; Ball Board and 75 numbered and lettered balls. Well built to stand up under hard use. Now at new LOW PRICE!

**FREE CATALOG**  
Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 48 years the standard of quality.  
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1520-1530 W. Adams St., Chicago



## TILT-A-WHIRL

**AFTER TEN YEARS STILL TRUE . . .**  
"Chief among the money earners for the season has been the Tilt-A-Whirl." "It gets an exceptional large number of repeat riders." "The ride has sufficient variation to be depended on for year after year's profitable operation."

**IF YOU WANT TO GET . . .**  
GIVE YOUR SPRING OF Fairs and Celebrations A NEW TILT-A-WHIRL IN 1941.

**Sellner Mfg. Co., Inc.**  
FARIBAULT, MINN.

## SHOW TENTS AND CONCESSION

**Fulton Bag & Cotton Mills**  
Manufacturers Since 1850  
ALBANY, N. Y. / BELLINGHAM, WASH. / MONTICELLO, N. H. / NEWARK, N. J. / NEW YORK, N. Y.

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Now With "Red" MERRY  
Handling Show People's Business  
**Southeast Chevrolet**  
MIAMI, FLA.

## NOTICE

Due to improvements incorporated in the Fly-O-Plane Ride since its introduction at Chicago and icy mountain roads en route, we find it impossible to show at the Tampa Fair.

Abner K. Kline, our Sales Manager, will show authentic moving pictures of the ride at Tampa February 4 to 10; Lake Charles, Louisiana, February 14, and Tucson, Arizona, February 22.

## EYERLY AIRCRAFT CO.

SALEM, OREGON

## WEST'S WORLD'S WONDER SHOWS

1941 SILVER JUBILEE—1941  
CONCESSIONS—ALL OPEN EXCEPT BINGO

Will sell or book Souther and foreign shows. Want Silver Bunk or Bunk, Merry Manager or Kid Bays and Posing Show, Want Show, Snake, Circus, Illinois, Ten-in-One, Monkey Sandway, Fat Show. We are interested in buying good Showmen with new lines. Make for Sale—Contact in Free Book 1211 Main St. Free Showing Car, with Lens, Bath, etc. All Inquiries to FRANK WEST, Proprietor, Dallas, Tex.

## 3000 BINGO

Microprint cards, black on white. Wood markers printed two sides. Six duplicate cards. Put up in the following size sets and prices.

35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$6.25; 250 cards, \$11.25; 500 cards, \$12.75; 750 cards, \$16.50. Remaining cards, \$2.00 per 100. No. 1400—Extra. Heavy Green Both Sides. Per 100, \$3.50.

## 3000 KENO

Made to 30 sets or 100 cards each. Placed in 3 rows across the cards—cut on wood form. Light-weight cards. Per set of 100 cards, 50% card, 50% markers, extra, 50¢.

All Bingo and Keno sets are complete with wood markers, heavy and duplicate sheet. All cards size 6 1/2 x 7.

**LIGHT WEIGHT BINGO CARDS**  
Black on white, postal card thickness. Can be returned or discarded. 3,000 size 6 1/2 x 7, per 100, \$12.25. In lots of 1,000, 5¢ per 100. Gaining markers, extra, 50¢.

**Automatic Bingo Wheel, Real Game**—\$12.50  
2,000 Jack Pot Slips (slips of 7 numbers), per 1,000, \$1.25  
Lightweight Lottery, per 100, \$1.50  
3,000 Small Fair "Bingo" Slips (slips of 7 numbers), 7 colors, per set of 25, \$1.50; per 1,000, \$2.50  
3,000 Flashing Bingo Cards, 5 1/2 x 7, \$1.25  
Lotto, \$1.25 per 100. Slipped in pack of 100, per 50, \$1.50  
Total, per 1,000, \$1.50  
Bingo Book Markers, in strips, 25,000 No. 1—1.25  
Dice boards and pads, wooden blocks, wooden balls, subscription books, extra. Heavy. Cut and machine made lines. You pay for it, O. D. free. No personal checks accepted. Instant delivery.

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NOW CONTRACTING FOR 1941 SEASON

Opens April 28 in Pennsylvania

Will book or buy rides. Want one more

and Gay Show.

Will book Bingo, Cookhouse, Ball Games, Duck Pond, Penny Pitch, Arcade, or any other that work for stock. Write

**JACK HERO**  
1110 Lemon Street, Tampa, Fla.

## WANTED COOK HOUSE HELP

OF ALL KINDS

For Number 2 Restaurant to open soon. Write **HERB HOWE**, care of Blue-Grain Cakes, Newburg, Mo.

To Operate in City Parks, on Bluffs of Miss. Terrain

## RIDE OWNERS, ATTENTION

Will or lease on these rides which are being in "good shape". Will buy 50% of stock, lease \$3.50-\$12.50. 1 day help, transportation, etc.

**E. J. SHARDILL MIDWAY ATTRACTIONS**  
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## See The "SPITFIRE" AT TAMPA NEWEST RIDE SENSATION

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**D. C. CROSS** **J. LEE CUDDY**  
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## HAPPYLAND SHOWS, Inc.

Opening Vicinity of Detroit, Mich., April 19

WANT SHOWS. Good treatment. Low percentage. Will finance anything new and different.

WANT CONCESSIONS that conform with our well-known high standard. WANT an outstanding Free Attraction. 1941 season now entirely booked in Territory that will prove a winner for you.

Address: HAPPYLAND SHOWS, INC., 3633 Seyburn St., Detroit, Mich.

## Want--Al Baysinger Shows--Want

SCOOTER — HOCKEY — ROLL-O-PLANE — SEV PLANE — CETOPIUS. MECHANICAL CITY FUN HOUSE, AND OUTSTANDING SHOWS. Manage with Acc. for good Family-Only Quality complete. PENNY ARCADE, FROZEN DUSTYARD, SOLES, and LEGITIMATE CONCESSIONS OPEN. Have real show booked this season, starting with 250 Fair in Minnesota, opening in June. Will give Southern rights to the Texas Association of Fair people. Write or call A. B. BAYSINGER, MOBILE, BOX 273, POPLAR BLUFF, MO.

## FLOYD R. HETH RIDES

OPENING ON OR ABOUT MARCH 1 IN SOUTH CAROLINA

WANT FERRIS WHEEL, MOTOR DROME, with or without transportation.

RIDE HELP AND LEGITIMATE CONCESSIONS.

Write FLOYD R. HETH, P. O. BOX 108, EDGEWOOD, S. C.

## Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

### James E. Strates

SAVANNAH, Ga., Jan. 25.—Doc B. Garland this week signed his Hall of Science attraction with the organization for 1941. He plans to come here soon to supervise building of a new attraction. Robert (Bill) Curtis rebooked his Pat Folias Show, and Joe Scortino info he will arrive soon to get his Vanities and Artists and Models shows and Mickey Mouse Circus in shape. Leo Carroll, Monkey Show operator, is wintering in Miami. Fred Fournier info from New York that he is building several new concessions for the coming season, and Mr. and Mrs. Sky Putnam advise from Sarasota, Fla., that they have recovered from their recent flu attacks. Work here is progressing rapidly.

DICK O'BRIEN.

### Lawrence Greiner

CHESTER, S. C., Jan. 25.—Owner Sam Lawrence returned to quarters this week after spending several weeks in New York with Mrs. Lawrence, who after being hospitalized since July 15, is recovering and will return to the shows in time for opening. While in New York, Lawrence ordered a new office trailer for spring delivery. He spent several days here mapping plans for construction of some new fronts. At present quarters crew totals 10 and is under direction of the writer and Bob Young. The writer recently returned from a visit to New York, where he was the guest of Owner and Mrs. Lawrence. Management also reported it has contracted a good line-up of fairs.

LOUIS GUTH.

### Buckeye State

HATTIESBURG, Miss., Jan. 25.—Work in local quarters is well under way. Mr. and Mrs. Joe Gallier added two new rides, and the management recently ordered three light towers. But Brown has charge of quarters and construction work. New front panel will be built for all shows, and Russell Cooper has been retained as chief electrician. Leonard Bruce, mechanic, is overhauling motor equipment.

Mickey Stark, who has been wintering here since returning from the Chicago meetings, is overhauling his Penny Arcade. Mr. and Mrs. H. G. Starbuck returned here after a flying trip to Memphis, Tenn., and Hot Springs, Ark., and Starbuck is getting his office in shape. Mrs. Starbuck is having her cupboard rebuilt and has placed her order for new canvas. Harry Kimmel has finished repainting and overhauling his popcorn wagon. Owner Gallier and the writer returned from a successful booking trip, and Mrs. Gallier is having several new concessions built. Mr. and Mrs. Walter B. Pog, who have been staying here, left last week. Mr. and Mrs. John Willander booked their free act and Animal Show.

JACK OLIVER.

### Fred Allen

SYRACUSE, N. Y., Jan. 25.—With the arrival of the writer on January 3, work got under way at the shows' quarters here. Owner-Manager Fred Allen has given orders to speed up construction so everything will be ready for opening. No paint has been sprayed as yet, because of cold weather, but as soon as it becomes more moderate much painting will be done. The culinary department, under supervision of Mrs. Allen, continues to serve bountiful meals daily.

LEO BRANDY.

### Elite Expo

PANORAMA, Wis., Jan. 25.—Manager Charles Rotolo's plans call for an enlarged show for 1941. He contemplates carrying 11 rides, including two Ferris Wheels, and nine shows, with about 25 concessions. A five-seat gate will prevail, and the Aerial Banners have agreed to present the free act. A new front entrance is being built under supervision of the writer. Dutch Lash signed to present his Girl Show, and John Mills will be back with the Athletic Show.

Francis Doran will present a new Ride Show. C. O. Buton, general agent, reports a good spring route has been lined up, and Manager Rotolo is optimistic over the coming season and believes it will be one of the best for all outdoor amusements. Mrs. Dorothy Younger booked her cookhouse. Visitors included Mr. and Mrs. Almer K. Kline, Mr. and Mrs. P. C. Bogle, Mr. and Mrs. David Reese, and Swede Nelson.

DON POLTZ.

### Convention

FRIDONIA, N. Y., Jan. 25.—Winter's work program has been laid out and the skeleton crew, which has been doing odd jobs since the season closed, will be augmented soon and work will begin in earnest. Three new fronts are to be built, a new transformer mounted on a truck, and all rolling equipment is to be thoroughly overhauled. Four bodies will be built on new axles to accommodate new rides. New streamlined ticket boxes will be constructed for all rides, as will a new front for the Penny Arcade. Three of the truck bodies are to be converted into floats for parade purposes. Mr. and Mrs. Marty Smith spent New Year's Day with the management and arranged to have their front, canvas and paraphernalia sent here to be overhauled for opening. They left the day after for Florida to play some contracted dates. Keith Johnson, secretary, has been ill and confined to his home in Sparrowsburg, Pa., for several weeks. He is expected soon to take over when Manager Mantley makes the Southern fair meetings.

PAY LEWIS.

### Dodson's World's Fair

JACKSONVILLE, Fla., Jan. 25.—A small crew has started work here and rebuilding of the main entrance front is under way and several rides are being overhauled. Crew will be augmented soon, when construction work on several new wagons and fronts will begin. A new roof has been planned. On Manager Dodson's private car by George Edgar and the interior has been redecorated. H. O. Inglish and Manager Dodson attended the Macon, Ga., fair meeting and they also plan to take in those in Columbia, S. C.; Raleigh, N. C.; and Richmond, Va. Mr. and Mrs. Almer K. Kline stopped off en route to Miami, Fla. An-

ton B. Pugal signed his Penny Arcade and two sets of diggers. H. E. Vann also booked his circus. Mr. and Mrs. Charles Clark, who are wintering in Tampa, Fla., will be back here to manage the band and she to operate the Gay Parade Show. Lucille Dodson, who has the Posing Show, also is wintering in Tampa. Mr. and Mrs. Sky Cramer and Mrs. Cramer's mother are spending the winter in Miami. May will have the Circus Side Show again. Shows will have their own neon plant this season under management of Willis Lighten. Mr. and Mrs. J. C. Weer advise they left Key West, Fla., recently for a trip to Cuba. Arrangements have been made for the delivery of six light plants in time for opening in April. Management announced that shows have been awarded the midway contract for the fair to be held in Rock Hill, S. C.

JOHNNIE REEVES JR.

### Crystal Expo

CHARLESTON, S. C., Jan. 25.—Arrival here of Owner Warren J. Hunte, Manager Walter E. Hunte, and the writer, who is general agent and will assist in the management of the organization, marked a program of renewed activities at quarters. Dan Petralli is in charge again, his sixth under the shows' banner. All equipment will be renovated and several new tops will be added. Sam's crew of five will be augmented about February 15. Organization plans to open early in April and has a fair route of spring dates lined up. Shows will tour Ohio, Kentucky, Virginia, West Virginia, Tennessee, and the Carolinas in addition to making the regular fair dates. One of the winter free attractions to be offered is the Siegrist Cannon Act.

H. LEWIS.

### Great Sutton

OSCEOLA, Ark., Jan. 25.—Mr. F. M. Sutton and son, F. M. Jr., left today for Illinois and the North, where they plan to book some spots and then attend the Illinois fair meeting. Manager Sutton reports he has already booked a number of fairs and celebrations. Mr. and Mrs. George Campbell returned last Sunday from Kansas City, Mo., where they purchased new canvas for their new digger concession. Mr. and Mrs. Dutch Doit returned from Mexico, but Dutch is not satisfied with his winter fishing so he plans to go South again. Pat Taylor arrived early with his concessions so that he and Whitey Butler may make a trip

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## F. L. FLACK

Can show Assistant Manager and Agent, Fort Worth, Texas, 212 1/2 Street, West, from Washburn, experienced help on all rides. Loading of winter quarters Monday, April 7. (A second show, run 2nd of May to June, 1941. No work before we load out. Address: F. L. FLACK, Oskawatomie, Michigan.

## GOLD MEDAL SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941. Address: OSCAR BLOOM, W.P. O. Box 828, Columbus, Miss.

## GREATER FAIRWAY SHOWS WANT

FREE ACTS—Rides, Mechanical, Motor, Hot and Alcoholic Shows, Concessions, Cook House, Diggers, Photos, Ball Games, Thimble and Stock Concessions, Marking and Ride Help. EMIL J. ZIBBER, Box 2282, Minneapolis, Minn.

## WANT SOUND TRUCK FRISK GREATER SHOWS

17 Fair, Long season, starting March 14th, 50 per cent of business and all extra promotions and advertising. Box 2282, Minneapolis, Minn. ELNER BROWN, 250 Arcade Bldg., St. Louis, Mo.



SCENE OF THE 21ST ANNUAL BANQUET and ball of the Heart of America Showmen's Club in the new Fiesta Room of the Hotel Phillips, Kansas City, Mo., on New Year's Eve, which rounded out one of the most successful years in the history of the club.

into Mississippi to visit some of their friends wintering there. Betty John and Muddy Cook are here making plans for remodeling their show, People Who Make the News show. The show will have a new panel front and will be well illuminated. Betty John recently purchased

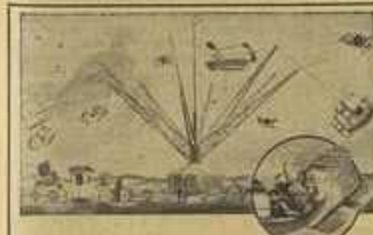
a new house trailer and car. F. A. Steinhilber letters from Arkansas, Tex., that he will come in with his Ferris Wheel in time to paint and recondition the equipment before opening. Manager Sutton is planning to recondition the Merry-Go-Round and install a new lighting system. Recent visitors were Bruce Barham, general agent, who is working in the Arkansas Revenue Office, Little Rock; Ed Groves, owner-manager Groves Greater Shows, and George Cain Jr., whose father is general agent for Groves. F. M. SUTTON JR.

**WHITE SIOUX TIRE & BATTERY CO.**  
SIOUX FALLS, S. D.  
Buy on Our Easy Terms.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$5.00—New Go's Field Day Truck, cost \$30.00. 1/2 Each—Parade Flag or Streamer.  
\$4.00—Bobby Flare, cost \$12, with stream.  
\$20.00—Two Head Wax Bicy, glass case.  
\$25.00—Antonia Showman Tumb, life size.  
We buy Fire Trucks and General Wrecks. Pay cash. Write or write WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

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Bike Show People to join new for coming seasons. General contracting for machine repairs.  
**WORLD'S ASSEMBLY OF STRANGE PEOPLE**  
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Address Care of The Billboard, Cincinnati, Ohio

**WANTED**  
Respected Over-Guns Help. Must be able to drive trucks. Ready now only.  
**SAM LIEBERWITZ**  
Care Reynolds & White, Yankton, Tex.



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Investigate this sensational repeat ride and find out how easy it is to own, operate and make real money with. It's timely—colorful—spectacular and portable. Big enough for the big time and compact enough for the gille show.

Write today for price and details, or better yet, see it thrill them at the Tampa Fair

Portable Stages — Ride-O — Auto Speedway — Corollaries — Light Towers — Aerial Joy Ride — Silver Streak — Dodger and Scooter Bligs. — Caterpillar  
**SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.**  
WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES

**WANT SIDE SHOW ACTS**

Open February 5th, Houston Fair Stock Show; Ft. Worth Fair Show following, and season. Glass Blower, Tattoo Artist, Mind Reader. Want outstanding Act, Magician, Conjuror/ions, two sensational Acts to feature. Write or write

**A. A. LANE**  
Care of Bill Hames Shows, Box 1377, Ft. Worth, Texas, till Feb. 1st; then Houston, Texas

**Sponsored Events**

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

**143,946 at Cleveland Expo**

CLEVELAND, Jan. 25.—Visited by 143,946 during the 16-day run at the Public Hall, Cleveland International Exposition closed on January 19 after the celebration of International and Red Cross Day. Attendance on closing day was 8,078. Exposition used all available space in upper main auditorium, and two lower exposition halls contained art and industrial exhibits from 21 foreign countries and the United States, all of which have been displayed at the New York's World's Fair, San Francisco exposition, and Canadian National Exhibition, Toronto, during the past two years.

Each day was dedicated to one or two of the countries exhibiting, with government dignitaries present. It was sponsored by the city, Chamber of Commerce, and civic leaders.

**Bigger Midway for O. Fete**

SANDUSKY, O., Jan. 25.—Amusement zone of the third annual Ohio Grape Festival here under auspices of the Junior Chamber of Commerce will be enlarged in 1941, according to General Chairman Roland Kramer. There will be more midway attractions and there is a possibility of free sets being used. Pageant, with over 1,000 children taking part; glass blowing exhibit, selection of a queen, and a parade have been scheduled.

**Shorts**

OZARK Amusement Shows, reported Manager K. G. Clapp, have been signed for the three-day 51st annual Colorado Springs (Mo.) Reunion.

ANNUAL four-day Mardi Gras at Fairport Harbor, O., under auspices of the Civic Association, will feature an enlarged midway.

BETTER Homes Show, sponsored by the Ohio Valley Board of Trade, of Wheeling, W. Va., will be held four days in Market Street Auditorium, according

to Harry W. Hays, general chairman. Vaudeville and bands will be engaged.

JOHN B. ROCKERS Producing Company has been signed to produce a pageant to be held in connection with four-day Bradenton (Fla.) De Soto Celebration, which is expected to become an annual.

E. C. SHEPHERD, who has arranged for quality entertainment features in the past at old home weeks sponsored by Cherry Tree (Pa.) Volunteer Fire Company, was recently re-elected to the general chairmanship, reported Secretary William Lockard.

MOBILE (Ala.) Carnival Association met recently to plan for the 1941 Mardi Gras. Sidney Simon was named chairman of the float parade committee. James Brains, masking; E. Roy Albright, decorations. President Alfred Staphis expressed confidence that the 1941 event will be one of greatest yet staged.

MIDWAY, six boxing matches, baby show, and parade are planned for the three-day Atoka (Okla.) American Legion Post Spring Festival, reported L. O. Marshall, director.

MILWAUKEE—County board of supervisors have released a \$15,000 appropriation to the American Legion convention committee to aid in expense of the 1941 national Legion convention in Milwaukee.

**WANTED—JUNE 23-28**

SHOWS, RIDES, CONCESSIONS & FREE ACTS. One of the best spots in Indiana. 200,000 population, within a radius of 20 miles.  
**YORKTOWN FIREMEN'S ORGANIZATION**  
YORKTOWN, INDIANA

**CARNIVAL WANTED**

THIS SEASON  
**Hurontown Fire Dept.**  
HURONTOWN, MICH.  
Address: GABE MARTELL, Secretary

**CARNIVAL WANTED**

FIRST OR SECOND WEEK OF MAY

RIDES, SHOWS, CONCESSIONS

Must be a good, reliable, trustworthy organization that can stand investigation. Sponsorship references required. Good show time. Let us reach highway and well within metropolitan limits. Approximately \$,000 Air Corps man stationed here. Submit complete details and information.

**PAUL C. CORRIGAN, Commander, Disabled American Veterans**  
ALBUQUERQUE, N. MEX.  
P. O. BOX 231.

## Jack Raum To Have All-New Show; Has 20 Weeks Booked

CANTON, O., Jan. 26.—Jack Raum, who in recent years has been concentrating on Ohio, Indiana, and Michigan with his circus and rodeo show, plans to launch an all new circus, rodeo, and thrill show for the 1941 season. He informed a representative of *The Billboard* here. Raum completed his season's bookings at the recent Ohio fair managers' meeting in Columbus and has contracts signed for 20 weeks, the longest season in the history of the Raum organization, he said. Raum revealed that he would launch his new show at Atlanta April 31, with Birmingham, Ala., to follow a week later; then Nashville, Tenn., Ft. Knox, Ky., and winding up the Southern route at Louisville, Ky., the week of March 19.

The fair season will open July 22 at Washington, C. H., O., to be followed by other fairs at Xenia, Wilmington, and Eaton, O.; Corvallis and Mason, Mich.; Painesville, O.; Charleston and Jackson, Mo.; Fremont and Wooster, O.; Adrian, Mich.; and Hamilton and Coshocton, O. Many of these fairs are repeats, with Wooster being played for the fifth year.

The line-up of this year's attractions will include many new and novel turns. Circus part of the program will be practically all new, with the Aerial Dudes being the only act retained. Rodeo will have several new acts and new people, as will the thrill show.

Raum said work at winter quarters at Tipton, Ind., was progressing satisfactorily with a large force of workers re-erecting equipment and building new props. More stock will be added for the new season and most of the wardrobe will be new. A four-people aerial act, formerly with the major circuses, has been contracted for the new season.

## N. J. Requires Permit For Outdoor Bill

THESTON, N. J., Jan. 26.—The Outdoor Advertising Division of the State Tax Department, which supervises billboard and poster displays, has begun posting card notices throughout the State, reminding that it is unlawful to erect any outdoor advertising sign in New Jersey, except on the premises where the business advertised is carried on, unless a permit is first obtained from the Outdoor Advertising Division.

Failing to comply with the law may result in a fine of \$100.

## Circus Historical Society

WICHITA, Kan., Jan. 25.—Fred and Betty Leonard received a surprise visit from Dore and Ella Miller and Mr. and Mrs. Kelley Miller and daughter, Karen, who were en route to Joplin, Mo., after spending the holidays at their former home in Clay Center, Kan.

A lot of the tallest wagons on Fred Buchanan's Robbins Bros. Circus has been received and includes the United States, China, India, Great Britain, France, Belgium, and South America. These wagons were built by the Bode Wagon Works, Cincinnati, for the Spellman circus originally. John Schiller bought them and resold them to Buchanan in 1934.

When the Leebos played Chattanooga, Tenn., they were visited by Ernie White, head balancer, and A. L. Chumley, circus fan, of Chattanooga.

Mr. and Mrs. Arthur (Mack) Heller are residing in Shoboygan, Wis., where Mack is employed at the Kobler Company. He was former band leader on Bulls-Sterling Circus.

Jack and Evelyn Turner are with Toby Young's tent show, operating in Texas. They visited Ben Davenport's Dallas Bros. Circus before Christmas and met their friends Dutch Cohen, Willie Kawa, and Dan and Delbert Knight. This show (See *Historical Society* on opposite page)

## Unheard of Today

SYLVA, N. C., Jan. 25.—Charlie Campbell, local collector of horse cards, route sheets, and route books, has records showing that Des Moines, Ia., had eight circuses in 1903; W. P. Hall's Circus, May 15; Genney Bros., May 19-20; Campbell Bros., May 23; Carl Hagenbeck, June 12; Barnum & Bailey, July 17; Otto Floto, August 11; Pawnee Bill's Wild West Shows, August 14; and Adam Forepaugh's Circus, August 26.



PROF. GEORGE J. KELLER, art director of the Bloomburg (Pa.) State Teachers' College and formerly with the James K. Strates Show, who will have three shows on tour this year, trained wild animal circus and two side shows. His wild animal show is being mounted and will include seven acts.

## Gainesville Adds Canvas, Props; Begins Training

GAINESVILLE, Tex., Jan. 25.—Manager Roy Stamps and Superintendent Alex Murrell, of the Gainesville Community Circus, have returned from Waco, Tex., where they laid a contract for a new 60-foot round top, with 30-foot middles, to serve as a dressing tent and ring stock top. This will give the show all new canvas within the last 10 months.

Mr. and Mrs. Arthur Henry, who have just concluded a two week engagement at Palestine, Tex., will arrive January 26 and begin instruction of Gainesville performers February 3. They will be joined by Mr. and Mrs. Jimmy Conner, of Houston, Tex., who will assist with the training of performers during the next 10 weeks.

The show's shops were opened Monday and construction of new ring curb is under way. Additional Mexican wardrobe to supplement the one being ordered thru Brownsville, Tex., importers, and some new aerial rigging is being manufactured for the show in Cincinnati.

Murrell and Program Director A. Morton Smith were in New Boston, Tex., recently, where they looked over the equipment of Newton Bros. Circus and enjoyed a visit with Mr. and Mrs. William Newton and Ed Hiler. Newton recently sold his male bull, "Nemo," to H. C. Hansen and Park's Badley Bros. Circus, which is wintering at Aransas Pass, Tex.

## 2d Cole Unit Off for Davenport Cleveland Date; Heavy Program

LOUISVILLE, Ky., Jan. 25.—Following several weeks of continuous training and preparation, the second and largest contingent of Cole Bros. acts and circus paraphernalia will leave quarters here February 1 for Cleveland and Orrin Davenport's Al Sirat Grotto indoor date, which opens February 3 at the Municipal Auditorium. This unit will assign the other acts playing in Grand Rapids this week and will contain thru the remainder of the Davenport dates.

Thru the co-operation of General Manager Turrell, of Cole Brothers, several of next season's outstanding features will be seen in the extraordinary line-up of acts and displays. The all-new Liberty horse acts and the entire herd of performing elephants, together with three new seal acts and a 12-Stetland pony display, will be presented for the first time at the Cleveland show.

Among Cole stellar lights will be Jean Allen, who will be featured in the elephant display and the high school horse number with her mount, Amberking; the Rollfensch troupe of equestrians; Capt. John Smith and Adolf Delbosch, noted horse trainers; Otto Orelbring and Freddie Freeman in clown alley; the Harold Voss Troupe of all-girl fliers, and Ethel Freeman and Eileen Larry, wild aerialists.

Other Cole folk will include Mike Michala, announcer; Vic Robbins, bandmaster for Orrin Davenport; and Mrs.

## Hunt Bros. Buys Land; Builds Barns, Other Structures

THESTON, N. J., Jan. 25.—Hunt Bros. Circus, in winter quarters here since closing last October, has purchased 19 acres of land on Highway 25 south of Trenton and has built three buildings, an elephant and cat animal barn, 28 by 40 feet; a horse and pony barn, 24 by 70 feet; and a work shop, 34 by 60. The foundation for a 34 by 30-foot storehouse will soon be laid, and next spring three all-iron barns will be built to house the Hunt family, according to Charles T. Hunt.

Five 1940 Chevrolet trucks have replaced some older trucks, and three 24-foot semi-trailers are under construction for reserved grandstand seats, hand steers, and the cookhouse. Johnny Worinick, boss carpenter, is building two new lengths of grandstand seats and has a crew painting seats, poles, and truck bodies.

Rephart Louie works out the bulls every day and has them in fine shape. Tom Wilson has the ring stock well groomed and fat.

Charles T. Charles Jr., and Harry Hunt, with their wives and Eddie Hunt, have left for Miami for their vacation, returning March 1, when work will begin for the show's 49th season.

Mr. and Mrs. Buck Steele and Buck's mother were overnight guests at the Hunt home recently while en route to Hartstown, N. Y., where Steele purchased a new tractor for hauling his stock.

Those in quarters include Jake Shelly, boss builder; Johnny Worinick, boss carpenter; Jimmie Winn, boss prop man and stock worker; Blackie Wilson, side-show canvas boss; Louie Sturtevant, elephants; Tim Wilson, ring stock boss, and Al Greener.

## London Vaude Unit Breaks Into Circus

LONDON, Dec. 14.—Charlie Forsythe's company, Unit Productions, Ltd., breaks into circus today with a stage unit, Circus Time. Company includes Captain Tommy Kaye and his fast working lion act, Pepino's Miniature Circus (poodles, dogs and monkey), Ollie's Football Dogs, Rolling Along, roller skating sextette with Avalon Trio, and Rolling Babes, girls line-up; knife-throwing Danvers, Amazing Lester; Tommy Goodall, clown; Eric Holson, and "Foxy" Freddie Stullis, all directed by Harry Blus, the unit, after opening week at Blackburn Grand Theater, lays off until Kaye, Pepino, and the Avalons have finished other circus and pantomime engagements.

## Additional Stock

Harry McFarlan and Mrs. Katie Luckie, who will be in charge of the wardrobe.

The additional stock for the Cleveland show will include 16 Liberty horses, 11 menage and high-jumping horses, eight ponies, six reindeers, eight elephants, and three camels. Bud Hunter will be in charge of the ring stock and Albert Prater in charge of the elephants until Cleveland, where he will join Alonzo Dever, superintendent of elephants, who is in Grand Rapids this week with the other unit.

Two baggage cars and a coach will be used to transport the people, stock, and equipment to Cleveland. The cars are scheduled to leave here Saturday night, February 1, over the Pennsylvania line, and will arrive in Cleveland Sunday morning.

Mr. and Mrs. Terrell are planning to visit the Cleveland show for a firsthand glimpse of their new act in action, after which they will leave for New York and other eastern points before returning to quarters.

The zoo continues to draw good crowds each Saturday and Sunday, weather permitting. A new monkey island is proving a big attraction for the youngsters. Several new monkeys have been added to the exhibit.

CLEVELAND, Jan. 25.—Orrin Davenport's third annual indoor circus here,



MONARCH ROY R. RUHMAN, who is president chairman of Cleveland's Al Sirat Grotto Shrine Circus, to be produced by Orrin Davenport at the Municipal Auditorium there February 3-15, says this year's show looks like the best one yet.

## Mrs. Bud Anderson Is Recovering From Operation

KANSAS CITY, Mo., Jan. 25.—Mrs. Bud Anderson is recovering from a major operation on December 30 at St. Luke's Hospital here. Bud Anderson is being held until she is released from the hospital. Mrs. Norman Anderson, who also underwent a major operation January 3, is recovering at St. Mary's Hospital, Emporia, Kan.

Building at Bud Anderson's winter quarters in Emporia is progressing under direction of Loren Doyle. Several new cages and trailers have been completed. Captain Hart is breaking a raised wild animal group, which will be a feature on the Anderson show the coming season. Jackie Wilcox, Joe E. Webb, and John J. Lynn, of Kansas City, were recent visitors at quarters.

opening for two weeks February 3 under auspices of the Al Sirat Grotto, is creating wide interest, according to William C. Schmidt, secretary of the grotto and managing director of the circus.

Special interest is being shown in the show's gift of a pair of kangaroos, with a youngster still being carried in its mother's pouch, to the Cleveland Zoo. For the third time the show is also being made part of the curriculum of fourth and fifth grade pupils of both public and parochial schools. About 30,000 children will be entertained.

## Tentative Program

Program of the acts scheduled so far: No. 1. Tournament. No. 2. Pony drill. No. 3. Clyde Bentley's wild animal act. No. 4. The Hollywood Animal Ballet. No. 5. Comedy sextette, Loyal Trio, ring 1; Black Brothers, ring 2; Hollis Trio, ring 3. No. 6. Ray Goody, foot slide. No. 7. Cole Bros.' seals, rings 1 and 3, and Roland Teybers seals, ring 2. No. 8. Clown walk-around. No. 9. Aerial bars. No. 10. Clowns. No. 11. Wire number. Don Francisco, ring 1; Ray Goody, ring 2; Maximo, ring 3. No. 12. Clowns. No. 13. Perch, Naida and Peter, ring 1; the Walkers, ring 2; the Sells, ring 3. No. 14. Clowns. No. 15. Fallenberg's bears, ring 1, and Snyder's bears, ring 3. No. 16. Swinging ladder girls, Doro Duo, Mickey King, Hamilton Sisters. No. 17. Table drops, Victoria and Lorenz, ring 1; trampeline, News Troupe, ring 2; novelty act, the News, ring 3. No. 18. Biting numbers, the Freemans, ring 1; Loyd Repensky, ring 2; the Ruffenbachs, ring 3. No. 19. Clowns. No. 20. Elephants, Jean Allen, ring 1; Marion Kneveton, ring 2; Wanda Wenzel, ring 3. No. 21. Menage, Rudy Rudyoff, ring 1; Dorothy Herbert, ring 2; John Smith, ring 3. No. 22. High jumps. No. 23. Kinzie Duo, aerialists. No. 24. Liberty horses, Rudy Rudyoff, ring 1; Adolf Delbosch, ring 2; John Smith, ring 3. No. 25. Clown walk-around. No. 26. Flying Babies, ring 1; Harold Voss's girl flier, ring 2. No. 27. Zucchini Brothers.

LLOYD KINDEL, musician who has trouped with several circuses, has joined the army and is stationed at Fort Brown, Tex.



# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

**EZA CORRELL** is working in and out of Kansas City, Mo., with her acrobatic specialty for the Vio Allen Agency.

**ROXY FIDLER** and family are at Vera Cruz, Mexico, living in their house trailer. Roxy says fishing is tops.

**MR. AND MRS. RAY MARSH BRYDON** and son, Tommy, attended the recent annual meeting of the Ohio Fair Managers' Association at Columbus.

**NANCY DANKELL** (Mrs. Jack Malloy), greeted visitors at the office of the Gus Sun Agency at the recent Ohio fair managers' meeting in Columbus.

**CARY BOLAND TIERBO** reports that his seal act is playing Orin Davenport Shrine dates thru the George Hamid office.

**FRANK R. HUBIN**, of Atlantic City, has been re-elected press and publicity director of the Atlantic County Firemen's Association.

**JOHN F. (JACK) PENKELON** writes from Little Rock, Ark., that Polack Bros' Circus got off to a good start there night of January 20. He says it is a dandy show and has a clean, flashy wardrobe.

**AERIAL DICKES**, featured last season with Jack Raman's Circus, will have a new aerial novelty this year, featuring two girls on the high rigging. Roman rings will be added to the routine this season.

**PATRICK H. MURPHY**, veteran circus man, formerly with Hagenbeck-Wallace,

Ringling, Sebe-Plato, and other circuses, is making his home in Cincinnati, and visited The Billboard there last week. He says he is losing his sight.

**RAY DEAN**, of the press department of Cole Bros' Circus, dropped in at the annual Ohio fair managers' convention, Columbus, for a visit with several outdoor showmen, including Ray Marsh Brydon. He also reports seeing Lester Rodgers, who was with the Cole show last season.

**INQUIRIES** concerning the identity of the lady who played with the Forepaugh-Sebe Circus in Connelville, Pa., about May 7, 1910, billed as "Poly of the Circus," have been received. This performer was injured during the matinee there in a steeplechase race. Some believe it might have been Emily Stuckney. Does anyone know?

**HEAVY PUBLICITY** in the St. Petersburg, Fla., dailies by the Bradenton Perry Company is featuring the attractions at the Ringling-Barnum winter quarters in near-by Sarasota. Daily excursion rates from St. Petersburg to the circus city and return have brought excellent results despite the fact that visitors to St. Petersburg are far less in number than in previous seasons.

**ARTHUR BORELLA** has been entertaining at private parties around San Antonio, Tex. A recent engagement was at Austin, Tex., for the railroad commission at Commissioner Kilday's home. Arthur says it was a straw house, with him entertaining 30 minutes in a business suit and 20 in clown make-up.

**THE ESCALANTE TROUPE** is building two acts, as they expect to build two serial bar acts for a new circus picture in Hollywood, according to Bill Temple, Los Angeles. Temple says the Escalantes will not be with Cole Bros' Circus this year, but will play fairs. Blackie Escalante is reported recovering from an appendectomy.

**THOMAS H. POPLIN**, chief electrician with Cole Bros' Circus for several years, visited The Billboard in Cincinnati January 29 and said the lighting on the Cole show would be entirely streamlined this year, with everything different from last year. He said he would have lighting arrangements that have never before been seen on a circus.

**THE 16TH INFANTRY** at Camp Henshaw, Fla., besides a military band, has a semi-professional dance orchestra directed by Sgt. Grayson Smith. The members, some of whom are believed to have been with circuses and other traveling shows, consist of Sgt. Felix Gersten and Privates James A. Smith, Lester Phillips, and Omand P. Reagan, trumpet; Sergeant Smith and Privates William H. Denton, Walter C. Halsey, and Bayless M. Porter, saxophones and clarinets; Private Louis M. Corson, electric guitar; Warrant Officer C. F. Kibon, piano; Private James M. Curry, drums; Corporal Joseph L. Grumling, bass.

**H. B. (DOC) KERR**, conductor of the Grand Florida column in The Mirror (O.) Review-Journal and allied newspapers while sojourning in Florida devoted his column January 9 to his visit at the winter quarters of the Ringling-Barnum circus. He related that Roland Butler, general press representative of the circus, informed him that work was being rushed on a new opening space and that Alfred Court and his trained animal specialists and the Grand and troupe will be retained. Kerr predicted that the horse show is to be augmented and presented on a more pretentious scale next season, much new prize stock having been acquired recently. There will be no new European acts, he related.

**MARIE HAYES** and Harry LaFoy, old-time circus and dramatic performers, contribute the following from Sarasota, Fla.: "We sold our liner and gas station in Ohio last September and are now touring the South in our silver coach house trailer and Lincoln Sedan." While in Atlanta we met Buck Manning, a former schoolmate of LaFoy's and an old-time aerial performer, traveling with his wife in their house trailer; also Buck's son, Odis Manning, magician, who is playing clubs and hotels with Jenn Ellis, his former wife. Our three weeks' stay in Miami was great. While there we were royally entertained by Mr. and

## List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of those running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared in the issue of December 14, 1940. The eighth appears in this issue.

Mrs. William Ketrov, of Kay Bros' Circus. We also visited Clyde Deasy and his folks at his zoo in Fort Lauderdale, Fla. He has a fine place and is doing a wonderful business. Before leaving Miami a bunch of us attended the opening show at the Billman Hotel, where Mr. and Mrs. Ketrov's daughter, Mary Ellen, and her husband, with three others, were doing a high wire act, known as the Five Kays. We also visited the Barnes family, Mr. and Mrs. Kadell, and the Bryan A. Woods Animal Show. We are now in Sarasota, visiting the Ringling quarters. From here we will go to Tampa for the fair."

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

**WILLARD J. OAKLEY** letters that he was in Arcadia, Fla., recently, watching the show for the Florida Rodeo held there January 23-25. Among cowboys of the Ringing show on hand were Tommy Cropper, Art Boden, and Ralph Clark. Oakley's communication also contained a lengthy glossary of cowboy's jargon, but space limitation would permit its publication.

**NORTH SIDE COLLEGEUM**, Fort Worth, Tex., where the rodeo, staged in connection with the Southwestern Exposition and Pat Stock Show is held annually, is being renovated as part of the \$75,000 improvements being made to buildings and grounds before this year's show. Seating capacity is being increased by 300 and six additional boxes are being built. A new balcony is being constructed above the chutes, as are new booths for announcers and timekeepers and a new band shell, which also will house the public-address system. Lobby is being remodeled with knotty pine walls and cattle brand decorations. Main entrance will be changed so that it will be in front of the coliseum. A new brick and stucco ticket building will be added at this entrance.

**THIRD ANNUAL OKLAHOMA REFORMATION RODEO**, Granite, Okla., usually a Thanksgiving Day event, but which was postponed until December 8 and 9 because of inclement weather, attracted a large crowd on both days. Arena Secretary Wayne Winton reports. Rodeo was sponsored by Warden Fred Hunt, and D. W. George was arena director, assisted by Lin Willis. Timekeepers were Tom Moran and W. O. Hughes, and Winton did the announcing. Buck Armstrong and Luther Shelton were judges. Contracted performers included Pat Henry and educated horse, and Fagan Miller, trick rider. Music was provided by the reformatory band. Captivates included 159, 19 of which were professionals, with the remainder being inmates.

Winners in the professional contests were: Calf Roping—First day, J. W. Kromer, V. K. Orr, Bill Van Vactor. Second day, J. W. Kromer, Frank Summers, Dee Morgan, Wild Mile Race—Leroy Harner, Sonny Nelson, James Hughes. Winners in the contests among inmates were: Team Steer Wrestling—First day, Bill Jones and Kenneth Bryant. Owen Glass and Buster Lindsey. Leroy Barnes and Melvin McNeal. Second day, Jessie White and Cecil Bacht. Archie Pinks and Wacren Sanders. Willie Atkinson and Harold Moore. Steer Riding—First day, Jack Vice, Bill Duncan and Vernon McDonald split second and third. Second day, H. U. Dilbeck, Ben Kent, and Leon Thompson.

### Denver Crowds Big

ATTENDANCE at the National Western Stock Show, Horse Show and Rodeo held at the Stockyards Stadium in Denver January 11-18 was estimated at 90,000. Homer Holcomb, clown, who has played the event for 13 years, sustained a broken leg on closing night when an enraged steer threw him. Champions were Gene Pruitt, saddle bronk riding; Jim Lake, bareback riding; Homer Pettigrew, bulldogging; Dave Campbell,

calf roping; Gerald Roberts, Brahms steer riding.

Day money winners: First day—Bronk Riding, matinee, Mill Hoy, Jack Wade, Kid Fletcher, Night, Tommy Wilson, Gene Pruitt, Warren, Frank, Brahms Steer Riding, matinee, Gerald Roberts, Paul Crain, Jack Salisbury, Night, Ken Hargis, Kid Fletcher, George Mills, Bareback Bronk Riding, matinee, Burton Yonick, Doc Post, Lex Crawford, Night, Mitch Owens, Roy Moser, Frank Pearson, Calf Roping, matinee, Bill Lowry, Dave Campbell, King Merritt, Night, Gene Ross, Hugh Bennett, Steer Wrestling, matinee, Bruce Ross, Gene Hamilton, Nick Qualk, Night, Halby Warren, Al Garrett, Maurice Reilly. Second day—Calf Roping, matinee, Sonny Hancock, Earl Moore, Hugh Bennett, Night, Dave Campbell, Homer Pettigrew, Dutch Olson, Steer Wrestling, matinee, Slat Jacobs, Mickey McCrorey, Earl Blevins, Night, Bill Lowry, Buck Jones, Bill McMackin, Saddle Bronk Riding, matinee, Bob Walden, Bill McMackin, Eddie Curtis, Night, Jim Lake, George House and Happy Hankey split second and third. Brahms Steer Riding, matinee, Dick Griffith, Mitch Owens, Hank Mills, Night, Hoyt Hefner, Dale Adams, Charlie Colbert, Bareback Bronk Riding, matinee, Cecil Jones, Smoky Snyder, Bob Walden, Night, Jim Lake, Raymond Moser, Bob Estes. Third day (night show only)—Calf Roping, King Merritt, Dave Campbell, Dutch Olson, Steer Wrestling, Hub Whiteman, Bill Lowry, Dave Campbell, Saddle Bronk Riding, Bob Awer, Russ Mulkey, Frank Pearson and Warren Farhals split third. Brahms Steer Riding, Dick Griffith, Smoky Snyder, Mitch Owens, Bareback Bronk Riding, Hank Mills, Hoyt Hefner, Kid Fletcher.

Fourth day—Bareback Bronk Riding, matinee, Dick Griffith, Hank Mills, Smoky Snyder, Night, Bob Walden, Jimmy Hazen, Ike Behlander, Saddle Bronk Riding, matinee, Nick Knight, George Yardley, Gerald Roberts, Night, Eddie Curtis, Jack Wade, Cecil Henry, Calf Roping, matinee, Hugh Bennett, Sonny Hancock, Maurice Laycock, Night, Sonny Hancock, Ike Fernandez, Hugh Bennett, Steer Wrestling, matinee, Slim Harwell, Jack Wade, Gene Hamilton, Night, Hero Dahl, Homer Pettigrew, Maurice Reilly, Brahms Steer Riding, matinee, Gerald Roberts, Night, Gerald Roberts, Bob Estes. Fifth day—Calf Roping, matinee, King Merritt, Dave Campbell, Homer Pettigrew, Night, Homer Pettigrew, King Merritt, Dave Campbell, Steer Wrestling, matinee, Hershel Ross, Jimmie Nesbit, Ike Fernandez, Night, Homer White, Mike Fisher, Maurice Reilly, Bareback Bronk Riding, matinee, Carl Mendon, Roy Moser, Jim Liko, Night, Lex Crawford, Jack Hainsinger, Mitch Owens, Brahms Steer Riding, matinee, Dick Griffith, Hank Mills, Al Garrett, Night, Kid Fletcher, George Mills, Saddle Bronk Riding, matinee, Jim Grinsley, Shirley Hussey, Bill McMackin, Night, George Yardley, Eddie Curtis, George House. Sixth day—Calf Roping, matinee, Gene Ross, Hugh Bennett, Sonny Hancock, Night, Maurice Laycock, Jim Wilkinson, Gene Ross, Brahms Steer Riding, matinee, Hank Mills, Dick Griffith, Smoky Snyder, Night, Gerald Roberts, Frank Marshall, Steer Wrestling, matinee, Jimmie Nesbit, Slat Jacobs, Mickey McCrorey, Night, Homer Pettigrew, Lyle Cottrell, Dave Campbell, Saddle Bronk Riding, matinee, Gene Pruitt, Bill McMackin, Gerald Roberts, Night, Jack Wade, Nick Knight, Tommy Wilson, Bareback Bronk Riding, matinee, Jack Salisbury, John Pennick, Slat Jacobs, Night, Paul Deamora, Lex Crawford, Slat Jacobs.

Seventh day—Bareback Bronk Riding, matinee, Bob Estes, Johnny Hagen, Dutch Olson, Night, George Mills, Cecil Henley, Hoyt Hefner, Bill Roping, matinee, Dave Campbell, Giff Lowry, Dean Merritt, Night, Homer Pettigrew, Dave Campbell, King Merritt, Steer Wrestling, matinee, Hershel Ross, Charlie Colbert, Jimmie Nesbit, Night, Lyle Cottrell, Bill Lowry, Bruce Ross, Brahms Steer Riding, matinee, George Mills, Hoyt Hefner, Jimmie Hazen, Night, Cecil Jones, Jimmy Hazen, Kid Fletcher, Saddle Bronk Riding, matinee, Jim Liko.

(See Corral on page 41)

## PHOTOGRAPHS AT WHOLESALE

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# Umbachs See Gains In Dance Interest On Exhibition Tour

**DORCHESTER, Mass., Jan. 28.**—Reports that interest in skate dancing in New England is showing huge gains were confirmed by results of a good-will tour made on January 7 and 8 by Mr. and Mrs. Melvin Umbach, professionals at Winter Garden Rollerway here. They were accompanied by Winter Garden Manager Fred H. Freeman and Mrs. Freeman.

First stop was at Leo Doyle's Bialto Rink, Springfield, Mass., where interest in dancing is said to be running high. Demonstrations of seven international dances by the Umbachs were enthusiastically received. On the following night they were guests of Richland Figure Skating Club of Benjamin Richland's Hartford (Conn.) Skating Palace, member of the Roller Skating Rink Operators' Association of the United States. Manager Richland prepared a big reception for the visitors. After dining in town the group went to the rink, where the Umbachs gave exhibitions of 14 dances.

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are the best of thirty-year experience in laying over a million feet of maple flooring. They are used under roller and ice and in the finest buildings in the U. S. and 35 for international.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

including bronze and silver test dances and one gold dance, the Hines.

Interest in skate dancing was reported to be reaching a peak in Connecticut. For the first time an official State amateur championship contest will be conducted in 1941, and plans are being prepared for a senior contest next year. Benjamin Morey, operator of the ROKOA Pleasure Beach Park Rink, Bridgeport, also was a visitor in Hartford. Both Connecticut operators promised to visit Winter Garden Rollerway on NSRRO Benefit Night, February 19, when a special program will be presented.

## Bay Ridge Sets Fete

**BROOKLYN, Jan. 25.**—Bay Ridge Roller Rink here will celebrate the first anniversary of its inception with a festival on February 6-9, reported Manager Art Leamy. Thursday's program will feature exhibitions of figure skating by skaters from Highway Rink, Astoria, N. J., and some Bay Ridge skaters in a comedy act. On Friday figure-skating exhibitions will be given by Irene Maguire, nine-year-old protégée of Instructor Jerry Griffin, and dances will be illustrated by other Bay Ridge skaters. Specialty numbers are planned for Saturday, anniversary and carnival night. Girls' ballet, burlesque ballet by boys, and presentation of the 14-Step information set program for 1941.

**MR. AND MRS. HAY NICHOLS**, of California, are teaching skate dancing at Arena Roller Rink, St. Louis, reported E. M. Mozer. Mrs. Nichols is the former Oral Keller, who with her sister, Irma, toured member rinks of the Roller Skating Rink Operators' Association of the United States three years ago, when their father, the late T. L. Keller, operated a rink in Salem, Ore. At that time they gave exhibitions of figure and skate dancing. They were noted for their precision and made many friends in the East.

**MR. AND MRS. McLEAN**, formerly of Arena Gardens Roller Rink, Detroit, have joined the staff of Roll-Arena, Gloucester, N. J., as dance instructors. Free classes for beginners have been organized. On January 19 the rink staged a successful old-time night. Old patrons were invited to meet new ones and old melodies were played.

**AUDUBON (N. J.) ROLLER RINK** is staging roller hockey games on Saturday nights after regular sessions.

"AFTER being out of the roller-skating business a dozen or more years, I come back to find my chances, some for the betterment of skating and others detrimental," writes Peter J. Shea, manager of new Campus Roller Palace, Akron, O., who is associated with Arthur Karlake, of Lincoln Park (Mich.) Rink. "In recent years skate dancing has shown marked development. Discos steps such as the circle waltz, two step, and five step are more in evidence than was the case in years past. Big skating revues seem to attract much attention, and no doubt are helpful in building business. However, if you were to check on skaters throughout the country you would find that there is not more than 8 to 10 per cent doing late dance steps. One thing that is hurting skating is a great deal is jitterbugging. It has hurt dancing to some extent and will eventually have a bad effect on the business in general. If managers would pay more attention to beginners they would be laying foundations for future business, as it is the newcomer who makes business, and so few managers give that important phase of the business much attention. In late years managers have paid more attention to the booking of club, school, church, and lodge groups, with the result that some rinks have been forced by competition to accept a relatively small fee, despite the fact that they have fine plants. Too much competition, price-cutting, and poor management are helping the better elements away from good rinks. The majority of managers cater to patrons between 18 and 20 years old. If they would extend their activities to include people up to 30 they would get a greater volume. There are more rinks in existence today than there was during the crazy 20's 30 years ago, when every little town had one. I know of a city in the East that had 10 rinks operating

at one time. The population was 498,000. The three that survived are the modern well-managed ones. Large modern rinks in prominent cities are the ones that continue to do business year after year. I know of some that have been in operation 30 years and still do good business. Small-town rinks are usually limited to one or two years. I have always been in favor of a manager's association, but never could see that clubs were very beneficial to a rink so far as getting new business was concerned. You have to give members special inducements, and whether they help the rink remains to be seen. I know of a number of rinks that are run by the clubs rather than by the manager."

"W. C. CARMAN, owner and builder of Carman Theater, Philadelphia, who died January 16 at his home in Ventnor, N. J., was greatly interested in roller skating," writes E. M. Mozer. Before retiring from business he was a frequent visitor at Carman Rink, Philadelphia, leased from him and named after him. During early years of the rink's existence it was his custom to visit there almost daily and he often brought members of the company playing the theater to the rink as his guests. He also made it possible for rink staff members to attend the theater as his guests. He was generous and it is to his credit that several business places in the vicinity of the theater are named in his honor. A man of considerable fortune, he was very democratic and his passing cast gloom over rink and theater employees, who respected him highly."

**GROUP of 28 skaters** in Springfield, Mass., have formed the Travelers Skating Club. They travel by bus to out-of-town rinks and recently visited one in White Plains, N. Y.

**CARL RUSSO**, former New England amateur and professional speed champion, reports he is now instructing at Fred H. Freeman's Winter Garden Rollerway, Dorchester, Mass. He passed his bronze medal test for dancing in December and is anxious to see speed skating make a comeback in his area.

**PATRONS of Skatehaven Roller Rink**, Olean, N. Y., managed by Ray Garvin, visited Skateland Rink in Culeron Park, Jamestown, N. Y., on January 18, reported Harold J. Timpun, Skatehaven floor manager and instructor. An excursion to Scott's Rink, Buffalo, is planned for February 1.

**ARMAND J. SCHLAUB**, manager of River Gardens Bellerodrome, Heidelberg, Calif., reported he recently spent 10 days in bed as the result of an attack of subdeltoid buritis. He still has his arm in a sling and will not be active for another month. Membership in the River Garden Pirates Club is increasing steadily and a dance was planned for February 1.

## CORRAL

(Continued from page 40)  
Gene Pruitt, Tommy Wilson, Night, Kid Fletcher, Doff Aher, Wayne Louka, Eighth day—Buckebok Bronk Hiding, matinee, Coed Jones, Brooky Snyder, Bart Mills, Night, Hink Mills, Mitch Owens, Jim Loh, Carl Hopkins, matinee, Maurice Laycock, Jim Wilkinson, Hugh Bennett, Night, Hugh Bennett, Sonny Hancock, Homer Pettigrew, Beer Wreathing, matinee, Gene Ross, Buck Jones, Maurice Kelly, Night, Dave Campbell, Homer Pettigrew, Jimmy Nebitt, Brahma Uter Riding, matinee, Bob Bass, George Mills, Ken Hargis, Night, Hoyt Belner, Gerald Roberts, Dan Wilder, Saddle Horn Riding, matinee, George Homan, Milt Moo, George Yardley, Night, Gene Pruitt, Vic Schwarz, Bill McEcklin.

mary I. Manager Schaub said he expected to attend a meeting of West Coast skaters at Capitol City Roller Rink Club, Sacramento, on January 26.

**OLD-TIMERS' Roller Skating Club** of Chicago held its second annual skating party at new Riverway Roller Rink on January 20. An attractive 20-page program booklet was issued for the occasion. Bob Hodges was at the organ. Club was organized in 1939 for those who have skated 15 years or more. Committeemen were Joe Payer, William Henning, Elmer Schierhorn, Vic Frank, Art Deather, Ed Goldschmidt, John Kathon, George Hahn, and Charles Kovacki. Club plans a bus party to Watagan, Ill., on February 13.

## WITH THE LADIES

(Continued from page 31)  
cover design and showed me his Mexican hairline dog, which is exactly like mine. Mr. and Mrs. Edie Clark were working and looking prosperous. We just missed Johnnie Rejano, who was on the lot that night. Before we left Wylene Smith and Hattie Mae McFarland took me to dinner at Kelly's Champion Corral Restaurant, where we gossiped until a late hour.

Hattie Mae told me some true stories about days on the Wootman Shows which she never forgets. The funniest was the one in which John T. Wootman and Doc Danville put Judge Karnes on a boat at Seattle which was supposed to go to San Francisco, but turned out to be bound for China. A police boat had to bring the Judge back to land after numerous explanations were given.

We spent the next day in Galveston, Tex., and the night at Port Arthur. They went to Lake Charles, La., where we found Mr. and Mrs. Cliff Liles preparing for a trip to Florida, with Mrs. Liles's cousin and his daughter, Irene and Dave Lachman spent some time with us there and we told them all about the Kansas City, Mo., doings. They had planned to attend but were kept home by illness. Mr. and Mrs. Liles are grand hosts and after serving some special treats, which they loaded us up with pecans which they picked off the tree in their front yard. We spent the week-end and Monday with Mr. and Mrs. Harry J. Bait at New Orleans. Harry and his brother have the park at Lake Pontchartrain and they showed us the new bathhouse, which is under construction, and several other new projects for the coming season. Mrs. Bait, with Mrs. Richard Bait and we attended the matinee of The Philadelphia Story and that night took in the floorshow at the Blue Room in the Roosevelt Hotel. It's always difficult for me to leave New Orleans, as there are so many things to see and do, but with hosts like the Bait family it is much harder because they know all the spots where the best food and drinks can be obtained. I was won over to the drip coffee this time, but think it must be the special way in which Margaret Bait prepares it that makes it so good. When we left Mrs. John Bait, mother of Harry and Richard and who makes her home with Margaret and Harry, presented us with two beautiful hand-painted wooden bowls of scenes of New Orleans.

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# FLA. OPS SQUAWKING ON BIZ

## Job for P. A.'s Seen in Slump

Pools and beaches hit by rumors after big holiday rush in cut-rate tours

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

MIAMI BEACH, Fla.—Despite what has been heard or read elsewhere, this resort center is far from overcrowded. As a matter of fact, the job would be hard to get the chamber of commerce to confirm this, business so far is about one-half behind last year's mark. Hotels—and there are 38-odd new ones this season—are only a quarter filled at this writing, which is a full week past the January 15 season inaugural deadline.

All this is certainly not a pretty picture. Hundreds of thousands of dollars have been poured into this play center for the second boom. There are hundreds of new night spots and at least two dozen new swim pools. But the expected big boom is hardly past the wispier stage. And one pronounces it will continue to be that way unless something is done mighty quick to stop rumors spreading the country.

These false reports are to the effect that Miami and Miami Beach are jammed, with reservations at a premium. As a result, Collins Avenue and Lincoln Road are not nearly normal these evenings and there are plenty of rooms to be had. Many beach cabins are empty but the rumors are only a small cause for this. In my opinion, there are now entirely too many cabins, elms, with the result that biz has to be divided among a great many. With the season off, as it is, it is a small wonder cabins operators are squawking.

### More Work for P. A.'s

The Steve Hannagan lads, in behalf of beach interests, and Ham Wright's bunch in Miami had better get started quickly to let the nation know that there is plenty of room down here. Already statements are being made about high prices and when that happens and gains ground, brother, look out! World's fair months know only too well the damage that type of whispering can produce. Therefore, this department sincerely hopes that something is done quickly to contradict the misinformation that's about.

It is very easy to determine the cause of it all. This year hundreds of cut-rate tours were planned in advance to bring an influx of vacationists to these parts in the so-called off-season months of December and, especially, during the holidays, which up to this year have never meant much in Miami. That those tours were successful is putting it mildly, for they brought thousands here for the yuletide season. Accordingly, transportation facilities were overtaxed, restaurants and cafes bulged with customers, and some streets were actually impassable, so great were the crowds here during the holidays.

But, after the first of the year, the dull "before-January-15" season settled and amusement operators and hotel men were not discouraged because the lax period was expected. On the other hand, so overjoyed were they that even more cabins were constructed, more hotels were built and more clubs opened. But January 15 has come and gone and the season has as yet to begin. And the res— (See P. A. JOB FOR P. A.'s on opp. page)

### To Clear Ventnor Pier Debris

ATLANTIC CITY, Jan. 25.—First steps toward rebuilding of the municipal pier and auditorium at Ventnor, destroyed by fire last August, were taken this week when city council authorized Pier Committee Chairman E. Lynna Wood to advertise for bids for clearance of the debris. Pending findings of insurance appraisers, bulk of wreckage was left untouched. Insurance companies eventually paid \$92,000 on account of the total wreckage of \$98,000 for which the structure was insured.

### List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of those running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared in the issue of December 14, 1940. The eighth appears in this issue.

## Cincy Coney Sets Preview Days for May 10-11, 17-18

CINCINNATI, Jan. 25.—Preview days at Coney Island here, which have proved successful during the past several years, have again been scheduled by President and General Manager Edward L. Schott. As in former years, principal attractions at the previews, this year slated for the week-ends of May 10 and 11, and May 17 and 18, will be dancing in Moonlight Ballroom to the music of name bands, as yet undetermined. Some rides will be in operation.

The steamer Island Queen, now undergoing repairs to its hull on the Dravo Marine Ways, Pittsburgh, is expected to return on January 28, when large-scale improvements to the superstructure will get under way in preparation for pre-season moonlight boat excursions.

As a result of the renovation and improvement work on the boat and increased operating costs, prices for moonlight excursions will be raised from 53 to 60 cents. With opening of the regular park season on May 24 round-trip fares will be increased from 35 to 35 cents for adults and 15 to 20 cents for children.

From April 12 to May 8 excursions will operate from the Cincinnati wharf. The boat will then go on its annual spring trip up and down the Ohio River, returning to Cincinnati on May 23.

WILDWOOD, N. J., Jan. 25.—As a result of a heavy convention schedule the resort's department of public relations will compile a new dictionary of hotels and rooming houses, 5,000 copies to be distributed. For first time in history next season will see United Spanish War Veterans, Veterans for Foreign War, and American Legion, in that order, coming here for State conventions.

## Are AAU Meets Biz Builders?

Excerpts from address by Chairman Lawrence J. Johnson, National AAU swimming committee, Boston, at the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 5.

The surface has only been scratched on what competitive amateur sports can do to build up your business, whether you are near large cities or in summer resorts with an eight-week season. Why is the Amateur Athletic Union interested in your parks, pools, and beaches? Because we can appreciate what your present facilities can do to increase the activity in many forms of athletic competition where large attendance can gather to watch it. We need more athletic competition; there is a great demand for it from the athletes all over the country.

And you are thinking—all this is very well, but we are in business. This is our bread and butter. We cannot afford to experiment. He does not realize conditions in our part of the country. I am in business myself in Boston and know well that we all have to work for everything we get with both feet on the ground.

Let me tell you what some operators and managers have done with amateur sport, and let's start with Zantzen Beach Park, Portland, Ore. Paul Ruedepohl will tell you that he mailed over bringing AAU competition to his park and finally decided to bid for the women's outdoor swimming and diving championships last summer, a three-day show, and paid, I think, \$2,580 to bring on the national champions to defend their titles from all over the United States and find out what such a show would do for his

## Norfolk and Tidewater Virginia In for a Period That Presages Prosperity of World War Days

By R. S. UZZELL

NORFOLK, Va., Jan. 25.—This city is in a most strategic position, with shipyards, naval base, flying fields, training camps, and a port of no small proportions. There is a concentration of sailors, marines, soldiers, and aviators that normally presages a prosperity here comparable to that of World War days.

The resorts here are expecting a big advance in business over 1940 and are doing a lot of preparing for it. Virginia Beach is in for a face lifting and new color scheme such as it has not known before. The owners, having employed Rex D. Billings Jr. to manage the place, are allowing him to revamp it and get some new attractions. He will have the first announcing book-up the place has ever enjoyed.

### Changes for Beach

The artificial swimming pool is to be converted into a boat ride and four other rides are in the cards. He is going to

## Portion of NYWF Equipment Is Set For Hamid's Pier

NEW YORK, Jan. 25.—Some of the equipment purchased by George A. Hamid at the New York World's Fair will be installed at Hamid's Pier, Atlantic City, including three air-conditioning units for pier theaters.

In addition there are glass tanks, working models of outstanding exhibits, and lighting equipment.

Discussing prospects for the resort in 1941, Hamid said that interest had risen with closing of the World's Fair. He said a crew is already at work in painting and other departments.

Sam W. Gumpert will resume as general manager, assisted by George A. Hamid Jr.

put on a picnic drive that will comb the community. Never before has the place had such a manager with a practical park experience. He was unaged into the business as a boy at Youngstown, O., in Idora Park. With his father at Luna Park, Coney Island, N. Y., he got his first metropolitan experience, and for five years he was with Rex D. W. at Belmont Park, Montreal, Can.

He really played a major part in putting that Canadian resort on the picnic map. He brought to it some of the largest ponies it ever had and augmented the number beyond fondest dreams. As a radio announcer he is good. Five men in the industry can excel him in creating atmosphere for and presenting free acts. He put the dance hall orchestra on the air and with it the park program. This young man has demonstrated again that to get business one must work for it and go right out after it. He brings to this position the rare combination of experience, youth, and enthusiasm, all coupled with boundless energy. The owners are all deeply impressed in their respective businesses and have never had the time to give this resort the attention and study that makes for success.

This was the first trip to Norfolk in 37 years when the writer has not called on the general Otto Welle, who guided the destiny of Ocean View Park continuously thru all those years. They miss him and speak only in the highest terms of him. His successor is the man who was his assistant manager and who is carrying on as best he can under the circumstances. The increase in general (See Boom in Tidewater on opp. page)

## Jungle Zoo Show Augmented While Betty Plays Indoors

PORT LAUDERDALE, Fla., Jan. 25.—Clyde Beatty and his circus unit will leave his Jungle Zoo here on January 30 to fill indoor Shrine circus engagements in Cleveland and Detroit.

The two circus performances, which are given daily at the zoo, will take place as usual during absence of the unit. In addition to John Helt's group of six young lions and trained chimpanzees, Minnie and Mickey, presented by Albert Fleet, shows will be augmented by Watkins' Trained Animals—pony drills, trained Spitz dogs and terriers, leaping greyhounds, and educated mules—and the Ray Rogers performing elephantia. Buddy Watkins will do aerial and acrobatic work.

Visitors recently were Mr. and Mrs. Karl K. Knecht, Evansville, Ind.; Alfred M. Court; William Hillman, of Collier's Weekly; Mr. and Mrs. Nat D. Rodgers; Jerry Lee; Frank Mahara; Mr. and Mrs. Howard Hall; Cedar Rapids, Ia.; Joe Haworth, Col. "Boss" Crews; H. Drake, trainer-manager of the Royal American Shows, Tampa, and family. Mr. and Mrs. Frank Walker left for their home in Houston, Tex., after a month's visit with Clyde and Harriet Beatty.

## Exhib Pulls at SF Playland

SAN FRANCISCO, Jan. 25.—H. F. McLaughlin's petrifed exhibit, now at Whitney Brothers' Playland at -st - Beach, is attracting good crowds. Show displays a petrifed man, a number of petrifed objects, and McLaughlin values his entire exhibit at \$10,000.

ATLANTIC CITY.—Frank P. Gravatt, managing director of Steel Pier, and Frank Elliott associated in operation of the pier, were named members of the convention committee of the Philadelphia Variety Club, which will be held at the annual National Variety Clubs' convention here in June. George F. Welland, Mort Lewis, and Meyer Adelman, Atlantic City showmen, were also named on the committee.



## INTERNAT'L SECS SHOW VIM

## W. Canadians Offer War Aid

Annals to proceed despite loss of grants—McNeill is new head of Class A loop

WINNIPEG, Jan. 28.—Decision to carry on thru the war and award of amusement contracts to Canadian interests, so far as possible, marked the annual meetings of Western Canada Association of Exhibitions (Class A) and Western Canada Fairs Association (Class B) in the Fort Garry Hotel here on January 20-22.

Barnes-Carruthers Fair Booking Association, Chicago, made a sweep of contract awards for grandstand shows in both loops. Class A gave a one-year contract to J. W. (Patty) Conklin, head of the Conklin Shows, a Canadian organization, to operate the circuit's midways under the name Freeland. He also will have the midway at Lakeland Exhibition, Fort William. Wallace Bros. Shows of Canada, operated by J. P. (Jimmy) Sullivan, were given the 14 stands and 41 days by Class B.

Barnes-Carruthers, represented by Mike H. Barnes, Ernie Young, and P. H. Kresman, won the bid on its Music on Wheels three-baggage-car move with cost of 60 and p-o-s. system. It will put out three shows to cover the contracts, one each for the A and B circuits and a separate one for the Lakeland Fair at Fort William-Port Arthur.

## Grants Are Stopped

Cutting off of government grants will hit the stock price lists again this year, it was declared in the address of Fred Robinson, Regina, ex-president of the A circuit. But among representatives here bidding and expectation of a good season were noted. American firms were said to be at a disadvantage because of exchange and delegates were disposed to give preference to Canadian concerns.

Officers elected are H. A. McNeill, Brandon, president; Arthur McGuire, Calgary, vice-president; Ed W. Johns, Saskatoon, secretary-treasurer of the A circuit; J. E. Holden, Vegreville, was elected president of the B fair; W. D. Strang, Dauphin, vice-president; Keith P. Stewart, Portage la Prairie, secretary. Chairman of committees of the A fair are: Midway, H. A. McNeill, Brandon; attractions, C. Beckingham, Brandon. (See W. CANADA LOOPS on page 48)

## Major Plant Changes Set At Memphis; Heads Renamed

MEMPHIS, Tenn., Jan. 25.—Major improvements in facilities, but with as few changes as possible in normal activities, were recommended by President Raymond Skinner following his recent election to serve his fifth term as head of the Mid-South Fair Association here. Other officers unanimously acclaimed and re-elected at the meeting held at the Gayoso were C. C. Cartwright and A. H. Schaff, vice-presidents; P. A. McPhillips, treasurer, and E. A. Harrold, secretary.

Among suggestions approved were discontinuance of Shelby County exhibits, construction of about 3,000 seats inside the race track, assessment of rental fees to commercial exhibitors and selection of a national dairy queen to tie in with the 1941 National Dairy Show in Memphis.

Lack of space was given as the reason for banning Shelby County exhibits. President Skinner also suggested that broad more classifications and several special opening-day activities be dropped to conserve revenue for other expanded activities. He said dropping of the events would save about \$2,500 and would not affect the future of the fair program. Construction of seats inside the race ring would mean the building of a concrete tunnel under the track. Seats would be cut from 50 to 25 cents because of increased capacity. Rental fee of \$10 per unit, or minimum of \$1,250 was recommended for space in Shelby County building, where commercial exhibits are placed.



W. C. MANROW, 52, is serving his second year as president of Indiana Association of County and District Fairs, having been re-elected at the annual meeting in Indianapolis on January 6-8. He has been secretary and treasurer of Elkhart County Fair, Goshen, 14 years. He is recuperating from a long slope of illness following serious injuries sustained in an automobile accident.

## Engstrom New Prexy in Mich.; Buckley Retires

DETROIT, Jan. 25.—Marking his permanent retirement from the fair field after service of 26 years, Robert P. Buckley, Red Axe, president of Michigan Association of Fairs, had the pleasure of presiding this week at the best attended and best programmed annual convention the association has held since its inception. Co-ordinating the sessions with those of Michigan Standard-Bred Horse Association brought out a record first-day attendance, and a happy selection of topics and speakers by Secretary Harry B. Kelley resulted in a well-balanced, interesting, and informative program on each of the three days. Harness racing and State aid held the center of the stage, but there was a variety of other (See MICHIGAN MANAGERS page 47)

## Ga. Managers Move To Exempt Fair Midways From State Tax

MACON, Ga., Jan. 23.—Considerable discussion centered on legislation to relieve fairs from State taxation during the 26th annual meeting of Georgia Association of Agricultural Fairs in the Hotel Dempsey here on January 17. Capt. J. H. Ennis, Milledgeville, veteran fair official and legislator, proposed to help as a member of the State House of Representatives to obtain early action on a proposed amendment exempting fairs. Present State law sets a charge of \$20 per week for each show and each ride at a fair.

A legislative committee named to work for exemption is composed of Paul M. Conway, Macon, chairman; L. C. Summers, Conyers; Mike Benton, Atlanta; Felix Jenkins, Columbus; O. P. Johnson, Americus; Captain Ellis, and Gordon Chapman, 17 years secretary of Washington County Fair, Sandersville.

Secretary Jenkins, Chattahoochee Valley Exposition, Columbus, led discussion in favor of exemption from State tax. He said receipts have increased in the three years since concession games, other than those of skill, were eliminated. General Manager E. Ross Jordan, Georgia State Fair and Exposition, Macon, reported that only games of skill will be permitted at the 1941 fair.

L. C. Summers, Rockdale County Fair, Conyers, was elected president, succeed-

## Wash.-Ore. Join In Co-Op Gesture To Attractionists

SEATTLE, Wash., Jan. 25.—At the annual meeting of Washington Fairs' Association on January 16 and 17 in New Washington Hotel here it accepted a proposal to meet hereafter with the Oregon Fairs' Association. The plan is for the benefit of attractionists. Both bodies will continue to hold their official identities so that they will receive their regular allotments from their Legislatures.

Re-elected are Chapin D. Foster, president, Chehalis; A. E. Bartel, vice-president, Puyallup; and Thomas E. Wood, secretary, Chelan. New members of the board of directors are G. E. Durall, Sedro Woolley, and L. K. Martin, Longview. Re-elected to the board are M. B. Loney, Walla Walla; Purry Woodall, Toppenish, and Earl Tuma, Grandview.

The fourth annual meeting got under way Friday night at a banquet held in the New Washington. Program and entertainment were short to permit conference with attractionists representatives. On the Saturday program, attended by 70 delegates, were talks by A. E. Bartel, manager of Western Washington Fair, on Western Fair Meetings; B. Loney, Southwest Washington Fair, reporting on the legislative program; Chapin D. Foster, Southwest Washington Fair, on A Survey of State Support of Fairs in the United States; G. N. Nelson, Lew Angeles, on Stock Booking Program, and Lawrence Galvin, Centralia, on Fairs From an Exhibitor's Standpoint. Remainder of the meeting was given over to a round-table discussion of publicity ideas, entry fees vs. stall rent, attendance survey, night-show ideas, concession rents, and program ideas.

## Wirth Office Gets Vt., Pa., and N. Y. Contracts

NEW YORK, Jan. 25.—Frank Wirth, head of Frank Wirth Booking Association, announced repeat contracts at fairs in Morrisville, Vt.; Ebensburg, Pa., and Cortland, N. Y.

Morrisville gets a revue, seven acts, and Suicide Hays thrill show. Ebensburg booked revue, acts and band. Cortland provided for revue and nine acts. Mack Kasow represented office at Morrisville directors' meeting and Phil Wirth at Cortland.

ing R. L. Summers Jr., Exchange Club Fair, Augusta, who completed two terms in office. O. P. Johnson, Sumpter County Fair, Americus, was elected vice-president, and E. Ross Jordan was re-elected secretary-treasurer. Directors chosen are Mike Benton, Atlanta; J. H. Henderson, Marietta; Dallas Sprituck, Dawson; Capt. Frank Ben Winslow, Manchester, and R. L. Summers Jr.

Annual report of President Summers showed increases in attendance and premium payments at Georgia fairs in 1940. He urged the fair men to expand activities this year.

"The tense condition of the public as to international events and the defense program place further responsibility on fairs to provide even more entertaining and interesting features than before," he commented.

Mrs. F. W. Hendrickson, Milledgeville, spoke on How a Woman Can Successfully Manage a Fair. More than a dozen spoke at the open-forum discussion. Early in the meeting delegates stood for a minute in silent tribute to the late Ed G. Jacobs, many years president of Georgia State Fair and Exposition, who died since the last convention.

Showmen and others who participated in an active discussion of entertainment included Mel O. Dodson, C. D. Scott, (See GA. FIGHTING TAX on page 47)

## NE Is Peppy On Season Biz

Big MAFA meet looks to a flourishing '41—conclave set-up to remain as is

BOSTON, Jan. 25.—With banquet attendance in excess of 325, near-record registration, three peppy sessions and the largest show and catering fraternity turnout in Bay State history, the 21st annual winter meeting of the Massachusetts Agricultural Fairs' Association concluded its two-day deliberations on Wednesday in the Hotel Bradford and participants left the club satisfied that early predictions of a flourishing 1941 season would be realized, at least as far as New England and its multitude of smokstacks are concerned.

Owing to the presence of many fair officials from the neighboring States of Vermont and New Hampshire, there was a mild movement started to revive the old New England fair association, embracing the six commonwealths, but the executive committee decided to have the convention set-up remain status quo with Vermont and New Hampshire associations conducting their own meetings in co-operation with the MAFA as in the last few years.

Robert P. Trank, Topshild, succeeded Warren V. Bodurris, Standford, as president for 1941, with Whitman B. Wells, Greenfield; Willard A. Pesse, Chester, and Rep. Paul W. Foster, Great Barrington, named vice-presidents. Elected to the executive committee were the outgoing president, Samuel T. Sheard, Sturbridge; Leon A. Stevens, Cummington; Frank H. Kingsman, Brockton; Ernest H. Sparrell, Marshfield; Fred B. Dole, Greenfield; Ralph H. Gaskill, Topshild, and Milton Danziger, Springfield. A. W. (Al) Lombard was again named secretary-treasurer by acclamation.

## Quis Is Big Laugh

Features of the speakers' session Tuesday afternoon were introduction of Al (See MAFA KEEPS SET-UP on page 48)

## Appreciation Dinner Given By Retiring Kan. Secretary

BURLINGTON, Kan., Jan. 25.—Members of the board of directors of Coffey County Fair Association here and their wives were guests of retiring Secretary John Redmond and Mrs. Redmond at the annual banquet of the Kansas Fairs Association in the Rose Jayhawk, Topeka, on January 7. Secretary Redmond, who is retiring because of ill health but will remain a board member, invited his associates to the dinner in appreciation of work rendered last year.

Over 300 were at the special table for the Burlington group, including Governor and Mrs. Payne Hatcher, Topeka; Senator and Mrs. Alex Hotchkiss, Cozette City; P. F. Cronin, Carl Henning, W. L. Shaffer, Ray S. Haroon, Bill Hader, Fred H. Williams, Carl A. Kraege, J. W. Harrington, H. E. Douglas, Otis Douglas, Mrs. E. H. Shurt, Arlema Harrington, J. E. Dickinson, H. W. Beatty, and A. B. Mackacay.

Secretary Redmond, who is also editor of the Burlington Daily Republic, was the victim of a freak accident the day before he left for the convention. He leaped over the arm of his chair to pick a piece of paper off the floor, and in so doing pressed his weight against a mechanical pencil in his vest pocket, cracking one of his ribs. At Topeka the next day a doctor treated him for the injury.

## List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of those running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared in the issue of December 14, 1940. The eighth appears in this issue.

# Maine Men Pick Wheeler

South Paris head will be  
host in '42 — topics are  
talked in group sessions

Augusta, Me., Jan. 25.—Over 878 attended the 29th annual meeting of Maine Association of Agricultural Fairs in the Augusta House here on January 17, reported Secretary James S. Butler, Lewiston, who was re-elected for his 19th term. A varied program of interest to fair officials and horsemen was arranged.

The 11 a. m. session was divided into three groups. In the banquet room President George W. Williams, Augusta, presided over a meeting of fair executives and grounds and publicity men. Subjects discussed were State stipends, tickets, and passes. W. L. Robertson lead the meeting for race secretaries and horsemen. Chief points of discussion were: business racing procedure and elimination of conflicting dates in stipulated areas. Donald Cobb had charge of a meeting of livestock and agricultural exhibitors, who discussed 4-H Club exhibits and pulling contest.

President Williams presided over the general meeting which opened at 2 p. m. Secretary Butler's report of the 1940 meeting in Rockland was accepted and Acting Treasurer W. L. Robertson's report was approved. Resolutions committee, Dr. H. B. Rich, chairman, reported deaths of 12 members during the year and members stood for a minute in silence in their memory. Deceased are Treasurer Francis W. Hall, Bangor; William Soile, horseman of Buxton; Joseph Parwell, race starter, Frank L. Muzzey, race man of Painesfield, N. H., and George Bonnalie, horseman of Los Angeles, who formerly lived in Lewiston.

## Fair Share Mutuals

George P. Hill, Norway; H. W. Ketcher, Presque Isle, and Francis H. Friend, Skowhegan, were placed on the nominating committee and committees on resolutions, membership, and transportation reported. Harold O. Pelley, secretary of the State Racing Commission, reported that in 1940 \$1,580,000 was wagered in pari-mutuel betting, fair's share, \$193,795; breakage divided among fairs, \$13,156, and unredeemed tickets, \$1,797. Racing covered 109 days.

Officers elected for 1941 are Stanley M. Wheeler, South Paris, president; Arthur Lawson, Cumberland, and Frank W. Winter, Auburn, vice-presidents, and W. L. Robertson, Gardner, treasurer.

Appointees to the legislative committee were State Senators Carl F. Fellows, Augusta, and Francis H. Friend, Skowhegan, and State Representative Leon S. Ayer, Cornish.

Committee on legislation was instituted, continuing effort toward getting measures adopted by the Legislature which would legalize beans games at fairs in the State.

Greetings from the United States Trotting Association were extended by Executive Vice-President Frank L. Wilwell, Albany, N. Y. He urged fair men to feature harness racing, stating that Maine has long been a good location for racing and that it can be made a topflight attraction. Roger Duncan, Hartford, Conn., Eastern USTA representative, spoke on a keep of racing plants, urging members to keep tracks and facilities in good condition.

Amusement concerns and representatives introduced included Joseph Hughes and Paul N. Denish, George A. Hamid, Inc., Mrs. Beason Leonard, Beacon Amusement Exchange; Frank Wirth and Mack Kazans, Frank Wirth Booking Exchange; Al Martin, Booker; Jay C. McCabe; Carl Coffin, Voice of Maine; Suffolk Electric Company; Ben Williams, Coleman Bros., Art Jones, The Paris Sound, and King Reed shows; A. S. Pugham, Pine Tree State Shows; A. Mariani, Rockland Fireworks Company, and American and Interstate Fireworks companies. Contracts were reported signed by representatives of Williams, Coleman, Pine Tree State and Dick's Paramount organizations.

## South Paris in 1942

Invitation of President-Elect Wheeler to hold the 1942 convention in South Paris, where Oxford County Fair will celebrate its 100th anniversary, was accepted. In an address President Wheeler urged uniformity at 1941 fairs, particu-

larly in exhibit divisions, for the benefit of exhibitors.

Annual banquet in the main dining room, adjacent by 278, was opened with remarks by Richard M. Halber, Frederick G. Payne was toastmaster and Mayor Sanford L. Fogg, Augusta, delivered a welcoming address. Principal speakers were Commissioner Andrew Parker, Department of Agriculture, Concord, N. H., Obligation of the Fair to Agriculture, and Frank L. Wilwell, The Future of Harness Racing in Maine. Banquet entertainment was furnished by George A. Hamid, Inc., Jay C. McCabe, and Norman Elving's orchestra. Firms donating supplies were E. G. Staats Company, badge; American Fireworks Company, favors; Fair Publishing House, programs and tickets, and Suffolk Electric Company, public address system.

## 2 Good Days in 6 Boost Largo into Black Figures

LAUREL, Fla., Jan. 23.—With the first Sunday showing in the 34-year history, Pinellas County Fair here, January 14-16, closed in the black after virtually an entire week of rain. The Sunday showing was made possible by action of the county commission, which authorized full operation except for a few concessions.

Opening day drew 15,000 and was 30 per cent ahead of any previous opening. County schools closed and over 8,000 children attended. Sunday, the hold-over day, set the one-day record up to 34 per cent above any previous one day. From Wednesday until Saturday night the grounds were deluged with over four inches of rainfall. A few attractions operated and the gate remained on through, but attendance and business was at a minimum. Manager John Henry Logan, in closing his books, said the fair was in better financial condition than in any previous year. This was due to guarantee by Royal American Shows and cash purchase of concession and commercial display space.

The midway, according to Secretary Walter De Vorne, grossed about the same on opening and closing days as it did in four days of last year's five-day engagement. Rodeo under management of Buddy McLeod had fair opening-day business with a 2,000 draw, and good Sunday business, but riders and ropes worked at great handicaps due to mud. He brought 80 performers here. Bob Fisher's Fearless Fiers were the free act.

Outstanding on Royal American's midway were Kaypell's girl show, Marjorie Kemp's Motorcade, Bantonia Monkeys, Wilson's Monkeys, Lorow's Hilarious, and Aldrich's Hissalians. Top money tent attraction was Leon Claxton's Musical Show. Its attraction, operating under the name "Ripp Catts," had nearly 40 performers, including a quartet, dance trio, 12-piece band, and several soloists. It played to capacity at virtually every performance. Several new Royal American rides, scheduled for their premier here did not arrive in time for the fair. Curtis Vohara's giant Tadden-Whel Sky Ride, given considerable pre-fair publicity, had to have last-minute work done on it to ready it for the Tampa fair and did not appear. New Sky Rocket played to capacity when weather permitted and was the source of extensive publicity.

Jack Daxwell, former carnival press representative, who served in an advisory capacity in this work here, said that Pinellas County daily and weekly newspapers had been exceptionally liberal. Front page stories and pictures had been carried by them six weeks prior to the engagement.

# Around the Grounds

FOND DU LAC, Wis.—Fond du Lac County Fair Association has booked Allen Shows for its 1941 midway.

MERRILL, Wis.—Basinet Shows have been engaged for 1941 Merrill 4-H Club Fair.

MAINTOVOC, Wis.—Maintovoc County Fair Association has contracted Snapp Greater Shows for this year's annual.

FREMONT, O.—Secretary Russell Hull reported that 1940 Sandusky County Fair was successful, with 29,867 paid admissions and net profit of \$4,000.

GRUNDY CENTER, Ia.—For the first time since 1916 Grundy County Fair board reported it was out of debt and

# Fair Elections

EDMONTON, Alta.—Edmonton Exhibition Association re-elected Charles E. Wilson, president; Lee H. Williams, vice-president; Percy W. Abbott, managing director.

FLEMINGTON, N. J.—Flemington Fair Association re-elected Major E. B. Allen president for the 31st year; George H. Robinson, vice-president; Dr. C. S. Harris, secretary; Mrs. Florence W. Green, assistant secretary; Herbert J. Rodenbaugh, treasurer.

RICHMOND, Tex.—Fort Bend County Fair Association elected J. B. Fowler, president; Hunter P. Harris, vice-president; A. E. Foster, treasurer, and re-elected C. I. Sneedcar, secretary.

VANCOUVER, B. C.—John Dunsen was re-elected president of Vancouver Exhibition Association. W. C. Mainwaring and P. H. Moore were named vice-presidents; W. E. Downey, honorary treasurer; S. C. McLennan, general manager.

MAHETTA, O.—Frank L. Christy was re-elected president of Washington County Fair Society. Others named were Karl D. March, vice-president; Lloyd E. Apple, secretary; Don R. Goodard, treasurer.

PAINESVILLE, O.—Charles C. Dugan was elected secretary of Lake County Agricultural Society, succeeding Charles J. Gray, resigned, who held the post 20 years. Mrs. Myrtle Gray, treasurer, also resigned.

BLUE HILL, Me.—Hancock County Agricultural Society re-elected Dr. H. V. M. Bliss, president; Walter Blissett, vice-president; Ward P. Snow, treasurer; E. G. Williams, secretary.

HILLIARDS, O.—Franklin County Agricultural Society elected F. E. Kirkpatrick president; Ray Van Schuyck, vice-president; Arch A. Adler, secretary; Esther Stritt, assistant secretary; C. H. O'Brien, treasurer.

LEBANON, O.—Warren County Fair Association re-elected Lyle Stewart, president; Thomas Barnhart, vice-president; John T. Gorman, secretary; Elmer Durrell, treasurer.

NEW CASTLE, Pa.—E. P. Peebles was named president of Lawrence County Agricultural Society; W. K. Walker, vice-president; Mrs. Harry Keizer, secretary; Glenn Patterson, treasurer.

HALSAM LAKE, Wis.—Polk County Fair Society elected John A. Mack, president; P. H. Kildow, secretary.

RICHLAND CENTER, Wis.—Ernest Gault was elected president of Richland County Fair Association. Others named were John Thurston, vice-president; Robert Gochenaur, secretary; Homer Madson, treasurer.

WEYAUWEGA, Wis.—Waukesha County Agricultural Association elected A. J. Beck, president; A. P. Walsh, vice-president; Frank Hafner, secretary; H. W. Crane, treasurer.

DARLINGTON, Wis.—Dr. A. F. Schreier was elected president of Lafayette County Agricultural Society; John L. McGrath, vice-president; F. R. McConnell, secretary-treasurer; Arthur DeButh, superintendent.

had a reserve. It was voted to replace fencing surrounding the grounds and a committee was named to investigate possibilities of building a new exhibition hall later this year.

ZARETSVILLE, O.—Muskingum County Agricultural Society's debts will not exceed \$10,000 when 1940 accounts are settled. Secretary Leslie Wilson said \$2,793 was applied on debts last year. The 1940 fair made profit of \$755.83.

DALLAS—State Fair of Texas here plans to call in \$12,000 in 4 per cent 20-year bonds maturing July 1, 1950, said President Harry L. Seay. Bondholders have been asked to offer them in writing at lowest acceptable price before (See **AROUND THE GROUNDS** page 47)

ment of concessions; D. E. Schreier, superintendent of speed.

PLATTEVILLE, Wis.—Ed McGill was elected president of Big Badger Fair Association; Fred Jensen, vice-president; Wilbur Pitta, secretary; Merion Weistenhiller, treasurer.

ELYOT, Wis.—Elyot Fair Association elected Lester C. Smith, president; Henry J. Kilpatrick, vice-president; Joe Waterman, treasurer; O. D. Whitehill, secretary.

YORK, Pa.—York Interstate Fair Association re-elected President and General Manager Samuel G. Lewis; Vice-President John E. Baker; Secretary John H. Butler; Treasurer C. Halbert Bayler; Assistant Secretary-Treasurer Charlotte E. Jacobs.

FORDA, N. Y.—Montgomery County Agricultural Society re-elected President Howard L. Zoller; Charles D. Vedder and C. Everett Dievendorf, vice-presidents; Edward Rothmeier, secretary; Ralph W. MacLachlan, treasurer.

RANDOLPH, O.—Vac Stanford was elected president of Randolph Independent Fair board and Robert Hamilton was re-elected secretary.

WILLIAMSBURG, Mass.—Hampden-Hampshire-Franklin Agricultural Society re-elected Charles E. DeBoas, president; John L. Banner, secretary; Erwin M. Hill, treasurer; Albertus D. Morse, auditor.

CHOTON, O.—Hartford-Central Agricultural Society elected W. H. Spuyler, president; L. J. Fisher, vice-president; C. H. Slinkey, secretary; O. A. Brink, treasurer.

CARROLLTON, O.—Carroll County Agricultural Society elected Howard J. Van Fossen, president; E. L. Ruelledge, vice-president; Leonard George, secretary-treasurer.

BLOOMSBURG, Pa.—Columbia County Fair Association re-elected Jacob H. Matus, treasurer; Harry B. Correll, secretary; Carl H. Fleckenstein, superintendent of concessions; Auditors Franklin Drumm, Warner D. Werkleiser, J. Howard Dolly, and named M. J. Grimes, president; Paul D. Jacobs, vice-president.

ALFAMONT, N. Y.—Albany-Schenectady County Fair Association elected Sheriff Foster Decker, president; B. J. Franken, vice-president; J. W. M. Goff, treasurer; Roy F. Feugh, secretary.

BURLINGTON, Kan.—Coffey County Fair Association elected Leo J. Wentz, president; Carl A. Krage, secretary, and re-elected H. W. Beatty, vice-president; H. E. Douglas, treasurer; R. A. Roberts, concession manager; J. H. Rudrauff, race superintendent; A. H. MacLachlan, marshal; Mrs. Bill Baldorf, assistant secretary.



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Stevens Hill State Fair, Aug. 18 to 23, 1941  
Winnebago Co. Expn., Oshkosh, Aug. 25-29, 1941  
Central Wis. State Fair, Marshfield, Aug. 31-Sept. 4, 1941

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## Ohio Plans Trust Fund for Use in Liability Claims

COLUMBUS, O., Jan. 25.—Creation of a trust fund to aid member associations in meeting public liability claims is contemplated by the Ohio Fair Managers' Association. At the annual meeting in the Desider-Wallick Hotel here on January 15 and 16 a resolution was adopted under which the president will appoint a committee of three to investigate the feasibility of creating such a fund and to report at the summer meeting next June.



RALPH C. HAINES

Association also adopted a resolution asking fair organizations to use every effort to prevent passage by the Legislature of any measures detrimental to fairs and to push approval of favorable legislation.

It was also recommended that "the United States Sporting Association take further steps to improve the discipline of those engaged in the racing industry and that the governing body keep in mind the financial limitations imposed upon the fairs, and we pledge assistance and co-operation in efforts to make the department of speed more interesting and entertaining."

It was voted that "all possible provisions be made for better facilities and accommodations for the boys and girls who are participating in fairs throughout Ohio."

Ralph C. Haines, new association president, has been for 24 years secretary of Montgomery County Fair, Dayton, where attendance has been consistently growing under his aggressive policies. His advancement from vice-president in line with a decision of two years ago to change presidents more frequently. He succeeds Charles J. Gray, Patienceville, who succeeded Judge I. L. Holderman, Dayton, who wielded the gavel a dozen years.

## More National Speedways Dates Are Added to Route

CHICAGO, Jan. 25.—National Speedways, new auto-racing combo formed by Al Sweeney and Gaylord White, has added several more fairs to its string of dates. Sweeney and White attended the fair meetings in Indianapolis, Milwaukee, and St. Paul, and visited a number of Iowa towns. To fairs previously signed they have added Mason City, Ia., two days; Hibbing, Minn., two days; Hutchinson, Minn., one day, and two others to be announced shortly. White left Monday for the West Coast to contact drivers. Emory Collins, 38 dirt track champ, racing under the National Speedways banner, left for the West Coast to purchase a new Offenhauser motor for his car. Sweeney reports season's prospects bright.

## Notes of Minn. Convention

ST. PAUL, Jan. 25.—Minnesota Showmen's League maintained a "bull run" in the Lowry Hotel during the annual meeting of Minnesota Federation of County Fairs here on January 15 and 16 and entertained many visiting showmen.

Quite a number of fair men from near-by States attended. Among those noticed were A. R. Corey and J. P. Malloy, Iowa State Fair; J. H. Peterson, Clay County Fair, Spencer, Ia., and C. D. Moore, Cedar Rapids, Ia. fair; A. W. Kabbus, assistant manager, Wisconsin State Fair, and J. W. Malone, secretary, Wisconsin Association of Fairs.

R. P. Hall, former secretary of Minnesota Federation of County Fairs, was on hand for the first time in several years and renewed many acquaintances.

Art Anderson, Minnesota Balloon Com-

pany, furnished a bountiful supply of balloons for the banquet.

Ben Trux and Al Allen, well known for their booking activities in the Kansas City area, were at the meeting for their first visit and reported that they were heartily welcomed.

Low-Rosenthal distributed villainous black mustaches to everyone at the convention, and Ted Zerkowiczki handed out bunny leashes for containers.

The Fair, representing John B. Rogers Producing Company, was at the meeting for the first time in several years. The company will stage a De Soto exposition at Bradenton, Fla. next month and a similar event at Hot Springs National Park in mid-summer.

Frick Greater Shows had an attractive girl in epiphy uniform stationed in the hotel lobby handing out matches and gum bearing the show's ad.

## MAFA KEEPS SET-UP

(Continued from page 44)

tractive young women modeling their own dresses and ensembles, a frank and witty talk by William J. Neal, secretary Plymouth (N. H.) Fair, on how to sell the fair to the community, and a quiz contest with two five-man teams. The style show was brought over by Catherine Cook, assistant 4-H Club agent, Norfolk County, with 10 girls showing their wares on the stage to the accompaniment of the piano and a running description. Neal, master of the New Hampshire Orange, declared that "we must sell the fair to ourselves first," noting that the results of the previous event is the best form of advertising.

The quiz produced a succession of laughs from the large attendance as George H. Bean, Greenfield, was master of ceremonies, shot serious semi-serious, and outright frank questions at delegates. There was frequent "relaxing," between him and Milton Dammer, scorer, but this was engineered in advance. Winning team was the one captained by Bob Trask, composed of Frank Kingman, Brockton; Will Davis, Friesland, Vt.; Sam Sheard, Sturbridge, and Leon A. Stevens, Cummington. The vanquished were Willard A. Pease, Chester, captain; Fred B. Dolz, Greenfield; Ralph Gaskill, Topsheld; Harle S. Carpenter, of State College; Warren V. Bodurtha.

Other speakers at this session were Bob Trask, who discussed "education of midwives"; Mrs. Annette C. Dimmock, Barton, Vt., who emphasized women's participation in agricultural fairs; Edward H. Place, press agent and editor of *Magazine*, magazine devoted exclusively to recreation, who suggested mechanics in obtaining favorable publicity; Rep. Foster, Great Barrington, who cited the success or running races under permittees; Harle Carpenter, who presented colored slides of various fairs in the State and Edward E. Rankin, Greenfield, whose subject was the air of advance tickets.

In the absence of Frank Kingman at the business session Tuesday morning, Charles A. Nash, Springfield, reported on results of the convention of the International Association of Fairs and Expositions, of which the former is secretary. In Chicago last December, Mr. Nash said a highlight was the advertising clinic.

The concluding business session on Wednesday was given over largely to committee chairman reports, including summaries and recommendations from President Bodurtha on ox-drawing contests; Robert Trask, grange exhibits; Al Lombard, State aid and fair statistics; Ethel L. McAlister, Marshfield, lobby shows; Dr. Harry Petroe, State veterinarian, animal disease control; Earl Carpenter, cattle classification; Earl Carpenter, cattle classification; and suggested changes in which his recommendations were backed up by Jim Watson, editor *New England Homestead*.

## Banquet Most Successful

The banquet and entertainment Tuesday night tested the capacity of the main salon and was voted the most successful function in the organization's history. George A. Hanzil, who supplied the show, assisted by Paul N. Denton and Jay Collier, of his Boston office, also got back into his regular niche as master of ceremonies. Every act was usually well received. On the bill were Gordon and Olivia, knife throwers; the McLeod-Dunn, dancers and vocalists; Alan Norman, juggler; Victoria Troupe, novelty bicycists and unicyclists; Madeline, acrobatic ballancers; Hilton's Dogs; Carl Rosini, magician, and the Jansleys, Rhythms. George Ventre's band played for dinner and show.

Honor guests were Everett W. Stone, master of State grange; Angier L. Goodwin, president of the State Senate ("let's

## Fair Meetings

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pats H. Smith, secretary, Plainview.

Western New York Fair Managers' Association, February 5, Lafayette Hotel, Buffalo. Glenn W. Grinnell, secretary, Batavia.

Canadian Association of Exhibitions, February 6 and 7, Royal York Hotel, Toronto. Ont. W. D. Jackson, secretary, London, Ont.

Class "B" Fairs Association, February 12, King Edward Hotel, Toronto, Ont.

Ontario Association of Agricultural Societies, Feb. 13-14, King Edward Hotel, Toronto.

Louisiana State Association of Fairs, February 13 and 15, Majestic Hotel, Lake Charles. P. O. Benjamin, secretary, Tallulah.

New York State Association of County Agricultural Societies, February 19, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

have more midways and give people something to laugh about at every fair!" Frank L. Wiswall, executive vice-president U. S. Trotting Association; Mr. and Mrs. A. N. Peckham, Rhode Island State Fair; Paul Foster, Great Barrington; W. J. Neal, Plymouth, N. H.; Wallace E. Gilpin, Barton, head of the Vermont Fairs' Association, and the new MAFA president, Robert P. Trask.

From amusement and supply circles came: Ir. Vail, auto racer; Al Martin, talent agent; Dick Glodorf and S. A. Kerr, Dick's Paramount Shows; Mr. and Mrs. King Reid and K. C. McGary, King Reid Shows; Lucky Teter, Lucky Teter's Hill Drivers; Red Criss and Jack Kochman, oddies auto races; Tom Nellis, and Dick Coleman, Coleman's Bros. Shows; Stanley's Hoses; J. J. Godin, Paul Fireworks Company; Alfred Stefano, American Fireworks Company; Interesting Fireworks Company; Metropolitan Printing Company; George Hamid, Paul Denton, and Jay Collier, George A. Hanzil, Inc.; Mack Kassow, Frank Wirth Booking Association, with Irish Moran, of Jimmie Lynch's Death Dodgers; E. O. McAllister, Buck Printing Company; Alexander Mariano, Randolph Fireworks Company; J. P. and John M. May, May's Tropical Exhibition.

## Wowwow Patter

Ernie Sparrell, Marshfield, was reported on a pleasure trip in Mexico. Irish Moran flew in the last minute from New York to land a few contracts; Al Lombard is now being referred to as AlManso the Toccador due to an altercation with a bull at a fair last season. Charlie Nash celebrated his 55th birthday on Monday, a fact which did not go unrecapitulated by Ernie Hanzil at the banquet. Madest Charlie was forced to take a bus while the crowd gave out with *Happy Birthday to You*. And talking of Eastern States expo, it Milton Dantiker was really responsible for the appearance of Magician Rosini. Dantiker had seen the prestid man during a cruise on the S. S. America last fall and was so impressed that, learning Rosini was playing a Boston spot, asked Hamid to obtain him, which the booker did, and Rosini was glad to comply. An interesting exhibit in the main salon during the convention was May's Tropical Exhibition, with about 35,000 specimens from every country in the world. It valued at approximately \$200,000. It has every known variety of butterfly, moth, beetle, scorpion, spider, and centipede, and drew well-deserved attention from fair delegates and others.

## W. CANADA LOOPS

(Continued from page 44)

concessions, M. T. Gaudier, Regina, raising M. T. Christie, Calgary.

A resolution was passed, rendering the Dominion Government the aid of the association thru use of its activities in any way possible. A check of \$30 was voted to Louise Holmes, Edmonton, absent thru illness, in recognition of her services as convention secretary the past 27 years. William J. Pudge, Hamilton, sergeant at arms for this his 21st A circuit convention, until a few years ago representing T. W. Hand Fireworks Company, was given a reception and a walking stick.

## Good Reports Made

The convention was said to be up to the usual standard, with about 60 delegates and reports of increased business.

the attendance of representatives was slightly less than last year. Shows and other attractions represented included Royal American Show, Carl J. Sedwiny; Robert L. Lohmar; Conklin Shows, J. W. (Patry) Conklin; Frank R. Conklin; Neil Webb; Wallace Bros. Shows of Canada, J. P. (Jimmy) Sullivan; E. J. Casey Shows, E. J. and Ted Casey; Goodman's Wonder Shows, Max Goodman; World of Today, Phil Lyden; Joe S. Scholber; Frank L. Marks, miscellaneous; T. W. Hand Fireworks, Frank Linsan; Enterprise Show Print, W. C. (Bill) King; Globe Poster Corporation, Sammy Bernet; Modern Sound Equipment, S. C. Hitchcock; Barnes-Carruthers, Mike H. Barnes; Fred H. Kresman, Ernie Young, Frank Wirth Attractions, Edgar I. Schooley; De Waldo's Attractions; Gus Sun Booking Agency, Irving Grossman; Jimmie Lynch Death Dodgers, Pat Purcell; William & Lee, Mrs. Clara Williams; Jimmy Flamer Attractions; Canadian National Transportation, W. E. Dobbs; M. J. Dupule, A. Brasseur; Canadian Pacific Transportation, William Horien, A. M. Johnston, Ernie Hanzil; the Talent House, W. (Bill) Moore.

Dates were set in Class A for the exhibitions in Brandon, Calgary, Edmonton, Saskatoon, Regina, and Port Arthur. Fort William, an associate member, Class B dates were set for exhibitions in Sutherland, Sault Ste. Marie, Sault Ste. Marie, Sask.; Carman, Man.; Portage La Prairie, Man.; Dauphin, Man.; Yorkton, Sask.; Melton, Sask.; Lloydminster, Sask.; Vermilion, Alta.; Vegreville, Alta.; Red Deer, Alta.; North Battleford, Sask., and Prince Albert, Sask.

## Carrying On Justified

"The war, which had only just started at our last annual meeting, has created some very radical changes and it has caused our members grave concern. Almost on the eve of our annual exhibition we received word from the department of agriculture at Ottawa that our grants would have to be eliminated. Most of the prize lists were printed or in the printer's hands at that time. A meeting was held in Saskatoon on May 22 and it was unanimously decided to carry on, but a notice of a reduction in the prizes offered to equal that portion paid by the government would be necessary," said Retiring President Fred Robertson, Regina, in his address to Class A members.

"At the meeting the secretary was instructed to write a letter to the minister of agriculture stating how we appreciated the fact that we were not able to grasp the seriousness that would cause such a drastic regulation, but that the first consideration of the government was to lend every assistance to win the war. I think you will agree that our decision to carry on was justified, since most of the exhibitions showed an increase in attendance over the previous year. We owe a great deal of gratitude to the exhibitors who came out to show under such trying circumstances, which meant that even though they won a prize they lost money on the transaction. Calgary and Edmonton fortunately were able to pay their prize money in full.

"We held our midsummer meeting at Calgary in honor of E. L. Richardson, who has retired. It was our pleasure to make him a presentation at that meeting. At this time it is my privilege to welcome two new secretaries, J. Charles Yule, Calgary, who has been a delegate on many other occasions and who succeeded E. L. Richardson, and Miss B. M. Benson, the new secretary-treasurer from Brandon.

"It is my thought that Canada, and Western Canada in particular, must carry on its exhibitions to maintain the present high standard of livestock. When you consider that the hames of the Belgian and Percheron hams and the Jersey and Guernsey cattle are today located in the center of the war activities, that the chief means of survival will probably be used by the armies for food, and after the war is over those countries will become importers instead of exporters, then there should be an opportunity for Western Canada.

"We should be very grateful for a good average crop last year and, while the market conditions are not at all favorable, we must carry on. As soon as the war is over and the seas are again free of the menace of the submarine, mines, and raiders, the boats now being used to carry grain, association, trucking war material, and heroes will be released to carry the surplus stocks that we have on hand to a hungry world. Our sacrifice at present is small compared to the sacrifice that is being made by those brave enough to offer their lives, so let us "Keep the Home Fires Burning." "The Show Must Go On."

## Aid, Displays Interest Tenn.

### Managers vote to feature defense and TVA exhibits —Bennett new president

NASHVILLE, Tenn., Jan. 25.—Adoption of resolutions, one requesting further state aid for fairs, another that fairs feature national defense and Tennessee Valley Authority displays, and the third that State aid not be given projects other than agricultural fairs, highlighted the 19th annual meeting of the Association of Tennessee Fairs here in the Hotel Belmont on January 21 and 22. Delegates, comprising representatives of 37 fairs, talked long plans for the coming season.

Officers elected were J. H. Bennett, Brighton, president; G. E. McAdams, Petersburg, Hugh DeLozier, Maryville, and Henry W. Beaudoin, Memphis, vice-presidents. O. D. Mason, Cookeville, was re-elected secretary-treasurer.

Informality was the order of opening day as delegates discussed common problems, offered constructive criticism, and powwowed with show representatives. President William L. Little, Sparta, presided over the Tuesday afternoon meeting, at which Phil C. Travis, manager of Tennessee State Fair here, was initial speaker. He discussed County and District Fairs—What They Mean to the State. Travis addressed largely centered around subjects of interest to fairgoers, one of which was the walking horse, which has developed phenomenally in recent years, delivered Wednesday by Dr. W. P. Pessey, Nashville. He traced the development of the walking horse as a practically unknown animal a decade ago to a \$1,000,000 industry in Tennessee in 1940. At the opening session Tuesday fair and home economic experts gave lectures. O. E. Vandivane, assistant dairy extension agent, University of Tennessee, Knoxville, discussed 4-H Club exhibits and ways to make them more attractive. Iete Drake, home demonstration agent of Tipton County, and Mrs. Lana Warner, health specialist, dealt with 4-H Club members as future clients. Harley Fite, principal of Clarksville Demonstration School, spoke on behalf of public schools, pleasuring co-operation and assistance. W. F. Campbell, 4-H Club agent of Hamilton County, and Decia Masters, Putnam County home demonstration agent, discussed *The Fair Public Steps and Looks*. Principal speaker was State Commissioner of Agriculture C. C. Flanery, who told members that the State was intensely interested in every fair staged in the interest of agriculture and horticulture. As proof he cited the \$30,000 appropriated annually to assist in putting on fairs.

Highlight of the first day was the annual banquet held in the Noel's private dining room at 8:30 p.m. Dr. W. B. Carter, Cookeville, and Mayor Jim McCord, Lebanon, were the speakers. Dr. Boyer brought with the Cookeville band to furnish music.

At Wednesday's session, Charles A. Beckwith, executive secretary of Tennessee A. & I. Fair, Knoxville, discussed fair modernization with regard to lighting effects and modern additions available at reasonable cost. Leon McIlwain, of the Tennessee State Fair Prevention Association, talked on protection of patrons and property against fire accidents, offering a list of generally overlooked fire hazards, with instruction as to how fire caused by many hazards can be avoided. Taxes as they apply to fairs were discussed by Ira E. Parker Jr., of the Nashville office of the Internal Revenue department. After his talk a lengthy discussion on exemptions from Income, Social Security, and gate admission taxes followed. He explained that fairs put on or owned by a municipality or arm of any government or by associations formed on a non-profit basis, were exempt from such taxation, but that associations must be organized in such a manner that they are not considered for-profit organizations. Henry W. Beaudoin, assistant secretary-manager of Memphis Tri-State Fair, explained how the annual bid procured by a no-pass system, whereby even concessionaires and fair officials were required to purchase admission tickets. He also explained a system of turnstile admission in which tickets are all accounted for and no ticket may be used more than once. Hugh DeLozier talked of the problems of breeders seeking to allow stock to remain on exhibit after awards have been made.

## Grandstand Shows

LUCKY TETER and His Hell Drivers have again been booked for 11 afternoon shows at Canadian National Exhibition, Toronto, and night appearances at New York State Fair, Syracuse, which operate simultaneously, making it necessary for the troupe to travel between the cities by chartered plane, reported Art Wright, publicity director. Teter said bookings are far ahead of his 1940 schedule. Last year was the most successful since he began operations in 1932. He is now making preparations for the May 11 opening of his Langhorne Speedway, near Trenton, N. J.

"SUICIDE" BOBBY WARD reported his Hollywood Death Dodgers will open with a still date in Camden, N. J. With him again will be Vestless Harry Barr, Slim Warren, Torchy Brooks, and Charles Higinbotham, one-legged stunter. Ward reports adding two new acts to the show.

AT the annual banquet of the Ohio Fair Managers' Association in the Deubler-Wallick Hotel, Columbus, on January 16 C. A. Klein Attractions, among others, furnished acts, including an eight-girl line, Varieties, acrobats, and tumbling; Lillian Brock, aquatic control; Betty and Marlon, acrobat; Jane Launis, comedy; Jean and Joan, Scotch swing; Joe Sines, ukelelist, and Jack Klein, emcee.

## Contracts Let At S. C. Meet

COLUMBIA, S. C., Jan. 25.—J. Cliff Brown, Sumter, was elected president of South Carolina Association of Fairs at the 12th annual meeting in the Jefferson Hotel here on Wednesday. About 125 officials, representing the State Fair and county fairs, attended the meeting, which was described by officers as the most successful since the association was formed in 1929.

E. B. Henderson, Greenville, was elected vice-president, and J. A. Mitchell, Anderson, was re-elected secretary-treasurer. J. P. Moon, Newberry, retiring president, was elected to the board of directors, as were J. M. Hughes, Orangeburg, retiring vice-president, and J. E. Reeves, Bishopville, and D. J. Creech, Camden. Re-elected to the board were Paul V. Moore, Columbia, chairman, and W. B. Douglas, Florence.

Many amusement companies were represented and a floor show at the annual banquet was sponsored by a group of concerns. Sponsoring the floorshow were George A. Hamid, James F. Victor Attractions, Gus Sun Agency, Ohio Display Fireworks Company, Roeller Amplifying Company, Fair Publishing House, Southern Poster Advertising Company, and Triangle Poster Printing Company, of Pittsburgh.

A new contract was signed by the World of Mirsh Shows with South Carolina State Fair, and Anderson signed a contract with the same company, Secretary Mitchell reported. Remmie Bros.' Shows signed for Orangeburg Fair, and Dodson's World's Fair Shows got the Spartanburg contract.

J. Roy Jones, State commissioner of agriculture, spoke on *What the Fairs Mean to South Carolina* and of agricultural exhibits from an educational standpoint. Dah Lewis, Clemson College, spoke of activities of 4-H Clubs at fairs. *The New Mirsh* was discussed by Maj. D. C. Todd, secretary of Spartanburg Fair, and by Max Liberman, owner-manager of the World of Mirsh Shows. S. L. Latimer, Jr., managing editor of *The State* here, discussed co-operative publicity, and O. R. Lewis, manager of Western North Carolina A. & I. Fair, Hendersonville, N. C., spoke on *Using Common Sense, Copper Cents, and Horse Sense in Fair Management*. Sallie Dickson, New York representing the National Croquet Bureau, also spoke, and general discussion, in which more than 30 persons participated, followed.

### Class A Meet in Toronto

TORONTO, Jan. 25.—Problems affecting member fairs will be considered, although the program is not now complete, at the annual meeting of the Canadian Association of Exhibitions in the Royal York Hotel here on February 6 and 7, said Secretary W. D. Jackson, who is secretary-manager of the Western Fair, London, Ont. Membership comprises Class A exhibitors and winter fairs in Canada.

## \$10,433 Profit From N. C. Annual Reported by Dorton

RALEIGH, N. C., Jan. 25.—The 1940 North Carolina State Fair here was operated at a profit of \$10,433, Dr. J. S. Dorton, manager, reported to the State Board of Agriculture. He said that, "including permanent improvements made last year on the grounds and to buildings, the profit returned to the taxpayers would approximate \$13,000."

It was estimated that 225,000 attended the fair, the fourth operated by the State since the department of agriculture took charge again after the fair had been managed for several years by other operators.

## GA. FIGHTING TAX

(Continued from page 44)

W. E. Franks, A. T. Vitale, J. J. Page, and Joe J. Fontana. Officials explained that attacks were handicapped by inclement weather and a widespread wave of influenza. A banquet with floorshow completed the program. Alderman J. D. Blair made the welcoming address and Johnson responded. On the nominations committee were Chapman; Virgil Meigs, Atlanta, and Jenkins. Members of the resolutions committee were Conway, Johnson, and Eunis. Macon is permanent meeting place of the association.

### Some Contracts Closed

Several contracts for midway, fireworks, free acts, and supplies were reported closed and will be announced later. President Sumner mentioned in his opening statement that the World of Mirsh Shows will again play the Augusta fair.

Visitors representing shows and related interests included J. J. Pace, R. E. Savage, Chris Jernigan, J. J. Page, Blawie A. T. Vitale, Ohio Display Fireworks Company; Mr. and Mrs. W. E. Franks, Jim McCall, Franks Greater Shows; J. Allen Franklin, Fair Publishing House; Jerry Kohn, Fulton Bag & Cotton Mills; C. D. Scott, Bob Stewart, Paul Rocco, Scott Bros. Shows; Mrs. L. K. Roth, E. B. Kaw, Mr. and Mrs. Art Alexander, Pat Grady, Blue Hibson Shows; Mal O. Dodson, H. G. English, Dodson's World Fair Shows; Mr. and Mrs. Bernie Shapiro, Southern Poster Printing Company; Charles Sparks, retired circus owner; W. E. (Red) Hicks; J. L. Johns; M. B. Howard, George A. Hamid, Inc., and J. W. (Diesel) Clements, Southern Power Service.

## AROUND THE GROUNDS

(Continued from page 45)

January 31. Offers must be below 101 per cent of the original amount, with secured interest to be paid. After offers are in the fair board will accept those offered at the best price until \$12,000 has been spent.

RICHMOND CENTER, Wis.—Richmond County Fair Association has authorized payment of \$6,000 to retire stock, issued about 15 years ago to build a grandstand on the fairgrounds.

WASHINGTON, C. H., O.—Payette County Agricultural Society has voted to reduce gate admissions from 25 to 19 cents in 1941 and increase grandstand admissions from 25 to 35 cents. Three days of racing and three night horse games are planned.

JANESVILLE, Wis.—Admission fee of not more than 25 cents will be charged at 1941 Rock County 4-H Fair here, which has been free since organization in 1928, officials voted to assess admission in the hope that money raised will be sufficient for erection of another fairgrounds building.

EGEGNE, Ore.—Receipts at 1940 Lane County Fair here were more than 11 per cent above those of 1939, according to President John Finlayson. With 23,000 attending on four days, admissions totaled \$0,093 as against \$0,043 in 1939. Debitments were 1.3 per cent higher, leaving balance of \$4,594.

SACRAMENTO, Calif.—Directors of California State Fair decided to retain the 50-cent admission and throw the 10-day fair open daily to children. Proposal for a 25-cent no-pass gate was voted down. Directors voted to increase purses for running races if the State finance department okay it.

DOVER, O.—Tuscarawas County Fair receipts last year were \$16,252, according to report of Secretary Grover Krantz, which expenditures to date have taken

the entire main and left over \$1,000 unpaid. Last year \$4,494 was paid in premiums, \$3,700 in race purses, and \$2,390 in 1939 bills.

DANBURY, Conn.—First commercial ice skating rink in Danbury, which has been under construction on Danbury Fairgrounds, has been opened. C. Irving Jarvis, promoter of the enterprise, is enthusiastic as to prospects. Rink open day and night, accommodates 1,500 skaters, has floodlights, a music box furnished by an amplifier. A heated building near by is for convenience of skaters.

WILLIAMSBURG, Mass.—At a meeting of Hampden-Hampshire-Franklin Agricultural Society, Treasurer Erwin M. Hill reported 1940 profit of about \$1,000 was largest in several years.

KEPTON, O.—The 1940 Huron County Fair here in 1940, first in 14 years, was a success from every viewpoint, said Secretary Robert E. Mallow. Estimated attendance was 3,000. Fair made a profit of nearly \$750 and \$419 was spent on permanent improvements.

## MICHIGAN MANAGERS

(Continued from page 44)

topics that brought out spirited discussion.

Arnold Engstrom, secretary of Northwestern Michigan Fair, Traverse City, and long active in Michigan Association of Fairs, was chosen president for the ensuing year, moving up from first vice-president. Engstrom was the unanimous choice. Harry B. Kelley, who made a splendid record in his first year as secretary-treasurer, was re-elected. Other officers elected were: First vice-president, E. W. DeLano, Allegan; second vice-president, Ray Bushley, Alpena; third vice-president, Carl Manley, Caro; fourth vice-president, Howard Lawrence, Ionia; fifth vice-president, Mrs. Helen G. Vording, chairman of the board of DeWanda fair.

Secretary Harry P. Kelley sold the officers on the idea of making a change in the meeting set-up this year, and it proved very satisfactory. Heretofore the convention has been a day-and-a-half affair with final session concluding shortly after noon on the second day. This year it opened on Tuesday, January 21, with registration closing at 6:00 p.m. and a joint meeting of association and attractions people in the evening sessions Wednesday and Thursday, and the association's banquet Thursday evening.

### Red Talks on Midways

All sessions were held in the Hotel Fort Shelby, which has been headquarters for the fair men many years. More than 50 fairs were represented and there were many visitors from Ohio, Indiana, and Illinois.

In his address President Buckley stressed the importance of members keeping in close touch with their representatives in the Legislature to insure a continuance of adequate State aid. He suggested that a committee of five be appointed as a legislative committee to study the situation and allocate a specified amount of State aid each year, and are not left dependent upon the amount of funds available from the racing tax. The new governor, he said, has indicated he will give the fullest cooperation. Buckley announced that he was retiring from the fair game but would continue to lend aid to the association in every way possible.

John P. Reid, co-owner of the Happyland Shows, gave an informative talk on *What Midways Mean to Fairs*. Frank P. Duffield, Theatre-Duffield, Fireworks Company, and attraction of the World of Mirsh, told of the outstanding promotions, stunts and clever showmanship used to put over the attractions at the New York World's Fair and offered suggestions as to how they could be adapted, in modified form, to county fairs. W. J. Cameron, Ford Motor Company, gave a talk on fairs that was entertaining and informative. He lauded fairs as one of the best advertising mediums. "If I were a manufacturer and had to choose between annual automobile shows and fairs as an advertising medium, I'd take the fairs," he declared. Following the program, attraction and concession people introduced themselves.

### Joint Fairs-Hoosmen Session

Greater part of Wednesday's session was devoted to harness-horse racing. *What Harness Racing Contributes to Fairs* was discussed by Arnold Engstrom, Hans Karpoff, Charlotte, and Clarence Harnden, Seagrave. All agreed that there is much room for improvement in show-stall expenditures to date have taken

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HOWES, 110 EAST 31ST, ERIE, PA. — WHOLESALE Rare Stamps and Billfold Deals that stick. feb28

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ALLIGATORS, SNAKES, CHAMELEONS, WILD Cats, Bears, Raccoons, Squirrels, Raccoon, Turtles, Fox, Opossums, Snail Dens out country. ROSS ALLEN, Ocala, Fla. feb28

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FRESH REPTILES — BOA SNAKES, 4 FT., \$3.00; Diamond Back Rattle Snakes, Large Den, \$10.00; Horned Rattle Snakes, \$2.00; Mexican Broad Lizards, \$10.00. Write. WORLD'S REPTILE IMPORTERS, Box 788, Laredo, Tex.

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## Merchandise Users Get Set For Spring, Easter Business

Big demand for religious items predicted as Lenten season begins February 26—defense money to up sales—mechanical toys seen clicking again

NEW YORK, Jan. 25.—With Easter coming on April 13 this year, thus giving pitchmen, streetmen, store demonstrators, street sellers, and bangs and salesboard operators more time to work than last year, wholesale merchandise supply houses report that big business is in the offing. Indicators of better business are based on advance orders and the fact that money from defense program projects is in circulation. Pitchmen and streetmen are anticipating large revenues from the staple monkey mitt idea, are expected to bring in added cash. Mechanical toys with an Easter slant loom on the horizon again this year as money-makers. The pecking bird, an item that fits all requirements for pitchmen, will be among the leaders. In addition to the regular line, those in the trade are thinking seriously of bringing out items that have a tie-up with the defense program.

Salesboard operators are busy looking around for candy deals to offer at the end of the year. Another item that is claiming interest is the Miss America Bunny, with electric blue eyes with flamber. Bunny is 30 inches high and gowned in flashy rayon silk costume of red, white, and blue, which combines both Easter and the patriotic trends.

Religious items will again come in for their share of the trade. Wholesale merchandise supply houses carrying these report that larger assortments than ever before are available.

**DEALS**  
A Column for OPERATORS • DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### THE VOICE OF THE SMALL MERCHANT

The following bulletin was received from Roy W. Smith, secretary of the Oklahoma Progressive Merchants' Association:

"The Oklahoma Progressive Merchants' Association, an organization composed of thousands of small, independent merchants and business men, such as the owners of restaurants, drug stores, signs and news stands, etc., is sponsoring a bill to be presented to the 1941 session of the Legislature to license marionette shows, amusement games, merchandising, trade-stimulating salesboards, etc.

"It is a well-known fact that the current Legislature will be faced with the task of raising several million dollars in new taxes. This money must come from the pockets of someone, whether it be in the form of excise tax, income tax, ad valorem taxes, excise tax, cigar tax, ad valorem tax, luxury tax, soft drink taxes, or from many other sources.

(See DEALS on page 53)

## WATCH FOR IT!

In the

FEBRUARY 15 ISSUE

A Complete List of

## NAVAL BASES

Will Be Run in the

## Wholesale Merchandise

Section

Order a copy from your news-dealer NOW or mail 15 cents in postage or cash to

The **Billboard**  
Circulation Dept.  
25 Opera Place  
Cincinnati, Ohio

## Workers Eye Fla. For Feb. Events; Predict Good Biz

TAMPA, Jan. 25.—Merchandise users, including pitchmen, streetmen, demonstrators, badgeboard workers, novelty and souvenir workers, made ready today to garner cash throughout Florida, as the State's calendar revealed about 20 big events on tap during February. Workers planned to start in with the Florida State Fair and finish with the Beach Festival at Winter Park.

January proved a top month for workers, who report that Florida tourists are in a spending mood. Nationwide publicity has brought additional people to Florida. Many Americans whose trips abroad this season were canceled because of the war have taken up residence for the entire season. Thousands of others are making brief visits to the State, with every incoming bus, train, and other method of transportation taxed to capacity to move them. Construction and improvement work at government posts, camps and stations in the State has increased pay rolls, giving workmen on these projects additional spending money.

Events scheduled for the month include Florida Fair and Gasparilla carnival, Tampa; Pioneers' Day (104th anniversary), Sanford; Air Meet, Avon Park; Tin Can Tourists' Convention, Tampa; Gasparilla Invasion and Parade, Tampa; Gasparilla Coronation Ball; Edison Day Celebration, Fort Myers; International (See WORKERS EYE FLA. on page 53)

## Railroads Co-Op With Camp Workers

NEW YORK, Jan. 25.—Railroads are co-operating with training-camp workers to enable them to cover as many army camps, posts, and stations as possible to sell to both construction workers and soldiers. This fact was revealed when the new timetable of the Southern Railway System was distributed here.

Table II in the timetable is composed of a list of U. S. military posts and camps located at or adjacent to points on Southern Railway System.

### Camp Lists

Included on the list are Army War College, Washington; Bolling Field, Washington; Bowman Field, Louisville, Ky.; Camp Albert H. Blanding, Thomas, Fla.; Camp Shelby, Hattiesburg, Miss.; Fort Belvoir, Alexandria, Va.; Fort Benning, Fort Benning Junction, Columbus, Ga.; Fort Brumby, Washington; Fort Hunt, Washington; Fort Jackson, Columbia, S. C.; Fort Knox, Louisville, Ky.; Fort McClellan, Annapolis, Md.; Fort McPherson, Atlanta; Fort Monroe, Old Point Comfort, Va.; Fort Moultrie, Charleston, S. C.; Fort Myer, Washington; Fort Oglethorpe, Fort Oglethorpe, Ga.; Fort Screven, Savannah, Ga.; Fort Sumter, Charleston, S. C.; Fort Thomas, Fort Thomas, Ky.; Fort Wool, Old Point Comfort, Va.; Fort Royal, S. M. Intermediary Depot, Front Royal, Va.; Goldman Field, Louisville, Ky.; Jefferson Barracks, St. Louis; Key Field, Meridian, Miss.; Langley Field, Hampton, Va.; Lawson Field, Fort Benning, Columbus, Ga.; Ft. Point Ordnance Reserve Depot, Norfolk, Va.; Scott Field, Belleville, Ill.; South-east Air Depot, Mobile, Ala., and Walter Reade General Hospital, Washington. (This list differs in some respect from those published in THE BILLBOARD because only camp locations on the Southern System are given.)

### Banners Click

According to the Abbott Company, many shipments of the Service Banner have been made. Banner is of satin and is 8 1/2 by 11 1/2 inches. Shield is 8 1/2 by 7 inches and has a blue star against a white background, with the points extending over onto the red and lighter blue stripes. At the top of the shield is black against a yellow background is the caption, "A Member of This Family is Serving His Country." Item has spearhead cloth sewed into the top from which a gold tasseled cord hangs. Spokesman for the firm added the soldiers are buying three banners to send to the folks at home to be hung in the window or on the wall.

Other items that are claiming sales near training camps include Army and Navy needle books, military emblems, red, white, and blue rhinestone lapel pins, whistles, and similar novelties.

# BINGO BUSINESS

By JOHN CARY

PENNSYLVANIA is another State to join the list of those doing something about bingo.

A REPORT from Harrisburg tells that a bill to legalize and license bingo games in Pennsylvania has been introduced in the State Senate by Senator John J. Hanahan of Patton.

MEASURE would provide revenue for an old-age pension plan being sponsored by Senator Hanahan, by imposing a license tax on the owners of all places where bingo games are played for (See BINGO BUSINESS on page 53)

## U. S. Army Posts, Camps, and Stations

Each week one of the next corps areas of the army will be listed in this section. Clip these lists for future reference.

### Eighth Corps Area

(Texas, Oklahoma, Colorado, Arizona, Wyoming, New Mexico)

ACTIVITY	POST OFFICE	FREIGHT OFFICE
Army Air Depot	Marfa, Tex.	Marfa, Tex.
Army Airway Station	Midland, Tex.	Midland, Tex.
Army Airway Station	Tucson, Ariz.	Tucson, Ariz.
Fort Bliss	Fort Bliss, Tex.	Fort Bliss, Tex.
Camp Boyd	Fort Bliss, Tex.	Fort Bliss, Tex.
Camp Bullis	San Antonio, Tex.	San Antonio, Tex.
Brooks Field	San Antonio, Tex.	San Antonio, Tex.
Fort Brown	Brownsville, Tex.	Brownsville, Tex.
Fort Clark	Brackettville, Tex.	Spofford, Tex.
Fort Crockett	Galveston, Tex.	Galveston, Tex.
Dodd Field	Fort Sam Houston, Tex.	San Antonio, Tex.
Dwyer Airport	Dryden, Tex.	Dryden, Tex.
Duncan Field	San Antonio, Tex.	Duncan Field, Tex.
Ellington Field	Houston, Tex.	Houston, Tex.
Pittsburgh General Hospital	Denver	Bunell, Colo.
Camp Parson	Luna County, N. M.	Columbus, N. M.
Hatch Field	Muskogee, Okla.	Muskogee, Okla.
Hensley Field	Grand Prairie, Tex.	Grand Prairie, Tex.
Fort Sam Houston	Fort Sam Houston, Tex.	San Antonio, Tex.
Fort Huachuca	Fort Huachuca, Ariz.	Fort Huachuca, Ariz.
Kelly Field	Kelly Field, Tex.	Duncan Field, Tex.
Laredo Air Depot	Laredo, Tex.	Laredo, Tex.
Fort Logan	Fort Logan, Colo.	Fort Logan, Colo.
Love Field	Dallas, Tex.	Dallas, Tex.
Lowry Field	Denver	Denver
Fort McIntosh	Fort McIntosh, Laredo, Tex.	Laredo, Tex.
Monthan Davis Field	Tucson, Ariz.	Tucson, Ariz.
Normoye Quartermaster Depot	Camp Normoye, Tex.	Camp Normoye, San Antonio, Tex.
Randolph Field	Randolph Field, Tex.	Randolph Field, Tex.
Reconnaissance and Breeding Headquarters	Colorado Springs, Colo.	Colorado Springs, Colo.
Brenn Quartermaster Depot	Fort Reno, Okla.	Fort Reno, Okla.
Fort Ringold	Fort Ringold, Tex.	Bio Grand City, Tex.
Fort D. A. Russell	Marfa, Tex.	Marfa, Tex.
San Antonio Arsenal	San Antonio, Tex.	San Antonio, Tex.
Fort San Jacinto	Galveston, Tex.	Galveston, Tex.
Fort Sill	Fort Sill, Okla.	Fort Sill, Okla.
Shaw Field	Midland, Tex.	Midland, Tex.
Camp Stanley	San Antonio, Tex.	San Antonio, Tex.
Fort Tiers	Odessa, Tex.	Galveston, Tex.
Mustang Airport	Tulsa, Okla.	Tulsa, Okla.
Fort Francis E. Warren	Fort Warren, Wyo.	Russell, Wyo.
Whipple Barracks	Prescott, Ariz.	Prescott, Ariz.
Wingate Ordnance Depot	Fort Wingate, N. M.	Wingate, N. M.

## Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

### Golf Bag Lighter

According to Fredmorr, Inc., the miniature Golf Bag Lighter is earning a pretty penny for salesboard operators and other prize users. As the name implies, lighter resembles a golf bag with clubs. It is five inches high and made of oxidized silver. Flame is produced by merely snapping the putter. Lighter contains lasting fuel reserve. The firm adds that as a smoker's item the number is one that is certain to appeal to all and that it makes a nice gift. Prize users who have tried the item say that it immediately attracts attention. Low prices are offered and early orders indicate a growing demand for this attractive and serviceable lighter.

### Smoke Trick

Workers who offer trick items are finding a growing market for Mystic Smoke, Gordon Novelty Company reports. Mystic Smoke Paste is harmless, yet startling and mystifying. All that is

**BAKER AUTOMATIC BINGO BLOWERS**  
Master Blowers of Five Games for 40 years.  
Electric Bingo Master Board, Mickey Game of  
of Every Description at lowest cost below  
others. **BAKER'S GAME SHOP**  
2307 W. Warren, Detroit, Mich.

# Admiral

## 3-WAY BANTAM Super Radio

PLAYS ON BATTERIES AND AC or DC

GIVES BIG SET PERFORMANCE

EVERYBODY RAVES ABOUT IT! EVERYBODY WANTS IT!

**IT'S HOT!**

● Selection of the Radio World! First an air-contained battery or any 110 V. AC or DC Power Line. Long life batteries. Five tube super-circuit gives 7 tube performance—beam power output with dynamic speaker. Facts a real power wallop.

**NATIONALLY ADVERTISED**

### A "WOW" FOR SALES ACTION

A natural sales stimulator. Smartly styled tonite case—simulated leather trim—8 1/2 x 10 1/2 inches with full fledged speaker circuit that gives big set performance. First offering to operators—and priced for action. You can be first with it, ACT NOW!

# \$12.95

NET FOB

WRITE, WIRE OR PHONE YOUR ORDER

## NEW 5 STAR AERO BINGO BLOWER

- Fast-proof operation.
  - Automatic master-board returns balls.
  - One-year guarantee.
  - Portable—carried anywhere.
  - Hexagonal in shape; red & black colors.
  - No second-hand materials used in this high grade Bingo Blower.
- Agents only, write for full particulars.



Special price on Bingo Specials in dozen lots and over.

1123 Broadway, N. Y. C.

**MORRIS MANDELL**

### GENUINE FUR COATS & FUR JACKETS

Guaranteed "Columbia-Style" Fur Coats. In stock! 1941 Styles. Finest Quality. Fur from Natural Canadian, Coyote, Sable, Marmoset, Seal, etc.

**\$900** Up

Fur Obsolete. Starts \$5.75

Write Today for new low price list and catalog.

"Formerly Sully's Furs"

**ROBE FUR CO.**  
48 W. 27th St., N. Y. C.

## LACE BANQUET CLOTHS!

Genius Invented. Hand-Made. 32x50 in. Set. 12-30 each. **REAL FLAX!** 12-50 doz. 8 packages \$8.00. 175 Imperial C. O. D. Attn: Bing, Promotion, Salesboard Operators! Money returned if not satisfied. Our sample \$2.75.

**WM. GREEN**

Dept. 202, 40 West 27th St., New York City

## FOR VALENTINE

OR

### YEAR-ROUND PROMOTION

(THE HEART CAN BE REMOVED)

**DON'T WAIT ORDER FROM THIS AD**

ALL WHITE PLUSH, 19" POLAR BEAR CELLOPHANE PACKED INDIVIDUALLY BOXED

**\* IMMEDIATE DELIVERY \***

# \$18.00 Per Doz.

25% DEP., S.A.L. C. O. D.—F. O. B. CHICAGO

**Chicago Stuffed Toy Mfg. Co.**  
421 No. Sangamon Street, Chicago, Illinois

## NEWEST EASTER RABBITS and DOLLS

at LOWEST PRICES

**SPECIAL MONEY-MAKING DEALS FOR SALESBOARD OPERATORS—**

**JUMBO STUFFED PLUSH RABBITS CLOWN RABBITS... CUDDLE DOLLS**

NEW EASTER CATALOG No. 55-A JUST OFF THE PRESS! SEND FOR YOUR FREE COPY NOW!

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

## WE CARRY EVERYTHING

For Wagon Jobs, Hoop Carvassars, Premium and Salesboard Operators, BIG PROFITS in Drug Items, Extracts, Lotions, Natives, Carded Goods, Sideline Merchandise, Box Chocolate Deals. Write for Free Catalog.

**CHAMPION SPECIALTY CO.** 814-R Central St., Kansas City, Mo.

### KNIFE & PEN DEALS

Knives, Patriotic, Medical, Hunting, Jackknives. 12 to Deal with 12 to 35c Cash. Per Doz. . . . . \$1.30

**METAL FLAG LABEL BUTTONS**, 100 for \$60. (Include Postage Deposits)

## D. A. PACHTER COMPANY

MERCHANDISE MART CHICAGO, ILLINOIS

### NEW "TRIPLE APPEAL" MONEY-MAKER FOR YOU!

FAMOUS WILCOX-GAY

# RECORDIO

RECORDER—PHONOGRAPH—RADIO

3-IN-1 COMBINATION

America's newest premium sensation! A Recorder, Phonograph and Radio all in one. Irresistible appeal! Tremendous sales power! Thrilling 3-way entertainment. Portable. All electric. Nationally advertised. Priced for fast sales. Send for details NOW!

**EVANS NOVELTY CO.**  
800 Washington • Chicago

*Elastic National Premium Distributors*

## BINGO GAMES AND SUPPLIES

CARNIVAL SUPPLIES . . . PREMIUMS

NOISE MAKERS . . . HATS . . . BALLOONS

WRITE FOR OUR NO. 50 CATALOG

BE SURE AND MENTION YOUR LINE OF BUSINESS

**MIDWEST MERCHANDISE CO.** 1006 BROADWAY, KANSAS CITY, MO.

## BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

Wrist & Pocket Watches FOR LADIES and GENTS

Reconditioned. Guaranteed. Like New. 1041 Styles now available. Write for Free Catalog.

**NORMAN ROSEN**  
Wholesale Jeweler

801 SANSOM ST. PHILADELPHIA, PA.

**SPECIALTIES SALE**

- WIKK—Dress Gown \$1.00 \$24.00
- WIKK—Dancing Gown 1.00 19.00
- WIKK—Machine Gown 1.00 22.00
- WIKK—Bicycle Rider 2.25 24.00



For thousands of flashy items, send for our big free 4000 Catalog. MENTION YOUR BUSINESS. We do not sell retail.

**JOSEPH HAGN CO.**

Wholesale Distributors Since 1911  
217-223 W. MADISON ST., CHICAGO

needed for it to produce is to place a small amount of the paste on the face of the thumb and rub it 10 or 15 times gently against the index finger. Body heat liquefies it, making it invisible. When the thumb is pressed firmly against the index finger, expelling the air between them, the gelatin begins. Smoke arises from the fingers when they are opened. Tubes contain sufficient paste for approximately 30 performances. Prices are low to introduce the item to the trade and special low prices are offered on gross lots, the firm reports.

**Your Name Brooch**

The Your Name on a Sea-Shell Brooch is rolling up sales over the nation and earning money for demonstrators, why workers, occasionals, and engravers, J. A. White & Son reports. Item is said to be going strong at conventions, food shows, circuses, winter fairs, and training camps in the South. It consists of tropical sunset shell, coral-colored letters, and jeweler's brooch pin assembled with transparent cement. Since the shells and letters may be put together in collage or other colors, item is finding a big market in school towns. According to the firm, it is one of the fastest sellers

to hit the market in recent months. Orders are shipped the same day received and prices allow a good margin of profit, the firm reports.

**Desk Guards**

Agents and specialty salesmen are reaping a big cash harvest with the new Chardon Rubber Desk Guard, Chardon Rubber Company reports. Firm is used to protect desks top corners that have become scuffed and splintered, causing them to damage attire or snafu how. Made of firm tough red rubber, the guards are easily installed. Two sizes, 7 and 20 inches, packed a pair to the box, are available. Necessary brads for fastening are also furnished with each set. Those in the trade are offered special prices, the firm reports.

**Windshield Sticker**

Hell With Hitler windshield stickers are selling like blazes to red-blooded Americans and Canadians, according to Southwest Sales, originator of the item. Car owners, cafes, and barber shops are sure-fire prospects, as well as army camps, where the boys buy them for souvenirs to mail home to their families, the firm reports.

**MAKE THE BIG SHURE CATALOG YOUR BUYING GUIDE IN 1941**

Our Policy for Over 50 Years Has Been

Better Values — For Less Money!

If You Haven't a Copy of Our Latest Catalog 8135, Write for One Now!

**N. SHURE CO.**

200 West Adams St. CHICAGO, ILL.

**Sensational Opportunity AMAZING NEW ELECTRIC "WIENIE-CHEF" At Lowest Price In Field!**



Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places

Eager to increase "Hot Dog" Profits

Most Look! WIENIE-CHEF cooks 4 "Hot Dogs" in a minute—up to 200 in an hour! And what? Wonderful! Because cooked from INSIDE OUT by electricity, they taste utterly delicious. You have also seen nothing like this. (Patented) WIENIE-CHEF is now the only WIENIE-CHEF made and some have REFUSED and NEW! WIENIE-CHEF, combine to furnish profits fast for restaurants, taverns, nightclubs, circuses, tourist camps, and hundreds of other places.

**RUSH POSTCARD FOR DETAILS!** Just make the amazing pre-arranged demonstration of WIENIE-CHEF—cook a hot dog and let your customers taste it. With this free WIENIE-CHEF you can MAKE MONEY for them, and you get a dynamic sales story that tells everything else. The business is yours! For **YOUR MONEY-BACK GUARANTEE OFFER** makes it easy for you to take the profit of WIENIE-CHEF without risk. Rush name and address on postcard for details. NOW.

WIENIE-CHEF MANUFACTURING CO. 2249 W. Oakdale Ave., Dept. B-14, Chicago

**NOTES from SUPPLY HOUSES**

Sam Rose, of Rose Fur Company, reports he is getting a large number of inquiries and orders addressed to the McBride Fur Company. He wishes to correct this matter and to inform customers that the firm is known as Rose Fur Company. The mix-up came about when Rose moved his firm, Sally Park, from Kansas City, Mo., to New York. He named the New York firm McBride but later changed it to Rose Fur Company.

William A. Woodbury, Inc., reports that its contest in which a first prize of \$50; second prize, \$25, and five additional prizes of \$5 each are offered is progressing nicely. Contest closes March 31. The coupon distributed by the firm instructs entrants to fill in their own words why they prefer William A. Woodbury Face Powder. Letters are limited to 50 words. Testimonials must be accompanied by a box-top from one of the firm's line of face powders or a reasonable facsimile thereof. Coupon also asks name and address of store or person from which the firm was purchased. Firm has also announced five deals and invited jobbers, demonstrators, coupon workers, agents, and canvassers to make up their own deals consisting of at least four items from this line.

**WORKERS EYE FLA.**

(Continued from page 54) Rodeo, Kissimmee; Southwest Florida Fair, Fort Myers; DeSoto Pageant, Bradenton; Historical Pageant, Ann Park; Rollins College Founders' Day, Winter Park; Washington's Birthday Celebration, Rustle Arbor Day Celebration, Bushnell; Central Florida Exposition, Orlando; Sarasota Fair and Sara de Soto Pageant, Sarasota; Beach Festival, Winter Park; Annual Pilgrimage, Ste. Anne's Shrine, Lake Wales; Azalea Season at Cypress Gardens, Winter Haven, and Bok Tower, Lake Wales.

March events will include Florida Strawberry Festival, (Gulf) Fair, Lake County Fair andoultry Show, Highland County Fair, and Festival of States.

**LADIES' WATCH**

**Very Flashy**  
WHITE GOLD COLOR chrome-plated case with metal link bracelet to match. 10 1/2" fine case, guaranteed 10-year movement. Gift box. Looks like a \$10.00 watch. \$9.95—EACH  
YELLOW GOLD COLOR case with chrome-plated back. Metal bracelet in yellow metal color. Guaranteed 10-year movement. \$12.95—EACH  
400 Page Catalog Now Ready!  
**ROUDE-SPENCER**  
223 W. Madison Chicago



**WORLD'S FAIR VIEWERS**

Complete with film. Large quantity in hand immediate delivery. Without cleaning. Selling like Wild Fire. NOW CAN BE RETAILED AT 25c EACH.

DOZEN \$1.75 GROSS \$18.00  
Sample Printed 25c

**BENGOR PRODUCTS CO.**

876 BROADWAY, NEW YORK, N. Y.

**ELGIN, WALTHAM, BULOVA**

Guaranteed MEN'S SWISS AND POCKET WATCHES STARTS AT \$2.95

Wholesale Jeweler Since 1914 SEND FOR FREE CATALOG LOUIS PERLOFF 729 Walnut St., Philadelphia, Pa.

**FURS OF DISTINCTION**

Don't Buy Our Furs! Make Your Selection From 1960 Styles  
Mink, Sables, Racoon, Skunk, Fox, Seal, Rabbit, Chinchilla, Beaver, Badger, Otter, Lynx, Bobcat, and many others for \$7.50

Write immediately for our Free New Illustrated Catalog and Price List.  
**ANDREW PAUL & E. ARKAS**  
Manufacturing Furriers  
184 WEST 27TH ST., NEW YORK CITY

**SERVING TO JEWELERS SINCE 1912 ANOTHER SPECIAL IN QUALITY**

Ladies' Wrist Watches, 6 & 7 Jewel, R.O.P. and Stainless Steel, \$2.50. Men's in High Polished White, 500 in quality cases. This Month \$2.75. Bateria Watches at low to \$3.50. Depart. required to handle orders.

**ZUSSMAN'S**

207 W. Grand Ave., PHILA., PA.

**RED HOT VALENTINES**

Prepared size 100, 600, 2,500, 5,000 Bateria, Blue, Pink, Green, Purple, Yellow, Red, White, and many other colors. Each 1.00 per 100. Large, Medium, Small, Novelty types. Special 400 & 600 a great good 50 off. Write to them.  
**SPECIAL BARGAIN CATALOGUE NOW READY!** Discounts up to 50% on Trunk & Suit NEW. Whole Wares for Women, \$2.99. Big Sets for Men & Women, \$3.99. Big sets of 10. ROPE COATS. Ties, neckties, and many other items. ROPE INK. Per box of 25. Colors 1.25. SMOKE FROM YOUR FINGER TIPS. Box 2.00. Great 2.00 for 30. Suspenders. COLLEGE. MADONNA'S NOV. COUP. 100 Pcs Box, \$1.00.

**PROFITS UP TO 55 PER CENT**  
Just show Wienie-Chef, name the amazing new pre-arranged demonstration up to 55% PROFIT for yourself. Write for details!

**BIG BUSINESS—Big Earnings for You!**

You can show our system of eating them how to make back the low cost of Wienie-Chef the first week, with profits selling in the amount and from thousands. J. E. Burns, who sold 20 units in 20 days in three days—over \$50.00 in profits. J. F. Caldwell, of California, took one day to sell 50 units and pushed an order for one dozen. At the lowest price, 50 units—\$14.40 (net) for 500 units. The only machine on the market—capable of producing 500 to 200 per hour—now has a story for any eating place. Write for details. **WIENIE-CHEF MANUFACTURING CO.**

2249 W. Oakdale Ave., Dept. B-14, Chicago

**MISS AMERICA BUNNY**

ELECTRIC Bath Eyes With FLASHER

Perfect for salesboard. Store to store for window display. Every Tavern—Hotel—Store will want one. 30 inches high. Covered in flashy rayon silk costume, red, white and blue.

DOZEN LOTS \$3600 SAMPLE \$325

We carry a complete line of Easter Bunnies, dressed in various characters.

Write for full details. State your business.

**Wis. De Luxe Corp.** 1902 No. Third St. Milwaukee, Wis.

**COMIC VALENTINES**

- BX2485—184 Different Comic Verses in Four Colors—Size 7 1/2 in. Per Gross 30c
- BX2490—Half Matting Style—24 Large Comic Verses—Size 5 1/2 x 10 in. Per Gross 65c
- BX2491—"His 'Em Heart Content"—The Steam Heat Type—72 Styles, 10x1 1/2 in. Per Gross 60c

THE TIME IS SHORT—ORDER TODAY  
WRITE FOR ILLUSTRATED PRICE LIST COVERING A MOST COMPLETE LINE—FULL CASH WITH ORDERS.

**TERRE HAUTE INDIANA LEVIN BROTHERS**

**ATTENTION! LIVE WIRE OPERATORS!**  
A FLYING START FOR THE NEW YEAR, BE THE FIRST IN YOUR TERRITORY WITH THE LATEST, NEW NOVELTIES—NEW PREMIUMS—NEW SPECIALTIES. IT'S NOW OR NEVER! Write for Special Listings Today. Please state your business.

**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST., ST. LOUIS, MO.





manager for The Progressive Farmer, embracing North and South Carolina and Virginia. He possessed a sterling character, genial disposition, and was a fighter for detail in field organization. He will be greatly missed by all of us. May his soul rest in peace."

SOME OF THOSE ITEMS you worked during the Christmas holidays can be worked the year round.

**JACK (BOTTLES) STOVES**... pipes from the Shenandoah Valley. Mike Wharton and family are there taking it easy, and Speaks Higgins, Barvel Rodefer, and the Shiffert brothers are waiting for the bluebirds. Stover says Col. C. A. Methland played Santa Claus during the holidays there.

**MYRTLE HUTT**... concessionaire, released from a Chicago hospital last month, is back again due to a serious auto accident. She is reported suffering from head contusions and a shattered jaw. She still has her two art needle concessions open in Chicago.

**THINGS WE NEVER HEAR:** "We'd never have all this hickering over pitchees when they visit our town if business men of the city would look at the situation sensibly where pitchees are concerned. My advice to them would be to try to understand the pitchees' problems as well as their own."—Local merchant.

**HOWARD B. LAMB**... profits from Elmore, Mich.: "The day following my arrival in Detroit December 13 I fractured my left leg on the ice. I'll be here in Motte Hospital for a few months. Doc Woodrow and all the other lads, pipe in."

**BOB WARREN**... scribbles from Albany, N. Y.: "Arrived here January 17 after closing with Doc Neeland's Show. Had a fair run of four months and will open February 1 in Dorton with a six-piece unit. We have our own bus. Saw Spider Webber on North Pearl Street here with hot points."

**OPPORTUNITY** again is on the doorstep of Pithdom, proving that it does visit more than once.

**JAY ROSS**... is finishing his third week in Newberry's store, New Haven, Conn., with oil. He says for Herbert Daniels to pipe in.

**FRANK BOTTOM**... is reported working eye-glass claims in a Portland, Ore. store.

THE AMBITIONS of pitchees are no different than those of a successful business man and it would be well for local merchants, who advocate agitation against the pitchee, to remember that the pitchee after paying for his already-too-high toadles, licenses, and stock has aspirations of saving something for a rainy day.

### Pithdom Five Years Ago

Ray French and H. M. Zorn had teamed up in Lancaster, Pa., which town was closed, except for a R. V. Mrs. Jack Dunn was residing in Miami. The Howard Med Show opened at Paris, Tenn., to good business. George J. (Hawley) Mitchell was working tobacco

## Selective Service Mail

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

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

warehouses at Johnson City, Tenn. Harry Weber was there with gunnery. Irving Goldstein and brother Al were taking the baths in Hot Springs, Ark. Carl Herron was in New York and doing extra well with a new layout. He saw Shorty Grace there with jumper, Ralph Pratt, transferee and the former Archie Smith, Apex too; George McCullough, piper; Harry Ackerman, tops; Bob Brum and Jimmy Reed, snuffers. B. O. Landrum lost most of his new equipment, including a Buick sedan and six trucks, which contained clothing and musical instruments, when the building in which the stock was stored burned at Malden, Mo. Al Burdick had set up a sign and scenic studio in Rosenberg, Tex. The stock show at Opden, Utah, was worked by the press boys, A. G. Goldberg, Slim Gordon, Joe Barell, Charles Lawson, O. Peck, Bob Peterson, and Bushe Dugan.

Carl Kettering, working straps and glaucitars, was laying up in Oakland, Calif., for the winter. Ken Halgren was working his waffle irons in Haverhill, Mass. Jack Stuart, carpenter, was going mangle at the Wonder Bar, Baltimore. Doc A. M. Johnson had wound up in Omaha for a layoff of two months. Papermen at the Denver Western Stock Show were Harry Tam, Curt Gates, Earl D. Henry, George Peck, Red Powell, and Shorty Phillips. Hot-Shot Austin was in Corpus Christi, Tex., swatting the bluebirds. Sam around Harrisburg, Va., wrote Bottles & Blanks, Schmitt, brothers, Pole and Blackie, Pyle Turner, Jimmy Paradise, Col. Maitland, and Slim Millekins.

Doc M. A. Hathaway and Happy O'Curran were working together in Fort Smith, Ark. H. C. Cruise was reported dead in St. Louis. That's all.

not and will not be passed on to the public.

"For the first time the thousands of location owners of this State are joined together to ask legislation that will help our business. Heretofore we have borne the brunt of taxation. We are already licensed and taxed from many angles, but now we are asking and demanding that we be recognized. We want to help our businesses and at the same time help relieve the burden of other taxes—both to ourselves and the public.

"The bill we are sponsoring will produce many thousands of dollars in new taxes. Under it not only the State will benefit, but every town and city in Oklahoma.

"Besides the license fees to the State, sales tax from these merchandise salesboards and amusement machines will again be coming into the State treasury. This license fee and sales tax will come directly from the location owner and will take the place of many thousands of dollars of other taxes that would have to be collected from and paid by the public.

"In union there is strength. For the first time we thousands of small business men and women speak one voice. We are the backbone of our State, our town, and our community. We are a part of and contribute freely to our schools, civic enterprises, and charity institutions. Our organization reaches into every city, town, and hamlet. We are united and together we speak."

Aims of the association are:

1. To authorize and license the operation of salesboards and amusement machines.
2. To authorize towns and cities to charge a license fee for such purposes.
3. To request the same privileges that many other States have granted their small merchants.

There is plenty of food for thought in the above.

HAPPY LANDING.

## BINGO BUSINESS

(Continued from page 54)

purpose of profit. Levy would be \$25 per year.

BINGO by church and similar organizations would also have to be licensed on temporary basis at a fee of \$1 for a permit good for 24 hours.

PROPOSAL, Senate Bill No. 114, was referred to the finance committee.

FROM CANADA comes word showing conclusively that bingo is growing in appeal and popularity, especially at St. John, N. B.

A game used to be held there in the basement of Stella Maria Church, a series that started 10 years ago when the church was built, and bingo was used to raise money to help pay off the indebtedness. While there were accommodations for 800 people, the game never attracted anything like that figure. Because of this the series was suspended.

REV. A. W. KINSELLA, new pastor of the church, decided to revive the bingo and his suspension. It was pointed out that the money was urgently needed to equip the church anew. It was decided that the games had failed merely because the church was comparatively isolated.

SPECIAL CARDS and buses were arranged for and the people were brought from St. John into the East St. John suburb. Better prizes were offered. These facts, coupled with the personal appeal from Father Kinsella, boosted the attendance for the weekly bingo games from 60 to 400. Thanks to the games, church equipment has been bought. It was reported that this would have been impossible within the small parish in the church had it not been for the games.

THAT NEW ITEM, Action Flag, is reported doing a great job with bingo operators over the nation. Here is an item that has instant appeal and most certainly fits in well with the trend to patriotic items. This is 18x18 inches with a 36-inch mast. Base is 7 1/2 inches. Iron is equipped with electric blower that keeps flag constantly waving. Not only is this number proving a boon to prize users in this field but it is helping operators to flash up their displays. One operator has a flag on each end of his prize stand. The flags keep waving and the animation most certainly draws attention. They add a patriotic touch to the stand and also serve to draw attention to this particular item. Another operator said that he had the announcer tell the patrons that the flags were also among the prizes, for on one occa-

sion he had been asked by a winner if she could select a flag. The announcement forestalls any doubt regarding the prize.

## A New Item

NEW YORK, Jan. 25.—Mr. and Mrs. Ben Gordon are receiving congratulations upon the arrival of a son, Allen, in Brooklyn January 18. Father is owner of Bengor Products.

Mills Sales Company reports that it has added an exclusive line of military jewelry items. Line consists of heart shape lockets, crosses, and books, each with chain on mother of pearl and mosaic backgrounds. All military divisions are represented with insignias. Each set is packed in an attractive velvet display box.

## MIDWAY CONFAB

(Continued from page 35)

going well with the photo gallery and recently purchased a local cafe. Recent visitors included Curly Reynolds, Roy Wells, and H. Looney, lecturer and handler of large reptiles, and F. W. (Felix) Sperks, former snake handler for C. J. Wilson at the New York World's Fair and now with the Department of Justice in Washington, Sparks, who lives in Bladensburg, Md., maintains a private collection of baby pythons which he is raising. He plans to make a scientific study of their growth and habits in line with his idea of publishing a book on the care and display of pythons. Loughany will leave soon for a tour of Florida with Stock Hubbard, sex show operator.

SIGHTED in a New York restaurant recently planning their summer tour were Jack Douglas, of girl and snake show notes; Frank J. Looney, lecturer and handler of large reptiles, and F. W. (Felix) Sperks, former snake handler for C. J. Wilson at the New York World's Fair and now with the Department of Justice in Washington, Sparks, who lives in Bladensburg, Md., maintains a private collection of baby pythons which he is raising. He plans to make a scientific study of their growth and habits in line with his idea of publishing a book on the care and display of pythons. Loughany will leave soon for a tour of Florida with Stock Hubbard, sex show operator.

CONCESSIONAIRE George Jones, who closed a successful season with Mighty Sheesley Midway at Anneton, Ala., letter from Bowling Green, Fla.: "Have contracted my five concessions with Sheesley for 1941, making our third season with the organization. After closing at Anneton we played the fairs in Thomasville, Ga., and Ocala, Arcadia, and Clewiston, Fla. Some of which were any too good. My brother Clyde, who closed with Doc Lang's Famous Shows, is operating his photo gallery to fair results in Corpus Christi, Tex. He has booked two concessions with Dodson's World's Fair Shows for 1941. My other brother, Clyde, is playing Florida fairs with Crescent Amusement Company and plans to take out two stands this year. Shorty Brown, construction foreman, has been busy with rebuilding activities and announces that all concessions are ready for the tour."

SPENDING THE WINTER around T. J. Tidwell Show's quarters in Sweetwater, Tex., reports Secretary W. A. (Bill) Bell are Roy and Maxine Edsall and daughter Dale; General Agent Jim and Mr. Schneck; Don M. Bradner, former general agent, and wife, Eula, who are now engaged in the detouring business in Abilene, Tex.; T. C. (Doc) Ellington; Joe Grank, cookhouse operator; Robert Yaha, ride foreman; Jack Lang, mechanic; Jimmie Lukin, electrician; Pat O'Brien, elephant trainer; J. C. (Slim) Talbot, Willard Emory, and Robert Smith, ride men, and Shanny and Evelyn. Concessionaires include Curly and Timm Holt; Curt and Winnie Tidwell, Child Eisenberger, Henry Gibson, Bill Goodrich, Chick Castle, Buddy Tidwell, and Jewell Smith.

ONE OF THE HIGHLIGHTS of the holiday social season in Carlisle, Pa., was the marriage of Harry Copping (Hoot) Bantly, son of Mr. and Mrs. Herbert Bantly, owners of Bantly's All-American Shows, to Cecelia Livingston Hitching on December 27 in St. John's Episcopal Church. Bud had his father as best man and ushers included Kenneth Nolan, Dr. Boyd Brandon, Dr. John Goetz, and Dr. Myron Harvey. A junior medical student at Jefferson Medical College, Bantly is well known in outdoor show circles, having trumped for many summers with his grandfather, Harry Copping. In recent years he was on the Bantly Shows. Bud also is a member of the 304 Sigma Nu medical fraternity and a lieutenant in the Medical Reserve Corps.

## Events for Two Weeks

January 27-February 1  
CALIF.—Los Angeles, Gift & Art Show, 20-22.  
FLA.—Boca Raton, Auto Tourist Assn. & Trader Show, 19-Feb. 2.  
Barasata, Trailer Show, 19-Feb. 2.  
Tampa, Lullin Carnival, 25-Feb. 1.  
MICH.—Grand Rapids, Salada Temple Shrine Circus, 27-Feb. 1.  
N. J.—Weston, Agricultural Week & Farm Show, 26-27.  
Trenton, Poultry Show, 26-27.  
February 2-5  
CALIF.—Big Bear Lake, Snow Sports Carnival, 2-5.  
San Bernardino, Dog Show, 1-5.  
FLA.—Avo Park, Air Meet, 2-5.  
Miami, Circus-Sundae-Thrift Show, 1-5.  
New York, Indian River County Fruit Festival, 2-5.  
ILL.—Chicago, Merchandise Fair, Ind., 3-7.  
Chicago, National Boat & Sports Show, 1-9.  
Chicago, Oil Show, 3-14.  
MASS.—Boston, New England Sportsman's & Boat Show, 1-9.  
MDIN.—Crocketon, Poultry Show, 3-7.  
MICH.—Pewaukee, Winter Carnival, 3-16.  
MINN.—St. Paul, Winter Carnival, 1-9.  
MO.—St. Louis, Southwest Sportsman's Show, 2-14.  
N. Y.—New York, National Notion & Novelty Show, 2-7.  
New York, Toy Show, 8-12.  
O.—Cleveland, All First Gen. Circus, 3-12.  
VA.—Morgantown, Farm & Home Week, 4-7.  
WIS.—Madison, Farm & Home Week, 5-7.

## DEALS

(Continued from page 24)

most of which are already taxed to the limit.

"But all the above-mentioned tax sources come right back to the consumer—the people. Some or all of these taxes affect all of us. A license tax on merchandising salesboards, marble tables, and amusement games is a voluntary tax from a source as yet untapped and untaxed. We, the owners of our own little business, will pay this tax. It con-

## BARGAIN FINDS

MILITARY EMERGENCY, results to \$5.00. A case of these ever so popular Canteens ..... \$2.40  
RED, WHITE & BLUE RHINESTONE LABEL PATRIOTIC WAR PINS, 12¢ each, 1 dozen ..... 1.45  
ADHESIVE STRIPS, 6" in large cardboard window front folder, Gross Packages ..... 1.50  
MEN'S HOSIERY, Hots, 10 Gross Pair ..... 5.50  
Discount of 25% W/O A. C. O. D. Orders. 1000¢ order days. Send ALL ORDERS to NEW YORK only. Catalog FREE on request.

**MILLS SALES CO.**  
101 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALES

## PAPER MEN

We Want Men in Kentucky and Tennessee. Regular commission to all territories. Write W. E. DEATRICK.

**KENTUCKY FARMERS HOME JOURNAL**  
LOUISVILLE, KENTUCKY

# Hartmann's Broadcast

CINCINNATI

**T**he awarding of the midway contracts of the Canadian Class A fairs to J. W. (Pat) Conklin on January 20 reminds me of a story on this subject, in the form of a rumor, published in The Billboard almost a year and a half ago. Apparently under a Cincinnati deadline in the year of September 16, 1939, the story read:

"Rumor was in circulation this week that J. W. (Pat) Conklin, president of the Conklin Shows and general manager of Professional at the Canadian National Exhibition, Toronto, as well as the mid-way at the London (Ont.) Exhibition, was slated to direct the midway at the Canadian Class A fair in 1940.

"Telegrams were sent to Sid W. Johns, E. L. Richardson, and P. W. Abbott, secretaries of the exhibitions at Saskatoon, Calgary, and Edmonton, respectively, and members of the Class A fairs asking if the rumor was true. Johns answered by wire that such a thing 'has not yet been considered by anyone in authority and further stated officially that no consideration will be given to any organization until our January meeting held in Winnipeg.'

"Wire to Richardson could not be delivered because he was out of the city and his present address was unknown. Such was the case also with Abbott.

"The Class A fairs of Canada have been letting their midway contracts to carnival organizations of the U. S. for years.

"In another item in the same issue Abbott was quoted as writing from Victoria, B. C.: 'No midway arrangements for 1940 for Class A fairs considered or discussed until January next when representatives from a fair will meet in Winnipeg and deal with matter. No authority to any person to make arrangements or arrangements prior to that time. Stay quiet in answering. Here on rest period.'

"After the issue went to press a letter was received from Richardson, reading: 'I have just returned from a short holiday at Yellowstone Park, and find our wire of the seventh, which our office sent on to Sid Johns to reply on behalf of the circuit.

"Personally, I had not previously heard of the rumor that J. W. Conklin was slated to direct the midway of the Class A fairs for 1940. As far as I know the matter has never been discussed."

The Canadian Class A fairs, always regarded as plum, have been played by American carnival companies for years and years. The last carnival to make these exhibitions was the Royal American Shows, which played them for seven consecutive years including 1940.

There are many versions as to what caused the switch to an independent midway. Among these are the well-remembered disagreement over having Royal American repeat or booking a different American carnival; the success of

## "Honeymoon Cottage" For Gargantua, "Bride"

**NEW YORK, Jan. 30.**—Shortly after arriving back from Sarasota, Fla., John Harding North, boss of Ringling-Barnum, submitted to a mass interview which took place yesterday in the office of Norman H. Godwin, stage designer now for the General Motors Natarama at the World's Fair. Both are sporting heads in working out a streamlining process for the 1941 Big Show, with the designer having been retained especially for this purpose. It was revealed that some anticipated changes which require long periods such as a new-type tent will not be introduced until 1942. This is supposed to be of suspension type without poles.

Several models of the innovations were shown to the group, these including menagerie tent, animal cages, lighting fixtures, a monkey mountain, and a replica in miniature of the "honeymoon cottage" which will house Gargantua and the "Bride" who is getting "itched" to in Cuba next month. This feature is scheduled to produce publicity of solid national proportions. Also involved in new "trinkets are the bandstand, ring sections, posters, costumes, etc.

North was to depart for Florida immediately after the interview.

the independent policy at the Canadian National Exhibition, Toronto, for the last several years and the adoption of it by the London Exhibition (albeit not held last year because of the war), and a desire for a Canadian showman of proven ability to handle the midway end.

Be that as it may, "Pat" Conklin promises to give the Class A fairs a midway with a set-up similar to that of Professional at the Canadian National Exhibition, but with the title changed to Professional. And with these fairs went the Lakeside Exhibition, Fort William, Ont., for a Conklin-conducted midway.

**D**ID P. T. Barnum go bankrupt or did he not? Here's what George B. Knapp of Capac, Mich., writes on this question:

"I noted a number of times lately that persons quoted P. T. Barnum in The Billboard columns. E. S. Dwell referred to him as avoiding bankruptcy, etc. whereas in his book Barnum says that he actually went bankrupt, even to the extent of relinquishing all his Bridgeport (Conn.) property and living in New York on charity (his wife's name). That was in 1835. Later he went to England, France, Germany, and Holland. While in Baden, Baden, he got track of the Swiss Village which he purchased in London, in 1872.

"It took him five years to meet the clock notes, which he wasn't obligated to pay, and it cost him \$480,000, and some \$30,000 attorney fees, etc., to keep out of jail, he stated.

"I have several of his books, the earliest 1835; also a Jerome clock made prior to 1835 and a typewritten letter signed by him and mentioning Barnum and Bailey as equal owners. The message, dated at Boston January 1, 1837, was written on elaborate stationery, gold and black, and addressed to a Fresno (Cal.) newspaper. It complained about publicity, etc. I will send you a photostatic copy of it on request, as April 7 will be the 100th anniversary of his death. This letter might be of interest to readers. It was picked up in a street in Kansas City in 1937 when I acquired it."

## Leonard Traube's

# Out in the Open

NEW YORK

## The Whirl of Today

**IS CY (DODGEM) BOND** reading an important announcement? Ditto George P. Smith Jr., the fugitive from a World's Fair? . . . George H. Bean, the Northampton (Mass.) fair mogul, part-time auctioneer, and full-time wit, thinks so well of his Christmas card that he mailed this department one only the other day. The Bean boy, incidentally, says the international situation being what it is, the reference should be changed to war mongers. . . . The first thing that Lew Dufour, the celebrated epicurean, did when he arrived back from Washington, D. C., by way of Mexico, was invite Joe Rogers' Corner for a feed, which proved that the show dished up by Yusuf must be better than par. . . . From Wadley XII: "The most successful men are the ones who 'mind' their own business." From Tillie New Clothes: "The feminine 'touch' is also rampant among women." From Uncle Jerk: "In outdoor show business ideas are stolen, and those who steal them are considered shrewd business men." From John Friendly Tip: "Outdoor empires can go broke and it is all right, but let an outdoor showman go broke and there is hell to pay among his so-called friends."

**A** PROPOSAL of nothing whatever, is it true what they say about the late George L. Masfarine, circus carnival, and exhibition tub thumper—that he originated the word expositionaire, applying it to the late Harry P. McGarvie, a big figure at Expo from Omaha in 1898 to the ill-fated Bronx Exposition years later? . . . This being question week in this corner (if the make-up man gives us a corner), is there a movement on to

# Nat Green's The Crossroads

CHICAGO

**I**N MAKING the rounds of the winter fair meetings one runs across many interesting characters. Such meetings during the last two decades have taken us to many parts of the country—from Albany, N. Y., to Lincoln, Neb., and from St. Paul to Chattanooga, Tenn., and we cherish pleasant memories of "Pat" Sandles, Charles W. Payne, Col. W. I. Swain, J. W. Rousseau, Fred Barnea, and Clarence Werthman, to mention a few at random. But one of the most interesting characters we have met in recent years is Jay Gould, of Glencoe, Minn., who has been a familiar figure at winter fair meetings for some 10 years or more. Some day when we have a bit of spare time we intend to get the life story of Jay Gould, and it should make a great human-interest yarn.

A soft-spoken gentlemanly chap, gray haired and of youthful face but uncertain age, Gould today looks no older than when we first met him at Minneapolis along in the late '20s. At that time he was selling a small show to the fairs of the Northwest. Evidently he was then new to the game. Unlike the established shows and agencies, he made no displays at the fair meetings, merely contacting the secretaries in the hotel lobby. If he got an interested prospect he took him to the mezzanine floor, opened up his book of pictures and clippings and made his sales talk. This continued for several years, then Gould began to expand, set up a display room, put up paper, and in his quiet way made a bid for contracts. Gould had a number of children, most of whom were performers, and his show was pretty much a family affair. As years passed and the children married, the "in-laws" became a part of the show; outside talent was added, the scope of the show was increased, and today Jay Gould's Million-Dollar Circus is a combination of circus, carnival, and revue. We have never had the pleasure of seeing it, but the fact that it goes along year in and year out thru the same territory indicates it must please the public.

We learned only recently that the show is but one of Gould's many activities.

"He practically owns the town of Glencoe," says one of his friends. In Glencoe, Gould owns and operates a first-class picture theater, a jewelry store, and a grocery. In addition he owns a number of business buildings in the town and three large and prosperous farms near by. The Gould family still is the nucleus of all these enterprises, but Jay is a trouter at heart and probably gets more kick and pleasure out of his show than from any other of his ventures.

We hope, in future issues, to give some informal sidelights on other interesting people in the outdoor show game.

**NOTES** from here and there: Chet Junkin, concessionaire, had to miss several of the fair meetings he usually makes. He's been laid up with the flu in Kansas City, and Mr. Chet has been substituting for him—and doing okay. . . . Earl Chapin May, well known for his circus stories, covered the carnival convention in Chl. . . . Terrell and Dolly Jacobs had a rough all-night trip driving from Minneapolis to Chicago last week because of icy roads. While in the Twin Cities on business they spent a couple of days visiting their twins, now lusty year-old youngsters. Terrell and Dolly will play the Minneapolis Shrine Circus for Edna Curtis and are taking along 25 head of animals, including five bulls. . . . So now it comes out! We looked twice when "Captain John Wasting, Pirate," stared at us from a Ripley catcoon. We've always had our suspicions about a certain son-of-a-bitch-cancer (if "young" Tom Wallace reads this he hasten to assure him it's all in fun). Still that "pious" captain seems to let him out. . . . Ben Just imagines the present-day Captain John standing on the poop deck of the Jolly Roger with a cutlass in one hand and a baying pin in the other and shouting "Avasst, you—" (deleted by the editor). But after long and sometimes stormy dealings with him we'll concede he's a pretty good guy!

**I**T WAS a pleasure to run into Mr. and Mrs. Harold Peddock and Morris Lipky, of the Johnny J. Jones Exposition, in Detroit last week. The Jones concessions played a 19-day date in Detroit for the Allied Polish War Relief. The Jones people left for De Land, Fla., Thursday, Jan. 3. . . . Quies Ben Sawyer, Enginaw concession man, was on hand at the Detroit meeting as he has been for many years, just visiting with the boys. Ben is one of the most popular concessionaires among fair men. . . . Mel Smith, former circus man, had his Sally Rand troupe in Chl a couple of days last week, stopping over on their way to a one-night stand at Rockford, Ill. . . . A Detroit visitor from Illinois was C. J. O'Neill, former breeder of Morgan horses. C. J. hails from Mantua and is interested in the fairs at Peoria and Monaca. Win Kinnan, manager Ohio State Fair, and Mrs. Don Detrick, secretary of Ohio Fair Managers' Association, were among the prominent guests at the Detroit meeting. . . . That was Terry Turner, Tom Gorman, and Bob Hickey, all former circus men, in the Walnut Room of the Bismarck the other night with a big party of newspaper people, the occasion being a little get-together preliminary to the local preview of a new RKO picture. Mr. and Mrs. Smith

to every State in the U. S., excepting Nevada, and every province in Canada from Cape Briton Island to Vancouver's Island. From 1918 to 1924 he loaned the title to Andrew Downie, from 1924 to 1928 to King Brow. In 1930 he started his first big motion picture with Howards as assistant manager. He operated for four years, then leased the title to various parties for three years. Main has had no show of his own since 1927."

Comment: Those were the days.

## Print Cards

Write Cards at fairs, carnivals, shows, etc. Stationery, photo postcard and more. Print your own cards. Each card has a picture. Write your name on it. Send to the printer. We'll print them for you. Write for sample and details. Write for 2-10, Berlin, California.



COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

## Examples — Emphasis given to the work of associations and firms to build good will for the industry

From time to time it is a good idea to emphasize the public relations work of local organizations and firms by calling attention to the type of work being done. Coin machine associations are just beginning to realize how much of this work can be done and each effort is valuable as an example to others.

Announcement has been made that a Cleveland music association will start an advertising campaign in city newspapers about February 1, which will use the general theme of "Hit Record of the Month." Some tentative layouts of the proposed campaign were shown during the 1941 Coin Machine Show in Chicago and they had the appearance of quality.

The idea appears to be flexible and to permit various adaptations as time goes on. Reproductions of the advertisements may be had from *The Billboard* as soon as they appear in the newspapers. It is expected that music associations and operating and distributing firms all over the country will be greatly interested in this new publicity idea.

While it is not possible to point out all the features of the proposed Cleveland advertising campaign, yet it is easy to visualize how the theme of "Hit Record of the Month" will popularize phonograph music by calling attention to current music and recordings, that it will enlist the co-operation of locations, and that the entire music industry will be deeply interested. The advertisements will give all music a boost and in so doing will promote favorable public sentiment for coin-operated music boxes.

The coin machine industry can follow no better policy in its efforts to create public good will than to boost other industries wherever it is feasible to do so. The other industries may not always return the favor but the public at large is always quick to recognize an industry that tries to promote the general welfare.

Publicity and advertising which give a boost to locations are always timely and if used with consideration will always return full benefits for the money expended.

Copy of an advertisement which recently appeared in Canadian newspapers has also been received and a reproduction of it may be had for the asking. The advertisement was placed by a Canadian music operating firm and was

particularly timely in its message. The headline stated that the No. 1 record income would be donated to an important Canadian charity; also a list of locations was given a prominent place in the advertising. The co-operation of a well-known patriotic organization, of a record distributing firm, and of a number of locations had been secured in getting up the advertising copy. That co-operation in itself will impress the public favorably. Any patriotic purposes announced in publicity or in advertising, in Canada or in the United States at this time, should have favorable reaction.



The public is now being made "tune" conscious as never before by widespread music publicity. (Cartoon by Hungerford in *The Pittsburgh Post-Gazette*.)

The Associated Operators of Los Angeles County, Inc., an active California association, has again used a timely theme to express its interest in public topics. An official bulletin issued by the organization January 20 urges all members to support the "March of Dimes" movement. Information about the cause, how the funds will be used, and about the program in California are given in the bulletin. Such a bulletin is informative for the operators who make up the membership of the organization, and it is natural to suppose that copies of the bulletin have been sent to local and State leaders in the "March of Dimes" drive, and also to other civic leaders. All such work will react favorably toward the men and the business of the association.

The Los Angeles group, it should be said, has shown itself very active and very timely in announcing support of popular causes. It is no wonder that such a group of operators has the good will of a number of trade and labor groups in its territory.

In giving editorial prominence to these examples of good work in behalf of the industry, there is no intention of overlooking the good work being done by other associations over the country. In fact, we hope to give full publicity to all these efforts and thus try to encourage similar efforts by all associations.

Association leaders have expressed the need of having a central source where they can get examples, or samples, such as those mentioned in this editorial. We are building up our files as fast as possible and reproductions of material will be available to associations as fast as we get it.



## New Beauty of Tone and Design

ROCK-OLA ToneColumn is unlike anything else ever offered to music operators. Its remarkable scientific construction is a radical departure from ordinary phonograph design and the lasting answer to perfect, stereoscopic sound reproduction. By virtue of the amazing pipe organ principles upon which it is built, ToneColumn is the only unit capable of reproducing *third dimensional music*! This thrilling, life-like performance is at the disposal of *all Operators*. ToneColumn is fully protected by U. S. Patents. Five brilliant styles—a Model for every purpose. Let your nearest friendly ROCK-OLA Distributor show you how to rejuvenate your old equipment with this astounding unit. Available, too, with ROCK-OLA Playmaster—the most remarkable, the most *eminent* combination Automatic Music will ever have! See it today.

**ROCK-OLA** MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE • CHICAGO

ROCK-OLA SPECTRAVOX *ToneColumn*



**ROCK-OLA LEADS AGAIN**

ROCK-OLA SPECTRAVOX TONECOLUMN  
ILLUSTRATED IS ONE OF FIVE MODELS

INFRINGEMENT OF  
*ToneColumn*  
PATENTS WILL BE  
PROSECUTED

## Amusement Board Of Trade of N. J. Elects Officers

NEWARK, Jan. 25.—Result of the election of the Amusement Board of Trade of New Jersey held Thursday disclosed that Jules Rusoff has been chosen president for 1941, and David M. Steinberg, chairman of the board of governors.

Other officers elected were Frank Dello Russo, vice president; Arthur Daddio, secretary; Nathan Mark, treasurer; Irving Wolfe, sergeant at arms; Charles P. Polgar, comptroller; Lefroy Stein, executive secretary, and Maurice Schapiro, general counsel.

A.B.T. of N. J.'s board of governor committee for the coming year include an administrative committee, a promotion committee, a public relations committee, and an arbitration committee.

Serving as members of the administrative committee are Nathan Mark, chairman; James L. Murtha, and Jules Rusoff. Specific duties of this group are to handle the purchasing, financing, and auditing business of the association.

On the promotion committee, the duties of which are to handle the membership, house, and entertainment problems, are Arthur Daddio, chairman; Irving Wolfe, and Frank Dello Russo.

The legislative, labor, merchant mem-



PART OF THE CROWD ASSEMBLED to see Wurlitzer Victory models for 1941 at Chicago Simplex Distributing Company's newly enlarged and beautiful quarters.

bership and good and welfare problems of the association are in the hands of the Public Relations Committee, of which

David M. Steinberg, Charles P. Polgar, and Barnet Sugarman are members. Steinberg is chairman.

Jules Rusoff is chairman of the arbitration committee. James L. Murtha and Irving Wolfe are also members. All matters pertaining to the interpretation of the rules and regulations of the constitution, bylaws, and code of fair trade practices, complaints, and arbitration will be referred to this committee.

Rest of meeting was devoted to discussion of trade policies and association plans for the coming year.



Sensation of the Show!

## PIKE'S PEAK

5-BALL COUNTER GAME

Something really new and different in a counter skill game! Adjustable high score features. Equipped with ball gum vender.

\$29.50

1/3 Deposit

GERBER & GLASS

914 Diversey Blvd., Chicago

## DAVAL'S AMERICAN EAGLE

WORLD'S SMALLEST BELL WITH FREE PLAY TOKEN AWARD and GUM VENDER

GOING GREATER  
THAN EVER!

NOW... more than ever before... the time is ripe to CASH IN with the greatest, most beautiful and most perfect MONEYMAKER in all counter game history... AMERICAN EAGLE! From everywhere in the country... from North, South, East and West... more and more and still more orders are flooding in for AMERICAN EAGLE... "World's Smallest Bell With Free Play Token Award and Gum Vender"... THE ONE MACHINE YOU CAN DEPEND ON to earn you BIG, STEADY PROFITS FOR YEARS AND YEARS!! QUICK! GET BUILT! RUSH YOUR ORDER FOR TON TODAY!!



10 FOR \$275

SAMPLE \$32.50

Ball Gum Vender \$2 Extra  
Gold Award \$1.50 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

## HERCULES HURRICANE OF VALUES

FREE PLAY SPECIALS  
Big Show... \$17.50  
Landscape... 23.00  
Line Up... 41.00  
Musical... 17.50  
O'Boy... 18.00  
1/3 With Gum Vender  
WRITE FOR COMPLETE LIST

We are distributors for Getth's School Days—Success Road, White A. Brown—Baker's Big Time—Money's Armada... Please Order your order NOW!  
Distributor: Progress Toy Corporation  
100 W. 24th St.  
100 W. 24th St.



HERCULES MACHINE EXCH., INC.

1175 BROAD ST., NEWARK, N. J.

so rich that his own father will be a little bit aroused, played 1,400 times last week at Babe's tavern on Sixth Avenue, at 10 cents a crack, or \$160, to be split between Jimmy: Babe, the distributor, and Lord knows whom else.

"I had my first glimpse of it yesterday, because I lead a fairly sheltered life. Babe obligingly opened the cabinet's side door, and crouching down fearfully I was able to observe that it's all done with mirrors, plus a little movie projector something like the one you have at home.

"There are eight three-minute movies on the big reel, and you take them as they come for your dime. The images on the screen are surprisingly clear, easily visible from the booth near the door, and the music is impressive, especially the organ music which throws a cathedral aura around Babe and his guests."

## UNITED'S BARGAINS

Start '41 Right by Ordering These A-1 Reconditioned Best From Wisconsin's Most Progressive Distributor.

Mills 123, Late Models... \$32.50  
Bally Eureka... 27.50  
Bally Arrowheads... 14.50  
Penny Phonos... 24.50  
1940 Melotones,  
Brand New... 184.50  
173 Booth, Balance Co. O. D.  
Get on Our Waiting List Now.

## United Coin Machine Co.

7011 W. Disher St., Milwaukee, Wis.

## RECONDITIONED SLOTS

50 Jennings Chiefs... \$35.00  
100 Jennings Chiefs... 35.00  
250 Jennings Chiefs... 35.00  
50 Mills Blue Front Double JP... 35.00  
50 Mills Blue Front Single JP... 35.00  
100 Mills Cherry Ball... 35.00  
250 Mills Cherry Ball... 35.00  
50 Pace All Stars... 35.00  
100 Pace All Stars... 35.00  
250 Pace All Stars... 35.00  
1/3 Deposit with order, Balance Co. O. D.

## Automatic Coin Machine Corporation

140 Chestnut St., SPRINGFIELD, MASS.

## THE CHICKEN or the EGG?

What's the difference which one came first—as long as the RESULTS were there. RESULTS are what you get from PHOTOMATIC machines! You can bank on profits from PHOTOMATIC, every week, everywhere, all year around. LOOK AHEAD AND STABILIZE YOUR INCOME WITH A ROUTE OF PHOTOMATICS! It costs nothing to INVESTIGATE  
International Microscope Roof Co., Inc.  
44-01 11th St., Long Island City, New York

## WANTED FOR CASH

Mills 4 Bells, 1940 F.P. Spinning Reels and 1-2-3s, Brown Fronts, Bonus, and Jumbo Parades, Keeney's Fastimes, Super Tracktimes, Triple Entries, Evans Lucky Lure-Bally's Royal Draw, High Hand, Wurlitzer's 1940, 1939, 1938 Phonographs. Will trade or sell late 1940 Photomatic.

## BOX D-24

Care of The Billboard, Cincinnati, Ohio

## BARGAINS FROM DAVE MARION

Castillo De Loro Yearling Girls, Long Bow... \$ 9.50  
Mercury (Late) \$17.50  
Tobacco... 28.50  
At-Sea-Boys, F.P., 12.50  
Toc. 1st Cls... 12.50  
Keeney Award... 72.50  
Phonograph, A-1, 7.50  
Write for Jan. Preliminary Bargain List.  
Write us for Quotations—All Types.  
1/3 Deposit Required—Immediate Service.  
Write for Complete Bargain List  
MARION COMPANY, Wichita, Kansas.

## Buckley Equipment In Big Demand

DENVER, Jan. 25.—Jim Blackwell, distributor, reports he is experiencing a big demand for Buckley Music Systems. Blackwell says: "Our greatest selling resistance was encountered when we introduced the Buckley Music System to operators here in the West. But once an operator has made an installation or sees one another operator has made, he wants more of them systems just as fast as he can make arrangements with locations.

"Music today has to pay a profit or operators will not make the investment. With the Buckley Music System I have seen collection reports that show two or three times the former average for the same locations. With this record, repeat orders keep coming in, for the men are so satisfied with the perfect trouble-free operation that they quickly protect themselves with their other good spots.

"The music business is going ahead at a rapid pace here in Denver. As the present rate of increase, installations for the winter should be double what they were during the summer."

## News Mentions Of Coin Machines

DES MOINES, Jan. 25.—News mention in The Des Moines Register, issue of January 8, concerns the Panoram Soundies machine. The article which appeared under the column head *Over the Coffee*, by Harlan Miller, follows:

"Jimmy Roosevelt's thimble movie theater, which he hopes will make him

## Beg Pardon

In the advertisement of Famous Music Corporation and Paramount Music Corporation carried last week in the Music Machines section of The Billboard Gene Krupa was erroneously listed as having recorded both *Moon Over Burma* and *Isn't That Just Like Love* on Columbia Records. Krupa records for Okeh Records, and both songs as recorded by him are available on that label.

The name of the record company for whom Charley Spivak records was also omitted under the listing of the artists who have recorded *You're the One (For Me)*. Spivak records for Okeh Records.

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

# ANNUAL REPORT TO OUR COIN MACHINE ADVERTISERS

1939 — COMPARATIVE — 1940

## Credit

## Debit

1940 Circulation Increases

28.9% Increase

\*Paid Subscriptions

Free reprints and  
sample copies

7.5% Increase

1940 Advertising Gains

91% Increase

Music Machines

49% Increase

Amusement Games

13% Increase

Vending Machines

1940 Editorial Gains

30 New Correspondents

2 New Associate Editors

New Record Review Column

Improved Record Buying Guide

Better Legal Services

Daily Market Bulletin

**The Billboard Publishing Company**  
Cincinnati, Ohio

25 Opera Place

\* NOTE: This large increase does not necessarily mean The Billboard's total coin machine circulation has increased proportionately. Naturally there are more operators today than a year ago, and consequently The Billboard's circulation has increased. But some of the subscription increase is the result of a concerted direct mail subscription drive among operators who had been regular newsstand buyers.



**EMINENTLY - The Best**

# BARNES-CARRUTHERS 1941 CATALOG

*"A Dress Parade of the World's Finest Attractions"*

The year after year improvement in the types and classes of attractions for which we continually strive is possible only through the valued patronage, unbroken confidence and needed co-operation of FAIR, PARK and CELEBRATION buyers of specialized entertainment.

We have never before started a new year with so great an array of ACTS—REVUES—BANDS—RODEOS—THRILL SHOWS—SUPER-MUSICAL EXTRAVAGANZAS—RADIO TALENT and NOVEL ATTENDANCE BUILDERS. Also complete INDOOR CIRCUSES. No contract too small—none too large.

—WIRE, PHONE OR WRITE—

**FOR A REPRESENTATIVE TO MEET WITH YOUR ATTRACTION COMMITTEE**



**BARNES-CARRUTHERS  
FAIR BOOKING ASSOCIATION**

INCORPORATED

**121 NORTH CLARK STREET, CHICAGO, ILL.**



# EASTERN FLASHES

**NEW YORK, Jan. 25.**—With the 1941 show now history and all operators back in New York ready for work, business in local coin machine circles is moving along as usual. Main topic of conversation in these parts is still the show, with the boys confident that a good business year lies ahead.

### POST-CONVENTION NOTES

Following the showing of Voice-ograph, Drive-Motion, and Ace Number in the Windy City, where Mr. and Mrs. Bill Babbin, Al Blendow, and Earl Winters, sales manager, were on hand to greet the boys, Winters said: "It's another great year for Mutoscope."  
 That party given by Willie (Little Napoleon) Blatt, of Supreme Vending Company, for New York music operators in the West Room of the Hotel Sherman was a big success.  
 Bert Lane, of Rainbow Sales, and his right-hand man, Fred Iverson, are still talking about their ride to Genoa, Inn; Mutoscope, and Deval booths and the success of the party Bert gave at the Celtic Cafe.  
 Ernie Budin was missed from the floor several times and given the explanation that he was one of the busiest New York coppers at the event.  
 George Foster, Irv Morris, and Jack Minnick report that the firm has been chosen distrib for Success Manufacturing Corporation. Foster spent some time over at Mills, where he believes that the interest shown in Panoram is a sure sign of a great year for this machine. With Eddy Greenbaum, Foster also discussed the Buckard line with many of the operators.  
 Al Simon, Murray Simon, and Jack

Bemel took advantage of being in Chicago to talk to operators at the Chicago Coin booths. They predict big things for 1941.  
 Dave Simon was reported sick the last day of the show.  
 The three popular Munves brothers, Mike, Joe, and Max, saw the machines and contacted many of the men from over the nation who do business with their firm.  
 Jack Flingbombs was seen in all parts of the convention hall and was conspicuously present at Bally's booth.  
 Tony Casparro, of Weston Distributing Company, Inc., was in constant attendance at Exhibit Supply Company's booth. He's strong for 1941 surpassing all records.  
 Dave Frestone and Herb Gottlieb, of Cent-a-Mint Sales Corporation, report that their Mason Mint Vender was a big hit and that they completed their nationwide distributor set-up. Lou Wolcher, of Advance Automatic Sales Company, San Francisco, Portland, Seattle, and Los Angeles, is reported taking on the machine.

### PAST FLASHES

Miss A. M. Strong was seen talking to many of the country's leading merchandise operators at the DuGrenier booth about the DuGrenier 1-cent Adams Gum Vender. DuGrenier cigarette vendors are reported to have clicked solidly.  
 Mike Chance worked hard to get the booth ready for opening day.  
 Blanche Bechtand and leading DuGrenier salesmen from over nation made the booth their headquarters.  
 Charley Aronson, Bill Alberg, and "Senator" Al Botkin saw Chicago, which included Tony Zales fighting in the Chicago Stadium.  
 Max Levine, of Scientific, was well pleased with his booth, where Nat Tannenbaum had the Duffy fight picture machine.  
 Sam Sachs reports that Acme Sales' new remodeling job is meeting with unusually fine response from music machine operators everywhere.  
 "We've swamped with orders," says Sam. "The time and effort spent developing this latest job are certainly paying dividends."  
 Irving Mitchell, of I. L. Mitchell, ran into quite a jam getting out shipments this week. Two of his boys, Teddy and Bernie, were laid up with the gripe and Mitch had to take care of everything. Some of the shipments were delayed, and Mitch apologizes to his friends who might have been inconvenienced by the delay.  
 Larry Ferlin, the fast-stepping operator from Woodstock, L. I., recently purchased a new route, adding many machines to his already large business.

### JERSEY JOTTINGS

Harney (Shaggy) Sugarman, with Abe Green, represented Royal Sales Company, Newark, at the convention meeting of operators interested in Buckley Music Systems.  
 Jack Berrier, of Newark Coin, wished for Suite 600 again this year. "Had more fun last year," says Jack.  
 Irv Orenstein, of Hercules, was seen discussing machines with Mitty Green.  
 Al Cohen, of Acce, Newark, bought and sold machines at the show.  
 Dave Stern was playing nurse to Tim Burke, who was injured when he slipped and fell in the bathroom.  
 Art Seeger and Bill Ashmore, of Castle Amusement Company, Asbury Park, went about doing business in their quiet fashion—and left the show early.  
 Joe Fishman, Marvin Liebowitz, Al Seltes-

# ANOTHER SUPER FEATURE and ANOTHER REASON FOR YOU TO BUY BUCKLEY MUSIC SYSTEM WITH DIRECT "TOUCH-TO-TOUCH" ACTION



**PHONE DIAL VISIBILITY FOR EASIER RECORD SELECTION**

The Record Indicator on the BUCKLEY MUSIC SYSTEM is sloped at the very same angle as the dial on your newest telephone—for INSTANT VISIBILITY! Stand right flush up against a BUCKLEY MUSIC SYSTEM wall and bar box—now look down it—NOTE HOW EASILY VISIBLE THE RECORD INDICATOR IS! That's only ONE more reason why America's leading music operators acclaim BUCKLEY MUSIC SYSTEM—"The Finest One For All"—You can obtain BUCKLEY MUSIC SYSTEMS for \$2-\$4-20-16 and 12 record changing mechanisms! WRITE! WIRE! PHONE!

**BUCKLEY MUSIC SYSTEM, INC.**  
 4225 W. LAKE ST. - CHICAGO - ILL.  
 EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N.Y.



**COUNTER MODEL CABINETS**  
 Beautiful cooler metal cabinets for your 12 Record Buckale Mechanisms, complete \$44.50; 12 Record Buckale Mechanisms, complete \$39.50  
 Complete 12 Record Counter Model Phones, including Buckale Mechanisms, only \$62.00.

**JUST OFF THE PRESS! CATALOG NO. 41!**  
 PARTS AND SUPPLIES FOR EVERY TYPE OF COIN MACHINE! WRITE NOW FOR YOUR COPY!

**MIRABEN COMPANY**  
 2041 Carroll Ave. Telephone CHICAGO NAYmarket 2883

**MASTER CRAFT PADED COVERS FOR AUTOMATIC COIN PHONOGRAPHS**  
 For 10, 12, 15 and 20 Disc Machine and Disc Machine  
 No. 4 Adjustable Pad-Accessories all metal \$10.50 each  
 No. 20 Adjustable Covering Accessories—Accessories all metal \$6.50 each  
 No. 17 Covering Kit \$1.75 each  
 With investment of small sum because only one size pad or harness needed. Quickly made and waterproofed. Write for prices on other pads by specifications.  
**BEARSE MANUFACTURING CO.**  
 INC. 1927  
 2845-2825 Carleton St. CHICAGO, ILL.



BUCKLEY MUSIC SYSTEM'S first annual distributors' banquet was held at the Sherman Hotel, Chicago, January 15, during the coin machine show. The large Buckley distribution systems were almost completely represented.

meat, and Cliff Bellie attended the Rock-Gia private showing and made glowing reports.  
 Irv Morris, of the George Foster firm, says Gottlieb's School Days is ringing the bell.  
 Eddie Corriston and Jimmy Savarese, of Palisades Novelty Company, Grantwood, report they were impressed with the Bally line of automatic machines.  
 FROM HERE AND THERE  
 Roy McGinnis and Earl Life declare that the lines they represent are just what the Baltimore operators want.  
 Art and Mrs. Nyberg, with George and Mrs. Moloney, report a swell time at the banquet, which they attended with Bally. Art is one guy who saw the show on one time around.  
 Joey Ash, of Active, Philadelphia, had a big time in the Celtic Cafe with Sam Rothstein, of Banner; Ben Haskell, attorney for New York operators; Ben Robinson, of Detroit, and Lew London, the new distrib in Reading, Pa.  
 Al S. Douglas and Dave Bond, of Trumount Boston, had dinner together.  
 Irv Blumenfeld, of General Vending Service Company, Baltimore, spent his time telling men from his section about the games his firm would have for them following the convention.  
 "Arco Al" Rodstein, of Philadelphia's Arco Sales Company, says he was glad of the opportunity to see the fine machines displayed at the show.  
 Said Kelson left the show early.

**AROUND THE TOWN**  
 Bill Kemble, vice-president of Vis-o-Graph, brought his movie machine to the Astor for a two-day showing right from the convention. Bang-up turnout of the local press and operators. From New York, Kemble was taking his machine southward for showings at Atlanta and New Orleans.

**Omaha Slugger Denied New Trial; Fined**  
 OMAHA, Jan. 25.—In the recent conviction of a seller of slugs at Omaha the defendant's motion for a new trial was overruled and the court sentenced the defendant to pay a fine of \$100 on each of the three counts of the indictment, or a total of \$300.  
 The court further placed the defendant on probation for a period of one year.  
 The defendant has paid the fine and the latest reports indicate there will probably be no appeal.

Nothing cheap about  
**Miracle Point Needles**  
 except the price  
**M. A. GERRIT CORPORATION**  
 2842 N. 20th Street, Milwaukee, Wis.

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

## News Notes

Marilyn Thomas has returned as vocalist for Ted Weems, replacing Marvel Maxwell, who left for the West Coast to take a course in dramatics. Victor and Columbia are releasing an album featuring the best of the Heins records made by the late Hal Kemp. The eight-tune album will include "Whisper in the Dark," "Got a Date With an Angel," "Speak Your Heart," "In Dutch With the Duchess," "18th Century Drawing Room," "Lamp Light," "Remember Me," and "Love for Sale." Jimmy Feller, the Hollywood columnist, is now giving more publicity to records than ever before. During his comment on the popularity of records he usually lists a new favorite. Last week he honored Joan Merrill, singer.

Decca has signed Abbott and Costello. They will record some of their famous comedy talk routines. The Sonja Henie ice show is featuring a big production number to the music of "Rum-Boogie," the music-machine favorite.

## New Tunes Galore

No scarcity of new tunes from Hollywood, as evidenced by the current crop of musical films playing the country's theaters. Most of them are put on records almost as soon as they are recorded on the sound tracks. In three instances currently making the rounds 12 songs are getting a big play. Bob Crosby in *Let's Make Music* features *You Forgot About Me*, *Central Park*, *Fight On* for *Nearas High*, and *Big Noise From Winona* (the latter an old Bob Crosby standard).

In *Orin Tucker's You're the One*, top honors go to *See I Wish I Listened to My Mother*, *I Could Kiss You for That*, *The Top Who Lost His Will Power*, and *You're the One*. *The Third Man*, *A Night at Ford Carroll's*, has *Let's Boy Love*, *Our Look of You*, *I Wanna Make With the Happy Times*, and *Call-Congas*. Due to the current fight between ASCAP and BMI, none of these tunes will be heard on the air.

## Oldies Click

Charles Hurno, service manager of the Royal Operating Company, Buffalo, believes that old stand-bys should never be neglected when there seems to be a scarcity of strong newcomers in the recording field. He points to the revived popularity of *Standards* and claims that Tommy Dorsey's and Artie Shaw's versions are attracting nice business.

From other sources it is indicated that standard tunes are good for periodic revivals, provided they are recorded by current favorites. Since the first of the

year, when the radio networks banned ASCAP tunes, recording companies have been turning more and more to old hits and assigning them to top recording artists.

## This and That

Gene Krupa finally has recorded his theme song, "The Title" *Apart*. Eddie Lane, songwriter brother of Bert Lane, of Sealboard Blues, has written a new ditty titled *The Two Little Squatters* (*Nuts to You*), which has been recorded by Tommy Tucker and Mitchell Ayres. Vaughn Monroe, who has made good on records, is getting a date at the Paramount, New York, in June. Jack Kapp, Decca president, is back from Hollywood, where he resigned two of the firm's biggest attractions—Bing Crosby and the Andrews Sisters.

## Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.

### LOUISVILLE, KY.:

Louisville, Ky. Ella Fitzgerald.

A natural for this Kentucky city, since the tag carries its name and the swing tempo of the record goes hand in hand with the tastes of record fans in these locations. Operators here do well with Fitzgerald records and when anything above the ordinary comes along they go out of the way to promote it. This one is already going strong, altho released only three weeks ago.

### PORTLAND, ORE.:

You Forgot About Me. Artie Shaw, Bob Crosby.

A new favorite in Northwest locations, particularly in Oregon, thanks to the commercial versions played by Shaw and B. Crosby. Both bands have been stationed in Hollywood for the last several months and their personal appearances and radio engagements there created new record fans for them.

### SPokane, WASH.:

Trade Winds. Bing Crosby.

Listed as an example of a recent hit which has strong comeback possibilities. It has been the local practice of operators to play return engagements of old favorites when new hits are scarce. In many locations customers demand certain numbers recently lifted in favor of



THESE SEEBURG HI TONE BEAUTIES, Loretta Robb and Kay O'Brien, greeted Lucky Number Partners who visited the Seeburg Penthouse exhibit during the 1941 Coin Machine Show to register for drawing for a Seeburg HiTone symphonica.

newcomers. "Trade Winds" tops the current revival parade.

### NEW YORK:

We'll Meet Again, Guy Lombardo, Kay Kyser, Jack Leonard.

A fresh ballad taken on by many top artists, with the above-mentioned topping the parade. Some locations claim a good start for this tune. Operators with big routes are using different recordings of this song in different neighborhoods to find the top favorite.

## Houston

HOUSTON, Tex., Jan. 25.—National Wurlitzer Days were observed here by Houston branch of Commercial Music Company in showing the new Wurlitzer models and treating South Texas operators to some extraordinary entertainment. Refreshments, music, and dancing were also enjoyed. As an added attraction, operators, wives, and friends were admitted free for two days to Southern Dinner Club, outstanding dine and dance club. The admittance included everything the club had to offer, with no charge to the operators.

Joe Williams, owner of Commercial Music Company, Harold E. Long, local branch manager, and Mrs. Long com-

posed the reception committee. Attendance was heavy, the presence of an unusually large number of wives being noted.

According to Chester Hoeman, Houston Decca branch office manager, sales for December set an all-time high record for that branch. He also reported excellent present business and said a new January high mark was due.

Houston column attending the Chicago show included Harold Horton, T. V. Williams, A. H. Shannon, Harold Daily, George Wrenn, Harry Armer, J. B. Belin, H. M. Crowe, Sam Ayo, Jack Rosbro, D. W. Willett, H. M. Parker, L. B. Gardner.

H. C. Heddley, scale operator, had \$60 in pennies stolen from his car the evening of January 6.

Several out-of-town operators buying at Belle & Hortons recently included Ben Debel and Ervin Herick, Schulenberg, E. N. Bland, Orange, Mrs. E. M. Durbin, Galveston; De Witt Langford, Longview, and A. E. Fisher, Gladewater.

Lee Decker, prominent Corpus Christi operator, was in Houston recently. Harold Daily and George Wrenn, of Houston, attended the Chicago show with him.

## Cleveland Phono Ads

Starting February 1, phono association will launch an advertising campaign in newspapers and on radio on hit record of month

CLEVELAND, Jan. 25.—Members of the Automatic Electric Phonograph Owners' Association and their employees held a joint dinner meeting at Brown's Cottage recently. It was the first affair of its kind and total attendance was 131. Practically 100 per cent of the association members were present, including many from out of town.

The association will launch an advertising campaign starting February 1 in Cleveland newspapers to be known as "The Hit Record of the Month." In addition, Burt's Department Store will play the record selected daily on their *Wake Up and Sing* program.

On Sundays they will play it once each hour for five hours. The Cleveland Plain Dealer, Cleveland News, and Cleveland Press will carry large ads once a week, and smaller ads will be run daily. Unless differences between the ASCAP and BMI are settled by that time, the record selected will be a BMI tune.

Jack Cohen, vice-president, outlined the advertising campaign and pointed

out that from now on the service men will be known as music salesman. "They are really the backbone of the campaign and it can only be successful thru their co-operation," he said. He stressed the need of merchandising music and said some hat-too-good stops can be made into the best stops. "Every location on the route should be analyzed," he said. He explained in detail how it could be done. He pointed out the benefits to be obtained thru the advertising campaign: increasing revenue, better understanding with customers, and offsetting of adverse publicity.

Jerry Antel, president, was toastmaster at the dinner meeting. Harry Lief, chairman of the educational committee, explained a number of points regarding service and urged salesman to do everything possible to create good will by being courteous, keeping machines in good condition, giving customers what they want, and paying prompt attention to complaints.

Don Hawley, of Modern Automatic, guest speaker, praised the association's work. William H. Rosenfeld, association legal counsel, discussed the music situation and its relation to the association's business. Leo Dixon, secretary of the organization, led a discussion on the same topic in which all joined in. Other speakers were Peter Lushick, honorary board member, and Howard Meckley and Robert Finn, members, who spoke on service and other phases of the association activities.



ROCK-OLA DISTRIBUTORS LAUD TONE COLUMN. From every section of the country they came to attend a meeting and hear of the virtues of Rock-Ola Tone Column. The new soundless development actually reproduces music with third dimensional tone, Rock-Ola officials say.

**GLENN MILLER (Bluebird B-11011)**  
The Memory of a Rose—PT. VC. Patriotic Lullaby—PT. VC.

Contrasting this delicately scored and played double with the smashing swing of Miller's Aerial Chorus of several weeks ago demonstrates perfectly why this disk is on top of the heap. Both arrangements here are soft, slow, and spun into a gossamer web of melodic loveliness thru the peerless Miller reeds and brass choir. Side B in particular is effective in its rhapsodic, pastoral shadings, and warmth, with Ray Elmer's vocal a delectable detour after a first chorus of sheer beauty.

**DICK JURGENS (Okeh 5962)**

The Last Time I Saw Paris—PT. VC. Melody—PT.

Jurgens' interpretation of the nostalgic-to-interpret-properly Paris classic backs up with the better-band versions of this Kern-Hammerstein song thus far recorded. Jurgens plays it brilliantly without swinging it in an arrangement that agrees completely with the mood and spirit of the number, altho Buddy Baretto isn't up to the correct projection of the words. This side has potent coin phonograph possibilities. Reverse is a light, fragile thing, its reminiscent melody played gracefully and satisfyingly for either dance or listening purposes.

**GENE KRUPA (Okeh 5961)**

You Forget About Me—PT. VC. Deep in the Blues—PT. VC.

Krupa couples the string capabilities of Howard Du Lany and Irene Daye on the A side, bringing them together in a duet that gives the disk its only distinction. The vocalists lead off and come back at the end, leaving little room for instrumental grooves, which is all right, since what band work does come thru is spirited and very ordinary. Miss Daye does yeoman work on her part on the companion piece, a conventional fox-trot number despite the blues rumor spread by its title. The ock is better on this side, altho it's a waste of time on a song that won't mean very much.

**BENNY GOODMAN (Columbia 35901)**

Benny's Bugle—PT. As Long As I Live—PT.

Goodman comes up with the second release of his Sextet since the formation of his new band, and this, like the first, offers the added attraction of Count Basie featured on piano. Also like the first, it's superior jazz making from experts, and the response to it among discophiles and swing lovers is guaranteed. Chickie Williams, despite the promise held out by the title, is only spotlighted at the beginning of side A, with some fine guitar pickings from Charlie Christian, some equally fine Basie pianistic, and a few imaginative scoring ideas following thru on the side. Plattermate is a subdued, subtle bit of jazz that contrasts nicely with the bold strokes painted on the musical canvas of the reverse.

**MICHAEL LORING (Columbia 35906)**

de Lincoln—V. Wanderin'—V.

Loring is distinguished for anything in his short recording career to date, it is for the unique selections he has thus far out. After a conventional start that took care of a couple of pop tunes, this new Columbia vocal name has waxed a few Meet the People songs that are decidedly out of the ordinary, and now comes a side of chorus quotations from Lincoln's first inaugural address from (as the label anti-climatically puts it) "Hilimopoplin". Loring sings and talks it well enough in a pseudo-dramatic style that sometimes rings true and more often goes a little haywire. Both sides are heavy, involved bits that need in-person projection, provided it's good, to be as effective as possible. On a record it's not as listenable as it should be.

**FATS WALLER (Bluebird B-11010)**

Come Down to Earth, My Angel—PT. VC. Liver Lip Jones—PT. VC.

The inimitable Waller turns up this time with an contrasting pair of sides as have been waxed in many a moon. Fat only does Fats sing and play a slow, heavily sentimental ballad on the first side, he switches from piano to organ for a last chorus. But flipping the disk over quickly dispels the churchlike atmosphere, with Waller right back in his cocky belligerent and irrepressible style. Liver Lip isn't fast, but it's a cliché that it could never be played on an organ.

**LIONEL HAMPTON (Victor 27278)**

Smart Aleck—PT. Lost Love—PT. VC.

Hampton, in his first Victor pressing in some time, is another pace-changer with this disk. Customarily bringing his blues to bear on standards and originals played in highly explosive tempos, this

## On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

septet star here does a slow ballad, complete to vocal chorus, on the B side. Less of Lee Young's and the Hampton Rhythm Chicks' word-selling and more Hampton vibraphonic would have helped, inasmuch as the song and the vocalists are sort of weary. The other side is more in the expected Hampton vein, exhibiting his usual skill on a not-too-fast swing thing that has a better beat for dancing than most records of this type.

**CHARLIE BARNET (Bluebird B-11004 and B-11014)**

These Things You Left Me—PT. VC. He's a Latin From Saters Island—PT. VC. Lumb—PT. Phyllis—PT.

Side No. 1 of this quartet is a graduate of the Thesee Foolish Things Remind Me of You school, without which no season seems to be complete. Ensemble scoring at a medium tempo, with Bob Carroll for a fair set of words, tells the whole story on this side. Lyric idea of the reverse is also a little frayed around the

**CHICK BULLOCK (Okeh 5967)**

Wedding Bells Are Breaking Up That Old Gang of Mine—V. For Me and My Gal—V.

Bullock has had his share of coin phonograph successes in the past, and this stands as good a chance as any to click with the nickel droppers. That isn't to say that the disk is a great work of recorded art, because it isn't. It's simply a pleasant singing voice taking a couple of familiar oldies in a style that on previous occasions has caught on in taverns and other locations.

**COUNT BASIE (Okeh 5963)**

It's the Same Old South—PT. VC. Love Jumped Out—PT.

From Meet the People, the intimate revue that met with success on the West Coast and is now duplicating that success on Broadway, comes a satiric thrust at dear old Southland songs that contains much humor in its lyrics. Basie does all right by the tune in a jaunty

both arrangements that isn't too pleasing to the ears.

**MITCHELL AYRES (Bluebird B-11007)**

Hello, Mat I Done It Again—PT. VC. Wishful Thinking—PT. VC.

Ayres has a likely looking pairing in these Tall, Dark, and Handsome movie tunes, and if the songs themselves achieve any degree of popularity, it's a pretty safe bet that this disk will carry its share of the burden in home and coin phonographs. With the Ayres trademark—the also sax figures—threading its way in and out of choruses that are given the further benefit of capable scoring and execution, danceability and listenability are on a high level here. Mary Ann Mercer has the vocal assignments on both sides and does well with them, particularly the ballad wordage of side B. This listener has always felt that Miss Mercer is far better when she sings a sinner, straightforward romantic lyric than when she essays the cute cynosure displayed in several places on the A side here.

**SAMMY KAYE (Victor 27277)**

Sun Set of Sea—PT. VC. That's My Way of Saying I Love You—PT. VC.

Stuffed with songs that are none too brilliant, Kaye manages to do his customary smooth job of relaxing dance music here. Arthur Wright, the best voice in the Kaye coterie of vocal talent, makes Sunset sound a great deal better than it is, while Charlie Wilson lends the proper light touch to his interpretation of the rhythmically romantic ditty on the reverse. Over all is the easy dance music style that is a Kaye hallmark.

**TINY HILL (Okeh 5965)**

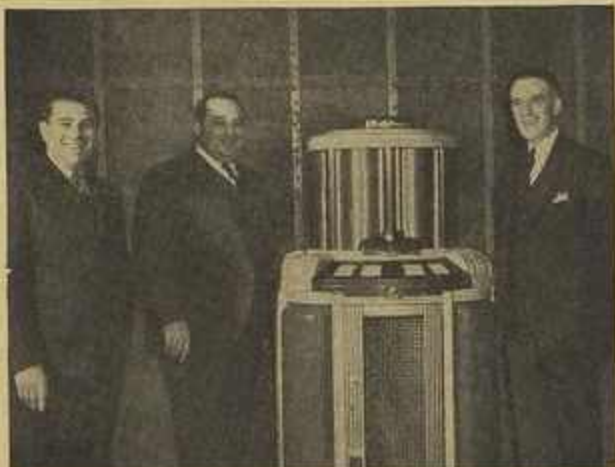
Tales From the Vienna Woods—W. Pop o' My Heart—PT. VC.

Hill makes of the immortal Vienna Woods what a technically correct but lackluster three minutes of ordinary three-quarter timing. The expected swing heat is defined well enough, and the scoring is nice but conventional. The odds on the other side is likewise played capably enough but without the slightest mark of distinction.

**HORACE HEIDT (Columbia 35904)**

A Pretty Girl Milking Her Cow—PT. VC. Because of You—PT. VC.

Another Heidt production number comes from the A side grooves, this one with the accent laid on sheer elaborateness and more on quality. Larry Cotton's soothing, appealing voice starts things off, taking the Irish-tinged number slowly, with Donna and Her Dots Juana picking it up with a tempo change into swing. Frankie Carle has a good piano passage on this side, and also on the reverse, which in toto is a medium tempo ballad backed by nice rhythm. The contrast of the production stuff of the A



**MIKE SPECTOR AND FRANK ENGLE**, officials of the Automatic Amusement Company, Philadelphia Distributor for the J. P. Seeburg Corporation, congratulate G. W. Rijfert, Harrisburg, Pa., operator, on his winning of the Seeburg Hi-Tone Symphonola in the Seeburg Lucky Number Contest. The drawing was held on the last day of the recent coin machine show.

edges as the result of much wear and tear in one form or another previously, but Ford Leary's vocal lends it enough strength to last thru three minutes, with Barnet's sax weaving in and out in a capable assist. The quaint and slightly screwy titles of the second platter adorn two instrumentals that show off some more Barnet sax virtuosity. Side A is usual stuff, but its companion is slow, moody, and prettily scored and played.

**XAVIER CUGAT (Columbia 35902)**

Swing Congo—Congo, Cuba Libre—Congo.

Cugat has been trying out some highly imaginative ideas of late, such as beguine tempos on light classics like *Kashmir Love Song* and *In a Persian Market*, and pups of the *Two Dreams Met* type, and now he brings forth another original hit in the form of a swing Congo. It's scored all the way thru along jazz lines, with good, clean ensembles and some precise sax section work that would do credit to a swing band, and with the whole business backed by a one-two-three-kick rhythm that loses none of its effectiveness because of the unorthodox instrumentation. Reverse is in the usual Congo pattern, and rich and colorful in the usual Cugat vein, but it's the A side that demands many rehearings because of its unusualness and the skill with which an imaginative idea has been consummated.

played arrangement, but James Rushing falls down on the words due to the inability of the listener to understand what he's singing half of the time. Since the number's only excuse for being live in its keen-edged satire, failure to make out the lyrics is hardly a help. This just isn't the sort of song for this type of band. Flip-over is in the more customary Basie idiom, replete with excellent solos and much fine piano from the Count.

**CLYDE MCCOY (Decca 3581)**

Love Can Do the Darndest Things—PT. VC. Bugles in the Sky—PT. VC.

The thing for which McCoy is noted—the proficiency of his corn trumpet—is not in evidence enough to lift this platter out of the doldrums of a pedestrian dance disk that hardly has what it takes to make its presence felt in the record buying market. McCoy is heard only briefly on both sides, and only then does the recording perk up a bit. The Bennett Sisters' A side vocal is old-fashioned and meaningless, and there is a brassiness in

A Coin Machine Hit By—

**BENNY CARTER**

and His Orchestra

on his first recording for Bluebird  
COCKTAILS FOR TWO  
TAKIN' MY TIME

BLUEBIRD NO. 11008

Carter's (40) age and young White's (18) inexperience are corrected by the whole disk, characteristically and instrumentally, for a reason that's unusual for this type of disk. Comparison shows it a Carter original that also is highly effective.

—From THE RECORDS—

The Billboard, Jan. 19, 1941

**LAWRENCE DUCHOW'S**

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Hilbert, Wis.

PERSONAL MANAGEMENT

DECCA RECORDS

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Feature Number Red Raven

Polka 2543

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(Papa's in the Dog-House Now)

ROY MUSIC CO., INC., 1619 Broadway, New York

side and the straight B side dance number is good.

**TEDDY WILSON** (Columbia 35905)  
*Embraceable You—PT. VC. I Never Knew—PT.*

Wilson has surrounded himself with a batch of fine jazz artists for these Columbia recording sessions, and paced by Teddy's expert piano rippings, they deliver some of the most acceptable hot passages of the moment. Highlight of the first side is a vocal from the great Helen Ward, whose delineation of the Cocturain favorite demonstrates again why she is and always has been great. The other old-timer on the tip-over is taken in a more driving rhythm than Embraceable You, which is slow and persuasively played. Good solos and the Wilson piano make the entire business a pleasure to listen to.

**SEGER ELLIS** (Okeh 5966)

*When It's Sleepy Time Down South—PT. VC. No Jug, No Jazz—PT.*

Slow, rhythmic, and with an excellent beat is the interpretation Ellis places upon the veteran Sleepy Time Down South. Irene Taylor (Mrs. Ellis), remembered from Paul Whiteman days, does very well with the lyrics in a longer than average vocal performance. The reverse features the leader's piano and some fair solo hits in a fast-tempo swinger.

**CUY LOMBARDO** (Decca 3575)

*Taking a Chance on Love—PT. VC. We'll Meet Again—PT. VC.*

Typical Lombardo versions, complete to all the instrumental touches and tricks that identify this band. A couple of scintillating piano breaks given up Taking a Chance on Love, but outside of that it's customary Royal Canadian Crippleation in a brighter tempo, while the reverse is the same in ballad style. Carmen Lombardo is back for the B side vocal, after several disks that have featured Merit Curtis for the lyricizing. The trio takes care of the Chance wadgets.

**TONY PASTOR** (Bluebird B-11008)

*Paradise Joe—PT. VC. Adios—Rumba PT.*

The first side is a field day for drummer Johnny Morris, who gets label credit for his strenuous hide-beating efforts throughout the disk. The lyrics, for that matter, is directed at Morris's work, with his drum breaks supplying the explanations for the puns raised in the words, watched by Pastor in his amusing fag-borne technique. Companion piece is distinguished only in that it is labeled simply a fox trot. The melody is a familiar Latin American standard, but it's played on a medium swing tone that bears little relation to south-of-the-border melodic manifestations.



THIS TOP LOCATION IN SAN FRANCISCO has installed Kerney wall bars all along its bar. Patrons like the convenience of music selection as evidenced by increased collections, it is reported.

## Buffalo

BUFFALO, Jan. 30.—While most of operators and distributors were away viewing the new displays at Chicago and attending the convention, business drifted along.

There is a great deal of sickness around, mostly the cold, grippe, and flu variety, and several operators couldn't attend the show for that reason. Among them was Joe Anzalone, of Chippewa Amusement Company.

Dick Levy, head of W. Bergman Company's record department, which distributes Columbia and Okeh disks here, is taking a cruise to Panama and Havana and should bring back some interesting reports.

Frank T. Curran, who recently held a showing of the new Phonoram soundie movie machine, reports excellent reactions on the part of local owners. He has already placed his first machine at the Hotel Buffalo taproom. He is now dickering with the Buffalo Airport and New York Central Station about the placement of more Phonoras.

The Frontier Cigarette Operators' Association, which has been in existence here for about 12½ years, had to postpone its regular monthly meeting for a week, since Secretary T. E. Phillips is

terribly busy with Greek war relief work and couldn't make it. Phillips even sacrificed his trip to the Chicago show for the first time in five years because of his tremendous efforts in behalf of the Greeks.

About 20 coin-operated amusement games operators here are seriously considering the idea of organizing an association. Efforts seem to show that results should prove successful.

Those who attended the 1941 Coin Machine Convention were full of praise upon their return and told all stay-at-homes what a swell time they had.

Unfortunately the current flu epidemic didn't evade the coin machine merchants here, and quite a few of the operators are laid up with ailments of it, including Joe Anzalone, Chippewa Amusement Company, and James Blakeland, Troquois Amusement Company.

Victor L. Stehlin has changed the name of his business to Victor Music & Amusement Company from the former Used Coin Machine Company. Transactions, he said, will be handled with the same high standards as before.

Rex Amusement Company's newest staff member is Sophie Suchyna, who will assist Mrs. Irene Snyder in the handling of secretarial work and bookkeeping. Rex is expanding its personnel, recently having added to the service department, too.

Harry Winfield, J. H. Winfield Company, Buffalo's Wurlitzer distributor, is now setting things in his new headquarters, which are twice the size of the old location. He spent two days in Chicago at the show and enjoyed meeting many old friends and business associates. Business is coasting along nicely and the new Wurlitzers are getting many sales.

Morton Smith and Chippewa Amusement Company's Joe Anzalone are in a huddle about a new product they will introduce to operators shortly. Details aren't available as yet, but the venture sounds impressive and should create a stir among the column.

Low Wolf, Rex Amusement Company, went to Florida this week to get married there January 25. The bride is a Utica, N. Y., girl. They will make their home in the Queen City after February 1.

Bill Fischetti, head of Rex Amusement Company's service department and Low Wolf's right-hand man, is taking charge of the office until the honeymooners return. Bill expects to do well with Bally's new Broadcast.

Atlas Phonograph Company, headed by Ben Kulik, expects a shipment of the new Seeburg phonographs and wall boxes after February 1, and is anticipating big big with the line. New merchandise is to be displayed at official showing and open-house party early in February.

Phil Rich, American Cigarette Machine Company, recently returned from a trip to Indiana and Pittsburgh, and is waiting for the new Mills music boxes and an assortment of games. His four-day stay and service course at the Packard factory was most enlightening and in-

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&  
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teresting, he said. So was the special chicken dinner given by Homer Caphart, and the latter's pet talk. Rich will install several sets of Pla-Mor wall boxes soon.

Boy for Decca Goldbergs

CHICAGO, Jan. 25.—Sydney Goldberg, official of the Decca Distributing Corporation, Chicago, became the father of a boy January 22. Goldberg will be remembered by many as one of the officials who was at Decca's exhibit at the 1941 Coin Machine Show.

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# Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

## GOING STRONG

Recordings listed below are apparently 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.

**I Hear a Rhapsody.** A startling jump was taken by this BMI number in reaching the top this week, only three weeks after it made its debut in the "Coming Up" section. The combination of an interesting enough tune and lyric and the abnormal radio plugging being given BMI songs due to the ASCAP-radio war was the thing responsible for pushing this to the heights so quickly. **CHARLIE HARNETT\*** and **JIMMY DORSEY\*** are the two disk artists represented on this one.

**We Three.** (13th week) **INK SPOTS, TOMMY DORSEY\***. Beat **Ma Daddy, Eight to a Bar.** (11th week) **ANDREWS SISTERS, GLENN MILLER\*, WILL BRADLEY\***.

**There I Go.** (8th week) **VAUGHN MONROE\*, WILL BRADLEY\*, TOMMY TUCKER\*, WOODY HERMAN\***.

**Down Argentin Way.** (7th week) **BOB CROSBY\*, SHIP FIELDS\*, LEO HERSHMAN\*, GENE KRUPA\***.

**A Nightingale Sang in Berkeley Square.** (5th week) **GUY LOMBARDO\*, GLENN MILLER, RAY NOBLE\*, SAMMY KAY\***.

**Dream Valley.** (4th week) **SAMMY KAY\*, WOODY HERMAN\*, FRANKIE MASTERS\***.

**French.** (3d week) **ARTIE SHAW, WOODY HERMAN\***.

## COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Along the Santa Fe Trail.** Doing all right, but still not quite managing to crash thru to complete, all-encompassing hitdom, this one may make it in another week or so, and then again it may start downhill. It's at that stage in its career when anything can happen. **DICK JURGENS\*** and **SAMMY KAY\*** are joined by **BING CROSBY** this week, the latter disk doing very well for itself.

**Stardust.** Continuing along pretty solid popularity lines is this revival, in both the **ARTIE SHAW** instrumental version and the **TOMMY DORSEY\*** vocal one. Neither is a world-beater as yet, but both are drawing plenty of nickels, and they give evidence of continuing to do the same for the next number of weeks.

**Yes, My Darling Daughter.** Going very well, this novelty tune based on an old Hebrew melody and introduced some weeks ago by **DINAH SHORE** on the Eddie Cantor radio show is getting a good deal of play both in Miss Shore's vocal version and in the **GLENN MILLER\*** dance arrangement.

**You've Got Me This Way.** After an up-and-down career, this picture song is apparently catching on nicely, according to reports received this week, which show that it is doing much better now than it had been doing the past few weeks. Three top names—**KAY KYBER\*, GLENN MILLER\***, and **JIMMY DORSEY\***—are responsible for its current music machine popularity.

**The Last Time I Saw Paris.** Also getting better is this superb Jerome Kern-Oscar Hammerstein song, but it's still far from the success it deserves because of its fine quality. **KATE SMITH** is still alone in the coin phonograph picture on it, although one or two dance versions are beginning to attract scattered attention. But Miss Smith has it pretty much her own way at present with her vocal recording.

**Scrub Me, Mama, With a Boogie Beat.** The sequel to **Beat Me Daddy, Eight to a Bar** finally got moving this week, with the **ANDREWS SISTERS** record the only one to step out and show signs of amounting to something big. Follow-ups are rarely as successful as their predecessors, so no paper this doesn't figure to be quite the hit **Beat Me** was (and still is), but exceptions to rules have been known to happen before.

**I Give You My Word.** Another "Possibility" to make good, this is the latest in the parade of BMI songs that start up the phone ladder, and it makes an auspicious start, too, in the **MITCHELL AYRES\*, KIDDY DUCHIN\***, and **JACK LEONARD** versions. This looks particularly good at the moment.

**You Walk By.** This BMIer eased off a bit after a promising start last week, but it still retains its chances of turning into, at least a smash hit, at least a sizable enough nickel-puller. **BLUE BARRON\*** and **KENNY BAKER\*** still have no competition under the coin phono needles on it.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they may probably well appear closer into "Going Strong."

**A Handful of Stars.** (7th week) Not far from thru. **GLENN MILLER\***.

## POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as in the judgment of The Billboard's music department.

**Until Tomorrow.** **SAMMY KAY\*** has a record here that has music machine potentialities written all over it in large letters. In the same soft-light-and-sweet-music vein as **I'll Never Smile Again**, created, as it was in that smash, by some fine quartet vocal work, this has an appealing melody and lyric that add up to a natural for the phono, particularly as treated on this disk.

**So You're the One.** A light rhythm tune, published by BMI, that is making a slight attempt to crash the gates of music machine popularity, and that may get very well dot it, too.

**Mean to Me.** The **ANDREWS SISTERS** ballad arrangement of this old-time, mentioned here several weeks ago, is beginning to attract some attention, which may grow much larger in scope, if record operators will watch this one carefully.

\* Indicates a vocal chorus is included

Double-measure records are purposely omitted from this section.



### COLUMBIA POPULAR 74

- 35002 SUPERMAN MORE THAN YOU KNOW BERRY COCHRAN
- 35022 THIS LITTLE BIRDY WENT TO TOWN BREAK IT TO ME BENTLEY WILL BRADLEY, BOB HOPE, RAY MCKINLEY
- 35028 COCHISE IN THE MOONLIGHT TEMPTATION
- 35029 KIDDEE CUGAY
- 35028 WISHFUL THINKING HOW DID HE LOVE? KIDDEE CUGAY
- 35028 I KNOW I KNOW AUTUMN ON THE CAMPER ORIN TUCKER
- 35026 MEAN TO ME I'LL GET BY TERRY WILSON
- 35027 WE COULD MAKE SUCH BEAUTIFUL MUSIC ON THE STOVE
- 35028 MICHAEL LORING
- 35028 GOT A DATE WITH AN ANGEL DORNEY, BOB HOPE, LEASE, JAMES HALL KEMP
- 35028 YOU'RE THE TOP LILLIAN H. HADWAT HALL KEMP
- 35010 I'VE GOT YOU UNDER MY SKIN THIS IS MY MAN OBVIOUSLY DON'T BELIEVE HALL KEMP
- 35031 WHETHER YOU KNOW THERE'S A SMALL HOTEL HALL KEMP



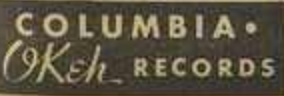
### OKEH POPULAR 183

- 35007 APPOINTMENT JINGLE MADNESS GENE KRUPA
- 35008 LET'S DIXIE THIS ONE OUT THIS IS MY MAN YOU YEARS AGO FRANKIE MASTERS
- 35009 WHEN YOU'RE TULLIN' JUST PLAIN FOLK TINY HILL
- 35008 OH HAVEN'T YOU HEARD THE CREAM IN MY COFFEE THE CHAMPAGNE MUSIC OF LAWRENCE WALKER
- 35001 JOE TURNER BEARS BEARS BEARS BEARS HENRY GARDNER
- 35002 I'LL SEE YOU AGAIN WHAT IS THERE TO SAY? WARY WEAVER
- 35003 ALL I DESIRE SPINNING TOPPER
- 35004 CHUCK FOSTER
- 35002 OKEH HILLBILLY 183
- 35002 TRASH ON MY FELLOW HICKS
- 35002 BARNEY AND THE WESTERNERS
- 35000 I WISH IT WASN'T NO AIN'T YOU SHER
- 35004 ATCHIEVE YOUR BLUE EYES
- 35004 THE GOOD LORD WHILE THERE ARE ANY FLOWERS BE GONE TO THE SUN
- 35008 JERES IN EVERYTHING TO ME CALL ME
- 35008 MITCHELL CHRISTIAN RINGERS
- 35008 CHARLIE HOWRIN' BEARS DOWN TOWN BLUES CURTIS KOPPE



### POLKA FAVORITES

- 35027 MICHAEL CIANO KAVIER CUGAY
- 35041 BARRETT
- 35042 BARRETT AND THE WESTERNERS
- 35046 BIER AND SKITTLES
- 35046 MIRA MI JENIFERIA
- 35046 BARRETT AND THE WESTERNERS
- 35046 HARBINGER POLKA
- 35046 TWENTIETH CENTURY POLKA
- 35046 PERRY BOA'S BELLEGAARD
- 35046 BENNY POLKA
- 35046 THE GLOBE TROTTERS
- 35046 PRO-CHO BERENADE
- 35046 SWIFT CLIVER
- 35046 THE GLOBE TROTTERS
- 35046 VENI VANI MELODY
- 35046 HUNTERMOON
- 35046 THE GLOBE TROTTERS
- 35046 FLAVY POLKA
- 35046 PRIZE POLKA
- 35046 EDWARD KROLKOWSKI
- 35046 SYRICH POLKA
- 35046 ALEXANDER'S POLKA
- 35046 EDWARD KROLKOWSKI



## Pace Setters

of the *Popularity Parade*

on VICTOR and BLUEBIRD RECORDS

### VICTOR "POPULAR" RELEASE NO. 407 LIST PRICE 50c

- 27287 "All Night Long" "The Merry" a Band Swing and Sings with Sammy Kaye
- 27288 "Love Star Trail" "Don't Ask Me Why"—Watts Leo Belisario
- 27289 Dr. Livingston, I Promise! "What the Quail Came Back to Ben Quintin Artie Shaw and his Gramercy 5—
- 27290 "Hawai Across the Sea" "A Million Moons Over Hawaii" Ray Kinney and his Hawaiian Musical Ambassadors

### LIST PRICE 75c

- 30387 Enchanted Wayne King
- 30388 Whining Jack Hilton

### BLUEBIRD "POPULAR" RELEASE NO. 314 LIST PRICE 35c

- B-11018 "Mammy's My Heart" "Takin a Chance on Love" Taddy Popwell
- B-11017 "Bound Right in Manhattan Corners" "I Could Write a Book" Bob Chanter
- B-11018 "Rockin' Chair" "Nobody Knows My Troubles" Larry Clinton's Bluebird Orch.
- B-11019 "In Dreamland—FT Temp" "Mean 'n' Me" Marie of Yesterday and Today styled the Blue Barron Way
- B-11020 "I Do, Do You?" "You Are the One" Glenn Miller
- B-11021 "Day Dream" "Justine Day" Johnny Hodges (An Ellington Unit)
- B-11022 "With a Touch of the Blues" "You Should Be Out to Music" Tony Pastor
- B-11023 "1941-41-41—Gone" "Enchanted Mia—Gone" Panchito
- B-11024 "The Merry of a Rose—Vocalists" "You Forget About Me—Vocalists" Dick Todd, Bartono

### RACE

- B-8814 "My Buddy Blues" "Return, Hal of Mine" The Pine Breeze
- B-8815 Empty Room Blues "You Didn't Mean Me No Good" Memphis Slim

\* Vocal Refrain  
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1c Tom Thumb, 2 lb. \$2.45  
1c Stick Gum, 2 1/2 lb. \$2.95  
1c Peanut, 5 lb. cap. \$2.00  
1c Cigarette, 2 1/2 lb. \$3.00  
1c-B, N. W. Cigarette \$3.00

1c 10c. sig. rest. \$8.00  
1c 10c. sig. rest. \$8.00  
Pistachio, 5 lb. \$3.95  
1c Ever Ready, 4 gal. \$12.00  
1c Robbin 2-7, Rev Model \$4.00  
1c Log Cabin \$4.00  
1c Duplex \$4.00  
1c Quaker, 3 gal. \$7.95  
1c Challenger \$11.95  
A. G. T. Model F Challenger \$6.95  
Complete price list sent upon request.  
1c-B, W. C. O. D.

**ASCO, 140 ASTOR ST., NEWARK, N. J.**



**\$12.50**  
**6 for \$60.00**  
**1c, 5c or 10c Play**  
**1-3 Deposit**

**TORR** 2047A-50. 68  
PHILA., PA.



**Beverage Sales Exceeded Billion Dollars in 1939**

CHICAGO, Jan. 25.—It takes more than \$1,600,000,000 worth of beverage hard and soft—to quench the collective thirst of 131,689,000 Americans each year.

This is the value placed on alcoholic and non-alcoholic beverages produced in 5,983 beverage manufacturing establishments operated in the United States in 1939, according to preliminary figures announced by William Lane Austin, director of the U. S. Census Bureau.

Returns of the manufacturers' census show a total value of \$1,029,961,748 in terms of manufacturers' selling price, of which \$664,982,818 represents the value of alcoholic beverages and \$365,778,930 the value of non-alcoholic drinks. Internal revenue taxes on the alcoholic beverages are not included in this valuation.

The malt liquor industry's 665 establishments accounted for \$336,970,938. Distilled liquors totaled \$38,090,195, with products of 148 rectifiers and blenders amounting in value to \$49,143,065. Wine output was valued at \$32,782,090.

The figure for the 139 producers of distilled liquors in 50.4 per cent under the 1937 level of \$113,102,063. A detailed production report to be issued later is expected to show that a decline in price, rather than output, is responsible.

Value of output for the 301 wineries shows a drop of 23.3 per cent, from \$42,732,667 to \$32,782,090.

Malt liquors are off only 2.1 per cent from the 1937 total of \$337,105,238. Beer, ale, porter, and other malt liquors produced in 1939 amounted to 92,890,273 barrels, with a value of \$31,446,413. Malt extract, brewers' grains, etc., account for the remaining value of products of the industry.

Establishments primarily engaged in the manufacture of malt turned out products worth \$56,478,381 in 1939.

Non-alcoholic beverages gained 32.3 per cent between 1937 and 1939, from \$276,770,080 to \$365,778,930.

A compilation of figures for the producers of alcoholic beverages shows that in 1939 they paid out to farmers and others for materials, supplies, fuel, electric energy, and contract work a total of \$238,911,778.

They gave employment in manufacturing operations to 43,052 wage earners, with a pay roll of \$72,354,919. A later report will show the number engaged in distribution and construction work. Salaries personnel totaled \$2,008, receiving \$26,922,347.

The non-alcoholic beverage industry included 4,504 establishments, with 7,371 salaried employees earning \$19,214,670 and 21,317 wage earners with a pay roll of \$90,344,719. Its cost of materials, supplies, fuel, purchased electric energy, and contract work was \$153,930,340.



WALTER CONINE, of Pennsylvania, signs for more DuGrenier Champion cigarette machines in the DuGrenier suite at the CMI show. Looking on, left to right, are Burnhart (Big) Glasgow, DuGrenier vice-president, and Bert Kline, DuGrenier's Pennsylvania representative. From across the room Blanche Bouchard, treasurer of Arthur H. DuGrenier, Inc., with J. Guthrie, Miller Automobile Sales Company, Louisville, Ky., watches the procedure.

**Bally Venders Serve Pepsi-Cola**

CHICAGO, Jan. 25.—Pepsi-Cola bottles and distributors will soon install thousands of Bally Beverage Venders to sell Pepsi-Cola on draught, according to announcement by Don Mitchell, sales manager of Pepsi-Cola Company.

"The Bally Beverage Vender, operated as the Pepsi-Cola self-service fountain," Mitchell states, "is designed to meet the great and growing demand for Pepsi-Cola on draught. Now, by merely depositing a nickel in the self-service fountain, you are quickly and conveniently served a sanitary individual cup of ice-cold Pepsi-Cola.

"The big drink, popularized by bottled Pepsi-Cola, remains a feature of Pepsi-Cola on draught, and the draught beverage is as delicious, fresh, and sparkling as bottled Pepsi-Cola. In fact, the draught drink is identical with bottled Pepsi-Cola. It is prepared in Pepsi-Cola bottling plants by standard bottling methods. The draught beverage is held under pressure in a specially designed, valve-sealed, stainless steel container, which functions as a giant bottle of Pepsi-Cola—from which several hundred big drinks can be served. In other words, regardless of the number of drinks automatically served, beverage in the self-service fountain retains full carbonic charge—thanks to the double value system used.

"The machine used to serve Pepsi-Cola on draught is the Bally Beverage Vender, designed and built by Bally Manufacturing Company, Chicago. Bally Beverage Venders are already in operation throughout the United States, and the machine has proved a successful vender of cold carbonated drinks under all conditions. The Bally vender was demonstrated at the recent Bottlers' Exposition in Cincinnati and aroused the enthusiasm of Pepsi-Cola bottlers and distributors from all sections of the country. As a result of completed tests, Pepsi-Cola Company and Bally Manufacturing Company have undertaken a contract whereby the Bally Beverage Vender will be used throughout large territory in the United States for the vending of pre-carbonated ice-cold Pepsi-Cola in sanitary individual cups from coin-operated machines."

### Correction

In our Buyers' Guide, page 81, The Billboard, January 18, an error was made in listing the Cent-a-Mint vending machine. This is a five-column penny vender for mint patties, tab gum, etc., and is made by the Cent-a-Mint Sales Corporation, New York.

D. M. Firestone, an official of the firm, says that many sales were made during the 1941 Coin Machine Show, and that prospects for the present year are encouraging. The mint vender is said to be growing in popularity as operators all over the country learn of its many advantages.

## Big Business At Army Camps

TRENTON, N. J., Jan. 23.—The soldiers stationed at near-by Fort Dix military post smoke more than 2,100,000 cigarettes every month. They also smoke more than an average of 2,000 cigars and drink 5,000 bottles of pop every day in the post exchange or canteen. Altogether it is operated by the army, the canteen employs all civilian help.

Automatic coin machines of every type are in prominence here and the statistics tabulated here are an indication of the importance of such locations to the industry. The canteen being the heart of the big military campment, it is here that the enlisted men gather to buy their personal necessities for soldier life. It is in the same category as a general store in a country town, and army officials advise that soon there will be 12 other such exchanges scattered throughout the camp grounds.

## Wants Peanut Vender With Napkins on Side

To the Editor:

It has been suggested that I write to you in regard to a penny peanut vending machine which has a holder for napkins on either side. I would like to know what company manufactures these machines.

I would appreciate it very much if you can give me information regarding this machine or any machine similar to it—K. H.

(Any information on this item from our readers will be appreciated. We do not have such an item in our files. Information may be forwarded to Coin Machine Department, The Billboard, 155 N. Clark Street, Chicago.)

**TALK of the SHOW WAS INVEST IN SECURITY BUY**

**Northwestern**  
**BULK VENDING EQUIPMENT**



Hundreds of machines were displayed at the recent Show, but experienced operators all agree that Northwestern bulk vending equipment offers the industry's most profitable and dependable buy. Here is an investment in security that will provide a permanent source of revenue for years to come. Write today for complete details on the most up-to-date line of bulk vendors—Northwestern.

DE LUXE

**FREE!**  
If you are interested in the possibilities of the new Northwestern Bulk Vending Equipment, we will send you a complete literature folder.

**THE NORTHWESTERN CORPORATION**  
5427 AND 5430 STREET, PHILA., PENN.

**FULL NORTHWESTERN LINE**

★ Recommended  
★ Guaranteed  
★ Distributed  
★ Financed by

**TORR** 2047A-50. 68  
PHILA., PA.



Write Today for **FREE CATALOG** of over 100 different New and Used Vending Machines, Cigarettes, Billiard Games and Phonographs.

**IMMEDIATE DELIVERY!**  
1. BASEBALL GUM VENDOR ONLY \$12.50

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N. Y.

## Jersey CMA Drafts Plans for Banquet

NEWARK, N. J., Jan. 28.—Date for the fourth annual banquet of the New Jersey Cigarette Merchandisers' Association will be set at the first regular meeting of the year to be held Tuesday night (28), James Cherry, manager, said today. Cherry's statement followed a special meeting of the board of directors held Tuesday, when special legislation and Federal Wage and Hours Law as applied to the industry were discussed along with the banquet plans.

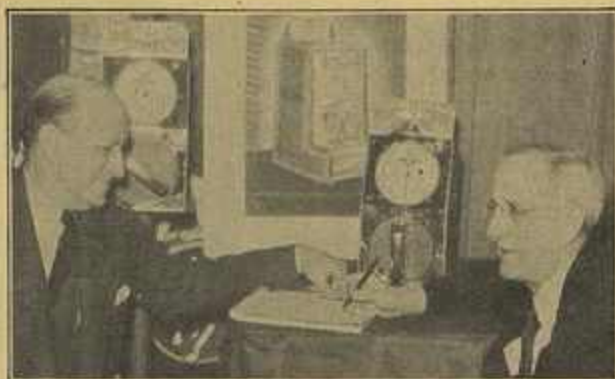
Much interest is being manifested in the coming meeting, Cherry said, as the election of officers and board of directors is scheduled for this time. Retiring officers are Charles W. Stange, president; Max Jacobowitz, vice-president; Jack Groat, secretary; Henry Hartmann, treasurer, and Nat Turkel, sergeant at arms. Retiring members of the board of directors include the officers who are ex-officio members of the board and Harry Zuk, Sam Malkin, Michael Lascarr, Herman Arlein, Michael Herman, Edward Derickx, John Sharenow, and Walter Buziele.

Cherry said a tentative date has been set for the banquet, but a definite date will be set at the regular meeting. Plans already advanced call for the biggest event of this kind ever staged by this organization. Essex House is being considered as the site for the event.

## New York CMA Sets Banquet for Mar. 15

NEW YORK, Jan. 28.—Plans for the annual banquet to be staged by the New York Cigarette Merchandisers' Association are now in progress. Event this year will be a testimonial dinner honoring Robert Z. Greene, president of Rowe Cigarette Service and vice-president of Rowe Manufacturing Company. Event will be held in the main ballroom in Hotel Pennsylvania March 15, Matthew Forbes, manager, said.

Committees will soon be named and banquet plans will swing into action to make it the outstanding event of the year, Forbes added.



DISTRIBUTOR ROY TORR (right), of Philadelphia, signs on the dotted line for a stable order for the Holly Grip Scale, as Stuart Howard, president of the Holly Manufacturing Company, looks on. The machine under discussion is behind Torr's hand.

## Invents Liquid Dispensing Machine

To the Editor:

I have developed a new type of liquid dispensing machine, adapted particularly for dispensing mouth washes. You have been recommended to me as one who could put me in touch with the names of some concerns who would be inter-

ested for a big business with the Seeburg line. My-G is awaiting sample merchandise within the near future, but nevertheless is already taking orders for this merchandise.

Operators seen at the Mayflower Novelty Company in the past few days included Emil Christensen, of Williston, N. D.; George Hinech, of Dickinson, N. D.; Kelly Diehrich, of Chaska, Minn.; Cecil Bosker, of Keokuk, Ia.; Stanley Badar, of



## Coming Events

- Chicago Gift Show, Palmer House, Chicago, February 3 to 14.
- National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.
- Third Annual Northwest Coin Machine Show, Minneapolis, March 28 and 29, Radisson Hotel, Minneapolis.
- Beverage Bottlers' Conventions:
  - California, San Francisco, February 3-4.
  - Indiana, Hotel Antlers, Indianapolis, February 17-18.
  - Kentucky, Hotel Brown, Louisville, February 13-14.
  - Louisiana, New Orleans, February 6-8.
  - Ohio, Hotel Deshler-Wallick, Columbus, February 4-5.
  - Oregon, Portland, February 6-7.
  - South Dakota, Hotel Marvin Huggitt, Huron, February 11-12.
  - Utah, Salt Lake City, February 14-15.
  - Washington, Hotel Washington, Seattle, February 16-17.
  - West Virginia, Huntington, February 10-11.

ested in the manufacture and sale of such an invention.

The machine is coin-operated and is so arranged that the container may supply several different kinds of liquids. The patron may, selectively, operate the machine to the desired liquid and upon depositing a coin operate the mechanism, which will vend a predetermined quantity in a sanitary cup. The machines are to be placed in lavatories of hotels, railroad stations, trains, steamships, and other public places.

Any names of prospective concerns who might be interested in such an invention, will be appreciated.—H. J. L. (Any firm interested may secure the name of the inventor from the editor.)

New Rockford, N. D., and Wally Sharp, of Alma, Wis.

Acme Novelty Company is awaiting delivery of a carload of Wurflizer phones. Oscar (Ossie) Truppenan, Acme sales manager, reports the carload is already

sold, and its arrival will be featured by quick delivery of merchandise. Acme already has sold two cars of Wurflizer 750s, he said. The firm also has a large backlog of orders for the selective wall box. Acme received some fine business from comment returning to their sections from the Chicago show.

Recent visitors at Acme Novelty Company included Frank Kummer, of Spring Valley, and G. L. Pease, of Breckenridge, Minn., both of whom showed considerable interest in the Wurflizer line.

Sam Taran, of Mayflower Novelty Company remained in Chicago for several days after the coin show, and Herman Paeter, doubling for Kato, said an important announcement relative to the coin-machine industry will break upon Sam's return.

License application to operate vending machines as a new business was filed with the Minneapolis city council license committee by the U-Select-It Service Corporation of Minnesota, Inc. here.

Business for Spin-O Sales Company, according to Manny Levine, head man, is very good, with Spin-O's Denver and El Paso offices faring exceptionally well.

Panoram and Scandies are doing well, according to Herman Paeter, of Mayflower Novelty Company. The locations now featuring Panoram in the Twin Cities report the take on the machine has far exceeded fondest expectations.

## SILVER KING

\$5.50 Each in lots of 10

ONE OF THE 250 MODELS



5 lb. TIME PAYMENT PLAN ON SILVER KINGS, NOW AS LOW AS 50¢ A MONTH

FREE Cat. & Literature Upon Request. Write Today for Terms.

### SPECIAL FACTORY REBUILT

CENT-A-PAKS PENNYPAKS IMPS \$8.00 Each \$ on 100

TORR 2047A-50, 68 PHILA., PA.

12 PAY PLAN TIME PAYMENTS 30¢ PER MONTH



A Steady Cash Income A Route of Northwestern Model "40" (America's finest built vendor) will give you a permanent cash income with a small investment.

Under our new 30¢ per month time payment plan, the operator can expand their operations and you can start in this business with a small investment and use the machines for your customers. WRITE AT ONCE FOR DETAILS!

RAKE

Less than 100 \$8.20 List Price 25 \$9.00. 7 S. 22nd, Phila., Pa.



3-Row 3-Way Play with Coin Divider and 2 Separate Cash Boxes. Complete. Ours of 6 \$13.95 \$75.00

8-Row Poker Play with Coin Divider and 2 Separate Cash Boxes. Complete. Ours of 6 \$14.95 \$80.00

TO DAY TRIAL PLAN Order a Machine, if not satisfied with it, after 10 day return, should be full refund.

TRADE-INS Liberal allowance on your old Quinley Games. Let us know what you wish to trade.

DON'T DELAY! ORDER NOW! Get Attract \$2.00 Bill or N.O. as a Deposit and We Will Ship Balance G. O. D.

RAKE Philadelphia, Pa.

## Minneapolis-St. Paul

MINNEAPOLIS, Jan. 28.—Back from the coin-machine show, distributors and operators alike are enthusiastic over prospects for the new season. All are singing the praises of new merchandise they viewed in the Windy City and hope soon to have the games on hand for use in this locale.

Gilman Hanson, St. Peter column, came to the city this week to line up another Seeburg wired remote control installation for his territory.

Other operators seen at Hy-G Amusement Company this week included Gerald Johnson, of Hudson, Wis., and Pete Womson, of Mankato, Minn.

Highly enthused over the possibilities of Seeburg phones, as shown at the Chicago show, Henry H. (Hy) Greenstein and Jonas Bessler, execs of Hy-G Amusement Company, returned to the city all

## The Hit of the Show—BRITE-N-UP MIX

The NEW Confection for Bulk Vendors Other Features . . .

CANDIES SALTED NUT MEATS BALL GUM CHARMS 5¢ PACKAGE CANDIES

Be sure to send for our NEW 1941 Price List

PAN CONFECTIONS-CHICAGO

348 W. 100 ST. CHICAGO, ILLINOIS

147 W. 100 ST. CHICAGO, ILLINOIS

## POPCORN VENDORS

Get EXTRA profits on your locations with Kellogg Automatic Popcorn Vendors. Require but little space, quickly serviced, and very profitable. Write for circular and special deal for operators.

Here's a real live one. Don't pass it up.

GOLD MEDAL PRODUCTS CO. 121 E. PEARL ST., CINCINNATI, OHIO

## FOR BETTER RESULTS BUY MONARCH MACHINES

MILLS JUMBO PARADE FREE PLAY CONSOLE—SLUGPROOF...\$94.50

MILLS 1-2-3 FREE PLAY, LIMITED QUANTITY.....\$49.50

GROETCHEN COLUMBIA, CIGARETTE REELS, GOLD AWARD, LIKE NEW...\$34.50

### FIVE BALL FREE PLAY NOVELTY GAMES

Phet.....\$37.50	Swiss Champ.....\$20.00	Flagship.....\$22.50	O'Boy.....\$29.50
White Spade.....\$24.50	Red Hot.....\$20.00	Shylock.....\$17.50	Nippy.....\$24.50
Trough.....\$22.50	Super Six.....\$28.50	Hywind.....\$17.50	Sporty.....\$29.50
Boop.....\$18.00	Superbagger.....\$17.50	Orcaas.....\$18.50	Looky.....\$24.50
Vegas.....\$17.00	Thriller.....\$17.50	OldBall Abottle.....\$20.50	Formation.....\$59.50
Three Bears.....\$39.50	Big Six.....\$17.50	Mr. Chips.....\$17.50	Big Town.....\$22.50
Moldover.....\$49.50	Fanny.....\$17.00	Peppercorn.....\$24.50	Three Score.....\$20.50
Speed Demon.....\$39.50	Herry-Go-Round.....\$44.50	Yacht Club.....\$44.50	

### AUTOMATIC PAYOUT CONSOLES

Kenney Triple Entry.....\$109.50	Mills Boogie Ball.....\$ 65.00
Kenney Pacifier.....\$22.50	Exams 1940 Passer.....\$12.50
Kenney 1938 Trunkline Bill.....\$28.00	Paris Races, Brown Cabinet.....\$9.50
Kenney Kentucky Club.....\$9.50	Paris Races with Jackpot.....\$39.50
Bally Royal Flush Card Game.....\$22.50	Kenney 1940 Passer.....\$12.50
Jennings Multiple Race, 54M.....\$49.50	Paris Garçon, 1940, 54 Pin.....\$20.50

Terms: 1/3 Deposit, Balance C. O. D.

**MONARCH COIN MACHINE CO.**  
1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.



WILLIE (LITTLE NAPOLEON) BLATT, of Supreme Vending Company, Buckley Music System distrib. was host at a party given in the Hotel Sherman during the CMI Convention for metropolitan New York music operators and association executives.

## CLEAR-THE-DECK SPECIALS!

We're Getting Set for a Big Year!

THESE MONEY-MAKERS ARE PRICED TO MOVE!

Order Today!

CHICKEN SAM, With Base.....\$ 49.50	
CHICKEN SAM, Without Base.....44.50	
KENNEY ANTI-AIRCRAFT GUN, Black Cabinet.....59.50	
KENNEY ANTI-AIRCRAFT GUN, Brown Cabinet.....79.50	
SHOOT THE CHUTE RAYOLITE, With Base.....109.50	
WURLITZER 412 or 312.....30.00	
WURLITZER 616 or 716.....49.50	
ROCK-OLA, 12-Record.....20.00	
ROCK-OLA, 16-Record.....39.50	

WRITE TODAY FOR BIG NEW LIST OF USED MACHINES!

Exclusive Distributor for Seebury 1941 Music Systems

## SOUTHERN AUTOMATIC MUSIC CO.

542 S. 2nd St., Louisville, Ky.  
425 Broad St., Nashville, Tenn.

531 N. Capital, Indianapolis, Ind.  
312 W. Seventh, Cincinnati, O.

## IF YOU WERE AT THE SHOW—YOU KNOW It Was PIKE'S PEAK



The Newest Idea in a Counter  
Skill Game That Had 'Em  
All Agog.

Five Balls, Adjustable High Score  
Features. Ball Gum Vender—the  
best of all—it's positively the most  
captivating game ever introduced.

Take a Tip  
GET YOUR ORDER IN NOW

**AMERICAN CIGARETTE  
MACHINE CO.**

1349-51 FIFTH AVE.  
PITTSBURGH, PENN.

974 MICHIGAN AVE.  
BUFFALO, NEW YORK

\$29.50  
E.A.

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We strive to bring you America's finest credit-card—loaded with genuine benefits of 50%.

## CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

First, simplest CREDIT PLAN! Just 3 things to do! (1) Send your order and 10% deposit; (2) Send the name of your bank. You pay us out in 10 weeks. Double Features...\$23.50 Mills Tennis Man \$149.50 Limited...\$49.50 We bill each month with order. Certified 97 FREE! National's Illustrated Magazine with qualifying buy of every 100¢.

NATIONAL NOVELTY CO.  
183 Market Road, MERRICK, LONG ISLAND, N. Y.

## Oklahoma Business Men Campaign for Return of Games

OKLAHOMA CITY, Okla., Jan. 28.—With the campaign of Oklahoma's small business men for the return of amusement games and salesboards daily gaining momentum, leaders here are optimistic.

"The enthusiasm with which our fellow business men are joining in the movement to secure favorable legislation, leads us to believe that we will form an almost solid front in our requests when our proposition comes before the Legislature next month," Roy W. Smith declared.

Smith is secretary of the Oklahoma Progressive Merchants' Association, which is sponsoring the movement. Within the next few weeks every community of 250 or more people will be visited by a member of the association for the purpose of lining up the small business owners and outlining the plan of action, he said.

Merchants were quick to protest when the 17th Legislature passed legislation against all coin-operated amusement machines and salesboards. This is the first attempt to organize these small business men and women into a strong enough unit to make their demands carry weight, he said.

Some idea of the plight of the little business owners in Oklahoma can be gained from the knowledge that the tourist trade alone fell off \$30,000,000 in 1940. Much of this loss is attributed to the abolishment of pinball games, salesboards, and other business stimulators, it is said.

Because the law when drafted will place a license fee on games, it is thought the proposal will be looked upon with favor as a revenue raising source at a time when the State is faced with the need to raise thousands of dollars to meet an increased budget. Governor Phillips in a 15,000-word message to the legislators Tuesday advocated the matching of income with expenditures thru levying several new taxes. Among these are a new tax on beverages, broadened cigarette taxes, and an emergency measure amusement tax.

While prospects for the success of the movement are bright, the co-operation of every potential location owner in Oklahoma is needed between now and the latter part of February, when the proposed law is given to the Legislature, it was stressed. All persons interested in the campaign are being invited to obtain information at organization headquarters at the Wells-Roberts Hotel in Oklahoma City.

## Data From Illinois Cigarette Association

To the Editor: In the January 18 issue of The Billboard you asked for data on the various associations. As you know from personally attending several of our meetings, we are most anxious to increase our membership and have spared no expense. But, so far, we have only been able

to get the same loyal operators to join and attend meetings.

At the association dinner given by Coin Machine Industries, Inc., during the 1941 Coin Machine Show, I asked James O'More, secretary of the national association, what could be done to encourage operators to join their respective associations, and he suggested that the trade journals stress the real need of associations and urge all operators to contact their association; if one existed—or organize one if need be. I am sure you feel the same way and that The Billboard will do all it can to that end.

As regards the workings of the Cigarette Vender Operators of Illinois, you are familiar with it by personal observation and I will only enclose the minutes of the Springfield meeting, which I think covers the past and plans the future very well. Condemning it any way you like for The Billboard—Howard L. Rubin, secretary of Cigarette Vender Operators of Illinois.

## Bill Hemminger Ill in Hospital

WAUKEGAN, Ill., Jan. 28.—Bill Hemminger, sales manager of the Pfanzestel Chemical Company, manufacturer of the 4,000-play Pfanzestel phonograph needle, is a patient at St. Therese Hospital, Waukegan, recovering from an attack of pneumonia.

Hemminger was in attendance at the recent Chicago convention, in charge of his firm's booth. He was stricken on the Sunday following the close of the conclave. He is said to be on the road to recovery.



CHARLES A. TRAU, who has just joined Sicking, Inc., to become manager of the firm's Louisville, Ky., branch, grand opening of which will take place February 8 and 9. All operators and jobbers are invited to attend the gala opening. Trau has spent more than 10 years in the coin machine business, most of which have been spent in Cincinnati and Southern Ohio, where his friends are numbered by the score.





COFFEE DAN'S, INDIANAPOLIS, recently opened. Included in the plans for the cafe was Paabard's remote-control system. Note wall boxes and wall speaker.

## Aid to March of Dimes

Los Angeles Association bulletin calls attention of members to aid in fight against polio—commemoration of President's birthday

LOS ANGELES, Jan. 25.—As is the practice of the Associated Operators of Los Angeles County to take a definite part in all civic affairs, the association has issued a bulletin to all operators calling their attention to the March of Dimes annual drive to combat infantile paralysis and at the same time commemorate the birthday of President Roosevelt.

The bulletin, issued by the association, declared: "All America is engaged in its annual March of Dimes with which to promote the study of infantile paralysis and to ameliorate the pitiable condition of the victims of the malady.

"Part of the money raised by the March of Dimes in this State will be kept at home to fight infantile paralysis in California, while the remainder will be sent to the National Foundation for Infantile Paralysis for use in research work. Infantile paralysis is one of the most distressing of all human plagues. It is one of the three disease common

in America that continue to defy and baffle medicine, the others being cancer and rheumatic heart fever.

"Infantile paralysis is among the most insidious of ailments, because it often strikes without giving warning. Victims have been known to awaken in the morning stricken with the ailment, whereas they had felt perfectly fit on retiring the night previous.

"The mobilization of public action for the control of infantile paralysis during January of each year, culminating January 30, the birthday of President Roosevelt, has become a fixed custom in America.

"With the funds thus raised, further scientific research into methods of preventing the malady will be supported, first aid in stricken areas provided, and doctors and parents equipped with means of preventing tragic after-effects of the disease.

"The constantly diminishing number of deaths and the lowered average of permanent cripples resulting from this malady today are the direct results of recent progress in the fields of medical research, induced by the annual offerings for the purpose.

"A good-sized army of volunteers will sell the buttons and collect the dimes, and there is no question that Los Angeles and Southern California will easily raise a large amount for the cause by January 30."

### See Priority on Copper and Zinc For Defense Need

NEW YORK, Jan. 25.—"Will defense priorities orders interfere in any way with coin machines?" is a question which has been asked by a few commenters. To date there has been no indication of such interference. However, recent news stories reveal that growing national defense needs, coupled with probable British demands, might pave the way for inauguration of a priority system for copper and zinc, metal quarters revealed this week.

Copper committees have paid for weeks a premium over the primary producer price of 12 cents a pound to obtain even small supplies for near-by shipment. Producers of zinc have less than a week's supply at current fast shipment rates.

Facing a possibility of a shortage later this year, defense authorities and representatives of the copper and brass industry discussed expanding productive facilities.

### Oked To Use "Cola" But Not To Deceive, N. C. Court Rules

CHARLOTTE, N. C., Jan. 25.—The United States Circuit Court of Appeals has ruled that the Diet-Cola Laboratories of Baltimore, Md., and others of Baltimore, can use the word "cola" on its

## NOTICE!

**JOBBER—WRITE OR WIRE US FOR YOUR QUANTITY PRICES BEFORE PLACING YOUR ORDER ELSEWHERE.**

**FACTORY DISTRIBUTORS FOR**

A. R. T. MFG. CO.	CENCO, INC.
BAKER NOVELTY CO., INC.	D. COTTLE & CO.
BALLY MFG. CO.	GRODYCH & TOOK, CO.
PAUL BENNETT	O. D. JENNINGS & CO.
BUCKLEY MFG. CO.	J. H. KEENEY & CO.
DAVAL CO., INC.	MILLS NOVELTY CO.
H. C. EVANS & CO.	PAGE MFG. CO.
EXHIBIT SUPPLY CO.	PACIFIC RACETS, INC.

H. F. MOSELEY  
Pres.-Treas.

DISTRIBUTOR FOR SINGING TOWER PHONOGRAPH

### OPERATORS AND SUB-DISTRIBUTORS SATISFY YOURSELVES AND WRITE US FOR YOUR PRICES SLIGHTLY USED MACHINES

<b>5-BALL FREE PLAY</b>	1 Wurlitzer 516A ..... \$59.50
2 Bally Dandy ..... \$11.50	1 Wurlitzer P12, Light Up Grill. . . 42.50
1 Bally Fifth Inning ..... 10.50	
1 Bally Pick Em ..... 11.50	<b>SLOTS</b>
2 Chicago Coin All American ..... 52.50	1 25c Mills Blue Front, Handload, #44353 ..... \$75.00
9 Triumphs ..... 14.50	1 25c Mills War Eagle ..... 22.50
1 Bally C. O. D. .... 17.50	1 25c Mills Regular, #300747 ..... 22.50
1 Chicago Coin Dixie ..... 42.50	1 25c Mills Melon Bell, #432002 ..... 49.50
	1 25c Mills Blue Front Vendor, #21676 ..... 37.50
<b>1-BALL FREE PLAY</b>	5 5c Mills Blue Front Vendors, #33411 and up ..... \$9.50
1 Evans 3rd Ball, Like New ..... \$37.50	1 5c Mills Blue Front Regular, #31928 ..... 22.50
1 Mills 1-3-3, Perfect T.P. .... 59.50	1 5c Mills Melon Bell, #42661 ..... 49.50

**CONSOLES AND AUTOMATIC PAY**

2 Keeney Air Raider, F.S., New ..... \$137.50	1 5c Mills Futurity, #37509-381472 ..... 25.00
1 Mills Jumbo Parade, Free Play ..... 92.50	1 5c Mills Goose-neck, #301739 ..... 20.00
1 Seeburg Chicken Sam, Refurb. .... 67.50	1 5c Mills Silent, #31953-375767 ..... 17.50
2 Baker Pacer Deluxe, 25c Cash ..... 153.50	1 Watling Rail-a-Top, 5c, #92193 ..... 17.50
1 Mills Four Ball, Perfect ..... 219.50	1 5c Caille Cadet ..... 28.00
1 Jumbo Parade, Free Play ..... 89.50	1 Peco Comet, 5c, F.E., #26051 ..... 22.50
1 Pace Saratoga 5c ..... 79.50	1 5c Jennings Dutchess, #1712-12369 ..... 17.50
1 Keeney Anti Aircraft, F.S. .... 189.50	1 5c Jennings Victoria, #120655 ..... 37.50
1 Keeney 1938 Skill Time ..... 62.00	1 5c Mills Melon Bell Vendor ..... 45.00
1 Mills Square Belle ..... 39.50	1 5c Mills Red Front, #37487 ..... 39.50
1 Pace Red Jr., Cash Pay ..... 59.50	1 5c Peco Cadet, F.C.D., #49264M ..... 39.50
1 Spinning Beetle ..... 79.50	2 25c Mills Dixie Games ..... 50.00
2 Saratoga Jr. .... 59.50	1 Caille Cadet, 10c ..... 39.50
1 Royal Leure ..... 125.00	1 25c Pace Console ..... 35.00

**PHONOGRAPHS**

1 Rock-Ola Console, 12 Res., '40 \$150.00	4 5c Watling Rail-a-Top, Future Pay 10.00
2 Rock-Ola Imperial 20 ..... 47.50	1 10c Mills Melon Bell ..... 22.50

The above machines are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Prices above are effective February 1, 1941. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX., INC.**  
 90 BROAD STREET RICHMOND, VA.  
 Day Phone, 3-4511 Night Phone, 5-5328

**THIS IS HOW A KNOCKOUT LOOKS!**

**CUB**

SAMPLE \$14.95  
CASE OF 6 \$80.

**ACE**

SAMPLE \$13.95  
CASE OF 6 \$75.

**"WE ENDORSE ONLY THE BEST"**

## BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

**CROWN IS KING OF VALUES!! WE WILL NOT BE UNDER-SOLD KNOWINGLY!!!**

Landscape ..... \$50.00	Score-a-Line ..... \$25.00	Big Chief ..... \$60.00
Leader ..... 60.00	Score Card ..... 35.00	Glenn ..... 10.00
Line-Up ..... 43.00	Anyline ..... 33.00	Onilias ..... 31.00
O'Boy ..... 12.00	Snook Stop ..... 12.00	Come Lize ..... 25.00
Powerman ..... 35.00	Sports ..... 23.00	Diana ..... 18.00
Polo ..... 37.00	Vaseline ..... 20.00	Kumka ..... 18.00
Proprietor ..... 39.00	Yacht Club ..... 25.00	Frank ..... 38.00
Plumosa ..... 20.00	Zenda ..... 65.00	Fox Hunt ..... 28.00
Roy ..... 12.00	Big Show ..... 16.00	Gold Owl ..... 20.00
Notable ..... 20.00	Big Leap ..... 16.00	Gold Star ..... 51.00
	Bally Beauty ..... 12.00	

State second or third choice when ordering. 1/3 Deposit, Balance C. O. D.

## CROWN DISTRIBUTORS

362 MULBERRY ST., NEWARK, N. J.  
 PHONES: MA-3-9698 MA-2-7750



LEW LONDON will soon open his own distributing firm in Reading, Pa. The name of the firm will be Leader Sales Company. He has invited operators in and around Reading to attend Leader's grand opening Sunday, February 2.

products but enjoined the concern from any acts calculated to deceive the public. The court held that the Baltimore company conspired "with customers to palm off its goods for those of the Coca-Cola Company whenever it was safe to do so." The district court has restrained the Baltimore company from using the word "cola" on its products. In the ruling the Baltimore company was enjoined from selling drinks that imitate or resemble the color of Coca-Cola if it knows that a customer intends to "dispense such merchandise to the consumer other than in bottles or in tins to bottle the beverage made from such product and to use on the bottles, labels, or caps some extrinsic, deceiving element that in conjunction with the color imitating plaintiff's color enables such purchaser to pass off her, his, or their product for plaintiff's product."





UNTIL A SHORT TIME AGO, the Purple Cow, Cincinnati, was without the most modern in music facilities. Now, however, a new high in customer response has been noted, it is said, since the installation of Rock-Ola Dial-A-Tone remote-control system.

**Stern Plans Eastern Trip**

CHICAGO, Jan. 25.—Al Stern, Monarch Coin Machine Company official, announces that he will soon make a trip through the Eastern part of the country. "I plan on doing a lot of things that have to be done, as well as a lot of things I've been wanting to do for some time," said Stern. "In the line of duty I must purchase considerable used equipment to replace the huge stock which we disposed of during the past few weeks of coin machine slow activity. Our stock is by no means depleted, but it is our policy to have on hand enough equipment of every nature to satisfy any demand.

"In the line of pleasure I want to visit some of our old customers and some of our new clients in the Eastern territory. What with buying and renewing friendships I expect to have a full schedule."

**Heavy Demand For Big Prize**

CHICAGO, Jan. 25.—Don Anderson, sales head of Western Products, Inc., reports that Big Prize, one or five-ball multiple free game, is high-balling thru the production lines at a rapid clip. In answer to the growing demand for the game. "Since revealing Big Prize at the show we've had many orders pouring in on us," said Anderson. The game has a lot of different features in play, making it appeal stronger in many territories. The feature of one or five-ball play appeals greatly to operators who wish to take advantage of the various opportunities for operating in territories allowing one-ball play.

**GRAB THESE SPECIALS!**

FREE PLAYS	
Alpine	\$10.50
Big Red	10.50
Big Six	10.50
Kirk	10.50
Old	10.50
C. O. D.	14.50
Topper	14.50
Phantom	17.50
Champion	17.50
Mills Two	17.50
Red Hot	22.50
Some One	22.50
Short Stop	34.50
Line Star	34.50
1 BALL FREE PLAY	
Sold Out	\$57.50
Fairground, converted	39.50
Produce, converted	29.50
1939 Top Hat	37.50

**CONSOLES**

Kentucky Club	\$32.50
20¢ Horse	17.50
Billy Dick	17.50
Piano Range, 1939 Model	425.00
153¢ Tack Tones	72.50
Flat Top Querry Dices	12.50
10¢ & 20¢ Mills Cherry Bill Size Machines	47.50

1/3 Deposit—Balance C. O. D.

**Lake City Novelty Co.**  
1418 East 20th St., Cleveland, Ohio

**Barny Madorsky Dies In Maine Auto Crash**

PORTLAND, Me., Jan. 25.—Bernard (Barny) Madorsky died here January 17 from injuries sustained in an automobile accident. Driving on an icy road, Madorsky's car skidded and crashed into a truck. Many old-time coinmen knew Madorsky well. The distributing firm which bore his name for many years was one of the largest in the East. At his former headquarters in Brooklyn he not only distributed the products of Exhibit Supply Company but also sold a line of vending machines of his own make.

**London Opens Leader Sales**

READING, Pa., Jan. 25.—Law London will open his new firm, Leader Sales Company, at 141 Fifth Street, in the heart of this city, Sunday, February 2. It is expected that the showrooms will be jammed, inasmuch as London is holding the opening on Sunday in order that the affairs might not interfere with operators' business.

London for many years has been connected with Banner Specialty Company, Philadelphia. When he left the firm, L. H. Rothstein stated: "We know that Law London will prove himself one of the best in the coin machine business. We know that he will continue to do the right thing by every operator. We wish him the best of luck in his new venture and know that we are not alone in this wish."

Law describes his new showrooms as the most gorgeous in the business. "Not only are they beautiful, but they are fine for efficiency and convenience to the trade," he said. At the rear of our building we can accommodate 50 cars in the drive-in. The operator need only drive into our building, get out of his car, enter the showrooms, and do his business while our men load his car with his purchases.

"We have modernistically designed display rooms and we also have the most complete repair, parts, and supplies department in this State.

"There is no set-up here for high-pressure salesmanship. The offices are here to give the operators the leading products, the best machines, and the finest service and co-operation."

**Volume Shipments Of Night Bomber**

CHICAGO, Jan. 25.—Claude H. Kirk, director of sales for the Success Manufacturing Corporation, announces that volume shipment of the firm's Night Bomber will begin soon. "The response to Night Bomber, our new pin machine, the past few weeks has been wonderful," said Kirk. "Our distributors and jobbers tell us that they have never seen anything to equal its

powerful, appealing play or its intense realism. They predict a record run for the game on all types of locations."

Kirk described Night Bomber as having a unique blackout and searchlight action, with a new kind of plane movement and an exceptionally fast gun action. "The game is 100 per cent perfect in all details," said Kirk. "We've taken our time in eliminating all the bugs and when operators put it on location it's there to stay and earn big profits for them.

"Red, White, and Blue, replay pinball game, and Six Shooter, multiple counter game, also have clicked with operators, according to Kirk.

"Coinmen are going for the patriotic theme of Red, White, and Blue," he says. "They like its big scoring action, the many ways to win, and the flashy play."

"Six Shooter, our counter dice game, also has found a great deal of favor among knowing coinmen. There's plenty of action in this little game for the busiest spot in the location."

**Restaurant Sales Up (Location Story)**

Sales of 417 members of the National Restaurant Association in December totaled \$1,100,000, an increase of 4 per cent over the like 1939 period.

This was the 25th consecutive month that the association's sales survey showed an increase. Seventy-four per cent of the reporting restaurants had increased.

Every district in the United States but one showed increases. The two South Atlantic States, up 6 per cent, and the New England States, up 6 per cent, made the best showing. Pacific Coast States showed a decrease of 6 per cent. In Canada, where the war has created abnormal conditions, sales were 19 per cent higher.

By size the smallest restaurants with a monthly business of less than \$10,000 increased 9 per cent; \$20,000 to \$35,000, 4 per cent, and over \$25,000, 3 per cent.

**486 USED PHONOGRAPHS MUST GO**

WURLITZER 616-16 Records	.....	\$ 36.00
" 616A-14 "	.....	39.50
" 600-24 "	.....	123.50
" 500-24 "	.....	135.00
" 61-12 " (Counter)	.....	67.50
ROCK-OLA Standard-20 Records	.....	121.50
" De Luxe-20 "	.....	132.50
MILLS Throne of Music-20 Records	.....	149.50

All Machines Guaranteed Good Condition.  
Terms—1/3 Deposit with order, balance C.O.D.

**RUSH YOUR ORDER NOW**

**OHIO SPECIALTY CO.**

29 W. Court St. 539 S. Second St.  
CINCINNATI, OHIO LOUISVILLE, KY.

**OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US**

THEY'RE "CARROLLIZED!" The new CARROLLIZATION process, featuring with Pacer, is your guarantee of the finest constitutional used games in America! We go the limit in making games LOOK AND WORK absolutely like NEW! If you don't see what you want below, ask for **IT GET OUR PRICE LIST!** You can buy with complete confidence from **GEORGE PONSER COMPANY**, 173 Duquesne, Buffalo, N. Y.

CHICAGO COIN	CMCO	BALLY
Commodore ..... \$17.50	Big Town ..... \$20.00	Boozy ..... \$22.50
Disc ..... 44.50	Blonde ..... 42.50	Cross Line ..... 52.50
Fox Hunt ..... 42.50	Dude Ranch ..... 42.00	Glamour ..... 29.50
Jolly ..... 22.50	Punch ..... 17.50	Limelight ..... 25.50
O'Day ..... 17.50	Powerhouse ..... 44.50	Mexico ..... 25.50
Sporty ..... 44.50	KEENEY	Scop ..... 15.00
Yacht Club ..... 22.50	Bad Hat ..... \$14.50	Triumph ..... 14.50
EXHIBIT	Score Champ ..... 14.50	Vacation ..... \$22.50
Conquest ..... \$14.50	Speed Demon ..... 32.50	COTTLES
Landslide ..... 21.50	Speedway ..... 27.50	Big Show ..... \$31.50
Leader ..... 67.50	STONER	Bowling Alley ..... 19.50
Short Stop ..... 19.50	Brits Spot ..... \$26.00	Drum Major ..... 29.50
BAKER	Dia. Feature ..... 22.50	Gold Star ..... 37.50
Line Up ..... \$49.50	Hold Over ..... 50.00	O'Johnny ..... 32.50
Playmate ..... 37.50	Rotation ..... 32.50	Scorn-a-Line ..... 17.50
		Score Card ..... 19.50
		Three Score ..... 25.00

**GEORGE PONSER CO.**  
519 WEST 47TH ST. 11-15 E. RUNYON ST.  
NEW YORK CITY NEWARK, N. J.

**Better Buy BUDIN'S Better Buys!**

DOUBLE FEATURE	.....	\$26.00
BRITIS SPOT	.....	\$15.00
LINE-UP	.....	49.50
HOLD OVER	.....	25.00
COMMODORE	.....	18.00

1/3 Deposit With All Orders, Balance C. O. D. Write for Our New 1941 List Quick! Save Money!

**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y.  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)



**ALLIED APPROVED**

**RECONDITIONED COIN MACHINES**

**FREE PLAY GAMES**

Ball's 5-1	\$62.50	Big League	\$38.50
Ball's 1-2-3	\$4.50	Big Tom	34.50
Speed Demos	42.50	Flory	34.50
Speed Wager	42.50	Fully	33.50
Tommy's	42.50	Commodore	32.50
City Johnny	42.50	Mr. Chips	27.50
Little Book	41.50	Lady Luck	24.50
King Cheese	38.50	Triumph	23.50
Big Book	35.50	Book	23.50

**WRITE FOR FREE PLAY LIST**

**AUTOMATIC PAYTABLES**

Grand Natl.	\$52.50	Thurston	\$52.50
Pay Wager	47.50	City Wager	52.50
Grand Slam	22.00	Spent Page	32.50
Healthcare	17.50	Peek-a-Boo	17.50

**WE HAVE 'EM!**

**ACE AND CUB**

Sample \$14.00    Sample \$19.00  
Case of 6 \$82.00    Case of 6 \$78.00

**SAVE DELIVERY ORDER TODAY FROM "ALLIED"**

**CONSOLES**

Radio Table, 1938	Wainst Cabinet	\$87.50
Truckings, 1938		\$2.00
Ballings, 1938		\$1.50
Radio Square Ball		\$2.00
Turner		29.50
Demco Day Flat Top		24.50

**PHONOGRAPHS**

Whitaker 500, Like New	\$148.50
Whitaker 600A, Blue Proof	137.50
Whitaker 415, 5 Record	64.50
Whitaker 715, 10 Records	64.50
DeSoto Classic, 1938	169.50
DeSoto 500	117.50
DeSoto 700	82.50
DeSoto Model "D"	31.50
Rockola DeLuxe, 1938	139.50
Rockola Standard, 1938	127.50
Rockola 1938 Counter Model	97.50
Rockola Windsor, 1938 Model	84.50

**TEN STRIKES, GUNS, ETC.**

Barney's Anti-Aircraft Gun	\$42.50
Every Ten Shots	42.50
Rockola Ten Pins	42.50

Terms: 1/3 Deposit, Balance O. O. D.  
F. O. E. Chicago.

**Allied NOVELTY COMPANY**

Phone Central 4767  
3120 W. Fullerton Ave., CHICAGO, ILL.

**Bally Shipping Flicker Games**

CHICAGO, Jan. 25.—"You make money quicker with Bally's Flicker" is the new slogan for wide-awake operators," says George Jenkins, general sales manager of Bally Manufacturing Company, announcing that volume production has begun on Bally's new Flicker five-ball convertible.

"Flicker," Jenkins said, "was revealed to leading distributors during the show, and the reaction was so enthusiastic that we had to arrange for immediate delivery. Accordingly, we jumped right into volume production the day after the show closed. Operators all over the country are already enjoying the juicy Flicker collections.

"Flicker has all the features necessary to pep up profits and keep them up over a long period of time—high scores—plus a new rotation-spelling idea that's packed with come-close appeal—and a new special big-winner feature insuring plenty of try-again repeat play. Unusual beauty and flash have been designed into the play-field and back-glass, and the simple, easy to understand score system is welcomed by players.

"Early reports from locations justify all the praise heaped on Flicker at the show, and we are planning heavy continuous production to keep up with the repeat order demand which has already grown to the proportions of a major run."

**Music Feud Has No Effect on Phonos**

WILKES-BARRE, Pa., Jan. 25.—The effect of the ASCAP-BMI feud on the music machines in the Anthracite Region is practically nil, according to the leading operators hereabouts.

However, one community reports a general gain in the sales of sheet music and records at stores, and this has led to an increase in the sales of phonographs. One store reported the sale of 25 record players, while another reported that sheet music sales have doubled in recent weeks.

**the thrill game of 1941 PIKE'S PEAK**

**THE HIT OF THE SHOW**

Revolutionary new idea in counter skill game, unlimited play possibilities. Five balls—penny or nickel play. Adjustable high score feature. 100% legal in all territories.

Groetchen Tool Co. Chicago  
130 N. Union

**\$2950**

by Groetchen

**ARROW SPECIALS**

All A-1 Reconditioned — Ready To Operate.

**ARCADE EQUIPMENT**

PLAY BALL (Patent)	\$25.00
EVANS TEN STRIKE (with 98 Balls)	29.50
With 100 Balls \$35.00 Extra	
GROETCHEN METAL TYPE R (Latest Model)	\$19.50
ASTROSCOPE (Latest Model)	62.00
KIRK & M.C. RECORDING BOOKS (Latest Model)	250.00
SECURIO CHICKEN HAM	50.50
A.B. TARGET	11.50
PERFUME BAR (100)	17.00
KIRK ROTARY MERCHANTS (Latest Model A-1)	48.00

Rotary Merchandise for Sale

**MISCELLANEOUS**

BUDLEY WALL BOXES	\$8.95
JENNINGS GOOD LUCK	\$38.50
GROETCHEN SUGAR KING	58.50

1939—(Fruit or Cig. Rec'd., While They Last) ..... \$6.38

**COUNTER GAMES**

MILLS VEST POCKET BELLS (Late Model Green with J.P. Register)	\$30.50
EXHIBIT 38 GAME	6.75
MILLS WILD DEUCES	6.95
PICK-A-PACK (A-1)	7.25
MICROBY	18.50

1/3 Deposit With Order, Balance O. O. D.

**ARROW NOVELTY CO., Inc.**

"10 Years of Honest Dealing"  
2852 SIDNEY ST., ST. LOUIS, MO.



**VISITORS TO THE O. D. Jennings open house saw products of the firm which, according to officials, are "the profit line for 1941." Jennings' open house during the Chicago convention attracted a large portion of the greatest group ever to attend a coin machine show.**

**IN NEW ENGLAND IT'S TRIMOUNT**

**HEADQUARTERS for KEENEY WALL BOXES and DAVAL'S ACE & CUB**

**ALL THE LATEST SHOW GAMES FROM LEADING MANUFACTURERS**

**PROMPT DELIVERIES**

Gettlin's SCHOOL DAYS  
Chicago CHIN'S SPORTS PARADE  
Genoa's SEVEN UP  
Exhibit's STARS  
Bally's BROADCAST  
Baker's BIG TIME

**NEW COUNTER GAMES THAT ARE GOING STRONG!**

Marvel—American Englo—Sparks  
Imps—Mercury

We are always getting a wide variety of used Amusement and Merchandise Machines. Send for an up-to-date list.

**TRIMOUNT COIN MACHINE CO.**  
1300 Washington St., Boston, Mass.

**QUALITY SPEAKS FOR ITSELF**

PAYOUTS	FREE PLAY	FREE PLAY	FREE PLAY
Thyristor	\$28.50	Goose	\$27.50
Heartthrob	24.50	Amphibian	15.00
1938 Kentucky Club	25.00	Antelope Head	15.00
Derry Day	24.50	Grand Prix	17.50
Derry Time	24.50	High Prize	17.50
1938 Tractone	61.50	Exhibit	23.50
Dark Horse	17.50	Exhibit Seating Game	24.50
Tombura	14.50	Big M	10.50
Bitz	12.00	Cherak	10.50
Zeta	12.00	Streaks	10.50
Bally Alley	24.50	Davy Jones	10.50
		Democh Wine	10.50

**MODERN AUTOMATIC EXCHANGE, INC.**  
2818 CARNegie AVENUE, CLEVELAND, OHIO

**PAT'S BARGAIN BUYS**

**FREE PLAY TABLES**

Amphibian	\$19.00	Goatsby	\$12.50	Ladary	\$22.50	Red Wolf	\$27.50
Beards	17.50	Dialer	59.50	Ladary	27.50	Scare Chicken	27.50
Big League	27.50	Graphic Feature (Bishop's)	49.50	Mr. Chips	22.50	Scrap Glass	27.50
Big Size	12.50	Formations	65.50	Playmates	35.00	Zebras	28.00
Big Smoos	27.50	Fishes	29.50	Parade	48.00	Major	14.50
Big Tents	27.50	Forties	27.50	Roller Ball	25.00	Toppers	14.50

1/3 Deposit With Order, Balance O. O. D.

**PAT'S AMUSEMENT SALES COMPANY**  
3704 EDDIE AVE., CLEVELAND, O. Phone: Henderson 3900

**SALESMEN**

New selling amusement machines or specialties to represent us with new outstanding counter games.

Altogether different than all others and many times more profitable.

Tell us about yourself and territory you cover in first letter.

**INDEPENDENT MFG. CO.**  
1511 Chicago, Omaha, Neb.

# BIG TIME

8 WAYS TO WIN  
THE BIG TIME HIT OF THE SHOW!

HERE'S the hit for a big-time profit clean-up! Action! Thrills! Last ball suspense! Fetching "come on"! Every second jam-packed with big Replay possibilities! 3-Way New High Award Innovation! 5 additional Ways of Scoring! Intriguing ball action . . . Appeal in every detail! On locations it's piling up a tremendous record for play and profits!

Boost your profits . . . Here's real, big-time money-making with BIG TIME! Order yours today!



STILL IN PRODUCTION ON  
**DEFENSE**

**\$109.50**

THE BAKER NOVELTY COMPANY INC.  
2626 WASHINGTON BOULEVARD—CHICAGO, ILL.

## OLIVE BARGAINS IN RECONDITIONED MACHINES

CONSOLES		Each	
1 Lamphorn	.....	\$27.50	
1 Bally Royal Flush	.....	27.50	
2 Doney Day (Black Top)	.....	27.50	
1 Good Luck (Late Model)	.....	22.50	
3 Zumbo Parade (New Head, Fruit Reel)	.....	27.50	
1 Liberty Bell (Black Top)	.....	27.50	
4 Square Bell	.....	22.50	
1 Bally Club House (As Is)	.....	12.00	
2 Johnny Club (As Is)	.....	10.00	
1 Mac Ball (As Is)	.....	17.50	
4 Kentucky Club (As Is)	.....	22.50	
2 Roy (As Is)	.....	17.50	
3 Trade Time (Round Head, As Is)	.....	17.50	
7 Tanforn	.....	18.00	
1 Long Tail (As Is)	.....	23.00	
1 Red Head Truck Time	.....	30.00	
COUNTER GAMES		Each	
10 American Eagle (As Is)	.....	Write	
3 American Eagle (As Is)	.....	Write	

With the exception of those machines sold "As Is" all Reconditioned Machines are thoroughly cleaned and checked—Ready to play on Location. Guaranteed in A-1 Condition.  
Terms: 1/3 Deposit, Balance C. O. D.

**OLIVE NOVELTY CO.**

2625 LUCAS AVE.

(Phone: Franklin 3622)

ST. LOUIS, MO.



## PIKE'S PEAK

THE HIT OF THE SHOW

Revolutionary new idea in counter Skill Game, unlimited play possibilities. Five Balls. Adjustable High Score features. Ball Gum Vender—the "Thrill Game of 1941."

**\$29.50**

Liberal Trade In Allowance For Used Counter Games or Merchandise Vendors.

AVAILABLE ON EASY TERMS

**TORR** 2047 A-50. 68  
PHILA., PA.



AN UNUSUAL PHOTOGRAPH of Exhibit Supply Company's booths at the 1941 Coin Machine Show in Chicago. Exhibit's display attracted much attention.

## Addenda to Buyers' Guide

The following is a list of machines to be added to the Buyers' Guide which appeared in The Billboard January 18, page 80. The machines are made by the Groetchen Tool Company, Chicago, and we regret their omission from the Guide as previously published.

**CHAMPION GOLDWARD FRUIT BELL**—token payout with separate jackpot, convertible from nickel to penny play.

**COLUMBIA BELLS**—various models for operation requirements; Goldward with rear payout; shock separator and jackpot bell; large club models in chrome and hammerhead finishes; convertible for penny, nickel, dime, or quarter play; quiet operation; 10 or 20-slug reels.

**DIAL-IT**—novel four-reel counter game with shutters and ten-dial selections.

**DIP GUM VENDEE**—small three-reel counter game in radio-styled cabinet with fruit, cigarette, and number symbols; assorted colors; one and 10-cent play, also combination 1-5-cent play.

**LIBERTY TOKEN PAY BELL**—token payout counter game with cherry or sport symbols; open or shuttered payout; gum vender optional; convertible penny to nickel play.

**MEMORY DE LUXE**—token payout cigarette reel game in penny or nickel models. Shuttered or open payout; gum vender optional; two-tone hammerhead finish.

**METAL TYPER**—name plate machine; nickel operation; 33 letters maximum; 99 per cent slug proof, solid walnut cabinet with hammerhead and chromium trim.

**PIKE'S PEAK**—five-ball novelty counter game with high-score features; definite skill element in play.

**POK-O-BELL**—five-reel counter game; poker symbols; with coin divider and separate location cash box.

**ROYAL FLUSH**—selective draw poker game; four-coin play—penny, nickel, dime, or quarter; has ball gum vender; modern styling.

**SKILL SHOT TOKEN PAYOUT**—competition game of Zoom; token vendible when player makes number of hits required by operator.

**SPARKS WITH GOLDWARD**—new type token payout with two payout systems; tokens dispensed thru side opening; penny or nickel play; cigarette, number, horse, beer, and sport symbols; large cash capacity.

**SUGAR KING LIGHT-UP CONSOLE**—console type bell with Columbia mechanism; walnut cabinet; light-up fruit or cigarette symbols; foot-lever operation with automatic awards.

**ZEPHYR GUM VENDEE**—three-reel counter machines with cigarette or fruit symbols. Multi-coin chute accepts pennies, nickels, dimes; adjustable for quarter play; last coin played visible, streamlined cabinet finished in colored hammerhead enamel.

**ZOOM**—new skill game which returns to winning players the coin and three balls for additional play; penny or nickel play; finished in hammerhead with chromium trim.

### Ohio Incorporation

WELLSVILLE, O., Jan. 25.—Incorporation papers have been granted by the secretary of state to Vogel-Sparcarb, Inc., of Wellsville, organized to distribute

vending machines delivering a beverage in a paper cup.

Organizers are Paul W. Vogel, Jack K. Vogel, and Theodore Vogel, all of Wellsville, who will represent the Sparcarb Company of New York in Columbiana and Jefferson counties and part of Hancock County.



## COLUMBIA GOLD AWARD CIGARETTE BELL

With Optional Front Drawer or Back Door Payout System Will Open Your Territory.



## COLUMBIA JACKPOT BELL

Convertible From Nickels to Dimes, Quarters, Pennies. Best Bell Buy for Your Money.

Also Larger Club Model and Chrome Bell.

## GROETCHEN

130 N. UNION CHICAGO

## THE TRADING FOOL

I want slots of any kind if cheap. Also Model No. 800 Wurlitzers. Spot Cash 1 Pay.

**KING HARRY'S**  
26 13th St. Augusta, Ga.

**Save Time! Save Money!**

One man can now move pin-games easily with this handy

**PIN-GAME LIFT**

Now equipped with pneumatic air pump check so that game is automatically checked from dropping to floor when release lever is pressed.

**NOTICE**—Orders taken at Convention will be filled equipped with this new improvement at no extra cost.

**HERE IS HOW IT OPERATES**

1. Simply roll this convenient pin game lift under machine. This one standard size truck will handle practically any size pin game. All metal construction assures you that this truck will give many years service. Nothing to get out of order.



2. Press down with foot—the weight of the heaviest machine is easily lifted to maximum position and is automatically locked in position. Leverage is scientifically adjusted so that it is possible for a child of 12 years to lift a 200 pound machine.



3. Game is now ready to move. Large, double ball-bearing Rockite Faultless casters (larger casters are used than those illustrated) makes entire truck and pin game easily rolled to any location. When machine is in position—merely press release trigger with foot and pneumatic pump check automatically lowers machine gently to floor.

PRICE **\$37.50** F. O. B. EVANSVILLE

Terms 1/3 Deposit—Balance C. O. D. Will pay for itself many times each year in time and money saved.

**L. BERMAN & CO.**  
(Manufacturers)  
112-114 N. W. 1st St.  
EVANSVILLE, INDIANA

**Daval Rushed To Fill Orders**

CHICAGO, Jan. 25.—Daval officials report that a jam of orders has brought back higher production than ever on American Eagle and Marvel. "The reason for this," declares A. B. Douglas, president, "is the fact that more and more operators are discovering that the two token payout counter games are continuing to earn big profits after weeks on location.

"From all over the country orders have been pouring in. We didn't think too much of the size of these orders, for we had built up a large stock on these two games and were busy producing Cub and Ace.

"It wasn't long then until our stock was almost depleted and we were forced to place American Eagle and Marvel back in production. Contact with distributors reveals that the two games are enjoying even greater sales than when they were first introduced.

"This proves that there is no limit to the length of time the games can stay profitably on location. Even yet there are still territories where they have not received full action—but they're all getting wise to Daval profits in those sections. Operators using the machines are well satisfied and new purchasers will find that they have games insuring a long, steady profit pull."

**Bob Wiley Sets Allied Sales Record**

CHICAGO, Jan. 28.—"W. L. Wiley, of Allied Novelty Company, is booking a large volume of orders and shows promise of setting new sales records," reports Sam Kleiman, of Allied company. "Bob is covering the Midwestern territory for our company and doing a splendid job.

"Besides the volume of orders he and our other men are sending in, Allied booked large orders at the coin machine show. So we anticipate going to town for 1941 in a big way.

"Allied reconditioned games are gaining the favor of operators for their dependable service. Allied's wide selections and quick service are meeting with their wholehearted approval and support."



PIKES OF A FEW of many practical figures in the industry who were visitors to Jennings' open house held during convention week. Replacements were plentiful and a gala time was had by all.

**FREE-PLAY BELL BIG GAME****NEW BIG GAME**

This is a Free Play Game with no payout

★

With the famous Watling Bell mechanism

★

With a meter to register the amusement score

★

FURNISHED WITH ANIMAL HEAD STRIPS OR FRUIT REEL STRIPS

★

Height 42½ In.  
Width 22 In.  
Depth 23½ In.  
Weight 134 Lbs.

★



1c—5c—10c—25c Play

ALSO BUILT WITH MYSTERY CASH PAYOUT, 3-5, ETC., WITH TOKEN JACKPOT AWARD

Write for circulars and prices

Made Only by

**WATLING MANUFACTURING COMPANY**

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

**"WORLD OF SPORTS"**

The Latest Symbol Sensation

Beautiful Five Color Layout, With Tickets Bearing Symbols of All Sports Printed in Three Colors. A Sure Shot Money Maker for Operators.

2400 HOLES @ 5¢

Take In ..... \$180.00

Pay Out (Avg.) ..... 79.78

Profit (Avg.) ..... \$ 20.24

SEMI-THICK

PRICE \$7.78

1400 HOLES @ 5¢

Take In ..... \$110.00

Pay Out (Avg.) ..... 40.88

Profit (Avg.) ..... \$ 20.12

SEMI-THICK

PRICE \$5.65

WRITE FOR CATALOG

Special Territory Open To Sell Ajax Boards. Write Us Today.

AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

**TRADE IN YOUR OLD COUNTER GAMES FOR CUB AND ACE!**

Liberal Allowances Assured! Send Us Your List!

**CUB and ACE**

3 Reel - Cloverleaf - Fruit or Numbers - Play with Coin Drivers and 2 Separate Cash Boxes. 1c or 5c or 10c.

Sample .. \$13.95

CASE OF 6 .. \$75.00

5 Reel Poker or Joker Wild - Play with Coin Drivers and 2 Separate Cash Boxes. 1c or 5c or 10c.

Sample .. \$14.95

CASE OF 6 .. \$80.00



ASCO • 140 ASTOR ST. NEWARK, N. J.

# Keeney WALL BOXES

**PROFITS!**

Revenue and profits climb from 200% to 700% higher in all locations!

**BEST LOCATIONS!**

Get them easily with better looking Keeney Wall Boxes for any make and model phonograph!

**SAVINGS!**

Quickest, easiest, most economical to install anywhere! Cable no thicker than a soda straw!



SEE YOUR KEENEY DISTRIBUTOR

Today

**J. H. KEENEY & CO.** NOT INC.

"THE HOUSE THAT JACK BUILT"  
6630 So. ASHLAND AVE.  
CHICAGO

## Sport Parade Production Upped

CHICAGO, Jan. 25.—Altho the original Chicago Coin factory has been working at full capacity, production has fallen behind the exceptionally large volume of orders for Sport Parade, new Chicago Coin Machine company replay game, according to officials.

"As a consequence," states Samuel Gensberg, Chicago Coin executive, "it has become necessary to convert the facilities of Plant No. 2, recently acquired, to Sport Parade production. In the past when production on a game fell behind demand overtime plant operation was required. Now with a complete additional production line we will be able to meet all requirements without strain on facilities or manpower. However, if the succeeding releases planned for 1941 are as sensational as we intend them to be, we may find that even our doubled factory space will be taxed to fill all orders. Sport Parade production will be up to demand within a few days, however, and all back orders will be filled without further delay."

Co-official Samuel Wolberg announced that sales on Sport Parade promise to exceed the volume of any single Chicago Coin release of recent date. "Operators are growing more and more aware of the stability and earning power of Chicago Coin games," he concluded.

## Miraben Line In Big Demand

CHICAGO, Jan. 25.—According to officials of the Miraben Company, Miraben products are in big demand among operators today. The company is known for its phonograph remodeling cabinets as well as its counter model cabinets. Miraben also supplies replacement parts and accessories for every type of coin machine.

"Our counter model cabinets for the 12-record and 18-record mechanisms is going stronger than ever," said one official, "and indications lead us to believe that the demand will grow steadily."

"Also highly successful are our remodeling cabinets for console machines. These jobs feature a beautifully designed dome which lights up gorgeously."

"Our kits also have gone over with a bang. Especially fine is our electrical kit. Our bulb and fuse kit is new and we are working hard to fill the steady flow of orders. Our spring kit is known throughout the country and is a favorite among operators."

## Ben Sterling Gets High Civic Post

WILKES-BARRE, Pa., Jan. 25.—Ben Sterling Jr., of Sterling Service, was elected president of the Business and Professional Men's Club of near-by Moonic. Thus he is carrying out his own suggestion that men in the industry should become interested in civic and fraternal affairs. The club is seeking to attract new industries to the town and also in aiding those already there.

## OPPORTUNITY

TO FILL YOUR COIN MACHINE NEEDS WITH WINNERS AT GREATEST SAVINGS!

**BRAND NEW, IN ORIGINAL CRATES**  
Keeney Anti-Aircraft Gun ..... \$127.50  
Chicago Coin Pac Hunt ..... \$9.50

### CONSOLES

1940 Paco Serenade & Mops, F.S.	\$110.00
1940 Paco Serenade, 2nd, Biogram	113.50
1939 Paco Serenade, 3rd, S.P.	79.50
Mills Four Girls, F.S.	215.50
Evans Royal Luau	147.50
Evans Lucky Luau, 2nd, Field	146.00
Mills Jumbo Parade	99.50
Mills Flasher	24.50
Exhibit Eldorado, F.S.	62.00
Exhibit Suite Q	22.50
Evans Haulover Jr., New Head	79.50
Jennings Liberty Bell	14.50
1939 Paco Hunt, Big Print	79.50

### MULTIPLE PAYTABLES

Mills Spinning Reels	\$99.50
Outlaw Man of War	39.50
Bally Thelma	64.50
Bally Sport Pack	34.50
Bally Honeymoon	47.50
Bally Grand National	44.50
Bally Grand National	39.50

### NOVELTY FREE PLAY MACHINES

Keeney Red Hot	\$29.00	Speedy of Speed	\$42.50
Super Six or Supercharger	22.50	Big League	22.50
Big Six	19.00	Acrobats	37.50
Short Step	22.50	Thriller	14.50
Bally Lime	39.50	Cowboy	19.50
Light	39.50	Big Show	32.50
Scorcher or Life & Good	22.50	Mrs. T-J-J	42.50
Bally Gooey	22.50	Yacht Club	42.50

### AMUSEMENT SKILL MACHINES

Keeney Anti-Aircraft Gun, Ben. Co.	\$49.50
Keeney Anti-Aircraft Gun, Dab. Co.	53.50
Western Baseball Payoff	31.50
Deluxe Western Baseball, Comp. F.P. & P.G.	89.50
Western Baseball	22.50
Evans Ten Girls, Late Model	42.50
Bally Ball Gun	39.50
Top Six Radio Rins	22.50
Bally Rapid Fire, Late Model	144.50
Omco Ball Hit, Free Play	59.50
Rick-a-Ball	39.50
1940 ART Model 2 Torus	14.50
1940 ART Challenger	13.50
Wurlitzer Hi-Speed Baseball	69.50

10 Cpl. Stewart-McGuire Dual-Way Cigarette Vender, Improved Model \$69.50

Write for anything you need We have it!

**SILENT SALES CO.**  
"The House of Winners"  
200 Eleventh Ave., So.  
Minneapolis, Minnesota

## USE MOHR "CUBS" AND "ACES" EARN MOHR MONEY!

**"CUB"** DAVAL'S

8 Holes — Obstacle — Fruit or Phonograph — Coin Dividers and Yarn — Separate Cash Boxes — 12 or 18 or 24 or 30 or 40 or 50 or 100 Holes.

SAMPLE \$13.95  
CASE OF 6 \$75

**"ACE"** DAVAL'S

8 Holes Straight — Play or Jack Wild — Fruit or Phonograph — Coin Dividers and Yarn — Separate Cash Boxes — 12 or 18 or 24 or 30 or 40 or 50 or 100 Holes.

SAMPLE \$14.95  
CASE OF 6 \$80

DAVAL'S PACIFIC COAST REPRESENTATIVE  
**MAC MOHR CO.** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

**SEE JACK—SAVE "JACK!"**

YOU'LL BE SATISFIED, TOO!—the same as the hundreds of operators throughout the country who are now buying their used equipment from us. Every game is 400% stock—"CARROLL" —in A-1 condition—PRICED RIGHT—and ready for location.

Super 8 Line	\$37.50	Duke	\$44.50	Yacht Club	\$32.50
Duke Feature	22.50	Mason	22.50	Castles	35.00
Line Up	49.50	Evans Game	19.50	Bl. Baseball	14.50
Keen & Ball	14.50	Pac Hunt	42.50	Mr. Olson	18.00
Rings	14.50	Bay	22.50	Hold Over	20.00
W Score	20.00	Drum Major	22.50	Farmhouse	67.50
		Powerhouse	44.50		

Link over this list and shoot your order in NOW. Date stamped and third choice. A penny refunded upon you are not mailing list. To: Stewart, Inc., G.O.O.

**GEORGE PONSER—JACK BERGER**  
**NEWARK COINO, 107 Murray Street, Newark, N. J.**

**CUB and ACE**

8 Hole — Obstacle — Fruit or Phonograph — Play with Coin Dividers and 2 Separate Cash Boxes. 12 or 18 or 24 or 30 or 40 or 50 or 100.

SAMPLE \$13.95  
CASE OF 6...\$75.00

8 Hole Poker or Jack Wild — Play with Coin Dividers and 2 Separate Cash Boxes. 12 or 18 or 24 or 30 or 40 or 50 or 100.

SAMPLE \$14.95  
CASE OF 6...\$80.00

**BIRMINGHAM VENDING COMPANY** 2117 Third Ave., North BIRMINGHAM, ALA.



**WOMEN COIN MACHINE OPERATORS**, altho not a rarity, are still news. Mrs. H. C. SMITH, of Zeoring, Ia., was in attendance at the 1941 Coin Machine Convention. Full-time operators offer the challenging statement that she is the only woman operator in Iowa.

**TO MAKE BIG PROFITS OPERATE**

## BIG PRIZE

1 or 5 Ball Multiple FREE GAME

**Western Products, Inc.**  
925 W. North Ave., Chicago, Ill.

**CORRECTION NOTICE**

In our advertisement in the Directory of Distributors & Jobbers in the January 12 issue of The Billboard our address was incorrectly given as 901 Lake City, Okla. whereas it should have been given as 901 Lake City, Utah.

We are Distributors for All Leading Manufacturers.

Largest Stock of New and Reconditioned Machines in the Rocky Mountain States.

Get us Our Mailing List.

**STEWART NOVELTY CO.**  
136 E. 2nd South St., Salt Lake City, Utah



**First Again With "CUB"**  
3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Davac's Famous Coin Dividers. Standard Divisor Model T-55-23 2% A.M. coin available in 80% - 20% model. Take your choice of Cabinet, Finish, Number, Handle, etc. ORDER QUICK!



SAMPLE \$13.95  
CASE OF 6 \$75.00  
Size Just 5 1/2" x 9" x 15 1/2"

**"ACE"**  
5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

Entirely new for winter. Out door version. BIG CASH BOX FOR OPERATOR. 2% A.M. coin. Best window appearance when coin being played. 1 1/2, 3c or 10c coin. 5 REEL POKER PLAY!



SAMPLE \$14.95  
CASE OF 6 \$80.00  
Size Just 5 1/2" x 9" x 15 1/2"

**AMERICAN EAGLE**

World's Smallest Fruit Symbol Bell With Automatic Taken Award.



SAMPLE \$32.50  
10 for \$270  
Gold Award Model \$1.50 Extra  
Ball Run Model \$2.00 Extra

**BALL GUM**

15c Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.

**SICKING, INC.**

1401 Central Pkwy., Cincinnati, O.

**John Watling Finds Pious Ancestor in "Believe It or Not"**

CHICAGO, Jan. 25.—John Watling, of the Watling Manufacturing Company, is receiving newspaper clippings from friends in all parts of the country. The clippings are of a recent "Believe It or Not" cartoon by Ripley, which shows an illustration and gives a sketch of "John Watling, the Pious Pirate" of many years ago.

John Watling, of Chicago, says he cannot see the connection of why his friends all think of him when they see the cartoon, but his grandmother used to tell him about a Capt. John Watling who was a well-known figure in the family tree. ("She did not tell us he was a pious pirate," John admits.)

According to Ripley's sketch, "John Watling, the pious pirate, also one of the bloodiest pirates who ever ailt a throat or scuttled a ship, was a very pious man in private life. He never broke the Sabbath in his lifetime, was forever playing hymns on his fiddle and delivering discourses on the gospel. Was the sailor who was ever caught breaking the Sabbath. Watling died in a piratical attack on Arica, Peru, on January 12, 1681, and his name was given to the most historical island on the Western hemisphere, Watling's Island, where Columbus first set foot on American soil in the morning of October 12, 1492."

**Visitors Praise Gottlieb Plant**

CHICAGO, Jan. 25.—"A steady stream of distributors, jobbers and operators have been flowing thru the new factory of D. Gottlieb & Company ever since the big show, amazed and delighted as they get a close-up view of the finest and most modern coin machine production facilities and methods in the world," say officials of D. Gottlieb & Company.

"It's a pleasure to see so many respond to our invitation," said Dave Gottlieb, president. "I really owe them an apology because our plant was not entirely finished in time for the show. But even so, visitors agree that it's the most modern and best equipped plant in the country and pay us many fine compliments. The final touches will soon be completed and then we'll be ready for our official grand opening."

"I wish to acknowledge also," Dave went on, "the high praise and enthusiastic endorsement showered upon our new game, School Days, which is proving a hit all over the country. Never before in all our history have we written so many orders for a game as we have for School Days in the past few weeks. School Days reproduces the old favorite of Tin-Tack-Too, which everybody knows and which seems to be as popular today as movie bank night. At the show the game created a furor, and operators have given it their instant acceptance and high endorsement. Thanks to our new production facilities, we can make fast delivery even with the big demand for this hit."



LOOKING OVER EXHIBIT'S STARS, Hank Seiden (right), of Seiden Distributing Company, Albany, N. Y., and John Christ, of Exhibit, obligingly pose for the cameraman. Stars in Exhibit's concession game.

**JUMBO BY MILLS**

The greatest machine in years, suitable to a great variety of territories. Equipped with Mills exclusive Mystery Bell Mechanism. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.



★ Jumbo Payout

**CARTRIDGE** Price Plus Guaranteed Satisfaction

**Last-Minute Bargain Removal Sale**

All A-1 Reconditioned—Ready To Operate

<b>THREE PLAY GAMES</b>		<b>HI-BOY (MILLS)</b> .....	\$17.50
BALLY TRIUMPH .....	\$14.50	MILLS BIG RACE .....	17.50
BIG SIX .....	14.50	MILLS 1-2-3 .....	54.50
CHEVRON .....	14.50	PADDOCK .....	6.00
CHUBBIE .....	12.50	PREARNEE .....	3.00
C. O. 2 .....	17.50	THISTLEDOWN .....	65.00
CONTACT .....	14.50		
FLASH .....	15.00	<b>CONSOLES (AUTOMATIC)</b>	
FOLLOW UP .....	14.50	BALLY SKILL FIELD .....	\$20.00
JUMPER .....	10.50	GALLOPING DOMINOES .....	22.50
LIBERTY .....	12.50	GOOD LUCK (JENNINGS) .....	42.50
PICK NEW .....	18.50	KERRY PRADIOR .....	24.50
SCOOP .....	17.50	LONG CHAMP .....	39.50
SNOOKS .....	12.50	MILLS JUMBO PARADE .....	87.50
SPEED DEMON .....	17.50	MILLS HIO .....	22.50
VARIETY .....	15.50	PAULEY RACES .....	22.50
ZIP .....	14.50	PAGE RACES (BLACK) .....	44.50
<b>AUTOMATIC</b>		PACIFIC DOMINOES .....	19.50
BALLY ENTRY .....	\$18.50	SQUARE BELLS (MILLS) .....	62.50
BALLY GOLD MEDAL .....	67.50	TRACE TIME (1937 B&B) .....	39.50
CLOCKED (MILLS) .....	15.50	TRACE TIME (1938 B&B) .....	32.50
FAIR GROUND .....	17.50	TRACE TIME (1939 B&B) .....	27.50
FLASHER (MILLS) .....	19.50	ZIPPER .....	22.50
GRAND STAND .....	79.50		

Terms: One Third Deposit, Balance C. O. D. Send for Our Complete Price List on Any Games You Are Interested In.

**IDEAL NOVELTY CO.**

NOW LOCATED AT OUR NEW ADDRESS  
2823 Locust St. St. Louis, Mo.

**WANT TO BUY**

(Must Be Priced Right)  
EXHIBIT MERCHANTS OR IRON CRANES, SKY FIGHTERS, IN MODEL, KERRY'S AIR RAIDERS, PHILIP PHOTOGRAPH RECORD CHANGERS, WURLITZER 412, 512 and P-12 PHONOGRAPHS. (State Serial Numbers and Conditions). Address: BOX B-11, Care of The Billboard, 330 Arcene Bldg., St. Louis, Mo.

**FOR SALE**

4 Brand-New Penny Pinch Machines. In Original Cases. \$10.00 each. Nothing to read. Electric Bell Rings and is returned when bell's eye is hit. ARTHUR A. BRDMANN  
2130 Gumbo Alley, St. Louis, Mo.



**POWERFUL FAST PLAY**

OPERATORS! YOU'LL NEED A BUSHEL BASKET TO GATHER IN THE PROFITS

720 Holes . . . . . Takes in \$56.00.  
 Pays Out \$18.42. . . . . Gross Profit \$17.55.

**ACME F. AND M. CO.**

1327 W. Monroe St., CHICAGO, ILL.  
Special Territories Open for Men To Sell Acme Boards to Operators—Write Us.



YOU ARE CORDIALLY INVITED BY LEW (Leader) LONDON TO ATTEND  
**LEADER SALES COMPANY**  
 SUNDAY, FEBRUARY 2, 1941

Featuring all the new products of America's leading beauty... with drive-in facilities for 30 automobiles... devoted exclusively to progressive operators

Dear Lew:

Though you're not a "Cub" in this industry, we "Marvel" at how rapidly you have built such gorgeous showrooms. We know that you will soar to the top like an "American Eagle" to become the "Ace" distributor in your territory.

Al S. Douglass  
 Dave Helfenbein

THE DAVAL COMPANY, 2043 Carroll Ave., Chicago

Dear Lew:

Congratulations from "The House That Jack Built" to "The House That Lew Built"—We know, Lew, that with "Air Raider" and our Wall and Bar Boxes and all our other great machines for '41 you'll lead with Leader.

Jack Keeney

J. H. KEENEY & CO., 6630 S. Ashland Ave., Chicago

Dear Lew:

It goes without saying—we wish you a "Banner" start—a "Banner" year—a "Banner" success—and "Banner" congratulations, for we know you'll be a "Banner" leader.

I. H. (Izz) Rothstein  
 BANNER SPECIALTY CO. - Philadelphia - Pittsburgh

Dear Lew:

There's no doubt of your leadership with the leading products of a great leader—BALLY. Archie Berger

A. A. BERGER, 400 N. THIRD ST. • PHILADELPHIA, PA.

## Cleveland

CLEVELAND, Jan. 25.—Dave Kostell, branch manager of Mills Automatic Merchandising Corporation, was disappointed in not being able to attend the Chicago show. He also had to put off a Florida trip. "Too busy," he states. However, he is leaving for a swing around the company's other branches in Pittsburgh and elsewhere around February 1, and will attend the firm's convention of branch managers at the end of March.

Herman Presser has taken the distribution of the Cent-a-Mini vending machine for Cleveland and vicinity.

Mrs. Arthur Nagel, Avon Novelty Sales

Company, is in Florida taking things easy. Art is staying on the job.

The Ohio State Tobacco Association has set aside the week of February 17 as Fair-Trade Week. Special promotion will be given Fair-Trade products. A drive to enroll 5,000 retailers in the fight to protect and extend fair-trade activities will be conducted. A series of meetings for jobbers and salaried will precede the drive. Sam Abrams, executive secretary is handling the details.

The following members of the Ohio Cigarette Vendors' Association have joined the Ohio Fair-Trade organization: Gensler Cigarettes Service, Cleveland; Alan Cigarette Service, Akron; Amster Kirtz, Akron; Fred Blackburn, North Bend; Buckeye Vending Company, Mount Vernon; J. M. Farra, Ravenna, and R. E. Shanahan, Wilmington.

C. H. Tiermann, chairman of the Ohio Fair-Trade Committee, has resigned his position as buyer of cigarettes and tobacco for the Marshall Drug Company chain of stores. He has been with the company 21 years. He plans on continuing his Fair Trade and other association activities.

Phil Price, head of the Cigarette Service Company, has opened a cash and carry jobbing house.

## San Francisco

SAN FRANCISCO, Jan. 25.—In harmony with the general stride of the country, San Francisco visualizes a pretty healthy year ahead. All indices certainly concur with the logic of this view.

Possibly one of the strongest phases of the automatic amusement field continues to be the progress of phonograph placements. New locations continue to crop up, and older premises have proved fine for extension of service thru the various wall and bar-box attachments developed during the past year.

Telephone music maintains its hold on many establishments with operators gen-

erally accepting this form of service as a permanent addition to the music setup. In many instances profits have been less than for the standard automatic installations. However, patronage has been encouraging.

Public relations achievements continue to hit a high note in the record of early 1941 activities for San Francisco. Director Ed Mackin announces the Amusement Merchants' Association consummating steps in the way of formal incorporation this week. Also the association's first social function, a dinner and dance for all members, is to be held at a leading hotel within the fortnight. Eighty per cent of all local operators are now paid-in-members, with a 100 per cent subscription in the near future now generally conceded.

Most talk re sound movies is unsettled. It appears that operators are waiting for test installation reports to come in from other centers. New York is being watched with extreme interest.

With the opening of the State Legislature it is supposed that some action may arise with reference to the operating situation; however, no definite bills or action are on the docket at this writing.

# THE GRAND OPENING OF AMERICA'S MOST GORGEOUS COIN MACHINE SHOWROOMS

## 141 NORTH FIFTH STREET, READING, PA.

### SUNDAY, FEBRUARY 2, 1941

coin machine manufacturers . . . in a display room of majestic . . . and complete repair, supplies, parts and storage department who seek only the best in new and reconditioned equipment.

Dear Lew:

Our sincerest congratulations on the opening of your gorgeous new coin machine showrooms. We know that you are destined to lead the parade with "Sport Parade" and all other Chicago Coin products, all during 1941—a Leader year!

Sam Wolberg  
Sam Gensburg

Chicago Coin Mach. Co., 1721 Diversey Blvd., Chicago

Dear Lew:

In days gone by people read their destiny in the "Stars" and it seems to us that you must have carefully looked over "Stars" to make sure of a 4 "Stars" success by opening now with "Stars" a sure leader for Leader.

J. Frank Meyer  
John Chrest  
Perc Smith

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

## Panama Sets Up Laws for Games

PANAMA CITY, C. Z., Jan. 25.—According to Ashley B. Sewell, commercial attaché, the government of Panama has just inaugurated a new system of licensing music machines and games which is expected to bring substantial returns to the national treasury.

Permits have been granted to two companies to license and supervise such concessions in Panama City and Colon. For this privilege these companies will pay monthly sums to the government and invest weekly amounts in national lottery tickets. They will also reimburse the government for the salaries of three inspectors.

Large numbers of mechanical machines are owned by cantinas, night clubs, and beer gardens throughout Panama. These are said to attract lucrative business from which, up to the present, the government has realized but meager returns.

## Philadelphia

PHILADELPHIA, Jan. 25.—Wedding bells are being tied up for February 25th in Klein clan. Bernice Klein, associated with his brother, Tiggie, head of Premier Music Company, takes the bow.

The Berstein boys continue to figure prominently in local charitable enterprises, taking an active part in the various fraternal and social organizations connected with show business that in-

clude the helping hand as part of its creed. Jack Berstein, head of Berko Vending Company, has been made a member of the Welfare Fund Committee of the Showmen's Club, organization of motion picture men. Leo Berstein, associated with his brother in the candy vending business, was named a member of the House Committee of Philadelphia Variety Club, which represents all branches of the amusement industry.

Near-by Woodbury, N. J., is the latest community hereabouts considering the installation of parking meters, proposed by Mayor Robert Lee.

A music machine again graces the lobby of the Earle Theater as part of a huge exploitation program based on recordings for Erskine Hawkins' orchestra and the Four Ink Spots, who opened a week's engagement at the theater yesterday. The promotion, tying in Hawkins' engagement with his recordings, called for window streamers also, which were placed in all music stores and machine locations.

Sam Lerner, head of the Stanley Music & Amusement Company, had to miss the big coin machine show. But bigger and happier news yet is the fact that his wife is well on the way to recovery from a streptococcal infection which confined her to the Jefferson Hospital and Sam to his home. Moreover, his youngest son, Stanley, who was born at the time the Stanley company came into being and gave the firm its name, was laid down with the measles. Belated congratulations are also due Lerner on the Bar Mileva (13th birthday) of his older boy, Martin. Confirmation was held

Dear Lew:

Our sincerest wishes for a great success with Genco leaders—like "Seven Up"—to make your new move seven times more successful.

Dave, Myer and Lou Gensburg

Genco Mfg. Co., 2725 N. Ashland Avenue, Chicago

recently at Adelphia Hotel, and the coin machine fellows present are still talking about the grand evening.

If and when the coin movies make their bow in Philadelphia, there is a ready-made hometown angle to work on for the first showings. A recording made privately of Love, What Can It Be? has resulted in Arthur Blizwets, well-known local druggist, and Harry Blizwets, an accountant here, being among

the first to get a place in Jimmy Roosevelt's movie machines. Paul Florens, the show producer, heard the record and recommended the song to the Roosevelt producers, who like it enough to build a movie reel around it for the machines.

January 6 marked the 16th wedding anniversary of Julie Wenger, veteran pinball operator. And January 23 marks the first wedding anniversary for Herman Haffricher, of Hy Ball Vending Company.

... AND  
STILL  
THEY'RE  
ORDERING  
MUTOSCOPE'S  
**SKY  
FIGHTER**

TRADE MARK  
U. S. Patent No. 2,212,257.  
Other Patents Pending



**MORE THAN EVER  
PRAISED—  
RECOMMENDED—  
ACKNOWLEDGED**

TO BE THE FASTEST, STEADIEST  
MONEY MAKER OF ITS KIND  
IN THE WORLD!

MANUFACTURED BY

**INTERNATIONAL  
MUTOSCOPE REEL CO., Inc.**

44-01 11TH STREET  
LONG ISLAND CITY, N. Y.

**BUY NOW  
FROM YOUR  
NEAREST  
MUTOSCOPE  
DISTRIBUTOR**

**THEY STOPPED THE SHOW ABSOLUTELY COLD!  
—BUT YOU NEVER HAD A CHANCE TO SEE THEM!**

These sensational machines were at the Show—but you never had a chance to see them—because we never had a chance to bring them down into the exhibit hall! Distributors crowded our private suite from morning until night, looking at them, testing them, raving about them, **BUYING THEM** and **ARRANGING FOR THEIR TERRITORIES.**

**MUTOSCOPE'S  
ACE BOMBER**

The thriller of thrillers... most exciting, gripping, pulse-raising, whirlwind of action in all coin-machine history! As the enemy plane zooms above, player co-ordinates a rugged, two-handed, trigger aircraft, machines guns that lift up and spit with one of four sets of searchlights and anti-aircraft destruction at the raider. The skill and thrill comes in aiming and using the proper anti-aircraft battery as the bomber approaches and passes the territory guarded by that particular set of guns. Player strains every nerve, doggedly determined to "get" the enemy bomber. 300 split-second shots... and the action is so intense, so realistic, so startling that it just can't be described. An Air Raid Alarm and Blackout are added feature to make Ace Bomber even MORE like the real thing! You've GOT to play it to realize that here is the wonder gun of the age! A mighty moneymaker if there ever was one!

**MUTOSCOPE'S  
DRIVE-MOBILE**

The newest, most unique and unprecedented coin machine idea ever devised to keep players coming back again and again! Player is challenged to prove his driving skill by using an actual automobile steering wheel to drive a car from coast to coast—from New York to Los Angeles—in a certain period of time. Real skill is required to keep the car on the winding highways across the continent, and time is lost when the car goes off the road. The farther the player goes, the higher his score. Illuminated replica of U. S. map shows progress of the car. **DRIVE-MOBILE** allows an irrefragable, repeat-play appeal for EVERYBODY, drivers and non-drivers alike. Duplicates actual driving conditions—each play is a new, thrilling challenge. **DRIVE-MOBILE** is a terrific attraction for big, consistent profits in any busy location!

WITH SINCERE PRIDE WE ANNOUNCE THE COMPLETE BLUE-RIBBON LINE-UP OF  
**MUTOSCOPE DISTRIBUTORS FOR**

**ACE BOMBER AND DRIVE-MOBILE**

All of these distributors, who were appointed in record time, have already placed substantial orders commensurate with their territories.

**SEABOARD SALES, INC.**

619 10th Ave., New York City, N.Y.

**DENVER DISTRIBUTING CO.**

1856-58 Arapahoe St., Denver, Colo.

**GERBER & GLASS**

914 Diversey Blvd., Chicago, Ill.

**HANKIN MUSIC CO.**

258 Pryor St., S. W., Atlanta, Ga.

**IDEAL NOVELTY CO.**

2823 Locust St., St. Louis, Mo.

**B. D. LAZAR COMPANY**

1635-37 Fifth Ave., Pittsburgh, Pa.

**THE MARKEPP CO.**

3328 Carnegie Ave., Cleveland, O.

**STEWART NOVELTY CO.**

136 E. 2nd South Street  
Salt Lake City, Utah

**MILLS SALES CO., LTD.**

1491 W. Washington Blvd.  
Los Angeles, Calif.  
1640 18th St., Oakland, Calif.  
1325 S. W. Washington St.  
Portland, Oregon

**MOSELEY VENDING  
MACHINE EXCH., INC.**

80 Broad St., Richmond, Va.

**UNITED AMUSEMENT CO.**

3410 Main St., Kansas City, Mo.

**THE VENDING MACHINE CO.**

205-15 Franklin St., Fayetteville, N.C.

**SOUTHERN AUTOMATIC  
MUSIC COMPANY**

540-542 S. Second St., Louisville, Ky.  
620 Massachusetts Ave.  
Indianapolis, Ind.  
312 W. Seventh St., Cincinnati, O.  
425 Broad St., Nashville, Tenn.

**ACME NOVELTY CO.**

1124 Hennepin Ave.  
Minneapolis, Minn.

**ADVANCE AUTOMATIC  
SALES COMPANY**

1021 Golden Gate Ave.  
San Francisco, Calif.

**MAC SANDERS**

2837 W. Pico Blvd.  
Los Angeles, Calif.

**WESTERN**

**DISTRIBUTORS, INC.**

1226 S. W. 16th St., Portland, Ore.  
3126 Elliott Ave., Seattle, Wash.

**A. M. AMUSEMENT CO.**

1000 Poydras St., New Orleans, La.

**BIRMINGHAM VENDING  
MACHINE COMPANY**

2117 Third Ave., Birmingham, Ala.

**ROBINSON SALES CO.**

3100 Grand River Ave., Detroit, Mich.

**UNITED NOVELTY CO.**

504 W. Howard Ave., Biloxi, Miss.

**BOTH MACHINES ARE IN FULL SPEED PRODUCTION AND WILL BE  
READY FOR DELIVERY AS SOON AS HUMANLY POSSIBLE!**

Further advertising will appear as soon as deliveries are ready. In the meantime we urge you to call on your nearest distributor IMMEDIATELY and place advance orders NOW. Let your distributor tell you how terrific these two machines really are... HE SAW THEM... HE PLAYED THEM... TAKE HIS WORD... HE KNOWS!

CREATED AND DESIGNED FOR BIGGER OPERATING PROFITS BY

**INTERNATIONAL MUTOSCOPE REEL CO., INC.**  
44-01 11TH STREET  
LONG ISLAND CITY, N. Y.

## Penny Play for '41

They were a sensation at the show—they're sure to be a sensation on every one of your locations—they're Jennings Penny Play for '41.

### FLASHER MODEL

Elevated Award Indicator  
Mechanical Operation  
Slug Rejector Coin Chute  
Choice of Silver Moon or Bobtail  
Choice of Silver Moon or Bobtail Playing Field  
Full Size and Special Play  
Play Combination  
Cash Divider  
Combination Slug Rejector  
and Rotary Detector or  
Gun Vender Optional

### SILVER MOON CHIEF

New beauty never before attained in any bell. Lustrous chromium finish with smart modern cabinet design. It's the bell that outshines all others! Large jackpot with automatic refill. Heavy duty clock with over-dependable Jennings Chief mechanism and famous Jennings escalator. Order today and see why operators say it's "tops."

### TOTALIZER MODEL

Elevated Score Totalizer  
Mechanical Operation  
Slug Rejector Coin Chute  
Choice of Silver Moon or Bobtail Playing Field  
Cash Divider  
Combination Slug Rejector and Rotary Detector or Gun Vender Optional

They all agree—  
**JENNINGS** the PROFIT LINE for '41

### DE LUXE FAST TIME

A Deluxe model console—newly designed throughout. Completely fool-proof Jennings Chief mechanism. Improved slug rejector coin chute. Choice of three tops—Harvest Moon Fast Time, fruit symbols and 3-5 payout; Free Play Fast Time, awards are in free plays only; or Skill Play Fast Time, where ball must be shot into skill lane before winners are paid out.

### COMBINATION SLUG REJECTOR AND ROTARY DETECTOR BOBTAIL AND SILVER MOON CONSOLES

Slug rejector plus 8 coin visibility  
Mechanical operation  
Choice of Silver Moon or Bobtail playing field  
Automatic payout  
Compact, star-tacuous Jennings Chief mechanism

### 14-DAY FREE TRIAL

Try any machine for 14 days. If in this time you are not entirely satisfied with it, return it to the factory and your money will be promptly refunded.

## O. D. Jennings & Company

4309 WEST LAKE STREET, CHICAGO, ILLINOIS

## Rock-Ola Showing In Cincinnati

CHICAGO, Jan. 25.—An announcement from the Rock-Ola Manufacturing Corporation reveals that for the first time Rock-Ola's new Spectravox ToneColumn will be shown and demonstrated in Cincinnati at the Sinton Hotel January 30. Distributor W. C. Deaton and the Leadership Girl will be present, together with executives of the Rock-Ola Manufacturing Corporation. Jack Nelson, vice-president and general sales manager, also will be present at this time to meet all of the operators in the vicinity.

"Spectravox ToneColumn proved to be the outstanding new coin machine product at the recent convention," declares Rock-Ola officials. "More than 3,000 visitors traveled to the Rock-Ola plant to hear Spectravox demonstrated."

"The new principle of ToneColumn is to rehabilitate old equipment and increase the earnings of instruments already owned by operators. An avalanche of complimentary letters from all parts of the country has been received from operators commending Rock-Ola in its desire to help phonograph operators."

"The music of Rock-Ola's ToneColumn is something new in recorded music and tubers in a new era of beauty in three-dimensional tone color. For the

first time in the history of recorded play-back it is possible to diffuse sound waves evenly so that they fall on both ears at the same time. The new Rock-Ola ToneColumn spread the music over the location instead of releasing the music on a straight line thru the front of the phonograph.

"With Rock-Ola's ToneColumn, the music flows upward, and no matter how close or how far the listener may be the reproduction is always pleasantly even. Patrons may be sitting right next to the Rock-Ola ToneColumn and still carry on a conversation without any interference. This principle of sound coverage is new and different, which probably is the reason why the Rock-Ola ToneColumn have received nation-wide acceptance among operators."

## Applaud New Groetchen Games

CHICAGO, Jan. 25.—"The ovation which enthusiastic coin machine men tendered Pike's Peak and Champion at the recent coin machine show places them at the top of Groetchen's new ideas for 1941," declares Karl Klein, general manager of the Groetchen Tool Company.

"The record volume of orders placed for Champion during the show proves that operators and distributors have recognized it as the industry's newest and finest token-payout game," he said.

"Champion is the new double-payout token bell with two automatic payout systems on the same machine. It has a mystery award on all winning bell fruit combinations, plus a gold award jackpot on the three-leaf combination.

"Champion has been given the right of way on production lines in answer to insistent demands for immediate deliveries.

"Champion Bell is a new machine, featuring a payout frequency of one award in every 12 plays, over-size fruit symbols, greatly enlarged capacity of token tubes and cash box; largest reel mechanism ever built into a counter-size game; convertible penny or nickel play which the operator can change in a few moments right on location. Operators may choose from a colorful array of harmonizing Hammerfold combinations."

### PERFECTLY RECONDITIONED—FREE PLAYS

Aspid	\$44.00	Gold Star	\$94.00
Banker	58.00	Landing	21.00
Blonde	28.00	Land Off	36.00
Big Leap	17.00	Landscape	28.00
Big Show	17.00	Lottery	68.00
Big Train	17.00	Line Up	48.00
Century	35.00	Mascot	19.00
Comedian	35.00	O'Leary	18.00
Cross Line	40.00	Powerhouse	42.00
Dial	40.00	Rotation	28.00
Bank Bank	58.00	Rotary	27.00
Over Water	20.00	Rotary	17.00
Double Feature	22.00	Royal Bix	12.00
Flies	42.00	Shower	17.00
Funniest	54.00	Shower	18.00
Fantasy	10.00	Vacation	17.00
115.00	Elk, Bears, Cowboys, Deer, Jays, Headlines, Let a Fun, Tossler, Triestart and Up & Go.	Want One	28.00
175.00	Deposit Under \$19.00 Full Cash.		
	Cable & Express: Decaturville, N. Y.		
	MARC HURVES, INC. 808 West 187th St. New York, N. Y.		

## Rock-Ola Showing In Cincinnati

**NO NO EVIL** A Favorite Trio COMES TO LIFE!

THERE'S MONKEY-BUSINESS ON EVERY TICKET

Packed with player appeal - HEAR, SEE, SPEAK NO EVIL - 1716 holes. New symbol tickets, picturing monkeys with clever sayings. Winning tickets show amounts won. Die-cut board.

Direct advances to Jackpots. Approximate average profit \$38.50. Maximum profit \$42.50. Extra-thick board.

Write SUPERIOR for details on HEAR, SEE, SPEAK NO EVIL and other sensational die-cut boards.

## SUPERIOR PRODUCTS

14 NORTH PEGORIA ST. CHICAGO, ILLINOIS

## AT REDUCED PRICES

### 25 NEW GAMES IN ORIGINAL CRATES

#### FREE PLAYS

Follies	\$27.50	Jolly	\$34.50	Vacations	\$49.50
Glamours	\$7.50	Motus	\$9.50	Three Score	42.50
Grandstands	\$71.50	Hawthornes	\$34.50	One-Two-Three	\$32.50
Grand Nationals	\$7.50	Thistledowns	\$4.50	Faunmeyer	79.50
Anti-Aircraft, Bl. Cab.	\$59.50	Chicken Game	\$24.50	Bull's Eye	\$47.50
Anti-Aircraft, Br. Cab.	79.50	Ten Stripes	49.50	West. Baseball, Cams.	
Baby Allies	24.50	Wurlitzer 616A	52.50	F.P. & P.O.	64.50
				West. Baseball, Nrv.	42.50

WRITE TODAY FOR OUR COMPLETE LIST

**GRAND NATIONAL SALES COMPANY**  
2300-08 W. Armitage Ave. Chicago, Illinois

## Chicago Coin's

## SPORT PARADE

PLEASE BEAR WITH US...

WE'VE BEEN SO SWAMPED WITH ORDERS FOR SPORT PARADE THAT IT WAS HUMANLY IMPOSSIBLE TO FILL ALL ORDERS. HOWEVER, WE'VE MORE THAN DOUBLED OUR FACTORY SPACE AND STEPPED-UP PRODUCTION WILL ASSURE YOU OF PROMPT DELIVERIES IN THE NEAR FUTURE

## SAVOY'S WEEKLY SPECIALS

RECONDITIONED  
AND GUARANTEED

Free Play	
Amstel	447.00
Blonde	27.50
Bowling Alley	19.50
Commodore	17.50
Dials	42.50
Drum Major	29.50
Short Shot	17.50
Super Six	17.50
Wren-Ball	17.50
Cross Line	42.50

**SPECIAL  
CLOSEOUTS!**  
Brite Spot \$22.50  
Double Feature Each

Terms 1/3 Dep. Bal. C.O.D.

Free Play	
Gold Star	57.50
Lantern	27.50
Lunar	62.50
O'Boy	17.50
Polo	37.50
Rory	21.50
Sooty	29.50
Speed Queen	22.50
Score Chaser	22.50

SAVOY VENDING CO.

651 ATLANTIC AVE.  
BROOKLYN, N.Y.Moss, of Atlas,  
To Don Uniform

CHICAGO, Jan. 25.—Phil Moss, Atlas Novelty Company salesman, dons his civilian garb and dons the uniform of a United States army officer January 29. Moss joins as a second lieutenant and will serve with the 10th Cavalry Division at Fort Riley, Kan.

"Altho his absence will be keenly felt," declare Morris and Eddie Ginsburg, Atlas heads, "we are proud that this member of our firm will take part in the national defense program. The coin machine industry, however, will not be permanently deprived of Moss's services, for he will return after a year's service and resume his position with Atlas."

"In his contacts through the Middle West, Moss has earned for himself a very fine reputation and a wide acquaintance among colonels. He has accomplished the spirit of Atlas for fair dealing and intelligent service. His ability to get along with people will undoubtedly be a factor in his progress in the army."

Badger Novelty  
Enlarges Quarters

MILWAUKEE, Jan. 25.—"We're following the trend of business—which is upward—and are meeting the demand thru the modern methods of streamlining," declares William B. Hoppel Jr., head of the Badger Novelty Company, Milwaukee. "We want our customers to be so attracted to our offices and display rooms that they will spend a large part of each visit to Milwaukee at the Badger headquarters."

Badger recently added 3,000 square feet of space to the shop and storage rooms, making room for a rapidly expanding parts department. Hoppel continued: "We look forward to entertaining our customers at a special preview of the new Rock-Ola photographs and accessories. The Rock-Ola Spectravox Tomcat will be featured at the affair, to be held February 30 and 21. We are extending an invitation not only

WANT TO BUY  
FORMATIONS—FOUR ROSES  
BIG CHIEFS — DIXIES

GET OUR PRICES BEFORE BUYING  
Distributors for all Leading Coin  
Machine Manufacturers  
We specialize in Guaranteed Used  
operating condition. Machines

3147 Lamon St.  
ST. LOUIS, MO. THE CALL NOVELTY CO.

## MILLS JUMBO PARADE

Free play (the new), limited quantity, 400.00  
Mills Jumbo and Free Four Vendors, 100.00  
Mills 12 4-T's, conversion, 279.00; Mills and  
Chicago Six Machine, used, 42.25; Working Standard  
Ball, Wagon load, similar to Mills, 222.50; Pure  
Bunkage, 54, convertible each at free play, and  
three sets, 311.00. All equipment in excellent  
operating condition.

118 Duane St. With Order, Balance C. O. D.  
CATE BROS., UNION VENDING CO.  
701 N. Cedar Street, Baltimore, Md.



## TWO NEW HITS!

"NEW  
COMBINATION"840 HOLES SLOT  
AND DICE TICKETS

Takes in \$42.00

Average

Payout... 19.89

Profit... \$22.11

A THICK BOARD

SNAPPY LOOKING

## "BLACKOUT"

780 HOLES  
TIP TICKETS

Takes in \$39.00

Average

Payout... 19.09

Profit... \$19.91

BEAUTIFUL 5-COLOR

PRODUCTION



GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

## HERE ARE THE MACHINES YOU'VE BEEN LOOKING FOR—

20 A.B.T. Chalmers	Each	\$11.00	4 Winning Tickets, Ticket and Cash	Each	\$45.00
10 Wheel F. Latent Model	.....	12.50	3 Extra Tip Tickets	.....	49.50
10 Chicken Sam, with Base	.....	30.00	5 Rock-Ola Ten Sinks	.....	49.50
5 Bally Gold Cup	.....	48.00	3 1937 Tree Tone, Ticket and Cash	.....	27.50
5 Bally Gold Model	.....	47.50	3 1938 Tree Tone, Ticket and Cash	.....	27.50
2 Western Big Prize	.....	106.00	5 Black Place Races	.....	29.50
5 Mills 4-2-3, Free Play	.....	37.50	5 Brown Cabinet Pure Hunt	.....	75.00
5 Mills 4-2-3, Free Play, Latest Model	.....	108.00	5 Long Change, Free Play	.....	25.00
10 Pure Machine	.....	75.00	5 Sport King, Ticket and Cash	.....	110.00
5 Hawthorne, Ticket and Cash	.....	90.00	518 Whittiers	.....	45.00
4 Thriftless, Ticket and Cash	.....	52.00	24 Workman Counter Model	.....	22.00
5 Grand March	.....	75.00	24 Whittiers	.....	85.00

123 Duane St.,  
Balance C. O. D.410 N. Broad St.,  
Elizabeth, N. J.

ATLAS VENDING COMPANY, Inc.

## PENNY SKILL GAMES

● ONLY \$17.50 EACH ●

HOLE IN ONE

These New Count-  
er Games Will  
Make 1941 Your  
Most Prosperous  
Year!Each game is  
guaranteed with full  
game value.HARDON'S 3-plate  
patent 3-plate  
hole-in-one all  
size easily as-  
sembled. Imme-  
diate delivery!  
Order Today!D. ROBBINS & CO. 1141-B DEKALB AVE.  
BROOKLYN, N.Y.to our old business associates in Wis-  
consin, Northern Illinois, and Upper  
Michigan, but also to our new acquaint-  
ances located in our new territory in the  
State of Iowa."

# SCHOOL DAYS

IT TOOK  
THE SHOW  
BY STORM!

\$104.50

## That School-Day Favorite TIC-TACK-TOE

Streamlined in the Modern Tempo!  
Simple as a-b-c

IMMEDIATE DELIVERY

### THANK YOU!

For your tremendous response  
and orders for School Days!  
Our new factory enables us to  
increase production.



**D. GOTTLIEB & CO.**  
1140-1150 N. KOSTNER AVE., CHICAGO

PAYS FOR ITSELF IN  
LESS THAN 30 DAYS

Operator's  
Say  
NEW  
IMPROVED  
UNIVERSAL  
GRIP  
SCALE

Legal  
Everywhere



Beautiful Red Crackle Finish — All  
Chrome Front — Rotary Clip Handle —  
Plug-Proof Chute — Holds \$20.00 in  
Pennies.

GET SAMPLE NOW  
1/2 With Order, **\$12.75**  
Balance C. O. D.  
**HOLLY MANUFACTURING COMPANY**  
2761 Borne General Building  
DETROIT, MICHIGAN

## Baker Show Sales Presage Big Year

CHICAGO, Jan. 25.—Baker's booths  
at the recent convention were as busy  
as a beehive," state officials of the Baker  
Novelty Company, Inc. "More and more  
distributors and jobbers are coming to  
realize the value of Baker-Built products.  
The big Baker hit, however, was the  
new eye-ball novelty game Big Time, de-  
signed to do big things for the operator  
in 1941.

"The new one-cent counter game,  
Lucky Strike, was also an outstanding  
number. Lucky Strike is small, com-  
pact, fascinating, and designed for player  
appeal.

"The 1941 De Luxe Baker's Pacers  
daily double jackpot also drew high  
compliments from visitors, especially  
from operators who are using them. This  
is the third anniversary of Baker's Pacers  
and the sales for the machine are greater  
than ever.

"We are highly gratified by the results  
of the show. The trade showed great  
enthusiasm and placed orders propor-  
tionately. We are now making prepara-  
tions for what looks like the biggest year  
in the coin machine business."

### Machine Franchise

ATLANTA, Jan. 25.—Menroe W. Roth-  
child and Aaron S. Spencer, representing  
the Mills Novelty Company, were in the  
city recently to arrange franchises for  
the Atlanta territory for Panoram movie  
machines.

Rothchild said Scindles would be  
in operation in Atlanta within a month  
and that name bands had been secured  
to make the films. He told dealers the  
Scindles would not hurt the phonograph  
business and that the better class res-  
taurants were being sought as locations  
for the machine.

### Coinman Robbed

SPRINGFIELD, Mass., Jan. 25.—Theft  
of \$80 from the Automatic Coin Machine  
Company was reported to police recently  
by W. L. Kelly. He said entry was  
gained by forcing a window.



## WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

### OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at \$3.65  
1200 hole F-5275-Horses at 3.92  
800 hole F-5270-Pocket Dice at 1.89  
720 hole F-5255-Pocket Jack at 1.86  
600 hole F-5305-Royal at 2.12

### CHAS. A. BREWER & SONS

Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

## BUY "CUB" AND "ACE" BY THE CASE!

 <p>Sample <b>\$13.95</b> CASE OF "CUBS" <b>\$75</b> 1/2 With Order, Balance C. O. D.</p>	 <p>Sample <b>\$14.95</b> CASE OF "ACES" <b>\$80</b> 1/2 With Order, Balance C. O. D.</p>
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## ATLAS NOVELTY CO.

ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3939 GRAND RIVER AVE., DETROIT  
ATLAS NOVELTY CO., 1601 FIFTH AVE., PITTSBURGH

2200 N. Western Ave.,  
Chicago, Ill.

BUY 2  
TOT  
AT \$24.95  
EACH AND  
GET ONE  
FREE

GUM VENDOR  
52 EXTRA

**The Calvert Novelty Co.**  
708 N. Howard St., Baltimore, Md.



## I. L. MITCHELL & CO.

ABSOLUTELY PERFECT—FREE PLAYS

Rotation . . . \$25.50    Royal Champ . . . \$12.50    Red Hot . . . \$12.50  
Brite Beat . . . 22.50    Super 3's . . . 12.50

Write for Our List of Used Pin Games

PHONE: GLENMORE 2-8450

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.



# SEVEN-UP

BY

# GENCO

**IF YOU THOUGHT FORMATION WAS A GREAT GAME—WAIT 'TIL YOU SEE "SEVEN UP"—THE GREAT-EST OF ALL!!**

Here's ACTION for you! "SEVEN UP" has 6 hitting ways to make replays . . . and the most brilliant array of "come on" features ever assembled in one game! Sensational, proven "1 to 7" FORMATION feature—by hitting Bumpers 1 to 7 when lit, replays are awarded for each bumper thereafter. By hitting #5 bumper after the first seven bumpers are lit, player gets 5 EXTRA REPLAYS. By hitting #9 bumper after that, player receives an ADDITIONAL 5 EXTRA REPLAYS. By going thru A, B, C and D lanes when lit, special SUPER BUMPER award from one to five replays thereafter. By getting 7 DIAMOND LANE LIGHTS, SPECIAL REPLAY AWARD of 20, 40, 50, or 77 REPLAYS, IS WON! Also High Score Winner. \$104.50. Free game convertible.

TAKE A TIP FROM THE TOP LINE IN THE BUSINESS—GO GENCO AGAIN WITH "SEVEN UP"! ORDER QUICK!!

## GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE., CHICAGO, ILL.

## PROFIT AMMUNITION!

# EVANS' TOMMY GUN

**SMALLEST! LIGHTEST! FASTEST!**

Lowest Price! Only **\$145.00**

**Ask Anyone Who Attended the Show!**

They'll tell you how they jammed the aisles to see this new anti-aircraft gun sensation! Distributors, jobbers and operators stopped cold—raved over its compact size, streamlined beauty and lightning action—marveled at the amazing low price—and ordered in quantity on the spot! Grab this gun quick! Evans' TOMMY GUN is sure-fire ammunition for BIG EARNINGS in 1941!

**Now in Production! Delivery in 2 Weeks!  
Rush Your Order Immediately!**

**H. C. EVANS & CO.**

1520-1530 W. ADAMS ST. CHICAGO

## Movie Machines In Production

CHICAGO, Jan. 25.—Herbert Mills, general superintendent of Mills Novelty Company, announces that the first factory order for 5,000 Panoram movie machines is now coming off the production line.

Mills plans to produce 18,000 of the machines during 1941, it is said. The projectors, amplifiers, and sound system are manufactured by RCA Manufacturing Company in its Camden and Indianapolis plants.

Herbert Mills estimated that the 18,000 machines built in 1941 will give employment thru the various phases of manufacture, distribution, and operation to a minimum of 5,000 people.

### Not Movie Competition

Gordon Mills, president of Soundies Distributing Company, Hollywood, stated: "Soundies will not compete with the motion picture theaters. There is no story, no script. Unlike the regular movies, a soundie must be so good, so rich in fast and concentrated action and meaning that it gets itself over with the public in three minutes. If anything, Soundies will stimulate the desire of the motion picture loving public to attend the regular shows."

## Add to Personnel At Milwaukee Coin

MILWAUKEE, Jan. 25.—"Well known to operators throughout Wisconsin and the Upper Peninsula, Mike Pose, who has been prominently connected with the phonograph business for years, is now a member of our organization," reports Sam Lunden, president of Milwaukee Coin Machine Company.

"Pose has plenty of good news for the trade, and we're sure he'll get a special welcome everywhere."

A second newcomer to the firm is Matha Schalk, employed as secretary to the president. "Up to the present time and for many years past," says Sam, "Miss Schalk has been the secretary of



**BERT  
LANE  
Says:**

**ON THE UP AND UP!  
GENCO'S  
SEVEN-UP**

IS UPping COLLECTIONS  
FOR EVERY OF EVERYWHERE!  
ORDER NOW!

**SEABOARD SALES, INC.**

919 10th Ave., N. Y. Wisconsin 7-3430

## A FRIENDLY TIP!

TO OUR WISCONSIN  
AND UPPER PENINSULA  
OF MICHIGAN OPERATORS!

**We follow leaders—  
why not follow us?**

**MILWAUKEE  
COIN MACHINE CO.**

1455 W. Fond du Lac Ave.  
MILWAUKEE, WIS.

one of Milwaukee's prominent attorneys  
We welcome both to our staff."



# DAVALS



**Smashing  
all  
Records**

**There's a  
REASON**

Ask  
Any Operator  
who has them

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. • CHICAGO

## Tiny Counter Games Click

CHICAGO, Jan. 25.—The two tiny counter games, Oob and Ace, clicked with operators, jobbers, and distributors at the big coin machine show in Chicago, report Daval officials. "Support for the two games was phenomenal," said a Daval exec.

"A list of the distributors who came to the Daval booth and commented on Oob and Ace would look like the book

of coin machine men's Who's Who. Not only were they distributors handling our products, but many of them have never handled Daval games. Reading thru that list would give common sense idea of the high regard which is given Daval counter games.

"We are proud and happy as a result of comments at the show. We are proud because our perfect machines could elicit such comment from the men who know machines, and we are happy because they are keeping the wheels turning at Daval with ever larger orders for Oob and Ace."



MANAGER AL GOLDBERG (left), of Chicago Simplex Distributing Company; Mike Hammargren (standing), Wurlitzer general sales manager, and Art Freed, of Chicago Simplex, look on while Sam Smith, of the Century Music Company, signs up for a substantial order of Wurlitzer Victory models.



**YOU'RE A JUMP AHEAD WITH  
JUMPING JACK**

**New Harlich Low Priced  
Mechanical Board**

Profits! Action! Player Appeal!  
They're all here in this fool-proof,  
tamper-proof mechanical board.  
Top awards are concealed. When  
hole is punched, mystery card pops  
up and amount of award appears  
under celluloid.

No. 1849 5c a Play 1800 Holes  
Takes in \$90.00 Average Payout \$43.25

WRITE FOR NEW FOLDER HC-21

**HARLICH MFG. CO.**  
1413 JACKSON BLVD., CHICAGO, ILL.

**POP!**  
Up Jump Awards when  
Jumping Jacks are punched

**INVENTORY SALE**

1-2-0	\$25.00	Rapid Fire	\$125.00	Zombie	\$69.50
Double Feature	25.00	Chicken Sam	25.00	Aluminum	69.50
All American	40.50	Wild One	25.00	Artic-Artists	69.50
Parade	40.50	3-Quark	25.00	Hundreds of Games, Etc.	5.00

Write What You Want, and 1/3 Deposit.

**LEHIGH SPECIALTY CO.**  
2ND & GREEN STREETS, PHILADELPHIA, PA.

**QUICK! WRITE FOR OUR PRICE LIST!**

CONTAINS ALL THE MACHINES SHOWN AT THE CONVENTION!  
ALSO THE LATEST AND BEST RECONDITIONED BUYS IN AMERICA!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

# YOU MAKE MONEY QUICKER

# WITH Bally

# FLICKER

Delivery Now!

# DEFENDER

## WITH ZOOMING AIRPLANE TARGET

All the play appeal of Rapid-Fire—plus new money-making features galore! Order now!

COMPACT  
UNIT CABINET

POPULAR HIGH-SCORE—plus new fascinating ROTATION-SPELLING idea packed with "came-close" appeal—and SPECIAL BIG-WINNER feature to insure continuous repeat play! Simple, fascinating, easy-to-understand score system holds players for long sessions of play. FLICKER is already ringing up the fastest novelty collections of the year. Get your share—order FLICKER today!

IMMEDIATE  
DELIVERY

BLUE GRASS  
REPLAY MULTIPLE  
KENTUCKY  
PAYOUT MULTIPLE  
HIGH HAND  
REPLAY FOKER CONSOLE  
ROYAL DRAW  
PAYOUT FOKER CONSOLE

QUICK CHANGE  
ON LOCATION FROM  
RE-PLAY  
TO  
NOVELTY

## BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE  
CHICAGO - ILLINOIS

### WHILE THEY LAST

KEENEY ANTI-AIRCRAFT BROWN .....	\$67.50	CHICKEN SAM .....	\$44.50
BLACK .....	49.50	KIRK AIR DEFENSE .....	74.50
BALLY RAPID FIRE "SUBMARINE" .....	109.50	A.B.T. SMOKE AND FIRE, LIKE NEW .....	17.50
<b>FREE PLAY MACHINES GUARANTEED</b>			
CONGO, 1 OR 2 BALL .....	\$24.50	SUPER SIX .....	\$19.50
FUTTER .....	52.50	TRIUMPH .....	14.50
BAKER 4-5-6 .....	9.50	FLAGSHIP .....	16.50
DANDY .....	9.50	GOLD STAR .....	24.50

1/2 DEPOSIT WITH ORDER

**AJAX NOVELTY CO.**

2757 WOODWARD,

DETROIT, MICH.

### Robbins Penny Games Click

BROOKLYN, Jan. 28.—Upon returning from the 1041 Coin Machine Show in Chicago, Dave Robbins, head of D. Robbins & Company, Brooklyn, announced that he had booked more orders at the 1941 show than at any previous one.

"Hole-in-One and Spitfire, penny counter skill games, were displayed in our booth," said Robbins. "They are exactly the type of games that are needed by operators who want a steady income without too large an investment. Both games are equipped with a ball gun vender which aids in establishing legality.

"Our games are mechanically perfect," Robbins continued, "and have marvelous player appeal. An important feature of Hole-in-One and Spitfire is the register, which enables the operator to know the exact number of shiftrul shots made by the player. We have increased production and are making prompt shipment on all orders.

### BEST BUYS!

#### 5-BALL FREE PLAY GAMES

<b>GOTTLIER:</b> Gold Star .....	\$65.00	<b>CHICAGO:</b> Rocky .....	\$37.50
Scum-A .....	45.00	Fox Hunt .....	52.50
Line .....	45.00	Commodity .....	32.50
Three Rows .....	45.00	Dice .....	62.50
Big Show .....	52.50	Play .....	54.50
Rolling Ring .....	22.50	Oh Boy .....	25.50
Scary Card .....	35.00	Nippy .....	22.50
Let-It-Go .....	18.50	Lucky .....	22.50
Know-It-All .....	18.00	Yacht Club .....	35.50
BALLY .....	\$38.00	Bubble .....	19.00
Mason .....	34.50	<b>KEENEY:</b> Landscape .....	\$48.00
Lovely .....	39.00	Flourish .....	35.00
Variety .....	19.00	Lancer .....	32.50
Scope .....	22.50	Flagship .....	26.50
Triumph .....	18.00	Phoenix .....	21.50
Phantom .....	10.00	Golden Gate .....	18.00
Vogue .....	17.00	Rebound .....	18.00
Champion .....	22.00	<b>KEENEY:</b> Scum-A .....	\$34.50
Eureka (No Tally) .....	15.00	Speedway .....	45.50
Arrowhead .....	19.00	Rock Hit .....	32.50
<b>GERGO:</b> Sanctuary .....	\$52.50	Super Six .....	28.50
Slide Show .....	52.50	Big Six .....	32.50
Blonde .....	47.50	Superstar .....	32.50
Castles .....	48.50	<b>STORES:</b> Powerhouse .....	\$49.50
Follow it .....	32.50	Motor Wheel .....	42.50
40 .....	32.50	Factory .....	22.50
Power .....	27.50	<b>PHONOGRAHS</b>	
Mr. Claps .....	29.00	Rock-Ola "55 De Luxe .....	\$148.00

### National Coin Beehive of Activity

CHICAGO, Jan. 28.—"Thanks a million," declares Harry Helman, sales manager of National Coin Machine Exchange, "our warehouse was like a beehive all thru the big show, and the way customers responded to our invitation to make our facilities their very own was beyond expectations. Operators come, they saw, and they bought—and on a scale greater than ever before.

"Working on the theory," he continued, "that no order is too large or too small to receive his personal attention, Joe Schwartz, president, was on the job at all hours, giving buyers the benefit of his knowledge of games."

#### NATIONAL COIN MACHINE EXCHANGE

181-112 Divinity Blvd., CHICAGO, ILL.

#### OPERATORS, WRITE...

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212-314 Broadway, NASHVILLE, TENN.  
For Weekly Bureau List, Write Complete Book of New and Used Coin Machines in the South

### Look To The GENERAL For LEADERSHIP!

<b>WRITE SPOT</b> .....	\$32.50	<b>Hits of the Show—</b>	
Dice .....	33.00	<b>IMMEDIATE DELIVERY</b>	
Gold Star .....	55.00	<b>QUINCY'S SCHOOL DAYS</b>	
Lead Off .....	45.00	<b>Dave's CUBE and ACE</b>	
Powerhouse .....	47.50	<b>Masterpiece's SKY FIGHTER</b>	
Quality Reconditioning on Every Game. Write for Complete List Enclose 1/2 Cent With Order. We Ship Balance C. O. D.			

**THE GENERAL VENDING SERVICE CO.** 306 NO. CAY ST. BALTIMORE, MD.

### SAVE MONEY! BUY THESE FINER BUYS!

<b>FREE PLAYS</b>		<b>SPECIALS</b>	
Anchor .....	\$47.00	<b>IN LEGAL EQUIPMENT</b>	
Brita Spot .....	21.00	1940 Ten Series .....	\$55.00
Double Feature .....	15.00	Evans 541-Ball .....	75.00
Gold Star .....	52.00	Evans 10-10-Balls .....	95.00
Landscape .....	24.00	<b>All Guaranteed in Excellent Condition!</b>	
Line Up .....	42.00	<b>WRITE FOR LIST OF PRICES ON USED CONSOLES!</b>	
Motorcade .....	27.00		
Velocity .....	24.00		
Some Change .....	12.00		
Here One .....	27.50		

**BROOKLYN AMUSEMENT MACHINE CO.**  
660 BROADWAY, BROOKLYN, N. Y. (All Phones: Evergreen 8-4732)

ADERS NEVER FOLLOW! LEADERS NEVER FOLLOW! LEADERS NEVER FOLLOW!

**Don't MAKE ANY COMMITMENTS UNTIL YOU'VE SEEN YOUR SEEBURG DISTRIBUTOR!**

**1941 Seeburg Hitone Symphonolas-**

**THE ONLY REALLY NEW LINE IN AUTOMATIC MUSIC**

that offers you --

*More Beauty!*  
*Finer Tone!*  
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*Victory Model 750*

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DOLLAR FOR DOLLAR  
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VALUE  
EVER BUILT**

*Priced To  
Quickly Pay For  
Itself*

**AND SHOW A BIG  
RETURN ON YOUR  
INVESTMENT IN  
EVERY LOCATION  
EVERYWHERE**

SEE ITS BRILLIANT BEAUTY — HEAR  
ITS MARVELOUS TONE — CHECK ITS  
GREAT ARRAY OF MONEY MAKING  
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This Wurlitzer Victory Model 750 has everything  
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champagne bubble illumination—24 records—visi-  
ble record changer—Wurlitzer's unequalled life-  
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backed by the greatest name in automatic music  
—yet no feature is more sensational than its price.

See it at any Wurlitzer Distributor's. Compare it  
with any automatic phonograph. You'll agree it's  
the greatest dollar for dollar value ever offered  
in the automatic music field.

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A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS



Model 750

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