

MAR 5 1941

# The Billboard

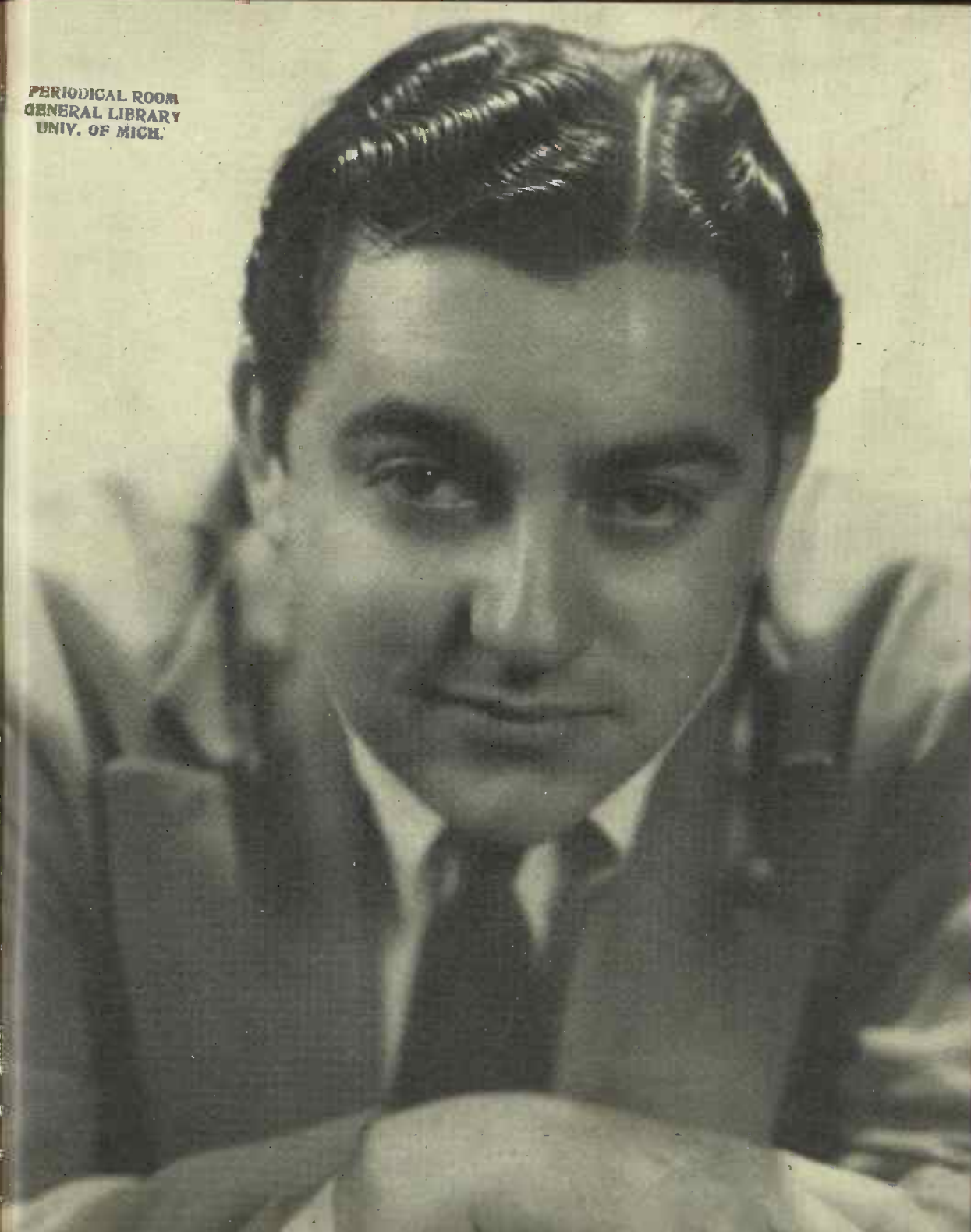
The World's Foremost Amusement Weekly

MARCH 8, 1941

15 Cents

Vol. 53. No. 10

PERIODICAL ROOM  
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**BLUE BARRON**  
and  
His Music  
of  
Yesterday and  
Today

Bluebird Records  
NBC

Currently on  
Coast-to-Coast  
Tour

Opening Green Room of  
Hotel Edison, New York,  
April 2

an advertisement for

# RAY KINNEY

and his orchestra

—WITH COPY WRITTEN BY THE NEWSPAPERMEN WHO ARE HELPING HIM BREAK THEATRE AND HOTEL RECORDS ON HIS CURRENT TOUR!



"Hawaii, Beautiful Hawaii!"—Copy desk,  
Washington Times-Herald

## THEATRES!

"Ray Kinney's Hawaiian orchestra proves a lovely and refreshing change. The Aloha Maids and Meymo Holt offer the usual Hawaiian dances with unusual grace and charm. Miss Holt, in particular, introduced as '85 pounds of loveliness,' lives up to her billing. Kinney sings the majority of the tunes, assisted by 'two-voiced' George Kainapau. Their 'Sweet Lileani' is a gem."—BERNIE HARRISON, Washington Times-Herald.

"Ray Kinney and his orchestra, vaudeville's top current exponents of Hawaii-gone-Hollywood, offer a mixture of native rhythms and Tin Pan Alley swing that keeps things moving at a pleasantly novel pace."—DON CRAIG, Washington News.

"Ray Kinney, the king of the Hawaiian bands, is capitalizing on the Hawaiian craze on the stage of the Earle this week. Catch him on his latest Victor records, too—items like 'Analani E,' 'Lovely Hula Hands,' and 'Moon Over Burma.'"—BILL GOTTLIEB, Washington Post.

"One of the most acceptable stageshows in weeks!"—JAY CARMODY, Washington Star.

## HOTELS!

"Here is music to which one can dance. 'Tis small wonder that the band has been held over repeatedly in the Hawaiian Room at the Hotel Lexington in New York, remaining there so long that it is generally regarded as a Lexington fixture. It will always be welcome here as well. It is an extremely pleasant show that Kinney and company offer here for a fortnight (and we understand that the Claridge is already negotiating for a return engagement as soon as the orchestra is available). It has charm and grace and tradition. It has romance and zest. Indeed, it even possesses comedy. Kinney's rich, rhythmic tenor reflects credit upon both his Irish and Hawaiian ancestries. Meymo Holt had the crowd eating out of her hands. We like this unit individually and collectively."—HARRY MARTIN, Memphis Commercial-Appeal.

"Dallas cafe society turned out in a big way last night for the opening in the Adolphus Hawaiian Century Room of Ray Kinney and His Hawaiian Orchestra. Altho Kinney is rated as one of the outstanding players of Hawaiian music, he plays just about any kind of stuff used by the dance bands throughout the country. He'll swing it or he'll give you the sweet stuff. Kinney has a floorshow composed of Hawaiian girls—the star is Meymo Holt, a petite little hipswisher who sways and swings in traditional Hawaiian style. And the five Aloha Maids provide an eye-ful with their interpretations of island songs and dances."—EDDIE BARR, Dallas Journal.

"One of the top-ranking units in its field. It has played the smartest spots and gained most of its build-up at the ultra-ultra Hawaiian Room in the Lexington Hotel in New York, one of the most beautiful night spots in the land. The band is strong on entertainment, featuring eight artists in various lines of endeavor. Headliners are the Five Aloha Maids, specialists in the intricate art of the hula. The latter, incidentally, were featured with Kinney for a time in the Olsen-Johnson Broadway hit Hellzapoppin'."—VICTOR DAVIS, Dallas News.



"Holt, the Hula Honey!"—Copy desk,  
Memphis Commercial-Appeal

**CURRENTLY THIRD WEEK, HAWAIIAN CENTURY ROOM, HOTEL ADOLPHUS, DALLAS  
LYRIC THEATRE, INDIANAPOLIS, WEEK BEGINNING MARCH 14TH**

PERSONAL MANAGEMENT H. JOHN GLUSKIN

**GENERAL AMUSEMENT CORPORATION**

NEW YORK

CHICAGO

HOLLYWOOD







# YOU GOTTA LET 'EM IN

## Rookie's Night Out Worrying Ops; \$500 Fine for Barring Servicemen

NEW YORK, March 1.—Now that national defense preparations are in full swing and an increasing number of uniformed men are visiting night clubs, the industry owners are giving the problem of accommodating trainees no little attention. Many would like to exclude them, maintaining that a khaki and blue invasion would tone down the club's atmosphere. However, legislation passed by most of the States around 1911 and still in effect makes it a misdemeanor to exclude any person lawfully wearing the uniform of the armed forces because of the uniform.

The problem, of course, sounds more serious on paper than it really is. Most clubs welcome the officers, since they usually have more money for entertainment than the trainees. Again, men with Sam Browne belts and gold and silver decorations dress up a night club tremendously.

But the problem of accommodating buck privates is a different matter. The \$21 monthly stipend won't get them very far in the swankier rooms, but if they are willing to blow a substantial part of their check in one evening there are many spots that can give them a run for their money.

Several spot owners when queried said that they would accommodate servicemen, but they were afraid that civilian night clubbers as yet are not fully mixing with the uniform wearers.

Swank spots will, however, be glad to welcome buck socialite rookies. Ordinary

rookies will be kept out by high prices.

Medium priced clubs will probably do nothing to encourage uniform attendance, while low-priced rooms will gladly take the trainees' money.

The law on this matter is very specific. The first statute to cover discrimination was passed by the government in March, 1911. This law covered only areas directly under the control of federal government, such as the District of Columbia, territorial and insular possessions. However, with the passage of the law most of the States enacted similar legislation. New York was among the first. Discrimination against anyone in uniform toward his admittance to any place of amusement or entertainment is punishable by a fine not exceeding \$500 in New York.

## Four A's Probes Camp Conditions On Facilities, Pay for Talent

NEW YORK, March 1.—The new Four A's committee to investigate live talent facilities and possibilities for army camps this week collected additional data and attempted to provide for co-ordination of Four A's branches on this type of work.

A group from the committee trekked up to Fort Dix, N. J., Monday (24) to see the Hellzapoppin' unit give its performance and cause back reporting their "amusement that the performers were able to do so well under such obstacles." Facilities were practically nil, they said,

## Alphabet Soup

NEW YORK, March 1.—Alan Corelli, Theater Authority executive secretary, returned from a quick trip to Florida with this story on Maxie Rosenbloom. While they were walking together a mutual acquaintance warned Rosenbloom to be careful of what he says to Corelli because he was connected with AGVA.

Rosenbloom opined that he had nothing to be afraid of. "I ain't singin' any of their songs."

## Montana Divorce Bid Nixed

HELENA, Mont., March 1.—Montana's bid for Reno's divorce business died in the State Senate by decisive vote. The bill would have given Montana the shortest waiting period in the nation, 30 days.

Passage of the bill, it was figured, would have increased hotel and entertainment business here.

## Ice Follies Does 48G in Philly; New Dates Added

PHILADELPHIA, March 1.—Return engagement of the Ice Follies of 1941 at the Arena for six days, giving seven performances ended tonight, was again a sellout. Drawing approximately 6,000 at each performance at a \$2.28 top, show attracted approximately 43,000 during the week for a sock gross of almost \$48,000. Even before show opened, 65 per cent of the seats were sold. Arena surface was lined with temporary seats, each selling for \$2.28.

Pete Tyrul, Arena manager, pointed out that with the return engagement it makes almost 100,000 Philadelphians who have seen the Follies this season. In January, when the ice carnival played 12 performances in 10 days, a capacity (See 41G FOR ICE FOLLIES on page 61)

## TA Seeks To Merge Theater Charities

NEW YORK, March 1.—The Theater Authority is seeking to merge the activities of all charity disbursements of the various unions and theatrical organizations under one organization, probably the Actors' Fund of America.

A committee is currently studying the situation.

The merger would affect the charitable activities of not only the Associated Actors and Artists of America, but the Stage Relief Fund, Episcopal, Jewish, Catholic, and Negro Actors' Guilds, and the Motion Picture Relief Fund.

Action is anticipated following the findings of the committee.

## BLUE BARRON

(This Week's Cover Subject)

BLUE BARRON has come a long way for a maestro who has been nursing the baton for a short period of five years, and very soon resumes the stand of Mafai Edison, New York, which has been home to him in the complete sense of the word.

Barron, Cleveland born and in his early 30's, was unknown to the band business, except that he was in it, until three years ago, when his broadcasts out of Cleveland excited the musical ear of Max Kruman, owner of the Edison, who contracted for his services for four weeks. Barron left nine months later.

Since then his success as a dance band stylist, notably "Music of Yesterday and Today—Styfed the Blue Barron Way," has been manifested in many different ways—with top hotel and cafe jobs, first-rate theater engagements throughout the country, best-selling records on the Bluebird label, and a constant pumping away over the NBC networks on his dance romances.

Currently in the Middle West, Barron has established top-ranking box-office records at the Baker Hotel, Dallas, and the Peabody Hotel, Memphis, Tenn., where he just closed. He has attracted notable grosses in ballrooms and at college proms all over the United States.

The Barron stylization is introduced by means of his singing song titles, which found their way to the public's musical ear during the first engagement at the Edison. Ever since he has been an annual institution at that hotly and his record there has never been topped.

Consolidated Radio Artists manages the band.

**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

QUITE a reunion at that Ruppert's Brewery party Tuesday night—the first time Bob, Bob, and Bobby have done their famous dog act together since Carl Janeczek and Herman Row retired from vaude eight years ago, the former to become a waiter (now a captain) at the Astor, the latter to become foreman of the brewery, and "Bobby" to stay at home and have pups. . . . A few weeks before Stage Magazine folded, Clare Lane tried to persuade her time mag husband, Henry Lane, to rescue the sick rag. . . . At Toole's Shoe's Tavern the other night Jimmy Van Huesen witnessed a big bully threatening to slug a pint-sized punk. "Shut up," the David leered at the Goliath. "with Boris Karlov and Orson Welles in the house, do you think you can scare me?" . . . Vincent Lopez, who studies the stars in addition to being one, predicted the date of our entrance into the war as April 23. . . . Meyer Horowitz ropes off his Village Barn dance floor every afternoon for the workouts of his prize fighter, Michael Flynn. If Mickey doesn't fare well in the ring, Meyer will probably use him as a bouncer. . . . Phil Baker was dining in Tufenstet's, and commented upon the size of the Idaho potatoes. "If they were any bigger," he chirped, "I'd swear they were the eggs all in Fun laid in Boston!"

BILLY JACKSON has taken over a goodly chunk of space at Luna Park and will open a giant outdoor "Memory Lane" carnival there, combining some of the most successful attractions of the last World's Fair. . . . Tau Epsilon Phi Fraternity has hired a press agent (Jack Yarnov), which is the only way they can get space being hogged by their "brother" Greeks on the other side. . . . It took a second World War for Hollywood to recognize America's outstanding hero in the first World War—Sergeant York. . . . All the dressing rooms backstage at the Strand are named for different States. When Orme Nelson appeared there recently he told the management he'd like a warm room—so they gave him "Florida." . . . Eight years ago Nathan Slater started as usher at Loew's State and two weeks ago became assistant manager. Two days later the draft board notified him he was "next." . . . Band Leader Johnny Long claims he heard Broadway Rose make her vocal debut at one of those amateur night club shindigs—and boy, was she "thorny"! . . . Incidentally, Boezy didn't answer Billy Rose's Diamond Horseshoe chorus call Friday. "Didn't stand a chance anyway," she shrugs. "He won't hire me 'cause everybody'll think we're relatives!"

MAKÉ MURRAY is up at Grossinger's to gain back some of the 102 pounds he lost eating fire. . . . Dick Wade, boogie woogie piano tickler at the Chateau Moderne, describes a jitterbug as a fella who's always got his hand on his hip! . . . Olivio Santoro, NBC's champion yodeler, receives an average of 50 proposals a week. He's only 12, and his female admirers range in age from 7 to 16.

## "Happens" Set for Chi

CHICAGO, March 1.—If Happens on Ice, the Rockefeller Center Theater ice show, will play the Chicago Stadium March 12 to 23. There will be no night performances March 16 or 20 because of ice hockey games. House is scaled at \$3.20 to 75 cents.

## Possibilities

TRADE SERVICE FEATURE  
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

FLORENCE MacMICHAEL—young legit actress now appearing in "Out of the Frying Pan at the Windsor Theater, New York. Current job is her first big break and she emphatically makes the most of it. Playing a Dumb Dora with a difference, she offers constantly hilarious farce performing and proves herself an outstanding young comedienne. Films could definitely use her.

BELLYN MYERS—promising young juvenile who is also getting a chance in the same show. Good looking and personable, he displays sincerity, a comedy flair, the ability to carry a serious situation convincingly, and all-round acting efficiency. Should screen well. He's highly promising picture material.

**SPECIAL PRINTED TICKETS**  
ROLL OF MACHINE  
**100,000**  
RESERVED SEAT—RAG—STREP  
COLON BOOKS—RESTAURANT  
CHECKS—SALES BOOKS AND  
ALL ALLIED FORMS  
\$20.00  
409 LAFAYETTE ST., N. Y. C.  
82 W. WASHINGTON ST., CHICAGO  
613 CHESTNUT ST., PHILA.  
**ELLIOTT TICKET CO.**  
ROLL TICKETS  
ONE ROLL \$ .50  
TEN ROLLS 3.50  
FIFTY ROLLS 15.00  
ROLLS 2,000 EACH  
Double Company  
Double Price  
No. C. O. D. Orders  
Accepted

**Pa. Tax Repayments, Maybe**  
HARRISBURG, Pa., March 1.—A bill appropriating \$350,000 for the repayment of levies under the "store and theater tax" of 1937, which operated three years before it was declared unconstitutional, has been introduced in the House of Representatives by Assemblyman Reuben E. Cohen.



## NBC, Columbia Grow Stronger in Chi Wax Mart; World Still Leads

CHICAGO, March 7.—Radio recording business here shows signs of greater activity. According to platter companies, more agencies appear to be active in asking for bids; but this situation, they point out, may be due to a desire to complete prices now that the World City affords three major recording outfits instead of only one—World Broadcasting Company. World still maintains its leadership, doing most of the business, but NBC Radio-Recording Division and Columbia-Recording are gradually growing stronger.

January and February were only mildly active. War hysteria and business uncertainty are blamed by some as a deterrent to business initiative, reflect-

ing in reduced advertising appropriations and consequently a smaller use of radio recordings. Others feel that advertisers have increased appropriations, because each additional dollar's worth of advertising costs less than a dollar by virtue of the savings in excess profits taxes.

The one type of account which appears ready for a plunge is beer, which, being taboo on the web, is forced to use platters. Heavy equipment manufactur-

(See NBC COLUMBIA on page 61)

## AGVA Is Getting After Ice Shows

NEW YORK, March 7.—American Guild of Variety Artists, in co-operation with the musicians' and stagehands' unions, stamped down on Tony Shayne's ice show in the Iceland Club here Thursday night. Shayne was forced to lift his minimums in AGVA seats, and those were not in AGVA were taken into the union.

AGVA this week sent letters to skaters asking them to participate in selecting a skaters' advisory council by vote. After this first set-up is in motion, a code for skaters will be formulated.

According to AGVA, about 1,000 skaters are eligible for membership.

## More Taken In the Draft

NEW YORK, March 7.—The draft continues to decimate show business, the numbers of several eligibles having been called last week. They included Two Kewyousian, of the Bonanzas, who has left for Fort Dix. His partner is currently doing a single.

Others who have gone in training are Phil Johnson, of the Hellogoppie cast; Kendall Clark, of George Washington Sleep Here; Davey Bigelow, who conducted a sponsored program on WMCA; William Rhine, former clarinetist for Tommy Dorsey; Frank Simone, from the Paul Whiteman band, and Carlton Camerick, of the Jimmy Dorsey band.

Conscription may also take Harold DeGrove, of the William Morris office, who has been asked to report for a further interview, and Ralph Thompson, of Thompson Brothers and Norma, who has succeeded in getting a stay until the completion of his vaude dates.

Theater managers who have been hit include William Fleming, of the Rivoli, Seattle, Wash., and John L. Mulhall, district manager for Warners in upstate Pennsylvania, who has been assigned the rank of captain at Fort Bragg, N. C.

## Mike Todd Putting Sex Into Oriental; Burly Comics Stay

CHICAGO, March 7.—Both burlesque and vaude interests here are watching with curiosity and concern Mike Todd's weekly stage fare at the Oriental Theater. B. & K. management is guarding jealously all outlets of information concerning advance bookings in order to prevent Todd from opposing rival talent. However, the Oriental will not be regarded as a serious competition for the Chicago Theater until open bidding on Class A picture product is possible. Greater concern is understood to pervade

(See SEX INTO ORIENTAL and page 59)

## London Theaters, Clubs Give Later Shows; More Open

LONDON, Feb. 23.—A slackening up in the past two months of the previous intensified bombings has gradually brought London's night life back to a semblance of reorganization. Theaters and night spots are opening up, and people are moving about in the streets again after dark.

Strike Up the Music, musical extravaganza, had a recent opening and, altho its last performance is at 5 p.m., three other theaters are scheduled to reopen

(See LONDON'S LATER SHOWS on page 59)

## Washingtonians Protest Military Police Plans

WASHINGTON, March 7.—Citizens here are protesting proposed military patrols of local amusement places. Blueprint of amusement locations, prepared by the Metropolitan Police for convenience of the army, showed areas recommended for military police patrols. These would have army squads police the spots for troublesome soldiers on leave from near-by reservations.

Reports had indicated army belief that over 100 MPs would be needed to keep an eye on uniformed men visiting the city. However, commissioners for the District of Columbia and the local police department, since the public has made the issue a controversial one, have all denied their agreement with the plan. Instead, they declare that decision is up to the army high command.

## Bridgeport A.M. Shows for Factory Night-Shifters

BRIDGEPORT, Conn., March 7.—Loew-Poll-Palace Theater here, largest of the four Loew houses, which occasionally books in a flesh show, will inaugurate morning shows for the first time in local history.

This city has many factories working night shifts, and City Manager Matt Saunders, after a conference with executive of the Manufacturers' Association and of the Chamber of Commerce, decided on morning shows for night workers.

## Boosted Attendance with Airline SOUND SYSTEM

... says Prominent Theater Manager

Managers in every field will love the Ward Action brings new life to the box office. All praise its great, national, low-cost, positive tone control. Its unusual features, its economical, trouble-free operation. "It will especially fit the show business," says one. "It enables us to work longer. The music is so quick and sure, even the conductor just plays it."

Send for New Sound System Catalog

This new catalog is a real education in sound system equipment. You'll marvel at the tremendous variety in sound system mechanism, the wide variety of sets and equipment, how easy to select exactly what you want, and the rock-bottom prices. Rush for it NOW! It's FREE!

Remember—  
TIME PAYMENTS  
15-DAY TRIAL  
MONEY-BACK GUARANTEE

Montgomery Ward

7 GREAT MAIL ORDER HOUSES  
MORE THAN 100 RETAIL STORES

Quick Action Coupon

MONTGOMERY WARD & CO.

Dept. 8M-44, Chicago, Ill.

Rush your FREE Catalog on the Ward  
Airline Sound System.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



MAIL TODAY

# Hotel CECIL

Where a Warm Welcome and GOOD SOLID COMFORT are always waiting for you.

700 ROOMS • NEW RATES

One Person - Without Bath \$1 to \$1.50  
Two Persons - Without Bath \$1.50 to \$2  
One Person - With Shower Bath... \$1.75  
One Person - With Tub Bath... \$2  
Two Persons - Tub or Shower Bath \$2.50

SPECIAL WEEKLY AND MONTHLY RATES

COFFEE SHOP FEATURES WONDERFUL FOOD

PARK YOUR CAR AT HOTEL REAR ENTRANCE SEVENTH & MAIN STREETS

ROBT. H. SCHOPS Mgr.

## ATTENTION TO ALL PROFESSIONAL ICE SKATERS

Contact Me At Once For

## REAL ICE TANK

40x60

Send photos, publicity and experience. Possibility of year-round work.

## WINTERLAND ICE REVUE

Now on Tour

DOROTHY FRANEY

413 Lemcke Bldg., Indianapolis, Ind.

## Selective Service Mail

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

## WESTERN UNION

FOR GIFTS AT DISTANT POINTS USE WESTERN UNION SHOPPING SERVICE. YOU DESCRIBE IT... WE WILL BUY IT AND SEE THAT IT IS DELIVERED ON TIME. FREE TELEGRAM WITH EACH ORDER.

STOCK TICKETS  
ONE ROLL... \$ .50  
FIVE ROLLS... 2.00  
TEN ROLLS... 3.50  
FIFTY ROLLS... 15.00  
100 ROLLS... 29.00  
ROLLS 2,000 EACH  
Double Coupons,  
Double Price,  
No C. O. D. Orders,  
Black Stamp Tick. #12

All kinds of  
**TICKETS**  
For All Kinds of  
**PURPOSES**  
For the Right Kind of  
**PRICES**  
With  
**THE TOLEDO TICKET CO.**  
TOLEDO (Treat Town), OHIO

**SPECIAL PRINTED**  
Rail or Marine  
10,000 \$ 6.95  
20,000 9.95  
50,000 12.95  
100,000 20.00  
1,000,000 130.00  
Double Coupons,  
Double Price.



# BMI'S WAX MARKET DRIVE

## Music Org Puts Clamp on "Free Rides"; Collecting Retroactive Fees; Coca-Cola Back With BMI

NEW YORK, March 1.—Broadcast Music, Inc. is setting itself up solidly in the transcription field, there being three outstanding developments in the past week. These are: 1) stations and wax companies have been notified that there will be no more "free rides" on BMI tunes; 2) D'Arcy agency has decided to use BMI and other non-ASCAP music for the Coca-Cola Singing Saw waxes, and the disks return to the air over approximately 200 stations Monday; and 3) BMI is taking measures to collect from a. t. firms and sponsors royalties accruing from commercial waxes—these latter instances being cases where producers, unable to place ASCAP wax on non-ASCAP stations, freely used BMI music without paying for it.

In the case of Coca-Cola, sponsor's decision to go ahead with non-ASCAP music is significant, Coca-Cola having been one of the more juicy sources of mechanical royalties collected for publishers by Harry Fox, publishers' agent and trustee. Switching the revenue to BMI is regarded by publishers of non-ASCAP music as an entering wedge into the golden strong box.

Prior to this decision by Coca-Cola the transcriptions had dropped to the point where they had been used on only 60 stations, these stations having ASCAP licenses. Story is that Coca-Cola had visited all this time in the hope that the music war would wind up quickly and would thus clear the way for the return of the ASCAP waxes. But with no ASCAP-radio contract in sight, sponsor figured it best to go along with available music.

Cost of the BMI tunes will be 2 cents per tune per pressing. ASCAP publishers, thru agent Harry Fox, charge 25 cents and 50 cents per performance per station. The 25-cent price being applicable to popular songs and the 50 cents applicable for film or production songs. BMI points out that its fee is the same as that specified in the Copyright Act of 1909. Copyright Act on this point is not

explicit, but proposed test cases to clarify the fee have been dropped.

One observer points out that while BMI's fees are very good for stations they may not be very good for songwriters, who figured to get more via Fox.

### No Free Rides

In a letter to transcription companies, BMI this week put a clamp on "free rides," stating that as of February 25 non-BMI stations performing new BMI releases would have to take out a license. A clarifying illustration is the case of WNEW, which has been playing BMI tunes on transcriptions despite fact that station is non-BMI. WNEW is serviced by the transcription library of Associated Music Publishers—which has been waxing both ASCAP and BMI tunes. BMI, early in its career, was anxious to have its music plugged, and therefore agreed to the unusual deal whereby a non-BMI broadcaster could use its music. BMI now feels it has advanced to the point where all users should be paid.

The clamp, however, will be gradual, a clause in the BMI decision providing that in the event the song was released before February 25 the stations will be able to perform the tune cut-off for a period of 12 months subsequent to release date. Performance of new releases, tho, must be licensed.

## Roosevelt, Paley Confab On Columbia's S. A. Plans

WASHINGTON, March 1.—President Roosevelt Wednesday (26) heard plans to cover South America with programs from the United States during a discussion with Columbia Broadcasting System's president, William S. Paley. Reporting on an extended personal survey of South American radio, Paley said his company will link 64 stations in 18 of the 20 Latin American republics. CBS will feed this group with our programs and in turn will broadcast programs originating down there. Agreement calls for a minimum of one hour each day, the exchange beginning next September 1. Shows will be short-waved between the continents and rebroadcast upon arrival.

## WLS's 156 Advertisers

CHICAGO, March 1.—Promotion department chief Don Kelley of WLS has analyzed the list of advertisers using the station during 1940. Facts uncovered were that a total of 156 advertisers used WLS; 48 of them were new advertisers; 62 per cent of the advertisers were on a renewal basis for 1939; over a million letters were received from listeners; 93 per cent, or 368,427 letters, contained proof of purchase, some just box tops, others tops and cash.

## Canada Radio Not Hard Hit by War; Programing Parallels U. S.

NEW YORK, March 1.—Despite a considerable loss in engineering and other technical personnel owing to the war effort, broadcasting operations in Canada have not been seriously hampered, according to Harry Sedgwick, chairman of the board of the Canadian Association of Broadcasters and president of Toronto's CPFB, and Glen Hammerman, president and general manager of the Canadian Association of Broadcasters.

Hammerman and Sedgwick, here to visit network and NAB execs, state that Canadian listening tastes have closely paralleled those of American broadcasters and that high-rating American programs fed to Canada invariably show similarly high positions on Canadian ratings. Examples are Jack Benny, Edgar Bergen-Charlie McCarthy, *Big Sister* and *Ma Perkins* programs. Program trends, too,

## Want a Cuffo 'Gator?

MINNEAPOLIS, March 1.—Earl Gammons, president and general manager of WCCO, is on the spot. He has a 10-inch alligator, sent him by Mike Kelley, head of the Minneapolis Baseball Club.

Gammons is allergic to alligators. Answering to the name of Myrtle, the alligator is yours for the asking, if you can prove to Earl that you can give it a good home.

## WMCA Expands New Dept; Adding A. P.

NEW YORK, March 1.—WMCA has markedly expanded its news service and is taking on Associated Press News. International News Service will be supplementary. AP service will include the regular newspaper wire, a special radio-edited wire, a regional wire for metropolitan coverage and a sports wire.

Six men are to be detailed to the news department and will work day and night shifts. Day shift will include Bob Carter, Bob Harris, and Alvin Williams; and night set-up will have Gene Morgan, Tom Hudson, and Sam Brown. Hal Janis will supervise all as news editor.

WMCA's staff of seven commentators now includes Johannes Steele, Sidney Moseley, Burnet Hershey, William E. Dodd Jr., Genevieve Tabouis, Bryce Oliver, and Ben Gross.

Station now has 14 sponsored news shows a day, Mondays thru Saturdays.

## Net Sales Hit 96 Million

WASHINGTON, March 1.—Radio network advertising in 1940 hit a peak of \$60,000,000, John J. Karol, market research sales counsel of CBS, told members of the Advertising Club of Washington this week at a luncheon meeting. He said that chain sales in 1931 amounted to only \$37,000,000, while last year's was almost four times as much. There are more than 20,000,000 families now listening to programs, he added, as against the estimated 7,000,000 10 years ago.

## WCFL Upped to 10 K. W.

CHICAGO, March 1.—Federal Communications Commission has granted WCFL a raise in power from 5,000 to 10,000 watts. Station estimated it would be broadcasting with the increased power within three months. Directional antennae will be employed day and night, giving WCFL 30,000 watts effective coverage in the Chicago territory.

## WELI Biz 40% Up

BRIDGEPORT, Conn., March 1.—WELI, New Haven, reports that business for the first month and a half of this year, both new and renewals, is 40 per cent higher than last year, and is still going up.

## Sound and Fury The Bird In A Gilded Cage

By PAUL ACKERMAN

Title of this piece might as well be "Who's Getting the Bird," but we decided against it because nobody really knows.

One fine afternoon this week Cecil Carmichael, who gets those brainstorms down, WLW, Cincinnati, shipped a prize-winning fowl (live) to *The Billboard*—said fowl being an advance emissary for WLW's entry in *The Billboard's Fourth Annual Exploitation Survey*. Quoth the cockerel, via placenta appended to his cage, "My apologies, sir, but I'm crowing because I've seen WLW's presentation for *The Billboard's Exploitation Survey*."

Mr. Cockerel, which the editor finally identified as a buff-cochin, presently showed he did not believe in this sign talk, and let out one fearful whoop—indicating he was no dummy. This yarning scream (termed crowing by misguided chicken fanciers) was resumed whenever Carmichael's fowl figured the editor was having a dull moment.

Fowl is now ensconced in the radio editor's home and is fast precipitating not only a domestic—but a civic—crisis. In an effort to soothe the bird into a more quiet mode of life, your editor contacted various chicken fanciers to determine cause of the bird's sensational vocal demonstrations.

### The Way of a Bird

One vouchsafed it was simply the way of a bird—particularly Carmichael's bird. Another admitted that, while crowing was natural, the peculiar totality of this specimen was abnormal.

"Maybe," opined the acute expert, "the bird still remembers those WLW programs?" This studied opinion was classified as quite plausible, but not as profound as that of a third expert, who showed startling acumen.

"Ner, not Carmichael or WLW's programs, is behind it all. Get this warbler a couple of hens and he'll quiet down." There's a moral there if you can find it. P. S.—Watch out, Carmichael!

## Wm. Morris Nixes Talk of Theft Yvette from NBC

NEW YORK, March 1.—NBC Artists Service claims—and William Morris Agency denies—that the Morris agency has been trying to coax Yvette, warbler on the Xavier Ougat Camel program, into the Morris agency fold.

According to NBC execs, Morris agency men contacted Yvette in Chicago, but did not avail, because the singer is safely signed with NBC for another four or five years. Report had it that Morris agency had offered a 10-year contract at \$700 weekly. NBC Artists Bureau does not think that Morris would offer that amount, claiming the agency "would not pay that much for Adolph Hitler."

Abel Laafogel, general manager of Morris agency, denies everything—including report that NBC had threatened to bar Morris bands from remote wires in the event the agency flipped Yvette.

## Kate Smith to Coast

NEW YORK, March 1.—Kate Smith treks to the Coast soon with entire program to do four broadcasting previews trying in with Paramount Pictures. Dates are March 28 for *Road to Zanzibar*; April 4, *Round-Up*; April 11, *I Wanted Wings*; and April 18, *Reaching for the Sun*. Broadcasts will be done from CBS's Hollywood studios.

## B & K Tele Construction

CHICAGO, March 1.—Balaban & Katz began construction on its television antennae last Monday (34). It will be on top of the State-Lake Theater Building, on whose top floor the B & K transmitter is located.

## 1939 Top Year In Radios Made, Survey Reveals

NEW YORK, March 1.—In a survey titled "How the Radio Industry Has Grown," the Department of Commerce reports that 1939 was radio's biggest year in terms of the number of receiving sets manufactured. Figure totaled 10,332,865, as compared with 7,802,399 in 1937. Third year was 1935 with 5,945,183 sets, and 1929 was fourth with 4,980,000.

In terms of factory value of radio sets, 1929 was first with \$252,787,349, 1937 second with \$175,380,012, and 1939 third with \$158,985,250. These totals, points out the commerce department, reflect the decline in the price of receivers during the 10 years following 1929.

Other figures estimate the number of sets produced in 1939 at 1,967,774, with a factory value of \$13,826,110. 1935, 3,345,790, valued at \$93,336,246; 1937, 1,978,057, valued at \$95,102,393; and 1931, 3,819,389, valued at \$123,016,150.

Statistics are further broken down into the number of standard and beyond-standard (combining standard band and short wave) sets. Figures in the order mentioned, are: 1939, 3,383,349 and 2,894,901; 1937, 2,360,223 and 3,363,247; 1935, 1,437,245 and 2,960,359; 1933, 2,781,445 and 115,518; and 1931, 3,523,733 and 11,078.

Between 1931 and 1937 the number of radio-phonograph combinations manufactured hovered between 73,693 and 92,807, but in 1939 this figure jumped to 474,823 with a factory value of \$17,100,808.

Between 1931 and 1939, top year for automobile radios was 1937, with a total of 1,890,841, having a value of \$38,079,145.



# Radio Talent

New York By **JERRY LESSER**

**W**OR is to be congratulated upon finally seeing the light as regards dramatic programs. Its show, *Are Always Young*, starring **WILLIAM JANNEY** and a stellar cast of Broadway actors and actresses, including **MARGALO O'LEARY**, **JESSIE ROYCE LANDER**, **LINDA WATKINS**, **GEORGE COULORIS**, **PERT KELTON**, and **HORACE BRAHAM**, is produced and directed by **BOB SHAYON**, a young fellow with ideas. Some of his past successes include *Once Upon a Time*, which garnered the first prize as the outstanding children's show of the air; *3 Years Ago and Today*, *Where Are You From?*, and *Content—Dere Elman*.

**A** FUNNY incident occurred recently when **PAULA VICTOR** appeared on *My People*. She was to read this one: "My great-uncle sent the man she loved to the gallows to save the life of George Washington." She got the first word out, and for some unknown reason **GABRIEL HEATTER** carried on. Luckily **PAULA** had presence of mind not to try to compete with **HEATTER**, for which she is to be commended. . . . **RICHARD KEITH**, who has a running part on *Headline*, the *Nation*, will commute from Baltimore, where he becomes dramatic production manager of the new station, **WTLB**. . . . **BEN YOST**, long absent from the ether, begins a series with **WINS**, appearing in the role of a woman with one of his eight singing voices each week. . . . Radio singer **DICK TODD** is writing a book entitled *My Made Men*, in collaboration with **JAMES MANGAN**, advertising director of the *Mills Novelty Company*. . . . **ELBIE HITZ** is scheduled to make four lectures on the "radio voice" at colleges around New York. **ELBIE**, in case you forgot, was named "the perfect radio voice" long ago.

As a result of her appearance on *Double or Nothing*, **OLGA BACALANOVA** is being lined up for some radio guest spots. . . . CBS producer **KARL MCNEILL** is tutoring stage star **LENORE ULRIC** in microphone technique. Plans are under way for a new radio script based on **Miss ULRIC's** career, with the actress playing herself. . . . **BABBY WOOD** claims that South American music has made a deeper dent in this country than our swing and sweet down there. "What we need," he says, "is a real ambassador of

American music—not a symphony conductor, but someone like **RAYMOND SCOTT**, who could give our southern neighbors a chance to hear our music at its best." . . . Radio Row is calling the Marine Bar of the Hotel Bryant a CBS auxiliary studio. Located next to CBS Playhouse No. 2, the bar is frequented by performers after the broadcasts. . . . **CHARLES PAUL** is playing the music on a series of recordings for *Trans-American*. . . . **DOROTHY PETERSON** is being featured almost weekly on the *Ace Navy Hour*. . . . **CHARLES STAARK** is now announcing the **GABRIEL HEATTER** Mutual show on Thursdays and Saturdays. . . . **JOE BOLAND** is Prosecuting Attorney *Burt on Young Dr. Malone*. . . . **KEN ROBERTS**, who recently went to Bermuda to recuperate from an attack of pneumonia, is back announcing *The O'Neill*.

**THE REVUEERS** tell of the dumb chorine who bought a piano stool but returned it the next day because, no matter how much she turned it, all that came out was a funny squeak. . . . Then, according to **LUTHERS DAVIS** and **JOHN CLEVELAND**, there's the one about the tourist who stopped in a hillbilly's cabin and asked if he'd ever listened to a hillbilly program from New York. The h. b. answered, "Yup." Then he pointed to a shattered radio in the corner and patted his shotgun fondly. "I heard him the first time I turned the danged thing on—but I got him with one shot from Betsy here. Ain't never heard a peep out of him since." . . . After rehearsal of her NBC *Bright Idea Club*, **MADELINE GRAY** gave the child guests a talk on the value of peace and international good will. Then she asked if any of them present objected to war. "Yes, Miss Gray," piped up one boy. "I do." "Fine," she answered, "and tell us why." "Because," was the candid answer, "war's make history, and I don't like history." . . . A new network program for a cigarette company will star **MARY SMALL** and an orchestra. . . . **KATE SMITH** rounds out 10 years of broadcasting May 1. . . . Look for NBC to grab a sponsor for its *Gasoline Alley* series. . . . **Claudia** may be the summer replacement for the **JACK BENNY** series.

# Fear Lack of Incentive in FM; Only Four Licensees New to Radio

**WASHINGTON, March 8**—Sideline operation of FM has caused disappointment in Federal Communications Commission circles because incentive to advance the new radio system is lacking, it is feared. Only 14 operators, applicants, and licensees are not connected with stations using standard methods, a survey at the FCC showed. It is thought that this small percentage is not enough to overcome inertia of operators already deep in standard broadcasting. Comment regarding dual operation of FM and AM is that station men have asked for the FM permit as styrene for competition.

So far the commission has licensed 38 FM stations and of these only four are new to the scene. **William O. H. Finch** and **Frequency Broadcasting Corporation** would represent new blood in Brooklyn, while **Metropolitan Television, Inc.**, would make the splash in Manhattan. **Zenith Radio Corporation** made its debut in Chicago. Applications pending show **Bessner Broadcasting Corporation**, **Musak Corporation**, **FM Radio Broadcasting Company**, and **The New York Daily News** asking for an introduction to regular operation. Others are **Erwin H. Armstrong**, **Alpine**, **N. J. Gilchrist Service Corporation**, **Philadelphia**; **Metro-Goldwyn-Mayer Studios**, **Los Angeles**; **Meyer Broadcasting Company**, **Ewing Township, N. J.**; **A. B. Abel Company**, **Baltimore**; and **Everett L. Dillard**, **Kansas City**.

It is admitted that pioneering in the FM field imposes a big program burden upon the new licensees, but FCC men point out that the new system has been commercialized, and receiving sets now available to the public will pick up both types of broadcasting. Commission, it is felt, has obligated itself to license as many FM stations as procedure will

permit, since it took lead in advocating the new system last year. Majority seeking FM tickets are already on the air with other stations, and the government has to choose between granting licenses to this group or leaving the silence undisturbed. Forty-five applicants are now knocking on the FCC door for rights to use FM transmitters.

Angle affecting talent is that extension of FM tickets to present AM operators means simultaneous broadcasts over the two systems, while new operators would extend employment eventually as the art progressed.

## Philly FM Race

**PHILADELPHIA, March 1**—Race for FM supremacy here completes another lap with announcement from WIP that it will air 24 hours daily when its FM station gets going by the end of May. Station is the only locally on a 24-hour daily broadcast schedule. Other stations granted FM permits fixed six hours of FM broadcasting for the start. **KYW** is the latest to receive FCC permits for frequency modulation, but station will seek additional license amendments covering last minute changes before beginning construction work. **WCAU** and **WFLB** are already in the FM swim. Past week also found a newcomer in FM ranks when **Philadelphia Bulletin**, thru its 100 per cent subsidiary, **Gilchrist Service Corporation**, filed FCC application for an FM permit. Move caused much speculation, since paper for many years was radio's most bitter foe here and it still no push-over for radio press agents.

## Philly Radio Takes On Political Tinge

**PHILADELPHIA, March 1**—Most exciting of the items buzzing round radio row has the airtime here taking on a new political significance. Reports have it that **John B. Kelly**, Democratic bigwig, who is linked with **David L. Lawrence**, Democratic National Committeeman, will buy into suburban **WIBG** at Glenside to offset the direct threat to his political leadership on the part of **J. David Stern**, publisher of the *Philadelphia Record* and owner of **WHAT**. **Stern** is also a Democrat biggie, but his wing is linked with **U. S. Senator Joseph P. Ouffey**. Fight for party power will reach its peak next year in the State gubernatorial election.

**Luther A. Barr**, city treasurer, *Record* officer, and mentioned as prey of **WHAT** when and if that "Orphan Annie" outlet gets 10,000 watts with full-time privileges, is the **Stern-Ouffey** candidate for governor in face of the outspoken oppositist of the **Kelly-Lawrence** group, grooming Ambassador **Anthony J. D'Amico** Jr.

Town talk, the unconfirmed, has not brought forth any details from the principals involved, and has Biddie the man-behind-the-scenes in Kelly's entrance into the radio field.

## Chicago

By **NORMAN MODELL**

**KEN GRIPPIN**, Larry Noble in *Bookstage Wife*, completed six years of playing his role without having missed a single performance in which Noble appeared in the script. . . . **FRAN ALLIBONE**, who does the **WRHM** serial *Enter Eweny*, reputedly thinking up the lines from a scribbled memo, may soon find her husband humor emanating on CBS as a network sustainer. . . . **DON MCNEILL** is needed for a one-shot **MBS** back-up for *Pabst Beer* March 15. . . . **JUNE TRAVIS** has not torn up her contract with **NBC** but nevertheless will probably remain on the Coast as plain Mrs. Friedleb, forgetting her radio ambitions. . . . **KATHRYN CHART** is a newcomer on **Gibb Alona**. . . . **GRET MILLER**, formerly con-

tinuity editor of **WBHD**, **Peoria, Ill.**, is being sitting at **HAROLD AZINE's** desk in the continuity department of **WLS**. . . . **TODD HUNTER** is back on the job, recovered from the illness that sent him to Texas for a two-week rest. . . . **MAXINE MOORE**, of **Idiampolis**, is the survivor in **PHIL SPITALNY's** contest to select a contract as replacement for the original **MAXINE**, who recently retired, on *Hour of Charis*.

**BERT WHEELER** and **HANK TODD**, comedians in **Earl Carroll's** *Venture*, currently at the Chicago Theater, will be the featured guests Thursday (6) in *Chicago Tonight*. . . . **BILDED PRICE**, **Chit** threp who went to **Gothen**, grabbed a spot in the **Playwright Company's** Broadway show, *Brooklyn Hiarris*, which stars **INA CLAIRE** and **PHILIP MERVINALE**. . . . The stock brought **DONNA HEADRE** a son Monday (24). . . . **BONITA KAY** was married Friday (26) to an **Evansville** physician. . . . Glad to hear **NELSON OLMSWY** broke the ice with the snow portfolio on *Mary's What's Your Life* show. . . . **OPAL CRAVEN** will be featured vocalist on the **Wayne King** show next Saturday. . . . **COONEY PEEPLES** was the role of **Scattergood Hatnes'** adopted son, **Jimmy**, on the **Whisperdown**. . . . **ARCH OGBOLE** will be here this week to direct next Saturday's story, *Problem Papa*, which features the kid wards of **The Burtons**, **DICIE HOLLAND** and **ROSEMARY GARRER**. . . . General comment on **MAX WILIE's** appointment as script supervisor of **Blackett-Sample-Human** next shows is that soap operas are going to get some smart polishing. . . . **PAUL FRANKLIN's** *Kneiserbocker* *Playhouse* script, *Fools Come in Bunches*, has gone into production at **Paramount**, starring **Richard Arlen**.

## CBS Coca-Cola Program Jumped to 45 Minutes

**NEW YORK, March 1**—Coca-Cola program on Columbia, with **Albert Spaulding** and **Andre Kostelanetz's** band, will be extended from 30 minutes to 45 minutes, beginning April 8. Move was taken owing to program's high listener ratings. Revised format will make use of considerably more music, and will give **Spaulding** and the guest star more time.

## Bank Buys Negro Hour

**PHILADELPHIA, March 1**—Still another local banking hope hops on the radio advertising wagon. **Citizens and Southern Bank & Trust Company** starts Sunday (2) bank-rolling a half-hour weekly stanza at 9 p.m. on **WPEN**, first of such accounts for this station. Aiming to reach the Negro population of the town, bank goes commercial for a *Negro Appreciation Hour*, a live-talent project highlighting a spiritual-singing group. Account placed direct.

**WINDOW CARDS**

14x22 Cards, \$4.00 per 100;  
17x25 Cards, \$5.00 per 100;  
22x28 Cards, \$5.00 per 100.  
250 Banner \$3.00, \$5.75.

**BOWER SHOW PRINT FOWLER, INC.**

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RANCER 7-9211

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

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

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



## Program Reviews

# MBS Program Directors Show Block of Daytime Drama Serials

NEW YORK, March 1.—The Mutual Broadcasting System, as a result of a recent meeting of program directors, on Monday (24) launched a series of four 15-minute dramas from 1 to 2 p.m. in an attempt to strengthen its daytime serial structure. While 60 minutes is a long time to take off from household duties, the variety of subjects ought to keep madams interested, especially since she can relax after Junior has been fed and sent off to school. And there's still time to watch a matinee afterward.

Only three of the shows were aired, the fourth, *The First Mrs. Way*, to emanate from WGR, Buffalo, is still in the embryonic stage and will be pumped starting Monday (31). To fill time, MBS dubbed Jimmy Johnson's transcribed one-man show, *The Johnson Family*.

All the shows are starting from scratch without sponsors. Common to all of them is a uniformly good grade of writing, a fine brand of performances, and a high quota of listener interest, contingent, of course, upon the promise that the listeners are serial addicts.

The following are the reviews of the programs:

### "We Are Always Young"

Lead-off in the serial parade is the Ashley Buck and Nicholas Cozzitine creation, *We Are Always Young*, an excellently compounded story emanating from WGB at 1 p.m. and carrying with it the prestige of name performers such as Jessie Royce Landis, Margalo Gilmore, Linda Watkins, and William Janney.

The elements are highly melodramatic and surefire fodder. Performances, pacing, and production are on an equally high plane.

Janney is the central figure, being cast as a cab driver of mysterious antecedents, who has junked his career as a classical composer in favor of the more certain means of earning a living. His employer is an envious widow who has inherited the luck and who takes a great personal interest in her composing cabbie, especially since she has a daughter who has confessed to that certain feeling for Janney. In fact, the daughter is willing to marry someone who is in a position to publish Janney's symphonic work.

Initial episode fades out with the entrance of one of Janney's former flames.

While this tangled plot may be too much to grasp at one sitting, there are enough clues to give dramatic meat to ensuing episodes.

This strip appears to be the best of the initial collection of serials.

### "Edith Adams' Future"

Following the highly melodramatic failure of metropolitan hitluna, this serial, revolving about the problems of a small-town matron, is naturally a let-down. It airs at 1:15, and originates at WKRC, Cincinnati.

Other than the problem of spotting, this strip fails to rise above the level of mediocrity in its selection of these material. It's an old, old story, but perhaps one that is ever interesting to a female audience.

Other than unfortunate choice of subject matter, the program displays careful production and standard performances.

Plot concerns Edith Adams, married to a man many years her senior in order to give her 16-year-old daughter a home. The husband is, however, old-fashioned enough to believe that the horseless carriage can't last, and calls for his evening paper and slips with the authority of any domestic dictator. His mental make-up forbids him to allow his step-daughter normal pleasures.

The heroine, however, starts a revolt, and first episode ended on a defiant note, with Mrs. Adams daring hubby to do his worst.

### "Helen Holden: Government Girl"

This series, airing at 1:45 p.m. from WOL, Washington, comes rather belatedly, considering that New Deal created bureaus have long made Washington a mecca for job seekers. Strip looks as if it will generate interest, however, story ideas having many possibilities.

With great interest now centered in the capital because of the national defense bickering, yarn can easily turn into either a spy scarer or educational tour-de-force of governmental functioning. However, first episode plots the romantic chart along the usual orthodox lines.

Story has Helen Holden coming to Washington to live with an aunt while looking for work in a government bureau. Auntie is fearful that the presence of Helen will interfere with her (Auntie's) love life for several months, but with the arrival of the young lady Auntie's misgivings are worse than anticipated, since her boy friend takes more than an avuncular interest in Miss Holden.

Joe Cohen.

### "We Predict"

Reviewed Sunday, 6:30-7 p.m., CST. Style—Comment plus drama. Sponsor—Hirsch-Clothing Company, Agency—Schwimmer & Scott, Station—WGN (Chicago).

Patently a local effort to coax the big listening audience away from the NBC-Red outlet between Jack Benny and Charley McCarthy, this may do the trick as soon as the production department returns it to the oven for a third job of baking. Idea is to present four local authorities on the subjects of domestic affairs, sports, entertainment, and foreign events, and let them stick their necks out as to the course of the future. Donald McEibney, Bob Eison, Dorothy Deen, and Irving Plarium respectively represent the field.

Pandare and presentation of authorities by deep-throated announcers is on the March of Time style and ok. Predictions are interesting and cover enough subjects to appeal to a general audience. Examples of sooth-saying: By Donald McEibney, that the lend-lease bill will pass the Senate in a form favorable to the Administration, with more than 75 in favor; also, that labor strikes will sweep Mrs. Perkins out of the Cabinet and into a new job as co-ordinator of national defense; by Dorothy Deen, her selections for Motion Picture Academy Award winners. This is not dramatic fodder, flabby enough to attract attention, yet deep enough to provoke thought.

Two unfavorable reactions to show are (1) period allotted each commentator is too long and becomes horseshoe over a half-hour stretch; and (2) dramatic

future-fashes, designed to overcome the first objection, have a superimposed, ill-integrated effect. If spotted at more regular intervals so that they pop up less unexpectedly they would improve. Dramatic spots could also stand a build-up.

Nevertheless a good job for a purely local effort. Model.

### "Great Fires of History"

Reviewed Tuesday, 10-10:15 p.m. Style—Talk; Station—Sustaining on WBZ (Boston, NBC-Blue network).

*Great Fires of History*, a weekly 15-minute feature written and presented by John B. Fisher, has already had 14 airings; but because of its widespread appeal, in both story and educational aspects, no limit has been set on the series. This week's offering, *The End of the Marco Castle*, was preceded by the whimsical poem, *Tale of a Tired Fer*, which moved smoothly into the account of the Marco Castle's loss in 1884 off the New Jersey coast.

Very well written, but not as well read, was Fisher's story of the catastrophe. With interesting little touches like the description of the contents ball that was in progress at the time of the fire, and the mention of the last piece played by the ship's orchestra, *Smoke Gets in Your Eyes*, the story moves along at a good pace. Too the script is constantly angled at the educational side, it loses none of its interest. There is none of the classroom lecture about it.

However, program suffers in two instances. First, Fisher's delivery is too sing-song. Second, the lack of dramatic and sound effects is keenly felt. No matter how well written the script is, it is not compensation enough for the absence of dramatization. Even sound effects alone would help.

The several fire prevention and insur-

ance companies have expressed considerable interest in the educational and entertainment possibilities of the program. It has no sponsor as yet.

Gottesman.

### "Stop That Story"

Reviewed Friday, 6:30-6:45 p.m., CST. Style—Talk, drama. Sponsor—St. Paul Pioneer Press and Dispatch, Station—WCCO (Minneapolis-St. Paul).

With Bernard H. Riddler, publisher of St. Paul Pioneer Press and Dispatch, introducing the subject, program concerns itself with types of newspaper stories city editors are asked not to publish. The program uses film-backs to register City Editor Jim Wilson, who is teased by persons asking him to keep certain yarns out of print. When reviewed, program story was about manufacturer, heavily burdened with national defense orders, and his overworked secretary arrested for drunken driving while returning from restaurant where she had had one drink and he three before dinner. Car had skidded off icy road. Court found pair guilty and fined each \$100. Secretary's fiancé, coming to her aid, takes her to City Editor Wilson to explain and ask him to stop story.

Each week the sponsors invite three Minnesotans to sit as jurors on whether story should be published, with Riddler giving policy of his papers. Three men tonight, from Winona, agreed story should be published, with all the facts brought to light. Riddler acquiesced, pointing out that in St. Paul, had it been some of case, arrested officers and presiding judge would have made absolutely certain pair were under influence of liquor before publishing them.

Program has good possibilities, but lacks polish because Riddler and jurors, non-professionals, need more Mike experience. Wetnsberg.

## Advertisers, Agencies, Stations

### NEW YORK:

JERGENS has renewed Walter Winchell and *The Parker Family* on 73 NBC stations for another 13 weeks starting March 30. Broadcasts, Sunday from 9-9:30 p.m., on over 53 Blue and 20 Red outlets. . . . Arthur Deed, newscaster in NBC's International Division, received a gift package from one of his admirers in Angola. Package contained a leopard skin rubber ball, and the remains of a 13-foot python, plus various other jungle items. . . . K. P. H. James, sales promotion manager of the NBC-Blue network, will address the Annual Conference of the Graphic Arts Wednesday (5) at the Baltimore. . . . Young & Rubicam has set deal whereby Jimmy Berber's Johnson Family will be sponsored by Ighart Brothers three times weekly over 27 CBS stations. . . . New Vintaged Yesterday Tablets featuring Kid Wizard Tuesday evenings over WBN. . . . Jergens, thru Lenten & Mitchell, has renewed Tony Martin and *How Did You Meet* on the NBC-Red net. . . . Gregory Centola, of WMCA's production staff, married Dervu Nappo this week. . . . Alpha Music, BMI affiliate formerly in the concert field, is entering the pop music field with *You Began the Strongest Note*, by Andrew Balter and Ray Elliott.

Tom Harrington, Young & Rubicam radio exec., vacationing at Sea Island, Ga. . . . YR's Chet La Roche expected back Monday (5).

### CHICAGO:

KIRBY KATZ, formerly of Benton & Bowles, New York, has joined the copy staff of W. W. Koster & Sons, where he will do both radio and publication copy. . . . Erwin Wasey & Company has set Superman platters on WGN for Horlick Malted Milk, three times a week beginning March 4.

### PHILADELPHIA:

HUGH ANNE FALLEK, formerly of Chicago, arranges, joins WFL as secretary to Anne Ives, in charge of the ten shows. . . . Daniel G. Park, KYW Unsweller, takes one year's leave for training in the army. . . . WIBG begins its broadcast day an hour earlier, opening at 6 a.m. for *Law Jokers' Dime Hunters*. . . . Ben Gimbel, WIP exec. back at his desk after a three-week vacation. . . . Lonnie Barry, WVEN announcer, takes over the *Dance* show show on that station. . . . Osa Noyar, of the WFL promotion department, back at work after a tonsil ailment. . . . Bob Itumfeld comes from WOV, New York, as continuity head of WFIN. . . . William A. A. Castellini opens office for advertising and publicity. . . .

Electric company placing stickers on bills to remind of change in dial positions this month, arranged by WDAF publicist Jerry Stone. . . . Joe Gladly joins KATZ announcing staff. . . . Lee London takes over the program desk at WPM while Tommy Smith serves in the army for a year. . . . Frank Warrington, former WIP relief announcer, to WASH, Scranton, Pa. . . . Bill Manza joins the WTBG announcing staff, coming in from WCAM, Camden, N. J., with Catherine Bringer newest member of the secretarial staff.

### DENVER:

KOA News Editor Al Orrick transferred from Denver to NBC Hollywood, Don Martin appointed to post of news editor, with Bill Rathigan as assistant. . . . George H. Green joins KTEL sales staff. . . . Gene Carpenter, KJAB engineer-in-chief, Stanley Neal of KOA, proud father of a girl, Janet Louise. . . . KSA General Manager Lloyd E. Yoder appointed member of national publicity committee of Rodeo Association of America. . . . Billy O'Fallon, youngest son of Gene O'Fallon, manager of KPTL, hospitalized with his leg in a cast.

### FROM ALL AROUND:

RAY BARNETT, KSPQ (San Francisco) sales promotion department, has received his call to report for army training. Bob Dumm is operating the new station wagon for KGO's special events staff. . . . Bill Blue, formerly of KGO-KFO, San Francisco, is doing a 15-minute nightly spot stint over KQW, San Jose. . . . Hazel Nelson has joined the office staff of OKLV, Detroit and Windsor, Ont., replacing Eleanor Bitchie. . . . Louis Bourgeois, sales manager of CHAB, Moose Jaw, Sask., a second lieutenant in the King's Own Rifles of Canada, machine-gun unit, is taking a course at Dundurn military camp. Gordon Walker, CHAB announcer, is handling Bourgeois' job while he is away. . . . DIXIE DORINGS, newest addition to announcer staff of WMC, Memphis, is Wilson Northcross, formerly of WHBQ. . . . Earl Moreland moved up from announcer to production department of WMC. . . . Amos and Andy (Correll and Goodson) take over royalty lease in rapidly growing field of East Texas. . . . Word from Memphis is that 11,500 visitors called at the new staff in Gateway Institute Building for opening ceremonies recently. About 6,500 were on hand at the Ellis Auditorium last week to hear Memphis airing of *Tale II of Leese II*, and another 2,500 heard the program this week in the Roosevelt at New Orleans.

## Comment

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

Whensie Paphouse, airing Monday thru Friday at 12-12:15 p.m. over the NBC-Red network, on Monday (24) started its initial broadcast of Somerset Maugham's *Of Human Bondage*. *Bondage* is one of the greatest of modern novels and is first-class radio fare, the story having solid emotional impact. Debut season, which opened with a brief introductory speech by Maugham, proved promising, chief roles being handled by Raymond Edward Johnson, Jessica Tandy, and Kingsley Colton.

Technique used in narration plus drama, Johnson, as Philip Carey, telling of his childhood, Kingsley Colton, acting as Carey, the child. Miss Tandy plays the femme who bewitched Carey.

For a brief few minutes narration and talk by Johnson were pitched too low, making it difficult to catch the sentences but this cleared. Quarter hour ended with audience already attributed to Carey's emotional struggles and their causes. This is quite an order to accomplish in 15 minutes, particularly when part of the time went to Maugham's speech.

Adaptation done by Herbert Little Jr. and David Victor, with production in the hands of Hal James and Michelangelo di Angelo. P. A.



# GET TOGETHER—OR ELSE

## Name Ork Interest Revived in Philly, With Cugat Booked

PHILADELPHIA, March 1.—Club Hall, center city artery, which opened a year ago with traveling names, Nat Brunoyne first in, and then followed local union's judgment in using hometowners, marks its first anniversary by returning to the name policy. Xavier Cugat is booked in for three weeks, starting March 11, with Allan Fielding, local band featured all year, carrying on for the after-noon rhythms. Juanita's rumba band moves over to the Little Bachelors, also operated by the Ball owners, in alternate with Victor Hugo at the former spot.

Cugat will not play Thursdays on account of his Camel radio-commercial, going to New York for the day for the shows. Booking of Cugat at the Ball promises to bring new interest to the name field here, with St. Kalliner, one of the three brothers operating the merry, figuring on hanging in Ben Bernie for the following.

Makes the third spot for the MCA books, office having the Warwick and Benjamin Franklin hotels here. Latter has been using names, but switched to Leo Zullo's local combo on March 17, with MCA still figuring in the booking. Warwick has been using only small combos, but hotel management is making plans to enlarge its cocktail lounge and bring in the biggies. Plans on stepping out in time for the summer trade, with Tommy Dorsey mentioned for the latter party.

Warwick first planned to build a roof garden similar to that at New York's Hotel Astor, but cost proved prohibitive. Hoping to open up this territory and provide many needed locations for the traveling names, MCA promoters are spending plenty of time in town making attractive offers to the local hotel and merry ops.

## U. S. Record Sues Philly Distributor

PHILADELPHIA, March 1.—Financial entanglement of the defunct United States Record labels had its local ramifications last week.

U. S. Record Corporation, of New York, filed suit in Municipal Court here on February 30 against the United States Sales Company, local distributor for the erstwhile Royale-Varsity labels.

Claim is made that local distrib owns \$394 to the home company for records.

## Greenhut Booking Name Bands for Luna Ballroom

NEW YORK, March 1.—Luna Park Ballroom, only dancing spot in Coney Island, will unshutter Easter Sunday, and is being booked by a syndicate headed by Percy Melville, known hereabouts as a member of the Social Register.

New operation, which will be exclusively booked by Johnny Greenhut, with a capacity of 6,000, will carry a complete name band policy. Spot will operate only Sundays until Decoration Day, and then will be thrown open for the summer.

## Maybe Songwriters Hear Bells

WASHINGTON, March 1.—Tin Pan Alley spends a great deal of its time in phone booths, according to the Chesapeake & Potomac Telephone Company. A survey by that company showed there are more than 430 phone booths at the telephone.

First ditty is thought to be the Telephone March, by E. Mack, and a little later came Call Me Up, Brown Armpit, Afternoon. Following Glenn Miller's number dedicated to the Bell invention, Pennsylvania 6-606, comes a new one just recorded by the Miller band. Big, Telephone, Big.

## Take the Next Cadenza, Jackson

NEW YORK, March 1.—Otto Cesana, jazz and symphony composer, comes along with the interesting observation that the "ride" taken by tooters in (or out of) jam sessions is nothing new in music. Cesana, who is slated to give vent to some of his musical ideas at Town Hall here March 13, observes that as long ago as the 18th century it was not uncommon for instrumentalists or vocalists to take an occasional "excursion" away from the melody.

But in those old days it was politely called a cadenza when the performer exhibited his inner feelings. When composers of that period realized what was happening, related Cesana, they began to write out these improvisations. Take any convenient cadenza hanging around in a symphony work, and you'll note, in comparing it to a hot trumpet or sax ride, that Cesana has something there.

## Vincent Burns' Ork Instruments Really Do in Trailer Fire

FALMER, Mass., March 1.—Musical instruments valued at \$1,000 were damaged February 21 when a trailer containing three horns, a clarinet, and drums, owned by members of the Vincent Burns orchestra of Cleveland, en route to Westfield, Mass., to play at the police ball there, were burned.

Burns notified the ball committee and advised them to get another band if they could. The committee, however, told him to proceed to Westfield, and the band would be taken care of. Burns arrived with his men, and Charles Eason, president of the local Musicians' Union, and Patrick Petruselli, orchestra conductor, were appealed to, and succeeded in ransoming up enough instruments to equip Burns' band.

Theory after the fire was that a blanket covering the instruments may have caught fire when ignited by a cigarette, tossed from the window of the car in which the band boys were riding. The entourage passed a grass fire shortly before the trailer went ablaze, and flying sparks might also have ignited the blanket.

## Bobby Byrne Grosses \$926 On One-Nighter in Canton

CANTON, O., March 1.—Bobby Byrne, new to this territory, did okay on a one-night visit to Moonlight Ballroom at near-by Meyers Lake Park, attracting 1,436 paid customers at 60 cents a person. Band clicked with the customers.

Moonlight management has announced Paul Pendarvis and Horace Heidt as coming attractions.

## Joe Davis Protests New ASCAP Royalties System as "Unfair"

NEW YORK, March 1.—Joe Davis, head of Georgia Music, "as an ASCAP publisher-member of long standing," this week "vehemently" protested the royalty distribution method outlined in the ASCAP consent decree, relaying his objections to Thurman Arnold, handling the ASCAP matter for the Department of Justice, in a lengthy telegram. Davis wired Arnold that he considers "the practical effect of paragraph nine will be a permanent establishment and perpetuation by judicial mandate of a grave abuse, namely, the unfair basis for determining royalty distribution by the Society to its membership, which will in no substantial manner differ from the method presently used."

Royalty distribution as outlined in the consent decree approved last week by ASCAP would be determined by the number, nature, character, prestige,

## DJ Out To Effect Fast ASCAP-Radio Negotiations; Conspiracy Charges If Too Much Stalling

WASHINGTON, March 1.—Bellcoese talk in broadcasting circles about their indifference to ASCAP music had better be short lived, according to remarks being made in official quarters here. Reports have been circulating to effect that the National Association of Broadcasters and the networks are going to let composers stew for a good long while, rather than let brown-haired Jeanie have a well-earned rest.

Department of Justice officials stated that the consent decree signed by ASCAP in New York Federal Court Wednesday (26) "paves the way for an immediate settlement of difficulties between ASCAP and the broadcasters which

have resulted in the banning of ASCAP music from the air since January 1, 1941." It is understood that the Anti-Trust Division under Thurman Arnold expects some immediate settlement between radio and composers, otherwise the government will be moved to take action again.

Should members of the NAB or the chains and their affiliates collectively remain aloof from ASCAP tunes, it is reported that grounds for charges of criminal conspiracy will be found. Prime purpose in the anti-trust prosecution of BMI, the chains and ASCAP was to facilitate return of popular music to the public. Now it is held that obstinate tactics and continued name-calling would frustrate the department's aim and more punitive action would be ordered against the recalcitrant party.

A reasonable amount of time is to be allowed for the belligerents to compose their differences. It is appreciated by government men that factions which have warred as long as broadcasters and radio cannot bury the hatchet on a moment's notice. But bury the hatchet they will or the federal courts will know the reason why, officials declare.

## FB Signs Henderson; Goodman Per. Mgr.

NEW YORK, March 1.—Fletcher Henderson this week signed a management and booking contract for an unrivaled period with Frederick Brothers Music Corporation. The writer pianist-arranger leader, who has been an integral part of Spring Goodman's band at various times, is now current at Roseland Ballroom here with a 15-piece orchestra. FBMO plans for its newly acquired property call for a countrywide tour after Henderson completes his present run, date of which is indefinite at the moment.

At the same time that the Frederick office announced its exclusive booking pact with the Henderson band, it was learned that Harry Goodman, Henry's brother, will serve the oik in the capacity of personal manager and general advisor.

## Philly Maestro Lewis Not Booking Without License

PHILADELPHIA, March 1.—Orchestra leader Jack Lewis, mentioned in The Billboard's February 9 issue as being one of the many rounded up by State authorities and fined for booking acts without benefit of a State booking license, is not the Jack Lewis popularly known around town.

Confusion has existed since the story appeared, causing Lewis undue embarrassment. Maestro Lewis referred to in the story is John Ross Lewis Jr., of near-by Chester, Pa., who has been using the name of Jack Lewis on local dance dates and was collared by State agents when he submitted a bid for a show and dance. Localite Lewis has that billing registered in accordance with the State Advertising Act.

Finishing touches on the ASCAP case are expected in Milwaukee Federal Court this coming Wednesday (8), when government attorneys will withdraw criminal charges of anti-trust violations by the Society. It is not certain whether ASCAP will be required to pay a fine, since this question is up to the discretion of the judge. Decree filed in New York's Federal Court disposes of a civil suit against ASCAP started in 1935, when the Anti-Trust Division was under less vigorous leadership. Main points covered are: (1) ASCAP members are free to deal with users for themselves; (2) ASCAP will not discriminate in price among commercial users; (3) any-whatever-you-play basis to be available to users; (4) network programs will be under license to the originating station; (5) transcription makers or users may obtain license for broadcast use of the disks; (6) users may obtain license for only part of the ASCAP catalog; (7) ASCAP will not restrict performing rights to control price for recording on broadcasting transcriptions; (8) Society will abolish the self-perpetuating board of directors and will hold elections to fill board vacancies; (9) one published tune qualifies for ASCAP membership; and (10) Society will modify system of dividing income among its members, with compensation based upon popularity of composer's work.

All of these were accurately forecast in The Billboard last January 25. The final consent decree represents the work of Lieut. Gov. Charles Polett and Milton Diamond, special counsel, and Schwartz & Frohlich, general counsel for ASCAP, and Victor O. Waters, special assistant to the attorney general, assisted by Warren E. Cunningham, special attorney, acting for the Department of Justice.

## Return of the Prodigal

LANSFORD, Pa., March 1.—Things were going along about as usual last Saturday night (23) at the 30th annual ball of the local volunteer fire company when a tall, bespectacled man bought a ticket and walked quietly into the high school gym where the dance was in progress.

Dancing stopped. Oo Wertley and his local syncopators couldn't figure it out. Finally, somebody told them, "It's Tammy Dorsey." And in this manner the maestro came back to his home town, where 30 years ago he used a scoop shovel at a coal mine and played in the Keystone Band. Nothing would do but that Tammy borrow the local trombone's instrument and give out. The crowd went wild.

popularity, and vogue of the songs in a catalog, as well as the length of time in which the works have been part of the Society's catalog. Calling these "vague terms," Davis informed Arnold that he feels the evil sought to be remedied by this provision—unfairness and discrimination in royalty distribution—is "inherent" in the new method, because of an "elasticity and indefiniteness" that might "lend themselves to the same abuses which have heretofore existed."

Davis offered no substitute suggestion, but urged Arnold that, unless a more equitable system could be worked out, the provision with respect to royalty distribution should be included in the decree so that it imposes upon the Society to distribute monies in "practically the same unfair manner as has been heretofore followed."



# 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—Faz Teaf; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

## BING CROSBY (Decca 3614)

Chapel in the Valley—V. When Day Is Done—V.

IF CROSBY were to sing the scales, it would still make better listening than most of the vocal disks released all lumped together. But when Bing has a really fine song to sing, it makes compelling listening of a standard that very few records can ever approximate. Of late Crosby has been lending his voice to a good many numbers of varying degrees of quality (mostly low), but in the second side of this latest release he meets up with a song that matches his voice in the extent of its melodic and lyrical merit. It's the familiar Buddy DeSylva-Robert Kalisher ballad of a number of years ago—the same song that became one of the outstanding items in Paul Whiteman's erstwhile repertoire and that established Henry Busse for his standout trumpet solo on Whiteman's original recording of the number—and in Crosby's individual style it now becomes a vocal classic.

Bing sings it straight, and it's the absence of any tricks of screeching—either vocal or instrumental—that gives it its stature, because the excellence of music and lyrics is such that embellishments are unnecessary. Done with the simplicity of Crosby's memorable recording of *And the Angels Sing*, with Victor Young's fine, sensitive instrumental backing a further reminder of that disk, it should be a natural for music machines, and one of Crosby's best-selling platters among the legion of his admirers. A great song plus Bing Crosby to sing it is probably the best guarantee of fool-proof disk listening extant today.

The ditty on the reverse doesn't belong in the same league as *Day Is Done*. It's to the added credit of the Crosby style—that can-do-no-thing that the insinuations of tune and wordage here are covered over as well as they are.

## DONALD LAMBERT (Bluebird B-11053)

Anita's Dance—Piano solo. Elopée—Piano solo.

A NEW name on the Bluebird pop lists is Donald Lambert, a young colored pianist whose main stock-in-trade is a rather remarkable technique that permits him to set tempos for himself that burle along at express train speed. For his disk debut, Lambert plays the Grieg and Massenet classics as styled by himself, which takes in similar arrangements on both sides. He leads off and ends in both cases by playing the works as written originally, slowly and with their proper out-of-tempo feeling and warmth.

It's the furious pace set in the middle, however, that gives the disk, and Lambert's work, its only meaning. Keeping the beat with a left hand that would be better if it weren't so prominent as it is at times, Lambert exhibits right-hand dexterity on tricky, complicated versions of the two well-known melodies. At first hearing, the sides are impressive as original conceptions, but rehearsing lessons their effect as outstandingly different keyboard improvisations, with the terrific tempo remaining the only truly worth-while avenue toward entertaining listening.

It's a bit difficult to see this pressing as resulting in too enormous sales because it's a pattern that will find a pretty limited audience. Classicists will hardly be interested in the lack of reverence accorded Grieg and Massenet; swing-cophiles, devoted to pianistic styles such as Count Basie, Teddy Wilson's, Jess Stacy's, et al., will read into Lambert's conceptions a bit too much player-piano monotony to suit them, and just average record buyers with limited disk budgets will find nothing in the performance or label name to interest them. Actually, none of all that is Lambert's fault; he does his job well enough, but it's the kind of job for which there aren't too many hirers nowadays.

## TOMMY DORSEY (Victor 27338)

Do I Worry?—FT. VC. Little Man With a Candy Guitar—FT, VC.

THIS latest Dorsey pressing achieves its distinction because of its launching of Jo Stafford as an excellent vocalist in her own right. Miss Stafford has taken part in much of the Dorsey band's recent success with disks, particularly vocal ones of the *Full Nerve Smile Again* and *Stardust* genre, but always as an anonymous member of the Pied Pipers quartet. Here she is given solo wordage, and not merely one chorus, but the entire B side of the record. And she turns in a performance that leaves not a single thing to be desired in the way of expert, individual, and completely satisfying song-selling.

The quality of Miss Stafford's work on *Little Man* is doubly emphasized by the sense and depth of feeling she manages to impart to one of those go-to-sleep, little-curlyhead numbers. At best, this type of song is distinctly cloying and embarrassingly phony, and this is not one of the best examples of its type. The melody sprawls grandiosely, and the title is on the tip-off on the lyrics. But the triteness of the whole thing is forgotten in Miss Stafford's delineation. Voice, phrasing, and style add up to a personal triumph for the singer, and it's to be hoped that she gets many more solo spots on Dorsey disks in the future.

Tempo on both sides here is exceedingly slow, and on the A side the band gets a chance, altho a large part of the number (a particularly good song) is Frank Sinatra-Pied Pipers warbling. Sinatra takes the lead almost all the way, the quartet staying in the background, and, as always, their work is good.

## WILL BRADLEY (Columbia 35939)

Chicken Gumbo (1st)—FT; VC. Stardust—FT; VC.

With this newest boogie-woogie item coming up from this band, it's too wondered if possibly Bradley isn't making a bit of a mistake in rushing thru too many eight-beat disks in too quick succession. He has had nice luck with the style, but there's such a thing as playing your luck too hard, and while

the first couple of Bradley-boogie clicks were fine, presented something new, and helped to establish the band, too much of the same is apt to type the outfit as a one-style crew. And that never helped any band, commercially at least. This latest eight-beater is an adaptation of *Turkey in the Straw*, and good, despite the absence of a Freddie Slack piano solo, but there's that too-many-in-a-row angle to keep it from being really big. The B side perennial offers fine Bradley tromboning and a good Jimmy Valentine vocal, but it hasn't the distinguished quality of either the Artie Shaw or the Tommy Dorsey current coin phone clicks. (See ON THE RECORDS on page 69)

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# 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.

## Teddy Wilson

(Reviewed at the Pump Room, Ambassador East Hotel, Chicago)

WILSON'S septet seven does a refined job of society serenading at this class A spot, offering a well-balanced program of danceable rhythms and show-styled swing. Wilson is already a noteworthy figure in jazz annals thru his past work with Benny Goodman. Wilson's own trio, consisting of drums, piano, and clarinet, has developed a name in its own right and ladies out some classic swinger.

Aggregation is made up of sax, clarinet, trumpet, trombone, drums, bass, and the Wilson piano. Work of each individual is clean and smart. Show caught presented a Gershwin medley, which displayed Benny Morton's smooth, reserved, and mellow trombone technique and Bill Coleman's equatorial trumpet. Wilson comes up for frequent piano solos, and his nimble mastery of the keys is immediately evident. *Model.*

## Joe Marsala

(Reviewed at the Famous Door, New York)

HERE is a maestro who still prefers to remain "out-of-this-world" when it's a strictly commercial world that's being talked about. Past year has seen several changes in the Marsala line-up, but the product put out is still essentially pure and hot.

Marsala, with his torrid, low-down clarinet, fronts his small combo of two reed men, trumpet, guitar, piano, drums, bass, with his wife, Adele Girard, playing the harp. Some very fine arrangements are worked out featuring Miss Girard's hot, rhythmic harping and Gene Traylor's boss, Carmen Mastren's guitar, and Dave Bowman's piano rhydms. Much of the hot stuff is still done in the old Chicago style pattern of having individual members taking hot ride choruses.

Old favorites and originals are concentrated on, many of them fast in tempo but with low, restrained tones. Marsala's fingering of these compositions comes under the heading of terrific. Miss Girard's harp work also stands up under the same designation. Very accomplished and leading a lot toward filling out the band.

To wear potential dancers away from the tables, Marsala throws in some really smooth syncopating which has a high danceability I.Q. One of the boys does a good, prosaic job of vocalizing the lyrics. Through everything is kept mellow and not given to the type of blastero technique usually a part of such organizations. *Humphrey.*

## Skippy Anderson

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

ANDERSON'S music manages to live up to his first name, and is a bundle of danceability which will satisfy in any hall. He gets his company in via three regular saxas (he himself sometimes makes it four), three brasses, and three rhythm. There's nothing about his style which would excite the elderly from coping with his delivery, and it's also company enough for the juveniles.

It's the saxes that he prides himself on—Art Fraw, Slim Harding, and Owen Larson—and Skippy steps up to the mike for a few shibes on his own. Brass counts as the volume powerhouse, Harvey Hedron on trombone, Edie Matus and Jack Robertson with trumpets.

Style tempers jump tendencies with desire for sensible, romantic dancing, which is the ticket for most profitable operations these days. All in all, Anderson is a bill-filler. *Oldfield.*

## Gus Arnheim

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

BETTER of the most blistering box-office pace for a week-end run this year at this spot, Arnheim has an appealing outfit, talented in extra ways almost to a man, and styled to attract dance trade.

Della decorative step was taken in Catherine Joyce, a cutie along willowy lines, with pipes conforming. In voice

she gets along solo or with the bolstering of a male trio—Champ Webb, Don Waddilove, and Wally McKnight. Also, there are other masculine members of the organization who can get by without instruments—Andy Russell, drummer, who pitches a nice ballad, and Mac Stone, to whom falls the novelty stuff.

Each section is foured, with exception of the saxes, which is a quintet, with very fine Dominic Mumolo playing lead. Ellis Kirk turns in some special doungs on trombone, and Buddy Molsinger's piano is excellent.

Arnheim's music, a concoction of arrangements by Norm Buellingsame and Bobby Ballard, is the soft, swingy type. The highly accented rhythm is there, but the pace at which the beats come is slowed. Even the subtlest trump enthusiasts will get along so easily with it he'll figure he's getting the hang of ballroom stuff at last.

Seems to be no league in which Arnheim couldn't bat with this gang and do a good job of it. *Oldfield.*

## Carl Lorch

(Reviewed at the Cosmopolitan Hotel, Denver)

LOECH'S sweet sophisticated style sold sufficiently to bring him two hold-overs at this spot. The three-three-three combination keeps a nice tempo point, brass and reeds balance nicely, and, altho the outfit does not go in for any extremes, it can hold its own on either sweet or swing.

Lorch is an easy front man, and both his appearance and delivery go over well with the swankies. Occasionally he sits in for a sax or clarinet run, but for the most part sticks to baton waving and chatter. Bill Blair, bass fiddle, is big both in size and selling. His novelty work is right on vocal comedy antics, and his delivery, whether it be song or dance, sells solidly. Betty Barr handles the fem end of the vocals. The gal is sweet in both style and looks, and with more seasoning should be a cozier.

While here Lorch added Bob Cappelli, one of the top trumpet tooters in these parts, who has done much to bolster the brass. Ralph Richards was also signed to do the arranging. The outfit is styled and typed for hotel or club work, and in either has enough to offer in both dance and show to sell nicely. *Trackman.*

## Ace Brigade

(Reviewed at the Rainbow Ballroom, Denver)

STILL going strong after many years as a leader, Brigade continues to put out some highly danceable music, with ballrooms his continued forte. The three-three-four combination of the outfit usually works as a full front and does equally well on five and on sweet. Brigade chatters little, but keeps his baton going constantly.

Vocal department is divided between Buddy Curran, who handles a powerful set of tenor pipes smoothly, and Betty Day, whose band vocalizing dates back but six months. Gel turns in a highly commendable job, knows how to sell, and her delivery, especially on the hep side, marks her as a comer. Mac McMillan handles the vocals on novelties nicely, but the outfit does not go in for many numbers of this type.

Al Page, who presides over the lyrics and celeste, adds much to the distinctiveness of the band. Betty Bruno, on both double bass and regulation guitar, comes thru with a smooth send-off on five and sweet. Carl Aldrich was recently added to the band as first trumpet. *Trackman.*

## Heidt Not Too Good With 1,200 at Canton Dansant

CANTON, O., March 1.—Horse Heidt, at Moonlight Ballroom here Sunday (23), drew only fair, compared with other topflight bands to appear at the spot within recent months. Heidt attracted about 1,200 paid customers at \$1.10 advance and \$1.25 at the door. Probably Heidt's Palace Theater engagement in the same week at Akron, 20 miles away, took the edge off the one-nighter here.



## Heifetz "Gets Off"

PHILADELPHIA, March 1.—Unusual spectacle of Jascha Heifetz, concert fiddler, getting in the groove was provided here at his Academy of Music recital for the Philadelphia Forum last Friday (31). And even the concert critics are agreed that when the swiftness starts showering kudos on Joe Venuti, Stephen Grappelly, Starr Smith, and Eddie South, they will have to reckon with Heifetz in that circle.

Heifetz's repertoire ranged from Mozart to Gershwin, and from Bennett to Brahms. It was Bennett's modern piece that packed the hot ticks and riffs a la string. The Gershwin part consisted of two Preludes which Heifetz himself arranged for the violin. The Bennett opus was pretentious, a work called *Hexapoda, or Five Studies in Heteropoda*, which takes the 1-bugs for a ride, tags for the studies including *Out-Backer Gas, Jass Shaker Her Hair, and Jim Jives*. Heifetz played them with a straight face and serious mien, with the same musical distinction that he lavished on the Brahms compo, the one demanded that he swing and live in the most unclassical manner.

## Sunday Names Click In Lawrence, Mass.

LAWRENCE, Mass., March 1.—Joe Wagenbach, manager of the Haffrath here, in addition to his regular two-and-a-half hour show twice nightly is booking name bands for Sundays. New policy has met with success, and the draw to date has been Bunny Borigan, 3,000; the Fenton Brothers, 3,500; the MacFarland Twins, 2,500; and Louis Prima, 3,500.

Already booked for March are Herbie Kay, Johnny Long, Raymond Scott, and Harry James.

## Ritz, Bridgeport, Starts Midweek Dance Experiment

BRIDGEPORT, Conn., March 1.—Ritz Ballroom here started an experiment of bringing in semi-name bands on Thursdays at the low admission price of 40 cents, and for the first attraction February 13 Ray Keating did exceptionally well, with 870 attendance for a gross of \$348. Sunday (16) Dean Hudson also did okay with 1,084 dancers at 65 cents each instead of the usual 75 cents on Sunday nights, making for a gross of \$704.60.

Harder Downing, in for the midweek dance (20), did fairly well, pulling \$43. Gross was \$237.30, Sunday (23) Vaughan Monroe on his second appearance of the season, put over well with 1,288 dancers, bettering his previous appearance several months ago by 88. Competition came from the local Lyric Theater, where the McFarland Twins co-headlined with the Mills Brothers. Ritz admix was 75 cents, making gross of \$667.

## Jersey Ballroom Ops Gloomy in Face of Roller Rink Opposish

CAMDEN, N. J., March 1.—Ballroom operators and dance promoters in Southern New Jersey look forward to spring with apprehension. Instead of the usual pre-season statements of a big season ahead, band boys figure they'll be lucky if there's a season for dancing at all. Band leaders quarantining here, who depend largely upon the spring one-nighters to fill in until the summer roost stands open up, point out that there is almost a total lack of interest in dancing because of the lack of fore-sight on the part of ballroom operators. The result that the roller skating fad has taken over the field practically entirely.

There are at least 10 roller rinks to every dance hall in the area. More important, rinks are all doing a brisk business while the dancers are gathering cobwebs. It is pointed out that rink operators have built up big followings with a continuous stream of promotion and specialty nights, with the result that the dances are being passed up almost entirely.

Dance promoters, it is charged, have been content to depend solely on the

## Orchestra Notes

By DANIEL RICHMAN

## New York Nocturne

WHEN JOE MARSHALL leaves the Famous Door to open at Chiles Paramount (an unusual spot for this type of band), TOMMY RAYBOLD comes in for the Dome replacement. . . . TED BLACK filed a petition in bankruptcy this week, listing liabilities of \$8,795 and no assets. . . . MIKE HILLY signed a personal management contract with Albert Zugsmith. . . . the Riley outfit goes into the Hour Glass, Bradford Place, N. J., March 2, with NBC wires. . . . JOHNNY MESSNER comes back to his old stamping-ground, the McAlpin Hotel, the 2nd of this month, while IRVING JONES, who has been holding forth there during Messner's tour, departs for the Roosevelt, Jacksonville, Fla., on the 5th. . . . SERGIO RACHMANINOFF was elected last week as an honorary member of Local 802, AFM. . . . A story on these pages a couple of weeks ago stated that BOB BURNETT, ex-Charlie Barnett trumpeter now fronting an all-colored outfit, was the first ory tooler to head a septa crew. . . . taking exception to the statement, and rightly so, is JOE SULLIVAN, who has been at the helm of a colored band for the past number of months. . . . WALTER POWELL gets a holdover ticket at Rogers Corner, good for another 12 weeks. . . . Powell takes on PENNY PARKER for the warbling, replacing JO ANN MAYLIN, who takes leave for Charlie Spivak's crew at Glen Island Casino, New Rochelle, N. Y. . . . HILL BURNHAM is back in the New York office of Consolidated Radio Artists after a five-week sojourn in the Midwest. . . . SACASAS and his rumba ork are the replacement for CHAVEZ at the Beachcomber, with MICHAEL LOWING remaining for the American ditties. . . . CHAVEZ goes down to Florida and the Miami Beachcomber. . . . AL KAVELIN is on a two-weeker at the Arcadia. . . . THREE RHYTHMATICs make their first local appearance at Kelly Stables.

## Midwestern Melange

AL DONARUE opens at the Sherman Hotel, Chicago, May 31 for four weeks. . . . WOODY HERMAN is penciled in for that spot the end of June. . . . JOSE MANZANARES enters his eighth month at the Chi Le Comps, having nabbed another skatman. It's a three-weeker for PATE WALLER at Elate Palm Garden, Milwaukee, beginning March 24. . . . Tune Town Ballroom, St. Louis, has JOHNNY MOGEE tagged for the March 11 week. . . . EDWIE YOUNG starts an engagement on the 20th at Madura's Danofland, Hammond, Ind. . . . It's a reopening for the O Henry Ballroom, Chicago, on March 14, with GLEN GARR on hand for the tune-dispensing. . . . DIRK COURTENAY, who was forced by circumstances to quit p. a.-ing to lead a band, stepped out of it last week, much the wiser about the problems of a maestro, and trekked off on an advance tour for RAY HERRICK and

the Frederick Bros. Music Corporation. . . . ACE BRIGGON starts an indef run at Melody Mill, Chicago, on the 13th. . . . THE DUKES AND THE DUCRESS, the Dutchess being brand new and named GALE ROBBINS, entered The Buttery (Ambassador West), Chicago, Thursday (27), following NIBBEN'S NOTE-ABLES, who head for the West Coast shortly. . . . RAMON RAMOS comes back to the Deak's Camellia House, Chicago, March 25, BOB KNIGHT closing there two days before. . . . KING'S JESTERS leave the La-Salle Hotel in the Windy City on the 8th. . . . at the moment, room's managers do not know whether they will keep the spot open, darker for redecoration, change policy, or just close. . . . room has fared okay, but not up to expectations.

## Of Maestri and Men

CLYDE LUCAS, current at the Ben Franklin, Philadelphia, is on the stick list. . . . he was taken to the Jefferson Hospital in Philly last Wednesday (26). . . . Queen's Terrace, Woodside, L. I., undergoes a change of policy that calls for the name. . . . EDDIE DE LANGE is first in, starting a four-weeker Wednesday (5). . . . PAUL PAGE opens the new Hawaiian Room of the Henry Grady Hotel, Atlanta, on the 18th. . . . band has enlarged to 10 pieces. . . . Canary BETTY BONNEY has left Colonel Manny Prager's ork to join Jimmy James's crew. . . . DON CABALERO followed James into Old Vienna, Cincinnati, Monday (3). . . . BARBARA MOPPET is the Bonney replacement on the Prager stand. . . . DEL CASIRO succeeds ERIC MADRIGUELA at Cincy's Netherland Plaza Hotel March 12. . . . WALLY JOHNSON's ork, with a new vocalist in JOE PATTERSON, is back at the Lookout House, Covington, Ky., on a four-weeker. . . . TERRY ALLEN, who handled the waltz choreo for Larry Clinton, switches over to Will Bradley. . . . PBMG has taken RED SAUNDERS under its wing, and sets him into the Sunset Terrace, Indianapolis, starting the 3d for a couple of weeks.

## Osborne Organizing New Band on Coast

NEW YORK, March 1.—Will Osborne does not intend to retire from the music biz, and, despite reports to the contrary,

## Pauley, Univ. of Nebraska in Feud Over Dance Nights

LINCOLN, Neb., March 1.—After being hailed by University of Nebraska student body pamphleteering, H. H. Pauley, Turnpike Custmo manager, went to University authorities this week demanding clarification on the point of whether students attended school to heckle the amusement business or to acquire an education.

The stemmed from Pauley's refusal to darken his danceery on any week-end night just because the University felt it was apt to be competition for a college sponsored party. Pauley said the student 10-cent tarp sessions made no bones about competing with him.

Pauley's offer to book the five annual big affairs of the college season—the military ball, the mortar board party, the inter-fraternity, junior-senior prom, and spring dance—was refused, even though he guaranteed a better price than is now available.

Rather than have the argument string out, Pauley finally countered with a proposition to go date on the five big college nights if the college would guarantee to hold each of them on Friday. He said he wouldn't give up his Saturdays for any reason, and this idea was agreed to. This leaves the door wide open for Pauley to pull the trigger with double-barreled attractions on the night following if the college mob shows signs of getting out of hand.

The University bigwigs gave the amusement pentry a laugh when suggestion was made that colleges organize all over the country and boycott the five major booking agencies because they seek to do business with operators who are open for business 52 weeks a year, rather than bowing to the campus cliques for a half-dozen dates.

is going to continue his career as a baton waver. He is currently reorganizing his band on the West Coast and is getting ready to accept dates, with detailed plans to be revealed in a couple of weeks. The new ork will carry 14 pieces and will feature strings, emphasizing a sweet style. When the leader stepped out of his former outfit the helm was taken over by his erstwhile featured vocalist, Dick Rogers. Osborne was rumored to be dropping out of the band picture to enter independent motion picture production.

"KEEP COOL FOOL"



LISTEN TO!

THE NEW BLUEBIRD—  
VICTOR DISC NO. 11019

RECORDED BY

THE 20th CENTURY GABRIEL

**ERKINE HAWKINS**  
and his Famous Orchestra

BACKED BY "NO USE SQUAWKING"

PERSONAL MANAGEMENT GALE INC., 48 WEST 48th ST. N. Y.





# The Billboard

## MUSIC POPULARITY CHART

WEEK ENDING  
FEBRUARY 28, 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 28 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

FRENCH. (8th Week) Artie Shaw, Woody Herman.

I HEAR A RHAPSODY. (6th Week) Jimmy Dorsey, Charlie Barnet, Al DeLuca.

STARDUST. (5th Week) Artie Shaw, Tommy Dorsey.

ALONG THE SANTA FE TRAIL. (4th Week) Bing Crosby, Dick Jurgens, Sammy Kaye.

I GIVE YOU MY WORD. (3d Week) Eddy Duchin, Mitchell Ayres.

### COMING UP

HIGH ON A WINDY HILL. Jimmy Dorsey, Gene Krupa, Sammy Kaye, Vaughn Monroe.

SO YOU'RE THE ONE. Eddy Duchin, Hal Kemp.

YOU WALK BY. Tommy Tucker, Blue Baron.

TONIGHT. Xavier Cugat, Gene Krupa.

NEW SAN ANTONIO ROSE. Bing Crosby, Bob Wills.

THERE'LL BE SOME CHANGES MADE. Ted Woeson, Vaughn Monroe.

IT ALL COMES BACK TO ME NOW. Hal Kemp, Gene Krupa.

### NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Diamond Music Shop; Liberty Music Shop; Vasey Music Shop; Gaisty Music Shop. Boston: Boston Music Co., The Melody Shop; Masher Music Co., Inc.; Daily Whitman Gene Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volcani 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. I. Record Dept.; Portland, Ore.: Meter & Franz Co.; J. K. Oil Co. Los Angeles: Dichel-Nichols; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quang Music Co.; Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer; Lynn & Healy; Garlick Music Shop; Goldblatt Bros., Cincinnati: Song Shop; Wills Music Co.; Rudolph Wurlitzer Co.; St. Louis: J. H. Clifton Music Shop; Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co.; Des Moines: Des Moines Music House; Davidson Co., Detroit: Wurlitzer's; Grinnell Bros., Kansas City, Mo.: Music Box; St. Louis: Jolliffe Co. of Music; Famous & Barry, St. Paul, W. J. Dyer & Bros.; Mayflower Novelty Co., Cleveland: Halls Bros. Co.; Springfield, Mo.: E. E. Jones Music Co.; Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monahan Sales Co.; Long Beach Dry Goods Co.; Atlanta: Cox Prescription Shop; Raleigh, N. C.: James E. Thomas; C. H. Stephenson Music Co.; Miami: Richards Store Co.; Burlington, N. H.: New Orleans; Louis Gramercy Co.; Inc.; G. Schirmer, Inc.; Fort Worth, Tex.: McCrory's; Kumble Bros.; Furniture Co.; San Antonio: Thomas Acuna; Alamo Plaza Co.; San Antonio Music Co.

#### NATIONAL

POSITION LAST WEEK	LAST WEEK	TITLE	ARTIST
1	1	FRENCH	Artie Shaw
2	1	I HEAR A RHAPSODY	Jimmy Dorsey
3	2	HIGH ON A WINDY HILL	Gene Krupa
4	3	I HEAR A RHAPSODY	Jimmy Dorsey
5	4	SONG OF THE VOLGA BOATMAN	Glenn Miller
6	5	IT ALL COMES BACK TO ME NOW	Gene Krupa
7	6	I HEAR A RHAPSODY	Charlie Barnet
8	7	TONIGHT	Xavier Cugat
9	8	OH, LOOK AT ME NOW	Tommy Dorsey
10	9	ANYIL CHORUS	Glenn Miller
11	10	YOU WALK BY	Eddy Duchin

#### EAST

POSITION LAST WEEK	TITLE	ARTIST
1	1	FRENCH
2	2	I Hear a Rhapsody
3	3	Oh, Look at Me Now
4	4	I Hear a Rhapsody
5	5	You Walk By
6	6	High on a Windy Hill
7	7	Tonight
8	8	Anvil Chorus
9	9	High on a Windy Hill
10	10	You Walk By

#### WEST COAST

POSITION LAST WEEK	TITLE	ARTIST
1	1	Song of the Volga Boatman
2	2	High on a Windy Hill
3	3	New San Antonio Rose
4	4	I Hear a Rhapsody
5	5	Anvil Chorus
6	6	You Forgot About Me
7	7	FRENCH
8	8	You Walk By
9	9	Stardust
10	10	Concerto for Clarinet

#### MIDWEST

POSITION LAST WEEK	TITLE	ARTIST
1	1	It All Comes Back to Me Now
2	2	High on a Windy Hill
3	3	Song of the Volga Boatman
4	4	FRENCH
5	5	You Walk By
6	6	It All Comes Back to Me Now
7	7	There'll Be Some Changes Made
8	8	I Hear a Rhapsody
9	9	Tonight
10	10	May I Never Love Again

#### SOUTH

POSITION LAST WEEK	TITLE	ARTIST
1	1	FRENCH
2	2	I Hear a Rhapsody
3	3	Tonight
4	4	Xavier Cugat
5	5	It All Comes Back to Me Now
6	6	Oh, Look at Me Now
7	7	High on a Windy Hill
8	8	I Hear a Rhapsody
9	9	Summit Ridge Drive
10	10	I Give You My Word

### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling titles of the past week. New York City: Music Dealers' Service, Inc.; Ashby Music Supply Co.; Pittsburgh: Volkman Brothers, Inc.; San Francisco: Pacific Coast Music Dealers; Sherman Clay & Co.; Los Angeles: Morse & Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Sklar's Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Double Hinged Music Co.; A. C. McHugh; St. Louis: St. Louis Music Supply Co.; Kansas City, Mo.: Jenkins Music Co.; Detroit: Orlow Brothers; San Antonio: Southern Music Co.; Fort Worth, Tex.: Auli Music Co.; New Orleans: G. Schirmer of Louisiana; Atlanta: Gable Music Co.; Phoenix, Ariz.: Dawson Music Co.

#### NATIONAL

POSITION LAST WEEK	TITLE	ARTIST
1	1	FRENCH
2	2	I HEAR A RHAPSODY
3	3	HIGH ON A WINDY HILL
4	4	IT ALL COMES BACK TO ME NOW
5	5	I GIVE YOU MY WORD
6	6	YOU WALK BY
7	7	TONIGHT
8	8	SAN ANTONIO ROSE
9	9	MAY I NEVER LOVE AGAIN
10	10	A NIGHTINGALE SANG IN BERKELEY SQUARE
11	11	THERE'LL BE SOME CHANGES MADE
12	12	THE LAST TIME I SAW PARIS
13	13	AMERICA, I LOVE YOU
14	14	YES, MY DARLING DAUGHTER
15	15	THERE I GO

#### EAST

POSITION LAST WEEK	TITLE	ARTIST
1	1	FRENCH
2	2	I Hear a Rhapsody
3	3	It All Comes Back to Me Now
4	4	High on a Windy Hill
5	5	May I Never Love Again
6	6	I Give You My Word
7	7	You Walk By
8	8	There'll Be Some Changes Made
9	9	Oh, Look at Me Now
10	10	Yes, My Darling Daughter
11	11	Let's Dream This One Out

#### WEST COAST

POSITION LAST WEEK	TITLE	ARTIST
1	1	FRENCH
2	2	I Hear a Rhapsody
3	3	You Walk By
4	4	There'll Be Some Changes Made
5	5	It All Comes Back to Me Now
6	6	New San Antonio Rose
7	7	High on a Windy Hill
8	8	I Give You My Word
9	9	May I Never Love Again
10	10	May I Never Love Again
11	11	Let's Dream This One Out
12	12	There I Go
13	13	Java Jive
14	14	Yes, My Darling Daughter
15	15	Let's Dream This One Out

#### SOUTH

POSITION LAST WEEK	TITLE	ARTIST
1	1	FRENCH
2	2	America, I Love You
3	3	High on a Windy Hill
4	4	The Last Time I Saw Paris
5	5	Yes, My Darling Daughter
6	6	A Nightingale Sang in Berkeley Square
7	7	I Give You My Word
8	8	May I Never Love Again
9	9	New San Antonio Rose
10	10	I Hear a Rhapsody
11	11	So You're the One
12	12	It All Comes Back to Me Now
13	13	There'll Be Some Changes Made
14	14	I Can't Remember To Forget
15	15	You Walk By

### SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of weekly plugs (WIDE, WRAP, WADPC) between 5 p.m.-1 a.m. weekdays and 3 a.m.-1 a.m. Sundays for the week ending Friday, February 28. Independent plugs are those recorded on WOR, WNEW, WABC, WJLN. Plug tones are designated as "P" and production numbers as "M". This compilation is based upon data supplied by Accurate Reporting Service.

Position LAST WEEK	Title	Artist	Plugs
1	1	IT ALL COMES BACK TO ME NOW	27 13
2	2	HIGH ON A WINDY HILL	26 9
3	3	I HEAR A RHAPSODY	25 9
4	4	FRENCH	24 15
5	5	THERE'LL BE SOME CHANGES MADE	24 8
6	6	SO YOU'RE THE ONE	22 7
7	7	YOU WALK BY	20 6
8	8	KEEPEM AN EYE ON YOUR GIRL	20 5
9	9	AMAPOLA	14 6
10	10	AMAPOLA	14 5
11	11	GEORGIA ON MY MIND	14 5
12	12	WISS OLD DOW	12 2
13	13	CLOSURE MY EYES	12 2
14	14	MAY I NEVER LOVE AGAIN	12 2
15	15	TWO HEARTS THAT PASS IN THE NIGHT	12 4
16	16	I CAN'T REMEMBER TO FORGET	12 2
17	17	I GIVE YOU MY WORD	12 2
18	18	PARA VICO ME VOY	9 3
19	19	LET'S DREAM THIS ONE OUT	9 1
20	20	YOURS	9 1





# Selling The Band

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

## Musical Newspaper

MATT PELKONEN, songwriter collaborating with Paul Page, Middle Western singing maestro, has originated a novel stunt for the band which is being used extensively by Page, especially in broadcasts where the ASCAP-BMI situation doesn't figure. The idea of the stunt is to associate certain songs with different pages or sections of the newspaper in the particular town.

For example, front page calls for *What's New or Good News*; book page, *The Same Old Story*; entertainment page, *The Billboard*; March, classified page, *Lost or I Found a Million-Dollar Bill*; comic page, *Popper the Sailor Man or Ransy Google*.

Possible examples are unlimited. For the dance remotes, listeners are invited to send in titles of songs to fit different pages of the town paper. The best are selected, and an autographed photograph or other appropriate prize is offered to those sending in the best lists. Apart from the high entertainment quality, each mention of a "page" helps to impress the name of the maestro in the minds of the listeners. The musical newspaper idea is bringing maestro Page gratifying response from the listeners.

Apparently taking a tip from Lana Turner, Hal Davis-Lee Lieber publicity office, New York, had Barry Wood named the "sweaty boy" by women manufacturers. Two large concerns, hopeful of recapturing the good old days when men wore sweaters, have named Wood "America's Sweaty Boy." Interested as a move to equal the uptown in women's sweaters resulting from movie-land's Miss Turner, the new Barry Wood campaign will stress the fact that, after all, sweaters still fulfill their main function of keeping people warm.

## Happy Family Club

FAMOUS brothers and sisters will be reunited up by the Davis-Lieber exploiters and invited to get together in

one big-happy-family club headed by the Warnow brothers—Raymond Scott and Mark Warnow. Official launching of the club will take place early in April with a gala banquet in New York.

The advisory committee for the club includes the Pickens sisters, Dusey brothers, and the Rapp brothers—maestro Barney Rapp and singer Barry Wood. On the list to receive engraved membership cards are Bing and Bob Crosby, the Teagardens, the Kitts Brothers, the four Lombardos, Andrews Sisters, King Sisters, McFarland Twins, Bob and Kay Eberle, Marion and Betty Hutton, the Marx brothers, the Lane sisters, and the Warnows, Fred and Tom. Co-Founder Scott has already written a theme song for the society called *Sunny, Sunny, Dear Mother-in-Law, and Brother and Sister, Too*.

Eddie Heller, record promotion expert for Kaywood Recos, Inc., Philadelphia distributor for the Victor-Blochbird platters, is the first coming to the attention of this corner who extends his exploitation activities to the movie houses for a tie-up with a picture. Tie-ups have been mostly on the part of the theater manager.

Working in co-operation with Eddie Rosenbaum, Columbia Pictures exploiter, and Bill local, manager of the Fox Theater, Philadelphia, Heller created an RCA-Victor Valentine Special in connection with the showing of "This Thing Called Love" at the theater. A heart-shaped poster was designed, using record labels of love songs, with a reminder: "Don't Miss 'This Thing Called Love.'" Posters were used as window displays in music shops around town.

## Wilmington Hotel Strike Not Affecting Orchestra

WILMINGTON, Del., March 1.—About 50 employees of the Hotel Darling here, members of the Bartenders, Hotel, and

## Opinions, Maestri, Please!

"Stardust"—"Night and Day"—"Body and Soul"—these are among the customary answers when a band leader is asked his opinion of the greatest song, from the standpoint of musical and lyrical quality, that was ever published. Every maestro, of course, has his own particular thoughts on this subject—as well as on the best thing, that, and the other thing in the field of popular American dance music—but now The Billboard is endeavoring to arrive at a common denominator and find out just which song is the best in the general opinion of America's band leaders. Is it really "Stardust" or "Night and Day"?—or do leaders in general prefer some dark horse that isn't usually thought of among this country's greatest pop songs?

The answer to that one—plus some other provocative queries—is coming in the Spring Special issue of The Billboard, when the results of this poll now being conducted will be run. Most of the country's band leaders should have received their questionnaires by this time. Those who have not will be sent a ballot (and return envelope) immediately if they will write in, phone to, or call at The Billboard's New York office, 1584 Broadway.

## Ted Lewis Attracts 2,100 At Salt Lake City Dance

SALT LAKE CITY, March 1.—Twenty-one hundred dancers turned out at Covey's Coconut Grove here February 13 to hear Ted Lewis, who didn't show until 11:30 p.m. because of having missed an airplane. Best of his band was on time, not having flown here.

Management reported crowd was not up to expectations, but that Lewis's guarantee was made. Tariff was 80 cents for gents, 40 for ladies. Next attraction at Coconut Grove is Jimmy Barnett March 6, with possibility of Duke Ellington March 28.

Restaurant Employees, Local 730, AFL, staged a walkout this week, but the band in the hotel's Rainbow Grill was not affected.

Little Joe Hart, who has been playing the spot, said that he had been ordered by the American Federation of Musicians, also AFL, to continue providing music as soon as the dining room was reopened. It closed Saturday (15) for repairs.

## Arnheim Hits Year's Top in Lincoln Spot

LINCOLN, Neb., March 1.—Gus Arnheim chalked up the best week-end so far this season at the Turnpike Casino, N. H., Pauley's dance, February 14-16, taking in \$1,275, rated at 55 cents straight over the three-day period. Very fancy bit, indeed. Saturday opposition at the Coliseum was Joe Sanders, at \$1.10 a couple. Paul Moorhead, at Mrs. Matt Kobalter's Pla-Mor (15-16), drew \$400, also good.

Arnheim, moving over to Tom Archer's Churnout Ballroom in Omaha, however, broke only slightly better than even, collecting \$330 at 50 cents per February 18. Omaha's Missio Box, the Harry Taylor dance spot, with a series of varying price scales, from 20 cents to 55 cents a head, on a six-day week ending Sunday (23), tallied \$225, which is all right. Band was Buddy Fisher, who was held for a second stanza.

Larry Funk, in at the Turnpike Casino in Lincoln (21-23), drew \$610. At 50 cents a person, take was a little better than average.

"ONE OF AMERICA'S FOREMOST COMPOSERS OF EXTRAORDINARY MUSIC"

# RAYMOND SCOTT

AND HIS NEW ORCHESTRA

featuring

GLORIA HART ★ CLYDE BURKE  
and ART RYERSON ★ JIMMY BYRNE



CURRENTLY Appearing **STRAND THEATER** NEW YORK

Have you heard these COLUMBIA "clicks" by RAYMOND SCOTT and His Orchestra

WHEN COOTIE LEFT THE DUKE  
PETITE



and be sure to hear RAYMOND SCOTT'S latest record . . . .  
BLUES MY GIRL FRIEND TAUGHT ME  
EVENING STAR



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

A
Adler, Louis: (The Crossings) Miami Beach, Fla.
Akin, Bill: (Battle House) Mobile, Ala. h.
Alberto, Don: (El Chico) NYC, no.
Alger, Mackay: (Coca-Cola) Greer, Boston, no.
Alma, Harold: (Walden) NYC, no.
Angelo: (Boriotelli's) NYC, no.
Apollino, Al: (Baltimore) Atlanta, h.
Arcaut: (Columbia) New Orleans, Fla. h.
Archie, Guy: (Nickel) Minneapolis, h.
Aval, Bill: (Hobo) Houston, Tex., no.

B
Baez, Billy: (Rooftop) Minneapolis, h.
Bailey, George: (Wilsons) Philadelphia, Pa.
Bain, Bill: (State) NYC, h.
Barron, Paul: (Essex House) NYC, h.
Barlow, Ralph: (Southern Mainland) Kansas City, Mo. h.
Barron, Mack: (Star's New Yorker) Chi., no.
Barnett, Charles: (McCurdy's) Detroit, no.
Barron, Russ: (Paddy) Memphis, h.
Barr, Jules: (Belmont Miami Beach) Fla., h.
Barr, Conrad: (Trombone) Des Moines 8; (Frog Hop) St. Joseph, Mo. 8; (Baylors) Sioux City, Ia., 2; (Arkola) Sioux Falls, S. D., 11.
Barr, Joe: Kansas City, Mo.
Bartini, Alex: (Rumba Custody) Miami Beach, Fla. h.
Bart, Charles: (Starline) Buffalo, h.
Beck, Buddy: (Deming) Terre Haute, Ind. h.
Becker, Denny: (Angely Supper Club) Minneapolis, h.
Becker, Max: (Adolphus) Dallas, h.
Bergers, Maxmillan: (Miami) Baltimore, h.
Berman, Earl: (Dreamland) Kenosha, Ill., h.
Bilman, Steve: (Washington) Indianapolis, h.
Bodnar, Ernie: (St. Walter Raleigh) Raleigh, N. C., h.
Boehmer, Nell: (St. Francis Drake) San Francisco, h.
Boer, Richard: (Starline) Cleveland, h.
Bory, Michael: (Waldor-Astoria) NYC, h.
Bost, Ed: (Coca-Cola) New York City, h.
Bradley, Ann: (Green Lantern) Ballston Lake, N. Y., 22.
Bradley, Wm: (Plymouth) Worcester, Mass.
Brasie, Vincent: (Dempsy - Vanderbilt) Miami, h.
Branon, George: (George Washington) Jacksonville, Fla., h.
Brantwyn, Tom: (CopaCabana) NYC, no.
Brewer, Lynn: (Cats Par) Chi., no.
Bright, Ed: (Harriet) San Francisco, no.
Briggs, Am: (Pia-Mor) Kansas City, Mo., 4-11.
Brown, Les: (Todd's Theater Cafe) Chi., c.

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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; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

F
Fantasia & Rombolesco: (Rumba Casino) Miami Beach, Fla. no.
Farr, Ed: (Chi) Chi., no.
Fidler, Lee: (Tampa Terrace) Tampa, Fla., h.
Fields, Bill: (Gay Westway) NYC, no.
Flo, Bill: (Blackhawk) Chi., re.
Foster, Art: (Club Miami) Chi., re.
Foster, Mark: (1100) Chi., no.
Fisher, Freddy: (Lania's Merry-Go-Rounds) Dayton, O., h.
Fisk, Charles: (Black & Gold Inn) Columbia, Mo., no.
Flitzgrub, Ed: (Plantation) Houston, Tex., no.
Flint, Earl: (Paradise) Chi., h.
Fontana, Earl: (Ciro's) Hollywood, no.
Fontana, Tony: (Walton) Philadelphia, h.
Foster, Chuck: (Billmore) Los Angeles, h.
Fotin, Larry: (Coca-Cola) Phila., h.
Fox, Roy: (La Martinique) NYC, no.

G
Galina, Charles: (Carroll's) Phila., no.
Gaspard, Dick: (Piana) NYC, no.
Gardner, Green: (Green Mill) Saginaw, Mich., no.
Gore, Jay: (Wally's Grill) Conshohocken, Pa., no.
Graham, Jimmy: (Club Embassy) Phila., no.
Gorey, Cecil: (Schroeder) Milwaukee, h.
Graffner, Frenchy: (Club 108) Des Moines, Ia., no.
Graham, Sammy: (Hobson) Baltimore, Md., no.
Grant, Bob: (Hav Piana) NYC, h.
Gray, Clarence: (El Morocco) NYC, no.
Gre, Tony: (Bat Tabarin) NYC, no.
Grill, Joaquin: (Lake Merritt) Oakland, Calif., h.

H
Hagmon, Herbert: (Park Lane) NYC, h.
Hallett, Matt: (Edison) NYC, h.
Hamilton, Bob: (Maple) Long Beach, Calif., h.
Hamilton, George: (Paddy) Memphis, h.
Hamp, Johnny: (El Rancho) Chicago, no.
Hanson, Lindo: (Grand Terrace) Chi., no.
Harkness, Eddie: (Wilcomb Inn) San Francisco, h.
Harris, Jack: (La Congo) NYC, no.
Harris, Phil: (Wildcat) Hollywood, no.
Harris, Jody: (Ship of Joy) Albany, N. Y., no.
Hawkins, Erikson: (Regal) Chi., h.
Hays, Billy: (Open Door) Phila., no.
Henderson, Ray: (Hollywood) NYC, h.
Hend, Harvey: (Billmore) NYC, h.
Herbeck, Ray: (State-Lake) Chi., l.

Herman, Woody: (New Yorker) NYC, h.
Herman, Sylvia: (Harley) Phila., h.
Hicks, Billy: (Mina's Palm Garden) Milwaukee, no.
Hickler, Frank: (Fountain) Trenton, N. J., h.
Hill, Dick: (El-De-Hi) Phila., c.
Hill, Worthy: (Club Niagara) Miami, no.
Hindler, Richard: (El Francisco) San Francisco, h.
Hines, Al: (Hollywood) NYC, no.
Holmes, Herbie: (Loe Cab) Ardmore, N. Y., to.
Horton, Guy: (Rouge Club) Montville, Pa., no.
Howard, Hal: (Jerry Jones) Henderson, Ill., no.
Hummel, Bill: (Edgewood) Tallahassee, Fla., no.

I
Irwin, Harry: (Churchill Tavern) Pittsburgh, re.
Issas, Vernon: (Paradise) Phila., c.

J
Jackson, Jimmy: (Casino Modern) Chi., h.
James, King Reed: (Barrel of Put) Miami, no.
Jennett, Kay: (Westfield) New Bedford, Mass., h.
Jays, Freddie: (Embassy Club) Albany, N. Y., no.
Jerome, Harry: (Child's Paramount) NYC, re.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Wally: (Lookout) NYC, no.
Jones, Duham: (McAlpin) NYC, h.
Jones, Kay: (Hollywood) New Springs, Ark., h.
Jones, John Paul: (400 Club) Ft. Worth, Tex., no.
Jones, Herman: (Royal Hawaiian) San Francisco, no.
Juarez, Juanita: (CopaCabana) NYC, no.
Jurnea, Tommy: (Ship Boat) St. Louis, no.
Jurgens, Dick: (Aragon) Chi., h.

K
Kallise, Johnny: (Olson) Cincinnati, h.
Kallise, Karl: (Moonlight Garden) Saginaw, Mich., no.
Kahn, Paul: (Mayfair) Washington, D. C., no.
Kara, Peter: (Village Barn) NYC, no.
Karr, Wayne: (Wayside Inn) W. Springfield, Mo., no.
Karsen, Martin: (Gene's) Fargo, N. D., c.
Kassal, Art: (Hinsdale) Chi., h.
Kay, Karl: (Coca-Cola) NYC, no.
Kay, Sammy: (Broad) Columbia, O., c.
Kay, Don: (Claremont) Berkeley, Calif., h.
Keller, Leonard: (Shevry Hills) Newport, Ky., no.
Kerwin, Sonny: (Stork) NYC, no.
Kent, Roger: (New Yorker) NYC, h.
Kent, Roger: (The Embassy) Brooklyn, re.
Kerr, Wally: (Hollywood) Hollywood, Fla., h.
King, Code Trio: (Siberian) Chi., h.
King, Harry: (Mark Hopkins) San Francisco, h.
King, Eddie: (El Pina) Phila., c.
Kiry, Joe: (Cala Beach) Ft. Worth, Tex., no.
Kiss, Willie: (Prince George) Nassau, Bahamas, h.
Kivlev, Harvey: (Chalet) Chi., h.
Knight, Bob: (Orphe) Chi., h.

L
Lafayette, Ernest: (Troadero) Wichita, Kan., no.
Lacchio: (Versailles) NYC, no.
Ladino: (Coca-Cola) Miami, no.
Ladino, Mike: (Lark Tavern) Albany, N.Y., no.
Larkin, John: (Belmont Plaza) NYC, h.
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Knapp, Johnny: (Palais) Chi., h.
Knox, Bruce: (Pleasant) Baltimore, no.
Kohn, Dick: (Astor) NYC, h.
Kurtz, Jack: (Lighthouse) Ardour, N. Y., no.
Kuyser, Roy: (Club Columbia) Baltimore, Md.

L
Labs, Bob: (805 Club) Chi., no.
Lands, Morly: (Benny the Pup's) Phila., no.
Lane, Eddie: (Bessie) Brooklyn, h.
Lane, Lou: (Coca-Cola) NYC, h.
Lang, Bob: (Alibi) Chi., no.
Larson, Ted: (Homeside) Kew Gardens, L. I., h.
Larso, Bruce: (Studio) Phila., h.
Leah, Lou: (Gray Wolf Tavern) Mammy, O., no.
Leah, Jerry: (Heldberg) Phila., no.
Le Baron, Eddie: (Book Cadillac) Detroit, h.
Le Baron, Fred: (John Marshall) Richmond, Va., h.
Lewin, Sid: (Nul Club) Miami, no.
Lewis, Ted: (Bat Tabarin) San Francisco, no.
Lynn, John: (1888) Chi., no.
Lombardo, Guy: (Roosevelt) NYC, h.
Lone, Johnny: (Metropolitan) Providence, R. I., no.
Lopez, Jose: (Shaple Manie's Frolic) Miami, no.
Lopez, Vincent: (Hurricane) NYC, no.
Loring, Michael: (Blackhawk) NYC, no.
Lorin, Joe: (Amphitrite) Fort Lauderdale, Fla., h.
Luncheon, Jimmie: (Pilsen) Wm., h.
Lynn, Tom: (Astor) Austin, 7; (Houston) San Antonio 10; (Cotton Club) Austin 11; (Lakewood Park) Wichita Falls 12.

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McDonnell, Roy: (Andy's) Fayetteville, N.C., no.
McGee, Johnny: (New Elms Ballroom) Youngstown, O., c.
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Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.



## Managers Protest Dram Guild Ruling

**NEW YORK, March 1.**—On Monday (3) there was a meeting of the board of governors of the League of New York Theaters regarding the "closed shop" provision in the new agreement drawn up by the Dramatic Guild.

The new agreement, which goes into effect today, compels managers to produce only plays written by Guild members or by members of foreign societies which have reciprocal agreements with the Guild. Under the old agreement producers of Broadway plays were permitted to produce one British play and an unlimited number of foreign plays written by non-Guild members. The Guild announced that any manager who refused to sign the agreement would not be permitted to produce plays by Guild members.

At the meeting Monday the League will seek the approval of the board of governors of a resolution that, if any manager does not sign the agreement, he must do so under protest of the "closed shop" provision.

In the new agreement another important change was the extension from three to five years of the period in which managers share in proceeds from subsidiary rights.

Many other important changes is that for the first time the agreement incorporates the alternate agreement with film companies over which many battles have been fought and which only recently was settled. Previously those provisions had been in the form of a supplement.

## American Academy Students Present "The Shining Hour"

**NEW YORK, March 1.**—Keith Winter's *The Shining Hour* was presented last Friday afternoon at the Empire Theater by the American Academy of Dramatic Arts. The cast, with two exceptions, seemed to have very little understanding of its several duties, the exception being Helen Maxwell and Jonathan O'Connor. A good argument can be set up against Mrs. Maxwell's conception of the part of Hannah, but in her own conception her work was in every way professional. Mr. O'Connor, once you managed to ignore his accent, gave a good performance in the part of Mickey, which is usually springboard for insane antics from most non-pros. He avoided the usual, however, and came thru with a very nice characterization.

The rest of the cast went about being rugged individuals. Selma Hillman gave what she seemed to consider a great performance, but she was in no way Judy. Dorothea Craft made Mariella a scheming, hard, unlikable adventuress, in every way justifying Hannah's distrust of her—which was not the author's intention. Louis Raftoy tried hard as Henry, but his diction and inflection are definite drawbacks. William Thomson gave indication in the first two acts that he might really handle the part of Dave, but his big scene threw him into the green light class. He gave everything he had, and it was much too much. M. A. B.

## St. Louis Op Sked Set

**ST. LOUIS, March 1.**—St. Louis Grand Opera spring season will open Wednesday, April 16, with Mozart's *Don Giovanni*. The cast for this initial opus includes Edo Fajos, Tito Schipa, Vivian Della Chiesa, Anne Roselle, Margit Bokor, Nicola Moscona, Lorenzo Alvaro, and Carlos Alexander. The St. Louis Grand Opera Chorus and Ballet have parts.

In addition to Don Giovanni, the association will present in the two weeks following *La Traviata*, *Mignon*, and the double bill of *Der Freischütz* and *Pagliacci*. Final castings for these have not been completed.

## MacDonald's 5G in N. O.

**NEW ORLEANS, March 1.**—In the concert hall of the Municipal Auditorium here, Jeanette MacDonald concert receipts reached \$1,000.34. Miss MacDonald sang to a capacity house plus standers. The theater has had sold bookings since the first of the year and points toward a busy spring season, with the *Parson Play*, a four-day presentation of *Hellzapoppin*, and the Metropolitan Opera. Irwin Poche manages the house.

## BROADWAY RUNS

Performance to March 1 Indicate.  
Dramatic Opened Perf.

Arenas and Old Lace (Ful- ton)	19	39
Boys in the Saddle (Ful- ton)	27	4
Charley's Aunt (Ful- ton)	17	138
Chick (Broadway)	12	122
Clara in Green (The Ma- jor)	28	111
Flight to the West (Grand Ho- tel)	30	12
George Washington (Broad- way)	18	152
George Washington (Broad- way)	18	152
Johnnie Johnson (Longacre)	18	150
Let's With Father (Theater)	18	150
Miss Who Goes to Dinner	18	150
The Music Box	18	150
Mr. and Mrs. North (The- ater)	18	150
My Sister Kismet (Broadway)	24	74
Old Acquaintance (Theater)	22	90
On the Beach (Theater)	11	22
Separate Tables (Theater)	22	50
Three Men in a Boat (The- ater)	22	50
Tabasco Road (Ful- ton)	22	50
Twelfth Night (18th Janes)	19	119

## "Foxes" SRO in Knoxville; Scenery-Hanging Prolog

**KNOXVILLE, Tenn., March 1.**—Tallulah Bankhead in *The Little Foxes* made the sellouts unanimous here. Its performance on Friday (21) was sold out almost a week in advance, as was the Clifton Webb company of *The Man Who Came to Dinner* two weeks before.

A smart trick was pulled by *The Little Foxes* stage crew when the train arrived more than an hour late from Louisville. Instead of behind lowered curtain, the set was put up before the eyes of the audience, which didn't seem impatient although the play did not start until 9:30. Seating capacity of the Bijou Theater in 1,200, and both plays this season have sold more tickets than that.

## Dressing Room Robbery

**HERSHEY, Pa., March 1.**—*The Men Who Came to Dinner* lost \$75 here on a one-night stand, when his dressing room was apparently entered while Alexander Woodcock entertained the audience. State motor police are investigating. The show, however, made money.

# FROM OUT FRONT

Odds and Ends

BY EUGENE BURR

WHEN one is guessing, as one often is, about the astounding lack of knowledge displayed by many who are permitted to write daily or weekly or monthly articles about the theater (this column belongs in the middle or weekly category), one is apt to forget that such lack is by no means the exclusive property of the passing commentators. It is shared, sometimes feebly, by many of those whose works are supposed to be of permanent value. Late as usual—about 13 or 14 years late in this case—I've just gotten around to reading Sheldon Cheney's *The Theater*, which, when it was published, was hailed as a definitive survey. It covers 3,000 years of stagecraft, acting, and playwrighting in a single column—and, if you wonder how so much can be crammed into so small a space, the answer is simple. Mr. Cheney's "definitive" survey is as cursory, unscholarly, stupidly opinionated, and often inaccurate as I've ever forced myself to struggle thru. Examples of its inaccuracies are legion, outnumbered only by examples of false conclusions, misleading deductions, and appalling disregard of the primary tenets of honest scholarship. I wish there were room enough to cite cases, but they'd fill an entire issue. Sufficient to say that there's not even the start of an adequate bibliography, that each chapter seems to rest on the basis of a single authority, and that much of the constricted space is given over to synopsis of a few individual plays—the ones, you suspect, that Mr. Cheney has actually read.

To a reviewer tied by affection as well as necessity to the grimy fields of the Broadway theater, the swiftness of legit-sobor-turned-radio-performers is something appalling. Evidently knocked off their emotional bases by the imposing buildings on the East Side and the fact that radio people go to rehearsals in stiff collars, they smear at the back alleys in which legitimate shows are produced and speak superfluously of golf, yachts, and other impediments favored by their brother business men. One such, condensing to come across Sixth Avenue to respond to a call for a play, remarked that he felt as tho he needed a bath when he got back to the nice clean confines of NBC. It's all a bit disturbing, particularly when you take a look at the way business is done in the "legitimate" field—and find yourself beginning to see what they mean.

In the interests of accuracy it is here reported that last week's notice of the closing of *Flight to the West* was unfortunately premature. Its regular engagement is ending, but Mr. Louis Schaeffer, known for his Labor Stage activities, his red-baiting, and other achievements, has made it possible for it to reopen later (at least according to present reports) at a \$1 top. Mr. Schaeffer's profits, if any, will be contributed to charities. There seem to be no lengths to which certain oligarchs

(See FROM OUT FRONT on page 29)

## "Eileen," "Night" Weak In Buff; Each Under 5G

**BUFFALO, March 1.**—Altho a dearth of plays preceded the opening of the Chicago road company of *My Sister Eileen* here at the Erlanger, the take for the production's five performances was on the light side and somewhat below expectations. Appearing here for four days, February 12-15, the company garnered a gross of \$4,200, with prices scaled from \$4.10 to \$2.75. Altho this isn't the poorest take of the current season, it's near the bottom. Audrey Christie and Marcy Wocott headed the cast of this second company. Play was the ninth production to light up the Erlanger stage this season, which is lagging considerably behind other years, when a greater number of attractions were shown.

Next on tap was *Night Must Fall*, a revival starring Florence Reed, Douglas Montgomery, and Violet Henning. Show received its American premiere with the current cast, having played only Canadian dates before arriving here. Advance sale was on the scanty side, due to terrific competition exercised by *Two Faces of Fear*, which was shown for five days at the new Memorial Auditorium, February 18-22. Added handicap for *Night Must Fall* was the weather, worst of the entire winter—craggy blizzards, gales, and near-zero temperatures. Gross for the three-day stand did not reach \$5,000.

Ruth and Paul Draper are penciled in for March 17, 18, and 19. March 21 brings the fifth in the series of Theater Guild shows for a three-day booking, the Lucretia in *There Shall Be No Night*, which should be a humdinger at the box office, especially with the greater part of the Erlanger already sold in advance by the season subscription method.

## Hartford Little Theater Plan

**BRIDGEPORT, Conn., March 1.**—Community Theater Building Corporation of Hartford, Inc. has been formed in that city to build a non-commercial theater there for the production of the legitimate drama. The corporation is to be governed by a board of trustees composed of 15 members, of which eight will be chosen from the Mark Twain Museum, one of Hartford's most successful non-professional theater groups, and seven from the community at large. Cedric O. Thompson, president of the corporation, stated that the project will require approximately \$250,000. The money will be raised by donations, bequests, and popular subscriptions from the community at large.

# Record Akron Legit Season

**AKRON, O., March 1.**—Anyone with a good road show up his sleeve can bring it to Akron and sweep it for a pocketful of cash. With four shows having visited the Colonial Theater this season, giving a total of six performances, only one has the playhouse had an audience that was less than capacity, and that for a matinee.

The matinee (*The Philadelphia Story*) was the first attempted in a long time, and the decision to present it came so late it was felt that not all who would have availed themselves of it were aware they had the opportunity. At that, it pulled 1,000.

For the evening Katharine Hepburn and her company drew 1,550 people to the theater, which has standard seating capacity for only 1,475.

Tobacco Road took top attendance honors among the four attractions, however. With John Barton starring, the drama of the poor whites attracted 3,100 paying customers in two showings. They were its fifth and sixth Akron performances, this being the show's fourth trip to town.

Another 1,530 theatergoers came downtown to see Tallulah Bankhead in *The Little Foxes*, first of the season's legit shows.

Highest gate receipts were set by *Hellzapoppin*, with Billy House and Eddie Garr. The musical hodgepodge was able to set the mark both because its tickets were priced highest—\$3.30—and because it crowded 1,600 persons into the theater for its single performance.

Manager "Dusty" Rhodes, leaning back thru the Colonial records, is unable to find any other season in the last decade or more that compares with the yet untried one of 1940-41.

Only one show in that period stands out above the *Hellzapoppin* mark, that being *I'd Rather Be Right*.

Two more attractions have been dealt to for the Colonial, *The Male Animal* for March 15 and Lynn Fontanne and Alfred Lunt in *There Shall Be No Night* for March 26. *DeSirey Was a Lady* is a possibility.

## Drama Workshop Offers Shaw's "Arms and the Man"

**NEW YORK, March 1.**—On Thursday (27) the Drama Workshop presented *Arms and the Man*, by George Bernard Shaw, at the Roehrk Theater. It was directed by Edward A. Gilpin, with sets by Paul Feigay.

Ernest Gammon, who played Captain Bluntschli, gave the best performance of the evening, his ready smile, naturalness, and ease adding much to the night's entertainment. Henry Lescoe also scored heavily as Petkoff, the major who had the only private library in Bulgaria. Paguta Anderson, who played Louka, the maid, offered the best of the female performances, her only fault being that her pettiness kept her from looking at the part of a servant. While the acting of Katherine Cody, as Raina, was not too good, her personal charm and good looks were enough for the role of the female love interest.

Others in the cast were Jane Ross, as Catherine, the major's wife; Edward A. Gilpin, the director, who played the part of a Russian officer (a handsome fellow but on the stage only a minute or so); Walter Lawrence, as Nicola, the manservant; and Harold J. Stone, as Major Saranoff, Raina's betrothed until Bluntschli came into the picture.

The settings were above average for non-Broadway shows, and the production offered a thoroughly pleasant evening. C. A. F.

## Central City Fest Continues

**DENVER, March 1.**—The annual Central City play festival will be continued this year and through future years, despite the recent deaths of its guiding genius, Anne Evans and Mrs. Ida Kruse McFarlane. The board of directors of the Central City Opera House Association has announced that supervision of the 10th annual festival this year will be in the hands of an executive committee composed of Milton C. Brant, Frank H. Rickson Jr., and Malcolm O. Weyer.

The festival will be held for three weeks this year, and the tentative opening date is July 5. The play to be presented has not yet been selected.



# New Plays on Broadway

Reviewed by Eugene Burr

## ROYALE

## MILLER'S

Beginning Thursday Evening, February 27, 1941

Beginning Monday Evening, February 25, 1941

### BROOKLYN BIARRITZ

A play by Beatrice Allot and Howard Newman, staged by I. B. Daniels. Setting designed by Frederick Fox. Setting built by Nolan Brothers and painted by R. W. Bergman Studios. Press agents, Charles Washburn and Frank Goodman. Stage manager, Thomas Hume. Presented by Marie Louise Elkins and Clarence Taylor.

Milton Berger	Herbert Rafter
Blossom	Mildred Pate
Bill Doyle	Thomas Hume
Elliot Berger	Milton Karp
Sage	John Field
Herman	Michael Arty
John Fishery	Ralph W. Chambers
Myrtle	Victory Abbott
Victory	Sam Hain
Melaine Yell	Ann Loring
Alice Stone	Dorothy Libaire
Paul Andrews	Bertram Thom
Ice Cream Vendor	Arthur Marlowe
Bob	John Ashworth
Room Manager	Charles Langner
Vincent Baratta	James La Curto
Butch	Angi G. Poulos
Alie Thomson	Owen Lamont
Felix Stone	James Todd
Life Guard	Rachel Wade
A Solicitous Lady	Ruth Conroy
Miss Fishery	Guerta Donnelly
Mary	Arthur Marlowe
Forester	Frankie
Forester	Frankie
Forester	Frankie

ACT I—Afternoon. ACT II—Scene 1: The Following Afternoon. Scene 2: 2 A.M. That Night. ACT III—The Following Morning.

The Action Takes Place at the Extreme Upper End of the Coney Island Beach.

It was pleasant, on the second night of *Brooklyn Biarritz*, which Marie Louise Elkins and Clarence Taylor presented Thursday, to step from the whistling blizzard that swept down 49th Street into the Royale Theatre and all for a while before the sun-baked sands of Frederick Fox's Coney Island set. So effective was the set that the August sun seemed to enter your frosted bones. That, however, was about the only pleasant thing during the evening.

Beatrice Allot and Howard Newman, who write the play, evidently attacked their task with a stencil set, a compendium of dramatic clichés, good memories, a fatal attraction toward the banal, and the ability to achieve an utter lack of distinction. *Brooklyn Biarritz* is another in that flood of plays—it's down to a trickle now, thank Heaven—unboiced by the production of Grand Hotel more than a decade ago. All of the trite, stereotyped stories that we have come to expect pop up again in this one and stagger across the Coney Island beach with aird in their shoes. There is the young Jewish boy, trying to be a doctor, in love with an (See *BROOKLYN BIARRITZ* on page 28)

### THE TALLEY METHOD

A new play by S. N. Behrman, starring Ava Taylor and Philip Miller. Directed uncredited, setting designed by Ja Meisler, built by T. B. McDonald Construction Company, and painted by Bradford Ashworth. Press agents, William Fields and Marie Elkins. Stage manager, Alan Anderson. Assistant stage manager, Anna Minot. Presented by the Playwrights' Company.

Ava Taylor	Claire Keese
Philip Miller	Deer Harem
Cy Ringling	Miss Sherman
Enid Fuller	the Claire Mary
Manfred Galat	Lida Kane
Phil Merwin	Ernst Deutsch
Phil Merwin	Philip Merwin

The Play Takes Place in the Duplex Living Room of Dr. Talley's Office Residence in an Old Brownstone House in the East Side of New York City. The Time is the Present—Late Spring.

ACT I—Late Afternoon. ACT II—Late Afternoon. ACT III—Late Evening of the Same Day.

S. N. Behrman in his latest effort, *The Talley Method*, which the Playwrights' Company presented at Henry Miller's Theatre Monday night at 10:30, follows the usual Behrman pattern. In other words, he has written a round-robin discussion rather than a play. As in the case of so many of his previous works, however, the talk is witty and often brilliant, the thought is always intelligent and occasionally profound—and, as always, the many varying viewpoints are presented with a fairness which, the unfortunate for the dramatic effect, is provocative and admirable. That fairness alone should set *The Talley Method* apart as a bright gem in this day of hysterical muddly-stone-throwing.

In its last act, however, the piece does depart slightly from the usual Behrman pattern, attempting to form the outlines of a play and, at the same time, entering the realms of lies, no matter how slight. It is, I suppose, unfair to deplore Mr. Behrman's attempt to overcome his previous dramatic weaknesses, but he would have been better off if he'd stuck to his own nose all thru. Perhaps the middle act in the direction in which both Herman Shumlin and Elmer Rice had a hand, and which is uncredited on the program—had something to do with it. Certainly for two acts the piece is brilliant intellectual comedy of scrupulous honesty in its presentation of varying views.

The story concerns Enid Fuller, a poetess brought to health by Arton Talley, a famous surgeon, and thereafter engaged to marry him. In a world of emotional doubts and stormy attacks on the spirit, his marvelous and rightly ordered ability to heal becomes a cornerstone to her. On the other hand, she seems to bring sympathy and humanity to the cold, scientific heights of his life, in which his profession has become the one important thing—more important by far than his humanitarian efforts.

Enid meets Talley's children, Philip and the adopted Ava. Because their father counts all his life with the trigidity of science and rigid order, they have drifted away from him. Philip had tinkered the Grand Olden horrors of early medical courses and refuses to carry on the Talley medical tradition; Ava gives her allowance to Communist weeklies and speaks at left-wing meetings (See *The Talley Method* on page 28)

### "Life" Big in Springfield

SPRINGFIELD, Mass., March 1.—The third production brought here by the Springfield Playboys League in its first year of operation, *The Time of Your Life*, with Eddie Dowling and Julie Hayden, was a greater success than its predecessors on the stage of the Court Square Theatre. Daniel J. Maloney, executive secretary of the League, said: *The Time of Your Life* grossed about \$3,000, Maloney said, with the business better distributed in the afternoon and evening shows than was the case when *Ladies in Retirement* opened the local season. *Life* played on the 28th.

Maloney said more than \$100 worth of business was turned away from the box office for the evening show because Massachusetts bans the sale of standing room. The good showing was despite the fact that the performance came on Ash Wednesday and all the churches in the city had afternoon and evening devotions.

### Where's Banjo?

WASHINGTON, March 1.—Alexander Woolcott, star of *The Man Who Came to Dinner*, playing this week and next at the National Theatre, is extending his stage characterization to off-stage life. During the run here he is staying at the White House.

President Roosevelt broke his custom by attending the theater, bringing his wife and several friends. Woolcott, however, returned to the compliment by bringing his entire cast over to the executive mansion for a nightcap. Ordinarily, President Roosevelt limits his theater attendance each year in connection with the Birthday Ball celebrations.

### OUT-OF-TOWN OPENING

#### "Baa, Baa Back Bay"

(Peabody Production)

BOSTON

A revue by Bobby Goldman, Hanley Norris, Carlton Bates, John William, Bernard Reines, Constance Ford, Beatrice Papert, Estelle Stahl, and Lynn Gordon. Presented by the Players' Theater. Staged by Lynn Gordon. Sets by Zar Arnold Rosoff. Costumes by Eleanor Robbins. Choreography by Victor Kay. Beatrice Papert and Paul Vincent. Cast includes Bob Henry, Estelle Stahl, Dick Frazier, Constance Ford, Lynn Gordon, Beatrice Papert, Tina Moss, Paul Davis, Walter Peterson, Victor Kay, Jerry Roberts, Paul Vincent, Martin Rynn, Barbara Gould, Stevie Brody, Kay Zetrouer, Leslie Stuart, Edith Barnes, and others.

The Players' Theater is a new repertory company presenting shows written, produced, directed, and staged by Bostonians—the idea being an active demonstration of the worth of latent local talent. *Baa, Baa Back Bay* is a courageous first attempt in this direction, but that is all—not an attempt. Miss Lynn Gordon, in organizing the group, showed brave idealism, but little in the way of satisfactory entertainment. The revue tries to be a sparkling satire of Beacon Hill and City Hall politics, but proves a spiritless piece, like yesterday's unworked champagne and just as sour. The rare highlights are scenes in a desert.

However, by presenting to Boston audiences one Bob Henry, Miss Gordon has convincingly demonstrated that there is exceptional talent in the Hub. Using two brilliant solo turns of his own conception, Henry, with all the acumen and savoir faire of a seasoned performer, had the audience roaring with laughter and clamoring for more. His first offering was a very cleverly done piece of low comedy called *A Lecture on Love*, in which he did exceptionally good pantomime and side-splitting impersonations. The second, the better of the two, was an amazing pantomimed burlesque of Stokowski conducting Tchaikovsky's 1812 Overture. Broadway would do well to keep an eye on this lad.

Well done was Beatrice Papert's and Tina Moss's amusing take-off of a modern ballet class. Estelle Stahl's solo, *I'm a Spy's Spy*, had definite possibilities, but was spoiled by repetition. Deserving of a better fate were two songs, *Rolling the Subways With You* and *Having a Siffel Time*, which might fare better in the hands of a trained chorist after some vigorous rearranging. A nod goes to Miss Gordon for her presentation of the novelty ditty, *Lament of the Hookie's Sweetheart*. Constance Ford waddled prettily but not convincingly. Needing rewrite is the potentially funny skit based on Harvard's Professor Sokolnik's temptations. Supplying the show's music was the better-than-average piano team of Powers and Gatin.

Despite the cast's enthusiasm and eagerness, the show was pretty poor stuff with its numerical chorus, sad territory, and punless skits. Judging by what this revue had to offer, *Players' Theater* is all right, but only for the day. It can present acceptable entertainment by Bostonians for Boston.

Fred Gottsman.

### Wilmington Legit Sked

WILMINGTON, Del., Feb. 24.—The *Time of Your Life*, featuring Eddie Dowling and Julie Hayden, will be presented at The Playhouses here tonight. Coming attractions include: March 20, 21, and 22, Tobacco Road with John Barton; April 12, matinee and night, Cor-

### Plenty Activity In Loop Legit

CHICAGO, March 1.—Considerable activity in local legit houses is indicated for the balance of the season. At the moment, every available house except the Selwyn is occupied and doing considerable business. The Selwyn will be re-located March 16 with *See My Lawyer*, in which Willie Shore, local night club comedian, will make his legit debut. *My Sister Eliza*, which opened at the Harris February 17, is being hailed as another *You Can't Take It With You*, and looks set for a long run. *DuBarry Was a Lady* closes a successful run of 11 weeks at the Elgin Saturday (8) and is set for a spring tour. It has had the most satisfactory run of any Broadway musical since 1937. Elginer will remain dark for one week, then Dante with his *Woe Sold Him* magic show comes in March 16 for a possible three-week stay, and will be followed by a Theater Guild show.

A revival of *The Student Prince* followed *Business Time* into the Grand Opera House Monday (24) and its stay will depend strictly upon the business it draws. *Business Time* has only a last five weeks. Two shows set for April are *The Man Who Came To Dinner*, with Alexander Woolcott playing the lead, and *Arsenic and Old Lace*, in which Eric von Stroheim will play the Boris Karloff part. Helen Hayes will come in some time in May as the last Guild offering of the season. *Cabin in the Sky* is a spring possibility, but so far no definite date is set.

Reports that Lillian Gish would leave her fractured role in *Life With Father* to take the lead in the screen version of *Ladies in Retirement* have been denied by Oscar Seitz, producer of the former. *Life With Father* will remain at the Blackstone until late in May, then embark on a transcontinental tour that will keep it on the road for a year or more. First stop will be Detroit, where it will open June 2.

### "Night" Fair in Revival; Buffalo Gross Is Brutal

BUFFALO, March 1.—The first U. S. performance of the revival of *Night Must Fall* took place here at the Elginer Theatre February 26. Show, which was embellished with a triple-act cost. filled a three-day stand (four performances) to weak b. c. bad weather, near-zero temperatures, and a d. backward, coupled with competition of *Ice Palace of 1941*, which sold out solidly for its stand during the same period, hurt attendance for this play brutally. Gross was a very meager \$2,200, the lowest take for any play at this house in the last four years, according to management. Price scale ranged from \$1.10 to \$2.75, the average here.

The Frank McCoy presentation of the Emily Williams murder thriller was enjoyable as a whole, but was impaired by a few rough spots. Director Guy Williams did a creditable job, aided by impressive set settings, but performance itself could stand tightening up. Some-what objectionable were the canned musical mood-setting spurs, which not only failed to impress, but were reminiscent of old-time melodramas.

Florence Reed as Mrs. Bramson, the glib, shrewish hypochondriac, gives a splendid interpretation. She could pretty nearly have carried the play singlehanded. Douglas Montgomery as Dan, gives an impressively vivacious and sensitive performance, and his hungry and mood looks make him the most disturbing personality in the cast. While maybe a bit too spectacular and exuberant in spots, Montgomery's make-believe endeared him to the audience. Luster and sparkle were commendable in this difficult portrayal of ever-changing moods and implications as the split-personality murderer.

Viola Hensing, as the nice, Olyvia Grayne, made disappointingly little of the part. She doesn't develop the character as all Americans, one to wonder through the play just what she's driving at. She is far too tense to inject any charm into the role. Bernice Vint as the housekeeper adds pleasant comedy relief and handles herself to best advantage. Ethel Britton's Doris, the dumb housemaid, was convincing support.

Eric N. Warner.

### Review Percentages

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

"*Brooklyn Biarritz*—0%  
YES: None.  
NO: Anderson (*Journal-American*), Whipple (*World-Telegram*), Mantle (*News*), Lockridge (*Star*), Waldorf (*Post*), Kronenberger (*PM*), Atkinson (*Times*), Coleman (*Mirror*), Watts (*Herald-Tribune*).

NO OPINION: None.

"*The Talley Method*—61%

YES: Lockridge (*Star*), Waldorf (*Post*), Coleman (*Mirror*), Mantle (*News*), Anderson (*Journal-American*).

NO: Whipple (*World-Telegram*), Atkinson (*Times*), Kronenberger (*PM*).

NO OPINION: Watts (*Herald-Tribune*).

with Orla Skinner in Theater; April 14, one night only, Tullinn Bankhead in *The Little Foxes*; April 23 and 25, *The Nole Animal*.



## Names in Florida, Complains Bowery; Resumes March 17

DETROIT, March 1.—Temporary stripping of attractions at the Bowery Cafe has been caused by a lack of suitable names, according to Frank Barbero, manager of the spot.

This week Charlie Carlisle, emcee, returned from two weeks in Miami with a list of Bowery attractions of the past year who are now in Florida as proof of a depletion of names for Midwestern dates.

Last attraction at the Bowery was Elaine Barrie six weeks ago, who proved a poor draw, according to Barbero, because her work is not primarily night club style. Since then the spot has been using longer non-name bills. Results have been fairly good business, Barbero reports, averaging about 9,000 people weekly, as compared to house tops of around 10,000 with big names, but better than with certain names who flopped.

Tommy Youngman opens March 17 for two weeks, followed by Winnie Shaw for one week, and Lou Holtz April 7.

## Flour Too Valuable Now

LONDON, Feb. 22.—Throwing flour at each other during staple food shortages in purchasing at Newcastle-on-Tyne by Nero and Knox, of George Black's original Crayp Gang, incurred displeasure of local Food Control Committee. The comics have had some difficulty in finding a substitute as effective without being dangerous. Flour is, of course, a treasured commodity these days of food rationing.

## White's Big Night

NEW YORK, March 1.—George White's Gay White Way Club drew 2,348 on George Washington's Birthday. Over 600 was the order of the evening in most of the Broadway spots.

Local night club business after the late Saturday has been generally poor, however.

## Names for Fefe

NEW YORK, March 1.—Fefe's Monte Carlo will continue its name policy inaugurated with the booking of Ethel Waters. Dwight Fluke is set March 10. William Morris office set the date.

# Night Spots Show Huge Increase Since Repeal; Number Figured At Around 25,000; More Coming

(Continued from page 3)

license in New York City.) New York City had 1,312 colored licenses during 1937 and 1,916 in 1939. According to the New York City police department, the number of local night clubs has been increasing by an average of 30 each year.

In 1939, according to the U. S. Department of Commerce, there were 903,331 "eating and drinking places" and 135,889 "drinking places" which did an estimated gross business of \$3,531,000,000. What percentage of these spots also use music and/or entertainments nobody knows. But the figures are listed here to give a rough idea of the vastness of the drinking and eating business. Even if only 2 per cent of these spots used music and/or entertainment, that would still mean around 23,000 night clubs.

## ASCAP Licenses

ASCAP music licenses since repeal for its restaurant and hotel classifications combined have been at the end of 1933: 2,750; 1934, 4,900; 1935, 6,596; 1936, 7,983; 1937, 8,679; 1938, 10,566; 1939, 11,843, and 1940, 12,772. In recent years the rate of increase has been about 1,000 a year.

New York City, of course, has the greatest concentration of night clubs in the country, with Chicago second. Chicago has 294 clubs licensed at \$100 a year to use three-piece bands or less and permitting dancing, and 40 clubs paying the \$500 to \$1,500 annual license to have larger bands and shows.

Cleveland, now enjoying a factory boom, has 2,654 "night clubs and similar establishments" with "music permits issued by the Department of Public Safety." No doubt this huge figure includes spots using music machines and small music combos. It compares with 889 such licenses in 1934 and 1,756 in 1937.

Miami has 15 licensed clubs, although there are a flock more on the outskirts.

Milwaukee, famous as a beer manufacturing and beer drinking city, started in 1935 with 82 spots having "tavern amusement licenses" and today has 23—a decrease.

Baltimore has 456 licensed taverns, and the Board of Liquor Commissioners says "at least 28 per cent of these licenses operate as night clubs."

Washington has 69 night clubs.

## Show Is Blamed for Liquor License Loss

BUFFALO, March 1.—Federal Government night club here, which had its liquor license revoked February 10 by the State ABC Board, with a 10-day grace period added in which to clear out all alcoholic beverages, is still operating. George Stroch, in whose name the license is listed, has filed an appeal with the local Supreme Court.

Reason for the revocation, according to ABC Board officials, was the caliber of entertainment used, specifically Francis Renault, female impersonator, and Andre, exotic dancer. The latter is still being featured at Federal Gardens.

opened a two-week run at the Club Royale, Detroit, Friday (21).

BURNS TWINS and Evelyn Price opened at the Hollenden Hotel, Cleveland, following a date at the Marlborough, Akron, O.

JEANNE FRANCIS and Jerry Gray shifted from the Royal Palm, Miami, to the Shoreham Hotel, Washington.

CHENNA DE SIMONE DANGERS opened at the Beachbomber, Providence, R. I., after a four-week stay at the Bowery, Detroit.

THREE DECKERS are out of the City Club, Franchburg, Md.

EDD AND THE TWINS are in their third week at the Hotel Syracuse, Syracuse, N. Y. Artime and Onaselo also on the bill.

FAYE AND WELLINGTON, who opened at the Bismarck Hotel, Chicago, February 21, have had their engagement extended to six weeks. MARCO AND MAHARA, after winning up at the Orpheum, Portland, Ore., hopped to Hollywood to do a movie short.

licensed by the police department for whites and four for colored.

The tough liquor and curfew laws, the licensing, and the close watch for tax collection by the government have combined to weed out of the night club business many of the fly-by-night, the phonies, and the racketeers. It costs too much money to run a night club today, and there is too much contact with government agents, local police, and State and local officers for the racket boys to operate comfortably.

As a result, there has been a gradual infiltration into the night club business of both old-line restaurateurs and of strictly business newcomers, who operate at least on the level as any other business.

This new element is bringing more stability to the night club field and means a more normal relationship between the boss and the bands and floor entertainers.

## Colored Shows for Buffalo 1,000-Seater

BUFFALO, March 1.—Newest nitery, the Mayfair, opened February 12 to more than capacity crowds. Operated by Charlie Monroe. Seating capacity, 1,000. Excellent business since opening, despite its location several miles out of town.

All-colored policy, including band, talent, waitresses, and all help, exciting bartenders and checkroom girl. Three shows nightly of eight individual specialty acts, plus Capt. Decker's band. No minimum, cover, or admission charge. Shows booked direct; changed every three weeks.

## Streamlining Morris Agency in N. Y., Chi

NEW YORK, March 1.—Abe Lastrugi, vice-president and general manager of the William Morris Agency, is set to return to the Hollywood office this week.

Lastrugi has been here since about the first of the year and has been instrumental in effecting various shake-ups and changes. Among the changes instituted by him are the shift of Nat Kalshain to the perk department, Lou Wolfson to take Kalshain's place in submitting acts to theaters, the sending of Ed Shapiro to survey the South American market, the shift of Ed Fishman to the West Coast.

CHICAGO, March 1.—The local William Morris Agency is undergoing considerable expansion. Morris Silver, one of the owners of the office, has arranged to take over an entire floor. This gives the Morris agency, according to Silver, the largest office space occupied by any booking office west of New York.

## S. F. Rancho San Pablo Will Fold

SAN FRANCISCO, March 1.—Rancho San Pablo will close tomorrow night. State officials had ordered an end to all gambling. Club was raided Monday and several thousand dollars in gambling equipment was destroyed.

Owner W. M. Reichart himself touched a match to the equipment, which had been carried by employees into a parking lot. Club hasn't prospered since the unhappy ending of the \$2,000,000 Albany race track.

## Stag Strips Doing Well in Pittsburgh

PITTSBURGH, March 1.—Strippers are commanding premium prices for semi-public and private parties, yet some bookers are steering clear from bookings because of fear of police.

About 15 local girls are available for stags, with price per minute \$10 up, compared to 80 minimum for straight entertainers.

Liquor board doesn't allow strip stuff in spots operating under State license.

# Club Talent

### New York:

CASE FRANKLIN, baritone, was added at the Village Barn. Hold over are Marian Vinay, Laura Kellings, Stuart and Lea, and Zeb Carver.

JOHN SCARME is making his first New York appearance at the Versailles. . . . MARIA DEL CARMEN AND JOSE VEGA, dancers, are booked for the new show at the Hurricane.

BILLY DE WOLFE ends a 10-week run at the Warwick Hotel March 4 and goes into the Hollenden, Cleveland, March 17 for three weeks. Then the Rainbow Room here opening May 30. Russell Swann follows him into the Warwick.

FRANCES LESLIE, singer, has joined the Teddy King band at the Induro Cafe in Brooklyn.

WANNETTE GABRIEL penciled in for the Pierre Hotel to start March 13.

### Cincinnati:

EARL AND JOSEPHINE LESLICH, who closed a two-weeker at Beverly Hills Country Club, Newport, Ky., February 27, open at the Brown Hotel, Louisville, Ky., Friday (7). . . . DONN ARDEN has been made house producer at the Bowery, Detroit. . . . Dating 18 girls. . . . JACKIE MARSHALL has returned to the Lookout House, Covington, Ky., as emcee. . . . JIMMY COSTELLO is now emcee at the Primrose Country Club, Newport, Ky. . . . MAHLINE STEINER, last week at Castle Farm, have moved to the Henry Grady Hotel, Atlanta. . . . Both dates set by Jack Middleton, Cincy booker.

CASTAINE AND BARRY, dance team, made a 10mm. short with Les Brown's and Tony Pastor's bands for Mills Soundies. . . . VAL VOLTARE, magician, opens at the Whitehall in Palm Beach March 16 for its last show of the season. . . . GLORIA BELMONT opened March 16 at the Beachbomber, Boston. . . . ARGENTINA MILL goes into the Top, Montreal. . . . TIEZA, wise bath girl, goes to Colosimo's, Chicago, March 13. . . . MARLYN AND MARTINEZ opened an indefinite run at Casa Sevilla, at Franklin Square, L. I. . . . CESAR AND ROSITA, with Pancho, at the Yacht Club in Pittsburgh, have started a Latin vogue in the spot and management is buying more of same. . . . WHITSON BROTHERS are at the Royal Palm, Miami, after a run at the Roosevelt Hotel, New Orleans. . . . JACK AND RUBY NELSON, midlets, are vacationing in Columbus, O., before returning to the Webster Hotel, North Tonawanda, N. Y. . . . CLARENCE LEVERENZ, organist, hopped off for a vacation and the Mardi Gras in New Orleans after 42 weeks in Columbus, O. . . . SHERMAN BROTHERS AND TESSIE are in their sixth week at Andy's Inn, Syracuse, N. Y. Others on the bill are Joe Daley, emcee, and Wackey Nolan, dancer. . . . THE BOWERY, Detroit, has in its new show Donn Arden's line of girls. Johnny Deary, singer, eight Pittsburghers, Mildred Rock, singer, Paul Dee and Marion Hale, dancers, Pat Paradise, stripper, Harvey Stone, emcee, Billy Wells and Four Pinks, acrobats; Chenna Di Simone, and Benny Beeb's band.

WALTON AND O'ROURKE, puppeteers, were held over for a fifth week at the Hollenden Hotel, Cleveland. They will open March 12 at the Adolphus Hotel, Dallas. Eddie Elbert, of MCA, set both jobs.

JACKIE GLEASON, Dorothy Blaine, Four Comets, and a Wally Wanger line

### Chicago:

ISOBEL DE MARCO, songstress, has returned to L'Aiglon after a three-week vacation at her home in Hatcher, Miss. . . . JERRY BERGEN closes an eight-week engagement Tuesday (4) at the Ill Hat Club and opens Thursday (6) at the Paddock Club, Miami Beach, Fla. He has a new gal in his act, Allegre Varron. . . . PAUL HELGAN opens at White Sulphur Springs, W. Va., March 30 with Sam Spidner's water show featuring Buster Crabbe. Royal says this will be the first time a talking act like his will have played with all-water show. . . . FAY AND WELLINGTON and TOMMY MARTIN are new acts at the Bismarck Hotel. . . . BLAKE AND LAMBERT are a new singing team managed by Danny Graham, of Colobatedo Radio Artists.

THE KING COLE TRIO will be in the new show opening at the Hotel Sherman Friday (7). . . . MIMI WAKEFIELD is vocalizing at the Monte Carlo. . . . DORIS DAY is the warbler with Joe Sanders' band, which opened Friday (21) at Michael Todd's Theater-Cafe.

Here and There:

MAJOMIE JANE AND BOBBY WILDE, acrobats, are at the Bolton Hotel, Harrisburg, Pa. . . . DANNY RICHARDS, emcee after a stretch at the Cavaliero Cafe, Seattle, Wash., has shifted to the Fiesta Club, Astoria, Ore., opening Monday (3). . . . YVETTE DARE opened



## Rainbow Room, New York

Talent policy: Show and dance band; floorshow at 9:15 and 12:15. Management: John Hop, director; Edward Senz, assistant and press agent. Prices: Dinner from \$2.50.

John Roy's newest collection of entertainers opened Wednesday (26), providing a pleasant enough diversion. As the show plays more it will undoubtedly make a more solid impression than its did opening night.

First on were Lisa Kevin and Demetrios Vilan, making their nitery debut here. They are a good-looking combo of modern ballet dancers who perform "dance sketches"—two different sets at each show. For the dinner show they did a Trilby conception, with Vilan "hypnotizing" and "guiding" his partner's movements. The second was a song and dance about "the sad plight of the rich brought down to their last yacht," in which their singing was weak, the lyrics not particularly amusing, and the dancing fair. Their Trilby number was definitely their best. In short, they are good dancers, their costuming is bright, their story-dance ideas refreshing, but the execution is still rough.

James Copp III, recently at Cafe Society East, is a tall youth with a ruddy college boy personality who recites screwball limericks with mugging, shouts, and his own piano accompaniment. The novelty of his delivery and the utter seriousness of the nonsensical lyrics get attention. Drew laughs and should do even better when he gets the feel of the room.

Maggie McNellis, a tall society girl who has played local and Chicago cafe dates, sang three pop tunes in a pleasant contralto of limited range. As a sweet personality, uses simple arrangements, and manages to please.

Ben Cutler introduces the acts, fronts

his own solid band, baritone on an occasional chorus, and has Virginia Hays also singing with the band. Miss Hays is an engaging brunette who fills in band intermissions at the piano. Sings nicely and accompanies herself.

Dr. Sydney Hoes, magician and palmet, is still available at tables, where he charms and mystifies. Paul Denis.

## Bowery Cafe, Detroit

Talent policy: Dance and show band; floorhours at 8:30, 10:30, and 12:30. Management: Frank Barbaro, manager; Peter J. Jodice, booker. Prices: Admission, 55 cents week days, 75 cents Saturdays and Sundays; drinks from 45 cents.

Policy is for even balance of good acts without concentration on a single name, resulting in a typical variety program. Dorothy Dawn, acro dancer, opens with some pyrotechnical tumbling, then goes into control work at a slower pace that gets the customers on their feet to get an eyeful. Closes with some neat water-glass work and somersaults with arms folded.

Harvey Stone has a fast mixed style, gagging, ad lib, dance bits, recitative, and singing—a lively mixture of versatile showmanship. A witty satire on Fren was probably a bit too risqué, conflicting with popular sentiment for this old stand-by.

Mills, King, and Raye, three colorful zanders, have a variety of singing, dialog, and dance specialties, including a good jitterbug take-off and a Scottish song and dance number. Conclusion is a timely military camp scene with little gag material, but needing a good re-

working.

Ming, Chinese magician, has grand appearance, aided by his white suit and black diabol. He works rings, rope, cante, and other magic tricks, some with the aid of volunteers from the crowd. Style and patter blend perfectly.

Donn Arden Line, 16 girls, have a variety of production numbers, including a Victor Herbert specialty and a patriotic finale with a nice military tap. Costuming enhances a well-trained line. Gale Costette, three couples, works with the Arden girls on several numbers and alone. They have a couple that is the most colorful this reviewer has seen, with a bit of comic sense in its emphasized free-arm motion. Also teach the dance to patrons for an hour before the show.

Pat Paradise has a controlled exotic dance routine. Additional credits go to Mildred Rock, swing singer, and Johnny King, for the vocals. Both and Beverly Jitterbug, for a sailor's hornpipe; Charley Carlisle, for ensemble—changing his style to suit his new tune; and Benny Rein's band for the music.

H. F. Kever.

Club Minnet, Chicago

Talent policy: Band for show and dancing; floorhours at 9 p.m., 11, and 2 a.m. Management: Frank Sherman, owner; Fillmore Sherman, manager; Fred Joyce, publicity. Prices: Dinners \$1.50; drinks from 50 cents.

This club, which celebrated its 14th anniversary recently, seats about 50, not counting the bar in rear room, and offers an intimate supper club atmosphere.

Show is a pleasant time filler if not solid entertainment.

Best of the lot is Betty Hill, nice looking brunette, who does smart swing set routines. Another good dancer set is Cassandra, who does a hula and does it well. Gal has a nice figure.

Mary Olcott, niece of Chasney Olcott, is used no doubt more for her uncle's name than for her own singing ability. She has an amusing expression and she tries, but her semi-operatic rendition of Alice Blue Gown, I'm Falling in Love With Someone, and Denny Boy has neither the lilt of a diva nor the commercial kink of the average night club singer.

Frank Sherman, proprietor, who 12 years ago was teamed with Johnson and Johnson in a vaude act, sings a couple of semi-classics in a style reminiscent of his trouping days. His son, Fillmore, who generally sings popular love songs, did not appear on show caught. Del Estes is mistress of ceremonies.

Filling in between shows and dance sets are Albert Mutvany, pianist, and Ann Hagedorn and Christina Plane, vocalists. Art Fisher's four-piece combo does an excellent job both for the show and dancing.

Norman Modell.

## Night Club Reviews

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Casino Russe, New York

Talent policy: Show and dance band; Latin band; Russian floorhours at 8, 11, and 2. Management: Sasha Macek, owner; Sobol and Hartman, press agent. Prices: \$3 minimum Saturdays and holidays; \$2 minimum weekdays and Sundays; dinner from \$2 (house specialty, Blast with fresh cigar, \$2.50).

This comfortable club adjoining Carnegie Hall draws a lot of the music trade and also some of the former Russian aristocracy that drops in to mourn the good old days between sips of vodka.

The music is just right. There is Kris Kay (violin and sax), backed by drums, piano, two sax, and string bass who doubles on vocals. A good combo (in its second year here) that plays pop and Latin tunes well and backs the show nicely. All of the six men double. There's also Cornelius Goddard, gypsy violinist, whose solos are still exquisite, leading the gypsy band that alternates, Sonia Yar vocalizes Continental tunes with the band.

The floorshow is white Russian in costume, music, and performance. It has four men and three women singing in groups, with Larry Murphy (how did he get into this?) stepping off the bandstand to emcee. Lusia Nestorova does a couple of pleasant toe dancers. Tina Boliva sings in good soprano. Yanna Bona solos competently on the xylophone, an instrument rare nowadays except in Russian spots; Dimitri Matvienko does a spirited dagger and flame dance. The four men combine for a lightly amusing song dressed as painters. The show as a whole is what you expect.

colorful, exotic, and apparently authentic Russian. The dishes, of course, are mostly Russian, and the sashlik (lamb on a flaming spit) is wonderful to look at as well as to eat.

The club's cocktail lounge, Bagdad Room, has continuous entertainment during the late hours. Paul Denis.

## Park Central Hotel, Coconut Grove, New York

Talent policy: Production floorhours at 8:30, 11, and 2; dance and show band; Latin relief band. Management: H. A. Lauer, hotel manager; William Robbins, Coconut Grove manager and show director; dance staged by Boots McKean; music by Harry Brent; costumes designed by Eric Scrappys and executed by H. Mahler & Company; Charles Lucas, matre de; Edward H. Wetner, press agent. Prices: Dinner from \$2; supper minimum from \$1.25.

A new Latin girl show, following the five-month run of the last one. The costumes are fresh and inventive and the dancing line (8) and show girls (6) wearing them are the most decorative seen in this room in a long while. And that is the real essential element in a Coconut Grove revue which caters to out-of-towners.

Jack Waldron, held over as emcee, is now well aware of the needs of this room and contributes many funny situations which add to the show's speed and zest. Even the old gags take on new life. During the late shows he is also instrumental in drawing some of the Broadway trade.

Another holdover is Eleanor Wood, graceful and talented nude dancer, whose routines are far above the average. She contributes an effective interpretation of *The Rhapsody in Blue*, in the dinner show, and later repeats her strong *Lady From Hades* number.

Ginger Duto, blond swing warbler, held attention with special song material and a sock impression of Martha Raye. An energetic singer and a good dancer for some of Waldron's comedy skits.

Hilbert, Bird, and LaRue, comedy dance trio, scored with a novel hedgeridge of tricks and nonsensical situations. Reco LaRue is planted as a polite drunk during the show, and joins his partners from a table. A good fooler and a fine piece of business. Partners include a tall good-looking chap and a blonde femme, who concentrate on straight work.

Winston and Diane, personality song and dance couple, do passable stuff. A pleasing looking, youthful team, they sell more facial tricks than dance feats. Should be limited to one rather than two spots in the show.

Flower, show girl, is spotted in a modernistic solo, danced to piano. The girls in black and white outfits enhance the affair. Fairly impressive. Rosanna Jimenez, spicy Latin who fronts Jose Dominguez's rumba relief band, is the featured compe dancer in the South American production pattern.

Others singled out are Sylvia Barry and Bunny Howard, singers doubling from the downstairs Cocktail Lounge, who introduce production numbers.

A Broadway number and a Western scene open and close the dinner show respectively. Buddy Clarke's band (10) plays show and dance music. The boys, veterans here, are competent musicians.

Other Cocktail Lounge entertainers include Jerry Brannon, singer; Frank Preuss, pianist; and Esterbrook and Farrar, femme song team.

Sam Hontyberg.

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## Kelly's, Cincinnati

Talent policy: Show and dance band; floorshows at 10:30, 12:15, and 1:30. Management: Mel Fernberg, owner-manager. Prices: No cover or minimum; 30-cent admission Saturdays; drinks from 40 cents; short orders from 50 cents. Located on the town's Barbary Coast (Central Avenue), Kelly's stacks up one of the best known and noisiest local fun-expatriates. Atom here is "anything for a laugh," and spot nearly always manages to have a crowd. Patronage comes from the rougher spending element and the better class trade, usually male, out to paint the town crimson. Very often the customers afford no match entertainment as the floorshow.

Usual show carries five average acts, with the management splurging periodically with a better known act. Current attraction is Yvette Dare, a holdover from last week, who has been drawing patronage besides proving that even this mob can appreciate above-average talent.

Long a favorite here is Angelo Tils, whose, who he in a class by himself. In addition to doing a good job of tossing out hot music, some a bit risqué, he has a finesse in hushing hecklers.

Starting off is Harry Rose, a neatly attired youngster with some corking dance steps. Takes two spots and clicks well in both. Hal Davis whistles a classic while accompanying himself on the squeeze box. Check stuff.

King and Rocco's Dance of Dracula is novel, original, and entertaining. Pulled a solid hand. Jack Callahan, ex leader, does fair warbling of I Give You My Word.

Hal and Dolly Davis, the latter a competent femme in scrubwoman make-up, clicked handily with their low comedy evolving around the femme's interrupting Davis's accordion solo. The hefty Dolly swings into song and dance and winds up with a riotous strip.

The shapely and attractive Yvette

Dare has a highly entertaining novel dance turn, wherein she employs a colorful and marvellously trained parrot-plucks from her, at the proper cue, her brasserie and later her sarong. It's a swell turn for the better spots, with Miss Dare contributing grace and charm. Bowed to a smash hand, Jack Callahan orchestra does okeh with the show and dance music. Bill Secha.

## Primrose Country Club, Newport, Ky.

Talent policy: Show and dance band; floorshows at 11:30, and 4. Management: Harold Marks and E. F. Brady Jr., managers. Prices: No cover or minimum; 50-cent admission on Saturdays; drinks 15 cents to 50 cents.

Recent renovation has converted this low-rolling bistro into one of the most attractive all-night fun spots in the territory. It draws largely from the sporting element and middle-bracket crowd, and doesn't get rolling properly until around midnight, with much of the play coming after the 2:30 curfew has rung at the over-the-river Cincinnati niteries.

Shows mapped to appeal to noisy late crowd and stick to the clean side, with a semi-strip the limit in nudity. An attractive bar is to the right of the entrance. A spacious raked dance floor before the bandstand showcases the acts. Show is just so-so stuff, with dynamite Jimmy Costello, emcee, doing a good job. The Bobettes (Patty Lewis, Lucille Lynch, Evelyn Raye, Shir-Lee Handolph, Bonnie Ryan, and Glenn Ryan, captain) are a fair line, who make up in looks what they lack in precision. Are okeh in three routines.

Mollie Minor, a well-stacked blonde, offers first a semi-rude Hawaiian number, and returns later for a parade strip to Sophisticated Lady. Well received.

Lillian Lee, attractive canny, opens with a special, Oh Where, Oh Where, Has That Rascal Gone?, followed by Little Old Church in England and I Can't Give You Anything But Love. Pleased, but a better selection on her opening and closing ditties should bring better results.

Paul and Paulette, hoke ballroomers, need better routineing. Display funny stuff, including intricate talk, but most of it is too obvious. A bit of legit dancing before breaking out with the comedy stuff would help.

Costello fares well warbling Fun Dreams Met and Starfish, and his impressions of Crosby, Downey, Vallee, and Penner. Shoots laugh material too fast for this crowd.

All out for the patriotic finale to God Bless America. Acts suffered a bit as the result of the messenger early-show crowd. Tony Osborne and his orchestra third month here, ring a lot of music out of five pieces and do a good job backing the show.

Spot is serviced by Jack Middleton, Cincinnati booker, thru Leo Bolkin, of the William Morris office, Chicago. Bill Secha.

## Hotel Warwick, Raleigh Room, New York

Talent policy: Small dance band; floorshow at 12:15. Management: H. Kennedy, hotel manager.

This intimate room continues to be one of the town's most attractive places for either cocktail time or late-hour Scotch-and-sodaling. The unusual beautiful decor—the curtain-glass dance floor is lit from beneath—and the generally aviate atmosphere shames many of the more publicized local niteries.

For the past number of weeks Billy de Wolfe has been doing one of the best comedy jobs to be found on any night club floor in town. His humor stems from impressions of various and sundry types, from strutting niterly show girls to a middle-aged and slightly prima female who gets blind at a cocktail bar. Personable and nice looking, de Wolfe not only has some invention and delivery and timing, but he also has material. His chatter is fast and funny, his impressions aren't dragged out to the limit of their (and the ringsider's) endurance, and despite the handicap of having to work with his back to half the audience (due to the circular floor being surrounded by tables), he supplies a half hour of entertainment that is truly entertaining. He leaves Wednesday (6) with Russell Swan's coming in.

The Art Barker Trio stops down from the bandstand for a few accordion-violin-bass numbers. Barker has five runs on the podium for dance tempo, and does an expert job despite the limited instrumentation. Books run the full

range from pops thru Latin-American tunes to waltzes and show tunes, and the combo manages to get a nice danceable beat into the society rhythms demanded here. Feature of the crew is the town's only fem bass player, Jole, whose polite and quiet charm lend considerable glamour to an instrument customarily unattractive.

Daniel Richman.

## St. Paul Club Adds Show

ST. PAUL, March 1.—Helen Bourcier, manager of Alvorde Cafe, has taken on

Geraldine Schroeder Osa, singer; Sheldon Smith, pianist, and Paul Lau Jr., violinist.

This is a new departure for the cafe, which Bourcier has been managing for several months.

## St. Paul Club Expands

ST. PAUL, March 1.—Harry Green, of the Flame Bar and Grill, opened his new Tropical Room Tuesday (25) to accommodate 140 added patrons. Features African Head Hunters, swing band.

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## Seattle Bookers Hit Army Camp Deals as Killing Off Circuit

SEATTLE, Wash., March 1.—New contracts signed by the United States Army and the picture companies cut vaude out of 20 to 30 weeks' work a year throughout the nation, says Joe Daniels, vaudeville booker here. Existing contracts, claims Daniels, prohibit vaude in army theaters evenings when pictures are being shown.

Army camps are building new theaters to accommodate the soldiers, and low prices park the houses each night. Daniels says he was hit hard by the film contracts, for two new 1,000-seat houses are soon to be completed at nearby Fort Lewis, in addition to the regular theaters.

Len Mantel, head of the Bert Levy show here, declared, "We will take action very shortly if the existing policy is continued in the new theaters at Fort Lewis and Camp Murray. We will take it up with the highest officials for, as far as I can see, a trust exists."

New theaters at Fort Lewis will have a 20-cent admission price, 14 cents to soldiers with their cards.

## United's 3d Detroit House Adds Half Wk.

DETROIT, March 1.—Ramona Theater, operated by United Detroit Theaters, became the third house of the circuit to go to stagehouses Tuesday (15), when a three-day show of six acts with music and stage band went in. Show booked by Henry Luaders of the United Booking Association, and includes the Harmony Queens, girl band, to play the half-week regularly.

Two other neighborhood houses of the circuit have been playing Saturday nights only for the past few weeks. Both are booked thru Chuck Stanley, associated with the UDA.

## Morris Back at N. Y. Versailles

NEW YORK, March 1.—After an extended famine of bookings at the Versailles, the William Morris Agency has placed two shows in succession there.

Starting March 6, John Boles will be the headliner in conjunction with Grace McDonald. Lou Holtz and Diana Del Rio will follow March 20 for two weeks.

Prior to this, the Morris office had placed only one bill there since the spot reopened for the season in October.

## Under 21; Loses Job

PHILADELPHIA, March 1.—State Department of Labor and Industry agents, co-operating with the Children's Welfare Society, made good its threat to curb female performers and employees under 21 from working at the night spots.

Check-up started last week, and first to suffer was Miss Trizic, featured at Hotel Walton Roof. Oad is a few months shy of the 21 age line and was forced to close.

## Orph, Minneapolis, Continues Vaude in Spite of Minn. Flop

MINNEAPOLIS, March 1.—The vaude was raging here since New Year's Eve last between the Orpheum and Minnesota theaters, came to an abrupt end Thursday (20) when the Minnesota, operated by the Middle States Corporation of Milwaukee, closed, letting out 80 employees.

The 4,000-seat Minnesota was reopened December 31 by the Milwaukee firm after having been dark for months. Until then the Orpheum, a Marc H. Singer unit, had been showing film irregularly. The Minnesota's vaude weekly caused the Orpheum to do likewise.

Livingston Lanning was brought to open the house and did a good job of it. However, a rift developed soon between Lanning and his bosses, and late in January he was replaced by Earl Tetting.

Early Minnesota bookings were smutty and at one time the Lou Holtz unit was warned by police to clean up or else.

With the Orpheum having the finest film tied up, the Minnesota could book nothing but dogs for the screen. What it could not give in screen attractions, it tried to make up in flesh. Looks, however, wanted the screen to be good, too, and remained away in Groves.

The Minnesota closing will not affect the Orpheum's present policy, according to William Seitz, manager. International Casino Revue opened yesterday (28), and Jane Frazan and Gray Gordon are set for March 7.

## New Houston Nitery

HOUSTON, Tex., March 1.—Hubbard's Club opened here with floorshow and orchestra under the management of Mr. and Mrs. L. D. Hubbard, of Mount Hugh Court, Bandiera. There are three shows nightly (8, 11, and 1) with music by The Witches and ork. Week night cover charge is 35 cents per person, 44 cents Saturdays.

## More Units Set For Midwest Spots Thru Sun Agency

SPRINGFIELD, O., March 1.—Gus Sun Agency here is offering Midwest circuits a flock of units. *Midnight in Miami* unit is contracted for 16 towns in Ohio and Indiana. *Studio Scandals* is booked for Warner dates, plus a few in the East. Some time is being given to Sam Roberts and Nick, Bolla's *Tropical Follies* and *Follies d'Amour*, and Anton Schilla's *Follies Caprice*. Name bands included in these units are Barney Rapp, Vincent Lopez, Louis Armstrong, Jan Savitt, and Johnny (Seat) Davis.

Sun also has out new Thurston's *Mysteries of India*, with Will Rock, booked until March 24 in Schine's, Shea's, Warner's, and Paramount's houses; and *Silkin's Special Midnight Show*, now on a run of dates. Sally Rand's *Star-Studded Revue* and *Streets of Paris* will be brought in later.

*Winterland Joe Revue*, featuring Dot Franey, is set for a run starting in Springfield March 6. *W. W. Brown County Favorites*, Kenro Valley, Barry Dwyer, and a single by Andy Devine, screen comedian, are also lined up now by Sun.

WHEELING, W. Va., March 1.—With the acquisition of the Colonial Theater here, operated for many years by Lankey and Harris, by Shea, this city will become another stop for musical units and name bands.

Shea houses in Southwestern Ohio have been using many units, usually set by the Gus Sun office at Springfield, O.

Colonial has been maintaining subsequent-run film. Prior to that Midwest burlesque was tried out. House has been shuttered for modernization.

## 2,200-Seat Town in Detroit for Revues

DETROIT, March 1.—Town Theater, formerly Orchestra Hall, moved to a revue-style policy this week, switching bookers to Peter J. Jodice, of the Amusement Booking Service.

The 2,200-seater has become a booking problem because of difficulty of getting pictures. Stagehouses or musical films appear the only salvation. Both are to be tried by Jack Broder, owner. Broder may close the house and operate only his four film theaters.

Opening show, booked to open yesterday by Jodice, is the *Gay Nineties Revue*, with Jimmie Gargano's band booked in as permanent house band.

Admission, 30 cents for stagehouse plus double features. Publicity campaign will be handled by Harold Berg. Celebrity shows, using talent from local night spots, will be staged Saturdays starting at 2:30 a.m. (Sunday).

Prices as high as 50 cents under a variable admission plan are being discussed, if value of the stage attraction warrants.

## Nazarro-Adams Fight Settled Out of Court

NEW YORK, March 1.—The dispute between Nat Nazarro and Adam A. Adams has been settled out of court. The litigation arose out of assault and battery charges preferred by Adams, operator of the Adams Theater, Newark.

The intercession of a mutual friend, caused a series of mutual apologies with the result that the affair was dropped.

The charges arose as a result of an alleged assault New Year's Eve when Nazarro went to the Adams to collect the pay for his act, *Moko and Poke*. Nazarro claims he was assaulted by both Adams and the manager of the house. They preferred charges against him.

The hearings were postponed several times and finally Nazarro requested a jury trial. According to Nazarro's attorney, Anton Biegel, the intercession of the "mutual friend" two days prior to the scheduled hearing resulted in the shaking of hands.

## Montmartre, Havana, New Show

HAVANA, March 1.—The Montmartre Club put on a new show Saturday (15) with Las Adelitas, Karline Windsor, Aurora Vasquez, Norman Stewart, Iva Reyes, and Celina and Isabel.

Two orchestras are Rene Touzet with the Niagara Sextet, handling dances and rumbas.

## Vaudeville Notes

KENNY BAKER is set for the State, Hartford, Conn., March 28. He will probably wind up an old contract for the Paramount, New York, soon. . . . FREDERICK AND LOHD are booked for the Chicago, Chicago, March 18. . . . Eddy Duchin goes to the Chicago, Chicago, April 25. . . . WAYNE KING is set for the same house May 2. . . . JOE REICHMAN inked in for the State-Lake, Chicago, March 28. . . . GIL LAMB opens at the Paramount, New York, April 9. . . . WALLY BROWN is set for the Olympia, Miami, March 6. He will follow at the Paramount, New York, March 19. . . . PAUL HESLO and His Toy Boys will open at the Oriental, Chicago, March 13. They close at the Strand, New York, the preceding day and will plane out.

NICK LECAS broke an eight-month record at Earl Covato's Villa Madrid, Pittsburgh, recently, but had to turn down a holdover because of laryngitis. . . . PAUL REGAN, mimic, plays Cincinnati this week, then Columbus, O., and St. Louis.

WESCHER, ventriloquist, is set for the Paramount Theater, New York, for week of March 26. . . . ROBERTA ROS goes into the Troika, Washington, March 3.

EDITH BENNETT'S illness caused postponing of the Brandt dates of Garlon and Bennett to the second week of March. Will be the first ballroom team to play the two houses.

FRANCES WILLS, acrobatic dancer, opened Saturday (1) for an 11-day tour of the Butterfield Circuit in Michigan with Lawrence Wally's ork. . . . WESSON LAWRENCE has been held over a second week at the Hippodrome, Baltimore, establishing a precedent for that house.

MARTY COLLINS, of Collins and Peterson, doing a single for interim. . . . DOLORES GRANT, dancer with the Streets of Paris unit, recuperating at the Broad Street Hospital, Philadelphia, following an intestinal operation. . . . JERRY WALLACE, who captained the Guardsmen, leaves the troupe to return (See VAUDEVILLE NOTES on page 27)

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# Vaudefilm Grosses

## Pastor, "Eve" Heads for Big 50G at Para; Strand, Roxy 2d Weeks Hold Up

NEW YORK.—Wind and snow failed to make an appreciable dent in the box-office takes of Broadway houses. Business continued strong, with hefty takes reported from the Paramount and Strand.

The Paramount (3,684 seats; \$37,000 house average) is hitting another jackpot with *Lady Eve* and stagebill with Tony Pastor's ork, Ben Hise, and Ella Logan. First week of this bill looks like \$33,000. Last week, ended Thursday (25), layout with *Love in the Glove*, with stage show including Ella Fitzgerald's band, Peg Leg Bates, and Bob Howard, did with a pair \$28,000.

The Strand (2,758 seats; \$33,500 house average), in the second week of Raymond Scott's band on stage and *Strawberry Blonde* on screen, is continuing strong. Looks like a \$37,000 gross. The first week of this bill, ended Thursday (27), did a very handsome \$47,000.

The Roxy (3,833 seats; \$36,000 house average) is in its second week of *Tobacco Road* and Gay Nineties stagebill featuring Joe E. Howard and Capella and Beudine. Is set to do around \$34,000. Opening week did a smart \$42,000. There is still indecision as to holding the bill further.

The Music Hall (2,900 seats; \$24,000 house average) opened Thursday (27) with *So Ends Our Night* and usual M.H. stage production. Gross for initial week

will probably come to around \$32,000. One week of *Mr. and Mrs. Smith*, ended Wednesday (26), did a surprising \$35,000, most of the business coming toward the latter part of the week.

Loew's State (3,337 seats; \$23,000 house average) opened dimally Thursday (27) with bill including *George Givot*, Sibly Bown, Calgary Brothers, and Bill Bardo's band, with film, *Virginia*. Take for the week will hover around \$15,000. Last week did with the film *Philadelphia Story* and the Lou Hecht unit, containing Wendy Barrie, Lola Lane, and Arline Judge, did its biggest business since the Bob Hope unit, pulling a great \$38,000.

## \$21,800 at Earle; Fay's 7G; Weather Hurts New Shows

PHILADELPHIA.—Earl Theater (seating capacity, 4,000; house average for straight picture bookings, \$14,000) checked up a neat gate of \$21,800 for the week ended Thursday (27) with Ray Noble's ork featuring Larry Stewart and Lynn Lee and Lou sharing the billing with Kitty Carlisle, George Tappe and Joe and Jane McKenna with *Playboy* on the screen, round on the bill.

New bill which opened Friday (28) will be plenty satisfactory if it hits the \$22,000 mark considering the Lenten season and the fact that it was hit hard the opening days by a snowstorm. Lou Holtz's *Hollywood Review* holds forth with Wendy Barrie, Lola Lane, Arline Judge, Dianna Del Rio, Ruth Kaye, and Jack Sidney. *Life With Henry* is on the screen.

Fay's Theater (seating capacity, 200; house average, \$9,500) fared well for the week ended Wednesday (26), topping the house average with \$7,000 for Miss St. Louis (Waneta Bates) and Radlanna in the leads. Vaude acts included Gregory and Raymond with Cherie, Harry Levan and Letty Boles, Jack McCoy and May, June and Penny with house line, and Bill Klais's house band. *Behind the News* on the screen.

New bill opened Thursday (27) was hurt by the week-end snow that crippled traffic points to \$6,800 for the stretch, with Roxanne and Paula Lind, the burly leads, along with Jimmy and Mildred Mulcahy, Freddie Stritt with Valls Kay, Eddie Shayne, and Charlotte Armstrong, and Harry Bess. Pic was *The Lone Wolf Meets a Date*.

## McFarland Ork Big \$3,200 B'p't Sunday

BRIDGEPORT, Conn.—The bill at the Loew-Poll-Lyric Theater Sunday (23) did a well \$3,200 for five performances.

Bill was headlined by the McFarland Twins orchestra and the Four Mills Brothers, with the remainder of the show consisting of Penwick and Cooke, George Cranston, Geraldine and Joe, and Three Norton Sisters. This was the third appearance of the McFarland Twins orchestra in Bridgeport this season, they playing the local Ritz Ballroom November 28 to an attendance of 2,450 persons and December to 1,428.

Freddie Perry, vaude manager at the Lyric, says attendance figure for the matinee was largest this season.

## "Fun Fiesta" 6G; McCoy 8G in KC

KANSAS CITY, Mo.—*Fun Fiesta* at Tower Theater here grossed an average \$6,000 for the week ended February 27. Show starred Clyde McCoy, Thelma St. John Brothers, and Winston and Leolitta. Accompanying pic was Gene Autry's *Riding on a Rainbow*.

For the week ended February 29 Broadway Rhythm paired with Bob Crosby pic, *Let's Make Music*, grossed a week \$5,800. Acts included Robert and Maxine Clayton, Thelma Olympia Boys, Brookings and Van, and Lester Harding. Clyde McCoy grossed an excellent \$6,000 with band act for week ended February 13.

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## "Vanities" Looks Like Big 43G in Chi; Oriental Starts Bad; "WU" Swell 41G

CHICAGO.—Satisfactory grosses were recorded last week in two of the vaudefilms, while at the third the take was as good as could be expected with the unsatisfactory show presented. The Oriental got off to a poor start under the new management, the stage show being very bad. A good picture, *HEITZ Angels*, prevented a disastrous slump and the house wound up with around 14G.

At the Chicago, the picture *Western Drums* plus Matty Mainbeck and Jane Freeman on the stage rolled up a fine \$41,500. International *Costing Bonus* at the State-Lake proved only a fair draw, and the picture *Michael Shapart, Private Detective*, helped little. House drew a fair 10G.

Michael Todd has a much better show at the Oriental this week, but there's still plenty of room for improvement. Don Pedro and his orchestra are well liked, and there are several excellent vaude acts on the bill. *Pictures, Cowards X*, with Clark Gable and Holly Lamarr, should help the draw and better than 10G is in prospect. At the Chicago, Earl Carroll's *Vanities* and the picture *Tull, Dark*, and *Handsome* should assure a good week. *Vanities* has flash and plenty of entertainment, and house looks headed for a very good 43G.

## Basie Ork, "Paris," Midgets Show Well at Buffalo Stands

BUFFALO.—With milder weather and no other serious handicaps in sight, local vaudefilms look for better biz. Last week's bills fared admirably despite severe blizzards and heavy competition from the Joe Follies of 1941, *Gracie Fields* benefit, and *Night Must Fall*, legit show.

The Hippodrome (seating capacity, 2,000), owned by the Shes chain, opened its fresh policy February 26 with *Streets of Paris*. House will compete most with the Century, which also goes in for girls' revues, while the Buffalo sticks to name bands and acts. Gross expected to reach the \$19,000 mark. The unit features Sid Marlon, Cliff Hall, Frank and Jean Hubert, Petch and Deserville, Ernesto and Talia, and Anne Crosby. Screen offers *The Trial of Mary Dugan*. Prices have (See BUFFALO VAUDE on page 60)

## Stunts Hypo W-B

WILKES-BARRE, Pa.—A sparkling exploitation campaign by Manager Fred Herrmann and his assistant, Jim Reilly, which included tie-ups for the Singing Powers Modica in a local department store's fashion show and radio appearance, brought out the SRO sign at the Irving Theater last week (26-27) for the weekly vaude show.

Program included Nelson's Puppets on Parade, Carroll and White, Garner and Wilson, and Jim Wong Troupe. Pic was *Where Did You Get That Girl*.

## Sullivan, Kirby 87C in Ind'p'lis

INDIANAPOLIS.—Maxine Sullivan's singing and the John Kirby orchestra's playing could draw no better than \$8,700 with the Lyric (1,002 seats), where the weekly average is \$8,000, for the week ended February 27.

As usual, show did most of its business the first three days. Pic, *Road Show*.

## D. C. Weather Hits New Bills; Capitol 18G; 19G for Earle

WASHINGTON.—Snow and high wind put openings at local theaters into slive for the first two days of current bills. However, clearing weather plus payday checks are expected to revive box offices for rest of runs.

Loew's Capitol offering better-than-average attraction for week ending March 3 features Lamarr-Stewart in *Come, Live With Me*, with a \$20,000 gross anticipated. Stage includes Jay C. Flippen, Marjorie Galsworth, Gil and Bernice Mason, Bob Heller, Billy Branch and Company plus Rhythm Rockers. Last week's *Tull, Dark*, and *Handsome* pulled a good \$19,000, while previous film, *Son of Monte Cristo*, kept to a low \$14,000.

Warner's Earle faced with gamper picture, *High Sierra*, a type never doing well here, figures to do \$18,000 for the week ending March 5. Vaude listing has Case Daley, Adriana and Charlie, Herbie Claire and Shannon, and Roxystere. Oagney's *Strawberry Blonde* here last week registered a big \$19,500, while Arsons previously took a bare \$13,500.

## Vaude Okeh in Sp'd Despite Opposition

SPRINGFIELD, Mass.—The three-day vaudefilm bill that closed Saturday (22) at the Court Square (1,350 seats) drew good business. The show included an extra benefit performance Friday midnight for the British war relief fund that drew fairly well, considering the fact that fund was also conducting a (See SPRINGFIELD VAUDE on page 40)

## Post St. Okeh; Orph Only Fair

SPOKANE, Wash.—The Chinese Sun Family connected for \$400 over house average at the Post Street (950 seats) February 21 to 22, surpassing by \$100 the previous highest gross this season. "They really went for the Sun troupe," Manager Bill Evans said. "It's been long since I saw such crowds." He stood 'em up Saturday and Sunday nights. Three vaude acts, Frank and Lee, Sally and Betty, and George Gettes and Paul, supported the nine films. *Discopot Frontier* and *Meet the Wildest* were on the screen.

Orpheum (1,250 seats), returning to regular vaude for first time in seven years, did disappointing business. Manager W. R. Beale reported take was only "fair" February 20 to 22 for Bert Levey acts of Maude Hilton and Company, Lewis and Van, Paul and Paulette, George Schreck, and Al Zinky, plus *Queen of the Mob* and *Sandy Gets Her Man*. He blamed slow business on competition of *Gene Wynn*, the Wind, which drew big crowds to the Fox.

## Dayton Weak \$6,250

DAYTON, O.—A straight vaude bill, headed by Nick Lucese, who pleased but wasn't strong enough to save the box office, and Lya Lya, who was a complete disappointment, brought \$6,250 last week to the Colonial. Should be upped this week with an excellent unit show, *Serenade* of 1941.

# WARNING

The decision of Mr. Justice Rosenman in the Supreme Court of the State of New York adjudged Emil Lime to be the originator of the "GOLLIWOG" act and the costume, story, routine and sequence thereof.

THE TYME TRIO, also known as the Daily Brothers, by such decree was permanently enjoined "from using the name Tyme Trio" and from "showing, exhibiting or performing any act, play, performance, story, sequence and /or routine" similar to that of the Lime Trio and the said Tyme Trio was further permanently enjoined from using "any mask" or "any costume or wearing apparel similar in design or appearance to that used by Emil Lime."

Despite such Supreme Court decree, other imitations and infringements of the "GOLLIWOG" act are being performed.

MANAGERS, PRODUCERS, AGENTS and EXHIBITORS are hereby warned against hiring or booking any such imitators or infringers, as any infringement of the "GOLLIWOG" act, costume, story, routine or tricks will be prosecuted to the full extent of the law.

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**EMIL LIME**  
 Manager of LIME TRIO



## State, New York

(Reviewed Thursday Evening, Feb. 27)

In contrast to the heavy h. o. last week, house tonight was as deserted as the dust bowl. Ph. Virginia, besides having been milked dry at the Paramount, fails to excite the audience sufficiently to create warmth for the opening acts.

In the unfortunate position of opening the bill are Pritchard and Lord, standard dance duo, utilizing a neat mixture of tap and ballet. Pymme does some superior twirling, good enough to get the house of the pic doldrum, but insufficient to overcome the handicap of playing to so many empty seats. They do a tap tango. Miss Pritchard sticking customers while Lord taps. They show up best in their ballroom ballet.

Sybil Beward, by dint of her personality and sheer actuary, in dance spot was able to overcome all handicaps. Undress and dress in full view for her character impressions. Her first is a nifty Carmen Miranda, then a satire of a Cockney bathing-beauty winner, a rib of an aceo dancer, and Beatrice Lillie singing a Noel Coward ditty. Winds up with her never-failing show-stopper, Mrs. Roosevelt. Took several solid bows.

The Calgary Brothers are next in their proficient drunk panto. Staging is not of the best, using a corny street drop and a fully lighted stage. Did two encores, one in slow motion and other a Russian dance.

George Givot, whose act is taking on a revived interest because of Greek victories, fails to utilize his advantage. He sticks to his oft-heard line of corny dialect, plus a too generous mixture of indigo patter. Needs better material and should cut his time. Percol an encore singing his *Yes, We Have No Bananas*.

Wind-up is by the Bill Bardo band, a musically solid group, with an instrumentation of four brass, four reeds, and four rhythms. Their straight orchestral

numbers are not varied, but their novelties go over big. Bardo does some nice teasing, while Gray Penel and other bandmen do comedy and vocal work. Esther Todd, a blond lovely, solos capably. The group showed up best in *WPA and How That Hens*. Generally entertaining and went over well.

Show is in need of pruning, running an hour and 25 minutes. Joe Cohen.

## State-Lake, Chicago

(Reviewed Friday Afternoon Feb. 28)

Ray Herbeck and his orchestra top the bill and do a first-rate job of entertaining. Ray has some versatile boys in his outfit, among them Benny Stabler, 19-year-old trumpet player, who should be leading his own band in a few years, and Ray Olson, handsome vocalist. His girl singer, Betty Benson, is appealing, attractive, and an excellent singer.

State-Lake has turned back time and installed the old familiar song slides as a pretense to the stage show, and works up quite a bit of enthusiasm with audience singing of old favorites. Band leads off with a restful old number, *The World Is Waiting for the Sunrise*, bringing on Mary Jane Brown, pretty, saucy little dancer who taps out a rhythmic routine and encores with an Eleanor Powell impression, winning a big hand. The Dorothy Hill Dancers offer a clever number in which they play an accompaniment to *Ferryboat Serenade* on miniature "pianos."

Ray Olson, of the band, knows how to put across sentimental numbers and scores with *I Do, There's a Song in the Air*, and *Night and Day*, Ray and Trunk, acrobatic duo, are exceptionally good in both straight and comedy acrobatics. They execute some surprising pull-ups,

twisting handstands, and other difficult feats that put them over big. Betty Benson, band's vocalist, sang *Little Boy Love*, *Kiss Me* (Herbeck's own number), and *Playmates* to generous applause. Benny Stabler got a big hand for his playing of *Carnival of Venice* and *Ride to Glory on My Trumpet*. He's not only a fine trumpet player but also has a vibrant personality.

Law Parker told some gags, gave some restaurant impressions, and did a skit with some of the band boys to a mild hand. Closing number is a pretty lulu-routine by the Dorothy Byron Dancers on the runway. Picture, *Night Train*, only fair. Business good on opening day.

Nat Green.

## Music Hall, New York

(Reviewed Thursday Evening, Feb. 27)

With a depressing film, *So Ends Our Night*, on screen, the stage show this week should have been a flop. As it is, off of a couple of comedy touches (Tommy Wonder's doll dance and the Three Pitchmen's act) brighten up the usual ponderous stage spectacle.

The Leon Leonoff stage show opens with the big male glee club singing *The Stars of the 855* in front of a big steamship drop, with Robert Shanley soloing. The lyrics by Albert Siddman to the tune of the Gilbert and Sullivan's *I Am the Captain of the Fishboat* are fair. (Lyrics by such a large group of singers are rarely completely intelligible.) That a hunk of atomism is lifted to reveal Tommy and Betty Wonder in their state room, with Tommy promptly going into an eccentric acro novelty dance that drew a hand.

The next scene has the pit stand rise up and onto stage, rolling to the background where it is lifted to form the bridge section of a quickly assembled shipdeck scene.

It's a good example of the Music Hall's excellent mechanical equipment and always draws applause. The Rockettes then prance out as waitresses carrying trays and go thru formations and dance steps that prove again their excellent precision training and awe the patrons no end. Tom and Betty Wonder return to do a fast ballroom concoction, with Tom returning for his dummy dance that's always good for a punch. Still a sock novelty.

The Three Pitchmen have the next spot and are not as effective as they were in intimate house. Their trick instruments are not so visible from the balcony, but they nevertheless scored with their amusing and surprising music and name-band limitations.

The finale is *LaCongo*, with the cast all out in glittering costumes and doing the one-two-three-kick routine in carnival spirit. The tempo is neither in smooth hotel style nor in the throbbing sexy rhythm of the hot spots. It strikes in between somewhere (like all this is the Music Hall), and the scene is colorful, closing as some of the cast disappear as the pit stand descends out of sight. Paul Denis.

## Riverside, Milwaukee

(Reviewed Friday Afternoon, Feb. 28)

Lee Roth's orchestra opens with a medley of Irish airs, including *Danny Boy*.

Don and Jane Ford are adept tap dancers who go thru their routine in first-rate fashion.

GG Lamb, a clever comic, handles the emcee's job from here on in. Monroe and Grant mix comedy and tumbling, with the latter their best bet.

Lamb's version of a matinee jittersbug gets a laugh. He gives way to the Merry Maes, whose harmonious renditions get good applause. Selections include *You Made Me Love You, I'm Forever Blowing Bubbles, I Heard a Rhapsody*, and *Raytime Cowboy Joe*, with the *Old Oaken Bucket* as an encore.

A young lad displays his versatility on the harmonica, followed by Lamb, who also proves that he's no slouch when it comes to making the mouth organ talk. The contribution in which he pretends to swallow a miniature harmonica and produce notes by touching various parts of his anatomy is an audience tickler.

Milwaukee's own Pat O'Brien bows on to heavy applause to the tune of the *Notre Dame Victory March*, following flicker shots on the screen in his role of Father Duffy and Knute Rockne. Opens with a few gags, sings an Irish ditty and winds up depicting the scene from *Knute Rockne* in which the coach ad-

resses the board at Notre Dame in defense of football.

Audience was reasonably responsive to the entire program, although pretty slim. Pic was *Here Comes the Navy* (WB), a revival selected because it stars O'Brien. H. C. Brunner.

## Paramount, New York

(Reviewed Wednesday Evening, Feb. 26)

The Preston Sturges pic, *The Lady Eve* (Paramount), plus a fairly sippy stage bill with Tony Pastor's ock, Ella Logan, Ben Blue, and Toy and Wing, should give the b. o. plenty of magnetism this week.

The Pastor aggregation makes lots of noise and knocks off some passable arrangements, but didn't draw too many hands. Band features the drum beating of Johnny Morris and vocalizing of Johnny McAfee, both lads being very capable at each. Pastor himself sings and tootles his tenor sax.

Toy and Wing open up with a neat and effortless soft-shoe number, then lead it up with a little jittersbugging. Got a nice hand and closed with Miss Toy's fast toe number and some good novelty acro turns by both.

Ella Logan struck home with her original song work and had to beg off after four numbers. Gal's mugging and strong voice stamp her song-selling with a distinction which is refreshing. She stays away from pops, doing arrangements like *On the Sunny Side of the Street* and *The Curse of an Aching Heart*.

Ben Blue and four helpers take up major portion of the show's time. Does a burlesque on taxi-dance joints, swapping gags with a barker and ending up at a small table with a red-headed beauty. His other specialty is the take-off of a walk to minimize time with another gal and the "barker," this time in Colonial costume and powdered wig. Much of Blue's talk is corny, but is spiced with enough new stuff to garner some heavy laughs. His dead-pan pantomime gyrations are good bolstering assets. A hot boogie-woogie number by the band, with Blue doing the bawoning, is the closer.

Another good week should be in the making with the next attraction, which will include Mrs. Ray Hutton's ock, the Andrews Sisters, and Allan Jones.

Harold Humphrey.

## Capitol, Washington, D. C.

(Reviewed Friday Afternoon, Feb. 28)

Show off to a fast start, with Sam Jack Kaufman and the house band working out a saucy routine for the overture. Hat trumpet and drum combinations

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wake the audience from effects of a fluffy pic, *Come Live With Me*.  
Curtain finds full cast parading political banners for emcee Jay C. Flippen, who comes out in a politician's wide-brimmed hat to his babies and make a short stump speech. This ends in a short intro for Gill and Bernie Mason, an act featuring presumably dumb dogs. Man screams orders to pups, who do the opposite. A monkey relieves hum-drum moments in good manner. Collected of toy terriers perform good stunts.

Show was stopped by Marjorie Gainsworth, a striking blonde with unusual voice. Her rendition of a Latin American melody, *My Hero: The Last Time I Saw Paris*, and an aria from *La Traviata* left the audience yelling for more. Flippen quitted the house for the theater's chorus, which did a scarf dance under blue lights.

Bob Neller, ventriloquist, features a dummy having accessories like rolling eyes, tongue, wiggling ears, and a red nose. He is able to get very good effects from his wooden companion, but better patter would improve the act. Yodling and duet whistling highlight the turn.

Flippen comes into his own with some Negro jokes, singing of *Small Fry* in great style, and a woe rendition of *Number 13*, a song about draftees, which ends on the proper patriotic note.

Last scene of the hour-long bill shows a dive tavern. Rhythm Rockets exercise briefly with a can-can and make way for Billy Branch and Company, three men and a girl, who contribute an apache roushhouse. Turn ends when knife is thrown and sticks in Branch's stomach, who is fired gun to end the rest of his company. It's good, exciting entertainment. Could be improved with more violent and furious music.

Edgar M. Jones.

## Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 28)

Second show under the aegis of Michael Todd is much better than the initial show of last week, but still can stand much improvement, especially as concerns the burly angle, which doesn't fit. Don Pedro and his orchestra are an entertaining outfit. Handsome Don has a pleasing personality and his boys give out a pleasing brand of Latin music. Manuel Contreras on the trumpet and Jose Bethancourt on the marimba contribute some pleasing numbers, and Don Pedro offers an entertaining violin solo.

The Three Deans bills as the *Three Campus Cut-Ups*, offer an acrobatic routine of tumbling, handstands, and other stunts that are exceptionally good, and put them over nicely. Mural Page, remembered as the flame dancer of *A Century of Progress*, appears in *The Sultan's Dream*, a colorful number in which she does a sinuous Oriental routine. Richard Gordon offers a pleasing vocal number. The Libonati Trio scores with the xylophone playing of Jess Libonati and his two assistants and the dancing of the two younger members of the act. Kent, Seaman, and Dean offer an mane burly act with some poorly done Owen and Johnson touches. Little response and could be eliminated.

The Gaudimills get a nice hand for their familiar comedy act, and show closes with a production number. Picture, *Come Live With Me*. Nat Green.

## Orpheum, Minneapolis

(Reviewed Sunday Evening, February 22)

With Gil Lamb, long-legged local boy, returning to share emcee honors with Clyde McCoy, bill this week is good entertainment all the way with but one or two let-downs.

The traditional McCoy *Sugar Blues* theme opens. Hudson Wonders, two female acrobats, do tricky routines that had the audience applauding for more. Work hard, are comely, and know their steps well. McCoy's Three Bennett Sisters, singing-dancing trio, opening with the oldie, *Ma, He's Makin' Eyes at Me*, are an average group which won't tear down any house. Their military dances are ordinary.

Lamb is the spark-plug of the show, and in a big way. His pantomime of a pterberg listening to McCoy's orchestra is a show-stopper. Later Lamb did a take-off on a selective service appeal board official that brought laughs, and his harmonica number had the audience in a lull.

Two clever acrobats are Ray and Frank, whose gymnastics and strong-man stuff prove extremely entertaining. Encored, McCoy's vocalist, Dick Lee, is just a bo-hum. McCoy, who can blow a mean trumpet, apparently is the show so far as his band is concerned. He dominates

## Selective Service Mail

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at every hand turn, with none of the boys, except the vocalist, getting a solo.

Tommy Sanford, harmonica player extraordinary, puts on a slambang show with various-sized mouth organs. Well received, McCoy closed with a complete rendition of *Sugar Blues* with arranged. Pic, Warner's *High Steaks*.

Jack Weinberg.

DONALD HYDE has returned to New York from Florida, where he went to convalesce.

## Reviews Of Units

### Earl Carroll's "Vanities"

(Reviewed at the Chicago Theater, Chicago, Friday Afternoon, February 28)

Coupled with Cosar Romeo and Milton Berte in *Tell, Dusk, and Handcuffs*, the lavish loveliness of Carroll's artistry provides solid entertainment that should draw a nice gross.

The Carroll show outdoes all other units in femme pubertitude and wardrobe. Outstanding production number makes use of feather fans which conceal electric bulbs and are waved by line girls in her formation. Beryl Cameron and Reginald Craig accompany production numbers vocally. Craig's voice is particularly good—strong, deep, and well controlled.

Ret Wheeler and Hank Ladd dominate the bill in comedy and as masters of ceremonies. Comedy is purely gaggy, with a leaning toward the blue. Material is good but spotty and time lag between laughs is too long. Ladd does well, carrying the burlesque of the punch lines despite the men of a straight man. Top effort in the comic fare is Wheeler's session of whispered confidences about Ladd, Carroll, and others while nibbling on a sandwich.

Bob Williams and his dog, Red Dost, perform their standard act solidly. Dog's perfect control and responses plus Williams's jocular presentation is always good for a strong response. Senor Frakson's slight-of-hand prowess reaches a climax with his vanishing radio trick. Business of drawing lighted cigarettes out of the air is overly long and could well be limited to an intro. The *Three Bit-morcelles*, acro dancers, affect a number of smoothies. Their turns and somersaults with a jump-rope are flashy and show hard training. Francetta Malloy has a tiny spot with Wheeler and proves that she could be very funny if allowed enough time. Jeta Parker, "champion baton twirler of the Bow Bow," also struts her stuff but not long enough to permit one to judge her talent. Lionel Newman conducts the orchestra.

Norman Modell.

### "Revue Glorified"

(Reviewed Saturday, January 25, at Broadway Theater, Charlotte, N. C.)

One of the best units to play Charlotte this season, with all acts solid. The unit is built around Elyria and her "Beauty and the Beast" dance. Elyria dances in a costume that gives her the semblance of being in the clutches of a gollia, who, after several sensuous passes, rips loose the upper portion of her costume. The line does a background jungle dance. Dance is well executed, but might have been more effective by sitting off stage line and by building up struggle and horror angle.

Soak set is the singing harmony of the Uddell Tripletts. They open with *There'll Be Some Changes Made*, follow with *The Old Apple Tree*, and finish with *Martins and McCops*. They come back with *America I Love You*. Girls sing with smoothness and showmanship, combined with the freshness of arrangements.

Three Thompson Sisters on a pleasing acro turn, with the hefty member contributing a remarkable agile backbend to pick up a handkerchief in her teeth from a high perch.

Bob Du Hart turns in a nifty comic turn, highlighted by impersonations. He

## SF Agents Give in To AGVA on Code

SAN FRANCISCO, March 1.—American Guild of Variety Artists and local agents have settled their dispute following mediation arranged thru the San Francisco Labor Council.

Vic Connor, local executive secretary of AGVA, said that all but one agent had agreed to the code, which eliminates agents' commission on minimum scale salaries, the principal issue involved.

Agents who reportedly signed were the Aes Artists Agency, Helene Hughes, Consolidated Radio Artists, Lou Emmel, Blake & Amber, Lane Theatrical Production, Music Corporation of America, Bert Levey Vaudeville Circuit, Eddie Burke, Ella Weston, Raymond Booking Agency, and Mary McGinn Amusement Enterprises.

The exception, according to Connor, was Manna's Theatrical Agency of Oakland.

Production numbers are well-staged and deserve credit. One, with girls doing dances of several countries in native dress, with vocalizing (a little weak, however) by Hahn Armand, is most effective.

Beafile Lorraine is pleasing, but she was listless when singing *Basin Street Blues* and *Down by the Ohio*. She also assists the chorus in a Spanish atmosphere production number, with Antoine and Antoinette, possible ballroom dancers.

Jane Carr, show's manager, and Armand carry on in many fashion to furnish up-to-standard comedy. Other specialties include an excellent circus perch act, the Two Jacks, which did not show to best advantage here because of inadequate height of proscenium.

The Raymonds, boy-girl tap team, are above average in ability and tops in appearance. Cute girl and personable boy, they show tasteful costumes in two specialties. Johnny Dove, acro skater, also offers a novel departure from the usual roller routine.

Show has one interesting departure, the "quiz" idea. Acro persons' brief scenes while Armand coaxed audience to guess name of play or picture. Most "scenes" are gags, and some were pointless, but the thing can be developed.

Near-full house was generous with applause.

Warner Twyford.

## Horace Heidt

(Reviewed at Palace Theater, Akron, O., Monday Evening, February 17)

In the year since Horace Heidt and his talented entertainers visited Akron and set an all-time attendance record, he has enlarged his show, smoothed it out, and pepped it up. His musical knights provided this town with the best entertainment in a long time.

The band is a competent purveyor of pop tunes and Heidt keeps a large troupe busy in front of it. Most of the entertainers were familiar to the audience here since they also share Heidt's air time. Larry Cotton, an excellent tenor, sings romantic ballads and duets with Mimi Calhoun, an unusually pleasing soprano.

Fred Lowry's whistling continues a smash hit and Frankie Carle is the right kind of pianist to place in the spotlight. He plays smoothly and with a smart mixture of tricky technique.

Ronnie Keuper has a group of humorous songs and features his popular version of *Cecilia*. Donna and her Don Juans, vocalists; Ollie O'Toole, Red Ferrington, Art Carney, Jerry Browne, Bernie Mattinson, and Buddy Saffer also perform.

Replacing his musical quiz, Heidt is now offering a tab version of his radio "Pot of Gold" feature.

On the screen, *The Saint in Palm Springs* (RKO).

Rez McConnell.

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# Magic

By BILL SACHS

**BLACKSTONE THE MAGICIAN**, who closed last Thursday (27) at the BKO Shubert Theater, Cincinnati, sent a few extra days in Carey due to a last-minute shuffle in bookings which sort of left the old master up a tree. Blackstone made a good impression and pulled good business on the Shubert engagement. Show runs much along the lines of other years, but is considerably more dapper and flashier. The new opening, wherein Blackstone loads the stage with flowers and alms, even turning his crime-crimed-up girl assistants into huge bouquets, is a shock. Next, Edna takes other care on the bill, show was forced to quit in 40 minutes but still retained its effectiveness. . . . **MR. AND MRS. BOB GILSON**, of Columbus, O., have hopped to Florida for a month's vacation, two weeks of which will be spent in Florida waters and in Havana on a private cruiser with friends. . . . **EVANS BROWN**, after five weeks at Arabian Gardens, Columbus, O., has begun a month's stay at Fox Head Tavern, Cedar Rapids, Ia., set by MCA. . . . **DUON** (Dunn Miller), mentalist, who concentrates on the larger conventions, was a visitor at the desk last Friday (28), hopping down from his home in Dayton, O. He is working a Chicago convention this week, and from there jumps to the Kennedy Beauticians' Convention in Grand Rapids, Mich., which he has made the last several years. Duon, who recently returned from a flying trip to South America, has recently purchased the Sacred Bell of Tao, said to have come originally from Delphi, India. He is featuring it in his act. Duon says that experiments have shown that the sound of the bell will not record on records. . . . **WILL ROCK** plays two days at Fort Knox, Ky. this month, set by his manager, Claude H. (Kid) Long. . . . **HARVEY CICIL**, Harold Sterling, Louis Peters, W. C. Smith, Ben Ungewitter, Stewart James, Dr. Zinn Burnett, and Robert Hanks, who entertain the Detroit Wanderers at their miracles at the Polish Central Club, Detroit, February 23. Del Carter, a visitor from Philly, gave a demonstration with cards. . . . **JACK DELMAR** has been appointed "official magician" for the Ford Motor Company and is busy on special shows in the Motor City area for his new sponsor.

**GLENN POPE**, magician, and **Rolf Passer**, Viennese mentalist, who have been working together since appearing on the same bills several months ago at the Hialeah, Hopkins and Wisconsin hotels, San Francisco, are current at Club Avoca, Hot Springs, Ark. They jump east in a few weeks. Pope has had a busy season since his arrival on the Coast last April, including a run at Earl Carroll's, Los Angeles, and an eight-week return engagement at the Hiltons Bowl in the same village. . . . **POWERS THE MAGICIAN** is vacationing in St. Petersburg, Fla. with his family. . . . **MIRFIELD** closed Saturday (1) at MIP's Super Club, Marine City, and opened Monday at the Showboat, South Bend, Ind., from whence he keeps to Kansas City, Mo. . . . **BILLY KING** is working magic for the International Harvester Company out of San Antonio, Tex., with his unit including Marion McDougall, Rita Vann, and Tonia Kay. . . . **ACE MAEON**, Toledo, O., trustee, postals that he has been doing okay on banquet and club dates in the Northern Ohio area. He recently caught Ming the Magician in a Toledo snare. . . . **HARRY SCHILLING**, after two weeks of doubling between the Commodore Perry and Wildard hotels, Toledo, O., has taken his bag of tricks to Northwood Inn, Detroit, for a fortnight's stand that looks as tho it may stretch a week or two longer. . . . **GERRIE THE MAGICIAN**, who played the Rivers Club, Columbus, O., last week, is slated in open for the Erie Cressch show there this week. . . . **JULES J. PHIBERTY** shoots a plug on a George Karel, who headlined a recent show at the YMCA, Baltimore, where Phiberty did the magic. "Karel is one of the sweetest and most fascinating performers in magic and mental effects I have ever seen," Phiberty scribbles. . . . **JOE KUYE** and Madam Eke, mental workers, opened last week in Pontiac, Mich., visiting with the latter's daughter. They gave up night club work with their mental turn last July, and since have been pitching horseshoes in streets.

# Canton Stock Opens To Strong Business

CANTON, O., March 1.—Stock burlesque, most pretentious ever seen here, opened at the Grand Friday (31) to turnaway business, followed by a record week-end including an almost capacity house Sunday. At midweek patronage continued near capacity.

Frank Bryan, formerly with the Hirst Circuit, is sponsoring the run here, which is understood to be for 10 weeks. Frank Kingle, formerly of Paterson, N. J., is house manager. The Grand has been given a shen remodeling.

Opening week troupe included Marry King, Charles (Tramp) McNally, Charmaine, Leone Thurston, Lotta, Ernie Harmon, Al Golden Jr., Phil Stone, and a 12-girl line. Blaring is effective and wardrobe is comparable to a big musical show.

One or two vaude turns will be used with each bill. House is operating seven days a week, with matinees Wednesday, Saturday, and Sunday, and the midnight show Saturday. Now bill every Friday. House is scaled 48, 55, and first 10 rows are 28 cents, with matinees 35 and 35. Outdoor billing is the most extensive given burlesque in years, territory within 40 miles having been "snipped" and corded. Jack Davis's band is back in the pit.

Run is planned to the second week in May.

# Minnie Principals Set

MINNEAPOLIS, March 1.—With stripper Noel Carter as his second attraction, Harry Hirst, co-manager of the newly opened Alvin Theater, said he has his principals set for the next few weeks of burly entertainment. They are Tommy (Bore) Snyder, Charlie Country, Jack Buckley and Jack Arnold, Val Williams, Gays Knight, Vicky McNeely, and Tom Gumble. Bobbie Pegrim is in charge of productions and the 14-girl line.

# Youngstown Stock Resumes

YOUNGSTOWN, O., March 1.—Grand here reopened February 21 with stock burlesque under sponsorship of Jack Kana. Labeled *Broodway After Dark*, new troupe included Jack Lambert, Joe Ward, Lois Bucklin, Tomars and Vivian Hart, Walter Collins, Bob Hay, and a line of girls.

Patrons will continue grand, with admission prices slightly up. Seven days a week, midnight show Saturday, with new bills Fridays.

# Dayton Burly Hot

DAYTON, O., March 1.—Seven hundred patrons of the Mayfair, Hirst burlesque house, fled out when fire in ladies' dressing room sent smoke thru theater Saturday (22).

Caught in the midst of her strip, Gladys Fox continued her act, and house orchestra played on while patrons moved out following fire announcement by Manager Don Davenport.

# Rose LaRose Again Censored in B'p't

BRIDGEPORT, Conn., March 1.—Rose LaRose, featured at the Loew-Poll-Lyric Theater this week with a Hirst show, got in wrong with the local police censor again. Sergeant Joseph Coughlin, the censor, told the management that she had better exit after four performances, and exit she did.

She had the same trouble at this house last season, when she was out after only two performances. Winnie Carter, was promoted to featured spot for the week.

# Madden-Rudnick Hotel

BRIDGEPORT, Conn., March 1.—Eddie Madden, manager of the Loew-Poll-Lyric Theater, Hirst Circuit house, operated in partnership with Max Rudnick and Tony Hirst, will go into the hotel business March 15. In partnership with Rudnick, he will take over the Stratford Annex Hotel here, a 103-room spot on a 10-year lease from the Loew-Now-England Circuit owners. Will change name to the Savoy Hotel.

# No City Burly—Yet

NEW YORK, March 1.—Deal to take over City Theater here by Sam Briskman and Max Rudnick, changing it into a burly house with a preem tomorrow (2), has fallen thru, at least temporarily.

According to Briskman, it was decided the rental was too steep, and he is now trying to buy the property outright.

# Review Star, Brooklyn

(Reviewed Monday Evening, February 24)

Current show put on by Eddie Lynch for Harold and Leonard Raymond and Jerry Adler is well paced. During its 90 minutes customers get plenty of value received. The usual burly pattern is followed.

Show gets under way with a cavalcade number, Marjorie Hay and Danny Tucker vocalizing 43d Street. Tucker follows with *Puttin' On My Top Hat*. Tommy Raft does a water spouting gag with Jimmy Pinto. Straight man Joe Lyons assists, but the act isn't funny. Thelma Lee, a plumpish brunette, comes on for a slow, parade tease, *Piazza*.

Joe Fried then does a railroad depot bit, with Lynn as straight. Outside of selling stations in double talk, they fail to bring the audience out of its customary stupor. However, Fried was suffering from laryngitis, which cramped his style.

Show gains momentum when the four show girls and nine-girl line (costumed by Polles studios) put on a can-can. Costuming is most impressive and the nine really hit. Ramona, also suffering from a severe cold, warbles a bit in Spanish and then strips. Of the two, she strips in the better.

Marjorie Roy and Tucker give a 1928 version of *Meaning Love*.

Tucker sings *My Blue Heaven* and the girls offer a *Marjorie* number. Rita Devere, center-striker and acro dancer, makes the outstanding appearance of the evening and it is hard to understand why she isn't given billing or build-up. She failed to impress this audience, but this shouldn't be held against her.

Vicki Wells does a fast and vigorous strip. The boys liked her. Marjorie Roy and Joe Fried, with Lynn straight, do a can-can, Fried drinks, spits, and gurgles a lot of water from a champagne bottle. Fried's facial expressions winning applause. Tucker sings *My I Never Love Again*. Miss Devere returning to give another exhibition of her swell talent.

David Laughton, colored baritone, sings *Without a Song* and *Oh Man River*. His voice is powerful and would be more melodic without the mix.

The usual hospital scene has Marjorie Roy and Rita as principals. Text is background of *A Pretty Girl Is Like a Melody*. Lois DePoe, 6 feet 4 inches, sheds gracefully. In Brooklyn, she's definitely hot office.

Murray Austin is in the pit. See *above*.

They're current in South Bend, Ind. . . . **OTIS MANNING**—Shout in your Florida address. Holding important message for you. . . . **NORMAN THE WIZARD** (B. N. Menge) has booked his magic show at Sky Harbor night club, Hot Springs, Ark., for an indefinite engagement.

# Burlesque Notes

(Communications to New York Office)

**NEW YORK:**  
HERBERT K. MINKEY, back from St. Louis, is assembling a 45-people unit. Says he has 30 weeks already secured. Title will be *The Got From Minkey*. . . . **ALLEN OILBERT**, Republic producer, also going in for units on the side. . . . **LEE TRENT**, straight man, formerly in pictures and the last six months at the Capitol, San Francisco, heading east for New York. Polles house. . . . **DIAN HOWLAND** held over at the 606 Club, Chicago, where Paddy Cihl, another ex-Hirst wheel principal, recently became comee. . . . **PETITE CARROLL**, moved from the Star, Brooklyn, to the Howard, Boston, where she extra-attraction week of February 11. . . . **PAULA MORTON** doubling in scenes and as show girl in Howard Montgomery's back line at the Theatre. . . . **JOHNIE MAC**, dancer at the Star, Los Angeles, before it closed, has signed a year's contract with MGM. Now with Bob Crosby in vaude. Wife, Etta, is a chorine at the Philles, Los Angeles. . . . **REPUBLIC** has Tante Rosa with her mystic act, plus serpents and beads, for extra attraction March 3 week.

**ANN OOBIO** has a \$1,500 a week offer to head a 25-people unit to tour South America for six months. Entire show to be in pantomime with the exception of her lyrics with the strip. . . . **HITA DEVERE**, acro dancer, who was at the Radio City Music Hall, is making her first appearance in Polles houses at the Star, Brooklyn, under Dave Cohn's booking.

**BOB SANDERSON**, former straight, seeking a theater in San Diego, Calif., for burlesque. **KENNY BRENNAN** landed in Los Angeles from Australia last week and visited the Polles Theater. . . . **STEVE MILLER**, comie, recovering from an appendicitis operation in York Hospital. Next March clubchick at the Eltinges. . . . **MADGE CARWYLE**, Irma Vogel, and Tena Good opened at the Eltinge February 21.

**NOEL CARTER** closed February 27 at the Gaiety and opened the next day at the Grand, Canton, O. Then stops in Minneapolis, Chicago, and other Midwest Circuit houses. . . . **DIMPLES DELPONT**, an ex-show girl from the Grand, St. Louis, and protegee of Lois DePoe, is leaving the Hirst wheel for a principal berth at the Gaiety, opening March 14. (See *BURLESQUE NOTES* on page 27)

**CHICAGO:**  
VIC PLANI and Sevier and West are closing the Midwest Circuit at Cleveland March 6. . . . **NOEL CARTER** will be featured attraction at the Alvin, Minneapolis, week of March 7, following Ana

Curio. Her next stop the following week is the Biello, Chicago. . . . **IRIS MARSHALL** opened Friday (28) at the Biello. . . . **KENNY BRENNAN**, returning from Australia, will be at the Biello March 21. . . . **JACK LAMONT** opens the Alvin, Minneapolis, March 7. . . . **JUNE ST. CLAIR** will play Pops, Philadelphia, week of March 13. . . . **HINDA WASSAU** will be the featured attraction at the Capitol, Toledo, O., February 28 week. . . . **GEORGE YOUNG** writes from Florida that he is enjoying his vacation and will return North April 1. . . . **WILLIE GORDON** opened Friday (28) at the Grand, Youngstown, O. . . . **SAM RIDER**, formerly a figure in burlesque, shuttered his Little Theater, Little Rock, Ark., last week. . . . **VICKI McNEELY** opened at the Alvin, Minneapolis, Friday (28).

**FROM ALL AROUND:**  
**WALLY (POT HEAD) BRENNAN**, former tan and burly hulk, now with the Canadian Army in England as a wireless operator, shoots a line to thank the friends who wrote him recently. "Tell all my friends to write," pens Wally. "It means so much to us guys. Jerry has been over the last few nights; dropped some eggs pretty close, but so far okay." Brennan's address is Big Brennan WP, C248, E. 82nd Sts., 4th Field Reg't, DCA, 30 Canadian Division.

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## Don Taylor Plans 2 Touring Units

PORTLAND, Ore., March 1.—Don Taylor, director of the Evergreen Players, who recently announced the troupe's forthcoming opening with *Scientific Romo*, three-act mystery comedy, announces a switch in plans whereby he will launch two units playing the same vehicle.

According to Taylor, each unit will have two advance agents, each working separate from the other. The show will run seven nights a week, mostly on one-nighters. The advances are already on the road, with the two units in the throes of formation. Rehearsals are slated to begin in Portland March 12, with both units carded to open in Oregon March 15.

Unit No. 1 is being advanced by Helen Abbott and Bob Barnes. The cast of the No. 1 unit will be headed by Don Taylor and Vy Del Martin. "Perk" Perkins and H. E. (Gay) Gaylord will pilot the No. 2 unit. Leads for the second unit have not yet been selected, Taylor says. Both shows will play under organization sponsorship on a guarantee basis, Taylor reports.

## Selective Service Mail

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## Monte Novarro Tosses Posey To Toby "SeaBee" Hayworth

Editors *The Billboard*:

Waterstown, N. Y.  
It was with regret that I read in last week's issue that "SeaBee" Hayworth had had to give up his North Carolina circle, due to ill health, as it was a swell show with a fine Toby in "SeaBee."

Hayworth has forgotten more about tabloid and short-cut dramatic bill than a lot of us younger ones will ever know. I got a wonderful education in two sessions with his show. I have seen

## Cold, Rain Hurts Backer in Macon

MACON, Ga., March 1.—First minstrel show to play under canvas here in many years was Earl D. Backer's *Panorama Minstrels*, which showed for two weeks under auspices of American Legion Post No. 74.

Show jumped into Macon from Savannah and exhibited the first week on the Findlay Foundry lot. Cold and rain hurt business, which was declared under par.

Second week showed a city playground lot in the heart of colored residential section. Business was better.

This was the first tent show of the new season to operate here.

him take some meaningless bills and work them into a beautiful story.

Let's hope that "SeaBee's" health mends quickly and let's see some more of those rube operas as only he can present them. I have for many years watched "SeaBee's" work and there was never a finer or funnier toby than he.

MONTE NOVARRO.

## Readers Continue Reminiscing On Old 10-20-30 Rep Show Days

Editors *The Billboard*:

Springfield, Ohio.  
The galaxy of pop-price rep shows of our juvenile stage resurrected in recent issues of *The Billboard*, following Mr. Nealand's informative reminder, seems to grow. Unfortunately, I have missed some of the installments while tramping in the sticks, and it may be that some writer has recalled the following: One of the popular companies on the West Coast and across the Canadian Dominion was the Clara Mathes Stock Company, with whom I made my debut as a Thespian. The company could hardly be rated among the top-notch-thrills, as we sometimes played to \$1.00 top in the mining camps and sheep-ranch towns.

Will Marsh, the manager, was as square-shooting a trumper as ever wore grease paint and crepe whiskers, and it hurt him worse than most members of

the cast of 14 when Old Man Ghost sometimes failed to perambulate. In the repertory were such standard plays as *Miss Nell*, *Credit Lorraine*, *Romeo and Juliet*, and the perennial slapstick classic with the three babies, *A Family Affair*, for instance. Some of the acting was terrible, but on the whole the plays were splendidly dressed, and season after season folks of the Northwest looked forward anxiously to our coming, while the newspapers gave many columns to glorifying our "artistic performances."

As to Clara Mathes, her sister, and the beloved Will Marsh, oblivion claimed them long ago. Some years ago I saw our faithful advance agent, Will Tribbett, in Dallas, a successful business man. Occasionally I see the white-haired Del Lawrence and hear his rich, sonorous voice on the screen in some serial. A callow amateur playing my first role in

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### Five Years Ago

THE SAVIN ROCK walkie in New Haven, Conn., was nearing the end. . . .

SID RUPFS, en route to Jackson, Mich., was a visitor to the endurance desk. . . .

FRANCES LUKK was in New Bedford, Mass. . . .

THREE RYANS and Eagle Miller visited Herbert T. Inman in Dayton, O. . . .

FRANK COSTELLO, Helen Chester, Aunty Dowell, Johnny Nelson, and Jimmy Ferrell were with the State Theater show in Torrington, Conn. . . .

JIMMY JOY was at home in St. Louis. . . .

MACK TOWNSEND was at home in Memphis, resting up after a spell of the flu. . . .

VIO PUREE was a visitor at the Cincinnati office. He was set for a series of club dates in the Queen City territory. . . .

DOM KING (constant) was doing publicity work for a show syndicate in Pennsylvania. . . .

HERMAN BEARZI was working as a masseur in a Pittsburgh health club. . . .

BILL OWENS had recovered from his back injury and was back on the job at Sportland, San Francisco, as control-room operator and emcee. . . .

JOE AND DOT SOLAR had quit the endurance field to settle in Chicago, where Joe was employed as a mechanic. . . .

PETE VAN AME was working club dates in Paris, Mattoon, and Marshall, Ill. . . .

MRS. J. B. STRIMEL

had left for Honolulu. . . . ANGELO (JOJO) KARPMAN was working in Chi.

ROBERT FRANKLIN BURNS asks about the whereabouts of his Hill, Eddie O'Hara, and Duke Hall.

JIMMIE ROSAN cards the following from Hollywood: "I am now residing here, managing my own studio apartment building. Would like to have any of my old friends pay me a visit when they are out this way."

WE'VE RACKED OUR BRAINS to find some incentive which would induce the various promoters and contestants to show more co-operation in sending in reports on their shows, but our efforts have garnered small returns. Whether it's a case of "Let George Do It" or lack of interest, we don't know. What about it?

IRENE AND PHYLLIS query: "Who is the oldest and youngest emcee in the field today in regard to experience?" We'll leave it to you. Who's who?

INQUIRIES WERE RECEIVED recently on Jr. Jack Kelly, Phil Arnold, Johnny Devitt, Doris Neubert, Penny Anderson, Joe Nalty, Purky Jacobs, Smitty Inman, Lloyd Harker, Johnnie Billie, Johnny Makar, Skippy Skidmore, Jimmie Horns, Ralph Bergman, Hal Brown, Curly Linder, Charley Baldwin, Helen Chester, Bill McCoy, Bill Stein, George Russell, Tony Merlino, Jack Leonard, Billy Ryan, Marvin Houghart, Charlie Smalley, Art Robertson, and Bobby Dunigan.

RE INQUIRIES on Al Lyman and Jerry (The Lug) Brennan, the last the column heard Lyman was working his magic set in Flamingo Park and other spots in Miami, and Brennan was working Chicago night clubs.

drama, I owe much to him. Altho he must have thought me the world's rottenest ham, he never told me.

Charles Drew Mack, an old-time minstrel comedian and a big-timer in vaudeville in the Keith-Proctor and Orpheum days, managed a small but popular company of rep players for several seasons. The last time I saw him was in Louisiana, a member of Ed C. Mott's Comedians (or was it Paul English's?).

Several beautiful pages have been torn out of our stage history, but none more glamorous than those of the old, ten-twenty-third rep show days. Many of the

(See 18-20-30 on page 61)

## Rep Ripples

EDDIE MABON, who formerly had his country give-away feature with the Madge Kinsey Players, is now working the same stunt on a few stands out of Columbus, Ohio. He has a wife, Hattie (Babe) Mabon, has jumped to Easton, Md., to assist Mrs. Mickie Gallagher in the operation of the latter's Pat's Showboat Grill. . . .

OTHER HUSBANDS around Columbus, O., are Doms Williams, who with Al Price is still working Stone's Gay 90; Frank Maley, working clubs, and Johnny Finch, ex-Billyover, associated with a sign company there.

FRANK CAGLIARI writes that a number of the light-fingered gentry entered his trailer recently in McIntyre, Ga., and made off with his posse containing money, valuable papers, union cards, and a check for 1 cent. . . .

FRISSEL'S FUN SHOW is reported to be enjoying favorable business in halls and schools thru Central Minnesota. Hosts include Dave Fred, Carol Fred, and Al F. Frank's small annual turn. . . .

EDDIE MERSER, well-known repster, is playing club dates in the Boston area. . . . ROY FAUSTINO, formerly of rep and tab, is now chief announcer at Station WLOG, Logan, W. Va., under the name of Felix Adams. He was formerly on the staff of WTAD, Quincy, Ill. . . .

J. J. RESNIUK, former tent show operator, is showing halls under auspices in the Cape Cod section of Massachusetts. He recently played towns around Camp Edwards in that State. Resniuk is featuring Western films, and for the best and gives 'em Rackets, a dramatic bill by E. F. Hannan. He is set with a New England carnival for the summer. . . .

BOB LINK info that his small trick is clicking 'em up okeh in schools and halls in the Roosevelt, N. M., section.

A. S. FITZPATRICK closed a 44-week season with *Billyroy's Comedians* at Fort Myers, Fla., February 22 and jumped to his home in Beatrice, Neb., for a rest.

MR. AND MRS. OLIVER KIGHT (Stella Hayes) have settled in St. Petersburg, Fla., where they recently moved into a new five-room home. They are keeping busy on lodge, tourist club, hotel, and picnic dates in the territory.

Kight has written a new song, *When You Get That Florida Sand in Your Shoes*, which he feels will catch on in a big way in the State. The Florida Chamber of Commerce is lending its efforts in putting the ditty over. He announces. . . .

NORMAN J. BEST, currently in Steuben County, Indiana, with his vaude-pictures combo, will make Northern Michigan under canvas this summer. He played Michigan fairs last summer with the crime film show. . . .

E. C. WEBSTER is contacting societies and churches in York County, Maine, with the religious play *The King Shall Rejoice*. . . .

OTIS OLIVER, former stock and rep manager, is still staging musicals for civic organizations in the Pacific Northwest. He reports business good. . . .

G. J. KIPP, whose four-people vaude-pictures show is playing schools and halls in Northern Alabama to good returns, will take to canvas in the spring to play Oklahoma and Western Texas. . . .

THOMAS' FUN SHOW, reported playing to satisfactory returns in Macon County, Oklahoma, is slated to have Alabama and Mississippi under canvas this summer. Show's tent equipment is stored at Fort Worth, Tex.

### LAST CALL

### CONTESTANTS

### FREPORT, TEXAS

### Opening March 10

Had in on the ground floor with an organization that is doing things. Money to follow. Contact.

### LENNY PAIGE

### Opening March 10

Australian BROS., Houston, Texas

## The Pace

By E. F. HANNAN

THE changes in small roadshow business are proof that entertainment comes and goes in cycles. The dance after-the-show idea was popular 50 years ago, and here it is again being worked by outfits playing smaller places. The barn dance of today is one of the oldest of rural ideas, the same old hunkin' bee with the country fiddler sawin' it off.

In the old-time play *St. Stephen's* the audience was invited onto the stage to participate in an old-fashioned country "break-down," which always ended in a humdinger of a time for both participants and onlookers. It's something new, so they think today. More one-night stand farces in the heyday of the road were concerned with the antics carried on under the roof of the middle-class American family than anything else. The adolescent youth and sap father idea. Old-timers remember *Grime's Ocellar Door*. It's new today, so they think.

One of the hit acts playing clubs in Eastern cities last season was a trick violinist. He did the same old tricks, and did them well; the same old *Pop Goes the Weasel* and *How Dry I Am*, imitations that most of the old-timers used. Shades of that old-time trickster, Prince Wentworth. It's new now, so they think.

Recently I saw a performer do a musical act on the harp. He finished his turn with a harp song and dance and weaved his audiences. Even the agent that booked him thought it was something new from the clouds. Old-timers will remember *Charley Diamond*, who was good with both harp and feet. For the past two or three seasons Broadway has gone overboard for comedians and others as audience pleasers. One of the best known tramp teams of the old road days opened their opus by walking down the center aisle arm in arm. The good old days of Ward and Volkes and Elmer Walters. It's all new now, so they think. Small roadshows need not fear becoming outmoded, as even the silent films are a novelty today. It's just a matter of changing often enough to keep up with the pace.

## MAJESTIC SHOW BOAT

Wants Immediate People. Must have good capabilities. Long season for possible people. Pharo and Callahan. Pharo, based and shown furnished on boat. Must be able to sing, dance, operate aerial lift, etc. Write to J. W. Reynolds, Box 127, Point Pleasant, W. Va.

## WANTED QUICK FOR ROBINSON'S SILVER MINSTRELS

Alto Sax Player who reads and doubles Clarinet. Bass Player, Chorus Girls (light brown skin who can cut it), a real Singer, female; A-No. 1 Dancer, Johnnie Temple, answer; Henderson, answer this ad. Comedians, answer this ad. Want a fully organized Show for 5 to 10 weeks' work. Must be over 20 in band and cast. Charlie Taylor, get in touch with me quick.

ROBINSON'S SILVER MINSTRELS (for 3 Weeks), Wilmington, N. C.



# Non-Theatrical Films

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

## Lectures Aid Roadshowmen Secure Additional Bookings

**NEW YORK, March 7**—Roadshowmen offering special features, such as lectures, in connection with their movie programs are clicking solidly over the nation.

Among those who lecture is James E. Borahough, New Jersey roadshowman, who has been showing *George Washington—His Life and Time*. He has presented this film along with his talk more than 300 times. Film runs approximately 45 minutes, which is about the correct length of a movie for lecturing purposes, he said.

Booking dates are secured thru constant plugging. Borahough declared, and the roadshowman must present his 300 for a show just when the prospective customer is in mind to give a program. This operator has been in the business for over 20 years, starting about the time of the World War, when he went out with a film to lecture on the U. S. Navy. Fact that the operator has a lecture with the film assures him of a booking, as he is probably the only one in the area who can deliver this particular program. Hence this in this case, dates are held open in many cases until the roadshowman can fill them.

### Contacts Necessary

Personal contacts for lectures are important. The school principal buying the show wants to see the type of man who is going to deliver the talk. He feels, said Borahough, that it is imperative that the man be neat in appearance, thoroughly familiar with his subject, and know how to talk. In arranging a lecture to accompany a certain picture, Borahough screens it several times prior to the initial showing. After 10 or 12 showings he is familiar with nearly every foot of the film and as better able to time his talk.

While lectures with films utilize most of his time, Borahough finds time for regular roadshows. Recently he showed *Phantom Express, Just a Clown, and The Meek Do* to an audience of 3,000 school children. He specializes in classroom and auditorium darkening which enables him to play schools during the day. At night he gives shows in churches and clubs. This latter schedule is unusually well filled at this time because of Lent.

### Teacher in Field

In Michigan, Peter Skoberdin, a school-teacher, has been supplementing his teacher activities with putting on shows in schools within a wide radius of his home town. He uses cartoons, travel shorts, and educational shorts treating such subjects as the life of the bee, fish, flowers, and trees which he finds especially good for grammar school showing.

Most of his shows, which are of the educational type, are put on in the afternoon after school hours for a 10-cent charge. A brief talk, dealing generally with some phase of the subject, not covered thoroughly in the film, is given.

Skoberdin supplements his educational film talks by putting on evening shows for high school pupils who wish to raise money for their class treasures. For this type show he uses feature-length pictures with a few shorts. His experience has proved the wisdom of insuring on a guarantee sufficient to cover the film rental cost.

Commodore Benjamin H. Schomburg, regarded as one of America's foremost lifesaving and swimming educators, has given more than 900 lectures and demonstrations in his field in approximately 300,000 people in 23 states. He has perfected a method of swimming instruction bearing his name. He had motion pictures made of his system and uses them to illustrate his lectures. His equipment is rigged up in such a manner that he can operate it by remote control from his position in front of the audience.

Ellsworth Carpenter is planning to use a series of religious films in connection with his lectures.

## Cutting It Short

By THE ROADSHOWMAN

Dave Powell, New York roadshowman, has returned to his home here after a tour of two months thru upstate New York and Pennsylvania, where he put on shows in bars and grills. Spots played included Scranton, Pittston, Wilkes-Barre, Binghamton, and Elmira. Two seasons ago Powell showed old-time movies in Stauch's in Coney Island. With that building now being demolished to make way for a ride, Powell is planning to banterism with a program of war films. While the battle pictures are being secured, he will devote his time to religious films in the vicinity of New York.

James (Tiny) Day, organizer, reports that his old-time movies in the Pine Room in the Stratfield Hotel, Bridgeport, Conn., continue to pull in a big way. Recent programs have included *The Last World and Earl Lyman*, both five-reel features. In Cornwall, Coches, and Indiana, and *Wings Over World Wonders* the latter three sound-on-film. Speaking of the serial, *The Flame Fighters*, of which two chapters are run each Monday night, Day said: "Audience's comments add interest to the film. The sudden ending of each episode always brings a round of witty remarks."

Clifton E. Allen, director of recreation at the Elm and Trades School, Thompson's Island, Boston, reports that silent films are clicking with students. Institution is a private school for worthy boys of limited income between the ages of 10 and 16. A weekly show is put on and about 4,000 feet of film are used. From one library, says Allen, a complete subject of about 2,400 feet plus a couple of one-reel novelties are secured. Remainder of the program consists of educational subjects. About 100 boys attend the show held in a small hall. There is about 45 feet. Allen adds that the pictures are "participated eagerly by the boys each week."

## School Has Classes For Roadshowmen

PEMBERTON, N. J., March 7.—A new generation of roadshowmen is being developed here. Since 1935, under the direction of Harold K. Marple, the audio-visual educational department of the public school system has trained students to operate 16mm. projectors, slide projectors, and the public-address system. Entering into a new term, Marple

said that he was not completely satisfied with previous results and has set up new standards to make this year's crop of operators in more skilled and better trained. As a result, he has created three classes among the pupils—a first class from which a chief operator is to be selected each year, a second class developing schooled operators, and a third class for novices and apprenticeships.

Marple disclosed that this term he has approximately 25 boys in the novice class who assist the second class in operating the equipment. Seven other youths have been "licensed" in the second class and two of those have nearly completed their tests for first-class operators.

## New and Recent Releases

(Running Times Are Approximate)

**GLADIATOR, THE**, released by Nu-Art Films, Inc. Stars Joe E. Brown, June Travis, Man Mountain Dean, and Dickie Moore. Brown becomes the unrepentant victim of an experiment which increases the normal strength of humans and surprises the spectators at a football scrimmage with an amazing exhibition of strength. In order to raise funds to adopt an orphan to whom he has become attached, Joe challenges Man Mountain Dean to a little bout. Running time, 70 minutes.

**BRITISH-GREEK VICTORIES**, released by Castle Films. Shows scenes of early invasions in Ethiopia and Albania, and recon-sec-operations with the Fascists in Italy. Actual battle scenes show capture and recapture of Bnd Barrani. Shots also made at Bardia, Argoakroast, and Eritrea. Running time, 10 minutes.

## BURLESQUE NOTES

(Continued from page 23)

Booked by Dave Cohn, ... CLAUDE MATHIS, former comic, is new owner of two restaurants in San Diego, Calif. ... MARGARET GIBSON rejected a bid for daughter Marcia Eloise (formerly Griffin) for the pic. *Dance, Girl, Dance*. Ms thought she would be ready for a film career in about another year. ... LEW AND LEANNE, dance team from the West, are debuting in burly via a Hires wheeler. ... MARCELLA MANN, burly principal, elevated herself further February 17 at Nick's in Greenwich Village, where she fronts the 10-man Honey Haynes cck. her own organization. ... HECKY OSBORNE doubled in stripe and in the front line of the *Hitings* recently. Sister Sally is chorus captain of a Hires wheel show.

ROBETA ROYCE, following her February 21 week at the Republic, switches to a shtery at the Highway Casino, Fall River, Mass. for two weeks, and then to the Trop, Philadelphia. ... WINNIE GARRETT to vacation latter part of this month in Miami and Havana. ... RUTH MASON, after her Galexy stay here, opened with Art Camer's tab in Boston, which is headed for Nova Scotia, her home. ... OUS SCHILLING, comic, has just written two songs, *I Married an Eskimo* and *You Tried To Break a Broken Heart*. ... RED MARSHALL, and Dolores Dawn have returned to the Midwest Circuit. ... BEST MARY, comic, finished eight weeks at the *Hitings* February 20 and moved to the Tyburo the following day. ... HARRY CORNELL, back straightening at the Capital, San Francisco, where are Edna Lloyd and Charles Fletcher, comics. ... UNO.

## VAUDEVILLE NOTES

(Continued from page 20)

to Indiana to resume his medical studies. ... JANE FROMAN sprained her ankle while working the Chicago Theater last week. Injury was not serious enough to keep her off the stage. ... OWEN HENNETT, who was to have resumed with *Confidential Heat* West unit March 3, has postponed it due to a ruptured appendix which has confined him to an Atlanta, hotel. ... GUY WITKO, now working his novelty turn out of Bill Brier's office, Houston, Tex., reports his club and raucous dates plentiful in that area, but money just so-so. ... J. LALOH JOYCE, manager of the Hippodrome, Potsville, Pa., reports that his three-day weekly vaude is still clicking.

## ORCHESTRA ROUTES

(Continued from page 14)

Williams, Orff, (Triano) Ch. J. Wilson, Teddy (Ambassador Easy) Col. J.

47th YEAR

# The Billboard

Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World  
Member Audit Bureau of Circulation  
Published Every Week

By The Billboard Publishing Co.  
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**BRANCH OFFICES: NEW YORK**—415 Pine Plaza, Telephone BR 6-1244, Broadway, Phone, MU 6-1511, 5-17-17, 3-7-13, PHILADELPHIA, 1216 Pine Archway Bldg., 325 No. 4th Street, Phone, Central 5449, ST. LOUIS, 1000 Arcade Bldg., 4th and 10th Streets, Phone, CHICAGO, 1042 PHILADELPHIA—E. H. HARRIS, 1222 La Salle Street, Upper District, Ph. Madison 4-61, LITTLE ROCK, Edward Graves, age of "The World's Fair," Commercial Hotel, Fulton Plaza, Little Rock, N. C., 1-English, 811-1111, PITTSBURGH—Kurtz, Terminal, CHICAGO, National Bldg., 138 Pine Street, PAKING—C. M. Gleason, care American Express Co., 11 Bow Berlin.

**SUBSCRIPTION RATES, PAYABLE IN ADVANCE**—One Year, \$5; Two Years, \$9. This rate only in the United States, U. S. Possessions, Canada, Mexico, and other foreign countries, one year only. Subscribers who suspending change of address should give names as well as present address.

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The Billboard reserves the right to sell all advertising space.



Vol. 53 MARCH 8, 1941 No. 10

Windsor, Str Reginald Out; (Lorna) Gambro, N. J., 20  
Winsky Jimmy; (Bunt's) Tavern Albany, N. Y., 20  
Winton Harry; (Rainbow Grill) NYC, 20  
Woods, Bob; (New Dragoon Club) Miami, 20  
Woods, Harry; (Glen Franklin) PA, 10

Y  
Yahn, Freddy; (Phil Barry's 500 Club) Atlantic City, 20  
Yohan, Eddie; (Heidelberg) Jackson, Miss., 5  
Young, Lester; (Kelly's) Madison NYC, 20

Z  
Zanella, Doc; (Barry's Inn) Albany, N. Y., 20

**Big Buy 16mm PROJECTORS** 14 MONTHS TO PAY  
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**THE FILM WEEKLY AUSTRALIA**  
Covering the Motion Picture and Entertainment Field Generally.  
Conducted by KEVIN BRENNAN.  
198 Old Tattersall Street, Pitt Street, Sydney, Australia Office of the BILLBOARD.



**BADBY**—Albert M., 81, founder and sponsor of the Musical Morning, February 26 in New York.

**BARBOUR**—Mrs. Hattie, 74, former concert singer and whistler, in Henry Ford Hospital, Detroit, February 25 after several weeks' illness. Survived by four children.

**BARNES**—Eugene (Daddy), 78, race horse owner and breeder, widely known among Ohio county fair executives and horsemen, February 22 in Mt. Carmel Hospital, Columbus, O., of pneumonia. Services in Grove City, O., with burial in Newark, O.

**BEDDINGTON**—Prof. John, 69, violinist and founder of the Shenango Valley Symphony Orchestra, February 25 at his home in Sharon, Pa. Born in England, he played with several prominent orchestras in that country before coming to the United States in 1909. Burial in Sharon.

**BIDDLE**—Fred W., 63, former cook-house owner and manager with cirrhosis and Wild West shows, of a stroke February 13 in Vero Beach, Fla. Biddle had been with the old Walter L. Mann, Fawcett Bill Wild West, and Jones & Wilson shows. He had also been a candy stand operator, and spent the past 20 years with carnivals. Survived by a brother, John. Burial in Vero Beach.

**BLANCHARD**—Charles, 62, veteran fireman, of heart attack February 21 in Quincy, Ill., where he resided the past 20 years. Survived by his widow and a son, Thomas.

**BOYD**—Mrs. Isabelle Barnett, 34, employee of William Bertrick, former husband, recently in Coatesville (Pa.) Hospital of injuries sustained in a car crash February 13 at Gap, Pa.

**BRACEY**—Mrs. Clara Thompson, 54, former London and New York actress and mother of Sidney Bracey and Zeffie Pillsbury, film actors, February 22 at her home in Hollywood. She headed her own opera company in Australia and was a pioneer film actress. Services in Hollywood February 25, with cremation in Hollywood Memorial Park Crematory.

**BROWN**—Theodore H., 54, former Federal Communications Commissioner, of Cleveland, in that city February 24 of a heart attack. At the time of death he was practicing law. Survived by his widow and son. Burial in Arlington (Va.) Cemetery February 28.

**BROWNING**—Mrs. Frank M., 72, mother of Joe Browning, musician formerly with Sonora's band, the Royal Scotch Highlanders, and Hagenback-Wallace band, February 24 at her home in Palmouth, Ky. She leaves her husband, two other sons, and a daughter.

**CLARK**—Mary (Mrs. Mary Buchanan), former show girl, suddenly February 25 in her hotel in New York.

**COWELL**—Maybelle (Matilda Isabelle), at one time owner and operator of a trained animal act, February 19 in Just-A-Mere Home and Hospital, Akron, O., of a heart ailment. Deceased had trouped with Hampton's Great Empire Shows, "Honest John" Brunson, and Con T. Kennedy. Survived by a daughter, Mrs. Della Crippin, of Erie, Pa. Services in Akron with interment in Mount Peace Cemetery there.

**COX**—James D., 34, owner and operator of Cox's Cafe, and well known to show people, February 25 in Royal Oak (Mich.) Hospital of injuries sustained in an auto crash, survived by his widow, Margaret, five children, Beatrice, James, William, Donald, and David, his parents, and a

## Robert McDaniel

Robert McDaniel, veteran actor-manager, who had been with the J. B. McMann and H. H. LaPearl circuses, Dickey's Circle D Ranch Wild West, Sipes Dog and Pony Show, and the George H. Bubb Attractions, died in Portland (Ind.) Hospital February 22.

He had been retired the last few years, residing in Portland, where he owned property. He was interested in the Jay County (Ind.) Fair and thru his efforts many improvements were made in the fair association. Burial in Portland February 25, with Portland's mayor, Roger Lindy, manager of the Hines Theater, in attendance, as well as city officials, who served as pallbearers.

# The Final Curtain

Histor. Services from the residence in Berkeley, Mich.

**COX**—Joe, 41, pitcher, in a Pittsburgh hospital February 23 of a heart attack. Funeral at St. Mary's of the Mount Church, Pittsburgh.

**DEADY**—Timothy, the past 19 years led experimentation and assistant advance man with Coleman Bros.' Show, February 19 in U. S. Veterans' Hospital, Newington, Conn. Services from the residence, Westley, B. I., February 22, with interment in River Bend Cemetery.

IN LOVING MEMORY  
OF MY DEAR WIFE  
**Estelle Fratus-Dennis**  
Who Died March 7th, 1940  
"Denny" CARL DENNIS

**DODGE**—C. H., 53, civil engineer and father of Mrs. Earl Woodward, of the Four Mile, in Ogdensburg, N. Y., February 15 of a heart ailment. Other survivors include his widow, a daughter, and a sister.

IN LOVING MEMORY OF OUR LITTLE AUTOMOBILE PAL  
**Estelle Fratus Dennis**  
Who Went To Sleep March 7th, 1940.  
"Denny" We Miss You, Darling, and Think of You Always.  
Mary, Lee, Lee Jr., and Chickie Palmer

**DOMINIAK**—Frank, 37, billboard and former circus employee, drowned February 14 in Grand Rapids, Mich. Dominiak spent two seasons with the Al G. Barnes Circus advertising car No. 1. Survived by his widow, three brothers, and two sisters.

**DURAND**—Mrs. Alida Helen Hubbard, 79, former vaudeville performer and musician, February 21 at home in Cheshire, Conn., after a brief illness. As a member of the vaudeville team, the Five Musical Durands, she toured the major vaudeville circuits, giving over 3,700 performances. She leaves her husband, two daughters, and a son.

**DURANTE**—Bartolomeo, 92, father of Jimmy Durante, actor, February 27 at the Midtown Hospital, New York. He also leaves a daughter.

**EHEGALT**—Arthur J., 56, member of the New Haven (Conn.) Symphony Orchestra the past 20 years, in that city February 19 after a brief illness. He was a member of the Governor's Foot Guard Band and secretary of Local No. 234, American Federation of Musicians, New Haven.

**FAETKENHEUER**—William, 60, veteran symphonist with the Minneapolis Symphony Orchestra, at his home in that city February 26. Faetkenheuer's early musical training was with a military troupe. In recent years he taught music at the University of Minnesota and at MacPhail School of Music. Deceased was a brother of the late Max Faetkenheuer, known in theatrical circles and builder of Cleveland's Hippodrome. Survived by his widow, a daughter, and a son. Services in Minneapolis February 28.

**GALLAGHER**—Mrs. Ann Larimer, 61, wife of George W. Gallagher, former circus manager and show producer, February 25 at home in New Rochelle, N. Y., after a brief illness.

**GIBBS**—Robert, 81, former actor, February 22 in a private nursing home in Clifton, B. I., N. Y., after a long illness. He was in the original casts of three Broadway productions, *The Pitt*, *Blossom Time*, and *Madame X*. In 1926 he was in *Act of Love*. The same year he joined Walter Hampden's company in the production of *Ceponesochi*. This was his last stage performance. Gibbs was a member of *The Players* and the *Actors' Fund of America*. He leaves a brother. Burial in the Actors' Fund plot in Kensico Cemetery, Kensico, N. Y.

**HOLLIFAW**—W. C. (Cap), 71, retired San Francisco newspaper man and father of Harrison Hollifaw, manager of Station KPH, Los Angeles, in Pasadena, Calif., February 22. He was president of the San Francisco Press Club in 1910.

**HOLT**—Mrs. Charlene, 47, of Rockford, Ill., musician and wife of Wally Holt, also a musician, February 3 in Wyoming, while en route to California. Deceased

appeared in vaudeville with various bands from 1921 to 1928. Survived by her husband and her mother. Services and burial in San Francisco.

**HOWARD**—Clara C. (Clara Christina Bronner), 49, singing comedienne, prominent in vaudeville 20 years ago, found dead in her home in Portland, Ore., February 20. Death was attributed to a heart attack. She toured practically every leading vaude circuit and was well known as a headliner on the old Keith and Orpheum circuits. During the World War she went to France with Eddie Janis to entertain soldiers. Survived by a brother, Frederick H., and a sister, Mrs. Katharine Baiseman.

**JACKSON**—Mrs. W. A., 60, mother of Eddie Jackson, publicity director for Benson's Wild Animal Farm, Natchez, N. B., and formerly of the press departments of the Sparks, Sells-Floto, and Ringling-Barnum circuses, in Akron, O., February 15. She was also the grandmother of L. M. Latta, Jr., of the Caragli Productions Company, New York. Burial in Goshen, Ind.

**JOHNSON**—George Lerimer, 82, stage and screen actor, February 20 at home in Hollywood after a long illness. He spent many years in legit and stock, after which he entered motion pictures. He leaves his wife, a son, and two sisters.

**KEFER**—Paul A., 66, musician with the Rochester Philharmonic Orchestra, February 22 in Rochester, N. Y., of a heart attack. He was the father of Rose Hobart, screen actress, and a former member of the New York Symphony Orchestra. He leaves his wife.

**KNOIGHT**—Penny (Mrs. Frank Cummings), 47, former vaudeville performer, recently in New York. She had been a member of the vaudeville team of Cummings and Knight with the old Barnum & Bailey Circus. Buried under the auspices of the Actors' Fund of America in the Catholic Actors' Guild plot, Calvary Cemetery, New York.

**KONSTANCE**—William A., 58, former orchestra leader at the old Poli-Piazza Theater, Bridgeport, Conn., February 24 in that city. In recent years he had been a violin, clarinet, and saxophone instructor. Survived by his widow, a daughter, and a brother, Howard A. Konstance, also an orchestra leader.

**LUCKENS**—Zach (Zachariah H. Luckensmeyer), in charge of programs on the No. 1 advertising car of Ringling Bros.' Circus in 1909 and 1904, December 28 in Minneapolis of heart trouble. He has just been learned. Services in that city December 31, with burial in Oak Hill Cemetery.

**MALOWE**—Mary, 81, mother of James L. Malone, publicity director of the Florida State Fair, and vice-president of the Hacing Corporation of America, February 27 at the home of her daughter, Mrs. J. P. Norman, in Crookston, Minn., after a lingering illness. Other survivors are two daughters, Mrs. R. J. Wetse, Crookston, Minn., and Mrs. Edgar Crosby, Woodburn, Ore., and two sons, Greg, of McCleod, Calif., and Joseph, of Cass Lake, Minn. Burial in Grand Forks, N. D., March 1.

**MORAN**—Leo, 39, musician, February 22 at the Holy Family Hospital, Brooklyn, of septic poisoning. He was last employed by the late Hal Kemp as a trombone player in his band. Moran formerly had played in bands led by Reggie Childs, Red Nichols, Al Donahue, and Red Norvo. He leaves his wife, his parents, a daughter, and three brothers.

**NAHIN**—Louis M., 55, business manager of the Milwaukee Baseball Club and formerly associated with the Davidson Theater, Milwaukee, February 21 at his home in Elm Grove, Wis., survived by his widow, two sons, and two sisters.

**PAUL**—James Cecil, 43, former legitimate actor who had appeared on Broadway with Jeanne Eagles in *Rain*, February 22 in St. Vincent's Hospital, Bridgeport, Conn., after a brief illness.

**PORTER**—Mrs. Elythe, 57, actress, suddenly in her home in New York February 23. She leaves a daughter.

**PUEL**—August, 82, former director of the Comedie Francaise, Paris, found dead in his car in his garage in Chicago February 23. He came to this country 30

years ago to teach French. Survived by his widow.

**RABOUD**—Mother of Rajah Raboud, mentalist, in New Orleans recently.

**RYAN**—John J., former manager of the old Hogan Opera House, Bluequehanna, Pa., now the Town Theater, February 14 in Barnes Memorial Hospital, that city, after an illness of two months. He managed the theater 30 years until his retirement last summer.

**SAROSY**—Joseph (Joe Mud), for many years a watchman with the Ringling Bros. and Barnum & Bailey Circus, at his home in Racine, Wis., February 25 of a heart attack. He was a member of the Stage Employees' Union, Local 257, Racine.

**SHANEY**—Harry (Ralph C. Schoenberger), 46, former grab stand and cook-house operator, February 20 in U. S. Veterans' Hospital, Lyons, N. J., after a two years' illness. Survived by his widow, Nora, a daughter, Mary Jane; two brothers, Walter and Harry; a sister, Florence, and his parents. Burial in Lancaster, Pa., February 24.

**SHAEER**—Almer A., 59, former musician, suddenly at his home in Reading, Pa., February 21. He had played with numerous concert and military bands in Reading, and at county fairs in that territory. Survived by his son and two daughters.

**SMITH**—J. Earl, 52, ballroom manager, February 23 at his home in Philadelphia after an illness of six months. The past 25 years he was general manager of the Wagner Dancing Academy, one of the oldest ballrooms in Philadelphia. Survived by his widow, the former Helen Wagner, daughter of the founder of the ballroom; his parents, two daughters, and a son.

**WARNER**—James O., 84, one of the oldest members of the Bloomsburg (Pa.) Fair Association; at his home in Danville, Pa., February 19 after a stroke. He leaves his wife, two sons, and a daughter.

**WHITAKER**—Dick, formerly of the Aflalo Brothers, recently in Skilman, N. J., of flu. Survived by his widow, Lella.

**WILLIAMS**—Mrs. Anna, wife of Nat Williams, successful showman, formerly with the Reichoffer Shows, February 20 in Wilkes-Barre, Pa., survived by her husband and two daughters, Mrs. Williams Clayworth, and Mrs. Edna Williams Perkins. Burial in Center Moreland Cemetery.

**WILSON**—Mrs. Emma Virginia, 84, former Philadelphia organist, February 16 at her home in that city after a brief illness. Survived by six sons.

**WORRELL**—Ella, 69, wife of the late Fred J. Worrell, former manager of the Ringling Bros. and Barnum & Bailey and Sells-Floto circuses, in Los Angeles, February 16. Survived by two sons, Charles, of Los Angeles, former manager of the Tom Mix Circus, and Lawrence, of Atlantic City, former treasurer of the Apollo Theater there.

## Marriages

**BERKELEY**—HELLEKVE—Wayne Berkeley, manager of the Majestic Theater, Madison, Wis., and Aedine L. Hellekve, February 20 in Stoughton, Wis.

**FIELDS-CASTINEAU**—Al Fields, Philadelphia orchestra leader, known professionally as Allan Fielding, and Nancy Jane Castineau, burlesque dancer known as Scarlett Kelly, in Pittsburgh February 6.

**HENRY-McCARTHY**—Eliot Stephen Henry, son of Steve Henry, *The Billboard's* representative in Los Angeles, and Mary Jane McCarthy, in the old Spanish Mission, Santa Barbara, Calif., February 22.

**KOSCINSKI-KAY**—Dr. Leo J. Koscinski, of Evanston, Ill., and Bertha Kay, Chicago radio actress, February 23 at the First Congregational Church, Glen Ellyn, Ill.

**MARQUIS-DIONNE**—John Marquis, professionalist at the Parker Theater, Green Bay, Wis., and Florence Dionne, February 22 in Duck Creek, Wis.

**MUBANTE-OLSEYNYCK**—Frank Mubante, professionalist at the Hippodrome Theater, Bridgeport, Conn., and Katherine (See MARRIAGES on page 69)



### Photos of Troupers in Military Training Wanted

Showfolk who are in military training in any branch of the U. S. or Canadian forces are invited to send photographs of themselves in uniform to The Billboard, addressing them to 25-27 Opera Place, Cincinnati, O. When mailing pictures please give full details as to rank, branch, location, date of entry, etc., also mention briefly your show connections and capacities of late years.

### Art Lewis Engages Gillette, Fem Bullet; Flight Over 2 FW's

NEW YORK, March 1.—Art Lewis, head of Art Lewis Shows, announced signing of Lucile Gillette for an exclusive three-year contract to perform a cannon catapult. She's the girl who was killed as Miss Gillette (with the double L) when she made her American debut on the Electric-Barnum show several years ago, at that time she did a jump from a high platform to a trapdoor bar which was deliberately split, causing her to descend inches from the ground, but her legs were harnessed. It proved one of the surprise thrills of the Big Show season. Miss Gillette has been tuning up the turn in Bradenton, Fla., and on March 11 is scheduled to leave for Norfolk, Va., Lewis winter quarters, for another month's practice. Lewis said the flight would be over two Ferris Wheels into a net much smaller than those employed by competitive acts.

Show's associate free act will be Eddie Vera's Four Stars, high turn, giving that troupe its fourth season of work with the two-year-old railroad organization. Lee Cuddy will operate the new Epitaph ride, first shown at the Florida State Fair in Tampa.

### O. C. Buck Maps Expansion Plans At Trenton Barn

TRENTON, N. J., March 1.—Returning to quarters here this week, O. C. Buck, owner-general manager of the shows bearing his name, announced plans for an expansion program which he said will greatly augment his midway with shows and rides. With addition of more motor equipment, purchased recently by Buck, the organization now stands out as one of the largest motorized companies in the East, the management reports.

First of the new equipment, on which new fronts for the Vanities Show and Lloyd and Clem Coffey's units will be built, arrived last Saturday. Two additional units will go to the Post and Minutal shows. The Coffey's also will present an Hawaiian musicale as one of the midway features. A new sound truck will be used in an extensive advertising (See BUCK TO EXPAND on page 30)

### Mighty Monarch Gets Biz In Bartow Despite Weather

BARTOW, Fla., March 1.—Altho hampered by cool weather, Mighty Monarch Shows wound up a satisfactory week's stand here on February 22 under American Legion Post auspices. At conclusion shows moved to the Florida Coast to play engagements before heading north. Joe Peloma, painter, finished his work on show fronts, and Howard Burdge, billposter, is doing a good job in advance.

Prof. Walter Lankford's band has been giving concerts downtown daily and under the marquee at night to good results. A number of concessionaires joined here, and Ike and Mike, midgets, have been added to the Circus Side Show. Mrs. Nina Scott assumed special agent's duties. Owner Norris P. Roland has been on the sick list several days.

### Gooding and Murphy Part

CINCINNATI, March 1.—Business relations have been severed between Floyd E. Gooding, P. E. Gooding Amusement Company, Columbus, O., and J. P. Murphy, Figlia, O. Murphy has been business manager of the Gooding Greater Shows for the past six years.

# No Scarcity of Troupers Seen

## Yen Is Shown For Road Again

EX-showmen and concessionaires want to resume biz this year, Horwitz finds

TOLEDO, O., March 1.—Judging from the large number of responses to his advertising in The Billboard for showmen and concessionaires, Owner Vic Horwitz, of the Motor City Shows, wintering here, thinks the belief is general that the coming season will be unusually prosperous.

He said that many showmen and others who have been "off" trouping for a considerable time have declared their intentions of getting back into harness in a desire to share in an upward sweep of business evident or anticipated all over the country.

There are almost daily arrivals in quarters, where three new semi-trailers, purchased by Owner Horwitz, have arrived to augment the show's fleet of 14. Harry Gernert is preparing his three shows for the season. General Representative Bob Brennan, here for a conference, expressed much satisfaction with the route to date.

### Spring Party of League Promises To Be Largest

CHICAGO, March 1.—Center of activity for show people and their friends on the night of March 19 will be the Panther Room of the Hotel Sherman, the occasion being the eighth annual Theatrical Night of the Showmen's League of America.

All preparations for the dinner, show, and dance are complete and Chairman Lee R. Sloan expresses himself as well pleased with the work of his various committees. From every indication this year's spring party will be by far the biggest yet held.

### Coastal Empire Festival Re-Inks Jones Exposition

SAVANNAH, Ga., March 1.—Midway contract for the 1941 Coastal Empire Paper Festival here has been awarded to the Johnny J. Jones Exposition, it was announced by J. A. Bennett, vice-president of the festival committee. The Jones show provided the midway at the initial fete here last year and decision to book it again was reached by the executive board at conclusion of its consideration of all applications.

E. Lawrence Phillips, owner, and Ralph Lockett, secretary of the show, were at the meeting when the contract was signed.

### Smith in Loser at Macon

MACON, Ga., March 1.—After an unattractive week's stand here Bud Smith's Shows made no attempt to obtain further local bookings and returned to Florida. Organization came in from Starke, Fla., and set up on Troy Ralston for just over city line. Because of the location of a large army camp here city and county authorities have placed

## Orange Show Migration Date Set by West Coast Showfolk

LOS ANGELES, March 1.—Pacific Coast Showmen's Association and Ladies Auxiliary members laid plans at the club's weekly meeting here Monday night to accept the annual invitations tendered by Manager William Starke of the National Orange Show and Orville N. Crafts, owner Crafts 20 Big Shows, to be guests of both in San Bernardino, Calif., on PCBA Day, March 11.

As has been the custom in the past all guests will assemble at Mission Road and Valley Boulevard, near Lincoln Park, on the day of the event, where ample



PHOTOGRAPHED on the grounds at The Nassau, Bahamas, Fair recently were C. E. (Doc) Barfield (left), whose Barfield's Constantinian Shows provided the midway, and G. W. E. Roberts, fair president and member of the House of Assembly. During the show's engagement Doc and Yenni Barfield, at Roberts' invitation, attended several state and social affairs at which the Duke and Duchess of Windsor were honored guests.

## 3 More Years for Royal American at Florida State Fair

TAMPA, March 1.—Royal American Shows, Amusement Corporation of America unit, were signed to provide the midway for three more years at the Florida State Fair here yesterday by P. T. (Pop) Strieder, fair's general manager. Shows have wintered here for the past seven years, and the expiration of the new contract will have seen a decade of service to the community by the organization. Yesterday's meet will see the showmen thru the Florida Centennial Exposition in Tampa in 1945.

After a meeting of the fair advisory board, Strieder said: "Many angles were considered in connection with Royal American Shows. Its business reputation and its dealings with Tampa merchants have been excellent. Several executives of the carnival have bought homes here and it has become a real Tampa organization."

Carl Sedlmayr, RAS and ACA president, estimated that the shows spend at least \$75,000 yearly with Tampa concerns, mostly for workmen and material. The shows, employing 1,300, about 1,000 of whom winter here, are transported on 60 double-length railroad cars. Now playing the Orlando (Fla.) Fair, RAS is expected to return to local quarters tomorrow to repair and repaint for the long jaunt, beginning about April 15. Several new rides and tested attractions are being lined up for the 1941 tour, officials report.

A light clamp on concession operations. Cold and wet weather also handicapped the engagement.

## Ample Labor Mart Indicated

More applications and desire to troupe with shows are noted by Bantly

REYNOLDSVILLE, Pa., March 1.—"If early indications, as shown by the responses from our advertising in The Billboard for ride help and other workmen, can be taken as a yardstick, carnival operators and managers have nothing to worry about regarding the 1941 season," declared Herman Bantly, owner-manager of Bantly's All-American Shows, at winter quarters here.

Any fears that the selective service act and other national defense measures would enroll a great percentage of outdoor-show workers he now believes to be groundless. He said he has had more than a 15 per cent increase over last year's in applications for work, a large proportion of them coming from army camps, where the men are already employed that have a desire to go on the road again.

Workmen are already trickling into quarters to start on numerous new fronts that are being built on semi-trailer chassis. Harry Faith and May Milliron have charge of construction and overhauling of ride motors and William Withmore is crew's timekeeper.

## Brownsville Opener Gives Alamo Flying Start on 1941 Tour

BROWNVILLE, Tex., March 1.—Jack Ruback's Alamo Exposition Shows 1941 tour got off to a flying start with a profitable stand at the successful annual Charro Days' Celebration here on Feb. (See OPENER OF ALAMO on page 30)

### Frank Winchell to Jax Post

TAMPA, March 1.—Frank Winchell, who during recent years has been host to many showfolks at the Hotel Tampa Terrace here, resigned today to become manager of the Convention and Tourist Bureau of the city of Jacksonville, Fla. He was publicity director of the Rubin & Cherry Exposition several years and during their winters in Tampa he became associated with the Tampa Terrace as a publicity and public relations man. Later he was attached to the post of assistant manager and two years ago was made convention manager for the Collier Hotel System.



THE SKY RIDER, a new device and really a super Ferris Wheel, was photographed as shown by Neil Creamer, Geopipe and Rollophone owner with Coleman Bros' Shows, while he was attending the 1941 Florida State Fair in Tampa. The picture was taken on Gosperfield Dec. 29, 1940, on the midway of the Royal American Shows.



## SAVE YOUR CANVAS—KEEP YOUR PROFITS



Tents cost real money—and they depreciate rapidly unless they are taken care of properly. Poor tents mean poor business. Preservo is the best tent insurance. If waterproofs all canvas thoroughly, keeps it soft and flexible, easy to handle and preserves it against mildew and rot, even when folded wet.

**PRESERVO WATERPROOFS AND PRESERVES CANVAS**

EASY TO APPLY

**ROBESON PRESERVO CO.**

SOLE MAKERS (Dept. 5), PORT HURON, MICH.

## Wallace Preps for Opener; Executive Staff Is Lined Up

JACKSON, Tenn., March 1.—Ernest E. Farrow Sr., owner-general manager of Wallace Bros' Shows, announced in quarters here that with the exception of a top superintendent, who will be named later, his executive staff for 1941 has been lined up. Directing the show's destinies this year, he said, will be A. R. (Babe) Wadley, general agent; Walter H. Fox, assistant manager; Glenn Osborne, business manager; Trebble G. McDaniels, special agent; Margaret Miller, secretary; Earl Buchin, electrician; and James L. Reed, rich superintendent.

Present plans call for shows to open on March 15 at Milan, Tenn., under Junior Chamber of Commerce auspices. Spring and summer tour will carry the organization thru Tennessee, Illinois, and Indiana. Seven shows, six rides, 25 concessions, and two free acts, including the Fearless Falcons, will be carried and the management will also present special biweekly matinee throughout the summer.

Mr. and Mrs. Frank, who will have the sound truck and two concessions, are building a new corn game, while Frank Sparks and assistants are working overtime to have his new cockloper ready for opening. Among recent visitors to quarters were Robert Stickle, formerly with the Bee Shows; Harry L. Small and William Rogers, Rogers Greater Shows, and Bernie Smucker, owner-manager Alabama Amusement Company.

## Timmons Returns to Sparks

TALLAHASSEE, Fla., March 1.—James H. Timmons said here this week that after an absence of two seasons, he has been contracted to return to the J. F. Sparks Shows as secretary and press agent.

## OPENER OF ALAMO

(Continued from page 29)  
rtnary 21-24, despite two days of unfavorable weather. With a 10-cent gate, 20,000 turned out for the celebration.

Colorful ceremonies marked the opening and festivities got under way soon after Robin Pate, Charro Days' general manager, purchased the first float. Owner Pate was recipient of numerous wires wishing him success on his new season. Well illuminated and laid out in horseshoe shape, the midway effected a striking appearance. Plenty of paint has been used and the modernistically designed show fronts added to the organization's attractiveness.

All departments with the shows reported good business, despite the two days of rain. Rides were well patronized, and top shows included J. T. Hatcher's Slide Show, Bill Williams' Monkey Circus, Lorraine Bass' French Casino, Eddie Boothman's Snake Show, J. Podesta's Wall of Death, and J. Murphy's Aloha Show. Concession got average results.

## BUCK TO EXPAND

(Continued from page 29)  
program. Special papers and radio broadcasts will be part of the weekly budget. William C. Owens, advance advertising agent, spent a day here this week with Owner Buck, planning and selecting type of paper to be used. Two men assist Owens in advance chores.

Opening has been set for April 18 and contracted stands to date include Newburgh, N. Y., where shows will provide the midway for the third consecutive year at the Legion Post Spring Villa; Decoration Day Celebration, North Adams, Mass.; and July Fourth Celebration, Keene, N. H. Fair dates include those in Gouverneur, Malone, Rhinebeck, and Dunkirk, N. Y.; Doylestown, Pa.; Hagerstown and Frederick, Md.; Warsaw, Vt., and Watlington and Beantown, N. C. General Agent James Quinn states this week to go over spring route details with Owner Buck.

ADAMS, Mass., March 1.—A decision relative to granting a permit for a carnival to appear in Adams week of June 9 was deferred by the selectmen until an investigation can be made of the show. Permit was requested by Edward A. Trimble in behalf of the Adams Council, Knights of Columbus, under whose auspices the carnival would appear. He said the investigation would be under direction of Alvin Vogelbein, of Adams. Last year a carnival was allowed to come here in July under the Elks for the first time in several years.

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with an old model or with a second-hand Tilt-a-Whirl!

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## A SMART NEW 1941 TILT-A-WHIRL



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PHOTOGRAPHIC BLOWUPS make the most beautiful, world's finest, hand-colored posters at lowest prices. For example:  
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44x120 Skating Rink Outfit, complete  
CREATED DRIVER—HELEN MUNDRELLSON  
**O. HENRY TENT & AWNING CO.**  
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FOR SALE OR RENT  
WRITE FOR FREE CATALOG  
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## CALL—LAST CALL—CALL

GET YOUR ORDER IN NOW  
**MOTORIZE**  
Before the New Price Rise Takes Effect

Write for Showmen's Finance Plan  
**CHAS. T. GOSS**  
Standard Chemical Co.  
East St. Louis, Ill.

## SPECIAL SALE TENTS NEW USED

All white, complete, leathern heels. Mfg. 18'x18' ..... \$75 20'x40' ..... \$120  
21'x33' ..... 85 30'x50' ..... 180  
21'x34' ..... 85 30'x60' ..... 250

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204 Canal St., N. Y. City (Dana 6-1023)

## MAC'S CARAVAN SHOWS

Last Call  
All people contracted to open March 14th, Warsaw, Mo. Want Extra Help All Cities. Can see one of the following: Goodwin Hole, West Stock Shows, Bill Glass, Lee more, only! Overland, W. C. French, Custer or Joe O'Connell, High Blowing Fire Art, contact. Want super-acting show.  
L. B. McKEE, Super Creek, Mo.

# DODSON'S WORLD'S FAIR SHOWS

## Wanted For Season 1941—Opening Saturday, April 26

Will sell exclusive on Frozen Custard, Candy Floss, Scales, Long Range Shooting Gallery, or will place any legitimate Concessions. Positively no racket of any kind. Can place experienced Girls for one of the finest Girl Shows on the road; also Girls for Posing Show. Top salary. Musicians for Concert Band, Train Help, Working Men in all departments. Will book Flying Scooter, Aerial Joy Ride, Spit Fire or any new and novel Ride. Will furnish wagons for same. Will also book any money-getting Show not conflicting with what we have. Fairs and Celebrations from August until closing date at Jacksonville, Florida, State Fair, November 16. Address:

**DODSON'S WORLD'S FAIR SHOWS, P. O. Box 3157, Jacksonville, Fla.**

## Announcing 1941 Gala Spring Opening . . .

# O. C. BUCK SHOWS

## TRENTON, N. J., FRIDAY, APRIL 18, 1941

Followed by a carefully selected still date season in the industrial areas and including such outstanding engagements as Newburgh, New York; Decoration Day Celebration, North Adams, Mass.; and the Famous Keene, N. H., Fourth of July Celebration. First in dates always.

## To Be Greatly Augmented For 25th Anniversary Tour

**WANT** Hawaiian Musicians and Hula Dancers, Colored Minstrel Troupe with Band or Orchestra. Brand-new modernistic outfit furnished. One or two single Pit or Platform Attractions. Rod Rogers, manager like and Mike, wire or wits. Will book or buy Mechanical Show, also Wax Show. This show being fully motorized, offers all service and convenience of a railroad show. Showmen with new ideas we welcome. Girls for Shows.

Can use a few strictly legitimate Concessions, including such as Photos, Hoop-La, Pitch-Tilt-U-Win, one more Ball Game, American Palmtree, Fish or Duck Feed. No wheels or wagons. Want Help for 10 Major Rides, including Foreman for Ball-o-Plane. Preference given semi-drivers.

ADDRESS, P. O. BOX 665, TRENTON, N. J.

## BULLOCK AMUSEMENT COMPANY CAN PLACE

Small Cookhouse that can cater to show folks and stand prosperity. Privilege in tickets. Can also place experienced Slide Help who can drive trucks and trailers. Can place experienced Snake Help who can drive trucks. Legitimate Concessions not conflicting. We carry one of a kind. Open last week in March in Somers, S. Car. Only show to play inside city limits. We play all uptown locations. First in. No gate. No racket. All address:  
P. O. BOX 607, SUMTER, S. CAR.

**J. S. Bullock, General Manager—E. A. Murray, General Agent**

## GOLDEN BELT SHOWS

**WANT SPECIAL AGENT** **WANT** **HOLL-O-PLANE RIDE**  
SHOWS: Monkey Circus, Dope Show, Motormen, Mudd City or Farm, or any Show that does not conflict with or violate any rules.  
CONCESSIONS: Will sell 3 on Cook House, Frozen Custard, Photos, Shell and Long Range Lead Gallery, Rat Game, Floor, High Striker, Mill, Game and Ice Cream. Can also place Ball Game, Percentage, Penny Pitch, Ring-La, Pitch Tilt You Win, or any 100 Shows. We Want or Concessions. **NOY BEGGE WANTS SIDE SHOW PEOPLE IN ALL DEPARTMENTS. W. E. KELLY WANTS GIRLS FOR GIRL SHOW. PEOPLE FOR MINSTREL SHOW OR A COMPLETE SHOW. HOLL-O-PLANE FOREMAN AND HELP ON ALL RIDES. Must own Truck. SHOW OPENS NEXT SPRING, MARCH 22. RACES WILL STILL BE ON.**  
Address: BOX 79, HOT SPRINGS, ARKANSAS

## GIRLS . . DANCERS . . GIRLS

Original, Rumba, Hawaiian, Strip Tasso. Young attractive Posing Show Girls. Experience unnecessary. Talkers and Ticket Sellers. Open early in April. Top salaries. Rain or shine.

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**With the Ladies**

By VIRGINIA KLINE

SALEM, Ore., March 1.—We were in Tucson, Ariz., only an hour when Abner was arrested by the local vigilantes and thrown into an improvised jail for being a dude in a town gone Western. After talking to the gathered citizens and paying \$1 fine, which went to charity, he was released, and we put on our Western clothes and wore them until we arrived at the Bristol Hotel, Los Angeles, four days later. The White City Shows were at the rodeo grounds in Tucson and Mr. and Mrs. Ted Coxy welcomed us, as did Mrs. Mel Vaughn and Slim Brauser. Cannon Ball Bell gave us an account of the winter's doings. Beta Brauser was at home recovering from a cold, while Otis Bell is undergoing treatment for an ear ailment.

Ann Winters was on hand with a new idea for remaining slim. She says a regular routine of kicks, back and forward, will do the trick and she looks as if she's been taking her own advice. Mr. and Mrs. Tony Spring are tree-fors as usual, but are a bit handicapped from the fire of last season. However, they are getting things in shape and will have everything ready for this year's tour. We also visited our friends Harry and Marie Harrison at Tucson, and went to the Mexican border at Nogales and Saabae to see the Mexican cattle brought into the country thru the dipping vat. Murrle Therman, of C. F. Zeigler's United Shows, had his photo gallery on a lot near downtown Tucson. He introduced me to his wife, a charming woman who is fond of cooking and sewing.

At Phoenix, Ariz., we visited Mr. and Mrs. Jerry Doyle, who have a new lease out among the orange groves. They planted orange from their own trees and to take home. We found Crafts 20 Big Shows open at Brawley, Calif., and doing good business despite a heavy rain. Mr. Crafts has taken up bowling and to date has won two high-scores pins and has another, which is being set with a diamond, for special merit. Mary Lindinger's bingo is in good shape and she was busy as usual. Mrs. Charlotte Warren visited with us, and after spending the night on the show we left early the next day for San Diego, where Clark's Greater Shows were open. They were showing on a swell location on a paved street, which was lucky, because there has been an unusually heavy rainfall all over California this year. Mr. and Mrs. Clark greeted us, as did their very valuable dog, Skippy.

Babe and Marie Miller also were on the lot with Mr. Estelle Hansen, who is enjoying good health again. Fern Chaney was too busy to talk much, but business on a ball game can't wait and we were glad to see her busy. Sam Brown had his stand clicking on the midway, and Pop Slover was busy in the cookhouse. Nina Rodgers and Mr. and Mrs. Monte Young visited while we were there. Also on a San Diego lot, but not so lucky, were the Richman Bros. Show. It had been raining steadily there, but a full crew was working to get the lot cleared so business would go on as usual that night. Buzz Bradner told me he was on his way to be inducted for a year's military service, and Raymond Slover was optimistic about business for the coming tour.

At Long Beach, Calif., Mrs. Ruth Kelly, in a lady sailor outfit, was an asset to the riot which she and her husband own and operate at Silver Spray Pier. We visited Ruth and Ed Keane, who had the shooting gallery on the Kline Shows, but missed seeing Helen R. Smith's grandson, as he parents had him out on a trip with another admiring group. Mr. Walsh greeted us at the Bristol Hotel in Los Angeles, where we found Mrs. Walsh improved, but still weak from a flu attack. Olga Celeste, Mrs. Frank Ferrer, and I spent the evening with Johnny and Helen at Austin Rice and Celo Walker tell of their interesting experiences on their recent trip to Australia. Pierre Ouellette came in from a booking trip, and Charles Walpert

gave a good account of his recent Walk-salon at San Diego. Edith Walpert is still riding her folks in Texas with Hazel Robinson, but is expected to return soon. Neil Ziv also is at the hotel and was interested to hear news of her friends in Kansas City, Mo.

I was an honored guest at the February 24 meeting of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. Alberta Foster does a good job as president. After lunching on Peggy Purcell's tasty French doughnuts, coffee, and sandwiches, a general good time was had by all. A noisy game of "Help Your Neighbor," led by Lucille King, Marie LeFors, Mrs. Carley, Jessie Loomie, and Mary Bowen, was played. I enjoyed a lengthy chat with Mother Minnie Fisher, who told me that she has missed only two meetings in the eight years she has been an auxiliary member. This despite her frail health. Frances Farmer had charge of the bank night award.

At Bakersfield, Calif., we found M. E. Arthur's Mighty American Shows playing to big crowds. I met Mr. Arthur for the first time and was entertained by his scribbling secretary, Walton G. Pelston. He told me the shows will play close enough to Salem this summer so that we can count of his coming over and serving one of the spinach dinners he is noted for.

**St. Louis**

ST. LOUIS, March 1.—Al Wagner, owner-general manager Great Lakes Exposition Shows, visited The Billboard office on Tuesday while here purchasing some additional motor equipment from Charles T. Goss, Standard Chevrolet Company. He came in from Springfield, Mo., where he bought some trailers from the Springfield Wagon & Trailer Company. Johnnie Howard, owner Howard's Museum, also visited The Billboard while in the city on a buying expedition. Nate Lambert, who with his brother operated the Penny Arcade on the Fairly & Little Shows lot season, passed thru the city en route to Camp Robinson, Ark. where he began a year's military training this week. Mr. and Mrs. Earl Strout visited while en route from their home in La Salle, Ill., to Houston, for the opening of the World of Today Shows.

Harry Beach passed thru the city while en route to Kansas City, Mo., from Lase Charles, La., where he spent the past three months with Cliff Liles and other friends. He will start construction of a new scooter ride in R. E. Haney's factory. He will have the Scooter, his Hotloplane, and a corn game with P. E. Gooding Shows. Frank Fellows, president Springfield Wagon & Trailer Company, here on Thursday visiting from Charles T. Goss returned home this week after a month's trip thru the South.

J. W. (Jimmie) Winters, prominent concessionaire, is in the army, where he holds the rank of lieutenant colonel. Showmen wintering here are making plans to attend the fourth annual St. Patrick's Dance in the Grand Ballroom of the DeSoto Hotel, March 13, under combined auspices of the Missouri Show Women's Club and the International Association of Showmen. Francis Bron's Shows are getting ready for their search 8 opening at Camp Wagon, near Waynesboro, Mo. John Francis and son, J. Crawford Francis, are superintending the works. Ray Swanner returned to his home here this week after playing several army camps in Mississippi and Louisiana.

Elmer Brown, general agent Frisk Greater Shows, came thru the city this week en route for Hot Springs, Ark., where shows are wintering. Dee Adircht arrived Wednesday from Tatopa, and reported a good engagement at the Florida State Fair. Billy Senior, of the Gus Sun Fair Booking Exchange, spent Wednesday here, after a trip thru Southern Illinois.

**TILLEY SHOWS WANT**

One used Show, especially well built or Mechanical Show, for use in East-Coe Whip. Excludes on American Mid-Camp for use. Can place by name legitimate Great Shows. No money. Address: BOX 297, LAFAYETTE, LA.

**ACCLAIMED BY ALL AMERICA'S LEADING SHOWMEN AS THE MOST TIMELY BOX OFFICE ATTRACTION OF ALL TIMES**

**The Birth of a Real S. R. O. Attraction**

**"THE SHELTER"**

**A LIVING REPLICA OF THE LIFE OF LONDON'S UNDERGROUND**

with actual realistic War Front including Tommies, Barrage Balloons, Airplanes, Searchlights, Cannons, Sandbags, Barbed Wire, Sirens, etc.

**SCENES**

- ★ The Lift (Elevator Descending)
- ★ Slumber Quarters
- ★ Bombed Cellar
- ★ Recreation Room
- ★ Hospital Room
- ★ Execution Chamber
- ★ Chapel
- ★ Pub (Your Bar, Cabaret Dance Hall, etc.)

This COMPLETE, ORIGINAL SHOW BUILT Under the Direction of MESSMORE-DAMON, Inc., Master Minds of Mechanical Devices.

**FOUR DIFFERENT UNITS**

1. Build your own show on 5% Royalty Basis—\$100 Deposit.
2. Still Image Walk-Through Show—\$1,000.
3. Action Unit (Talking Figures in Action, Sound Effects) — \$5,000.
4. Supreme Masterpiece Production—\$10,000.

We will finance and produce this original show on a percentage basis on any recognized FAIR-CARNIVAL — PARK — EXPOSITION OR FIRST-CLASS NIGHT CLUB.

**RELIABLE PARTIES WANTED**

Financially Responsible to Manage Shows. Strictly New Sales Sold. 11 States and the Dominion of Canada Sold.

All Rights copyrighted and fully protected throughout Western Hemisphere on a Walk Through Show. All Infringements prosecuted to the fullest extent of the Law.

**WRITE, WIRE or PHONE**  
**BONNIE BUSCH, Pres.**  
"The Shelter"  
400 W. 27th St., New York City  
Phone: Clifflinger 4-1843

Shipping Weight 100 Lbs.  
**OVERWHELMED WITH INQUIRIES**  
Our answers: Price of Standard Model as shown in cut here has not advanced. Still \$50 each and \$75 when ordered in lots of six or more. A 1/2 deposit with order required. Orders received after March 15th can ship during May.  
**ERIE MFG. CO.**  
Box 415, Middletown, Conn.  
No Results Available

**W. E. WEST MOTORIZED CARNIVAL**  
Now Booking Shows, Riders, Commission. Want Shows for All Shows. Alligator Shows, Mounted or Unmounted, have new equipment. We look any show such as following: Wagon to look Octopus or Full Size Kilde Bids. All Commission given except Car Game and Book Game. Also Corn Game, Hash game, Frisbee and Ball and Ball for Sale Show. New and Used Mechanical with Free Size Balls of all kinds, auto drive truck, power seated cars. Cannons, Mass and Electric Peloton. Come out now. Home with no better.  
BOX 175, Cherryvale, Kans.  
Eye Kite—Tand Carves, Business: Callahan with Rover, \$30.00; Photo Studio, \$150.00.

**NEW YORK WORLD'S FAIR MUSEUM WANTS MUSEUM ATTRACTIONS**  
Especially outstanding features: Frolics and minor Window Displays, Mechanical Map, Pin Boards, Glass Displays, Stuffed Man, Chimp Act, Fat People Displays, Quilled Man, Robinson Man, Pin Cabinet, House that will open, Bookers, Award Booklets, Race Track, Rubber Man, Karamazovs, Big Pushover, New and Used Mechanical, young Musical Act, Hat & Hair for women, Punch, Stage & Vase, 10 Girls for Illusions, Electric Act, Bicycle, Hardball, Unicycle, Softball, Table, any found new material, experienced Agent. Fixed framed systems in America provided by a specialist. Advise 1-1 through mail sending.  
**GEO. BURKHART**  
62-70 Avenue St., Rego Park, Richmond, L. I., N. Y.

**Want to Join on Wire**  
Thoroughly experienced Operators. Slide Foreman, Salary \$20.00 to start; more if you are worth it. Cookhouse Help, Walkers and Griddle Man, etc.  
**JOHN A. BRETZ**  
Winterquartners, Buckeye State Shows  
Milledale, Wis.

**ACCOUNT OF DISAPPOINTMENT**  
Our place Mooker Show. Will furnish elaborate outfit. The Bronx, Calif. M-F-Vehs. wire

**O. C. BUCK SHOWS**  
BOX 666, TRENTON, N. J.

**SKOOTER CARS**  
Will buy 10 Streetwise Lane or Dolphin Cars at once. State condition and lowest price.

**ELLMAN SHOWS**  
2250 No. 30th St., MILWAUKEE, WIS.

**WANTED**  
GIRL SHOW WORKERS—HULA DANCERS, HAWAIIAN TROUPE, ELECTRIC GUITAR PLAYER, TRUMPET AND SAXOPHONE PLAYER, CHERY JOHNSON, TEX., MARCH 15/31.  
Address: E. D. STROUT, Box 1080, Houston, Texas

**OLYMPIC EXPOSITION SHOWS**  
1941 — WANT — 1041

Show with new outfit, 22 1/2. Commission: Great Joint, Corn Game, and any kind that work for 10% each. No cash. Reasonable rates to all Operators. Will book one Flat Slide. Will buy 16-Seat Showmen. Opening first week in May. All address: Mr. STANLEY WARWICK, Mr. Rochester, Minn. Box 308.

**WEST BROS.' SHOWS**  
Now Seeking Shows and Concessions. Ride High, 1941.  
Open space April 17, 18, 19th, 20th, 21st.  
BOX 408, St. Joseph, Mo.

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

27 WEEKS CONTRACTED ★ ★ ★ ★ ★ 15 FAIRS  
**BEE'S OLD RELIABLE SHOWS, INC.**  
Want organized Mounted Show with Band. Have complete new Name-sign and tag. Wash Card Show with three or more girls. Have top and new traveling set. Name-sign for Pil Show with attractions. Want music and new names to suit attraction. Offer Shows and Concessions in conducting. Make/Show, with. Want Palace that can paint pictures, banners, etc. Quote price in first letter. Can see three or four more reliable Ride Man. Opening about April 15 or long enough. Fair commission in Tennessee with dates after October 11, with. Address: R. F. D. 11, Winchester, Ky.







Missouri Show Women's Club

Maryland Hotel St. Louis

ST. LOUIS, March 1.—First Vice-President Nell Allen presided at the regular business meeting last Thursday in the absence of President Judith Solomon. Other officers present were Second Vice-President French, Dean, Third Vice-President Ethel Haase, Treasurer Gertrude Lang, and Clea Jacobson, secretary pro tem. Peggy Burton, of the Pearson Shows, was added to membership. Irene Burke, ticket chairman for the St. Patrick's Dance on March 13, reports the advance sale is going well. Secretary Grace Coss returned from a Texas vacation, on which she visited the Lone Star Show Women's Club. Dallas and several club members on the Day Lang Show. Mabel Pierson advised from Columbia, Miss., that she recently returned from New Orleans, where she

visited with Catherine Oliver, a past president of the club. Dany Davis was hostess at the February 20 meeting. Night's awards went to Glenn Nelson, Elma Obermark, and Sue Moore.

NSA

(Continued from opposite page) back. Aaron I. Hinsky, 18; Danny Duggan, Hallem Burkoot, 11.

Ladies' Auxiliary

The "Tampo Trouper," headed by President Midge Cohen, have returned and the last meeting was led by the president. An unusually large gathering attended. It was decided to hold a card party in the rooms on the first Wednesday of each month, the men being also invited. Sister Kate Best is in Horlen Hospital with pneumonia, while Sister Edith Friedman is in Morrisania Hospital. Sister Gene Winsor attended the meeting for the first time in many weeks. Sister Ruth Gottlieb attended for the first time since joining the organization. Membership Chairman Ben Hamild is at work on campaign for this season. Sister Anna Halpin will return in a few days.

SAVE MONEY AND LIVE IN COMFORT

New, 1941 Schult Trailers are far roomier than any previous models. By re-shaping the coaches and re-designing their interiors, a great deal of new head room, floor space and storage area has been added.

Schult Trailers are now finished in genuine Armco Steel or the famous, long-lasting Korite.

New, long mechanism beds are the finest to be found. Larger, better insulated, high-cube refrigerator, oven stove, toilet, shower and delightful new refinements for greater comfort and livability at low new prices put them in a class by themselves. Double floor, super-insulated walls and new, better heating system for greater comfort.

See them at your Schult dealer or write for FREE literature. Don't buy till you've seen these bigger values by the world's largest manufacturer of trailer coaches.



SCHULT TRAILERS, INC. Dept. 203, Elkhart, Ind.

5 New Schult Models \$395 to \$3600

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

CINCINNATI, March 1.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. The order numbers are given in parentheses where known. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

- Adams, Geo.
Alair, Edward John
Andrus, Clifford Taylor
Baker, James A. Smith
Baker, Louis Warner
Baker, Lawrence Russell
Baker, Harold Cooper
Bart, William
Beaver, Clarence G.
Begg, J. Francis
Bishop, Roger Estrom
Blake, Delbert Sam
Boonman, Charles C.
Bork, Valentin
Boudreau, John
Brazell, Wm. David
Bryce, William Carson
Bryce, James Harvey
Byrd, Joseph John
Browning, James J.
Buchanan, Joseph Steve
Burns, Charles Bell
Burton, Earl O.
Burns, Edw. W.
Byrd, Tony Albert
Cahill, Joe L.
Cameron, Charles Arthur
Cameron, Louis Chas.
Campbell, Francis Everett
Campbell, Frank Allen
Candelin, Raymond
Carter, Andrew M.
Castle, Chester
Chaute, Vernon
Christie, Curtis
Criswell, Francis Murray
Culicourt, Chas. Truman
Cole, Clayton E. (4206)
Cooks, Winston Halstead
Cox, John William
Dabell, Norman L.
Danzon, Raymond
Davis, Harvey B.
Davis, Noble
Davis, Earl W.
Demmer, Raymond Hankin
Dexter, Alvan Barnes
Dobson, M. J. Jacob
Duncan, Louis Gaston
Dyer, Meade Edward
Edgcomb, Harry A. (424)
Edwards, Tom
Edwards, Annie B.
Farrcloth, Jackson Clarence
Farshaw, Paul E.
Farmer, Lewis E. (473)
Farrington, James Jacob
Fillman, Harry Annes
Filipczak, Fred Harold
Fink, Charles Edward
Fink, Harold Willie
Fisher, Alfred Leigh
Fisher, Charles Thomas
Gordon, Bert Dale
Glover, Anthony
Goldberg, Ray
Goodwin, William F. Jr.
Graham, Charles
Graham, F. W.
Grant, Barry Lee
Gray, Clifford
Gray, Wm. F. (387)
Griff, James M.
Guthrie, Curtis A.
Hall, Charles Preston
Hall, Webster
Hambright, Albert Clarence
Hammond, Carl J.
Harris, Lennox Edw.
Harrison, Robt.
Harshan, Harry
Hatch, Herman
Henry, Chas.
Henry, Chas.
Hedges, Clarence Edwin
Hedges, Cecil Clay
Hedrick, William William
Hollins, George
Hops, Oly
Horlen, J. Westworth M.
Howe, Cyril Paul
Ingh, William Oscar
Inghes, Wm. Howard (111)
Innphrey, Walter
Irish, Union Homer
Jackson, Horace
Jackson, Ralph
Jackson, Fred Randall
Jackson, Robert Nicholas
Jackson, Edward Frank
Jackson, Melvin Thomas
Jacob, Woolly LeRoy
Jasecak, Stephen J.
Jensen, Ralph Palmer
John, Frank S.
Johnson, James H.
Johnson, Miss J.
Jones, Freddie William
Junk, Roger Lee
Kasher, Volney Carl
Kahn, Gerald John
Kaiser, Allan H.
Kelly, John Lincoln
Keown, Henry P.
Kilmer, Dallas C.
Knight, Joseph Patrick
Krieger, Albert Wm.
Lank, Frank Anthony
Larson, Walter Edwin
Leary, Edw. Lee
Lee, Coy Cecil
Lee, Edward
Leitch, Anthony
Lepore, Matteo Joseph
Logsdon, Jr. Wm.
Long, George Wayne
Lorenz, Jack Debra
Lorvain, John Miller
Luzon, Harry Russell
Lundy, Wm. Elmer
MacCabe, Jas. Wm.
McClintock, David Emmer
McClure, Richmond
McLaughlin, Wm. Garret
McPeak, James Monroe
Mallery, Richard (184)
Malley, Harley George
Malra, Steve Mitchell
Malher, Robert F.
Mathews, James
Mayer, Edward
Moore, Ben H.
Miller, Harvey A.
Miller, John L.
Miller, Art
Moffe, Joseph Paul
Muller, George
Miller, Richard B.
Miller, Frank Olen
Mills, Franklin Emory
Mitchell, Alfred Emmer
Montello, James T.
Moore, Ralph Everett
Moore, Thomas
Morley, Donald V.
Morris, Allen
Morris, James Mills
Morrison, Robert P.
Morrow, James
Mutow, Matthew James
Mutzman, George Jerome
Murphy, John Edward
Murry, Thomas Anny
Murray, Michael
O'Brien, Michael
Ogle, Douglas
Oliver, James Clayton
Oltman, Wm. Harold
Owen, George (88)
Painter, Robt. Stanley
Parr, Lawrence Joe
Patty, Chester
Palk, Milton L.
Pomprent, Art R.
Pope, Harry Edgar
Porter, Earl O.
Price, Wm. J.
Rapland, Phillips Thomas
Rice, Elmer
Rivick, Louis
Roberson, David Emory
Rogers, Clem (13)
Rosen, Joseph W.
Salzer, Raymond Chester
Samuelson, Charles Elmo
Satterfield, Thomas M. (129)
Sawyer, Robert
Schroeder, Harold Earl
Scott, Henry Peter
Shannon, Bert
Shaw, Bernard James
Shaw, Wm. Milton
Shepherd, Sandy
Sherwood, Richard B.
Shinn, Chas. Murray
Smith, Will Paul
Smith, Louis C.
Smith, James Leroy
Smith, Jr. Geo. Edward
Stacey, Michael J. (380)
Stanley, Frank (338)
Stanley, Steve
Stearns, Wm. H.
Stretzer, Jas. W.
Stout, Eugene Chesterfield
Stultz, Orr L.
Stubbarty, Louis
Sullivan, Kokomo
Taylor, Henry C.
Taylor, Wesley Allen
Tayne, Steve J.
Thomas, Lee
Thomas, Arthur
Thompson, Robert Louis
Tracy, Geraldton Bon Abramo
Townson, Robert
Van Housen, Lawrence
Wagnut, Nathan
Ward, Wm. F.
Warner, John J.
Washington, Jr., Nelson
West, Alfred Boas
Western, William Franklin
Western, George Jack
Western, Stanley John
Wheeler, Carl Frederick
Wiel, Richard Lee
Wilson, Pat
Williams, Lewis Henry
Wilson, Alfred J.
Wilson, Harry Jim
Wolfe, Robert Lee
Wray, John Henry
Wright, Frank
Yanko, Nicholas
Yost, Arthur M. (126)
Young, Howard A.
Young, William
Zabel, Alexander

ST. LOUIS OFFICE, 390 ARCADE BLDG.

- Adams, Howell Douglas (322)
Bailey, Peter Jean
Bentley, Chester E.
Binstewart, Bruce Elmer
Calk, Joseph
Cardinal, Larry Harold
Diggs, Kenneth Alvin
Dixson, John Henry
Hesse, Lee Jackson
Lewis, Danny
McLinn, Frederick Edward
Ray, La. P.
Shank, Mike P.
Tubbs, Otto P.
Allen, James G. (408A)
Keller, Fred
Randall, Leon Grant
Chicago Office, 155 NORTH CLARK STREET
Anderson, Elmer Eugene

PRELL'S WORLD'S FAIR SHOWS, Inc. "A World's Fair At Home" FIRST CALL

Show's opening date set for March 22nd. Plans to include two Saturdays, location at one of the country's largest Army Post centers, with drive more space added to follow in definite spots. All these new booking contracts with this organization opened not later than March 20th.

WANT

Cash Miller wants a few more Strips. Act to feature in his modernistic Side Show. GIRLS—Gracie Miller wants one or two more Girls to complete her "Cute Parade Revue." Men and Women Dress Riders—Top salaries. Money Speedway Help—Three working for us before answer. Men to take charge of GLASS HOUSE (The Barn, now?)... ONE SHOW—More in all departments... TALKING, SMILING, DRIVING, TUGS and CHAMPIONS, useful people... FREEMAN—4-Car Baltimore Speedway and Chair-Plane. Ride Man with contemporary NEW SPIT FIRE RIDE. Ride High on all rides. This man to drive Fordford Trucks PREFERRED. Motor Mechanics to take charge of a fleet of new International Tractors and Tractors (land used). Can use one more FREE ACT. Must be outstanding and unusual. ALL LEGITIMATE CONCESSIONS open, such as Best Games, Best Games, Duck or Fish Pond, Doggie, New-Lo, High Hocks, Soda, Cane Rack, Toy Shooting Alley, and other Great Shows that work for you. All other Mustangs and Tractors (land used). Can place ONE NEW and NOVEL RIDE and LIVE PONY RIDE. SHOWERS—With NEW IDEAS. Let us hear from YOU. Show Event and Celebration Committee, we have the open work to complete our 1941 route. To those desiring one of America's Most Modern Amusement Organizations—offering TWO Big Free Acts and over 30 Paid Attractions—all are invited to address

S. E. PRELL, Gen. Mgr., Winter Quarters, Bennettsville, S. C.

STENOGRAPHER WANTED

Must be male, middle aged, single, sober and trustworthy. Prefer one with some show knowledge.

CAN PLACE OUTSTANDING MUSEUM ACTS AT ALL TIMES. Now in our third big week at 124 EAST SIXTH STREET, CINCINNATI, OHIO.

INTERNATIONAL CONGRESS OF ODDITIES "America's Most Widely Imitated Show"

WANT LAKE COUNTY FAIR, EUSTIS, FLA.

MARCH 10 TO 15. CONCESSIONS: First-class Concessions, Ball Games, Penny Pitch, Curdies, Pish Till Win, Mini Camp, BIRDIE, GOLFERS, FISH-COOK, BUSTLE and Kickin' Show with own outfit. Can place (same week) Grand County Fair, MELBOURNE, FLA., March 16 to 18, CONCESSIONS: Everything except Bingo, Photo Show Balls and Dishes. Want Miss Girls, Long Beach Fair, Fish Pond, Book Stand, GOLF, SHOW, Specialty Shows, Book Stand, Book, Gas, Bicy, Cigar, Harvey, etc. RIDES: PENNY ARCADE. We play Green Day Spring Fair, Daytona Beach Fair, Woodchick Exposition and two more Florida dates. Address: CRESCENT AMUSEMENT COMPANY, Sebring, Fla., this week.

WANTED--BLUE RIBBON SHOWS--WANTED

OPENING COLUMBUS, GA., MARCH 29--TWO SATURDAYS. Special Agent with transportation that can and will post paper. Painter that can do show fronts. Organized Minors Show with Band. Salary and percent. Ride Help with semi-trailer experience. Address Columbus, Ga.

KAUS EXPOSITION SHOWS, INC., WANT

Train Wheel, 4-Gap Wheel, and any new and novel line. Mechanical, Wheel, Mission Show and any miscellaneous shows that don't conflict with what we now have. Major Shows or well known acts to include in our shows. We are looking for good shows with own outfit. CONCESSIONS: Few shows such as Music, organ, Wreath, lighted Grand Shows, Louis Wagon, White, Can place Lot, Ride, Book Help in all departments. Payment for Chair-Plane and Motor-Gar-Bound. Want to hear from Georgia, Ohio and Illinois. Give name, address, phone no., A. J. KAUS, Gen. Mgr., 202 George Street, New Bern, N. C.

GREAT AMERICAN SHOWS

BID SMITH, MANAGER BILL RYE, GENERAL AGENT. Having only passed that on way north, besting Wisconsin, Gen. week of March 10th. Will include the very successful week in Camp Bluffing, Fla. This week Monroe, Ga. Can use one or two additional Concessions except Concessions, Candy Apple, Home-La, Pish, Tilt-Yo-Yo, Photo, Ball Game, Penny Arcade, Day Ride, etc. Give name, address, phone no., A. J. KAUS, Gen. Mgr., 202 George Street, New Bern, N. C. Give name, address, phone no., A. J. KAUS, Gen. Mgr., 202 George Street, New Bern, N. C.



# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

SOME'LL spring before spring.

DON'T be surprised if there is a Murphy-Blast show on the road this year.

JOHN ASHER cards from Alto, Ga., that he is in State Senatorium there and would like to read letters from friends.

AFTER spending the winter in Georgia, Harry (Kid) Bailey booked his Athletic Shows with Rogers Greater Shows.

RICHARD (PAT) LOHMEINE booked his snake show with Bantley's All-American Shows.

FAMOUS Last Week: "Will send money soon."

ELWIN (AL) WILLIAMS, Austin, Minn., has booked his lead galleries with Sunset Amusement Company.

FORMER side-show manager with Buckeye State Shows, Billy King, and Mrs. King are wintering in San Antonio.

MR. AND MRS. A. W. GOODING, ride operators of Lancaster, O., have purchased a latest-model Moon Rocket Ride from the Allan Herschell Company.

DON TRUEBLOOD scribbles from St. Joseph, Mo., that he has been re-engaged by West Bros.' Shows, making his third season there.



THIS GROUP was photographed in Ormond, Fla., recently while Mr. and Mrs. L. E. Roth and Mr. and Mrs. Art Alexander, of the Blue Ribbon Shows, were visiting Mr. and Mrs. Pope Hudgins at their new home in the Florida city. In the foreground is Patty Ann, show's mascot. Front row, left to right: Jerry Pinchak; Mrs. Rose Pinchak; Mary Ann Alexander and Allen Pinchak. The Pinchaks, relatives of Mr. and Mrs. Roth, are from Philadelphia. Second row: Mrs. Ethel Murray, Martha Hudgins, and Mrs. Roth. Standing are Art Alexander, Pope Hudgins, and L. E. Roth.

NECESSITY is the mother of excess on some midways.

JACK O'BRIEN pencils from Helena, Ark., that Mrs. E. A. KELLY, former trouper, is in a hospital there and would like to read letters from friends.

CHUCK NORTHCUTT is in quarters of Golden Bell Shows in Hot Springs, Ark., where he is helping ready the Circus Slide Show for the coming tour.

AFTER playing Texas, Louisiana, and Mississippi spots, Tom Garrett is in Marshall, Tex., rebuilding his photo gallery.

FORMER secretary of Hildebrand's United Shows, John H. Hobbay has joined White City Shows in a similar capacity.

BEING a novice in show business cannot long be camouflaged.

O. BURKHART, who sold his World's Fair Museum to Floyd King, is in Elmhurst, L. L. N. Y., building a new show, which will take the road this month.

H. W. CROWELL has booked his Kingdom of Native Wild Animals Exhibit with H. C. Webster's Parade Shows, he reports from Laredo, Tex.

MR. AND MRS. ORVILLE MILLER have booked their popcorn, candy apples,

snaw cones, and other concessions with Pryor's All State Shows, making their third consecutive year with it.

RIDE Superintendent with the Johnny J. Jones Exposition, Edw. Larkin is at Camp Blanning, Fla., where he is chief equipment inspector of Diesel machinery for the U. S. Army.

SOME showmen build midways with publicity and then blast 'em with a barrage of mud.

ALLAN BRYANT, who has been working at a trailer camp in Sarasota, Fla., this winter, reports he will return to Dodson's World's Fair Shows as sign painter and scenic artist.

ARRIVING in Bakersfield, Calif., from Phoenix, Ariz., in time for Arthur's Mighty American Shows' opening was Al Fine, who has been appointed legal adjuster.

OPERATOR of the Ten-in-One Show on the James E. Strates Shows last season, James Thompson recently signed to provide the side show on Bantley's All-American Shows.

OWNER and operator of side shows for the past 18 years, Carroll Miller recently signed his new Ten-in-One attraction with the King Red Shows. Unit is being built in quarters in Manchester, Vt.

## On a Spot

AS A RULE the assistant manager is one who can say yes as either a reply or proof, who can say yes in both English and pig-Latin, can say yes whether it means the truth or otherwise, can say yes when it would be easier to say perhaps, can't, or never. He can say yes for the boss's good and for others' bad and keep it up the entire day. But the only answer he ever gets from the boss is no.

Floyd E. Gooding, is a selectee and assigned to the unit of the tank corps at Camp Knox, Ky.

MR. AND MRS. LYALL E. LEACH are in Dexter, Minn., repainting and readying their photo gallery and other equipment, which they have booked with Sunset Amusement Company.

BINGO operators on the World of Mirsh Shows for the past six years, Murray Polans and Ralph Godstone letter that they purchased Mrs. Max Gruber's bingo stand and will operate it on Gruber's World Famous Shows.

STYLE for showstands changes more and more and shows are changing more and more fronts.

MR. AND MRS. E. J. GORDON, who have their popcorn, peanut, candy apple, and duck-punch with Traver's Fair at Home Shows, recently took delivery on a new trailer and car, Herman Stienke reports from Sulphur Springs, Fla.

LOU L. BURTON advises from Belmont, N. Y., that Convention Shows have been contracted by Allegheny County Agricultural Society for the 1941 Angelica (N. Y.) Fair.

JACK SCHULTZ, former member of the Four Clovers, is seasonally ill at his home, 3845 Chicago Pike, Toledo, O. His father, C. F. Schultz, writes that Jack would like to read letters from friends.

MAILMAN and The Billboard sales agent on Hughey & Gentach Shows in 1940, Harry (Key Check) Blaco advises from Natchez, Miss., that he doesn't contemplate returning to the road this season.

LONDON, England, County Council has sanctioned holding of the customary "Bank Holiday" fairs on open spaces

**PENNY PITCH GAMES**  
 Size 44x64"  
 Price \$20.00  
 Size 48x68"  
 Price \$25.00  
 Size 52x72"  
 Price \$30.00  
 Size 56x76"  
 Price \$35.00

**PARK SPECIAL WHEELS**  
 30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 wheelers. Wholesale Price \$12.50

**BINGO GAMES**  
 75-Player Complete \$5.00  
 100-Player Complete \$7.50

**SEND FOR CATALOGUE**  
 Full of New Games, Blanks, Dolls, Lamps, Amusement Ware, Games, etc.

**BLACK MFG. CO.**  
 124-126 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 11 1/2, Typewritten, Per Mo. \$ 0.00  
 Analysis, 24 p., with Blue Cover, Each \$ .05  
 Analysis, 36 p., with White Cover, Each \$ .10  
 Monthly Analysis, 24 p., Fancy Covers, \$ .10  
 Samples of the 3 Readings, Four for 25c.  
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 MENTAL TELEPATHY, Booklet, 21 p., 25c.  
 "WHAT IS WRITTEN IN THE STARS," Folding  
 Booklet, 12 p., 5c. Contains all 12 Astrology  
 Signs Well Written, Per Doz. \$10. Sample 10c.  
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It's time to think about your needs. And you  
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GREEN—Zeebe (Dynamite), GUM-JAP  
 (1000 lbs.), White Rice, Golden PRALIN, 100-  
 lb. bag, JAP-ONCE BUTTER (1000 lbs.)  
 for "battered" corn, 1000 lbs. per case, Packed  
 10, 20 and 30 lbs. cases, (GUM-JAP) Cases (11  
 Cases), 400 Bags and Cases for "battered"  
 corn, Case, 1000 in 125-lb. steel drums, half  
 barrels, etc. Cash or C.O.D. with orders. (Est. 1905.)

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The Chairplane can be had in two heights with  
 18 ft. and 22 ft. towers, making the entire  
 height 40 ft. and 50 ft. The 18-ft. tower has  
 six shorter seats, consequently can be operated  
 on smaller roads and under most trees and con-  
 ditions. The 22-ft. tower has twelve seats, twelve  
 rows and improved ticket booth. Seats have ad-  
 justable seats. Please write for price and  
 description.

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 WANT FREAKS AND NOVELTY ACTS OF  
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 State salary and all details in first letter.  
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## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed red side. No duplicate cards. Put up in the following sets with seal covers:  
 25 cards, \$2.50; 50 cards, \$4.00; 75 cards, \$4.80; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$15.50.  
 Remaining cards, \$3.00 per 100.  
 No. 140 — Extra Heavy Great North Shows. Per 100, \$6.00.

## 3000 KENO

Made in 30 sets of 100 cards each. Shred in 3 rows across the cards—out on 400. Light-weight cards. Per set of 100 cards, fully set, sealing markers, \$3.50.  
 All sizes and sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2" x 3 1/2".

## LIGHT WEIGHT BINGO CARDS

Black on white, metal seal covers. Can be retained or discarded. 3,000, size 5 1/2" x 3 1/2", in lots of 1,000, \$1 per 100. Selling markers, extra, 50c.

## Automatic Bingo Shaker, Real Class

\$12.50

5,000 Jack Pot Slips (sets of 7 numbers), per 1,000, \$2.00

Lightweight Lancers, 618, Per 100, \$1.50

3,000 Small This "Beverly" Bingo Shaker, 7 colors, each of 25, size 4 1/2", per 1,000, \$3.00

5,000 Featherweight Bingo sheets, 5 1/2" x 3 1/2", per 1,000, \$1.50

25, Per M, \$1.25 per M, \$1.00 per M

Postage extra on these items.

Bingo Card Markers, in strips, \$2.00 for 1,000

25 cards, each of 25, size 4 1/2", per 1,000, \$3.00

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## Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

## Great Lakes Expo

FLORENCE, Ala., March 1.—Owner Al Wagner last week booked R. E. Hane's Auto Scooter, Penny Arcade, and a new Ferris Wheel. Charles T. Goss left with an order for four new trucks. Manager Eddie Lyman came in for a brief business conference with Owner Wagner and was surprised at the amount of building and work which has been accomplished. General Agent Bob Hines closed contracts for the midway at Warren County Fair, Bowling Green, Ky., and Troop County Fair, West Point, Ga. Mr. and Mrs. Bill Kennedy have booked their cookhouse and will arrive soon. Frank Buff also booked his rides. Happy Graf and crew are working overtime to be ready for opening. Recent visitors included Neil Berk, George Bender, and Ray Hanson. JOHN DAVIS.

## Wallace Bros.

JACKSON, Tenn., March 1.—Work in local quarters is nearing completion. Manager E. E. Farrow and Mr. Wadley are in Mississippi on business, and among recent visitors were Mr. and Mrs. Hall, Mr. and Mrs. Auseren, Barney Strunkler, of Jacksonville, Fla., also visited. Mr. and Mrs. Sparks are building a new cookhouse. Mr. and Mrs. Abe Franks are building a new corn game and remodeling their sound truck. Ernest Farrow, son of the show's owner, visited over the week-end. Management recently purchased two new tractors. Among recent arrivals were Mary Welch, Mr. and Mrs. Gordon Adams, and Mr. and Mrs. Doc Hoy. DAD CRAWFORD.

## L. J. Heth

NORTH BIRMINGHAM, Ala., March 1.—With opening set for March 15 and since L. J. Heth is back from a sojourn in Hot Springs, Ark., work has been stepped up considerably. Crew totals 21 in addition to Earl Slusser and his cookhouse staff, who arrived here last Monday from a winter's work around the army camp in Louisiana. Mr. and Mrs. Charlie Wrenn came in from Augusta, Ga., and both are getting their Motordrome in shape for opening. Many concessionaires wintering around here left for the Mardi Gras at New Orleans. Joe and Jon Fontana left for a brief visit in St. Louis. Visitors the last few days were Glenn Edwards, Mr. and Mrs. Van Jesse Sparks, John Hood, and Mr. and Mrs. Virdy Stewart. Joe Fontana took delivery on a shipment of monkeys recently. H. B. SHIVE.

## Convention

FREDONIA, N. Y., March 1.—Arrival and installation of new lights, band and circular saw, planer and joiner, drill press, and forge have added to the efficiency at local quarters and work is progressing rapidly. Eddie Feden arrived this week to build the front for the Pakatorium Show, which he will manage. Ray (Whitey) Bell came in from Miami and is temporarily assisting Chief

Mechanic Kavis. Cecil Swain's candy trailer is almost completed. Mr. and Mrs. Gene Hooser returned, and are this season will be showing laundry, where all help uniforms will be laundered free of charge. Walter Lankford cards from Florida that his band is framing up well and he will be in quarters early. Dick Palmateer, now doing government work, writes he will have his big snake show with it. Ed Allen, of the Flying Allens, visited. Robert (Bob) Lamberton will have charge of the bingo stand. Claude and Betty Miller moved in from Pennsylvania. Claude will be in the ride department, and Betty will assist Eddie Feden and Professor Margo. William E. Martin, who accompanied them, also signed in the ride department. Other visitors were Mr. and Mrs. J. B. Kelleher, Reed Horton, Frank Brewster, and Jerry McGraw. FAY LEWIS.

## Frisk Greater

NORTH LITTLE ROCK, Ark., March 1.—Cold weather has slowed up quarters work, also much as possible is being accomplished. Bob Jones arrived and will assume his duties as "Till-a-Whirl" foreman soon. Earl Parks advises he has



ARTHUR HOFFMAN, who has had a successful winter handling radio publicity for the International Congress of Oddities, has found his long experience in all branches of outdoor show business of special value and his ability as a talker, descriptive power, and voice timbre added assets. He broadcasts by remote from the museum and has accepted numerous invitations of commentators to go to studios to talk on circus life.

purchased a new cookhouse top, and next season will be his third with the show. Farmer Fischer tendered a surprise birthday party here last week. Mr. and Mrs. Tyree Sr. arrived from Ohio, and concessionaires and ride crews are arriving daily to prepare for a big opening. Light plants are being installed in the new truck. BETTY RICHARDS.

## Buckeye State

HATTIESBURG, Miss., March 1.—Owner Joe Geller and Business Manager Jack Oliver returned from a week-end booking trip. Everything in quarters is in shape for the opening, and a few minor details are being worked out by Pat Brown, construction foreman, assisted by Earle Crane, Electrician. Russell Cooper has the electrical equipment in shape and is ready to throw the switch on his new light effects and light towers. Jesse Harrison has built a new lunch trailer, which will adorn the midway this year, and Mrs. Geller has received her new concession toys. She is enlarging her string of concessions. Bob Fox, who signed as special agent, will report soon. J. E. Hooser has been booked as his superintendent and is in quarters. Mrs. Hooser will operate her concession. Harry Kimmel returned from a pleasure trip to New Orleans and has his popcorn wagon set. Charlie Savage was tendered a surprise birthday party, at

which Mrs. Betty Savage entertained. Charley received many gifts. H. G. STARBUCK.

## Pioneer

WAVERLY, N. Y., March 1.—With a break in weather, crew at local quarters returned to work, and much has been accomplished. Everything will be ready for opening on May 10 at Towanda, Pa. Manager Percell announced that stover route is about completed. A number of new faces will be seen on concession row. Joe Blisco writes he has purchased two new tops, and Tommy Fallon, who has three shows on the midway, is wintering in Florida. Mr. and Mrs. Claude Fowler will return with their candy apples. Mrs. Harvey George informs that she purchased a new car. Manager Percell also purchased a new car. Ray Daniels visited recently. Mickey Percell and Stan Reed visited the Cole Indoor Circus when it played Binghamton, N. Y. Manager Percell and the writer will leave this week on a business trip. STAN REED.

## Al Baysinger

POPLAR BLUFF, Mo., March 1.—Quarters here are open and showfolks are coming in daily. Mr. and Mrs. Ellis White, who have their cookhouse and bingo booked for the season, advised they will be in soon. Management announced it now holds midway contracts for fairs in Cando, Rugby, Bostineau, and Crafton, N. D., and the July 4th Celebration at Holla, N. D. Shows will carry their own light plants this season and Owner-Manager Al Baysinger recently returned from an extended trip to Minnesota and North Dakota and is completing plans for opening set for March 22. The writer took delivery on a new car this week. Shows plan to carry nine rides and seven shows. Mr. and Mrs. Mike Verjaks bought a new photo gallery recently. LINDEN L. WEST.

## Bright Lights Expo

PITTSBURGH, March 1.—Shows' local office reported that J. G. Bake, ride superintendent, has moved the rides and other equipment to larger quarters in Winterville, O., so that rides may be set up, repaired, and repainted. Mrs. Bake has returned to her home from the hospital in East Liverpool, O., and is on the road to recovery. T. E. Zimmerman, with three concessions, is the latest addition to the show. Manager John DeGenna is expected to go to South Carolina soon to ship some equipment to quarters. WILLIAM MASSEOP.

## Frank's Greater

ALBANY, Ga., March 1.—Everything is ready for opening. Rides and show fronts are finished and concessionaires are starting daily, but cold and rainy weather prevails and shows will not open now until March 8. They were scheduled to get under way today. About 30 households are on the lot at present. Among recent visitors were C. G. Right, city manager; Paul Onaway, W. R. Harris, Bobby Burkshire, Mr. and Mrs. Max Rosen, Mr. and Mrs. H. V. Williams, Mr. and Mrs. Tommy Davidson, Mr. and Mrs. H. L. Hanson, and Charles Miller. BILL DOLLAR.

## Prell's World's Fair

BENNETTSTVILLE, S. C., March 1.—Work has been in progress at local quarters since Assistant Manager Abe Prell's arrival from New Jersey. All pamphlets has been erected on the fairgrounds and new fronts, recently completed by Joe Parson's crew, are now getting their (See PRELL'S WORLD'S FAIR on page 51)

## SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, lion 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 playing indefinite engagements should let us know as soon as they leave a spot, so that the listings can be kept up to date.

## WANTED

Bill Foster, Advance Man, Cook House, capable Concession Agents, Shows of all kinds, any side that does not conflict. Also Rico Help of all kinds that can drive semi-trailers. Show opens in March.

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NOW BOOKING SHOWS, CONCESSIONS AND ATTRACTIONS FOR 1941 SEASON

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## FOR SALE 8 CAR WHIP

Will set up for inspection, \$1,500 takes it or will trade for "Till-a-Whirl" or South & North Chair-Plan.

MIKE PRUDENT PATCHOQUE, N. Y.

## Wanted for Advance FRISK GREATER SHOWS

Long career, good work, sound Truck—see me here, 50 percent of business, good, Democrat, will work, 15 percent. Advertising Ticket Salesman and Wife, 75 percent after cost of printing. Address: W. H. ELMER BROWN, Marine Hotel, Little Rock, Ark.

## Melvin's United Shows

Wash. Bldg., Killee, Chair-Plan, Piano, Bag-Piano, Shows, Union, Girl, Mechanical, Full Concessions: By night, Open Game shows. Show starts March 15th. Address: Junction City, Ark.

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You'll find all the latest new and improved products mentioned in this new catalog-type section of the SPRING SPECIAL. Be sure you get a copy of this important edition. Date of issue April 12.

Commercial firms: Do we have complete information about YOUR PRODUCTS? Send complete information today—and have your advertising appear in this big Spring Buyers' issue. Forms close April 3.

## The Billboard Publishing Co.

25 Opera Place

Cincinnati, O.



**Playtime Amusements**

**QUINCY, Mass., March 1.**—Manager E. W. Burr and General Agent Perkins returned this week after attending various fair meetings and advised they signed a number of fairs and celebrations for 1941. While en route here they ordered new canyons. Professor Bernard booked his Freak Show with another organization, but Doc Hawkins will be with it again. Captain Aldrich has the animal show in shape. Superintendent Tom Robertson has started work at quarters with Harry Scorgie, scenic artist, and a crew of six, and they report everything will be ready by April. Mrs. Burr recently took delivery on a new trailer and she again will handle the midway cafe. Manager and Mrs. Burr are away on a brief visit with Clyde Hippie, concessionaire, at his home in Pompano, Fla. **FRED PERKINS.**

**Miner's Modern**

**PHILLIPSBURG, N. J., March 1.**—Work in quarters, under supervision of the writer, is rapidly progressing altho only a skeleton crew is employed. Concessions and show fronts are being repaired and remodeled, and some are being constructed. Office trailer is being redecorated. Owner-Manager R. H. Miner returned recently from a brief booking tour with several contracts for the coming season. He reports working conditions on shows' route are good and anticipates a good season. Orders have been placed for new rides and trucks and they will be called for the latter part of April, when shows open. The writer's unit will carry three rides and 20 concessions this year and will open about May 12. Many old contracts have been renewed and several new spots added. Among recent visitors were William

Clark, who will join the shows this season; John Apper, Mrs. John Payne and sister, and Roy Shoretz. Kenneth Whitehead has returned to quarters after a brief visit to Massachusetts. **R. H. MINER JR.**

**West Bros.**

**ST. JOSEPH, Mo., March 1.**—Mr. and Mrs. J. W. Laughlin, owners, announced this week that shows' spring route will carry them into a different territory than that which they have played in the last several years. Work on the new fronts, designed by Robert Laughlin, is nearing completion, and all rides are being renovated. All trucks have been repainted and lettered and made ready for an early opening. Charley Heid and J. W. Laughlin completed a booking trip that carried them thru 14 States. Ed Bruer is making an extensive trip thru the South and has contracted a number of fall dates. Personnel of the show has undergone a number of changes. Recent visitors at shows' Hot Springs, Ark. office included Mr. and Mrs. J. LaPalma, Travis Clark, Pete Schild, and Bill Clemmer. **DON TRUEBLOOD.**

**T. J. Tidwell**

**SWEETWATER, Tex., March 1.**—All was ready for shows' February 28 opening here. Shows' most extensive winter work program was carefully planned by the management, and a large crew worked ahead of schedule all winter. Several new shows were built and rides were overhauled and repainted. Most of the old show fronts were discarded and new ones constructed. Those retained have been rebuilt. All fronts and sides feature neon lighting. Manager Tidwell, assisted by Roy Blasiel, supervised quarters' activities. Hilda Katool and Uncle Joe Orsak are in charge of the commissary department. Besides their good meals, they entertained the crew with a makeshift domino contest, which ended when shows opened. Most of the personnel were on hand at opening, while others are arriving daily. **J. A. SCHNECK.**

**Elite Expo**

**PARSONS, Kan., March 1.**—Everything is going along well here in quarters. Manager Charles Rosolo and C. O. Bufon, general agent, returned from a successful booking trip. Mrs. Walter P. (Mrs) Hunt has booked her Minstrel Show, and Tom Wells signed his diggers, Peggy and Keith Chapman will have their blings stand, Penny Arcade, watch-ia and over-and-under with H. P. C. Bogle and Dave Hesse signed their seven concessions. Charles Gearhart booked his snow cone and cotton candy stands. Frank Doran went to Oklahoma City to get some new equipment for his Slide Show. John Bells, who has the Athletic Show, writes he will be here in plenty of time for opening. Visitors included Eddie and Otto Lenhart, Mr. Claude, F. C. Swisher, and P. C. Bogle. **DON POLTZ.**

**Ouellette's Mighty Midway**

**LONG BEACH, Calif., March 1.**—Everything is coming along nicely at quarters here. Three wagons have been turned out and color scheme will be orange and red. Office is to be mounted on a two-wheel trailer. Management will have three rides and book the rest. Plenty of paint is being applied and all equipment will be put into first-class shape. Harry Howard, lot superintendent, has charge of quarters. The management recently purchased three lions, a camel, and 12 monkeys. Recent visitors included Harry Howard, Mr. Brooks, Mr. Fordice, C. C. Reinhardt, Monroe Eisenman, Mr. and Mrs. Mills Hunkel, Marshall Babcock, Mr. and Mrs. Howard Parker, Jimmie Woods, Mr. and Mrs. Glen Henry, Mr. and Mrs. Cliff Henry, Vic Davis, Jack Dyke, Jelly Van Dyke, Rosa McGuire, and Don Winslow. Reported by an executive of the show.

**Immediate Shipment**  
**WIRE ROPE**  
**FOR RIDING DEVICES**  
 Whip—Caterpillar—Hey-Dey  
 Lindy Loop—Tilt-A-Whirl  
 All Work by  
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**SHOWMEN - - SHOW WOMEN**  
 You Are Cordially Invited To Attend  
**THE FOURTH ANNUAL ST. PATRICK'S DANCE**  
 Held Under the Joint Auspices of the  
**MISSOURI SHOW WOMEN'S CLUB**  
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**INTERNATIONAL ASSOCIATION OF SHOWMEN**  
 SATURDAY NIGHT, MARCH 15, AT 8:30 P.M.  
 GRAND BALL ROOM—DE SOTO HOTEL—11TH AND LOCUST STREETS  
**ST. LOUIS, MO.**  
 Meet Your Friends at the Gala Festive Event of St. Louis  
**TICKETS—ONLY \$1.00 PER PERSON**  
 For Reservations or Tickets, Write  
**DANCE COMMITTEE: Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.**

**WHITE SIOUX TIRE & BATTERY CO.**  
 SIOUX FALLS, S. D.  
 Buy on Our Easy Terms.

**GOLD MEDAL SHOWS**  
 NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941  
 Address: OSCAR BLOOM, Mer., P. O. Box 896, Columbia, Wis.

**Pan American Shows**  
 Now booking for season 1941  
 Shows Rides Concessions  
 909 N. MAIN ST., ANDERSON, IND.  
**BARLOW'S BIG CITY SHOWS** Opens Apr. 14  
 Leaning Industrial Cities and Grand Falls, Will Hill 25, on Posing Firm, Posing, Cooks, Posing, Non-La, Low Range, Contest, Sides, 55 girls, Double open for Girl, Scale, Plant, Animal, 5-6-1, Show, Wagon, Tilt, Ferry, 100 ft. Rides on permanent, Family Free Act, and Trainers. Address: 822 N. 23rd St., East St. Louis, Ill.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$5.00—New Govt. Field Desk Trucks, Cost \$20.00.  
 \$12.50—Mounted Polar Bear Head, Fine specimen.  
 \$15.00—Genuine Antelope Skin, Good specimen.  
 \$10.00—Genuine Africa Seal, Great spec.  
 \$8.00—Electric Cooler Perrot Warner, Six Glass.  
 We buy Chicago Ring Skates, Geney Flood Machine and Ice Dishes. **WILL R. GURLETT'S SHOP, 20 So. 2nd St., Philadelphia, Pa.**

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 NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON  
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**SNOW CONE FLAVORS**  
 Write for our new price list on Snow Cones, Candy Floss and Candy Apple Supplies. You'll get better supplies for less money.  
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**CALL NOTICE CALL**  
**ART LEWIS SHOWS**  
 (America's Newest Railroad Show)  
 Opening April 10, American location, Norfolk, Va. We have a circuit of 15 first-class fairs starting in July at the Floridian, Pa., Frio Fair, and the best carnival route in the East.  
**CONCESSIONS**—Must be strictly legitimate, prices reasonable. **SHOWS**—Anything that does not conflict. Especially interested in Magnet Show, Fat Show, and Big Shows, also Glass House. Will furnish wagons for shows if necessary. **RIDES**—Will contract Roly-o-Piano, with transportation preferred. **GIRLS**—DANDY GIRL REVUE. Also Beauties, Gypsy and Hawaiian Singers and Dancers. Also Girls for our Posing Show. All salaries paid by the office. State all details. **WENDELL KURTZ** wants Showmen Attractions. Also Takers and Ticket Sellers. **DEL CRUICK** wants Lion and Giant Menagerie Riders. Also first-class Takers for same. **WORKINGMEN** and **ROSE HILL**, write Howard Ingram, General Agent. **FOR SALE**—Smith & Smith Chicago-Piano, Tandy Collins mounted on Chevrolet truck, also Wurlitzer Organ. All equipment in excellent condition. **WILL BUY** for our Penny Arcade—10 lots model day Fighter Machine for cash. Can also give capable **MECHANIC** for same.  
**ALL CONCESSIONERS PREVIOUSLY CONTRACTED, PLEASE ACKNOWLEDGE THIS AD.**  
**WINTER QUARTERS:** Army Gas Bldg. 20, Hampton Blvd., Norfolk, Va.  
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**CANADA**  
**BILL LYNCH'S GREATER EXPOSITION SHOWS**  
 Opening Halifax, Nova Scotia  
**WANT FOR SEASON 1941**  
 Grand Shows: Rhodium, Animal, Monkey Show or any capable show with carrying power. Will build Motorshows for experienced Riders. An excellent opportunity. Will supply complete outfit and transportation to Canada and return.  
**Write W. P. LYNCH, P. O. Box 582, Halifax, Nova Scotia**

**WANTED--FOR JAMES E. STRATES SIDE SHOW--WANTED**  
 Side-Show People of all description. Would like to hear from good Half-Half, Mind Act, Glass Blower, Also Freaky and Novelty Acts. Can place A-1 Fant Man and Ticker Sellers that can grind. Long season, salaries sure. All reply  
**AL TOMAINI, Side Show Manager, James E. Strates Shows, Savannah, Ga.**

**NOTICE!!!** MARCH 10 — PANTHER ROOM, HOTEL SHERMAN, CHICAGO.  
**8th ANNUAL THEATRICAL NIGHT and CELEBRITY PREMIERE SHOWMEN'S LEAGUE OF AMERICA BENEFIT**  
 Entry: 7 p.m.—Dinner: 7 to 8:30—Bob Credy's Band for Dancing—Celebrity and Act Gallery—Admission \$3 at Door, or Mail or Phone Reservations—Reserve \$200.  
 Suite 1218, 25 Quincy St., Chicago, Ill.



# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Flushing Meadows, N. Y.  
Week ended March 1, 1941.

Dear Editor:

This finds the Century of Profit Show going into its second week on the abandoned World Fair grounds. As in many other spots in the past, the bosses are holding meetings to determine who is guilty of hooking the date, but nothing is being done toward getting the spot straightened out. The entire first week was spent in voting the committee and trying to get the show open. After laying it out in the different buildings that were being torn down, the office was given orders to vacate them at once. Altho in a serious predicament, having our midway pushed around was nothing new to the office. From the day the bosses first showed on the streets up to the present time of being pushed out into the sticks, locations have never been a certainty with them.

Cablegrams were immediately sent to Norway asking permission to use its building. For some reason no answer was received, so we called France. Results were quick in coming, so we arranged to start tearing down the show and to exhibit under the French flag. This new move had its hitch due to the government asking us to become citizens of that country. Then we learned that the show would have to pay duty on all equipment and that all persons on the show would have to prove their birthright and secure passports. Quickly all negotiations were cut off.

During a blinding blizzard the work of tearing down the rides and shows was started, while Agent Lem Trucklow figured on another location. In the meantime our committee, headed by Flushing Red, demanded a showdown. It was a case of either paying the second week's guarantee or of getting a

new sponsor. This put the bosses in another hole, with much fixing to be done to straighten it out. Knowing that the quickest way to a committee's heart is thru the purse strings of the stomach, the boss rushed the members over to the cookhouse. To his dismay, he found the cookhouse down and loaded on the wagons. That was the straw that broke the office's back. Calling the staff for a meeting, the big shots voted, "no cookhouse, no show," and then decided to again put the show in quarters.

For what we believe to be the first time in carnival history this is the only show ever to go into the barn twice in one winter. To take it back to Florida at this time of the year would only force the bosses to bring it all the way back north in the spring. Here, they decided, was ample lumber at arm's reach, lumber that would only be salvaged and carted away. Here was a year's supply of awnings, front, nails, and perhaps even a few front decorations that could be picked up at a nominal cost or just picked up.

On Thursday the billboard abated and the sun was shining, so they again decided to try to open. On Friday the thermometer dropped to 19 below and they switched back to closing. On Saturday those who had paid their deposits for the season started yawning for their dough back, as the office called it an open-season week, giving everybody who had money on the line a permit to pick their own locations and open at will. All except the cookhouse took advantage of the generous offer.

MAJOR PRIVILEGE.

## 15 Years Ago

(From The Billboard Dated  
March 6, 1926)

Herman (Doc) Freedman signed as general agent for Nat Belsa Shows, replacing Jack V. Lyles, resigned. . . . Francis F. Burns booked his six concessions with the Eastern Carnival Company for 1926. . . . Jolly Dixie and her Congress of Pat People were contracted by L. J. Beth Shows. . . . Cecil Vogel was appointed secretary of Zeitman & Polle Shows. . . . Burdick's Texas Shows were playing sawmill towns in the Lone Star State to good business. . . . Members of John Francis Shows were guests of Dick Monocle at a chicken dinner at Dick's Log Cabin Inn near Houston, Tex.

Fred Gerner liked his St. Moritz Ice Skaters with West's World's Wonder Shows. . . . George Watt Stevens (Mechano) signed with Ray Marsh Brydon, manager of Mike and Ike, brother midjets, to prevent his mechanical man act with Brydon's attraction on the Feldman & Polle Shows. . . . Walter Lanford signed his band with DeKobal Bros. Shows. . . . M. E. Wagoner was added to the staff of Great Eastern Shows as general manager. . . . After seven years as talker and manager for Carl J. Lauther's Circus Side Show, H. D. (Doc) Hartwick closed with the unit and was vacationing in Clearwater, Fla., with his parents. . . . Sailor Harris, latito artist, signed with Lauchman-Carson Shows, making his second season there.

Barry A. Rose, well-known general agent again signed to pilot Murphy Bros. Shows. . . . J. George Loos Shows chalked up an excellent opening stand at the George Washington Birthday Celebration in Laredo, Tex. . . . Sixth annual birthday banquet of Ladies' Aux-

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. York, March 1.—We have recently had considerable correspondence relative to a bill in the Indiana Legislature which would, for practical purposes, make it almost impossible for a carnival to operate in that State. Inquiries have been referred to Associate Counsel Richard S. Kaplan, Gary, Ind., who is giving the matter his attention. Our latest information is that the House indefinitely postponed action on the bill.

Considerable information has been received at this office relative to cost of electric current paid by the consumer, and many articles on this subject which appeared in The Congressional Record indicate that various members of Congress are of the opinion that rates being charged are too high. We have received copies of articles affecting Washington, Mississippi, Pennsylvania, Tennessee, California, Arkansas, District of Columbia, and many of the Western States.

We also have interesting information on the Senate investigation of railroad matters and miscellaneous data relating to employment by railroads, inter-regional highways, roads for defense, and details of the proposal for a super highway between Boston and Washington, D. C. This information is available to members without charge and can be obtained with a minimum of delay. We are pleased to note that some of our services are availing themselves of the articles of the association in furnishing copies of various matters referred to in this column and all are urged to do so.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

### Acts for Greensboro Show

GREENSBORO, N. C., March 1.—Acts booked to date for Greensboro Better Homes Exposition, to be staged six days in the armory under direction of G. Hodges Bryant and Associates, are Captain Mack and his Small Fry Circus and the DeKobal Troupe, reported G. Hodges Bryant. Recent additions to the executive staff are Bill O'Donnell, William Nesbit, and H. C. Taylor, who will handle exhibit sales. Shows will be held under auspices of the Merchants' Association and Chamber of Commerce. Executive offices have been opened in a three-story building, first floor of which is devoted to administrative work. Structural work for the show is handled on the other floors. The Daily News and The Evening Record are giving the show considerable publicity.

### S. C. Show Pulls Over 11,000

GREENVILLE, S. C., March 1.—National Home Show here in Textile Hall on February 10-12 drew 9,991 adult paid admissions and 1,165 children, reported G. Hodges Bryant, managing director. Show was sponsored by The Greenville News and Piedmont and received a volume of publicity. It was opened by State Treasurer Jeff Bates, who cut a ribbon stretched across the entrance. There were 48 exhibitors. Entertainment was furnished by Jimmy Reed's Southernaires; Mary Euliss, singer; Leno's country store attraction, and a local choral unit.

### Attractions for Tenn. Event

MARTIN, Tenn., March 1.—Independence Day Celebration will again be held in the city park under auspices of the Young Men's Business Club, reported Chairman John M. Morgan. Reading Amusement Company has been booked to furnish midway attractions, and contracts have been signed for an aerial circus. Radio acts from several stations will be free attractions. Main feature will be night fireworks, some of which will be discharged from airplanes.

### Minneapolis Drive Started

MINNEAPOLIS, March 1.—The 1940 Minneapolis Aquatennial attracted 2,909,000 sight-seers last summer. Aquatennial officials announced in a pamphlet, 61,362 Stockholders Can't Go Wrong, issued in conjunction with a 1941 city-wide membership drive now under way. In 1940 the Aquatennial, sponsored by Minneapolis Sports and Attractions and headed by Tom Hastings, presented 173 events, built up a \$150,000 costume business, turned out 19,000 uniformed marchers and publicized Minneapolis and the Northwest in 18,000 movie theaters throughout the country, the pamphlet said. Star attraction last year was Gene Autry and His Rodeo.

## Shorts

**VOLUNTEER** Firemen of Bolivar, O., plan a midway, free acts, and commercial exhibits for their first four-day home-coming celebration.

**MIDWAY** and free acts will be featured at the first annual three-day Crookville (O.) American Legion Post Home-Coming Celebration.

**ACTS** and Ryers Bros.' Shows have been booked for the three-day 1941 Oriental Arcadia (Ill.) Home-Coming Fair under auspices of the chamber of commerce. Tentative plans are for erection of a broomcorn palace as a feature.

**CITY** council having authorized the Milwaukee Midsummer Festival Commission to conduct a \$100,000 sustaining fund campaign by selling \$1 buttons, the drive will be staged on March 15-22 and every purchaser of a button will be admitted to a dollar's worth of festival attractions. Availability of the fund has raised the suggestion that consideration be given to employing such attractions as Lawrence Tibbett and Kay Kyser for the entire festival period.

Library, Heart of America Showmen's Club, in the classrooms in the Coates Hotel, Kansas City, Mo., proved an outstanding success. . . . Arthur Edwards, for two years a member of the Johnny J. Jones Exposition Band, died in Gordon Keller Hospital, Tampa, February 23, 1926. . . . Jack Starling signed his concessions with Royal American Shows. . . . O. E. Edwards booked his farmhouse on J. T. McClellan Shows.

## Los Angeles

LOS ANGELES, March 1.—Roy B. Jones was in town arranging for Pete Korber's World's Fair Museum's opening in Hollywood under Masonic Temple Association auspices. It is said to be the first show of its kind to play Hollywood. Stand opens March 5. Jones did a swell publicity job. Austin King came down from San Francisco, and Jack Earl, Texas giant, who was with Austin King in the antipodes, has signed with a wana company as sales representative. Clark's Greater Shows opened to good business at San Diego, Calif., on February 30. Hunter and Margaret Farmer opened with the G.-S. Wrightman Shows at Cloverdale, Calif.

Mrs. Roy B. Jones is at the Bristol Hotel and being shown around by Jean (Peewe) Lamarr. Edith Walpert returned from extended visit to Texas. She and Charles J. will leave March 5 to join the West Coast Amusement Company at Oakland, Calif. Charley Albright, Poley & Burk Shows, came in on business. Almer and Virginia Kline stopped over for a few days while en route north. Moe Levine, Frank Morgan, and Nina Rodgers joined Clark's Greater Shows at San Diego. Hugh Irby was in town for a few days but left for San Francisco.

Robin Blissett came in from Atlanta and reported he's quitting the road. Morris Kaplan, of the Johnny J. Jones Exposition, is vacationing here. Fred Haysa, financially interested in concessions with Clark's Greater Shows, returned from San Diego. Ed Compton, manager of Anna-John Budd, is back in town from a prospecting trip. Ben H. Martin Shows did well at Hoover and Florence avenues. Col. Ed Nagle's condition remains unchanged. Ed Smithson returned from a booking trip. Harry B. Chipman leaves for the East on March 1. Gene Hefeman and Johnny Brewell are back in town. Sammy Bowditch is opening a store at Venice, Calif. William McMill, father of Hugh McMill, is recovering from a recent illness.

## CARNIVAL WANTED

JUNE 30-JULY 5

Carnival need large city of Illinois, Connecticut and good shows. LOOK UP 711111—City of 15,000 population, income of \$8,640, 2200 acres of 65,000 fields.

Without full details at once.

WILLIAM ENGELHART

Chairman Fitness Committee

VETERANS OF FOREIGN WARS POST 1647

102 South 9th St., BRAINERD, MINN.

## WANTED GOOD CARNIVAL

For Second Week in June

Sponsored by Clymer Concert Band and Girls' Drum and Bugle Corps.

State full particulars in first letter.

SAM CAPIZZA, Clymer, Pa.

## WANTED

For 4th Annual Celebration, July 4-6, Fair grounds, Bath, N. Y.

Shows, rides, concessions or carnival.

Stauben Co. Agr'l. Society

J. VICTOR FAUCETT, Sec'y., Bath, N. Y.

## WANTED

SHOWS, RIDES AND FREE ACTS

3 Days, Aug. 30, 31, Sept. 1

Write OTTO SPRENGER

1215 Ford St. Las 81, Windsor, Wisconsin

## CARNIVAL WANTED

For a week in summer. 20,000 in two-day radius.

CASS CENTRE, INC.

R. R. 1, Box 85, Pottsville, Pa.

## CARNIVAL WANTED

DEXTER CENTENNIAL

July 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 1941

Write JOE SCHREIBLY, Dexter, Michigan



### Photos of Troupers in Military Training Wanted

Showfolk who are in military training in any branch of the U. S. or Canadian forces are invited to send photographs of themselves in uniform to *The Billboard*, addressing them to 25-27 Opera Place, Cincinnati, O. When mailing pictures please give full details as to rank, branch, location, date of entry, etc., also mention briefly your show connections and capacities of late years.

### Cole Indoor Units Return to Quarters As Work Is Hypoed

LOUISVILLE, Ky., March 1.—The indoor units of Cole Bros' Circus are scheduled to arrive at quarters here from Detroit late Monday night, March 3, after playing the Cleveland and Detroit Shrine dates.

With all hands back on the job, activity will be stepped up to a high pitch immediately to complete the training of the new acts and building of props and equipment for the opening of the show late in April or early May.

The wardrobe department, under the direction of Mrs. Harry McFarlan and Mrs. Kay Luckin, will be put on a full-time basis to complete the costumes for the ballet before starting on the many blankets needed for the elephants and other animals in the new opening spectacle, which, from all indications of advance information, will surpass anything the Cole show has ever staged. The title has not been decided upon as yet but will be announced soon.

With the return of the indoor units, the elephants, camels, and ponies will again take their positions in the Zoo and help entertain each Saturday and Sunday. Patronage continues to be exceptionally good, especially on Sundays, weather permitting.

A four-hitch of sobras has been broken in, as well as a team of llamas, both of which will be used in a featured ground display being produced by Rex de Roselli.

A large force of men is busily engaged in overhauling the trains, and several of the cars have already received the first coat of paint. All new flooring was installed on the flat cars, and the stock cars are being given a thorough checkup for repairs. Two more Pullman sleepers are expected to be delivered this week from St. Louis. They are to be remodeled inside and refurnished to match the other sleeping cars.

General Agent J. D. Newman is expected back to quarters this week.

Tommy Poplin, chief electrician, has returned from a trip to Chicago, where he purchased new electrical equipment. He has his department working full force, building an all-new lighting arrangement.

### Beach to Wallace Bros.

CINCINNATI, March 1.—J. M. Beach will finish his duties as contracting agent of King Bros' Believe-It-or-Not Odditorium March 8 and starts to work for Wallace Bros' Circus at York, S. C., March 20. Before going to York he plans spending a week or so at his home in Macon, Ga. Beach has been with the King enterprise since last December when he joined it at New Britain, Conn. He was in Cincinnati this week and visited the International Congress of Oddities.

CINCINNATI, March 1.—Mills Guy, band leader with the J. M. Cole Indoor Circus, in a letter to *The Billboard* here this week informed that Ray Rodgers, manager of Wallace Bros' Circus, has broken him as band leader for the Wallace show.

Jack Campbell, trombonist, will be featured in the 12-piece band, and Frank Clark will again play the calliope and double cornet. Guy will also handle the mail and *The Billboard* on the show.

### Showmen Guild Officers Re-Elected for 1941

LONDON, Feb. 15.—There is no change of major officials in the Showmen's Guild for 1941, the annual meeting at Manchester having re-elected Tommy Brown, president; Charles Thurston, vice-president; Billy Lennards, deputy vice-president; Frank Meier, treasurer; and Tommy Murphy, secretary.

## H-M Milwaukee Shrine Show Big With Strong Program; K. C. Advance Sale Indicates Sellout

MILWAUKEE, March 1.—The Hamid-Morton-Tripoli People Shrine Circus here at the Milwaukee Auditorium this week got off to a good start, with near-capacity night crowds Monday and Tuesday, Wednesday and Thursday nights were big, and Friday night drew 7,707 paid admissions, a record for any similar event in the history of the auditorium. Saturday and Sunday are practically sold out. The show will conclude 14 performances tomorrow night. At all matinees 2,500 to 3,000 orphans and underprivileged children were entertained thru the purchase of tickets by different organizations and the Shriners themselves. Proceeds are for the benefit of the Shrine's charitable work, and the fund for underprivileged children and orphans will be nearly double that of last year, officials report.

With many feature acts this year, the show is much stronger than it was last year, and Bob Morton, emcee, sells some of the acts in mastery fashion.

Capt. Roman Proske's tiger act is the big hit of the show as far as the public is concerned, and the newspapers seem to think the same. Proske was a feature of a sports radio spot and made all the daily newspapers with art, including *The Milwaukee Journal's* green sheet, *The Walrus*, *Terrace* and *Victoria*, the *Deteros*, and *Six Anteliks* stand out in the exceptionally strong aerial program. The George Hanneford family of riders were welcomed by plenty of applause. Christy's Liberty horses and his elephant act were popular, as was Walter Guice and his bar act, Peaches Sky Revue, six girls with plenty of high jumping, nearly stopped the show, finishing up near the roof of the big auditorium to a big hand. Captain Teibor's seals were pleasing to the youngsters and proved one of the hits.

Bob Stevens filled the balcony of the auditorium with advertising banners, and Bill Naylor again handled the publicity, getting plenty of art and feature stories during the last three weeks.

### The Program

Display No. 1—Concert overture with Tripoli Shrine Band under direction of Joe Bealla, with Doris Reed as soloist.  
No. 2—Grand Tournament of all performers, headed by Tripoli Shrine Band, members of the patrol and the circus committee, consisting of Potentate Fred K. Bruthaupt, Recorder Henry E. Zerbe, Shrine circus director Robert L. Reisinger, assistant Laurence M. Jeger, and Treasurer Edward A. Kichhafer.

No. 3—Taylor Comedy Four, Rice Davidson clown numbers in three rings.  
No. 4—Young Orion, balancing chair, and Miss Vera, Spanish web.  
No. 5—A. Christy's dog and pony act, Debbies Pinches, and Captain Harold's military pony circus.

No. 6—Clown Alley, with Herb Taylor, Rice-Davidson Troupe, Eugene Handow

Troupe, Klaks, Anthony, Lawrence Cross, Ed Raymond, and Ardelio.

No. 7—Capt. Roman Proske, Bengal and Siberian tigers.

No. 8—Peaches Sky Revue, six-girl combination aerial spectacle.

No. 9—Principal riding act, with Doris, George and Tommy Hanneford in three rings.

No. 10—Aerial number with Aerial Ortons, Le Vera, and Ricardo Antilla all working double trapeze.

No. 11—Christy's Liberty Horses.

No. 12—Miss Bernice, aerial slide for life, and Torrence and Victoria featured in outstanding aerial sensation.

No. 13—Walter Guice and Company, aerial bars.

No. 14—The Great Peters (return engagement).

No. 15—The Riding Hannefords and George Hanneford, riding clown.

No. 16—The Wallendas, high wire.

No. 17—The Anteliks, high perch; Six Bella, centerboard act, and educated camel, with Doris Hanneford.

No. 18—Slivers Johnson and his flyer.

No. 19—The Great Detroit, airplane gymnastic feature.

No. 20—Captain Teibor's educated seals, Hal's menage horses, Balow horses.

No. 21—Christy's Elephants in center ring, with Miss Christy.

No. 22—Clown Walkaround.

No. 23—Flying Wonders, three men and two women in diving aerial number.

No. 24—An accident en route to the two male members of the Ward Flying act kept them out of the first show, but young Eddie Ward and Gus Bell worked at the night show altho in bad physical shape. Their car overturned on an icy road near Hammond, Ind. Harry LeMarr, in response to a wire, came to work in the Ward act in place of Gus Bell, whose head was badly cut.

### Arkansas Bill to Tax Outdoor Advertising

LITTLE ROCK, Ark., March 1.—House Bill No. 496, sponsored by Representative Parker of Hot Springs, Ark., would regulate outdoor advertising by taxing signs and billboard space along highways of Arkansas at the rate of 10 cents per square foot.

## 160,000 See Detroit Shrine Show In 9 Days; 36,800 Sets Day Mark

DETROIT, March 1.—The Shrine Circus here has topped to 160,000 in the first nine days of a two-week stand and attendance is expected to exceed the all-time record of 235,000 in 1935, according to Manager Timmie (Eddie) Stinson.

The largest attendance mark for one day was set Sunday (23) when 38,800 attended. The matinee crowd was 18,200, and the evening crowd, 16,600. Ringside seats, which were even in use on Monday and Tuesday nights, were piled out to the ring curbing for the Sunday shows to accommodate the crowds, which increased about 2,000 in attendance by the elevated boxes and the ringside seats. It was necessary to omit most of the larger animals from the spot, with the band and performers taking the walkaround in single file.

Increase in attendance is apparently caused by more money in this territory for outdoor shows, as business has not been better for theaters in recent weeks. So it is not a case of general increased spending but of very careful selection of amusements. Detroiters proved their choice of circus entertainment by the

record of the Ringing show here the last two years and they have evidently learned that they can see the same caliber of acts at the Shrine show.

Increased spending is further indicated by the demand for \$1.10 tickets which were practically sold out early in the week. The demand up to a year ago was for the 50-cent seats instead and from the same class of patrons, according to Stinson, who says the result is likely to be an increase in gross figures that is even more than proportionate to the increase in total attendance.

Program idea, in charge of Bill Carlson, veteran burlesque comic, doubled over last year, showing \$12,000 for programs and \$7,000 for banners. Public-address system was lauded by Bert Thomas, of the Detroit Sound Engineering Company.

Visitors to the show include Harry Mack, producer of the Michigan State Fair; Rodoc; Spike Briggs, baseball figure; Sam Levy, of the Barnes-Carruthers office; Paul Lewis, Lewis Bros' Co. Coats, heads of the Cleveland Croton, and Edsel Ford.

### Can't Keep Siegrist Down

DETROIT, March 1.—Charles Siegrist, who has been filling in as catcher with the Flying Bisons, has made his greatest achievement, according to Clayton Behar.

Clayton writes: "Charles has been known for years as the greatest all-around performer, and I have heard this since I was a child. After working with him for three or four weeks, I am sure it was no exaggeration. Charles is now 61, has a broken neck, weighs 115 pounds, and hasn't done any catching in the last 20 years. I am 25 pounds heavier than Charles and after only one practice we have been doing our full routine to Charles. I think that catching our act for the last few weeks is one of Charles' greatest achievements."

### Joe Levine Buys Teeter Equipment For Barnes Show

WARREN, O., March 1.—Joe Levine has purchased Ted Teeter's circus equipment for the Barnes Bros' Circus, which he will open March 26 near San Antonio, Tex. The Ted Teeter equipment, together with what he already has, makes a total of 10 trucks, two light plants, and two tops, Levine says.

The staff includes J. O. Admits, general agent; Mrs. Admits, advertising banner; Jack Guffy and Wilbur Hayes, bill posters; Sticky Clair, superintendent; Ty Cobb, chef, and Mrs. Cobb, secretary and bookkeeper. Levine says he will have merchant tickets and newspaper tie-ups.

The show will be presented in two rings, on one stage, and in a small steel area, and will play Western territory only.

### Record Crowd Seen For Mpls. Shrine

MINNEAPOLIS, March 1.—The 23d annual Yuhahn Temple Shrine Indoor Circus will present two shows daily during its six-day run next week at the Minneapolis Auditorium, with a larger attendance than ever before in prospect, according to Shrineir Ivan Graves, publicity chairman.

The three-ring show will again play host on its opening day to inroads of orphans and other underprivileged children, providing each guest with pop, popcorn, and crackerjacks.

Acts not previously mentioned are the Zopppe-Zavatta Family of nine Argentine riders, Alf Royal and his troupe of performing dogs; the Naitios, Chinese wire act, three girls and one man; the Globe Troupe on the aerial bars; the Three Erwinges, flying rope act; an equestrian number with eight riders, and Dolly Jacobs and her trained wild-animal act.

Tickets will be \$1.10 for reserves; 90 cents, general admission, and 30 cents for children.

### How Missing Insured Showmen Are Located

No one need tell the Prudential Insurance Company of America, of Newark, N. J., how to find missing insured showmen. Why? Because it knows how—it subscribes to *The Billboard*. But we'll let Fred Orl, manager of the company, tell the story:

"It is the practice of this company to make a reasonable search to locate persons who have not made claims for insurance monies due them. We also assist in determining whether insured are dead because of their absence of seven years or more. During our investigations to trace these missing insured, we make many contacts with numerous individuals and organizations. If the person we seek is known to be in the show business, we address him or her thru your Letter List or by following the Route List.

"We have found *The Billboard* a very good medium in finding our missing insured showmen. Incidentally, we also find the magazine an entertaining paper to read, even though we're not in the show business."



# RB Dickers for Wild Animals From Buck, Who Visits W. Q.

SAHAGOTA, Fla., March 1.—The Ringling Bros. and Barnum & Bailey Circus is negotiating for the purchase of additional wild animals from Frank Buck, who with his wife and Oss Johnson and her husband, Clark H. Getts, visited circus quarters here this week. A pair of mandrills, a rare species of the West African baboon, has already been delivered to the circus by Buck. Mr. and Mrs. Buck are vacationing at the John Ringling Hotel here, and Oss Johnson and her husband are here on their honeymoon.

While at the quarters Oss looked over Gargantua and Toto, the circus gorillas, and expressed doubt that the two could ever be placed together successfully. Incidentally, Gargantua hasn't seen Toto since they were introduced for the benefit of the press February 21. Their cages sit side by side in a tent, but the side walls have been placed back on Toto's prison.

"But Gargantua knows what is in that other cage," said Roland Butler, press chief. "He keeps looking in that direction and seems to be omitted about something."

Butler said the two cages would be placed side by side and the gorillas allowed to get acquainted with each other before the show goes on tour. The gorillas will not be shown in the menagerie tent, as Gargantua has for the last few years, but will have a tent all their own, with an extra admission. The gorillas are not on exhibition at winter quarters.

## New Managers

Norman Bel Geddes, New York artist and designer, has about completed work on the new modernistic menagerie tent, which has been remodeled and streamlined from the marquee to the big top. As the circus fan enters he will see a row

WE HAVE FOR SALE—Big Top, slightly by last season; also a set of lights with two extra outside masts. Also a very nice two landscape middle masts. Some canvas, we used last season and can be used one season with correct handling; both here to good profit. Sell both sets and set wall \$300.00. Also a set of lights, 100 ft. masts. Also two beautiful Black Bear, bears to wrestle, six years old, good and easy to handle. \$75.00. Also two beautiful Black Bear, bears to wrestle, six years old, good and easy to handle. \$75.00. Also two beautiful Black Bear, bears to wrestle, six years old, good and easy to handle. \$75.00. Also two beautiful Black Bear, bears to wrestle, six years old, good and easy to handle. \$75.00.

## LEWIS BROS. CIRCUS

Detroit, Michigan

## LEWIS BROS.' CIRCUS WANTS

Circuses, New Shows, Big Shows, Domestic Animal Shows, Exhibitions, Big Top, Big Tents, Circus and winter quarters, etc.

LEWIS BROS.' CIRCUS, Jackson, Michigan

## Amateur Gymnast Wanted

To begin new act, Must have nerve, Fresh out of early days.

## PAUL GRIFFEY

Home One, SAVANNAH, GA.

## WANTED

Man to work on Lewis Bros. Shows and Menagerie capable of handling same. Will pay cash for Animal Act. Also Black Bear, masts, or the same.

## BUD E. ANDERSON CIRCUS

EMPIRIA, KANSAS

## BARNES BROS.' CIRCUS

CAN PLACE on Show Family Act, Circus by Big Show, Exhibition Act and Parade, Indian Band, Bandstand, Big Top, Big Tents, Circus and winter quarters, etc. Will pay cash for Animal Act. Also Black Bear, masts, or the same.

## CATCHER

### WANTED FOR FLYING ACT

Write or Write HARRY LAMAR  
Box E, Mt. St., Birmingham, AL.

## CALL—LAST CALL—CALL

### GET YOUR ORDER IN NOW

## MOTORIZE

Before the New Price Rise Takes Effect

## CHAS. T. GOSS

Write for Showmen's Standard Operating Co. Details in 11  
Picture Plan, 525 St. Louis, St. The Late

## TIGHTS

### OPERA HOSE

KOHAN MFG. CO. 230 Tenth St. Brooklyn, N. Y.

of cages arranged in a circle. The bear will be camouflaged, and behind the animals will be a background of jungle scenery, extending from the floor to the canopy top. The animals will appear to be emerging from their native habitat, in a circus effect.

Sunday, February 22, was a big day at the quarters when more than 6,000 persons paid their way in the gate. A part of the proceeds went to the American Legion to carry on its charity work, and circus performers put on a special show.

Costumers are spending some time here preparing costumes for the new opening spectacle.

Bob Kinney, of The Birmingham (Ala.) Age-Herald, who is writing a book on circuses, also has spent some time at the quarters.

## Bridgeport College

### To Be Named for Barnum

BRIDGEPORT, Conn., March 1.—The Junior College of Connecticut here, which recently took over Marina, the former home of J. W. Barnum for the new college site, will change its name to Barnum Junior College just as soon as a bill permitting the change of name is adopted by the Connecticut General Assembly. Meeting at a special session this week, the board of trustees of the institution voted unanimously for the change of name.

## Circus Historical Society

WICHITA, Kan., March 1.—Kenneth Audubert, CIBB writes from San Diego, Calif., that he is beginning work on a miniature circus on a quarter-inch scale.

Walter W. Tyson, CIBB of Oshkosh, Ont., has received some more than 60-year-old issues of The New York Clipper

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Upon receipt, the packet will be dated and filed away under your name.

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and has found a lot of information about old shows that played Canada in the '30s.

Kathryn W. Legation, California artist, recently completed four portraits of Major Gordon W. Little, who lives on his ranch near Pasadena, Okla. He modeled his first birthday on Valentine's day.

L. H. Griffith, of Buffalo, Okla., formerly of the 101 Ranch, is now in charge of the CCC camp at Buffalo.

# The Circus Marches On

—By RUSS WARNER

THERE have been numerous articles in The Billboard concerning the troubles of the circuses and many of them were anything but optimistic, nearly all being based on the supposition that the circus was on its last legs and just about ready to take the plunge into oblivion. The truth, however, is that the circus has been steadily adjusting itself to the modern trend in the way of living and doing things. The big shows have discarded many of the old methods that had been used for years, and replaced them by new, modern methods, with new equipment. To many a hard-boiled circus fan, myself included, the passing of the faithful and colorful baggage horses, the placing of rubber tires on the heavy wagons, the air-conditioning of the big top and all the other many improvements we have seen during the past several years have given us something to think and worry about. To us fans, and to most of the circus-going public, the circus always meant seeing the big horses pull the heavy lumbering wagons, watching the big tents go up in the same old clumsy but efficient manner which had been used since we were kids. In the big top we always received a real thrill trying to take in everything that was going on in all stages and stages at the same time. It is unfortunate, therefore, with the other rough and tumble hurrying and bustling, meant circus to us old-timers.

Well, one can't blame us for becoming alarmed over what the outcome of all this modernization might lead to. It did seem as if the circus, like a drowning man, was grabbing for a straw to save itself from going down for the last time. Yes, it's true, to us fans the future of the circus did begin to look a little shaky, but today we are beginning to see the light and find ourselves almost congratulating those who sponsored these changes. I say almost because we still just can't forget the old-time methods, especially the baggage stock and the rumble of the heavy wheels on the big wagons. We have found that almost any one who is not so sentimental, as the march of progress care very little for those who prefer the old ways and methods of doing things. Therefore we must come to the conclusion that all these changes that have taken place in recent years are for the best.

While all these changes were taking place, and when the future seemed rather dark, several associations were formed by circus fans for the purpose of doing what they could to prevent the demise of this beloved institution. One of these groups, the Circus Model Builders and Owners Association, was organized for the purpose of building miniature circus equipment, from wagons to the big top, and using them as a method for keeping the public circus-minded unit also for creating a better understanding between the public in general and the circus. Since its beginning with six men in 1936, up to today, with a membership extending from Coast to Coast, this association has been doing a fine job carrying out the purpose for which it was intended. These fellows are continually presenting their little wagons and tents before the public and in doing so are drumming circus into the people all year round. To build these miniatures the Model Builders really must know the circus and, therefore, are able to talk circus and create such an interest among the public that persons begin to look forward to circus in their town. The CMOBA has proved many times that you can talk and explain circus forever and elicit from most persons just a shrug of their shoulders. But by appealing both thru the public's ears and thru its eyes by means of the model circuses, the public's interest is gained almost at once and you can count on several more general admission tickets to be sold on next circus day.

These Model Builders, as well as the other groups like the Circus Fans of America and the Circus Saints and Sinners, have faith in the future of the circus and sincerely believe that in the face of all present-day opposition the circus can never die. Whenever you hear or read some of this nonsense about the circus being on its last legs, just remember that you may be back on June 1, 1941, in the circus. (Is it?) I have heard commenting on the Cooper & Bailey Shows which had played that town the day previous. The item read: "Despite the fact that circuses are fast playing out as an American institution . . . the circus tents were packed both way time and again. It has always come thru higher and better. As it came thru in the past, it shall in the future. The help of such organizations as the CFA, the CIBB, and the CMOBA, come thru again, and be bigger and better. The show must go on."

Some of the members of the CFA, the CIBB, and the CMOBA, come thru again, and be bigger and better. The show must go on.



# With the Circus Fans

By THE RINGMASTER

President: WILLIAM H. STEND  
Secretary: W. M. McWHIRTER  
Treasurer: J. O. ROY  
New Britain, Conn.  
Gales Ferry, Conn.  
(Conducted by WALTER ROSENBERG, Editor  
"The Wild West Show,"  
Company, Buffalo, N.Y.)

ROCHESTER, N. Y., March 1.—Members of the Circus Fans Association played an important part in bringing Toto and the trainer, Jose Tomas, to the United States. Dr. Manuel Perez Pico, our member in Havana, was called and he rendered splendid service in gaining the support of the Minister of Justice of Cuba. In Washington, it was Mel Hildreth's job to obtain the help of the State Department and the Department of Justice. They were able finally to get the decision on Monday, which was just in time, as the gorilla and his keeper were scheduled to leave Tuesday. There was much sailing on the telephone between Washington and Havana, but it all worked out successfully. The difficulty was largely due to the fact that Jose Tomas, while a naturalized citizen, was born in Spain and they could not make contact at Barcelona for a quota number.

The first spring semi-annual Pal Vado Tent regional meet will be held March 25. There will be a dinner in the recreation hippodrome, given in collaboration with the Live Wire Club of the Ringhamton (N. Y.) Chapter of the CMOBA. Music will be furnished by Joe Basso's Madison Square Garden Band and there will be several acts from the Hambleton Producing Company that is furnishing acts for the Biplay Club Circus. In the afternoon, ping-pong, billiards, bowling, and cards will be featured, followed by dinner, hand concert, a show, and speeches. In the evening Circus Fans will attend a performance of the Rotary show in a body, along with 30 members of the Live Wire Club, a singing organization that will sing a group of circus songs to the accompaniment of the circus band. Out-of-town CFA members will be invited to attend.

Hugh J. Higgins, a resident of Ridgewood, N. Y., and a member of the CFA, was given a dinner Friday evening, February 21, in the Ball's Modern Room of the Pennsylvania Hotel, New York City, in honor of his 20th anniversary with the Metropolitan Life Insurance Company.

Joe McWhirter, of Paterson, N. J., reports that quite a few circus acts have played the local theater in recent weeks and that he has had many pleasant visits with the members of these acts.

Bob Zimmerman, CFA of Madison, Wis., assistant secretary of state, was among a group of delegates from Madison who were called to the colors the latter part of January. Albeit a member of the association for only a short period before his induction into the army, he had taken an active part in the campaign to have the post office department issue a commemorative circus stamp.

Our only Nebraska member, Art Stensrud, of North Platte, is a very ardent fan and better than the residents of the home town forget about the circus with his window displays and newspaper notices. Art has a large collection of circuses, which includes some fine miniature wagons. His personal circus stationery, designed by him, is a real work of art.

Bea Brasther and Mrs. Brasther, of Madison, Wis., attended the Milwaukee Spring Circus March 1 and stayed over the next way to visit their many performer friends on the show.

Sonny English, son of President Stuart M. English, of the Pal Vado Tent, Ringhamton, N. Y., is reading his miniature circus equipment for display in a downtown store window during the Biplay Club Circus.

come down to us as the Greatest Show on Earth.

For 60 years or more there has always been predictions that the circus was dying, but it has not died. It has pulled itself thru fire, water, and horrible railroad wrecks, and has overcome obstacles of the worst kind that have stood in its way time and again. It has always come thru higher and better. As it came thru in the past, it shall in the future. The help of such organizations as the CFA, the CIBB, and the CMOBA, come thru again, and be bigger and better. The show must go on.



# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

**GEORGE ORTH**, last season bidpooter with the Big Show, has returned to his home in Kenosha, Wis.

**ABT MILLER**, circus agent, has been visiting friends and relatives in Southern Minnesota.

**GEORGE H. STONE**, former circus band leader, is managing the Postal Hotel, Atlanta.

**NORMAN HANDLEY**, band leader, has been engaged as leader of the State Prison band in Raleigh, N. C. He has 30 men in the band, which will make its first public appearance in April.

**AMONG** the clowns at the Hamid-Morton Milwaukee Shrine date are Herb Taylor, Zack Taylor, Mubs Simmons, Roy Barrett, Billy Rice, Elvira Johnson, and Leroy Thomas.

**THE KLINES** have been working home and indoor shows in the South this winter. They finished working the Mardi Gras in Mobile, Ala., week before last and headed for Memphis, Tenn.

**HARRY CHAPMAN** will again be general press representative and manager of the advertising cars with Wallace Bros.' Circus, his third season on that show.

**WARREN LEWIS**, known as an auctioneer, made the front page of the *Ypsilanti (Mich.) Daily Press* of February 8, which published a two-column story on Lewis's life, playing up his circus days.

**PEGGY WILSON** did a snappy business in Springfield, O., with her Hollywood Circus Museum. From Springfield she went to Vincennes, Ind. Peggy is the

daughter of the veteran Jack Nation, side-show generalissimo, out of Dayton.

**COL. MARLYN WATSON** has decided to return to New York City, and may be with one of the big ones this season. He has been visiting his mother in Springfield, O.

**THE IDENTITY** of the lady rider who was injured while playing with the Porepugh-della Circus in Compellville, Pa., about May 7, 1910, is supplied by Doc Elst, who says she was Maude Johnson. He says he took care of all accidents with the show at that time.

**WELLS BROTHERS**, comedy bar trio, currently with Owen Bennetts' Continental Heat Wave Show in the South, will play parks, celebrations, and fairs for the Gus Sun Booking Agency for the fifth consecutive season. This formerly was with Lewis Bros.' Circus.

**J. C. WOODARDS**, accordionist the last eight years in the Hinging-Barnum Side Show, informs that he has composed a new song, "Don't Say You'll Tell Me Tomorrow, Tell Me Tonight." He says Nashville, Tenn., radio stations are playing the number.

**CHARLES SPARKS**, who still retains a keen interest in circus and show matters, continues silent as to any plans for this season. He reports that he is enjoying the best health of his lifetime and is exceedingly optimistic about the outlook for show business the coming season.

**HARRY MACK**, veteran press agent, now connected with the Hotel Milner, Macon, Ga., is scheduled to return to Wallace Bros.' Circus, which opens in York, S. C., next month. Mack joined the show last fall and worked several weeks until the season closed in October.

**THE LAPEARLS** and their toy-dog act are playing the Bert Levy Circuit of Boston. They have a nice route booked and after the theaters will go into hotels and clubs. Harry LaPearl is doing the comedy in the act. The immediate route includes Spokane, Wash.; Portland, Ore., and Seattle, Wash.

**JOHN H. DUNN**, attorney and executive secretary of the American Federation of Circus and Carnival Workers in North Chevy Chase, Md., was severely injured while tramping out of the Spur and Saddle Club of North Chevy Chase. His horse was knocked down by another horse, breaking Dunn's right leg.

**TOMMY COMSTOCK** did not wind up his duties with Vic Robbins at the Detroit Shrine Circus, as it was reported he would do in the last issue. Instead, Comstock says he will be with Robbins for the rest of the Orrin Davenport indoor dates and will continue with Robbins on the Cole show the coming season.

**DOC WADELL** visited Ray Marsh Brydon's International Congress of Oddities in Columbia, O., and met Mr. and Mrs. Brydon, Arthur Hoffman, Willard Beckenstoe, Starr DeBelle, George Myers, Hoppi, the grasshopper boy, and Betty, the fat girl. Since conducting the Doc's Pink Funeral Doc says he has received many requests to handle other funerals.

**HARNEY AND JIMMY ARNESSEN**, comedy acrobats and clowns, are making their headquarters temporarily in Albany, N. Y., where they are working night clubs and indoor dates, under the direction of J. D. Karm, of Karen Enterprises. They report they are lining up fair dates for the new season in Ohio and Western Pennsylvania.

**A FULL-PAGE** illustrated write-up in the magazine section of a Louisville, Ky., newspaper told the story of Zack Terrell's beginning in the circus. The illustration picture portrayed as a barefoot boy wearing a bilpooter's hat, a circus poster on a barn, and the caption read: As the porter took life, so did the boy's ambition to become part of the circus—and he did.

**AT THE** annual meeting of the Billy Lester Performers' Club in Manitowoc, Wis., February 23 plans were made for the establishment of a new booking service. Twenty-three persons attended the dinner and meeting, including William G. (Billy) Schultz, who is on the road to recovery following an operation eight months ago. Schultz's ill-

# Selective Service Mail

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

new forced postponement of his regular biannual show, but he plans an outstanding attraction for next year to include two acts of his own invention which have never been tried or shown in any professional circus.

**EDDIE SMITH**, who was with the Hinging show last season, had been wintering in Kansas City, Mo., and Des Moines, Ia. He will again be with the Big Show next season. He says several show people are wintering in Des Moines, including Floyd Harvey, circus man, who is clerking at sales at an auction barn.

**JACK S. SMITH**, formerly in advance of the Hagenbeck-Wallace and Cole Bros.' circuses, has been engaged by Dodson's World's Fair Shows as publicity agent. Smith recently left his employment at the Dulled Aircraft Products, Dayton, O., where he has worked in the office since the close of last season.

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

**KIWAND CLUB** of Beaumont, Tex., will hold its initial rodeo at the 11th Street Stadium in that city this summer, with stock being supplied by the Bill Hogan and Cecil Boyd ranches near by. Fred Matthews is chairman of the committee in charge of arrangements.

**MAT D. ROGERS**, who handled ticket sales for the recently closed Larry Sunbrook Shows in Miami's Orange Bowl, reported he has completed negotiations with T. E. Robinson to handle tickets for rodeos in Alexandria and Lake Charles, La. He says he has lined up some exceptionally good shows and expects 1941 to be a banner year.

**JUDGES** for the 25th annual rodeo to be held in conjunction with the Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., are Bob Calen, Rusty McQuity, and Hub Whiteaman. Each will contest in the events he does not judge. Don Nesbitt, a judge last year, will be arena director this year. Nesbitt and Vern Elliott, own the bucking horses used at the show. Elliott is managing the event.

**MONTIE MONTANA**, rodeo and film performer, is filling a series of engagements at several of the leading winter rodeos and stock shows. With his wife, Louise, and his troupe of riders, Montie recently made the Olla Veeva Roundup at Safford, Ariz., and the Phoenix (Ariz.) Rodeo. He also appeared at Tucson's Fiesta De Los Vaqueros, and while there was featured in the picture *Pambalooza* Ranch in Arizona.

**Cecil Boyd** will provide the stock and produce for the Liberty (Tex.) County Fair Association's Spring Rodeo set for this month at the Port ranch near city limits. The fair expands into adjoining Chambers County this year, with the result that larger punses will prevail.

**EVERETT COLBURN** is general manager of the one-performance rodeo to be held March 10 in Will Rogers Memorial Coliseum, Fort Worth, Texas, by Montgomery Ward & Company for Texas Fair Association. Everett's circuit is active, with participants in the bucking, barrel racing, break riding, calf roping, steer riding, and saddle break riding events. Lynn Beutler handled applica-

# Havana Engagement Good for Sunbrook

**HAVANA, Cuba, March 1**—Continued Circus, Rodeo, and Thrill Show in Tropical Stadium here on February 23-24, under direction of Larry Sunbrook, proved a slick, despite some competition from baseball games of the Brooklyn Dodgers, who are in spring training here. With tickets going for 50 cents general admission, and \$1 reserved, stands were filled at all performances, with February 23 the best day.

Rodeo contests were well received by patrons, as were the high dives presented by Ella Carter and Peepie Higgins. Others working to good results were The Walker and Marion Pope, daredevil act, featuring King Kove; Jolly Duke, circus director; Jerry Lee, emcee; Gale Thomas, Peg Murray, Del Lungio, Puye Blackstone, Pee Wee Morris, Ralph Clark, and Lloyd McLee.

Besides King Kove, the daredevil included Lucky Lee Lott, Lewis Crooks, and Tommy Marcus. Other acts which scored were Betty Sparks's auto ride, and Durt Northrup's educated horse, Don.

tions of contestants. Colburn's stock will be used.

**C. L. McLAUGHLIN**, general manager McLaughlin-Hawkins Amusement Company, recently made a trip to Atlanta to lay plans for a circus, rodeo, and thrill show there for the Atlanta police department. Show will be held in Lakewood Park. Arrangements were also made for office secretary and advance publicity. Organization also has been lined up in Birmingham, Ala.; Fort Knox, Ky., and Nashville, Tenn. Jack Baum's Rodeo has been booked by McLaughlin, and Jack will be in charge of production and performances.

**THREE PROMINENT** business men will head the 23rd annual San Luis Valley Ski-Hi Stampedo in Monte Vista, Colo. Mayor Frank Conners was elected president at a meeting of the board of directors last week, and John Beatty was re-elected secretary. He held the post for 11 years. Harold Ething was named treasurer. Other committee chairmen include Ted Ecker, parade; C. M. Hailer and M. C. Johnston, track manager; W. H. Pessett, sponsor; Allan Fossell, arena manager; and W. O. Erickson, concessions. Plans for this year's stampedo are being formulated.

# 10,000 at Tucson Rodeo

**RECORD CROWDS** totaling more than 10,000 witnessed the three-day Tucson (Ariz.) Rodeo, February 21-23. Headline: Calf Roping—First day, Tom's Mansfield, Buck Corral, Clyde Burke, Hugh Bennett. Second day, T. J. Brennan, Lonnie Hancock, Jess Oodopend, Buck Scholtz. Third day, T. J. Brennan, Jim Brazier, Peter Pruitt, Jess Goodspeed, Frank Jess. Fourth day, T. J. Brennan, Tom's Mansfield, Buck Corral, Frank Riding. First day, Bill McMeekin, Pete Gerwin, Eddie Curtis, Gene Pruitt and John Hagan split fourth. Second day, Bert Molloy, George Yardley, Paul Casey, Gerald Roberts, Bill McMeekin, Jim Light. Third day, Bob Walker, Doc Aber, Jim Light, Fritz Truman, Frank Bill McMeekin, Jim Light, Cliff Bartholomew, Jim Pratt.

**Following**—First day, Bill McMeekin, Homer Pettigrew, Hugh Bennett, Everett Swenson. Second day, Paul Casey, Lonnie Allen, Dave Campbell, Hugh Bennett, Frank, Hugh Bennett, Bill McMeekin, Lonnie Allen, Dave Campbell, Bill Riding—First day, Hank Mills, Dick Griffith, Smokey Snyder, Mitch Owens, Hoyt Heffner. Second day, Hoyt Heffner, Kid Fleisher, George Mills, Hank Mills, Paul Bond, Team Tying—First day, Glen Sims and Fred Darnell, John and Tom Rhodes, Jim Hudson, and Tom Egan. Clyde Burke and Aubrey Schell, second day, Clarence Darnell and Bud Parker, Tom Rhodes and Jim Hudson, Joe Kane and Buck Corral, Fred Darnell and Tony Altamirano, Frank, Jim Hudson, and Tom Rhodes, Joe Kane and Buck Corral, Roland Curry and George Allen, Charles Jones and Roy Bond.

**15 Years Ago**  
(From The Billboard Dated March 6, 1926)

John Pluto closed a deal with E. H. Jones for the use of the title of the Cole Bros.' Circus and purchased from Jones a baggage and sleeping car, tents, seats, several lions, and six Shetland ponies. Jake Friedman was made assistant manager. . . . Capt. Newton Harding, producer, was busy at the quarters of the Miller Bros.' 101 Ranch Wild West specializing in the making of costumes and props for the show. . . . Captain Gihay and wife had arrived and were busy training mortgage horses. . . . I. J. (Blady) Miller had been appointed superintendent of the dining cars. . . . Met Burris was superintendent of privileges. . . . H. W. Campbell was contracted to manage Stewart Bros. Circus, in which he had half interest. Stewart Cash was general agent and George Rich special agent. . . . Joe Olligan, Calvin Harriman, and Will Smith had charge of the crew that were assembling the trucks at Dennis Bros. Circus quarters. . . . W. B. Emerson, with the 101 Ranch Show in 1923 as assistant treasurer, was in charge of the dining department. Harry Fitzgerald had signed as advertising banner collector and press representative, and Jack Crooks as superintendent of inside tickets. . . . Tatu Robinson, wire artist, had signed to return with the John Robinson Circus. . . . Ramon Narsons had joined the Team Atkinson Circus. . . . W. E. Bussey was contracted to have charge of the sleeping and dining cars with the John Robinson Circus. . . . J. H. Adkins was appointed manager of the Gentry Bros.' Circus by King Bros., the owners. . . . Ben Davenport was re-engaged with his animal acts for the Hella-Sterling Circus. . . . The advance corps of Leo Bros.' Circus was in Beaumont, Tex., under management of Max Fletcher. . . . N. J. Shelton, who was in Cincinnati ahead of the Philadelphia company of Rose-Marie, visited the Billboard office and announced that he would be with the Hagenbeck-Wallace Circus as story man. . . . Joe H. Nicholas was in advance of the Hella-Drie Company, but was booked on the advance of Gentry Bros.' Circus for 1928. . . . Lew Hershey was signed for his third season with the Gentry Bros.' Circus.

**WANT GROOM FOR SEAL ACT**  
Baker, accessible and clean. Prefer Truck Driver or one who has held such position before.  
Write with to  
**CAPT. ALBERT SPILLER**  
Mgr. of Sealer's Stall  
March 10-16, 21 Post, Tel., Mar. 13-24, Alhambra, San Val., Mar. 29-Apr. 6, Oakland, Calif.



# NAAPPB HAS FIRE RISK PLAN

## To Supplement Liability Set-Up

New coverage adopted after study by committee—pool ops are included

CHICAGO, March 1.—A special fire insurance plan for the National Association of Amusement Parks, Pools, and Beaches has been announced by Executive Secretary A. H. Hodges from his offices here. It is the result of efforts of the NAAPPB official consultant, John Logan Campbell, working in co-operation with the insurance committee, Norman S. Alexander, chairman; Leonard B. Schloss, vice chairman; Richard P. Case, Herbert P. Beach, and Edward L. Schott.

The plan will supplement the successful liability insurance set-up of the NAAPPB. Secretary Hodges said, and will embody many advantages not heretofore available to members of the industry, among them being:

All coverage will be underwritten by a group of leading fire insurance companies in the United States.

All companies comprising the group affording this plan carry the highest rating by Best Insurance Reports for financial strength, efficient home office management, and excellent engineering and claim services.

Coverage can be secured in any State and can be secured in any amounts up to \$500,000. This amount may be increased, depending on the underwriting qualifications of the particular risk. Each risk will have the benefit of minute study and analysis of the combined engineering departments of this entire group of companies.

As a result, reasonable immediate rate reductions can be expected in States where such reductions are permitted. A survey under the plan already indicates that substantial premium savings can be effected.

In the past many operators have been handicapped in obtaining sufficient coverage and have been constantly subject to cancellation on short notice. This new market makes possible adequate coverage and eliminates cancellation clause.

This plan is accomplished after a compilation of losses which have taken place over a number of years and comparison to the value of insurable property. (See NAAPPB FIRE RISK on page 46)

## Miller's "Paris" Set For Revamped Luna Bow

NEW YORK, March 1.—William (Bill) Miller and Edward J. and Harry Lee Daminger, responsible for the facilitating of Luna Park this year, have scheduled *The Streets of Paris* as their first offering in an announced series of musicals to play the park this season.

Miller and the Damingers have *Paris* on tour. Special theater is being constructed to house the show.

New operating group is Luna Park Fair of 1941, Inc., by arrangement with Milton Rosen, lessee.

Memory Lane, pop-priced cabaret project of Billy Jackson, Paul Boyd, and Leroy Shelthorn, is being readied. It will feature a 75-foot bar.

## Agawam Sale Suit Settled

SPRINGFIELD, Mass., March 1.—Settlement was reported on February 25 in the suit of Joseph B. McMahon, of this city, against Michael J. Daley, Longmeadow, for a commission allegedly due in connection with sale of Riverside Park, Agawam, after one day of trial in Superior Court before a judge and jury. McMahon contended he was entitled to a commission and interest on sale of the park on October 3, 1939, for \$31,000 to Edward J. Carroll, Boston. McMahon alleged the defendant agreed to pay a 5 per cent commission. Daley therefore owed him \$1,550 plus interest. McMahon demanded. Terms of the settlement were not made public.



JOSEPH P. PANESS, Niagara Falls, N. Y., who announced construction of a new amusement park, Cocomat Grove Beach, between Buffalo and Niagara Falls, one mile from the former Neptune Beach, which he owned and operated for 18 years. Seven-day operation is planned for the new spot, which will feature midway and have a midway with rides and concessions, a ballroom, and numerous other attractions on the 40-acre tract.

## N. Y. Cocomat Grove Launched

Niagara Falls beach will supplement former Neptune—40-acre tract acquired

NIAGARA FALLS, N. Y., March 1.—A new amusement park, Cocomat Grove Beach, is being readied by Joseph P. Paness, owner and operator for 18 years of Neptune Beach, covering seven acres, which was abandoned as being too small and which has been cut up into lots. New spot of 40 acres is eight miles from Buffalo, two miles from Niagara Falls and one mile up the river from the former Neptune Beach.

Manager Paness, who expects to have the park ready for opening early in May, reports having already booked 27 outings, mostly from Buffalo. The new site was used as picnic grounds up to last season. Among plans are to enlarge the ballroom and to add a twilight floor, to book name bands, present vaudeville in Cocomat Casino, and broadcast considerably from the ballroom.

A modern midway is planned, with rides and concessions, and amplification and effective lighting throughout the park. Ballroom is to have noon lighting inside and outside and the same lighting scheme will be carried out on the entrance and midway. Seven-day operation is planned by Manager Paness.

## Camp Croft Is S. C. Project

Location near Spartanburg to cater to soldiers in co-operation with Legion

SPARTANBURG, S. C., March 1.—R. C. McCarter, well known in outdoor show business, has leased about 10½ acres on State Highway No. 8, near Spartanburg, and will establish Camp Croft Amusement Park. According to War Department officials, 16,000 men will be stationed at the Spartanburg infantry replacement center, now nearing completion.

Plans for the park, as announced by McCarter, call for a number of modern rides, roller skating rink, and dance pavilion. He said April 28 had been set as opening date. Work on improvements to grounds, which he has estimated to cost between \$20,000 and \$35,000, will begin about March 15, according to present plans. Park probably will be enclosed by an eight-foot wooden fence about 800 feet long and 600 feet wide.

McCarter said the park would be operated in co-operation with Spartanburg Post, American Legion.

## Boom Holiday Biz for AC Seen As Harbinger of Great '41 Bow

ATLANTIC CITY, March 1.—Hotel men, amusement men, merchants, and concessionaires continued to literally rub their eyes last week-end at what many declared was the biggest Washington Birthday ever seen here during rush days of depression. Hotels reserved almost solely by arrival of some 14,000 delegates to the 71st annual convention of the American Association of School Administrators, were forced to turn away hundreds of week-end visitors. Restaurants were taxed to capacity, with many forced to chain doors to hold back additional customers long before the dinner hour had passed.

All night clubs and theaters did boom business, putting on special floorshow attractions. Anticipating the influx, Steel

## Whitney Preps SF Playland for Pick-Up

SAN FRANCISCO, March 1.—Safeway Weeks will be observed in Playland-at-the-Beach on April 4-13, said Owner George K. Whitney. Events drew about 350,000 last year. Despite inclement weather since early December, rides had been operated daily thru the winter season.

Whitney, expecting a big pick-up this year, is preparing for installation of new rides. Opening soon will be the Dring Bell, a midway attraction at Golden Gate International Exposition. Kopo elephant trains have been crowd boosters on days when weather was fair, operating along a three-mile beach stretch between Playland and Fishhauser Zoo.

Amusement ops in Playland include Herman Schwitzer and his wife, May. He was one of the Seven Merveilles, acrobats. Schwitzer is operating the pop-the-balloons concession. May was one of the Dixon Sisters, musical act. In the machine shop is Cliff Sigler, of the former Queen City Four, vocal quartet. Len Mendoza, who appeared years ago with the "Globe of Death," is operating the shooting gallery.

RACINE, Wis.—Bear colony in Racine Zoo has been increased from 10 to 15 with births of one polar bear and four brown bear cubs, reported keeper Anthony Pichar.

## Needles?

ATLANTIC CITY, March 1.—Washington's Birthday having pulled the biggest February week-end here in more than a decade and making for display of "sold out" signs at beach-front and avenue hotels, F. Fisher White, hotel man and president of the resort's chamber of commerce, sent this telegram to Mayor Tom D. Taggart Jr., who is vacationing in Florida: "Atlantic City hotels sold out and still they come. Call your arrange reservations for opening in Miami? Please advise soon."

For opera for the week-end, offering Alex Hartha's orchestra for dancing in Ocean Ballroom, Saturday night and a feature photograph booth gave in Midway Hall. Other pier pullers included the national WPA exhibit of handicraft and art, serariums included in vitra-ray glass, and the great decks with steamer chairs and rugs.

Trains were operated with full loads to and from the resort, many with extra sections. A snow flurry on Saturday did little toward curbing activities, with the sun appearing on Sunday to warm Boardwalk strollers. The holiday celebration proved opening of the fashionable Lenten season and now everybody is pointing with a high degree of optimism, to the resort's regular spring opening on Easter Sunday.

## Split of Rights by Russells Point Ops Is Voided by Court

BELLEFONTAINE, O., March 1.—Applyng Ohio anti-trust act, Common Pleas Judge Lawrence Zupp has declared void a contract between operators of the two principal resorts at Russells Point, Indian Lake, French L. Wilgus, managing director of the Miniature World's Fair, had brought action against Indian Lake Amusement Company, headed by Louis W. Greiner and Charles F. Horvath, seeking judgment for rights claimed under a contract signed in 1936. Defendants claimed violation of the agreement by Wilgus and sought an injunction.

In handing down the verdict Judge Zupp said the contract was an attempt by the parties to settle differences between them in 1936 when they operated attractions jointly. Under the agreement half of Sandy Beach Park, including rides and a portion of the boardwalk, went to Horvath and Greiner, Wilgus retaining the remaining section of the park, a hotel, night club, concessions, and the right to build a dance hall.

In reviewing the case the judge declared that the contract prohibited Wilgus from devoting certain space to dancing and prohibited the amusement company from selling liquor and giving floorshows. He said the perpetual aspect of the agreement made it an instrument in restraint of trade and that its restrictive clauses were unreasonable and oppressive and that the public interest was affected.

## Ind. Spot Sees Big Year; Many Improvements Slated

MONTICELLO, Ind., March 1.—Many improvements for Iced Beach Resort on Staifer Lake here are reported for 1941 by Manager T. E. Spackman, who expects the best year in history of the resort. General policy will remain the same, with nightly operation of the ballroom beginning on May 29. Bands in the territory will be used, with four or five name acts to be booked.

Interior of the bathhouse, constructed last fall, is nearing completion. There will be a marquee at the main entrance and a modernistic front facing the main drive. High points will be set off by fountains carrying streamers. New water toboggan, doubling of the Penny Arcade, two open-air bowling alleys, and new equipment for the Skooter and outdoor concessions are scheduled, in addition to reconstruction of the Roof Garden Cafe and addition of a curio and novelty shop.

Purchase of several acres for parking has been made and ground formerly occupied by the old bathhouse will be utilized for parking. Trees have been set out to increase the picnic area. New public-address system has been installed in the ballroom and booth seating capacity has been increased. It will open on March 16 with Don Coleburn's orchestra.

PHILADELPHIA.—Jack Stock, radio announcer and emcee, who has conducted variety and kiddie shows in Woodbury Park here many years, is set to return for the 11th consecutive year. With the park opening for week-ends on April 19, he will present a kiddie's amateur show on the following day, first of a regular Sunday afternoon feature.



# American Recreational Equipment Association

By R. S. UZZELL

There is a chance of a blanket insurance policy covering fire and collision on the sale of amusement rides and devices covered by condition sales agreement or covering devices for fire and theft where sold for permanent locations. Hill Bridge Company has had a policy, still in force, covering its Ferris Wheels against fire and truck collision at a 1 per cent rate. Adjustment is made each 30 days under their blanket policy, where they add to and deduct from as their interest appears. The same company is now soliciting AREA members. Will some one please Johnny Campbell by all writing as a unit, we can do better than any lone individual can do.

The publicity committee for our entire industry will try for even more notice than we got in 1940. If all of you members at large help a little, it will help a lot. Tell us about any innovations that come to your notice.

Playland, Rockaway, L. I. will function this year as usual under direction of Louis Metzef, all stories to the contrary notwithstanding.

The men who were on the 1940 New York World's Fair grounds with some odds against them are all stuffed around but are still in the amusement business, with just a few exceptions. One here last week said he would not care to purchase a similar experience at the same price. There are a few who would try it again.

### Later Easter Stirs 'Em

Fred L. Markey has released a fine circular of the New England park men's meeting on March 11 in the Manger Hotel, Boston. It is appropriately illustrated and fairly lengthy enthusiasm. They always do things up there and never fall of a good time. Every member and guest is made to feel welcome.

Easter Sunday will come later this year. Coney Island, N. Y., and Garlin in Baltimore will take advantage of it, as will many Southern resorts. Late or early, it is always an opener for Atlantic City. This year will be their best in many moons.

The pinch for material supply is be-

ginning to be felt. Many of our manufacturers will be refusing orders in March this year because of material shortage. All purchasers should continue now. The dealers still available. Used rides are being picked up early. There has been more activity this year in February than we have been having in April.

### Activity at Coney Island

George Tlyou told the writer, while at Coney Island, N. Y. last week, that deflating the Parachute Jumps was moving in from the New York World's Fair grounds. It is being located on Steeplechase's boardwalk front. So now the Jumps will no longer be jumping around the country, over the Hudson River, and back again.

Luna Park, Coney Island, surely is making an impression now. Not for 10 years have they had such early activity. To see men working, old attractions coming down, and new lumber and building material coming in means business. When building material is placed around over the grounds surely it will be used. It is not to be kept just for display after the park opens.

There will always be a Coney Island. Some who despair are going to live to be sorry. Property is bound to stiffen in value with only one good season. The recent signs are now rapidly disappearing.

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### On NAAAPPJ Again

Don't mean to be repetitious but something has come up concerning the problem of the National Association of Amusement Parks, Pools, and Beaches in entangling pool membership that rates monthly now, but it is lost in the shuffle of the outdoor season's opening. Those who read this column last week knew that a communication was published as received from Al Hodge, NAAAPPJ secretary, in which he objected to criticism leveled at the association by this department. Al stated in his reprinted letter that he sent out regular bulletins to pool owners which were valuable to them and which constituted one of the advantages of possessing a membership in his org.

At my invitation, Hodge sent the color copies of bulletins sent out last year to park and pool members. Last week I conceded the importance of these and wrote that something else should be done. But after studying the batch of reports carefully, I must change my opinion and state that besides doing something to offset municipal competition, NAAAPPJ must revise the caliber of its bulletins if the pool crowd is to be attracted.

Majority of bulletins mailed to members last year, according to samples sent to the writer, were reprints of papers read at the national convention or sectional meetings like that of the New England group. Now I realize that permanent records of such talks are valuable to NAAAPPJ members, but certainly that shouldn't constitute the bulk of bulletins. Most park and pool men either attend meetings and make notes or read about them in *The Billboard*. This publication reprints most important papers read at all meetings. More space in these regular reports should be devoted to business conditions in different parts of the country, promotional ideas that have worked, with detailed experiences outlined; reports of municipal opposition, and other vital subjects so important to pool men.

I trust that Al Hodge, Adrian Ketchum, and rest of the NAAAPPJ bigwig won't get the idea that the column is picking on them. They have continually asked for plugs so as to entice pool membership, and the conductor of this pillar has gone on record as heartily advocating that all pool operators join. But, at the same time, I'm entitled to my opinion and if I'm to help attract membership I can request changes in management if I sincerely feel that they are for betterment of the pool industry.

### Answering the Mail

Res D. Billings Jr. recently appointed manager of Seaside Park, Virginia Beach, Va., writes: "Since the time when I was a wee thing, splashing about my dad's pool in Johns River, I have had your column with interest. It just flashed in my subconscious mind that you might well help me out with some sound ad-

vice on a situation which I know you have dealt with before.

"We have a huge locker room in Seaside. The lockers themselves have been exposed to salt water for years and are in a bad state of repair. I would like very much to install either a canvas-envelope system of checking or a basket system, thus enabling us to remove all locker doors, enlarge the space now used for valuable checking, and to clean up the place in general.

"What I do not know (several books would be filled to capacity) is where to get envelopes and whether they are practical or not. And if I were to use steel-wire baskets, where to get them and what the patron's response is to them, especially what the dapper swimmer finds no place to hang his rum-soaked pants. Can you help me? Len Traube tried, but pools, strange as it seems, are out of his territory. And I thought Traube covered the amusement field as the Smiths cover the New York telephone book! Won't it be a laugh if Nat A. Tor turns out to be Len T.?" I never have known your real name.

Well, buddy, you're not the only one! You can be assured, however, that Nat A. Tor is not Len Traube. Why, he can't even swim! Concerning your problem, I suggest that you take a trip to Casino Park and Pool, Seaside Heights, N. J. Management there installed wire baskets and seems to have done an excellent job. I intend to devote some space to a discussion of this all-important subject of locker space for pools. In the meantime, if any pool men have had experiences along this line, they are cordially invited to send them in.

### Men and Mentions

Charles Zimny, 63-year-old legless swimmer, whom I saw last working on the midway at New Jersey State Fair, broke into the news last week by swimming a week in a Honolulu tank, claiming (See *POOL WHIRL* on page 46)

# With the Zoos

COLUMBUS, O.—Civic leaders and officials of Columbus Zoo have launched a drive for 10,000 members of the Zoological Society. At the annual meeting, which re-elected many of the officers, Heinz Ruhe, New York, was a guest and discussed plans for new animal shipments which, he said, probably would be the last until the end of the war.

LONDON, England.—In a report for 1940 managers of Chester Zoo, nonprofit organization, stated that with only one exception, enthusiasm with which war-time gift keepers began their work soon waned, and all except one have either left or been dismissed, according to *The World's Fair*. Stock of large animals is now greater than ever. It includes 14 lions and a tiger. Black panther and a leopard are coming from Bristol Zoo for remainder of the war. Some changes have been made in feeding procedure. Poultry heads are being fed to leopards as a substitute for horse-hoof stumps. Many Chester Zebras have provided scraps to feed animals.

By death thro' old age of Pak, Regent's Park Zoo, London, has lost one of its best known lions. With his mate, Doris, he was given to the zoo in 1928 by King George, to whom they had been given by Hilde Belasque, emperor of Abyssinia. Pak and Doris had offspring totaling 26, including one litter of five. Accras are being used to supplement restricted diet of some of the larger animals, several tons having been collected in response to a rather appeal. Normally sales of corn and hay, the Kashmir deer are living mainly on small portions of those with generous additions of mangoes, roots, vegetables, and accras.

### Sinclair Renews Act Policy

CANTON, O., March 1.—Meyers Lake Park here will go in for big free attractions the coming season in an effort

to attract more patronage from Eastern Ohio and Western Pennsylvania, said Carl Sinclair, managing director. Plan is to use acts all season, changing every week or two. Last season acts were booked for the first time in several years and with encouraging success, night patronage having improved weekly.

## PENNY ARCADE SPACE WANTED!

Will install complete Penny Arcade on rental or percentage basis in any progressive amusement park, beach or summer resort. All BRAND-NEW machines. Send full details and space available.

BOX D-27, care The Billboard, Cincinnati, Ohio

Complete PARK PLANNING SERVICE  
COASTERS, ICE RINKS, POOLS, GOLFERS RINKS, OLD MILLS  
ACQUIRED - 20 YEARS EXPERIENCE - ADAMS ACKLEY, BRADLEY & DAY  
STATE BLDG. PITTSBURGH PA.

# CRAIG BEACH PARK

Lake Milton, Ohio  
CAN PLACE 2 OR 3 KIDDIE RIDES  
Liberal Percentage  
Park Season Open May 24

Write ART MALLORY, MANAGER, ALLIANCE, OHIO

## Position Wanted As Amusement Park Manager

10 years' experience promoting dances, shows, boxing; operating swimming pools, roller rinks, auto clubs, etc. Competent of managing any size amusement park anywhere. Apply

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The Billboard, Cincinnati, O.

## FOR SALE AERO SWING

Eight-five foot tower, machine with seats and in extra good condition. Only five-dollar deposit. Reasonable terms and may be seen at RIVERSIDE AMUSEMENT PARK (INDIANAPOLIS, IND.)

## CATERPILLAR TUNNELS

More-Gardner Trunk, Whip and Ferris Wheel Seat Covers. Now 25 to 40 percent.  
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Party with roller, roller, roller, roller or riding device to operate in amusement park on temporary basis. Address: G. C. KERLEY, care of Cincinnati Park and Lodge, P. O. Box 1192, San Antonio, Tex.

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AUTO-REGOTERS at the crowd, and use the CASH when you operate them.  
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THANKS A 1,000,000 TO NEARLY A 1,000 who answered by letter and wire our ad on page 47 of the Feb. 23 issue

We know that at this season of the year you Ride and Show Operators, Concessioners and Exhibitors have many propositions.

You all want to place yourselves to the best advantage. Likewise we want to place to our best advantage that which will add most to our Park, our Beach, and to the pleasure of our Patrons.

We are replying to every one as rapidly as possible, so it's best for all concerned if you all wait for our reply.

Again, THANKS.

BRYDON'S Beautiful Bass-Lake Beach Knox, Ind., or General Offices 412 East 8th Street, Cincinnati, Ohio



# Solons Ponder New Set-Ups

## New State Body Planned in Ind.

Republican-sponsored bill for non-executive board for State Fair to pass

INDIANAPOLIS, March 1.—With end of the Indiana Legislature's session coming on March 10, not much further legislation affecting the show business appears in the offing. The "fly-by-night" bill, designed to restrict operation of non-native promoters and amusement enterprises, has been killed thru use of what is known in the House as a "climber." Indefinitely postponed on February 22, the measure cannot again be considered at this session.

Certain of passage is a Republican-sponsored bill which will abolish the State division of agriculture by reorganizing the 1933 law creating it. The bill, No. 555, sets up a non-executive board of agriculture which will serve in an advisory capacity to the lieutenant governor. Members of the board will also supervise the conduct of the State Fair. The lieutenant governor is given full charge over the State Fair grounds.

In an interview Paul Dunn, new manager of the State Fair, succeeding Harry G. Tompkins, said there would be no changes of fair personnel or policy. Any improvements to the plant, he said, would be made on a "pay-as-you-go" basis.

There was much interest in the passage and signing by Gov. Henry P. Schricker of a law which makes Good Friday a legal holiday in Indiana for all purposes.

A sales tax in some form still looms as a possibility. A bill with that in mind has been introduced. It has not been reported out of committee.

## Shows of MCA Are Booked At Ft. Worth and Du Quoin

CHICAGO, March 1.—Hogan Hancock returned last week from Fort Worth, Tex., where the Music Corporation of America set its revue, *Silver Spur Gallop of 1941*, for the Pat Stock Show. Show is headed by Rufe Davis and has the Dorothy Byron-Gris, Francis, Avis Kent, Fenwick and Cook, and Tommy Marvin, musician and emcee.

Hancock said the MCA show *Stars Over America*, with 15 acts, 20 girls, and a name band, has been set for Du Quoin (Ill.) State Fair. This will be the third year MCA has booked the fair.

## Ohio Retail Fireworks Ban Will Be Effective August 1

COLUMBUS, O., March 1.—The House has approved the anti-fireworks bill which was changed in the Senate health committee to enable jobbers and dealers to sell \$400,000 worth of products already manufactured for the coming Fourth of July.

Effective date of the measure prohibiting fireworks at retail and requiring a permit for their use was set for August 1.

## No Fireworks Ban in Mont.

HELENA, Mont., March 1.—Montana kids' Fourth of July can be as noisy and brilliant as the moppets want to make them. The State House of Representatives has killed a bill prohibiting fireworks in this State except in supervised displays by fair or municipalities. The measure was introduced by Rep. Bosch, of Baker, Fallon County.

## Op Company Formed in N.C.

CLINTON, N. C., March 1.—Newly formed corporation, Clinton Lions' Club Operating Company, has received a charter to operate the 1941 Simpson County Fair here, with William O. King as manager. Incorporators are given as J. L. Weeks, E. E. Butler, and King.



WILLIAM V. WARD, 45, new manager of Illinois State Fair, Springfield, who replaced E. K. Irwin by appointment by Gov. Dwight H. Green. A business man and long a harness-horse enthusiast and exhibitor, he is said to have studied operation of the fair and to have numerous ideas for its improvement. After assuming his post he said that contracts for the 1941 fair, signed by the outgoing administration, would be reviewed.

## Ward Is New Ill. State Pilot

SPRINGFIELD, Ill., March 1.—E. E. (Gene) Irwin, Salem, Aberdeen Angus breeder, for the past six years manager of Illinois State Fair here, was succeeded this week by William V. Ward, Bloomington, thru appointment by Gov. Dwight H. Green. Manager Ward assumed his duties at once.

Coincident with the appointment, Governor Green announced rescheduling of State Fair dates to avoid conflict with Missouri and Wisconsin State fairs. The opening, a week earlier than originally set, was decided upon at a conference of Green, Ward, and Director of Agriculture Howard Leonard.

"We want to keep the good will of (See Ward Success Drama on page 45)

## Fed Exhibits Framed for Appeal As Visual Aid to Largest Group

Excerpts from annual report of agricultural exhibits section, extension service, United States Department of Agriculture, including parts of resume of 26 years of exhibit work and figures for the fiscal year of 1940, as distributed at the last annual meeting of the International Association of Fairs and Expositions.

THE agricultural exhibits section, extension service, United States Department of Agriculture, by provisions of Paragraph 1411 of the department regulations, has been the agency responsible for general supervision of all the exhibit work of the department. Exhibitions at State, Interstate, and international fairs held within the United States have been financed since 1919 by an appropriation for that purpose.

No direct department appropriation has ever been provided for department displays at occasions other than State, interstate, and international fairs. It being intended by stipulation of the regulations that department displays at miscellaneous occasions shall be arranged for and conducted on funds provided by department branches whose subject matter is presented in the exhibits to be shown.

During the fiscal year of 1940 21 new exhibits were built as a part of the regular State fair program and of these 17 were planned to further conservation practices and the national farm program. Department educational exhibits were displayed during the year at 54 fairs and expositions throughout the United States.

## Limit on Neb. Prez Proposed

Legislature advances bill putting State Fair head off board after year term

LINCOLN, Neb., March 1.—Holding back on reporting out the Nebraska State Fair drastic re-organization plan in Bill No. 157, the agricultural committee of the Unicameral has sent a similar bill, No. 273, to general file. No. 273 limits the president of the State Fair board to a one-year term, after which he goes off the board. Present system is to give each man two years and does not demand that he stop his board service. Idea now is to cut down criticism of the board's "self-perpetuation" in office.

No. 157, which is being held back pending action on No. 273, is much more demanding and is being rushed by the State Junior Chamber of Commerce and County Fair Managers' Association. It would put up a board of 10, including the governor, dean of the State agricultural college, head of the department of agriculture, and seven fair men. A general manager of the fair, to be paid \$5,000 or more annually, would be hired by that group.

Declared purpose of the latter bill, which is opposed by the present board on the grounds that it would make the fair a "political football," is an outgrowth of three years of battling between the younger element of fair men and the older bracket group.

## Flood Wall Work Cancels Lawrenceburg, Ind., in '41

LAWRENCEBURG, Ind., March 1.—Dearborn County Fair here has been canceled because Lawrenceburg's new flood wall along the Ohio River will pass thru the fairgrounds. The present high levee is on part of the grounds and one side of it has been used as a grandstand site.

Postponement was decided by the American Legion Post, which has sponsored the fair since 1922 without an interruption. A new fair location is to be sought.

These fairs and expositions had an aggregate estimated attendance of more than 10,000,000.

Each exhibition was a co-operative project between the department and the exposition or fair management which paid some or all of the transportation cost of the exhibits, usually all of the installation cost, including labor, trucking, electrical connections and current, and furnished exhibition space free.

The agricultural exhibits section co-operated with State extension agencies of Massachusetts, Connecticut, Rhode Island, Maine, Vermont, and New Hampshire in presentation of 4-H Club work at Essex State Exposition, Springfield, Mass. As a part of this co-operation the department furnished planning service and exhibit materials required to provide 183 feet of exhibit background, signs, legends, exhibit furniture, and accessories. Planning service also was furnished the extension service of Alabama in connection with an exhibit which was produced by that service and shown at Alabama State Fair, Birmingham.

Displays of department carried exhibit groups were made at the following State, Interstate, and International fairs: Albuquerque, New Mexico State Fair, attendance, 75,000; Birmingham, Alabama State Fair, 350,000; Chicago, International Livestock Exposition, 800,000; Cleveland, Seventh World's Poultry Congress and Exposition, 601,000; Dallas, Texas State Fair, 1,037,700; Detroit, Michigan State Fair, 400,000; (See FEDERAL EXHIBITS on page 45)

## Up to Community

By A. L. TAYLOR

Executive Secretary, Cedar Rapids (Ia.) Chamber of Commerce

The first requisite for a successful county and district fair is to have a loyal, interested community back of the fair, willing to work tirelessly to make it successful.

The All-Iowa Fair, which Cedar Rapids organized in 1938, is a good example of what a group of business men can do to bring about a closer and better relationship between a town and neighboring rural communities. The business men of Cedar Rapids have worked tirelessly to build a fair that would really serve the farmers and townspeople alike, and all those who have had a part in it have shown an unselfish willingness to give of their time and effort in the interests of the cause.

What the business men of Cedar Rapids have done men of any community can do if they are willing to make the effort and will persist in the task.

## Officials Laud CNE In First War Year

TORONTO, March 1.—Total revenue from the 1940 Canadian National Exhibition here was \$815,555, compared with \$681,770 for 1939, a decrease of \$133,785, according to the report presented at the annual meeting. While increases were shown from gates, \$11,886, and from special shows, \$13,354, these were offset by reduction in space revenue of \$24,511.

Operating expenses were \$619,012, compared with \$694,600 in 1939, a decrease of \$75,587. After meeting expenditures on addition to plant and equipment of \$8078 and making payment to the city of annual debt charges on new buildings and water rates of \$152,560, a surplus of \$32,663 for 1940 was shown.

Marked decrease in demand for the fire-for-\$1 books of tickets may result in their sale being discontinued, officials said. Directors feel the 1940 exhibition was "an outstanding success, both from the standpoint of attendance and financial results, and that its continuance in the first war year has been fully justified."

## Race Body May Reconsider Trenton Attitude After Tour

TRENTON, March 1.—George A. Hamid this week took the State Racing Commission on a tour of his Trenton State Fairgrounds, which he declares is 60 per cent equipped for a top-time race meeting. There are indications that the tour was made at request of the commission, for Hamid some time ago abandoned his application for a license and had not renewed it. The fact that Month Park Association has given up its license appears to strengthen Hamid's hand.

However, Hamid made it clear that he is not trying to high-pressure the commission into granting him a license. Fred Ryan, secretary of the commission, said after the inspection that Hamid and associates were willing to spend \$200,000 this year expanding the fairgrounds' half-mile track to a one-mile track, improving grandstand, building offices, stables, and a restaurant and landscaping grounds.

Next year, Ryan said, Hamid promised to rebuild the track further and assured the commissioners he could obtain good horses for a 1941 meeting. The proposition is being given "serious consideration," Ryan said, and a new formal application from Hamid is expected.

## GGIE Exempt From Risk Act

SAN FRANCISCO, March 1.—California Employment Commission has ruled that San Francisco Bay Exposition Company, which operated Golden Gate 1939 International Exposition here, is exempt from provisions of the unemployment insurance act. This ruling eliminates contribution claims which might have totaled about \$225,000. Col. Allen D. Wright, of the expo company, held the act was exempt as long as no part of its earnings went to any shareholder or to individual.







## Pavilionaires of NYWF View Fla.; Brown Is Host at Winter Meeting

DE LAND, Fla., March 7.—The Pavilionaires, a group of exhibitors from the New York World's Fair, celebrated their midwinter meeting on February 22-24 here as guests of Karl W. Brown, manager of the Florida State Exhibit. In his visiting party were J. M. Fitzgerald, head of the World's Fair railroad exhibit, and Mrs. Fitzgerald; Bob Halley, head of the Edison exhibit, and Mrs. Halley; Rex Ryan, head of the Ford Motor Company exhibit; F. Perry Lauck, president of the York Safe and Lock Company, and Maxwell Harvey, director of operations for the New York World's Fair. Almon R. Shaffer, who was managing the Winter Wonderland and who has his winter home in Orange City, Fla., and Mrs. Shaffer were special guests.

Karl Brown, who is declared to know more about Florida than any other man in the State, introduced the World's Fair executives to a life in the interior of Florida such as they had never before seen. A series of events, occupied the three days, opening with a colorful Florida barbecue given by Theodore Brown, De Land citrus grower, in the heart of an orange grove over 80 years old. Winter Wonderland and who has his winter home in Orange City, Fla., and Mrs. Shaffer were special guests.

Maxwell C. Harvey took the trophy for winning a golf tournament on the College Arms Course here on Sunday. While the Pavilionaires held a golf tournament their wives went on a tour of Daytona Beach, New Smyrna Beach, Orange City, and other points of interest. A dinner Sunday evening was followed by meeting pictures in color of the New York World's Fair and of Florida given by A. L. Cuesta, Tampa, vice-president of Florida National Exhibits.

Monday afternoon Mr. Lauck enter-

tained at a cocktail party on board his yacht, Lavantum, formerly owned by Barbara Hutton, which was docked at Daytona Beach. In the morning the Pavilionaires took a trip down the St. Johns River on the yacht, Curlew, as guests of Mr. and Mrs. Brown, to High Banks on the Wekiva River, where they had a fish fry. There were a steak dinner and dance in the evening at Ponce de Leon Springs.

### FEDERAL EXHIBITS

(Continued from page 44)

800, Kansas State Fair, 250,000; Kansas City, Mo., American Royal Livestock Show, 260,000; Memphis, Tenn., Mid-South Fair, 127,000; Muskogee, Oklahoma Free State Fair, 100,000; Portland, Ore., Pacific International Livestock Exposition, 110,000; Richmond, Virginia State Fair, 225,350; Rutland, Vt., Rutland Fair, 110,000; St. Paul, Minnesota State Fair, 700,000; Springfield, Illinois State Fair, 800,000; Springfield, Mass., Eastern States Exposition, 350,000; Syracuse, New York State Fair, 284,222; Tampa, Florida State Fair, 740,000; Topeka, Kansas Free State Fair, 200,000; Trenton, New Jersey State Fair, 145,000; Waterloo, Ia., Dairy Cattle Congress, 150,000; total 7,849,744. \*This exhibit was made under special Congressional appropriation.

### Special Units Put Out

Deputies of special units presenting the Agricultural Adjustment Adminis-

tration program, including the federal crop insurance plan, were made at the following miscellaneous occasions:

Harrington, Del., Kent-Sussex Fair, attendance, 100,000; Washington, D. C., Postmasters' Convention, 2,000; Rivers and Harbors Convention, 800; U. S. D. A. Pattern Exhibit, 4,000; Lewis' Capital Theater Exhibition, 35,500; Chicago, American Farm Bureau Federation Convention, 10,000; Sanford, Me., Extension Service Exhibit, 800; Smithburg, Md., Smithburg Poultry Show, 3,000; Washington, Mo., Washington Centennial Celebration, 20,000; Pittsburgh, Allegheny Tableland Fair, 15,000; Charles Town, W. Va., National Free Association Field Day, 1,500; Morgantown, W. Va., Farm and Home Week, 8,000; total, 200,300.

### Outstanding Shows Visited

At fairs, exhibitions, meetings, and other occasions where department exhibits have been shown people have been reached with the department's message who probably would not have received it in any other way. Exhibits afford opportunities for presenting information in vivid and interest-compelling ways that are not equaled and possibly not equaled by any other form of teaching. This method, in which practically every type of visual aid can be utilized, is particularly effective with that large group of persons which is best able thru the eye to absorb and retain knowledge.

International and special exhibitions in which the Department of Agriculture has participated during the past quarter century:



NEW YORK WORLD'S FAIR'S PAVILIONAIRES meet in DeLand, Fla., on February 22-24. Left to right: Dr. C. H. Bert, Rochester, N. Y.; Maxwell Harvey, director of operations, New York World's Fair; Godfrey Dreke, DeLand; Bob Halley, manager Edison exhibit; Almon R. Shaffer, manager Winter Wonderland; J. M. Fitzgerald, manager railroad exhibit; Earl W. Brown, manager Florida State exhibit; Dr. T. F. Hahn, DeLand; Rex Ryan, manager Ford exhibit; J. W. Puffy, Rochester, N. Y.; Maxwell Harvey won the tournament trophy.

tration program, including the federal crop insurance plan, were made at the following:

Birmingham, Alabama State Fair, attendance, 350,000; Boise, Western Idaho State Fair, 60,000; Charlotte, N. C., Southern States Fair, 200,000; Columbus, Ohio State Fair, 420,000; Dallas, State Fair of Texas, 1,038,700; Des Moines, Iowa State Fair, 280,000; Fargo, North Dakota State Fair, 75,000; Frederick, Md., Great Frederick Fair, 125,000; Huron, South Dakota State Fair, 140,000; Hutchinson, Kansas State Fair, 350,000; Indianapolis, Indiana State Fair, 180,000; Iowa, Mich. Indiana Free Fair, 225,000; Jackson, Mississippi State Fair, 100,000; Lawrence, Kan., National Corn Husking Contest, 150,000; Lincoln, Nebraska State Fair, 100,000; Louisville, Kentucky State Fair, 180,000; Milwaukee, Wisconsin State Fair, 225,000; Mitchell, S. D., Corn Palace Festival, 100,000; Muskogee, Oklahoma Free State Fair, 180,000; Nashville, Tennessee State Fair, 250,000; Oklahoma City, Oklahoma State Fair, 270,000; Portland, Ore., Pacific International Livestock Exposition, 100,000; Puyallup, Western Washington State Fair, 75,000; Raleigh, North Carolina State Fair, 200,000; Richmond, Virginia State Fair, 225,000; St. Paul, Minnesota State Fair, 700,000; Sedalia, Missouri State Fair, 175,000; Sacramento, California State Fair, 600,000; Shreveport, Louisiana State Fair, 150,000; Spencer, Ia., Clay County Fair, 150,000; Springfield, Illinois State Fair, 800,000; Springfield, Mass., Eastern States Exposition, 350,000; Syracuse, New York State

ferred to lose ratio could not only be improved, but rates, generally speaking, materially reduced," said Secretary Hodge.

"The companies interested and affording this plan have concurred in our findings, which means that for the first time in the history of the amusement industry a fire insurance market is now available on a basis comparable to that offered any other industry in the country. To make available the greatest savings to members of the industry and to protect the carriers from excess losses, it was decided by bringing this plan under the direct supervision of the NAAFP and make it available to members of the association only, so that individual risks might be carefully scrutinized and thus safeguard all interests insuring under the plan. With the vast experience of the association in promoting its public liability insurance plan it was felt, too, that it was well qualified to do the promotional work necessary in instituting and building up this new fire insurance plan.

### Pool and Beaches In

"We are particularly gratified at the opportunity which this plan affords for pool and beach operators to participate more largely in association benefits because in many instances such operators cannot enjoy as great savings as do park men because their liability costs do not run nearly as high as those of park operators. The business will be written thru John Logan Campbell, J. L. Campbell & Company, Baltimore.

## Brydons Take Possession With Crews at Bass Beach

BASS LAKE, Ind., March 1.—Upon arrival here last Tuesday, Ray Marsh Brydon and his wife, Mrs. Thelma Adkins Brydon, new owners of Bass Lake Beach, took possession from former owners and a crew of 12 under direction of Red Moore has been increased to 30, who are rebuilding, painting, and preparing for new landscaping. The tavern, noted for shore dinners, is open, with a new crew in charge.

Plans call for an elaborate new entrance from the main highway and modern conveniences to be installed in the large grove used as picnic grounds. New rides and other attractions are being booked for the Gayway. Three new Diesel light plants have been purchased with 10,000 feet of solared neon. Several life guards will go on duty on opening day, May 24, to remain until close of the season. The sloping beach of white sand has for years drawn from Chicago, South Bend, Logansport, Fort Wayne, and other cities.

Name bands have been booked as well as radio shows, to be presented at the pergola and cabana section being built. Advertising is under way and special paper is in course of production by the Equator Show Firm Company, Cincinnati, and special paper for fireworks programs. A promotion bureau is covering every city and town within a 100-mile radius. Three large outings have already been booked. Park is a three-hour drive from Chicago Loop, 35 miles from South Bend, 30 miles from Logansport, and Nickel Plate and Erie railroad stations are near by. Opening May 24 will feature special attractions, night fireworks, dancing, and full Gayway operation. Decoration Day week-end will have a changed program and during the season there will be weekly changes of name bands and other attractions.

## POOL WHIRL

(Continued from page 47)

ing the world's record for the feat. He climbed out of Walkie's naturalium with an endurance record of seven days and five minutes. Zimny showed us in effect. He said that he passed his own world's record of 148 hours 25 minutes, which he set in 1937 when he swam non-stop from Albany to New York. All week Zimny paddled slowly up and down the pool, most of the time smoking a cigar, which he used to do in his carnival act. Whether a world's record or not (and it's his claim until someone disputes it), you've got to hand it to legless Zimny. They say the Walkie tank was jammed all week during his attempt.

Miami Bitmore plunge certainly attracted a slew of celebs last week. William Green, American Federation of Labor press, attended, as did Billy Hand. And also visiting ball players and newspaper men. Occasion was a beauty pageant to select Miss Florida for 1941.

## WARD SUCCEEDS IRWIN

(Continued from page 44)

Missouri and Wisconsin and to offer no major competition to us have such competition from the fairs in those States," Ward declared. Advancing the fair dates was coincident with an announcement that Grand Circuit harness racing has been scheduled here on five days.

### Will Study Contracts

Indicating possibility that some contracts signed by the outgoing administration may be returned, Ward declared, "I can't understand why people, knowing that a change is forthcoming, would rush contracts thru. We will undertake a check-up of all contracts and where there is any question we will seek new arrangements. My only reason for studying these obligations is to see that Illinois has the best possible State Fair. In the case of midway attractions, we are going to command and get the best."

### Long an Exhibitor

The new manager is a resident of Norman, McLean County, and, associated with business activities in Bloomington, is an auctioneer and restaurant owner. He is 45, married, and has two sons and a daughter. A veteran of the World War, he served overseas as a sergeant in the 28th Engineers.

He first became interested in fairs as a boy, his father having been a breeder and exhibitor of cattle and harness horses. The new manager exhibits harness horses at many county fairs in the State. That his taste for an exhibitor and association with administrations of county fairs he has made an investigation into possibilities and needs of the State Fair for many years, it is said. He will occupy residence quarters on the fairgrounds at the north edge of Springfield.

**WANTED**  
August 20 to 26, or Sept. 2 to 8, Ind.  
**RAILROAD CARNIVAL**  
**BETHANY FAIR**

Bethany, Missouri. C. H. Ball, Commission.

## NAAPP FIRE RISK

(Continued from page 47)

erties is amusement parks, opera, pools, and beaches. The insurance developed thereby indicated that, should amusement operators concentrate their premium volume under one plan, the re-







## Hartmann's Broadcast

CINCINNATI

**G**REAT interest attaches to the new General Motors Parade of Progress tent this year especially because of the poleless tent that houses it. Located on the free causeway connecting Miami and Miami Beach, the immense exhibit had a preview showing February 26, preceded by a buffet dinner. Quite a few General Motors officials and engineers from New York, Detroit, and other cities, as well as dignitaries of Miami army and navy men, attended the preview along with E. T. Jessop, president of the United States Tent & Awning Company, Chicago, and his wife.

The unique tent, which was made by Mr. Jessop's company, is called Aerodome. Charles Kestring, vice-president of General Motors, in an address delivered at the preview described it as the 50-year advanced tent. It is 50 feet wide by 100 feet long and has the shape of a Goodyear blimp. It is suspended from aluminum arches and spans that are 40 feet in the air, leaving the entire inside of the tent free of pole obstruction.

The frame was manufactured by the Aluminum Company of America, and the top is made from Saratoga circus tent wool coated with a new finish called Korasol, a product of the B. F. Goodrich Company.

This poleless top of General Motors has all the more interest for showmen, especially circus men, by reason of the fact that President John Ringling North of the Ringling Bros. and Barnum & Bailey Circus is in the fire for such a tent in 1942. Originally it was intended to have the tent in operation this year, but more time than anticipated was required to do this.

Poleless tents have been tried out by one or two small tent shows in the last year or so, but Ringling-Barnum is the first circus to announce that it has planned to have one.

**WE BELIEVE** every fair man and womanish showman in the country will appreciate knowing some of the benefits from the standpoint of education, which the second-grade pupils of the New York Institute for the Education of the Blind, of New York City, received from a visit to the New York World's Fair in 1940. Their story was told in the form of a letter to Dr. M. E. Franpton, principal of the institute. The letter appeared in a recent issue of *Pedagogical Progress*, published by the institute. An editor's note preceded the letter, reading as follows:

"The World's Fair, pretentious as it was, has already been forgotten by most New Yorkers. Not so with the institute's little tots. To them it was history alive. To them it was an education that few textbooks can give. Because we think their report to the institute principal is a classic example of the educational results of the fair, *Pedagogical Progress* reprints it here as an item of public interest."

And here's the letter itself:

"Dear Dr. Franpton! We are very sorry for not having written this letter earlier, but we are so very busy with our studies about the United States. Thank you very much for letting us go to the World's Fair. We boys and girls had a grand time. We visited the pavilions of the different States. First, we studied a very large globe and we found out that Asia has twice as many inhabitants as the United States. Then we saw a map which could light up by pushing buttons. A very kind lady explained to us the meaning of the map, the different pictures and highways as she pushed the buttons. In the various buildings we studied the history, scenery, and industries of the different States. Most of all, we liked the Old Ironside of Massachusetts, the big Liberty Bell, and an

oil log house of New England with a spin wheel and an oil lamp. So much studying made us very tired and therefore we enjoyed sitting down to eat our lunch. After that we went to the Hall of Independence, where we saw monuments of great men in the history of the United States and many flags and emblems. We also saw an electric organ which was played when the King and Queen of England visited the World's Fair. In a movie and a lecture we learned a great deal about the life of the first settlers in New England and the early settlers in Pennsylvania. Before we left we heard an army and marine corps playing the bugle for lowering the flag.

"We certainly had a good time and we enjoyed ourselves very much."

"With best thanks, we are,  
"Your friends of the second grade."

**WE DON'T** believe there is a showman today who does not look upon 1941 and several years to follow with a great deal of optimism. They see big seasons ahead, but are in a quandary as to what will happen when there is a let-up in defense work.

Already something has been done in Washington in an effort to meet the situation as regards employment, as witness the following item which appeared in the February 20 issue of *Domestic Commerce*, a weekly bulletin of the United States Department of Commerce:

"In carrying out the President's proposals for a planned public works program which will be ready to lessen the effects of post-defense unemployment, the Work Projects Administration has created a new unit to be known as the Project Control Division. Operating out of Washington, it will provide a special project reservoir within the Federal Works Agency. All types of useful public projects will be included in this planned work, which it is deemed advisable to defer until after the national defense emergency."

## Nat Green's The Crossroads

CHICAGO

**IS THERE** a trend toward combination carnivals and circuses? And if so, how far will it spread and what effect will it have on shows? The questions are pertinent at this time because a number of shows will go out this season with the carnival-circus label. In most cases the title is misleading, as by no stretch of the imagination can the shows be properly called circuses. The combo title appears to be most popular on the West Coast, where it will be used by several outfits. Circus angle is injected by carrying two or three acts, usually aerial, and perhaps an elephant. At least four West Coast shows each have one bull. Trend to combo does not appear to have hit the Middle West or East as yet, aside from one classic example, Jay Gould's Million-Dollar Circus, which does not use the combo title but has features of both carnival and circus.

Circus acts continue to seek carnival connections, some as free acts, others with shows on the midway. In these rapidly changing times it is possible that this trend will spread and cause a gradual change in the general set-up of carnivals. If it does it will be a gradual transformation, for changes come very slowly in outdoor show business and the pioneers usually have to take it on the chin for several years.

**REPORTS** that Bushman, the huge reptile at Lincoln Park Zoo, would be featured on a circus this season are branded as false. An inquiry at the zoo elicited the information that "Bushman will remain right here in Chicago." Curtis Velars up from Florida, and spending some time in Chi in connection with plans for a new portable Sky Rider. . . . Everett Johnson, band leader, is back

## Leonard Traube's Out in the Open

NEW YORK

### Mustached Men

**T**O C. E. DUBLE, the historically minded circusman of Jeffersonville, Ind., are due thanks for suggesting a theme in the lighter vein this week, and we hope the customers will endorse a radical departure from the world of the serious into cream-puff channels of thought. Doble, noting mention here recently of the Bingham brothers and their gorgeous black mustaches, describes some other sawdusters of old who decorated their upper lips with soap strainers.

James A. Bailey, for instance, sported a beard below a chunk of black spinach. From pictures we've seen of Barnum's famous partner, the beard was of the horizontal type, spreading out from center into two of the nearest little ears you've ever seen.

Others with lip or chin decorations or both during the Golden Era of circuses were Adam Poropogh (bustle-top type), John Robinson (long flowing beard), Col. B. E. Wallace (black strainer), and Peter Lewis, and Eph Sells, the Columbus trio.

No hairy chronicle could successfully omit Sig Austelle, born George W. Satterlee, a New Englander with a snappy juice absorber. Andrew Downie, born McPherson, had a lip cover of the crisp variety.

Distinguished by a flowing white beard supplemented by sideburns was J. R. W. Hennessy, otherwise known as XYZ Hennessy. Portly, addicted to smoking fat cigars, Hennessy's figure must have cut quite a swath before the turn of the century, for he wore one of those high silk toppers and carried a heavy carved cane as he made openings for his Cooper & Company Southern United Railroad Show. Doble remembers those openings, having carried bills for the show in his youth.

Since the Heccher made no attempt at elaborating a subject which is practically inexhaustible, we'll only tread just a

bit beyond his store of hirsute information. What about Seth B. Howe, whose most characteristic pose showed him with gray beard and mustache? Then there was Hyatt Frost, contemporary of President Grant, who looked enough like the Civil War general, especially on the facial-measurement side, to be his brother. Hiram Orton preferred collar-like chin whiskers, while George P. Bailey's vegetation started from the lower lip and curved around to the temples. G. R. Spalding grew a handsome Vandyke, but to the other extreme went John V. O'Brien, whose alleged beard and mustache gave the appearance that the wearer merely needed a shave. The line of demarcation between the upper and lower lip designs on William O. Coup was very thin indeed, welding together beautifully when his mouth was closed.

Among kinkers, possibly the best looking handbeards were owned by John Worland, born John Cosmeh, whose triple leaps made history. We saw Worland some years ago at a circus party, but don't remember whether he still indulged in the lip luxury. Still, the physiological decoration of his middle years was something to gaze at.

It would be a shame to leave out J. L. Hutchinson, of Barnum, Bailey & Hutchinson, whose crop was much like Presidential aspirant Dewey, the New York district attorney.

In our own time, honors for best looking mustaches could very possibly go to showman Lew Dufour, whose thick growth, being fringed, gives the lie to his real nature, which is liberal. Suggestive of another day for his business is the one cultivated by F. Darius Benham, the high-pressure tub-thumper. Vegetation of long standing belongs to George Hamid and his office lieutenant, Herman Blumenfeld.

We always thought the late Max Groher, of Animal Oddities fame, had one of the finest pairs of handbeards of the age. You could balance a couple of dozen people on each end and still have enough room to stage a spec of monster proportions.

For aristocratic lip abroads you had to hand the palm to the late Dexter Fellows. His elegant covering, combined with an elegant manner, had a conversation with you before any dialog ensued. It was that talky.

Who is your favorite mustached mister?

**PICK-UPS** . . . George Brayford, of Wilkes-Barre, Pa., visiting with bingolier Henry Weiss, his partner of about two decades ago. . . . Bill Lynch (Show) Lynch in town with Mrs. L. attending a Florida vacation. . . . Art (Art Lewis Show) Lewis spends about \$40 to attend National Showmen's Association meetings, coming up by plane from Norfolk, Va., regularly.

So Sorry Department! Mrs. Harry Copping, mother of Mrs. Herman Bantley, of Bantley's All-American Shows, is not a widow, as stated here recently. Harry Copping reports from Reynoldsville, Pa., that he is "very much alive and well." We hope he'll continue to remain in that state for many years to come.

Activity of carnival agents in towns around Chicago indicates that the local boys will have plenty of shows to visit close to home this spring. Then there's Colonel Gastwood's rodeo at the Coliseum and the Olympia Circus at the Stadium, both of which promise some thrilling features. . . . That has company men who brought a group of stranded for show performers back to Chicago proved himself a real friend in need.

## Selective Service Mail

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

## LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES







WANTED TO BUY — ROCK-O-LA IMPERIAL 20's for cash. Must be reasonable. ORVILLE WHITE DIST. CO., 621 W. Douglas, Wichita, Kan.

WURLITZER COUNTER 51 MODEL, \$35.00 (Even) Scales Ball, \$45.00; or both for \$75.00. CHAS. McMAHON, Box 32, Matamoras, Pa.

3 KEENEY'S ANTI-AIR CRAFT GUNS, BLACK American, clean and good. Catalog \$42.50; 1 \$22.00; 10 \$10.00; 2 Seaburg F.3. Shoot the Chutes, \$89.50 each. Send to depot, FRANCO NOVELTY CO., Box 927, Montgomery, Ala.

### COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, \$2.00 up. Fur, Collar, Midland Bunkies, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

BEAUTIFUL BLACK VELVET CYRIL LEO, \$77.00; Scenery Curtains, \$15.00; Green Silk Cyls Leo, \$50.00; Orchestra Coats, Jackets, \$2.00. WALLACE, 2418 N. Halsted, Chicago.

INDIAN BEAD-WEAVE, EAGLE FEATHER WAR Bonnet, \$10.00; Dolls, Weapons, Carving, etc. Catalog 5c. VERNON LEMLEY, Osborne, Kan.

### FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES—BURCH, Long Ekings, Dumbor, Star. Winter prices. Heavy Aluminum Gained Popping Kettles, ST. NORTHBIDGE CO., Indianapolis, Ind. m62a

ALL AVAILABLE MAKES POPPER, CLEANING, Tasting, Quart and Gall Popping Kettles, \$2.50 each. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

ALMA ZIMMER AND C. W. TANDERS AT A real saving. Here's your chance for a big name Train. C. SELLHORN, Sarasota, Fla. Phone 70-724 collect. x

FOR SALE — MANGEL'S 12 CAR WHIP, COOD condition, \$1,000 cash. Also 8 Car Frito Kidde Auto Fine, \$2,000 cash. Both ready now working in Tampa, Fla. GEO. W. TRAYER, 942 13th Ave., S., St. Petersburg, Fla.

FROZEN CUSTARD MACHINES — CLEAN-UP sale of used Dime Machines. Prices very reasonable for quick sale. CENTRAL EQUIPMENT CO., 45 W. South St., Indianapolis, Ind.

FROZEN CUSTARD 1-2 OUTFIT — MOUNTED on 1937 Chevy 1 1/2 Tons, Sterilizer and Water Flash, ready for business perfect, \$395.00. JOHN BORDERS, 56 Broad St., Newark, N. J.

JUST OUT — NEW, LOW PRICED, PORTABLE Rotary Dry Popper. Set up ready to use anywhere in 20 minutes. A money maker. Write now for details. NEW ERA, Box 424, New York, N. Y.

RUSH AND LUDY OUTFIT OF THE LATE Fred Peaks, also Ventriloquist Figures, ROBERTS, 3504 N. 8th St., Philadelphia, Pa.

SMALL PORTABLE SKATING RINK COMPLETE for sale. J. D. COOLEY, 1719 S. Michigan St., South Bend, Ind.

10 YEAR ACCUMULATION OF STONES REMOVED from jewelry, 200 assorted, \$2.00. B. LOVE, Box 525, Chicago, Ill. x

3 USED RUNNING POCKET AND WRIST Watches, American and Swiss, for assortment, \$7.50. B. LOVE, Box 525, Chicago, Ill.

### FOR SALE—SECOND-HAND SHOW PROPERTY

COMPLETE COOKHOUSE — 14x24 KHAM Tent, no park, new lat spring. Can be seen here. Will accept forty or fifty by seventy Tent and Walls, some Saps, good shade. Will deliver. HARRY I. SMITH, Charleston, Ind.

COOKHOUSE, 12x30, COMPLETE IN EVERY respect, used two seasons. Sacrifice for \$750.00 for quick sale. WIGNIS, 4323 Trumbull, Detroit, Mich.

DOUBLE LOOP O-RINGS WITH SEMI-TRAILER, A-1 condition, \$1,500.00. FRANK THAYER, 608 S. Howley Rd., Milwaukee, Wis. Tel. CR 9171.

DUMBOR POPCORN TRAILER — EQUIPPED with Butane Gas, Echoes Snow Shaver, Born A-1 condition. RAY SWANBER, 42514 Maryland Ave., St. Louis, Mo.

FOR SALE—EIGHTEN AND TWENTY-FOUR Seat Chair Tables, complete. Kathy M. C. S. Auto Phone, Fred Wheel, CALVIN CRIBNER, Rockville, Ill. m6b

FOR SALE—WALTZER IN FIRST CLASS condition. Can be seen now before commencing First 31,500.00 takes it. This ride must be seen to be appreciated. J. STANLEY TUNNEY, Seaside Heights, N. J.

FOR SALE — CHILDREN'S OCTOPUS RIDE, American, Seaside, N. J. Reasonable. Call for facts. Must be sold. MR. SAM CATTANEO, Seaside Heights, N. J.

FOR SALE — MINIATURE STEAM TRAIN, including all equipment. Priced for quick sale. ESSIE M. RIDGEMAN, 24 East Ave., Hopton town, Md.

FOR SALE — EXHIBITION RUGGY STAGE Mat, Musical Instruments. Write for particulars. OTIS LORETTA, 478 E. Main St., Cary, Pa.

# Show Family Album



MEMBERS of North Bros.' Stock Company, snapped season of 1917, at Amana, Kan. Among the musicians the only one remembered is Benny Ogen, snare drummer. In the second row, left to right, are Ted North, holding Ted North Jr., the latter now in-pictures in Hollywood; Mary Peters (Mrs. Ted North); Roy Hilliard and Hazel McNutt, parents of Harriet Hilliard; Ralph Moody, Ruth Kackley, next not remembered; H. Charles Robinson, now living in Philadelphia; Frank Carter, deceased; the late "Sport" North; Genevieve Russell; James Shaw, scenic artist; next not remembered; Richmond Roy; Hazel McOwen, now operator of the Hazel McOwen Players, and the electrician and boss canvasman, whose name is not remembered.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be accepted. They will be returned to you desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

PENNY ARCADE — ROAD OR PARK TYPE Over 50 machines, all perfect condition. Sell reasonable. JOE FREDERICK, 2263 Newton, Detroit, Mich.

PENNY PITCH BOARDS — 4 JACK POTS, \$12.50, 48"x48" One Jack Pot, \$10.00, \$2.00 each, balance C. O. D. WICKESSEY, 13-Prospect, Hattisick, Mass.

SHORT RANGE LEAD GALLERY — EXTREMELY classy. Built on trailer. Set up in ten minutes. Indirect colored lighting. Fluorescent tubes, chrome, etc. Cost \$600.00. Highest but takes it. Write for details. JOHNSTON, 1019 Hays Park, Kalamazoo, Mich.

SMALL COOKHOUSE COMPLETE, \$75.00; Chevrolet Truck for same, \$50.00; 2 \$40.00, \$3.00 each; 6x6 Top and Frame, \$5.00; Penny Pitch and Frame, \$20.00; Hand Popper and Castline Burner, \$12.00; Tent, \$10.00. Rent, bargain. Sell separately or in lots. EDWIN DEIBERT, 2730 Wenzel, Detroit, Mich. x

### HELP WANTED

FLYERS AND CATCHERS FOR EXTENDED TOUR of South America. Must be capable of team draft. BOX C-41, care Billboard, Cincinnati.

GIRL STROLLERS, MEN COCKTAIL UNITS wanted for hotels, Union, Road shows, etc. CONSOLIDATED ORCHESTRA SERVICE, Alhambra Apartment Hotel, Birmingham, Ala.

PERNILL TABLE MECHANIC WHO KNOWS what it's all about. Baby and Stoner table. SOUTHERN BILLIARD SUPPLY CO., 104 S. Commerce, Mobile, Ala.

WANT YOUNG MAN EXPERIENCED WITH Dog and Pony Act. Must be reliable. ROBERTS, 3504 N. 8th St., Philadelphia, Pa.

WANT ACCORDION AND BASS PLAYER for Hillbilly band. Send photo, etc. BOB WHITTON, Station WOOD, Lewiston, Me.

WANT GIRLS, DANCERS AND SINGERS. Must be good. Write DANTES INFERRIO, 2516 Olive St., St. Louis, Mo.

WANT TO HEAR FROM ROLLER SKATERS coming south or good floor shows. GEORGE W. LEXLEY, Box 409, Charleston, S. C. x

WANTED — FAST DRUMMER: PLAY 2 AND 4 backed. Also fills Men doubling Tenor and good Clarinet, good Snare, Bass. Others write WIT THOMA, Lake Charles, La.

WOMAN, EXPERIENCED FOR AMUSEMENT Concessions — Salary and commission, for investment. Call or write S. SANGER, 455 Pennington St., Newark, N. J. m6c

### MAGICAL APPARATUS

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Child Told Comedian seeks interview with one show on national. See and some arrangements. Write or wire. 18111, 18112, 18113, 18114, 18115, 18116, 18117, 18118, 18119, 18120, 18121, 18122, 18123, 18124, 18125, 18126, 18127, 18128, 18129, 18130, 18131, 18132, 18133, 18134, 18135, 18136, 18137, 18138, 18139, 18140, 18141, 18142, 18143, 18144, 18145, 18146, 18147, 18148, 18149, 18150, 18151, 18152, 18153, 18154, 18155, 18156, 18157, 18158, 18159, 18160, 18161, 18162, 18163, 18164, 18165, 18166, 18167, 18168, 18169, 18170, 18171, 18172, 18173, 18174, 18175, 18176, 18177, 18178, 18179, 18180, 18181, 18182, 18183, 18184, 18185, 18186, 18187, 18188, 18189, 18190, 18191, 18192, 18193, 18194, 18195, 18196, 18197, 18198, 18199, 18200.

Woman With Six Feet of Hair at Liberty March 30. Show drive, interesting, showstoppers or the camera. No politics, no politics. Offer your best. Call and write. 18111, 18112, 18113, 18114, 18115, 18116, 18117, 18118, 18119, 18120, 18121, 18122, 18123, 18124, 18125, 18126, 18127, 18128, 18129, 18130, 18131, 18132, 18133, 18134, 18135, 18136, 18137, 18138, 18139, 18140, 18141, 18142, 18143, 18144, 18145, 18146, 18147, 18148, 18149, 18150, 18151, 18152, 18153, 18154, 18155, 18156, 18157, 18158, 18159, 18160, 18161, 18162, 18163, 18164, 18165, 18166, 18167, 18168, 18169, 18170, 18171, 18172, 18173, 18174, 18175, 18176, 18177, 18178, 18179, 18180, 18181, 18182, 18183, 18184, 18185, 18186, 18187, 18188, 18189, 18190, 18191, 18192, 18193, 18194, 18195, 18196, 18197, 18198, 18199, 18200.

**AT LIBERTY COLORED PEOPLE**











# Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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## Merchandise Users Eye '41 Items at New York Gift Show

"Made in America" items predominate as many patriotic numbers are displayed—all indications point to a big year—lines are suitable for prize field

NEW YORK, March 1.—Merchandise users eyed the annual New York Gift Show in the Hotel Pennsylvania February 24-25. Four floors were devoted to exhibits. While much of the merchandise was in the higher-priced class, many items shown were designed for the prize and premium field. An outstanding feature of the show was that many of the items were made in this country and exhibitors said that this policy will serve to keep merchandise users supplied and also offset any boycotts against foreign-made items. Patriotic items were in abundance, with the red, white, and blue color scheme carried out in many novelties. Veteran novelty men said that the demand for such items will increase. Buying was declared brisk.

One of the outstanding displays was that of the Leo Kaul Importing Agency. Firm showed a line of miniatures, including hand-blown perfume bottles, dresses, sets with perfume bottles, salt and pepper shakers, bird vases, brass miniatures in copper finish, clear glass boxes, metal miniature tea or coffee sets, coffee grinder with brass trimmings, Porcello flowers, and flower plaques.

The Hall Merchandising Company displayed a new rack that is available in various wood finishes. Also shown was Perkins the Pickle Picker. The item is operated by bending Perkins's head down (his neck is a strong spring) to pick up a pickle or olive from a dish. Packed in an attractive box resembling a cage, an inscription warns "Don't Feed the Animals." Also on display was the Host, a practical jigger that fits over the top of a glass and measures accurately.

A patriotic item that commanded much attention at the show was the America, the Beautiful tablecloth and napkin set. Set is comprised of five pieces, a 38-inch cloth and four matching napkins, with a choice of red, blue, or two-tone blue. Cloth has the seal of the United States in the center and scenes, including Washington cutting down the cherry tree, around the sides. Item is handled by Edmond Dewan Company.

### Lamps Shows

Lamps were shown in large number and the lines were of interest to bingo and other operators using merchandise. Designs are modern and prices allow for a good margin of profit. The line is a consistent money-maker and the many designs now available indicate that operators and concessionaires will go strong for it. Expansion of rural electrification projects have opened many sections of the country. Carnival concessionaires who play remote spots are expected to carry a good supply of lamps to take advantage of this condition. The line will be supplemented with other electrical appliances.

Clocks were also shown in the 1941 designs. The line is also known as a consistent profit-getter. Clocks on display at the show were streamlined. Both electric and hand-wind models were shown. Kitchen clocks, also modernized, were displayed in large quantities.

Benny Bratchel, Ltd., showed a line of stuffed toys. Benny Bratchel, called the only flying toy in America, was shown. Item is made of fluffy cotton in strong pink, blue, brown, and black. Other toys of this type include the Friendly Toys, Rutter, Stinkies, Bites, Cheese, Fovee, Duster, and Owlies. Leather goods, wicker picnic baskets, unpainted goods, Chinese vases, desk sets, pottery, glassware, and silver flame lighters were also included in the display.

These were 555 firms showing.

sets, cigarette cases, lockets, bracelets, and rings. Large shipments are being made to workers in camp areas, indicating a big demand for the items.

## BINGO BUSINESS

By JOHN CARY

MUCH ACTIVITY on bingo legislation is noted in reports from various States. Some of this action has been noted in this column on previous occasions. These reports bring the story up to date.

ASSEMBLYMAN MAX TURBISH has introduced a bill in New York whereby bingo games operated by bona fide charitable, educational, veteran, religious, civic, or fraternal organizations would be licensed by the secretary of state. Annual fee for conducting bingos would be \$100. The equivalent to 5 cents on each 50 cents thru operation of game would be imposed and go to the State. Supervision and operation of the act would be under the secretary of state. In regard to Sunday games, the law would bar games lasting more than four hours or held after midnight. Minors would not be allowed to attend the game. The proposed law also provides strict penalties for violation. Licenses would be issued only to organizations established at least five years prior to the date of application. Assemblyman Turbish also reintroduced an amendment to Section Nine, Article One of the State Constitution to bring about the legalization of games "under religious and charitable auspices." This bill would take at least three years to become effective. It would also require favorable vote by the people after approval by two successive State Legislatures.

A BILL to legalize bingo in Pennsylvania was introduced last week in the Legislature by Representatives John J. Baker and Thomas J. Heathington. Proposed bill calls for a \$25 yearly license fee for all bingo games, with the proceeds to go in the State's welfare department. This makes the second bill in the Legislature for the legalizing of bingo in the State. Early in January Senator John J. Heluska introduced a measure to give all Pennsylvanians 60¢ over an assured income of \$60 a month, based on the revenue to be derived from the legalization of bingo and other games.

A REPORT from Boston tells that a combine of churchmen and legislators vigorously opposed at a hearing the proposal of Representative Adolph Johnson, Brockton, to levy a 10 per cent tax on gross receipts of bingo games in Massachusetts. Opposition was headed by Representative Laurence W. Law, Holyoke, and receded the Immaculate Conception Church and Knights of Columbus of Holyoke as against any such tax. Law quoted a letter from Rev. M. G. Olin, pastor of the church, stating that several churches which were hit financially during the depression had reported to bingos to raise funds. The pastor was quoted as saying that the game was not against his Christian principles and no injustice resulted from the game. He added that bingos had made possible good work among poor people.

THESE ACTIVITIES in legislative circles are bringing to the public's attention the many worth-while things that are done with money raised thru bingos. The public has received a distorted picture of bingo. With the good side of the game being brought to their attention, it cannot be denied that in addition to affording people in the lower and middle income brackets with a pleasurable pastime numerous church and religious plans are paid for with these funds. Wherever merchandise prizes are used, the games proper and receive the sanction of authorities.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

Stuffed toys are definitely on the comeback trail, according to L. Frank, of the Arrow Fur Company. This is indicated by the fact that jobs are being placed, heavier orders for his line of stuffed dolls and animals for the Easter holidays and for the spring than they have in many years. Extra defense money in circulation may be partly responsible for the increased buying, but Frank believes that merchandise trends run in cycles and that the stuffed toy field was in line for a strong comeback anyhow, to which we agree.

Funny thing about these cycles. Watch them close enough and it is surprising to learn how often certain items repeat, not how often items which have apparently gone dead than the dolls will come back to life and nickel for heavy coin on a card. Following and playing the trends has always paid good dividends and the successful operator always has done just that.

As a group salesboard operators are as honest in their dealings with the public as any other group of business men. They understand that the only way to build a substantial operation is to play square at all times with the worker of the card, with the location, and with the men and women who sell out their nickels and dimes. As soon as they don't their are thru. But that isn't all. Because of the nature of the business governmental officials will sometimes exaggerate and sensationalize for personal reasons a slip made by an isolated member of the operating fraternity. When that happens the situation is loaded with dynamite for everyone. We can all help to keep this business clean by doing a little missionary work whenever we run into an operator who thinks he can get away with a fast one.

The type of operator who is patient to all others is the one kind who is so hungry for the do-re-mi he loses all sense of balance and declares an extra dividend for himself in some off-color transaction. He has a good thing in the salesboard—a chance to take in coin on a fast turnover when his item is right—which would seem to be enough to satisfy anyone. But not him. If all management in the retail merchandising industry substitute inferior products, and in some cases will even go so far as to make collection and never show up with the awards.

Unfortunately, the this type of operator is the great exception and not the rule. (See DEALS on page 54)

## Camp Workers Get Set for Big Biz

NEW YORK, March 1.—Salesboard operators are preparing to move in strong on industrial centers where money is being spent on the national defense program. A report from Oakland, Calif., reveals that \$210,710,000 will be spent in that area by the government merchandising mills are estimated at \$43,000,000.

Training camp workers are reported lining up in large numbers to contribute a drive in the areas where Uncle Sam is concentrating men for a year's training. Work on air bases, shipbuilding, and camps continues steadily, affording merchandise users a profitable field.

National Camp Supply Company announces that it has a complete line of military novelties. They include pins with military insignias, compasses, cameras, compact, women's powder and perfume

## Rabbit's Foot, 4-Leaf Clover Stimulate Biz

NEW YORK, March 1.—Lucky charm stand-bys, the rabbit's foot and the four-leaf clover, are again boomed as a sales stimulator for March 17 business.

The clovers have been dressed up inside a nickel rim and are covered with cellophane on each side. One clover is inserted in the package thus formed. The rabbit's foot has been dressed in green to bring it more prominently to the attention of Siberians.

Streetmen are perhaps the greatest users of the items. They may be used separately or attached to small novelties to enhance appeal.

Bingo operators find them ideal for consolation awards. They have dramatic appeal to all classes. The rabbit's foot is used at any time of the year. Some game operators have discovered that the rabbit's foot attached to a small key chain is a real vaulet that gets attention and costs little.

Concessionaires also find the numbers profitable when used as prizes for low scores. They have always been acceptable in this field.

Lucky charms as prizes and business stimulators have been found to be particularly helpful. Concessionaires have found that the gift of any of the items means repeat business and the charms bring luck—to the operators, at least.

## Spring Finds All Watches Popular

NEW YORK, March 1.—With the approach of spring, an item showing recurrent strength is the watch. Demand for men's and women's wrist and pocket watches continues year in and year out, marking them as one of the finest items in the specialty field. It is generally agreed that the spring boom in watches is a result of the fact that people are beginning to buy clothing for the warm seasons. A watch rounds out a wardrobe. New models combine beauty with utility, making them a sure-fire number for specialty workers.

Once again lapel watches for men and clip watches for women are taking a stride ahead and seem to be leading the field. In men's styles, they come equipped with a short leather thong to the end of which is fastened a knob that is inserted thru the lapel buttonhole. Women's models hang from a small chain or strap and are equipped with a handy strap so that they may be worn on the dress. For that reason they are made in a variety of colors and with tastefully designed exteriors.

A new strap for wrist watch users also is receiving considerable attention. Designed to spare the wearer discomfort and to serve as a smart accessory, the new straps are made of glass. It is recommended either for summer or year-round use for men and women.







## APRIL FOOL JOKES

EXPLODING BOOK MATCHES, Dozen	20¢
20¢ Green	\$2.00
EXPLODING CIGARETTE PLUGS, 250	2.50
Dozen 25¢ Green	2.50
BREKING POWDER, Dozen	20¢
ITCHING POWDER, Dozen	20¢
EXPLODING TIRE, Dozen	50¢
AUTO WHIZ BANGS, Dozen	75¢

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\$5.00—Each

**YELLOW GOLD COLOR** case with yellow plated back. Metal bracelet is yellow gold color. Obsolete same as above. \$2.50  
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at LOWEST PRICES

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CLOWN RABBITS... CUDDLE DOLLS

NEW EASTER CATALOG No. 55-A  
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glasses and four double-duty ash trays and coasters. Pieces are monogrammed in the following combinations: Ace, King, Queen, and Jack; North, East, South, and West; and We-Trey. Set comes individually gift-boxed in a handsome container. It is priced to allow price users an opportunity to make a good profit, the firm reports.

## Patriotic Locket

A big item for training camp workers is a new locket with seal of the United States National Camp Supply Company reports. Lockets and emblems have a 14-karat gold finish. Emblem is on center of genuine mother-of-pearl and opens to hold two pictures. It is flashy and designed especially for this field. Other lockets with insignias of the various branches of service are also offered by the company. Prices are low, the firm reports.

## DEALS

(Continued from page 54)

ride, every time he goes thru his routine he gives all other operators a black eye. There is this bit of satisfaction, however. He is just a sucker for John Law. Eventually his pernicious acts catch up with him and away he goes for a good long rest in the cooler.

**HAPPY LANDING.**

Pop Baker, game designer and manufacturer, reports he is adding new machine shop equipment to his plant to handle an increased volume of business recently booked. He is in production on some two dozen games, as well as his two bingo devices, and has recently issued an illustrated catalog on his line.

## MIDWAY CONFAB

(Continued from page 35)

nial, Newington, Conn., on February 19, was lot superintendent and assistant advance man on the Coleman shows for the past 15 years.

**KELLEY'S** International Oddities and another show, owned and operated by T. W. Kelley, have been booked on Goodman Wonder Shows.

**JACK WISH**, concessionaire at Eastwood Park, Detroit, and family again are wintering in New Orleans, where Jack usually plays host to many outdoor showmen passing thru the city. Among friends who visited him recently were Whitely Welles, Beckmann & Gerety Shows, and Jack Halligan, Conklin Shows.

**FRANK D. (DOC) SHIRAN**, who has been on the sick list several days, writes from Fort Benning, Ga., that he has been enjoying a rest at the home of Col. W. E. L. Reinhardt, where he and Mrs. Shiran are house guests. The Shirans will leave for Forest Hills, L. I., N. Y., soon.

**BRACING** about his position for the coming season, a talker was asked whether he had a contract. "Not in writing," he replied, "but my future employer told me to consider myself hired unless I heard otherwise."

**MYRTLE POTTER** letters from Dallas: "Mr. and Mrs. Phil Little have been spending a successful winter at Mineral Wells, Tex., where they are operating their cookhouse. Mr. and Mrs. Floyd Shankles are assisting them. Bernice Sands is at Marlin Springs, Tex., recuperating from a recent illness. Joe and Sally Murphy are in Houston, Tex.,

and Virginia Kilns passed thru the city en route to Tucson, Ariz., recently. Mr. and Mrs. Jess Wrigley's inn here has been doing well."

**W. A. (BILL) KING**, known professionally as Snake King, was subject of another story item in a recent issue of the United Postcard Service. Titled The Snake Yard, tale was written by Paul Talbot, noted financier, and extolled King's activities in handling reptiles and wild animals at his home in Brownsville, Tex. for the past 35 years. "I have always been intrigued with 'strange businesses,'" Talbot says, "and King's certainly falls in that category."

**AMONG** West Coast showfolk enjoying the party staged in Los Angeles on February 4 by Keith Bullock and Harry Hargrave as an aftermath to the Pacific Coast Showmen's Association's Spring Festival, were Joe Glazy, Pat Armstrong, Walter Nowcomb, Al (Moxie) Miller, Alletta Foster, Jessie Loomis, Babe Miller, and Lucille King. After dinner Keith displayed to the women folk her collection of art and hand-carved ivory she brought back from her trip to the Far East.

**FORMER** carnival general agent and last season with Miller Bros' Shows, William C. Morris, writes from Sparks, Pa., where he is business manager of Southland Amusement Park, that business at the park has been holding up well despite the cold and rainy weather which has prevailed since opening three weeks ago. Among recent visitors were Mrs. Melville, Tom Allen, Mr. and Mrs. Sam Lawrence, Dick Harris, Sam Prell, Tommy Carson, Jim Braden, O. C. (Heavy) McLean, Bobby Burkshire, and Dan Mahoney.

**ANYBODY** can make it thru the summer, and that's all that many did with that score depending on luck to make the winter. But somehow they make all seasons of the year and fare as well or better than the thrifty trowers.—Cosin Peleg.

**NOTES** from Crystal Exposition Shows' quarters in Camden, S. C., by H. Lewis: Plenty of activity prevails here since arrival of Charles Staunton, who starts his 11th season as ride superintendent soon. Shows are tentatively scheduled to open on April 11, and new canvas for Minstrel and other shows is expected in soon. Art Carver, free acts, has been signed. Billy Bunts again will have the cookhouse. H. L. Kilpatrick, special agent, is expected soon. Owner Bunte and family and some of the crew, now in Crystal River, Fla., will leave soon for quarters. The writer has returned from a booking trip in Virginia, West Virginia, and Tennessee.

**PENLAND SHOWS** quarters notes by Ted C. Taylor from Columbia, S. C.: Many showfolk have been arriving daily and all are readying equipment for opening here. Among them were Wimpy Schneppel, Penny Arcade; Mr. and Mrs. Eden, fishpond; Walter Karnes, photo gallery; Ben P. Tosh, lot superintendent; Curly Cato, Ferris Wheel foreman; Mr. Edinfield, cookhouse; E. Lowell, popcorn; Mrs. Albert and L. E. Heth, penny pitchers and bingo; Mr. and Mrs. Huber, hoop-la; Mrs. Carper, alum store; Webb & Son, five concessions; Clyde Eldenour, electrician; Logan's War Cavalcade; Milan's Gifflack Revue; J. J. Marion, two concessions; and Mr. and Mrs. Bill Kimmel, concessions.

**It has always been a hard matter to get some carnival managers to understand the wants and don't-wants of their spectators. If they ever did understand, then there might be no carnivals nor managers, nor—no—supplies.—Colonel Patch.**

**AMONG** recent visitors to M. E. Arthur's Mighty American Shows' quarters in Los Angeles were Clarence H. Alton, Mr. and Mrs. Hugh Bowen, Mr. and Mrs. John Douzelli and family, Charles Dods-worth, William Harvey, Rudy and Vivien Jacoby, Mr. and Mrs. Ralph Daleom, Mr. and Mrs. Charles Steffans, Lee Barnes, Jerry and Tim Beaves, Charles Marshall, Ben Wallace, Joseph Ryan, James Rodgers, Sam Miller, George C. Conking, Walter Gontine, Mr. and Mrs. Glenn Henry, Chris Olson, Clyde McGinn, William Groff, Mr. and Mrs. John Barrett, Doc Cunningham, Manuel Marcia, Louis Goebel, Bert Barker, Clarence Ribbard, O. H. Hilderbrand, Tommie Miller, Joe Goss, and Vic Davis.

**JOHN D. KILONIS** is back in wrestling harness after having been away from it for about four years. For the last few

weeks he has been giving bouts in Cincinnati for the Greek war relief and will continue to do this until around April 1 when he returns to his home in Manchester, N. H., where his carnival winters. The show the coming season will be under the management of Bobby Glath and Steve Decker. Decker is now in quarters supervising preparations. Kilonis during the outdoor season will devote his time to booking the show in addition to handling some outside duties. He was a caller at The Billboard's Cincinnati office February 28 and has been visiting with his nephew, a Queen City doctor.

"WHEN I am successful in booking a new fair I study the reason that I got it for future information. When I am unsuccessful in booking a date I again study the case from start to finish to learn why I fell down. It is just as important to know why you missed it as to know why you hit," declared an exceptionally successful ride and midway operator. That's why he's a hit.

**ONE** OF the highlights of the West Coast showfolk's winter social season was the marriage of Royal Freeman, of Maricopa and LeFors, high act, and Ruby Sem, of Siebrand Bros' Shows, in Los Angeles on January 30. The bridegroom had Ted Burk, of Siebrand Bros' Shows, as best man, and Mickey Burk, was bridegroom. Bride was given away by Maricopa LeFors. After the ceremony lunch and refreshments were served by the groom's mother, Mrs. Lillian Freeman. Reception was held at the Old Plantation, night spot. In attendance were Mr. and Mrs. Ted Burk, Lucille Lavern, Mr. and Mrs. B. Beck, Mr. and Mrs. Curly Cummings, Mr. and Mrs. P. Cummings, R. S. Clayton, Barney Corey, Cecil Lynch, Mr. and Mrs. Chappie Chaplin, Gladys Belshaw, Mr. and Mrs. Harry Berkt, Mrs. Laura LeFors, Mr. and Mrs. E. W. Smith, Mr. and Mrs. H. G. Long, Kenneth Hughes, Sam Siebrand, Jack Post, Frank Freeman, Mr. and Mrs. Lem Hinkley, Bert Wardham, and Ted LeFors.

**MRS. PEARL BARFIELD**, co-owner of Barfield's Cosmopolitan Shows, letters from Nassau, Bahamas: "We decided to stay over here for a third week. I always thought that no place could compare with our Treasure Island at Galveston, Tex., but must admit this is truly a Paradise Island. We've had a grand time here and the local fair proved a success. We were fortunate enough to be able to attend several State and formal affairs at which the Duke and Duchess of Windsor were honored guests. At the invitation of G. W. K. Roberts, president of Nassau Fair and member of the House of Assembly, we attended a House of Assembly meeting and a very formal council meeting. We brought four of our rides here and they did exceptionally well."

## "What's New for 1941!"

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Commercial firms: Do we have complete information about **YOUR PRODUCTS?** Send complete information today—and have your advertising appear in this big Spring Buyers' issue. Forms close April 3.

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## Bow at Laredo, Tex., Is Best in 3 Years For Greater United

LAREDO, Tex., March 1.—J. George Loo's Greater United Shows chalked up their most successful opening in three years at the Washington Birthday Celebration here on February 13. Capt. Billy Shuter, light art. is free attraction. Staff includes J. George Loo, owner; C. K. (Pop) Hill, secretary; Jack Edwards,

general agent; Frank J. Lee, press and contracting agent; Harry Wilson, billposter; Grady Hawkins, lot superintendent; Buena Harris, electrician; C. W. Scott, assistant; Milton Bloch, show painter; Al Sigbee, The Billboard sales agent and mail man; front gate tickets, Mrs. Elmer Cohen; sound truck, Fred Smith.

Maple Williams' concessions include oobaboona, Mrs. Maple Williams, manager; Mrs. J. B. McMahon, cashier; J. B. McMahon, tridder; Clive Bester and Harry Lantz, waiters; Frank Froedman, cook; C. H. Raymond and M. Batino, dishes. Grab stand, Charlie Ellis, Bingo,

Joe Williams, manager; Tex Boyle and Ray Johnson, agents; Pete Lantz, checker; Penny pitch, Norma Johnson and Marie Lantz; ham and bacon, Tom Sweeney and John Peters; blowers game, Ray Johnson. Bottles, Al Kirby; Joe and Atlantic Lopez, assistants; String game, Ed Walk; ball game, Jerry Jackson.

Other concessions are basketball game, Elmer Cohen; food gallery, Bert Clark; frozen dessert, Tiddy Webb, Mr. and Mrs. F. C. Tomperton; cane rack, Esther Shaffer; two ball game, C. L. Strude, W. W. Collins, assistant; popcorn and peanut trailer, Juanita Edwards; Monkey Speedway, Mr. and Mrs. Joe Rider; Phil Hunt and Thomas Rosensted, agents; A. B. Goldston, popcorn and peanuts; cotton candy and candied apples, Mrs. Goldston and daughter and Red Burns, agents; bowling alley, Ted Lewis; coffee, candy and bar, Fern, W. H. Richards; H. A. Whittsey, assistant. Show ends 11 P. M.

### Rides

Octopus, B. H. Britt, manager; Mrs. Britt, tickets; Skooter Garrett, foreman; Tommy Heath, second man; Rollophone, R. C. McQueen, manager; Jack Ross, foreman; Harold McNelly, second man; Whip, Bert Clarkson, manager; Mrs. Clarkson, tickets; John Elko, foreman; Tommy Brent, second man; Merry-Go-Round, Grady Hawkins, foreman; Robert Buck, clutch; Peggy Thompson, tickets; Ferris Wheel, C. N. Hill, manager; Frank Musser, foreman; Clyde Thompson, tickets. Sky Ride, Perry Cochrane, foreman; Ray Case, tickets. Loop-o-Plane, Juanita Pennington, ticket clerk; Chick Lowman, manager; John Duran, foreman; Kidney Aches and Acrophanes, Mr. C. N. Hill, manager and tickets; Joe Valencia, foreman, and John Fanning, assistant; Miniature Railroad, Mr. and Mrs. Ed Crow; Pony Ride, Pony Mike, manager; Mantel Rocha and Raymond Vela, assistants.

### Shaws

Crystal Maze, Charlie DeKreko, manager and tickets; Jack Cole and Charlie Bergen, assistants; Penny Arcade, Nate and Edward Lambert; Walter Litwin, mechanic, and Alvin Gentry, caretaker, Mechanical City, Uncle Josh's Farm and Monkeytown, Mr. and Mrs. Irwin Noller; Jack Beuchamp and Preshy, lecturers; Circus Ride Show, Charlie Kern, manager; Do Waltz, talker and ticket; Pat Lowman, sword boss; Hoy and Eber Wheeler, African pianists; Beatrice Griffin, arranger; Kidney Aches and Acrophanes, Palm-Proof Bennett; Billy Kern, inside lecturer; Red, Hut, and Blue Revue, Evelyn Laberte, manager; Dorothy LaMar, Evelyn Foreman, Mildred Woods, Cullen McCormick, Lillian Stanley, Mary Martin, Kingdom of Nature Animal Show, Mr. and Mrs. H. W. Cronell, owners-lecturers; Frank Burton, tickets. Streets of Shanghai, C. L. Johnson, Hollywood Stained Monkey Savers, Earl Chamberlain, manager; Tommy Avery, trainer; Henry Valentine and Billy King, assistants; Walter Larsen, tickets. Frank Animals and Birds, Morgan Phillips, manager; George W. Miller, tickets.

Visitors included Gov. W. Lee O'Daniel, of Texas; General Pyron, Fort McIntosh; Harold Braught, Robert Curran, Art Brison, George Vogstad, Mr. and Mrs. Jack Bedini, Eld McGeer, Mr. and Mrs. Milt Garard, Mr. and Mrs. Clyde Hill, Max Starcke, and Howard Davis.

### Cold Nixes Franks Debut

ALBANY, Ga., March 1.—One of the nearest cold waves to hit this section in 20 years forced cancellation of Franks Greater Shows' scheduled opening here today. Manager W. E. Franks said that the organization, comprising 8 shows, 7 rides, and 25 concessions, will get under way on its 1941 tour next Saturday, weather permitting.

### MARRIAGES

(Continued from page 28)  
Oleynick, cashier at the theater, February 23 in Bridgeport.

POMEROY-SMITH—Raymond Pomerooy, nonpoo, and Jerry Smith, chorus girl and niece of Chuck Gregory, burlesque producer, February 14.

WHYTE-SIMS—Frank Whyte, steno-tractor, and Pearl Sims, formerly with the World of Mirth Shows and Mighty Shesley Midway, February 19 in Cincinnati.

Dorothy Thornbury, staff pianist and vocalist, soon.

Roy Faustino (Mita Adams), chief announcer at Station WLOQ, Logan, W. Va., and Deulah Browning, performer heard over that station, soon. Faustino is a veteran top and lab performer.

Hal Davis, press agent, and Evelyn Leach, nonpoo, in New York April 18.

## Births

A daughter, Betty Ooe, to Mr. and Mrs. Lloyd G. (Bucky) Harris at Swartham Covenant Hospital, Chicago, February 23. Father is director of the National Farm and Home Hour, NBC program.

A son, John Gilbert, to Mr. and Mrs. George Biedeman at Hennan (Ill.) Hospital, February 19. Father is continuity editor of Station WBBM, Chicago.

A daughter to Mr. and Mrs. Rubin Shapiro February 19 in Philadelphia. Father is owner-operator of the Admiral Theater, that city.

A son to Mr. and Mrs. Harry Gentle in Detroit recently. Father is an announcer at Station CKLW, Detroit.

A daughter, Dickie Sue, to Mr. and Mrs. Lowell Richard Havers in P. & B. Hospital, San Antonio, Tex., December 29. A son, Arthur Wayne, to Mr. and Mrs. Arthur Evans February 23 in New Orleans. Mother is the former Jean Martin, dancer.

A daughter, Rena Rae, February 28 to Mr. and Mrs. Johnny Reeves Jr. at Holy Family Hospital, La Porte, Ind. Father is a publicity man and was with the Dodson Shows last season.

A boy, William, to Mr. and Mrs. Stanley Schoenbrod February 24 at Passavant Hospital, Chicago. Mother is Donna Reede, Chicago radio actress.

## Divorces

Opal Lee Miller (Princess Mitzi), of the Paradise Revue on the Cettin & Wilson Shows the past five years, from George R. Miller recently in West Palm Beach, Florida.

## SPRINGFIELD VAUDE

(Continued from page 21)

ball in Chicago and that Mitchell Ayres band was drawing 2,000 people at the Municipal Auditorium.

E. M. Low has had the house ransacked and recaptured. The second balcony has been opened for all performances now, having been opened it has been filled up at a number of shows and takes care of turn-away crowds on Friday and Saturday nights when vaudeville usually pack the house.

The first week in March will see six days of vaude. A Major House unit will play the first three days and a vaude bill the last three days.

The stagebox, Girls on Parade, included the Right Ardin, Deringer, Danzola, the Three Jacksons, John Kolvin and Mildred Jocelyn, Brown and Snyder, Harry Rose, and Crest Brothers and Helene.

On the screen, Case of the Black Purport.

## BUFFALO VAUDE

(Continued from page 21)

been upped to 35 to 50 cents from 25 to 40 cents.

The 1938 Century (seating capacity, 3,500, house average, \$8,500 for straight film), opened with February 27 for a three-day stand of Count Basie, drawing \$1,600 the first day, total take expected to hit \$6,000. Sharing honors with the Count are James Bushing, Helen Hines, Peg-Leg Bates, and Ben and Benny Pie in *Scoury Boy*. Filling out the week, to end March 5, are double bill, Conroy and She Couldn't See Me, which are expected to bring \$3,500 to the box office.

For week ended February 20 the Century did nicely, mostly due to good three days with Singers' Midgets. They artists drew \$4,400, considered ok. *Fun, Who Killed Aunt Maggie?* For remainder of week films did poorly, grossing \$8,500 in four days. They were *Little Man and Margaret* and *Polka*.

The Buffalo (seating capacity, 3,200, house average, \$12,500) is hiding its time with screen attractions until another batch of paper bonds comes in this month. Week ending March 6 has *Walt and Olivia* plus *The Girl in the News*, which should gross \$15,000. For week ended February 27, *Veronica, Life With Henry*, and *March of Time* pulled satisfactory \$14,000.

## GRUBERG WORLD FAMOUS SHOWS, INC.

Now Booking Shows, Rides and Concessions

Show Opens April 12, Salem, N. J.—First Carnival in 10 Years

All our still dates will be played in industrial towns and will be well promoted through the merchants. AUTOMOBILE WILL BE GIVEN AWAY FREE EACH WEEK. Sam Burgdoff has charge of all promotions. OUR SHOW WILL POSITIVELY PLAY 12 LEADING FAIRS UNTIL NOVEMBER 22. Complete list will be announced in March 19 issue of The Billboard.

WANTED—Sober and reliable Ride Men, Foremen and Second Men for Merry-Go-Round, Ferris Wheel, 2-Car Whip, Chair-a-Plane, Scooter. Each Foreman must be a mechanic on his ride. Top salaries paid. WANTED—Manager for French Casino. Only interested in party that can produce and furnish wardrobe and get people for this type of show. WANTED—Fat Show. We have complete new frame Fat Show. WANTED—Fun House and Glass House. WANTED—Well framed Penny Arcade. John Otto Auldhouse would like to hear from Cape Show People—Only, experienced, necessary. WANTED—Manager for Motorbikes. We have complete new framed Deems. WILL BOOK OOBOPUS, Roll-a-Plane, 7-Car Trip, Silver Streak or Rocket. Will book any other ride which does not conflict with what we have. WILL BOOK 1 Ferris Wheel to make Twin Wheel. WANTED—Concessions. Wheels and Concessions are open. Also Pastry, Long Range Gallery, Dignity, Fish Pond, Bowling Alley, String Game, Cigarette Gallery or any other legitimate Grand Shows. All others are open.

WINTER QUARTERS NOW OPEN—BRIDGETON, N. J., at Carls Corner and Centerton Road.

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## J. J. PAGE SHOWS

Opening Johnson City, Tenn., Saturday, April 13th. Want legitimate Concessions of all kinds except Coin Game and Cook House. Can also organize Girl Show for Hollywood House, also small show for Mountain Show. Can place Better Shows with or without netting. Will book or buy 2-Car Whip and Bigger Automobile Ride. Good meeting for Goldstate Electricians, one who understands mechanical work. Must be sober. Can place Colored Musicians and Performers for Winter Shows. Have the following fairs booked, namely Smith County Fair, Garbann, Tenn.; Lincoln County Fair, Fayetteville, Tenn.; De Kalb County Fair, Alexander, Tenn.; Laurel County Fair, London, E. C. Senior County Fair, Jelleville, Tenn.; Dickson County Fair, Dickson, Tenn.; Floyd County Fair, Rome, Ga.; Geneva County Fair, Newton, Ga.; Tusculum County Fair, Thompsons, Ga.; Oglethorpe County Fair, Douglas, Ga.; Upper Fawn, Monroe, Ga.; Coastal Fair, Atlanta, Ala. Patzella, N.Y. for the Fourth of July. Emergency address:

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Window Attractions, Pin Heads, Lady with Big Snake, etc.; outstanding Freaks, Oddities and Strange People; Accordion Player, Musical and Novelty Acts; Man for Candy Pitch. The best of accommodations and pay. Year round work to competent Museum People. Show now in its 16th week. Address:

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CAMP LEONARD WOOD, Warrenton, Mo. Biggest Army Camp in America. New under construction. 25,000 workers and families. Must arrive before payroll week. At least four weeks on different locations.  
7 WEEKS ON LOTS IN ST. LOUIS.  
Playing the best locations. 7 days a week. Five successful years on St. Louis lot each spring.  
WANT—SHOWS, RIDES, CONCESSIONS—WANT  
HELP IN ALL DEPARTMENTS. GOOD OPENING FOR COOK HOUSE.  
All Address: GREATER EXPOSITION SHOWS, Care of Maryland Hotel, St. Louis, Mo. MARCH 8—BOTH UNITS OPEN—MARCH 8

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You'll find all the latest new and improved products mentioned in this new catalog-type section of the SPRING SPECIAL. Be sure you get a copy of this important edition. Date of issue April 12.

Commercial firms: Do we have complete information about YOUR PRODUCTS? Send complete information today—and have your advertising appear in this big Spring Buyers' issue. Forms close April 4.

The Billboard Publishing Co.

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## Coming Marriages

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# AMUSEMENT MACHINES

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## Committees—

Three committees suggested to supply the ideas and the framework for uniting operators' associations in a national program

The progressive Kansas City association and its attorney have outlined a program of services which a national organization or headquarters for State and local associations could and should render to the industry. Four general suggestions are made which agree in most respects with the ideas that have developed in the trade thru the years.

The basis of the suggestions is the recognized need of some central organization or headquarters that would bring together the various isolated associations and groups thruout the trade so there could be an exchange of ideas and also some central source to which calls for information and suggestions could quickly be made.

In the editorial last week (page 58) it was suggested that the foundations already have been laid for national centers or headquarters for all operators' associations in the headquarters which are now maintained by the national manufacturers' associations. The plans which already have been started will provide the most economical and the most efficient services which could ever be made available to operators' associations in the various States and also to operators in those areas where no organization happens to exist. The existing plans will also provide the best means for securing co-operation among the various sections and divisions of the industry. No one expects co-operation ever to be perfect but a large degree of co-operation between all divisions of the industry will be absolutely necessary in order to make any plan succeed.

It may be said that the very first requisite is a plan that will secure co-operation thruout the industry rather than division, agitation, and competition. The present developments are so well under way that any agitation for new and separate national organizations would merely bring competition into a situation where no competition is wanted. If a national organization ever succeeds in the industry it must have co-operation and not competition.

First, the Kansas City group suggests a public relations committee as a part of the national set-up or council to build up confidence in the industry and respect for coin-operated machines as such.

It is suggested that much favorable publicity can be secured for the industry by properly organizing the talent already within the industry, giving it due recognition and putting it to work. The trade papers and their staffs are mentioned as being able to take the leadership in this field perhaps, or at least to offer valuable services. The industry learned only a few years ago that it has capable publicity men, writers, and advertising men who can render real services to the industry as a whole.

The manufacturers' associations have also duly considered professional publicity services and will make use of such services when a financial plan or ample funds are available.

It is suggested that State and city associations do much of the job in promoting better publicity for the industry. But publicity ideas are needed, according to the Kansas City

group. They suggest that The Billboard editorial staff, with its extensive reporting system, collect and make publicity ideas available to all associations. This is something to work on and more details will be forthcoming about the possibilities for promoting better publicity.

The Billboard now has in preparation two bulletins, giving publicity ideas and suggestions, which will be mailed to operators' associations as soon as ready.

A second committee suggested as part of the national set-up would be known as the National Legislative Committee. This committee would have the job of watching legislation in States and cities and advising associations of the developments. An important job would also be to develop a legislative policy for the industry and try to prevent the passage of unfavorable local legislation which later might spread to other areas. It would offer advice and encouragement to local associations in emergencies.

A legal committee would also be part of the national council, it is suggested, which would have the job of arranging for the compiling of existing laws and especially of advising local associations on proper legal steps and co-operating with local attorneys on the best methods of defense. The past history of the trade has shown the great need of a central source of such legal information and advice.

A fourth suggestion is that a monthly bulletin of ideas and suggestions for association executives be mailed to all such officials. This idea was appropriately discussed during the 1941 Coin Machine Show and the need for such a service is well known to all officers and committees in association work.

Accordingly, The Billboard now is planning the issue of a tentative Association Executives' Bulletin which for the time being will serve a good purpose and will most probably prepare the way for something permanent.

In viewing these ideas together, it is evident that they call for office headquarters and office staffs, all of which cost money. At present there are three national associations (two of them manufacturers) maintaining offices and staffs and any practical plans would call for the full co-operation of these organizations and their staffs. It is just such co-operation that has been under consideration for some time.

Also, the actual working of any of these plans calls for a large and rather expensive editorial staff. Many have already realized that The Billboard has a well-trained coin machine editorial staff and also an extensive reporting system which would cost any national organization many thousands of dollars to try to duplicate. This staff is being increased, and undergoes thoro training all the time. Its services are being offered to the national organizations in whatever practical ways they can help. One of the first jobs will be to prepare copy for a bulletin by the Automatic Phonograph Manufacturers' Association which gives the best defensive arguments for and in behalf of phonographs.

These are suggestions to consider. Here are reports on some of the actual progress being made and also on the facilities that can be had to keep the industry going ahead.



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*Illustrated is our Spectravox Model No. 1302 and Dial-A-Tune Bar Box Model No. 1504.*

*The principles of ToneColumn are fully covered by U. S. Patents. Any infringement will be prosecuted.*



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## Mutoscope Ready To Begin Deliveries

LONG ISLAND CITY, N. Y., March 1.—William Babkin, head of the International Mutoscope Reel Company, Inc., announced this week upon his return from a flying tour around the country that the firm would soon begin deliveries of Ace Bomber, Drive-Mobile, and Voice-o-Graph.

Babkin said his trip was intended to arrange positive shipments of the new hits, all of which are well into production.

"We are now able to assure operators and distributors throughout the country that there will be no lag in supplying the phenomenal demand for the products," said Babkin. "I strongly urge coinmen to get in their orders quickly so as to get their share of follow-up shipments."

It is reported that practically without exception, operators, jobbers, and distributors who have seen the new numbers have waxed enthusiastic on the appeal and earning possibilities.

## Southern Automatic Shows New Equip't

LOUISVILLE, Ky., March 3.—Hundreds of coin machine men from the Middle West and South gathered at the offices of the Southern Automatic Music Company in Louisville, Cincinnati, Indianapolis, and Nashville over Saturday and Sunday to witness a special showing of the new Seaburg music equipment, as well as the latest in pinball and game. All Southern Automatic executives were on deck to greet the visitors, whose stay was made a pleasant one with plenty of eats and refreshments.

Numerous factory representatives from the various coin machine manufacturing firms were on hand for the special showing, and they promised to bend every effort to speed up shipments to the various offices to assure the operators prompt delivery. Southern Automatic officials announce that the showings in the four cities brought a wealth of orders for new equipment.

## Minneapolis-St. Paul

MINNEAPOLIS, March 1.—With prizes valued at several thousand dollars to be given away at the banquet climaxing the Northwest Coin Machine Show here late this month at the Radisson Hotel, A. E. Buck, of White Bear, ticket chairman, reports he is having little difficulty in disposing of the tickets.

"Even operators who don't plan to take in the banquet," Buck said, "are buying tickets in order to be eligible for winning one of the many gifts. Who said selling tickets is a hard job?"

Meanwhile Don Leary, publicity chairman, said plans are nearing completion for putting over one of the finest shows in the country, third annual for this district. Leading comment from all sections of the nation have reflected their intention of being present at the show, Leary said. In addition, the newest machines and coin equipment manufactured will be displayed.

William (Sphinx) Cohen, Silent Sales Company, has returned from a 10-day jaunt to Chicago and other points to find business at his establishment humming.

Sam Tarzan, of Mayflower Novelty Company, and Mrs. Tarzan will leave within a few days for a three-and-a-half week vacation in Florida and Cuba. The Tarzans expect to be back home in time to take in the Northwest Coin Machine Show here.

Don Leary, of Automatic Sales Company, has returned from an extended vacation in and around the Panama



CHIEF ENGINEER BRUNO RADTKE, Success Manufacturing Corporation, illustrates ease of handling the rapid fire gun which is a feature of the firm's gun machine, Night Bomber.

Canal. Leary said defense activities there are very impressive.

Herman Paotter, of Mayflower Novelty Company, has returned to his desk, a bit wobbly after an illness of several weeks. He returned to find business holding up in good shape.

## Denver

DENVER, March 1.—Leo Negri, one of the four operating Negri brothers, has sold his operating route in Wyoming and will operate in Northern Colorado, with headquarters in Denver.

Morgan Ireland, operator at Canon City, Colo., has disposed of his operations there to take charge of sales for the Denver Distributing Company. Ireland has had three years' experience in the operating field.

Osco Senter, head of the Rocky Mountain Soundies Company, has announced the franchising of another group of Wyoming counties to L. L. Quirk, Rock-Springs. All but six counties in Wyo-

ming are now franchised, according to Senter.

Sales during January surpassed those of February, and indications for continued increases are foreseen by Al Roberts, manager of Wolf Sales Company. Roberts states that the new Wurlitzer wall box has proved a sales boon and that his office is swamped with orders. George Rosenfeld and Dan Brennan, territorial salesman, report an upswing in business in the outside territory. Mike Allegretto, of the service staff, has returned to his duties following a three weeks' illness.

Recent coin visitors at the Denver Distributing Company include E. W. Bailey, of North Platte, Neb.; Fred Schrader, of Laramie, Wyo., who purchased some game equipment while visiting his wife, who is a patient in a Denver hospital; H. O. Fitzsimmons and Sandy Yeager, of Fairplay, Colo., who purchased phonograph equipment; W. C. Johnson, of Rawlins, Wyo., who purchased game equipment; and E. W. Reagan, of Aurora, Colo., who purchased additional music equipment.

# Proposed Federal Law Rates Slugging With Counterfeiting

Five-year prison sentence or \$1,000 fine, or both, faces those who use any substance or device to obtain "things of value" from coin-operated machines

WASHINGTON, March 1.—Persons who have been dropping slugs into vending machines, telephones, and other coin-operated mechanisms will not be treated as leniently as they have in the past if new proposed legislation against slugging is passed.

Legislation to be introduced in the House by Congressman Peterson, Democrat from Florida, will place such persons in the same class with counterfeiters and subject them to arrest and prosecution by the government. Experts from the Treasury legal department drafted the law.

The proposed law carries penalties which make slugging a decidedly unprofitable and risky affair. A slug dropped into any type of coin mechanism will start proceedings against the offender which may bring that person into a federal penitentiary for five years and with a \$1,000 fine included.

Definite terms of the bill are: "It shall be unlawful to make or use any coin, token, slug, disk, or device in metal or other substance for the purpose of fraudulently procuring anything of value from any vending machine, coin box, telephone, etc." The measure provides a maximum penalty of \$1,000 fine or five years in prison, or both, for persons convicted under the law.

Increasing use of coin machines in merchandising and the consequent increase in slugs in circulation has long been a sore spot to federal law enforcement agencies. At present, Secret Service officials state that millions of dollars of slugs are dropped into telephones, subway turnstiles, and coin machines.

It has long been a federal crime to manufacture or use a facsimile of a United States coin, but a recent federal case raised a fine legal point as to whether or not a slug, which merely approximates the size and weight of a coin, can be called a facsimile.

The Secret Service obtained a conviction in the courts and it was not appealed, but federal lawyers admit they were standing on pretty shaky ground. The proposed legislation is for the purpose of plugging a gap in the counterfeiting laws, which were passed before coin machines came into general use.



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All Thoroughly Cleaned and Checked.  
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AUTOMATIC PAYOUTS	
PAGE'S RACER (Over 5000)	\$25.00
HILLS 5000	37.50
GRAND NATIONAL (1 Ball)	30.00
GRAND STAND	37.50
PAGE'S WHEEL	37.50

SPECIALS  
New Style Mills 1-2-3, P.P. . . . \$20.00  
Old Style Mills 1-2-3, P.P. . . . 40.00

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Will trade for Coins, any make, and used Records from operators. 1/3 Deposit, Balance C. O. D.  
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# MUSIC MERCHANDISING

## Commercial Radio Talent Sought by Record Firms

NEW YORK, March 1.—Recording companies are turning their eyes more toward the commercial radio field in an effort to produce records by artists with the most commercial appeal.

Following the success on music machines of newcomers to the commercial radio programs, recording companies are watching each newcomer carefully and making plans for increasing their artists to provide top entertainment. Radio commercials and records work closely together and radio artists are discovering that the machines can do more toward increasing their popularity than any other medium. On the other hand, radio programs can do a great deal toward increasing the play that a recording artist can expect on the machines.

Within the past few years the record companies have raised radio more frequently and introduced several newcomers to the record field who have met with great success. Chief among them is Dinah Shore, whose popularity on the records has skyrocketed following her commercial appearances with Eddie Cantor. In a comparatively short time Miss Shore has jumped into the top brackets as a music machine draw.

More than a score of the country's foremost artists on commercial radio programs are now record stand-bys and their popularity on the air is enhanced by the tremendous business done by them on the machines. Artists are finding that a good performance on the air is an asset in becoming a recording artist, while good business on the machines assures better air commercials.

This hand-and-glove tie-up between two popular branches of the entertainment world is credited with both better radio programs and better recordings during the past few years. Artists like Bing Crosby, who has a large radio following, enjoy similar success on music machines. Newer artists who are beginning to make a name on the air and whose recordings have been released only a short time find that their popularity in each branch of the entertainment business grows proportionately.

The initial popularity on the records can generally be traced to astute operators who follow the radio programs and realize that any good commercial hit might become a top artist on the machines. With this in mind, a few recordings by the new artist are placed on locations and the result is watched carefully. Operators at times have suggested certain songs to recording companies as being suited to some new artist, thereby inspiring a release in which they are kindly interested.

Among the many popular recording artists now on commercial programs are Bing Crosby, Abe Lyman, Kay Kyser, Bobby Byrne, Guy Lombardo, Orin Tucker and Bonnie Baker, Tommy

Tucker, Horace Heidt (including Frankie Carlo, Fred Lowery, and others), Benny Goodman, Xavier Cugat, Glenn Miller, Bob Crosby, Fred Waring, Dick Todd, Dinah Shore, Ben Bernie and Cabell Bruce, Vincent Lopez, Ted Weems, Mark Warnow, Tommy Dorsey, Jimmy Dorsey, Skimpy Ernie, Phil Harris, Wayne King and Alec Twiggton. In addition, operators have found that a one-shot commercial, such as the Fifth Band Wagon program, is also a stimulator for music machines. Bands appearing on this program gain wider recognition which inevitably results in better music machine plays.

## January Decca Sales Reported Up 40 Per Cent

NEW YORK, March 1.—Decca & Company, New York, reporting for Decca Records, Inc., says: "Net sales for the month of January were over \$221,000, an increase of more than 40 per cent compared with net sales of approximately \$440,000 for January of 1940. February production and sales volume are reported progressing at a favorable rate, continuing materially higher than for the similar period a year ago.

"At the present time the company has approximately 375,000 shares of capital stock outstanding, of which only about 27,000 shares are held in England."

## Buffalo

BUFFALO, March 1.—With one of the worst cold spells of the winter, coin machine business was considerably slowed up recently. The outlook for March, however, is bright.

The Buffalo Amusement Machine Operators' Association is settling down to some organized activities after having found suitable downtown office headquarters.

Harry Wisner, association secretary, is passing out the smokes and is mighty

excited about the arrival of a daughter February 17.

Bill Pisacchelli, head of Rex Amusement's service department, is laid up in his home town, Utica, N. Y., with an ear infection and isn't expected back at work for a week.

Harry Winfield, J. H. Winfield Company, reports sales for pin games very good and regrets that he can't supply the demand faster. Orders for Genco's Sluggers are piling up and Schooldays is selling okish, he says.

At Royal Amusement Company Mildred Beatalo has replaced Helen Hempstock as secretary. Marie Caterina is assisting her temporarily. Florence Bloom is still in charge of retail record store.

Roy Knapp is having a hard time keeping his feet on the ground. He has flown to Chicago and back four times within the past few weeks, dickering on an amusement machine patent.

Low Wolf, Rex Amusement Company, reports splendid reaction of local opinion to his showing of the 1941 Rock-Ola line and already has closed several sales for Spectravox ToneColumns. He finds Exhibitor's Stars, Bally's Flicker, and Genco's Sluggers the best among current pin tables and states that games are finding a ready market here.

Fred Van De Walker, Modern Automatic Music Company, believes an association of operators, both games and music, would be a good idea, but points to the example of an organization of several years ago which didn't last.

Al Bergman, Royal Amusement Company, reports Stars and Seven-Up as his best games. Al has dug out Artie Shaw's old Regins the Reguine and is finding it an excellent nickel getter on his phonographs.

Dick Levy, W. Bergman Company, Columbia and Okeh distributor, reports excellent record sales.

A new record retail store is being readied for a big opening soon in the location of the former Avenue Record Shop. The new Music House, Inc., is to be managed by Billy Simon, with Bernie Simon, attorney, active in the corporation.

## Large Turn-Out at Packard Music Show

NEW YORK, March 1.—Operators thronged the Posner-Packard showing at the Hotel New Yorker this week to view the new Packard line. George Posner, in charge of the two-day display as local distributor, expressed satisfaction with the turnout.

Homer E. Capshart, of Packard, and District Manager Rudy Greenbaum, of New York, were on hand to welcome the operators and point out the features of the line of Packard music equipment. Play-Mor selectors, adapters, and console speakers were on display in the splendid East Room of the hotel.

Posner and Jack Mittnik reported that many operators placed large orders. Both expressed pleasure with the amount of interest shown by the operators for the Packard line. Irv Morris, of the Posner Newark office, also was on hand to give assistance. The selector equipment was set up on a bar, which was placed in the center of the room to give a factual demonstration of how the apparatus works.

"Everyone was pleased with the line," George Posner said, "and we had many large orders during the two-day show. We expect orders to continue flowing in after these operators find out the merit of our line. It was an outstanding show from the standpoint of both business and pleasure. We all had a good time, and the operators who placed orders will soon learn how much benefit they will derive from the equipment."

## Baltimore

BALTIMORE, Md., March 1.—The cry of coin machine distributors of the market still continues for merchandise. Distributors have been burning wires to the manufacturers asking for speed in shipments of new numbers.

A big run on School Days, Gottlieb's game, has been made, states Irvin Blumencorn, head of General Vending Service Company. Each shipment of the number, he said, was disposed of immediately upon arrival. He said he is now looking forward to the new Sea Hawk, a shipment of which is due soon.

The first shipment of the new Baker Novelty Company's Big Time has been received by the B. J. Fine Company.

The Oriole Coin Machine Corporation was one of the many Baltimore concerns which received refunds of \$500 or more from the government on taxes paid during 1940.

A six-compartment ABC candy vending machine has been installed in the new Mayfair Theater. Installation was made by the Baltimore branch of the Berle vending machine organization of Philadelphia.

Mills Coca-Cola dispensers are being installed in the A & P Super Markets in Baltimore.

The new Mounds vending bar manufactured by Peter Paul, Inc., Naugatuck, Conn., is being offered on the local market thru local candy vending machine operators.

Four new theaters are planned for this area, which will become new outlets for candy vending machines.

Surprising as it may seem, January coin machine business here shaped up well, representing an increase over the corresponding month of last year.

General business conditions were exceptionally good, due in a large measure to the large defense program orders industrial plants of this market have been favored with and also to the increase in port activity. Incidentally, the Port of Baltimore chalked up during 1940 its biggest foreign trade business in 20 years. It represented a gain of 75.9 per cent over 1939. The increase in exports over 1939 was nearly 100 per cent, while that of imports over the past year 42.7 per cent.

## Seeburg Week Termed Success

CHICAGO, March 1.—Seeburg officials report that National Demonstration Week was off to a flying start, with thousands of operators crowding the display rooms of Seeburg distributors in every part of the country.

"The reception of the new 1941 Seeburg HITone Symphonolas is gratifying, to say the least," declared Carl T. McKelvy, director of sales for the J. P. Seeburg Corporation. "Altho the demonstration has been in progress but a few days, our distributors are reporting heavy orders on the new line. Music men are displaying a great deal of enthusiasm over the unusual features of the new models and are especially pleased with the new design, the new color illumination, and the ear-level tone-projection, all exclusive Seeburg creations."

Seeburg National Demonstration Week, being observed from Coast to Coast, continues until March 8 and, according to reports, will be marked with considerable social activity, along with business, in the various display rooms.



END OF A PERFECT DAY. Posed at the close of Wurlitzer showing at the Haskin Music Company, Atlanta, the staff of the firm show that they are tired but happy. They report that they entertained the biggest crowd and wrote the greatest volume of orders on Wurlitzer 1941 phonographs in their history. Left to right are J. T. English, N. G. Cooper, J. R. Woodard, Morris Hanks, and O. J. Mullins Jr.





**ONLY GENUINE PERMO POINT NEEDLES SERVE YOU BEST**

*The Heart Beat of Your Phonograph*



LABORATORY MODEL of the Rock-Ola Tone Column is demonstrated at the Keystone Vending Company, Philadelphia, during the recent Rock-Ola regional show there. Jack Nelson, Rock-Ola vice-president; the Rock-Ola Leadership Girl; Sam Stern, distributor, and a music operator inspect the three-dimensional tone apparatus.

**USED CIGARETTE MACHINES**

**Priced for Quick Sale**

**All Makes**

**Good Condition**

**Vends at 15c or 20c**

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**UNIVERSAL DISTRIBUTING CO.**  
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**Toledo**

TOLEDO, O., March 1.—Bob Davis, well-known operator in and around Toledo, in the past two months and confined to the Toledo Hospital, has returned home. His friends hope to see him back at his work soon.

Don Peak is now a proud father. The Peaker's daughter has been named Mary June.

Karl LaMant, who recently returned from a sojourn to Florida, expects to return to the Florida sunshine shortly.

Other vacationing folks from Toledo include Mr. and Mrs. A. L. Peters, who are spending a few weeks in Florida; Mr. and Mrs. Marie Pike, who are touring the South; and Gordon Gibbs, service man for Amusement Games, who is spending his vacation in New Orleans.

has recovered sufficiently to be removed to his home.

Bruce Swayne Jr., Ferriday, La., was a recent business visitor to Natchez. Bruce says his business has been picking up and that he recently bought and installed a number of new machines of all types.

G. H. (Pinkie) Vermillion, who sustained a broken leg several months ago, is still on the mend.

Bingo is being played at all of the former locations in the area, and the 1939's of the game has helped machine operators, as it attracts large crowds, and those who do not play bingo play the machines in a big way.

The beverage machines on locations in the city are doing a hand-office business these days.

**Mississippi**

NATCHEZ, Miss., March 1.—Opening of the 10th annual pilgrimage of the Pilgrimage Garden Club, followed by pilgrimage of Natchez Garden Club, lasting until April 8, has brought many visitors and much new business to Natchez. Visitors are filling city's hotels and private residences. Crowds this year are largest in history, due in part to inability of tourists to travel in Europe.

Bernano Novelty Company reports several new locations and exceptionally good business at old locations, especially Etna and Natchez hotels.

Big Bill Edt has installed a new machine in his night club, the Windmill, located on U. S. Highway 61. Spot is managed by Frank Edt, assisted by Johnny Sanguinetti.

Wall boxes continue to get the business here. There are also many table boxes in the area.

Operator Charles Smith, of Sissy Island, La., who has been a patient at the Natchez Sanitarium for some time,

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**WURLITZER "500"**  
Completely furnished as shown  
**\$174.50**



**WURLITZER "600"**  
Completely furnished  
**\$169.50**

★

**WURLITZER "616", remodeled, \$69.50**  
**WURLITZER "24", remodeled, \$94.50**

**\$8.50 TRADE-IN ALLOWANCE**

on any old game, center game or slot toward purchase of any of the above. Machine per machine trade-in accepted only. Every game must be shipped in us prepaid, plus 1/3 deposit to insure prompt delivery. Balance C. O. D.

**BRAND NEW VIEW-A-SCOPE \$29.95**



With Stand \$31.50

3 films, battery included

State coin play desired, 1c or 3c

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**MIRABEN COMPANY**

2041 Corral Ave. \* Telephone  
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**300 WURLITZER 616's and 616-A's**

*In Perfect Working Order!*

Every one of these Wurlitzers is ready to move any location — complete in every respect. They're as good as the day they came out of the factory.

No reasonable offer refused on all or any portion of the lot. Will be sold as they stand, F. O. B. warehouse.

Act Now! Address Your Reply to **BOX CH-58, Care The Billboard, 155 N. Clark St., Chicago, Illinois**

**WANTED ALL USED PHONOGRAPH RECORDS**

*Highest Cash Prices Paid*

**MODERN MUSIC CO.**

3120 Woodward Ave., DETROIT, MICH.

**Better Music... More Sales with Miracle Point Needles**

**M. A. GERETT CORPORATION**  
2943 N. 26th Street, Milwaukee, Wis.

**RECONDITIONED PHONOGRAPHS AT LOWEST PRICES!!**

Wurlitzer 600	\$128.00	Mills 12 Throne of Music	\$128.00	Mills 16 Rec. Imperial	\$28.00
Wurlitzer 600 with	130.00	Mills Like New	128.00	Mills 16 Rec. Pico	40.00
Wurlitzer 600	125.00	Mills De-Ré-M. Easy	23.00	Mills 16 Rec. Royal	23.00
Wurlitzer 24	79.50	King of Zephyr	29.00	Mills 16 Rec. Royal	78.00
Wurlitzer 24 with 24	39.50	Seaburg Classic	128.50	Remo Control with any of the above	Seaburg or Wurlitzer machines — Write for Price!
Wurlitzer 412	32.00	Seaburg Plaza	148.00	Seaburg 28, Light	91.00
Wurlitzer 412 with 24	36.00	Seaburg West	115.00	Seaburg 28, Heavy	99.00
Wurlitzer 412 with 24	22.00	Seaburg Gem	105.00	Seaburg 28, Light	91.00
Wurlitzer 412 with 24	143.50	Nickels 20 Deluxe	138.00	Seaburg 28, Heavy	99.00
		Nickels 20 Standard	123.00	Seaburg 28, Heavy	99.00
		Nickels 12 Record	22.00		

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**Modernize with KEENEY Adapters and Wall Boxes**

Designed to operate successfully with any make phonograph—12, 16, 20, or 24 record jobs. Convert your present old style phonographs into **MONEY-MAKING** equipment. Our mechanics are thoroughly experienced in this work. Submit your problems to us.

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**SPECIALS--WHILE THEY LAST**

**MILLS 12 Record Phonographs..... \$ 22.50**  
**MILLS 1939 Throne of Music..... 175.00**

**RAY BIGNER** 1983 State Ave., CINCINNATI, OHIO

**"PHONOGRAPH BARGAINS"—MUST SELL AT ONCE**

4 Wurlitzer 880, Like New	\$285.00	20 Wurlitzer 212	\$28.00	2 16 Record Nickels	\$20.00
2 Wurlitzer 790, Like New	217.00	15 Wurlitzer 412	22.50	3 12 Record Nickels	17.50
5 Wurlitzer 500	148.00	3 1939 Nickels Deluxe	115.00	3 Seaburg Model M	17.50
4 Wurlitzer 600	129.00	3 Seaburg Model M	107.12	107.12 Records	37.50
3 Wurlitzer 24, Light	91.00	3 Seaburg Model M	98.50	15 Seaburg Model M	48.00
4 Wurlitzer 21	89.00	12 20 Record Nickels	30.00	15 Seaburg Model M	48.00
		12 20 Record Nickels	30.00	15 Seaburg Model M	48.00

All Phonographs in Perfect Working Order. Terms: 1/3 Cash, 2/3 Bill.

**A & M AMUSEMENT CO., 209 Center Street, Hannibal, Mo.**



# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## News Notes

So many requests from music operators have hit RCA-Victor for a Gray Garden recording of "Maha Beliefs" that it is now in the making and will soon be released. Other side will be Garden's version of "Why Do I Love You?" . . . Tony Pastor, an Artie Shaw alumnus, has signed for another year for Bluebird records. For awhile it was thought he would switch to Columbia. . . . Patricia Gilmore, wife of bandleader Ennio Madriguera, has a new Victor recording coming out which should go over in a large way in locations where torch singing is liked. "Corra Get Her" and "Give Me Time" are the numbers, and her hubby's band does the accompanying with an entirely new style for him. . . . Russ Marie, who used to be known as "Baby Russ Marie," has made six new ones for Decca while singing in Philadelphia at the Rathskeller.

Glen Miller has signed a contract with 20th-Century Fox to appear in the picture "Sun Valley," with Sonja Henie being considered as co-star. . . . Harry James, the hot trumpeter, is remaking a record of his solo work on "Flight of the Bumblebee." He originally recorded it for U. S. Records, but the new one is for Bluebird. . . . Maury Cross is the new tenor vocalist with Sammy Kaye's orchestra. . . . Gertrude Lawrence has just finished recording for Victor some of the tunes in her current Broadway show, "Lady in the Dark."

## Patriotic and Army Tunes

With the exception of God Bless America, no tunes with the patriotic

theme have set any high marks in the phonographs. Since registration day for conscription last October operators have tried such records as "You're in the Army Now," etc., but these two have not met with sensational success on locations. At least not enough to hit "Going Strong" in the Record Buying Guide. A spurt for this type of record in the machines was seen last year for a time, but it didn't continue. Different sections of the country have witnessed different reactions for the patriotic numbers, too. For example, in San Francisco there is a marked passing up of such tunes by tavern patrons, and this despite the fact that that city is a mecca for soldiers and sailors over the week-end. It would be interesting to all operators to know what is happening along this line in other parts of the U. S. Let this department hear from more of you on this subject.

## This and That

When the Andrews Sisters played the Riverside Theater, Milwaukee, last week, the management billed them this way: "50 Million Nickels Can't Be Wrong! Meet the Queens of the Music Machines." . . . Johnny Long's band has recorded a set of new ones for Decca, which will be released this month. . . . Milwaukee operators are cashing in on Freddie Fisher's recording of "I Wish I Was Back in Milwaukee." The Fisher band has just finished a long run at Blatz Palm Gardens, Milwaukee, and the boy who wrote the song is from Milwaukee. . . . Operators should be interested in what band leaders choose as the greatest tune ever published. The results of a Billboard poll now being conducted on that subject will appear in the Spring Special issue.

## 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:

### BURLINGTON, VT.:

Until Tomorrow, Sammy Kaye.

Operators are buying heavily of this recording in the above territory, and it is one of those cases which again proves the importance of the "Prestidigitals" section of the Record Buying Guide. Tunes made its appearance in that part of the Guide



BENNY BAKER, of the "Du Barry Was a Lady" show, visits the Mills Music Hall. On his lap is Dinky, "the dog we are excited," he says. Herb Mills, seated, and Joe Laffer, of the Erlanger Theater, Chicago, look on. Mills' Empress phonograph is in the background.

a few weeks ago but didn't catch on nationally. However, it being mentioned proved a hot tip for some operators and they are cashing in.

## SPOKANE, WASH.:

Love Can Do the Darndest Things, Clyde McCoy.

Here is a band leader whose name alone is enough to catch music machine nickels. His Super Blues set the standard years ago, and tavern patrons haven't forgotten that of hot trumpet which has its inevitable appearance on this more recent recording.

## WILKES-BARRE, PA.:

Great Day for the Irish, Freddy Martin, American Polka, Curley Hicks

It's perfectly logical that these two numbers should be getting a heavy play in this industrial area. There are plenty of Irish, Polish, and Hlay citizens and their musical tastes are all for the sentimental ballads and swingy international polkas. Wilkes-Barre operators know this and that knowledge is boosting the take in the coin boxes.

## DETROIT:

No. 10 Lullaby Lane, Eddy Duchin.

Quite a bit of juice is being given this recorded number of a single but catchy little ditty. It may never be bought by operators in large quantities in other sections, but is worth a few samples. Duchin has a solid following in this part of the country, and when locations are crying for more new tunes this recording will help fill the bill.

## Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended March 1 and the week before, ended February 21. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—If All Comes Back to Me Now	1
2—High on a Whisky Hill	4
3—I Hear a Shanty	1
4—Frenesi	1
5—There'll Be Some Changes Made	6
6—So You're the One	9
7—The Walk-By	1
8—Tonight	5
9—Keep an Eye on Your Heart	7
10—Amazulu	7

## San Antonio

SAN ANTONIO, Tex., March 1.—On February 10 hundreds of music operators gathered at the showrooms of the United Amusement Company, where they viewed the new 1041 Rock-Ola music equipment. Manager Wilkinson was on hand to greet guests and a pleasant time was had by all. Many signed on the dotted line for the new equipment offered by Rock-Ola.

Lance J. Harris, live-wire operator of San Benito, drives in to San Antonio every week in his truck, which has the bars of I Am an American painted on each side. He always leaves town with the truck loaded with new and used games.

Jesse Trevino, well-known colorman of this city, made his first trip to the Chicago coin machine show in January and is still talking about it. His wife did a fine job taking care of the business while Jesse was hobnobbing with the coin machine world in Chicago.

Al Mendes, new district manager for Wurlitzer in Texas, was at the Commercial Music Company recently getting better acquainted with music merchants in the Alamo City area. The Texas boys welcome Al to the State and promise him their full co-operation.

Southwestern Amusement Company is a busy outfit these days, and operators are swarming into its showrooms and moving out those fine marble tables. L. E. Allbritton is manager of the concern.

Harold Thompson, Seeburg Distributor, is busy taking orders for the new Seeburg phonographs and walk box units. Harold is expecting deliveries to start any day now and is eager to see the new Seeburg moving in.

Kenneth Main, manager of Commercial Music Company, has a new secretary, one who can talk back to him. She is none other than his wife, Mrs. Main knows her Wurlitzer phonographs, too, having worked at the factory previously to coming to Texas.



## LATEST RELEASES

BY  
**SAMMY KAYE**

AND HIS  
SWING & SWAY  
ORCHESTRA

## OPERATORS!

The Billboard's Record Buying Guide Says: It's "a Natural for the Phonos."

Cash In Now On  
SAMMY KAYE'S recording of

**UNTIL TOMORROW**

Victor 27262

"SAMMY KAYE has a record here that has the music machine potentialities written all over it in large letters. In the same soft-lights-and-sweet-music vein as 'I'll Never Smile Again,' treated, as it was in that smash, by some fine quartet vocal work, this has an appealing melody and lyrics that add up to a NATURAL FOR THE PHONOS, particularly as treated on this disk."

ON **VICTOR** RECORDS



AT THE ROCK-OLA SHOWING held in Houston, Tex., Ben Boldt, Rock-Ola advertising and sales promotional manager, was presented with a 10-gram set by Harold Horton, Rock-Ola distributor. From left to right are Horton, Boldt, the Rock-Ola Leadership Girl, Joe Reese, Tom Williams, and Hubert Horstman.



# 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 10)

## DICK JURGENS (Okkeh 6022)

Night and Day—PT. VC. My Silent Love—PT. VC.

Good sales are indicated in this compact due to Jurgen's large following and his waxing here of two standards that practically everybody likes. Unfortunately, the credit side of the ledger is not completely carried out in the matter of the most efficacious treatment of the Cole Porter and Dana Snesse songs, with uninspired, straight arrangements capable of breeding a bit of resentment among those melodies' most ardent admirers. Harry Cool manages in a way to save the day with his straightforward, appealing vocals, but Jurgen could have extended himself a little more in the instrumental department.

## GINNY SIMMS (Okkeh 6025)

May I Never Love Again—V. Walkin' By the River—V.

The Kay Kyser vocalist has, on her own disk in the past, turned in better and more distinctive work than she does here. The weakness of the A side tune compels to get her down a bit, but her lackluster interpretation of the really worth-while compo on the reverse is a bit surprising. She here she had something to work with, and lack of vocal sparkle and brilliance is unlike Miss Simms. Nat Broadway offers a new instrumental background for Ginny, and the piano helps give the record the life and interest that are more noticeably absent than they are ordinarily, due to this chanteuse's fine ability as demonstrated on so many other platters.

## WOODY HERMAN (Decca 3617)

Boogie Woogie Bugle Boy—PT. VC. Bounce Me Brother, With a Solid Four—PT. VC.

The Herman band plus Woody himself gives a treatment to these two ditties from the Andrews Sisters jazz movie, *Buck Privates*, that should undoubtedly result in very satisfying sales returns on this disk, and that should likewise do much to lift the tunes themselves to a position of prominence in the Tin Pan Alley firmament. Fine beat, cogent swing arranging, and excellent ensemble and solo passages are rounded off with one of Woody's customary personable and entertaining vocals on the first side, and with a nice bit of swing singing from "Burrhead" Lane on the reverse. Either side ought to be much in demand in the music boxes and over record store counters.

## CONNIE BOSWELL (Decca 36151)

I Hear a Rhapsody—V. Kerry Dance—V.

It would seem that all the people who ever wanted to buy a record of—or even hear again—I Hear a Rhapsody would have done so long before this. Miss Boswell's technique is such that anything she sings can't really be bad or even poor, but her straight treatment of this Miller presents nothing that hasn't already been done with and to the number. It's a good version and all that, but it just comes along a little too late for anyone to care. *Plattermate* is a different proposition entirely. Lifting in both tone and interpretation, this sets off Connie's style admirably, and makes listening practically a treat.

## FREDDY MARTIN (Bluebird B-11050)

You Beautiful To Last—PT. VC. Corn Silk—PT. VC.

Smooth, strictly middle-of-the-road dance tempo, and no outstanding virtues describe this version of the Ruth Linn song from MGM's *Ziegfeld Girl* on the A side. Eddie Stone is none too good on the waltzage, and is even worse on the reverse, seeming to have a bit of difficulty in keeping up with a melody that hops all over the place. B side is played with the accent more on the first word of the title than on the second, but there's nothing to any part of it that calls for another hearing.

## REX STEWART (Bluebird B-11057)

Linger Awhile—PT. Mobil Ray—PT.

This is the second Stewart record on the label with the Duke Ellington side-man fronting a small combo out of the Duke's large crew, and again playing some very nice cornet. The side, *Linger*

*Awhile*, is taken in a breezy tempo, and offers some of the usual solos that will have swing experts raving incoherently and that will leave Mr. and Mrs. Disk Buyer uncomprehendingly cold. Companion piece is an original that contains some thrillingly lowdown playing from Stewart, but that also is miles away from commercial recognition.

## SAMMY KAYE (Victor 27339)

You Stepped Out of a Dream—PT. VC. My Ship—PT. VC.

Soothingly and gently played in the proper proportion to the musical breeding of the melody itself, the Kurt Weill tune from *Lady in the Dark* on the B side makes extremely nice listening, not the least of the credit for which must go to Arthur Wright's splendid handling of the lyrics. First side is likewise smoothly done, with Tommy Ryan suffering a bit by comparison with the vocal on the B side, which perhaps is not too far to Ryan's balladizing, inasmuch as his style differs so widely from that of Wright.

## BENNY GOODMAN (Columbia 35938)

Gene With What Draft—PT. On the Airmo—PT.

It was probably inevitable that Goodman would sooner or later follow up his *Gene With What Wind* of some months ago with the A side opus here. This is a Goodman Sextet disk, exhibiting the talents of Charlie Christian on guitar, Cootie Williams on trumpet, and Benny himself, of course, on clarinet. The arrangement is tricky, and full of fine jazz, as might be expected. Reverse takes the side at a slow, provocative tempo, with the usual quota of solos.

## TOMMY TUCKER (Okkeh 6023)

You're a Lucky Fellow, Mr. Smith—PT. VC. That Old Sweetheart of Mine—PT. VC.

A curious thing about Mr. Smith is that, while it boasts not only an excellent tune for its type of song and a lyric that has a great deal to recommend it, no record of it that has come forth to date has done the job on the song that its quality demands. Tucker, who gives it an all-vocal treatment, does no better with it than did Mitchell Ayres on the vocal parts of his Bluebird disk of a week ago. Much patter talk, elaborate novelty style, and the use of a harmony group and solo voices, don't mean a thing here; the arrangement just isn't good. And neither are the harmony, the humorless patter lines, and the general aura of unsuccessful striving for something terrific. All of which is a shame, because it happens to be a great ditty. Perhaps cutting out all the *foi-de-vol*,

and just letting what the writers wrote come thru might be a good idea for a band to try; the song is quite good enough to get along without effortful assistance. Reverse here is a slow, barbershop-styled all-vocal effort that is fairly listenable, with the exception of the recitative in the middle. That could easily have been dispensed with, and its straight-faced, cominess is certain to cause laughs where none were intended.

## RAYMOND SCOTT (Columbia 35940)

When Cootie Left the Duke—PT. Petite—PT.

The title of the A side here refers to the departure of Trumpeter Cootie Williams from the Duke Ellington organization after a lengthy period of service in order to switch over to the new Benny Goodman band. As Scott sees it, that was an occasion for a slow, mournful lament, and that's what comes off the turntable here. Over all is an amusing take-off of Cootie's noted growl trumpet. Altho the B side title implies something light and fluffy, the melody fails to carry thru on the implication. This is one of Scott's poorer sides, both tune and performance being far more uninteresting than this crew has any right to turn out.

## EDDY DUCHIN (Columbia 35941)

I Could Write a Book—PT. VC. You Forget About Me—PT. VC.

The Rodgers and Hart A side song, from their successful musical, *Pej Duce*, could have been written for the Duchin technique. He's one of those class tunes that the Edgy way of playing the piano like a glove. But for some reason Duchin makes little of it in his recorded version. It starts off with piano, but there's far too little *trava* work after the beginning, and the band is listless and dull in the bargain. It's surprising that Duchin and his associates couldn't have seen more possibilities in this one, and then done something about it. Edgy in particular. *Plattermate* is played so slowly as to drag considerably. June Robbins and the Barbenders have a fair vocal.

## FOUR KING SISTERS

(Bluebird B-11055)

Watcha Know, Joe?—V. Miss Otis Regrets—V.

King rhythm distinguishes the King girls' version of Joe, plus some exceptionally unusual arranging touches. In general, it's a good performance of the song, swung ditty, and one of the best sides turned out by this quartet in some time. Companion piece is the old Cole Porter lament, the Park Avenue Frankie and Johnnie, done here torchily and with the same excellent beat that characterizes the A side.

## RICHARD HIMBER (Decca 3618)

Falling in Love With You—PT. Blue Moon—PT.

Another Rodgers and Hart song, this time of ancient vintage (but nevertheless one of the most beautiful things ever turned out by this team), receives startlingly fine treatment in Hember's hands on the B side here. In a contrasting arrangement that shows nice thought the number is played sweetly at the start and at the end, strings pre-

## Song Hits For The Coin Machine Hit Parade

## A NIGHTINGALE SANG IN BERKELEY SQUARE

### dance

BLUEBIRD DECCA COLUMBIA VICTOR OKEH DECCA

GLENN MILLER GUY LOMBARDO RAY NOBLE SAMMY KAYE GENE KRUPA AMBROSE

### vocal

DECCA COLUMBIA BLUEBIRD OKEH DECCA

BING CROSBY KATE SMITH DICK TODD JACK LEONARD CAROL BRUCE

## THE MEM'RY OF A ROSE

By the writer of "South of the Border"

### dance

DECCA BLUEBIRD COLUMBIA VICTOR OKEH

JIMMY DORSEY GLENN MILLER BENNY GOODMAN SAMMY KAYE CHARLIE SPYAK

### vocal

BLUEBIRD DICK TODD

## JOHNNY PEDDLER

By the writer of "Beer Barrel Polka"

### dance

COLUMBIA OKEH BLUEBIRD DECCA VICTOR

KAY KYSER TOMMY TUCKER ABE LYMAN JOHNNY LONG RENE MUSETTE ORCHESTRA

### vocal

DECCA ANDREWS SISTERS

Published by

SHAPIRO, BERNSTEIN & CO., INC.  
RKO Building, 1270 Sixth Ave.,  
New York



PENN COIN-O-MATIC COMPANY, Philadelphia distributor of Worliker phonographs, reports that Worliker 1941 phonographs have had a wonderful reception in that area. Above is F. E. Brown, Chester, Pa., placing an order for Victory Model 850. Left to right are a friend of F. E. Brown, G. L. Cude, of Penn. Coin-o-Matic; F. E. Brown, and his son.



dominant, but the middle takes it in swing style, complete to hot solo riffs. Particularly amusing is the sudden break from the jazz pattern at the end, with the strings again picking up the melody in a way that seems as if the whole swing interlude had never happened. Highly listenable, this *Blue Moon*. Reverse is the theme song of the *Strada-lahur* program, and played slowly and sweetly it gets a little monotonous before the end due to no change of pace, scoring, or instrumentation.

#### LES PAUL TRIO (Okch 6027)

Where Is Love?—PT. VC, Swanee River—PT. VC.

Jimmy Atkins takes lengthy vocals on both sides, with swing trio pyrotechnics surrounding him. Outstanding



HERB MILLS AND VINCE SMAY, of Mills Novelty Company, play host to Jan Garber, orchestra leader and recording artist. Above they are listening to Garber records on the Empress phonograph.

most of the way is the guitarist's work. Side A leads off in ballad style, which gives way to swing before the needle has moved too near to the label. The reversed Stephen Foster melody on side B is dismissed as being something extraneous and in the way early in the arrangement, and the boys go in for the usual jangling.

#### MILDRED BAILEY (Columbia 35943)

Rockin' Chair—V. There'll Be Some Changes Made—V.

The Hoagy Carmichael standard on the first side is Miss Bailey's theme and one of the few Carmichael songs that are non-ASCAP and can therefore be played on current airways. That should mean nice enough sales returns for this disk, but the use of what is apparently an old master (without noting the fact on the label) is going to have a lot of people putting in a lot of new needles and wondering what goes. The scorching and the weakness of Mildred's voice are not conducive to first-rate listening, and these technicalities call down the general appeal of La Bailey plus a song that is inextricably linked with her. Reverse also is a non-ASCAP that has been

plugged much of late, and the difference in recording is immediately noticeable. A good instrumental interlude divides two Bailey choruses that are excellent.

#### GENE KRUPA (Okch 6021)

There'll Be Some Changes Made—PT. VC. These Things You Left Me—PT. VC.

Irene Daye, who left this band a couple of weeks ago for a marital career, has two-and-a-half choruses of vocal on the A side, and dispatches them neatly, as she always has when given a rhythm ditty. The summit of space allotted her here doesn't leave much room for the band to shine, but what chance it does have is taken advantage of nicely enough. Howard Dulaney takes the B side vocal, and the arrangement is made distinctive thru some interesting chime-like chords from the piano back of the singer's first half-chorus. For the rest it's a clean-cut ballad performance from the band.

#### ETHEL WATERS (Bluebird B-11028)

Georgia on My Mind—V. Old Man Hatter—V.

Miss Waters, riding the crest of a renewed popularity wave as the result of her work in the starring role of the Broadway musical, *Cabin in the Sky*, cuts a pair of songs here that are custom-tailored to her measure. Both are Hoagy Carmichael songs of ancient vintage, and Miss Waters is right at home on both the slower sultry to the southland on the A side and the brighter Mariensque item on the reverse. Ed Malloy backs the singer with adequate orchestral accompaniment, and altogether there's

#### MITCHELL AYRES (Bluebird B-11035)

This Is Now—PT. VC, Jennie—PT. VC.

Both songs come from the new smash musical hit, *Lady in the Dark*, and the publicity the show has received, the contrast of these two numbers, their excellence as songs, and the forthright Ayres treatment combine to promise a goodly sale for this platter. The saga of Jennie, as related by the ensemble and Mary Ann Mercer, in particular should attract much disk-buyer attention, because it's extremely funny and worth while from start to finish. Miss Mercer sells the ballad lyric of the A side daintily and well, and the scintillating also mix sets the style of this band all the way thru the side.

#### COUNT BASIE (Okch 5987)

Who Am I?—PT. VC. Stampede in G Minor—PT.

The Count leads a medium, danceable tempo to the tripe picture ballad on the first side, giving it an effectiveness that it doesn't have basically. Helen Humes's vocal keeps things moving in the middle of the side, with the band and mostly taken up in ensemble tooting over the typically solid Basie rhythm. The backing is a jump tune, as its title unmistakably implies, with Basie's ivory work as bright and imaginative as always. Basie also did excellent work on this one.

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(With a Solid Feet)  
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BOY (3617)

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BELONGS TO SOMEBODY ELSE

DECCA  
RECORD  
3608

A Terrier Publication

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POPULAR 80**

- BENNY GOODMAN**  
35992 Corn Silk  
The Memory of a Rose  
**KAY KYSER**  
35993 Everything Happens To Me  
I Know a Secret  
**WILL BRADLEY**  
featuring **RAY MCKINLEY**  
35994 Boogie Woogie Congo  
I Need Somebody To Love  
**XAVIER CUGAT**  
35995 I, Yi, Yi, Yi, Yi  
Chica Chica Boom Chic  
**KATE SMITH**  
35996 We're All Americans  
Lamplight  
**ORRIN TUCKER**  
35997 It Was Wonderful Then  
No Foolin'  
**JUKE BOX SERENADERS**  
12206-F Nathalie Polka  
Janina Polka  
**HENRY ORZECZOWSKI**  
12207-F Edga  
Sonia



**OKEH POPULAR 189**

- GENE KRUPA**  
6070 Sweet Georgia Brown  
Down by the Old Mill Stream  
**COUNT BASIE**  
6071 Undecided Blues  
Tuesday at Ten  
**JACK LEONARD**  
6072 The Last Time I Saw Paris  
Prairie Land Lullaby  
**TINY HILL**  
6073 Lady of the Evening  
That's My Weakness Now  
**BUDDY CLARK**  
6074 You Call It Madness  
When You Said "Good-Bye"  
**THE McFARLAND TWINS**  
6075 We're All Americans  
I Close My Eyes  
**JAN GARBER**  
6076 To Be Continued  
Autumn Showers



**OKEH HILLBILLY 189**

- HOOSIER HOT SHOTS**  
06065 Keep an Eye on Your Heart  
With a Twist of the Wrist  
**KARL AND HARTY**  
06066 Let's All Have Another Beer  
Sweet Mama Put Him in Luv  
**WILEY WALKER and  
GENE SULLIVAN**  
06067 Don't Be Jealous of My  
Yesterdays  
You Don't Love Me Anymore  
**JACK DUPREE**  
06068 My Baby's Gone  
That's All Right

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**Record Buying Guide**



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

**GOING STRONG**

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**FRENESI**, (8th week) **ARTIE SHAW, WOODY HERLMAN**.  
I Hear a Rhapsody, (6th week) **JIMMY DORSEY\***, **CHARLIE BARNETT**, **AL DONAHUE**.

**STARDUST**, (5th week) **ARTIE SHAW, TOMMY DORSEY\***.  
Along the Santa Fe Trail, (4th week) **BING CROSBY, DICK JURGENS\***, **SAMMY KAYE\***.

I Give You My Word, (3d week) **EDDY DUCHIN\***, **MITCHELL AYRES\***.

**COMING UP**

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**High on a Windy Hill**. Probably for the first time since the inception of this department, almost every song listed here is traveling along the same level of popularity. Also customarily the order of rising favor is denoted by the position of titles in this section, this week that system is not workable, since this song enjoys practically the same extent of popular acclaim on the phones as the next one, the one below that, and so on. Also their listed position was determined by the amount of popularity, as usual, a very slight margin exists between each one. In this case it is doing very well, with **JIMMY DORSEY\***, **GENE KRUPA\***, **SAMMY KAYE\***, and **VAUGHN MONROE\*** responsible.

**So You're the One**. Also well up in nickel-dropper's affections is this BMI song, which is running neck-and-neck with **Windy Hill** and only slightly ahead of the other tunes in this section. **EDDY DUCHIN\*** and **HAL KEMP\*** reverse positions this week, with both recordings capturing a good many 5-cent pieces.

**You Walk By**. Altho it will probably seem repetitions to keep saying the same thing over and over in this department, it has to be said again here (and in the next four cases). Also a BMI song, and also a likely candidate for top honors, this particularly listenable ballad is being carried along by the **TOMMY TUCKER\*** and **BLUE BARRON\*** versions.

**Tonight**. The success of **FRENESI** undoubtedly has a good deal to do with boosting this Latin American song to a point where it, too, may hop into the category above this sort of number, and with this one a non-ASCAP tune and therefore being pluggin' on the air, it is doing very well along the phone network, with **XAVIER CUGAT\*** disk leading that of **GENE KRUPA\***.

**New San Antonio Rose**. This is the only ASCAP song among the seven up-and-coming ones listed here this week. **BING CROSBY\***'s recording is largely responsible for putting it in a position of phonograph prominence with a capable assist from **BOB WILLS\*** disk.

**There'll Be Some Changes Made**. This one, part of a music catalog leased to BMI and thus free for radio performance currently, dates back a good number of years but nevertheless has a 1941 type of rhythmic swing that has caught on nicely. It's not doing quite as well under the needles as the numbers directly above it, but it's pretty close on their heels and traveling in such a manner that it would be no surprise to see it surpass them eventually. **TED WENZEL\*** and **VAUGHN MONROE\*** are the standard bearers here.

**It All Comes Back to Me Now**. A ballad from the BMI workshop that has been coming along quietly but monthless steadily. Mentioned in "possibilities" the past couple of weeks because of its success in scattered locations around the country, it now blossoms out in a more widespread way that indicates a good future for it. And curiously enough, its first week in this section finds it trailing right behind the leaders in this department, showing a strength in some locations that some of the other songs listed here don't have. **HAL KEMP\*** and **GENE KRUPA\*** are the recordings.

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 most probably will never climb into "Going Strong."

**The Last Time I Saw Paris**, (9th week) **Weaketing**, **KATE SMITH**.  
**Yes, My Darling Daughter**, (8th week) **Not going to go much higher**, **GLENN MILLER\***, **DENAH SHORE\***, **BENNY GOODMAN\***.

**Scrub Me Mama, With a Boogie Beat**, (6th week) **Going down**, **ANDREWS SISTERS**.

**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 performance, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

**Boogie Woogie Boogie Boy**. From the score of the Andrews Sisters' new movie, currently showing around the country, **Back Pflafer**, comes this eight-best novelty that is starting to meet with some favor in certain locations. In the singing sisters' version. Better watch it.

**Song of the Volga Boatman**. Another **GLENN MILLER\*** adaptation of a standard melody that some operators are reporting as bringing in a few nickels. It's not unlikely that the popularity of this one will grow shortly, because Miller does it in a style that has resulted in hit records for him before.

**Dancing in the Dark**. If phono patrons like **Artie Shaw's** new style (and the clicks on **FRENESI** and **Stardust** prove that they do) here is another one from this band, scored and played just as well as the other two hits.

**May I Never Love Again**. Getting some scattered attention is this BMI ballad, and like its compatriots listed in the above classification, it may soon go places in a much bigger way. This is another one to keep an eye on.

**Music Makers**. In melody, rhythm, and general execution, this **HARRY JAMES\*** recording seems to be a music machine natural. It will be extremely odd if phono addicts don't appreciate the fact and go for it in large numbers.

\* Indicates a vocal chorus is included on this recording. Double-numbered records are purposely omitted from this column.

**MONEY MAKERS  
FOR  
YOUR MACHINE**



**Victor  
AND  
Bluebird  
RECORDS**



**VICTOR "POPULAR" RELEASE NO. 413**

- LIST PRICE 50c**  
27342 "Ur, Dea, Yes, Oh, Dea"—Rumba  
An Mambo—Boris  
Erla Madrigrera  
27343 Perfidia  
This Is Romance  
Artie Shaw  
27344 "Bewitched"  
"Flamingo and Mandolin"—Rumba Son  
Leo Sotomayor  
27345 "It's Always You"  
"Birds of a Feather"  
Tommy Dorsey  
27346 There's Nothing Like the Sound of  
Handsome's Dream  
Lenny Ross, Tenor, with Orch. cond.  
by Roy Burgoyne  
27347 "Penny Serenade"—Tango #7  
Rio Rita—FT  
Singing and Dancing with Sammy Kaye

**BLUEBIRD "POPULAR" RELEASE NO. 319**

- LIST PRICE 35c**  
B-11000 "It's Always You"  
Twilight Dance of the Flamingo  
Yvette  
B-11000 "You're Dangerous"  
"You Lucky People, You"  
Bob Chester  
B-11001 "I Came, I Saw, I Conquered"  
"The Two Little Sparrows"  
Mitchell Ayres and his  
Fashion-in-Muscle  
B-11002 "The Three Trees"  
Gene, Josephine, in My Flying  
Machine  
Ted Fiorillo and his Orchestra  
B-11003 "I Dream I Dream in Harlem"  
"A Babe's Time From Heaven"  
Glenn Miller  
B-11004 "Being So a Dream About a Girl"  
Shep Fields and his New Rhythmic  
Rhythm  
B-11005 "The Falling in You"  
"Jolly Good-Byes"  
Earl Hines  
B-11006 "La Compagnie"  
Yumba—Rumba Son  
Vincent Lopez

**BLUEBIRD RELEASE NO. 319**

**OLD FAMILIAR TUNES—LIST PRICE 35c**  
B-8656 Desert Lullaby  
Heartaches and Tears  
Johnny Barfield

\* Vocal Refrain  
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## Past Decade Shows Vast Improvement In Bulk Vending

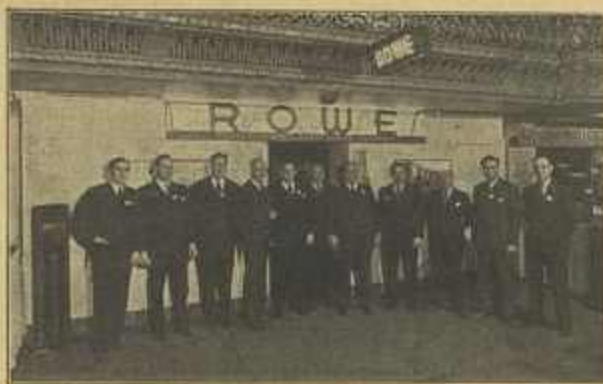
By W. R. GREINER

The Northwestern Corporation

It is possible that just 10 years ago the vending machine business was a small, insignificant branch of the industry struggling to get a foothold—today it's one of the most popular and profitable ventures in the industry.

### Operators Handicapped

If we were operating machines in 1931, what situation would we be faced with? Let's think back. Bulk vending machines were only "peanut vendors" then, which was the only merchandise they would handle outside of ball gum. The majority of them were constructed entirely of cast iron, with the exception of the glass globe. They were of a clumsy, awkward design, and their appearance



A PART OF THE ROWE ORGANIZATION gathered at the recent 1941 Coin Machine Show in Chicago. During the rest of the year these men are scattered to every corner of the country bringing to operators the latest news of Rowe machines.

was not improved by the ordinary paint with which they were covered.

Keeping them clean either inside or out was an utter impossibility. Imagine trying to keep corrosion and rust from a cast-iron surface, or removing the dust and grime which would accumulate on the outside of the machine. In those days there was very little attention made to provide protection from slugs.

### Feeble Beginning

You get all this, gentlemen, for approximately the same price you now pay for the modern bulk vender. Needless to say, the earnings from such a machine did not set the world on fire, and the business of servicing was a far cry from the "Alph in a whistle" job operators are doing these days.

It may have been a feeble attempt, but you must hand it to those operators of a decade ago, they had the foresight to realize that the bulk vender offered a genuine service and had a definite purpose to perform. Their efforts have been a stepping stone in this great industry which is today responsible for the livelihood of thousands of us.

In 1941 we have an entirely different picture before us. The modern bulk vender will dispense all small nuts and confections. It is scientifically designed both in appearance and mechanically. The finest slug protection can be expected by operators. Instead of the cast iron, the merchandise new rests on porcelain enamel of rust and corrosion resistant stampings, which can be cleaned in less time than it takes to fill. The outside of the vender is of porcelain enamel, which lends beauty as well as ease in cleaning.

### Complete Coverage

You are no longer limited to one machine to serve every type of location—not when you have many types of machines each specifically designed to serve a particular type of location. The fact that bulk vendors provide a good, steady source of income is proved beyond a doubt when you consider that hundreds upon hundreds of operators are now depending upon them for their only source of income.

Lucky is the operator who can build his route from these top-notch, modern machines, and our hats off to those operators who, even in 1931, realized the important place bulk vending holds in American industry.

## Unusual Reception For Triplex Vender

NEW YORK, March 1.—Edward W. Barnett, of Gamco Vending Service, says the new Triplex Vender is sweeping the country.

The new three-column gum, mint, and薄荷 vender was introduced a few weeks ago, and Barnett says the reception has been unusually strong. Machine vends 1-cent Hershey or Goodhart, 1-cent Mason Mints, and 1-cent Tab gum. It is said to have universal consumer appeal because of its attractive design.

### Canada Tries Weed Mfrs.

REGINA, Sask., March 1.—New trial of 40 tobacco manufacturers, wholesalers,

and distributors charged with conspiracy and restraint of trade under the Combines Investigation Act was set to open in the Alberta Supreme Court April 21.

## New Orleans

NEW ORLEANS, March 1.—Mardi Gras season was the greatest New Orleans ever held in the 112 years' history of the event. About 115,000 visitors filled hotels, rooming houses, and railroad Pullmans sidetracked for a week. Music operators gained the advantage on Mardi Gras Day. Trucks by the hundreds, filled with masked funmakers, either had a piano, an organ, or a juke box to furnish the music. Baised rates made the day more profitable than usual for the operator.

Re-establishment of 1901 Masonic Temple of a territory credit office by the R. Wurliizer Company has been announced by Al Mendes, district manager. The new office is managed by John Burns, formerly of the Wurliizer factory staff. He will direct credit in Louisiana, Mississippi, Arkansas, and Alabama.

A group of music operators headed by Dan Cohen, head of Pleasure Music Company, is installing a wire music service of the Betty System, San Antonio, Tex., with headquarters established in the Baltar Building here.

Virgil Christopher, newly appointed district sales representative for Bally Manufacturing Company, is spending a few days in New Orleans prior to making a wide swing over Southern States on a good will trip. Christopher is well known in the Detroit area, where he was representative for several years for Bally. Chris is particularly enthused over reception given in this section to Bally's new compact ray gun, Defender.

Alex Merrill, head of the New Orleans Coin Machine Exchange, is on a business trip to Southwest and Central Louisiana.

All operators of New Orleans were pleased to learn of the wedding February 20 of Gerry Pace to Joseph Valenti. The former Miss Pace, daughter of Julius Pace, former head of the local coin op-

erators' association, is noted for her fine singing voice, having appeared in leading night clubs and theaters in several Southern States.

As busy as a one-armed paperhanger is Anthony Virgilio, one-armed crack service department head of the Dixie Coin Machine Company. Virgilio calls for no handouts when competing with time and trouble in servicing any make of coin-operated device.

Harry Fresh, president of the Fresh Amusement Company, local music operating firm, is head of the newly organized American Boxing Club of New Orleans. Jules H. Perez, head of the Perez Novelty Company, Wurliizer distributor, is treasurer of the new club, and Charles Wicker, sales manager of the Perez company, a member of the board of directors.

Dixie Coin Machine Company, Inc., has on display several of the latest pin games created by the big Chicago houses and reports a keen interest shown in all. Included among the most popular games are Bally's Flicker, Bally's Stars, Keweenaw's 1941 Velvet, Chico's Sport Parade, Genoa's Shogger, and Stoner's Sporty. Nick Carbajal, head of the Dixie company, reports a good demand from country operators for Bally's new automatic pay-off jackpot game, Kentucky. The new four-nickel multiple machine, Carbajal says, looks like one of the best automatic payoff machines in several years.

George Brennan, president of the local music operators' association, is in Chicago this week on a business trip. He is accompanied by Andy Monte, head of the A. M. Amusement Company.

Hugh Smith, in charge of Victor-Bluebird record sales for Electrical Supply Company, reports a huge increase in record sales during the first eight weeks of 1941. Sales of Victor and Bluebird disks by the firm here in January were 93 per cent of the 1940 month, Smith reports. He credits coin phonograph operators for a large part of the betterment.

Plans for the showing here of the new J. P. Soubury Symphonola for 1941 have been completed by the Southern Music Sales Company, which this week moved into its new and larger quarters at 727 Poydras Street. Ernie Oertle has been showing slides to all interested parties the past few weeks and everybody here is on edge to get a glimpse of the real Soubury. Oertle looks for the biggest Soubury year in the firm's history.

## Pennsylvania

WILKES-BARRE, Pa., March 1.—It seems that Franklin D. Young, Wurliizer operator in Easton, likes the music business so much he is going to sell musical instruments. He has purchased a music store at 677 Northampton Street.

Another Easton Wurliizer operator, Jack Oumph, slipped on the ice the other day and fractured his ankle.

Carbondale City is considering the plan of licensing pinball machines and other amusement machines.

Wurliizer operator Neal Ford and operator Ben Camera, both of Hazleton, placed 50-operative ads in newspapers on the occasion of the opening of Chrystal Inn in near-by Weatherly.

**12 PAY PLAN**      **TIME PAYMENTS**      **30c PER MONTH**

**A Satisfy Cash Income**

**Northwestern**

Model "900" (Automatic front bulk vender) will give you a permanent cash income with a small investment.

Under our new 30c per month plan, even the smallest operators can expand their operations, and give you a start in this business with a small investment and let the machine pay for themselves.

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**1/3 Deposit**

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Less than 100 \$5.25  
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**A. B. T. TARGET SKILLS**

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**BIG GAME HUNTER \$29.50**  
**MODEL F. \$32.50**  
**CHALLENGER \$30.00**

**DE LUXE GRIP SCALE**  
3-Way Strength Tester

Real button indicator. Control for competitive play. 5 sets. Tension Adjustments. Self Adjusting. Non-Grip Base. 9-Ball. Non-Grip Base. Metal. Metal. \$2.00.

**100% Lead \$19.50**

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**VENDORS**

1c Peanut, 10c cap. \$1.00  
1c Cherry, 10c cap. 1.00  
1c Blue Gum, 10c cap. 1.00  
1c 50c cap. 2.45  
1c 50c cap. 2.95

**1c 50c A. M. Pilsner**  
10c 50c cap. 3.95  
1c 50c cap. 3.95  
1c 50c cap. 3.95  
1c 50c cap. 3.95  
1c 50c cap. 3.95

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**Rowe Aristocrat**

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**\$16.00 Ea.** (5 or More)

Barrel Machine, \$18.00. Floor Model, \$20.00. Kept with 20c Coin Slot, \$22.00 Extra. TERMS: 1/3 Dep., Bal. O. O. D.

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**EASTERN**      **★ ESQUIRE ★**

350 MULBERRY ST.      The Last Word in Vending Perfection.  
NEWARK, N. J.      Vends Candy, Charms, Nuts, Ball Gum.

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**CIGARETTE MACHINES**

NATIONAL 9-30 .....\$49.50  
NATIONAL 6-26  
With Metal Stand .... 19.50  
MASTERS—Chrome Front... 15.00

**MUSIC MACHINES**

SEEBURG MAYFAIR PLAZA \$149.50  
SINGLE.....\$175.00  
WURLITZER 616 .....\$69.50

**BABE KAUFMAN** 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)



## Ponser Distrib for New Baseball Game

NEW YORK, March 1.—Scientific Machine Corporation announced this week that it has begun building a network of top-flight distributors throughout the country, with the naming of George Ponser Company as distributor in the New York territory for the firm's new baseball game.

Max Levine, of Scientific, declared that other distributor set-ups are now being carefully considered.

The new game has an unusual history, Levine claims. It was developed four years ago. Twenty machines were produced and placed on location and changes were made constantly. Customers remained high and company officials decided to produce 2,000 games before presenting them to the trade. Now, with this number in production, company officials decided the time was ripe for telling the coin machine industry about its game.

"When a prominent distributor like George Ponser displays overwhelming interest in a new product, it convinces us that we've got a sensational winner on our hands," Levine said.

## Houston

HOUSTON, Tex., March 1.—Sun Amusement Company, coin machine sales firm, opened in Houston February 9. It is exclusive distributor for the Buckley line in Southern Texas. W. W. (Bill) Ackman and J. E. Duncan, both well known over the State, are co-owners of the company.

A. M. Mendon, Wurlitzer district manager, and Tom Best, Wurlitzer service manager in Texas, spent several days in Houston, making Commercial Music Company their headquarters.

Four big out-of-town operators in the office of Commercial Music Company the same day were Mrs. A. L. Giddens, El Campo; L. Morris, Galveston; and Bill Thelen and Guy Nees, Beaumont.

Total parking meter collections since



CLEVELAND PHONOGRAPH MERCHANTS' ASSOCIATION members are visited by the Andrews Sisters, who commend the association on its program of extensive advertising and promotion of hit-of-the-month records. The association's February hit was "I Hear a Rhapsody." The March selection is "Yes, My Darling Daughter."

the first one was installed in Houston in 1936 passed the \$1,000,000 mark in December. That figured 88 nickels for every man, woman, and child in the city.

H. M. Crowe, of E. & A. Distributing Company, has made a tour of the South Texas territory. He reports excellent prospects for the spring.

## Advocate Nail Lottery

CAMDEN, N. J., March 1.—Members of the New Jersey State Association of Letter Carriers, holding their 43rd annual convention in Convention Hall here February 22, unanimously adopted a resolution advocating a national lottery to help finance the nation's defense program. The resolution was passed without any opposing debate.

## Leather Used on Remodeled Phonos

NEW YORK, March 1.—Sam Sachs, of Acme Sales Company, phonograph reconditioning firm, introduced leather to the remodeling branch of the phonograph industry this week, and the innovation won instant acclaim, he says.

The firm finished the sides of the machine with var-colored leather fabric to match the walls of the location. On display at the showrooms are three models, one finished in red, another in blue, and the third in tan leather sidings, with the Marble-Glo front and the beautiful grille and dome attractively illuminated.

"We have been deluged with orders," Sachs said, "from the first moment we showed our remodeled job. The choice of leathers is complete. The machine has clicked with location owners and we are convinced we have the greatest product in the phonograph remodeling industry. The number of orders we have already taken is proof of the hit it has made."

## Cleveland

CLEVELAND, March 1.—The board of directors of the Ohio State Automatic Electric Phonograph Owners' Association met recently at headquarters in the Bould Woodrow Building. Peter Lukich presided. Committee reports and unfinished business took up the time of the short session.

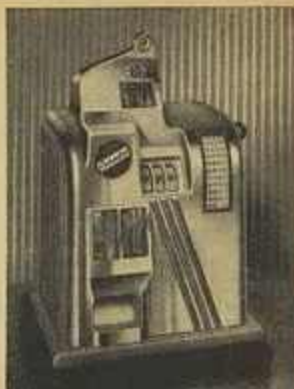
Max M. Marston, manager of the Gram-Novelty Distributing Company since its opening, has been transferred back to Detroit. Joe Young is his successor here.

Local record distributing firms are stocking up with Yes, My Darling Daughter in expectation of a big demand, as this is the time chosen for the hit-of-the-month by the Cleveland Phonograph Merchants' Association for March. Jack Cohen, vice-president, states that the selection was practically unanimous. Large newspaper ads will announce it to the public.

Cigarette sales are up the tip in Ohio. The State Department of Taxation at Columbus reports 1940 net cigarette tax revenue of \$6,083,799, an increase of more than \$800,000 over 1939 receipts and \$1,700,000 over 1938. Collection expense reported by the department for 1940 is \$677 per dollar compared with \$1,017 in 1939 and \$2 in 1938. Last year's administrative costs were reported as \$71,331. In 1939, they were \$105,324, and in 1938, \$141,062.

Open house held by the Aron Novelty Sales Company when the new Rock-Ola models were shown was attended by a big crowd of Cleveland operators. Present from Rock-Ola headquarters were Vice-President Jack Nelson and District Manager Frank Doyle. Art Nagel, head of Aron, received numerous congratulations on the display and the good time he furnished. Mrs. Nagel was also on hand, having just returned from a vacation.

The Andrews Sisters, appearing at the Palace, took time off to visit headquarters of the Phonograph Merchants' Association. About 20 operators, including officers, were on hand to greet them. The girls congratulated the association on its hit-of-the-month record and dis-



## CHROME BELL COLUMBIA

Flagship of a magnificent fleet of Columbia Bells.

You need this Chrome Bell to command the play on every location.

Stately in appearance, large fruit Beak, Cash or Check payout, large Jackpots, convertible on location from Nickel to Dime or Quarter Play. Its low Price will surprise you.

We also feature other types of Columbia Bells for every type of operating need.

## GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.

## STYERS' BARGAINS

- | CONSOLES  |          |
|---|----------|
| 2 Kenney Super Trolly Times, perfect condition  | \$164.50 |
| 8 Kenney Triple Entree  | 102.50   |
| 10 Kenney 1938 Machines   | 50.00    |
| 10 Mills Jumbo Parade, the play, used 3 weeks   | 84.50    |
| 1 Kenney Jumbo, free play & cash comb, used 1 week  | 105.50   |
| 4 Mills Square Balls, normal or non-normal reels  | 25.50    |
| 2 Peace Rates, late Arrow Model, serials above 4220   | 100.50   |
| 10 TABLE-TOP ONE BALL AUTOMATIC   | 50.00    |
| 2 Bell's Naughties  | \$37.50  |
| 3 Mills 1-2-3, normal reels, Bell's cash payout units, factory built  | 24.50    |
| 40 Bell's Peaches & Apples, good condition  | 15.00    |
| WICKELANDS & SLOT MACHINES  |          |
| 4 Jennings XV Type Operators, clean   | \$70.00  |
| 1 1938 Model Fox Type Mustangs, Clean, used 3 months  | 60.00    |
| 30 Mills Blue Fronts, G.A., double J.P. light cabinets, serials between 205,000 & 400,000, cleaned, buffed, painted and reconditioned | 42.50    |
| 1 Collins, 12 play, double Jackpot, serial 21022  | 19.50    |
| 1 Mills Smoker Bell   | 17.50    |
| 2 Mills Q.T.'s, 5c, 2 back over, 1 front door say   | 17.50    |
| 4 Jennings Consoles with Great Mechanism, one No. 1132285, one No. 1132281, one No. 1132182, good for show                            | 48.00    |
- All machines reconditioned and with good play. One-cent certified duplicate balance O. S. F. O. D. Winter-Spring, N. C. Subject to order sale. Help—see Wachovia Bank & Trust Co.
- STYERS' COIN MACHINE CO.  
Route 28. WINSTON-SALEM, N. C.

## BUD LIEBERMAN

thanks

THE NATION'S LEADING MANUFACTURERS FOR THEIR GOOD WISHES, SUPPORT AND COOPERATION IN MAKING THE OPENING OF HIS NEW SHOWROOMS SO OUTSTANDING A SUCCESS!

## Operators!

VISIT CHICAGO'S LIVEST DISTRIBUTOR FOR THE BEST MONEY-MAKING GAMES ON THE MARKET! GENCO'S SLOGGER—EXHIBIT'S SUNBEAM—GOTTLIEB'S SEA HAWK—

CHICAGO COIN'S SPORT PARADE AND ALL MILLS EQUIPMENT!

BE SURE TO SEE THEM NOW!

"Every deal personally handled by Bud!"

## BUD LIEBERMAN

831 W. WASHINGTON ST.

CHICAGO, ILLINOIS

JUST A STONE'S THROW FROM THE SHERMAN!



## You can ALWAYS depend on JOE ASH — ALL WAYS

BALLY BEAUTY	\$19.50	MARJO GRAS	\$29.50
COMMODORE	16.50	O'BOY	18.50
COWBOY	8.50	RED HOT	14.50
DOUBLE FEATURE	15.50	POLO	37.50
DRUM MAJOR	29.50	ROTATION	27.50
FLEET	42.50	SCOP	15.50
JOLLY	22.50	SCORE CHAMP	12.00
LIFE-GUARD	22.50	SPOTTER	10.00
LANTERNE	27.50	SUPER SIX	12.00
MILLS 1-2-3, P.P.	27.50	SUPER CHARGER	12.00
125 DuPont, Wash. Ad. Order		TRIPLE THREAT	8.50

## ACTIVE AMUSEMENT MACHINES CORP.

700 North Franklin Street, Philadelphia, Pa.

Phone: Market 2435.

## WE OFFER THE FOLLOWING FREE PLAY GAMES

All reconditioned and ready to operate. One Each: Bubbles, Charm, Chief, Encore, Hold Tight, Liberty, and Zenite. Two Each: Golden Cates, Headlines, Binks, Side-Kicks, Speedies, Spotfins, Stop & Goes, Supermax, and Thrillers. Three Classics. Four Each: Fifth Innings, Majors, and Triumphs. Your choice, \$12.50 each. Write for complete list of late used games as well as our new deal on new games. It will save you money.

## AUTOMATIC SALES CO.

203 SECOND AVE. NO.

NASHVILLE, TENN.

## Outstanding Buys—Perfectly Reconditioned

## SHOOTING MACHINES

- |                             |         |
|-----------------------------|---------|
| BALLY BULL'S EYE            | \$40.00 |
| RAY-O-LITE DUCK             | 35.00   |
| RAY-O-LITE CHICKEN SHAM     | 40.00   |
| RAY-O-LITE JAILBIRD         | 35.00   |
| RAY-O-LITE HILLEN UNIT      | 30.00   |
| RAY-O-LITE SHOOT THE CHUTES | 30.00   |
- Console Boxes on any of the above with the exception of Bally Bull's Eye, \$18.00 extra.
- Terms: 1/3 Deposit, Balance C. O. D.

## PROMPT SERVICE — SAVE MONEY

## W. B. NOVELTY CO., INC.

1903 Washington Blvd. St. Louis, Mo.

## WANTED TO BUY

KENNEY AIR RAIDERS "B" MODEL 857 PRINCESS MILLS 4 BELL CONSOLES EXHIBIT MODEL "A" IRON CLAWS EXHIBIT HEBBARD NEW DIVERS (Serial 7000) over 20000. Address: BOX ST. LUTZ, care of The Billboard, 250 Avenue Bldg., St. Louis, Mo.

used internally the most popular recordings of their own, which include Set Me Free, The Schaefer, Ferryboat Serenade, and If All Come Back to Me Now.



## Baker Big Time Setting Records

CHICAGO, March 1.—Officials of the Baker Novelty Company, Chicago, report that Big Time, their biggest hit, is passing all previous sales records. "It appears that the five combinations plus three jackpot come-on features is just what players have been waiting for," say officials.

"We are running at top speed on Big Time and doing our utmost to make shipments the same day that orders are received.

"Big Time is designed for long life on location. Its exclusive features make it a game that will bring in maximum returns indefinitely."

## LeVine Joins Gerber & Glass

CHICAGO, March 1.—Harry LeVine, who has traveled the Central States for several years and enjoys a large following among operators, has joined Gerber & Glass and now in the territory comprising Illinois, Indiana, Iowa, Wisconsin,



U. S. DEFENDER CLUB headquarters in Detroit. Patrons qualify for membership by shooting perfect 100 score on Defender machine gun, manufactured by Bally Manufacturing Company, and receive a certificate-of-marksmanship and topel pin.

parts of Michigan, and Missouri, reports Max Glass.

## Bob McGill Heads Intermountain Firm

SALT LAKE CITY, March 1.—R. H. (Bob) McGill, well-known sales and service man of Denver, has recently assumed the duties of general manager of Intermountain Distributing Company, Salt Lake City.

Intermountain acts as distributor for Bally, Jennings, Walsh, Western Products, and Wurlitzer phonographs. McGill was formerly associated with a Denver distributor and is well known throughout the Rock Mountain States.

## Lock and Covered Coin Boxes Asked

To the Editor:  
The action taken by several manufacturers in placing a separate lock and door in the cashbox is in the right direction. This separate lock and door should be on all machines.

As you know, the cashbox has no cover and when an operator opens a machine to check same, considerable comment is made by the onlooker as to the amount of money in the box. It is my suggestion that there be covers for these boxes so that the contents will not be open to scrutiny, which would eliminate considerable comment regarding the amount of money in these boxes or the amount of business that has been done by this particular machine.

I would suggest a coin box with a cover that has an opening just large enough for the coins to enter, of the same material and type that is being used in certain bell machines. I think this is a proper step and would appreciate reaction of you and your readers. —E. C.

## Efforts To Form Assn. In Delaware Fail

WILMINGTON, Del., March 1.—Efforts to form an association of coin machine operators in Delaware, previously reported, have failed to materialize. Keenness of competition is understood to be the chief stumbling block.

The First City Amusement Machines Company has dropped its music line to concentrate on coin machine games.

Wurlitzer wall box installation has been made at the newly opened Howard Johnson's Dutch Village on the Coleman duPont Memorial Highway, six miles south of Wilmington.

It's tops in appeal and originality

# PIKE'S PEAK

ACTION EVERY SECOND THE THRILL GAME OF 1941 IT'S FUN TO PLAY

Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$32.50 it's a bargain, 100% legal everywhere. 1/2 deposit with order.

GERBER & GLASS

914 Diversey Blvd., CHICAGO, ILL.

IT'S 100% LEGAL

It's tops in appeal and originality

# PIKE'S PEAK

ACTION EVERY SECOND THE THRILL GAME OF 1941 IT'S FUN TO PLAY

WRITE—WIRE—PHONE

Exclusive New York Distributor  
**MIKE MUNVES CORP.**  
593 TENTH AVE., NEW YORK  
All Phones Bryant 9-6677

Sample \$32.50 QUANTITY BUYERS WRITE FOR PRICE!

IT'S 100% LEGAL

It's tops in appeal and originality

# PIKE'S PEAK

ACTION EVERY SECOND THE THRILL GAME OF 1941 IT'S FUN TO PLAY

Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$32.50 it's a bargain, 100% legal everywhere.

H. G. PAYNE CO.  
312-314 Broadway, NASHVILLE, TENN.

IT'S 100% LEGAL

# PIKE'S PEAK

Hit of 1941

Of course you know that it's the most popular game in the USA today.

If your distributor has not filled your order, please be patient—we are going on a 3-shift basis to give you enough Pike's Peaks for every one of your locations.

See your nearest Distributor.



Made by  
**GROETCHEN TOOL CO.**  
130 N. UNION ST.  
CHICAGO, ILLINOIS

\$32.50  
Price Subject to Change Without Notice

# PIKE'S PEAK

NATIONALLY DISTRIBUTED BY

**SOLD ON**  
★ 10 DAYS' FREE TRIAL  
★ TIME PAYMENT PLAN  
★ LIBERAL ALLOWANCE ON TRADE INS

**TORR** 2047A-50 68  
PHILA., PA.









**SALLY BAND AND WURLITZER MUSIC MERCHANTS.** Wolverine Music & Specialty Company, Detroit, celebrated a Wurlitzer photograph showing with a list of noted guests, among whom was Sally Band. She is shown in foreground with Wolverine executives, friends, and Wurlitzer Assistant Sales Manager Ernie Petersing (left).

## Monarch Sales Climb, Says Stern

CHICAGO, March 1.—“The hardest task we have is to keep a sufficient number of games in all classifications on hand for our customers,” declares Al Stern, Monarch Coin Machine Company.

“Since the beginning of the year a steady flood of games, phonos, consoles, and other money-making equipment has

been coming into our receiving department, thru our reconditioning line, and out again.

“Not a day passes in which we don't receive a hundred or more games and ship out an equal number; sometimes more. ‘Naturally,’ said Stern, ‘we are kept hopping to get the games our customers require. Our cheerful-service policy is being upheld, thanks to our ability to obtain equipment, and more and more operators are looking to us for their machines.’

“The first two months of 1941 have more than proved our prediction that this year is to be the greatest we have ever known. If business continues at its pace, and there is no reason to believe otherwise, our new three-story warehouse and sales headquarters may soon require expansion.”

## AMI Announces New Sales Policy

CHICAGO, March 1.—Announcement from the Automatic Instrument Company (AMI), of Chicago and Grand Rapids, reveals that the firm has repurchased all of its exclusive franchises and is now establishing a distributor system for the sale and distribution of its products throughout the country.

Henry T. Roberts, of Chicago, has been selected vice-president and general manager, and Arthur W. Fresse, vice-president and works manager, Roberts for the past four years has been an official of an automatic phonograph concern. Fresse has been a radio manufacturing official.

In the firm's official announcement it was said: “The Automatic Instrument Company owns the basic patent covering the fully selective coin-operated phonograph and the only record changer that plays records on both sides selectively; the remote control wall box device; the Electro-Vac, which is a combination vacuum and vertical message device used in beauty shops; the Bell Lock; the beam-of-light pick-up for phonographs, and other valuable patents.

“The Automatic Hooters, or wired music equipment, which AMI manufactures is licensed by Electrical Research Products, Inc., Western Electric Company, and American Telephone & Telegraph Company.

“With this additional personnel, the company contemplates expanding each of these diversified divisions. In addition, so its factories at Grand Rapids plant are under way to open a factory in the Chicago area.”

Officials of the firm announced that the Automatic Instrument Company has completely withdrawn from the operating field and is now offering its equipment for use by all operators.

The following is the complete list of officers who will direct the firm under its new plan of sale and distribution: E. E. Rullman, president; Henry T. Roberts, vice-president and general manager; B. E. Clark, secretary; A. E. Erickson, assistant secretary; T. G. Friedrich, treasurer; M. B. Cavanaugh, assistant treasurer; L. J. Andres, vice-president and chief engineer; Arthur W. Fresse, vice-president and works manager, and A. B. Kenny, comptroller.

# OPERATORS! WE ARE NOW MAKING VOLUME SHIPMENTS OF

## NIGHT Bomber

OUR SENSATIONAL 300 SHOT RAPID FIRE GUN MACHINE WITH BLACKOUTS AND NEW PLANE ACTION

### SEE NIGHT BOMBER PLAY NIGHT BOMBER ORDER NIGHT BOMBER

Today!

#### GET THIS GREATEST OF BIG MONEY-MAKERS ON YOUR LOCATIONS NOW!

## RED, WHITE and BLUE

THE MONEY-MAKING PIN GAME WITH THE "PATRIOTIC THEME" IS READY FOR IMMEDIATE DELIVERY! GET YOURS TODAY!

YOU'LL SUCCEED WITH

### Success Mfg. Corp.

2626 W. WASHINGTON BLVD.  
CHICAGO

## AMERICA'S BEST FREE PLAY BUYS!

Amulet ... \$27.50	Bandwagon \$48.00
Big Chief ... 47.00	Blondie ... 22.00
Big Game ... 29.00	Bluebonnet ... 22.00
Cailloux ... 32.00	Cerulean ... 42.00
Circle ... 35.00	Drum Major 29.00
Duke Jockey 22.00	Flirt ... 27.50
Excelsior ... 42.00	Gold Star ... 48.00
Gladiator ... 29.00	Jolly ... 17.50
Grandstand ... 22.00	Leader ... 35.00
Line Up ... 40.50	Maxwell ... 15.00
Lionel ... 30.50	Old Blue ... 48.00
Longshot ... 27.50	Polo ... 32.00
Munch ... 15.00	Red Hot ... 15.00
Party ... 22.00	Rory ... 15.00
Scout Champ 15.00	Stret. Card 15.00
Chief Blue ... 15.00	Steam-Line 27.00
Venture ... 23.00	Syrinx ... 26.00
Zambie ... 35.00	Yacht Club 22.00

## ALL \$13.50 EA.

Big Tow	C. O. D.
Big League	Follies
Big Show	Headliner
Billy Beauty	Lucky
Commodore	Mind
Double Feature	Pick'em
O'Boy	Thriller
Roper 814	Tactics
St. Charles	Triumph
Big 814	

## HEADQUARTERS FOR ARCADE EQUIPMENT

SENSATIONAL NEW MONEY MAKERS "Take Your Pick and Make Your Profit"

SCOOTIE A. B. T. BIG GAME HUNTERS 14 MASON MINT VENDORS

## WANTED FOR CASH OR TRADE

Hi-Balls, Waffle Series, Skill Jumps, Raffles, Skee Jumps, Diggers, Hockey, Metal Types.

TERMS: CASH WITH ORDER, BALANCE C. O. D.

## "THE ARCADE KING" MIKE MUNVES

593 TENTH AVENUE NEW YORK All Phone: REast 9-6677

**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 3-COLOR PRODUCTION

GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

## OVER 500 PIECES

There is a lot of satisfaction in buying from a house that has a conscience—all equipment A-1 mechanically—majority can't be told from new—some never used—all look good.

Bally Royal Draw, 5c Play	Lucky Lucres, 5-25c Play	Columbia Bell, 5c Play
Mills Four Bell, 5c Play	Bangtail, 5c Play	Mills Blue Fronts, 5c Play
Mills Four Bell, 25c Play	Lucky Stars, 5c Play	Callie's, 5c Play
Dollar Consoles	Lucky Stars, 25c Play	Stanco Balls, 25c Play
Half Dollar Consoles	Dominate, 5c Play	Baker Racers, 25c Play
Paces Roots, 5c Play	Mills Jumbo, 5c Play	Charley Horse, 5c Play
Paces Roots, 25c Play	Vest Pockets, 5c Play	Royal Flash, 5c Play
Saratoga, 5c Play	Smoker Balls, 5c Play	Skid Time, 5c Play
Lucky Lucres, 5c Play	Breaker Balls, 25c Play	Track Times, 5c Play

Write for particulars. We will answer all inquiries.  
**BILL FREY, INC.** MIAMI, FLA.

Just 2 Things To Do for Credit:  
1. Send Your Order With 25c Dep.  
2. Send Us the Name of Your Bank.

### CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Finest, complete credit plan . . . same prices (cash or cash) . . . America's finest reconditioned games.

Basic No. 1	\$ 9.75	Landslide	\$25.75
Art Airport (Black) 84.50	Zambie	\$43.00	

**BIG OFF for full cash with order. Outside's check, or money order only.**

**FREE!** Write for National all-illustrated Newspaper! Packed with quality toys at every issue!

**NATIONAL NOVELTY CO.**  
122 Morris Road, HERRICK, LONG ISLAND, N. Y.



16 RECORD  
MARBL-GLO

With Illuminated  
Dome  
As Illustrated  
Complete  
Ready to  
Operate

\$69.50

412 WURLITZER  
MARBL-GLO

Same as  
Illustrated  
Above

\$44.50

616 Wurlitzer \$49.50  
616 Wurlitzer  
Illum. Grill \$54.50

## WURLITZER



## SPECIAL!

While They Last  
500 Wurlitzer

With  
Keyboard  
Ready to  
Operate

\$134.50

24 WURLITZER  
MARBL-GLO

With  
Keyboard

\$119.50

MILLS  
THRONE OF MUSIC  
(Like New) \$129.50

LIBERTY  
BELL

World's Finest  
TOKEN  
PAYOUT

\$32.50

3 for  
\$90.00



## IMP

1c, 5c  
or 10c  
Play

\$12.50



## MISCELLANEOUS

Rotary Merchandiser	\$79.50	Kirk Scales	\$99.50
De Luxe Diggers	\$9.50	Chicken Game	\$4.50
Vballers	49.50	Anti-Aircraft (Brown)	79.50
Astracopes	79.50	Shoe-Ball-518c	49.50
		Ten Striker	39.50

TERMS: 1/3 Cash Deposit With Order, Balance C. O. D.

## GERBER &amp; GLASS

914 DIVERSY  
CHICAGO, ILL.

it's tops in  
appeal and  
originality

ACTION  
EVERY  
SECOND

## PIKE'S PEAK

100%  
LEGALITY  
ASSURED

IT'S FUN  
TO PLAY

or Purchase Price Refunded  
SKILL and amusement fea-  
tures of Pike's Peak will stand  
any legal test anywhere. Earn won-  
derful profits from thousands of locations  
now closed to other coin games.  
Its playing thrills are unequalled, its re-play  
profits reach an all time PEAK. Find out what  
a steady income your \$32.50 investment  
will buy.

## ROY TORR

2047 So. 65th St., PHILADELPHIA, PA.

IT'S  
100%  
LEGAL

10 DAYS' FREE TRIAL—MONEY-BACK GUARANTEE—TIME PAYMENT  
IN LOTS OF FIVE OR MORE. FIVE MONTHS TO PAY.

## IT'S DAVAL'S

"21"

FOR '41—



1c, with WHITE  
Ball, O. O. O.

FRIENDLY  
PERSONAL  
SERVICE

Atlas NOVELTY CO.  
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3938 Grand River Ave., DETROIT  
ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH



MORE SHOTS TAKEN AT THE SHOWING of the Packard line at the  
George Posner firm, New York. Upper left: Tom Burke and Dave Stern look  
on as Cleve explains how the Play-Mor selector is operated. Upper right: Max  
Cohen congratulates "Cape," as Jack Miznick smiles approval. Lower left: Al  
Bloom, Sam Selvin, Irving Morris, and Herman Halperin look on as Ernie  
Krauter and Jack Miznick study a selector. Lower right: On the extreme left  
and right respectively are Servicemen Woodward and Kramer, of Lou Herman's  
organization. Homer E. Copeland is showing them the mechanism of a  
machine as Mr. Valencourt looks on.

Herb Besser Joins  
Bud Lieberman Firm

CHICAGO, March 1.—Bud Lieberman, head of the distributing firm bearing his name, announces that activity has begun on the distribution of new and used equipment of all types.

"As distributor for the country's leading manufacturers," said Lieberman, "we are in position to provide our customers with immediate service on new equipment. And it's money-making equipment, too, as many columnists to whom we have sold the games can testify."

"I am especially proud to announce the appointment of Herb Besser, formerly of the Besser Novelty Company, St. Louis, as traveling representative. His experience in the coin machine field and his wide acquaintance among columnists will prove invaluable to our organization."

## Rake Coin in New Quarters

PHILADELPHIA, March 1.—The Rake Coin Machine Machine has moved to larger quarters at 2014 Market Street here. Announcement of formal opening will be made soon.



"TWO HUNDREDS of his profits," declares Roy Torr, prominent Cincinnati operator, snatched leaving the attraction snarrows of Bickel, Inc., Cincinnati.

A Proven Money-Maker  
experienced  
operators  
say

NEW  
IMPROVED  
UNIVERSAL  
GRIP  
SCALE

Often Pays  
for Itself  
in Less  
Than  
30 Days  
Legal  
Everywhere

Beautiful Red Crockle Finish — All Chrome Front — Rotary Grip Handle — Plug-Pool Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW  
1c With Order — Rotary Grip Handle —  
Balance C. O. D. \$12.75

HOLLY MANUFACTURING COMPANY  
2701 Union Guardian Building  
DETROIT, MICHIGAN

## GRIP SCALE Approved by

TORR 2047 A-50. 68  
PHILA., PA.

Write for Illustrated Circular and Terms.  
NATIONAL DISTRIBUTOR

## UNITED'S BARGAINS

Buy with confidence from Wisconsin's most progressive distributor.

Mills 1-2-3, Free Play...\$27.50  
Arrowheads, 1 Ball... 12.50  
1940 Melotone, Like New... 159.50  
Penny Phones... 24.50  
1/2 B. Deposit, Balance C. O. D.

Hundreds of new and used free plays on hand at all times. Write for prices. Get on our mailing list, too.

UNITED COIN MACHINE CO.  
7911 W. Becher St.  
Milwaukee, Wis.





EACH WEEK, MONDAY THRU WEDNESDAY, Packard Manufacturing Corporation, Indianapolis, holds a school session for coinmen, instructing them in the installation of Packard products. Above, left to right, receiving diplomas from Homer Copenhart, Packard president, are Ivan Cox, Brookland, W. Va.; Donald Jacob, Milwaukee; Charles Geller, Milwaukee; Nate Alexander, Albany, N. Y.; Earl Schultz, Clinton, Ia.; Lewis Foltz, Cincinnati; William Longwater, Savannah, Ga.; Arnold Vallancourt, Packard official; R. E. Powers, Savannah; Harry Jacobs Jr., West Allis, Wis.; Harry Drottinger, Packard official.

### Bradshaw Plans Big Showing

DENVER, March 1.—The biggest and best showing ever held in this region is the promise of Gibson Bradshaw for his Rocky Mountain Coin Machine Show to be held March 7 and 8 at the Denver Distributing Company headquarters. For the past month carpenters, painters, and carpet layers have been busy remodeling and redecorating to assure everything being in readiness.

New equipment has been arriving daily, and Bradshaw promises to have a great display. In addition to the latest Rock-Ola Time-Column, all the innovations in coin-operated guns, games, and vending machines will be on display. Open houses will also be held at the Playhouse, Bradshaw's arcade, where operators can see a wide assortment of coin-operated machines in actual operation.

Among the many surprises and entertainment features planned will be the appearance of Miss Colorado (Eileen Huskins), who competed in last year's Atlantic City Beauty Pageant.

Other than his desire to give operators an opportunity to view all of the innovations in coin-operated machines, Bradshaw is staging the show with the thought of expressing his optimism in the coin machine business, for it is his belief that the next five years will prove the most profitable years in the history of the coin machine industry.

### Pike's Peak Demand Gains

CHICAGO, March 1.—Capacity production on Pike's Peak plus special emergency measures have failed to make a dent in the mountain of orders for this money-maker, according to officials of Groeschen Tool Company.

"Our distributors, finding that wires and long-distance calls did not bring the quotas needed, are now making special trips to the factory. After begging for themselves that every ounce of effort is being put behind production of the game they add still more orders."

"One of the most frequent visitors to the plant is Max Glass, of Gerber & Glass, Glass increases his standing order for daily shipments with every visit. At this writing he is insisting on 100 a day."

"Several more factories would be needed to meet this terrific demand," say Groeschen officials.

### McGowan on Coast For Mape Music

LOS ANGELES, March 1.—Jim McGowan, formerly associated with a phonograph manufacturer's sales department, has been appointed traveling representative for the E. T. Mape Music Company, Soleing distributor for California, Arizona, and Nevada.

McGowan has had wide experience in the music field, and is especially well equipped to advise music operators on music problems and installations, according to E. T. Mape, head of the firm.

We Will Prove It  
Out Earns, Out Plays All Others

## Jennings Mint Vending Totalizer Console

A sensational new idea in consoles—New, exclusive Elevated Totalizer registers replays earned—always visible to location attendant... attracts attention, invites play. Jennings Mint Vending Totalizer Console is now accepted for operation in many restricted territories. Check this truly spectacular console for your territory today. Try it for 14 days—if you're not completely satisfied, return it and your money will be cheerfully refunded.

- Elevated Totalizer—always visible to attendant— attracts attention— invites play.
- Mint Vender feature.
- Mechanical Operation—wiring necessary for illumination only.
- Equipped with coin divider— provides two cash boxes— one for location— one for operator.
- Slug rejector coin chute.



Silver Moon Console—fruit symbols 3-5 payout.



Bottail—symbols are numbers. Pays 2 on one 5.



D. D. JENNINGS & COMPANY

4389 W. Lake St., Chicago, Ill.



ABSOLUTELY  
—LEGAL—

Coin-operated picture machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Write for quantity lot prices and particulars about starting a route.

L. B. KLUGH COMPANY

715 Arch St., Zanesville, Ohio

### DAVAL'S "21"

Greatest money-maker in all counter game history! Real 21 play "according to Hoyle!"

SAMPLE \$19.75  
CASE OF 4 \$72.50  
RUSH YOUR ORDER NOW TO



SILENT SALES CO.

SILENT SALES BUILDING  
MINNEAPOLIS, MINN.

### USED RECORDS WANTED

Any Quantity Bought.  
Send full details to  
MUSIC BOX

3700 Borganline Ave., Union City, N. J.

### 9 FOUR BELLS

Like New, Bellas Over 700. 3 Animal Reels,  
4 Fruit Reels, \$215.00 Each.  
173 Depot, Boston, C. O. O.

### MARKEPP CO.

1008 Central Parkway, CINCINNATI, OHIO



JINX FALKENBERG, MONARCH of MODELS,  
URGES YOU TO BUY THE MONARCH OF  
ALL COUNTER GAMES FROM MONARCH!

DAVAL'S  
"21"

Sample \$19.75  
Case of 4, \$72.50

Rush Your Order!  
1/3 Deposit, Balance C. O. D.



MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.



STONER'S

# Sparky

THEY'RE WILD ABOUT ME



Truly high score feature.  
Sparky lights out.  
Two green bumpers double each thousand earned with 200 bumpers.  
Mystery 1-6000 side roll-over lanes.  
Scoring high score and Sparky earns grand replay award.

STONER CORPORATION  
Aurora, Illinois



Order today \$104.50

PROVING MORE SENSATIONAL EVERY DAY!!

Stoner's SPARKY

QUICK!  
RUSH YOUR  
ORDER!



**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone RE 8-9700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

IT'S DAVAL'S "21"

The queen of all DAVAL'S great counter games! "21" — "Sound as Ho!" with Automatic Odds Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies and more than \$25.00 in Nickels! 14 or 16 or 18 models! Perfect Bank! Mini-CHECK! Bank 1/3! (Inquiry—BIL C. B. D., 404 Pine Street, New York, N. Y.)

SAMPLE  
\$19.75

CASE OF 4  
\$72.50



## Jennings Releases New Console Game

CHICAGO, March 1.—Latest release from the O. D. Jennings Company plant in Chicago is the Mint Vending Totalizer Console. "This is another of the 1941 Jennings line of friendly machines," declares a Jennings official. "It is designed to comply with all territorial requirements, yet it is so fascinating that it draws play from every location.

"An attractive machine with plenty of play appeal, Mint Vending Totalizer Console is reported as being well received in every part of the country. The game receives much attention because of its construction. An elevated totalizer on the back of the console shows replays. In addition, the machine registers all replays made by players.

"It is mechanical in operation and requires wiring for illumination only. It has the tried and proven feature of a cash divider and two cash boxes, one for the location and the other for the operator. It is also fully equipped with slug-rejecting mechanism. There is a choice of two tops for the console. One features fruit symbols, while the other uses numbers.

## Buckley Adds Sales Representative

CHICAGO, March 1.—Collis Irby, Southwest district sales manager for Buckley Music System, Inc., announces the appointment of M. B. McLean as traveling representative to cover Oklahoma and Kansas.

H. R. Perkins, general sales manager of Buckley, declared he was enthusiastic about having another experienced man to represent the Buckley line. "Collis Irby," he said, "is one of the pioneer music system men and he has one of the best sales organizations in any line. He now has W. W. (Mike) Ackman, George Wrenn, and now M. B. McLean, all of whom have been in the music box business since its start."

Also announced was the appointment of R. D. Box, of Elizabeth City, N. C., as distributor for Buckley in Virginia. Said Box: "Ever since I entered the automatic music business I have tried to handle the product that was a current money-maker. I have watched a number of products and decided that the Buckley system stood out above all."

L. B. McCormick, Greenville, N. C., is a distributor for Buckley. He began distribution of Buckley equipment in 1941 and says: "When I looked over the Buckley illuminated line, I knew that this was what it takes for music profits. Now I am making installations, and as a result it looks like there is going to be plenty of business to keep my organization going at top speed for a long time to come."

## Wilkes-Barre Coinman Dies

WILKES-BARRE, Pa., March 1.—John G. Durkin, a partner in the Durkin Novelty Company, coin machine operating firm, died February 18 at his home here following a heart attack. He leaves his wife, a son, four sisters, and five brothers.



BUD LIEBERMAN, who is opening a distributing firm in Chicago under his name.

HIT OF ALL TIME!  
CIGAR BOX BOARDS  
BY GARDNER!



PERFECT FOR ANY LOCATION  
AN ORIGINAL GARDNER Idea

A CIGAR BOX WHEN CLOSED!  
A HIT BOARD WHEN OPEN!

Just imagine—An actual cigar box which opens up and displays a unique new Gardner hit-board! A variety of new fast-moving sales to reduce your start-making time!

NO. 800 MONEY HELL  
Beautiful new slot-cashier (patented) 5000 ticket stock; plenty of optional prizes appear!

50 Play, Avg. Profit . . . \$20.25  
100 Play, Avg. Profit . . . \$4.10  
250 Play, Avg. Profit . . . \$6.50  
Write for New Circular Showing Complete Lineup of More Cigar Box Boards! Featuring Cigarette, Cigar, Slot, Symbol and Tip Number Tricket! Also Gardner's Label and Grocery Book and Novelty Boards!

**GARDNER & CO.**  
2307 ARCHER CHICAGO, ILL.

## CLEVELAND COIN MACHINE FREE PLAY SPECIALS

**\$10**  
Big Six, Bang, Bump, Chief, Cowdy, Circus, Fifth Avenue, Golden Gate, Headliner.

Liberty, Nearest, Supreme, Star & Co., Supreme, U & U, Dory Jones, Southern, Chicago.

**\$15**  
All-Balls, Champion, Champion, 4-3-6, Super 6, Major, Ocean Park, Pick-Em, Variety, Thriller, Tobacco, Roller Derby, Super-Charger, Venus, Triumph.

**\$20**  
Swing Away, Big Town, C. G. D., Nippy, Red Hot, Lancer, Mr. Ghick, Conductor, Follies 1940, Lucky Strike, Roller Derby, Oh Boy, Sports, Lucky, Punch, Score Champ.

**\$25**  
1-2-3, Razz, Mascot, Flight, Royal Coronet, On Deck, Whips, Beauty, Short Step, Doughday, Europa, Jolly, Goodway.

also

Gold Stars . . . \$25.00	Leaders . . . \$25.00
James . . . \$25.00	Excelsior . . . \$25.00
Cadillac . . . \$25.00	Lantern . . . \$25.00
Bandwagon . . . \$25.00	Parade . . . \$25.00
Duxie . . . \$25.00	Parade . . . \$25.00

Write for special lowest prices on new games in original crates.

NEW OR USED - - - WE HAVE IT

CLEVELAND COIN MACHINE EXCHANGE  
2021-S Prospect Ave., Cleveland, Ohio



**J. E. COBB DISTRIBUTING COMPANY**  
512-14-16-18 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY



**Harry Payne Is Rolling Big, Steady Profits Right Down Your Alley With..**



**Daval's "21"**

Real 21 "according to books" in perfect game play with Daval's world famous Automatic Coin Dealer and TWO EXTRA LARGE Separate Cash Boxes. Operator's cash box holds over \$12.00 in Fourteen more than \$1.00 in Nickel, 11 or 12 of the Play. THE GREATEST, HIGHEST PAYING, MOST ENTERTAINING, THRILLING MONSIEUR 21 IN THE WORLD. DAVAL MONTE-CARLO. Buy it today! See it first! **YOUR ORDER QUERIES!**

**SAMPLE \$19.75**  
**CASE OF 4 \$72.50**

**H.G. Payne Co.**  
312-314 BROADWAY  
NASHVILLE, TENN.

**Keeney Plant Production High**

CHICAGO, March 1.—"It is my belief that our organization is setting the pace for production in the coin machine industry," declares William (Bill) Ryan, J. H. Keeney & Company sales head. "Our big new factory is working at full capacity on all production lines. Each product is in heavy demand because each one has proved its superiority."

"Our '41 Velvet is leading the field in pin games, with constantly increasing orders forcing us to step up production daily. In the console field, Typic Entry and Super Track Time, new models of the biggest console money-makers in recent years, are being shipped in volume every day."

"The Keeney wall box department is swamped with orders for the remote-controlled selectors. Our machine-gun section is also up to its ears in orders for Navy Bomber and Air Raider, the top-profit games in this field."

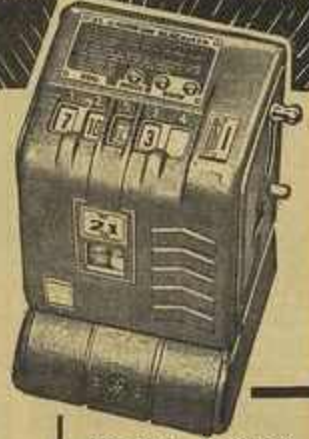
**Atlas To Open Omaha Office**

CHICAGO, March 1.—Morrie Ginsburg, official of the Atlas Novelty Company, has announced the opening of an Atlas office in Omaha, Neb., for the distribution of the Seeburg line of automatic music equipment.

"The new offices and showrooms will be opened in the near future," he stated. "A complete sales and service staff will be on hand to help Nebraska operators with their music operations. Modern facilities are being installed for the finest of service. The address of the new showrooms will be announced in the near future, but in the meantime all operators in the territory are invited to a special showing of the new Seeburg line at the Hotel Paston in Omaha March 8 and 9."

"Sheldon Stumow, manager of the new Atlas office, will be on hand to greet the music men."

**BEST DEAL IN THE COUNTRY "21" ON DAVAL'S**



**50% OF YOUR MONEY BACK IN 90 DAYS!**  
PLUS  
**10 DAYS' FREE TRIAL!**  
PLUS  
**2 YEAR UNCONDITIONAL MECHANISM GUARANTEE**

INSTANT DELIVERIES! WRITE, WIRE, PHONE YOUR ORDER QUICK!

**BUY CASES—CO PLACES!**  
**SAMPLE ONLY..... \$19.75**  
**CASE OF 4 ONLY..... \$72.50**

**SEABOARD SALES, INC.**  
619 TENTH AVENUE, NEW YORK, N.Y. • Phone: Wisconsin 7-5688-9-90

**Always on Top With the Best—We Guarantee to the Fullest Extent Open 24 Hours Daily We Carry All New Games in Stock**

**USED GAMES**

Topnotcher .....	\$12.00	Madover .....	\$29.50
Lancer .....	15.00	Big League .....	21.50
Bally Operator .....	12.50	Paratrope .....	15.00
Big Boy .....	9.50	Bright Star .....	25.50

**WILLIAMSPORT AMUSEMENT CO.**  
501-523 Webster St., Williamsport, Pa. Write for Prices. Phone: 3325. Day — 2-8222 Night.

**OPERATORS "IN THE KNOW..." KNOW THAT GENCO MAKES THE MONEYMAKERS!**

**OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!**

**PERFECT FREE PLAY GAMES**

DIXIE .....	\$39.50	POLO .....	\$37.50
ODDILAO .....	34.50	WHITE SPOT .....	24.50
LINE-UP .....	42.50	SCORE SHARP .....	14.50
COORODOO .....	16.50	BEAUTY .....	17.50
GRUM MAJOR .....	27.50	POWERHOUSE .....	42.50
SCORE-A-LINE .....	31.50	KEEN-BALL .....	12.50
ROTATION .....	28.50	STONER BASEBALL .....	12.50
YACHT CLUB .....	27.50	SKYLINE .....	31.00
LEADER .....	27.50	PARADISE .....	19.50
BIG TOWN .....	17.50	GOLD STAR .....	50.00
PUNCH .....	18.50	SPORTY .....	27.50
FORMATION .....	42.50	MASSIVE .....	21.50
PLEET .....	42.50	SHORT STOP .....	78.00
ROXY .....	19.50	CROSS LINE .....	48.50
NIFFY .....	14.50	FOX HUNT .....	37.50
3 SCOW .....	19.50	JOLLY .....	19.50
HOLDOVER .....	22.50	BIG SHOW .....	19.50
MR. CHIPS .....	18.50	RUPPER SIX .....	12.50
DOUBLE FEATURE .....	18.50	TRIUMPH .....	12.50
THRILLER .....	12.50	1/3 With Order, Bal. C.O.D.	

**IMMEDIATE SHIPMENT—IS OUR POLICY!**

And every game guaranteed per best reputation of price. You buy only the best, when you buy from us.

**George Ponser**

**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY  
11-15 E. RUNYON ST. NEWARK, N. J.

**YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN! IMMEDIATE SHIPMENT!!**

Dixie .....	\$39.50	Formative .....	\$47.50
Oddilao .....	34.50	Flint .....	42.50
Line-Up .....	42.50	Reef .....	19.50
Coorodoo .....	16.50	Rocky .....	14.50
Grum Major .....	27.50	3 Score .....	19.50
Score-A-Line .....	31.50	Holdover .....	22.50
Rotation .....	28.50	Mr. Chips .....	18.50
Yacht Club .....	27.50	Double Feature .....	18.50
Leader .....	27.50	Thriller .....	12.50
Big Town .....	17.50	White Spot .....	24.50
Punch .....	18.50	Brite Book .....	25.50
Formation .....	42.50	Some Change .....	14.50
Pleet .....	42.50	1/3 With Order, Bal. C.O.D.	
Roxy .....	19.50		
Nifty .....	14.50		
3 Scow .....	19.50		
Holdover .....	22.50		
Mr. Chips .....	18.50		
Double Feature .....	18.50		
Thriller .....	12.50		
		Bouncy .....	\$17.50
		Powerhouse .....	42.50
		Keen-Ball .....	12.50
		Stoner Baseball .....	12.50
		Skyline .....	31.00
		Paradise .....	19.50
		Gold Star .....	50.00
		Sporty .....	27.50
		Massive .....	21.50
		Short Stop .....	78.00
		Cross Line .....	48.50
		Fox Hunt .....	37.50
		Jolly .....	19.50
		Big Show .....	19.50
		Rupper Six .....	12.50
		Triumph .....	12.50

**NEWARK COINO, 107 Murray St., Newark, N. J.**









ALONG THE BRILLIANTLY LIGHTED production lines of the new J. H. Kenney & Company plant in Chicago, a battery of Navy Bombers receives the final going over before shipment. According to J. H. Kenney, head of the firm, roll-out shipments are being made daily to meet the demands of the nation's operators.

### Sphinx in Chi After Eastern Trip

CHICAGO, March 1.—Bill (the Sphinx) Cohen, of Silent Sales Company, Minneapolis, stopped in Chicago a few days recently when returning from a trip to the East. Cohen had been investigating the Eastern market to gain merchandising ideas and also to investigate the supply of machines. He reported a trip that was both enjoyable and successful. The Sphinx talked long enough while here to say a good word for the Seven-Up game and the Air Walder target machine. "The new replay feature on the target is especially good," he said. Velvet is another game worth boosting, the Sphinx stated. Declining to say more, the Sphinx left Chicago for the great Northwest territory.

colleagues of the proposed measure. A legislative committee was appointed to represent the industry with reference to the proposed bills. Members are Mike Chalmers, Wesley Smith, and Moses, Moses, Berenson, and Gleason, who will work in close co-operation with the State association committee, among whose members are Tom Crosby, Kelly Dondrich, and Archie McBeath. Twenty-five operators were present at the dinner.

### National Coin Set For Spring Biz

CHICAGO, March 1.—"We're opening the spring season," reports Harry Helman, sales manager of National Coin Machine Exchange, of Chicago. "The demand for good reconditioned late-model games is booming and we are equal to the occasion. "Our floors are filled to capacity in preparation for the spring increase in business, every machine is checked and double-checked, ready to be put into locations and make ready for the operator. In fact, so large is our stock that we say if there's anything with a coin chute we have it on our floors. Besides used machines, we have a full line of latest new releases of leading manufacturers ready for immediate shipment."

### Minn. Association Watches Legislature

MINNEAPOLIS, March 1.—Meeting at dinner, the Minneapolis Amusement Games Association gave serious consideration to coin machine legislation now before the State Legislature. Doug Gleason, president; M. M. (Doc) Berenson, secretary, and Phil Moses told their

# Chicago Coin's

# SPORT PARADE

NOW in its 7<sup>th</sup> BIG WEEK!

## MOSELEY'S SPECIALS

The machines listed below are slightly used and offered subject to prior sale.

15 Mills 1-2-3, Late Models with Motor, No Patent Tills	\$27.50	2 Mills Spinning Reels \$62.50	12 Mills Triumph, F.P.	12.50
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### SPECIALS

5-BALL FREE PLAY	1 Godfish Paradise	\$52.50
2 Bally C. O. S.	1 Baker Black Out	17.50
2 Bally Dandy	1 Chicago Coin Dixie	47.50
1 Bally Fleet	1 Chicago Coin Sporty	32.50
1 Bally Chesson	1 Godfish Big Show	29.50
1 Chicago Coin Monie Run	1-BALL	\$75.50
1 Chicago Coin Sport	3 Bally Grand National	114.50

### CONSOLES

12 Mills Jubilee Parade, F.P.	\$7.50	1 Pick Pass, Baker Cabinet, G.P., Jr.	\$7.50
1 Evans Royal Look	119.00	1 Baker Power, #3942, G.P., 2Dy	147.50
1 Evans Bang Tall	124.50	1 Bally Rays Trips, #4703, 5y	14.50
3 Gullwing Queens, G.P.	129.00	1 Bally Rays Trips, #4703, 5y	14.50
2 Kenney 35 Skill Time	64.50	3 American Eagles	114.50
1 Kenney Part Time	152.50	2 Liberty	14.50
1 Kenney Train Entry	109.00	1 A.B.T. Challenger	14.50
1 Pace Saratoga, Jr.	49.00	1 Bloody Base	5.00
2 Pace Halls, Sr., Oak Pay, #3682-7581	82.50	1 Death Wolf	0.00

The above prices are effective March 8, 1941. While in the price on new machines. While and ask to see you on our mailing list, 1/3 certified deposit with order, balance C. O. D.

### MOSELEY VENDING MACHINE EX. INC.

00 BROAD STREET, RICHMOND, VA.  
Day Phone, 3-4511 Night Phone, 5-5328

## KNOCK 'EM DOWN

for SURE PROFITS with "KING PIN"

Chalk up A STRIKE... every time with this new SUPERIOR die-cut sensation... 800 Re holes... Features new bowling symbols... Total average profit including Re is \$19.50... Extra-thick board, essels, celluloid protector over jackpot.

Write SUPERIOR for details on "King Pin" and other die-cut money-makers.

### SUPERIOR PRODUCTS

14 NO. PEORIA ST. CHICAGO, ILL.

## Look To The GENERAL For LEADERSHIP!

Big Show	\$25.00	Gold Star	\$25.00	Milly F.P. Mini Vendor	\$25.00
Big Six	15.00	Horse Race	27.00	Lite New	\$69.50
Big Town	22.50	Lemon	23.50	Rapid Fire	115.00
Bumble	37.50	Boy Line	47.50	Chicken Barn, Base	48.00
Dixie	47.50	Scary	30.00	Rings Jr. (1640)	116.00
Drum Major	69.50	Three Stars	35.00	Ten Stars (1140)	47.00
Dye Ranch	46.00	Triumph	18.00		
Fifth-Inning	12.50	Yacht Club	35.00		

We Are Famous for Quality in Reconditioned Games. Write Today for Our Complete List and Save Money by Buying the Best! 1/3 Cash With Order, Balance C. O. D.

### THE GENERAL VENDING SERVICE CO.

306 NO. GAY ST. BALTIMORE, MD.

## CASE OF 4 DAVAL'S "21" ONLY \$72.50

Rush Your Order To

### B. D. LAZAR CO.

1635-37 FIFTH AVE., PITTSBURGH, PA.  
1425 N. BROAD ST., PHILADELPHIA, PA.

## INVENTORY SALE

Bandwagon	\$48.50	Dixie	\$45.00	Cometone	\$42.50	Super-Six	\$22.50
Big Show	22.00	Dauphin	27.00	Scorching	39.50	Thriller	17.00
Big Six	17.00	Furley of '49	29.50	Shortcuts	34.50	Yepper	19.00
Big Town	34.00	July	23.50	Daytime	47.50	Triumph	22.50
Bowling Alley	17.00	Mr. Chips	28.50	White Sails	22.50	Vacation	42.50
Coin-Box	24.00	Nippy	22.50	Speedies	42.50	Variety	18.50
Comedian	34.50	Rowdy	22.50	Super-Charger	19.50	Vegas	19.50
Deliver	15.00	Rally Derby	25.00				

All Sales Must Be Cash or C. O. D.

### SUPERIOR SALES COMPANY

2213 FOREST AVENUE, DES MOINES, IOWA





You can bank on Bally

TO GIVE YOU THE WINNERS IN EVERY CLASS

**NOW IN PRODUCTION!**

- FLICKER . . . . . replay-novelty sensation
- BLUE GRASS . . . . . deluxe replay multiple hit
- KENTUCKY . . . . . one-shot payout multiple
- DEFENDER . . . . . the Rapid-Fire gun for '41
- HIGH-HAND . . . . . 5-reel replay poker console
- ROYAL DRAW . . . . . 5-reel payout poker console
- BIG TOP . . . . . console bell, payout, replay or skill
- BALLY BABY . . . . . penny cigarette counter game

SEE YOUR DISTRIBUTOR TODAY!

**BALLY MANUFACTURING COMPANY** 2848 BELMONT AVENUE CHICAGO, ILLINOIS

**Sport Parade In Record Run**

CHICAGO, March 1.—"No special celebration is planned for this week," declares Sam Wolberg, Chicago Coin Machine Company executive, "the one is in order to mark the beginning of the eighth week of production of our big hit game Sport Parade."

"I am sure that the thousands of operators who have Sport Parades working for them on locations throughout the country would join wholeheartedly in any celebration, because they have certainly profited from the operation of this great machine. As it is, they are contributing to the establishment of a record run at the Chicago Coin plant by constant orders and orders thru distributors from Coast to Coast."

"In response to the confidence expressed in Sport Parade by our operators, we are intensifying our efforts to produce games more speedily and make deliveries promptly. This service, coupled with the money-making features and dependability of Sport Parade, is expected to extend the run on the game to an all-time record."

**Grand National Acquires Machines**

CHICAGO, March 1.—An intensive effort on the part of the Grand National Sales Company, of Chicago, to acquire a large volume of all types of used equipment in the last three weeks has met with success, it is reported.

"We are now ready to meet the demands of operators all over the country with just about anything they want," said Al Sebring, head of Grand National. "Our three showrooms are loaded with games and our repair department is going full tilt in bringing them up to the standard for which our equipment is known."

"Business is active," added Mac Churvis, sales manager, "with the games pouring in from all over the map and with every mail bringing in orders for reconditioned equipment, we are enjoying one of the most active periods in our history."

**Allied Expands; Ready for Demand**

CHICAGO, March 1.—"Spring is in the air at the Allied Novelty Company in the form of still larger floor stocks ready for immediate delivery," declares Sam Kleiman, company official.

"For operators interested in high quality reconditioned equipment, this is an opportunity indeed. For here they can select from one of the largest arrays of used machines ever assembled. For months we've been building up our floor stocks to such proportions that we can now fill practically any order right out of stock."



**We're First Again Reel '21' Black Jack DRAW YOUR OWN HAND**



TRY A SAMPLE \$19.75

if not satisfactory return in 10 days for full refund of purchase price. CASE OF 572.00

BLACK JACK operating in North, with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes. Operator's Cash Box holds over \$15.00 in Pennies—more than \$25.00 in Quarters, 75¢, 50¢ or 10¢ Play.

**BALL GUM**

15c Per Box, 100 Pieces. Case of 100 Boxes, \$13.75

1/2 Deposit, Balance C. O. D.

**SICKING, INC.**

1401 Central Pkwy., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.  
SICKING CO. OF INDIANA  
444 Mass. Ave., Indianapolis, Ind.

**25¢ LUCKY BILL 25¢**

PLAYERS WIN ALL AWARDS \$1.00 \$1.00

111-111 ALL-FIX

CHAS. A. BREWER & SONS  
8320 Harvard Ave., CHICAGO, U. S. A.

**LUCKY BILL F-4749**

1000 Hole — Takes in \$250.00.  
Pays Out \$191.00 — Profit \$59.00.

**PRICE \$1.17 EACH**

**OTHER FAST SELLERS**

999 Hole, F-5320, Nickel Charley @ \$1.17  
1000 Hole, F-5385, Charley @ 1.17  
1200 Hole, F-5315, Chierliff Charley @ 2.20  
1260 Hole, F-5505, Jockey Jack @ 3.00  
1640 Hole, F-5240, 3 Bar Jackpot @ 3.65

**CHAS. A. BREWER & SONS**  
8320 Harvard Ave., CHICAGO, U. S. A.

**QUALITY SPEAKS FOR ITSELF**

FREE PLAY	FREE PLAY	FREE PLAY
Jordan Parkette, F.P. . . . . \$7.50	Lido Fish . . . . . \$10.00	Super Six . . . . . \$14.00
Fast Times, F.P. . . . . 17.50	Big Six . . . . . 10.00	Backdoor . . . . . 14.00
Mills 1-2-3, F.P. . . . . 30.50	Rise Ribs . . . . . 10.00	Money . . . . . 14.00
High Five, F.P. . . . . 27.50	Building Champ . . . . . 10.00	Lucky . . . . . 16.00
Comp. F.P. . . . . 25.50	Hold Tight . . . . . 10.00	Scop . . . . . 17.00
Fargueson, F.P. . . . . 24.50	Chameleon . . . . . 12.50	Scoria . . . . . 17.00
Arnold, F.P. . . . . 17.50	Triumph . . . . . 12.50	Mr. Chase . . . . . 19.50
Arkness, F.P. . . . . 17.50	Pulsar . . . . . 14.00	Polina . . . . . 22.50
Rosen, F.P. . . . . 17.50	C. O. D. . . . . 14.00	Rise Hot . . . . . 22.50
High Hand, F.P. . . . . 17.50	Lucky . . . . . 14.00	On Deck . . . . . 24.50
Top-Kin, F.P. . . . . 17.50	Flamingo . . . . . 14.00	Double Feature . . . . . 27.00

1/2 Deposit With Order—Balance C. O. D.

**MODERN AUTOMATIC EXCHANGE, INC.**  
2012 CARNEGIE AVENUE, CLEVELAND, OHIO

**ATTENTION!**

**SALESBOARD OPERATORS AND JOBBERS**

We have just gotten out several new numbers and we will ask that you write for samples and our new prices.

**GENERAL SALES COMPANY**  
1003 RUSSELL STREET NASHVILLE, TENN.



PHIL KOLLER, known to operators throughout the country as a salesman for Gardner & Company, has recently been named assistant sales manager of the firm. Koller will henceforth spend his time in the Chicago office instead of going on the road, and will join the rest of the staff in working for the welfare of salesboard users throughout the country.

**BARGAINS**

ROCK-OLIVE	WURLITZERS
100 Deluxe \$144.90	Model 616 . . . . . \$50.00
Standard . . . . . 120.00	<b>SEEBURGS</b>
37 Window 65.00	Clixide . . . . . \$165.00
37 Imperial . . . . . 65.00	Pizza . . . . . 130.00
20 . . . . . 40.00	Oliver . . . . . 130.00
Rhythm King or	Reel . . . . . 100.00
Imperial 10 34.50	Amalgam . . . . . 100.00
Ambassador . . . . . 30.00	Box . . . . . 60.00
Amalgam or	Model A . . . . . 19.50
Neptune . . . . . 22.50	
King 12 . . . . . 22.50	

1/2 Deposit—Balance C. O. D.

**MILWAUKEE COIN MACHINE COMPANY**  
1420 W. Ford St. Milwaukee, Wis.

**ARCADE MACHINES WANTED FOR CASH**

**AUTOMATIC COIN MACHINE CORP.**  
340 CHESTNUT ST. SPRINGFIELD, MASS.

**OPERATOR WANTED**

To handle 20 Perry-Rosen and 20 Mills and Classics. If you can operate them in your territory.

80X D-44  
The Billboard, Cincinnati, O.



**First Again With**

**"CUB"**

3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

★ REAL OPERATOR'S MACHINES! 2 Separate Cash Boxes and Dual Coin



SAMPLE \$1395  
CASE OF 8 \$75.00

**"ACE"**

5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

★ Eliminate need for notes. On down receiving BIG CASH BOX FOR OPTIMA



SAMPLE \$1495  
CASE OF 8 \$80.00

**AMERICAN EAGLE**

World's Smallest Fruit Symbol Ball With Automatic Token Award



SAMPLE \$32.50  
10 for \$275  
Gold Award Model \$130 Extra  
Ball Gum Model \$2.00 Extra

**BALL GUM**

15c Per Box, 100 Pieces. Case of 100 Boxes, \$13.75.

1/2 Deposit, Balance C. O. D.

**SICKING, INC.**

1401 Central Pkwy., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.  
SICKING CO. OF INDIANA  
444 Mass. Ave., Indianapolis, Ind.



**DENVER COINMEN** have many surprises and features awaiting them at the Denver Distributing Company's showing March 7 and 8, according to Gibson Bradshaw, head of the firm. One surprise will be the appearance of Miss Colorado, in reality Eileen Hostina.

**Pennsylvania Sales Reveal Business Up**

WILKES-BARRE, Pa., March 1.—Photo music made the most advantageous shift toward prosperity levels of any department of trade and industry here, according to an official in the office of the prothonotary.

According to the files of the prothonotary, the first 40 days of the new year achieved sales of amusement devices at the rate of better than \$1,000 a day turnover.

Automatic Amusement and William Buisse, of AMI, are reported among the leaders, with sharp advances reported made by a group of distributors working among the Italian-American and Polish-American population of Northeastern Pennsylvania.

Every form of modern entertainment, as well as electrical games of skill, found a place in the deliveries throughout Luzerne County. Of timely interest was indication that units of draftees being inducted at the local induction station have indicated desire that phonographs, pinball machines, and electrical target machines be used at the center.

Only conditional sales contracts are filed in the prothonotary's office with distributors and operators reporting similar trends. One operator reported sales totaling \$198,000 during 1940.

**Baby Production**

BUFFALO, March 1.—A daughter was born to Mr. and Mrs. Harry Wiesner at Children's Hospital, Buffalo, February 17. The father is a well-known Buffalo amusement machine operator and secretary of the Buffalo Amusement Machine Operators' Association.



**The Only One with DIRECT TOUCH-TO-TOUCH ACTION FOR 32-24-20-16 OR 12 RECORDS**

**GET THE COMPLETE STORY TODAY FROM YOUR NEAREST BUCKLEY MUSIC SYSTEM DISTRIBUTOR**

- |   |   |   |
|---|---|---|
| <b>ALBANY, N. Y.</b><br>Henry W. Seiden (Special Representative) 1230 Broadway  | <b>FARIBAULT, MINN.</b><br>Gopher Sales Company 697 Central Ave.                            | <b>NEW ORLEANS, LA.</b><br>Buckley Mfg. Sales Co. 2018 Canal Street                             |
| <b>ALLENTOWN, PA.</b><br>Paula Vending Co. 102 E. Emma Ave.                     | <b>FRESNO, CALIF.</b><br>Joe H. Baker 124 R. First St.                                      | <b>OKLAHOMA CITY, OKLA.</b><br>Pioneer Music Co. 1010 Poston St.                                |
| <b>AMHERST, N. Y.</b><br>Cafes Amusement Co. 208 S. R. R. Ave.                  | <b>FORT WAYNE, IND.</b><br>Indiana Sales Company 208 So. Central Circle                     | <b>OMAHA, NEB.</b><br>Heward Sales Co. 1500 Farnam St.  |
| <b>BALTIMORE, MD.</b><br>Orlando Coin Mach. Corp. 128 W. Mt. Royal Ave.         | <b>GREENVILLE, N. C.</b><br>McCormick Music Co. 217 E. 7th St.                              | <b>ORLANDO, FLA.</b><br>Southern Music Co. 602 W. Central Ave.                                  |
| <b>BELLMORE, L. I., N. Y.</b><br>Supreme Vending Co. Inc. 201 Grand Ave.        | <b>HABANA, CUBA</b><br>L. H. McEaster 8020 Blvd. No. 301                                    | <b>OTTAWA, ILL.</b><br>Wells Music Company 220 E. Main Street                                   |
| <b>BIRMINGHAM, ALA.</b><br>Birmingham Vending Co. 2117 Third Ave. North         | <b>HOUSTON, TEX.</b><br>Sun Amusement Co. 1512 McDuff St.                                   | <b>PASSAIC, N. J.</b><br>Famous Distributors 80 Amsterdam Ave.                                  |
| <b>BOSTON, MASS.</b><br>Bond Sales Company 1022 Commonwealth Ave.               | <b>INDIANAPOLIS, IND.</b><br>Wired Music 228 Madison Ave.                                   | <b>PHILADELPHIA, PA.</b><br>Universal Amusement Co. 2010-12 Market St.                          |
| <b>BROOKLYN, N. Y.</b><br>Brooklyn Amuse. Mach. Co. 600 Broadway                | <b>LADOGA, IND.</b><br>Merry White Amusement Co.  | <b>PITTSBURGH, PA.</b><br>Orlando Coin Mach. Corp. 1410 Fifth Ave.                              |
| <b>BUFFALO, N. Y.</b><br>Supreme Vending Co. Inc. 307 Rogers Ave.               | <b>LOUISVILLE, KY.</b><br>J. E. Cobb Distrib. Co. 918 So. Second St.                        | <b>PORTLAND, ORE.</b><br>Ashley V. Giambr. 807 S. W. 10th St.                                   |
| <b>COLUMBUS, O.</b><br>G. N. Vending Co. 283 W. Broad St.                       | <b>LOS ANGELES, CALIF.</b><br>General Music Company 2277 W. First Blvd.                     | <b>PONTIAC, MICH.</b><br>Wolverine Enterprises, Inc. 88 Newberry St.                            |
| <b>CHICAGO, ILL.</b><br>Martin-Lindell Dist. Co. 3020 Lincoln Ave. Niles Center | <b>LYNNBROOK, L. I., N. Y.</b><br>United Music Bellows, Inc. 814 Morris Rd.                 | <b>SACRAMENTO, CALIF.</b><br>D. B. Egan 1921 Siskiyon St.                                       |
| <b>CHATTANOOGA, TENN.</b><br>Dixie Amusement Co. 415 Cherry St.                 | <b>MASSILLON, O.</b><br>Lynn Sales Company 127 W. Trumbull St.                              | <b>SAN FRANCISCO, CALIF.</b><br>William Conners (Pacific Coast Dist. Sales Mgr.) 327 Larkin St. |
| <b>DALLAS, TEX.</b><br>Walton Sales Company 1713 Young Street                   | <b>MEXICO, D. F.</b><br>Robert W. Wiskey 2000, Postal 1392                                  | <b>SAVANNAH, GA.</b><br>Merry Music Company 280 Gordon Gate Ave.                                |
| <b>DENVER, COLO.</b><br>James E. Blackwell (Mountain State Dist. Sales Mgr.)    | <b>MIAMI, FLA.</b><br>Lee Purinton 305 N. W. 24th Ave.                                      | <b>SYRACUSE, N. Y.</b><br>Tom Cullinan 310 Tully St.  |
| <b>DETROIT, MICH.</b><br>American Novelty Co. 3156 Grand River Ave.             | <b>MILWAUKEE, WIS.</b><br>Patterson & Denslow, Inc. 6210 W. Sheboygan Ave. West Allis, Wis. | <b>TOLEDO, O.</b><br>National Sound System 2137 Tryon Lane                                      |
| <b>ELIZABETH, N. J.</b><br>Atlas Vending Co. Inc. 410 No. Broad St.             | <b>MINNEAPOLIS, MINN.</b><br>Music Installations 1218 Nicollet Ave.                         | <b>TRENTON, N. J.</b><br>Central Amuse. Novelty Co. 204 Perry St.                               |
| <b>ELIZABETH CITY, N. C.</b><br>R. D. Boy 216 W. Morris St.                     | <b>NEWARK, N. J.</b><br>Major Amusement Co. 10 Pennsylvania St.                             | <b>WATERTOWN, N. Y.</b><br>W. Farnam 103 Public Sq.   |

**BARGAINS**

**RECONDITIONED FREE PLAY GAMES**

Alphabet ..... \$15.00	Bookers ..... \$15.00	Booker 1234 ..... \$19.95
Batty Beauty ..... 25.00	Bookers ..... 8.00	Lancier ..... 25.00
Double Feature ..... 12.00	Bookers ..... 9.00	Flagship ..... 19.95
Golden Gate ..... 12.00	Bookers ..... 12.00	Commander ..... 28.95
Liberty ..... 12.00	Bookers ..... 15.00	Fifth Avenue ..... 12.00
Rebound ..... 15.00	Bookers ..... 22.00	Cheerful ..... 8.50
Sports ..... 24.50	Bookers ..... 24.50	Contact ..... 12.50
Loxy ..... 24.50	Bookers ..... 31.00	Super Sky ..... 20.90
Nippy ..... 22.00	Bookers ..... 28.00	Star Girl ..... 15.50
Ocean Park ..... 23.00	Bookers ..... 32.00	Star and Go ..... 14.50
Superbarger ..... 21.00	Bookers ..... 32.00	White Sails ..... 19.50
Big Six ..... 19.00	Bookers ..... 17.00	Follow ..... 29.50
Triples Play ..... 15.00	Bookers ..... 17.00	O-Say ..... 29.50
Millie Chrono Bellas, 5-10-25, Like New, \$80 Each. E-1000 Longphone, Complete, \$99.00, Domestic, \$27.50, 1/2 Deposit Under \$20.—Cash in Full.	Bookers ..... 31.00	Follow ..... 29.50

**BUSINESS STIMULATORS**

536 MASS. AVE., INDIANAPOLIS, INDIANA

**QUEENS SALES COMPANY**

OUR spacious quarters are a haven for the Queens and Long Island operators on Pin Games and Legal Equipment. We are always at your service. Why not step in and say "Hello"?

HARRY FRAIER and ERNEST KRANCER

73-06 WOODSIDE AVE., ELMHURST, L. I., NEW YORK CITY

BUCKLEY MUSIC SYSTEM INC - 4225 W. LAKE ST - CHICAGO



# SEA HAWK

LOADED  
WITH A  
CARGO OF  
GOLD

SMOOTH SAILING TO  
FAST PROFITS!

Climb Aboard and  
Get Your Share!

IMMEDIATE  
DELIVERY

**\$104.50**

**D. GOTTLIEB & CO.**

1140-1150 N. KOSTNER AVE., CHICAGO



Operate It Anywhere!  
GET BIG PROFITS EVERYWHERE!

**BIG PRIZE**

1 or 5 Ball Multiple  
FREE GAME

**Western Products, Inc.**  
925 W. North Ave., Chicago, Ill.

## Christopher Named Bally District Mgr.

CHICAGO, March 1.—Virgil (Chris) Christopher, nationally known in coin machine circles, has been appointed Southern district manager of Bally Manufacturing Company, according to announcement by George Jenkins, Bally's general sales manager. Christopher's territory includes Florida, Georgia, Alabama, Mississippi, Tennessee, Arkansas, and Louisiana.

Discussing the appointment, Jenkins stated: "Christopher's work will be of immeasurable benefit not only to the factory but also to Bally customers. He will maintain constant direct field contact with distributors and operators. Equally important, it is his intention to co-ordinate new uniform standards, all aimed at achieving the highest possible degree of market stabilization and coin machine prosperity in his territory."



BEAUTIFUL OFFICES of the Badger Novelty Company, Milwaukee, Wis., William R. Huppel, Jr., owner of the firm, has made it one of the most beautiful of coin machine offices in the business. Badger was recently host to operators at a showing of Rock-Ola phonographs.

## "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.

2000 HOLES @ 25¢	1420 HOLES @ 25¢
Takes In . . . . . \$130.00	Takes In . . . . . \$71.00
Pays Out (Avg.) . . . . . 70.70	Pays Out (Avg.) . . . . . 40.88
Profit (Avg.) . . . . . \$ 59.24	Profit (Avg.) . . . . . \$ 30.12
SEMI-THICK	SEMI-THICK
PRICE \$7.78	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

## WANT TO BUY

PAYTABLES—FREE PLAYS—SLOTS AND PHONOGRAPHS

State Quantity, Condition and Price in Your First Letter  
Something New—Something Different—Ask Us About It!

GRAND NATIONAL SALES CO.

2300-08 W. Armitage Avenue

Chicago, Illinois



**I. L. MUNCHIEFF & CO.**

FOR BETTER MACHINES AND BETTER PRICES

Write for Our List of Used Pin Games

PHONE: GLENMORE 2-6450

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

### FOR SALE

Bandstands . . . \$75.00  
Trottoirs . . . . . 55.00  
Suburbs . . . . . 25.00  
Dolly King . . . . . 25.00  
All in A-1 condition.

Jobs, F.P. \$40.00  
Amusing Fair  
Time, F.P. \$5.00  
Coke & Soda, 42.50

TOLEDO COIN MACHINE EXCHANGE CO.  
1823 Adams St., TOLEDO, OHIO

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

## OUR PRICE LIST IS FAMOUS...

FOR SAVING OPERATORS BIG MONEY ON THE LATEST AND BEST NEW AND USED MACHINES OF ALL TYPES AND MAKES! BEFORE YOU BUY ANOTHER MACHINE — GET OUR PRICE LIST!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.



IT'S A 5c BELL!  
 IT'S A 10c BELL!  
 IT'S A 25c BELL!

# Complete and All in One

Three players can play at one time, or one player can play one or all chutes at same time. The Jackpots are \$3.00, \$18.00 and \$45.00. A great new machine!



MILLS 3 BELLS

MILLS NOVELTY COMPANY, 4100 Fullerton Avenue, Chicago, Illinois

## WANTED!!

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-26, CARE THE BILLBOARD, CINCINNATI, O.

## Exhibit of 1941 Opens March 20

NEWARK, N. J., March 1.—The pictorial Exhibit of 1941 sponsored by the Amusement Board of Trade of New Jersey, Inc., and containing photographs and advertising matter of new models for coin-operated games and rifles will open March 20 for four weeks. The exhibit will be held in the Board of Trade's enlarged headquarters.

Manufacturers and distributors also have been asked to submit photographs of their factories and personnel. Each manufacturer has been allotted space in the exhibit and institutions have been sent to operators in the metropolitan New York area, as well as throughout New Jersey.

The close of the exhibit will be marked by the annual banquet scheduled for Sunday, April 20.



POP!  
 Up Jump Awards when Jumping Jacks are punched

## YOU'RE A JUMP AHEAD WITH JUMPING JACK

New Harlich Low Priced Mechanical Board

Profit! Action! Player Appeal! They're all here in this fool-proof, tamper-proof mechanical board. Top awards are concealed. When hole is punched, mystery card pops up and amount of award appears under celluloid.

No. 1845 5c a Play 1800 Holes Takes in \$90.00 Average Payout \$43.25

WRITE FOR NEW FOLDER NC-21

## HARLICH MFG. CO.

1413 JACKSON BLVD., CHICAGO, ILL.

**Phonograph Bargains**  
 A-1 Reconditioned—Ready To Operate  
 ROCKOLA DE LUKE (1930) ... \$145.00  
 WURLITZER 416-A ... 49.50  
 SIEBURG REGAL ... 124.50

WANT TO BUY BAKER'S RACES  
 WE BUY, SELL AND EXCHANGE  
 2147 Locust St. ST. LOUIS, MO. CALL NOVELTY CO.

**MILLS** PHONOGRAPHS  
 Distributor CONSOLES  
 BELLS  
 TABLES

KEYSTONE NOVELTY & MFG. CO.  
 245 & Monticello Sts., Philadelphia, Pa.  
 215 Calhoun St., Baltimore, Md.

OPERATORS, WRITE...  
**H. C. PAYNE COMPANY**  
 212-214 Broadway, NASHVILLE, TENN.  
 For Wurlitz Regals Ltd. Best Complete Stock of New and Used Coin Machines in the South.



EDDIE LANE (at the piano), younger brother of Bert Lane, of Redboard fame and a member of the ad firm Spiegle, Richard, & Pound, giving out a sample of his new novelty song, "Two Little Spencers (Suits to You)", which he recently recorded for Bluebird, Mitchell Green, Bluebird recording artist, and his vocalists, Mary Ann Mercer and George Milano, are the attentive listeners.

OH, BOY! OH, BOY! HERE IT IS!!  
**DAVAL'S "21"**  
 Free 21—According to World's—  
 with Daval's Famous Automatic  
 Cash Divider and Two EXTRA  
 LARGE, Removable Cash Boxes  
 Operator's Cash Box holds over  
 \$11.00 in Pennies—more than  
 \$25.00 in Nickel—QUICK!  
 HURRY YOUR ORDER!

SAMPLE \$19.75  
 Case of 4, \$72.50  
 123 with order form  
 and C. O. D.

**THE GENERAL VENDING SERVICE CO.** 305 W. GAY ST. BALTIMORE, MD.

**SPECIAL THIS WEEK**

Big Chief .....	\$29.95	Yacht Club .....	\$30.00	Storm Boat .....	\$19.95
George (Free Play) .....	27.00	Speed Way .....	35.00	Tombs .....	45.00
Gold Star .....	45.00	Julia .....	35.00	Headline .....	45.00
Comedian .....	19.00	Strut-A-Lot .....	45.00	Sub-1 .....	47.00
Royal .....	15.00	Double Fantasy .....	17.50	Saved Woman .....	35.00
News Column .....	15.00	Landline .....	25.00	Life Card .....	25.00
Triumph .....	9.00	3-Strut, 25 Rev .....	45.00	Free .....	7.00
Revelation .....	29.00	Scout .....	15.00		

Write WPA, The West, and L.B. Brown, Moulton 1st, 2nd and 3rd Choice for Prompt Delivery.  
**LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.**



**SURE FIRE  
PROFIT AMMUNITION**



**EVANS'  
TOMMY GUN**

At last! The gun sensation you've dreamed about! So phenomenally **LOW IN PRICE**, it returns your investment double quick! Most compact—fits any location. More intriguing... faster action, faster profits! Evans' standard parts used throughout—assures absolutely dependable performance. Endorsed by leading big-timers in the business... creating a furore! Get in on this barrage of earnings! Wire or Air Mail Today!

Orders filled in order of receipt

**SMALLEST!  
LIGHTEST!  
FASTEST!  
Lowest Price!**

**\$145.00**

H. C. EVANS & CO.

1520-1530 W. ADAMS ST. CHICAGO

**BIG  
TIME**

now in its

**5TH BIG WEEK  
OF PRODUCTION!**

*Eight Fascinating Ways of  
Scoring is the Reason for this  
OUTSTANDING SUCCESS*

**TRY BIG TIME  
FOR BIG PROFITS!**

**WIRE, WRITE  
OR PHONE**

**IMMEDIATE DELIVERY**

**THE BAKER NOVELTY COMPANY INC.**  
2824 WASHINGTON BOULEVARD—CHICAGO, ILL.

## Jerry Haley Joins Buckley

CHICAGO, March 1.—G. P. (Jerry) Haley, for 18 years identified with a large Chicago manufacturer, is now a member of the fast-growing Buckley Music System, Inc., Chicago. Haley is well known to the operators, jobbers, and distributors all over the country.

"His experience covers sales letter work, traveling representative, advertising manager, and many years in an executive capacity embracing all angles of the business," said officials reviewing his career.

In discussing Haley's joining the new organization, Pat Buckley, president of Buckley Music System, said: "We are happy to welcome Jerry Haley to our organization. We look forward to steady expansion right along and we want to build our business on a solid basis. To do this we feel the need of experienced men in this organization so that we can assure our customers of the best possible co-operation at all times. The music system business has become very important in the music field and with our years of experience in this end of the business, we want a sales department second to none that is capable of acquainting every music man with full information about our music system."

Haley's new duties with the Buckley organization will be in the capacity of advertising and sales promotion work, it is said.



ELI MILLER, Milton Weintraub, and Ray Knoss snapped in front of Midway Vending Company showrooms, New York, ready for business.

## ATTENTION! OPERATORS

**NEW COUNTER GAMES**  
Liberty Bell \$32.50    Sports ..... \$27.90  
Liberty Bell (Gem Vend.) 34.50    Ings. Leds ..... 60.00  
Ministry ..... 22.90    Pink's Post ..... 23.90  
Ministry Quiz ..... 34.50    Rich Vnd. Pocket ..... 49.50  
Vendor ..... 34.50    Bell ..... 49.50  
Columbia Bell, 69.50    Lucky Strike ..... White

Write for Quantity Prices  
**USED COUNTER GAMES**  
Columbia Bell \$32.50    Liberty Bell \$16.00

**MISCELLANEOUS**  
Bally Rapid Fire ..... \$27.50  
Keeley 50¢ Cabinet Anti-Aircraft ..... 22.50  
Eaton Ten Birds ..... 24.50  
Jungle Camp ..... 44.50  
Brown Cabinet Pool Room ..... 44.50

P-121, 412x and DO-RE-MA ..... \$20.50 each  
400 Whittier ..... 22.50  
Write for Prices on Blue Fronts, Motors, and Future Fire Signs with Indicator Head.

The above prices are F. O. B. Roanoke, Va.  
**ALL USED MACHINES ARE OFFERED  
SUBJECT TO PRIOR SALE.**

TERMS: 1/3 DEPOSIT ON ALL ORDERS—  
BALANCE C. O. D. CASH WITH ALL  
ORDERS OF \$10.00 OR LESS.  
Roanoke Vending Machine Exchange, Inc.  
532 Center Ave., N. W. ROANOKE, VA.

**BUY NYSSCO FUSES AND  
FUSTATS AND  
YOU BUY  
THE BEST!**



1, 1 1/2, 2, 3, 4 Amps ..... \$2.50 per 100  
5, 6, 7 1/2, 8 1/2, 10 Amps ..... 1.50 per 100  
10, 15, 20, 25 Amps ..... 1.25 per 100  
Write for Complete Quantity Prices!

WRITE FOR OUR COMPLETE PARTS  
AND SUPPLIES CATALOG ON GULFS,  
FUSES, RECTIFIERS, NUMBER  
ITEMS, CONTACTS, COIN CHUTES,  
WRAPPERS, WIND-UP KEYS,  
LOCKS, PLUGS, TIMERS, ETC., ETC.

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**WILL BUY SHORT STOPS**

Best price and condition. For sale: Harvey Anti-Aircraft (black subject), \$40.00; Children Game with Base, \$25.00; Chicken Game, with Base and Bally Rapid Conversion, \$15.00; Western Basketball, 2nd ed., \$20.00; Western Basketball, 3rd ed., \$25.00; Duff's Alliance, \$17.50.

**JOY AUTOMATICS**

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BY ACTUAL TEST  
OUT EARNS THESE EXHIBIT HITS  
'STARS' · 'DUPLX' · 'ZOMBIE' · 'LEADER'

REPLAY  
**109.50**  
CONVERTIBLE

**S·U·N FEATURE**  
Put Out Three TOP S·U·N BUMPERS with any ball—then make center bottom switch to SCORE 3 REPLAYS

**HIGH SCORE FEATURE**  
**BIG EXTRA AWARD FEATURE**

**DUAL SCORING FEATURE**  
Put Out 1-5 Bumpers to Lite 4-10 and 9-5-A-M. Score 5 REPLAYS on slider.

Now On Display at Your Distributor  
**EXHIBIT SUPPLY CO. 4222 W. LAKE ST. CHICAGO**

**40 YEARS IN BUSINESS**  
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Write for Catalog featuring NEW 1941 PENNY ARCADE MACHINES and SUPPLIES.

## MAKE MOHR MONEY WITH DAVAL'S

PACIFIC COAST DISTRIBUTORS, JOBBERS, OPERATORS, WIRE YOUR ORDERS!

SAMPLE \$19.75  
CASE OF 4, \$72.50

**21** FOR '41

DAVAL'S PACIFIC COAST REPRESENTATIVE  
**MAC MOHR CO.** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

### Buffalo Association Rents Offices; Get Manager, Secretary

BUFFALO, March 1.—The new Buffalo Amusement Machine Operators' Association is continuing at a steady pace, and it looks as the favorable results along all lines are sure to result from the untiring efforts of the directors, it is said.

Newest development is the establishment of regular office headquarters for the organization. The new location, which will serve as a meeting place for the directors, included a waiting room and two private offices. It is situated in the heart of the downtown business district in the Underhill Building at 158 Pearl Street. This spot is easily accessible to all members. An office manager to take charge of all business matters as well as a receptionist and secretary begin their duties soon.

Members have increased from the original 47 to 54 coin merchants and it appears as the practically all established coin, machine men will shortly have joined up to assure co-operation, and concerted action on important issues. Copies of bylaws have been mailed to members. Plans are being considered by the association to guard against minors playing games since most complaints against the trade are started in that way.

A special committee has been appointed to assure best possible co-operation with license division. Vic Stehlin, Harry Wisener, Percy Gartrell, and Al Bergman are the foursome chosen for special dealings with License Director Kammlitz.

### UNIVERSAL GRIP SCALE

Pays for itself in less than 30 days.  
Holds \$20.00 in pennies.  
Legal Everywhere.

**\$12.75**

1 1/2 Model, Balance O. O. D.  
**OHIO SPECIALTY CO.**  
23 W. Court St., Cincinnati, O.  
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### HAN-DEE LIFT TRUCK IMPROVED MODEL

New equipped with new Extra-Heavy Hydraulic Check Pump  
Simple To Operate:

1. Roll truck under pin game.
2. Press lever with foot—game is raised and automatically locked in position.
3. Rolls like a baby buggy.
4. When game is placed at desired location, trip release lever and game is automatically lowered to floor.

No more heavy lifting—no more damaging of games by dropping. The Han-Dee lift truck does all the work for you. Rush your order today.

Price Only **\$37.50**  
F. O. B. Evansville Made Only By

**L. BERMAN & CO.**  
114 N.W. 1st St., EVANSVILLE, IND.

Ready For Immediate Delivery!

### NEW 1c SKILL GAMES

Model in One	\$17.50
Reactive	17.50
Pinax-Push	20.00
A.B.T. Big Game Master	24.00

**NOW READY! OUR FREE WEIGHT SCALE, SEND A STICK OF GUM FREE WITH EACH WEIGHT. WHITE FOR DETAILS.**

**O. ROBBINS & CO.** 1141-B DIXALE AVE. BROOKLYN, N.Y.

### Baby Production

NEW YORK, March 1.—Ivynie Rosenberg, who has been praying for a boy for the past several weeks, finally got his

with a husky nine-pound boy was born February 28, and Ilynie ran up and down Coon Row shouting the news. The new arrival has been named Mike.





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**WALL BOXES**  
BOOST MUSIC PROFITS  
200 TO 700% AND MORE!

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KEENEY THAT'S PUTTING OP-  
ERATORS ON VELVET**

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The House That Jack Built  
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**SUPER TRACK TIME**

9-Coin Selective Head Console  
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Fastest, Biggest Profit-Maker  
Ever Produced!

**TRIPLE ENTRY**

Selective 9-Coin  
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**NAVY BOMBER**

New Keeney Machine Can with  
Award Feature!

*Everywhere!*

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Dial	40.00
Shuffle	40.00
Pink	40.00
Castles	42.00
Yacht Club	38.00
Ballo Spot	36.00
Starship	334.50
Big Show	34.50
Bankit	34.50
Big Train	32.00
Rick	32.00
Keating Alley (Outs)	32.00
Futler	31.00
Gamesters	30.50

Rock Champ	57.50
Mr. Chips	24.50
Super Six	25.00
Headline	21.00
Scots	21.00
Triumph	21.00
Major	18.00
Super Charge	18.00

**AUTOMATIC PAYTABLES**

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Kentucky Club	49.50

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Wurlitzer 600	189.50
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**LEGAL EQUIPMENT, TEN STRIKES, GUNS, ETC.**

Keeney Anti-Aircraft Gun, Black Oak	\$57.50
Keeney Anti-Aircraft Gun, Brown Oak	74.50
Bullseye Jail Bird	72.50
Seaburg Chickens Run	49.50
Rock-Ola Ten Pins	43.50
ADT Target Board, Yellow Cabinet	12.50

Terms: 1/3 Deposit, Balance C. O. D.

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**GREAT GUNS**

**SPECIAL!!!**  
MILLS JUNCO PARADE,  
F. P. CONSOLE ..... \$79.50

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**LEGAL GAMES** — KIRK'S AIR DEFENSE ..... \$64.50  
BALLY ALLEYS ..... 17.50

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Puzzle	14.50	Omni	22.50
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Off Johnny	38.50	Lighthouse	38.50	Daughter	38.50	Party	37.50
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Mount	34.50	Big Show	32.50	Score Card	33.00	Lisa-Gard	32.50
Big Train	32.50	Short Stop	32.50	Ray	32.00	Wally	31.50
Rolling Mill	31.50	Father of '40	30.00	Score Chart	29.50	Red Hat	27.50
Commodore	27.50	Home Run	26.00	Oh Boy	25.00	Mr. Chips	24.50
Lucky	22.50	Hitler	22.50	Scoop	22.50	Flagship	22.50
Super Six	22.00	Cannon	19.00	Factor	17.00	Reverend	17.00
Big Six	15.00	Clopper	14.00	Triumph	14.00	Pickens	14.00

**PHONOGRAPHS**

Master '40 Rockola, Rockolla, F.S.	\$198.00
Rockola, 1939 De Luxe	144.00
Rockola, 1939 Standard	127.00
Rockola, 42 Records	25.00
Wurlitzer 600, Pinop Keyboard	148.00

**MISCELLANEOUS**

Bally Rapid Fire	\$114.50	Keeney Anti-Aircraft	\$67.50
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TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

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The ORIGINAL CONTACT KIT ready by the Patent Electrical Engineers of the Industry. JUST the parts you need for repairing all the late years' Contact Contact Contact, Buses, Points, Wipers, Pin Adjustment, Rear Brake, Brackets, etc. **NO JUNK IN THIS KIT!** For first class repairs, only along a GUARDIAN Electric Kit. All at all these! **1 IN STOCK ON 2 IN 1** **GUARDIAN!**

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