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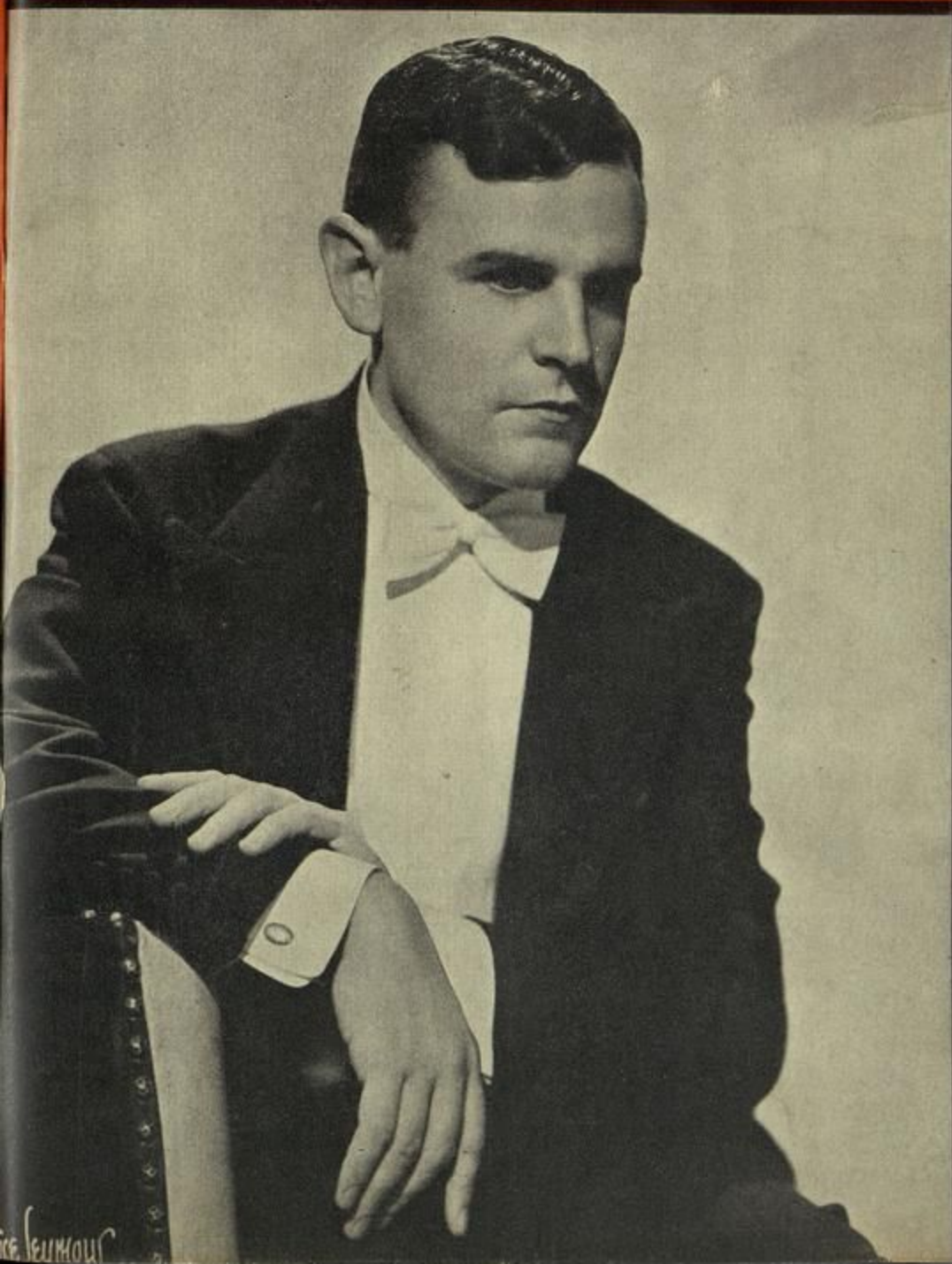
# The Billboard

The World's Foremost Amusement Weekly

JANUARY 13, 1940

15 Cents

Vol. 52. No. 2



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# The Billboard

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January 13  
1940

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## CAFE MEN WOO GLAMOUR

### Equity Urges Four A Pruning; Mug of Prohibition Days Gives Said To Favor Lopping Execs Way to Publicity-Conscious Boss

NEW YORK, Jan. 6.—Recommendations for changes in the administration of the Associated Actors and Artistes of America, to effect greater economies in its operation, have been submitted to solvent branches thereof (but only solvent branches) by Actors' Equity Association, along with copies of the Philip Loeb report which examined the financial relations between the legit union and its parent body. The recommendations are said to include consolidation of executive positions and retirement of other office-

holders on pensions which would be less expensive than active salaries. Months ago, when rumors predicted the unseating of Frank Gillmore, AAAAA chief, Gillmore said he was unperturbed by any such moves because his five-year contract at \$13,000 a year had three more years to go.

Actor unions receiving the recommendations are Screen Actors' Guild, American Federation of Radio Artists and Chorus Equity. Equity has not set a deadline for the branches to answer on the proposals, but union is confident that the matter will not drag out, a fate which has befallen most of the other plans for re-amping the Four A's. Legiters feel that the others can't help concurring, firstly because it's all to their advantage, and secondly because the report is said to be careful enough to have skirted the ticklish subjects of balance of power in the International.

This move on part of Equity bears significance, in view of that union's previously being forced to dissent from the plan to centralize housing and office facilities of the several Four A branches. The fact that Equity owns its own building made it impossible for it to go to the (See EQUITY URGES PRUNING on page 16)

Bistro owners hit the silk-hat path, seeking breaks in columns and society pages—some build personalities to overshadow shows and even names of clubs

NEW YORK, Jan. 6.—The night club-hotel field is developing a lot of glamour-boy owners, managers and hosts who are actually competing with band and floor-show talent as bait for patronage. Sometimes built up by smart publicity campaigns and often self-publicized thru sheer personality, these night club fronts have become more than business men—they have become personalities who contribute to the success of their clubs. Most of them are first-class mixers who name, making everybody feel welcome.

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### Coast Showmen Map Plans for Banquet, Memorial Services

LOS ANGELES, Jan. 6.—E. W. (George) Coe, chairman of the Pacific Coast Showmen's Association's 17th annual Charity Banquet and Ball to be held in the Biltmore Hotel here on January 16, said that plans for the event are rapidly nearing completion. Nearly a score of acts have been listed for the floor show and committee will announce its selections within a few days, Coe said.

Sally Rand, whose revue is currently playing the Florentine Gardens, Hollywood, will be among the array of celebrities at the affair and has given committee permission to select any two of her acts for the club's program at her expense. Three big-name bands will be (See COAST SHOWMEN on page 13)

### Monahan New GGIE Manager

SAN FRANCISCO, Jan. 6.—W. W. (Bill) Monahan, executive vice-president of the Chamber of Commerce, has been named general manager of Golden Gate International Exposition for 1940, succeeding Charles H. (Doc) Strub, manager of Santa Anita race track, who was unavailable this year.

Manager Monahan said work will be started immediately and that "last year's fair is dead and so are many conflicting elements that were in it."

However, the concessioners whose check for \$125,000 was considered the final factor in causing the Federal Court to permit a second run of the expo, are said to be dissatisfied, declaring that they have been given no management representation and that important posts in the 1940 set-up are held by the same men who filled them in 1939.

### Henie Books Pitt At 5-Buck Top

PITTSBURGH, Jan. 6.—Sonja Henie's ice show will open a six-night engagement at Duquesne Garden January 29, at the highest price ever asked for a local rink attraction—\$5 top. John Harris completed negotiations with the Scandinavian star, after two years of negotiations, and accepted the troupe for six performances only, despite the \$60,000 nut, because of the phenomenal box office of Ice Follies, which closed an eight-day engagement this week with \$67,000 gross. More than 53,000 spectators jammed the Garden during the 11 performances, with standing room at a premium every show. (See HENIE AT \$5 TOP on page 13)

### Schultz Menagerie Burns; Performers And Animals Die

ST. JOHN, N. B., Jan. 6.—Capt. William Schultz, veteran animal trainer, nearly lost his life in a fire which swept his winter-quarters menagerie at East Amherst, N. S., this week, taking the lives of all performers, a large chimpanzee and eight monkeys. The names of the performers could not be obtained. Schultz was burned about the face and head, but was able to rescue five lions, one elephant, a dozen ponies and mules and about the same number of dogs.

Schultz made his debut in the maritime provinces last summer with the Jackson Shows, a carnival of Toronto, and was on tour with that show with his circus side show. He leased farm property in East Amherst at the close of the season for quarters, making the first time circus animals had ever been wintered in the Atlantic region. Schultz had intended going on the road in that territory next May. He had previously wintered his stock in Ontario, New York and Michigan centers during his 40 years in handling circus animals.

### White Plains Week-End Shows In 5,000-Seater Click; Rees Signs 5-Year Pact for Sundays

WHITE PLAINS, Jan. 6.—With Gene Krupa swinging out the old and swinging in the new, Les Rees' Show of the Week rung down the curtain on 39 to a 10,000 attendance that definitely established his Sunday stage reviews as a solid click. In fact, Rees' presentations have done so well that he and his backers have signed a five-year contract with the County Center here for Sunday shows. Plan is to run matinee and evening performances every Sunday until May and then resume in the fall.

Rees' formula is coupling two name bands with an emcee and four or five

standard vaude turns and weaving them into a fast-moving two-and-one-half-hour show. Lesser known of the two bands, in addition to doing a solo turn, plays on stage for the vaude acts in the first half of the program, while the featured band takes over the stage after a 10-minute intermission for the balance. Because of the size of the 5,000-seat hall, eight acts are used to good advantage. Prices are set at 75 and 40 cents for matinee and 55, 35 and \$1.10 for evening.

Many other basically sound promotions have flopped in the County Center here. (See WHITE PLAINS SHOWS on page 16)

### Detroit Cafe In Union Pact

Band leader blames going non-union on inability to get union transfer card

DETROIT, Jan. 6.—Intelligent handling of a labor dispute by both sides brought a settlement this week in the dispute between five unions and the Bowery Cafe. The Bowery has been non-union for a long time and mass picketing was resorted to two weeks ago for a few hours by musicians, stagehands, waiters and waitresses, cooks, bartenders and building service unions.

Fin O'Grady had refused to cross the picket line and a truce was arranged. Negotiations followed and a peaceful settlement was reached this week by which host Frank Barbaro, of the Bowery, agreed (See CAFE IN UNION PACT on page 16)

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# NEW YEAR'S EVE BIZ OKEH

## Sunday Date Hurts Some Spots, But Others Have Record Takes

NEW YORK, Jan. 6.—New Year's Eve trade, from reports all over the country, was a terrific success in night clubs, cabarets, hotels, theaters and movie houses, with an estimated \$15,000,000 being spent in the New York area alone.

Entertainers and amusement enterprise operators concede that the New Year's Eve celebrants went to town in the old pre-depression style, with those in the show business cashing in.

In New York alone, more than 1,500,000 people jammed Times Square to usher in the New Year and then spent most of the night in the town's 2,000 drink emporiums, which paid \$10 each for a special license to operate and dispense drinks all night.

All the movie houses in the crowded sectors did capacity and standee business at increased prices ranging from \$1.10 to \$1.50. Only five legit shows ran New Year's Eve (Sunday) performances, with all but one doing sellout business. *Yokel Boy* took in more than \$7,000 for the evening, while *See My Lawyer, Tobacco Road* and *When We Are Married* played to capacity.

Burlesque houses went on a real grind policy for the day, with prices ranging from 40 cents to \$1.10 for the evening performances. *Hitings* and *Republic* played nine and 10 shows, respectively, while the burly theaters in Hudson County, N. J., also did BRO trade.

The only post-New Year casualty was Lew Brown's French Casino, which played to capacity on Sunday night, to 20 couples on Tuesday and was closed Wednesday. It was opened a week before the holidays.

### Philly Okeh, Despite Edict

PHILADELPHIA, Jan. 6.—Local New Year's Eve celebration, even tho the

### ALEC TEMPLETON (This Week's Cover Subject)

ALEC TEMPLETON, the brilliant piano virtuoso, was born in Cardiff, South Wales, Great Britain, July 4, 1910, the youngest of three children of Scotch-English parents. Born without sight, at two years of age he showed exceptional musical ability. He composed his first real composition, a "Slow Movement," consisting of 16 bars, when he was four. At the age of three, he received his first music lesson and continued these at home until he was nine. He then attended Worcester College in England, where he became the pupil of Sir Ivor Atkins. Young Templeton remained at college until he was 17, and during that time composed many fine works which were published.

Leaving college, Alec was tutored in French, organ and other subjects. One of his professors was Sir Walford Davies, who was Master of the King's music. Graduating from the Royal Academy of Music, he was awarded his License of the Royal Academy of Music (L. R. A. M.). He also was awarded the degree of Associate of the Royal College of Music (A. R. C. M.).

Templeton then appeared in several recitals at Aeolian Hall, London. Next he toured France, Holland and Germany, and was invited to appear in the United States. He has been featured soloist with many of the leading American symphony orchestras.

Templeton is presently featured on his own new radio program, "Alec Templeton Time," every Monday night at 9:30 p.m. (Eastern Standard Time) on the NBC red network. On other days during the week he appears in different cities in recitals and concert appearances. He is under the management of Music Corporation of America.

SPECIAL PRINTED ROLL OR MACHINE	100,000 FOR \$20.00	RESERVED SEAT — PAD — STRIP COUPON BOOKS CHECKS — SALES BOOKS AND ALL ALLIED FORMS	STOCK ROLL TICKETS ONE ROLL \$ 30 TEN ROLLS \$ 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH
ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C. 32 W. WASHINGTON ST., Chicago. 615 CHESTNUT ST., Phila.			

revenue was below former years, nevertheless brought into the nitery exchequers a comfortable bit of cash. The letting down of the bars permitting music and dancing for that evening came after many had made reservations in Jersey spots and had contracted for private parties in hotel rooms.

At Jack Lynch's Walton Roof, 400 paid the cover charge of \$3, while another 100 late comers got in with a \$3 minimum. The take amounting \$1,500, was augmented by an additional \$2,000 representing purchases of food and splits. Liquor was carried on the hip, the sale of it being prohibited by the Pennsylvania State Liquor Board.

Benny the Bum's also reported a (See NEW YEAR'S EVE BIZ on page 12)

### Paris ABC's Record Month

PARIS, Dec. 23.—Reva Reyes, Mexican night club performer, suffered a fractured leg when the car in which she and her mother were returning to Paris from the British Front crashed into a tree near Rheims. The singer, who had participated in the first Anglo-American theatrical entertainment in the war zone, will be required to remain in the Rheims hospital for a month. Her mother escaped injury.

Joe Brooks, manager of the popular Boulevard house, the A. B. C., reports October the biggest month in the apt's 10 years' existence as big-time vaude. Reopening after the declaration of war without a standout name or act, Brooks bewails the fact that all American talent which made the A. B. C. famous scammed at the time when they were most needed and hopes present restrictions will be removed by the U. S. A. to allow a new wave of talent to embark for these shores.

### Set Your Paris Hotel

PARIS, Dec. 30.—If in the near future the American government permits talent a passport to work in France the artist should have it stipulated in his contract that suitable hotel space be guaranteed. At present a condition which will exist until some time following the end of the war, hotel space is at a premium. All large hotels and buildings throughout the country have been requisitioned by the government for staffs and hospitals, causing a decided lack for the transient visitor who is forced to accept what he can find.

### 'Nother Icer for Houston

HOUSTON, Jan. 6.—Following record business at recent week's showing in Houston Coliseum of Sonja Henie, Arthur Witts will produce the All-Star European Ice Revue there January 16-21. Troupe includes Audrey Peppe, Pamela Prior, Edwina Blades, Armand Perren, Honey Egli and Leonard Stewart, Rona and Cliff Thasell, Ruth English and Lou Fitta, Monty Scott, Geoff Stevens, Sid Spaulding, Fritz Fiedl and the Three Bruisers. Group includes 24 ballet skaters.

### Ice Show Set for Omaha

OMAHA, Jan. 6.—European all-star ice revue opens at Ak-Sar-Ben Coliseum here January 9 for seven performances. Show includes six nights and a matinee on Sunday, January 14. Will feature Edwina Blades, Pamela Prior and Armand Perren. Prices set for \$1.25 top for reserved seats and \$2 top for boxes.



ONE of the interesting bits of news that we ran into after returning to our desk from a business trip was the resignation from AGVA of Dorothy Bryant as executive secretary. As we write this there has not yet been time enough to inquire very deeply into the why and wherefore of a move that to us was not entirely unexpected. We are certain that many others join us in a desire to know the real inside of the untimely leave-taking from what might have been a promising post of one of the most brilliant and honest women in the theatrical union movement. It is not necessary for us to inquire whether there is anything wrong with Mrs. Bryant. But we would like to know just what is wrong with AGVA that it can produce resignation in a woman of Mrs. Bryant's caliber very shortly after this woman, who spent many fruitful years in the theatrical labor movement, had declared that she is determined to put the AGVA on the map.

We felt it in our bones that the alliance between Mrs. Bryant and AGVA would not last because, first of all, the relationship possessed all the elements of incompatibility. There are other reasons of a more sordid character that it is not necessary to detail here in order to make our point. Which is that the union that supplanted the APA has a long way to go before it can earn a place in the esteem of the thinking actor. We have said before, and we say again, with even greater emphasis, that there are unwholesome elements in AGVA that must be eliminated before AGVA can be taken seriously by the actor who wants to help himself and his colleagues and by the business man of the theater who would prefer to do business with an organization of the same high ethical standard and constructive purpose as the Equity that was born in 1919.

It is a forlorn hope that she will, in view of her natural reticence, but we want Mrs. Bryant to know that she can have the use of this zealously guarded space any time she wishes to voice her opinions of theatrical unionism. It would be interesting to hear the words on a subject she well knows of a woman who had no illusions about the journey that a labor executive makes across the career map, but who felt somehow, after receiving the summons, that she could bring order out of chaos in a situation that is bad only because the actor made it so—on the one hand by the apathy of those who should have used their own dwelling, on the other by the leaders who betrayed their trust.

Mrs. Bryant, you are cordially invited.

HEARING so much of that kind of talk among responsible persons we are often tempted to almost agree with them that all the propaganda and sentiment in favor of living entertainment among showmen derives not at all from the masses. To hear the crepe-hangers talk one would assume that flesh entertainment is something that is as archaic and outmoded as button shoes. Fortunately we manage, whenever temptation is greatest to side with the detractors of living entertainment, to drift into one of the emporia that is using flesh in bountiful quantities. And again our faith is reaffirmed in the belief that the public wants live actors on the stage and will respond to it in proportion to the quality of the talent regardless of names.

Not long ago, we dropped into the Flat-bush Theater, Brooklyn, which the Brandt Circuit deservedly exploits as the outstanding vaudeville theater of the borough. We found a packed house on what is usually one of the off nights of the week eagerly tapping up everything that was served on the cramped stage—the music of Jack Jenney and his band; Morton Downey's warbling and tempestuous; Henny Youngman's singular

style of monology and impromptu horse-play; the tricky arrangements of the Adrian Rollini Trio and the slight stuff of an acrobatic act. We were certain that this was not the best stage show ever presented. We doubt whether any of the actors on the bill would claim that. But if we were to judge by audience (See SUGAR'S DOMINO on page 16)

### Showpeople Fight New Philly Tax

PHILADELPHIA, Jan. 6.—A concerted assault upon the 1½ per cent wage tax, which would take that amount from every performer working here whether they were Philly residents or not, has been begun on many fronts. All labor unions, including the musicians' union and the United Entertainers' Association, have sent letters to all night spots and vaude houses in the area saying that any attempt to collect the impost, which went into effect the first of the year, would be construed as a wage cut which would be a violation of existing contracts.

The blitzkrieg assault on the levy also had Mike Guerra, a musician living in Oklyn, N. J., who works at affairs here, filing a suit before a Federal Statutory Court, consisting of Judge Albert B. Maris and District Judges William H. Kirkpatrick and Harry E. Kalodner, to determine the constitutionality of the act. Papers were also served upon Mayor Lamberton, Receiver of Taxes Frank J. Willard, and Charles H. Grakelov, director of supplies, advising them that their presence was demanded at a hearing on the case.

### Setback for Fems In Connecticut

BRIDGEPORT, Conn., Jan. 6.—The drive by Connecticut women entertainers to upset the law which forbids them working in night spots, with the exception of hotels, after 10 p.m. will be carried to the Supreme Court.

Judge Kenneth Wynne of Superior Court handed down a decision sustaining the legality of the statute and dismissing an injunction petition filed by the Women Entertainers and Musicians' Organization of Bridgeport, Beatrice Don Court of Bridgeport, and William Rudis, operator of Rudis' Restaurant, Fairfield.

The applicants sought a restraining order against State Labor Commissioner Danaher, Prosecutor Cohen and Police Chief Bennett. Attorney Thomas Fitzsimmons, counsel for the petitioners, said he expects to file his appeal at once to test the constitutionality of the law. Women entertainers, anticipating a favorable decision by Judge Wynne, had accepted bookings New Year's Eve but had to cancel as prosecuting officials passed out the word that they would arrest all violators.

### Omaha Para Closes Again

OMAHA, Jan. 6.—The local Paramount Theater shuttered again on January 3, ending another eight-week attempt to keep the house open. It was originally opened in 1936, and almost every year since has opened and closed regularly, with the latest attempt the most ambitious venture in the past six years.

During the eight weeks the house presented three stage shows, the Marcus show, Spitalny's all-girl orchestra and Cab Calloway.

Evert R. Cummings, district manager for Tri-States, said every attempt had been made to keep the house open, but we have taken a tremendous loss in the eight weeks it has been running. It is apparent to us the city is overmated and that any further effort to make the theater show a profit would be useless.

# AFRA APPROVES WAX SCALE

## Crosby-Long Test New Twist for Air Quiz Music Shows

PITTSBURGH, Jan. 6.—A combination of all musical quiz shows, a one-shot broadcast last Wednesday (3) on KDKA because Bob Crosby and Johnny Long's bands were in town at the same time, offered an idea that in itself might be commercial fodder. Program pitted Crosby and Kay Lane, his soloist, against Long and Helen Young, his vocalist, abetted by two newspaper columnists, organist Bernie Armstrong and transcribed sound effects. Officials of the music union were judges. Program billed as a "Battle of Words and Music."

Formula had announcer Dave Garroway ask the four band contestants to define pop musical terms, such as "woodshed" and "take it from the bridge," followed with announcer Bob Shields plugging Crosby's records and Long's record-breaking engagement at the William Penn Chatterbox. Then Miss Young singing *If I Knew Then*, with the husky-voiced Miss Lane for *I Didn't Know What Time It Was*. The duel of talent continued with Crosby warbling *The One Rose* and Mervell Rose and left-handed Long leading *At Dawning*.

Novelty of the contest was prize-light lingo thrust, written informally to carry out the theme that everything was in fun, also presumably for blood. Spotting the fact-moving dialog were interviews of Crosby by Press radio editor Si Steinhilber and of Long by Post-Gazette theater editor Harold Cohen.

Spicing on tricks of the College of Spelling on *Tricks of the College of Spelling*. So You Think You Know Music, *The Battle of the Sexes* and other web quiz programs, this twist—conceived by KDKA publicity director Jim Luntze—could be developed.

Frank.

## NBC Cancels Order On Station Breaks

NEW YORK, Jan. 6.—NBC yesterday rescinded an order sent to its affiliated stations whereby the station break announcement on the Standard Brands hour from 8 to 9 Eastern Time would have been reduced from 20 to 5 seconds. NBC canceled the order after a protest from the Independent Radio Network affiliates.

Standard Brands, which has been using its hour for one show, is now splitting the time between "One Man's Family" and *Charlie McCarthy*. Sponsor wanted to keep the time intact so affiliates would not sell spot announcements at the halfway mark.

IRNA protest to NBC and wired its members not to accept NBC's order, saying to do so would set a damaging precedent. NBC explains its order was rescinded when it realized that if the five-second break were granted Standard Brands it would also have to be given other clients. Some sponsors have been spitting against these halfway breaks for a considerable period.

## RCA Tele Receiver Price Cut Feb. 1

NEW YORK, Jan. 6.—Long-expected one-third cut in price of television receivers is expected to occur about February 1, at which time it is reported, a method for financing the purchase of sets may be evolved. This is expected to hypo sales, the belief being strengthened by RCA-NBC's experiences in Newburgh, N. Y., where 125 sets were sold in a brief period when the price was cut one-third. Dumont has already cut prices on its receivers. When RCA tops the current price it is felt all manufacturers will follow suit. Saving will be considerable, the \$600 RCA model coming down to \$395.

Together with cut in price of receivers, it is felt that tele needs intensive promotion before very many sets can be sold. Opinion of some NBC people, for instance, is that many of the lousy are still under the impression that only engineers can operate television sets. While realizing the need of promotion, NBC's tele department is stymied in this direction owing to budget limitations. When and if intensive advertising is scheduled,

the bulk of it will go into newspapers and magazines, rather than radio.

NBC has no definite idea as to how many sets must be sold before bona fide commercials can be telecast, but figures a couple of hundred thousand at least. Feeling is held, however, that too much in the way of set sales cannot be hoped for in view of present economic conditions.

## NBC Artist Service Ups Take 130 Grand

NEW YORK, Jan. 6.—Concert Division of National Broadcasting Co.'s Artists' Service wound up the calendar year with records showing that bookings grossed \$1,430,000 as against \$1,300,000 for 1938. This is a record for the NBC Artists' Service. One notable gross was Toscanini's benefit concert with the NBC Orchestra, which accounted for \$24,000 December 2.

Outstanding bookings of the year were a series of three concerts given by Rachmaninoff; the tour of Marian Anderson, who is booked for 82 concerts during the current season, and John Charles Thomas' series of recitals on the song literature of various nations. The past year also saw the successful debut of Donald Dickson as a concert artist.

In 1939 Artists' Service formed Radio Features Division to build and test package shows for commercial sponsors, and also formed a lecture division to secure engagements for NBC artists. Lecture division has signed Graham McNamee, John B. Kennedy and H. R. Baukhage.

## Quiet New Year In Saskatchewan

REGINA, Sask., Jan. 6.—Saskatchewan celebrated the arrival of the new year quietly. Provincial laws prohibiting dancing in public halls between midnight, Saturday, and 8 a.m. the following Monday kept the tempo from celebrating.

Under the law theaters are excepted. Moose Jaw and Saskatoon took advantage of this and started pictures at 12:01 a.m. on January 1. Efforts to have a city-by-law changed in Regina to allow theaters to open at 12:01 were squelched by the city fathers. Council voted seven to four against it. Regina theatergoers celebrated at 11:15 p.m. on January 1.

Also there was no dancing in Moose Jaw on January 1. Temple Gardens catered to dancers at 12:10 a.m. on December 25. City police arrived, took the names of the ticket seller and several patrons and made it known that they would serve summonses and take the matter before the courts. The test case will decide whether provincial laws placing a ban on midnight frolics are ultra vires or intra vires.

THRU a special order-in-council, dance halls in the near-by province of Alberta were allowed to open at 12:01 a.m. January 1. Ordinarily dance halls there close at midnight Saturday and may not re-open before 8 a.m. Monday. Dance halls in Calgary, Alta., also had to obtain written permission from Chief of Police David Ritchie.

Theaters were allowed to open at 12:01 a.m.

## Hansen to KYSM

LINCOLN, Neb., Jan. 6.—Jack Hansen, after four years as special events man and program director for KFOP here, takes desk in the program direction chair of KYSM, Mankato, Minn., Monday (15). Hansen was brought here as a special event man from WIAK, Springfield, Ill., by Reginald Martin, when he was manager of KFAB and KFOP. He has been eight years in radio.

## McManus Leaves JWT

NEW YORK, Jan. 6.—Lynn McManus, for years one of the scribes on the Rudy Vallee-Standard Brands show and lately working on the Lux program, has resigned from the Hollywood office of J. Walter Thompson agency.

McManus' plans are not known.

NEW YORK, Jan. 6.—*Personality Parade*, five-minute recorded interview show, has been sold by Basch Productions to Sterling Coal Co. to go on WWJ, Detroit. Interviews by Frankie Basch, formerly with WMCA, with famous people are featured. Agency is Stockwell-Marceau.

## Wage Schedule Parallels Live Fees; Locals Must Now Give OK

NEW YORK, Jan. 6.—National Board of the American Federation of Radio Artists Friday oked the radio union's transcription code and scale, the scale approximating salaries set by the union for live performances. Document now goes to AFRA locals to be voted upon. If it is approved, AFRA will shortly begin negotiations with the wax companies.

Transcription code, which was prepared by an AFRA committee which had collected data over a long period, contains protective clauses covering Miller

Tape Transmission and other mechanical processes which might move in on the wax field. Union figures the 6-1 industry is now in a state of flux, and wants to be ready for any possible mechanical changes. Tape transmission, AFRA believes, has some monetary and mechanical advantages over regulation wax processes and may expand considerably.

AFRA transcription set-up, which will provide for policing in New York, Chicago and Los Angeles (the chief e. l. centers), is expected to be acceptable to the major companies. What trouble the union will have in negotiating contracts is expected to come from smaller organizations.

AFRA does not intend to regulate stations' use of transcriptions and will not try to set limitations upon number of hours broadcasters may use the waxes.

## FCC Changes Air Disc Requirements

WASHINGTON, Jan. 6.—Federal Communications Commission has ruled that stations can announce use of mechanical records at 30-minute intervals instead of the 15-minute interval requirement heretofore. Reason for the change is to avoid interrupting a program continuity. FCC has also changed a section of the broadcast rules, providing for accurate description of the mechanical record used; that is, whether it is a transcription or a record. Change is effective immediately.

Matter of announcing use of records and ET's was brought to a head by the American Federation of Musicians, the organization insisting that listeners be told whenever canned music was used.

Following passage by the AFRA national board of the code and scale covering transcription engagements, the New York local will meet Thursday (11) to consider the document. It is expected that other AFRA locals will vote on the code within a month.

In the Heart of the Great White Way

## HOTEL ALVIN

125 Rooms — 524 St. & Broadway — 125 Rooms  
New York City.  
Special Rates to the Theatrical Profession.  
Daily Rates From \$1.50 Up.  
Weekly Rates: Two Rooms, Double with Bath, from \$12 up; Single with Bath, from \$8 up.  
T. H. PETERSON, Manager.


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MORNING NEWS SERVICE, NIGHT DELIVERY SERVICE

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10-15  
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20-25  
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OVERNIGHT TELEGRAMS ONLY 50c FROM  
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# RKO THEATRES

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<p><b>STOCK TICKETS</b></p> <p>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 Slur Single Tick. 142"</p>	<p><b>TO THE WORLD OVER THERE: Step Your Killing and Go to Playing.</b></p> <p>1840 ft. filled with promises of big business and it's here. <b>WE MAKE TICKETS OF EVERY kind and Ship Promptly.</b></p> <p style="text-align: center; font-weight: bold; font-size: 1.2em;">TICKETS</p> <p style="text-align: center; font-weight: bold;">THE TOLEDO TICKET COMPANY, Toledo, O.</p>	<p><b>SPECIAL PRINTED Roll or Machine</b></p> <p>10,000 \$ 6.95 30,000 . 9.85 50,000 . 12.75 100,000 . 20.00 1,000,000 . 150.50 Double Coupons, Double Price.</p>
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# IT'S CORN THAT SELLS 'EM

## Be Subtle—Like an Avalanche, Is Theory of U. S. Tobacco Show

NEW YORK, Jan. 6.—A sure-fire way to sell tobacco in any other product to the United States is to run on a chain-of-show—especially a hokey comedy show which New Yorkers and Broadwayites think stinks. If the Stork Club trade avoids the show like the itch, if the laughs are telegraphed and laid in the collective audience's lap as delicately as an avalanche—it will sell Model or Dill's tobacco. This is the theory behind the program on the air now for U. S. Tobacco Co., manufacturer of these two pipe tobaccos. Next month the show goes into its sixth year, having started in February, 1934, and having been on the air 52 weeks a year ever since. For some years, Pick and Pat (Pick Malone and Pat Padgett) were featured, but Tom Howard and George Shelton are now the comics. Ray Block's Orchestra, the Bron Boys and a chorus complete the show, which Frank McMahon has been producing since it started. Program is now on CBS.

McMahon says that when anyone in New York tells him the show is good, he starts to worry, believing that Broadway tastes differ widely from those of practically all other sections of the country. Out-of-towners resent being called corn lovers, but corn kills them, nevertheless. Subtlety has its place in humor and radio, but not in selling a dime pipe tobacco, says McMahon.

McMahon also declares it's the formula of most shows that counts, more than the personality, especially in his kind of a show. Once the formula is found to be getting sales, it's murder to play around with it, and he believes this explains a number of comedy flops in the past few years. A corny show, well done, is the way he describes Model Minstrels.

Producer gives considerable credit to J. M. Devoe, head of U. S. Tobacco, who has been to the program only twice in five years and who refuses to criticize the show. Devoe, explains McMahon, says his business is selling tobacco, not

producing radio, and as long as the show sells tobacco it's okeh with Devoe. Devoe further feels that it makes no difference whether he likes the show, because he has all the tobacco he can use. He wants to reach the people who haven't got tobacco.

When the product was changed from Dill's to Model and a large area covered where Model had no distribution, the program was kept on the air 18 months before a salesman went into the territory, a contrast to many sponsors who want sales to skyrocket in 13 weeks. When the tobacco salesman did finally get to the retailers, the latter were sore—that they hadn't been there before.

### Gittinger's New Tag

NEW YORK, Jan. 6.—William C. Gittinger has been elected vice-president in charge of sales by the Columbia Broadcasting System directors. Gittinger has been with CBS six years, and has been sales manager for five.

PHILADELPHIA, Jan. 6.—John Surrick, former newspaper man, has been named production director of WFIL to succeed George Jaspert. Alston Stevens, who was Jaspert's assistant, has gone back to his old post as announcer.

## The Case for Radio Editors

They're very much alive, sez Len Carlton, of the N. Y. Post . . . Trouble is press agents concentrate on supplying booze—not news

The following article, written by Leonard Carlton, Radio Editor of the New York Post, is an answer to an anonymous contribution published in the December 30 (Holiday Greetings) issue of The Billboard. In the anonymous article several press agents criticized radio editors, asking the question—"Radio Editors, Are They Alive; Are They Mineral, Vegetable or Fungus?"

By LEONARD CARLTON  
Radio Editor, The New York Post

I AM grateful to The Billboard. The article on "Radio Editors—Are They Alive?" should make life sweeter on days when clouds hang low and the horror-inspiring heap of press agent drivel on my desk seems to be more than human can bear. The issue of December 30 will comfort me. "Forget the giddy illiteracies," I'll say, "and the mass of wastebasket fodder which affronts the eye six times each week. Somewhere in New York is a press agent who can write like blue blazes. True, he doesn't send radio editors items couched in such elegant style. But he lives and breathes. Perhaps this morbid morsel of would-be-news on the very top of the pile—if it reports that Sophie Stulze, who plays Gilda Graywater on the dramatic serial, The Goosepimple Girl, heard Mondays thru Fridays on the Consolidated Network, is collecting charm bracelets—comes from his redoubtable typewriter. If so, all is forgiven, and I still won't print the item. But I understand he can't be bothered chasing up news about Sophie that someone might print. He's mulling a blast at radio editors.

It would be silly to get angry at someone who writes with the zest and vigor of this anonymous contributor. It would also be silly to quarrel with his characterizations—which are his own business—or to object to his one-point landings on sensitive spots. Radio editors move in a rosy haze which protects them from cruel reality. The world's their pal and everybody in it delights to please them. A good beating now and then helps ward off softness.

Now, I don't know what kind of press agent The Billboard contributor is. Perhaps he's one of the boys who drags himself into The Presence and, racked with sores, pleads for his item because, so help me, I'll lose the account if it doesn't run. Perhaps he's the kind who breezes into the office, off-handedly letting the radio ed know that he really

### Slight Error

NEW YORK, Jan. 6.—One of the Christmas presents, Jay Costyn, radio actor, gave his youngsters was a pair of rabbits. They were immediately christened Tim and Jim.

But a few days later Jim had himself some young 'uns.  
So when you want to call Jim just call him Jane.

## Petrillo Bans Muzak for Chi

CHICAGO, Jan. 6.—Representatives of Muzak Co. were given a flat "no" here by James C. Petrillo to a query as to the possibility of setting up a unit in Chicago.

Petrillo stated that on the surface the deal appeared favorable to the local musker union. "But not because canned music ever did, or ever will benefit live musicians," he said. The result was that the board turned down the request of the company to operate in Petrillo's jurisdiction.

Muzak is operating in other cities. Set-up includes a fee to be paid by the club or tavern installing the unit. Twenty-four-hour service is available, and from 1,000 to 2,000 recorded selections are available to the customer. An operator at the central studio plays the disks.

## CBS Beats '38 By Wow 7 Mill

Network's gain over 1938 is huge—NBC ahead by 4,000,000—MBS up 14%

NEW YORK, Jan. 6.—All three major networks show gains in the total time billings sold during 1939, each of the chains climbing to higher receipts than ever before, NBC beating its 1938 revenue by almost \$4,000,000. CBS went ahead of 1938 by the amazing total of \$7,194,283, a 23.6 per cent gain. Mutual topped '38 by \$460,000. Mutual's gain is 14 per cent and NBC's combined pickup is 9.1 per cent. The Billboard estimates, published in the December 30 (Holiday Greetings) issue, were within \$30,000 in the case of each chain. The final 1939 figures, compared to 1938, are given below:

CBS	
1938 revenue	\$27,345,397
1939 revenue	34,539,885
December, 1939, revenue	9,529,154
NBC	
1938 total revenue	\$41,422,979
1939 total revenue	52,244,354
1938 total Red revenue	31,877,548
1939 total Red revenue	34,582,163
1938 total Blue revenue	9,635,131
1939 total Red December revenue	2,928,183
1939 total Blue December revenue	3,262,504
1938 total Blue December revenue	658,891
1939 total Blue December revenue	1,017,344
MUTUAL	
1938 total revenue	\$3,920,324
1939 total revenue	3,329,782
1938 December revenue	337,269
1939 December revenue	317,899

## Television Review

Reviewed Wednesday, 8:30-9:30 p.m. Style-Variety. Reviewed on RCA receiver. Station—W2XBS.

Wednesday's NBC tele program was dedicated to the campaign against infantile paralysis. In the interests of President Roosevelt's birthday celebrations program included appearances by ex-mayor of New York James J. Walker, Harry Hershfield, Felix Adler, Al Trahan, Lejaren Hiller, Fields and Hall and emcee Tom O'Rourke.

O'Rourke has appeared over tele before. His manner is suave and polished. Walker, too, was impressive, photographing well and giving an eloquent discourse on the matter in hand. Felix Adler, noted circus clown, appeared in make-up, together with Johnny Norman, a victim of paralysis. Adler's sequence was brief and somewhat touching. He and the kid are the subjects of a photograph by Hiller to be used for the campaign.

Hershfield took over O'Rourke's emcee spot for a while, proving as adept on tele as he is at banquets. He spoke interestingly of cartoonists, drew a picture of Abe Kabbable and brought on Walker. The trio, O'Rourke, Walker and Hershfield, all proved terrific tele material.

Al Trahan, introduced as the reincarnation of vaudeville, did an amusing turn at the piano, showing to better advantage than Fields and Hall, whose novelty piano and singing turn proved of small interest. Fields and Hall photographed all right, but needed sharper material.

Technically, program indicated that the NBC producers are becoming more expert in presenting talent to the best advantage. Most of those appearing on this show, for instance, were impressive. Lighting and photography, too, seem to be consistently better than in television's earlier stages, and sets apparently no longer have to worry about looking like monstrosities owing to brutal delineation of facial contortions. Ackerman.

## TBS Tries To Regain Canceled Business

NEW YORK, Jan. 6.—Transcontinental Broadcasting System, which postponed its air debut last week to February 1, stated this week it was concentrating its efforts on selling new business to make up for business canceled by Blackett-Sample-Hummert Advertising Agency. B-S-H canceled, according to a statement issued, because the new chain had not indicated financial responsibility, thereby apparently contradicting its own letter, signed by George Tormey, a vice-president, in which the agency ordered four hours of time daily, five days a week. The TBS blow-up was followed by confirmation this week of the resignation of Elliott Roosevelt as president. John T. Adams, who is chairman of the TBS board, who is turn quit as vice-president of Roosevelt's Texas State network.

The history of TBS has been bizarre. It started in by contradicting all accepted precepts of radio and advertising, by creation of an advertising medium with a considerable amount of business before actually getting into existence. The chain was started by Roosevelt and Adams so that B-S-H could have, in effect, an inexpensive spot network. TBS was amazed and likewise skeptical throughout.

Roosevelt is understood to have quit over financial reasons, since he had not been enabled to arrange all of the financing needed. It is said he was \$100,000 short. Most of TBS's present money has come from H. J. Brennan, of Pittsburgh, it is reported.

TBS still maintained its own offices this week although it was reported headquarters might be shifted to WMCA, New York, its outlet for this city. A TBS spokesman said indications were "70-30 that we'll hit the air February 1."

came to give a big story to the city desk, just dropped in to say hello and by the way here's a little scoop for you, old kid, the I'm not interested in it myself. Whatever his approach, I wonder if he's been hitting the ball as often as he'd like lately and if he isn't provoked about that. Those boys on Page 17, nebbe, right next to the obits, who by some inexplicable accident stand between press release and printing press aren't doing right by Sophie—prefer to trifle with Toscanini, television and Adolph the Terrible.

Who's Throwing Stones?  
This is not intended to be a diatribe on the evils of press agency, but your correspondent objected to a good many things which trace right back to his own back yard. "Lead us not into temptation," says the Lord's Prayer; and p. a.'s are the best little violators of that precept now extant. The temptations, you understand, are petty stuff. They are just designed to convince the dispenser of space that he is a soul set apart, a man for whom it's a delight to buy a drink and for whom the best is not nearly good enough.

Press agents have done a lot to make radio eds what they are today. That works in two days. If we are temperamental and prima donnas, the lads who come brandishing Scotch and steak on the slightest provocation aren't entirely blameless. And if, as your man says, we retire to ivory towers, it'll be granted we've got plenty of reason to.

I still remember the day when press agency barged into my life with ulterior designs on a very young and innocent radio column. For some reason, I had always thought that publicity had some vague relationship to news. I thought it might at least pass for news in a dimly lighted room. I didn't realize that its real function was to keep the peat bogs of Scotland working.

Strong Boys and Mummy Singers  
Private publicity agencies I've met, with some notable exceptions, seem to (See CASE FOR EDITORS on page 8)

# AFM Deadlocked With Radio Men

Musicians seek provision for more employment — threaten "drastic action"

NEW YORK, Jan. 6.—At press time, deadlock between the American Federation of Musicians and Radio men showed no signs of slackening, with the AFM stating that its board would convene Sunday (14) "for drastic action."

Locals throught the country have already been warned of a possible impending strike and have been told to sign no contracts. In the event the committee representing the broadcasters does not come thru with a "substantial" offer very soon, providing for more AFM employment, chain use of musicians will be stopped. AFM will then make arrangements whereby broadcast music will be paid for on the basis of the number of stations using the music and the number of musicians employed.

This is likely to cripple commercial broadcasting, observers pointing out that if a sponsor goes on the air with an orchestra over 30 stations said sponsor will have to pay local scale for each jurisdiction where a station carries the program. According to AFM execs, this arrangement will cost the chains much more money than the additional \$1,500,000 to \$2,000,000 now being asked. Locals will also be permitted to make agreements with stations for strictly local programs.

Executives of the AFM made it plain today that they are ready for a slowdown, and will countenance no offer that the broadcasters might make for purpose of gaining time. Federation feels the broadcasters have had time enough during the last two months, and that the current deadlock is due to two causes. These are factionalism within the radio group, and unwillingness to pay for music, this unwillingness being traceable to the claim that radio until now has been having everything pretty

# Radio Talent New York

By JERRY LESSER

**ROBERT GRAY**, young Broadway stage and radio actor, has gone to the Coast for a picture assignment. He was last seen on Broadway in *Lorelei*. . . . **JAMES VAN DYK** took his 17-year-old daughter to see Maurice Evans' *Hamlet*, and then to Sardis' to meet **DON** (Horatio) **RANDOLPH**. . . . Radio actress **BETTY WORTH** has gone into the millinery business with **DORI SARIN**, French designer. Betty is the "angel" and contact femme. . . . **KEENAN WYNN** plays in the sketches in the forthcoming Broadway musical, *Two for the Show*. Cast includes **EVE ARDEN**, **RICHARD HAYDEN**, **BOB SMITH**, **ALFRED DRAKE**, **TOMMY WONDER** and **BETTY HUTTON**.

last Tuesday's program, **Bob Hope** collapsed in the studio and was rushed to the hospital. . . . **Martin Gabel** and **Arlene Francis**, of "Big Sister" and "Betty and Bob," respectively, will merge on Broadway in the play, "Young Couple Wanted," which will star **Arlene** and be produced by **Gabel**. . . . **Frank Losey** will be starred in his own brainchild next week on the "Mr. D. A." show. He sold the sponsors the plot. . . . **Betty Lou Gerson** will get star billing on the "Grand Hotel" series.

*Stanley Peyton, ace announcer, who was to have gone to WLW last week, is recovering from a sudden stroke which affected his left side. He is able to walk around now and will be back on the job very soon.*

*Phil Cohen, of CBS, is the father of a baby boy. . . . Following*

much its own way. Federation wants the renewal to run for two years, with the increased music cost raising the ante to a total of \$3,500,000 or \$4,000,000. Regarding the alternative—a charge based on number of stations using music—the AFM says it is not forcing this on the radio industry, but the radio industry is forcing the AFM to take such a move. According to one AFM exec, every time a station is added to a hook-up using broadcast chain music, it is another blow at local employment. If contract is not renewed chains will not be allowed to sell AFM service to stations gratis. Musicians' exec board figures the unemployment threat engendered by chain broadcasting is even more serious than the motion picture situation.

**DON COSTELLO** is back from the Coast, where he made two pictures, and is an addition to the *Shadow* cast. . . . **CBS** is pushing patriotic shows this season. *Which Way to Lasting Peace?* will be introduced January 27. . . . Listen to this, you mugs; according to **LEONARDO BERCOVICI**, director of *Betty and Bob*, it's the experienced radio actors who "mug" before the mike, and the tyros who attack it exclusively with the vocal organs. . . . **God Bless America**, as sounded by an auto horn, will identify **KATE SMITH's** car in traffic jams from now on. . . . **DAN BUTTER** was the only member of the *Manhattan Mother* cast who went East with the show when it moved from Chi to N. Y. . . . It's wedding bells for **BENAY VENUTA** and **ARMAND DEUTSCH**, ad agency exec, January 19, at Sherry's. . . . **BEA WAIN** has been renewed for another 13 weeks on *Hit Parade*.

# Chicago

By HAROLD HUMPHREY

**ARTHUR GODFREY**, Washington radio phenomenon, was welcomed to Mutual net Sunday on his new *Carnation Milk* show, with stations sending out white carnations to radio eds. . . . Since his connection with the *Alka Seltzer* hillbillies, **ALEC TEMPLETON** refers to the *Hoosier Hot Shots* as the *Indiana Ensemble*. . . . **LES TREMAYNE**, Chi's own radio *Thesp*, is escorting **VERA SHERA**, of the *Scandals* show, here and there. . . . **AFRA** is seriously debating on whether it should put the bee on **MRS. FRANKLIN D. ROOSEVELT** to join the union on the strength of her appearance Saturday on Mutual. And for that matter, why not **FRD** himself? . . . **PHILIP LORD** has the role of the judge on **NBC's** new kid sustainer, *Bud Barton*. . . . **EMMETT JACKSON**, conductor of *Dedicated to You*, a record request show on **WHIP** in Hammond, Ind., played real-life cupid Monday, when he "married off" one of the couples who had been "corresponding" thru him via the tune route for the past six months. Ceremony was held in the studio and aired over **WHIP**.

**June Travis' elopement** upset Sunday's *Chamberlain* *Lotion* show on **WBBM**, so agency had to ring in **Gail Henshaw** for the "Lovely Lady" part-of-the-week. . . . **Bill Leyden**, the **WCFL** "Make Believe Danceland" "maestro," is still holding inventory over the raft of holiday cards and gifts received from *ork* leaders all over the country. . . . **Ken Ellington**, **WBBM** special events spicler, is back from the Coast, where he has been narrating the now extinct "Gateway to Hollywood" show. . . . **Mark Love**, **WGN** basso, boarded a plane for New York Saturday, where he will join the *Met* opera for a spell. . . . **Jack Russell** and band, guested on **WBBM's** "Meet the Band" Sunday. All local bands sell probably get a similar break, too, because there is a union stand-by charge for traveling *orks* appearing on radio shows here. . . . **Eddie Chase** is doing quizzers in the *Grant* stores for **WAAF**.

## W-G-N, Inc.—Inter-Department Memo

To: All WGN Salesmen

From: Ed Wood - Sales Manager

We have just been informed that the third most popular half hour radio program in the Chicago market is a WGN feature. In thirteen evening broadcasts once a week this program built in audience popularity to its present 22.6 Crosley (CAB) rating, topped only by two programs of several years' broadcasting. This is further proof that advertisers cannot afford to overlook investigating WGN's ability to produce definite results in planning a radio campaign in the Middle West.

*Ed Wood*



THE MUTUAL BROADCASTING SYSTEM

coast-to-coast

441 North Michigan Avenue  
Chicago, Illinois

Paul H. Raymer Co.  
San Francisco and Los Angeles

220 East 42nd Street  
New York City



# Program Reviews

## Advertisers, Agencies, Stations

By PAUL ACKERMAN

EST Unless Otherwise Indicated

### "Cavalcade of America"

Reviewed Tuesday, 9-9:30 p.m. Style—Dramatic. Sponsor—Dupont. Agency—Batten, Barton, Durstine & Osborn, Inc. Station—WJZ (NBC-Blue network).

First program of the 1940 Cavalcade series was impressive. Production was a historical piece, *Américo Vesputci*, with the title role played by the legit star, Burgess Meredith. From academic viewpoint program is given credence by Dr. Frank Monahan, Yale history professor, who is historical adviser. On debuting program Monahan spoke briefly but interestingly, telling something of the background of the discovery of America.

Yarn itself, using narrative technique to aid the dramatic sections in encompassing a long period of years, satisfactorily created a medieval, southern European atmosphere, redolent of mapmakers, explorers and others of the renaissance. Meredith, as Vesputci, was outstanding, and his supporting cast was good.

Commercials were dignified, clever and few—coming at the beginning and end of the program, with no breaks in between. Plug was tied up with exploration and chemistry, excellent in view of the content of the program.

Musical background by Don Voorhees very good. Ackerman.

### "From Hollywood to Broadway"

Reviewed Friday, 1:45-2 p.m. Style Talk. Sponsor—Borden Co. Agency—Batten, Barton, Durstine & Osborn, Inc. Station—WEAF (New York).

The Farm Products Division of Borden Co. is sponsoring Stella Unger, on WEAF only, and as the title of the show indicates, Miss Unger divides her chatter between Hollywood and Broadway, altho the film capital gets most of the time. Miss Unger's name is not mentioned during the show, which is strictly for women, program being a sort of movie gossip magazine on the air. In this connection, it should prove satisfactory.

On the show caught Miss Unger explained she was not going to do the usual give-out-chatter items but instead give her impressions of Hollywood, following up by saying what she thought about Charles Boyer (his voice is thrilling), Hedy La Marr (she's beautiful), Garbo (she's highly sensitive and lonely) and so on. She also followed up on a previous prediction that Hollywood would have considerable story trouble during 1940. Broadway stuff was mostly anecdotal.

Opening announcement by the studio speller is clumsy and repetitious, while the commercials, one of which Miss Unger does, are windy. Franken.

### "Toasthee Time"

Reviewed Tuesday, 9:30-10 p.m. Style—Variety. Sponsor—Lance Packing Co. Station—WBT, Charlotte, N. C. (CBS network).

Under direction of producer-announcer Trafton Robertson, this program now shapes up as a smooth, strong shot pulling a good audience. Talent line-up includes Olga Vernon, husky contralto, who grabs first honors. The Lancers, a male octet made up of singers recruited from local church choirs, have been on the program for three sessions but already show great possibilities and nearly stole the show with one number. Jack Pharr, member of the Lancers, pleased with a single solo effort, his lyric tenor nicely balancing Miss Vernon's style. Miss

Vernon also appeared with Tubby Toole and Charley Oliver to form the Queen and Two Jacks and joined Toole and drummer Joe Fox for a novelty session.

Orchestra, fronted by Bob Sylvester, has four reed, four brass and three rhythm and is strictly on the sweet side. It backs up the vocals nicely.

Only section of the show that misses fire is chatter between announcer Robertson and Miss Vernon in build-ups introducing songs. Material lacks punch.

Program has been moved from WBT studio to the Little Theater, seating 500. Sponsors serve package Toasthee crackers and bottled drinks to the audience following the show. Justice.

### "Marriage Club, Inc."

Reviewed Wednesday, 9-9:30 p.m., PST. Style—Audience participation. Sustaining over KECA (NBC Pacific Coast Blue).

Haven MacQuarrie, who had *So You Want To Be an Actor* a few seasons ago, has popped up with a new idea that should be fairly easy for the commercial boys to peddle. Ten married couples are picked out of the audience and then interrogated. Typical questions were: Should a husband get jealous of his wife's former sweetheart; should husband assist wife in buying her next hat if he doesn't like the creation she's now wearing? Payoff was who should have the final word in an argument, husband or wife? Answers are usually good for laughs, and MacQuarrie's ad libbing keeps the show moving at a fast clip.

At the conclusion of the show the couple getting the most applause winds up with a cash bonus, aside from the two bucks handed each pair during the quizzing. Commercial tie-in for listeners is made possible by cash being laid out for best questions sent in to be used on following show.

Ted Hediger, formerly of NBC's Chicago studios, is handling the production. Ben Gage announces. With the proper exploitation this half-hour show might go places. Owen.

### CASE FOR EDITORS

(Continued from page 6)

belong to two main groups. There's the lad who shows up every few months with the suggestion that it would be just dandy if he could get a feature story (with picture) on one of his accounts. He buys drinks, coaches his client on the proper approach for this particular lord of the press, tenders thanks and wends his way. The editor never hears from him till he wants another feature. News and anecdotes he'd be glad to print without liquid inducement either never come to light at all or turn up in someone else's column. This type wears out its welcome fast, and it often takes quite a bit of real work before the fifth or sixth feature is forthcoming. Laddie Number Two runs around with a worried look and a sheaf of drool of almost classic dullness which rinks gently but everlastingly upon the desks beneath. People soon get tired and just go away.

Those zombies agree, moreover, that it's much more important to spend hours over an odoriferous slab of dewy mahogany, setting a radio editor's back teeth awash, than it is to dig up genuine news the hard way. Both believe that judicious doses of flattery and scraping, spiced with alcoholic appeals to friendship, make the best formula for breaking into print. Neither considers a radio editor as just another guy—jaggedly individualistic if you want it that

### NEW YORK:

**B**EGINNING January 29 Procter & Gamble, thru Compton, will put on the Red net a rebroadcast of *The O'Neills* at 5:45 p.m. This will follow the same daily episode, broadcast five times a week on the Red at 12:15 p.m. The first show station line-up will be curtailed somewhat and stations going off will be added to the late show, together with a number of new stations. This rearrangement will mean that the 5:45 p.m. program—Coast-to-Coast—will be the main ailer. . . . Connie Miles, formerly on WMCA, now doing an inspirational stint on WNEW for Community Opticians. . . . Randall E. Brooks has joined Compton's merchandising staff. He was formerly with the Gulf Publishing Co. . . . Ex-Mayor James J. Walker, stowaway under the television lights on NBC's Wednesday's program, finally made a break for the air. Quipped he would get "NBC-Grade A pneumonia." . . . Herb Pettey, of WHN, back from a Southern vacation, claims he really caught some fish in Florida.

Arthur Kurian, who used to write and produce WHN's "Gotham Nights" and later produced WOE's "New York Town," did the Screen Guild program adaptation of "The Petrified Forest." . . . Procter & Gamble, thru Compton, this week resumed advertising of *Fluffo Shortening* via transcriptions of the *Gospel Singer* over 12 local stations in the South. . . . Bill Irwin, radio editor of *The Chicago Times*, to Florida. . . . Danny Danker back to Hollywood after *Wrigley confabs*. . . . Irving Caesar is now singing *His Safety Songs* over WOR-Mutual. . . . "Woman of Tomorrow," participating show, has added two sponsors on WJZ, West Disinfecting Co. and Charles E. Knox Gelatine. . . . Ruth Carhart, of

the *Schaefer Revue*, is soloist at the *New Church*. . . . George A. Putnam, who started a series of news broadcasts for *Bascul Coffee Sunday* (7) over KYW, Philadelphia, will commute between New York and Philly. . . . Marion Manning begins a vocal turn on NBC January 13. . . . Julius Seebach, of WOB, back from Georgia, and Mutual's Jack Overall back from North Carolina. . . . Jerry Danzig and Dave Driscoll have been trying to get an audition record from Cameron King for two years. King, a juggling expert, has been especially busy since the war started since he's an inspector for *Lloyds*. He has promised to do the platter Sunday, January 21. . . . Edward J. Rohn, formerly of media department of *Ceal & Presby*, has joined Compton advertising.

### CHICAGO:

LOU COWAN, local publicity man, who has been handling the promotion for the cash quizzer *Musico*, has a new one of his own coming up to be called *Play Broadcast*. Show will be sponsored by Illinois Meat Co. and will start February 19. . . . Bob Jennings, radio exec at H. W. Kastor & Sons, was upped to a vice-presidency this week, but retains his other duties. . . . Trudy Dyer, of William Morris radio division, spent the week-end in New York visiting friends. . . . Glenn Snyder, vice-president and manager of WLS, is in Washington on biz. . . . WJJD-WIND, proposed Chi outlets for new TBS web, were mute this week on the question of whether they will still play ball if Elliott Roosevelt gets things in shape by February 1. Rumor was that Ralph Atlas, operator of the stations, was plenty burned and wanted nothing more to do with it. H. H.

## Hollywood and Los Angeles

By DEAN OWEN

**P**AUL SCHWEGLER working overtime at *Radio Guide* with Evans Plummer and Jo Brooks, trying to line up plugs for weekly winners in the *National Song Search*. . . . Barbara Jo Allen gets spot in new Basil Rathbone flicker, *Destiny*, at Paramount. . . . Danny Danker back in town from Chicago, where Gene Autry show parts were inked. . . . Bobby Brown, who handled production on third quarter of *Gateway to Hollywood*, will be sponsor rep. . . . Garwood Van gets airing over CBS, dropping Mutual outlet.

## From All Around

**H**ARVEY BOGEN has joined WMAN, Mansfield, O. He is assigned to the news and announcing departments. . . . Jack Gregson, emcee of the *Youn Petrol*

way—with just another job, who might be happier to fill his column with decent material than with junk, even if less libimation went with it.

Those p. a.'s—and there are a number of them around town—who don't operate on the basis of setting stories afloat on a sea of Scotch in the hope that they will be dragged into print by the undertow, don't do so badly. Maybe your press agent contributor doesn't like the present crop of radio eds, but it's his crowd which made us what we are today, in one way or another. Personally, I'll promise to omit one item on European propaganda broadcasts for each decent, interesting yarn on any native-American conked or glamour girl. I'll swap a Toscanini item for a good one on a band leader. But don't shoot the likker to me, John, boy.

over KSFO, San Francisco, married Evelyn Hannah, secretary in the production department. . . . Farmer Russ, who conducts an early morning show for WCOF, Boston, celebrates his second anniversary with the station next month. . . . David Rhodes has joined stations WTAQ and WHBY, Green Bay, Wis., as chief news announcer. Elliott Henry, formerly of Chicago, has been named publicity director of the stations. . . . The W. D. E. Corp., headed by W. D. Bohl, is seeking a permit for a 100-watt station in Milwaukee. . . . Bob Lewis, formerly of WGGY, Minneapolis, has been named chief announcer at WTAQ, Green Bay, Wis. . . . Earl Ebl, producer at WWJ, Detroit, who has also acted on the dramatic staff, is joining NBC at Chicago as producer under Wynn Wright.

## HAROLD BETTS

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# A BETTER BALLROOM YEAR

## Full Fed. Tax On Cut Ducats

Bargain sale at danceries must carry door tax—hits Lincoln op first

LINCOLN, Neb., Jan. 6.—Internal revenue officers have made permanent the slap on advance sale bargain prices for danceries here, R. H. Pauley, Turnpike Casino manager, was advised this week. This means, hereafter, that for all orchestras playing here on which advance sale is initiated the customers will pay tax on the bargain rate pastebord equal to 10 per cent of the door sale price.

What's more, the tax collectors have stated they'll collect back to July 1, 1939, but have been lenient to the extent of giving Pauley the chance to propose settlement, set a figure he thinks would be decent to settle for and why.

Pauley says the "why" will be because he didn't collect the money, therefore is out about \$18 to \$30 on every orchestra which played his spot since July 1, 1939, on an advance sale basis. There were about 25 of them.

In nearly every case the cheapest price was 75 cents (83 cents), while the door ask was never less than \$1.25 (\$1.38) and sometimes \$1.50 (\$1.65). In the average case Pauley would have to dig up an additional 5 cents per ticket and in extreme cases 7 cents per admission for each of the advance tickets in the past six months.

It seems a cinch that this move initiated here will now spread over the whole country, unless someone uses to test the validity of the revenue's claims.

First two orchestras to come under the new rule, here were Tom Gentry, New Year's Eve, and Buddy Rogers (5).

## Fiddler Again Out Front

DETROIT, Jan. 6.—Musicians aren't always in the back seat. Adam Morgan, violinist, whose home is at Pontiac, Mich., proved it dramatically New Year's Day when he was the New Year's No. 1 man in line when the marriage license bureau opened, and he got the first marriage license issued for Detroit. His bride is Annie Zubasco, of Highland Park, Mich.

## Two Music Houses Started by Oxley And Harry Goodman

NEW YORK, Jan. 6.—The music publishing field is beckoning now not only to band leaders but to their relatives and personal managers as well. This week saw the consummation of plans that will enlarge Tin Pan Alley by two firms. One will be operated by Harry Goodman, brother of Benny, who has now left the band his entirely to devote his endeavors to building a new music house. Goodman, former bass player, bought the Italian Book Co. for a reported price of \$13,000, after his efforts to acquire the Maurice Abraham catalog fell thru due to disagreement on price.

Italian Book is a member of American Society of Composers, Authors and Publishers, and boasts a catalog exceedingly replete with well known and profitable standards. The company achieved prominence a year or so ago when it fostered the hit, *Oh, Mr. Ma (The Butcher Boy)*, which was subsequently taken over by Shapiro, Bernstein.

Second firm to be launched is being established by Harold Oxley, manager of Jimmie Lunceford, for himself and the septa batoneer. Music house that was taken over by Oxley is the Ted Browne Music Co., of Chicago. Oxley's firm will carry a New Era Publishing Co. tag.

## Tom Archer Circuit Reports a 25 Per Cent Increase Over '38

Sweet bands, both name and territorial, attract most sugar at box-office—Duchin scores year's attendance high—hot bands n. s. h.—operates chain of eight

DES MOINES, Jan. 6.—Tom Archer, head of the Archer Ballroom Co., operating a string of ballrooms in the Middle West, reported his circuit had shown a 25 per cent increase in dance business during the past year. One of the largest ballroom operators in the country, Archer credited promotions and other tie-in deals as accounting for the increase in revenue over 1938. Using territory bands to good advantage with build-ups thru his promotional tie-ups, Archer said the sweeter-type bands had turned in the best profits.

## Pa. Liquor Board Wins Right To Limit Music, Dance Hours

HARRISBURG, Pa., Jan. 6.—Dauphin County Court again refused to restrain the Pennsylvania Liquor Control Board from enforcing a rule limiting music and entertainment in hotels, nighteries, etc., to the hours during which liquor sales are legal. President Judge William M. Hargest denied a preliminary injunction to the Conference of Pennsylvania and Delaware Locals of the American Federation of Musicians, the Pittsburgh Musical Society and Al Marisco, Pittsburgh orchestra leader, who sought to set the amusement rule aside on the ground that the board was attempting to exert a control over the management of night spots rather than the conduct of the licensee's premises.

Judge Hargest held that the petition for injunction was defective "for want of proper parties." He pointed out that no liquor licensee was represented in the suit either as a plaintiff or defendant. "The act does not regulate or attempt to regulate or to restrain musicians as such," the judge said, pointing out that it is enforced only against licensees.

In Pennsylvania communities where amusement is regulated by local ordinance licensees are permitted to provide entertainment after liquor sale hours if such ordinance permits.

WISCONSIN RAPIDS, Wis., Jan. 6.—Gray's cocktail bar and dance palace opened this week under management of Mr. and Mrs. De Vere Gray. Spot offers nightly dancing with Barb and Pete's Rube Town Band and Frank and Mel's Ork.

Territory bands showed the best increase over 1938, with the sweet outfits topping the class.

Best summer spot for Archer was his new Val-Air here, making its initial season. Spot turned in heavy grosses all summer, with Eddy Duchin chalking up an attendance record of 4,200 dancers. The fall season at the Tromar here was about on par with past records.

Sioux Falls, S. D., turned in nice grosses and was ahead of the 1938 records. The two Sioux Falls ballrooms were remodeled, with the fountain room enlarged during the year. All types of bands, except name bands, showed increases.

The Chermot, at Omaha, showed the heaviest increase over last year's figures, making a nice comeback after a drop in grosses in 1938. The two Sioux City, Ia., spots had spotted records but finished short even over last year.

Also there was a reduction in the number of dance nights at the Frog Hop in St. Joseph, Mo., the spot turned in an increase for the year. The Frog Hop is being only opened two and three nights a week, using name bands mostly, with nice returns.

Archer string of dancettes takes in eight, the Tromar and Val-Air here, winter and summer spots, respectively; year-round Frog Hop, St. Joseph, Mo.; Skylon and Shore Acres, Sioux City, Ia., winter and summer spots, respectively; year-round Chermot, Omaha, and Arkota and Neptune, Sioux Falls, S. D., winter and summer spots, respectively.

## Songs With Most Radio Plugs

# "Things" Surges to Lead; "Careless" Retains Hold

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

Rank	Title	Publisher	Net	Indis
1	All the Things You Are (M)	Chappell	36	27
2	Careless	Berlin	34	21
3	Scatterbrain	Bregman, V. & C.	30	20
4	Oh, Johnny, Oh	Forester	24	18
5	Speaking of Heaven	Miller	24	10
6	Faithful Forever (F)	Famous	21	16
7	South of the Border	Shapiro, Bernstein	20	10
8	Goody, Goodbye	Ginn	20	9
9	In an Old Dutch Garden	Harnes	20	9
10	Indian Summer	Harnes	19	18
11	On a Little Street in Singapore	Shapiro, Bernstein	19	16
12	It's a Hap, Hap, Happy Day (F)	Famous	18	5
13	El Rancho Grande	Markis	17	11
14	Lilacs in the Rain	Robbins	16	21

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

Rank	Title	Publisher	Net	Indis
10	My Prayer	Skidmore	18	12
11	Stop, It's Wonderful	Spier	16	10
12	This Changing World	Robbins	16	7
13	I Didn't Know What Time It Was (M)	Chappell	15	13
14	At the Ballade (F)	Feist	15	3
15	Cribbribin	Paramount	13	8
16	Darn That Dream (M)	Bregman, V. & C.	13	8
17	The Little Red Fox (F)	Feist	13	5
18	Billy	Santly-Joy-Select	12	12
19	Holy Smoke	Santly-Joy-Select	12	12
20	Do I Love You? (M)	Chappell	12	7
21	White Lies and Red Roses	Berlin	12	5
22	Moonlight Serenade	Robbins	11	9
23	After All	Sun	10	11

## Gale, Inc., Adding Booking Dep't to Personal Management

NEW YORK, Jan. 6.—Moe Gale announced this week that his organization, Gale, Inc., is broadening its scope to include booking activities on all attractions now being handled by the office. Gale's relation to his attractions has previously been strictly on a personal management basis, with all booking being handled by other booking offices. The conversion of Gale, Inc. into a booking office as well as a personal management outfit becomes effective immediately.

Tim Gale, Moe's brother and up till now road manager for Ella Fitzgerald and the late Chick Webb's Ork, assumes charge of the local office, with a branch to be set up in Chicago. Moe Gale pointed out that his reasons for doing his own booking were in no way a reflection upon the methods of the offices who have been booking his attractions. He feels that he will be able to book his own people better thru concentration upon them and that he will be able to save money handling this end on his own.

Office's first task is the setting up of a tour of 60 one-nighters for the Ink Spots, one of Gale's top attractions due to the success of a series of recordings in automatic phonographs. Quartet is currently at the Famous Door here. Previously

booked by General Amusement Corp., Ink Spots' GAC contract runs out in February, with the proposed tour under Gale booking due to start March 6. Boys will play ballroom dates, accompanied by the Sunset Royal Ork, most recent band addition to Gale's properties.

Attractions under the Gale banner include, besides the Ink Spots, Ella Fitzgerald and the Webb Band, who have been booked by Consolidated Radio Artists without any contractual obligations by either party; Erskine Hawkins, whose CRA pact has three more years to run, with both offices now taking over his booking, as will be the case with Al Cooper and the Savoy Sultans and Benny Carter, both of whom stay with Music Corp. of America until their contracts run out. Teddy Hill and Lee Norman have no outside office ties. On the off side, Gale has two white hopes in Terry Shand and Lyle (Spud) Murphy, the former with GAC and the latter bound to an MCA booking pact.

Once existing booking agreements are over the Gale office will assume a set-up similar to Mills Artists, with every phase of management and booking handled within the one office. Al Wilde, who has been publicity director for Gale for some time, will continue in that capacity under the enlarged set-up.

## Presto, Change

NEW YORK, Jan. 6. — For some months one of the featured numbers done by Glenn Miller and his orchestra was *Sold, American*, based on the tobacco auctioneer's chant used as a commercial identification by Lucky Strike cigarettes (American Tobacco Co.). During the number the entire band used to chant, "Sold, American." But last week the band started a commercial series for Liggett & Myers, who make Chesterfield cigarettes.

And in the same spot, you, too, would change it. Now the band chants "Sold, Chesterfield." Fortunately, the meter fits.

## Bands on Tour

## Advance Dates

DEL COURTNEY: Beldan Hotel, Canton, O., Jan. 11; Triton Ballroom, Chicago, 18; Aragon Ballroom, Chicago, 14.

JOHNNY (SCAT) DAVIS: Flatbush Theater, Brooklyn, Jan. 11 week; Windsor Theater, Bronx, N. Y., 18 week; Palace Theater, Cleveland, Feb. 2 week; Colonial Theater, Dayton, O., 9 week; Shubert Theater, Cincinnati, 16 week.

BUNNY BERIGAN: Century Theater, New York, Jan. 12 week.

COUNT BASIE: Apollo Theater, New York, Jan. 12 week; Howard Theater, Washington, 19 week.

GENE KRUPA: Adams Theater, Newark, N. J., Jan. 12 week.

KAY KYSER: Palace Theater, Cleveland, Jan. 12 week; Albee Theater, Cincinnati, 19 week.

SHEP FIELDS: Strand Theater, New York, Jan. 12 for two weeks.

HAL KEMP: Roxy Theater, Atlanta, Jan. 14 week; Florida State Fair, Tampa, 30-Feb. 3.

FRANK LOCKAGE: Senior Reception, Muskegon (Mich.), High School, Jan. 18.

EDDY DUCHIN: Stanley Theater, Pittsburgh, Jan. 19 week.

TOMMY DOBBSY: Riverside Theater, Milwaukee, Jan. 19 week; Lyric Theater, Indianapolis, Feb. 2 week.

BENNY GOODMAN: Strand Theater, Portland, Me., Jan. 21 week; Worcester (Mass.) Auditorium, 28; Lyric Theater, Indianapolis, Feb. 18 week; Chicago Theater, Chicago, 23 week.

SLIM GAILLARD: Apollo Theater, New York, Jan. 26 week.

JOHNNY MAOER: Kenyon Athletic Club, Passaic, N. J., Jan. 27.

AL DONAHUE: Univ. of Scranton, Pa., Jan. 29.

AL COOPER: Apollo Theater, Feb. 2 week.

JAN SAVITT: Worcester (Mass.) Auditorium, Feb. 4.

GLEN GRAY: Worcester (Mass.) Auditorium, Feb. 11.

CAB CALLOWAY: Worcester (Mass.) Auditorium, Feb. 18.

## Add Yearly Awards

HOLLYWOOD, Jan. 6.—Not to be outdone by others of the entertainment world who seasonally indulge in that minor but violent pastime known as selecting the Best Something or Other, Meredith Willson and Connie Boswell, maestro and songstress on the Good News radio commercial, come to bat with their fave songs of the year.

Miss Boswell selected *Blue Orchids*, while Willson stuck his chin out with *I Didn't Know What Time It Was*. The two further couldn't get together on the best sewerball ditty of the past annum, Connie voting for *The Little Man Who Wasn't There* and the bawdier giving the honors to *Beer Barrel Polka*.

## Dick Kuhn and his Music

VOCALS BY MARCELLA HENDRICKS

## 62d Week

HOTEL ASTOR, N. Y.

Broadcasting Over Mutual Network

DIR: MUSIC CORP. OF AMERICA

## Orchestra Notes

By M. H. ORODENKER

## Gotham Gab

IT ISN'T written in the stars nor have the cards been stacked as yet, but if we may translate the wishful thinking of others, MARIA KRAMER would have ARTIE SHAW make his return to bandom at her Hotel Lincoln, the same stand where he first took the leap to the top of the heap only a little more than a year ago . . . and if that isn't in the cards, it's a tosser-upper between CHARLIE BARNET and JIMMIE DOBBSY for the follow-up to JAN SAVITT. PAUL WIMBISH takes over the personal management reins of JACK TEAGARDEN, JOHNNY OLUSKIN still retaining an interest in the band . . . VIDO MUSBO, another of Gluskin's properties, recently dropped the band to return his tenor tooting to a sax section, joining up with HARRY JAMES . . . CLAUDE THORNHILL, newest hopeful sponsored by ALEX HOLDEN, takes his band out of rehearsal halls to play the sub sessions at Hotel Pennsylvania while GLENN MILLER peddles ciggies on the air . . . negotiations are under way for BOBBY BYRNE, who holds at Brooklyn's Roseland Ballroom till February ends, to take in the Hits houses . . . EMILE CHRISTIAN, original member of the Original Dixieland Band, after 18 years on the Continent, adds his tromboning and bass-slapping to GASTON at the Monte Carlo French Cabaret . . . DON MARIO at the street's new Music Bar . . . ENOCH LIGHT, Hotel Taft maestro, gets the first call for the town's PDR Birthday Ball . . . LENNIE HAYTON into Roseland Ballroom; this week . . . GARY CANNY BAND adds to the Latin rhytmations at La Corga this Sunday (14), supplementing the music of CARLOS MOLINA and DIOSA COSTELLO . . . Park Central Hotel holds over PANCHO and his rumba rides . . . DUKE DAILEY into the Famous Door February 6 for three weeks, ELLA FITZGERALD pushing back her stand at the spot because of road commitments . . . Dailey's bow also brings back KAY THOMPSON, remembered for her radio rhythm singers, sharing the billing with the band . . . It was a case of mistaken identity in reporting BILL SMITH, who has the United Orchestra Service in Philadelphia, joining up with Consolidated Radio Artists to head the cocktail combo department of the new CLUB in BILL SMITH and he came in from Philadelphia, but it's a Bill of another SMITH.

## Eastern Musicals

Raymor Ballroom, Boston, brings in GRAY GORDON Friday (12) to tick his toes till the 27th . . . band adds a fourth man in providing a seasonal seat for HELECK GOLDSTEIN . . . New City town's Southland Cafe has its band parade lined up till mid-March, with JACK TEAGARDEN in on the 22d for a fortnight, TEDDY POWELL, following for two more February 5, and COUNT BASIE, on February 19 until March 16, marking the first buy for more than the usual two weeks . . . DAL MITCHELL extended for three more months at Lakewood Outing Club at Hood's Pond near Tops Field, Mass. . . . band set to return May 29 for another summer at Long Beach Hotel, Cape Ann . . . PHIL LEVANT draws an indef holdover duet at Bill Green's Casino, Pittsburgh.

## Doings in Dixie

MANIE SACKS, MCA booking exec, due in Richmond, Va., on the 23d and 23d to address the State Fair Association meetings at the John Marshall Hotel . . . Sacks heads Music Corp.'s fair department out of the New York office . . . WILL OSBORNE to Miami, Fla., this week for stand at the Plaza Hotel . . . BENNIE COLLINS into Westwood Supper Club, Richmond, Va., for a month . . . CECIL KRISTAL opened with the new year at Idle Hour Club, Phoenix City, Ala. . . . ENRIC MADRIGUERA's click at Baker Hotel, Dallas, has earned the maestro a bid to return in the spring to unshutter the roofgarden . . . band moves to New Orleans Wednesday (10) for a stand at the Jung Hotel.

## Western Musicals

ORRIN TUCKER, the guy with the Oh, Johnny gal, has found his affairs so pressing since fame tapped at his door that he had to take on a personal manager . . . he took over the duties, TED NICHOLS left his post this week as manager of the Lyric Theater, Indianapolis . . . FREDDY MARTIN into Chase Hotel, St. Louis, February 2, with XAVIER CUGAT coming over from the Colony Club, Chicago, February 22 to take over for a month . . . Palmer

House, Chicago, dates EDDY DUCHIN again with a March or April opening to be decided upon . . . COL. MANNY PRAOGER, out of the BEN BERNIE stable, makes his band-leader bow this week at Hotel Radisson, Minneapolis . . . JIMMY JAMES, localad featured on WLW, follows HENRY BUSSE into Cincinnati's Netherland Plaza, Hotel Thursday (11) . . . JACK RANDOLPH holding forth at Jungle Night Club at Trumbull City, near Youngstown, O. . . . SONY KENNIS, originally set for four weeks at Detroit Athletic Club in the Motor City, holds over indefinitely . . . FATS WALLER into Hater's Palm Gardens, Milwaukee, on the 21st for a fortnight . . . RUDOLPH FRIML, JR., begins a six-weeker this week at Desher-Wallick Hotel, Columbus, O., and then to Providence for a stand at the Providence Biltmore Hotel . . . before leaving Chicago for his permanent exec post in the New York office, MCA's CHARLIE MILLER set BOB CHESTER to follow JOE SANDERS into the windy town's Blackhawk Cafe.

## Cocktail Combos

TOMMY SMYTHIE, of Chicago-William Morris office, has set THE SENATORS into the Broadmoor, Colorado Springs, Colo., starting their stroll this week . . . Rudy Novins, THE ARISTOCRATS hold for four more weeks at El Chico, Miami Beach, Fla. . . . JUAN MAKULA, Latin combo, replaces the THREE IDLERS at Hotel St. Moritz, New York . . . STERLING S. DANZINGER, who recently topped the Dukes and the Duchess outfit, is moving over to the BUDDY ROGERS job, joining up on the 18th at the Colonial Theater, Dayton, O., he will be featured as a singer with Rogers' Four Notes and hold down a seat in the trumpet section.

## Hollywood Harmonies

SKINNAY ENNIS into the new Casa Manana Ballroom at near-by Culver City until February 8 . . . ART TATUM, solo Steinway swinger, stays on at Swance Inn . . . PHIL OHMAN at the re-lighted Trocadero . . . HARRY OWENS set for the set and background in Deanna Durbin's new feature at the Universal lots February 6 set for the opening of GUY LOMBARDO at Coconut Grove in Los Angeles, remaining thru March 13.

## Notes Off the Cuff

JOHN HAMMOND, talent scout for Columbia Recording Corp., goes mid-winter vacationing in the Southlands, which means that he'll put in plenty of espia talent hunting at the same time . . . HALEN LEONARD, en route to New York from Kansas City, Mo., to bow at Golden Gate Ballroom February 10, stops off in Chicago on Wednesday (10) to cut his preem platters for Bluebird and several nights later taking in a solo hop at the Savoy Ballroom in the same town . . . digging for another Oh, Johnny dandy, LEONARD Joy at Victor digs way back and comes up with *I Love Me and I Love You Ashamed?* for GRAY GORDON to enter . . . sides will also serve to introduce Gray's newest fem voice, RITA-RAY . . . and the solo songstress Joy is set to build on platters, as guessed, is SHIRLEY HOWARD . . . and so we send our cuffs to the cleaners.

## J. Dorsey's Movie Show

NEW YORK, Jan. 6.—Sixth in Paramount's series of 10 Headliner movie shorts, Jimmy Dorsey and His Orchestra, has been completed at the Eastern Service Studio in Long Island this week under the direction of Leslie Bush. A Pic set for February 3 release. Reeler has Jimmy tooting a sax solo, Beebe; the band beating it out for John Sheer; Helen O'Connell's warbling highlighting *My Wubby Dolly*, and Bob Eberly chanting *Only a Rose*.

## Courtney Music to Preem Room at Hotel's Hotel

CANTON, O., Jan. 6.—A dinner-dance will mark the formal opening of Hotel Belden's new ballroom and adjoining cocktail lounge Thursday (11). Manager Del Courtney announced. Del Courtney's Orchestra, no relation to the manager, has been engaged to play for the inaugural.

Capacity of the new ballroom at tables is 150. Courtney (the manager) said a supper club will be started following the opening affair.

## Material Protection Bureau

## A Free Service for Readers

THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name. The Bureau takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

## AFM Locals Elect

## N. O. Keeps Pipitone

NEW ORLEANS, Jan. 6.—Local 174 re-elected G. Pipitone to retain the prez post for another year. Other officers include Dave Winstein, vice-prez; Robert Aguilera, recording secretary; R. I. Chaboo, financial secretary, and W. B. Miller, sergeant at arms. Board of directors takes in Charles Hartmann, John DeDroit, Leo Brokhover, St. Fontana, Al Kirt Jr., J. Paquay, Russ Papalia and A. J. Papalia. Pipitone, DeDroit and Hartmann are the AFM convention delegates.

## Christmas Again

OMAHA, Jan. 6.—Local 70 re-elected Pete Christmas as prez for 1940. Other officers are Ernest Nordin, vice-prez; Harold Pace, secretary; Mike Chaloupka, treasurer, and Art Randall, Marvin George, Harold Black, Frank Elias and Dan Wheeler, directors.

## Johnson Milwaukee Head

MILWAUKEE, Jan. 6.—Local 587 at its annual dinner Tuesday (3) at Congo Hall, inducted Henry Johnson as prez and big manager for the coming year. Other officers are Rankford G. Holley, vice-prez; Richard E. Rice, secretary-treasurer, and George Lott, Carl Moody, George Ramsey, James Dudley and Lincoln Stokes, board of directors.

## Strong Sticks

COLUMBUS, O., Jan. 6.—Arthur E. Streng has again been re-elected president of Local 108. Alphonse Cincione, Carroll McGehee, John Clark, John Collins, E. C. Kershaw, Lynde Kirk and Frank Todhunter comprise the exec board. Ryan Davidson is in as financial secretary, and Kershaw for recording secretary.

## Quiet . . .

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## Music Items

### Publishers and People

**PHIL KORNHEISER** becomes the new professional manager for Harry Tenney, Inc. Jack Richmond is no longer connected with Words and Music, Inc. in that capacity.

Billy Cohn joined Fred Forster's New York staff this week, to work on plugs for the tremendously successful revival of the firm's oldie, Oh, Johnny, Oh.

Danny Cameron goes with Mills Music as contact man. Archie Levington is doing the repping for the new Mercer & Morris publishing outfit in the Chicago area.

Belle Fenstock has penned a series of instrumental numbers based on current social phases of American life. The titles are *Cafe Society*, *Man About Town*, *Serenade to a Debutante*, *Kit Kat Cuban*, *Thru a Christmas Window*, *Glamour Girl* and *Puppies on Parade*.

Dave Stamper, well known for his tune contributions to many a Ziegfeld show of yesteryear, comes back with the songs for a play with music titled *It's Up to You*. Harry C. Miller has done the lyrics.

A new music publishing firm enters the Tin Pan Alley picture with the formation of Adazzio, Robsham & Matthews Co. Don Albert's Ork introduced one of the firm's new tunes, "Blue Long Island Skies," on the air this week. Compo was penned by Arthur Warren Robsham, Francis J. Adazzio and Dolores Matthews, with Robert Vincent Murray on the lyric. Firm's other releases are "When You're Near," "Since You Went Away" and "Remember When," all by the three members of the company.

### Songs and Such

**LENNIE HAYTON's** new theme song is titled *Poker Face*. It has a Ted Petter lyric and gets a publication from Bobbie Music. Bob Strong's theme tune has been put in the publishing works by Leeds Music.

Vic Schoen, arranger for the Andrews Sisters and the catalog of Leeds Music, will orchestrate seven standards for Foster Music. J. Fred Coots is back in New York, after a Canadian junket plugging his old faithful, *Santa Claus Is Coming to Town*, over the Canadian stations.

Al Donahue gets a month's exclusive broadcast on Paramount Music's new venture, *With the Wind and the Rain in Your Hair*. An all-colored movie titled *Darktown Strutters' Ball* goes before the camera the middle of this month, with Shelton Brooks and Flournoy Miller starred. The two co-authored *Darktown*.

Clarence Stout, of Vincennes, Ind., placed *Footin' Me and Sandown on the Prairie* with Mills Music; *Elegy in Blue* with Joe Davis; *Pin Pops* and *To Keep From Cryin'* Over You with Clarence Williams, and *I'm a Hillbilly Boy From the Mountains* with Bob Miller, Inc.

Howard Jackson, Warner studio composer, is set to conduct a large ork for a series of modern symphonic concerts based on folk songs of all nations during the World Festival of Music in Hollywood during May. The event will be sponsored by the National Federation of Music Clubs, which holds a convention in the film capital at that time, and a crowd of about 80,000 is expected to attend.

### Hollywood Highlights

**JACK SCHOLL**, staff tunesmith for J. Warner, turns script writer for the dance with the dialog for a Warner two-reel comedy, *Cinderella's Fella*. Scholl and his songwriting partner, Moe Jerome, will then do several tunes for the pic.

Three classical arias and one pop number are sketched for Deanna Durbin in Universal's *It Happened in Kalooka*. The pop tune is *Harry Tobias' and Pinky Toelmin's Love Is All*.

Herbert Stothart rearranged two of Sigmond Romberg's new moon melodies for MGM's new version of the play. Result is two new songs, *Trouble Tree* and *Farce*.

Joe McCarthy, original lyricist on the stage production of *Irene years ago*, will rejoin Harry Tierney, its composer, on some new tunes for RKO's forthcoming picturization of the musketeer.

D. S.

**DETROIT**, Jan. 6.—Gene Buck, ASCAP rep. here, his home town, this week because of the serious illness of his mother, 78, in Providence Hospital. She suffered a fall on Christmas night, but her condition was reported improved late in the week. She suffered a hip fracture.

## Sheet-Music Leaders

(Week Ending January 6)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position		Last Wk. This Wk.	
2	1. South of the Border	—	—
3	2. Oh, Johnny, Oh	—	—
1	3. Scatterbrain	—	—
—	4. All the Things You Are	—	—
—	5. Indian Summer	—	—
5	6. My Prayer	—	—
7	7. Lilacs in the Rain	—	—
8	8. Stop, It's Wonderful	—	—
—	9. Faithful Forever	—	—
9	10. Chatterbox	—	—
14	11. Careless	—	—
12	12. The Little Red Fox	—	—
—	13. El Rancho Grande	—	—
—	14. At the Balalaika	—	—

## Philly Radio House Bands Shifting

PHILADELPHIA, Jan. 6.—Clarence Fuhrman moves his house band from WIP to KYW beginning January 17, according to an announcement made by both stations. Fuhrman replaces Ken Martin, with his successor at WIP not yet named.

The station may import an established leader from another town and have him build a band from the talent here. Many names are under consideration. Joey Kearns replaces Bob Golden at WCAU January 18.

## Another Wis. Tavern Org Fires at Ascap

MILWAUKEE, Jan. 6.—Latest group to announce its intention of taking up the cudgel against ASCAP is the revived National Tavern League, Inc., which has instructed its counsel, Howard F. Haberla, of this city, to begin a Circuit Court action against the performing rights society to enjoin it from collecting copyright fees here. Bases claim on the ground that the society has not complied with the Wisconsin registration law requiring it to turn over to the State 25 per cent of its receipts.

The Tavern Music Protective Association, according to Sol Ziem, its secretary, will also start court action against ASCAP shortly. The latter group charges ASCAP with operating in Wisconsin without a license as required by law.

## Chi G-Men Crack Down On Music Bootleggers

CHICAGO, Jan. 6.—Uncle Sam's "G-Men," acting on information furnished by the regional ASCAP office here, cracked down last week on the biggest song-sheet bootlegging syndicate in these environs. Jack Tickman and Lawrence Rothenbaum were arrested as the leaders of the biz, and, according to E. S. Hartman, ASCAP attorney, they are old offenders.

Martin S. Gerber, assistant U. S. Attorney, stated that the racket was netting its operators around \$25,000 a year by circulating nearly 10,000 copies a week of the pirated song hits thru street-corner salesmen. Both men pleaded not guilty but were held for a hearing scheduled for Tuesday, under \$1,500 bonds each.

## 25-Piece Ork Possibility For Springfield Theater

SPRINGFIELD, Mass., Jan. 6.—A major increase in employment opportunities for local musicians is in the offing. Hampden County Musicians' Association votes tomorrow (7) on the proposal of proxy Nathan S. Goldstein, of Western Massachusetts Theaters, Inc., to place 25 musicians in the local Paramount Theater for Sunday performances with feature pic.

## Long Sets a Holiday High

PITTSBURGH, Jan. 6.—Johnny Long drew 4,233 dancers to the William Penn Hotel Chatterbox between Christmas and New Year's, a record breaking the previous high set three years ago by Kay Kyser prior to Kyser's winning national fame.

# NOW AVAILABLE FOR A LIMITED TOUR OF ONE-NIGHTERS

THE SENSATIONS OF THE YEAR!!!

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# GALE, INC.

## Chance for Unknown Orks Is Offered by New Net, If and When

NEW YORK, Jan. 6.—When, as and if the proposed Transcontinental Broadcasting System gets under way, opportunities for increased dance remote time, particularly for newer and lesser known orks, will increase considerably. The new network, if it gets going, will make available two or three hours a night more for dance bands emanating from night clubs and hotels; and with most of the top-flight orks and those not quite as top-flight filling up sustaining time on NBC, CBS and Mutual, the chance for little known bands to get themselves ether hearing is obvious.

If the new network gets going orks will be needed to fill in the hours between 11 and 1 or 2 at night, thus creating

plenty of room to give the small fry that all-important air time so cherished by band leaders.

Music publishers also would benefit from the additional opportunities for airing their tunes. It is likely that TBS plugs would be counted as minors similar to those on Mutual, major plugs being credited to those on CBS and NBC, but the added time would be just that much more opportunity for plugging a tune across.

Establishment of the network would, however, bring the greatest joy to the scores of unknown orks who see in its announced start the long-awaited opportunity for ether recognition.

## U. S. Style Jazz Fades Out of Paris Night Clubs Due to War

PARIS, Dec. 23.—The first World War resulted in Paris becoming a convert to American "culture," with jazz music becoming the rage of the risottes. And a night spot without it just isn't just wasn't. But this new war has killed it and has been the means of "Frenchifying" this cosmopolitan capital. Making the rounds from Montmartre and Montparnasse to the Etoile quarter discloses that "Jazz a l'Americaine" has all but disappeared from the band stands.

The Frenchman and his femme are now content to lean back and listen to the chant of an old French ditty or a modern chansonette with a light war motif, such as *A Letter From a Soldier*. In bottles patronized by the British military and what remains of the "carriage trade" can be heard mass singing of *Hang Out the Wash on the Stegried Line*, *Tipperary* and kindred English war songs, old and new.

Moreover, not more than one out of five night spots, whose neon lights made Montmartre Hill the brightest corner of Paris in pre-war days, is now operating. And most of them are small bars and get

by with a solo piano pounder instead of a team of colored swing-smiths, with house receipts proportionately cut, managers sadly explain.

The Champs Elysees and Etoile sector seem to have taken the entertainment lead, with a few of the more elaborate spots functioning as "supper clubs." However, what little music and entertainment the bill affords is old Paris or old French.

Discreetly hidden away in the better residential districts are to be found the first Parisian "speakeasies," probably the only new American export to Paris night life that seems to be gaining in favor. Some function as private clubs, others as clandestine saloons, but all with same entrance rigamarole as those which operated in the good old prohibition days in New York's side streets. But the Parisian bartenders, new to the game, have not as yet acquired the technique of his American brether in pricing his goods, which makes after-hour drinking a pleasant surprise to the Yankee who was initiated to such imbibing the more expensive way.

C. M. Chambers.

# The Reviewing Stand

Gene Pieper

(Reviewed at Pla-Mor Ballroom, Lincoln, Nebraska)

FEATURING Jay Jackowski, nifty in the clarinet and sax department, Gene Pieper, a territorial name in the Midwest, is animating the ballrooms with a sweeter band than he had the last time around. Stomp crew didn't work out, so Pieper chameleoned into the softer side and it's one of the best bands he has ever had. Normally he has four rhythm, three sax and two brass, latter swelling to three when he lends his lip to trumpet occasionally.

Vance Neese is his major vocalist, with Keith Cold, sax, and Herb Peor, trombone, coming out to make it a trio on many numbers. Pieper calls them the G-men. Another who gives with the pipes is Mal Dunn, and all of them are capable enough.

Band is slanted for one-nighters and okeh in its territorial field. Oldfield.

Evan Morgan

(Reviewed at King's Ballroom, Lincoln, Nebraska)

FROM the coal mines and later from the Mississippi River boats, which spawned another trumpet player, Louis Armstrong, Evan Morgan, a brass-tipped musician, fronts a jumpy crew for the stomp traffic.

It's an abbreviated crew—three sax, three rhythm and two brass—three when Morgan lends a hand. One of the brass comes by Jim Currie lapping sax for the moment to do a bit of doubling on the horn. Mike Gelsen is the major vocal call, otherwise among the reeds. At the piano Don Laughlin, a sit-down shouter, adds a tonal treatment occasionally.

One-nighters, the cheaper halls and territorial circulation for this one. Oldfield.

## Music in the Air

By DANIEL RICHMAN

### Production

BORROWING a stunt from his commercial show of last year, HORACE HEIDT (*Hotel Ambassador, Los Angeles, WEAF*) puts on not-so-much a dance remote these nights as something more closely approximating a production. It's another version of the seemingly endless quiz formula, and similar in its accoutrements to the remotes staged from Catalina Island on the Coast by Freddy Martin recently.

With Heidt as Captain Kidd, a "treasure chest" for the lucky contestants and a "plank walk" for the unlucky ones, questions asked concern the proper linkage of a given sound effect with one of three descriptions following the particular noise. Band plays a musical "clue" to help the contestants along, a knowledge of pop tunes and oldies thus enabling a contestant to give the right answer whether or not he recognizes the sound effect. Program has its laughs in the more often than not unusual and humorously done sounds, in linking a familiar and well-loved tune with an incongruous noise and, as on most quiz shows, in the answers of the contestants themselves.

Heidt handles the show well, chatting informally with the patrons who offer themselves as contestants and, after their turn at bat, asking them what they'd like the oke to play. The requests constitute the melodic part between quizzes and despite all the talk on the show, it manages to get in seven or eight numbers. Individual solos from Frankie Carle (piano), Bob Knight (guitar), Larry Cotton and Henry Russell further distinguish the program from run-of-the-mill remotes, even if the basic idea is not as new and shiny as it once was.

### O-Kaye

WORTHY of note along the lines of trying to be different on dance remote is a trick pulled by SAMMY KAYE (*Hotel Commodore, New York, WABC*) on a recent broadcast. To leaven the unexcitement of a half hour of straight swinging and swaying, Sammy brought in a touch of showmanship on the show caught by having several minutes of comedy and their way into the proceedings.

The interlude came about midway thru the show and brought on a couple of comic characters (apparently members of the band) whose dialog with Kaye ament the song they wanted to sing was definitely on the unsophisticated side but amusing nevertheless. Stunt may have been only a build-up to the particular song, and if so Kaye (and other leaders) would be wise to apply it more. If the material is at all decent, a few moments of comedy sandwiched in between a rock of pop tunes can be decidedly listenable.

### The Spirit is Willing

ONE of the most interesting commentaries offered by midnight dance remotes is the musically expressed desire of some of the smallest and least known hands with wires to do their other jobs the right way, while lacking at the same time the equipment with which to do it. In other words, a variation of the spirit being willing but the flesh weak, FRANKIE HOPE (*Perillo's, Bellville,*

N. J., WJW) is one of those leaders who seems to realize the importance of careful preparation of a remote, but whose good ideas are all but lost in the fog of inept execution.

His program was routine and selected exceedingly well, and in the horns of a good oke would have made great listening. Ballads, novelties, swingeres and oldies were admirably blended, and it was really too bad that they couldn't have been delivered better. But Hope is definitely to be commended for trying.

ART KASSEL (*Hotel Bismarck, Chicago, WJZ*) has had long experience in putting on remotes, and a show caught this week proved it. A good touch that isn't allowed to become monotonous is the use of his catchphrase, "castles in the air," between some numbers, with the title of the next tune then being withheld until after it has been played. A good lineup of material, danceably played, and highlighted by a Kassel original composed up to the sort of remote that makes dialers look for the band again on subsequent nights.

## Bands Boasting Pitt Cafe Take

PITTSBURGH, Jan. 6.—After a slow start this season most of the night clubs are entering prosperous weeks, following a blank New Year's Eve that up to this year had covered the debts of many a preceding slow period.

In each spot it's a singular type of entertainment bringing the patrons. At the William Penn Hotel Chatterbox the Christmas week attendance record set three years ago by Kaye Kyeser was broken by Johnny Long, whose music is drawing a predominantly younger dancing crowd. At Mercury's Hockey Park Nut House is packing them in with older folks who go for gags and stunts from roving comedians. At Ritz's Club Petite has been drawing a medium-pursed crowd that asks for tricky music arrangements from Piccolo Pete's four-piece oke. Tony Conforti's Nixon Cafe continues to draw the olds spenders with the city's swiftest floor show, and Bill Green's pulls in a dancing crowd that prefers traveling semi-nude bands.

Newest bright spot to click is the Yacht Club, converted from the old Showboat thru the combined efforts of Nick Andolina and Sol Heller, who calls on showmanship assistance from his brother, Jackie, and Loew's Penn manager, Charlie Kurtzmann, who has been aiding in production and booking. Presenting a five-act show costing about \$700 weekly and Herman Middleman's Band, the Yacht Club next week tacks on a minimum charge of \$1 per after a trial period of no cover and no minimum, which enabled the operators to break even during its first two weeks, but brought items such as "20 cents, two cups of coffee."

### Lullaby Composer Ailing

BOSTON, Jan. 6.—The aged composer of Rock-a-Bye Baby, Mrs. Ernie Carlton, was reported resting comfortably last night at a Boston hospital where she was taken after she suffered a cerebral hemorrhage. The 84-year-old composer was placed in a private room and given a private nurse after Gene Duck, ASCAP prez, learned of her plight. Mrs. Carlton is not a member of ASCAP and her song was never copyrighted, but Duck

wired the Boston office of ASCAP and directed that she be taken care of. Song was written when Mrs. Carlton was 15 years old.

### Spokane Dansant Draws

SPOKANE, Wash., Jan. 6.—Merle Carlson, who came over from Seattle to play at the Garden Ballroom for one week and remained three, wound up his final week with attendance of approximately 2,500 for five nights, up 50 per cent from opening week. Tickets priced at 40 cents and 25 cents.

At Richter, playing New Year's dance, December 30, drew 1,500 for record single night since new management took over in September, according to Bill and Jim Leonard. Richter and Dutch Groshoff will divide up the dance time this month.

### NEW YEAR'S EVE BIZ

(Continued from page 4)

prosperous evening, getting more than 300 to pay either \$6 for a celebration in the larger upstairs room or \$4 for a session in the downstairs bar.

### Frisco Nears '29

SAN FRANCISCO, Jan. 6.—Despite downpour New Year's Eve, night clubs and hotel business was well up. Crowds spent freely and many spots reported the biggest turnout since 1929. Police found street crowds reasonably well behaved.

Spots were allowed to keep going till 5 for those who could take it. Cover charge top was \$6, although one or two hotels were reported to have upped to \$7.50. Bal Tabarin, Music Box and Royal Hawaiian took in capacity crowds.

Tom Gerun, manager of the Bal, said bar business broke all house records. Hotel officials estimated that about 4,000 were in their clubs on the one night.

Earl Carroll's Vanties, at the Geary, drew a packed house at \$4.40 top. Burlesque and movie houses reported trade only fair, as street revelers passed up late shows and hit for home and parties.

Golden Gate, only vaude house in town, reported a sellout for the midnight show.

### Miami Has Biggest Year

MIAMI, Fla., Jan. 6.—New Year's Eve business in the Greater Miami area was unquestionably the biggest in history. Crowds milled outside the doors of every club and fought to pay the \$3 minimums at the bar. Tables averaged about \$7.50, which included entertainment, dinner and souvenirs.

### Bridgeport, Too

BRIDGEPORT, Conn., Jan. 6.—With the average toll running at \$2.50 and cover charges completely eliminated, night spots here report the biggest take in the past 20 years for New Year's Eve. All of the niteries (excepting hotels) were minus female entertainers, due to the "curfew law" on employment of females after 10 o'clock at night.

### Wilkes-Barre—Off the Hip

WILKES-BARRE, Pa., Jan. 6.—Fact that hotels and night spots hereabouts were not allowed to sell liquor from Saturday night to 7 a.m. New Year's Day did not hamper the countless thousands of valley folks who welcomed in the New Year with plenty of spirit, both liquid and otherwise. Altho the hotels had no special celebrations because of a State Liquor Board Edict that the liquor laws would not be waived since New Year's Eve fell on Sunday night, they did get a good play from diners. However, private clubs went in heavy for parties, with the patrons carrying the liquor on the hip.

The five central city theaters were jammed, with an estimated 86,000 attending the special midnight shows. The Irving had a special vaudeville show, augmenting its regular weekly show. The Penn had its annual amateur stage show with Guy Hill's Band, while the Capitol had a special show staged by Tony Grant's Dancing School—on the style of a Major Bowes program. In addition, private clubs also scheduled live entertainment, much of which was imported from New York.

### Louisiana Purchased Again

NEW ORLEANS, Jan. 6.—Niteries enjoyed their greatest holiday week. Class spots were completely sold out several days before New Year's Eve, and the

dozens of Vieux Carre (Latin Quarters) clubs were forced to capacity to handle the overflow from other States, but mainly from Texas, from which thousands came to see the Texas Aggies nose out Tulane.

All niteries jacked up prices for the occasion, with a top of \$25 per couple in the Grand Ballroom of the Roosevelt where Ozell Nelson moved his music and the floorshow of the Hawaiian Blue Room, after 10 p.m. Tulane Room of the Jung Hotel clicked at \$15 plus tax of \$1.50, for couple. Grand Ballroom of the St. Charles Hotel drew \$8.80 a couple. All of the top spots furnished drinks, a dinner and show in addition to favors. Only the Roosevelt and Moulton Rouge furnished champagne.

### Ho-Hum

DETROIT, Jan. 6.—Survey of Detroit night spots showed business generally off, particularly in the bigger downtown spots for New Year's Eve. A two-hour celebration, as far as serving of liquor was concerned, hurt trade considerably. Operators generally followed the regulations, not serving until midnight, altho in some cases spots were reported staying open some hours longer than the legal 2 a.m. closing.

Private parties, however, got the benefit of the short hours, with an unusual amount being spent for talent for private shows, usually monopolized by the public night spots for the Eve.

### Little Rickettes Went Suburban

LITTLE ROCK, Ark., Jan. 6.—Niteries made the best of two hours dancing allowed for New Year's Eve under the "blue" laws. Within the city limits, dancing began at 10 p.m. Monday morning. To avoid clash with a law dating back to 1890, and stopped at 2 a.m. sharp, following warning by Chief Pitcock, of Little Rock, that an old city ordinance prohibits dancing after 2 a.m. on any day of the week.

Suburban spots, however, successfully evaded the law.

### Seattle a Gay "Blue"

SEATTLE, Jan. 6.—Day before New Year's Eve falling on Saturday gave the turn of the year a double celebration, with night clubs, theaters, hotels, roadhouses and suburban cafes participating in big double-holiday business.

Special fish shows were put on, certain Seattle theaters remained open all night, stressing vaude, as at The Embassy, with girl Polkas for service until 11 p.m. Washington's strict Sunday law, preventing serving of wine or beer on the Sabbath, even during dinner dances, operated to stress Saturday entertainment, while taverns, hotels and restaurants re-opened their bars at the stroke of midnight for three hours.

### Calgary Snuggles

CALGARY, Alta., Jan. 6.—Top price for New Year's Eve entertainment in this city was \$7 per couple, which included turkey dinner and dancing in one of the better spots. Liquor was extra—bring your own and smuggle it in.

Several cafes offered dining and dancing with a \$1 cover charge. Exclusive clubs, admitting only members and their guests, charged about \$2 per person, which included dinner and dancing. Jitney dance halls, with no meals served, asked regular prices, but one dance hall served dinner and sold duets at \$2.50 a brace.

Theaters held previews with giveaways, prices ranged from \$1.25 to 50 cents per person.

Merrymaking took on an added fervor as citizens tried to forget the war. Decorations did not follow military motifs.

Only one of Canada's nine provinces to experience a "blackout" was Saskatchewan. Provincial law prohibits dancing in public halls between midnight and 8 a.m. Monday. Theaters in most cities operated after midnight. Many midnight dance frolics were held in small towns, but as far as is known Mounted Police did not bring any charges.

### One-Night Tour

SPOKANE, Wash., Jan. 6.—The double New Year's Eve celebration proved a boon to entertainers. Hotels and night clubs employed talent Saturday night, and private clubs and lodges on Sunday night. Bob Dudley booked a 10-act floorshow for seven different performances. Members included Doc Warren, fan dancer; Dixie Kelly, singer; and Frank Berg and Weed, with five-girl line.

## Hague Won't Hold Still for Lifting J. C.'s Dance Ban

JERSEY CITY, N. J., Jan. 6.—Agitation has been started here by Joseph Mans, official of the Jordan Social Club, to lift the dance-dine ban, which for the past 30 years has outlawed all dancing in local hotels, restaurants, dance halls, bars and taverns. For merry-go-rounding, local residents have had for years to flock to near-by communities. Only exception to the ban, which has been held iron-bound by Mayor Frank Hague all thru the years, was for special dances held for charity, many of them sponsored by churches, and for dances sponsored by private organizations. Jordan Social Club, while permitted to run its own private dances, wants the law loosened to allow public dancing in hotels and restaurants.

Dance restriction was designed primarily to keep night clubs out of the city after hizzoner cleaned up the city's vice-ridden horsehoe district more than a quarter century ago. Fight to link out the ban was launched this week before the city commission when Mans stated his case and drew a fiery reply from the mayor, who thundered that under no conditions would he allow Jersey City to be exposed to what he called "filth and immorality."

Ballroom is widening daily, with Mans drawing support from the jitterbug element, while the mayor is lining up the city elders and church leaders to support the ban.

Referring to the dine-dance ban as "a yoke of senseless medievalism," Mans charged the ban "is creating alarming social repercussions by driving an anti-social wedge between our people, and asstoring them over out-of-town dining places where dancing is permitted. One frightful result is that Jersey City is fast becoming one of the most undesirable places in the Union. When the people of Jersey City go out of town to dance they do not break any laws. They could be just as decent and respectable in their own dining places. Repeal of the dine-dance ban would not make them criminals overnight."

In reply, hizzoner insisted, "You can't have dining and dancing without sliding back to the dance halls, and you can't go back to the dance halls without going back to immoral conditions which prevailed here a quarter of a century ago."

Confronted with the mayor's insistence on keeping the ban, Mans and his fellow club members announced they would visit clergymen thruout the city and circulate general petitions in hopes of "forcing the mayor to bow to public opinion." In the meantime hizzoner took off for Florida.

## Lincoln Dansants Start Year Rich

LINCOLN, Neb., Jan. 6.—New Year came here with a bang, but not as the dance spots. Tom Gentry wound up with \$1,450 at Turnpike Casino at \$1.10 per couple. Evan Morgan pinched off \$670 at King's Ballroom, and Leo Pieper, at the Pla-Mor Ballroom rostrum, garnered a neat \$700 at 40 cents per.

This was done in face of five midnight shows at the theaters for competition.

## 8845 Rich for Local Casa Ritz at Bridgeport Ritz

BRIDGEPORT, Conn., Jan. 6.—Ritz Ballroom here did rather nicely last Sunday night (31), New Year's Eve, considering the competition of all forms of amusement for that evening, when 883 dancers attended the annual celebration conducted by McCormack & Barry at their spot. Departing from the usual policy of name bands, they used a local band, the Casa Ritz, for the evening. Ducats went at 90 cents, making for a nice gross of \$845. Next Sunday (7) Bob Chester in for the night.

## Hear, Hear!

WILKES-BARRE, Pa., Jan. 6.—City detectives were puzzled at first when members of the Wilkes-Barre Society for the Deaf reported that a thief had broken in and rifled the contents of the coin box of the automatic music machine.

Members explained that the deaf can hear music as sound vibrations.

## "Careless" to the Fore

NEW YORK, Jan. 6.—The attention being paid by patrons of automatic phonographs thruout the country to the new ballad hit, *Careless*, is anything but that. The song this week reaches the heights of popularity on the machines, with Dick Jurgens' platter the standout.

For further details about this tune and other leading phonos hits turn to page 74 for the Record Buying Guide in this issue of *The Billboard*.

## New Year's Eve Big At Archer Dansants

DES MOINES, Jan. 6.—New Year's Eve celebrates packed Tom Archer's Tromar Ballroom here, almost breaking the all-time mark, with 2,949 noise-makers plunking down a buck each at the front gate, while near zero temperatures prevailed outside.

The \$2,949 gross was only slightly under the all-time high of \$3,200, set last year. The Sunday night dance was the largest New Year's crowd at the Tromar and met top competition from other night spots. Doc Lawson and orchestra furnished the music.

Big was also up at Archer's Sloux City, Ia., Skyton, with 2,230 checking in at 75 cents each for a \$1,650 gate to hear Vette Kells and his University of Iowa band.

The South Dakota Sunday blue laws provided a stumbling for most ballroom operators, but Archer's Sloux Falls Arkots in that State nicely overcame the no-dance New Year's Eve rule by holding a "watch party" Sunday night. The doors were opened at 11 p.m. and Jack Edwards and orchestra played from midnight until 3 a.m. The dawner dance found 1,600 dancers paying 75 cents each for a \$1,200 gross.

## Sees Self Hotel Employee In Unemploy't Comp. Suit

OMAHA, Jan. 6.—Johnny Elmore, local musician, filed an appeal with the Nebraska Supreme Court in connection with Omaha court ruling he was not an employee of Hotel Hill here and thus not eligible for unemployment compensation.

Elmore played with Bobbie Bowman's Ork in The Cave at the hotel from June, 1938, to the first of 1939. When he lost his job, the unemployment compensation division's appeal court allowed his claim, but the District Court said he was working for Bowman, not the hotel management.

## COAST SHOWMEN

(Continued from page 3)  
contracted to alternate on the band stand thruout the night.

Committee is diligently working to put together a program which will eclipse any event of its kind in the club's history. Proceeds from the event are to go to the numerous charitable undertakings of the PCSA, one of which is Showmen's Rest in Evergreen Cemetery here. Assisting Coe are John Alexander Pollitt and Harry B. Chipman.

LOS ANGELES, Jan. 6.—Chairman George W. T. Boyd said this week that the Pacific Coast Showmen's Association's annual Memorial Services will be held in Showmen's Rest, Evergreen Cemetery here, on January 14, at 2 p.m., and asked that all showfolk make an effort to attend. A working committee has been appointed by Boyd, who asked that those do not have transportation to contact the club's secretary, who will provide cars for their transportation. Committee also plans to have some outstanding character to act as chaplain at the affair.

LOS ANGELES, Jan. 6.—Pacific Coast Showmen's Association staged a colorful show in commemoration of Past President's Night in the clubrooms at 623½ South Grand avenue at Wilshire Boulevard here in conjunction with the annual installation of officers at the regular meeting on January 3. About 200 members and friends attended. Show was presented by Claude Barie, assisted by Jack Schaller, George Ball and S. A. Curry, in the absence of Al Fisher, entertainment committee chairman, who was called out of town on business.

Show got under way immediately after the regular meeting, with Claude Barie as emcee, assisted by George Ball. Array

# Selling the Band

Exploitation, Promotion and Showmanship Ideas

## Bagging the Balloons

IT'S not exactly new, but Al Donahue gave this trick a different and just as effective twist in ballying his opening at Meadowbrook Country Club at Cedar Grove, N. J., this week. From a newspaper office in near-by Newark's center city, 1,000 toy balloons were released from a top floor on Thursday (4), date of his formal opening. Balloons carried the imprint that Donahue is opening at Frank Dalley's Meadowbrook. An extra line adds the all-important feature of his recording affiliation.

In order to make the balloons a worthy prize to capture, about 60 of the inflated rubber bags contained an invite for the opening, which had a cash value equal to the spot's minimum charge.

It's the first we hear of carrying the grab bags outside. Smart cafe society spots in New York, as the Stork Club, and movieland's now-darkened Trocadero, would bolster the Sunday night draw by releasing a bag of toy balloons with the lucky ones finding either a \$100 bill or an expensive jewelry item in the bag. Even if the band doesn't grab the customers, giving money away is a sure way to grab 'em in. Nick Stuart, on his recent stand at Claridge Hotel, Memphis, gave away \$5 notes to the Saturday night dancers, that is, to those lucky enough to grab the released balloons containing the bills.

Vic Schroeder Agency, one of the most active offices booking the territorial band traves out of its Omaha base, has sent out a practical pocket-size date book for the 1940-41 years to ballroom managers and dance promoters. Pages allow for notings on the band engaged, with the datings from the first of this new year to November 30 of the '41 year. It would have added to its practicability if margins were allowed to keep record on the band's buying arrangements and percentage privilege, and the band's box-office draw for the particular date.

Item justifies its expense, every page

of acts, included the Schaller-Ball-Olette, which rendered many popular songs and concluded with several college favorites. Unit was accompanied by Johnny Brydon at the piano.

Specialty acts included the Harveys, Ryan Troupe and LaMarr, with solo dancing presented by Madeline Harvey, Miss Theis and Connie Ryan. Miss La Mar also scored with a vocal number.

## HENIE AT \$5 TOP

(Continued from page 3)  
When the Shipstead-Johnson troupe played its first engagement here four years ago, it drew only \$1,200 the first day.

Before they left this week the skating producers signed a contract with Harris to appear here every Christmas week for the next five years. The recent Ice Follies broke records for any winter show held at the Garden. The incoming Henie show will be the most expensive event ever staged in the rink-arena.

## Iodic Booking Opposition Spots

DETROIT, Jan. 6.—At least one Detroit booking office is acting as its own "opposition" in four situations. Peter J. Iodic, of Amusement Booking Service, is booking two of the principal night spots in each of four cities, Toledo, Lansing, Saginaw and Bay City—in most cases against the original squawks of operators of the spots concerned.

Opposition bookers, according to Harry Lee of the office, have been using the sales talk that the same office could not give equally good shows to opposition spots, but to date Iodic has held on to the bookings.

and covers carrying the VSA imprint. The first and last pages list the six barnstorming bands available.

## Victor for Victor

RCA-VICTOR musical merchandise promoters launched a nation-wide promotion campaign in conjunction with the release of Paramount's *The Great Victor Herbert* feature flicker. To supplement the existing RCA library of Herbert's harmonies, Allan Jones recorded two new disks of songs he sings in the picture. Radio stations regularly carrying RCA's Music You Want programs all featured special Herbert shows, and the Victor house organ for January, with a 1500,000 mailing, highlights a preview of the picture and its music.

Paramount, likewise, is giving prominent space to the RCA-Victor promotions in its press book, and the theater managers are urged to work together with RCA-Victor dealers in a joint poster and radio campaign to publicize both the pictures and the platters.

You'd be surprised what an attractive lobby display or window poster can be improvised by pasting all your congratulatory telegram messages on a cardboard. Names of a few celebs on the wires sustains the reading interest of passersby and cannot help but impress. At the out-of-town spots, letting the patronage see your wires of well wishes for opening night impresses 'em no end with your importance in the big town.

At the Ben Franklin Hotel, Philadelphia, where Long Thompson holds current, two window posters put the wires on cien with a teaser "Hello, Long" line to invite reading.

## Students

CARBONING the click of musical quiz shows on the air lanes, W. H. Wenster, operating Danceland in Cedar Rapids, Ia., has been adding a "Musical Third Degree" feature for dancers. In order to stimulate interest, attending bally has the dancers banding in musical questions in advance. Prizes are given both to those whose questions are used and to those giving the correct answers. It all takes its cue from the Kay Kyser stint, but spells good showmanship in satisfying the dancers.

TO AID dealers and distributors in proper demonstration of victrolas, RCA-Victor has assembled a group of 10 recordings which are calculated to display the recorded reproduction of musical instruments and voices to best advantage.

The records, all standard disks and representative of each major field of music as well, are contained in a picture album, attractively dressed. Also included are a package of needles and a booklet suggesting the proper method of photo demonstration.

Selection of the platters is designed to allow the salesman to fit his demonstration to any type of prospect and at the same time bring out the full quality of the machine.

Attractive DANCE ORCHESTRA POSTERS CARDS AN IDEA FOR YOUR NEW BILL

80 reproductions of billing created by us for America's leading bands, including the top 10—MAILED FREE CENTRAL on same no-entailment. Cut in this size by using CENTRAL on pattern. Write NOW for date book and samples. CENTRAL SHOW PRINTING COMPANY

## "GIVE MY LOVE A CHANCE"

A Song Selection, Don't Have a Publisher. A Request Will Bring Professional Copy. Copyright 1939 by FRED BASS 1303 CHESTNUT AVE. AUSTIN, TEX.

ROLL TICKETS Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50

10,000	\$8.00
20,000	7.25
50,000	10.75

Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

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

A

Adkins, Pat: (Erie's) NYC. re.
Albert, Jules: (Show Bar) Forest Hills, N. Y.

B

Baker, Bruce: (New Kenmore) Albany, N. Y.
Baker, Howard: (Edgewood) Albany, N. Y.
Balkins, Zig, Captivators: (Palms) Chenevix, N. Y.

C

Caldwell, The Funks: (Blackcats) Chi.
Callaway, Cab: (State Boston 12, h.)
Candella, Harry: (Atlanta-Biltmore) Atlanta, h.

D

D'Amico, Nicholas: (Versailles) NYC. re.
Daly, Eddie: (Canary Cottage) Florham Park, N. J.
Daly, George: (Tops) NYC. re.

E

Ehrig, Jack: (Royal Palm) Miami, re.
Ehrig, Roy: (Manhattan Center) NYC.
Ellis, Joe: (Queen Mary) NYC.

F

Fandlman, Mickey: (River Lake) Phila. re.
Farmer, Willie: (New Cabaret Inn) Albany, N. Y.
Fazio, Joe: (Povavian) Detroit, re.

G

Gambie, Jack: (Lincoln Terrace) Pittsburgh, Pa.
Garber, Jan: (Topsy's) Los Angeles, re.
Garcia, Carrie: (Surf Club) NYC. re.

H

Hagner, Herb: (Warwick) Phila. h.
Hahn, Al: (Chess Parlor) Canaan, N. H. re.
Hall, George: (Hollywood Club) Hollywood, Fla. re.

I

Imlers, Three: (St. Monica) NYC. h.
Irish, Marty: (Churchill Tavern) Pittsburgh, Pa. re.

J

Johnson, Johnny: (Sibeton) NYC. h.
Johnson, Bill: (Cozy Corner) Detroit, re.
Jones, Jerry: (Lagoin) Salt Lake City, re.

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.

Fisher, Freddie: (Old Vienna) Cincinnati, re.
Fisher, Art: (Club Minors) Chi. re.
Fisher, Harry: (Troadero) Evansville, Ind.
Fisher, Mack: (Paco Gardens) Chi. re.

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Fisher, Art: (Club Minors) Chi. re.
Fisher, Harry: (Troadero) Evansville, Ind.
Fisher, Mack: (Paco Gardens) Chi. re.

Levant, Phil: (Bill Green's) Pittsburgh, re.
Lewis, Sid: (Nash Club) Miami Beach, Fla. re.
Lewis, Ted: (Stanley) Pittsburgh, I.

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Lewis, Sid: (Nash Club) Miami Beach, Fla. re.
Lewis, Ted: (Stanley) Pittsburgh, I.

Quattell, Frank: (Columbus) Chi. re.
Quintana, Don: (El Chico) Miami Beach, Fla. re.

Ramona: (Leon & Eddie's) NYC. re.
Ramona: (Ambassador) NYC. re.
Rapp, Barney: (Barney Rapp's) Cincinnati, re.

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Ramona: (Ambassador) NYC. re.
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Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Mellon, Earl: (Tantilla Gardens) Richmond, Va. re.
Men of Note: (Ten Eyck) Albany, N. Y., h.

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Men of Note: (Ten Eyck) Albany, N. Y., h.

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Men of Note: (Ten Eyck) Albany, N. Y., h.

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Men of Note: (Ten Eyck) Albany, N. Y., h.

Mellon, Earl: (Tantilla Gardens) Richmond, Va. re.
Men of Note: (Ten Eyck) Albany, N. Y., h.

Tan, Jimmie: (Kaufman's) Buffalo, re.
Tenella, Steve: (Willowmore Inn) Union City, N. J., re.

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## OUT-OF-TOWN TRYOUTS

## "John Henry"

(Colonial)  
BOSTON

A play with music by Boark Bradford and Jacques Wolfe, rewritten since previous tryouts. Presented by Sam Byrd, Staged by Charles Friedman. Scenario designed by Albert Johnson. Directed by Anthony Brown. Cast: Joshua White, Henrietta Lovelace, George James Jr., Joe Atlas, Robert Harsey, Alexander Gray, Kenneth Spencer, Minto Cato, Musa Williams, Ruby Eley, James Lightfoot, Maude Simmons, Paul Robeson, George Dickson, Sadie McGill, Myra Johnson, Merritt Smith, Wier Owens Handy, Louis Gilbert, William Woolfolk, Eva Vaughan, Alice Carter, Mattie Washington, Benveniste Washington, Alice White, Ruth Gibbs, Marie Fraser, Mildred Lassiter, Ray Yeates, J. DeWitt Spencer, C. W. Scott.

Boark Bradford's Bunyanesque Negro, John Henry, did admirably on the pages of *The Saturday Evening Post*. He should have stayed there. For the dramatization of the exploits of the legendary colored hero drags thru two acts and 12 scenes with very little reason for being.

Originally a three-act play, it was rewritten by Bradford and Wolfe after its Boston opening and was presented in two acts during the final week of its stay. Most of the changes came in the first act, and the third was omitted entirely.

Even as a story John Henry does not compare favorably with some of the short stories Bradford has written about the gigantic Negro. He loads a steamer with cotton by sundown and finishes a railroad in a day and finally discovers that even the great John Henry is no match for the machine age. Between times he betrays a childish intellect, is outsmarted by a Man Named Sam, has his heart broken by a girl and finally dies trying to beat a steam cotton loader after realizing the gal loved him all the time. The gal then commits suicide to give the entire play a Romeo-and-Juliet-in-sepia tinge.

Paul Robeson turns in a splendid performance as the swaggering, puerile John Henry. During the last week of the show's stay in Boston he and the other members of the cast had some difficulty in getting accustomed to their new lines, but for the most part there were few blow-ups. Honors for an outstanding performance go to Joshua White, who played Blind Lemon, a colored guitar player; some of the best bits in the entire show revolved around his boogie-woogie string-poking.

Unless a major miracle occurs—or unless Bradford and Wolfe keep staying up nights to rewrite some more—John Henry will not amount to much. Its dragginess and lack of coherence stamp it as weak b. o. Norton Kaplan.

## Village Promenaders Merely Limp Along

NEW YORK, Jan. 6.—A group of young composers, writers and actors (non-Equity), banded together under the name of the Promenaders, offered an intimate revue, *Two for Tonight*, at the Cherry Lane Theater, Greenwich Village, Thursday (28). At the writing they are still standing their ground.

The company might rather be a group of jolly fellows whose antics would be tolerated at a house party. As professional trouper they are too terribly impressed with themselves and the theory of the art of acting. Their performances are too much like literal fulfillment of instructions from some whiskered text on "How To Act." Those entrusted with song were not endowed with singing voices.

The lyrics, with the exception of a number titled *Call of the Wild* and another, *Blues*, were dull, overworked themes which in the past might have been amusing. At wide-apart intervals the musical score did render a catching phrase, but a few high spots do not a chanson make. The production looked as tho it would be a one-time shot.

## Unions Cancel Show

REGINA, Sask., Dec. 6.—Currently touring Canada, the Maurice Colbourne-Barry Jones stock company has canceled its dates for Saskatoon and Regina. Local union conditions caused cancellation.

## Jokes Yet?

CHICAGO, Jan. 6.—It seems that local musician chief Jimmy Petrillo's tiff with producers George White and the Messrs. Kaufman and Hart over the John L. Lewis skits in their respective *Scandals* and *The Man Who Came to Dinner* was after all just a great big joke, according to reports coming from Petrillo's vacation sanctum in Miami, Fla. The "objectionable" lines and skits are back in the shows and everything is presumably serene. What kind of a "joke" it was and who was the butt of it is not quite clear yet, however. The shows in question are doing great biz at the b. o. as a result of the publicity, and the customers are hearing and seeing a lot of John L. Lewis in a caricature. Everyone knows that Petrillo still has no love for Lewis, so maybe the joker is still in the deck.

## "10 Nights" Wows In Salem Stock

SALFEM, Mass., Jan. 6.—Guy Palmerton's revival of *10 Nights in a Barroom* in stock at the Empire here, embellished with 10 acts of vaudeville and stragglers with musical numbers including the *Florodora Sextet*, is one of the funniest plays in many years. Played strictly for hokum, yet retaining the corny drama of the 1890s, *10 Nights* provides a rollicking two hours of entertainment.

Billed as the original Blue Law play, it is (in case you've forgotten) a real old-time mellerdrama with a moral. Virtue triumphs when the drunkard (Sidney Higgs) reforms after the death of little Mary. Between times a couple of murders attributable to dat ole demon rum and the usual chase thru the mountings add to the interest.

There are places in the show where the action drags, but as a whole it is really sock entertainment. The audience, invited to hiss the villain and applaud the hero, joined in with surprising enthusiasm. It remained for one simple piece in the fourth act, however, to really tear the house down. When little Mary dies she kicks over a bucket placed at

## Refusal of Brokers To Sign Ticket Code May Open Holes

Gaps supposedly plugged in new agreement figured to open, maybe, with ultimate big stick still held to be Equity's cast-pulling—but would Equity do that?

NEW YORK, Jan. 6.—The Actors' Equity Association consented to the renewal of the theater ticket code on the belief that the revisions would relieve the union of direct responsibility for punitive measures, continued concerted refusal of 20 brokers to sign the code may dump that load of care back into Equity's lap. Outwardly, however, Equity is bearing up bravely, despite the unexpected delay in broker commitments. If non-signatory brokers account for their claimed 50 per cent of ticket sales, producers, particularly those whose shows are not exactly smashers, may be tempted to bolt the code if the Enforcement Committee

keeps to the letter of the code and prohibits ticket allotments to the un-accredited, with rumors already rife of various instances. Managers whose pocketbooks will be materially affected are not so likely to be convinced that the "benefits and privileges" mentioned in the code mean them too.

The going may not be too tough for them if they choose to scuttle the code. The worst the League of New York Theaters can do is to disown them; for even if monetary fines were imposed, the manager would not be bound to pay them if he were suspended or expelled from the League. As a dismissed member he would then become Equity's direct charge, subject to a special independent manager's contract which is almost identical with the code. If he then disregarded the prohibition to do business with unaccredited brokers, he would be brought up on charges before Equity Council. The only definite punishment possible then would be withdrawal of Equity casts, anywhere from one performance to a permanent stay.

That is considered Equity's vulnerable spot. The union is as reluctant today as it was a year ago to impose unemployment on any of its members and expects it might be mighty difficult to arouse the rank and file to such a frame of mind that they would sacrifice a job for a code whose benefits, so far, are only theoretical. Such a cause, the union is afraid, is a far cry from the IATSE jurisdiction war of last summer, and Equity is in no mood to cry "wolf" again. The fact that the Council is treading more cautiously even on the proposition to increase minimum salaries, lest the move jeopardize jobs and salaries, indicates the caution with which Equity would invoke cast-pulling against erring managers.

## Cornell's Spokane Record

SPOKANE, Wash., Jan. 6.—Katharine Cornell broke a box-office record here when all 2,251 seats in the Fox Theater were sold out five days before her one-night engagement December 21. Tickets were sold at \$3.45, \$2.85, \$2.30, \$1.75 and \$1.15.

## From Out Front

By EUGENE BURR

After a lapse of two weeks—the first to take care of seasonal thanks to players and the second to take care of reviews of what are jokingly referred to as new plays—this column has many things to talk about, too many, probably, to fit into the confines of the allotted space. And there are other things too that could be mentioned but won't be—such as the fact that the first week of January, 1940, passed by without a single opening on Broadway. The less said about that, I'm afraid, the better.

Because of the time since the last column, much discussed in this one will probably seem old hat—such as the sad plight of Howard Rushmore, erstwhile film critic of *The Daily Worker*, a publication that has more than a little to do with the Communist Party. As everyone (except loyal party members, of course) must know by now, Mr. Rushmore found himself without a job because he refused to criticize *Gone With the Wind* along the lines laid down by dictates of the Party. He was willing to describe it as "a magnificent bore"—a description with which even the MGM press department, I suspect, must secretly agree—but he was willing to go no further. Party dictates, however, demanded that the picture be panned from pillar to post; so Mr. Rushmore no longer has a job.

All of this seems like, and is, no more than a tempest in what may be euphemistically described as a teapot; and it is mentioned here only because your reporter, being a nasty fellow, can't resist hollering "Yaaa-aaa!" Back in the days when the American Communist Party was dedicated solely to the splendid purpose of keeping the artist and thinker free from the muzzling bondage of fascism (in other words, back in the days before the Hitler-Stalin pact choked the Party) he set down its own theory: this reporter was attacked time and again by faithful Party members because he had the temerity to suggest that there was little to choose between Communism and Fascism so far as muzzling was concerned. It was—and still is—his contention that a dictatorship is a dictatorship no matter what sector of the political scale it happens to stem from—whether it be Communist, Fascist or, Heaven and American voters forbid, Democratic. He claimed that the muzzling about which the Comrades howled when it was perpetrated by Hitler was at the very moment also being perpetrated by the Comrades themselves, and that there was nothing to choose between the two repressions.

All sorts of letters were received during the years, most of them pointing to the gloriously free artists of modern Russia. It seemed to me that the writers must have been afflicted with astigmatism, for Russian artists have been no more nearly free than German artists. Now the Party's methods, as exemplified by the Rushmore case, have at least proved the point and brought the whole thing into the open.

Now let anyone try to claim that art or thought are in any way unfettered under sweet, gentle Communist rule.

By the time this gets itself printed, Paul Vincent Carroll's latest play, *Kindred*, will have closed. The critics had more than a little to do with its death, but if they had confined their poignarding to the fact that *Kindred* is a very bad play no one, not even Mr. Carroll, could have legitimately objected. *Kindred* is a very bad play indeed—a fact that must be freely admitted by even a spectator who liked it as well as I did.

But when the boys pan it by fantastically misinterpreting its theme, when they show that they hadn't the slightest idea of what Mr. Carroll's clearest (See FROM OUT FRONT on page 16)

That is considered Equity's vulnerable spot. The union is as reluctant today as it was a year ago to impose unemployment on any of its members and expects it might be mighty difficult to arouse the rank and file to such a frame of mind that they would sacrifice a job for a code whose benefits, so far, are only theoretical. Such a cause, the union is afraid, is a far cry from the IATSE jurisdiction war of last summer, and Equity is in no mood to cry "wolf" again. The fact that the Council is treading more cautiously even on the proposition to increase minimum salaries, lest the move jeopardize jobs and salaries, indicates the caution with which Equity would invoke cast-pulling against erring managers.

Equity, however, is keeping its fingers crossed and, indulging in a bit of wishful thinking, is inclined to believe that such a crisis is remote. If managers who are losing cold cash because of the code restrictions go to point of having themselves booted out of the League, it is figured that Equity will intercede to bring about a compromise long before it would be called on to deny the manager an Equity cast. But then, it is asked, where would code enforcement be?

The actor union carries an air of being unafraid of the threat, confident that any legal action instituted would be an easy win for the code promulgator, it did not expect this medium of resistance from the specs. The code is so drawn up that in theory it should prove an impenetrable weapon once all brokers and managers sign it, neatly playing the allegiance of the brokers against that of the managers and vice versa. But if the majority of ticket brokers are outside the code, Equity and the League may have a new front to face.

So far, the brokers contend, they are not feeling the pinch, for allotments officially ceased only January 2. It has been loudly reported that some are still getting them, tho Milton Weinberger, attorney for the League, is inclined to discredit the claim, declaring that the League and Equity will shortly set in motion machinery for checking on the conduct of both managers and accredited brokers. If leaks are found, he held, they'll be plugged pronto.

The threatened injunction suit against the League by Gustave A. Gerber, attorney for the Associated Theater Ticket Agencies, was at the time of writing lost amid ironically Alphonse-and-Gaston gestures. The League maintains it's up to the brokers to make the next move, and the ticket men are awaiting action from the managers.

# Critics Tab the Turks, But 'Hellzapoppin' Again Floors 'Em

NEW YORK, Jan. 6.—Two more hits were added to the boards during December to go ahead of the critical percentages given them by the daily reviewers, while a third show, whose take has been better than fair, had the scribes brimming over. The management of a fourth predicts a longer run than the meager critical score would indicate.

*Hellzapoppin'*, given only 38 per cent by the critics, again proved the undoing of the press boys when it unshuttered a new edition. The Shubert report capacity business at every performance since its second opening with a show earning its maximum of 30 standees during the Christmas week high tide.

*Du Barry Was a Lady*, 68 per cent, is easily the public's new favorite, the management claiming that grosses have never gone lower than \$30,000 for any week. *Holiday* week, with aid of New Year's Eve tariff of \$6.60, shot up to a \$84,000 take.

*Hamlet*, 100 per cent, chalked up \$62,000 for the first four weeks of its five-week engagement. *Holiday* week standees averaged 10 a performance.

*When We Are Married*, 25 per cent, will not close tonight, claims the management, despite rumors to the contrary. Shows has been doing \$5,000 weekly in a house capable of 14,000.

The six other attractions which ventured forth during the month ran true to turkey formula and were readily recognized by the critics, tho one got a score as high as the *Hellzapoppin'* smash. *Foreigners*, 38 per cent, passed out after

## Paris Wants Laughs To Forget Air Raids

PARIS, Dec. 23.—Under present conditions it is well Paris has a "Temple of Laughter" such as the Palais Royal Theater, where it is made possible to forget (enemy air raiders permitting) for a couple of hours the tragedy and horrors of war, even the air raids form the theme of the play. *La Venus de l'Hot*, three-act comedy by Pierre Veber, produced and managed by Gustave Quinson, has a cast of 10, and from the persons of the play received by the public, will be at the Palais Royal for the duration of the war.

The families Mouchet and Capulet live on excellent terms in the same Parisian apartment building, M. Mouchet being on something more than excellent terms with Madame Capulet, who has been titled by the neighbors "Venus" while neighbor Capulet is exerting serious endeavors to impress Mrs. Mouchet.

All to have a theater as a safer refuge which they find at the chateau of Mme. Capulet's country cousin. During a false alarm the inhabitants go to the cellar, which is invaded later by three British air officers seeking shelter. Author Veber's skill in getting his various characters into compromising situations becomes genius, and ends with the handsome young V.A.F. Loo, being endowed with a wife in the person of the young daughter of Venus, an ending which permits the others to extricate themselves by the aid of some cheerful lying. The personages are all well played, with Paul Faivre and Denise Grey outstanding.

*Paris-40*, musical revue by Valentin Tarault, current presentation at the Concert Mayol, got off to a good start and has been showing to capacity audiences of Parisian review fans.

With all the usual trimmings, or by their lack, for which the Mayol is famous, the show should prove popular with the boys having a 48-hour leave in the capital.

Everyone in the troupe is accorded applause, and the 30 line girls are especially admired for their ability to resist pneumonia. Comedians get laughs for risque jokes, and the ladies in the cast, with a talent to listen and return a just-as-risky responsive wisecrack, are sock. George Manco, Lucien Rimela, Serge Dauchet and Rex Harvey are the male principals; ladies are Huguette Marling, Luerna Rhode, Robardet, Sandra Luverna, Germaine Lambert and Sonia Dolwick.

## AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent  
The foremost institution for dramatic and experimental training.  
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CARNegie HALL, NEW YORK

seven performances, a bit early for such a rating.

*Christmas Eve*, 31 per cent, lasted for six performances.

*The Woman Broken*, 7 per cent, had 11 performances.

*Billy Drows a Horse*, 6 per cent, called a halt after 12 performances.

*Once Upon a Time*, 6 per cent, didn't survive even for 1st second night.

*Kindred*, 6 per cent, will close tonight, to make a total of 16 performances.

## Edmonton Legit

EDMONTON, Alta., Jan. 6.—With union trouble causing cancellation of dates in Regina and Saskatoon, Calgary and Edmonton were the only two Western Canadian cities to play the Barry Jones-Maurice Colbourne stock company. *Charles the King* and *Tobias and the Angel* were given at the Empire Theater here, the former on two nights and the latter once in the afternoon and once at night.

## Draper's Canadian Route

REGINA, Sask., Jan. 6.—Western dates for the appearance of Ruth Draper have been announced as Winnipeg, January 22 and 23; Regina, January 24; Saskatoon, January 25; Edmonton, January 26; Calgary, January 27; Vancouver, January 29 and 30; Victoria, January 31 and February 1. Net profits will go to the Canadian Red Cross Society.

## WHITE PLAINS SHOWS

(Continued from page 3)  
since patronage must be drawn from surrounding suburbs to turn the nut. What's more, because of the Center's location, practically all of the attendees must rely on automobiles for transportation. As a consequence the weather plays a more important role than usual in the success or failure of any presentation held here.

Rees seems to have overcome this obstacle by leaving no stone unturned to promote and publicize his shows. The weekly advertising campaign on radio of 10, or 24-30 sheets, ads in 11 daily and 25 weekly Westchester and Connecticut newspapers within a 50-mile radius, car cards in all buses running into White Plains, 100,000 throwaways, 1,000 window cards and a sound truck. In addition, two weekly programs are presented over the local radio station and direct mail is used. So much billing is unusual for even a top-flight weekly vaude house.

*Show of the Week* premiered on November 18, while Hal Kemp, together with the Smoothies and Charley Barnett's Ork, inaugurated the two-a-day policy the following week with an attendance of 7,137 for a \$4,993 gross. Because of previous commitment of the hall, Bob Crosby and George Hall were switched to a Saturday night date the next week, 5,700 attending for the one performance for a \$2,400 gross despite a blanket of fog which reduced visibility on Westchester roads to a minimum. Sammy Kaye and Ramona bands drew 8,600 for two shows on December 10, and Jimmy Dorsey and Mal Hallett played to 8,000 the following Sunday.

No show was staged on the day before Christmas, but Gene Krupa, Lennie Hayton and a vaude bill, including Don Cummings as emcee, the Novello Brothers and Charley, Emmet Oldfield & Co., with Eddie Ware, Buck and Bubbles and the Abdallah Girls packed in 10,000 for their afternoon and two evening shows December 31.

Kay Kyser's Band is featured attraction for tomorrow (7), with Bob Chester and Jack Benney sharing band billing for January 8. Glen Gray and his Casa Loma Band are set for January 21, with Benny Goodman scheduled for February 4.

## CAFE IN UNION PACT

(Continued from page 3)  
in effect to a closed shop with the unions.

Focal point of the dispute was the musicians' union. Benny Resh, Bowery orchestra leader, says his band had been union prior to opening at the Bowery, when he was forced to come to Detroit after losing heavily in the 1937 flood at Louisville. He claims he was unable to secure a transfer from the union.

## BROADWAY RUNS

Performance to January 6, Inclusive.

Dramatic	Opened	Perf.
<i>Arm of Three Echoes</i> (Cort) Nov.	28	45
<i>Hamlet</i> (44th St.) Dec.	27	48
<i>Kindred</i> (Harrison) Dec.	27	48
<i>Kindred</i> (Maxine Elliott) Dec.	26	16
<i>Ladies and Gentlemen</i> (Black) Dec.	17	25
<i>Life With Father</i> (Empire) Nov.	17	70
<i>Little Fuzes</i> , The (National) Feb.	15	374
<i>Music of the Night</i> (44th St.) Dec.	27	48
<i>The Music Box</i> Dec.	16	94
<i>Martin for Error</i> (Empire) Nov.	25	75
<i>Mourning's at Seven</i> (Long) Dec.	25	44
<i>Philadelphia Story</i> , The (Shubert) Dec.	20	327
<i>See My Lawyer</i> (Addison) Sept.	27	118
<i>Styrlark</i> (Morosco) Oct.	11	102
<i>Time of Your Life</i> , The (Booth) Dec.	25	86
<i>Tobacco Road</i> (Forsyth) Dec.	4, 23	2,588
<i>When We Are Married</i> (Booth) Dec.	25	19
<i>World We Make</i> , The (Guild) Nov.	20	54

## Musical Comedy

<i>Dulbury Was a Lady</i> (46th St.) Dec.	20	28
<i>New Hellzapoppin'</i> (Winter) Dec.	11	32
<i>Pins and Needles</i> (Windsor) Nov.	27, 27	612
<i>Streets of Paris</i> , The (Broadway) Dec.	19	94
<i>Too Many Girls</i> (Imperial) Oct.	18	232
<i>Very Warm for May</i> (Alhambra) Nov.	17	23
<i>Total Boy</i> (Metropolitan) Feb.	6	212

## EQUITY URGES PRUNING

(Continued from page 3)  
added rental expense of other headquarters without first having assurance of income from its present holdings.

It is an open secret that Equity has been highly dissatisfied with the manner in which the Four A's has been operating. Parent body is running at tremendous deficit, and according to Equity, without giving service to warrant it. Before the present set-up went into effect the Four A's and Equity were almost synonymous, with Equity bearing the expenses, too. Union's outlays to the AAAA have skyrocketed in the past two years, with Equity having little to show for it to its membership.

That Equity should have submitted recommendations for economies now, while everyone is expecting a similar statistical report from Bernard Reis, Four A's accountant, is viewed with considerable interest too. Equity feels, however, that since it is going to embark upon a rigid economy drive within its own ranks it is no more than fair to warn sister

## FROM OUT FRONT

(Continued from page 15)  
play to date was all about, when they try its premises and bludgeon it thru interpretations that are either abysmally unfair or abysmally ignorant, some objection must be made.

Take, for example, Richard Lockridge, writing in *The Sun*. Says Mr. Lockridge:

"... 'Tain't so, Paul Vincent Carroll. We do not want the artists to take over. The idea gives us a pain in the neck. The deification of art is smug nonsense. Artists, far from constituting a kindred of superlative clairvoyance, frequently cannot be trusted to tie their own shoelaces. And you want them to guide the world out of its distress? Yah! Paul Vincent Carroll. Look at Hitler, Mr. Carroll, as you have elsewhere been advised to do. He's an artist, Mr. Carroll. He is one of your 'Kindred,' my Irish worshiper of song and beauty. Excuse me while I splutter . . . so!"

It is hard to imagine a more fantastic misinterpretation of a clearly stated theme.

For a critic of an art to say that the deification of art is smug nonsense is merely a bit of rather dangerous self-revelation; but to indicate that Mr. Carroll wants "artists" (in the Lockridge sense) to guide the world out of its distress is disgraceful. Mr. Carroll at no time suggests any such thing. He merely suggests that the silver thread of the lovers of beauty, of the thinkers and the dreamers and those cursed with clear sight, be kept unbroken. To do that, he specifically says, is all that the "artist" (in the Carroll sense) can do: he can only continue the silver thread into the next generation. And then at long last there may—there just possibly may—come another "artist" (in the Carroll sense again) like Jesus Christ, to show men the true path, the same path, the beautiful path, and, by his words and example, to steer the world once more, for the little space of a few centuries, somewhat nearer the shining shores of beauty and truth.

The comment concerning Hitler is, of course, even worse. Perhaps Hitler may seem an artist to Mr. Lockridge, but, on the basis of *Kindred*, he most certainly does not seem one to Mr. Carroll. It is precisely against "artists" of the Hitler stamp, it is precisely against green-grocer intellectuals that define the word "artist" as Mr. Lockridge does, that Mr. Carroll is fighting. On what basis does Mr. Lockridge—in defiance rather than in interpretation of Mr. Carroll—rate Hitler as an artist? Because he favors politics and war, the things that Mr. Carroll and his kindred abhor? Because he favors nationalistic Kultur, while Mr. Carroll and his kindred are fighting hard against all aspects of nationalism? Or is it because he was once a house-painter?

In view of what Mr. Lockridge reveals concerning his own views of art and "artists," it's probably the latter.

But—and this is the very point of the play—Mr. Carroll's kindred are artists in the wide, as distinct from the pedestrian or Lockridge sense of the term. Their "art" is not merely the writing of poetry or the painting of pictures; it most certainly is not the slapping of paint against a wall, no matter how artistic Mr. Lockridge may consider that occupation. It is, rather, a state of mind; it is a belief in beauty rather than comfort, truth rather than half-truth, honesty rather than the easy shams of fatty intellectuals; it is a search for right rather than morality, good rather than gain.

It may perhaps be easy to fit Hitler into Mr. Lockridge's conception of an artist; but it's impossible to fit him into Mr. Carroll's.

Even had the critics managed to understand Mr. Carroll's transparent theme, however, it is doubtful that many of them would have agreed with H. For Mr. Carroll is attacking those smug, easy, evil things that do convert once beauty comes to be called patriotism and nationalism and politics and honor and chivalry and war. He is looking at the safe, pasteboard, dirt-filled "truths" of little men and demolishing them. It is only natural that most of the critics should resent him.

branches that its contributions to the Four A's will have to be pruned too, to be consistent. Equity is slightly peeved, anyway, because it rushed last summer to abide by a Four A's resolution which would limit voting powers of branches within the International. Other bigwigs, who had promulgated the plan, had failed to act so that matter is at a standstill in the Four A's.

## SUGAR'S DOMINO

(Continued from page 4)  
once enthusiasm this indeed was never eclipsed in vaudeville's history.

Audiences in that part of town have always been known as tough, but here was a mass of people who were so hungry for flesh that they would have howled, it seemed, at Lincoln's Gettysburg Address delivered straight by Honest Abe himself. More interesting than any other feature, so far as it concerned the booming business, was the fact that in its advertising the Flatbush heater rarely, if ever, uses the name of the feature. Which is understandable because most of the time it is nothing to boast about. But here is a sterling example of the film being played down in exactly the same way that Marcus Loew and E. F. Albee towards the end of their careers played down vaudeville by the ignominious allusion in the tail end of the billing, "Also Five Acts of Vaudeville." Brandt does the reverse English with "Selected Feature Pictures" or something like that.

We don't want to play up the Brandt boys as angels or idealists. They are nothing like that. They are courageous business men making the best of their film situation. Without realizing it perhaps and certainly without meaning to do so they are possibly paving the way for a return of flesh with a boom that will make the present trend toward stage attractions look like nothing at all.

## Henie for Hub Jan. 18

BOSTON, Jan. 6.—Sonja Henie's Ice Carnival comes here January 18 as the first of three big ice carnivals which will be staged at Boston Garden this year. The Garden has had great success with this type show, especially houses being the rule at those which played here in 1939. For the Henie show Manager Walter Brown is planning a heavy ballyhoo campaign.



# GLAMOUR-BOY BOSS

## Possibilities

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 LEGIT MUSICAL

MARY CORTES—South American explosive, along the lines of Carmen Miranda, currently entertaining at Monte Prosser's New York night club, The Beachcomber. She's sensationally attractive, has a figure like a Perry drawing, and sings and sells a song with show-stopping quality. Would be a standout if spotted right in a legit musical, and could very easily be a sensation in pictures. Has made films in South America.

PAUL WINK—dancer now appearing at the Surf Club, New York, where he puts himself over with some neat tap routines, an excellent sense of timing, and some decidedly novel twists in the art of tapology. Just 18 years old, but puts dancing shoes to their best possible use. Rates a spot in a legit musical.

### Tapps, Neller, Anderson, Wyte For Rainbow Room

NEW YORK, Jan. 5.—Reducing of the talent budget of the Radio City Rainbow Room goes into effect Wednesday (10) when Ben Cutler's Band bows out and Eddie LeBaron's 14-piece band moves into the top band spot. Morris King Rumba-Gonga Band will be the second band.

George Tapps, now at La Martinique Club, and Bob Neller's ventriloquist act also open Wednesday, along with singers Dolores Anderson and Una Wyte. This show replaces Raye and Naldi, Lois January, Senator Ford. Miss Wyte will double into the adjoining Rainbow Grill, where Barry Winton's Band and Marilyn and Michael are featured.

Gail-Gail, magician, was originally set to open at the Rainbow Room January 10, and Raye and Naldi were to have been held over. Gail-Gail will stay at the Colony Club, Chicago, and Raye and Naldi have accepted Ben Marden's National Casino, Havana, and will follow the Townsends there January 21.

The new Rainbow Room policy is aimed to hypo patronage and at the same time reduce overhead.

### Double Fire in Chi Nighteries

CHICAGO, Jan. 5.—The Three Deuses and the Off Beat Club, two spots located on basement and street level floors just outside the Loop, burned down early New Year's Day, causing an estimated loss of over \$10,000. Spots were operated by Sammy Bears and the Off Beat was managed by Carl Cons. Origin of the fire is undetermined.

Stuff Smith and orchestra, who played in the latter spot, saved only a sax and trumpet of all of their instruments, losing some \$4,500. Neither the clubs nor the instruments were insured, the building having been condemned by the city. Bears stated that he was offered the Royale Proles, which has recently been darkened by Denis Cooney, and he may reopen it in the near future.

CHARLES (SLIM) TIMBLIN, who closed last Saturday in Boston in the Jeter Lester role in Tobacco Road, has gone back into vaude, opening at the Shea's Hippodrome, Toronto, for a week and then being booked for a tour by Herman Citron.

## Club Owners Hit Publicity Trail

(Continued from page 3)

continuous night club activity in town for years. Angel Lopez and Ramon Ferrer are known among Latins at the Havana-Madrid.

Joe Zeil grabbed himself a lot of space when he was active on Broadway, and Mother Kelly, the informally titled host from Miami, drew special attention when he ran Mother Kelly's here this summer. La Martinique has probably the most glamorous hosts in town. They are co-owners Ramon (of Ramon and Renita, dance team) and Dario (of Dario and Diane, dance team) and their associates, James and Evelyn Vernon, also dancers. The teams sometimes perform and the male partners often emcee. As a result, La Martinique has become the rendezvous for the better known teams.

Swank spots have developed a few well known personalities, Felix Perry (Pefe's Monte Carlo) and Frank Peroni (El Marrocco) being outstanding. The East Side has Bill Hardy (Bill's Gay Nineties), Nick Prounka and Arnold Schafflein (Versailles) and Frank Cerutti (formerly LeMirage). Songwriter Joe E. Howard is another night club glamour boy. He is doubling from his own Gold Room at the Ambassador Hotel to Rose's Diamond Showshow.

In the local hotel field, Ralph Hita is undoubtedly the best publicized, with Bob Christenberry of the Astor Hotel second, Harry Lanzner (Park Central) and Mrs. Maria Kramer (Edison and Lincoln) are also well publicized hotel operators in town. Due to the dignity of the hotel profession, hotel men have not been able to develop public personalities as fast as cabaret men. Vincent Astor, a familiar name to the public, is also owner of the St. Regis Hotel, where he is assisted by colorful Gaston Laurysen, manager, and Count Vasil Adlerberg, assistant manager, and Prince Olenyaki, advisor. The last two give the hotel much of its continental and aristocratic flavor. Mentioned mostly in the society columns, they are not well known to the general public however.

John Roy has broken into print quite often as director of the Rainbow Room at the Rainbow Grill and is well known in the trade. He is a former professor of English. Josef Montecelli, maitre d'hotel, and Eddie LeBaron, handleader and host, both of the Rainbow Room, have a wide acquaintance also.

The outstanding personalities on 52nd street are Leon Enken and Eddie Davis, of course, their Leon & Eddie name having been widely exploited for years. Other 52nd street personalities known more to the trade than to the public are Joe "Gardenia" Sheetal (Swing), Al Felsbin (Famous Door), Joe Helbock (Onyx).

But night club personalities have developed away from the midtown district, too. Greenwich Village, for example, has Benito Collada, world traveler and authority on Latin talent; at El Chico, Pedro Valli, former boxer, and his partner, George Caldes, former Olympic team middleweight, at El Gaucho; Meyer Horowitz, city slicker who runs the only barn night club here, the Village Barn; Jim Riley, who has the Village Casino; Marie Dumont, who has the Intimate Crisis Cafe; and Joe DeSalvio, political boss and owner of Jimmy Kelly's.

The Lower East Side has Peter Nemeroff, crony of the Yiddish theater stars (Russian Kretschma) and Jack Silverman, owner of the biggest night club in that area, the Old Roumanian.

The prohibition era club owner hid behind anonymity; he was afraid of the law and creditors. Today, many of the night club owners strive to become social celebrities, engaging in politics, civic activities, fund raising for charity, and shows, publicity stunts, etc. Many of them become men about town, attending public functions and other night clubs on their nights off, making

it a point to be seen with influential people in the hope of grabbing a bit of extra publicity.

CHICAGO, Jan. 6.—As personalities among friends and patrons, Chicago night club and hotel room owners and managers rank high, but as free space grabbers they are a notch or two lower than, say, their New York brethren. And that isn't their fault, either, for several of them are colorful enough figures to rate plenty of columns, but it is just against the pern free-space regulations. Only advertisers get their spots reviewed and get limited space, at that. Operators who limit their promotion to direct mail are not on the local map as far as the papers are concerned.

Night club managers, as a rule, have to be exceptionally good mixers to develop a following. They must understand human behavior and must thoroughly enjoy the business they are in to augment their circle of customers. Probably the outstanding example in the Chicago area is the team of Mike Fritzel and Joe Jacobson, veteran Midwest night club men, who are operating the Chess Parer. Few swank dodgers are not familiar with those names and the more regular club patrons are thoroughly befriended by them. The boys do little that is out of the ordinary but stand out with their constant sincerity of giving their room patrons food and show value for their money and by bringing in almost every top act name in the business.

Fritzel and Jacobson top a parade of about a dozen cafe personalities who act as definite factors in stimulating business. Charlie Hepp, operator of Harry's New Yorker, is another good example, having made many friends since the Chi world's fair days who are now fre-

### Admission: One Name

PHILADELPHIA, Jan. 5.—The problem of a new name for their act has become so acute with The Vocalaires that they are throwing a party tomorrow at their apartment at the Bellerich Hotel, the price of admission being a suggestion for a new tag.

The Vocalaires, consisting of Doris and Daphne Stauffer and Bob Ryan, at the beginning of their current engagement at the Flanders Grill, discovered that another act bearing the same moniker was situated at Benny the Bums'. The issue was settled by the toss of a coin, the Stauffers and Ryan calling the wrong turn. They have until January 15 to carry on under their current label.

quent repeaters in his club. He lends a personal touch to the activity of the room and goes out of his way to give an individual attention to his customers.

Frank Bering and Ernest Byfield are probably the best space grabbers in departments outside of the amusement section thru their close connection with the socialists. They are active in leading social affairs, entertain royalty and prove meaty characters for the society columns. They also operate the ultra Pump Room, which caters to the "400."

Among other names that stand out in the local cafe and hotel picture are the Falkenstein Brothers (Hi Hat), Joe Miller (885 Club), Roy Steffen (Bismarck Hotel), Sonny Goldstone and Nick Dean (Colony Club), James Louis Smith (La Salle Hotel) and Mike Potson (Colosimo's).

## The Broadway Beat

By GEORGE SPELVIN

REHEARSALS of one important legit show have been stalling along at a snail's pace because of trouble with a young leading man, who is acting as tho he thinks he wrote show-business. He can't get his lines, and instead of bothering to learn them, he does cross-word puzzles at rehearsal whenever he's not on stage. Some of the oldsters in the cast have tried to awaken him to a sense of responsibility and decency, but without any marked effect. . . . Miriam Verne, the dancer who got world-wide publicity when she appeared before Hitler and other Nazi bigshots, has been having trouble getting work ever since she returned from Europe two months ago. Agents told her that no one would book her because of her "Hitler's favorite" publicity, and she became so worried that she planned to change her name. But recently a night spot proprietor gave her a job, saying that he was only interested in her act and not in political angles. So she's working at the Village Barn, which is run by a gent named—Meyer Horowitz. . . . Dick Brooks, of WNEW, has been doing research on dope conditions in Japan and China for his radio show, and it's horrible stuff to hear him tell of the opium houndheads. He claims 30 Chinese a day die from it. First they kick the gong and then the bucket. . . . Progress Note (from Hotel Management mag): "The Belmont Plaza in New York has a rug on the floor in the gentlemen's public toilet."

ADD GONE With the Wind trivia: Roy Moulton, managing director of the Hotel Pileadilly, announces that 2,018 mint juleps have been served at the Pileadilly Circus Bar since the picture opened at the Astor Theater. What with things like this, plus all the feminine fashions now being derived from styles set in the film, the'll probably be burning down Atlanta again any day now. . . . Speaking of Moulton, he's trying to revive interest in an old-fashioned gustatory art by no means of bringing business and publicity like this to the hotel) by forming a "One Hour Breakfast Club" to meet once weekly, with Dave Elman, hobby lobbyist, passing around the sugar and cream at the head of the table. . . . El Caribbean Cruise ever opens, it will contain a takeoff sketch on the current Cole Porter musical that will be entitled *Disbarry Was No Lady*; or, *Glorifying the American Washroom*. . . . Basketball broadcasts are pulling terrific audiences. After the third broadcast of Earl Harper's program, with schedules of games distributed after the first and second sessions, WNEW got requests for 1,500 more. . . . The phone operators at a theatrical hotel in the '40s—and one of the better one, too—are almost as good as a gossip column. Last week someone called, trying to locate a lad who had lived at the hotel for years with his wife. "He's not here any more," said the operator, "and we have no forwarding address. His wife is at Hotel Such-and-Such, but I don't think they're living together any more." What would a gal like that do with a column like this?

THE Stem is really getting class these days. It's getting so that they even make a production out of putting a piece of meat in a chopper so it comes out raw hamburger. A dame stands in a restaurant window and makes a big thing out of it—and the worst part of it all is that she attracts a crowd of gapers. So that's what people travel miles to see at the Cross-Roads of the World.

FRANK ADAMS, drummer with Gray Gordon, is seriously studying his instrument at the Juillard School. Perhaps he hopes some day to cold-shoulder jazzpations and return to his first love, the classics. He used to bang the drumsticks for the Chicago Symphony, before beating it out for the Jitterbugs. . . . Radio's a fashion plate: Bob Schmid, of Mutual. . . . Nat Levine, button salesman, is a partner in the new Lido Club on 52d street—and friends are kidding him about opening a club on buttons. . . . Christmas notes: Lou Levy, manager of the Andrews Sisters, gave them a new songwriting sedan for Christmas, and a new auto was also the gift of Glenn Miller's musicians to the maestro. . . . A very Russian actor-director who worked recently in a flop with a cast that was predominantly British, was complaining, "Hit via terrible," he moaned. Hallway dey kicked about *Memoria*. Dem furriners! Besides me, dere vus hunty vun Hmerican hin de show!"

## Roadside Rest, Miami Beach, Florida

Potentially, from now on, one of the Beach's biggest money-makers is the Roadside Rest, recently reopened.

Operated by the same Leon Shor, from Long Island, N. Y., Roadside was beset last year by a local ordinance forbidding music after midnight. According to the city council, the hotels were squawking about places that weren't soundproofed. So Roadside was licked. The place closed in May after unsuccessfully operating the summer before.

But now it's different. The huge dining and dancing spot (it holds 1,000) boasts of a new Pompeian Room which is air-conditioned and soundproofed. The murals, done by Roman Chastov, are outstanding. Tony Lopez Band works outdoor in the patio until midnight and is then brought indoors to the Pompeian Room.

Show consists of three acts, Roberta Sherwood, Castaine and Barrie and Larry Blue. Miss Sherwood handles sweet, swing, torch and hillbilly tunes, all proficiently. Blue sings and accompanies himself, and Castaine and Barrie are the dance team, who look and act good.

Lee Simmonds.

## Village Barn, New York

A short but adequate floor show, along with okeh dance music, hillbilly music and country games, is the offering of Meyer Horowitz here. Considering the usual after-New Year's Eve lull, this is good enough.

The floor show has the Eltons doing a return engagement; Miriam Verne, dancer, in her first date since returning from Europe; Dick Stewart, singer; Ed Richard, shadowgraphs, and Tommy Blue's Orchestra.

Miss Verne is a lovely young tap dancer whose style is full of light, airy movements and spins. A definite attention-arrester. Richard does hand and arm shadowgraphs behind a screen, depicting animals and even two-character comedy sketches. The Eltons, two men and a charming blonde, combine magic with comedy ballroom. Their magic is good and includes birdcage, alka, paper tearing, rabbit and cards. Their okeh ballroom routines are a combo of old and new stuff and, generally, are effective.

Billed but not caught in the show reviewed were Stewart, Radio Rubes and the regular band (Blue's Orchestra), with vocalist Marion Bowen.

Relief band Tuesdays, when Blue is off, is Dave Herman's 11-man combo, featuring vocalist Marcia Lloyd. Miss Lloyd is cute and an average band vocalist. Band is okeh without being particularly distinctive.

Bill O'Neil opens a quick return date January 4. Other new acts this week were Richards and Carson, dancers, and Tommy Terrill, singer. Paul Denis.

## Two o'Clock Club, Baltimore

Despite several changes in policy over past years, this nitery continues to feature talent superior to any on the local horizon. Majority of its followers are the club regulars, with jittersburgs complete in their absence. Top-notch show draws goodly share of his even during lull periods.

Current array is well-balanced unit consisting of four acts and chorus. Show opens with the six Wally Wanger girls in a snappy dance. Chorines are a fast stepping, shapely group of lassies. They return later for a boogie-woogie number as well as a clever en masse fan dance. Nice wardrobe with plenty leg display.

The dance team of Jayne and Roy Rodge impress in their opening number with a rapid-fire rhythm tap. Girl is Auburn-haired honey, and team makes nice appearance. They come up later with a soft-shoe spinner, followed by a tango that was somewhat weak. Routines are not exceptional, but grace and poise stand them in good stead.

Songstress Lee Bartell offers a brace of vocals. Miss Bartell is a tall, personable brunette with a nice enough voice. She sings *It Never Joins But What It Pours* and *South American Way* in pleas-

ing style. Got big hand, but did not respond with encore.

Jackie Miles, emcee, takes over the spotlight at this point after previous interesting and numerous intros. He accomplishes a first-rate job of keeping the audience in stitches with his hilarious material and nonsensical tomfoolery. Exceptionally versatile, he sings, dances and quiets the hecklers without insult. He creates sufficient suspense in his stories to provide the extra sock for the punch lines, which unquestionably stamps him as a rating entertainer.

Al Trenton and his Humanets, a novelty group of marionets, follows. His presentation is clever as he dances along with the subjects, which include a tap dancer, jittersburg team, ice skater and chorus line. Distinct disadvantage, however, is that only the ringside customers can view clearly what's going on. Raised platform would help considerably. Entire ensemble participates in finale of the La Conga, inviting the patrons to join the line and fun.

Milt Lyons and his boys function nicely for the 45-minute show, and dish out danceable tunes for the trippers of the light fantastic. Jerry Kaye handles the vocals in good fashion. Serving as doorman by attractively costumed lookers. Never a cover, with minimum of \$1.50 Saturdays and \$1 Sundays only.

Booking by Tony Phillips, of New York. Phil Lohman.

## Palmer House, Empire Room, Chicago

A delightful show, topped by the homecoming of Orrin Tucker and his sensational singer, Bonnie (Oh, Johnny) Baker. Tucker has never had a better band, fuller instrumentally and several notches higher in showmanship. The leader himself, since climbing into the name class, displays greater self confidence, which reflects admirably on the general performance of his outfit. Distinctive and thin voiced, Miss Baker (long listed in the "Possibilities" column of *The Billboard*) is one of the best novelty singers unearthed in a long time. She is shock full of personality, has a dynamic vocal delivery that is strictly her own and a voice that never tires the audience.

Sweet swing is still the dominating style of the band, which boasts of hitting show and dance tempos. Male singing honors are divided among Gil Mershon, youthful tenor with a legitimate voice and a less than ideal vocal range. Mershon's Tucker, who contributes some good personality warbling, and a group of men known as the Four Bodyguards, who background Bonnie and harmonize impressively on their own. There are also glee club offerings in the "Little Show" at 10 p.m. and the work is indicative of some serious group training.

The floor bill repeated twice nightly has been produced with taste and showmanship by Merriell Abbott and her able assistant, Dick Barstow. The breezy line of girls open with a refreshing interpretive number, outfitted in chiffon and velvet gowns, to strains of several sentimental tunes. The 12 girls are alert and sincere about their work.

Howard Nichols and his amazing hoop juggling proved good competition with the room's tasty dishes, the patrons having paid undivided attention. His tricks are unusual and entertaining. When he is ready for the exit every movable part of his body is dropped with twirling hoops.

Clavier and La Mae are not only good dancers but also good performers. They know how to sell a stock routine with a minimum of effort, if only by using little music and deft facial mannerisms. A highlight of their three numbers is a closing tangled-foot spin that is a corking trick. In the "Little Show" they return for their "dance instruction" hour, an audience participation gag that results in good, arresting fun. For a closing bit they lead the chain in the popular congo snake dance.

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# Night Club Reviews

Walton and O'Rourke, puppet manipulating chaps, instill amusing expressions into their characters and employ clever ideas that are above the run-of-the-mill variety. Using an elevated stage their puppets are within good sight of a majority of patrons. Their stock in-cludes a straight and satirical ballet dancer, a Stepin Fetchit caricature, a Harlem piano-and-song duo and, finally, a couple of jittersburgs. Netted a fine reception.

Bonnie Baker is next to closing, and opening night had little trouble stopping the show. Concentrates on the cute and sweet songs, such as *Billy, Stop, It's Wonderful*; *What Are Little Girls Made Of*; *My Resistance Is Low* and the inevitable *Oh, Johnny, Oh*. She also had something to do, one presumes, with the heaviest advance reservations this room ever had, topping the Veloz and Yolanda demand.

The Abbott Dancers close the show with a thrilling *Swiss Fantasy* novelty in which the girls employ roller skis and ringing bells for some sensational effects. The modeling of M. Franz Schoenfeld and the native costumes add considerable color to the finale.

Al Fuller continues in his 13th year as the hotel's publicity director. Intermission music still in the hands of Phil Dooley's foursome. Sam Hontberg.

## Paddock Club, Miami Beach, Florida

Two of the funniest, whackiest and yet cleverest comedians to play these parts are Rogers and Morris, an insane duo now making money for Tom Williams' Paddock Club.

Mimes of the first water, their stuff is even better—'cause it's not the usual run of the mime (pun). Everything is burlesqued, including Harpo Marx. Clever songs, fast lines, audience heckling call for repeated encores. And then to cap it all, Rogers does a dance on top of a table that is really terrific.

Rest of the show includes Newell and Steger and Ann Lester. The former is a piano and sing team specializing in risqué lyrics. Material is old, but as usual with that type of tune, is always good for chuckles. Remember *She Had To Go and Love It at the Astor*? Well, the boys are still getting away with it. Steger also introduces, and is pleasant and fresh. A parody on *Cheek to Cheek* is dirty, clever and well received.

Ann Lester alternates schmaltzy tunes with sock numbers. Her *Well, All Right* and the *Taylor Song* are perfectly done.

Music (we believe it's the third repeat season) is by Leon Prima's five-piece. Leon's brother plays plenty trumpet and handles the show well.

Recently reopened and redecorated with horse motif, this club is doing capacity business, especially between 3 and 5 a.m.—important hours for the till. Joe Barock is headwaiter and one of the most popular in the area.

Irving Johnson does fine press job. Lee Simmonds.

## Roumanian Village, New York

After being closed for a half year, this Allen street nitery with a capacity of 250 reopened in time for the New Year's Eve cash and is sliding along with a floor show featuring Marty White, Dan Makarenko and Gelta Pearson.

The club is opposition to Old Roumanian, a block away, and is one of several Lower East Side clubs offering entertainment. You know you're in a Roumanian club when a bottle of seltzer plunked down on your table even before you order and the entertainment is the usual queer mixture of a Broadway emcee, a prancing chorus line and a couple of Jewish singers. Marty White encores and he works hard, singing his own songs and directing most of the talk to table sitters, calling them out by name and working their names into gags. His own *You're the Symphony of Love*, a swing ballad, is a real attention-getter, and his *Tell It to Sussie* is cute.

Makarenko, who is in the new Maurice Schwartz film, Terry, sings a few Jewish songs in a lively baritone, embellishing them with a doctomat air and light comedy touches. Miss Pearson, a Yiddish stage name billed here as the "Yiddish Queen of Dramatic Song," sings folk songs and ballads. This reviewer missed her performance.

A six-girl line did mediocre work and

a new line was to have opened January 6, along with Peggy O'Neill, blues singer. Buddy Mack (sax and clarinet), and called "The Benny Goodman of the East Side," is backed by piano, drums and violin for good dance and show music, considering the band's size.

Joe Stein is manager and host. Harry Diamona and Harry Peinman are co-workers. Robert Shapiro is publicity director.

No cover, no minimum. Paul Denis.

## Gold Coast Room, Drake Hotel, Chicago

Pinky Tomlin is fronting an entertaining band in this classy room. While ill at ease in tails (used at the request of the management), Tomlin stands out as a funny small-town character who is lost in the big city. Sporting a cowboy haircut and a bag of "roll your own" tobacco in his breast pocket, he is a contrasting front piece to the modern outfit that plays standards and pops in smooth, up-to-date style. Tomlin is an unusual attraction for the upper crust trade, and has possibilities of clicking in its company.

The leader handles a good many vocals, particularly those of the sentimental variety, such as his own compositions, *For Just a Country Boy* and *Hours and The Object of My Affection*, and turns in a good job. Also taking turns at the mike are Susan Lang, attractive brunet but not so forte on voice, and Woody Wilson, youthful romantic tenor, who is okeh.

Band is composed of the stock four sax, four brass and four rhythm instrumentation, and favors strongly the soft and sweet style. Music fits well in these environs, both with its dance tempo and for listening purposes. There are plenty of so-called streamline farm strains in which Tomlin and the boys take active vocal participation.

Show has three acts topped by the Bergen-publicized Stroud Twins, who still retain individuality in their dry, abrupt humor. Their dancing is rusty, but, fortunately, is of secondary importance.

Bernice Stone opens the bill with a couple of strong acrobatic routines. A lively personality with some hard-won tricks to top each number. Maurice and Marge, dance team, need considerable work to add polish and showmanship. Their numbers give the impression of just being out of the dance instructor's hands. Girl is a good looking blonde and appearance of both is fine.

The band and Tomlin have their innings at each show. Frank Amstadt is the gracious host, while publicity is still handled by the Marvin Green office.

Sam Hontberg.

## Hollywood Cabaret-Restaurant New York

On the site of the Club Yumuri, later known as Arabian Nights and Casino Comique, this new club reopened De-

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ember 28 in time to grab up some New York's Eve dough. The club has been remodeled to carry out the Hollywood idea: the wall murals are cloth caricatures on cloth of film stars.

The Hollywood angle is carried out in James Hall's being featured in the opening show. Hall is still a personable, smiling Irish gent, but getting portly around the waist. He sings a bit—not too well—and cracks a few fair gags. He gets by mostly on personality.

The rest of the show is pretty weak. The best thing is Rita Renaud, small brunet, singing French and Spanish songs with expression. She has the delivery, combining assurance with attention-getting technique. Also good is Ramona, a slender brunet, who does the first bare-footed Congo we've seen and also returns for a pleasing Hawaiian hip-waver.

Wilma Norack, vivid shapely brunet, does a sexy wiggle dance along with a bit of singing. Her's is the bombshell technique, which means skirting plenty and with the split skirt showing plenty of shapely leg in intriguing manner. Then there's Georgette, a plumpish brunet on first for a toe dance and strip, and returning later in feather costume for a cooch. Dull stuff. Tiny Dorothy Manners does nicely with rhythm singing, holding attention without being unusual in any respect.

Bothwell Brown staged the show, his Glamour Girls (eight) being fair looking going thru conventional routines in passable manner. Vincent Roger (drummer) and three men play dance and show music, doing an uninspiring job. Siboney Orchestra, seven pieces, provides Latin tempos in lively, dance-inviting fashion. Show runs hour and a half, certainly too long. Three shows a night. Dinner, \$1. No cover or minimum.

Owner is Harry Goodman, formerly of the Palm Island Casino of Miami Beach. George MacMurray is the press agent.

Paul Denis.

## Hotel Pennsylvania, New York

After getting off to a poor start with its new and beautifully appointed dinner and supper room, the Cafe Rouge, the Pennsylvania is at last on the right track as a formidable threat to other similar hotel spots around town. Its season opened auspiciously enough with Artie Shaw on the band stand, but the maestro's sudden departure amidst unfortunate circumstances was not helpful to the room's business.

Following Will Osborne, rushed in after the Shaw defection, is Glenn Miller, whose prominence in the band field occasioned an opening of particular note and opulence Thursday (4). Miller is slated to occupy the podium until the middle of March, with Tommy Dorsey scheduled to follow, which gives the hotel a rosy outlook for the immediate future.

The quality of the Miller sweet and swing is a fitting complement to the unusual beauty and impressiveness of the room. One of the most striking spots in town physically, it now offers a name that cannot fail to bring in exceptional business and a brand of sanseparation that makes converts out of the most casual patronage.

The room presents no floor show and none is needed. The Miller Band, plus vocalists Marion Hutton and Ray Eberle, is quite enough to satisfy the most capricious entertainment seeker, and backed by stunning decor, excellent drinks, and cuisine and service, is the ultimate in this type of dine-and-dance diversion.

Daniel Richardson.

## Beverly P. A. in Auto Crash

CINCINNATI, Jan. 6.—Word was received here today that Jerry Martin, press agent for the Beverly Hills Country Club, Newport, Ky.; Mrs. Martin and their two daughters were injured early Saturday when their auto collided with a truck on an ice-covered highway near Weatherford, Tex. Mrs. Martin was seriously injured, with Martin and the girls escaping with minor abrasions. Beverly Hills closed for the season New Year's Eve, with the Martins leaving the next day for a vacation trip to Hollywood.

## Watch the Birdie

NEW YORK, Jan. 6.—To the curious trade skeptics who thought that the Rainbow Room was going in for sensational publicity when a blond blonde did her now celebrated strip, loose New Year's Eve in Mr. Rockefeller's Ivory tower—here's the how it happened.

The 65th floor nitery had its usual New Year's jam, and photos from most of the daily papers were there to snap "color" shots in connection with New Year's Eve. All of the boys had gotten their pictures, just routine things because of the conservative personalities who inhabit the Rainbow Room.

All but three of the picture snappers had gone, one of those remaining being a snapper for the Daily Mirror who is used to more sensational things and was bemoaning the lack of spicy doings. Ed Seay, press agent for the place, urged the remaining photos to stay for one more picture—of the patrons doing the conga—since the gratations might be colorful. Then he suggested the boys get on the bandstand where they could take a better panorama shot. During that time Seay went down one floor to get their hats and coats for them.

From out of the blue during the conga doings the by-now celebrated blonde, whose name nobody got, started to lift her dress above her knees and whammo, up it went to her head, with nothing but the skin she was born in.

After the incident was over, Seay returned to the room and told the boys he was sorry that nothing exciting had happened. But did he find out about it the next morning. The fellows themselves didn't know what they had until the pictures were developed.

The house photographer was also on hand and got a picture, but it's in the private files. Sorry boys.

## Arcadia, Philly, Reorganizes; But Nix on Joe Moss

PHILADELPHIA, Jan. 6.—Harry R. Tully, 29 years superintendent of Kugler's restaurants, has been named president of the Arcadia Restaurant, to succeed William Boothby Kugler, who committed suicide recently. Anne Kugler Derham was named vice-president.

According to the restaurant management, there is little possibility that Joe Moss, former club entrepreneur who branched out to New York, will assume charge of this swank dine and dance plant. Opposition to his being connected with any local enterprise would come from the musicians' union, which claims he owes money to several of its members.

Since its opening in 1932, the Arcadia has been a jinx spot. Arthur Padula, frequently embroiled in difficulties with the waiters' union and with the Wideners and Albert M. Greenfield, owner and rental agent for the building, gave up last January when the service staff and band walked out because several months' pay was not forthcoming.

Under its present management business dropped until Kugler committed suicide. No change of policy or personnel is immediately considered by the new heads.

## Bert Smith Revue Debuts; Cast of 60

BRIDGETON, N. J., Jan. 6.—Bert Smith Revue, 60-people unit, broke in at the Mohawk Alhambra, Pa., playing a first half beginning Monday (1) and then filled out the week at the Criterion here. Unit opens Monday (8) at the Walnut Theater, Philadelphia, for a run and will then move into stock in Kansas City, Mo.

Talent includes Don Dixon, Stanley and Kaplan, Leonard Cooke, Patricia (Abe) Sherr, Eddie Gray, Sunny Harlow, Les Keelan, Dorothy Miller, Belmont Brothers, Bobby Golden's Danceret Sextet, Grace Hanson, Vi Shaffer, World Fair Four, Wallie Messenger and 24 chorus and eight showgirls. Ann Pennington and a comic may be added to the show.

## Observations From Chicago

By SAM HONIGBERG

VAUDEVILLE and club acts are in great demand by the burlesque circuits, yet few respond to the call. The Midwest unit has 14 weeks, Hurst books 12 houses, with several additional weeks available on the independent market. The talent reservoir in the burly field has long been stripped of its playable product and about the only source of replenishment is in the night club-vaudeville region. It is not so much the alleged standing of burlesque in the amusement line-up any longer that is keeping standard talent away as it is the comparatively low salaries. Still, it is a weak argument for the vaudev and night spot turns to keep off burly's well come mat, for many of them are now working for miserable salaries and would be better off securing consecutive work in burlesque at a living wage.

THERE'S no reason why an inter-city night club circuit cannot be of benefit to both bookers and room managers. Experimenting here recently on a small scale, a dance team filled six weeks at three local hotels. A couple of months ago a magician enjoyed a similar run and his stay was termed successful by each of the three hostelry managers. Such bookings on a more generous scale would attract the better class of talent, result in more profitable seasons for the acts and agency offices and give the bookers and spots fewer headaches in setting their shows. Few spots cater to the same class of people and, what is probably more important, few customers complain of seeing the same act again provided it is strong enough to stand repetition. There's enough work in the classy hotels and night clubs here to keep an act busy from four to six months.

NIGHT club stunts on off nights are of real help to low grosses. Both hotels and clubs are employing them, with the majority including the audience participation gag. Ever since Kay Kysar established his College of Musical Knowledge at the Blackhawk Cafe similar ideas have been adopted by Loop and outlying spots and many of them are real business getters. And all it takes are a couple of bottles of champagne or one or two free dinners as prizes to attract the attention of patrons and to bring them out on the floor as participants. Such stunt titles as *Balloos Gambols*, *Best the Band*, *Surprise Night*, *Rumba Night* and *Let's Play Hoosie*, among others, are currently making the rounds.

## Club Talent

### New York City:

MARLYNN, of Marlynn and Michael, has been working the past few weeks despite an injured foot sustained when one of the patrons stepped on it during the champagne hour at the Rainbow Grill. X-rays show a fracture.

MARIE BRYAN, just returned from Hollywood, has been added to the showgirls line at the Diamond Horseshoe.

IRIS ADRIAN has taken court action against Walter Braun, who, according to Miss Adrian, gave her a \$150 salary check last July which bounced back.

VICTOR AND RUTH are in their fourth week at the Boulevard Tavern, Elmhurst, L. I.

### Chicago:

BOB CURLEY will be back as press agent of the Bon Air Country Club, which reopens in the spring.

MAURICE AND BETTY WHALEN have returned to the Bismarck Hotel. An after-New Year retrenchment policy is in effect in several spots which have trimmed the shows after enjoying one of the best New Year's Eve prosperity waves since 1929.

### Here and There:

VAL SETZ, after a month of club dates in Detroit, has opened at the Hollenden Hotel, Cleveland, for MCA. GOLD DUST TWINS, after finishing their engagement at Topsy's, Los Angeles, will tour with Jan Garber's Orchestra. They have signed to play 1940 fairs for the Barnes & Carruthers Agency. GUS VAN headlines the new show at the Lookout House, Covington, Ky.

DONN ARDEN and his Artists' Models return to the Lookout House January 15.

NORA FORD is being held over at the Cat and Fiddle, Cincinnati. New bill includes Jacqueline James, Tom and Vera Cowan, Healy and Guarnelli, Joe Ferrari, Buddy Doyle, Bessie Blackman and Irene Bredson. THE DORN BROTHERS AND MARY opened at the Gibson Hotel Rathskeller, Cincinnati, last Friday (5).

BERNHARDT AND GRAHAM sail January 12 for a return engagement at the Casino Copacabana, Rio de Janeiro, Brazil. GARRON AND BENNETT, now at the Hotel Lowry, St. Paul, recently entertained Judy Starr, Charlie Butterworth and Johnnie (Scar) Davis.

All of whom came over from Minneapolis, where they had been making personal appearances. RALPH SHAW

is doing an indefinite engagement at Stamps Cafe, Philadelphia. COLLETTE AND GALLE, now in their fifth week of a return engagement at the Hotel Sherman, Chicago, are introducing a new group of Polynesian dancers in native costumes.

SHERMAN BROTHERS AND TESSIE, following their four-week engagement at the Powers Hotel, Rochester, N. Y., opened Monday (1) at the Club Candee, Syracuse, N. Y., for an indefinite stay.

TED MERRIMAN and his Hollywood Stars, featuring Miss Maryland, Nelson Duo and The Castons, have opened a two-week engagement at Bar Gornly's night club, Lake Charles, La.

MODIE AND LE MAUX open at Cafe Monaco, Cleveland, Monday (8), set thru the Alice Clark agency. Agency booked Louise Luciano into the spot Monday (1).

GEORGE WALKER is in his third week, with one more to go, at the Club Belle Vue, Pointe a Pitre, Guad. Booked by George Le May De Lorme, also includes Montez and Maria, Goldie Watson, Mimi (Cartwheels) Hourdin, Woody Mosher and Zef Sugim's Orchestra.

GEORGE SHELLEY opened Saturday (6), set by Music Corp. of America, at the Jardin Royal of Whitehall, Palm Beach, Fla. Show includes Val Olman's Orchestra, there for the season; the Callahan Sisters and Nick Bjorn and Jean Farries with the Arthur Murray group.

## Miami Banks Swell With Club Profits

MIAMI, Fla., Jan. 6.—In spite of the jinx prophecy that "this season will be the biggest in history," a phrase chucked about like mad every year, it really seems to be. Enormous crowds are in town and every night club is doing it. Even the creep and the white elephants.

Racing to the bank every morning are the Five o'Clock's Sam Barken; Tom Cassara, of the Continentale; Dempsey's Benny Gaines; Art Childers, of the Royal Palm, the Wells-McCastland combine at El Chico, Mother Kelley, and George Shelton, of the Pelmont.

Getting there, too, even if slightly more leisurely, are Lew Mercer, of the Nut Club; Alex Danaroff and Roman Arnoldoff, of the Russian Bear; Al Goldman, of Ruby Foo's, and Niggy Stein from over Esquire way.

The boys are really rolling in it. And crying harder than ever.

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EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; pb- amusement park; ro-road house; rc-restaurant; s-showboat; t-theater. NY-New York City; Phila-Philadelphia; Chi-Chicago.

- Bachelors, Four (Baltimore) NYC, h. Baker, Frank (St. Regis) NYC, h. Baker, Bonnie (Palmer House) Chi, h. Baldwin & Bristol (Beveadore) Detroit, ne. Belmont, Bobby (Bismarck) Chi, h. Banks, Eddie (Old Romanians) NYC, ne. Barbra, Lillian (Harry's New Yorker) Chi, ne. Barrett, Ethel (State) NYC, t. Barry, Mickey (Mother Kelly's) Miami, ne. Barry & De Alba (Blackhawk) Chi, re. Bales, Lulu (Diamond Horseshoe) NYC, ne. Beekwith, Kate (Pierre) NYC, h. Bell, Rex (Murray's) Cleveland, h. Bell's Hawaiian Polaris (Capitol) Benton, Ill., 7. (Marlow) Merritt 10; (Hippodrome) Murphyhouse 11. Bernice, Gladys (El Chico) NYC, ne. Bernice, Barbara (Surf Club) NYC, ne. Bernis, Al (Earle) Washington, D. C., t. Bessinger, Frank (Hudson Room) NYC, ne. Billingtons, Tom (Gibson) Cincinnati, h. Bishop, Mapuna (St. Regis) NYC, h. Bishop, Fred (Gay '90s) NYC, ne. Bixler, Dorothy (Surf Club) NYC, ne. Blackstone, Nan (La Huben Blue) NYC, ne. Blair, Joan (Biltmore) NYC, h. Blane, Rose (Strand) NYC, t. Brooks Trio (Piedmont) Philadelphia, h. Brody, Elaine (Colosimo's) Chi, ne. Bradley, Ionida (El Dumpe) Chi, ne. Bradley, Betty (St. Morris) NYC, h. Brice & Young (Rialto) NYC, ne. Bridge, Danny (Bismarck) Chi, h. Brooks, June (Colosimo's) Chi, ne. Brown, Hank & Co. (Playhouse) Winnipeg.

- Brown, Carol (International Casino) NYC, ne. Bruce, Betty (International Casino) NYC, ne. Buchanan, Paddy (Ritz Club) Miami Beach, ne. Burns, Irene (Hudson Room) NYC, ne. Burns, Jimmy (Radio Frank) NYC, ne. Butterworth, Charles (Lyric) Indianapolis, t. Byrd, Marjell (Belmont Plaza) NYC, h. Byson, Dorothy, Girls (Shubert) Cincinnati, t.

- Casas & Romero (Coccy Club) Chi, ne. Cahill Bros. (Strand) NYC, t. Callahan Sisters (Whitehall) Palm Beach, Fla., h. Candler, Candy (Congress Casino) Chi, h. Carlisle, Una Mae (Ammy's Chicken Farm) NYC, ne. Carline & Carline (Embassy) Phila, ne. Cattyie, Betty & Sue (Embassy Club) Phila, ne. Carpenter, Imogene (Weylin) NYC, h. Carr, Billy (606 Club) Chi, ne. Carroll, Helene (Lexington) NYC, h. Carter & Bowie (Harney Gallant's) NYC, ne. Carter, Rochelle (Swing Club) NYC, ne. Cass Lane Orch. (Paramount) NYC, t. Cassano, Don (Cuban Casino) NYC, ne. Caserio, Billy (Bertolotti's) NYC, ne. Cassell, Walter (International Casino) NYC, ne. Castle, Hubert (Royal Palm Club) Miami, ne. Cassin & Alford (Hudson Room) NYC, ne. Cast. Alice (806 Club) Chi, ne. Chandler, Grace (Pat Toole's) Wilkes-Barre, Pa., ne. Chanin & Barbara (Maxim's) NYC, ne. Chasen, Chic (Lido Club) NYC, ne. Chester, Bob, & Orch. (Astor Reading) Pa., t. Chick & Lee (Hoyt) NYC, t. Chicago (Crescent Hotel) Casino NYC, ne. Chorda, The Three (Oriental) Chi, t. Church, George (Sherry-Netherlands) NYC, h. Clark, Marie (Vienna Room) Boston, ne. Clark, Ruth (Ziegfeld's Midnight Frolic) NYC, ne. Clifford, Pete (Kit Kat) Miami Beach, ne. Cohen, Mary (Mon Paris) NYC, ne. Collins, Bill (Coca-Cola) NYC, h. Collins & Stone (Mayfair) Boston, ne. Colomo, Aurelia (Weylin) NYC, h. Combs, Four (Earle) Washington, D. C., t. Coogan, Nora (Mayflower-Jacksonville) Fla., h. Cook, Ralph (Harry's New Yorker) Chi, ne. Cook, Gloria, & Bob Conrad (Club Continental) Miami, ne. Cooper, Bert (Bertolotti's) NYC, ne. Coral, Tito (Congress Casino) Chi, h. Corbett & Lesaine (Times Square Supper Club) Rochester, N. Y., ne. Corbett, Mappy (The Deechroomer) NYC, ne. Costello, Diosa (La Conga) NYC, ne. Coia, Beatrice (Chez Ami) Buffalo, ne. Court & Reed (Warwick) NYC, h. Craig, Reginald (Earl Carroll's) Hollywood, ne. Crosby, Bob, & Orch. (Stanley) Pittsburgh, t.

- Dalaka, Jascha (New Russian Art) NYC, ne. Davis, Lynn (Diamond Horseshoe) NYC, ne. Day, Benny, Trio (Oriental) NYC, h. Day, Doris (Barney Gray) Cincinnati, ne. Day, Gloria (New Yorker) NYC, h. DeBoursira, The (International Casino) NYC, ne. Decker, Frank (Casa Blanca) Woodside, L. I., ne. De Flores, Felipe (Club Continental) Miami, ne. De Forest, Marie (St. Regis) NYC, h. De LaPlante, Peggy (Jimmy Kelly's) NYC, ne. Dead End Kids (State-Lake) Chi, t. Deed Three (Carolina) Durham, N. C., 9. (Carolina) Spartanburg 10; (Rijou) August 11-13. t. De Carmen, Maria (Club Orpheus) NYC, ne. De Ryan, Charles 13 NYC, h. De Sant & De (Oriental) Chi, t. Deuser, Richard (Vine Gardens) Chi, ne. DeVice, Sharon (Shubert) Cincinnati, t. DeWitt, Billy (DeWitt) Woodside, L. I., ne. DeWitt, Billy (Shubert) Cincinnati, t. DeWitt, Billy (Shubert) Cincinnati, t.

- Demiri & Frances (Harry's New Yorker) Chi, ne. Dene, Valerie (La Cava) NYC, ne. Dixon, Deane (Tower) Kansas City, Mo., t. Dooley, Jud, & Audrey Avins (Tower) Kansas City, Mo. Dooley, Mary (Oriental) Chi, t. Doolley, Tommy (La Marquise) NYC, ne. Dorita & Valero (El Chico) NYC, ne. Dorn Bros. & Mary (Gibson) Cincinnati, h. Dorn Bros. & Mary (Heldtens) Cleveland, h. Dorsey, Tommy, & Band (Orpheum) Minneapolis, t. Downs, Johnny (Slate) NYC, t. Dracken, Russan (Wakobinski) NYC, ne. Draper, Paul (Chez Paree) Chi, ne. Drew, Charley (Tati) NYC, h. Drupaka, Dasia (Radio City) NYC, mh. Drayton & Kathleen (Flatiron Grill Club) Chicago, O., ne. Duke, Norman (Oriental) Chi, t. Duinay, Howard (London) NYC, h. Dunne, Frances (Hollywood) NYC, ne. Duo Rosillosans (Lookout House) Covington, Ky., ne. Durant, Jack (Ziegfeld's Midnight Frolic) NYC, ne. Durkin, Evelyn (Benny the Bum's) Phila, ne. Dvorchak, Reggie (Nut Club) Miami Beach, ne.

- E. Harhardt Bros. (Minnesota) Minneapolis, t. Ercle, Bob (Pennsylvania) NYC, ne. Ercle & Barry (Club Continental) Miami, ne. Embassy Boys (Biltmore) Atlanta, h. Ernie & Orie (Kit Kat) NYC, ne. Esquire Sextette (Shubert) Cincinnati, t. Esola & Papp (Havana-Madrid) NYC, ne. Evans, Fred, Girls (Chez Paree) Chi, ne. Evans, Bobby (Cotton Club) NYC, ne.

- Fagan, Nutsy (Hughes) L-I Club NYC, ne. Farrell, Bill (Pace Heights) NYC, ne. Fawn & Jordan (St. Morris) NYC, h. Fay, Frank (Cotton Club) Chi, ne. Fay, Harlow (Rialto) NYC, D. C., t. Fay, Gladys (Jimmy Kelly's) NYC, ne. Fegan, Nutsy (Hughes) L-I Club NYC, ne. Farrell, Bill (Pace Heights) NYC, ne. Fawn & Jordan (St. Morris) NYC, h. Fay, Frank (Cotton Club) Chi, ne. Fay, Harlow (Rialto) NYC, D. C., t. Fay, Gladys (Jimmy Kelly's) NYC, ne. Fears, Kay (Diamond Horseshoe) NYC, ne. Fern, Vera (Biltmore) NYC, h. Fields, Leon (Kit Kat) Miami Beach, ne. Finzell, Corry (606 Club) Chi, ne. Finzell & Boyette (Thomas Jefferson) Birmingham, h. Flynn, Frank (Congress Casino) Chi, h. Police Paristenne (Capitol) Washington, D.C., t. Fink, Senator (Rialto Room) NYC, ne. Fink, Louise (Radio City) NYC, mh. Furek, June (Radio City) NYC, mh. Foster, Gus, Girls (Rox) NYC, t. Foster, Gus, Girls, Sixteen (Earle) Washington, D. C., t. Foy, Charley (Grace Hayes Lodge) Hollywood.

- Frances, Marion (Essex House) NYC, h. Frances, Emma (Diamond Horseshoe) NYC, ne. Francine, Ann (Coo Ruge) NYC, ne. Francine & Rodrigo (Dempsy-Vanderbill) Miami Beach, h. Francis, Benita (Capitol) Portland, Ore., t. Francis, The Four (Riverside) Milwaukee, t. Franz, Ernst, Continentals (Place Elegante) NYC, ne. Fraser, John (Piccadilly) NYC, h. Fraser, The Three (Chicago) Chi, t. Frisco, Joe (Grace Hayes Lodge) Hollywood.

- Grey, Joan (Brown) Louisville, h. Grey, Betty (Bismarck) Chi, h. Grimaldi, Marie (Radio City) NYC, mh. Gruba (Russian Kretcham) NYC, ne. Guerstein, Annette (La Cava) NYC, ne. Gull-Gull (National Casino) Havana, ne. H. Haddon, Harriette (St. Regis) NYC, h. Hadley, Jane, Dancers (Bismarck) Chi, h. Hager, Clyde (Diamond Horseshoe) NYC, ne. Hale, Chester, Girls (Palace) Chi, t. Hale, Chester, Troupe (National Casino) Havana, ne. Hall, Chas. (Bellevue-Stratford) Phila, h. Hall, Shirley (Casa Blanca) Woodside, L. I., ne. Hall, James (Hollywood Cabaret) NYC, ne. Halop, Billy (State-Lake) Chi, t. Hales, Florence (State-Lake) Chi, t. Hamilton, Jean (Shadowland) Cleveland, ne. Hardy, Tom (Village Casino) NYC, ne. Harmon, Murray (Coo Ruge) NYC, ne. Harmon, Paul (Was. Penn.) Pittsburgh, h. Harmonica Revelers, Four (Oriental) Chi, t. Harrington, Pat (Club 18) NYC, ne. Harris, Russ (Baker's) Jacksonville, Fla., ne. Harris & Shore (Earle) Washington, D. C., t. Harris, Katherine (Oriental) Chi, h. Harrison Sisters (Biltmore) NYC, h. Harvey, Ken (Riverside) Milwaukee, t. Hawthorn, Barbara (Radio City) NYC, mh. Hawley's, Bernice, Westerners (Lookout House) Covington, Ky., ne. Hayes, Peter (Grace Hayes Lodge) Hollywood, ne. Hayward, Susan (Chicago) Chi, t. Hayworth, Seabee (New Carolina) Rocky Mount, N. C., (Broadway) Fayetteville 10; (Carolina) Goldsboro 11; (Gem) Kennesaw 12; (Paramount) Hickory 13. t. Healey, Eunice (Ziegfeld's Midnight Frolic) NYC, ne. Healey Twins (St. Regis) NYC, h. Hendricks, Marcella (Astor) NYC, h. Henna, Patricia (Chateau Moderne) NYC, ne. Hillard, Louis (Gypsy Camp) NYC, ne. Hodges, Joy (Chicago) Chi, t.

- Hellenbeck, Mysterious (Longfellow) Baltimore, h. Holmes, Marion (Bismarck) Chi, h. Hoodon, Don (Ambassador) NYC, h. Hoodon, Louis (Gypsy Camp) NYC, ne. Hot Shots, Four (Earl Carroll's) Hollywood, ne. Hoyle, Morrell & BeOr (Coliseum) Evansville, Ind., t. Hoever, William, Girls (Harry's New Yorker) Chi, ne. Hoyt, Bob (St. George) Brooklyn, h. Howard, Joe (Ambassador) NYC, h. Howard, Johnny (888 Club) Chi, h. Hunter, Grady (Mayflower-Jacksonville) Fla., h. Hurst, Harry (Earl Carroll's) NYC, ne. Huston, Martin (Pennsylvania) NYC, h. Hyde, Herman & Sally Burrill (Ziegfeld's Midnight Frolic) NYC, ne. Howard, Vic (Royal Palm) Miami, ne. Ink Spots, Four (Famous Door) NYC, ne. Inter, Clara (St. Regis) NYC, h. Idea, Stephen (Gay '90s) NYC, ne. Jackson & Nedra (606 Club) Chi, ne. Janna, Dean (Belmont Plaza) NYC, ne. Jarvis, Johnny (St. George) Brooklyn, h.

- Gabriel & Girald (Club Gaucho) NYC, ne. Gale, Norbert (Algonquin) NYC, h. Gale, Betty (Biltmore) NYC, h. Gallagher, Ruth (Sleep In) Fort Lee, N. J., ne. Galley & Dian (Royal Box) NYC, ne. Garcia, Lucio (La Conga) NYC, ne. Gasca Bros. (Princess Theater) Nashville, ne. Gassman, A-13; Beckley, W. Va., 17-18; Newark 19-20. Gastons, The (Gormley's) Lake Charles, La., ne. Gaudsmith Bros. (Shubert) Cincinnati, t. Gerard, Anne (Rainbow Room) NYC, h. Gerilla, Paul (New Yorker) NYC, ne. Gifford, Mary (Biltmore) NYC, h. Gifford, & Avarado (Casa Blanca) Woodside, L. I., ne. Gilbert, Ethel (Gay '90s) NYC, ne. Gilbert, Natalie (Place Cafe) NYC, ne. Girdler, Harry (Rialto) NYC, h. Giroy, Bill (Seven-Eleven Club) NYC, ne. Girode & Star (Place Cafe) NYC, ne. Glander, Lena (Berthys) Cleveland, ne. Givens, Matty (Rialto) NYC, h. Glover, Ralph (Seven-Eleven Club) NYC, ne. Glover & Lamae (Palmer House) Chi, h. Golden Pair, The (Nixon Cafe) Pittsburgh, re. Good, Harry (Rialto) NYC, h. Good, Carol (Club Ball) Miami, ne. Grace & Nicko (New Yorker) NYC, h. Graham, Mecca (Chicago) Chi, t. Grant, Barney (Tower) Kansas City, Mo., t. Grey, Winnie (Chateau Moderne) NYC, ne. Grey, Joan (Brown) Louisville, h. Grey, Betty (Bismarck) Chi, h. Grimaldi, Marie (Radio City) NYC, mh. Gruba (Russian Kretcham) NYC, ne. Guerstein, Annette (La Cava) NYC, ne. Gull-Gull (National Casino) Havana, ne. H. Haddon, Harriette (St. Regis) NYC, h. Hadley, Jane, Dancers (Bismarck) Chi, h. Hager, Clyde (Diamond Horseshoe) NYC, ne. Hale, Chester, Girls (Palace) Chi, t. Hale, Chester, Troupe (National Casino) Havana, ne. Hall, Chas. (Bellevue-Stratford) Phila, h. Hall, Shirley (Casa Blanca) Woodside, L. I., ne. Hall, James (Hollywood Cabaret) NYC, ne. Halop, Billy (State-Lake) Chi, t. Hales, Florence (State-Lake) Chi, t. Hamilton, Jean (Shadowland) Cleveland, ne. Hardy, Tom (Village Casino) NYC, ne. Harmon, Murray (Coo Ruge) NYC, ne. Harmon, Paul (Was. Penn.) Pittsburgh, h. Harmonica Revelers, Four (Oriental) Chi, t. Harrington, Pat (Club 18) NYC, ne. Harris, Russ (Baker's) Jacksonville, Fla., ne. Harris & Shore (Earle) Washington, D. C., t. Harris, Katherine (Oriental) Chi, h. Harrison Sisters (Biltmore) NYC, h. Harvey, Ken (Riverside) Milwaukee, t. Hawthorn, Barbara (Radio City) NYC, mh. Hawley's, Bernice, Westerners (Lookout House) Covington, Ky., ne. Hayes, Peter (Grace Hayes Lodge) Hollywood, ne. Hayward, Susan (Chicago) Chi, t. Hayworth, Seabee (New Carolina) Rocky Mount, N. C., (Broadway) Fayetteville 10; (Carolina) Goldsboro 11; (Gem) Kennesaw 12; (Paramount) Hickory 13. t. Healey, Eunice (Ziegfeld's Midnight Frolic) NYC, ne. Healey Twins (St. Regis) NYC, h. Hendricks, Marcella (Astor) NYC, h. Henna, Patricia (Chateau Moderne) NYC, ne. Hillard, Louis (Gypsy Camp) NYC, ne. Hodges, Joy (Chicago) Chi, t.

POLLY JENKINS And Her PLOWBOYS

Jan. 9-10-11, STATE THEATRE, Erie, Pa. For booking address personal representatives, JOHN SINGER, 48 W. 48th St., N. Y. C.

- Johnson, Lucille (Diamond Horseshoe) NYC, ne. Jones, Marion (State) Columbus, O., re. Jones, Owen (Leone's) NYC, re. Jordan, Jeanne (Royal Box) NYC, ne. Jordan & Grace (State-Lake) Chi, t. Jordan, Bobby (State-Lake) Chi, t. Joyce, Connie (Belmont Club) Miami Beach, L. I., ne. Juggling Jewels, The (Chicago) Chi, t. Julian, Billy (Philadelphia) Phila, ne. Kahne, Harry (Tower) Kansas City, Mo., t. Kalmbus, Ben (Belmont Club) Miami, ne. Kalfreth, Simon (Russian Kretcham) NYC, ne. Kayloff, Volodina (Casino Russ) NYC, ne. Kay, Beatrice (Diamond Horseshoe) NYC, ne. Kay, Dolly (El Ritz) Chi, ne. Kay, Katy & Kay (Chez Paree) Chi, ne. Kay, Pauline (Radio City) NYC, mh. Keller, Greta (Algonquin) NYC, ne. Kellerman, Mimi (Embassy) Phila, ne. Kellogg, Lucille (Chevalier's) NYC, ne.

- Kerr, Jack (Fortune) NYC, h. King, Charlie (Gay '90s) NYC, ne. King, Carol (Congress Casino) Phila, h. King, Marjorie (St. Morris) NYC, h. Klatt, Paul (Alpine Village) Cleveland, ne. Kowaska, Luba (New Russian Art) NYC, ne. Kretlow, Marjell, Girls (Hi-Hat) Chi, ne. L. LaDare, Marie (Haven Inn) Meadville, Pa., ne. La Otanilla (El Chico) NYC, ne. La Mar, Henry (Ambassador) NYC, ne. Landry, Cy (Gibson) Cincinnati, h. Lane, Loretta (Bertolotti's) NYC, ne. Lani, Leo (St. Regis) NYC, h. LaVerne, Doris (Surf Club) NYC, ne. Lee, Bob (Weylin) NYC, ne. Lee, Frankie (Royal Box) NYC, ne. LeMarr, Jean (Ernie's) NYC, ne. Leonard, Eddie (Brown Derby) NYC, ne. Leonard, Ada (Shubert) Cincinnati, t. Leslie, Mona (Marty Burke's New Orleans), ne. Lewis, Ted, & Orch. (Stanley) Pittsburgh, L. Lewis, Dorothy (St. Regis) NYC, h. Lewis, Joe E. (Versailles) NYC, ne. Lewis Jr., Ted (Casa Blanca) Woodside, L. I., ne. Lewis, "Hank" Henry (Matteoni's) Stockton, Calif., ne. Lewis Sisters (Mother Kelly's) Miami, Fla., ne. Libove, Frank (Diamond Horseshoe) NYC, ne. Libove & Mario (Netherlands Plaza) Cincinnati, h. Lily & Margot (National Casino) Havana, ne. Lippich, Angelo (Vine Gardens) Chi, ne. Little, Marie (Gibson) Cincinnati, h. Little, Faith (Penthouse) NYC, ne. Lois Eilman (Versailles) NYC, ne. Lord, Carole (606 Club) Chi, t. Loverson, Billy (Earl Carroll's) NYC, ne. Lorraine & Rogean (Orpheum) Minneapolis, t. Los Haberos (Weylin) NYC, h. Louise & Mitchell (Boulevard Tavern) Elmwood, L. I., ne. Loy, Thida (Dudley) Salamanca, N. Y., h. Lund & Lund (Biscano) Vancouver, B. C., t. Lynn, Sandra (Village Barn) NYC, ne.

- M. McCabe, Sara Ann (Waldorf-Astoria) NYC, h. McFarland, George (Village Brewery) NYC, ne. McFarlane, Frank (La Marquise) NYC, ne. McKeay, DeLloyd (Hudson House) NYC, ne. McLaughlin, Bob (St. Regis) NYC, ne. McMahon, Larry (Pastor's) NYC, ne. McNeill, Maggi (Ambassador East) Chi, h. McNeill, Rudy (Ambassador) NYC, ne. Macarcka, Daniel (Romanian Village) NYC, ne. Mangano Sisters (Diamond Horseshoe) NYC, ne. Manna, Peggy (Tati) NYC, h. Manna, Dorothy (Hollywood Cabaret) NYC, ne. Manning, Ginger (Oriental) Chi, t. Manning, Olga (Mayflower) Jacksonville, Fla., h. Manning, Donna (Swing Club) NYC, ne. Manning & Class (Uncle Sam's Music Hall) NYC, t. Manon, Sylvia, & Co. (State) NYC, t. Maxie, Billy (Embassy Club) Phila, ne. Maxton (Gibson) NYC, ne. Marguerita & Paquita (Marty Burke's New Orleans), ne. Maris, Paul, & Co. (Hi-Hat) Chi, ne. Maris, Luba (Wakobinski) NYC, ne. Marlowe, Frank (Kantman's) Chestetown, N. Y., ne. Marlyn & Martines (Bolton) Harrisburg, Pa., h. Marlyn & Michael (Rainbow) Oriol NYC, ne. Marsh, Gloria (Jimmy Kelly's) NYC, ne. Marshall, Vivian (Radio Frank) NYC, ne. Martin, Prochita (Ernie's) NYC, ne. Martin, Raymond & Lee (Royal Box) NYC, ne. Martin, Nona (806 Club) Chi, ne. Martini, Louis (Royal Box) NYC, ne. Martini, Martin (Globe) NYC, ne. Martini, Lucille (Chez Ami) Buffalo, ne. Maurice & Marys (Drake) Chi, h. Maxine, Dorothy (Belmont Club) Miami Beach, Fla., ne. Maxwell, Marjell (Edgewater Beach) Chi, h. Meadows, Frankie (Swing Club) NYC, ne. Medonna & Donna (Place) NYC, h. Meloy, Vixen (Casa Blanca) Woodside, L. I., ne.

- Merry Mace (Paramount) NYC, t. Michon, Michel (Russian Kretcham) NYC, ne. Michon, Marie (Wakobinski) NYC, ne. Micalles, Soledad (El Chico) NYC, ne. Mirova, Nadia (Russian Kretcham) NYC, ne. Modie & Lemanx (Monaca's Club) Cleveland, ne. Mona & Marino (Casino Russ) NYC, ne. Mona, Jean (Versailles) NYC, ne. Montaya, Paula (El Chico) NYC, ne. Moore, Lella (Earl Carroll's) Hollywood, ne. Moran, Gai (Plantation Palm Club) Dallas, ne. Morro, Consuelo (Cuban Casino) NYC, ne. Murray, Jackson, Oletel (Old Heidelberg) Chi, ne. Murray & Alan (Old Romanians) NYC, ne. Murray, Elizabeth (Diamond Horseshoe) NYC, ne. Murrah Sisters, The (State-Lake) Chi, t. Mush & Sugar (Kit Kat) NYC, ne.

- Natasha (Shubert) Cincinnati, t. Negin, Kolia (Casino Russ) NYC, ne. Nelson, Steve (Wakobinski) NYC, ne. Nelson's Boxing Cats (Ziegfeld's Midnight Frolic) NYC, ne. Nielsen, George (Sportsmen's Lodge) Providence, R. I., ne. Nicholas Bros. (Casino Uca) Rio de Janeiro, ne. Nichols, Howard (Palmer House) Chi, h. Nichols, Agnes (Pat O'Toole's) Wilkes-Barre, Pa., ne. Nikogofoff, Yasha (Casino Russ) NYC, ne. Noble, Lee (Chez Ami) Buffalo, ne. Noble, Lela (Earl Carroll's) NYC, ne. Norris, Mary, & Jack Reynolds (Mother Kelly's) Miami, ne. Norris, Harriet (Marty Burke's New Orleans), ne. Norion, Ruby (Ambassador) NYC, h. Novak, Wilma (Hollywood Cabaret) NYC, ne. Nova, Donald (Lyric) Indianapolis, t.

- O'Brien, Grace (Jimmy Kelly's) NYC, ne. O'Brien & Evans (Tad) Youngstown, O., h. O'Connor Family, The (Minnesota) Minneapolis, t. O'Brien & Michel (Hi-Hat) Chi, ne. Ondra, Andrea (Jefferson) St. Louis, h. (See ROUTES on page 27.)

## Holiday Swells Grosses as Para Packs Away 59Gs

NEW YORK.—Broadway presentation houses really piled up the grosses during holiday week and New Year's Eve week-end that heavily balanced the lull following New Year's Day. All houses came thru with sock figures, whose totals were heavily contributed to by the fact that the New Year's Eve prices were staggered, with the Paramount, Strand and RKO running at \$1.50 and the State selling out at \$1.25.

Paramount topped its opening week gross by \$9,000, with \$59,000 for the second week (ended January 9) of Guile's Travels and Glen Gray's Band on the stage. Attraction will run for four weeks in toto.

Strand skipped just \$3,000 below the figure it rolled up during the opening week, with a solid \$44,000 for the second week of Four Wives and Abe Lyman on the stage for the week ended January 4. Also running another week at strong business.

Getting out of the doldrums, but in strong fashion, the RKO grossed \$65,000 for the first week of *Swing River* plus Paul Hemes, Toy Boys, Chick and Lee, Three Samuels and Harriet Hayes on the stage. Also went into a strong second week Friday (5).

Loew's State also had a corking \$31,000 for the week ended January 4 with the flicker *Mr. Smith Goes to Washington* and Cross and Dunn headlining the stage show, supported by Saul Grauman's *Spartan Revue*. This is one of the best grosses it has rolled up in months.

Radio City Music Hall, the only house that didn't increase prices for the New Year's Eve trade, still accounted for an enviable \$97,000 for the first week of *Hunchback of Notre Dame*. The showpiece claimed that on Sunday, December 31, the house broke all-time records for single day business.

Clifford C. Fischer's *Folies Bergere* revue, rounding out its second week at the Broadway Theater, playing two evening shows a day, has only been doing fair and has been trying to stimulate new interest by re-inviting the critics to re-visit the show currently.

## Gene Austin Fine Unit; B. O. Fair; Spokane Biz Down

SPOKANE, Wash.—Gene Austin and his *Car Society Revue* did the best New Year's holiday business in town, playing the Orpheum December 29 to January 1. *Big Guy* was on the screen. Prices were topped 10 cents for New Year's Eve, which may or may not have had anything to do with Manager Willard R. Seale finding the balcony almost empty. But with this Sunday night exception Seale described business as "good" and said Austin's was the best show he has had this fall, including Sally Rand.

All records for a new low at the Post Street were broken when the Paramount *Starlet* Revue grossed only \$1,340 for seven days ending December 29. The show opened at the worst time of the year, and companion films, *The Men in News* and *Colorado Sunset*, were weak. House average for usual three-day week-end vaude is \$1,750. Circuit bill of Three Tropans, Rich and Gibson, Oskai and Taki, Masters and Grace and Charles and Virginia Tiffany hit the average playing December 29 thru January 1. Pic, *Women in the Wind*, Code of Secret Service.

## New Year's Builds Milwaukee Grosses

MILWAUKEE.—Swelled by a heavy New Year's Eve biz at 75 cents top admission prices, Benny Davis' *Starlet Revue* grossed a respectable \$12,100 at the Riverside Theater here for the week ended January 4. Cast included Mary Dooley, Ginger Manners, Marie Austin, the Three Chords, Katherine Harris, Dennett and Dae, Norman Duke, the Four Revelers, Briant and Dunn and Jerry Brestler. Regular 25, 30 and 35 cents admission prices prevailed during the week. Pic, *Everything's on Ice* (RKO). Average biz is \$7,000.

## Vaudefilm Grosses

### Dead Ends, Harry James Units Do Well in Buffalo

BUFFALO.—Vaudefilm houses are showing good attendances this week on top of the grosses piled up during New Year's week.

The Century opened to a well-filled house January 5 with *The Hunchback of Notre Dame*. Gross is anticipated to reach, and possibly top, \$14,000, which is \$5,000 above average for straight films. Week ended January 4 clocked a very fine \$20,500, one of the best box-office results since the house was taken over by Basil-Dipson Corp. The *Dead End Kids* were an obviously strong attraction with their picture, *The Dead End Kids on Dress Parade*, appearing in person with their Broadway *Revolutions of 1940*. Capacity crowds filled the theater throughout the stand. Cast included Schlepferman, Will Morris and Bobby Six De Cardos, Ten Betty De-Kids and Fifteen Swingsters. Midnight show helped draw coin, as did the first three days with five shows a day instead of the usual four.

Week ending December 29 appeared the Century with a fair take of \$13,000, with Count Berni Vici's *Comedy Francoise* unit on the stage. Pic, *The Covered Trailer*, was not much better.

Richard Kemper, general manager of Century, reports the next attraction to be *Hellsfire* unit, 50 people, week beginning January 26.

The Buffalo, which is carrying its New Year's show (started midnight December 31) for 11 days to end January 11, is reporting good business, also no record-breaker. Gross for five days so far is well above the average week of \$13,500, with Harry James and band plus variety show of Red Skelton and Edna Stillewell, Patricia Norman, Hudson Wonders and Frank Paris and his Marionettes. Picture, a good box-office draw, is *Balalaika*.

A 10-day stand, ending December 31, with D'Artega conducting the house orchestra, plus the Three Oxford Boys, Gertrude Lutzi, James Foster and Four Buffaloniens, did well enough coining \$18,800.

D'Artega is set again to conduct the 22-piece orchestral ensemble, plus featured vocalists for week of January 12, with Paul Whiteman and his show to follow after that.

### Philadelphia Fay's Only Fair \$5,600

PHILADELPHIA.—New Year's Eve didn't contribute much to the b. o. at Fay's, gayety in the center of town having lured patrons away. On subsequent evenings the post-holiday letdown had its effect, with the result that the week ending January 4 was estimated at \$5,600. The offerings consisted of Margie Kelly in the strip spot, the vaude being supplied by Bert Walton, Ben York's *New Yorkers* (12), Alphonse Berg-Troy and Lynn and the usual chorus (18). Pic, *The Honeymoon's Over*.

### Davis Terrific at M'p'l's; Takes 12G

MINNEAPOLIS.—Orpheum Theater jumped its gross to \$12,000 with Johnny Davis for week ended December 28. This figure is way over average of \$4,400 for pic and stage show. Pic was *Day-Time Wife*.

Minnesota, for week ended December 28, cleared its average take, \$6,000, with Charles Butterworth on stage and pic, *Money To Burn*. Previous week Minnesota did a bad gross of four grand with the film, *Calling All Marines*, and Glyde Snyder heading the vaude bill.

### Moulin Rouge Sock 11 Gs in Indianapolis

INDIANAPOLIS.—Lyric Theater jumped to a gross of \$11,300 week ended December 29, with unit, *A Night at the Moulin Rouge*, plus pic, *Barricade*. House average is eight grand.

### Pittsburgh Take Is Up and Down; Zero Wave Hurts

PITTSBURGH.—With a near-zero cold wave offsetting the holiday box-office boom, the two downtown theaters featuring vaudeville had to be satisfied with grosses short of expectations. Spotting Bob Crosby's Band, supported by three other acts, the Stanley pulled \$28,000, terrific ordinarily but shy the \$35,000 hoped for by the Warner management. With Crosby's crew were Shea and Raymond, Al Gordon's *Racketeers* and Lois Harper. On the screen, an aid, was *Judge Hardy and Son* (MGM). In its first full week as a stage house under changed policy, the Harris Senator drew \$8,300 with the Rimacs and a Cuban revue, supported by *The Cisco Kid* and *The Lady* (20th-Fox). Also better than the take for its usual straight-picture week, the outlook for permanent flea bills in the Senator is still uncertain because of a gross far under anticipations.

Martha Raye's unit, including Wences, Jack Williams, The Leanders and The Gracellas, was worth a hefty \$25,000 to the Stanley last week, with *That's Right, You're Wrong* (RKO) on the screen. Headlining radio singer Harry Wood in a variety bill that included Red Donahue, The Maxellos, Ross and LaPierre, Drew and Farrell and The Rhythmettes, the Senator grossed an unexciting \$3,000. On the screen, *Blondie Brings Up Baby* (Col.). The *Dead End Kids* and Gabriel Bernard Punsley, Hunts Hall and Gabriel (Dell) plus Grey Gordon's Band and Sam Dell (Schlepferman) Hearn was good for \$22,000 at the Stanley the preceding week. On the screen, *The Cat and the Canary* (Para.).

### Raye Big in D. C.; Other Takes Okeh

WASHINGTON.—Catching their breath after last week's sensational business, local theater managers, nevertheless, will enjoy pretty good grosses for the week ending January 11. Warner's Earle, featuring *The Great Victor Herbert* on screen and a stage show consisting of Norman Harris, Sylvia Shore, Helene Page, Al Bernie, the Four Comets and the Earle Rosettes, is expected to do \$17,500. Martha Raye unit on stage last week and *Four Wives* on screen smashed thru for \$25,000. Length of screen feature held performances down to four-a-day and thus prevented a possible all-time record. Only Kay Kyser, during last year's Holy Week, exceeded Martha Raye's business and then only because of six-a-day. Loew's Capitol will come of six-a-day.

Loew's Capitol will come thru handsomely for this week on Robert Montgomery's *Earl of Chicago* on screen and Emil Boreo and *Folies Parisiennes* on stage to the tune of approximately \$19,000. Last week Luella Parsons and *Secret of Dr. Kildare* pulled \$22,000.

### Parsons, Davis Good Chi Bets

CHICAGO.—The Chicago continues to ride on the crest of the box-office wave by playing some of the strongest touring attractions. Week ended January 4: it topped a sensational \$50,000 gross with the personal appearances of Allan Jones and Mary Martin, who also doubled on the screen in *The Great Victor Herbert*. While the New Year's Eve and New Year's Day business was of considerable help, the team proved a terrific box-office magnet. Current bill, which opened January 5, is heading toward a good \$43,000 with Luella Parsons' unit, featuring six Hollywood starlets, and *Brother Rat and Baby* on screen.

State-Lake, week of December 29, wound up with a nice enough \$17,000, attracted by the return of an A. B. Marcus unit and the *Dead End Kids on Dress Parade*. Current bill (5-12) has a group of *Dead Enders* on the stage but followed too soon after the first DE troupe to do any better than average business. Combined with *Private Detective* on the screen, it may reach \$16,000. Benny Davis' unit and second Loop run of *Little Accident*, currently at the Oriental, will give house a better than normal \$15,500 week. Weak screen fare is holding the Davis show back. Preceding attraction played at advanced prices gave the house a record \$31,500 gross. Responsible parties: Ted Lewis and his new unit and Edgar Bergen in *Charlie McCarthy, Detective*.

### Fay's Providence NSG With \$5,200

PROVIDENCE.—Fay's fell to a \$5,200 gross week ended December 28, with Jack Dell Trio, Julio San and Seal, Shirley La Valle, Fred Pisano, Lewis and Ames, Foster and Bati and pic, *High School*.

Previous take was \$4,600. House average is \$6,500.

### Talent Agencies

ANDY RICE, comedy writer who has returned from the West Coast to his home in Chicago, is now making his headquarters with the William Morris office in the latter city.

JACK W. GORDON, of Gordon Entertainment Bureau, Hartford, Conn., is convalescing at United States Veterans' Hospital, Newington, Conn., and expects to return to his desk after the first of the year. . . . ARTHUR ARGYRIES, Mutual Entertainment Exchange, Rochester, N. Y., is booking 16 clubs on a weekly basis in Syracuse, Rochester, Buffalo, Olean, Hornell, Elmira, Binghamton and Utica. . . .

HERMAN FIALKOFF, New York, has booked Jack Lynn and the Statler Twins for a two-week engagement at the Strand Theater, New York, opening January 12.

### Club Debuts in S. C.

COLUMBIA, S. C., Jan. 6.—Lookout Club, featuring Leo Downs Band, opened here Christmas night. Owners are Mr. and Mrs. W. B. Brazwell, with B. E. Thomas as house manager. Cecil Kinley's ork opens at the Lookout Monday (8).

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## Loew's State, New York

(Reviewed Friday Evening, January 5)

The big draw this week in MGM's *Ninotchka*, aided by a good variety bill. Five a day today instead of the usual four.

Bill got off to a lively start when Sylvia Mason, a small blond, and three husky youths go thru fancy adagio routines. The gal is thrown and caught from one end of the stage to the other, the stunts being varied, daring and pictorial. And a strong act such as this was needed to break the spell of *Ninotchka*.

Johnny Downs, film juvenile, is a tall, good-looking youth who does an ingratiating act. Opens singing in fair tenor voice a special, *Misses in G*, following with *My Dream* and *Careless* and closing with some jitterbug hoofing. Nothing sock, but the total effect of his act pleases.

Sheila Barrett, in a becoming white gown, was in excellent form and had the patronage laughing with her comic take-offs of W. C. Fields and Fannie Brice, followed by one of Ben Lillie, Tallulah Bankhead and Bert Lehr singing *Get Out of Town* and enacting with an acid-dripping razzing of a Continental chanteuse. Smart material, put over with hard-hitting vigor, and plenty of showmanship.

Frankie Masters' Band, doubling from the Essex House and playing a date originally postponed last month when Masters was taken suddenly ill, closes the show nicely. Masters radiates a pleasant personality, leading the band and singing occasionally. He has 11 musicians, five male vocalists, one of whom doubles from piano, and a girl vocalist. Band opens with *Down in the Alley* and *Over the Fence*, then goes into a medley of rhythm songs, with high tenor Marian Rogers warbling *Some Day* for applause. The band then goes into *Scatterbrain*, which trombonist Tom

## Vaudeville Reviews

Keene and Masters wrote. An attention-arresting *10 Little Bottles* number follows, 10 musicians blowing bottles which illuminate at the same time. The male vocal quartet then do *Holy Smoke, Gen't You Take a Joke*, drawing a fair hand. Their style is nothing unusual, however. First trumpeter then does a triple tongue solo on *Parade of the Wooden Soldiers*, followed by brunet Marian Frances doing a cute version of *Oh, Johnny, Oh*, enacting by dueting with Masters on *The Key to My Heart*. She is an above-average personality, but could improve make-up and gown. A light number with the male quartet doing a *Gay Nineties* version of *Peg o' My Heart* is followed by a swingy finale. The band music is sweetish, but with sufficient variations so that it never lets you down. All in all, a good band presentation. Paul Denis.

## State-Lake, Chicago

(Reviewed Friday Afternoon, January 5)

This theater is Chicago's home for any and all Dead End Kids troupes. After the sensational business pulled in by the first crop a few weeks ago, house has since exhibited a DSK picture and is currently playing the "featuring stars" group includes Billy Halop and Bobby Jordan, well known to DSK fans; Jackie Searle, moviecom's familiar weaking character; Florence Halop, Billy's blond sister; David Gorcey, Leo Gorcey's tough-looking kid brother, and Bob McLung, who is one of the most talented on the stage.

To the tune of *East Side*, the Dead Enders, in baggy clothes, come on to pester the neatly dressed Searle and give the once-over to attractive Florence, who has a walk-on. McLung, a funny

looking chap, is left on his own for some fine harmonic playing and for a good impression of the President. Next, Jordan comes on for some brief impersonation bits, prematurely interrupted by the enacting Billy Halop. Later, as at his best in a scene from *Angry Wash Their Dirty Faces*, finding himself at home rolling out familiar dialog. Close with a studio scene, a satirical take-off of their older movie brethren. Miss Halop's activity is limited to a song, weakening Searle with some *Oh, Jackie* lyrics.

Act isn't terrific but quite okeh where the kids are popular and especially in cities where they have not been preceded by other Dead End troupes. Early part of current bill is not altogether good. Jordan and Grace, man and woman novelty turn, open, the man twirling a baton and his partner accompanying him with accordion music. After a couple of more flashy twirl tricks and a so-so banjo solo by the woman, Jordan spins a wagon wheel on head and skips rope at the same time for a flash finish.

Cy Landry, baggy-trousered comedian, has for his forte some good and funny mechanical dance steps, but wears the customers out with pretty sad sight bits first, and thereby loses their wholesale attention. More dance routines or strong comedy goes badly needed.

The three Murtah Sisters, lanky and screw swingers, are different from stock harmony trios all right, but their fare lacks entertainment. They give the impression of three kids having a good time at a home party, but the stuff is not strong enough for the stage. Act needs stronger organization and arrangements that are more commercial.

The Three Ryans scored with their knockabout comedy, which is familiar but well-done stuff. Their falls are neck breaking and the bite of business between numbers not laughs.

On screen, Warner's *Private Detective*. Business good end of first show opening day. Sam Honigberg.

## Windsor, Bronx, N. Y.

(Reviewed Thursday Evening, January 4)

If vaude was ever able to prove itself as a pulling card, it should certainly have an opportunity to do it in this neighborhood house, which features vaude exclusively, using only film shorts to fill in. (The Brands just haven't been able to get decent pictures to round out the bill.) On opening night the house was nearly capacity.

House has the same bill which played Brand's Embassy last week, headlining Morton Downey, Henny Youngman and Jack Jenny's Band plus the Adrian Rollini Trio and the Honey Family. The production has the informality of a family party, with Youngman as the glib cousin keeping the rest of the relatives in stitches. In this case, tho, the entire audience was howling.

The Honey Family, three boy-three girl acro group, are the openers with some flashy and colorful stunts, going over well and providing the impetus for the rest of the show. This audience, tho, didn't need an impetus; they just went wild over every act.

Next on were the Rollini Trio, by this time a very well established musical unit (doubling from the Hotel Piccadilly), going over strong with a variety of types of tunes. Their clear blending of the xylophone, guitar and bass provided smooth and classical interpretations of some old tunes that put them over strong. Sock stuff for theater work.

Youngman doing yeoman duty as emcee and the solo comic spot, is still just as quick on the delivery, clowning and heckling and is one of the more potent comedians around. He fitted like a well-tailored suit and wore just as well, high-spotting in his clowning with Jenny and Downey.

Jenny, in his band assignments, fits the bill very well, standing out strongly on his blues trombone. The Jenny Band, a comparatively new organization of 13 men and himself, swing out in lively fashion and show promise of building something solid, altho perfect co-ordination is still lacking. It seems to be just a question of time before they hit the high spots.

Closer is Morton Downey, who was stiff on his first few songs, but limbered up and put himself over in good voice and sock delivery. It's the way Downey sings, not what he sings that puts him over so nicely in theaters. His highlighting clown bits at the end were corkers.

Altho the show was long, running one

hour and 15 minutes, the bill ran smoothly. Besides, the vaude is the entire show. Sol Zart.

## Plaza, Miami Beach, Fla.

(Reviewed Monday Evening, January 1)

After an eight-month battle, Edgar B. Pearce, house manager, will have his way—a name band stage-show policy. Heretofore strictly flicker, the Plaza is now on the third successful week of this new setup.

Shep Fields, current attraction, does a fine job, except for an interlude when he sends up Claire Nunn to the mike for an intro by straw blowing into a dish of water. The house applauded ironically.

Fields only uses one outside act, Gloria McKissick, top acro dancer for his 40-minute appearance. It is unnecessary, as the band has plenty versatility and can handle the time on its own.

Standout specials are Ravel's *Boleto*, a medley called *Ragtime Cavalcade*, gal pianist Claire Nunn is barrel house number, and *Sunny Side of the Street*, with trumpeter Danny Gay also vocalizing. The latter is well done, considering swing is merely a side line with Fields.

Excellent soloist is accordionist Cesar Masole, who gives with the *Flight of the Bumblebee*. Incidentally, most mikes seem to pick up the clacking of the squeeze box's keys; the Plaza's was no exception.

Miss Nunn sings pleasantly, as does the git man. Later, very fine. High-light of the band was the drummer, who didn't at all act like the stereotyped stage drummer, but just served up smart, solid stuff. Lee Simmonds.

## Tower, Kansas City, Mo.

(Reviewed Friday Evening, January 5)

This week's revue at Barney Joffe's Tower, only house playing flesh in this area, is tagged *La Conga Carnival*, and is built around an idea of winter tourists visiting a tropical resort. The acts are introduced in this manner and sets show Cuban scenes.

The eight-girl chorus opens the show with a rumba routine, cork playing *Lady Red* and *Begin the Beguine*. Girls are decked in ruffled trouser costumes.

Barney Grant, top-notch emcee for this area and a hard-working comedian in the Bob Hope manner, bows in the first act, introducing the Three Youman Brothers, musical trio on violin, clarinet and accordion. The boys lead off with *Oh, Johnny*, and a swingaroo version of *Put On Your Old Grey Bonnet*. They imitate theme songs of popular bands, including Kay Kyser's *Thinking of You*, Bennie Goodman's *Let's Dance*, Wayne King's *Waltz You Saved For Me*, Artie Shaw's *Nightmare* and a *Shep Fields* number. This they follow with torrid versions of *Swamp Fire*, *St. Louis Blues* and *Softly*, as in the *Morning Sunrise*.

Dorothy Dickson, tapster, follows, with the cork playing *Rose Room*. Her second routine, in which her feet beat out the rhythm accompaniment to *Honeyuckle Rose*, proves far better in audience appeal and wins some applause.

Beverly Jean Mott sings *When Paw Was Courting Me*, bedecked in comic gay '90s dress. She is a 13-year-old, groomed along the Jane Withers type both in dancing and song delivery.

The chorus comes on again with a conga.

Since Grant follows this with a piccolo takeoff on the Youman Brothers' version of *St. Louis Blues*, including all the flutter-tongue effects. He also goes into a comedy routine with Dorothy Dickson.

Starring act is Harry Kahne, mental marvel, whose stock in trade consists of writing poly-syllabic words backwards and upended on a huge blackboard on the stage while reciting Kipling's *Gunga Din*.

Frank Tracy produced the show. Herb Six's *Ork* is on the stage with Jack Wendorfer scoring the revue. Mary Graham Minor produces the chorus routines. First day's audience reception very good. Pic. *Legion of Lost Flyers*. Bob Locke.

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## National, Havana

(Reviewed Friday Evening, Dec. 29)

Enterprising young Cuban impresario, Heberto Garcia, of the National Theater, Havana's largest amusement house, inaugurated December 29 a series of vaude shows, in combination with a Miami circuit, to be changed each week. The companies go on from here to Mexico City and return via Texas to the United States. In spite of a cold rainy night there was a good house.

Prices from 50 cents to 30 for orchestra chairs and 15 cents in the gallery. The flesh show was given between pictures.

Acts were mostly silent acts or ones that could be understood by a foreign audience, assisted by a well-balanced Mexican baritone, Chicho Martinez Gil, who sang several selections and came back for several encores. A Spanish dancer, Rosita Segovia, also received good applause, and all of the acts were supported by a first-class Cuban orchestra.

The Chaire Sisters are versatile singers and dancers. Tommy Trent, with his Marionettes, with his knowledge of Spanish, made his dolls dance and talk to the delight of the Cuban audience.

Kyrd is exotic, semi-nude dancer. Carroll and Dietrich put on an up-to-date championship hitting dance. Paige and Jewett put on a comic cycling act, which also went over well.

The Touset Orchestra from La Taberna Cubana, offered very acceptable music for all of the acts.

Gaspard Pumarero was a clever emcee, introducing the acts over the loud-speaker.

L. Neelken Beers.

## Sollie Childs Unit Set

For Oklahoma City, Tulsa

OKLAHOMA CITY, Jan. 6.—Local theater-goers will get their first look at a stage show in nearly two years when Sollie Childs' French Follies opens a week's stand at the Warner Theater at a 55-cent scale. The engagement has been given an extensive ad campaign by W. B. Shuttee, city manager for Standard Theaters, Inc., and Paul Townsend, Warner manager, assisted by Kroger Babb, Follies agent and publicist.

J. C. Hunter, city manager for Talbot Theaters, Tulsa, Okla., has the Sollie Childs unit booked there for the week of January 12. Dave Apollon's Hitting High is scheduled to follow late in January. According to Hunter, the two attractions will constitute the current season's stage attractions in Tulsa.

## Friars Inn Bows Jan. 11

NEW YORK, Jan. 6.—Fifty-Second street's newest nitery, the Friars Inn, debuts January 11 under the hosting reign of Bert Frohman. Spot will attempt to revive the old glory of Broadway, taking for itself the name of The Friars, organization of theatrical folk, of which Frohman is a member in good standing.

In its music hall setting nitery will feature Frohman's vocals, Julia Garrity, the Primrose Four and Jack Goldie as emcee.

## Martin P. A.'s in Home State

SAN ANTONIO, Jan. 6.—Mary Martin, here Saturday (23) for personal appearances with her first movie, *The Great Victor Herbert*, at the Artec Theater, made four p. a.'s the one day. Preem was held the night before in her home town, Weatherford. She also appeared in Dallas and Fort Worth for one day each, and then on to Chicago for personal appearances with Allan Jones.

Management here refuses to give receipts, but reported "house small because of holidays."

## Novelty!

CHICAGO, Jan. 6.—When Oscar Brotman, manager of the Avalon Theater, neighborhood movie house here, advertised a five-act holiday vaude bill, a little girl wanted to know what vaudeville was.

Erpland's Brotman: "Vaudeville isn't anything new. It's an established medium of entertainment, with real actors on the stage."

Because there is so little vaude activity in the neighborhoods, flesh entertainment is strange to the kids.

## They'll Teach You Anything

NEW YORK, Jan. 6.—There's nothing a night club won't do for you. With hot spots giving gratis instruction on how to congo, rumba and polka, John Leal, of the Hawaiian trio at La Cava, now offers to teach patrons to play the ukulele. And cuffs.

## Vaude to Go With The Wind in Chi; Back After "Wind"

CHICAGO, Jan. 6.—The Oriental Theater, a Jones, Linnick & Schaefer house, drops vaude January 23, temporarily, when *Gone With the Wind* opens a day and date run with the neighboring Woods Theater. Johnny Jones, of the J&S firm, consummated a deal with Metro and Dave Solznick in New York last week, which guarantees the houses a profit. J&S are (See VAUDE TO GO on page 27)

## Reade Cirk Resumes With Vaude Jan. 11

NEW YORK, Jan. 6.—Walter Reade Circuit in New Jersey and New York State, which hasn't played flesh attractions in many years, will resume vaude operations again January 11, the first house being the St. James Theater in Asbury Park, N. J.

Entire circuit embraces 42 theaters, and by March 1 it is expected that a good many of them will be back on the flesh circuit with units and name bands, playing week-end shows and split weeks. First attraction set for the St. James on the 11th is Gene Krupa's Band for a one-day booking.

Booking will be done exclusively by Johnny Greenhut's new agency, International Attractions, Inc.

## Philly's Saturday Vaude

PHILADELPHIA, Jan. 6.—The Holme Theater, an indie filmer operated by Fox & Scriblosky, has added Saturday vaude. According to Herbert Pincus, manager, the receipts on the first Saturday of the new policy were more than double the usual.

The inaugural bill consisted of Stanley Brothers, Earle LaVerne; Pastine, Marlin and Fauchon, and the Shy Sisters. Harry Bibben does the booking.

## Rivoli, Seattle, Vaude

SEATTLE, Jan. 6.—Headlined by the Swedish Ball Ringers, which a few weeks before upped gross at the Palomar, the Rivoli, which switched from burly to vaude a while ago and then closed for several weeks, again reopened during the holidays. It will continue vaude with double subsequent-run feature films.

## Bridgeport Vaude SRO

BRIDGEPORT, Conn., Jan. 6.—Loew managers Matt Saunders, of the Poli; Morris Rosenthal, of the Majestic, and Harry Rose, of the Globe, report best New Year's Eve business in many years, with Globe presenting only local vaude bill, eight acts, headed by Billy Olson. Despite tripling of admitt prices at Globe, the 1,900-seater did a turnaway business.

## Peyton's Heads for Miami

WHEELING, W. Va., Jan. 6.—Eddie Peyton's Band will leave tomorrow for Miami after establishing a five-week record at the Club Paddock here. Club's grosses, including Christmas week, were the best since its opening. Peyton will first take his wife to Pittsburgh to await the arrival of an heir before departing for Miami.

## Vaudeville Notes

CHARLES OLSEN, operator of the Lyric, Indianapolis, will not appoint a new house manager until his return from his current vacation on the West Coast. Ted Nichols, the veteran Lyric guide, has led to become personal manager of Orrin Tucker and orchestra. . . . VIRGINIA PEARSON is being sought by the New York Missing Persons' Bureau. (See VAUDEVILLE NOTES on page 27)

## THE THREE RYANS

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## THE THREE FRESHMEN

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NOW PLAYING

CHICAGO THEATRE, CHICAGO

EDDIE SMITH, EAST

SAM ROBERTS, WEST

## Benny the Bum To Agent Circular Show

PHILADELPHIA, Jan. 6.—The addition of another booking agency was announced by Benny Fogelman, operator of Benny the Bums' Club. Fogelman shortly expects to open an office with Frank Wolf, who for many years operated an agency here. He is reported dickering with a film house to install week-end vaude.

PITTSBURGH, Jan. 6.—Seventh Avenue Hotel will add a dance floor accommodating 40 couples next week by taking out some tables and installing the floor circular-wise around the center organ and moving platform from which a battery of six girl singers, a pianist and organist take turns entertaining while the stage turns. No cover, no minimum.

# AGVA Marks Time as SAG Mulls Thomson Tie; Jan. 14 Meeting For N. Y. Local; Ferrets Caucus

NEW YORK, Jan. 6.—The Associated Actors and Artists of America moved this week to bring Kenneth Thomson east to take charge of the new American Guild of Variety Artists temporarily. The Screen Actors' Guild board meets Monday and will consider the resolution passed by Actors' Equity Council Tuesday, by the Four A's board Wednesday and by AGVA's board Wednesday. The resolution urges SAG to give Thomson a leave of absence to take over AGVA in his capacity as vice-president of the Four A's. Miss Jean Muir, acting secretary of AGVA, as a result of Mrs. Dorothy Bryant's resignation after a nervous breakdown, says Thomson will not be AGVA executive secretary, but will only come in temporarily.

While trying desperately to find some strong executive to pull it out of its mess, AGVA is holding an open meeting for performers tomorrow at Palm Garden, with Philip Loeb, of Equity; Jean Muir, of AGVA; Alan Corell, of Theater Authority and AGVA; Emily Holt, of American Federation of Radio Artists; Henry Jaffee, lawyer for AGVA as well as for AFRA, the American Guild of Musical Artists; and for SAG in the East; Phillip Irving, a leader of the anti-administration faction of the American Federation of Actors before the AFA charter was revoked, and William H. Davis, of the New York State Mediation board. Jay C. Flippen, AGVA president, will be chairman of the meeting.

AGVA will hold its first local membership meeting next Sunday (14) also at Palm Garden, exactly a half year from the time it was chartered by the Four A's. This meeting will pave the way for the establishment of a New York local of AGVA. According to Miss Muir, a nominating committee will be set up to recommend officers. Another committee will go over the national AGVA constitution written by the Four A's and issued in printed form the day after AGVA was chartered.

"On or about February 25" the local will meet again to elect officers and a board, election notices to members to go out five weeks previously.

Meanwhile, AGVA members have been holding caucus meetings. Irving, former Ferret faction leader, admits friends are booming him for executive secretary of the New York local, but claims he has "no particular interest in the job" and that his "chief interest is to make the union a democratic organization." The Ferrets already have two representatives on the AGVA board, Robert Reinhardt and Elton Rich. A "Draft-Whitehead" movement also made its appearance last week among Whitehead supporters now in AGVA. Ralph Whitehead said today that he had no comment to make on AGVA affairs other than to say he hoped performers "will look out after their own interests."

Whitehead reveals that the AFA is well on its way to liquidation, the referendum on dissolving the DBF Fund having a January 10 deadline. He says he is also mulling out his plan for a string of AFA social clubs which must "operate under the AFA constitution and by-laws as amended and which will be submitted to the membership meeting which will be called soon for that purpose." He says the plan calls for 50 cents a month dues paid to local clubs which will elect local officers and maintain local treasuries. He said that an audit of AFA membership has been completed preparatory to dissolving the DBF Fund.

Miss Muir reveals that a night club committee headed by Mario Naldi (Haye and Naldi, dance team) and another advisory committee comprising what is regarded as the average member have turned in reports. Another night report covers Borton and San Francisco. She said work still has to be done on these night club reports.

Negotiations with Paramount Circuit have been stalled owing to Mrs. Bryant's

breakdown and subsequent resignation. Miss Muir says Jaffee is helping out on negotiations now.

Harry Calkins, brought in on an advance \$100 fee for expense, left Monday for Indianapolis without having actually started on his job as Mrs. Bryant's assistant.

PHILADELPHIA, Jan. 6.—All AGVA members working in Philly will be unaffected by the United Entertainers Association's plans to make this city a closed shop town, according to Tom Kelly, business agent of this indie actor's union.

Kelly has quietly been signing up bookers to agreements that they will use UEA talent exclusively, an announced that nearly all the agencies here had inked contracts. He said that if any agency included AGVA in their assignments it would be okay with him. He also added that since the AGVA didn't have a local office, he would take care of all complaints registered by AGVA members against club owners or agencies.

Kelly said that since he had been signing contracts with bookers, the membership in his organization had increased by slightly over 50 performers. Most of them, he added, had been without any union affiliations. Kelly said that it wouldn't be mandatory that acts signed with the AGVA also sign with the UEA, unless they wanted to maintain membership in both organizations. Kelly has advised night club ops not to take the 1½ per cent wage tax out

of the envelopes until the constitutionality of the act established.

NEW YORK, Jan. 8.—American Guild of Variety Artists announced at a meeting in Palm Garden here Sunday that Kenneth Thomson has been given a leave of absence by Screen Actors' Guild in order to direct AGVA, presumably until a permanent organization is set up.

Open performer meeting was attended by less than 200 people, and had executives and attorneys of other actor unions on speaker platform, as well as a few performer members of AGVA's board. In forum performer members clashed with each other and with AGVA leaders concerning finances, AFA, the Four A's, William Green and AGVA progress. Tom Kelly, former AFA Philadelphia representative, was among those critical of AGVA.

## Bands Switch From Adams to Paramount

NEWARK, Jan. 6.—Yesterday (5), band policy of the Adams Theater here was switched to the Paramount by operator Adam A. Adams. Paramount's first bill under the new arrangement is Clyde McCoy with the Four Ink Spots. Gene Krupa goes in January 12; Martha Raye, January 19, and Buddy Rogers, January 26.

Policy for the Adams Theater is not definitely settled, but according to Al Dow, booker, legit shows may be used.

## Mobile Hotel Adds Show

MOBILE, Ala., Jan. 6.—The Rose Room of the Cawthon Hotel that has for months been featuring Jerry Gilbert's Band, added a floor show week of January 1. Extra attractions included Miss Maryland; the Nelson Duo, skaters, and Teddy Merriman. Gilbert's Band will remain until April 1.

# Reviews of Units

## 'Midnight Scandals of 1940'

(Reviewed at Jones Theater, Newport News, Va., Wednesday Afternoon, December 27)

There is not much new about this latest offering of Ted and Art Miller, and for that matter there is not a great deal to recommend it. The Miller boys haven't changed their routine any; a lot of it was pretty well frayed to begin with, but they got across to a packed house at the opening matinee.

There are 10 girls in the line, barely getting by on looks, and the routines are strictly run of the mill.

After a conventional chorus opening, Brancheau and Fenton, boy-girl dance team, come on for a tap routine, and Ted Miller takes over as emcee, trotting out as antique a collection of gags as the most confirmed pessimist might expect. Next comes the Debonair Trio, three personable young men doing an unusual handstand-tumbling routine that brings a solid hand. A little brushing up and this act would be a flash.

Mildred Parr, a throaty blonde of generous proportions, shouts Comes Love, and follows with a suggestive tiny having something to do with the amorous advantages of plumpish mammae over the skinny ones. Johnny Sanna, eccentric comic dancer, is on next in a number that has possibilities. He's a little inclined to overdo on the mugging.

Show's only production number, a jungle dance, follows, with the chorus in feather headresses against an effective "duckbill native" backdrop. Zozza, featured dancer, shows an attractive body, a lot of wiggling and a couple of mild bumps, but the act ends pointlessly in an attempt at comedy, with Sanna returning to chase Zozza off at the finish.

Danny O'Connor, trumpeter with the show band, offers a couple of capital imitations—Clyde McCoy and Henry Busse—and the Brancheau-Fenton team returns for a rope top number. A one-looking pair, they are tastefully costumed

in both of their numbers, and the last—executed in white evening get-up, drew heavy applause.

The Millers are on for the last special—same "Elmer" routine they had in their last show, but the audience went for it. Chorus returns in third change to close.

Taggard.

## "Wake Up and Cheer"

(Reviewed at the Weller Theater, Zanesville, O., Friday Evening, December 29)

Taking its cue from Hellzapoppin, Wake Up and Cheer carries the show right into the audience. Somewhat more pretentious than the average musical revue appearing in these parts, the attraction is fast moving and well produced, replete with novelty. Talent is better than average and costuming tasteful. The show maintains a speedy pace for slightly more than an hour and keeps the audience in a continual roar of laughter and surprises.

A snappy line of girls, well drilled, offers nimble stepping. The scenic institution is novel, with electrical effects lending much to the production.

Nat Nazzerro Jr. by no means a stranger, lives up to his advance billing, proving to be not only clever at repartee but an athlete of real ability. Scored heavily with his dancing acrobatics. Nixon and Sands, standard vaude team, bring down the house with a running fire of slapstick horseplay of the most humorous variety. Ray and Harrison offer a surprise dance novelty, and Idyle and Billy Shaw come in for a good share of the applause. Marjorie Nelson delivers up with fascination. All in all, it's good entertainment and attracted a goodly share of the holiday throngs to the two-day engagement.

Revo (RKO) is screen fare.  
Rez McConnell.

## Benny Davis 'Stardust Revue'

(Reviewed at the Oriental Theater, Chicago, Friday Afternoon, January 5)

Uncle Benny Davis has some new stage relatives in his latest unit, all of them young and ambitious and most of them talented. Show packs the usual Davis speed and has a balanced mixture of dancing, singing and novelty.

The kids open on the stage with the customary rattlers and seated around cafe tables. Davis introduces each one with equal pride and whenever necessary

# Actors Act on Casino Fold-Up

NEW YORK, Jan. 6.—Law Brown's latest attempt in night club operations, the French Casino (formerly Billy Rose's Casa Manana), which closed January 2 after a five-day existence, is now having its reverberations from the performers who accepted a week's salary on a two-week contract and who may go to the American Guild of Variety Artists for the second despite the waiver they agreed upon.

The spot, which opened December 22, had 18 acts for the first show, but five were cut out during the second. Ginger Manners, who was in the first show and then removed, reported-for work every night and is now demanding two weeks' salary in fulfillment of her contract. Velez and Yolanda dropped out voluntarily because of a "sprained ankle" after the first night and were replaced by Mario and Floris for one day but then went back into the show.

New Year's Eve trade set off a high mark with a packed house, but the following day (Monday) only 20 couples showed up at supper. It was then decided to close the house. Brown assembled the performers Tuesday (2), asking them if they would waive their two-week contracts if they were paid for one week immediately. The cast agreed but immediately after the payoff began to discuss the possibility of AGVA recovering the other week for them.

Current reports are that Brown plans to reopen the Casino and put in his Yodel Boy show, which closed today (6) for four weeks before it goes on the road.

is close at hand to color up a dull spot.

Dennett and Dae, a couple of cute kids, open with a novel drum stick and tap specialty, the boy sandwiching in a fingered rhythm tap to Tea for Too. Light but good. The Rhythm Revelers, four harmonics playing lads, start off with a collegiate medley and proceed with a Hungarian strain and Duke Ellington's Caravan. Hard workers. Mary Dooley, a mite of a singer, reveals a fair soprano voice. Songs and arrangements which she attempts, however, demand stronger vocal chords and more matured showmanship. Opens with Cuban Caddy, then Suzanne River and finally impressions of Noel Coward, Richman and Morgan doing Over the Rainbow.

Norman Duke is a show-stopping tap artist, either foot capable of doing equally difficult steps. His dance take-off of a Communist delivering a speech is a brilliant piece of tap work.

Kay Carol, comedienne, has an entertaining specialty. Her voice scales the tricky yodeling road with ease and her personality goes hand in hand with her wares. The Three Chords, three boys with a piano, scored with vocal impressions of instruments and band leaders. A familiar but amusing offering.

Marie Austin, bright singer of popular songs, proves a hit with a sparkling personality. There is a slight danger of over-selling on her part, but at second show opening day the audience didn't seem to mind it. Her act, Johnnie Watson went big and necessitated four choruses.

Another strong specialty, preceding Benny Davis' song reminiscences, is Katherine Harris, who is a marvel on her toes. They stand up under strenuous tricks and her toe tap steps are exceedingly good.

Davis still gets a hand for his own song cavalcade and is deserving of it, considering the many hours of happiness they have brought people.

Business was fair. On screen, second Loop run of a weakie, Universal's Little Accident.

Sam Honigberg.

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

PAUL ROBINI is a current feature at the 885 Club, Chicago, with Gallie a holdover at the Colony Club in the same hamlet. . . . AL DELAGE AND COMPANY have just opened with a new show at the Chez Ami in Buffalo. . . . E. COTTS, who styles himself the "Intimate Magician," after 12 weeks at The Spot, Springfield, Ill., has moved into the Tallyho Room of the Hotel Ohio, Youngstown, O., for a limited engagement. "While there are a lot of magicians in this territory," typewrites Cotts, "there seem to be few table magicians." He has been signed to return to the Ohio in three months to open a new room now under construction. . . . BOSCAWELL THE MAGICIAN opened at Guilford Casino, St. Petersburg, Fla., January 9, booked by Jack Baumgartner, St. Pete. He is set in Florida West Coast spots until March 1. . . . JOHN-DEY DEWANT is in the midst of a three week stand at the Miami Biltmore, Miami, Fla. . . . THE INDIANA Society of Magicians, independent magic group, has become affiliated with the Society of American Magicians, the members signing up in a body. It is likely that the Hooper lads will adopt the name, Roltaire Assembly. . . . H. R. BRISON posts from Reading, Pa.: "Was in Philly New Year's to see the Mummery Parade, and took in the Eighth Street Museum, where I caught the eye of the Magician. Also saw Jarvis in town on his way south to play a string of school dates. . . . RALSTON AND COMPANY recently presented their full-evening show in the Viking Room of Hotel Hudson Hall, Atlantic City, the standard-bearer winning considerable favor with a novel twist to the headless illusion. Ralston is set on a series of school and college dates in Connecticut, Rhode Island and Massachusetts for the month of February. . . . LESTER LAKE (Marvelo) has split with his femme partner and is back in Cincinnati, working clubs.

CHARLES A. NICOL, brother of the Great Nicola, writes from his home in Monmouth, Ill.: "I have a cable from Nicola from Singapore Strait Settlements, stating that he is remaining there indefinitely. His three chief assistants are staying over with him. To me this looks as tho there is a possibility of recovering damages from the steamship company or salvaging some of his effects. At any rate he has many friends in Singapore and by remaining there he'll escape the cold weather here." . . . WALLACE AND COMPANY, after a fortnight stand at the Arcade Hotel Grill Room, Westtown, N. Y., are currently displaying their talents at the McConville Hotel, Ogdensburg, N. Y., from whence the turn jumps into Cleveland for the Joe Mall office. . . . HOWARD SHONTING, New York publicity expert, former personal rep for ork man Ozzie Nelson and a friend on magic since the age of seven, is preparing a publicity service for active club and vaude magicians. Set-up, Shonting says, will consist of daily and weekly press releases, along with pictures and feature stories to newspapers in the city where the magician is appearing. . . . JOAN BRAND, lovely blond baffle, closed at the Hollywood Beach Hotel, Hollywood, Fla., January 4, departing the next morning by plane for Havana, where she opened the same day at the Teatro Nacional. . . . PRINCE BUDDHA, who since closing the season with Pete Kortos on the Beckmann & Gerety Shows, has been working Midwestern clubs for Amy Cox and Vic Allen, is slated to move into Denver soon for the Wheller-Pittman office. Buddha is assisted by his wife. . . . DOZ ZANDER, who recently laid down his magic wand to enter the amusement ride business, has been keeping in trim by ringing in an occasional club date in the Lynchburg, Va., area in recent weeks. He is leaving soon for Florida to line-up shows for rides next season. Zander expects to have seven rides going when the outdoor season gets under way.

## Shreveport Spot Resumes

SHREVEPORT, La., Jan. 6.—Club Mayfair, formerly the Silver Slipper, opened New Year's Eve under same management. Club retains house ork, with cover charge of \$1.50 per couple.

## "Morality" Yardstick

PHILADELPHIA, Jan. 6.—According to the statute books of Philadelphia, the "immoral" aspect of female impersonation acts disappears when the miming is done in view of several thousand people.

The statute books carry a law forbidding the female take-offs in night clubs, a law which forced several niteries to close several years ago. However, the city offers an annual prize of \$235 to the best set of female impersonators marching in the annual New Year's Mummies parade.

## Springfield Vaude Regains Strength

SPRINGFIELD, Mass., Jan. 6.—Following a bad pre-Christmas business, vaude again filled houses, as the Court Square Theater presented two bills and the Paramount packed them in New Year's Eve.

The Court Square opened the post-Christmas season with the *Girls in Arms* revue, which, while being only a fair show, packed the house for four days ending December 30. Featured were Eddie (But) Kaplan, George Kaye, Jean Wade, the Sheppard Sisters, Edwards and Ardine and an 18-girl chorus. Picture was *Janiada* ras.

From New Year's Eve until January 4 the Court Square presented the *Frolics of 1940*. For the New Year's Eve show prices went up and the house was packed for the midnight show and had a good attendance at regular prices during the following four days. In the show were the George Hanneford Family, Balabanow Five, Dune Sisters and Dixon, Lou Yorke and the Flying Sullys. Picture, *Disputed Passage*.

The Paramount, having a two-week run of *Gulliver's Travels*, brought in for the midnight New Year's Eve show *Happy Felton* and orchestra and *That's Right, You're Wrong*. Two shows were presented—one at midnight and one at 2:30 a.m.—at higher prices, the house being packed both shows.

## Omaha Vaude From Para to Orpheum

OMAHA, Neb., Jan. 6.—Tri-States Theaters has revised vaudeville policy at two major theaters here, Paramount, 3,000-seater, goes straight film after opening a month ago on vaudeville basis. House is on edge of main business section and hard place to sell. Prices have been dropped from regular 55-cent top for vaudeville to 40-cent top for regular dual program.

Orpheum, also 3,000-seater, will get vaudeville now, according to E. R. Cummings, Tri-State district manager. House formerly had flesh about once a month. Cummings hopes to book two shows per month.

Don Allen, Omaha Theater manager, moved to the Paramount and Bill Miskell, Orpheum manager who was doubling, will move back to the Orpheum. Don Shane, assistant manager at Orpheum, promoted to Omaha manager.

## Late Rosenberg Bookings

NEW YORK, Jan. 6.—Phil Rosenberg's bookings: Myrna Dean, Diane Raye, show, *Peek-a-Boo*, opening tomorrow at the Troc, Philadelphia, Margie Hart, featured, and Billy Ainslee, Al Anger, Pinto and Della, George Rose, Billy Crooks, Jean Carter, Yvette, Lucille Wray and Wayne Barrie. For the Ettinge, here, opening yesterday, Nydia, dancer.

## Flesh Back to D. M.

DES MOINES, Jan. 6.—Floor shows are scheduled for a revving in Des Moines with the opening of Dave Fidler's new \$15,000 night club now under construction on the White Pole road outside the city limits. Fidler is planning on unshuttering the spot around February 1.

Plans call for booking acts from either Chicago or Kansas City, with weekly change of bill. City has been without flesh acts since Fidler dropped floor shows at his Hollywood club. Fidler also operates downtown niterie.

New spot contains 70 by 90-foot dance and dining space capable of seating 500 persons. Elaborate bar and band stand included in plans. Dressing rooms are being installed for floor acts.

## Police Confiscate Margie Hart Robes

NEW YORK, Jan. 6.—Margie Hart had another skirmish with the police department again this week, when a policeman, accompanied by several cops, stormed her dressing room at the Triboro Theater Thursday night (4) and confiscated her costumes in an attempt to keep her off the stage.

It is understood that this was brought about after complaints from bluesmen about Margie's New Year's Eve performance.

As far as could be learned, the situation is all straightened out now. She is, however, still playing there.

Two-week booking ends tonight (6).

## New Year's Show Big

BRIDGEPORT, Conn., Jan. 6.—Loew-Poll Lyric Theater here, only burly stand in Connecticut, did capacity business New Year's Eve for two performances after intensive advertising campaign by manager Lester Al Smith. Attraction was *First Unit, Top Notchers*. Prices were doubled at these performances at the 2,200 seater.

## NEW YORK:

MARGIE HART, I. H. Herk and Pat Kearney were among the many mothers at the funeral services for Al Golden, straight man, in Cook's Funeral Parlor December 28. Burial was in Lutheran Cemetery, Long Island. . . . DOLORES WEEKS, Dorothy Lawrence, Gordon Clark and Charles McNally were among the first principals at the reopened Triboro, now operated by Harold Minsky and I. H. Herk. Cato Kieves, former burly show operator, is ticket taker at the Triboro. . . . MAE BROWN extra-attraction at the Globe, Boston, New Year's week. . . . TINY HUFF was forced by illness to leave the Club Holland Christmas week. . . . VALERIE PARKS and Valda moved from the Gaiety to the Triboro January 7 week.

. . . JIMMIE, Buster and Mickey Gerard did the extra-attraction feature at the Ettinge New Year's week. . . . LILLIAN HARRISON replaced Jerry Dean at the Republic January 5, with latter shifting to the Gaiety. . . . DOROTHY DEE writes from Buffalo to inform about her brother, John J. Deegan, engineering student, also clarinet player in University of Illinois band, who was selected to play one of the end men in a minstrel show to be given by the Women's Union of Chicago this month on the university campus. "Another prospect for Broadway," adds Dorothy. . . . MONA LEE and Janesee opened at the Century, Brooklyn, January 8, which brought back Lill Dawn from the Century to the Ettinge.

LORETTA MONTEZ, stripper, and Phyllis Merrill, dancer with the First Circuit show that features Jean Mode, are newcomers in the burly field. . . . NEW MOURN returned to the producing end of the Republic January 2. Jack DeSylva departed after a week's stay. . . . IRVING PLACE reopened this time for just one show a little after midnight on New Year's Day. Jack Ryan, straight man, was the promoter, with Charles Burns again out front. Mark Lee and George Carroll were the comics. Best of the company, a mixture of black and white variety turns, plus 14 girls in the chorus. . . . REPUBLIC'S management provided a drink for the entire company and house staff backstage between one of the nine shows. At the Century, Brooklyn, Harry Collins was the host and dancer Marion Biell hostess to another party between the evening and the midnight shows. . . . BRENDA (BOBBIE) MORGAN, showgirl, was given the opportunity to do a strip tease at the Gaiety Tuesday night, January 2, when Myrna Dean took suddenly ill.

LOIS DeFEE's engagement, beginning January 12 at the Ettinge, is being heavily promoted two weeks in advance on stage and out front. . . . FEATURED STRIPPERS playing the Hudson, Union City, N. J., invariably finish the week with a pretty good idea about how little local audiences favor the strip tease part of the shows. . . . DIANE KING, while at the Troc, Philadelphia, on her first week around the First

## Dave Cohn Placements

NEW YORK, Jan. 6.—Dave Cohn's bookings: Myrna Dean, Diane Raye, Buster Phillips, Gypsy Nina and Eddie Inis, at the Star, Brooklyn, opening yesterday. Joan Wray, Bonnie Mitchell, Adra Cooper and Jerry Dean, at the Gaiety, opening yesterday. Valery Parke and Jimmie Carr, at the Triboro, opening tomorrow. Harry (Boob) Meyers and Tanglefoot, at the Gaiety, Boston. Joyce Heaselle and Elton Sheridan for Midwest Circuit. Roxanne, Howard, Boston, opening January 15.

## Mildred DeVoe Gravely Ill

CINCINNATI, Jan. 6.—Mildred DeVoe, former well-known burlesque leading woman and in recent years a private club and niterie entertainer in Cincinnati, is gravely ill in Room 470 of Good Samaritan Hospital here. She is suffering from a serious spinal ailment occasioned by a tumorous growth. Miss DeVoe has been mistress of ceremonies at the Casa Grande night club here the last 22 months.

# Burlesque Notes

(Communications to New York Office)

wheel, entertained many show and ork-leader friends visiting from New York. . . . SAM RAYNOR's New Year's greeting was in the form of a torn piece of cardboard, minus sufficient postage. . . . ANNA OSTOJA, in the dance line of the Ettinge, is being used to advantage for Mike singing when occasion demands. . . . FRANK BLAKE, concessioner, formerly of the Republic and now with Jacobs Bros., at the Embassy, Rochester, N. Y., won the local handball championship from Al Lieberwitz, operator, recently. . . . UNO.

## CHICAGO:

MARION MILLER is back at the Rialto this week. Another veteran on the scene is Kenny Brenna, who rejoined the theater's stock cast. . . . RADIANNA (Trudy De Ring) is currently featured at the Gaiety, Minneapolis, followed January 12 by Marlene. . . . GREAT STATES Circuit is trying out burlesque at its Majestic Theater, Peoria, Ill., Wednesday (10), using the Billy Foster-Billy Reed show. House has been dark and the town hasn't seen a burly show in years. . . . MILT SCHUBERT booked in Elaine Owen as an added attraction at the Avenue, Detroit, this week. . . . GERSTON ALLEN, co-owner of the Casino, Toronto, pens that he is vacationing in Miami Beach, Fla. . . . EMMETT CALLAHAN, husband of Ann Cortis, is in town as company manager of *The Hot Mikado*, which camped at the Auditorium for a fortnight.

## From All Aroud:

MORRIS ZADINS, manager of Arthur Champagne's Gaiety, Cincinnati, reports that business is running around 10 per cent ahead of last season. It all evens itself up, tho, Zadins explains, because the shows, altho a shade better than last season are costing him around 10 per cent more money. . . . RUTH BAILEY, after spending the holidays with her parents, brother and two daughters at home in Cleveland, has returned to the line at the Avenue, Detroit. She's in her eighth month there.

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## Ellis Takes "Rip" Into Chi Schools

GRAND RAPIDS, Mich., Jan. 6.—John Ellis and his Rip Van Winkle Co., after laying off here over the holidays, departed yesterday for Chicago, where the troupe will again play high schools. The Ellis organization had a success run in the Windy City knowledge boxes last spring. Ellis retains the same personnel as last season, with Mrs. Ellis still playing Gretchen.

The Ellis Rip troupe closed in Dixon, Ill., December 21, after touring 20,000 miles thru 22 States since opening for National Program Service, of Des Moines, at Lexington, Neb., September 11 last. The tour, all one-nighters, took the company nearly from Coast to Coast. Ellis speaks of it as the "hardest tour I've ever had," and he's been in the business for a good many years.

## Duble Forgot W. J. Harvath In Listing Old "Tom" Shows

South Boston, Va.

In mentioning the Uncle Tom's Cabin companies that have vanished, C. E. Duble, in the December 23 issue of *The Billboard*, failed to include the William J. Harvath "Tom" show. The Harvath troupe played the West, territory which the shows which Duble mentioned did not have the nerve to invade. He worked with Joe (Dad) Barnum the last time he was out with Leon W. Washburn's show and the last time he worked with any "Tom" show, which was Mort Steece's, out of Chicago. I did Legree and Phineas on the latter outfit. I have also worked with Burt Stoddard, Tom Alton and other well-known "Tommers."

CLYDE J. WHITE

## Magus Heaney Plans Tenter

OSHKOSH, Wis., Jan. 6.—Heaney the Magician, who laid off here over the holidays after a tour of theaters in the North Central States, announces that he will launch a tent show in the spring, with accommodations for 1,000 patrons. The show, which will feature a program of magic and mentalism, will be transported on six trucks, Heaney states. Special promotions will be handled by Leo Harvey, who has been associated with Heaney for some time. Heaney is presently heading for the East with his magic trunks.

## Changing Show Biz

E. F. HANNAN

TIME may march on for commercial pursuits, but in show business time huddles onward. Small show business is feeling this quick pace as much, if not more, than any other branch of the industry.

I recently talked with three members of a family who have been able for years to grind out a living with a traveling trick. The going got tough about two years ago and they were fortunate enough to crash radio. They are the versatile kind, and between radio assignments they take on night club work, with an occasional vaudeville date sandwiched in. Lucky for them they are the kind that can quickly adapt themselves to such changes.

They can lay this to the fact that they used their efforts in the sticks to good advantage. Essentially of the dramatic type, they broke in several routines of specialty stuff and this vaudeville work they now rely on. Furthermore, and more important, they are the kind that sense the change needed in their present fields. They know their stuff must be down to the minute—the hanky panky stuff that stood by them in the open spaces is not the sort of material that will keep them working in the new arena.

Movies, radio and now television have and will smarten audiences everywhere, so that the day of the Joe Miller routine of gagging is passe. Performers who attempt to stem the tide are caught in a whirlpool—the onward march will not be stopped—and that is all due to changing show business.

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## Rep Ripples

MARSHALL WALKER, well-known rep and tab performer, is still seriously ill in an Oklahoma City hospital.

FRANK GAGGAN pens that he's still doing his twice-daily stint with the Win Herb H. Neigher program over Station WFCB, Greenville, S. C. . . . HERBERT (BERT) YEATON has a three-people trick in Western Massachusetts, using the dance-after-the-show idea. . . . CHRIS TATE PLAYERS are booking schools in North Dakota with *Aunt Emmy Arrives*, by E. F. Hannan. In the cast are Chris and Adelaide Tate, Fannie Teachout and J. Loring Craft. . . . ARTHUR DOTTY and family are working schools in North-eastern California. . . . THREE REVELERS has resumed with their school show in New Jersey after putting in the holidays in a Philadelphia department store. . . . OTIS OLIVER, former stock and rep producer and manager, posts from Pocatello, Ida., that he's opening an office in Portland, Ore., to book fair attractions, pageants and specs in that territory. . . . BOB HEIDELBERG, for 11 seasons with Billy Wehle's Bilroy Comedians, is playing sax in the State Hospital Band at Whitfield, Miss. Two other rep musicians, Duke Dunaway and Bill Lowder, are new additions to the combo which still has Jimmy Huett, reaper, counting 'em off. . . . GRIFF AND HIS, black-and-tan combo well known in rep, are back at Greenville, S. C., for a return engagement. . . . RED HARRIS, who joined Ann LaMond's unit working out of Fort Smith, Ark., after winding up the season with the Parker & Watts Circus, has returned to his home in Black Creek, N. C., where he will remain for several weeks before hitting out for the Parker & Watts winter quarters at South Ft. Smith, Ark. He'll be back with the circus the coming season.

FRANK SMITH, of the Frank Smith Players, is in Billings Memorial Hospital, Chicago, awaiting to undergo an operation. Friends are urged to drop him a line. . . . BILLY TERRELL, erst-

while rep manager, and his Arizona Cow-boys are currently playing theaters thru Louisiana and are corded to return to New Orleans for a return engagement late this month. . . . LEO AND MAXINE LACET, after closing with the Ogle Players in the Deep South, have joined Billy (Toby) Young's Comedians in the Midwest. . . . EDDIE AND LOIS LANE, after closing with a *Big Ole* unit, are sojourning at their home in Kansas. . . . HILA MORGAN PLAYERS have adopted a new policy for the winter. Troupe is now playing three-nighters in Texas as a vaudeville show, with King and Hazel Felton as the feature. . . . ROSS AND MARGARET MCKAY, Tude and Madelyn Manley and L. K. and Tudor McKay motored in to Kansas City, Mo., last week from California. . . . THE CIRCLE, which has been operating in Northern Iowa for the last four months under the management of Skeet Cross and Mickey Thornton, has closed. Mr. and Mrs. Cross are in Shenandoah, Ia., and Mr. and Mrs. Thornton are in Kansas City, Mo. . . . BRADLY AND VICTORIA ALEXANDER are recent additions to the cast of the Sid Kingdom Players in Northern Missouri after winding up with one of the *Big Ole* units in North Dakota. . . . DOT AND MARION GRIMES have severed their connections with the Dixie Queen Showboat and are now sojourning in New Orleans. . . . BOB LEEFERS and Jay Cogshall, whose circle opened recently in Iowa, are reported to be doing good business. . . . OCTAVIA POWELL and Bob Bayley recently joined the Tilton Circle in Illinois.

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## Marriages

DART-BRYAN—Justin W. Dart, general manager of the Walgreen Drug Co., and Jane Bryan, film actress, in Chicago December 31.

DUBANT-SHADDUCK—Dr. Richard C. Durant and Jayne Shadduck, chorus girl and film extra, in Belair, Md., November 14, it has just been revealed.

EVANS-MARTIN—Arthur C. Evans and Jean Martin, dancer, both of New Orleans, January 1.

FRIEDLOB-TRAVIS—Fred M. Friedlob, Chicago manufacturer, and June Travis, radio star and daughter of Harry Grabiner, vice-president of the Chicago White Sox ball team, January 4 in Crown Point, Ind.

FUNK-KING—Lieutenant Ben I. Funk, nonpro, and Judy King, film actress, in Winslow, Ariz., December 31.

GABLEMAN-MIDDLETON—Walter H. Gableman, manager of the Playhouse, Portsmouth, O., and Mrs. Helen Middleton in Portsmouth January 1.

ORIER-DAWSON—John C. Grier Jr., nonpro of Detroit, and Anne Dawson, dancer, December 29 in Charlottesville, Va.

HEIDELBERG-WALDROP—Bob Heidelberg, musician with Bilroy's Comedians for 11 seasons and now saxophonist in the Whitfield (Miss.) State Hospital Orchestra, and Melba Waldrop January 1 in Whitfield.

JEWETT-KLECKNER—Verne Jewett and Jean Kleckner, employee of the Adler Theater, Marshallfield, Wis., December 27 in Keilville, Wis.

MCKAY-WILLIAMS—Norman Moon, radio and recording vocalist, and Myrtle Williams, Station WHO transcription secretary, December 29 at St. John's Lutheran Church, Des Moines.

POWELL-LEWIS—William Powell, screen star, and Diana Lewis, film actress and daughter of Mr. and Mrs. J. C. Lewis, veteran vaude performers, at a dude ranch near Las Vegas, Nev., January 5.

STEELE-CROPPER—McCormick Steele, utility executive of Ringling-Barnum circus, and Bobby Cropper, equestrienne with the show, recently.

WELSH-DUPLICE—Bill Welsh, manager of Station KPXL's news, sports and special feature services, and Olive Duplice, nonpro, December 23 in Denver.

## Coming Marriages

Milton London, manager of the Arcadia Theater, Detroit, and son of Julius D. London, circuit owner, and Evelyn Morris, nonpro, next June.

Jim Breitenbeck, of the New Casino Ballroom, near Detroit, and Grace Harris, nonpro, next June.

## Births

A daughter, Joan Carol Della, to Mr. and Mrs. Dominick Della Rocco in Bridgeport, Conn., December 18. Father is manager of the Strand Theater there.

A 6½-pound daughter, Wendy Joan, to Mr. and Mrs. Henry Wilcoxon in Hollywood, December 28. Parents are film actors.

A boy, to Mr. and Mrs. Jack Hollister in Pittsburgh recently. Father is sports commentator for Station KDKA.

A daughter, Gail Anne, to Mr. and Mrs. E. S. Lowe, of Brooklyn, December 27. Father is a hingo supply man and games manufacturer.

An 8-pound son to Mr. and Mrs. Irwin H. Solomon in Massillon (O.) City Hospital January 1. Father is manager of Warner Bros. Lincoln Theater there.

A son, to Mr. and Mrs. Ray Spencer in St. Thomas Hospital, Akron, January 1. Father is an announcer at Station WADC, Akron.

An 8-pound son, Joseph Byrd, to Mr. and Mrs. J. B. Looker Jr. in Aultman Hospital, Canton, O., January 3. Parents, formerly a dance team in vaudeville and night clubs, now operate a dance and dramatic studio in Canton.

## Divorces

Donna Damerel Kretzinger, Marge, of the radio team, *Myrt and Marge*, from William J. Kretzinger, former singer in the *Myrt and Marge* serial, December 22 in Elizabeth, N. J.

Ruby Keeler, film actress, from Al Johnson, film actor, in Hollywood December 26.

Harold (Curley) Johnson from Maxene (See DIVORCES on opposite page)

# Roadshowmen Map Publicity To Up Attendances in 1940

Ruling of Supreme Court on handbills is welcomed by operators, as movies given at schools respond to this type of advertising—views on heralds are disclosed

CHICAGO, Jan. 6.—While the nation is settling down again to some sincere movie-going after the Christmas and New Year's holidays, roadshowmen over the country are mapping publicity campaigns to bring more people to their shows. Operators who play schools are taking advantage of the lull in their schedules, do examination periods and the transitional work of changing over the school work from one semester to another, to contact superintendents and principals to line-up shows for the remainder of the school year. Operators will be better able to rally their shows during the coming months because of a recent ruling of the United States Supreme Court, overruling ordinances of four cities against handbills. This form of advertising has been found valuable to roadshowmen who play rural communities. While weekly newspapers serve as a good medium of advertising, an operator prefers to bring attention to his program before the people on the day of the showing. The decision of the high tribunal, therefore, is welcomed in the non-theatrical field.

## Free Publicity Available

According to an operator who also understands publicity, the average roadshowman passes up many angles to advertise his program before the people on the day of the showing. The fact that 16mm. films are being unusually well received in the small rural communities offers the operator an excellent chance to secure free publicity thru the newspaper circulating in that section. The method is comparatively simple, he says, but requires that the operator contact the editor of the publication.

When a roadshowman plans to show in a town, this operator-publicist says, the first person he should contact is the newspaper editor. A heart-to-heart talk with him will prove to this person that the show to be offered will be entertaining, interesting and educational. Once the journalist is convinced that the show is truly a public service, the columns of the paper will be open to facts pertaining to the films. To follow up on news article, lobby and window cards and sound trucks may be employed. This is especially true with barnstormers.

In the case of circuit operators, the job of publicizing a show is less difficult, because other additional methods may be used. They can use slides and trailers along with the handbills, posters and sound trucks.

## Students Reached Easily

Publicity in schools, it is said, is like shooting birds on the ground. The prospective audience is grouped and easily reached. The student body can be contacted by the coming program thru announcements made at assemblies or thru notices posted on bulletin boards in the buildings and over the campus.

Raymond Lemmons, head teacher at the Downingtown Industrial School, has increased the attendance at his 16mm. shows thru assembly announcements. If the show is a special one and booked sufficiently ahead of time, Lemmons posts notices in the dining hall and on the bulletin boards. His attendances, which are not compulsory even for educational pictures, run about 85 or 90 per cent of the student body. Lobby posters in student centers also help, Lemmons adds.

Another school roadshowman, who has 60 schools at which he puts on a show a month, playing two shows a day for five

days a week, has had exceptional success with heralds. Since nine shows were booked from the library in September to run the nine months of the term, he was able to estimate the number of handbills needed. Securing the mats from the library, he had 10,000 heralds made up on each film. This plan, it is said, has proved so successful that this roadshowman has a waiting list of schools. Since 40 is the maximum he can serve, he only adds new schools when others drop out.

## Roadshowmen Set Holiday Showings For Feb. 12-14-22

CINCINNATI, Jan. 6.—With three holidays scheduled during February, roadshowmen are reported reserving appropriate films for showings on Lincoln's birthday, St. Valentine's Day and Washington's birthday.

On February 12, Lincoln's birthday, the nation will pay homage to the Great Emancipator, and operators playing schools and lodges are making bids for *Abraham Lincoln*, which stars Walter Huston.

While films for St. Valentine's day are limited, roadshowmen are looking thru catalogs to secure movies that have a direct appeal to children. Reservations are being received by libraries for *Alice in Wonderland*. While this is a one-reel subject, it can be used as the feature picture of a program made up of short subjects or in connection with some regular length feature that will interest juveniles as well as adults.

Roadshowmen will find that pictures for Washington's birthday programs must have some bearing on the pioneer days and have historical background. Films conforming to these requirements are *Drums of Destiny*, a historical story concerning the dispute over the Florida boundary after the United States purchased the Louisiana territory, starring Tom Keene; *Glory Trail*, a dramatic outdoor action epic of American history, showing feuds, Indian fights and romance amid the grandeur of the nation's birth; *Old Louisiana*, the story of the Louisiana Purchase and a dramatic tribute to the hardy pioneers.

In connection with the Lincoln's birthday shows, some operators are planning to show news dealing with aviation, for it was on this day five years ago that the dirigible *Macon* crashed.

## IA Local 650 Elects

YONKERS, N. Y., Jan. 6.—Westchester County Moving Picture Machine Operators, Local 650 of the IA, elected for a four-year term Tuesday (3) Arthur Martens as president; Irving A. Weiss, Arthur Dent, Irving Brickman, vice presidents; Richard S. Hayes, business manager; Albert E. Bell and George B. Alley, trustees; Fred Thome, financial secretary-treasurer; Emil Smith, recording secretary, and Lawrence Sabatino, press secretary.

## VAUDEVILLE NOTES

(Continued from page 23)  
which wants to notify her that her husband has been critically injured in an auto accident in Pittsburgh. She was last with a Max Hoffman show. . . . ROY DAVIS, who made his New York night club debut at the French Casino, New York, last week, goes into the Paramount, New York, January 17. Bob Chester's band, Ink Spots and Grace McDonald head the bill. Andrews Sil-

ters and Harry James Band head the following show. . . . SYLVIA WORLEY, daughter of Joe Worley of the stage employees' union in Seattle, is returning to Honolulu next week under her stage name of Sylvia Varden. . . . FRANK B. SHALTERS, former showman of Reading, Pa., has been appointed secretary to Mayor-elect Harry F. Menges of that city, effective January 1. . . . THREE STOOGES (Howard, Fine and Howard) leave Hollywood shortly for a personal-appearance tour. . . . NICK LUCAS has returned from a long tour of Australia. He is making a short and is set for the Golden Gate, San Francisco, week of January 17.

LOUIS SOBOL, syndicated columnist, makes another personal appearance at the State, New York, week of January 18, supported by Cobina Wright Jr. and Joe E. Louis. He follows the NTG unit which plays the State week of January 11. . . . PHIL BAKER, heading a condensed version of the *Straight Reuse*, plays the State, New York, week of January 28. Maude Rae, Nan Davis, Inogen Coe and Beverly Roberts will be in the show. . . . RAY HEATHERTON may take out a *Bebes in Arms* condensed version for vaude.

## VAUDE TO GO

(Continued from page 23)

still partly interested in the Woods, currently operating with double features.

According to Billy Diamond, booker of the Oriental, the house will revert to its combination bills as soon as the *Gone With the Wind* run is completed, its length to be determined by its grosses. Balaban & Katz were after the picture for several weeks, and lost out only at the last minute when a more attractive deal with Jones was negotiated.

Diamond states that the picture offer would have been turned down were enough good flesh attractions available for the Oriental. House has been doing big business with names and units, but losing money with regulation vaude. A good example is the Ted Lewis unit, which played last week to advanced prices (55-cent top) and grossed a sensational \$30,000.

Oriental opened yesterday with Benny Davis' unit, to be followed Friday (12) with a show headed by Frankie Darro, and week of January 19 with a straight vaude layout. House will close early January 23 to prepare for an elaborate opening.

All acts contracted for Oriental engagements next month are being canceled or switched to January bills. Their contracts carry cancellation clauses. *Gone With the Wind* will be shown in each house three times daily, and reserved seats will be sold for evening shows only. Prices will range from 55 cents to \$1.50.

## Chalet Set Despite Squawks

MIAMI BEACH, Fla., Jan. 6.—After much pro and conning on the part of the Miami Beach city council, which certainly isn't making it easy for the Beach bistros this year, and the residents of Palm Island, the Swiss Chalet has finally been granted a license. It was formerly the Palm Island Club. Residents were beefing about noise and the council beefing about gambling last year, but all squawks have been squelched.

Owners Frank Porsch and Paul Larm are presenting two floors, which in itself is an innovation, and at popular prices. The old Palm Island Club's prices were anything but popular. Show includes Barney Graham as

# 46th YEAR

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Vol. 52 JANUARY 13, 1940 No. 2

cmsee, Novel Von Miller Sisters, the Swiss Village Group, Hans and Gretel, Jack Young, Soppel Buschner, Rita Ponsette, Burns Bros., Carl Trumpeck, Fred Groover and Joe Romano. Music by Manie Gater's orchestra.

## DIVORCES

(Continued from opposite page)  
McAuley Johnson in Nashville, Tenn., December 26. They were formerly with Rogers Greater Shows.

Mrs. Florence DeLemos Nickerson from Leroy Nickerson, motion picture projectionist at the Loew's Majestic Theater, Bridgeport, Conn., in that city December 29.

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## Chi Shrine Circus Sets Fair Attendance Record First Week

Show is smaller this year, but has excellent line-up—late arrival of acts handicaps opening—Producer Davenport has long winter season mapped

CHICAGO, Jan. 6.—The third annual Medinah Shrine Circus, now in progress at the International Amphitheater, closes its first week tonight with a fair attendance record. Crowds were small on the first two nights, as was expected, but attendance during the week showed a substantial increase. It was expected that the engagement, which closes January 14, will be a financial success. Show, while cut down from last year, has an excellent line-up of attractions, including some of the best acts of their kind in the business. Orrin Davenport again is the producer and also acts as equestrian director, with Joe Hodgins as assistant. Ray Deak is announcer. Vic Robbins leads the band. Pleasing vocal selections by Florence Tennyson are interspersed thru the show. No Ringling acts in the show this year except Paul Jung's Ferdinand the Bull burlesque. Cole Bros' elephants (15) are being used, and many of the acts formerly were with the Cole show.

Show men caught on opening night had some rough spots due to the fact that some of the acts arrived only an hour before opening time, having made long jumps by auto, and there was only a perfunctory rehearsal. Considering the handicaps, the show worked much more smoothly than was expected and was pleasing thruout.

Orrin Davenport has a long winter season lined up. Following the Chicago engagement the show plays Grand Rapids, Mich., Detroit, Cleveland, Rochester, Lansing, Mich., and St. Paul, in the order named.

### Proske's Tigers First Act

Following the conventional grand entry and clowns on track, Capt. Roman Proske presents his entertaining tiger act. Uses a small, nicely appointed arena and puts his cats thru their paces in a manner that thrills the audience. Among his outstanding stunts are throwing a steak to a tiger and compelling the cat to drop its head in Proske's tiger's mouth, and dancing with a tiger. Again clowns on track, then Roland Hibler's well-trained seals in center ring, and entertaining pony drills in end rings, worked by Capt. John Smith and Adolph Bass.

In next display the Six Abdahuahs gave an exhibition of Arab tumbling, leaping and pyramid building in center ring. In end rings ground acrobatics by the Jung Trio and the LaPearl Trio.

In display 7 Don Francisco held the center ring with a fast and clever wire act. Naida and Perez in ring 1, and Jack and Fannie in ring 3 pleased with their excellent head, foot and hand-balancing stunts.

Following a clown walkaround the Voice Troupe presented its aerial bar act, two members working straight and two doing comedy. One of the best acts of its kind and pleased the audience. Concert announcement brought Lee Powell, introduced as the original Lone Ranger. Perch acts next. The Antaleka, altho they had only arrived in Chicago at 7:30, gave a splendid performance, the two men and four women going thru their spectacular routines with speed and precision. In end rings Naida and Perez and the Karolis gave an exceptionally good performance.

Clown frolic next, with Paul Jung's burlesque bullfight featured in center ring got plenty of laughs. High school horses on track followed, giving a pleasing exhibition. Featured were Rudy Rudyoff, Mrs. Rudyoff and Rudy Junior in center ring; attractive Diane Lovett, laybacks on rearing horse; (See CHI SHRINE CIRCUS on page 24)

### Eagle, Kuehnle Team Up For Polack Side Show

NEW YORK, Jan. 6.—Nate Eagle, manager of Dufour & Rogers attractions at the World's Fair, and Julius Kuehnle, prominent projector of freaks, have signed as a combo to present the concert and side show on Polack Bros' Circus for 14 weeks beginning next week in East St. Louis. Concert will feature Tom Thumb Brothers, midgets, Ivy Polack, Eagle and Kuehnle were in town for several weeks mulling over plans.

## Joyces Buy King Midas Equipment For One-Ring Show

LOS ANGELES, Jan. 6.—Jack and Martha Joyce, of this city, have bought all the King Midas equipment located at the California Zoo and are framing a one-ring show for 1940 on the Coast. In the deal are the following: A five-ton semi-trailer, an elephant, five horses, five ponies, one top, a marquee, monkey, peeps and wardrobe.

E. L. Mitas bought the property from Sells-Sterling and has operated an underprivileged children's show on the Coast for the past year.

Joyce is busy at a Hollywood motion picture studio training horses for *The Emperor's Stallion*. Mrs. Joyce worked fairs in 1939 with their Caby-o-Meter mule act. The Joyces also have a sooty dog act, which will be added to their newly acquired property.

## Horse Trainer Heyer, Out of R-B, To Try Things on His Own; Court's Wild Animals Arrive at Quarters

SARASOTA, Fla., Jan. 6.—William Heyer, famous Dutch horse trainer, who recently announced publicly that he would not be with the Ringling-Barnum show next season, is resting at his home here and recuperating from a recent illness. Asked for his reasons for not returning, Heyer said that he wanted to try things on his own for a while. Altho it was widely hinted that Heyer and John North had had a falling out, Heyer declined to comment on this. Henry North stated that Heyer is a superb trainer, but that it was the Big Show's policy to change features rapidly in order to present a new show. He pointed out that Heyer had been featured for three years.

Alfred Court's wild animal act arrived at quarters here on New Year's Day, completing a hazardous trip from Europe. The shipment consisted of 52 animals, including lions, tigers, pumas, polar bears and leopards, and was in charge of William Storey, nephew of Court. Storey was accompanied by eight assistants. Court himself will arrive here before the end of January, Storey said, and will whip his act into shape before the spring trek northward.

Fred De Wolfe, Big Show treasurer, has returned from a vacation in New



WALTER McCLAIN, superintendent of elephants of the Ringling-Barnum circus, can be found daily in the elephant barn of the show at Sarasota, Fla., readying his big charges for season of 1940. A new feature will be Ruth, a dancing pachyderm.

## Montana Meachy Plans Wild West

COLUMBUS, O., Jan. 6.—Montana Meachy, who with his cowboys has been broadcasting out of Columbus for several years, is making ready to take to the road for 1940 with a Wild West show. Recently he purchased horses for the caravan round about Cambridge City, Ind. He has winter quarters at Columbus. Meachy and his wife recently conferred with Doc Waddell at the Ohio Masonic Home, Springfield.

York. Al Butler, contracting agent, who is handling press for Gaud Bros' Holy Land Exhibit during the winter, visited here last week. Holy Land opens in St. Petersburg January 11 for three weeks, sponsored by The St. Petersburg Times.

### Many Acts Lined Up

Word has been received from John Ringling North that he has lined up more new features during his present European trip than the Big Show has ever presented in one season before. North wrote his brother, Henry, that Max Welby is making rapid progress on the show's new costumes in Paris.

Henry North, Kentucky Bill Rabbe and A. L. Tesque left last Monday to show six Ringling horses in the Miami Horse Show. A new convertible van, recently completed at quarters, was used for the trip. Stalls in the van are removable and it will be used as a canvas wagon during the show season.

The John Ringling Hotel opened its doors last week, with Charles Carr again managing.

Willard D. Coxey, first Ringling press agent, and widely known as the poet of the Berkshires, has arrived to spend the rest of the winter in Sarasota.

## Russell To Open Early; Winter Unit Now Showing Near Quarters

DONNA, Tex., Jan. 6.—Russell Bros' Circus will have an early spring opening, according to plans announced by Manager C. W. Webb and wife.

After closing at Laredo, Tex., November 30, the big top, seats and other equipment were stored in Donna, and Manager Webb took out a combination animal and magic show with the managerie top, which was new shortly before the regular season ended. This show appealed strongly to the predominant Mexican population of this locality and is reported to have done quite well.

## War Disrupts French Shows

Many acts broken up—Cirque Medrano providing patrons with transportation

PARIS, Dec. 30.—While some of the indoor circuses, music halls and night spots of Paris are endeavoring to carry on, the European war has seriously disrupted the circus and other branches of the amusement industry of France.

The popular Cirque Medrano is open, but Jerome Medrano, its director, is serving with the French aviation corps and the house is temporarily being run by the booking agents, Audiffren and Marouani. Several popular clown acts have been broken up thru younger members being called to service, and many of the performers are also at the front. Gilbert Houcke, clever jockey, and son of the circus owner, Jean Houcke, is in the cavalry, while the Albertinis, perch act, and many other well-known circus artists are in other branches of the army.

Transportation services also are suffering from the war and the Cirque Medrano and other amusement places provide special busses to get their audiences home after the night performances. Medrano runs two shows on Saturdays and Thursdays (school holidays in France) and three on Sundays.

### Programs Smack of Vaude

Circus programs smack more of vaude than circus and the majority of acts are veterans or kiddies. December bill at the Medrano had a few circus numbers, including Andree Marcoud, a talented child trapezist; Serge (Jackie) Balan, clever kid cyclist, playing a return date; the veteran clowns, Bouillot and Recorder, and Bas and Loyal, former a new duo, Manetti and Filip, former members of well-known clown acts. Other acts on the bill were Konoy's horses and dogs; the Athenas, equestrians; Five Rousseiros, acrobats; Gerard, caricaturist; Born Brothers, comedians, and Aurette Sisters, dancers. Paul Florenca remains in charge of the orchestra and Jean Coupain is still greasing the press and other gate-crashers.

The Fratellini Trio of clowns has been playing nabe houses, such as the Bobino and Européen. Three Ryders, clown trio; Barbara, contortionist; La May, pianist; Victor Gille, comic; Ouvrad and the pop singers, Lys Gauty and Rene Paulet, are at the ABC, which is running three shows daily.

## King Taking Midget, Giant to Australia For Wirth Concert

SAN FRANCISCO, Jan. 6.—Austin King, for the last five years with Clyde Ingalls on the Ringling-Barnum side show, will be with the Phil Wirth Circus in Australia next season handling the concert. He will take with him Jack Earle, Texas giant, 14 years with the Ringling-Barnum side show, and Jennie Reynolds, midget, also of the R-B side show.

The trio will sail from here February 27 on the S. S. Monterey. This will make King's second trip to Australia, he having spent 1929 there.

### Wichita Billposters Elect

WICHITA, Kan., Jan. 6.—Local No. 131, the International Alliance of Billposters, Billers and Distributors, elected the following officers at its last meeting: Harry Martin, president; Bert Rogers, vice-president; Cecil DeVier, business agent; Harry Nichols, secretary-treasurer; C. E. Rosecrans, Louis Hadley and Charles King, executive board and trustees; Rosecrans and Hadley, delegates, and Bert Rogers and Charles King, alternates, to Trade and Labor Association convention.

The local has succeeded in getting a closed-shop contract with the Western Outdoor Advertising Co., of Wichita.

E. L. McCall says that 1940 will be the 21st season for McCall Bros' Dog and Pony Show.



## With the Circus Fans

By THE RINGMASTER

President  
WILLIAM H. JUDD  
25 Murray St.  
New Britain, Conn.

Secretary  
W. M. BUCHINGHAM  
Thomas Bank,  
Norwich, Conn.

(Compiled by WALTER HORNENADEL, Editor  
of "The Wide World of Hobbies and Pastimes"  
Company, Bozette, Ill.)

ROCHELLE, Ill., Jan. 6.—Following their appearance at the children's Christmas party of the Aetna Life Insurance Co. in Hartford, Conn., afternoon of December 18, Bluch Landolf and Hip Raymond, clowns, were guests of the Bluch Landolf Tent at a dinner party at the Seafood Restaurant in that city. After dinner Bluch entertained the gathering with anecdotes of his big-top career. Later in the evening he was a guest of member Linquist at the Shrine Club, and Hip Raymond was entertained at the home of member Conlann.

A card received from National Secretary Buckingham stated that he arrived at his home in Gales Ferry, Conn., from a hospital in New York December 20.

Hurt L. Wilson arrived in Chicago December 22 from his long trip to the Southwest. He will leave again January 8 for a three weeks' trip to Arkansas and Oklahoma, returning February 1. Wilson visited with Mickey McDonald in Tulsa, and in St. Louis called on Earl Shipley, Roy Barrest, Otto Greibling and Danny McPride. He also attended the banquet at the first annual meeting of the Merle Evans Tent in Joplin, Mo.

Dr. H. H. Conley, CPA of Park Ridge, Ill., writes: "Every once in a while I have noticed Don Howland's name in news of CFA. So I thought I would tell you a little story about him. Don and I knew each other well as kids up in Wisconsin, tho we have not seen each other for some years. In 1917 Don saw a picture of me in *The Nassy Bulletin* and wrote me a letter. Now after 20 years we have not heard from each other until I wrote him a couple of weeks ago to find out if he was the same Don Howland that I knew when we were kids. When I received his answer we immediately got busy on plans for a reunion and it looks like the Shrine Circus in Chicago is going to bring us together again."

Ed Tierney, proprietor of Hotel Bingham and a new member of the Pat Valdo Tent, Binghamton, N. Y., has constructed a large circus ballroom in his hotel, called Big Top, which was opened to the public on New Year's Eve. George H. Barlow III collaborated with Tierney in planning the room. This gives the Pat Valdo Tent three suitable rooms for events, the other two being the Recreation Hippodrome and the G. H. Barlow Jr. Memorial Circus Room. Another meeting of the tent will be held this month, when it is planned to take in several more members.

### A. C. Miller's Show Will Open in May

ELMIRA, N. Y., Jan. 6.—A. C. Miller's Variety Show, which was stored at Doc Miller's residence just south of here after a successful season, will open in May and play thru Pennsylvania, Ohio and Michigan.

Ralph Northrup has signed for 1940 and will present a wire and tumbling act. LaRea Macomber, a recent caller, is contracted to present her troupe of trained dogs and ponies. Phillip Cohen will handle the pit show and concessions. Quite a bit of painting and repairing was done during November because of unusually warm weather.

Doc Miller has a new, specially built trailer for the big plant, a Christmas gift from his father, W. H. (Big Bill) Brown has completed a built-in, cook-house kitchen and is anxiously awaiting spring.

### Value of Clowns Shown

LOS ANGELES, Jan. 6.—Circus managers who doubt the value of clowns in their programs should have seen four clowns, Cliff Downing, Fay Wolcott, Fay Avalon and Mike Garner, keep a crowd of over 10,000 howling for two hours and a half when other performers on the scheduled program failed to show up at a Christmas party given at Hollywood group for underprivileged migratory agricultural workers' children at Brawley, Imperial Valley, Calif.

## 15 Years Ago

(From The Billboard Dated  
January 10, 1925)

Trouble between circuses and the Billers' Alliance was adjusted after several meetings of the Alliance committee with general agents of several circuses. New agreements allowed the union billposters \$110 a month, with the usual holdback of \$10 a month for six months. . . . . Ferees and Harwath, comedy acrobats and clowns, were booked for numerous indoor circuses, the first being the Eagles' Circus at Canton, O. . . . . James Shropshire, side show manager of Gentry Bros., Patterson Circus, was re-engaged for 1925. . . . . Several well-known circus people were playing Boston theaters, including Miscakua and Johannes Josefson at Keith's, Don Darrah and his baby elephants at Gordon's Olympia, Buck Leaky at Columbia, Ernest LaDue Duo at Bowdoin Square, Moll Bros. at the old Howard, and Jenner Bros. at Loew's Orpheum. . . . . V. H. (Slim) Walker, elephant trainer of Golden Bros. Circus, was confined in a New Orleans hospital. . . . . Bert Cole, special advertising representative and official announcer of the Hagenbeck-Wallace Circus, was again engaged with that show.

The Aerial Looses, after finishing a three-week run with the Frank Marshall Indoor Circus, began playing vaudeville dates. . . . . Harry DeMario and La Marella had not lost a day since closing with Hingling-Barnum show, having been booked solid on the Keith time. . . . . Chick Dalley, well-known candy butcher, was ahead of the Matt and Jeff Co., playing Canadian territory. . . . . Gil Robinson's book, *Circus Wagon Days*, was finished and ready for market. . . . . Samuel McCrackin, widely known circus manager, died at his home in Chautauque, N. Y., January 1.

**Letter From Stanley Dawson**

COLUMBUS, O., Jan. 6.—Heard from Bob Courtney from Memphis. He is engaged to travel with one of the road companies of *Gone With the Wind*. Eddie and Goldie Grady called on the other night.

I called at the office of K. G. DeLong at Massillon, O., but he was out. Also missed the Minehart, as well as General Coxy, people we usually contact when passing thru Massillon. At Canton we learned that Warren Irons is opening up another burlesque theater.

At Cleveland we found Prof. G. Lowery and wife and Billy May busy trimming the Christmas tree. Eddie Martin had called at the Lowery home earlier in the day.

Leonard and Virginia Karsh are spending some time at Cleveland.

Was in Lancaster, O., the other day and learned that Harry DeMuth, theatrical manager and agent for many years, is retired and making his birth place, Lancaster, his permanent home.

Over at Washington C. H., O., we found Doc Nolan, Howard Bayles and Billy Backenstoe.

Able Albert and Bill Hamilton have left Florida for Chicago.

Stella Cronin, after vacationing at Hot Springs, Ark. and Florida, is in Chicago. Charley Mugavin is still holding forth at Houston, altho he expects to leave for Mexico any day.

"Peanuts" Robinson writes that he is employed at the Ringling-Barnum circus in Sarasota, Fla., and that he is contented and happy and has the promise of a much better position next season.

Yellow Burnett is to be seen frequently at Columbus and Washington C. H., O., working on various painting contracts, but he expects to depart for New Orleans race track soon.

John Vogel, Emil Balz, Doc Pritter, Charles Harper, Eddie Richter and Dick Cavanaugh are in Columbus.

### Hamill Chi IA See

CHICAGO, Jan. 6.—At the annual election of officers of Chicago Local No. 1, I&A&P, Dave Hamill was elected recording secretary for 1940. It was stated in the December 23rd issue, thru an error that Doug Siegrist was elected. Names of other officers were correctly given.

## Circus Saints AND Sinners' Club

By FRED P. PITZER  
(National Secretary)

NEW YORK, Jan. 6.—We are in receipt of a copy of the December-January 1939-1940 White Tops Christmas number and it is chock-full of historical circus information. We greatly enjoyed the article, *When the American Circus Went Abroad*, by G. G. Sturtevant. It is sure-fire.

We have a very nice Christmas letter from Jim Schonblom, press agent for the Lillian Letzel Tent, Jim and Ed Hanley and the main guy of the tent, Lew Mallory, trekked from Bradford, Pa., to New York to attend the Fred Waring initiation at the Hotel Astor. We were mighty happy to see this trio. Among other things, Jim wrote: "Jim Casey fooled us all and is on his feet again. He was downstairs for the first time yesterday, so it really is a Merry Christmas around here."

The Will Rogers Tent, Petersburg, Va., at its annual meeting December 18 elected William J. Barton president. He succeeded Dr. George H. Reese. James A. Rosenstock was elected vice-president; John H. Simmons, secretary, and Moe Levitt, treasurer. The following directors were also elected: Remmie L. Arnold, former national president; J. T. Bell and Dr. George H. Reese.

Charles N. Harris, formerly a circus owner and now a great collector of circustiana, has trunks full of heralds, books and programs stored in Schuyerville, N. Y., and he loves every item in the collection. Last year was the first time he missed the opening of the Big Show in Madison Square Garden, but he promises to be on hand this year.

We have just come across the following amusing paragraph by Heywood Brown which appeared in *Brown's Nugget* dated July 22, 1939: "There seems to be no great trick in being a lion tamer. Take, for instance, the familiar stunt in which a trainer puts his head into a lion's mouth and you will find upon close survey that it is nothing to worry about. This never failed to make the crowd hold its breath, but it was not as risky as it seemed," said my friend, "for with my hold on the lion's nose and jaw I could detect the slightest movement of his muscles and govern my actions accordingly." He did not develop the point, but I suppose if he detected any intention on the lion's part of closing his mouth he would take his head out in order to make it easier for the animal."

The letterhead gotten out by the Greater New York committee for the celebration of the president's birthday on January 30 is very alluring. It carries across the top, printed in red, the words: "President's Birthday Ball and Society Circus, Auxiliaries of Dexter Fellows Tent Circus Saints and Sinners' Club." The committee appointed by the tent to work out the entertainment for the night consists of McClelland Barclay, Arthur (Bugs) Baer, Frank Buck, Gene Buck, Uncle Don Carney, Homer Crock, Jack Dempsey, Rube Goldberg, Carlton Hub, George Jessel, Jolly Bill Stelnke, Chic Johnson, Lew Lehr, Ole Olsen, Raymond Schindler, Lowell Thomas, Gene Tunney, James J. Walker and Fred Waring. It looks now as if Olsen and Johnson will be the fall guys (we want to initiate them at night; it didn't seem to affect them enough in the daytime). Tex O'Rourke is executive chairman.

### High Honors

Los Angeles.

Editors *The Billboard*:  
You may be interested in knowing that *The Billboard* is receiving high honors among the weekly periodicals of the Los Angeles Public Library. Instead of being kept in the general magazine room it is placed in the Literature and Philology Department. On the front cover is the following notation:  
"Special Reference Book. Time limit, one hour. To be used only in Reading Room Literature and Philology. This book is now charged to you and must be returned to the desk to be discharged."

I have noted *The Billboard* in public libraries here and there over the country, but it is the first time I have ever seen it so specially handled.

SAM J. CLAUSON.

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Tame, healthy, young Camels, Zebras, Horned Hens, Acrobats, Hobbies, Deer, any unusual big cats. Send full description, price, etc. Daily Thompson, owner, my wife.  
H. L. Anfanger, 435 S. W. 10 Ave., MIAMI, FLORIDA

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Contracting or Brigade, have car. State best salary and particulars.  
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**RICHARD BROS.' THREE-RING CIRCUS**  
Wants to sell or lease Complete Circus, or will take in party with Circus Live Stock or cash to form a complete partnership. Equipment best class. Also want to establish immediate contact with Show Exhibitors for winter work starting the first part January. Write R. W. BRANDON, Fall Branch, Tenn.

### Campbell's One-Ringer Opens on May 4 in S. D.

KANSAS CITY, Mo., Jan. 6.—Campbell's One-Ringer Circus, in quarters here, will open under canvas in South Dakota May 4, reports Donald M. Campbell. Show will use a new picture machine and war newsreels for the evening concert. Two performances will be given each day, consisting of dog, pony, monkey, aerial, acrobatic, contortionistic, wire, rope spinning and Wild West acts. There will be no side show, but an outside free act will be given before the opening. The circus has its own light plant and loud-speaking system.

Show has been playing theaters and schools this fall and winter, changing the program as necessary with pictures and slack wire, animal and ground acts.

### Kemp Framing 1-Ring Circus

READING, Pa., Jan. 6.—Claude Kemp, wire walker and acrobatic performer, is framing a one ring circus for 1940, according to J. Stutz of Reading. Kemp has established quarters on a farm near Denver, Pa., and is breaking in a large group of dogs. He informed Stutz that the show will have a 60-foot round top, with a 40-foot middle, and move on trucks and trailers.

HUTCHINSON, Kan.—A new ordinance approved by the Board of Commissioners provides that the license fees for circuses shall be \$50 per day for the use of streets and \$100 per day for showing in the city. Wild West shows and managers must pay \$100 per day, and if operated during the Kansas State Fair \$500 per day.

# Under the Marquee

By CIRCUS SOLLY

**ALMA JUKES** left Providence, December 28 to join the Flying LeClaires, aerial act, opening at St. Louis January 7.

**AERIAL ROMAS TROUPE** will again play the Minneapolis Shrine Circus for Mrs. Edna Curtis, presenting two double trapeze acts.

**OROVER NITCHMAN**, after closing last fall with Cole Bros.' Circus, has been working for himself, doing ladies' tailoring and dressmaking at Indianapolis.

**SISTER** of Sam Dock, manager of Silver Bros.' Circus, died recently at her home in Womelsdorf, Pa., Sam's native town.

**MRS. JOHN G. ROBINSON** and her son, John G., will leave Cincinnati January 18 for a stay of about six weeks at their winter home in Miami, Fla.

**H. B. BRISON** writes that he worked the Mummers Parade in Philadelphia with novelties, but because of cold weather did not do well.

**GEORGE H. WILLIAMSON**, who has been superintendent of properties for the Hagenbeck-Wallace, Sells-Floto and A. G. Barnes circuses, is wintering in Chicago.

**LINDSAY WILSON TRIO**, clowns and comedy acrobats, will not be with a circus the coming season, but will play fairs, celebrations and indoor circuses instead.

**J. W. LLOYD**, who will be with Lewis Bros.' Circus in 1940, has just resigned as night manager of Day's Cafe, Jackson, Mich., to accept a similar position at Hotel Hays there.

**TEX BOYD**, Phoenix, Ariz., writes that he still claims two good train teams like Ace and Duce on the old Wallace show would unload more wagons than three teams of bulls.

**H. R. (GABE) MONO**, for several seasons with the Mighty Haag Circus, is now identified with the T. K. Harris Agency, Canton, O., and is employed as night clerk at the Flory Hotel there.

**WILLARD J. CAKLEY** arrived in Tampa, Fla., December 23 and says he's seen many showfolks. Says there were 15 circus acts in the Christmas show there.

**PRIVATE LORNE F. BYERS** writes from Hamilton, Ont., Can., that he is in the Canadian Army, Canadian Active Service Force. He was with A. G. Barnes Circus in 1934.

**BUD E. ANDERSON** received a pair of Great Dane pups at his quarters in Emporia, Kan., from D. J. McDonald, prominent business man of East Grand Forks, Minn.

**ALVIN SPIKES**, boss builder, at Bud E. Anderson's Circus quarters, Emporia, Kan., was forced to abandon outside building activities because of a severe snow storm.

**BARNEY AND JIMMY ARNESEN**, veteran clowns and comedy acrobats, after playing several indoor circus and night club dates in Eastern Ohio, have gone to Dayton, O., to visit relatives.

**ROBERT ATTERBURY**, of the Atterbury Duo, double traps and tight wire, advises that he has been playing night clubs in and around Canton, O., with bookings handled by Mrs. J. W. Nalbach.

**DANNY AND CHAFFY GORDON** write that after a fairly successful season, they went to Florida for a short vacation, but have returned to Philadelphia for the rest of the winter. They will be on the road next season.

**HUGHIE FITZ** and company (two clowns and two trick dogs) had a very successful holiday season, presenting novelty surprise act at clubs, churches, theaters and hospitals in New York. Fitz met his old partner, George Pickett, whom he hadn't seen in 10 years. Pickett left for Boston.

**AL DEVINE**, old-time circus man, formerly a rider with 101 Ranch and Buffalo Bill shows, has a new sound truck, designed by J. C. Haberman, who was with Ringling Bros.' Circus for many years as designer. Devine says

the truck has a mechanical circuit that runs on the top as the truck travels.

**THE KLINES** (Elmer and Elvira) closed a four-week holiday engagement at the Montgomery Ward store, Louisville. They report High Brown Bobbie Burns, black-face minstrel man, was there, too, in the toyland of one of the stores. The Klins have several home and food shows booked for January and February.

**MR. AND MRS. HARRY TAYLOR**, circus and rodeo folks, gave a holiday duck dinner at their Largo, Ind., home for a party of professional friends, writes Bob Printy, circus wrestler, who is assistant manager of the Largo Hardware Co. Taylor's stock is wintered in Largo and Printy says an addition to the barn is being built.

**TINKER TOY** and his Pals, dog and pony feature of the J. R. Malloy Circus, proved the outstanding turn of a four-act vaudeville bill in conjunction with the Midwest burlesque offering at the Grand Opera House, Canton, O., during the holidays. Nancy Darnell (Mrs. Malloy), assisted by her husband, presented the act.

**FLING BEHEES** are appearing at the Hofbrau Club, Lawrence, Mass., presenting their flying return act. The act is being held over and in its third week there. The Behees report they are booked solid for the rest of the winter with dates covering indoor circuses, food shows, night clubs and vaudeville. They will play fairs next Summer and fall.

**PERFORMERS** who have arrived at Alafio Camp, Gibsonton, Fla., are Flying Sullivan's, Great Delno, Ernie (Funny Ford) Wiswell, Howard Bryants, the Griffins, Flying Columbians, the Nell McCrays, Three Famous Russells, Joe and Eva Louis, Jack Coddins and St. and Nellie Kitchie. Fishing is good, reports Ernie Wiswell.

**"RED" HARRIS**, after closing with Parker & Watts Circus, opened a vaudeville unit with Ann LaMonds and played Arkansas and Oklahoma, but business was not good and the unit closed December 15. Harris then went to his home in Black Creek, N. C. Says he will go to a hospital soon for an operation on his leg and that doctors say he will be in good shape in plenty of time for the road the coming season.

**AFTER EIGHT YEARS** of work in his spare time Raymond S. Ahrendts, Wilkes-Barre, Pa., has completed a miniature three-ring circus carved from cheese boxes. It includes big top, side shows, talker stands, midway, wagons and menagerie. In addition, he constructed a series of tiny flat cars on which he loads the circus. Train is hatched to an electric engine. The exhibit has attracted wide attention.

**UNDER THE HEADING "It's Always Circus Day at the Malloy's,"** a recent story in *The Akron (O.) Beacon Journal* by Don H. Totten, told of the interesting career of Nancy Darnell and Jack Malloy. The yarn, three columns wide with a two-column out of Nancy and Jack in their winter quarters in Canton, related Nancy's rapid rise as an aerialist with Hagenbeck-Wallace and other major shows before her marriage to Jack. It also gave highlights of Malloy's career as an aerialist from the time he started catching for the Charles Siegrist Troupe until he and his wife assembled their own circus unit.

**WILLIAM H. HARMON** sends the following notes from New York City: "After finishing the Wirth date at Portland, Me., Horace Newton, Tony Ortega, Jim Miller and John Riddle stayed over there to work the holidays. . . . Al Tucker is back with Believe It or Not in New York. Show is doing fine. . . . Bob Reynolds is ready to migrate to the Deep South. . . . Bob Lee is at the Eltinge Theater on 42d street, New York, presenting his Frozen Air show, which is sending his 'em. Casey Whitner is leaving for Hot Springs, Ark., for a three weeks' vacation. . . . Jack Penton is due in town from the Parker & Watts Circus. Pete Brovold is already in New York. . . . Johnnie Agee is still here planning for this year's New York World's Fair. . . . Gene Handolph has arrived from the Coast after two successful

seasons in Western territory. . . . Irving Getty has been in a hospital for four months and hopes to be out before spring. . . . Seen around the Byron Hotel: Frunchy Nantel, Joe Morgan, Eddie Moran, Harry Silk, Albert Dimaccio and Lou Perry. . . . Mr. and Mrs. James Bagwell are wintering at Anderson, S. C. . . . The writer is back as night manager of the R. & S. Garage on 49th street for the winter."

## RUSSELL OPENS EARLY

(Continued from page 32)  
way, which, during the winter months, carries a heavy tourist traffic.

**Crew of 20 at Quarters**  
Meanwhile, equipment is being overhauled and painted, and other preparations are going forward for putting the show out at a somewhat earlier date than in the past. A crew of 20 men was retained following the show's close at Laredo.

A week or more of towns beyond Laredo had been contracted for, but were canceled before they were billed when uncertain weather and the approach of the holidays made it advisable to close. The Webbs arranged to winter here rather than return to their regular quarters at Rolla, Mo. This decision was influenced by the extremely mild climate of this section and the insistence of local Chamber of Commerce officials who welcomed the animal exhibits as a means of entertaining their tourist visitors.

The 1939 season ran just two days short of 31 weeks, which was something of a record, in view of the generally adverse conditions that prevailed in the circus business. The tour covered in excess of 12,000 miles in 21 different States. A total of 187 cities were visited, of which two were two-day stands and all the others one day. In all, 377 performances were given. Only one performance was missed, this being due to heavy weather. Five Sunday dates were played. Thirty-five stands were made in Texas, which was the most in any State. Pennsylvania was a close second with 32. New York was third with 20, and Georgia fourth with 16. Other States played were Missouri, Illinois, Indiana, Ohio, Massachusetts, Rhode Island, Connecticut, New Jersey, Maryland, West Virginia, Virginia, North Carolina, Tennessee, Alabama, South Carolina, Florida and Louisiana. The show crossed Mississippi but did not play it.

## CHI SHRINE CIRCUS

(Continued from page 32)  
Adolph Bass on track and John Smith with dancing and rearing white horse. Then came the jumps and Kenneth Waite's Kentucky Derby, the latter garnering laughs.

Two very fine teeterboard troupes, the Loyal Troupe and the Picchians, gave a fast-moving exhibition of their skill, and the Wen Hal Troupe, in center ring, held the audience's attention with ground acrobatics and bar work. The aerial ballet, pleasingly presented, included the Larry Sisters, the Antalkes, the Doro Duo, the Solts, the Cutshall Sisters and 14 ladder girls.

**15 Elephants**  
Fifteen elephants, five working in each ring, went thru their fast-moving routines with precision. Worked by Diane Lovett, Bobby Peck and Rose Kalatz, Chester (Bo-Bo) Barnett with his hind-leg dog Trickle won a big hand. Trickle going entirely around the hippodrome track on her hind legs while Barnett beat the base drum.

The riding acts were a strong feature of the show. In center ring the Loyal-Repensky Troupe, with eight people; in ring 1, the Reiffenachs and in ring 3 the Davenport-Hodgkin Troupe, all gave pleasing performances. Featured was a back somersault from horse to horse by one of the girls in the Loyal-Repensky Troupe.

The Wallendas, high-wire act, gave the audience plenty of thrills and some excellent comedy. Act always sur-prise and the three high finish gets a tremendous hand. Three well-trained groups of Liberty horses gave a beautiful performance. They worked by Rudy Rudy-noff, Capt. John Smith and Adolph Bass.

Following a clown walkaround, the Eight Flying Thrillers presented a very good cross-cross flying act. This is a new act with three women and five men, and while no difficult feats are done the routine is entertaining throughout and was an excellent finale for a pleasing show.

**Lee Powell in Concert**  
Ray Rogers has the concert, which features Lee Powell and includes a num-

# The Corral

By ROWDY WADDY

**TED (SUICIDE) ELDER** is reported playing night clubs in New Jersey with his boxing kangaroo.

**REPORTS** from Los Angeles indicate that Alma Jukes will be contracted to produce the rodeo to be held in India and Palm Springs, Calif.

**JASBO FULKERSON**, Saginaw, Tex., is making arrangements for the United States cowboys who are to take part in the Royal Show and Rodeo at Sydney, Australia.

**TEX AND SHORTY** (Miss Tex Marks and Shorty Myrtle) have completed a theater tour of Oklahoma and Northern Texas and are spending a few weeks in the Panhandle before returning East.

**JACK O. WADE**, Canadian cowpuncher who captained the Canadian overseas rodeo team in Australia and who won the bronk riding championship at Pendleton, Ore., last summer, was guest of honor at a banquet held recently by the Board of Trade of Halkirk, Alta.

**JACK RINEHART** and family are wintering at Bob Pollette's sales barn in Bennettsville, S. C. Jackie and Ollie left there December 22 for Chicago to trick ride and rope at the Chicago Indoor Circus. Jake Rinehart and John Hutchinson are working at the barn in Bennettsville.

**LEWIS MORPHY** has returned to Hollywood from Florida to continue his picture work, after touring Eastern States the past three months giving exhibition of pistol and rifle shooting and playing rodeo and theater dates with his act, Shooting Stars. Says he has bought a mountain home in Hollywood.

**LEE LEMINY**, Rosebud, Tex., James Pugnay, Oklahoma City, and Buster Fisher, McComb, Miss., winners at a rodeo sponsored by merchants of McComb last week, under direction of Clarence Fisher, stockyard official, Johnny Vernon, of Bufile, Miss., clown, Specially-built corral near the stock yards will be kept for future events, Fisher said.

**HARLEY WALSH**, former Canadian champion bucking horse rider, and Waldo Ross, a ranking cowboy, have been selected to represent Canada at the Sidney, Australia, Royal Show and Rodeo. They will join American bronk riders, calf ropers and steer riders and sail from San Francisco January 30. Walsh held the Canadian title on two occasions, but lost it in 1939 to Sykes Robinson.

**\$25,000 RODEO QUARTERS** at Kistinnamee, Fla., where the North Kistinnamee Round-Up will be held, will be ready about February 1, according to builders. Event is under supervision of the Rodeo Association of America. General Manager Wood is having a string of wild running horses and outused bronks brought in. Among performers contracted are Mildred Mix, Champion woman bronk rider; Mary Parks, Nellie Lingle and Peggy Murray, trick rider.

bor of cowboys and cowgirls who give a very good exhibition of trick and fancy riding, roping and whip cracking. Jack (Abie) Tavlin has the side show. It is neatly framed, with an attractive banner line. Attractions include Doc Mayfield, fire eater; Alex Linton, clown; snowlover; Va. Osceola, magic; Betty Broadbent, tattooed girl; Madame Zella, astrologer; Mary Ellen Burbank, midwife; William Foreman, strong man; Al Ben Deb, flagelot; and Roland Worthey, anatomical wonder. An extra added attraction is Elsa Mondre, headless woman illusion. Tavlin's staff includes George Cutshall, Tommy Pence and Buck Saunders on the front and Jack Hawthorn and Red Sonnenberg inside. Tavlin and his brother have the concessions on the show.

The clown contingent includes the cream of the local crop. Line-up as given by Orrin Davenport: Otto Griebing and Emmett Kelly, pantomime; Chester Barnett, Paul Jerome; Shorty Plumm, clown cop; Everett Hart, Earl Shipley, Melvin Hollis, Roy (Mickey) McDonald, Bruce Brothers, Kenneth Waite Trio and Harry LaPearl. They present the usual walk-around, clown band, packed auto and other familiar stunts.

# WIS., IND. PREP FOR 1940

## Move To Pep Hoosier Meet

More convention value is sought by Terry—act on removal of lobby banners

INDIANAPOLIS, Jan. 6.—A move to revitalize the association, stiff opposition to a proposed harness-racing rule and a spat with the hotel management over removal of lobby display of banners and cards of attractions marked the annual meeting of Indiana Association of County and District Fairs and delegate meeting of Indiana Board of Agriculture here in the Hotel Claypool on Tuesday and Wednesday. A larger-than-usual attendance of attractions people and somewhat smaller attendance of fair officials was noted, along with considerable interest in the award of the midway contract for the 1940 Indiana State Fair here.

James A. Terry, secretary of LaPorte County Fair, took the lead in action to pep up future meetings and to have an understanding regarding future advertising displays of attractions. An chairman of the resolutions committee, his resolution, unanimously adopted, looking to sessions of more practical value to delegates, provided that "a committee of five be named to study the structure and functions of our association with the thought of making recommendations for organization, policy and program which may be hoped to make our organization comparable in size and effect with those of neighboring States." He will confer with the president-elect on appointment of the new committee.

### Harness Rule Protested

The hotel management having ordered removal of banners announcing their winter and room business, as is usual in practically all convention hotels, after some had been placed Monday night, brought a storm of protest from those affected as well as association members, but no understanding apparently could be reached and the banners were conspicuous by their absence on Tuesday and Wednesday. This Terry resolution was unanimously adopted by the association: "Resolved that members in attendance this year recommend to the (See WOULD PEP HOOSIERS on page 39)

## Acts and Improvements Set At Tennessee State in '40

NASHVILLE, Tenn., Jan. 6.—Six George A. Hamid acts, Ferrara Trio, Cannestrella, LaToasca, Great Pests, Wallenda Troupe and Woolford's Dachs-hunds were booked on January 4 for Tennessee State Fair here by James A. Carver, director of amusements, reported Fair Manager Phil C. Travis.

Plant improvements, to be financed thru available funds, are slated to begin soon. There will be increased water supply, new swine building and another barn with about 30 stalls for show horses.

## Grey To Operate N. C. Loop

GREENVILLE, N. C., Jan. 6.—A. J. Grey, general manager of A. Grey Productions, reports the firm has contracted to operate a circuit of Class B and C North Carolina fairs in 1940, including Greenville's Pitt County Fair for the fifth year; Martin County Fair, Wilkeson; Tar River District Fair, Franklinton, and Scotland Neck and West Jefferson fairs.

## France in Rome Exposition

PARIS, Dec. 30.—According to a decree published in the *Journal Officiel*, France will participate in the World's Fair to be held in Italy in 1942. Senator Rene Bernard, former cabinet minister, has been appointed commissioner general for the French section. He was French Ambassador in Rome many years.



THIS AIRPLANE VIEW of the Clay County Fair, Spencer, Ia., shows grounds and buildings and a portion of the hundreds of automobiles parked during the 1939 fair. Secretary J. H. Peterson said that during the six days of the fair 11,487 Coast autos and 1,700 out-of-State cars were counted on the grounds. There were in addition hundreds of cars in surrounding parking lots.

## Big Turnout Slated Dill New Prez At Buckeyes' Meet Of GGIE of '40

COLUMBUS, O., Jan. 6.—Problems of Ohio's 90 county and independent fairs will be scrutinized by more than 1,000 fair officials at the Ohio Fair Managers' Association annual meeting in Deshler-Wallick Hotel here on January 10 and 11. Program will be marked by joint sessions with the State Board of Agriculture, annual meeting of members, District No. 1, United States Trotting Association, and a program for wives of fair officials and feminine members of fair boards under direction of Mrs. Lottie M. Randolph, assistant director of agriculture.

More than 850 reservations have already been made for the annual banquet the night of January 11, at which Governor John W. Bricker, Director of Agriculture John T. Brown, Mrs. Randolph; Chief Justice Carl V. Weyandt, of Ohio Supreme Court, and former Governor Myers V. Cooper will be speakers.

Sectional meetings will feature the opening day's morning program. John W. Yoder will preside at the secretaries' conference, Earl Judy at the treasurers' conference, J. E. Holm at the presidents and vice-presidents' conference, and George A. Dix at the conference of live (See BIG BUCKEYE MEET on page 36)

SAN FRANCISCO, Jan. 6.—Marshall Dill, president of San Francisco Chamber of Commerce, was named president of the 1940 Golden Gate International Exposition by the fair's executive committee. Resignation of Leland Cutler, fair president last year, was accepted. The reconstructed executive committee has plunged into rehabilitation work and a committee of three creditors is to prepare a tentative budget of allocations.

Projected expenditures to refurbish Treasure Island are satisfactorily under the \$800,000 allotted for rehabilitation, President Dill reported. In addition \$200,000 has been set aside for new construction, including Aquacade and an ice show. Early replies to invitations to foreign nations to participate in 1940 are reported as encouraging.

The fair board has been confronted with a renewed request by the Exposition Concessioners' Association that H. C. Botoroff, executive secretary, be replaced by Ray Smith, who acted as secretary of the drive for funds to reopen the fair. The organization had previously submitted a resolution containing the request to the executive committee.

## Advance Sale Sells Ind. Board

(Continued from last week)

Address of Harry G. Templeton, manager of Indiana State Fair, Indianapolis, on "Obtaining Substantial Results From Advance Ticket Sales" topic of a group of speakers at the 49th annual meeting of the International Association of Fairs and Expositions on December 6 in the Hotel Sherman, Chicago.

We could have sold many more, but we never want to reach the saturation point on these half-price tickets, as that would tend to kill our advance sale. We returned several hundred checks and money orders to individuals, county agents, farm bureau officials and business houses. One of our chain drug stores with headquarters in Indianapolis would gladly take all of our half-price tickets and pay for them in advance if we would let them have them. The farm bureau co-operatives would do the same thing, but, as I said before, we try to distribute these tickets thruout the State. Of course, it takes several years to build up the advance sale to the point where the public is really anxious to purchase them.

We believe there are 60,000 families in Indiana who had these tickets in their possession and were talking about Indiana State Fair at least 20 days before the opening date. Every individual

who purchases one of these half-price tickets is a walking advertisement for the fair. This advance ticket sale is not only excellent advertising for our fair but it is also rain insurance. We also find it of great assistance in selling concession space, because concessioners have an assurance of a crowd at the fair regardless of weather conditions. Because of this assurance of a crowd we have been able to raise our concession rates 33 per cent in the past three years without very much objection from concessioners or exhibitors.

Every night during the fair these half-price tickets are counted and are added to our paid admissions at the gate. In 1939 18,000 of these half-price tickets never showed up at our gates. In 1938 13,000 were not used and 11,000 were not used in 1937. The people who had purchased these unused tickets for some reason were unable to come to the fair. Also many of these tickets are purchased by farm implement companies to distribute to employees and prospective purchasers, as they believe this is a good way to insure attendance at their fair exhibits.

### More Spending on Grounds

In advertising this advance ticket sale we use the bulk cover of our premium (See IND. ADVANCE SALE on page 38)

## Badgers Okeh Concesh Plan

License proposal is given little support at meet — inspector praises ops

MILWAUKEE, Jan. 6.—A proposal to license concessioners who play Wisconsin fairs received scant support from the meeting of Wisconsin Association of Fairs in the Schroeder Hotel here early this week. It was generally agreed that licensing would not help matters any and might hinder the proper enforcement of rules and regulations now in force. William A. Uthmeyer, Marshfield, chairman of the rules committee charged with enforcement of regulations, said concessioners have steadily improved during the last several years and it was his opinion that concessioners can best be handled under the present inspection set-up, if secretaries will co-operate with inspectors.

Concessions, WPA projects and advance ticket sales were the main topics at the two well-attended sessions, first held Wednesday afternoon and second Thursday morning.

At the annual election all directors were re-elected. They are Douglas Curran, Black River Falls; A. W. Kalbua, Milwaukee; John T. Omerick, Antigo; William S. Klaus, De Pere; Taylor G. Brown, Oshkosh; J. P. Malone, Beaver Dam, and William T. Marriott, Baraboo.

### Brown Is Praised

In his brief review of the association's 1939 activities, President Marriott paid special commendation to Senator Taylor G. Brown for the successful fight he made in the Legislature to retain the increased State aid appropriation after the governor had decreed a 15 per cent cut in all appropriations. He warned that it is likely the fairs will have to take a cut the coming year and advised them to trim their premium budgets accordingly. President Marriott recommended that group meetings of fair secretaries be continued, as much good was accomplished at the three meetings held last year. He also recommended appointment of a committee to consider the matter of licensing concessioners. "License the men instead of the games," he said, "and we will have much better midways."

William Klaus led a discussion of horse-pulling contests and offered some good suggestions on how they should be conducted. A topic of special interest was WPA Projects for All Wisconsin Fairs, discussed by Phil D. Planner, State director WPA administration, Madison. Thru a recent enactment of the Legislature WPA projects have been made available to all fairs in Wisconsin and many have taken advantage of the new set-up to improve grounds and buildings. He gave some pertinent pointers on how to go about getting the government's okeh for such projects.

### Advance Sales Good

Obtaining Substantial Results From Advance Ticket Sales was discussed by A. L. Putnam, Chippewa Falls; H. A. Klefer, Wausau, and J. P. Malone, Beaver Dam. Putnam told of very satisfactory results his fair obtained by an intensive two-for-one ticket sale started in June and continuing until July 1. A month before the fair opened the advance sale provided money to pay all current bills. Malone stated, and it was good rain insurance. Sales were made thru drug stores, whose proprietors were glad to co-operate because it brought more people into their stores. Klefer said his fair sold "race booster" tickets, good only for afternoon races, and it resulted in a much better afternoon attendance. Beaver Dam sale was handled thru 4-H clubs. Malone stated, and while not as productive as had been anticipated was sufficiently effective to warrant continuation. (See Wisconsin Convention on page 38)

## Grand-Stand Shows

**NILS REONELL** (Holkvist), high-fire diver who played New York World's Fair during Mardi Gras Week for Frank Wirth, reports he appeared at "Attracciones del Este" in Caracas, Venezuela, for three weeks and followed with a week's engagement in Caracas. He has been booked for the Cleveland Grotto Circus by Charles L. Basse, who last April booked him for 19 weeks in Buenos Aires following a Chicago Stadium show.

**J. C. MICHAELS**, manager of J. C. Michaels Attractions, reports the Five Fearless Flyers have been signed to play fairs in the Middle West and Southwest for his office in 1940. They formerly appeared with circuses and recently made a tour of Europe. Act was booked for a 1940 tour of Europe, but outbreak of war caused cancellation of contracts.

**WHITEY HARRIS**, clown cop with Jimmie Lynch's Death Dodgers at the New York World's Fair last year, reports he has been released from Receiving Hospital, Detroit, where he recovered from a serious bronchial tube ailment. He had been ill four weeks and spent three days in an oxygen tent. He plans to rest several weeks before beginning work for Goodrich Tire Co.

## Fair Elections

**WEST MINERAL, Kan.**—Mineral District Free Fair named John Blair, president, for the 18th year and elected Joe Carlson, vice-president; R. O. Mizner, secretary-treasurer.

**FOREST CITY, N. C.**—Rutherford County Fair Association re-elected L. C. Price, president; J. W. Whitesides, R. L. Pruette, Minnie Elliott and J. J. Goer were elected vice-presidents; P. E. Patton was re-elected secretary; W. W.

Nannoy, treasurer; Mrs. Leroy Dobbins, assistant secretary.

**CHATHAM, N. Y.**—Columbia County Agricultural Society elected for its 100th annual fair in 1940 Chester A. Braman, president, and re-elected Aaron C. Gardner, vice-president; William A. Dardess, secretary; Charles E. Harder, treasurer.

**PORTLAND, Ind.**—Jay County Fair Association elected James B. Cummins, president; O. E. Holsappel, secretary-treasurer; Clem Wilson, superintendent of concessions; Mike Ankrom, superintendent of speed.

**SPENCER, Ia.**—I. N. Kirby was elected president of Clay County Fair to succeed H. Bruce Noll, who served 18 years before his recent death. Roy Pullen was re-elected first vice-president. Others elected are R. S. Labrant, Earl Bassett, J. A. King, vice-presidents; Otto Bjornstad, treasurer.

**WEYBURN, Sask.**—Weyburn Agricultural Society elected E. M. Robins, president; Gordon Stewart, Philip Mass, Reg Saunders, vice-presidents; F. C. Zabel, secretary-manager.

**ST. CROIX FALLS, Wis.**—John A. Mack was re-elected president of Polk County Fair Association and Walter Anderson has been named vice-president; F. H. Kilow, secretary; Harry Mattson, treasurer.

**HENDERSON, N. C.**—Golden Belt Fair re-elected B. L. Fleming, president; G. M. Hight, secretary; Ohio officers: Vice, Alfred Plummer; W. W. Currin, vice-presidents; C. M. Hight Jr., assistant secretary.

**CARROLLTON, O.**—Carroll County Agricultural Society elected H. J. Van Fossan, president; R. L. Rutledge, vice-president; T. W. Blazer, secretary-treasurer.

**LONDON, O.**—Madison County Agricultural Society elected Stewart A. Ide, president; Paul Sanford, vice-president; Fred M. Guy, secretary-treasurer.

## Fair Grounds

**HARRISBURG, Ark.**—Poinsett County Fair has been incorporated under laws of Arkansas with Arkansas county leaders petitioning for charter to hold the fair here. Officers are C. O. Wofford, president; M. W. Milton, vice-president; Otis Farrar, secretary-treasurer. Second annual was held last October, but organization is now on a permanent basis.

**PORTLAND, Ind.**—With aid of government funds, more than \$10,000 will be spent in 1940 for improvements to Jay County Fair grounds here, reports Roger Ludy, manager of Hines Theater. Fair in 1939 was the most successful in the association's 68-year history, exhibits and entertainment being above average owing to good local co-operation.

**NEW ALBANY, Ind.**—Twin County Fair here, which was revived in 1938 under sponsorship of Floyd County Fair Association after a lapse of 35 years, was successful in both 1938 and 1939 and will be repeated this year, reports Frank Edwards, secretary. Featured at last year's fair was a television exhibit, believed to have been the first displayed at an Indiana Fair.

**YORK, Pa.**—York Interstate Fair grounds is undergoing an extensive modernization program, reports President Samuel S. Lewis. Main building is being rewired and repainted and walls are being lined with redwood sheeting. Improvements on cattle and swine barns include repainting and installation of some wire in place of sheeting boards. Plans have been made to recondition some roads and tentative arrangements have been made to replace the horticultural building with a fireproof structure, which would also house vocational exhibits.

**EDMONTON, Alta.**—Unless weather is bad there is no reason why Edmonton Exhibition should not be able to carry on and show satisfactory surplus despite war, said the annual report of Managing Director Percy W. Abbott, who was in Miami, Fla., when it was read by President Fred W. Kemp at the recent annual meeting. Usual parade will be canceled in 1940 as an economy, but otherwise the fair will offer a full line of entertainment and educational facilities. Directors agreed that instead of retrenching operations should go ahead along usual lines.

## Fair Meetings

Association of Georgia Agricultural Fairs, January 12, Hotel Dempsey, Macon. E. Ross Jordan, secretary, Macon.

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

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

Western Canada Fairs Association, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Brandon, Ia. Prairie, Man.

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

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield. A. W. Lombard, secretary, 138 State House, Boston.

North Dakota Association of Fairs, January 19 and 20, Dakota Hotel, Grand Forks. Dick Foraker, secretary, Langdon.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of County Fair Managers, January 22-24, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Cheesing.

Illinois Association of Agricultural Fairs, January 24 and 25, Leland Hotel, Springfield. A. W. Grunt, secretary, Brees.

Pennsylvania State Association of County Fairs, January 25 and 26, Reading. Charles W. Swoyer, secretary, Reading.

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Mile City, Mont. J. M. Suckstorf, secretary, Sidney, Mont.

West Virginia Association of Fairs, January 29 and 30, Ruffner Hotel, Charleston. J. O. Knapp, secretary, Morgantown.

Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Peter H. Smith, secretary, Plainview.

Association of Tennessee Fairs, February 6 and 7, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

**SECRETARIES** of associations should send in their dates, as inquiries are being made.

## BIG BUCKEYE MEET

(Continued from page 35)

stock and department managers.

At the general session Wednesday afternoon E. B. Ziegler, Mahoning County Fair, and R. C. Haines, Montgomery County Fair, will discuss methods of selecting directors of county agricultural societies; James S. Althorn, Ashland County Fair, and Joseph A. Neville, Delaware County Fair, will discuss *The Necessity of the County Providing Essential Buildings and Keeping them in Repair*; B. P. Sandles, Ohio State Junior Fair, will give an address on *The Importance of Purchasing Tickets, Entries and Award Books That Meet the Ohio Law*; Walter J. Buss, Wayne County Fair, and T. B. Cox, Fairfield County Fair, will discuss spreading problems, and A. C. Hauser, Williams County Fair, and John Cochran, Butler County Fair, will conduct a discussion on *The Duties and Responsibilities of a Fair Treasurer*. Representatives of amusement attractions will be given opportunity to speak and the session will close with a "town hall of Ohio fairdom," at which a group of fairmen will answer questions. Judge I. L. Holderman, Dayton, will preside over the session.

Judge W. R. Rittenour, president of United States Trotting Association, will preside at the open speed conference and annual meeting of District No. 1, United States Trotting Association, on Wednesday night. During sessions of the trotting association, women attending the convention will be led by Mrs. Randolph in discussion of *Women's Interest in State, Junior and County Fairs*.

Director of Agriculture John T. Brown will preside over joint sessions of the State Board of Agriculture and Ohio Fair Managers' Association on January 11. Scheduled morning addresses include *Protecting the Live Stock of Your Exhibitors From Contagious and Infectious*

*Diseases of Your Fair*, Dr. Frank L. Carr, State veterinarian; *How Your Fair Can Help in the Development of Ohio's Conservation Program*, Don Waters, commissioner of conservation; *Workmen's Compensation as It Pertains to County and Independent Fairs*, R. M. Shockey, referee for State Industrial Commission; *Protecting Fair Patrons and Property Against Fire and Accidents*, Ray R. Gill, State fire marshal; *The County and Independent Fair as Viewed by Your State Examiner*, Walter Garrison, deputy supervisor, Bureau of Inspection and Supervision of Public Offices; *Recent Opinions of the Attorney-General Relative to County and Independent Fairs*, Maurice L. Schellinger, assistant attorney-general, and *Co-Operation Between Fair Officials and Food and Dairy Inspectors in Protecting Fair Patrons*, George Kryder, chief of the Division of Foods and Dairies, State Department of Agriculture.

Thursday meeting will be devoted to preliminary contests for the outstanding Myers X. Cooper Trophy for the best Ohio fair and for 52 certificates of merit to be awarded for the first time this year. Trophies and certificates will be presented at the banquet Thursday night. Afternoon session will close with a discussion of *Co-Operation of Public Schools With the Fair*.

## IND. ADVANCE SALE

(Continued from page 35)

list, our 4-H Club booklet, our agricultural and horticultural booklet and horse show booklet. We also send an article to every newspaper in the State and announce the sale several times over the 11 radio stations in Indiana. We also write letters announcing the sale to every county agricultural agent. Indiana Farm Bureau sends announcements to each farm bureau organization in the State, urging them to sell these tickets. The only compensation the farm bureau receives is the use of a building on the grounds for their exhibits.

This year we had 412,305 paid admissions at Indiana State Fair. About half of our total paid attendance is comprised of the purchasers of these half-price tickets. In starting this half-price advance ticket sale in 1933, we believed that we would get more people to attend the State Fair and that each additional visitor would spend several dollars on our midway, at concessions, at the grand-stand races and night show and at the night Horse Show in the Coliseum. Comparative figures on advance tickets sold and paid attendance are:

Year	Advance Tickets Sold	Paid Attendance
1932	None	157,910
1933	50,000	180,687
1934	75,000	227,986
1935	100,000	310,927
1936	125,000	365,961
1937	150,000	383,544
1938	175,000	395,200
1939	200,000	412,305

Please don't misunderstand me. We do not attribute all of our increased attendance to our advance sale of tickets. Better business conditions is probably the chief factor. But we think we are giving the public a better fair. I do not believe our directors will ever agree to put on an advance sale of over 250,000 of these half-price tickets. There are two reasons: first, to make the sale effective these tickets must be all sold within 30 days and the sale closed several days before the fair opens; second, we do not want to make our State Fair a 25-cent fair.

## Time Needed for Results

We are completely sold on the beneficial results from our advance ticket sales and we feel it would be a great help to any State fair, even tho it might take a few years to build up the advance sale. One warning, however, do not place on sale a greater number of tickets than can be sold several days before your fair opens. Let the public know that you have printed only a definite number of half-price tickets and that when those are sold there will be no more available. Also be sure to advertise that you are completely sold out when your supply is exhausted so that the public will know that the half-price tickets are no longer available.

In the past few years we have received many letters on this subject from fair executives throughout the United States. We do not know how many fairs have put into effect an advance ticket sale, but we do know how easily they could be discouraged if they tried the advance sale for only a year or two. If you want to make a real success of an advance ticket sale, it will take several years and lots of advertising until your plan is perfected as we think it is in Indiana State Fair.

## THRILLS and CHILLS!

A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS.

NOW BOOKING 1940 DATES *Selden THE STRATOSPHERE MAN* World's Highest Aerial Act! Permanent address, care of THE BILLBOARD, Cincinnati, Ohio

50th ANNIVERSARY THE GUS SUN BOOKING AGENCY Sun's Brights Theatre Bldg., SPRINGFIELD, O.

FAIRS! RODEOS COMPLETE REVUES SCENERY LIGHTS CIRCUSES Seasonal ACTS

BUY NOW! SUN BOOKS Everything UNDER THE SUN!

NATIONAL SHOWMEN'S ASSOCIATION

Fastest Growing Organization in Show Business. BENEVOLENT PROTECTIVE—SOCIAL (Hospitalization and Cemetery Fund) Dues \$10 Initiation \$10 Sixth Floor, Palace Theater Bldg., 1564 Broadway New York City

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

## Ops Should Profit From Errors Of World's Fair, Avers Rabkin

"Lessons Learned From the 1939 World's Fair," delivered by William Rabkin, president of International Microscope Seal Co., at the 21st annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 8.

Thirty-four million invited guests failed to show up at the World's Fair. Naturally we are all interested in the reasons why. Now you know some concessioners at the World's Fair who could make a better job of relating the lessons learned in 1939. You also know some concessioners who had more operations at the fair than myself. Unfortunately for me, your program committee decided to put me on the spot, despite my objection. Therefore, what is coming you brought on yourself and your complaint should be not against me but against our good friend Harry Batt, chairman of the program committee.

Humanly enough, there were a lot of mistakes made at the New York World's Fair of 1939. We all make mistakes. When a man and I make mistakes, we are proud by their errors, learn their lesson, and do the job right the next time. Our next time is the New York World's Fair of 1940. Let us examine our mistakes—mistakes by the concessioner and by the fair—and determine, as wise men, what should be done about them. And do it.

The main drawback to success at this, the largest, most fabulous fair in the history of the world, was the lack of the necessarily huge attendance. We drew only about half of what we expected to draw. And the half was not the right half. Had the fair stressed the price policy appeal to the masses rather than the classes it might have come closer to success. You know and will agree with me that the lower bracket populace group is the one to which we in the amusement field must cater, and they and they alone are our operating public.

Bad publicity and absolute lack of real promotion were responsible. Had the fair been properly promoted by a big advance sale of tickets and by powerful promotion of big days, such as Constitution Day at the Chicago fair, attendance would undoubtedly have come much closer to the hoped-for figure. Constitution Day at the Chicago fair was a day of maximum attendance, yet the New York fair missed this opportunity entirely, marking the day merely with a few exercises in the Federal area and only a nominal attendance. With patriotism rampant—with Americans prouder and happier to be Americans than ever before—the proper promotion of a day to celebrate the anniversary of the adoption of our Constitution would have drawn swarms of people to the fairgrounds. The knowledge that it is possible to get large groups of people to desire to celebrate something or other certainly was not played up.

### Fair Gave Competition

The lack of attendance hit us concessioners the hard blow, but it wasn't a knockout punch, for we're here to talk sanely about it and to plan improvements. We can be sure that many wrongs could be—and would have been—righted by larger attendance, for we found that every additional 10,000 attendance bore a multiplying percentage of patrons for the amusement area. It required almost 50,000 people at the fair before we began to see some action in the amusement area, but when we got those 50,000 and more, things began to happen.

Another 10,000,000 attendance, while not bringing the figures up to expectations, would still have told a success story for many concessioners who are today looking ruefully at depleted bank books. Again I say, good publicity and promotion would have turned the trick. And we concessioners should not absolve ourselves from blame in this connection. We told our troubles to the world. Creating the blues publicly is one of the more potent forms of poison for a show. The press isn't too choosy—hard luck stories make just as good, often better reading, from a news angle, than hosannas and halallelujahs. Then, too, the fair went into competition with its concessioners. Free dancing in the exhibit area, free concerts away from the amusement zone, and a lack of free attractions in the amusement area succeeded in keeping this part of the fair well in the back ground. Let the public think you're not doing well and they'll begin to think

there's a reason. And they'll stay away like from a plague. Nothing succeeds like success.

There's a school of publicity men who deem any publicity good publicity. We know that isn't so. Take the example of one enterprising press agent, a fellow who should have known better, who persuaded his inexperienced concessioner client to stage a nude girl contest with a pinch by a local publicity-seeking sheriff. The result was a tidal wave of unfavorable publicity and a definite drive on the part of one large group and some lesser drives by other groups against any patronage of the amusement area.

As a matter of fact, when we mention girl shows, I do not know of one that paid a dividend of a display of "flesh." Even the very much publicized Sally Rand went into bankruptcy at San Francisco. Has this taught us a lesson? I hope so.

### Better Lighting Expected

One of our legitimate complaints, as amusement area concessioners, is the whole attitude of the fair management in regarding us as stepchildren. We were given the short end of what publicity there was, and were considered by the grounds designers as a necessary evil and therefore not entitled to as much funds for good lighting and beautiful landscaping such as was so evident in the rest of the fair. So thoroly were we stepped on that we developed an inferiority complex, not daring to insist with a united voice on a little recognition. I think now, tho, that we have found that voice, and that the new fair regime will be more than willing to listen and take heed. Already indications point toward that end.

We can look forward, I believe, to much more efficient lighting. The lighting this year was miserable in the amusement area, just where it was so sorely needed. At the opening of the fair there was very little lighting display anywhere in the amusement area. After much protest some new-type lighting was installed and later more was added. But at no time was it the well-lighted area so necessary for success.

This is not to intimate that the concessioners deserve a clean bill of health concerning lighting. They had their shortcomings, too, but, set an example or a standard by the fair itself, they would have measured up to it. Yes, I know all about the troubles with Local 3 electricians, but light is a most vital salesman for most amusements. And some amusements opened and operated for weeks so poorly lighted that it was questionable as to whether they were safe.

I must compliment Dufour & Rogers in this connection, for their *Strange as* (See *Rabkin's Tells Errors on Page 38*)

## Long Island

By ALFRED FRIEDMAN

icy highways about dealt a knockout blow to operators of roadside spots who had prepared for a New Year's Eve rush, only to be greeted with disappointment when motorists dared not venture on the most slippery highways this region has known in years.

Ed (New York Mirror) Zeitner confides that the new Howard Johnson roadside spot near the fair skedded for opening soon, represents an investment well into six figures. Long Beach is naming a street in memory of the late Mayor Edwards. Judging from plans, airplane taxis will be something of a fad around the resorts next summer, with plans for four airports on or near the South Shore already announced.

At Atlantic Beach next summer the last of the "elite" clubs will have departed and Mr. ad Mrs. Ordinary Man will be welcomed with open arms.

### \$20,000 Agawam Suit Filed

SPRINGFIELD, Mass., Jan. 6.—Michael J. Daley, Longmeadow, former owner of Riverside Amusement Park, Agawam, entered suit this week for \$20,000 against David P. Walker, of this city, alleging that Walker failed to comply with the terms of an agreement whereby Walker was to purchase the park last summer. After the unsuccessful deal, Daley sold the park to Stuart Amusement Co., Boston, for a reported \$31,000 last October. Stuart company announced the park would be re-opened late next May.



CLYDE AND HARRIETT BEATTY, former cat trainers of the white tops, whose Jungle Farms and Zoo in Fort Lauderdale, Fla., has recorded excellent business since opening about a month ago. Receipts have been so heavy that installation of lights for night shows is contemplated and big attendance has made it necessary to stage two matinees daily. Continuous attractions are presented. Featured are "jungle-atmosphere" elephant rides and cat acts.

## Galveston Seeks RFC Loan for Pier

HOUSTON, Jan. 6.—After a conference here last week with Jesse H. Jones, federal loan administrator, a committee of Galveston business leaders expressed "high hope" that the Reconstruction Finance Corp. would finance a municipally owned pleasure pier over Galveston Bay to cost \$1,300,000. Administrator Jones promised to lend support to the request, said Mayor Brantly Harris of Galveston, spokesman for the committee.

Proposed pier would be 1,400 feet out into the bay and would be 140 feet wide, extending between 23d and 24th streets on the main beach walk. Theater, restaurant, space for advertisers, concession booths, convention and dance halls, marine sports space and space for rides would be included in the pier outfit, Harris said.

Loan would be repaid from revenue of pier leases, in addition to admission charge to the wharf. Storm insurance would be taken out to safeguard investment.

## Mass. Spot Preps for '40; World's Fair Seen as Aid

NANTASKET BEACH, Mass., Jan. 6.—With Manager David Stone apparently on the way to complete recovery and with the record of a banner 1939, Pargson Park here will be almost completely refurbished for the 1940 season. Roller Coaster will be reinforced and repainted to present streamlined appearance. There will be at least three new shows and rides and old attractions are to be repainted.

Officials believe the second year of the New York World's Fair will help them to a much greater extent than was true in 1939, since they believe the exposition will now bring thousands of vacationists to New England, many of whom will be tempted to remain at beaches. Another year of the fair also will make people more amusement conscious, it is believed.

### Beach Offers Winter Bill

MEDINA, O., Jan. 6.—Parker Beach, manager of Chippewa Lake Park near here, is keeping the resort in the news during the off months by holding winter sports in the park. On New Year's Day championship ice-skating speed races, sanctioned and conducted by the Ohio Skating Association, brought out a large entry list and a big crowd. Junior Champion of Commerce of Medina sponsored the event. First of a series to be held in the park this winter, with Manager Beach handling details.

## Beatty to Appear In Film; Biz Good

FORT LAUDERDALE, Fla., Jan. 6.—With turnstiles clicking at a good rate and preparations for a Metro-Goldwyn-Mayer short occupying attention, Clyde Beatty's Jungle Farm and Zoo here is the scene of much activity, reported Art Deitch, Herb Morgan, MGM executive, arrived on January 5 with a director to plan details of the picture, which will feature Clyde and Harriett Beatty. Casting has been completed and filming is scheduled to begin on January 15.

First month's receipts were so far above expectations that Owner Beatty contemplates installation of lights to accommodate demand for night shows. Heavy crowds, they maintain, it necessary to stage two matinees daily and admission has been raised from 50 to 75 cents for adults.

Biggest novelty is an elephant ride thru the jungle, with Arky Scott leading bulls around an African tract atmosphere with grass huts and other props. (See BEATTY IN FILM on page 39)

## Houston Zoo Sets Record In Exchange of Specimens

HOUSTON, Jan. 6.—With Superintendent Hans Nagel allowed for the first time in 10 years to exchange surplus specimens, Hermann Park Zoo here added more new animals than during the preceding eight years, annual report showed. Included in trades were striped hyenas, eight zebras, two tigers, wolves, rare ducks and 12 types of other birds and animals.

Baby chimp born June 5 was killed during December by Bubs, male chimp. Among 1939 births were two lions, three hyenas, three leopards, four zebras, four honey bears, six timber wolves, two monkeys, Shetland pony, Rhesus monkey, two javelinas, four elk, ducks, two Egyptian geese and pheasants.

Working on a \$10,000 budget, Superintendent Nagel allowed about \$750 a month to buy 240 pounds of meat and other foods. Salaries ran to \$20,000 for the year. Two big improvements which 250,000 visitors utilized were new sidewalks and a better drainage system.

## Coney, Cincy, Booking Moonlight Boat Excursions

CINCINNATI, Jan. 5.—President and General Manager Edward L. Schott of Coney Island here, announced plans have been completed for the annual spring season of moonlight dance excursions for the park steamer Island Queen. Coney's promotion staff, under leadership of Robert F. Stayman, is already booking organizations for rides.

President Schott said several applications for excursion bookings are pending from organizations that held similar events in 1939. Pre-season rides will be staged on March 23 and 24 and will be followed by two on March 30 and 31. Regular excursion season will open on April 6 and continue nightly thru May 4.

## Many Spots Report Profits

BRIDGEPORT, Conn., Jan. 6.—Pleasure Beach Amusement Park and Seaside Park, municipally operated, reported that concessioners during the 1939 season contributed net income to the city of \$15,172, said City Comptroller Perry W. Rodman. Total operating income from all sources at Pleasure Beach was \$140,514.66. Operating outlay was \$129,838.70, leaving net profit of \$10,702.90. Rodman said total operating income from Seaside concessions, including stands in the park, bathhouse and Ninety Acres, was \$31,999.49 and operating outlay was \$27,496.47, leaving net profit of \$4,460.72. Gross revenue for all municipal operations was \$172,477.83.

## Coney Fire Takes Toll Of 3-Story Structure

NEW YORK, Jan. 6.—Fire of unknown origin Sunday night destroyed a three-story frame building at Surf avenue off West Fifth street, Coney Island. Structure housed a Scooter and frank and custard stands on ground level.

Property owner is Rollo Land Corp., New York.

REVERE, Mass.—Space formerly occupied by Revere Beach by a pavilion, destroyed by fire last fall, will be conditioned for bathing. Beach concessioners are optimistic over the 1940 outlook.

# ACTS PLAYLAND, RYE, N. Y.

**NOW BOOKING** Attractions for the Summer Season. Can use unusually sensational, novel and attractive Platform or High Acts. Send full description of act (or acts, if you double, number of performers, height of rigging, space required, places previously played and price for one or two weeks' engagement). Appearance bond or a deposit may be required. All communications will be treated as confidential and price quoted will be considered as final.

## American Recreational Equipment Association

By R. S. UZZELL

It is a pleasure to watch the young men in our industry grow and take on responsibility. There are a lot of them measuring up to the job. Ordinarily *The Billboard* has several men at conventions. This year, because of simultaneous meetings in Chicago and New York, Leonard Traub covered all of the first part of the meeting with one helper. Roger Littleford Jr. returned from Chicago for the last days of the conclave. This pair covered the New York World's Fair all of last summer and surely gave us the news. Seasoned gentlemen now, only recently they were cub reporters.

All of these young men will soon move into running the whole show. A lot of them surely have what it takes. Let us encourage them all along the line. Edward L. Scholtz in Cincinnati and Harvey Humphrey in Cleveland, each assumed no small responsibility when their respective fathers passed on and, in our

humble opinion, have done a 100 per cent job of it.

### Early Orders Advisable

We should like to promise peace before the park season opens. What a boon it would be! There is a possibility of peace in 1940, but none of us, in the ordinary channels of trade and commerce, really knows. War or peace, we shall do business and are reasonably certain of a better 1940.

There is a large contingent trekking to Florida, but many who are not supposed to resist the balmy call, once they have had Florida sand in their shoes, are camping on the job and planning now for spring openings. These prudent fellows know that if late orders are put in there cannot be a delivery in time for the opening season. Try a steel or electric motor order and brace yourself for the delivery time required. It is likely to grow worse instead of better. Fortunately will be the men who take amusement equipment out of the producers' stock now. No one in business likes to refuse orders, but all can see that late comers will have to take deferred delivery or nothing. Better order first part of January to make sure of timely shipments.

Coney Island, N. Y., is not folding up because of the exposition, but all over the strip they are talking improvements. All of the burned-over area of Steeplechase will be occupied and ready to go in early spring. George Tilyou surely knows what was offered at the convention. He did the exhibit system, actually, as did many of the men who make things happen down by the sea. Staffs at Playland, Rye, N. Y.; Jones Beach, Palisades Park and Rockaway must have taken time out to attend at least part of the convention.

### Publicity for Museum

W. F. Mangels started the new year with a good write-up in *The Daily News* on the museum and particularly on the bicycle exhibit, with emphasis on the high wheeler, the so-called bone shaker with pedals on the front wheel. There is a steam machine which had a pressure of 300 pounds. It had a flat metal boiler fired with Franklin coal. Romance runs rampant with the bicycle built for two. Some of the racers were built for five.

We hear of none which pulled a trailer. Campers had the pack strapped on their back; behind the handle bars or on an extension in the rear of the seat. In your museum is shown the evolution of the bicycle. At no stage of early development was the gas motorcycle hinted at, unless we may claim that the steam machine presaged it.

### RABKIN TELLS ERRORS

(Continued from page 37)

It seems show was probably the best captured front on the midway. Yet another group, equally prominent, had shows so poorly lighted that one in particular required a close inspection to see whether it was open for business at night.

Operation at the fair was inordinately costly for several reasons. The building regulations that were imposed were very severe. Labor troubles added to the cost. And the concessioners were often over-eager to secure concessions, with the result that they paid too much for space and percentage in their over-enthusiasm and in some cases they overbuilt. Have we stopped to consider these grave maladjustments and learned our lesson therefrom? Again I say, I hope so.

### United Front Lacking

The fair and the concessioners suffered by not utilizing the experience of some of the fair's staff who were trained in

outdoor show business and could have brought the benefit of their experience to all concerned. These showmen recognize one of the primary principles of showmanship—that the promise of unusual entertainment is much more powerful bait than the promise of unusual educational appeal. They would have, if given rein, made the amusement area a magnet to attract people to the fair as a whole. In 1940 the new fair regime is much more likely to recognize the potency of the amusement area as an attraction. Instead of placing a naval officer in charge of the amusement area to discipline the boys, as was done this year—and this was a major error—I think we can look forward to the leadership of a veteran showman who will coordinate the amusement area in a way to pull 'em in. We would not try to run a battleship, nor could we expect the navy to know the outdoor show business.

We concessioners lacked a united front. We organized a concessioners' association which should and could have been a power of influence for good. Instead, a diversity of opinions and the failure to have an active paid representative at the head who could represent all of us because he had no personal interest in the way that opportunity. We should have a paid secretary or manager of the association with no personal concerns but with a job to do for all of us and all his time available for the job. That's a very important step to consider for 1940. But the time to work on this is now. Plans made after the fair opens will not permit sufficient time for satisfactory conclusion. The underlying cause of most difficulties was the lack of co-operation and consultation. Many of the serious mistakes made could have been easily avoided had there been a "war board" made up of exhibitors, concessioners and fair executives to plan together the "ways and means." The fights should have been in the committee room—not in the newspapers.

### No Help From Noise

The fair regulations did not permit of amplified ballyhoo on the front. But the fair was lenient to the concessioners on this point and soon every show, most of the rides and stands and even the restaurants were all barking at once thru amplifiers. The result was a noise so loud and discordant that many people cut short their trip down the midway. The fair attempted to control the noise and members of its staff worked hard all night to improve conditions but without success.

The noise hurt rather than helped the concessioners. It changed "barking" from an art to a display of mighty lung power. Chicago learned the folly of amplified barking and did not permit it the second year. We ought to take a leaf from Chicago's notebook and for everyone's good have everyone soft pedal the bally.

Transportation thru the fair had its good as well as its bad points. Large fast busses, with poorly arranged steps, carried masses of people over regular routes and for sight-seeing. Sight-seeing is well to a limited extent, but when the bus routes pass over the streets of the amusement area they scattered the crowds and broke up the tips of the barkers. But they did move masses of people rapidly and efficiently. The drivers were well trained and generally very patient and courteous. They were human, at times tried to the limit, and generally carried on in a praiseworthy manner. The trailer trains, operated by Greyhound which also ran the busses, were an excellent method of local transportation. They were slow enough for safety and carried a good volume of people. Their dispatching was faulty at times, but this is an easily corrected defect.

American Express operated the chairs, both hand-pushed and electric. They were operated by a high grade of college lads and were generally satisfactory. As can be expected wherever there is a human element present, some of the electric chairs were operated too fast by speed-loving boys. Fortunately thru some miracle, there were no bad accidents or deaths from the chairs, even tho some people were frightened almost to that extent.

Fares were high in the city-operated subway, which had its station in the amusement area—10 cents instead of the 5-cent fare of the IRT and BMT, whose passengers entered the exhibit area. This, of course, had its share in keeping the amusement area attendance below par. And the fact that the parking areas contiguous to the amusement area charged 50 cents per car, while other areas of the fair charged only 25 cents did not help draw the crowds either. Certainly in 1940 this situation should be rectified.

### Fault on Both Sides

A tremendous amount of lost motion and all-round inefficiency resulted from the fact that no high official of the fair would give a yes or no answer to the simplest question without referring it to committees of various sorts. The fair was a complex piece of machinery that failed to function properly because the switches were not turned on co-ordinately. What we had was a jerking, erratic operation that lumbered along with its component cogs at lopsided rates of going smoothly, one with the other—which is the only way a complex machine gets anything done.

In many ways we could be justified, we concessioners, in calling it the New York World's Unfair of 1939. But let's not be blundering soreheads. Too many of us were personally at fault anyway. No, let's look forward to '40 with a clear conception of the wrongs to be rectified, both ours and the fair's, and working closely together and with the new fair regime, let's show the world what a corking job we can do when given half the chance. There is every indication that the new policies of the fair management will be straightforward, co-operative and beneficial for all concerned.

I hope this has not seemed a Pollyanna picture of the concessioners' viewpoint of the 1939 season. I am hopeful of the coming year because I believe intelligent men can take advantage of a lesson so expensively taught. Wise men as well as fools make mistakes, I said at the start of my talk. But wise men get over it. Let's be wise in 1940.

### WISCONSIN CONVENTION

(Continued from page 35)

Next season when a more thorough distribution of tickets is expected to greatly increase the sale. Opening session closed with interesting talking pictures by Jimmie Lynch, a dramatized version of some of his Thrill Day stunts. Wednesday evening a get-together party was held in the hotel at which refreshments were served and the fair men had a general good time.

### Game Rules Emphasized

At Thursday's session Marvin L. Nelson, Friendship, talked on *Citizenship Day at the Fair*, giving some excellent suggestions for promoting better understanding of citizenship. Taylor G. Brown, J. P. Thomas, Douglas Curran, A. W. Kalbus and Ralph Ammon offered some suggestions on 1940 premium offerings. Ben Rusy, Madison, gave details of the Farm and Home Week meeting to be held late this month in Madison, at which time general fair problems will be discussed.

Discussions on Concessions, *How Much and How Many?*, by E. E. Skalky, Silinger, W. E. McGill, Elkhorn, W. P. Falter, Westfield, and J. F. Malone, Beaver Dam, brought out some pertinent suggestions as to the number of concessioners a fair should have and how they should be handled. It was agreed that many fairs allow too many concessioners for the good of concessioner and fair. But it was agreed that no hard-and-fast rule could be laid down, the matter being one strictly up to individual fairs. In discussing inspection of fairs, E. O. Dove stated that there is scarcely a game on any midway that does not, in some small measure conflict with the rules and regulations laid down by the State.

"If I adhered strictly to the rules," he said, "most of the fairs would be without concessioners." In most cases, however, he found concessioners quite willing to co-operate in conforming to regulations. William Uthmeier said he found a marked improvement in concessioners last season. He suggested that copies of the rules governing operation of games and shows be sent to every carnival so that it may be familiar with what is expected.

### Kalbus Named President

A. W. Kalbus, assistant manager of Wisconsin State Fair, Milwaukee, was elected president for 1940. Douglas Curran was named vice-president, and J. P. Malone, Beaver Dam, was re-elected secretary.

Annual banquet in the grand ballroom of the Hotel Schroeder was one of the best in several years. More than 250 attended and following the dinner and an address by Mayor D. W. Hoen, an excellent show was presented, acts being furnished by the various booking offices. At conclusion of the show there was dancing until midnight.

At Thursday's session William H. Green read a paper on *Name Brands at Fairs*. There was some discussion of racing circuits, and Vice-President Wiswell, United States Trotting Association, explained its objects and aims.

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STANDING  
SUCCESS OF  
THE SAN  
FRANCISCO  
WORLD'S  
FAIR

### LUSSE AUTO-SKOOTERS

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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

FRED (BRIGHT STAR) MURREKE, 78-year-old Pawnee Indian figure skater, reports from his home in Red Lion, Pa., that he is threatened with paralysis of his left leg, induced by an attack of arthritis, which his physician claims may be relieved by a change of climate. He has been an exhibition skater 51 years.

ROLLING CLOUDS, Betty and Bob Miller, report they played Fernwood Club, Stroudsburg, Pa., and Elka Club, Phillipsburg, N. J., on January 1.

E. L. SHEPHERD'S portable rink, which closed in Decatur, Ala., on November 25, is scheduled to reopen on March 1, reports Bob Drake, floor man. Rink has a new tent, 250 sets of Chicago skates and 48 by 120-foot floor. Free instruction will be available for beginners and daily matinee and night sessions will be held. Personnel will include Mr. and Mrs. E. L. Shepherd; their son, Hunter L. Sara Martha Hunter and Dale Brooking, floor man.

DECEMBER was a successful month for Chicago Armory Roller Rink, three major events taking place, reports Joe Laury, floor manager. First was the 202 tramp contest, won by Betty and Lois Wisnka, Winston Dickinson and George Herman. There were visitors from Milwaukee and Aurora, Joliet, Waukegan, Elgin and Plainfield, Ill. Second event was the Illinois State championship five-mile race, won for the second time by Russell Brown, with C. Hill and Mickey McDole coming in second and third, respectively.



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apexically. On December 23 Laury, Bill Henning and George Schraeder celebrated the 31st anniversary of their entrance in roller skating business with a party attended by more than 500, including 100 skaters who came with Vi Swanson, of Aurora, (Ill.) Roller Rink. Party featured races and waltz and graceful skating contests.

REMODELING work costing about \$7,000 is practically completed at East Akron (O.) Roller Rink, which was damaged by fire in November and which is scheduled to open under the name of Holland on January 15, reports C. T. Barker, proprietor. Improvements include new fixtures, lounges, lighting effects, decorations and a 20 by 70-foot floor which will accommodate about 25 per cent more skaters.

JOHN HATFIELD, manager of Harrison (Tenn.) Roller Rink, reports good business during the holidays.

NEW YEAR'S EVE skating party was staged at Davis' Recreation Center, Kingston, Pa., with music furnished by Art Stimmers' Band from 11 to 3 a.m. Gottlieb's Rink, Glenlyon, Pa., also staged a party on the same night, giving away novelties.

RIVERVIEW Roller Rink, Chicago, reopened recently under new management and policy. Spot has been overhauled and redecorated at cost of about \$25,000. J. J. Paul, former newspaper man, is manager, and Bob Rhodes is electric organist.

SKATELAND Roller Rink, which was opened in Saginaw, Mich., last year under management of Mr. and Mrs. Wally Kiefer, recently issued its 1938-39 Year Book, an attractive volume containing pictures of the rink, personnel, groups of patrons at rink functions and reading matter. During the rink's recent anniversary week a young people's popularity contest was held, each paid admission during the week being good for a vote. Highlights of the week were a skating session, balloon party and birthday anniversary party on November 19, when a huge cake was cut and distributed to skaters. During the party service pins were given employees who had been with the rink a year and later an employees' party, with refreshments, was staged by the management. Entertainment was furnished by James Mills, organist, and other employees. Rink's Junior Safety Club, which meets each Saturday afternoon for special programs planned by the management, has grown rapidly, membership now exceeding 500. Special Wednesday matinee sessions, inaugurated recently for women, have become popular. Dress rules have been dispensed with for the sessions and instructors are on hand to assist beginners. Classes are conducted by Mr. and Mrs. Kiefer. Wednesday nights for instruction in skate dancing, Midwinter skate-dance contests are to start soon.

**WOULD PEP HOOSERS**

(Continued from page 35)

committee on arrangements that a hotel be selected that will more cheerfully and helpfully co-operate with its guests who make this convention possible. It is especially recommended that bulletins or a directory of those serving the fair boards be provided or allowed, which will make it convenient for guests to find exhibitors, as is usual in convention hotels." It was said later that the management had agreed to provide a bulletin for attractionists at any future sessions there.

Much discussion revolved around a protest against a rule intended for adoption by the United States Trotting Association which would allegedly outlaw any horse racing on tracks other than those under the association. The association adopted a resolution opposing such a rule, and it was stated on Wednesday after a conference of the district members of the USTA that the rule probably would not be invoked.

W. C. Mann, secretary of Elkhart County Fair, Goshen, was advanced to the presidency from the post of vice-president. He succeeds C. E. Edwards, Connersville. Robert C. Graham Jr., president of Washington Fair, was named vice-president, and Secretary-

Treasurer William H. Clark, Franklin, was re-elected.

## Session for Attractionists

Lieut.-Gov. Henry P. Schricker welcomed the delegates at Tuesday's opening session. Program innovations this year were group conferences Tuesday afternoon of fair presidents and vice-presidents, secretaries and treasurers, concession superintendents and speed superintendents, whose discussions were reported to the main body and included in resolutions adopted. Presiding officers were Roland Ade, Keokuk; Earl J. McCarell, Anderson; Robert C. Graham Jr., Washington, and A. S. Beaulieu, Loganport. Secretaries were Ray E. Adams, Franklin; Leonard Haag, Lawrenceburg; J. H. Mount, Connersville, and Curtis W. Russell, North Vernon. Northern, eastern, southeastern and Southern Indiana fair circuits also met, presiding officers being, respectively, J. A. Terry, La Porte; Seward B. Price, Muncie; F. M. Overstreet, Columbus, and Charles W. Morris, Salem, and secretaries being W. C. Manrow, Goshen; A. G. Norrick, Muncie; W. H. Clark, Franklin, and J. F. Overbeck, Huntington.

There was a well-attended session Tuesday night in the Palm Room, where all meetings were held, at which attraction, privilege and concession people were introduced for short talks regarding their offerings. Wednesday afternoon L. B. Clore, Franklin, Indiana's first county agent and "national cork king," reviewed advancement of fairs. Discussion embraced sales, attendance, publicity, advance sales and night shows. Consensus was that night shows are valuable to gates and good-will building and that thrill shows are holding their popularity. Frank L. Wiswall, Albany, N. Y., presided at the USTA conference on the proposed new rule.

## Banquet Is Largest

With 220 in the Riley Room Wednesday night, the annual banquet was announced the largest in association history by Toastmaster C. E. Edwards. Harry P. Caldwell, retiring president of the board of agriculture, which manages the State Fair, told of the big construction program completed last year. Members of the board at the speakers' table were presented by Lieut.-Gov. Schricker. Gov. M. Clifford Townsend told of the growth of Hoosier agriculture and fair activities. He mentioned the new fairs in Rushville, Brownstown and Terre Haute, which bowed in 1939, and predicted that the State Fair show will draw 500,000 annually. The diners paid a standing tribute to the late Frank J. Claypool, who was long secretary of Muncie Fair and on the State Fair board.

Floor show was presented by Morris Nelson, billed as the Nelson Show, with band and six-girl line, and Betty and Buddy, roller skaters; Leopold and Lee, "Correspondence School Acrobats," and Kee and Tuck, Oriental act with vocal and foot-juggling numbers. It was a fast-moving 90-minute presentation and enthusiastically received.

At the delegate meeting these members of the State board were re-elected: P. L. White, Oxford; Guy Cantwell, Gosport; Ernest Morris, Salem; U. G. Brown, Kendallville; E. Curtis White, Indianapolis; J. B. Cummings, Portland; Levi P. Moore, Rochester, and C. H. Taylor, Booneville. At the organization meeting on Wednesday P. L. White was elected president, and George Stolte, Fort Wayne, vice-president.

## Numerous Shows Represented

Among attractions represented and visitors were Amusement Corp. of America, J. C. McCaffery, Harry W. Hennies; Johnny J. Jones Exposition, E. Lawrence Phillips, J. C. (Tommy) Thomas, L. Clifton Kelley, Harvey Wilson, Mrs. Bertha McDaniel; Blue Ribbon Shows, L. E. Roth, William R. Hicks; Imperial Shows, Edward A. Hock, Vic Canares, Louis Berger, Gooding Amusement Co., F. E. Gooding, J. F. Murphy, Mr. and Mrs. Ed C. Drumm; L. J. Heth Shows, L. J. Heth, Joe J. Fontana; Great Lakes Exposition Shows, Al Wagner, Bob Hallock;

Texas Long Horn Shows, Roy Gray; Miller Bros.' Shows, Maurice Miller; Sol's Liberty Shows, Bill Solomon; Zimdark Shows, Charles Reed; Marks Shows, Ralph Lockett; World of Pleasure Shows, John Quinn, Harry B. Lessinger; Happyland Shows, Mr. and Mrs. John F. Reid; Miller Amusement Enterprises, Norman Meyer; Barnes-Carruthers Fair-Booking Association, Sam F. Levy; Roland Ade; Jimmie Lynch's Death Dodgers, Jimmie Lynch, Pat Purcell; International Congress of Darderville, B. Ward Beam; United Fireworks Co., E. Conaway; Despieter Bros.; United Booking Association, Mr. and Mrs. Henry H. Lueders, Lester Calvin, Jack Champion; Hudson Fireworks Co., A. D. Michels, Bert E. Thomas; Tommy Sacco Theatrical Mat, Tommy Sacco; Gus Sun Agency, Gus Sun, W. C. (Billy) Senior, Frank Kretow; Performers Consolidated Attractions, Toby Walsh; World's Fireworks Display Co.; Fair Publishing House, R. G. Teets; American Fireworks Display Co., L. E. Holt; WLS National Barn Dance; Mike Kelly, Ride of Death; Raun's Circus and Red Devil Drivers, C. L. (Jack) Raun; Fisher's Elopments; Globe Poster Corp., Sunny Bernet; O. Henry Tent and Awning Co., Bernat Mendelson; The Raymond's United States Fireworks Mfg. Co.; The St. Julians, Mr. and Mrs. Jack St. Julian; Illinois Fireworks Co., G. H. and G. M. McCray; Elmer Gantry, Jumping Horse, Eleanor Getzenander; Colonel Gatewood Rodeo; Flying X Rodeo; Boone County Jambores, Renfro Valley Barn Dance, Bill McCloskey, Jack Bell, W.L.W.; John Galligan, Columbus, O.; Harry A. Atwell, Chicago; Charles Jessup; L. B. (Barney) Lamb; St. and Panny Oles; Al (Barney) Scholler; Fred Terry, Fielding W. Scholler, Albert Ketterberg, Indianapolis; Edwin T. Keller, Cincinnati; Myers Concessions, W. S. Myers.

## Little Dix Is Reported

Mike T. Clark, retired Indianapolis showman, was frequently seen in the lobby. He cut up old times with Clint W. Finney and Dick Scatterday, of circusdom, who were visiting relatives.

A number of attractionists left on Tuesday for the Wisconsin meeting in Milwaukee.

Harry A. Atwell was down from Chi at the behest of Publicist Gardner Wilson to do a photo job on the Constance Bennett show, which was current in the Hoosier capital.

Vic Canares, g. a. for Edward H. Hock's Imperial Shows, announced signed contracts for fairs in Booneville, Frankfort, Terre Haute, Goshen and two others.

Charles Jessup, Connersville (Ind.) concessioner, left during the meeting for some Florida dates, beginning in Largo.

Carnival and attractions reps said numerous fair boards either had done business prior to the meeting or were inclined to stall on contracts, and so big volume of actual business was reported at the meeting.

## BEATTY IN FILM

(Continued from page 37)

Kids pay a dime for the five-minute treat; grownups, 30 cents. Continuous attractions are staged for jayees. Training periods are scheduled throughout the day in the arena, with Joe Arcaris also working his "marrying" lion act. Popularity of feeding time of August, hippo, has been built up.

Under direction of George H. Krause 200 made a successful promotion at Miami's Orange Bowl Festival parade, with costumed femmes distributing pennies on paper. Owners Beatty staged two parties of New Year's Day, giving dinners for the crew and performers and staff members. Recent visitors were Pat Valdo, Karl Kae Knecht, Howard Y. Bary, Warren Buck and father and Ed Hilleary.

GREEN BAY, Wis.—Remodeling of lobby and floor of Bay Beach Park pavilion is under way here. Concrete floor and piers will be laid in the central lobby and a balcony will be constructed around the lobby.

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# HASC BALL CLICKS

## Climaxes Week Of Festivities

Tacky Party one of most successful affairs in org's history

KANSAS CITY, Mo., Jan. 6.—Heart of America Showmen's Club polished off its week-long convention and social activities here on New Year's Eve with a highly successful banquet and ball in the Reid Hotel's Ballroom, which was refurbished for the occasion under direction of Frank Capp, entertainment committee chairman, with decorations being furnished by the Baker-Lockwood Co. Annual party was preceded by memorial services at 2 p.m. in the clubrooms and later in Memorial Cemetery here on December 26, and the Tacky Party and dance on December 30.

Co-operating with the club and to whom much credit for the events success was given were C. I. Levin, Midwest Mercantile Co.; Baker-Lockwood Co.; Manager Elmer Hunt, Reid Hotel; Special Events Committee, under Chairman Neal Walters, and merchants and supply houses which contributed gifts, and Frank Capp. Banquet got under way following installation of officers by Brother Harry Duncan, when doors to the ballroom were opened and guests were assigned to their tables, each of (See HASC BALL CLICKS on page 52)

## NSA Buries 1939 In Gay '40 Toast

NEW YORK, Jan. 6.—Nineteen forty came in with a mighty roar which sounded as if the organization's symbol, the noble lion, came down from the Palace Building walls to tear into the passing year. It was the National Showmen's Association New Year's Eve party, attended by about 400 in the clubrooms, decorated in gay style. Steward Harry Schwartz and his helpers, Jerry Taylor, Happy Schlesinger, Morris Finkelstein and Melvin Van Orson, worked like Trojans to get the place in readiness for the closing fete of the year. National Variety Artists club sent over four large tables, with Jack Lichter supplying noisemakers, hats and favors. Among reservations made were by Tom Brady, 16; Nathan Miller and Samuel Keil, 4. (See NSA IN '40 TOAST on page 52)

## Lewiston Succeeds Lauther With Shows on Jones Expo

INDIANAPOLIS, Jan. 6.—Harry Lewiston will have the big Side Show and a newly framed modernistic Snake Show on the Johnny J. Jones Exposition for the 1940 season, it was announced here last week by Owner-Manager E. Lawrence Phillips while he was attending the Indiana fair meeting.

Lewiston's World's Fair Freaks are now playing museum engagements, having had stands in Zanesville, O.; Pittsburgh and other cities.

Carl J. Lauther, who has had his 20th Century Oddities Side Show on the Jones Exposition four seasons, will take it with his Illusion Show and Peep Show to Cotlin & Wilson Shows for 1940, it has been announced by Co-Owner John W. Wilson.

## Strayer in Ind. Hospital

INDIANAPOLIS, Jan. 6.—Bob Strayer, well-known carnival owner and manager, is recovering from one abdominal operation and preparing for a second operation in Methodist Hospital here. He has been in ill health for some time and hospitalization was found imperative at close of the 1939 season. Mrs. Strayer was a visitor during sessions of the Indiana fair meeting in the Hotel Claypool here this week and some of the showmen attending called upon Strayer at the hospital. It is expected that he will remain there at least six weeks more.



MRS. C. W. PARKER, Leavenworth, Kan., is the new president of the Ladies' Auxiliary of the Heart of America Showmen's Club, Kansas City, Mo. Well known among outdoor showfolk, Mrs. Parker succeeds Mrs. Virginia Kline. Last year she was chairman of the board of directors.

## Touring and N. Y. Orgs for Williams; Riley at the Helm

NEW YORK, Jan. 6.—Ben Williams Shows will go into a new policy for 1940, according to an announcement by Matthew J. Riley, recently appointed general manager, who said org's custom of playing only Brooklyn-Long Island lots is being discarded. Every year for the last 20 Williams has come out of his Windfield quarters to play New York stands with rides-concessions, augmenting the outfit for the Williams string of Maine-Canadian fairs.

This year a newly formed unit consisting of 10 rides and about 12 shows, plus (See TWO WILLIAMS ORGS on page 56)

## C. & W. Gets Hickory Fair

HICKORY, N. C., Jan. 6.—Catawba County Fair Association thru its secretary, John W. Robinson, has awarded the midway contract for the 1940 annual to Cotlin & Wilson Shows, it was learned here this week. Date will mark shows' first local appearance.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Kick Back, Tex.  
Week ended January 6, 1940.

Dear Mister:

Regardless of business conditions here, the show chalked up its biggest good-resolutions gross. To better conditions on the show as a whole the bosses asked everyone to meet in the girl-show top to make more far-reaching resolutions than in the past. Not that they thought our employees would live up to them, but these good-resolutions meetings have been annual events. Another point in the office's favor by doing so was that it gave the bosses an opportunity to bring to light many of the personnel's failings in a congenial way. At these meetings each resolution is filed by the show's secretary and later printed and mailed to fair secretaries, proving that we as a body have turned over a new leaf and constitute a big booking bargain.

In order to bring every man and woman to the tent the midway was kept dark on New Year's night and a sign advertising the event reading, "Big Turn-Over-a-New-Leaf Meeting Tonight! Positively No Collections or Ding. Be There!" was displayed in the cookhouse. The entire afternoon was spent by our people in studying and planning new leaves

## Indianapolis To Jones Expo For Fifth Year

INDIANAPOLIS, Jan. 6.—Johnny J. Jones Exposition was awarded the midway contract for the 1940 Indiana State Fair here at a meeting of the State board of agriculture in the capitol on Thursday.

This will be the fifth consecutive year for the Jones organization at the Hoosier annual. The growing importance of the fair has been attracting midway bidders for a number of years and it was reported that several carnival companies were in the field for the 1940 contract.

Vote of the board was unanimous for the Jones organization, which has been turning in consistently large grosses. Show was represented at the meeting by Owner E. Lawrence Phillips, General Representative J. C. (Tommy) Thomas and General Agent and Traffic Manager L. Clifton Kelley.

## PCSA Auxiliary Inducts Officers At Annual Dinner

LOS ANGELES, Jan. 6.—Ladies Auxiliary of the Pacific Coast Showmen's Association held its annual banquet and installation dinner in the Blue Room of the Clark Hotel here on January 2 following ceremonies in the clubrooms which saw recently elected President Nina Rodgers and her slate of officers inducted into office. Banquet was in charge of Rosemary Loomis, Florence Webber and Vera Downie, with Betty Coe as emcee. Lovely floral designs graced the center table, while other tables were decorated with carnations and asters.

In presenting President Rodgers with the gavel at the regular meeting in the rooms. Past President Marlo LeFors thanked all officers and members for their efforts in the club's behalf in 1939. Thunderous applause greeted new officers as they took their chairs. After brief talks by First Vice-President Babe Miller, Second Vice-President Edith Walpert and Secretary-Treasurer Vivian Gorman, President Rodgers called the meeting to order and appointed her officers for 1940. After adjournment all (See PCSA AUX INDUCTS on page 56)

## Tin Bucketeers Do It Again at Milwaukee Meet

MILWAUKEE, Jan. 6.—Royal Order of Tin Bucketeers, inaugurated six years ago by Louis and Ned Torti, got together for the annual confab Wednesday night in the home of Louis Torti with some 70 or 80 showmen and fair men around the festive board. As always, it was a huge success. Care was thrown to the winds everybody relaxed and enjoyed an evening of genuine fellowship.

Setting was the same as in previous years—the spacious basement of the Torti home, the corridor leading to the dining room lined with tin buckets bearing the names of the guests. Guests were ushered in by Louis and Ned and immediately formed a bucket brigade headed straight for the foaming suds, to which everybody did justice. Then a bounteous repast for which the guests had Mrs. Louis and Mrs. Ned to thank for—and they were given a rousing vote of thanks.

Sam J. Levy, the perennial toastmaster, was in his best form and as he introduced the guests each responded with appropriate remarks and a witty story which, of course, always reminded Sam of another. The flow of wit and humor, interspersed with an occasional serious thought, made the evening pass all too quickly and along toward midnight the assemblage regrettably departed after a rousing vote of thanks to the Tortis and the hope that they would all be on hand again next January.

## IAS Members Ring In 1940 With Gay New Year's Party

ST. LOUIS, Mo., Jan. 6.—About 100 showfolk and friends literally "lifted the lid" New Year's Eve at a party held in the International Association of Showmen's clubrooms in Maryland Hotel. Brimful glasses saluted the mistletoe, filled the air and the dance became a wild carmagnole as 1939 crept into history.

Anna Jane Pearson, president Missouri Show Women's Club and owner of Pearson Shows, and Dee Lang, new president of IAS and owner-manager of Dee Lang's Famous Shows, led the fun. Mountainous gobes of turkey and other delicate victuals were provided by the women, while the men took care of a goodly stock of refreshments.

Tom W. Allen, entertainment and decoration committee head, responded to (See IAS MEMBERS RING on page 56)

## Miller Plans Expansion In '40; Bley Is Signed

SCRANTON, Pa., Jan. 6.—An expansion program for Miller Bros.' Shows for 1940, calling for many improvements, innovations and new equipment, has been announced by President Morris Miller. A number of fair contracts already have been signed and it is reported that Felix Bley, for many years identified with the organization, will rejoin the shows as general representative. Maurice Miller, president's son, continues as general manager.

Shows are slated to open about April (See MILLER TO EXPAND on page 56)

## Rogers Greater Signs Brown

NASHVILLE, Tenn., Jan. 6.—E. L. Brown, past season special agent for F. H. Bee Shows, said here this week that he had resigned that position to become assistant manager and general agent of Rogers Greater Shows. He begins his duties immediately.

## Hirshberg Switches to West

MIAMI, Fla., Jan. 6.—George Hirshberg, secretary of Cotlin & Wilson Shows for the past eight years, has accepted a similar position with West's World's Wonder Shows for 1940, he revealed this week. Mrs. Hirshberg (Julie English) will have the girl revue and posing show on the same organization, while Ned Brady has booked his Rolloplane, Loop-o-Plane and Octopus.



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TIME MEANS MONEY**

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Wherever you go, over 8,700 Chevrolet dealers are ready to serve you. Think what this means to you in show business! Your route during any one season will necessarily take you through small towns—into out-of-the-way places. Have you ever wondered what might happen if something *did* go wrong with one of your transportation units when you were showing in one of these "back road" towns?

If you operate a Chevrolet fleet, this worry is practically eliminated. In big cities and small—along the

highways and in the suburbs—you are always among friends, for nationwide service, reaching into practically every community, is offered by Chevrolet as an important consideration to truck buyers. The most complete network of parts warehouses and distribution facilities ever developed protects Chevrolet truck owners from costly delays and expense. Fifty-two warehouses provide overnight service to Chevrolet dealers throughout the United States.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICH.



*Sol's Liberty Show, Inc., operates 47 Chevrolet tractors and semi-trailers, 10 long-wheelbase units and two panel trucks.*

*Rice Brothers' Circus has found that Chevrolet trucks, backed by Chevrolet's nationwide service facilities, make an unbeatable combination!*



**"Best Haulers—Best Savers—Best Sellers"**



& Co. Williams was ill with pneumonia during the holidays.

**SUNNY BERNET** and **Es Keough** are organizing a sales corporation to handle the output of James Murphy, inventor and manufacturer of a new carnival game which will be put on the market soon.

**PAST SEASON** with Roy Weer, Bill A. Cody is spending the winter as a fireman with Postal Telegraph Co. in Milan, Mich. He and Mrs. Cody report they will return to the road in 1940 with their penny pitch layout.

**NEONIZED, indirect-lighted and chromium-colored** show fronts often reminds me of a Christmas tree—first lit in all its glory, then to the junk pile.—Oscar, the Ham.

**BERTHA BERT** cards from Birmingham: "Spent the holidays here with my two sisters and saw numerous showfolk in the city. Charles Stanley is in Morris Hotel here suffering from an injured hand sustained in a recent wreck."

**DURING** Youngstown, O., engagement of Harry Lewiston's World's Fair Fete, Billie-Kay Burke enjoyed a "ride" from Bert Leo (Molly Moon) and Lew Kish, of circus note, and Bobette Jones, formerly with Carl J. Lauther's Museum.

**AFTER** holidaying it with relatives in Boston and Lynn, Mass., Frank La Barr is on his way south, where he will remain until time to rejoin Weer's World's Wonder Shows, making his eighth season with that organization.

**BILL BUTLER**, of Atlanta, has been visiting Forrest Poole at latter's home in Rossmoyne, O. Both were concessioners with J. J. Page Shows last season and expect to return to the organization in 1940.

**"OPENED** here on New Year's Day at White Castle Night Club," reports Barney O'Dare, better known as "The Duchess," from Lake Worth, Fla. "Am presenting my novelty dances and vocal selections and have been booked into the Casino here."

**REASON** we let our general agent go was that he booked several blanks last season, and we must have all red ones next year.—Fourth Executive Assistant, Great Wheelbarrow Shows.

**ALEX BROWN**, custodian of Ben Williams Shows' quarters in New York, reports much activity for an enlarged show in 1940. Recent purchases included a Rolloplane sold to Williams by Abner K. Kline, of the Eyerly Aircraft Corp.

**SECRETARY-TREASURER** of the World of Mirth Shows, Ralph W. Smith spent the holidays at organization's office in Richmond, Va. He reports he's in good health, and preparing for the crush of work incident to opening of quarters this month.

**FOLLOWING** death of his mother, Mrs. Amy Palfur, Harry (Kilowatt) Palfur went to Suffolk, Va., where he is currently visiting his uncle, S. H. Denniston. He reports he'll return to Lew Rosenblatt's Stag Revue as manager next season.

**MEMBERS** of Cetlin & Wilson Showed at quarters in Petersburg, Va., were guests at a huge dinner on Christmas Day. A big tree was erected on the grounds, which were covered with snow, giving the folks an old-fashioned Christmas.

**DON'T** blame carnivals for closing some towns. Many have been closed thru the overdose and amateurish money-raising efforts of local leagues, clubs and charitable organizations.—Mrs. Upshaw.

**MR. AND MRS. C. D. SCOTT**, of Scott Bros' Shows, who visited Scott's brother, Turner, in Orlando, Fla., recently played hosts to Mr. and Mrs. Kelly Grady at dinner and the races. The Grady's were en route to Miami, Fla., for a brief visit.

**HARRY FOX**, electrician of F. E. Gooding Amusement Co., who is wintering near the Burk Mughlman circus farm south of Canton, O., reports he plans to go to Florida later on, returning north in time to open with one of Gooding's units.

**WENDELL KUNTZ**, whose Palace of Wonders Museum has been playing New England territory, recently closed a successful four-week stand in Manchester, N. H. It was said to be the first time

in 20 years that a traveling museum played the city.

"AM starting on my annual trip to New Orleans for the Mardi Gras there," rifles William Rawlins from Detroit. "Conditions here are fair now that the Chrysler strike is over. Numerous trouperes have passed thru the city in the last 10 days."

**WONDERING** how the other half lives is one of the big factors in bringing patrons to a midway—then why drive them away by being unwise? No doubt they will spend their money to satisfy that curiosity.

**AL WAGNER**, owner-manager of Great Lakes Exposition Shows, announced during the Indianapolis fairs meeting last week that he had booked for the 1940 season Edythe Sterling with a side show and two other shows; Leo Stevenson, lead gallery and dart game, and E. Reynolds with pop corn.

**WILLIAM G. MURRAY**, well-known general agent, spent the holidays in Charleston and Greenville, S. C., with Mrs. Murray's relatives, devoting much of the time to bird and deer hunting. He says he's planning to promote an indoor circus in that vicinity.

**SHOWFOLK** answering roll call in camp in Jensen, Fla., recently were Billie and Flo Clarke, Bill and Helen Moore, D. T. Morrice, Jimmy York and Trevor Montgomery. Punny tribe, incidentally, had a Nemesis in Trevor, as he captured first honors each day of his piscatorial endeavors.

**"HAVE** just returned here from a visit to Wolfe Amusement Co.'s quarters in Royston, Ga.," letters Judge J. B. Gillespie from Seneca, S. C. "Owner Benny Wolfe is in charge and reports 1939 resulted in fair business. I will have the cookhouse, pop-corn and possibly two other concessions with the organization. Wolfe purchased a four-acre tract of land where he contemplates construction of several buildings to house all rides and equipment."

**SEASON** after season a shiftless midway trouper just played around. As each season neared its close his thoughts would wander to the folks back home. Each year about a week before closing time he would put a \$5 bill in an envelope and mail it to his mother. His final pay day always gave him enough to buy a seat back to his native haunts. His mother knew that whole boiled potatoes were his favorite dish and she had prepared them to his liking as the family sat down for his first meal after his season's absence. With his long cook-house reach he had just stuck his fork into the largest in the dish when his father grabbed his arm, asking, "Son, did you save any money this season?" "No, dad," was the meek reply. "Then," shouted his father, "get your damn fork out of that biggest potato."

**FUNLAND SHOWS' QUARTERS** notes by Ted G. Taylor: Mr. and Mrs. Charles W. Miller are at their winter home in Atlanta, where the latter is recuperating from a recent operation. Joe March, mail agent and bandman past season, also is in Atlanta with Terry Martin, of indoor circus note. Tassilo and Bentley are operating a service station in Florida. Chick Williams is working in Atlanta, and Bessie Hollis, free attraction, is working indoor dates.

**"SINCE** closing its third successful season with Rogers Greater Shows, Lanford's Band was with Mad Cody Fleming Shows until December 16, when it played two weeks of indoor circus dates," reports owner Walter Lanford from Atlanta, where the unit spent the holidays. "Recently signed to play a 10-week stand with Thomas P. Littlejohn winter unit, starting in Troy, Ala., soon. If present indications are a criterion 1940 should be a good year for bands. Plan to add a calliope in the spring."

**AMONG SHOWFOLK** who attended the New Year's Eve Party at Municipal Tourist Camp, Titusville, Fla., were Mr. and Mrs. Joe Steblar and daughter; Elizabeth Johnson and Whitely Davis. World of Fun Shows; Mr. and Mrs. Stewart Wachter and daughter, Elsie; Penn State Shows; Will and George Roberts, Kaus United Shows; Mr. and Mrs. Robert Reed, Zucchini Bros. Shows; Guy Linder, former trouper; and Elizabeth Johnston, Jackie and Ann Reed, who took part in a play at the party. Ray Sharpe, World of Fun Shows, is operating a bingo game there, and Pete Smith, Peach State Shows, was a guest of the Steblars. Whitely Davis plans to

**DOC SWAIN**, past season with the Bill Hames Shows, is spending the winter working at the Melbo Hotel, Fort Worth, Tex. He says he sighted a number of Hames showfolk in the lobby recently and adds that Ed Briser, of Dodson & Baillie's World's Fair Shows, is a daily visitor.

**A SHOW** story recently mentioned a rainy week and the amount of press publicity gained by running pictures of the show buried in mud and water. Story stated that local staff photographers made the pictures and press story

writers wrote the copy. Wonder what they were featuring—a water-covered sunken garden or a well-cindered and shavings-covered midway.—John O'ceayear, P. A.

**PENNY ARCADE** operator on Cetlin & Wilson Shows, P. Van Ault has returned from New York, where he purchased new machines to fill the large addition to his unit for 1940. While in the Big Town, Van Ault was a guest of Fred Allen during one of the latter's broadcasts.

**PAST SEASON** caller for Ben Weizer's bingo game on Endy Bros. and Fair At Home Shows, Connie McCann is spending the winter working in Sloppy Joe's Famous Bar and Cabaret in Key West, Fla., reports Bonita (Vickey) DuBois. Connie and daughter, Lyda Marguerite, have been in the Florida city since close of the season.

**SINCE** closing a pleasant season as a member of Art Lewis Shows' advance staff, Morris G. Stokes, accompanied by Mrs. Stokes, has been visiting his son, Arthur, in Cleveland. While on a shopping trip in the Ohio city Mrs. Stokes slipped on an icy street and sustained a broken wrist. Morris says her arm is still in a cast and they will probably postpone their annual trip to the South.

**AFTER** closing with Rubin & Cherry Exposition Mr. and Mrs. Albert R. Petka went to Houston for the winter, where the former was with a supply house during the holidays. Petka operated a candy floss machine, while Mrs. Petka worked for Mrs. Pauline Myers on the Temple of Knowledge the past season. They plan to remain in Houston until the R. & C. contingent opens in San Antonio.

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Make your Concession the LIVE SPOT! Rely on EVANS' 47 Years' Experience for the Latest and Best

Amusement Equipment.



**PADDLE WHEELS**  
OF ALL KINDS \$7.50 UP

Long Range Shooting Galleries and Supplies for all makes. Wholes of every type. Everything for the Midway.

**FREE CATALOG**

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1520-1530 W. Adams St., Chicago

## WARNING

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5441 COTTAGE GROVE AVE.  
CHICAGO, ILL.

## SOL'S LIBERTY SHOWS

**NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940 SEASON**

Address: P. O. BOX 225, Caruthersville, Mo.

## GREAT LAKES EXPOSITION SHOWS

**Now Booking Attractions For 1940**

Address: AL WAGNER, Mgr., 2647 Chatham Road, Toledo, Ohio

## GOLD MEDAL SHOWS

**NOW BOOKING SHOWS AND ATTRACTIONS FOR 1940**

Address: OSCAR BLOOM, Mgr., P. O. Box 88, North Little Rock, Ark.

leave about February 1 for World of Fun Shows' quarters in Greenville, S. C., to resume his duties as ride superintendent. Manager Wachter will return to Dublin, Ga., quarters of Penn State Shows, after a vacation in Florida.

**HARRY DUNGAN**, of Heart of America Showmen's Club, writes from Kansas City, Mo., correcting an erroneous report that he was chairman of the club's annual banquet and ball in Reid Hotel on New Year's Eve. "Frank Capp," says Harry, "was chairman of the event for the past two years and the one held this year and he did a fine job. We're all grateful to him and his committee for making it the success it was. I did serve as chairman the two years it was held in the President's Hotel, however. Despite reports, I was not chairman of the (see MIDWAY CONFAB on page 49)

## "America's Modern Amusement Enterprise"

## 1940 ZACCHINI BROS. SHOWS 1940

Bigger — Better — Greater Than Ever

WANT: Octopus, Rideon, Chairplane, Pony Ride, or any other Flat Ride.  
WANT: Shows with own outfits. Will give you good proposition. We will furnish beautiful outfits for capable showmen who have something worthwhile to offer.

WANT: Man and wife to take charge of "Girl in Fishbowl Show," also Performers and Musicians for Girl and Posing Shows.

WANT: Legitimate Concessions, including Long Range Gallery, Novelty Grind Stores, String Games, Ball Games, Pitch Till U Win, Bowling Alley. Positively no racket.

ATTENTION: We will positively present only "THE MONSTER DOUBLE REPEATING CANNON" as a free attraction. Get with a show that is going places and draws people. We open the latter part of March, playing the industrial sections of the South until May; then the steel centers of Pennsylvania, Ohio, with a long line of Fairs and Celebrations starting in August and closing Armistice Week with ten Florida Fairs starting in January. Show people looking for a show with complete route, don't wait. Write or wire EMMANUEL S. ZACCHINI, Mgr., 2601 Fountain Blvd., Tampa, Fla. All Concessions write Benny Smith, Concession Manager, above address.

P. S.—Bill Moore, Jean Scriber and Fred Zehilo, get in touch with Benny Smith.

## MOTOR CITY SHOWS

## WANT FOR SEASON 1940

Rides not conflicting with what we have. Shows—With or without outfits. We can furnish tops, transportation and panel fronts. Will finance reputable showmen. Can use good Builders, also Electrician that can handle transformers. Concessions—Must be legitimate, as we tolerate NO GRIFT or coupon stores. Will sell a few exclusives. Want Cookhouse (privilege in tickets). If you want to be with a CLEAN and up-to-date show that has a long route of fairs and celebrations address

VIC. HORWITZ

HOTEL DETROITER

DETROIT, MICHIGAN

## J. J. PAGE SHOWS

Can place this season, High-Class, Money-Getting Shows. Will furnish outfits to responsible people with new and novel ideas. Have complete beautiful Framup for Side Show, with new Panel Front. Open for responsible people. Also have wonderful outfits for Ravee, Hawaiian, Athletic and Minstrel Shows, and other Grind Shows. All large fronts will be studied with lights. Want capable, sober and reliable man to take charge of Motordrome. Can place Rides—Eight-Car Whip, Octopus or Rollplane. Will buy Eight-Car Whip if reasonable and good shape. Good openings for Kiddie Automobile Ride. Want Legitimate Concessions of all kinds, especially first-class Cookhouse, Bingo, Dice, Popcorn, Candy Floss, Novelties, Rat Game, Pitch-Till-You-Win, Ball Games, Fish Pond, Bumper, Palmistry, String Game, Hoopla, and all other Legitimate Concessions. Want real high-class Early Free Acts. Late Model Loop-Plane for sale, \$650.00 cash. Can place Scenic Artist. Opening early in April here in Johnson City, Tenn. Alione Barkoot, get in touch with me. Everybody address J. J. PAGE, Mgr., Box 705, Johnson City, Tenn.

## BEN WILLIAMS SHOWS, INC.

1940 CARNIVAL SEASON OPENS APRIL 22ND

Including 8 Weeks of Maine and Canadian Fairs

## WANTED

Capable Showmen (will furnish Outfits Complete), also Managers, Talkers, Lecturers and Useful People in All Departments.

## WANTED CONCESSIONS

BEN WILLIAMS, Pres. MATTHEW J. RILEY, Gen. Mgr.

WOODSIDE, LONG ISLAND, N. Y.

RIDE UNIT OPENS APRIL 1ST ON L. I., N. Y.

BILLY BOZZELL Wants For  
FOLEY & BURK SUPER SIDE SHOW

Real Live Human Freaks. One strong Freak to feature. Real Fat Girl; Performing Midgets; good Glass Blower, fine opening, first class in ten years on this show. My seventh year on this show. Finest side show traveling on Pacific Coast.

BILLY BOZZELL, care Alpine Hotel, 1479 Fruitvale Ave., Oakland, Calif.

## COLEMAN BROS.' SHOW

TO OPEN AT MIDDLETOWN, CONN., EARLY IN APRIL

Want Shows, Midget Show, Motordrome, Arcade, any New or Novelty Show, Pit or Platform. Have outfits for reliable parties. Grind Stores and Wheels, legitimate only. Have Rolo-Fun House for sale.  
THOS. J. COLEMAN, 508 Main St., Middletown, Conn.

## IMPERIAL SHOWS WANT

SHOWMEN WITH ATTRactions OF MERIT

Will book with or without equipment. Will book or buy ROLLOPLANE, OCTOPUS, RIDEON or PONY TRACK. Want First-Class Cookhouse, Palmistry, Photos, Lead Gallery, Outard, Floss, Pitch games and Merchandise Concessions. Want Sound Car or Gallop.

E. A. HOCK, 3011 Montrose Ave., Chicago, Ill.

## SMITH'S GREATER ATLANTIC SHOWS

Wishes all a Healthful and Prosperous Year. Am now ready to contract Shows, Rides, Concessions of all kinds. Have beautiful framed plants and girl shows complete for the right parties, also other outfits for worthwhile attractions. Will consider booking or buying half interest in a late model Whip or Tilt-a-Whirl. Want Scenic Artist. Willy Clay, writes. Also want good, reliable, conservative O. A. Ride Help for Wheel, N. G. R., Chairplane. Will open second week in March. Winter quarters, Fowler, S. C. Will sell or on Binge, Bigger, Mouse and Pan Game, Outard, also several Wheels. Mrs. Lee, writes. This is not a suitcase show, we own six Rides and seven Shows. All address  
K. F. SMITH, 118 S. Clay St., Salisbury, N. C.

## Club Activities

Showmen's League  
of America

165 W. Madison St., Chicago, Ill.

NATIONAL  
SHOWMEN'S  
ASSOCIATION  
INC.Palace Theater Building,  
New York.

CHICAGO, Jan. 6. — Vice-President Harry Hennies presided at the January 4 meeting. Past President C. R. Fisher, who opened the meeting, vacated the chair in favor of Brother Hennies, who arrived late. President Frank P. Duffield, Treasurer Fred H. Kressmann, Past President Sam J. Levy and many members were away attending the fair meeting in Milwaukee. Lease committee reported that the holidays had retarded its work, but it will get busy and have things arranged soon. New Year's party committee gave a comprehensive report on the event, consensus being that it was one of the finest affairs ever held by the league. Attendance was slightly over 100. Brother Bill Carsky presented the application of Oliver Barnes, which received favorable action and card has been mailed.

Harry Illions dropped in for one day, and Irving Malitz, on his holiday vacation, visited almost daily. Hymie Sharet, Noble Fairly and Phil Little visited on route from the East, and Brother C. G. McKeag, of Winnipeg, Ont., attended a recent meeting. Brothers Louis Schlossburg and J. Gilbert Noon made final payments on their pledge to Showmen's Home. Brother Joe Archer says he missed out and will sign a pledge for the home. Brother Dan Odum phoned he had a turkey awaiting members so club sent for it and enjoyed a feast. Brother Ben Rothbarth is wintering here. Ned Torti visited on route home from Kansas City, Mo. Phil Isser stopped in on his way East from Hot Springs, Ark.

President Duffield, Treasurer Kressmann and Brother Morris A. Haft came in to give greetings on New Year's Eve, while Past President McCaffery sent greeting via phone from Hot Springs. Brother Al Latto is confined in his home and Brother John A. Francis is on the sick list in St. Louis. Brother Max Goodman was on a train which recently had a wreck at Aroca, Ill. and says he is oked except for an injured shoulder. Brother Joe Bolner writes he will forego a needed operation until close of the 1940 season. He will leave New York soon for the South. Brother Orval Harris informs he has been confined in a Detroit hospital for four weeks. He's up and around, but still weak. Others on the sick list are R. F. Trevellick, Robert Le Burno, Jack Lydick, Col. P. J. Owens and Tom Rankins. Brother Rube Liebman wired greetings on New Year's Day.

Each day finds a delinquent member sending in his dues. Perhaps all you need is a reminder, if so let this be it. President Duffield is planning an extensive campaign to get action on pledges to Showmen's Home Fund. A number of members enjoyed the hospitality of Brothers Lou and Ned Torti at the annual gathering of the Tin Bucketers. Brother Al Bassman had been named a committee of one to choose some form of recognition for those who have completed their Showmen's Home Fund pledges. Letters were received from Dr. Jacob Cohen, Joe Bolner, L. C. Kelley, J. Gilbert Noon, Orval Harris and Tom Rankins. Brother Louis Berger is commuting between Detroit and Chicago.

## Ladies' Auxiliary

Club held its regular bi-weekly meeting on January 4 in the Sherman Hotel, Chicago, with the following officers presiding: Mrs. Ida M. Chase, president; Mrs. Edith Streibich, first vice-president; Mrs. Henry Belden, second vice-president pro-tem; Mrs. Bert Clinton, secretary, and Mrs. William Carsky, treasurer. Invocation was rendered by Chaplain Mrs. Al Geller.

Letters and greetings were received from Marlo LeFors, Dorothy V. Snapp, Mr. and Mrs. M. Doolan, Hazel Harris, Mrs. J. C. Ethel Weer, Caroline Paul, Mrs. Charles Goss, Maude Geller, Mrs. J. L. Streibich, Nell Allen, Mrs. H. Belden, Anita Goldie and Ann Blesley. Relief Committee Chairman Bessie Simon reported.

## Ladies' Auxiliary

New members: Marion Larsen, proposed by Jane McKee; Elsie Giroud, by Bess Hamid; Fannie Korris, by Kate Bene. Club's biggest event, installation dinner, was held Thursday at Cafe Loyale. Membership is increasing rapidly and members are looking forward to a great year under the guidance of the new president, Midge Cohen.

## WANT

Will book or buy Ferris Wheel and Chairplane, Ball Game, Rides, Concessions, Corn Game, Lead Game, Photo, Digger, Concessions of all kinds. Shows of all kinds with own equipment. Sound Car with Concessions preferred. Art Bessie, Mrs. Owen F. H. Condon, Art. Write or wire PARADISE SHOWS, Jake Miller, manager, P. O. Box 494.













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Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Pitchman Draws Own Petition To Win Rights in Buffalo

James Whyte takes bull by horns and defends own case in court — three weeks' biz nets him \$1,000 — Leo Parker in The Billboard prompted him to fight

NEW YORK, Jan. 6.—Because he took the bull by the horns and fought for his rights, James A. Whyte, a pitchman in the winter and a weight-guesser in the summer, managed to make himself \$1,000 profit in three weeks during the holiday season here. Items that he pushed included 42 gross of On-U-Walking dogs at 35 cents each, five gross of tumbling monkeys and two gross of monkeys with mirrors at 25 cents each. Whyte's decision to fight his own case was prompted, he said, by an article, *New Higher Court Decisions Affecting Itinerant Merchants*, by Leo T. Parker, attorney, which appeared in the December 2 issue of *The Billboard*. The decision gained much publicity and *The Courier Express* said of the case: "When Jack Whyte wants to display his toy barking dogs and tumbling monkeys for sale on the sidewalks in the downtown area, he means it."

Speaking of the case, Whyte said: "I was in Albany when I read the article by Parker. The opening paragraph, 'It is well known that numerous pitchmen and solicitors, thru lack of legal knowledge, discontinue profitable locations and connections to avoid legal controversies. With proper and authentic legal information at hand these persons could refuse to forfeit their legal rights and consequently accumulate large sums otherwise lost,' stuck with me."

"When I arrived in Buffalo, I saw peanut workers on the street. I thought this would be a good town to work, so I investigated. The authorities told me that licenses had been issued only to peanut vendors in the last seven years. With this information I went to the city corporation counsel and threatened to test the validity of this ordinance on the grounds that it was discriminating and unconstitutional.

### Attorneys Decide

"The corporation counsel and two assistants went into a huddle and decided to issue a license subject to the approval of the police commissioner. I told the same story to the police commissioner, stressing, as Parker suggested in his article, that the right to work and make a living is one of the highest rights possessed by any citizen and that all I wanted was this opportunity to earn a living. His decision was that if the license commissioner would issue the license he would okay it and have a precinct captain give me the northwest corner of Main and Eagle streets. I paid \$25 for the license, which runs from December 4 to April 30, 1940.

"After a week at this location the precinct captain claimed that my license was to be revoked on the grounds that I was blocking a store window. My defense was that the location was not appropriate because the sidewalk was too narrow. I demanded a new location rather than redress on the license.

### Drafts Own Petition

"With the knowledge that I had obtained from Leo Parker's articles, I went to the public library where I found a copy of the injunction obtained by a Brooklyn theater owner asking an injunction and show cause why the New York Police Department and commissioner of licenses should suspend and revoke his license. I copied the legal form, rewording it to fit my case. I had a public stenographer copy it and swore to it before a notary public. I then took it to Supreme Court Judge Almon Lytle in his chambers. He asked the name of my lawyer and I told him that I had done the work myself. His reply was that I couldn't have done better if I had paid a lawyer \$100.

"Justice Lytle agreed with my claims and immediately signed a temporary injunction and show cause on Monday, December 11. Case was heard at 11 (See *Pitchman Wins Rights* on page 52)

## America's 1940 Business To Reach \$70,000,000,000

NEW YORK, Jan. 6.—Pitchmen, bingo and salesboard operators, concessionaires, agents, demonstrators and canvassers, here is good news. The national income this year, based upon the present trend of business and employment, will hit \$70,000,000,000, Don Wharton reports in an article in *The American Magazine*. He also estimates that 2,000,000 jobs will be filled. Current business conditions are said to be on a par with those of the spring of 1929.

## N. Y. Lamp Show To Open January 22

NEW YORK, Jan. 6.—New York Lamp Show, which opens January 22 in the Hotel New Yorker for a five-day run, is expected to claim top interest, and many prize and premium users are reported making plans to view exhibits. With new developments in this field during the past year many new models that will be sure-fire hits in the bingo, salesboard and concession fields are expected to be on display.

Indications are that lamps, always a consistent item, will be one of the biggest items in the prize field during the coming year.

The New York Lamp Show is one of the most outstanding shows to be held in this city and each year commands much attention and record buying is expected. The number of exhibitors as well as amount of exhibit space has been increased for this show, it is said.

## Cold Weather Reported Favoring Auto Accessories

NEW YORK, Jan. 6.—Advent of cold weather in this vicinity has boosted demand for auto accessories, those in the business report, and the items are claiming more and more interest and proving to be a profitable line for workers.

While there was a good demand for heaters, radios, spotlights and robes before December 25 for use as Christmas presents, falling mercury has had a tendency to cause another spurt in sales. Robes are reported to have been going good this season, with football games being credited with lifting sales to new heights.

Prize users in increasing numbers are featuring automotive supplies and workers are looking forward to about three months more of top demand. With cold weather apparently here to stay for a time, there is no limit to the business that may be done with the items. Robes and spotlights are said to be moving twice as rapidly as they were last year at this time and a check-up at the end of winter is expected to reveal sales of record proportions.

time necessary to complete the larger card. As a rule, the individual who sells the card receives no cash reward. The operator lets him have one of the major premiums offered on the deal.

Salescards may be placed most anywhere. Successful operators work on the principle that the harder it is to get a location the better it is likely to be, and for that reason will concentrate on concerns like electric and telephone companies, large brokerage houses, steamship lines and banks. Of course, to contact the better locations requires selling ability and complete lack of an inferiority complex. But an operator who cannot sell will never become a real producer.

HAPPY LANDING.

## Pitchmen Busy Over Holidays

Three days of celebrating prove profitable for workers with novelties

NEW YORK, Jan. 6.—With a three-day celebration ushering in 1940 and night clubs and taverns doing record business, pitchmen were able to garner big profits in the vicinity of New York with balloons, serpentine, confetti and noisemakers. Milling crowds that swarmed Times Square to see 1939 pass into oblivion were reported to have been the best customers of the boys who had ample supplies of the latest items.

Novelty firms reported exceptionally good business, as many residents began as early as Friday to celebrate. Night clubs, anticipating the great rush, were well supplied with accessories that go to welcome in a new year. Showerettes, containers filled with balloons which are allowed to float down into the crowd when the bottom of the container is ripped off, proved popular at many private and public New Year's Eve parties. In many instances favors were attached to the balloons.

Pitchmen were able to increase takes this year because of the additional time given to celebrations and new lines of novelties available. Many alert boys were able to turn their stock over several times due to the early start this year.

## BINGO BUSINESS

By JOHN CARY

INTEREST in bingo continues to grow. Our mail shows that in nearly every section of the country the game is going over bigger than ever.

RECENTLY a letter came that claimed much attention because the same questions had been answered on previous occasions. The questions were: How large does a town have to be in order to support a bingo game? Do you think so-and-so lodge should hold bingo games?

AT THE RISK of boring some of our readers we are going to answer those questions again.

THERE is no maximum or minimum of population to determine the success of a bingo game. We have had letters from operators in the smallest of rural communities and letters from those in metropolitan areas—and they all wrote of success.

THE ANSWER to the first question is determined, we think, by the second question. It depends upon the sponsoring group. An operator should determine several things before taking the job of fund-raising for an organization. The information he will seek about the organization will include the number of active members, the respect commanded by the group and the ability of the committee in charge to handle executive posts in the campaign.

IF THE ORGANIZATION sponsoring the bingo is one of high standing in the community, patrons will not hesitate to support the cause. The committee in charge, however, must have confidence in the operator if it is employing and should allow him free rein to promote the games.

IF DUE CONSIDERATION is given these points and satisfactory information (See *BINGO BUSINESS* on page 52)

# YOUR NAME

should be on our mailing list!

For the coming year we've planned a continuous parade of flash bulletins containing an amazing series of sensational NEW exclusive premium items! Here's your opportunity to get America's finest, fastest premium service FREE! Get on our mailing list . . . get those NEW ITEMS and EXTRA PROFITS! Send your name to . . .

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Joke and Trick Items

The Joe King trade-mark is a new and important factor in the joke and trick field, according to reports. The mark identifies the line manufactured in a new and modern plant by Richard Appel, former owner of Carl Quehl, of Nuremberg, largest manufacturer of jokes and tricks in Europe. Hundreds of items already carry the Joe King trade-mark and Appel and his staff are adding to them regularly. An interesting and fully illustrated catalog listing the complete line has just come off the press and is free for the asking. New low prices are now in effect, the firm reports.

## New-Type Pencil

Here is an item, "the pencil you sharpen with your thumb," that is giving pen and pencil workers, salesboard ops and other prize users something new to talk about in writing devices. Simply press the top of the Eversharp repeating pencil with your thumb and out pops a new point or a new lead. A product of the Wahl Co., it holds enough lead to last the average person six months and comes in combinations of pyralin and rhodium or gold. The item, the firm says, is priced reasonably and drawn attention.

## Expansible Book Rack

A snappy looking and useful new number that has the appearance of a money-making item for price and gift users is the new metal dustless expansible book rack introduced by Charles D. Bridwell, Inc. Hooks are supported at an unusual angle, above the table surface, permitting dusting of all four exposed sides of the books and the table surface beneath. The rack expands to 24 inches, large enough for 24 average-size books. Made of walnut end pieces and highly polished chrome bars, the item has plenty of flash and appeal to attract play and build profits, the firm states.

## Ice Gripper

Never-slip ice grippers are selling like hot cakes over the nation, L. A. Prices reports. With the arrival of Old Man Winter in most parts of the country, there is demand for the item. Made of hardened, rust-proof steel, with elastic web bands, the ice gripper may be worn by men, women and children to prevent slipping while walking on icy streets. Equipped with an elastic band, the gripper can be put on or taken off in a jiffy. Comes packed 12 pairs to a box, each pair being on an attractive display card. Pitchmen will find that the item sells rapidly and is priced to allow a large margin of profit, the firm reports.

## Batteryless Flashlight

Flashmaster is earning good profits for hingo and salesboard operators, Joseph Hagn Co. reports. The item is said to be mechanically perfect and has many novel and practical features. It generates its own power, completely eliminating battery troubles. The Flashmaster is 4 1/2 by 2 by 1 inches in size and fits snugly into pocket or handbag. Special prices are available to those in the business, the firm reports.

## Windshield Defroster

Here is a new item that is sweeping the country and making money for pitchmen and agents. No Frost Mfg. Co. reports. The device assures clear vision at all times, as it prevents fogging or frosting of car windshields. With winter

### FAST MOVING ITEMS FOR HOLIDAY SELLING



**TWO SCOTTY DOGS**  
No. B1N30 Per Gross Sets \$10.50  
Per Dozen Sets 1.00

**ELEPHANT and DONKEY**  
No. B1N41 Per Gross Sets \$10.50  
Per Dozen Sets 1.00

**MEN OF WAR**  
Two Soldiers Fighting. Act Same as Dogs.  
No. B1N40 Per Gross Sets . . . \$10.50  
Per Dozen Sets . . . 1.00

**N. SHURE CO.** 200 West Adams St., **CHICAGO, ILL.**

**EVANS NOVELTY COMPANY**  
100 Washington Boulevard, Chicago, Ill.

**REPEAT ORDERS ASSURED BY OUR FREE CATALOG**

**FUR COATS**

Our latest and greatest catalog is now ready with amazing fall models in Coats, Scarfs, Capes, Jackets (80 varied money makers). All GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest value. Guaranteed satisfaction or money refunded in 3 days. Same day delivery. 25% Dep. Bal. G. O. D. LOWEST PRICES.

**H.M.J. FUR CO.**  
150 W. 28 ST. N.Y.C.

**BIG PROFITS for Salesboard Operators**

A Deposit of \$3.00 is Required on C. O. D. Orders

1 Doz. Knives on a Display Card. Photo Knives, Ant. Order Knives, Midjet Photo Knives, Midjet New Pearl, Sporterman's Knives.

**YOUR CHOICE PER DOZEN . . . \$1.95**

Quantity buyers' prices on request. Joint the form for 1c to 35c deals. 25% deposit with C. O. D. orders.

**LEVIN BROTHERS**  
TERRE HAUTE, IND.

**Extra Value!** **\$2.25 EACH**

5 for \$10.50

No. 88 8888 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/4 L. Chrome Case in engraved engraved designs with beautiful link bracelet to match. Guaranteed. Best movements. Each in attractive gift case. An amazingly big value and whirled premium. Here money — NOW by selecting the Watches for \$10.50.

DEALERS. Write for Catalog.

**ROHDE-SPENCER CO.**  
722 W. Madison St., Dept. "B" Chicago

**EARLY 1940 SPECIALS**

Men's Assorted Colored or Solid White Socks. Specify BB101—Doz., 69c.

Men's Assorted Colored. Size 15 1/2-Inch Handkerchiefs. BB102—Doz., 25c.

Bundle, 5 Doz., \$1.05.

Ladies' 11-Inch Handkerchiefs. Same as Above. BB103—Doz., 18c. Bundle, 10 Doz., \$1.70.

72-Inch Steel Yarn—American Made. Fly-back. Button Control. Wonderful Value. BB107—Doz., \$2.40.

Electric Heating Pad—Marked and Made to Retail for \$2.50. Each in Flashy Gift Box. BB105—Each, 75c. Doz., \$9.50.

Black Clip Pockets, Comb or Comb in Shield. Black. BB106—Doz., 23c. Gross, \$2.40.

Assorted Colored Handkerchiefs, Two-Bladed Pocket Knives on Display Card. BB104—Doz., \$1.70. 10 Doz. Lot, \$1.65.

Prices Quoted F.O.B. Indianapolis. 25% Deposit With C.O.D. Orders. Write for Free Catalog.

**KIPP BROTHERS COMPANY**  
117-119 S. Meridian St., Indianapolis, Ind.

**WATCHES** ELGIN OR WALTHAM REBUILT

GUARANTEED LIKE NEW

**MEN'S WRIST AND POCKET WATCHES \$2.95**

25% WITH ORDER, BALANCE C. O. D.

Write for Catalog of other MEN'S and LADIES' Watch Bargains.

**JOSEPH BROS., Inc.**  
55 E. MADISON STREET, CHICAGO

Send Your Correspondence to Advertisers by Mentioning The Billboard.

**BREAKING ALL RECORDS**

A NATURAL SALESBOARD ITEM

This beautiful Ship Lamp is 16 1/2 inches high and 17 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut or Swedish Modern.

**PRICED LOW!**

No. 9637—\$3.85 Each. **\$3.75**  
In Lots of Three . . . . .

**FOR REAL PROFITS WRITE! WRITE! NOW!**

25% DEPOSIT REQUIRED.

**WIS. DE LUXE CORP.**  
1900-12 No. Third St., MILWAUKEE



**Send for Our BIG GENERAL CATALOG**

- PREMIUM USERS
- SPECIALTY MEN
- SALESBOARD OPERATORS
- STREETMEN
- PITCHMEN
- AUCTIONEERS
- NOVELTY WORKERS

You can't afford to miss the benefits of "Money-Making" values to be found in our Big General Catalog No. 51. It brings to you the most extensive lines of Premium, Novelty and Specialty items have ever offered—at prices that defy competition. Hundreds of illustrated pages featuring thousands of items that can make money for you! Send for your FREE COPY of this Big "Buyer's Guide" today!

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**GOOD NEWS FOR 1940**

**WAGONMEN — DISTRIBUTORS AGENTS — CANVASSERS**

NEW LOW PRICES—GIVE BIGGER PROFITS. Big Complete Catalog Ready. Thousands of Fast-Selling BIG PROFIT Items.

CARDED GOODS, DEALS, NOTIONS, DRUG ITEMS, SIDELINE MERCHANDISE. Send for Catalog—It's FREE

**CHAMPION SPECIALTY CO., 814-M Central Street, Kansas City, Mo.**

**UNDERWOOD ELECTRIC SHAVER**

\$1.00 EACH.

Sample Priced \$1.25. Write for Quantity Prices.

**119 North Fourth St. Kansas City, Mo.**

**Write for our NUMBER 40 CATALOG. Many FAST SELLING ITEMS at LOWEST PRICES. Be sure and mention your line of business**

**MIDWEST MERCHANDISE CO.** 1006 BROADWAY KANSAS CITY, MO.

**IT "CLICKS" ON SIGHT**

Peace and patriotism are in every real American's heart. Every one who sees this patriotic button made in American colors, red, white, and blue, wants it on sight! Unquestionably America's best seller! Cash in now! Send 10c for sample and quantity prices. AGENTS WANTED.

**WESTERN BADGE & NOVELTY CO.**  
402 No. Exchange St. at 6th St. Paul, Minnesota

in full swing, the item is being found a ready seller and one that allows workers a good margin of profit, the firm reports.

**Card Covers**

Since there is such demand for celluloid card containers, agents are making some quick cash. Comet Envelope (See POPULAR ITEMS on page 53)

**ELGIN, WALTHAM, BULOVA**

Renowned Guaranteed MEN'S WRIST AND POCKET WATCHES.

**\$2.95**

STARTS AT \$2.95

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**  
728 Walnut St., Philadelphia, Pa.















COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## Democracy

**Due to world conditions, this article is selected as the best editorial of 1939. Reprinted from *The Billboard* of February 11, 1939.**

Those who hope for the continuance of democracy in those nations where it still exists should give more careful attention to the defects of democratic forms of government. There are defects in our own form of government which are causing many people to wonder if democracy can be made to work. These defects have the effect of boring from within to undermine the liberties which we hold dear.

The course of events abroad serves to make us all the more anxious about our country and our relations to other nations on this side of the globe. England and France, upon whom we depend so much to maintain democratic forms of government, are hard put, and they have internal weaknesses just as we do.

There are decided differences in democracy in the United States and as it exists in France and England. The development of democracy in France and England has always kept a more distinct division of classes, with the lowest group kept within the limits of what is known as the servant class. It may be compared somewhat to the social position in which we keep the colored race.

Careful students of the changing times know that much of the bitterness in our political battles since 1929 has been because of the strong trend in America to reduce the lower group to something like a servant class. Except for government aid those who are now jobless would eventually be reduced to a servant status. There is a large group in America who feel that this is the best way out. On the other hand, the pioneer spirit of America has always been against the idea of a servant class—no matter how poor people may be.

This struggle about a servant class is causing plenty of trouble in all democratic countries. It promises to be a serious issue for many years—or until there is no such thing as an army of jobless people.

The dictators have met this problem of a servant class by making everybody, except the government officials, servants of the state. The idea at least provides bread for the jobless without any of the stigma that attaches to relief, doles and the WPA in democratic countries. So we who love democracy have a lot of thinking to do.

In the midst of a world crisis the democratic ideal of a free press has broken down and hence cannot be relied on as a guide to the masses of the people. No greater calamity has happened to democratic nations than the degradation of the press into propaganda machines representing in so many cases the selfish ideas of wealthy publishers. The masses of the people have slowly come to the realization they cannot depend upon the press to keep them correctly informed, and the faith of democracy is gone when the people cannot trust their sources of information.

In our system of government our legislative bodies have also lost the spirit of democracy. Even in Congress a man elected by a few thousand votes can defeat the will of the majority of the nation. Democracy cannot continue permanently on such a basis. In the United States today there is only one legislative body where a proposal has perhaps a good chance of being considered on its merits. The State of Nebraska has a Legislature of one house and, strange as it

may seem, that body with a Republican majority once elected a Democratic chairman.

The only national official whom the people really vote for today is the President. With Hoover and Roosevelt it has been clearly demonstrated that the propaganda machines, including the divinely appointed opposition, can undermine and destroy any official whom a majority may select. Democracy cannot function long under such a set-up. Congress has become so much a group of representative of special interests that it is nothing more than a stumbling block to slow down democratic progress. The people have no real control over Congress. When the people vote for electors to choose a President those electors vote the wishes of the people. But members of Congress cannot be held to any definite responsibility to represent the whole people. If democracy is to survive it must speed up its work, but it cannot become more efficient with the dead load of the average legislative body today.

In the United States the candidate for office must spend from five to a hundred times as much to get elected as the office pays. Now regardless of how much we pretend to love democracy we cannot expect candidates to spend so much and then not get it back in some way. The elected official either gets his money back by appointing friends to jobs, by taking money from special interests or by filching the treasury.

In former days many officials recovered campaign costs by accepting money from petty gambling interests. Slot machines often helped in this respect. But the divinely appointed opposition press has in the last few years developed a technique for embarrassing candidates and officeholders with petty gambling scandals. It never occurs to the papers, of course, that they profit immensely from such gambling businesses as racing, sports, etc.

The realistic taxpayer who thinks things thru knows that elected officials will get their money back in some way. The realistic taxpayer would much rather see the successful candidate recover his money thru petty gambling than to filch it from the treasury or load the public pay rolls with his friends or sell himself out to special interests. Or maybe the taxpayer had rather see petty gambling legalized so that it will help carry the tax load.

Thus it can be seen that we who pretend to love democracy so much had better do some straight, realistic thinking—or we may some day not have any democracy. There are certain timeworn weaknesses in our system. It is not Communism or Fascism or any other ism so much as it is weaknesses built into our local, State and national governments. These weaknesses slow up the efficiency of government when times are changing so fast. Look, we get things done, say the dictators.

If we want to save democracy we had better find jobs for the jobless. Petty morals in some cases need to give way to the need for jobs. The work of democracy must be relieved of those legislative and judicial handicaps that slow up things so much. A little modernizing of statutes and constitutions will help a lot. The press must be made a reliable source of information for the people since they pay such a heavy advertising bill to support the press. The divine right of opposition, too, needs to be shelved, like the divine right of kings.

*You're Invited*  
**TO A SPECTACULAR PRIVATE SHOWING**  
 at the  
**KEENEY FACTORY**  
 JANUARY 15th, thru JANUARY 18th



Keeney's 1940 Offerings Will Be Shown At The KEENEY FACTORY ONLY. All Recognized Members Of The Coin Machine Industry Are Invited.

THE MOST SPECTACULAR LINE OF COIN OPERATED EQUIPMENT THE INDUSTRY HAS EVER SEEN!

The Address (JUST 5 MINUTES FROM THE LOOP)

**2001 CALUMET AVENUE, CHICAGO**

**J. H. KEENEY & COMPANY** NOT INC.

*Surprises?*  
**YES!**

Something for the  
**PHONO OPERATOR?**



**Yes!**

Something for the  
**LEGAL EQUIPMENT OPERATOR?**



**Yes!**

Something for the  
**FREE GAME OPERATOR?**



**Yes!**

Something for the  
**CONSOLE OPERATOR?**



**Yes!**

Something for the  
**COUNTER GAME OPERATOR?**



**Yes!**

**Bill Ryan Takes Over Post of Sales Manager in Keeney Firm**

CHICAGO, Jan. 6.—In a surprise announcement, January 3, J. H. (Jack) Keeney revealed the association of William J. Ryan with J. H. Keeney & Co. as general sales manager.

Ryan takes over the post after a 25-year association with O. D. Jennings & Co., where he was vice-president and general manager until his resignation. While with Jennings, Ryan was in full charge of sales, production and advertising, and he comes to the Keeney organi-

zation well-equipped to handle his new task.

Says Jack Keeney: "I have known Bill Ryan and his ability for the past 25 years and our present alliance is a natural result of a friendship that has grown warm and close during the past quarter of a century. The sales man-

agement program of this nature requires a man of mature experience, and it was only logical that my key man should be Bill Ryan. In him I have a man of great ability combined with foresight and vision, and already, in the few days since he has taken hold, Bill has proved that he belongs. His unbounded enthusiasm for the task now in his hands, together with his vast experience in the industry, promises a great deal for the operators of the nation. I, personally, and the Keeney organization are behind Bill Ryan 100 per cent.

"Ryan's popularity is nationwide. During his many years in an executive position he has made friends with thousands of comrades from Coast to Coast. The esteem in which he was held by his former associates was publicly revealed at a testimonial banquet recently held in his honor. Officials and employees who worked with him presented him with a diamond-studded Legion pin, emblematic of his active association with the Forges Post of the American Legion. He and Mrs. Ryan also received a set of luggage as a token of the admiration and affection of his friends."

"But," says Ryan, "the immediate future will see little traveling on my part. The Keeney schedule calls for some honest-to-goodness concentration on production and it will have my full attention while our new equipment gets rolling on the line. I feel very happy at the opportunity to work with Jack Keeney. His is a progressive attitude toward the coin machine industry and I can foresee the great things that lie ahead for the Keeney company and those who do business with us.

"To the hundreds of my friends who have called and telegraphed congratulations, my sincerest thanks. It is a source of great satisfaction to know that they are all with me in spirit, and I know that they, and thousands of others, will be with me and the Keeney organization in fact as well as spirit when they see what Jack Keeney has for them this year. I advise them to keep an eye on us this year and to be especially sure to see us at the Keeney factory show, January 15, 16, 17 and 18. We have some real surprises for the industry and they'll be revealed at that time."



BILL RYAN

ager's job has been open for several months, during which time I carefully considered a number of men for the position. It was extremely important that I find the right man because the Keeney schedule calls for the production of a full line of equipment which will interest not only game operators but will demand the attention of music, legal and counter machine operators as well. Production and sales in an ambitious

**FOLLOW THE CROWDS IN 1940 WITH GABEL'S**

**WALL STREET Or SMALL STREET**

... high or low, rich or poor, people of all types and classes have the same fundamental love of pictures. That's what makes them all PHOTOMATIC customers, all the time, everywhere. It's the world's best coin machine investment!

**INVESTIGATE**  
 International Mutoscope Reel Co., Inc.  
 44-01 11th St., Long Island City, N.Y.

**Cig Tax \$43,385,910**

WASHINGTON, Jan. 6.—Revenue collected on cigarettes during the month of November amounted to \$43,385,910.67, according to figures released by the Bureau of Internal Revenue, Treasury Department. This is compared with \$40,520,274.89 collected in the corresponding month of 1938.

**GET KIRK'S GUESSER-SCALE**  
 (PENNY BACK IF YOU ARE RIGHT!)  
 with the "WATCH YOUR HEART BEAT" feature  
 ★  
**GREATEST MONEY MAKER EVER BUILT**  
 ALL MECHANICAL OPERATION

C.R. KIRK & CO.  
 2476 W. WASHINGTON  
 SOUTHWARD  
 CHICAGO, ILLINOIS

**BARGAINS FROM DAVE MARION**  
 2 Grove Royal, 10-Cat, Cigarette, . . . \$22.50  
 2 National O-Cat, Enclosed Cig. . . . \$9.50  
 50 Novelty Games, \$5.00 Up. Write for List.  
 Our Prices Lowest In U. S.  
 No Shipment Without \$5. Deposit.  
 Will Trade Challengers, Used 3 Weeks, for Model F Target Skills.  
 P-12 . . . \$37.50     412 . . . \$42.50  
 2 Baseballs . . . 7.50     Reserve D. Dot . . . 3.50  
 2 Lighnings . . . 4.50     Snappy . . . 6.00  
 2 Zets . . . 9.50     3 Ritzs . . . 7.50

Write for Complete Brochure Ltd.  
**MARION COMPANY, WICHITA, KAN.**

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

## GET THE BEST LOCATIONS! with JIFFY and EX-RAY



Penny cigarette game as only DAVAL can build it! Modern design. Small in size. New mechanism. Extra large ball gum display. Instantly convertible to 4-Way play. RUSH 1/2 DEPOSIT TODAY. We Ship Balance C. O. D.

1975

We Ship Balance C. O. D.

TOKEN PAYOUT interchangeable to visible captive payout—perfect for any territory. To be Cigarette or Beer strips. Extra large ball gum display. A WINNER! RUSH 1/2 DEPOSIT WITH ORDER!

3450



ACME NOVELTY CO., 1124 WENNEPIN AVE., Minneapolis, Minn.

### NOW READY FOR DELIVERY

#### SKEE JUMP

48-INCH SKILL GAME  
CONSOLE CABINET

#### BOWLING ALLEY

12 FOOT  
ALL MECHANICAL

#### TOTALIZER

16 OR 54 COUNTER  
SKILL GAME

SEE US AT SHERMAN HOTEL, CHICAGO—BOOTHS 233-234  
SCIENTIFIC GAMES CORP.

21 STEUBEN STREET,  
BROOKLYN, NEW YORK

## Final Message Before Show

By JAMES A. GILMORE, Secretary-Manager, CMI

You have heard the story about P. T. Barnum and the famous phrase generally credited to him, "There's a sucker born every minute."

The word sucker is perhaps not the one to use to those to whom this message is addressed; let us rather refer to them as short-sighted.

The operator of coin machines who does not attend our show is short-sighted because he fails to see for himself the latest and best that has been produced by the manufacturers of coin-operated equipment for every territory and operating condition. He is short-sighted because he fails to meet in person representatives of the manufacturers who are exhibitors in our show. They are all there to help him with his problems, whatever they may be, to show him and to sell him, if possible, the latest and best types of machines and the best money-makers for his territory. He is short-sighted because he fails to avail himself of the opportunity our show provides to meet other operators from all over the United States, Canada and foreign countries, to get acquainted with them and discuss with them his problems and perplexities. There is an old business maxim—"meet your competitor, you might like him." There's more good sense in it than first appears. He is short-sighted for so many reasons that it takes too much space to enumerate them but not the least of which is the opportunity our show provides to get away from the daily grind of business and to relax in Chicago for a few days among his friends and associates, renew acquaintances and go back home refreshed and with new ideas about how to make his business more fortunate in the '40s. In fact, he is just plain short-sighted.

The distributors and jobbers who do not attend our show (and there won't be

many of them, apparently) are short-sighted because they fail to realize or appreciate the opportunity it provides to meet and greet the live operators who will attend seeking new machines and new connections, either from distributors, jobbers or manufacturers. We know live wire distributors and jobbers of coin operated machines are smart—they've got to be. So, my friend, the smart ones will attend; they know they can't afford to miss our show.

The manufacturers of coin-operated machines, whether amusement, vending, music or service, and the manufacturers of salesboards, jar deals, premiums, novelties, etc., who do not attend our show are too short-sighted for words to express. They have to be energetic, persevering, ingenious and far-sighted to be successful manufacturers in this industry. Those of them who are going places and doing things the fastest and most successfully will all be on hand and the great majority of them will be exhibiting their products in our show.

The only suckers we can think of at present are those who are not. They'll probably regret it when our show is over more than they think now.

A word to the wise is sufficient, so we suggest—don't be short-sighted. If you have not already made your plans to attend make up your mind now to come to our show and get the most out of it. It is well worth your while and you'll never regret it.

### Art Nagel at Coin Show

CLEVELAND, Jan. 8.—Art Nagel, manager of Avon Novelty Sales Co., Cleveland distributor, will take advantage of the Coin Machine Show to see all his old friends again. He will spend most of his time in his room on the Rock-Ola floor, where he will welcome all his customers and friends.

## Coming Events

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

New Jersey Cigarette Merchandisers' Assn. banquet, February 10, 1940, Hotel Douglas, Newark, N. J.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 16 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.

Second Annual Regional Show for Northwestern Operators, sponsored by the Minnesota Amusement Game Association, Inc., at the St. Paul Hotel, St. Paul, February 5 and 6.

1940 Exhibits of Evolution of Bagatelle, banquet, floor show, etc., New Jersey Amusement Board of Trade, Newark, Sunday, April 7, 1940.

Chicago Gift Show, gift and premium merchandise, Palmer House, Chicago, January 29 to February 10, 1940.

### Up to 4,000!

In our last issue we published the report of advance registrations for the 1940 Coin Machine Show, as released by James A. Gilmore, show manager. The registrations were at the highest point then for advance registrations at any coin machine convention.

At the close of business on Friday, January 5, Gilmore reported that the advance registrations had passed the 4,000 mark, a rise of about 2,000 in one week. This, of course, sets a mark never dreamed of in advance registrations. The CMI office force has been increased and still the registrations keep pouring in faster than they can handle them. Badges will be ready at the registration desk, Hotel Sherman lobby, at 10 a.m., Sunday, January 14.



EXHIBITS BOWLING ALLEY has created tremendous interest on last locations, it is reported. Above a group of players try their skill on the new bowling game.

## Open House at Mills Factory

CHICAGO, Jan. 6.—Mills Novelty Co. has announced that it will hold open house at the Mills factory headquarters during the week of January 15 to 19, inclusive. "We cordially invite all to visit us during our open-house week," Mills officials announced.

"All week operators will be entertained, fed, supplied with liquid refreshment, inspired and thrilled at the many new Mills coin-operated machines, games and

photographs—all shown for the first time.

"On Tuesday, January 16, the 12 beautiful photographer's models, who posed in the now famous picture with the Throne of Musto, will be present to give assembled coinmen the same picture—in a living set.

"Every operator is invited to Mills' open house. If you are a new operator who has never seen our 46-acre factory, be sure to come out and get acquainted."

# Only One COIN MACHINE SHOW BIGGER AND BETTER THAN EVER!

MORE NEW MACHINES  
AND GREATER VARIETY  
THAN ANY PREVIOUS SHOW

EQUIPMENT FOR EVERY TERRITORY  
AND OPERATING CONDITION

BIG PROGRAM OF  
ENTERTAINMENT

Don't Miss It!  
REGISTER IN ADVANCE!

COIN MACHINE INDUSTRIES, INC.  
SUITE 323-324 SHERMAN HOTEL • CHICAGO



# SHERMAN HOTEL — CHICAGO

# JANUARY 15, 16, 17, 18

SHOW POSTER NOW ON DISPLAY in headquarters of distributors and manufacturers from Coast to Coast. The poster, which is 35 by 28 inches, printed in black and red on a golden yellow paper, was produced under the direction of Herb Jones, advertising manager of Bally Mfg. Co. and chairman of the 1940 Show Publicity Committee.

# Exhibit Space at the Show...

There are always some exhibitors who make last-minute decisions to exhibit, and just get in under the wire.

Fortunately, for them, we have just a few booths that remain unrolled. Anyone interested in exhibit space at this late date should get in touch with me by letter, wire or phone as soon as they read this and arrange for their location.

We have just arranged with the printers of the booklet that will contain the names of our exhibitors and their booth numbers to accept names of new exhibitors up to noon, January 10.

If any manufacturer still contemplates exhibiting at our show he must act

quickly to get the full benefits of his money paid for exhibit booths. So don't delay further—do it now.

Coin Machine Industries, Inc.,  
James A. Olinore, show manager.



ART NYBERG reports that he has just purchased a one-third interest in the Hub Enterprises of Baltimore. Nyberg is well known to Eastern operators, having formerly conducted a distributing business in Baltimore. Nyberg was also formerly associated with a Chicago manufacturer.

## Grabs Senioritas

Rush messages received January 5 from Jack Kelner, planning the Celebrities Breakfast to start at noon on Tuesday, the second day of the 1940 Coin Machine Show, say that he got some hot tips and made a trip to Guatemala to enlist surprise talent for the Celebrities Breakfast. Messages were sent to both Herb Jones, chairman of the publicity committee, and to The Billboard. The messages were sent from Luzon. Senioritas were mentioned at least three times in his message.

"Something about this place I like," the closing line of Kelner's message said. But he plans to be on the spot for the Celebrities Breakfast January 16.

## Gift Show in Chi Jan. 29 to Feb. 10

CHICAGO, Jan. 6.—Chicago Gift Show, an annual showing of gift and premium merchandise, will take place in Chicago at the Palmer House from January 29 to February 10.

The show is sponsored by the Eastern Manufacturers and Importers Exhibit Inc., headed by A. Stanley Brussell, president, and George F. Little, managing director.

## Detroit

DETROIT, Jan. 6.—O. H. Feinberg, Detroit representative for Stewart & McGuire, was on a trip to Cleveland last week.

D. M. Prestons, representative for this territory for the Lunchmaster Sales Corp., was in New York last week.

Ben N. Oeher, of the Four-in-One Mfg. Co., reports the company working on some new items for a line to be ready for spring production.

S. B. Paul, representative for Du-Greiner, reports business good in the vending line.

William Glaseman, manager of Decca Distributing Co. for this territory, makes a weekly business trip across State lines to cover Toledo.

Edwin Brede, head of Brede, Inc., reports: "Business is going along steadily in the nut vending machine field. Operators are continuing to buy stock consistently." Brede is one of the largest distributors of nuts to machine men in this territory.

Miller Peanut Products, headed by Perry Peterson, is handling nut distribution in Michigan, Indiana and Ohio now.

A. G. Wagner, manager of the Automatic Distributing Co., is developing a new model of his machines, which will deliver two sizes of flashlight batteries, as well as two different sizes of bulbs,

and provide a meter to test the batteries. The latter is expected to prove a popular feature with the public, which likes to "see the wheels go round."

## Meets All Trains

The five horn-tooting handsmen, with their bright red coats, have already been engaged for the 1940 Coin Machine Show to meet all the trains in Chicago to welcome incoming delegations of coinmen. Reports of special delegations for the convention have been very encouraging this year. All day Sunday, January 14, the welcome hurrahs will be ringing in the lobby of the Hotel Sherman.

# —NOT AT THE SHOW— AS USUAL PACE HEADQUARTERS WILL BE FOUND AT THE CONGRESS HOTEL

CONGRESS ST. AND MICHIGAN BLVD.,  
ROOM 1302—DISPLAY ROOMS ADJOINING

A PERFECT MACHINE FOR EVERY TYPE OF LOCATION—TO FIT THE REQUIREMENTS OF STRICTLY LEGAL OR AMUSEMENT

A Complete Display of All 1940 Machines Both at the Congress Hotel and at Our Factory

- |                  |                           |                  |
|------------------|---------------------------|------------------|
| ROCKET BELL      | SARATOGA FREE PLAY        | CIGARETTE VENDOR |
| SARATOGA         | PACE'S REELS FREE PLAY    | ARIST-O-SCALE    |
| SARATOGA, JR.    | SMOKER BELL               | MIR-O-SCALE      |
| PACE'S REELS     | PAY DAY                   | CARD-O-SCALE     |
| PACE'S REELS JR. | Bulk Candy and Nut Vendor |                  |

## SEE PACE'S BOWLING ALLEY

32 to 48 feet long—to fit any size location. Complete automatic operation—Regulation game of 10 frames with spares and strikes.

Set Yourself Up in a Lasting Legitimate Business

SEE PACE'S PAYOUT FOR BOWLING GAMES

OPEN HOUSE AT THE FACTORY

PACE MFG. CO., INC. 2901-17 INDIANA AVE.  
CHICAGO, ILL.

## TOTALIZER

New Counter 500 Games that add your score.

A. B. T. 1c or 5c Coin Operated.

Can be operated everywhere!

A FAST Money Maker.

Mechanically Perfect.

BE FIRST!

ORDER NOW!

ONLY \$19.50



D. ROBBINS & CO. 1141-B DEKALB AVE.  
BROOKLYN, N.Y.

## 7 DAYS FREE TRIAL ON JIFFY

Penny cigarette game as only DAVAL can build it! Modern design. Small in size. New mechanism. Extra large ball gum display. Instantly convertible to 4-way play. RUSH 1/2 DEPOSIT TODAY! We Ship Sat. C.O.D.

\$19.75

MILLS and COMPANY  
1525 7th Ave., HUNTINGTON, W. VA.  
Phone 22712



ATTENDING TESTIMONIAL DINNER in honor of W. J. (Bill) Ryan on the occasion of his leaving the employ of G. D. Jennings & Co. after a quarter century of service were many of his co-workers. In the background, standing, are: W. F. Weirich, Mrs. W. J. Ryan, W. J. Ryan, Wallace MacClay, Betty Robert, S. T. Gullicksen and G. F. Haley. Gullicksen was the guest speaker.

## PENNY ARCADES ATTENTION!!

We have ON HAND the Biggest and Best Stock of Arcade Machines OF EVERY TYPE in our entire history! QUICK Write or Wire for Complete List at REAL MONEY-SAVING PRICES!

### FREE PLAY GAMES

- |                    |                    |
|--------------------|--------------------|
| Arrow Head \$25.00 | Day Jones \$22.50  |
| Airport ... 35.00  | Flash ... 32.50    |
| Avalon ... 35.00   | Playtime ... 15.00 |
| Big Bill ... 60.00 | Rotation ... 25.00 |
| Bill Chasing 25.00 | Thriller ... 50.00 |
| Cowboy ... 35.00   | Twinkle ... 37.50  |
- 1/3 WITH ORDER, BALANCE C. O. D.

### NOVELTY PLAY

- |                        |                      |
|------------------------|----------------------|
| Avalon ... \$25.00     | Pyramid ... \$15.00  |
| Bang ... 17.50         | Stat. Game ... 15.00 |
| Box Score ... 10.00    | Speedy ... 10.00     |
| Sh. Shooting ... 15.00 | Trip ... 25.00       |
| Majors ... 12.00       | Up & Up ... 25.00    |

## A. B. T. CHALLENGER \$24.50

LEGAL EVERYWHERE!  
Hottest and Biggest Money-Maker in History!  
10 Shots for 1c!



MIKE MUNVES CORP.  
593 TENTH AVE., NEW YORK  
Cable: MUNMACHINE

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

# WOW! WHAT PROFITS

## THESE DAVAL MACHINES QUIETLY BRING



**Jiffy**  
Penny cigarette game as only DAVAL can build it! Modern design. Small in size. New mechanism. Extra large ball gum display. Instantly convertible to 4-Way play. RUSH 1/3 DEPOSIT TODAY.  
**1975**  
We ship balance C. O. D.

**EX-RAY**

TOKEN PAYOUT



TOKEN PAYOUT interchangeable to visible captive payout—perfect for any territory. 1¢ or 5¢—Cigarette or Beer strip. Extra large ball gum display. A WINNER! RUSH 1/3 DEPOSIT WITH ORDER!  
**3450**

### ATLAS NOVELTY COMPANY

GENERAL OFFICES: 2200 N. WESTERN AVE., CHICAGO, ILL.  
1001 FIFTH AVENUE, PITTSBURGH, PA.  
Associate Office: Atlas Automatic Music Co., 2392 E. Jefferson St., Detroit, Mich.

### PRE INVENTORY SALE

#### FREE PLAY GAMES

Latest Model 1-2-3 with Animal Reel, Western's BASEBALL  
**\$79.50**

Thrillers  
Ladies  
Scoops  
**\$57.50**  
Pick 'Em  
Mr. Chips  
Nippy Rebounds

Golden Gates  
White Balls  
Boots  
**\$47.50**  
Champions  
Clippers  
Victory  
Bangs  
Cowboys

Ocean Parks  
Toppers  
**\$39.50**  
Triple Threats  
Avalons  
Flash  
Davy Jones  
**\$27.50**  
Highlights  
Snooka  
Chubbies  
Battl. Champs

Liberties  
Box Scores  
Gus Clubs  
**\$19.50**  
Side Kicks  
Stop & Go  
Circus  
Naturals  
Miami

#### COUNTER GAMES

Imperials  
Dial Spelling  
Games  
LUCKY PACKS  
**\$9.50**  
Empire  
Keuter Kings  
Bally  
Lick-a-Pack  
Tallies  
\$7.50

Pace COMETS, refinished 1, 5, 10 and 25¢ Plays  
**\$24.50**  
MILLS VEST POCKETS  
**\$39.50**  
Columbia JACKPOT BELLS, used 3 weeks.  
Pace DE LUXE COMETS, 5, 10 and 25¢ play.  
**\$32.50**  
Mills BLUE FRONTS, single and double jackpot, 5, 10 and 25¢ play, refinished.  
COLUMBIA CIGARETTE, with rear payout, CIGAROLLA, 5¢ play ..... \$79.50

#### MISCELLANEOUS

PEANUT MACHINES  
Model A Columbus ..... \$ 3.00  
Globe ..... 2.00

Jennings Fo-a-Bag, like new ..... \$ 11.50  
Seaburg's (Chicken Sam) RAY-O-LITE  
RIFLE RANGE ..... 149.50

Don't Delay! Order Today! Write! Wire! Phone!

### AUTOMATIC SALES COMPANY

416-A BROAD STREET (PHONE 6-4187) NASHVILLE, TENN.

## Monarch

# DOUBLE VALUE SPECIALS!

**YOU NAME IT! MONARCH CAN SUPPLY IT**

**FREE PLAY GAMES**

Bally Scoop ..... \$59.50	Keeney Cowboy ..... \$47.50	Gottlieb Keen-a-Ball \$49.50
Bally Headliner ..... 37.50	Keeney Free Races ..... 19.90	Gottlieb Lot-o-Fun ... 49.50
Geno Mr. Chips ... 62.50	Chicago Coin Lucky ..... 62.50	Gottlieb Pyramid ... 39.50
Geno Bangs ..... 49.50	Chicago Coin Sports ..... 57.50	Exhibit Rebound ... 62.50
Geno Airport ..... 49.50	Chicago Coin Topper ..... 49.50	Stoner Snooka ..... 32.50
Keeney Thriller ..... 64.50	Chicago Coin Buckaro ..... 49.50	Stoner Chubbie ..... 29.50

#### DURING THE SHOW—BOOTH 109

For money-making values—be sure to visit us during the Coin Machine Show—the greatest and most complete selection of pinballs, phonographs, novelty games, consoles, legal equipment, counter games in the United States.

VISIT AND SAVE AT MONARCH—Terms: 1/3 Cash, Balance C. O. D.

### MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.  
(3200 North — 1700 West)

#### NOVELTY GAMES

Bangs ..... \$24.75  
Chevron ..... 19.75  
Six Bentley ..... 14.75  
Liberty ..... 12.75  
Major ..... 11.25  
Ocean Park ..... 29.75

#### NATIONAL'S Used Games are perfectly reconditioned—

Even repainted when necessary!

#### PLUS . . .

Scores of Other Great Buys. Write for National's Newsletter Today! Get on Our Mailing List. Free Illustrated Catalog on Request.

#### 5% OFF

on Used Games when you send full cash with order in form of money order or certified check.

#### NATIONAL NOVELTY COMPANY

183 Merrick Rd., Merrick, L. I. Cable Natnovo

## Jennings Farewell Party for Bill Ryan

CHICAGO, Jan. 6.—To the accompaniment of a testimonial dinner given by the office and factory employees, W. J. (Bill) Ryan, for many years general manager of O. D. Jennings & Co., said "good-by" to his associates, most of whom had been with him in the Jennings organization for from 10 to 24 years.

Ryan is well known by the entire coin machine industry and has a host of friends both in and out of the coin machine business. He is at present serving as treasurer of Coin Machine Industries and has been active in past years in putting over the many successful coin machine conventions.

The growth of O. D. Jennings & Co. from a manufacturing plant of only a few employees to its present position of leadership in the industry is closely identified with Ryan's service for a quarter of a century.

His many friends, while sorry to see him leave the Jennings organization, are genuinely happy at his having accepted a position with another coin machine manufacturer in a similar capacity and wish him every success for the future.

Ryan was presented with a beautiful set of traveling bags and a diamond studded American Legion emblem. Mrs. Ryan, who was also present at the dinner, was given a traveling bag to match.

## Minn. Ops To Show on Special

ST. PAUL, Jan. 6.—Minnesota Amusement Games Association, Inc., has announced the Milwaukee Road has been selected for Twin Cities coinmen to travel to the coin machine convention in Chicago.

Tom Crosby, president of the association, revealed that the delegation will leave Minneapolis at 12:30 p.m. and St. Paul at 1 p.m., Sunday, January 14, on the road's crack train, The Hiawatha. Special cars will be provided.

Special low rates will be furnished to coinmen making the trip, with a \$10 round-trip ticket in prospect if a sufficiently large number make the trip on the same train. Coinmen will be provided the luxury accommodations of the train including the Tip-Top car and the finely appointed dining car.

## Dave Engel Opening Draws Big Crowd

NEWARK, N. J., Jan. 6.—Grand opening of Dave Engel's Dee & Bee Distributors, Inc., firm at 274 Jelliff avenue, this city, drew a large crowd of Jersey coinmen Thursday. Dave is one of the old-timers in the coin machine business here. Dave was welcomed into the distributing business by a large number of his friends. He has been an operator for more than 20 years. Engel has one of the largest coin machine showrooms and offices here. A large upstairs floor

## THE LIFE SAVER

OF THE COIN MACHINE INDUSTRY IS A NON-COIN OPERATED LINE OF MACHINES . . . . .

DISPLAYED AT  
BOOTH 86  
Mezzanine  
Floor  
SHERMAN  
HOTEL

Coin Machine Show  
Jan. 15 - 16 - 17 - 18

SMALL PRICE-HUGE EARNINGS

is used for storage space. A large basement and a large room in the rear gives Dave more than 15,000 square feet of floor space.

"Dee & Bee Distributors will make it their business to give operators a square deal," Engel stated. "We have been closely connected with operating and know the needs of the men. We intend to create a better service for the trade here with the introduction of many new plans and policies we feel sure will meet with general approval.

"We are also going to make it our business to bring the ops the best machines at all times. In addition we are also going to present some better finance plans to the ops which are sure to help everyone in this area. We want to have everyone of the ops call around and get acquainted with the type of service we are offering."



BOWLING ALLEYS ARE PROVING PROFITABLE locations for the Bally Beverage Vender. Thirsty players enjoy the refreshing drink.

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

## Interest High in New Exhibit Games

CHICAGO, Jan. 6.—"Never before has there been such interest created by the release of new equipment as that manifested by the display of Exhibit Supply Co.'s Bowling Game and Congo," say officials of the firm.

"Distributors, jobbers and operators have crowded our showrooms and their comments have been most complimentary. Orders are pyramiding rapidly. The new Exhibit Bowling Game presents such features as directional ball control, light-up bowling pins, a real bowling game with high-score action, fun-to-play appeal, illumination, gridded cabinet design, in-a-drawer mechanism. Free play, daily and weekly high score and other extravagant features which make the game one of the finest ever manufactured.

"Congo, a convertible one or five-ball game, is a free-play machine, one to three-coin multiple and is housed in a mammoth illuminated gridded cabinet. The odds set up by this fast play money-maker assures immediate response and continuous increasing play. The winning sequences, continuously set up on the back glass, flash on and off as the ball contacts the control bumpers on its course down the playboard. Odds of 100 to 1 come up each game on the five-ball Congo.

"Production facilities at the Exhibit plant are already taxed to the utmost by the demand for these two games. Plans are already in process to swing into a 24-hour working day."

## Keeney Acquires Second Big Plant

CHICAGO, Jan. 6.—J. H. (Jack) Keeney has announced that 20,000 square feet of space has been added to the manufacturing facilities of J. H. Keeney & Co. in its new program for the production of a full line of operating equipment.

"The new factory, to be known as Keeney Plant No. 2, is a block west of our present plant," said Keeney. "In the modern, fireproof, daylighted building we will house production on two new lines of legal equipment.

"The acquisition of the new factory allows for the expansion of manufacturing activities slated for 1940 and it should eliminate all production delays.

"It is expected that Plant No. 2 will be in full operation within a week or 10 days to take care of anticipated orders for the wide variety of equipment to be exhibited at the Keeney factory showing January 15 to 19."

ferred stock of the par value of \$10 each and 1,000 shares common stock of no par value.

Directors are Calvin Truesdale, New York City; M. T. Bissell, Farmington, Conn.; and M. D. Truesdale, Greenwich, Conn. Stockholders are John B. Forrest, Mamaroneck, N. Y.; Dennis P. Donovan, Rahway, N. J.; and Elizabeth Leddy, Hoboken, N. J.

# \$59.50

## BRAND NEW MACHINES



## BRAND NEW MACHINES

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout, Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE

**WATLING MANUFACTURING CO.**  
4640-4660 W. FULTON ST. CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770  
Cable Address, "WATLINGITE," Chicago

**SEE US AT BOOTHS 27, 28, 39, 40 AT THE COIN MACHINE SHOW**

## STILL ONE OF THE BEST BUMPER MACHINES MILLS SOFT BALL

\$17.50 EACH

Condition Guaranteed

P. S.—Extra Special, Like New, Western Empire Cigarette Machines, \$10.95 EACH.

Write for Latest List

**BIRMINGHAM VENDING COMPANY**

2117 THIRD AVE., N.

BIRMINGHAM, ALA.

## Genco's Follies Still Running High

CHICAGO, Jan. 6.—"With a long and profitable run already behind it, Genco's Follies of 1940 is still chalking up record collections for operators all over the country," declare representatives of Genco, Inc.

"Orders for the game are still pouring in and there is still no sign that the saturation point has been reached. In many locations Follies of 1940 is still going great after being in that same spot since it was first introduced.

"The appeal of Follies of 1940 is due

to the unusual 'four-ways-to-win' feature that is boosting play everywhere. The player gets a fascinating game for his money and is always close to a winner."

Meyer Gensburg, Genco official, reports that production is still in full swing. Says he: "It certainly is a happier new year for the operators who have filled up their routes with Follies of 1940, for rarely in the history of the industry has a game shown such enduring and lasting power."

Bert Lane, Genco representative with his Seaboard Sales firm, reports that the Eastern territory is still hot for the game.



NEW MONEY-MAKING SENSATION!

## PICK-A-PACK

COUNTER CIGARETTE GAME  
Producing amazing earnings  
in all types of Locations!

PENNY PLAY

Beautiful appearance!

\$23.75

Sturdy, long-life construction!

F. O. B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

**BAKER NOVELTY CO., Inc.**

2828 Washington Blvd., CHICAGO

**FOLLOW THE CROWDS IN 1940 WITH GABEL'S**

## New Firm Gets Charter

ALBANY, N. Y., Jan. 6.—The Nivias Sales Corp., New York City, a newly organized coin machine venture, has been granted a charter of incorporation by the secretary of state. The company has a capitalization of 1,000 shares of pre-



**HENRY J. WINDY** (center), secretary-treasurer of the Indiana State Operators' Association, Inc., gets a sales talk on records from Paul Cohen (right), manager of the Cincinnati branch of Decca Distributing Co., and Max Zimet, Decca's Indiana and Kentucky salesman, at the Decca booth at the recent convention of the Indiana ops' association in Indianapolis.

**TORR** 2047A-50, 68  
PHILA., PA.

**5/8 BALL GUM**  
ASSORTED COLORS

**\$10.95 PER CASE**

Transportation Paid

**PEANUT & GUM  
VENDING MACHINES**

New, Direct From Factory

ONLY **\$2.40** AND UP  
Over 60,000 Sold

"King Jr."

**\$3.95**

EA.

Neatest, most modern money-maker for all locations. Just the right size for a counter or booth. Vends Peanut and gum candies, also all types of Branch Peanuts. Case 2 lbs. Candy, Blue Maroonoid finish.



**\$ PROFITS GALORE \$**

From the No. 48 Perfection Penny

**TARGET PRACTICE AND  
BALL GUM VENDOR**



Operators, it's just what you've been waiting for—this remarkable 3 TARGET PISTOL machine that shoots PENNIES at the Bull's-Eye and DOLLARS into your pockets.

No. 48 is equipped full of "PLAYGROPPING" FEATURES, injects NEW LIFE, NEW INTEREST, NEW APPEAL. It's a positive full-time performer.

- Legal in All States.
- A Ball Gum Vendor With Pin Table Earning Power.
- Capacity 1500, 4 Ball Gum.
- A Ball Gum Vendor With a Novelty Penny Cabinet.
- Shipped on 7 Days' Free Trial.

**SPECIAL  
DE LUXE**

Vends everything Two-Tone Parcelain finish in Chrome, DeLuxe streamlined Globe, 3-lb. capacity, smooth, easy lever-type action. Automatic return.

New Low Prices:  
1 to 5 ..... \$5.95  
6 to 11 ..... 5.75  
12 to 23 ..... 5.50  
24 or more ..... 5.25



**TORR** 2047A-50, 68  
PHILA., PA.

**PROVEN Money Makers!**



Be an independent operator. Place Ten Thumb Vendors in stores, waiting rooms, taverns, restaurants, ETC—when you know how. Ten Thumb vends easily, peanuts, gum, SODA-WATER, candy, etc. Why get rich on penny gum. Make Ten Thumb operators now independent. Start small, grow big. Have a chance of your own. Ten Thumb works while you're away. You keep key, collect your profits daily. Hundreds of ordinary vendors are sold out. Make your "million" with Ten Thumb. Sells Trunkloads. Adaptable—fits all the profits.

Tell the Advertiser in The Billboard  
Where You Got His Address.

# MERCHANDISE MACHINES

## Oppose N. Y. State Cig Tax

Emergency now over, Senator declares — cites hindrance to tobacco business

ALBANY, N. Y., Jan. 6.—A vigorous campaign to end the 2-cent State tax on each pack of cigarettes will be waged at the present session of the Legislature, which convened January 3, by State Senator Thomas C. Desmond, Republican of Newburgh.

"The cigaret tax," the senator said, "was adopted as an emergency measure by the 1939 Legislature to avoid the even more objectionable taxes on real estate and business turnover suggested by Governor Lehman.

"The cigaret tax is justifiable only as an emergency measure. Any attempt to extend the cigaret tax beyond June 30, 1940, should be vigorously opposed. Careful analysis indicates there is no need for continuing the tax.

"State revenue receipts are exceeding expectations and home relief cases are decreasing. Continuation of present trends during the next fiscal year will assure enough revenue to meet the expenses of State government without a cigaret tax.

"The State cigaret tax is unsound both in theory and practice. It bears no relation to ability to pay. It places New York State in competition for revenue from cigarettes with both the federal government and New York City. Such a State tax will lead eventually to tax wars.

"The State tax on cigarettes has benefited out-of-State business men at the expense of New York State tobacco merchants, particularly those in border counties. It has thrown retail clerks out of work. It has encouraged cigaret smuggling and bootlegging.

"The millions of cigaret smokers in New York State now pay on each pack of



**BOB HAWTHORNE**, president of the Cigaret Merchandisers' Association of New York, as the camera caught him at the last meeting of the organization for 1939. He reported a successful year and introduced discussion on the Fourth Annual Banquet scheduled to be held shortly.

cigarets a 6-cent federal tax plus a 2-cent State tax and in New York City an additional 1-cent tax. The tobacco in each pack of cigarettes of standard brands costs approximately one and one-third cents, but the total taxes paid by consumers per pack range from 8 cents up-State to 9 cents in New York City.

"The cigaret tax was imposed to help meet this year's \$85,000,000 State deficit. There is little doubt, however, that this deficit will be wiped out by June 30, 1940. Thus the State will face the 1940-'41 fiscal year with a balance between income and outgo. Present taxes therefore after eliminating the cigaret tax should be sufficient to meet State expenses for the 1940-'41 fiscal year.

"Another favorable factor is the recent decline in relief rolls as indicated by the 7 1/2 per cent drop in home relief cases in the seven leading industrial centers in New York State during November,



**OFFICERS AND MEMBERS** of the Cigaret Merchandisers' Association of New York gather for a discussion of ways and means of the forthcoming Fourth Annual Banquet. Left to right are, seated: Martin Berger, Irving Silverman and Robert Hawthorne, president. Standing: Sam Jacobs, Jackson Bloom, Matthew Forbes, association manager, and Sam Yolen. Shown also is the coveted trophy which the New Jersey CMA gave up as the result of the annual softball game held at the last outing.

## SPECIAL DE LUXE



Vends everything. Two-Tone Parcelain finish in Chrome, DeLuxe streamlined Globe, 3-lb. capacity, smooth, easy lever-type action. Automatic return.

**NEW LOW PRICES:**

1 to 5 ..... \$5.95  
6 to 11 ..... 5.75  
12 to 23 ..... 5.50  
24 or more ..... 5.25

WRITE FOR PRICES on Challengers, Topper, Coin Counters, Stands, Wall Brackets, etc.

**VICTOR VENDING CORP.**

4283 Fullerton Avenue, Chicago

## MAKE MORE PROFITS WITH "SILVER KING"

Put the big pay streak with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, fill or part time. "Silver King" is a best looking, easiest to operate, makes most money. Get 25¢ facts today.

**\$5.50**  
E.A.  
for 10  
or More



ONE SAMPLE SILVER KING... **\$6.50**

**SPECIAL**—One Silver King, 10 lbs. **\$8.45**

Dandy, 1 Gross Cherry ..... \$8.45

1/20 Deposit With Order, Balance C. O. D.

Send for Circular and Easy Terms.

**AUTOMATIC GAMES**

2425-K Fullerton, CHICAGO, ILL.

**SAVE ON STANDS**

PENNY-NICKEL COUNTERS.

Heavy Hardware For

PIPE-ANGLE-IRON-SHEET METAL

STANDS-FILLED-UNFILLED

**QUALITY VENDORS, \$9.25**

and Up. Write

**AUTOMATIC**

2425-K Fullerton, Chicago, Ill.

1939, compared with the same month last year.

"The public voted down a cigaret tax by referendum vote in Michigan, New Mexico and Oregon. If the people of New York State were to vote on the issue, I am confident that they would choose to end the cigaret tax on June 30, 1940, the close of the present fiscal year.

"Unfortunately, taxes once imposed are seldom repealed. New York State now has the opportunity, however, by ending the cigaret tax to prove to the nation that determined efforts can make tax relief not merely a vain hope but an accomplished reality."



## Cigarette Merchandisers' Associations

Main topic of interest and conversation among the officers and members of the CMA of New Jersey is the coin machine show at Chicago January 15-18, and the annual banquet to be held at Hotel Douglas, Newark, February 19.

Quite a few members of the Jersey group are reported making plans to attend the big event in Chicago. John Sharlow, president of CMA and chairman of the banquet committee, is making the trip to the Windy City and will attend the banquet to be given for secretaries and presidents of organizations associated with the coin machine industry. Since this dinner-meeting will be of the forum type, many interesting topics are scheduled to come up for discussion. This session is slated for January 17.

Sam Malkin, of the Malkin-Ilion Co. is making an early departure for the show, as the firm is displaying its new models of cigar vending machines. Harry Malkin is also making the show and will assist at the booth.

Mr. and Mrs. Edward Dierichx will take in the show and the sights of the Windy City.

The meetings of the Interstate Cigarette Merchandisers' Association to be held Tuesday, January 16 at 3 p.m., and Thursday, January 18, at 2 p.m., in Room 111, Hotel Sherman, Chicago, are claiming much interest. Anthony J. Mason, secretary of the CMA of Connecticut, is president of the Interstate group, and has urged all CMA's to delegate members attending the show to attend the interstate meetings. Those who plan to attend the meetings can check on time of the sessions by consulting the bulletin board in the Sherman. Discussions will be of a general nature and of interest to all attending.



**AUTOMATIC SALES CO., Des Moines, took second place in the recent sales contest sponsored by The Northwestern Corp., of Morris, Ill. Left to right: Harry Miller, Jack Levensky, W. E. Bolen and Dave Miller.**

Charles Stange, of Unit Vending Co.; George Dorian, of Tobacco Service; Harry Zink, of Coast Cigarette Service, and Michael Lascari, of Public Service Tobacco Co., are also making plans to attend the show. They are interested in CMA work and look forward to the CMA gatherings at the coin machine show.

James Cherry, manager of Jersey CMA, may be forced to pass up this year's show, because of the heaviness of his office duties. With the banquet less than a month away, Cherry is busy arranging for the event.

Cherry recently returned from a business trip thru the Trenton territory. While in the Jersey capital city, he visited Max Laos, Nathan Loventhal, Milton Jacobowitz and Irving Appar.

CMA members are viewing with interest advertising campaigns to be conducted by the various cigarette manufacturers. Radio programs are being expanded, as are newspaper and magazine advertising. With such campaigns underway, the boys are looking forward to increased business.

Teddy Vassar, member of the New York CMA, is one of the boys who is said to welcome the cold weather. He is a sports enthusiast and the snow will give him plenty of opportunity to indulge in winter sports.

law of its kind in the world. Most States have passed similar laws patterned on the Federal statute.

Note—See *The Billboard*, January 6, 1940, page 64, for information as to application of Federal laws to vending machines. In general, the Federal laws apply only to manufacturers' shipments in interstate commerce.

## Repeal Denver's Cigaret Tax Plan

DENVER, Jan. 6.—Denver's city council has voted unanimously to repeal Denver's "1940 Nuisance Tax Program." It was so termed by opponents of the measure. The tax program had been voted for and passed on for final reading the week before by the same body.

Among the taxes repealed was the tobacco tax, which would have placed a one-cent tax on cigars selling to 15 cents and a cent tax on tobacco selling up to 15 cents a can. Cigarettes costing more than 15 cents would have been taxed one cent for each 20 cigarettes.

The mayor declared that he favored the cigarette tax and believed it fair. However, he said, the people of Denver were so unanimously insistent that the nuisance levies be repealed he would not attempt to hinder the repeal of the program.

## Schaeff Sees Big Bulk Vender Year

CHICAGO, Jan. 6.—Harold Schaeff, head of the Victor Vending Corp., manufacturer of Universal, Topper, Challenger, Special and other bulk venders, commenting on the business outlook, said recently: "If our 1939 sales serve as a criterion, it looks as if we may expect a bigger and better year in 1940."

"Sales for the past year are unparalleled in the history of our company. The reason for this peak may be found in the designing and building of our machines, which because of these factors are profitable to operate. When our machines are put on location operators come back again and again for more of our machines; they build larger and larger profitable routes with earnings of their first machines.

"I am confident," concluded Schaeff, "that 1940 will be a banner year for the kind of bulk venders that serve the public and operator long and well."

## Torr Okehs Breath Pellet Machine

PHILADELPHIA, Jan. 6.—Roy Torr, Philadelphia distributor, reports the ever-increasing popularity of breath pellet venders. "King Jr.," says Torr, "is made to order for vending breath pellets."

"The King Jr. has a 2½-pound capacity, yet weighs only six and one half pounds. King Jr. stands only 6 by 6 by 10 inches.

## Federal Labeling Laws for Foods Go Into Effect

CHICAGO, Jan. 6.—Sharp-eyed shoppers have noticed that labels on packaged foods and candies are changing rapidly. Many wrappings and containers now carry a full list of the ingredients and the exact weight or size of contents. The reason for this is that food manufacturers are complying with the labeling requirements of the Federal Food, Drug and Cosmetic Act which went into effect January 1, 1940. Some portions of the new act have been deferred. However, most labeling provisions are being heeded by manufacturers.

The Food and Drug Administration at Washington has been holding hearings to set up standards on many processed foods. Standards on about 50 foods have been announced and many manufacturers have changed their products to comply. Those foods on which standards are eventually established need not comply with the rule to label every ingredient. On all other packaged foods containing more than one ingredient, full lists will appear. Individual exceptions may be made.

Vitamin content of foods, it is expected, will be required to be named on containers. This is expected to curb simple bragging about vitamin content. It is also expected that the law will require mention of the average amount of vitamins required by each adult daily alongside information as to the vitamin content of the product.

The law stipulates the requirement of truth on labels, the elimination of false and deceptive packages, the adoption of standards of quality, statements of the fill of containers, certification of color, definition of product, factory inspection, among other things.

The new Federal Food and Drug and Cosmetic Law is considered the strictest

## Restrain Wis. Tax Officials On Cigaret Tax

MADISON, Wis., Jan. 6.—Circuit Judge A. C. Hoppmann has denied a request for dismissal of a temporary restraining order issued December 19 against State Treasurer John M. Smith and John W. Roesch, chief of the beverage tax division, to prevent them from attempting to collect \$50 wholesaler's license fees from owners of cigaret vending machines.

Judge Hoppmann indicated that the temporary injunction would continue in force until the matter of a permanent injunction is tried before him.

At the hearing before Judge Hoppmann, Attorney Michael Klein, counsel for Ralph Turrell, argued that vending machine operators are not wholesalers but retailers. He pointed out that vending machine operators already pay \$5 retail license fee for each place in which machines are set up.

Persons argued that the proprietor of the store or tavern is the actual retail seller and that the vending machine operator is merely furnishing a "mechanical or silent salesman" for the proprietor.

Klein said that the operators had no objection to the wholesale licensing feature of the law, but contended that since all vending machine sales are direct to the ultimate consumer, machine operators are not wholesalers.

The court held that whether vending machine operators are wholesalers or retailers is an arguable matter, but that the temporary injunction would maintain until the question was settled.

## Estimate 3,000,000 Nut Venders in Use

CHICAGO, Jan. 6.—Recent items in confectionery trade journals have contained statistical reports regarding the use of coin machines in the vending of confectionery items.

One such item estimated the number of coin-operated vending machines dispensing nuts in the United States at 3,000,000. Pistachios and peanuts are said to be the old-time favorites, while almonds are quickly gaining favor with vending machine patrons.

## EXPERIENCED OPERATORS WILL TELL YOU TO BUY

# Northwestern

## BULK VENDING EQUIPMENT



THE NEW MODEL 39

THE NORTHWESTERN CORPORATION  
105 E. ARMSTRONG ST., MORRIS, ILL.

## VENDERS FOR POPCORN AND BEVERAGES

Get our prices on Kellogg Serv-o-soft Automatic Popcorn and Beverage Vending Machines. Build a permanent and profitable business with these sensational merchandisers. Write now for protected territory arrangement.

# GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST., CINCINNATI, OHIO

## PROGRAM OF THE 1940 COIN MACHINE SHOW

MONDAY, JANUARY 15

Exhibit Hours:

10 A.M. to 12 Noon

2 P.M. to 10 P.M.

Home-Cooking Luncheon: 12 Noon. Followed by DR. PRESTON BRADLEY Speaking on "Tolerance": 1:30 p.m. to 2 p.m.

TUESDAY, JANUARY 16

Exhibit Hours:

2:30 P.M. to 10 P.M.

CELEBRITIES BREAKFAST: 12 Noon to 2 P.M.

WEDNESDAY, JAN. 17

Exhibit Hours:

12 Noon to 10 P.M.

Entire day reserved for meetings of operator, jobber or distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

THURSDAY, JANUARY 18

Exhibit Hours:

10 A.M. to 3 P.M.

ANNUAL BANQUET: 7 P.M., Followed by Dancing



# MUSIC MERCHANDISING



## Announce Mills Empress Phono

(New Phonograph)

CHICAGO, Jan. 6.—Mills Novelty Co., thru its Eastern division manager, Art Cooley, has announced that production is now under way on a new, smaller model phonograph which will be sold during 1940 in connection with the Throne of Music model. The new phonograph is to be known as the Empress Model.

"Our distributors have learned from operators that there is a demand for smaller instruments which may be used in locations not large enough to accommodate our large model. Empress is approximately the same height as the Throne, but four inches narrower," revealed Cooley.

"Designer Eckland has created a smaller instrument with all the eye appeal of a de luxe model. Our investigation has proved that many locations which are too small to accommodate a large instrument have a greater money-making capacity than some larger locations. The phonograph must be attractive, of course.

"We have not attempted to build a cheaper, smaller instrument to fit into any particular price field. We had in mind the producing of an instrument, which would fit into smaller spaces and also retain all the special features of the larger machine. Empress is equipped with the same type and size speaker and amplifier as is used in Throne of Music. It has a slug-proof coin chute and piano keyboard type selector.

"The machine is illuminated from bottom to top and equipped with a casting of pleasing design to protect the grille. We use a two-color combination on the selector keys with illumination directly above the selector. The instrument will be supplied with two different colored cabinets—natural finish tigerwood and the other in stippled gold."

## Gabel Phonograph At C. M. Convention

CHICAGO, Jan. 6.—John Gabel Mfg. Co., thru its president, Robert Gabel, recently announced the appointment of the Lee-Jay Music Co., Chicago, as its distributor in the States of Illinois, Indiana, Missouri, Ohio and Arkansas.

"Lee S. Jones, head of the company," said Gabel, "is one of the oldest personalities in the music machine industry and promises to put forth every effort possible to make his company one of Gabel's largest distributors.

"From the standpoint of inquiries being received, 1940 will be a very successful year for both the Lee-Jay Music Co. and the John Gabel Mfg. Co. Gabel phonographs will be on display at the 1940 Coin Machine Show—so drop in and see Gabel officials and Lee Jones, who will be there to show and demonstrate the Gabel phonograph."

## New Mel-o-Tone Phono at Conclave

(New Phonograph)

CHICAGO, Jan. 6.—Mel-o-Tone, the phonograph that has aroused much curiosity for the last few months, is to have its premiere at the 1940 coin machine show, officials of the Herbert Corp. reveal.

Herbert officials say they are making preparations for an attractive presentation. Frank Merkle, sales manager, declares: "I have never known a new machine to create such a furore as has Mel-o-Tone. We've kept secret all the facts about the instrument and intend doing so until the morning the show opens. However, we have been receiving letters for the past several weeks from operators from all parts of the country inquiring about the new machine. How word has traveled so far about Mel-o-Tone is certainly a mystery.

"I want to say that operators are due for the surprise of their life when they get the real story on Mel-o-Tone. It's the phonograph that was created by the operators themselves. Before a single sketch was drawn on the phono-

graph, a thoro and comprehensive study was made of the phonograph industry. Over 1,600 operators were contacted for their view on the improvements that could be made. The recurring suggestions were tabulated, tried and adapted.

"Then, Herbert engineers, men with years of practical experience in the phonograph industry, were commissioned to build Mel-o-Tone. I am confident that when the operators see Mel-o-Tone at the show they will appreciate that this is the instrument that incorporates every feature that they have hoped for in an automatic phonograph."

## Disk Manufacturer Sees Half-Million Phonos This Year

NEW YORK, Jan. 6.—"By the end of 1940 approximately half a million coin machines will be in use throughout the country," optimistically declares the head of a large recording firm in predicting the steady growth in phonograph record sales. The statement was made in a message to disk dealers in a trade publication.

"Approximately 300,000 automatic phonographs are now in use in taverns, drug stores, clubs, dance halls and restaurants throughout the country. Operators of these machines are a steady market for large quantities of records," he continued.

The recording company head believes that the record industry will enjoy a "very prosperous 1940." He also credits the sale of combination radio-phonographs for the home as a stimulant to the recording industry.

## Remodeling Firm Opens New Factory

BROOKLYN, Jan. 6.—Acme Sales Co., celebrating the opening of its new phonograph remodeling plant, held a high party for music merchants which, according to reports, was a successful affair in all respects.

The party got under way with a presentation of modelled phonographs featuring the remodeling job done by the Acme organization. All present partook of refreshments served through the affair.

Judge Nathan Svedler, of the Brooklyn Municipal Court, a close friend of Sam Sachs, head of Acme, was present. He told operators that he was impressed with the growth of the music business and also the manner in which the operators are conducting their routes. He declared that he believed the music machine of definite value because they bring music so economically to the public.

## Pre-Convention Announcements

Made by Manufacturers and Distributors

## Wurlitzer 1940 Line

Two console and  
two counter phonos with  
many improvements

NORTH TONAWANDA, N. Y., Jan. 6.—Including two console models and two counter models, the 1940 Wurlitzer line of commercial automatic phonographs is distinguished for cabinet beauty, outstanding tone and many mechanical innovations, according to an official announcement just released by the firm. All models feature glamour lighting, wide-range adjustable tone, high-speed service and visible record changers. It is stated.

In presenting the new models M. G. (Mike) Hammergren, general sales manager of the Rudolph Wurlitzer Co., made these general statements: "The name Wurlitzer has been associated with fine musical instruments for over 200 years. Wurlitzer's experience is equaled by no other company in the industry and it is not surprising that 70 per cent of the music merchants operate Wurlitzer automatic phonographs, or that there are more Wurlitzers on location today than all other makes combined. I feel that these facts are a direct result of widespread appreciation by music merchants that Wurlitzers get the best locations and make the most money.

"I am just as confident that the 1940 Wurlitzers will prove more profitable than any automatic phonographs ever built. Wurlitzer has spared no expense to give them peak play appeal.

"We're heading into 1940 highly optimistic that it will prove the best year for Wurlitzer music merchants in the history of automatic music."

### Butterfly Switches Gone

In addition, both console models, the 700 and 800, and the larger counter model, known as the 71, offer what is said to be the greatest advancement in coin registration ever made—the Moto-Drive coin switch. Positive, power driven and absolutely foolproof, the device eliminates butterfly switches. Plays cannot be lost due to the line cord being pulled from the socket. The location owner simply plugs the line in again. The play is registered and the machine starts to play.

The heart of this switch, developed and patented by Wurlitzer, consists of three coin-contact plates—one for each denomination. The coin drops on a motor-

driven wheel which forcibly rolls against and over contact fingers which register the number of plays. The quarter plate has five contact fingers. The dime plate has two and the nickel plate one. Weight or thickness of coin plays no part.

Other features introduced in connection with generally improved coin mechanism are rugged, illuminated coin-entry slides in both console models and improved magnetic coin selectors offering stronger magnetic field and more accurate string of coins. The equipment also incorporates a built-in spirit level that enables the music merchant to set the selector on an even keel.

Another point of importance is an improved magazine switch that operates on any line voltage variation encountered in the United States without the need of a transformer or lights. This magazine switch requires but a minimum of power for positive operation.

### Simplified Pick-Up

All four models feature wide-range adjustable tone made possible by far-reaching advancement in the Wurlitzer sound system. An improved and simplified pick-up assures longer record and needle life plus a notable improvement in tone.

Oil-damping blocks have been eliminated and replaced by a specially compounded permanent material. The simplified pick-up is sealed at the factory and requires no adjustment on the part of the music merchant. Wurlitzer's conveniently located key-type compensated volume control produces the correct tone balance regardless of volume setting. Improved dual tone controls provide flexibility in both the base and treble ranges easily adjustable to suit any location.

No feature on the 1940 Wurlitzers will appeal to music merchants more than Wurlitzer's new high-speed service set-up. All models are serviced from the front. Records are changed from the front. Collections are made from the front. And on the console models a new instant set-back play meter may be read from the front. Play meter readings which are entirely reset by a single twist of the wrist are concealed from general view by a small door.

### Cabinet Construction

Built of hardwood lumber and matched veneers, re-enforced with steel and coated inside and out with durable, protective finish, Wurlitzer has spared no effort to build cabinets of lasting strength and beauty. All exterior finish is hand rubbed to a rich piano luster. Colorful plastics, developed especially for Wurlitzers, are balanced for beauty and brilliance.

Wurlitzer grilles are pressure cast for greater strength by the same methods that automobile radiator grilles are made. Kickproof, they are designed to protect as well as beautify the phonographs.

To substantiate their claim, "The Most Beautiful Phonograph Ever Built," all 1940 Wurlitzers carry varied interpretations of glamour lighting. The Model 800 combines continuous moving illumination in the platters with what is termed multi-colored liquid fire in the grilles—another exclusive Wurlitzer feature.

The moving, changing illumination on the Model 800 is controlled by a motor-driven color cylinder that assures positive action. There is no waiting for illumination movement to start.

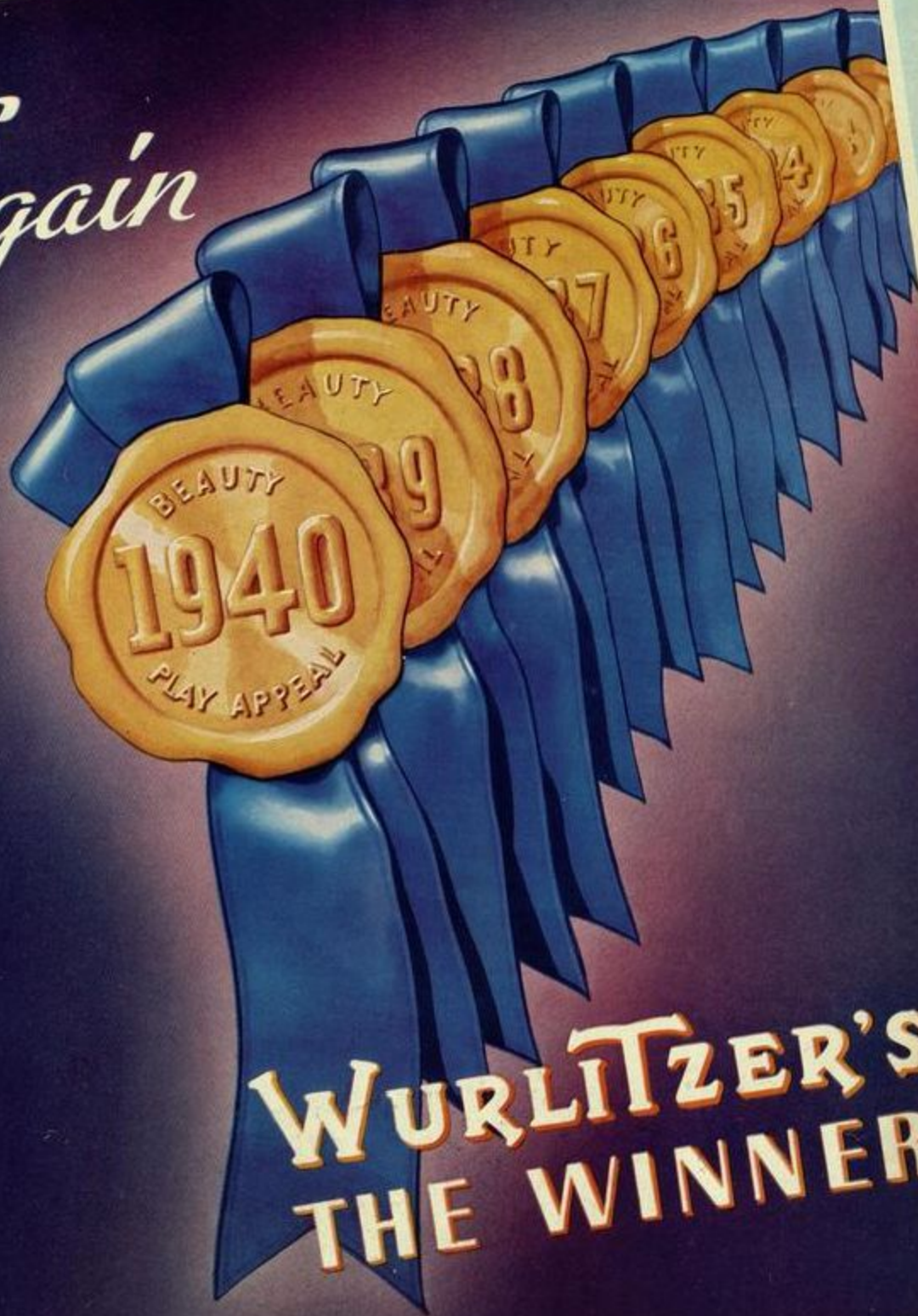
Model 700 platters are of rich Italian onyx and may be illuminated by bulbs of varying colors to attain a rich blending of shades—or, if preferred, by bulbs of a single color enabling the music merchant to match the predominating color in a location's decorative scheme. On either side of the cabinet green plastic panels sweep back from the platters to give these instruments exceptional visibility from all parts of the location.

On both models coin escutcheon plates, selectors, keyboards and program holders are illuminated to add to the brilliance of these instruments. Visible record Pre-Convention Announcements (page 77)



PHONOGRAPH NEEDLE DEPARTMENT in the M. A. Gerett Corp. plant, Milwaukee, where the Miracle Point needle is produced. Semi-automatic machinery recently has been installed to reduce costs, hence a lower price has been announced.

*Again*



**WURLITZER'S  
THE WINNER**

# WURLITZER'S THE WINNER

WITH THE

*Most Beautiful Phonographs Ever Built*



MODEL 700