

# The Billboard

The World's Foremost Amusement Weekly

DECEMBER 7, 1940

15 Cents

Vol. 52. No. 49

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—Murray Korman Photo

**TEDDY POWELL**  
And His Famous Orchestra

BLUEBIRD RECORDS

Personal Management: Milton E. Pickman  
Direction: General Amusement Corporation



The smart way to say "Merry Christmas and a Happy New Year" to all your friends in the show business is through a Greetings Message in the

# 46<sup>TH</sup> ANNIVERSARY

AND

# HOLIDAY GREETINGS NUMBER

OF

# THE BILLBOARD

HERE ARE JUST A FEW OF THE HUNDREDS OF ADVERTISERS WHO SAID "MERRY CHRISTMAS AND A HAPPY NEW YEAR" TO THEIR FRIENDS IN THE SHOW BUSINESS LAST YEAR IN THE BILLBOARD'S 45th ANNIVERSARY AND HOLIDAY GREETINGS NUMBER

Abbott & Costello	Five Juggling Jewels
Fred Allen	Al Kavelin
The Balabanows	Sonny Kendis
Charlie Barnet	La Playa Dancers
Count Basie	Dorothy Lewis
Charles Baum	Frank Libuse
Gertrude Berg	Lineo Trio
Major Bowes Enterprises	Enric Madriguera
Richard Brooks	Charlotte Manson
Burns & Allen	Mario & Floria
Calgary Bros.	Bobby May
Judy Canova	McConnell & Moore
Cesar & Maclovio	Agnes Moorehead
Clark & Wayne	Myrt & Marge
Bobby Clark	Nicholas Bros.
Larry Clinton	Arch Oboler
George M. Cohan	Sergio Orta
Mary Cohan	Manuel Ovando
Con Coliceno	Teddy Powell
The Coquettes	Ted Reams
Katharine Cornell &	Paul Remos
Guthrie McClintic	Raul & Eva Reyes
Del Courtney	Stella Reynolds
Bob Crosby	Ciro Rinae
D'Artega	Elvira Rios
Rufe Davis	Rosita Rios
Felipe de Flores	Juanito Sanabria
Eddy Duchin	Raymond Scott
Five Elgins	Jay & Lou Seiler
Dave Elman	Del Sharbutt
Estela & Papo	Tom Shirley
Ted Fio Rito	Menasha Skulnik
Peggy Fitzgerald	Everett Sloane
Calli Gail	Mary Small
Eddie Garr	Betty Jane Smith
Dick Gasparre	Johannes Steel
Paul & Nino Ghezzi	Joe Sullivan
Senny Goodman	Al Trahan
Gray Gordon	Trixie
Clyde Mager	Orin Tucker-Bonnie
Gabriel Heatter	Baker
Harriet Hoctor	Eddie Varxos
Dean Hudson	Mark Warnow
Vic Hyde	James R. Waters
Ico Follies	The Wiers Bros.
Raymond Edward Johnson	John Allen Wolf



The Billboard is the only show business trade paper which covers all branches of the show business.



The Billboard has the largest circulation of any show business trade paper . . . and this circulation is not based on the publishers' "statement" but is checked and guaranteed by the Audit Bureau of Circulations.



The Anniversary and Holiday Greetings Number of The Billboard always has a sale of from 10,000 to 30,000 copies more than the regular weekly issues. But the advertising rate remains the same as for regular weekly issues. This means wider coverage at no extra cost.



Name and semi-name artists in music, radio, night clubs, hotels, vaudeville, legit and other show business fields have already reserved space for their greetings messages in this year's big number.

# RESERVE YOUR SPACE TODAY



# The Billboard

Vol. 52  
No. 49

December 7,  
1940

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897.  
100 Pages Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

## PETRILLO ON ET WARP

### Book Says He Got 2½ Millions, But Vaude Vet Says 'Tain't So

ST. JOHN, N. B., Nov. 30.—After 16 years the secret of J. M. Franklin, a vaude pioneer, has leaked out. But the most surprised of them all is himself. It develops from a statement in the new book, *American Vaudeville*, that in 1924 Keith-Albee bought from Franklin and the late Mike Shea, for a cool \$5,000,000, six Canadian vaude theaters located in Toronto (2), Hamilton, Ottawa, Montreal, and Vancouver.

The disclosure has caused members of his family to wonder. They argue that the \$2,500,000 should be at least double that by now, altho he points out that 1929 was a reverse year. He has been unable to appraise the suspicious of Mitchell, his son, and Mrs. Mike Foster, his daughter, whose husband is a New York radio publicity man. Mrs. Franklin, too, is giving some expensive wearables. As for Franklin himself, he contends the book contains many inaccuracies, and his half of the \$5,000,000 is one of

them. He has been placed on all the sucker lists already.

Franklin was Canadian general manager for Keith-Albee and RKO for many years, as well as operating his own vaude houses in Ottawa, Montreal, and the maritime provinces.

Franklin wants to know where Douglas Gilbert, author of *American Vaudeville*, got his info.

### Milwaukee County Changes Outdoor License Ordinance

MILWAUKEE, Nov. 30.—The Milwaukee County board of supervisors this week amended the ordinance regulating "carnivals, street fairs, shows, circuses, exhibitions, vaudeville, and other like amusements under tent or in open for gain" in the county. The changes become effective January 1, 1941.

The minimum license fee for carnivals, street fairs, and other similar shows and exhibits to include not more than four shows or riding devices, or both, and 15 concessions will be \$75 a week. For more than four shows or riding devices and not to exceed 10, the fee will be \$125; for more than 10 and not to exceed 20 shows, \$200, and for more than 20 shows, \$250. In each classification the number of concessions is held to 15 with an ad-

(See MILWAUKEE CHANGES on page 33)

### AFM Prez Preparing Convention Resolution Against Exclusive Radio Station Use of Records

NEW YORK, Nov. 30.—James C. Petrillo, president of the American Federation of Musicians, is preparing a resolution to be presented to the AFM convention in Seattle, Wash., next June which would aim a death blow at radio stations making extensive use of recordings—both popular band disks and transcriptions—which replace live talent.

While this has been a pressing problem for musicians, transcription companies, and the radio stations for a number of years, it was learned this week that Petrillo is taking the initiative. Petrillo's idea is to put bands in the studios—or else.

Idea is well formulated in the mind of Petrillo and other guiding lights of the AFM, but actual plans and developments are still in the nebulous stage because of the policing proposition that would be entailed if the resolution were passed and the stations balked at the idea—which is expected.

Rank and file broadcasters cry they must have records, and cannot afford to employ many musicians.

Union has claimed that musicians are being discriminated against because of this practice, with stations in many instances intimating that name bands are in the studio, and then playing 15 minutes or a half-hour of recordings. If they must do this, Petrillo wants each station to hire a studio band, and is willing to talk terms as to the size of such orks in ratio to the station's busi-

ness. It would be in the nature of a glorified standby fee; but then, the musicians' union thoughts are, the station wouldn't have to buy as many transcriptions.

Policing of this move, if the resolution meets with success at the convention, will have to depend on the vigilance of local musicians' unions throuthout the country, with the locals putting a man in every studio and, if the station refuses, having leaders stop making transcriptions altogether, and supervising recorded shows.

Only local in the country that has such a rule in order now is the Chicago musicians' union. Petrillo's home grounds, where nine musicians are employed in the various radio stations as "pancake turners," a musicians' union member putting each record on the turntable. This new move would force the employment of many musicians as disk chiefs, in addition to employment of studio bands.

There are many points still at issue in the Petrillo move: First, the legality of such a move, and secondly, the litigation which has been going on in the courts for many years between the National Association of Performing Artists and the stations using canned music. If a decision ever comes about, AFM feels that it will erode many of the mechanization problems. Meantime, the top bands and agencies are sitting back, afraid to tinker with the problem lest

(See AFM VS. RADIO on page 10)

### "Ice Follies" 100G in Wash.

WASHINGTON, Nov. 30.—Gate for the Shoptad and Johnson Ice Follies of 1940, which played here at the Riverside Stadium November 11 to 23 hit a record \$100,000. Four solid days of rain and cold weather tended to keep down capacity showing, but despite these obstacles the troupe obtained the best box office it ever had here.

## Vanguard Big for Chi Meets

### Heavy arrivals indicate a great turnout—illness to hold Herring in Beaumont

CHICAGO, Nov. 30.—A heavy influx of show people several days earlier than usual indicates that this year's outdoor convention will be exceptionally large. Since last Sunday there has been a steady flow of incoming conventioners, and by Thursday the lobby of the Hotel Sherman was crowded with showfolks. Today posters and banners of shows, booking offices, attractions, and equipment firms made their appearance in great numbers. Instead of the usual method of hanging banners from the mezzanine railings, all announcements are hung from a steel cable running around the four sides of the mezzanine. Tomorrow the Showmen's League of America will open a registration booth in the lobby, with members in attendance at all times.

At the La Salle Hotel the advance guard of the National Association of Amusement Parks, Pools, and Beaches was in evidence. Everything is in readiness for the start of the convention on Monday when the American Recreational Equipment Association will hold its annual meeting. Exhibition hall will open Tuesday morning, and sessions of the NAAAPPB will start on Wednesday. Secretary A. R. Hodge has brought together a large number of exhibitors and states that practically all available space will be occupied. Most of the park men are expected to arrive over the week-end. A note of disappointment was sounded on Friday when a wire was received

from L. B. Herring Jr., president of the International Association of Fairs and Expositions, Beaumont, Tex., informing that he would be unable to attend the convention because of illness. He is in a Beaumont hospital.

As there had been no official registration when this was written, it is impossible to list all of the early arrivals, but among those noticed in the lobby of the Hotel Sherman (in addition to many previously mentioned) were C. B. Afflerbaugh, secretary, Los Angeles County Fair, Pomona, Calif.; Mr. and Mrs. Charles Yule (he is manager of the Calgary Exhibition; B. S. Greedy; Mr. and Mrs. Harold (Budgy) Paddock; Mr. and Mrs. C. F. Zeiger, of the West Coast Oscar Bloom, Mr. and Mrs. Noble C. Fairly, Sam and Bill Solomon, John M. Sheesley, A. E. Selden, Max and Joe Goodman, Mr. and Mrs. Abner Kline, B. Ward Benn, Jimmie Lynch, John Courtney, Floyd Newell, Hymie Schreiber, Flash Williams, A. C. Bradley, Mr. and

Mrs. Rubin Gruberg, and Jimmy Van Cise. Scores of others arrived before the day was over.

### Marcus Unit To Return to U. S.

SANTIAGO DE CUBA, Nov. 23.—The A. B. Marcus unit, owing to the fact that several in the company have been unable to obtain passports for a Central American country, will return to the United States shortly.

The unit, while playing here, ran into legal difficulties on complaint of a theater inspector, who charged an infraction of the law forbidding shows to go on later than the advertised time. Marcus claimed that the show was 15 minutes late because of the breaking of a curtain shortly before the start of the show. The rag was quickly repaired.

## 24 Dufour & Rogers Units Gross \$626,697 at NYWF

NEW YORK, Nov. 30.—Twenty-four units of Dufour & Rogers operation at the World's Fair grossed \$626,697 in 1940. Line-up embraced 8 scales, 8 age-guessing stands, 4 shows, 3 games, and a restaurant. In 1939 thirty units of operation took in \$646,783 from 15 scales, 5 guess-your-age, 6 shows, 2 games, 1 ride, and a restaurant. As scales were not operated by DRT in

1939, deducting that gross yields a take last year of \$575,319, giving this year's total revenue an edge of more than \$50,000.

Superiority of second edition's take for the combo is accounted for by an up in Rodevoo Cafe revenue of nearly \$107,000. A more interesting comparison is the fact that last year 15 scale units

(See DUFOUR & ROGERS on page 33)

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# NOT MANY REFUGEE JOBS

## Performers Fleeing From Europe Click in Isolated Cases, But Not En Masse; Legit, Pix Lead

WASHINGTON, Nov. 30.—Statistics released by the Department of Justice to *The Billboard* indicate that refugees actors and musicians in this country have made no heavy inroads upon employment of American talent. A table showing refugee admissions on this page reveals that only 430 giving their occupation as actors and 1,285 as musicians have been admitted to the United States since 1933.

The bulk of the expatriates have come from Germany, Great Britain, Canada, and Mexico. Admissions from the latter three countries, while inevitably including a percentage of natives of those lands, include also many who established permanent residences there after fleeing from Germany.

Figures obtained from other sources show that until the latter part of 1938 emigration from the United States had exceeded immigration. After an increase in 1938 and 1939, immigration once more became a trickle, due to the outbreak of the war and the subsequent scarcity of ships. The year 1938 was the first in which immigration quotas began to be exceeded.

The European total since the latter part of 1933 is 512 actors and 895 musicians, of which Germany sent 145 actors and 445 musicians, while Great Britain contributed 204 actors and 94 musicians. Canadian figures are 134 actors and 186 musicians. Mexico sent 113 performers and 67 musicians. The popularity of Latin American talent is also responsible for an increased number of arrivals from countries south of the border.

European entertainers who fled political and religious persecution abroad have so far made little progress on Broadway, generally speaking. Thus far they have made most headway in cafes with a predominantly foreign patronage, such as the Broadway Palace, Cafe Old Europe, and the Vienna Grill, which have a decided refugee patronage. Along Broadway legit seems to be the field in which refugees have received the greatest "in." One of the most celebrated of the newcomers is Dr. Otto Ludwig Preminger, who has not only hit the boards as an actor (*Margia for Error*) but has directed and produced.

Refugees attempting to crack legit have had two opportunities to show their

stuff en masse. From Vienna, produced in June, 1939, and *Reunion in New York*, in February, 1940, contained only expatriates. Critically, both were liked.

The American Viennese Group, Inc., producers of these musicals, contained Lotta Goddar, Paul Lindenberg, Fred Lorenz, Henry Peever, Katharine Matoren, Maria Pichler, Nelly Franck, Nell Hyrt, Klaus Brill, Vilma Kurer, Elisabeth Neumann, Lothar Metel, Leo Weith, Herbert Berghof, Lela Paul, Herman Walter, Annie Desser, Bert Silving, Emory Connor, Maria Temple, Peter Koch, Ila Roden, Lothar Rewalt, Henry Werbek, Karl Meuller, and Fritz Ebers, among others.

All gave an excellent account of themselves, with Ila Roden, a ballerina, drawing raves. But none of them seems to have gone far since then, and even Miss Roden appears to be lost in the shuffle at the moment.

Another refugee, Edmund Zapenda, musical comedy player from Poland, is working regularly, having established himself as a musical comedy favorite in a Yiddish Theater on the lower East Side.

### Others in Legit

Others who have tried with varying degrees of success in legit include Marian (See *Not Many Refugee Jobs* on page 6)

## Selective Service Mail

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

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

## Stuck in Italy, Hopes To Return

NEW YORK, Nov. 30.—Word has been received that the Rigoletto Brothers and Aimee Sleters, a vaude act caught in Italy at the outbreak of the war, will sail from Lisbon for this country about the middle of December.

The act, current at Lyons, France, is scheduled to go into a show with Maurice Chevalier. If a boat is available, they will probably drop all dates to sail. Eddie Smith will manage the act when it arrives here.

## Kentucky Tax Rule

FRANKFORT, Ky., Nov. 30.—Entertainments conducted by Tri-County Concert Associations are not subject to the excise tax on the sale of admissions, Assistant Attorney-General Guy H. Herdman has ruled.



**CITY SLICKERS, SIGHTS 'N' SNICKERS:** At the Strand Barbershop—Iring Berlin wails in a chair and he bursts out into tears again as he relates to barber-friend Bill the touching tribute the Saints and Sinners' Club just paid to him—a Fall Guy who fell so high up he touched the heavens and vice versa. . . . At *Bill's Gay '90s*—Bill Hardee and Harry Lanzner, of the Park Central, discuss an unpopular society playboy who is adding to his unpopularity by frequently acting as toastmaster despite an impediment in his impediment. "The trouble with him," Hardee snipes, "is that he was born with a silver spoon in his mouth—but he forgot to take it out!"

**AT JOE'S IN BROOKLYN**—Hal Conrad points out a three-sheeter advertising the now defunct Majestic Theater—with the acts billed in tiny type, but the names of the producers fairly shouting "This house is booked exclusively by Evans & Lee." . . . At *LeMaitre's Opening*—It took a couple of Greeks to break up a war when Betty Hutton refused to follow Elvira Blos—the Condos Brothers settling matters amicably by breaking their act into two slices and sandwiching the senorita in between. . . . At the *Biltmore Testimonial to Not Abramson*—Jerry Danzig wonders whether we've noticed the fact that NBC, anxious to avoid the use of the words "beer" and "bartender" in song lyrics and titles, switched *Beer Barrel Polka to Roll Out the Barrel*. To make people think maybe the barrel's something to wear???

**AT TOOTS SHOES TAVERN**—Ted Husing grins as he shows us a letter from Carl Erbe revealing that the Finchley store in Palm Beach will feature a 32-foot bar, a group of Arthur Murray dancers, and movie shorts. "Maybe," maybe's Erbe, "I can convince Jack and Benny Gaines to retaliate by putting a line of clothing into the Dempsey-Vanderbilt Club." . . . At *Sardis*—A drahmah critic tells Renee Carol (who checks coats with subscription tabs to *Stage* magazine) that there's relative trouble in Leonard Silman's *All in Fun*, and it ain't All in Fun either. . . . At *Stan Sheu's Milkman's Matinee*—Bernice Judas waxes enthusiastic about her boss, Milton Blow. Seems Blow spent weeks preparing plans and slides to present to the American Trucking Association meeting in Los Angeles—only to have his plans grounded in Chicago on his way out. So he transmitted the 63 slides over International News Photo Service at 3 in the yawning, broadcast the speech to accompany the pictures from a Windy City studio direct to the meeting in Los Angeles, and not only got his message to Garcia but conquered the conventioners by remote control!!!

**AT MADISON SQUARE GARDEN**—Danton Walker, Bob Brumby, and Bob Christenberry all brag that their home-town sectors are the bestest—"I'll find out all three migrated from within a few miles of each other. . . . At *Leon & Eddie's Party to Connie Russell*—Red Skelton says the reason MGM didn't remove the periphery they erected on Broadway for the *World's Fair* is so they can paint it black and dab it with a big EIGHT when his new picture is released. . . . Outside of Lindy's (which is exactly where Reubens would like to see all of Lindy's customers)—Jack Brown, of Eddie, Jack, and Betty, shows us the magic wand he waves when refusing to do a police benefit—It's a receipt for a \$12.50 fine he paid three years ago in Philly on his way home from doing a police benefit!!!

**AT THE ESSEX HOUSE**—Larry Clinton reports the Hofbrau in Erie, Pa., is well represented by the musicians' union. The last time he was there the president of the local played the trombone, the secretary the drums, the treasurer, trumpet, and the other three boys in the band were sons of the first three!!! At the *Palm's Restaurant*—Songwriter Charles Kenny shows Hank Henry (the next burlesker, losing it. Sort of an adult diaper. . . . In the *Excelsior Room of the Lexington*—The native greeter introduces herself as Anna Kanthomaukeokobokolale, and, if you look at her like Eddie Cantor, she adds: "Pronounced K-a-n-i-h-o-m-a-u-o-i-l-e-k-e-o-h-o-k-a-l-o-l-e-!!!" (God bless you, too!)

## SS Tax Claims Vs. Billy Rose Heard by State

NEW YORK, Nov. 30.—Hearings investigating contractual relations between Billy Rose and members of the casts of his Aquacade and his Diamond Horse-shoe night club are being conducted by the Unemployment Insurance Division of this State. Next hearing will be held December 9, at which time Henry Jaffee, attorney for the American Guild of Variety Artists, will appear on behalf of the performers. Performers, both chorus and principals, have also been subpoenaed.

Investigation grew out of claims filed by performers who sought benefits during unemployment. Upon receipt of such applications, State always checks employers' reports. Finding that employer payments have not been made for these claimants, State began hearings. Question involved is reduced to the old thesis of whether or not these performers are employees or independent contractors.

Legal department of the State service has pointed out in other cases that merely injecting in written contract clause charging the performer with being an independent contractor does not necessarily make him one. Most of the rulings of the State, and for that matter the federal offices of the Social Security Board, have been in favor of performers, in that they have held that most of them are employees, subject to the protection of Social Security and re-employment insurance.

Administrative referees of the State Unemployment Insurance office here refused to discuss the case any further than to admit its existence, explaining that cases pending cannot be reported to the press before disposition has been made.

## Night Spots Await Open New Year's; Many Bookings

DETROIT, Nov. 30.—Night spots throughout the Midwest are looking toward the biggest New Year's Eve in several years, because of the fact that it will be the first time in four years that either the eve or New Year's Day has not fallen on a Sunday—which has meant serious loss of business thru rigid liquor sale restrictions on Sundays in this State.

With the plans for a wide-open evening plus the possibility that many officials may wink at spots remaining open beyond the legal 2 a.m. curfew, managers are looking forward to plenty of business.

More acts will be used with just about every kind of drink spot planning on a show for the one night. In many cases, however, salaries are low—in fact bookers report that very few spots will pay any more than the normal salary for one night's work, and are hoping to get acts at a bargain rate thru early bookings.

Usual number of theaters are setting acts for their midnight shows. Theaters generally are paying good rates.

## Munies Rink for Memphis?

MEMPHIS, Tenn., Nov. 30.—City officials have appointed a committee of two members to study municipal skating rinks in cities of the South and East with intention of installing necessary ice equipment in the City Auditorium by January 1. Mayor Chandler announced this week. From a report by the committee, the city and county commissions will make a prompt decision on the matter, in order to hold an ice carnival on New Year's Day.

City Commissioner Boyle and Marvin Pope, executive secretary to the mayor, left for New York Monday, where Madison Square's equipment for ice skating will be inspected. They will examine, also, rinks at Philadelphia, Atlantic City, and Fort Worth. Recent recommendations to the commission for installation of portable equipment was made by the Shelby County Auditorium Commission as one way "to make the \$2,000,000 auditorium a profitable investment."

## TEDDY POWELL

(This Week's Cover Subject)

**T**EDDY POWELL, still in his early 30s, has been a guitarist, songwriter, and band leader, and cuts still another niche in show business by winding up as the owner of New York's cradle of swing, the Famous Door, where he incubated his band less than a year and a half ago.

When he took up the baton, after a successful eight years of writing some of the nation's hit songs, he wasn't green to the band business, having put in time with the rhythm section of Abe Lyman's orchestra. Lyman discovered him playing with a small band in his native Oakland, Calif.

Powell started to write songs while playing with Lyman eight years ago, and turned out such hits as "Boots and Saddles," "Bewildered," "I Couldn't Believe My Eyes," "Am I Proud," and "Snake Charmer," to speak of a few.

When Teddy's band was organized his first date was at the Famous Door, which turned out to be a lucky spot. It was a springboard for profitable theater and one-night dates. When the spot folded a few months ago, he and his personal manager, Milton Pickman, took over the club.

He brought his newly organized band into the nitery and within two months played a two-week engagement at Broadway's Strand Theater. He is now on a tour of the Brandt Circuit, which is to be followed by a session of one-nighters. He also started to record on the Bluebird label last week.



## Canada Spot Offers Roller Skating and Dance Floor Combo

ST. JOHN, N. B., Nov. 30.—The Earlescourt Club is the first nitery to install roller skating in Eastern Canada. The new skating surface surrounds the dance floor, and the same music is available for both. The music varies from machine music amplified to playing by orchestral groups.

Patrons of this club may either skate or dance, or alternate at both. The skating surface is 2,600 feet and circular. Skating is available Mondays, Tuesdays, Wednesdays, and Saturdays, and dancing on the same days as well as on Thursdays and Fridays.

The Earlescourt, of which W. E. Earle is proprietor, was the first nitery to provide facilities for tennis in the summer and badminton in the winter. Added as well as the roller skating have been darts and ping-pong.

Special attention is being given to development of patronage from soldiers, sailors, and air force men.

Mrs. C. W. Izard has become manager of the roller skating.

## Shubert Bookings Big in Phil After Erlanger Switch

PHILADELPHIA, Nov. 30.—Causing more excitement than at pre-season time, a bumper crop of legit bookings for the Forrest and Locust Street theaters, enough to keep the houses lighted well past February, was announced this week by Lawrence Shubert, manager of the two houses. Following the current week of *DuBarry Was a Lady*, Forrest has *Pat Joey* coming in December 11 for two weeks, followed on the 26th by the new Dennis King musical, as yet untitled. Forrest bookings for January include *Greasy With the Heat* for a single January 13 week, and *The Man Who Comes to Dinner* following on January 20. Forrest has inked in *Hellasoppin* for an indefinite engagement starting February 17.

Locust Street, following the current run of *Ladies in Retirement*, has a steady stream. *Off the Record* takes two weeks starting December 9; Dante returns his *Six Sale Bim* magic show December 23; *Separate Rooms* takes over January 7, and *The Time of Your Life* is marked down for a January 27 opening.

Bookings believed to be the result of William Goldman taking over the operation of the Erlanger Theater with the avowed intent to "right" the Shuberts, who control the Forrest and Locust Street houses. Goldman, who rent the house for the *Mask & Wig High* as a Kife show, is doing up shows booking under independent auspices, and promises to announce a half dozen bookings for the season, with *Life with Father* assured to head the list.

## Alvin, Pitt, Roof Falls; Four Hurt

PITTSBURGH, Nov. 30.—Rebuilding of wrecked Harris Alvin Theater will be question to be answered by property-owning Harvard University. General Manager John H. Harris informed, as realty agent E. U. Snaman announced that dry rot recently caused roof collapse of 51-year-old playhouse in which had appeared many of world's foremost actors, singers, and dancers. Engineers and city safety department inspectors are examining wreckage to try to establish responsibility for the disaster, that miraculously injured only four people.

When the ceiling fell more than 200 spectators, who were watching a newsmel at 8:30 p.m., rushed toward the exits, while a picture operator focused light on the auditorium with his projection machine, from which he had ripped the film. When they found the exits blocked by falling debris, they beat it to back. Despite relatively good order for panicky crowd that fled out as rear as ceiling fell in front of house, four persons were injured. Only one of the four, an usher, was hurt by the crash. The other three were injured by the mob's rush.

Pictures booked for the Alvin, which has occasionally played stageshows since its reopening six years ago, will be shown at the Senator, the other Harris downtown house, which has likewise sporadically presented vaudeville.

## 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

JOE OAKIE—stooze in Jack Haley's act, caught recently at the Strand, New York, where he grabbed many belly-laughs despite his brief appearance. His dead-pan delivery is hilarious—sufficiently strong to hold up the comedy scenes of any musical revue. In addition, his versatility would prove a tremendous asset. He can sing, does a satirical take-off of Al Jolson, and is a clever eccentric dancer.

GYNIA GRAY—blond singing comedienne, whose ad lib emcee work and steady flow of comedy talk between songs are adding distinction to the floorshow at the Pogo Pogo, New York night spot. A good bet for musicals in need of a natural comedienne or an Ilka Chase characterization. Works with a gaily indifferent sense of humor that is as novel as it is entertaining.

## "Love" Weak at 36G For Philly Fortnight; "Ladies" Gets OK 11G

PHILADELPHIA, Nov. 30.—Night of Love, closing a pre-Broadway fortnight tonight (30) at the Forrest Theater, totaled an unsatisfactory \$36,000 for its run, playing at a \$3.50 top. First stanza hit a poor \$16,700, and the second week with \$19,300 wasn't considered much better, since it had the advantage of Pennsylvania's Thanksgiving on the 28th and the Army-Navy football week-end. First had the FDR Thanksgiving and the Penn-Cornell football holiday crowds. Local critics enjoyed the show's singing, but that's all.

Flora Robson in *Ladies in Retirement* fared much better for its first week at the Locust Street Theater ended tonight (30). At a \$2.50 top, the blessings of the critics, American Theater Society subscription coin, and the holidays, helped show to grab off a neat \$11,800 for the house's best gross this season.

Conquest in April, after a poor \$10,000 for a Locust for night ended November 23, was taken out of circulation for revision.

## Ducatmen Must Pay City Fees

NEW YORK, Nov. 30.—Theater ticket brokers will have to apply for licenses with License Commissioner Paul Moss before January 1 if they expect to operate next year, the commissioner announced this week, explaining that the brokers' State licenses expired, technically, when the legislature transferred the jurisdiction to local administration, but that he did not want to press for the new licenses and tax the brokers for the added fees at that time. Moss, instead, allowed the State licenses to run their full course. New city license calls for a \$200 fee plus bond.

Judge Bernstein of the Appellate Court this week upheld the ticket regulations, in reply to the brokers' appeal.

## Gus Sun in Hot Springs

HOT SPRINGS, Ark., Nov. 30.—Gus Sun arrived here Saturday (23) for his 39th annual visit. He was accompanied by his son, Robert A.

## See Pub Drive Against Radio's "Murdering the Classics"; Angles

NEW YORK, Nov. 30.—The ASCAP has remained reticent regarding what ammunition it is likely to unleash against the broadcasters after January 1, it is definitely known that some of the leading publisher members have determined to launch a campaign attacking hostile radio interests on the ground that these interests are "murdering the classics." Felt that much might be made of the situation, what with arrangements of old classics become increasingly evident in the music libraries of name bands.

Swinging the classics has reached such a pass that it is affecting transcription dates. One leading wax exec recently auditioned a band and rejected same because the maestro's library contained too many swing versions of masterpieces.

ASCAP expects that outcry against "murdering the classics" will go hand in hand with promotion of sheet music and record sales by department and music stores—angle being that these outlets will plug the music "as it was intended to be played." ASCAP also believes sheet and record hypo will follow naturally because hit tunes will not be available on the radio.

ASCAP is not letting go with its full ammunition at present because of fact that until December 31 broadcasters are still the Society's best customers. But heavy barrage on restraint of trade, monopoly, and other charges against nets is expected.

NEW YORK, Nov. 30.—Principle that the networks must bear a major portion of the music bill must be established now according to ASCAP, owing to increasing growth of chain broadcasting system. Society spokesmen point out that the major chains now control about 500 stations, and if chain growth con-

tinues without the networks coming across, the composer may be squeezed out entirely at some future date.

To support its contention, Society points out that in the recent monopoly probe of the networks the report cites "the necessity and advisability of requiring networks to be licensed by the FCC."



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## Bluenoses Kick—But Late

WICHITA, Kan., Nov. 30.—The Tobacco Road played here twice before thru bookings by William Floto, objections to its third performance here Wednesday (4) have been entered by a commission of Catholic organizations. Conference between Floto and Emmett A. Blas, attorney representing the Catholic Legion for Decency, resulted in an agreement whereby the play will be previewed the night before its public performance. Floto agreed, also, to submit the script of the play to the objectors.

Catholic group had petitioned the city commission for relief, but Commissioner Robert Israel moved that the matter be left up to whatever decision the protestors and Floto reached between them.

## Karns Directs Sarasota

SARASOTA, Fla., Nov. 30.—Adna Karns will direct The Players of Sarasota in their 11th season, which will open December 11 with *Three Men On a Horse*. Other productions on the little theater's schedule are *Siege Door*, *The Peirged Forest*, *The Royal Family*, and an undecided mystery or comedy. Membership last year totaled 950.

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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</p> <p>Double Coupons, Double Price. No. C. O. D. Orders Size Single Tick. 1 1/2"</p>	<p><b>FOR 50 YEARS</b> We have offered our services, with each year an added improvement in manufacturing, etc., until now, with our new and down to the minute machinery, we are making</p> <h2 style="text-align: center;">TICKETS</h2> <p>that meet any and all requirements and at satisfactory prices. Let us figure with you.</p> <p style="text-align: center;"><b>THE TOLEDO TICKET COMPANY, Toledo, Ohio</b></p>	<p><b>SPECIAL PRINTED</b></p> <p>Roll or Machine</p> <table style="width: 100%;"> <tr><td>10,000</td><td>\$ 6.95</td></tr> <tr><td>30,000</td><td>9.85</td></tr> <tr><td>50,000</td><td>12.75</td></tr> <tr><td>100,000</td><td>20.00</td></tr> <tr><td>1,000,000</td><td>150.50</td></tr> </table> <p>Double Coupons, Double Price.</p>	10,000	\$ 6.95	30,000	9.85	50,000	12.75	100,000	20.00	1,000,000	150.50
10,000	\$ 6.95											
30,000	9.85											
50,000	12.75											
100,000	20.00											
1,000,000	150.50											



# Bands Too Costly; Philly Earle To Use More Film Names, Vaude

PHILADELPHIA, Nov. 30.—Altho name bands have dominated the 4,000-seat Earle Theater, only combo downtown house, house management will change policy, after studying the box-office drawing for the first eight shows this season. With four band shows and as many name act bills behind it this

season, Earle will continue with the mixed policy. But with name band salaries so high, it is expected the Earle will be more partial to variety names. House feels the audiences today want more than just a band concert.

Emphasis on variety names will continue to go to those with a screen background. And with the town so name-conscious, the first eight weeks vaude proved that a name is practically a must for each week's show. Poorest bis since returning to vaude was registered by an out-and-out vaude bill November 8 week, headed by Ken Murray, supported by Dixie Dunbar, Wynn Murray, Park and Clifford, Betty Atkinson, and the Mill Herth Trio, when the house hit a bottom \$17,000.

Biggest business was registered October 4 week, with Glen Gray's Casa Loma Band and the Andrews Sisters, and only Buck and Bubbles added, which brought in \$26,000. Other band drawings: Gene Krupa, with Ray Bolger, October 25 week, \$24,000; Jimmy Dorsey, with Buddy and Vilma Ebsen and Roy Davis, October 18 week, \$23,000. The same figure is expected from Cab Calloway with the Mills Brothers current week.

George Jessel's unit with Hollywood names, opening the house September 27 week, did a nice \$23,600, and Louella Parsons' movieland unit, November 1 week, hurt by the election slump, did \$20,700. George White's Scandals, starring Ben Blue, October 11 week, did a neat \$23,700.

## Henie Skaters Beef On \$\$; Strike Brings Conflicting Stories

NEW YORK, Nov. 30.—A strike of principals and chorus skaters in the Hollywood Ice Revue, starring Sonja Henie, has come and gone, to the accompaniment of conflicting stories. Arthur Wirtz, producer of the show, flew here after "settling" the strike in Hollywood, where the show was rehearsing, but was "too busy" to give out a statement. He returned to Houston, Tex., for the opening of the show there tonight.

Ray Haddock, executive secretary of the American Guild of Variety Artists, which is supposed to have a contract with Wirtz and which has jurisdiction over the skaters, says strike was called by skaters who were hired without written contracts. Upon refusal of Wirtz to sign on the dotted line, skaters walked out, said Haddock, who admitted that some principals are getting only \$60, whereas the union's agreement called for \$75 for tours. He explained, however, that contract required that the \$75 be paid all those who had been receiving that salary in previous engagements with Wirtz. Union's contract calls for \$50 for chorus.

Skaters themselves told a different story. They claimed they were receiving only \$30 and \$40, tho in previous years show had paid \$50 and \$75. Strike was not with union sanction, skaters having commented that the \$75 "is doing nothing for us," according to Coast re-

ports, which add that strike had drawn the wrath of the union's home office and that Haddock had threatened all striking members with suspensions unless they returned to work at Wirtz's figures. Haddock neither denied nor affirmed this.

From a source close to the management comes the report that the strike ended, but the skaters received no increases. This despite the fact that newspapers carried items stating that eight line girls had their \$60 upped to \$75 because they step out for specialty bits, and that others received adjustment in rehearsal salaries.

When Hollywood Revue was first toured several years ago, high-salaried figure of \$75 was obtained thru the efforts of Screen Actors' Guild, to which most of the cast belonged. The union had no actual jurisdiction over the tour. Weakness of the AGVA and its inability to enforce better terms are said to account for the lowered salaries prevailing on the show.

## Somerset Concerts Set

SOMERSET, Ky., Nov. 30.—Membership drive of the Somerset Co-Operative Concert Association, which appeared for a time to be doomed to failure, was oversubscribed before the deadline passed and for the second winter the organization will bring well-known talent here. Artists to appear are Ida Krehm, pianist; Anatol Kaminsky, violinist, and Robert Marshall, tenor.

## Atlanta Tent Elects

ATLANTA, Nov. 30.—Officers of the Atlanta Tent No. 21 of the Variety Clubs of America elected the following officers for the coming year: William K. Jenkins, chief baker; Harry G. Ballantyne, first assistant chief baker; G. E. Kesslich, second assistant chief baker; R. B. Wilby, dough guy, and E. E. Whitaker, property man. Directors are Willis J. Davis, John Essel, J. F. Kirby, R. L. McCoy, Dave Prince, and Paul S. Wilson.

## NOT MANY REFUGEE JOBS

(Continued from page 4)  
MIL (Mrs. Otto Preminger), Elen Schwaneke, Hans Jany, Fritz Korfner, Theodore Komisarjevsky, John Banner, Otto Homolka, and others classed as refugees only because of political and military events in their native countries. These would include Ingrid Bergman and Francesca Gaal, among others.

Valeska Gert, a mime, made her debut here in a solo recital at the Cherry Lane Theater. In Hollywood the Screen Actors' Guild issued a statement that only 18 of the film industry's 19,511 employees were refugees. This figure has subsequently been attacked as a gross underestimation. It was claimed that it failed to take in many day and free-lance workers who do not appear on permanent pay rolls. A recheck is currently being made.

Recent importations listed in many featured roles includes Albert Basserman, Siegfried Arno, Kurt Bois, Fritz Feld, Felix Bressart, Conrad Veidt, Gitta Alper, G. Szakall, and names including producers and directors like Jan Kiepura, Marta Egaryt, Luise Rainer, Josef Pasternack, Henry Koster, Ernst Lubitsch, and Max Reinhardt, who, altho they have been in this country for several years, could be considered refugees, since it may be dangerous for them to go back to their homelands. A Hollywood group

from Holland includes Philip Dorn, Willy Costello, and Roland Varno.

## Concert Field

The concert field has contributed such names as Werner S. Bass, former conductor of the State Opera, Berlin, and Jaromir Weinberger, noted classical composer, who wrote the opera, Schoenada, and whose composition was given a premiere airing by John Barbirolli, of the New York Philharmonic Orchestra. Hans Willem Steinberg conducted a concert of the NBC Symphony Ork.

Others in the classical field are Helen Patova, former ballet mistress of the Metropol Theater, Berlin; Ruf Asselin, premier soprano of the Deutsches Opernhaus, Berlin; Walter Olitsky, operatic singer; Gertrude Godwyn, ballet mistress of the Volksopera, Vienna, and Ruth Libenberg, of the Koeningberg Opernhaus. Arturo Toscanini could also be listed as an expatriate, since his last visit to Italy earned him official disfavor. During that trip the maestro refused to conduct an ork thru the Fascist national anthem, and he was forced to get out of the country in a hurry.

Otto Klemperer, conductor of the Hollywood Symphony, formerly conducted in Berlin.

Emmerich Kalman, composer of Sari, Countess Maritza, and others in the operetta field, is currently in Hollywood, working on the film version of Countess Maritza. Other composers include Ralph Benatzki, who wrote music for White Horse Inn; the late Walthar Gross, in a Little Dutch Garden; Hans Eisler, Kurt Weill, of Three Penny Opera, and Stefan Welas and Paul Mann, who made the hit parade with They Say.

Irving Piscator is assuming charge of the Theater Workshop of the New School of Social Research. This institution is also founding an Opera Workshop, which will utilize some refugee talent.

## Not Much on Air

Because of language difficulties, radio offers no wide employment opportunities for refugees. Few are associated with daytime dramas, which offer most employment to performers.

Except in the night clubs catering to foreign clientele, there are few refuge performers who have found employment in cafes. Baron Von Oppenheim, a Viennese musical comedy performer, last season was associated with the Ches Harry management. Greta Keller is the most notable success in that line. She has been featured at the Algonquin Hotel and the Cafe Lamaze, Hollywood.

The vaude stage has found that foreign performers are not as well taken as the native performer. The European sense of comedy and timing is far different from that here. Acting in general is broader, being along the lines still seen in the Yiddish Theater, and comedy is often mere grimacing. Bookers find it difficult to place them on a bill.

Leo Pald, a singer originally brought over by Clifford Fischer for the International Restaurant revue, was forced to return to Holland because his visa expired. After awaiting his turn and getting on the boat the day before Germany invaded Holland, he returned here and has had some success in night clubs.

Most of the refugee performers, after spending some time in New York, have gone on to Hollywood, where many of them depend on compatriot acquaintances to get work in films. The recent wave of anti-Nazi pictures has given much employment to refugees, since they are true to required types.

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## Seven-Year Record of Actor and Musician Immigrants

Last Permanent Residence	ACTORS							MUSICIANS						
	1934	1935	1936	1937	1938	1939	*1940	1934	1935	1936	1937	1938	1939	*1940
All Countries	79	80	89	99	163	210	120	80	115	122	181	228	291	170
Europe	49	48	37	57	92	161	68	45	78	65	128	148	313	118
Belgium	1	—	—	—	1	—	—	—	2	2	2	5	4	2
Czechoslovakia	—	1	1	—	—	7	1	2	2	—	1	4	18	3
France	6	2	4	6	8	21	7	4	12	6	9	12	18	8
Germany	13	11	11	12	29	52	17	13	24	25	76	73	179	55
Great Britain	18	24	15	28	36	52	31	5	8	9	10	17	26	19
Hungary	6	3	—	—	3	3	—	1	7	3	4	3	5	6
Italy	1	1	1	1	4	11	2	7	6	5	6	7	27	5
Netherlands	—	—	—	1	1	3	3	—	4	1	2	5	6	3
Poland	1	3	1	2	3	1	1	5	8	6	5	4	6	1
Soviet Russia	1	1	—	1	1	—	—	1	1	1	—	1	1	—
Switzerland	1	—	—	—	1	5	2	2	—	1	1	5	8	5
Other Europe	1	2	4	6	5	6	4	5	4	7	11	12	16	7
Asia	—	—	—	—	—	2	1	2	2	3	6	—	—	10
Canada	15	12	19	9	21	22	36	16	20	35	23	39	28	28
Mexico	10	13	21	22	27	12	8	9	4	9	11	16	12	6
Cuba	—	2	6	8	17	5	3	4	3	4	7	7	7	6
Other West Indies	—	—	—	—	—	1	1	2	1	—	2	4	3	1
Central America	1	—	2	—	—	1	2	—	3	4	3	4	3	2
South America	1	—	—	—	—	1	—	—	—	—	—	—	—	—
Other Countries	1	3	4	3	6	5	—	2	2	1	3	1	7	1

\* First half only (July-December) of 1940. Similar figures for January-June, 1940, not yet compiled. During latter period, 97 actors and 111 musicians were admitted, or a total of



# CBS COPY RIGHT CAUTIONS

## Indie Jitters Hit New High as Music Deadline Closes In

NEW YORK, Nov. 30.—Radio-music situation among the local indie stations is expected to break momentarily, with one or a few entering into contracts with ASCAP. All are jittery. Herb Petty, WHN exec, stated his station's policy would be dependent upon policy of the parent organization, which is Loew's, Inc. Tie-up with Metro catalogs here probably means that WHN will go ASCAP as soon as Metro catalogs sign with ASCAP—albeit Petty would not speak on this point. Some sources within ASCAP feel it is quite likely that WHN will be the first of the indies to sign.

Other indie stations admitted that signing of one in the metropolitan area would force them into ASCAP camp on competitive angle. It is known, for instance, that any WMCA move will be conditioned by move of WNEW. If latter goes ASCAP, it is definitely known that WMCA will. Sources within WNEW have indicated the station would finally go ASCAP, but station chief, Bernice Judin, has thus far maintained very cautious attitude.

## NBC Execs Confab On Tele, Liveliest Corpse in Showbiz

NEW YORK, Nov. 30.—Television, show business' liveliest corpse, was subject of a confab attended by NBC executives at a session this week. Frank Mullen, NBC vice-president and general manager, and Dr. Alfred H. Morton, vice-president in charge of television, said NBC would continue spending much money on tests, rate of expenditure now being \$500,000 yearly despite large cut in production staff.

NBC execs stated that when FCC okh on industry standards finally comes thru, relays hooking up Washington, Philadelphia, and New York stations will be the first move toward a television network. Frank Mullen stated television would get nowhere unless syndicated in this manner. Claimed that television would ultimately be network television, owing to high program cost. Execs warned against expecting a terrific impetus in the next six or eight months, owing to certain imponderables entering the picture—as the "specter of national emergency." Granting no such emergency, execs felt that tele could show strong advertising appeal, particularly to department stores, which have been wary of radio.

Dr. Morton estimated that tele sets now number some 4,500, conservatively. Confab also confirmed report, carried exclusively months ago in *The Billboard*, that NBC would soon experiment with large-screen tele in the New Yorker Theater.

## It's "WGN Players" Now

CHICAGO, Nov. 30.—Bill Baehner, program man of WGN, has issued orders to the announcing and continuity departments to refer to supporting thespians on station's sustainers as *The WGN Players*. Idea is to suggest that the actors on WGN shows form a stock company and thus gain prestige value for the cast. Policy went into effect on last Thursday's *Chicago Tonight* broadcast, when Ruth Chatterton was billed with the WGN Players.

## Jewish Radio Station

ALBANY, N. Y., Dec. 30.—The Jewish Radio Market, Inc., of Manhattan, was issued a charter of incorporation today by the secretary of state. Company has a capitalization of \$25,000, and will engage in general radio broadcasting. Promoters and stockholders are Frederick Griffin, Arthur H. Mills, and Margaret M. Farrell, of New York City.

Hays, St. John, Abramson, & Schulman, 120 Broadway, New York City, are the attorneys.

## Why Not Try It?

PHILADELPHIA, Nov. 30.—Joe Dillon didn't think anybody would take him seriously during his ad libber on his *Night Club of the Air* on WPEN when he cooked up a make-believe football game between a team composed of the station announcers and 11 of the hot-dog vendors at Franklin Field, University of Pennsylvania playing field. Tickets, said Joe, were 50 cents or a pair of old socks. Next morning's mail brought 200 50-cent pieces and three pairs of socks.

## NAPA Files on WPEN Disk Case

PHILADELPHIA, Nov. 30.—Arguments on an application filed by Herbert A. Spelser, attorney for the National Association of Performing Artists, to have its suit against WPEN returned to the State courts will be heard on January 6, date set by Judge Guy K. Bard in the United States District Court here this week. Suit, seeking an injunction to restrain WPEN from playing Phonograph records, was originally filed last January in Common Pleas Court in Philadelphia, where the NAPA met with its first legal victory in its first test against WDAS. However, since the suit was filed Philip Werner Amram, attorney for WPEN, in questioning whether station sponsors were properly joined as defendants in the action, had the case moved over to the federal courts.

NAPA, in its suit, joined four local advertisers sponsoring recorded shows on the station as co-defendants. Advertisers include P. B. White Tailoring Company, Keith's Tailors, Royal Shoe Stores, and Balley's Furniture Store. On Monday (25) the application was made in Judge Bard's chambers, but only testimony on the history of the case and background on the operations of a radio station and its relation with advertisers and advertising agencies was entered. Hearing on January 6 will take testimony on whether to keep the case within his jurisdiction or permit it to be remanded to the State courts.

## Set Fitch, Skelly, Quaker

CHICAGO, Nov. 30.—Three national accounts were renewed this week at NBC Central Division. The P. W. Fitch Company, Des Moines, Ia., renewed Fitch Sundeagon for one year, beginning January 5, 1941, over 11 stations on NBC-Red (L. W. Ramsey Company, Ltd., Daventport, Ia.). The Quaker Oats Company renewed *Girl Alone* for 13 weeks, effective December 29, using 41 Red network stations (Ruthuff & Ryan, Inc., Chicago). The Skelly Oil Company renewed its series of news programs, *Captains Herie Speaking*, for one year, effective December 16, over 16 stations on NBC-Red (Henri, Hurst & McDonald). All three programs originate in the Chicago studios.

## Fineshriber CBS Music Head

NEW YORK, Nov. 30.—William Fineshriber has been appointed head of Columbia Broadcasting System's music department, with Ben Hyams succeeding Fineshriber as writer on serious music in the script division.

J. Davidson Taylor, who had supervision, has become assistant to W. B. Lewis, CBS vice-president in charge of broadcasting.

## New Home for WSOC

CHARLOTTE, N. C., Nov. 30.—Contracts totaling \$21,000 for a new home and 400-foot field tower for station WSOC were let here this week by Earle J. Gluck, station president. Construction, to begin immediately, will be completed in six months. Building will contain three studios, offices, and transmitter plant. Power of the station will be increased from 100 watts at night to 250 watts, the present daytime power. Station is now housed in Mecklenburg Hotel.

## Net Completes Elaborate Music Check System; Detailed Analysis Of Clearance; Live, Wax Angles

NEW YORK, Nov. 30.—Copyright Department of Columbia Broadcasting System has sent to all CBS-owned-and-operated stations a detailed piece of research advising stations on the multiple problems of music clearance beginning January 1, on which date ASCAP licenses expire. Copyright situation is of such complexity that it has been agitating not only radio stations, but transcription companies and band leaders, and this information is first concrete move to clarify situation with respect to what is, and what is not, an infringement of ASCAP music. Minimum penalty for infringement is \$250, with maximum set at \$5,000, for performance of a "recognizable portion of a song."

Stating that "we must lean over backward in avoiding any claims of infringement, even in cases where such claims would be of doubtful authenticity and could probably be defeated in court," CBS lists the following cautions to be "strictly followed":

### A SONG IS ASCAP WHEN:

- (1) The composer is a member of ASCAP.
- (2) The lyric writer is a member of ASCAP.
- (3) The publisher is a member of ASCAP, even if neither writer nor composer is.
- (4) The composer, writer, or publisher is a member of a foreign society affiliated with ASCAP.
- (5) The composer or writer is a member of ASCAP, even though the publisher is not a member. This, however, does not apply in cases where either composer or writer was not a member at the time of signing the contract for publication with a non-ASCAP publisher.

In connection with foregoing, CBS notes that ASCAP membership contract provides that all past, present, and future works of a member are part of ASCAP repertory unless they were disposed of permanently before the author, composer, or publisher became an ASCAP member. Even unpublished or commissioned work falls in above group as ASCAP.

### GRAND RIGHTS

Pointing out that ASCAP controls only "small" rights, CBS claims that, if "proper contractual arrangements have been made with actual copyright owners, a grand rights performance may be broadcast, even the lyric writer or publisher is an ASCAP member. Such performances would include:

- (1) A major symphonic work in its entirety.
- (2) A musical comedy, opera, operetta, revue, or bona fide musical picture in its entirety, or a substantial part thereof.

It is added that line of demarcation between small and grand rights is often fine, and therefore each case must be considered carefully.

### USE OF WAX

Wax music, say CBS experts, is subject to same copyright protection as music of a live broadcast. In addition to public

## 3,000 at Chi AFRA Ball

CHICAGO, Nov. 30.—The third annual benefit ball of Chi radio artists, titled *AFRA*, was held last night at the Grand Ballroom of the Sherman Hotel, with an estimated attendance of 3,000 guests. Toll was \$1 per head, profits going to AFRA's Sick and Benefit Fund.

Entertainment was emceed by Marvin Mueller and Willie Shore. Show included Lillian Glash, Pat O'Malley, the William Brothers, and five acts from *Meet the People*. The large fan attendance was conciliated by an autograph room, designated as the *Hall of Fame*.

## WISN Ups Wattage

MILWAUKEE, Nov. 30.—Station WISN, which has been operating at 250 watts nights and 1,000 watts daytime, has been granted permission by the FCC to operate at 5,000 watts both day and night. Gaston W. Grignon, manager of the station, has announced that four towers comprising a directional antenna system will be built on a 40-acre site in Milwaukee County.

domain music and waxes of such non-ASCAP music as may be acquired, the current list of available material for use after January 1 is as follows:

Langworth Feature Programs, Inc.; Standard Program Library, G. P. MacGregor, Associated Recorded Program Service, World Broadcasting System and Thesaurus.

Above sources of transcriptions contain much non-ASCAP material, but some of the sources also contain ASCAP tunes. Previous issue of *The Billboard* quoted percentage of ASCAP as against non-ASCAP in the libraries. When a wax contains four or six tunes per side, broadcasters must determine which are useable and which liable to infringement suits.

### WAX P. D. ARRANGEMENTS

In broadcasting a wax of a public domain composition, CBS points out, precautions must be taken to determine the exact edition of the music used by the performers. An adaptation, reduction, or arrangement made or published by an ASCAP member is still subject to copyright laws.

### DOUBLE-CHECK SYSTEM

By Sunday (1), final clearance of all music material, wax or live, on commercial or sustaining, will be cleared by copyright department's Mr. Schirnek in New York, and no music is to be performed unless so cleared. Last-minute changes will be impossible. In order to carry thru, CBS Music Department will maintain an 18-hour daily service, including week-ends.

Before submitting final music sheet to CBS Copyright Department in New York, the following precautions are advised:

- (1) Check copyright date on printed, published copy of all P. D. numbers.
- (2) Check on publisher, composer, and author of all copyright music against catalog of the licensor.
- (3) Check all arrangements of works for clearance against interpolations of music unauthorized for broadcasting.
- (4) In case of original compositions, check composer and author against the ASCAP membership list. Then, check tune for originality. If work is not controlled by a licensor, performance license must be obtained. These rules apply to all original music, including bridges and cues.

Above rules also apply to records and transcriptions.

### PRODUCTION MUSTS

After CBS's New York office approves station's music, a music sheet—with which stations are being supplied—must be certified by station's music clearance department and distributed to all concerned on the program. Copies will be filed at station and in New York. Musts to be observed in production and programming follow:

- (1) Producer or director must check all music on conductor's stand against his certified music sheet. No other music may be broadcast. Stations are particularly cautioned about checking music on local releases.
- (2) Producer or director must keep an accurate log of program.
- (3) Producer's two certified music sheets must be signed by production man and agency representative, if any.
- (4) Producer must have right to pull the plug on any deviation from a certified music schedule.
- (5) No musical improvisations or ad libs.
- (6) All staff artists must clear an amount of music sufficient to meet emergencies.
- (7) In scheduling on-the-spot events likely to use music, as football games, music must be cleared in advance if it is to be picked up. CBS here states it is likely "we will have to forego those portions of the special event during which the band is playing."
- (8) If station uses wax for emergencies, be sure the music has been cleared.

Columbia, in addition, has furnished stations with a complete list of available music for live and wax programs.



## "Who's Loony Now?"—Philly's Burning Question; KYW's Beef

PHILADELPHIA, Nov. 30.—What originally started out as a battle between WCAU and WFIL stations hurling charges and counter-charges over the authenticity of a listener survey on station popularity, has turned into a free-for-all. Now KYW is picking a bone with WFIL, which threw the first punch when it demanded a recount on a WCAU survey. This time KYW has a thing or two to say, and not in the politest terms, over a WFIL survey.

The smoke hadn't cleared on the WCAU-WFIL name-calling when WFIL sent out on Monday (25) a Ross Federal confidential survey taken on election night (November 5) between 8:30 and 10 p.m. The survey showed WFIL with 39.7 per cent of the listeners, WCAU with 40.7 per cent, and 19.6 per cent for WIP. It tallied to 100 per cent, but the next morning, from the Westinghouse station, came a biting tirade wanting to know what happened to KYW. While WFIL had charged WCAU's survey, made by the Reuben H. Donnelly Corporation, in spite of admitted errors, was still "whacky," KYW claimed that if there's anyone whacky, it's WFIL.

As it happened, KYW had made a survey of its own on the same election night, from 8:30 to 11 p.m. And according to the KYW calculations, as summarized in the letter sent out by the station, WFIL, local NBC-Blue and Mutual outlet, didn't look so good.

The week previous, WFIL tore WCAU's *The People's Choice* survey apart, asking how come that, of the 9,462 "votes" cast, only 2,463 listeners were tabulated in answer to a question. Moreover, wrote WFIL in a letter to the surveying Donnelly surveyers, "They say dead men tell no tales. But then perhaps you have some other explanation for the WHAT votes under Question No. 2. WHAT does not broadcast between 7 and 9 o'clock in the morning."

WCAU admitted errors in tabulations and took a cue from Cornell by sending

out the corrections as a "Move Over Cornell" promotion piece. But that wasn't enough to satisfy WFIL, which countered with a "Memo" which signed off with: "We take our hats off to WCAU as the No. 1 station in this market. But their comments on WFIL are whacky, all right."

Moreover, the squabble isn't without its mud-slinging. KYW's letter "hinting" that a part-time salesman on the WFIL sales staff allegedly fills in the other half of the time for the surveying Ross Federal Research Corporation. The boys have a mean mad on, and make no bones about it.

## Plan New Building For FCC Offices

WASHINGTON, Nov. 30.—A new building for the exclusive use of the Federal Communications Commission is being planned by a few private property owners in this city. They are proposing that the Reconstruction Finance Corporation loan them nearly all the money necessary to build and to supply a government tenant who would pay off the debt thru yearly rentals. Identity of the negotiators is undisclosed.

Location of the proposed building is being described as near the White House, to the rear of the U. S. Court of Claims. Policy of the RFC is to keep mum on all pending deals, and efforts to learn details were rewarded with neither confirmation nor denial. According to some versions, Jesse Jones, federal loan administrator and secretary of commerce, is actively interested in study of the plan. Jones could not be contacted for his comment.

Prospect of moving into its own building has been dangled before the FCC, and it can be said that the commission would like nothing better to solve a problem of office space. Since its creation in 1934 the FCC has been spread out and scattered over three floors of the post office building, and at no time has the commission enjoyed a compact, co-ordinated group of rooms.

## Davis Quits Coast ET Co.; Aronson In

HOLLYWOOD, Nov. 30.—After two years as secretary-treasurer of Davis-Schwiegler, Kenneth C. Davis has announced his resignation from that post effective this week. Helm of the tax-free music outfit will be taken over by Herbert Aronson, an officer in the company since its inception.

Davis declined to state his reason for his resignation. It is believed he will head a group of Northwest broadcasters in a legal battle against the telephone company. Claimed that Davis will act as counsel and will charge the phone company with alleged monopoly due to so-called "unbearable line charges" levied against broadcasters.

This is the same group of station ops that Davis repped during the radio-ASCAP battles in the Northwest.

Keystone Broadcasting System, a transcribed network, which has threatened to tee off from month to month, is reported being re-bankrolled. Wax web will retain its affiliation with Davis-Schwiegler, it was learned.

## AFRA, WLS Ink Pact

CHICAGO, Nov. 30.—Contract for actors, singers, announcers, and sound men was negotiated Tuesday (26) between the American Federation of Radio Artists and WLS. Agreement, which is effective as of December 1, was signed by Ray Jones, executive secretary of the Chi AFRA local, and Glenn Snyder, president of WLS, and provides for the same minimum scales and conditions as were agreed upon by other local stations earlier this year. Contract is subject to ratification by the National Board of AFRA.

## WGN's "Sports" to WBBM

CHICAGO, Nov. 30.—WGN has lost its *Hall of Sports* program to WBBM. Show, sponsored by the Dodge Dealers of Illinois, will drop its Wednesday night schedule on the Mutual outlet December 4 and resume the following week on the Friday (13) 6:30 p.m. spot on Columbia's key station. Switch was made by Ruth-ruff & Ryan Agency, retaining the character of the show in its entirety.

## Yeast Foam Talent Hunt

CHICAGO, Nov. 30.—With the hoisting of the green light on a new network show for Yeast Foam Tablets, featuring Orrin Tucker's ork and Bonnie Baker, Consolidated Royal Chemical Corporation, until recently known as Consolidated Drug Trade Products, switched ad agencies from Benson & Dall to Stack-Goble.

New show, tagged *Hidden Stars*, will air on an NBC-Blue network of over 50 stations, beginning December 15. Basic idea of new stanza is a search for professional radio talent. Listener-buyers will vote for potential undiscovered stars by means of box-top, small-sized cartons containing one vote, large-sized boxes thru. Accutates made of biggest vote-pollers will be judged, and the winners selected brought to the Chicago studios, where they will have their chance to display their talent on a network show.

## New Business on WMCA

NEW YORK, Nov. 30.—New business on WMCA during the last two weeks includes Modern Industrial Bank on a 52-week contract for 24 quarter-hour programs weekly sponsoring Johannes Steel; Sachs Quality Furniture adding to present schedule; Busch's Kredit Jewelers on a 52-week contract for 60 announcements weekly. Other sponsors linking contracts were National Schools of Los Angeles, Unity Center Practical Christianity, Morris Plan Industrial Bank, Stanback Co., Ltd.; Newspaper PM, E. W. Woolworth, and Hudson Dealers of New Jersey.

## Medals for the Staff

SPRINGFIELD, Mass., Nov. 30.—Service medals were presented to three Long-time members of the staff of WBZA by Wilmer C. Swartley, manager of the Westinghouse stations WBZA and WBEZ. Harold E. Randol, plant manager, was presented the 15-year service medal and has been with the station for 18 years. Ellis E. Crossman and Earl S. Woods, staff men, each received the 10-year service medal.

# Radio Talent

## New York

By JERRY LESSER

NBC celebrated 20 years of radio broadcasting last week with a special program, *The Spectacular Spinikie*, written by RANALD R. MacDOUGAL. Cast included DON MacLAUGHLIN, CARL EMORY, EDWARD LATIMER, GILBERT MACK, WINSTON O'KEEFE, IAN MARTIN, and RICHARD JANEVER. Special music was written by TOM BENNETT, and the orchestra was conducted by JOSEPH HONTE. . . . A grand show last week was *Uniontown, U. S. A.*, with Sir CELCIL HARDWICKE as narrator. Show was written by MITCHELL GRAYSON and adapted for radio by EDWARD GOLDBERGER. . . . JAMES CHURCH, NBC director, is recovering from his setback and will leave the hospital this week. . . . EVA FRANKLIN and JACK BERNARDI, who knew each other as kids in Boston, recently met in New York and learned that they both were writing tunes. They formed a combine and their first effort, to be published by BMI, is *I Pledge Allegiance to Your Heart*. . . . ALICE REMSEN, who has a new set of children's records just out with Victor Bluebird, is finding it tough to bat out several new tunes each week, as she can't use any of the hundreds she wrote due to the ASCAP situation. . . . MAURICE ROPMAN and J. P. FOX have a new tune published called *The Conscripted Waltz*. . . . The REVUEES insist they know a man of letters. In fact, three letters: R-A-T. . . . Sculptress-actress HENRIETTE KAYE, once ORSON WELLES's leading lady, is working on a head of her ex-boyfriend boss in a peculiar shade of stone known to the art world as "natural Virginia ham."

EDDIE CANTOR and THOMAS E. DEWEY will tell the youngsters of CHAMBERLAIN BROWN'S Talent Club how to elicit with audiences. It is said that CANTOR will clap his hands and imitate a duck; the District Attorney will probably advise the novices to get a good jury—I mean audience. Next week's instructor will be FRED ALLEN.

## Chicago

By NORMAN MODELL

YVETTE is doing her broadcast from the NBC Chi studios while warbling at Drake Hotel's new *Camellia House*. . . . We've been tipped to the likelihood that BUDDY CLARKE, Wayne King singer, will guest on *Porgy and Bess* operetta with FRANCES LANGFORD this month. . . . RAY JONES, genial exec secretary of AFRA, had a blister-raising session watching the *Bara Dance* for five straight hours, preparatory to establishing new scales for WLS talent. . . . BOB STRONG, B & W maestro, has been playing college dates between recent broadcasts. . . . MARVIN MUELLER recently had a song published by BMI; it's tagged *Mum's the Word*. ELOISE KUMMER has been assigned to Arnold Grimm's *Daughter*. . . . TED McMURRAY has been cutting a new audition record based upon a 39-year-old character of the famed humorist KEN HUBBARD. *Abe Martin* is the name, and the script used was almost aired several years ago when a great comedian decided to use it as his vehicle. But death stole the part from that comedian. And now Ted is looking for some Thesp big enough to fill boots that once belonged to CHIC SALE.

CECILE ROY, Chi character actress, is now now one of the FRED ALLEN Workshop Players in the absence of MINNIE PIOUS. . . . JUNE TRAVIS is doing a guest spot on *Man in the World*. . . . MARY JANE DAEBLER, pop singer from WMBB, Peoria, Ill., is set to guest on the AL PEARCE program December 6. . . . Last month was father's day at WCPJ, station manager MAYNARD MARGUARDT having acquired a daughter November 9, and program director MILES REED a son November 19. . . . WBBM's publicity writer BOB HARTMAN has flowered again as a script writer, having sold *A Lady Born to First Nighter* for the December 10 broadcast. . . . PAUL BRENTSON has replaced JOHN HARRINGTON on the *Man on the Street* broadcast of WBBM, with a seven-a-week schedule instead of the regular three. . . . JOE ANLEY scrapped his script schedule on *Kwickerbocker Playhouse* in order to bring back TOM TULLY, who is playing in *Time of Your Life*, for a role that fits his particular style especially well. . . . JOHN HODAK, better known as Lt. Abner, has been given CARLTON KADELL'S lead in *Wings of Destiny*.

## Hollywood

By DEAN OWEN

MAXINE GRAY, who has featured a spot in *California Melodies*, has signed with Universal to do a fashion short. . . . PAT FRIDAY set to marry DAVID VINSON, senior at UCLA, where she is attending school, on December 28. . . . JIMMIE FIDDLER is about to be inked by sponsor for new air show. Benton & Bowles are handling the deal. . . . ALLEN STORR, of TOMMY DORSEY'S band, passed out the cigars this week, when he became the poppa of a girl. . . . JOE STRAND, who handles the accordion on the CBS' *Rancho Circle G*, doubles as Earl Carroll's pianist. Joe's brother, Manny, leads the orchestra there. . . . Jean Hersholt plans to

spend Christmas holidays in New York and will leave Hollywood in mid-December. Dr. Christian will originate in the East during his stay there. . . . RUDY VALLEE'S father, CHARLES VALLEE, is in town from Maine. . . . FRANK NELSON, of the Maxwell House show, announced the arrival of Bonnie MARY NELSON this week. . . . AL PEARCE and KEN NILES, off on one of those hunting expeditions, claim they bagged 24 quail, six pheasants, six geese, and 78 ducks. . . . EDGAR BERGEN has finally gotten that private pilot's license. . . . NAN GREY leaving for Frisco this week to watch her husband, JACK WESTROPE, ride at Bay Meadows.



# "Incompetent" Directors Cause Of Job Cliques, Claim Actors

NEW YORK, Nov. 30.—Recurring howl from radio actors over concentration of jobs in the hands of a "clique" was resumed this week with tirades against the directors, who, it is charged, are mostly to blame for the inequality of distribution of employment. Last outburst of squawks about jobs was less than six months ago, when radio performers took NBC's "spread the work" plan behind the woodshed. Interim offered no solution to the situation, but served to highlight one of the causes, according to the beef analysts.

Squawks, particularly among the non-name groups and the newer talent recruits, blast directors with accusations of incompetence, with being glorified timekeepers minus ability to cast or groom a show. Claimed that the cliques of favorites identified with many directors are no more nor less than face-saving devices to which the directors have resorted because they are unsure of themselves, and unwilling to risk their jobs. Actors yelp that shows are cast with old stand-bys who had turned in acceptable jobs for directorial predecessors.

Gist of criticism from another talent quarter—former leggers—is that radio directors should be trained via long apprenticeships under real showmen and producers and not at reception desks in advertising agencies. Charged that directors are unwilling to try newcomers because they know next to nothing about talent; that they cast among a trusted

few, and learn directing and acting from the performers.

Influx of former leggers, however, in radio jobs has stirred the ire of some of the air pioneers. Blasts are that legit hams who couldn't get beyond an early-season flop are mopping up via doubling on the radio, particularly in the dramatic serials.

Additional complaints contend that the new AFRA scale has worked to the disadvantage of the middle-class actor, whose salaries are now kept at the new union minimum, so that the minimum has become the maximum.

## Phileo Skedding Winter Sports Over Television

PHILADELPHIA, Nov. 30.—Having completed the televising of the University of Pennsylvania football games, WXIX, Phileo Corporation's experimental television station here, has completed arrangements for a full winter schedule of television shows from the Arena, local sports center. Phileo will televise all the ice-hockey games; the *Ice Follies of 1941*, ice revue scheduled to show at the Arena in January, and a roller-skating debby, an Arena activity set for February.

In addition, Phileo is dickering with outside promoters to televise all the boxing and wrestling bouts held at the Arena. Arena shows will supplement the live programs from the studio, averaging three hours daily, with other outside pick-ups planned to round out the schedule. There are only about 300 television receiving sets in the city, and most of them are experimental pieces used by Phileo engineers.

## KYW Takes NAPA License

NEW YORK, Nov. 30.—National Association of Performing Artists' suit against KYW has been settled out of court, with station accepting a NAPA license. Station, which is owned by Westinghouse Electric & Manufacturing Company, had been sued for illegal use of recordings.

## WJJD To Air "Bears"

CHICAGO, Nov. 30.—Deal has been set between R. L. Athas and George Halsas, owner-coach of the Chicago Bears, for WJJD to air the championship play-off game for the national football title, which will take place on December 8, probably between the Chi team and the Washington Redskins. Agreement is contingent upon the Chi team's participation in the play-off.

The championship contest will air nationally for Gillette Razor Company over MBS, WIND was granted competitive air rights locally because of its exclusive contract with the Chicago Bears to broadcast the regular season of games. Play-off will be sponsored by Old Gold Cigarettes (Lenson & Mitchell Agency). Jack Dress, WJJD sportscaster, will journey to Washington, D. C., to handle the mike.

## Wilson's Wayne King Post

CHICAGO, Nov. 30.—Ray Wilson, Chi writer and producer, has taken over the production assignment on the Wayne King broadcast, CBS Saturday night siter. In addition, he is also scripting two new WBEM novelty shows, *You Sell Me*, on sustaining, and *Celebrity Circle*, for Dutch Mill Candy Shops.

## Agency Ups McFadden

PHILADELPHIA, Nov. 30.—McKee & Albright, Inc., local ad agency, promoted J. A. McFadden, of the local staff, to vice-president in charge of radio. Earl Baldwin Thomas, formerly N. W. Ayer account executive, joined the agency and was named vice-president in charge of the New York office.

## Drama Tag Taken Literally

CHICAGO, Nov. 30.—WGN's publicity department, which operates in close co-operation with *The Chicago Tribune*, milked the cow dry in promoting the *In Chicago Tonight* feature Thursday (28). Ruth Chatterton was playing the lead in a newspaper play entitled *Papa Fire*, Column Two. Bruce Dennis, WGN publicity director, buzzed J. L. Maloney, managing editor of *The Tribune*, and the result was a seven-and-a-half-inch advance story on page 3, with a cross reference to the story on the radio page.

# Program Reviews

EDST Unless Otherwise Indicated

## "Rowdy Revue"

Reviewed Tuesday, 8:30-8:40 a.m. Style—Variety. Sustaining over WEEI, (Boston).

Anything can happen when you give a showman like Carl Moore free rein with a 15-minute program.

Moore surrounds himself with a small, select circle of persons, each one as hilariously crazy as he is and each one capable of handling the spotlight by himself. Building from that, with good music to give breathing space, Moore crams his 15-minute show with hilarity from start to finish.

Not content with the usual variety show, Moore has added a song story idea which pays off to the musical literal. Band plays one number and title is withheld. Contestants use title, with titles of four or five other songs, to make a sensible song story. Four discs to the Metropolitan, local theater, are given to the winner.

Moore unquestionably is one of the cleverest radio showmen in the Hub—and any guy who can turn out a live talent program as sparkling as this one at such an unearthly hour of the morning deserves a lot of credit. Kaplan.

## "Sports-Time"

Reviewed Monday, 11-11:15 p.m. Style—Talks. Sustaining on WABC (New York, CBS network).

This program is designed to give a national summary of sports. Its delivery is a vast improvement over the general

method of tabulating scores and results. This night the series, which had previously been limited to the local outlet, took on extended network range for its daily airing.

Instead of jamming in the day's sports results, *Sports-Time* selects highlights and adds a forecast or two and timely features. Commentators vary from time to time, as do guest interviewees. Heron Mel Allen and Warren Sweeney disposed of boxing and basketball subjects, respectively. Then Arthur Mann presented a thumbnail sketch, typical fan adoration stuff, of Sonja Henie, the ice skater. Topic was timely and well spoken, but a bit thick. From the skater's point of view, however, it was better than buying a couple of thousands dollars' worth of radio advertising, coming as it did on the eve of her tour.

Program bucks general newscasts on competing networks. Otherwise it should have an easy time getting and holding customers. Weiss.

## "Lucky Shoe Box"

Reviewed Wednesday, 5:30-5:45 p.m. Style—Giveaway. Sponsor—Dunn Super Shoe Markets, Philadelphia. Agency—Direct. Station—WPEN (Philadelphia).

This daily giveaway, shoes instead of dollar bills, cuts a *Pot o' Gold* pattern. Closest this variation comes to Horace Field's embellishing music is a phonograph record. But there's not even any time for that. A quarter-hour stint it's all Joe Dillon can do to give away three pairs of shoes and get in a hefty chunk of commercial palaver. And Dillon, quick at repartee, does it well.

No telephone calls to show up the proceedings. Names called must go to any of the sponsor's stores, identify themselves, and get any pair of shoes on the house. However, the "lucky" must call for the prize by 10 p.m. the following evening, which gives neighbor listeners plenty of time to pass the word along in case they weren't listening. Intent is to get them into the store. Dollar consolation goes to those not calling for the shoes.

Fem assistant, tagged "Boots," uses "shoehorn" to take the numbered disks out of the "shoe box." In fact, uses three boxes, one with numbers corresponding to the page numbers in the city directory, the other with the column number, and the third containing disks numbered according to the order of names on the column.

Station using teaser newspaper ads to draw attention to the giveaway. And Dillon has an easy time of it keeping the attention rapt while numbers are called. Comparatively small cost of the giveaway more than made up by the amount of commercial copy squeezed into the quarter hour. Ordenker.

## Pipe-Smoking Time

Reviewed Monday, 8:30-8:55 p.m. Style—Song and chatter. Agency—Arthur Kudner. Sponsor—United States Tobacco Company. Station—WABC (New York, CBS network).

This revised 25-minute program designed to interest listeners in Model Tobacco is homey, easy-going fare. It is not always entertaining, particularly for those who want their programs smart and modern. And, too, it has too much singing for its own good.

Featured entertainers are the veteran song and piano team of Fred Hall and Arthur Fields, who dig up the old ones and deliver them in a slow the affable manner. Fields, who does the starting, almost of the talking, also comes in for a couple of commercials. The highlight of their initial effort was Hall's take-off of an old roller piano.

Edward Roecker, baritone, also concentrates on the oldies. Has a good voice and registers well on the air. His turns included *Caroline* and *Why Do I Love You?*

Woodie Guthrie, hillbilly vocalist and guitarist, accompanied himself twice, concentrating on comedy lyrics sold in the Okie cowboy style.

Frank McMahon, producer, did only a fair job. The pace of the entire show should be faster, even tho the pace of the individual specialties is not. Honigberg.

# Advertisers, Agencies, Stations

## NEW YORK:

**YOUR HAPPY BIRTHDAY**, now sustaining on NBC-Blue net, to be bankrolled by Axton-Fisher starting January 3. Set for one year, with Jimmy Dorsey orchestra coming on the show.

All Pearce show renewed for another 26 weeks, thru William Stygall agency. . . . Dick Fishell's nightly sports routine on WJLN now sponsored by Old Gold Cigarettes. . . . Stan Shaw, WNEW's Milkman, celebrates a fifth wedding anniversary this week. . . . Martin Block on WNEW has added another sponsor, making 21 in all for his *Make Believe Ballroom*. . . . Max Wylie's book, *Best Broadcasts of 1939-40*, published by Whittlesey House, on sale this week. . . . Dorothy Thompson to continue her Mutual airings for another 13 weeks, effective Sunday (6). . . . *Information Please* adds 23 NBC-Red stations, 20 of which join the hook-up January 3. . . . Quaker Oats has renewed *GPI Alone* on NBC for 13 weeks, beginning December 23.

Continental Baking, thru Benton & Bowles, has renewed *Marriage Club* over 47 CBS stations. . . . Norman Weiser, radio sleuth, and Alan Courtney, who begins an all-night program over WMCA Sunday, have written a theme song for the show. Ditty, titled *All Night Long*, has been recorded by Sammy Kaye for Victor. . . . BMI now has a total of 428 stations.

Standard Vitamin Corporation signs for Ruth Welles' home economy shows on KYW, with Vogt meats renewing Betty Jordan's show on the same station.

## HOLLYWOOD:

**GENE TWOMBLY** promoted to the KNX-CBS sound effects department.

Ruthrauff & Ryan have signed a renewal with Franco-American Spaghetti for Lanny Ross. . . . Ma Perkins show will originate from here for five weeks beginning January 3. This marks the first vacash in six years for many members of the cast. . . . *Richfield Reporter* takes bow this week. Show hit the airwaves in 1931, and has hit 3,000 broadcasts since that time. It is estimated that over 9,000,000 words of copy have been written for it. . . . Marvin Young, who directs the Woodbury Playhouse and John Nesbitt's *Peeping Parade*, promoted from captain to major in the U. S. Army Reserve. . . . Jack Sayers, head of Young & Rubicam publicity here, was the victim of a "slate." Seems that Sayers and Bob Garred were golfing when Garred let go with a husky swing, the tip of the club connecting with Sayers' proboscis.

## FROM ALL AROUND:

**NEW** announcer at CKOK, Regina, Sask., is Howard Thompson, formerly with CFQC, Saskatoon. He replaces George Lawrence, who has gone to CJAT, Trail. . . . At CJRM, Regina, Clifford Mann has been added to the control room staff, replacing Harry Dane, who moves up to position of traffic manager.

Several staff changes were announced at KYA, San Francisco, this week. Relland Quinn succeeds Richard Eilers as program director, Eilers going to KQW in the production end. Lillian Holmes, formerly associated with J. Walter Thompson Company of Chicago, has joined the commercial staff. Frances Pike, traffic manager, and Louise Clark, night receptionist, have resigned. . . . Elwin Tacy, former chief announcer at WSPR, Springfield, Mass., has left the station. Spot has been filled by William Harvey, formerly of WPRO in Providence, R. I. . . . Thomas V. Sale, of engineering staff of WCAX, Burlington, Vt., has resigned to join the staff of WGAN, Portland, Me.

**DENVER NOTES:** David Valle, recently production manager and chief announcer at KROD, El Paso, Tex., joins KOA announcing staff. . . . Fred Graham joins Max Goldberg Advertising Agency.

## PHILADELPHIA:

**LE ROY MILLER** adds two new participants to his *KYW Musical Clock* show, Morton Jewlers and Girard Investment Company. . . . John Movenson filling in for Lee Vines, WIP announcer, who goes to Florida for the first three December weeks. . . . Jule Eilo, who used to chirp on the network *Mattice Varieties*, ailing here at St. Joe's Hospital after an appendix bob. . . . Gray & Rogers get the Wilbur-Suehard Chocolate Company account. . . . Charles Krampf and Marjorie Paul join Ward Whipple's New York office. . . . Fred Temple resigned from the WPIL announcing staff because of ill health and goes to Florida for the recuperating process. . . . Charlie Borrelli, who heads his own radio ad agency, is editor of the new Italian Chamber of Commerce *Monthly Review*, making its bow this month. . . . Johnny Kolbman returns his sports shots to WHAT after a month on the side lines, a victim of a gripper. . . . Alston Stevens, WPIL announcer, elected labor relations rep for the station's announcers who are ACA members, replacing Jack Steck, who de-



# AFM VS. RADIO DISKING

## Petrillo Determined To Place Musikers in Radio Studios Now Using Recordings Exclusively

(Continued from page 3)

they get into something with which they can't cope.

Agencies are divided into two different schools of thought on the subject, one being that a band leader's records are his greatest competition for selling him in the commercial radio field. And, as a corollary to that, they feel that selling is even keener among bands which get exclusive 15-minute and half-hour recorded spots.

On the other hand, the agencies don't want to touch the problem because records and remote wires hypo the popularity of the band to the point where it can make more money in the non-radio fields, such as ballrooms, theater dates, and record sales, which have become increasingly important as an item in a band's earning power.

While everybody is shying away from the problem, the stations are still screaming the loudest that they'll have to go out of business if they employ live music. Union on the other hand claims they won't go out of business merely because they may have to put musicians to work, and that anywhere from 3,000 to 5,000 musicians can be given employment by the move.

Move to force additional employment of musicians upon stations is likely to be met by strong opposition, particularly in view of stations' ever-increasing music troubles. Whether many small

stations can stand a boost in employment of musicians without going out of business is doubtful, and a chief reason for stations' excessive use of wax. Such a move by AFM is also likely to be met by pressure from transcription companies, whose customers the stations constitute.

Currently, stations are already faced with possibility of additional music costs in field of music clearance.

### Herbeck Draws 2,000 in First Scranton Appearance

SCRANTON, Pa., Nov. 30.—Ray Herbeck, making his first appearance here, drew 2,000 to Masonic Temple November 16 despite cold weather and snow. At 50 cents each, the take was \$1,000. The Buddy Club was the sponsor.

The club also brought Jan Savitt here Wednesday (13), when the take was \$903, with 1,700 attending at 50 cents each plus tax.

BRIDGEPORT, Conn., Nov. 30.—Ray Herbeck, in his first appearance of the season at the Ritz Ballroom here last Sunday night (28), drew 1,230 cash customers thru the turnstiles, which wasn't bad. Admish was again shaved to 65 cents, resulting in a gross of \$799.50.

Blue Barron comes in for a one-nighter December 1, with Vaughan Monroe in for his second appearance this season on the 5th. Pop Benson's Cornhuskers are making weekly appearances to good results with their old-time dances.

### Stabile, Drummer Injured

MARION, O., Nov. 30.—Maestro Dick Stabile and his drummer, Lou Zito, were treated in City Hospital here for injuries received Thursday (21) when their car overturned in a ditch five miles south of here. They were en route from Chicago to Parkersburg. After being discharged they were able to continue their tour of one-nighters.

### Oakland Ballroom Burns

OAKLAND, Calif., Nov. 30.—Rosenberg Ballroom here was badly damaged Wednesday (20) in a \$40,000 fire. Blaze started in a rear storeroom and quickly spread thruout the two-story structure.

CHARLES SOLOMON, sax tooter with Joe Polman's Mask and Wig ork, Philadelphia, who has been making the most of his spare moments by studying law, drops out of the musical ranks to join the F. B. I. Vacant sax seat will be covered by Ray Hyman, who handed in his notice to Alan Fielding's Club Ball crew.

## Verbal Blasts Delivered in 802 Election, But No Platforms Yet

NEW YORK, Nov. 30.—Mud started to be slung in full force this week as the "Unity Ticket," opposition party to Local 802, AFM, administration's Blue Ticket, girded its loins in an attempt to defeat the incumbents, headed by prexy Jack Rosenberg, in the local's elections, to be held next month.

Chief accusation this week of the Unity candidates was that two years ago the local held a secret Board meeting and erased the 3 per cent relief tax as it applied to themselves, thereby depriving the treasury of \$10,000 annually. At the same time the opposition promised that it would decrease the cost of handling each member, which is now \$26 per year for each member, and eliminate a heavy pay roll.

Rosenberg claimed that the only thing "they are united on is getting back in the contracting field by holding office." Quick to answer the "secret meeting" charge, Rosenberg stated that a resolution was introduced by Sam Tabak, then

## Wanted by Buffalo Cops—Barron Box Office Figures, Dead or Alive

BUFFALO, Nov. 30.—Blue Barron's one-night stand at the annual Buffalo Police Ball November 20 was successful so far as attendance went. The gross, however, is still an unsolved mystery, since the coppers can't figure out who was paid and who wasuffero.

The 51st ball was attended by about 20,000 persons, and was held at the new Memorial Auditorium. Tickets sold for \$2 per couple and \$5 for patrons. The confusion ensued when 100,000 ducats were sent out to a mailing list, because it was nearly impossible to tell before the dance who had returned the tickets, who had paid, and who had just hung on to them without remittance and gone anyway to hear Barron.

To date, over 50,000 tickets have been accounted for, with strenuous research going on to check the remainder. Last season, at the cops' Golden Jubilee Ball,

## Philly Spot Ogling Cugat, Other Names

PHILADELPHIA, Nov. 30.—Club Ball, which opened earlier in the year with a traveling band, figures on returning to the name tooters with the new year, with Xavier Cugat first in, booking the band parade out of Music Corporation of America. Deal hinges on union stamp of approval. Ball, class nitery, started with Nat Brandwynne, but union threatened to raise the spot's wage classification unless call was given to localities. Allan Fielding, current, has been carrying on since Brandwynne bowed out.

Only two other spots in town are giving the nod to the outside combos. Benjamin Franklin Hotel has Clyde Lucas coming in Wednesday (4) to replace Bill McCune, and Warwick Hotel, using smaller combos, has Ray Morton to follow the Three Suns. Both spots buy MCA product.

Hotel Philadelphia opened the season with an MCA out-of-town band, but switched to the hometowners. Park Casino, new nitery, also figured in an MCA parade, but opened with localities last month.

## \$2,100 for Ben Bernie

HARRISBURG, Pa., Nov. 30.—Ben Bernie drew 2,100 at admish of \$1, under sponsorship of the Firemen's Relief Association, at Zumbo Mosque here November 20.

HARRISBURG, Pa., Nov. 30.—Cet Lincoln orchestra chalked up 650 gate counts at a student dance at Club Madrid here Monday (25). Admish was 35 cents. Gate was below average, according to Promoter Gene Otto.

Gray Gordon broke all records, and a special promotion agency handled all details. In trying to manage arrangement themselves, the policemen will have to figure things out the hard way. Leo McDade was chairman of the affair, and Ray S. Kneeland, Buffalo, booked the band.

## Gov't Again Mulls Federal Anti-Trust Suit Against ASCAP

WASHINGTON, Nov. 30.—Indications that the Department of Justice is contemplating action against the American Society of Composers, Authors, and Publishers on charges of violating the Sherman Anti-Trust Act were increasing rapidly this week as the government law enforcement agency put the finishing touches on its ASCAP investigation.

Since the first of the year government men have been studying the business activities of the music society to determine whether the department should revive a civil suit pending against ASCAP in New York Federal District Court or institute new action. A more sweeping investigation into methods of licensing the use of music than any heretofore has been conducted by two D. of J. lawyers, Victor O. Waters and Warren P. Cunningham Jr. This has been construed by observers to mean that new action is looming.

It is understood that the Department of Justice was about to institute anti-trust action last October, but a fine point of law was discovered by an ASCAP attorney at the last minute, which allegedly staved off the litigation. It is also believed that the Department of Justice's resort to the Grand Jury in order to obtain needed evidence from the Society is another indication of disfavor.

Case, if it comes before the courts, will center around radio's use of music, and the history of ASCAP's dealings with broadcasting stations will be reviewed to acquaint the Federal Court with the periodic battle between radio and the music interests.

Spokesmen at the Department of Justice refuse to discuss the case, except to admit that they have been checking material obtained from ASCAP business offices. However, Attorney General Robert Jackson and Thurman Arnold, assistant attorney general in charge of anti-trust suits, have not revealed their opinions on staff recommendations.

CARBONDALE, Pa., Nov. 30.—Tommy Tucker drew 2,000 at \$1 each to the Carbondale Policemen's Ball Wednesday (27). Proceeds went to the pension fund.

## Sotto Voce

PHILADELPHIA, Nov. 30.—WIPN, latest of the local independent stations to black out ASCAP music entirely, edict effective December 1, has treated the ASCAP-BMI feud in a novel manner. It ignored public mention of the music differences entirely. Station, which is a heavy user of records, gave no plugs to BMI music, the usual procedure at the other local stations, making it a gradual transition in switching from ASCAP to BMI.

Furthermore, station rules out mention of band's name making the recording, merely announcing the song title. In that way, station figures that, since no distinguishing mark has been given to the music broadcast, listeners will never know that they're missing the ASCAP music.

However, station is permitting the foreign language programs to use 20 per cent ASCAP music for the December month, then blacking out entirely.

## Hints-to-Maestri Dept.

PHILADELPHIA, Nov. 30.—Being caught in the middle of the ASCAP-BMI feud like other maestri, Joe Frassetto has devised a simple means of keeping his library in peaceful camps for his duties as WIP musical director, where non-ASCAP music is the thing, and for his outside dance and club dates, where anything in the book goes.

To eliminate confusion (and a worthy hint for other maestri in the same situation), Frassetto has arranged two separate sets of books for his music. One contains only ASCAP music and the other only BMI plus public domain composes. Two-book system makes for no hardships, since practically every band carries a double set, one for the current tunes and another for the oldies and standards.



**Seeing Double—in Brass**

SUPERIOR, Wis., Nov. 30.—Twins Russell and William Whelan, 20-year-old local musicians, have signed up with an all-twin New York dance orchestra, led by Twins Gene and Gene Beverly. Russell plays saxophone, trombone, clarinet, and guitar, while William performs at the piano and trumpet.

**Tootler Employment Increase in Denver; Due to Better Orks**

DENVER, Nov. 30.—A gradual increase in the employment of local musicians since the middle of September is reported by Michael Muro, president and business manager of Local 20. Better rehearsed groups more adaptable for the various locations are cited by Muro as the main reason for the increase, with all employers satisfied as to wages, etc.

The outfits working full seasons now include Willie Hartzell's five-piece combo at the Albany Hotel; Liburn Kock, six pieces at Eddie Ott's Broadmoor; Vic Schilling, seven men at the Aeroplane; Bert Hardestadt, six pieces at the Chez Paree. Art Reynolds is working four to six-piece combos out of the Bert Pittman office, while George Yadon's outfits thru Jack Blue usually run around nine men. Bonnie Weber is in the process of organizing a nine-man outfit.

Satisfaction with the manner in which business of Local 20 is handled was evidenced by the membership recently when no nominations were presented for new officers. Some officers and board will continue, including Muro; Charles C. Keys, recording secretary, and N. W. Coleman, financial secretary-treasurer.

**Ellis-Peiper Band Battle Attracts 1,800 in Denver**

DENVER, Nov. 30.—A battle of bands between Seger Ellis and Gene Peiper at the Rainbow Ballroom here November 17 drew 1,800 customers at 40 cents for men, 20 cents for ladies. Attendance ran about 200 over the usual Sunday night figure; however, the usual "beat-the-drum" free admission for ladies was off.

Peiper stopped in for the one-nighter on the way back from the Coast. Ellis is fronting the outfit current at the Rainbow, and doing a nice job at the b. o. According to O. K. Parr, the Rainbow has had a gradual increase of business since October, following a somewhat slow start, and is now ahead of last year. Eddie Fitzpatrick opened the season, followed by Jimmy Walsh. Ellis is due for several weeks more.

**Jimmy Joy Not So Good in Lincoln With \$150 Take**

LINCOLN, Neb., Nov. 30.—Jimmy Joy failed to make the grade on a one-nighter here at King's Ballroom (22) when, at 65 cents per, he got but \$150 at the gate.

Larry Herman, two nights (23-24) at Pia-Mor, got \$325 at 25 cents straight, which is good.

Doc Lawson made it a three-day stand at the Turnpike Casino, where he drew \$575 for the trio (22-24). Charge for him was 55 cents per person top, with two bargain nights in which he went for 45 cents.

**U. S. Army Wants Jive Artists—Unpaid Advt.**

CAMDEN, N. J., Nov. 30.—The United States Army took cognizance this week of the steady infiltration of jive cats in its ranks. It put out an appeal for, among other things, a dozen skin beaters, four slush pumpers, and men who can give out on the licorice stick. There is nothing, it seems, like a little jive to warm up the long winter nights at the barracks.

The appeal was made thru the local recruiting office, where Colonel R. B. Magruder, Second Corps Area recruiting officer, said the army needs a total of 26 musicians able to play swing and jive cats as well as martial arias. The swingsters will be recruited for service with the 26th Infantry Regiment in Plattsburg. The full list calls for four trombones, five clarinetists, 12 snare drummers, two French horn players, and three trumpet tootlers.

**Orchestra Notes**

By DANIEL RICHMAN

**New York Nocturne**

COMINGS and goings on the bandstand scene... new vocalist with the Johnny Long band is BOB HUSTON, given the ballad tune chores... LOU MUCCI makes a new third trumpet chair occupant in the Bob Chester crew... Chester also takes on BILL DARNELL, last with Al Kavelin's cascading chords, for the word-selling... which makes a clean sweep in the vocal department for this band, BETTY BRADLEY having come in a couple of weeks ago to replace Dolores O'Neill... Cliff Leeman takes his drums out of the Charlie Barnett aggregation, with WALLY GORDON for the replacement... Gray Gordon makes a change in his brass section, bringing in 22-year-old GENE FERRARO on trumpet... Charlie Spivak raises his vocal battery by one, augmenting balladeer Frank Howard with PHYLLIS USHER, who will undergo a name change... EUGENE BIRD, trombone, gets himself added to the aliphorn section of the Will Osborne contingent, with EDWARD KOLYER, likewise a trombone artist, replacing John P. Smith... BUDDY BRENNAN, pianist for Bob Chester, was operated on last week for appendicitis... he's recuperating at the Murray Hill Hospital, New York... the Chester bunch makes a short for Paramount at the Astoria Studio in Long Island this week... TED STRAETER, current at Fefe's Monte Carlo, signs himself, his piano, and his band to a William Morris management pact... Back to the scene of a highly successful engagement last season comes MITCHELL AYRES when he returns his Fashions in Music to the Hotel St. George's Bermuda Terrace in Brooklyn... JONNY GRAFF will double between the Cafe Sutton of the Hotel Sutton and the Mary Murray Room of the Hotel Sheraton, formerly the Hotel White... he goes into the latter spot December 3... the same night finds LEO REISMAN starting a stint at La Martinique, which makes a policy change for this spot and gives it large bands in the higher priced brackets for the first time... BENNY CARTER gets a one-year pact from Victor platters... JACK TEAGARDEN into the Arcadia Ballroom for two weeks, starting December 11.

**Midwest Melange**

RALPH BLANK, pianist for Ted Weems, has been notified by his local draft board to clear up his business affairs within five days... the Weems band gets itself a nice string of theater dates, running thru the Palace houses in Akron, O., and Youngstown, O., the Lyric, Indianapolis, and the Oriental, Chicago, a week apiece beginning December 6... J. HALL BURTON, working out of Chicago, is now the Midwest representative of Musicraft Records, Inc., of New York, pressers of Masterpiece (classical) and Tempo (dance) records... Netherland Plaza Hotel, Cincinnati, is set with XAVIER CUGAT, who began a two-week term Friday (29), the McFARLAND TWINS for three weeks following, and then HENRY KING... BUDDY FISHER takes a three-weeker at the Lowry Hotel, St. Paul, as of December 16... RED NICHOLS, with a re-organized band that is currently rehearsing in New York, and which includes a number of his former boys, has been set for a week, starting December 17, at the Tunetown Ballroom, St. Louis... CARTWRIGHT BROTHERS' ork is being held over indefinitely after four weeks at the Pere Marquette Hotel, Peoria, Ill... Closing at the Paxton Hotel, Omaha, Neb., Tuesday (28), BENNY STRONG opens Saturday (30) for a monther at the Faust Hotel, Rockford, Ill... JOE LEIGHTON band, organized only eight months ago, takes a stand at the Hotel John Marshall, Richmond, Va., that will carry it over a 20-week stretch... BEN GRIDLEY, manager of the Buddy Fisher ork, is critically ill in Detroit... later he will be moved to Florida for a six-month rest... CARL (DEACON) MOORE is being held until the first of the year at Paul Penny's Old Vienna, Cincinnati.

**Penn-Jersey Patter**

ROSS RAPHAEL locates for the winter at Oakes Ballroom, Philadelphia... FRANK STERLING for the unshuttering of Bill Bailey's Atlantic City... ROLAND EARNEST first in at Hotel Hildebrecht, Trenton, N. J., with the reopening of the Grill Room... EDDIE

KING at DiPinto's Cafe, Philadelphia... JOHN BLAKESLEE holds over at Yardville Hotel, Trenton, N. J... FRANKIE DELVIN gets the dance call at Cedar & Walnut Cafe, Reading, Pa... JOHNNY PETERS brings his Rhythm-ites to Hazel & Fred's Novelty Wonder Bar, Atlantic City... AL PIKE'S Imperial Columbians get the call at Columbia Hotel, Chester, Pa... CHICK WOODWARD camps at The Camp, Trenton, N. J... DON STOUTD takes over the stand at Murray Inn near Haddonfield, N. J... AL ZÄHLER returns to Log Cabin Inn, Washington Crossing, N. J... STEVE BARR brings his band to Washington House, Bechtelsville, Pa... OSCAR PETERS gets the call at Hotel Senator, Atlantic City... DAVE HELMAN holds over at Al Weber's White Swan, Rothsville, Pa... JOE MARTIN for the music making at Club Morocco, Philadelphia... DOT LA-MAINE returns her gals to Spread Eagle Inn, having filled a summer season at the Atlantic City spot.

**Of Maestri and Men**

DON BESTER went into the New Kenmore Hotel, Albany, N. Y., Friday (29) for a week, with a 10-week bandstand tenure at the Belvedere Hotel, Baltimore, Md., to follow... It's four weeks for BOB CHESTER at the Raymor Ballroom, Boston, starting December 20... BUNNY BERIGAN stopped off at the Hotel Roosevelt, New Orleans, Thursday (28) for a run that will keep him there till after the first of the year... Ruby Newman placed another one of his outfits at the Casa Manana in Boston, the band fronted by JOHN CARROLL, trumpeter... unit goes in December 1, replacing Bob Hardy... another Newman aggregation, GEORGE MACFARLANE for the batoning, gets a four-week hoedover at the Studio Club, Providence, R. I... CHARLIE MARLOW, better known as Charlie Margulis when he was with Paul Whiteman and other orks, signed to a personal management pact by JOE CORNBLETH on the West Coast... Marlow is current at Victor Hugo's in Los Angeles... JACK WARDLAW brings his brass section up to four with the addition of EDDIE DAVIS, trombone... Wardlaw also signed songstress JOANNE LEAUX to a personal management pact... EMERY DEUTSCH makes it the swank Roney-Piazz Hotel, Miami Beach, Fla., around the 18th of December... The Dempsey-Vanderbilt, another smart Florida stronghold, gets BOBBY PARKS on December 12.

**Wash. Music Dealers Expect Sales Dip as ASCAP War Result**

WASHINGTON, Nov. 30.—Music dealers here expect radical changes in their sheet and record sales after the first of the year, unless ASCAP and the radio stations make some sort of peace. Town's biggest music outlet, E. F. Droop & Sons, believes that exile from radio will not only effect ASCAP itself but also every music distributor in the country. Volume of music sales is expected to drop because BMI, radio's substitute source of tunes, is not producing enough material to cover up the probable bare spots on the music counter.

Tunes employed in movie productions are not big sellers today, music merchants here say, unless they receive further plugging over the airwaves. Without benefit of this promotion it is believed that the customer will have to discover tunes to his liking by himself.

Five and dime stores which feature music counters have no fears for the future of their music departments. Reduced prices, according to their theory, govern the sale of every item in the store, and they believe that music is no exception. Of course, this type of store does very little pioneering in the merchandise field, and practically every item in the store has proven its popular appeal before it goes on the shelf.


G. C. Murphy Company, biggest music outlet in the variety store class, says that tunes which are plugged by radio can be expected to be the sales leaders, but that other tunes will find a good market, asserting that songs which no longer get played over the radio still are consistent sellers.

One local merchant expressed belief that failure to effect peace between the composers and the broadcasters will bring about a "wildcat" type of music publishing. This he believed would hurt all music sales, because a flood of sub-standard compositions would undermine public confidence.

**License Needed for Wedding Dances in Wis. Township**

WAUSAU, Wis., Nov. 30.—Marathon County board of supervisors has adopted a resolution which obliged holders of wedding dances to which the public is invited to obtain dance licenses.

District Attorney E. E. Hohman advised the board that some dance hall operators are conducting public dances under the guise of wedding dances in order to avoid the \$5 license fee. Because unlicensed dances are without supervision they often "run wild," he explained.



**PHONOGRAM**

PERSONAL MANAGEMENT GALE, INC. • 48 WEST 48th ST.

**ERSKINE HAWKINS GALE, INC.**  
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 NEW YORK, N. Y.

**A GOLD STAR TO YOUR BLUEBIRD RECORDING OF "NORFOLK FERRY". IT'S ANOTHER "TUXEDO JUNCTION" IN MY BOOK.**

**DOROTHY KILGALLEN**  
 N. Y. JOURNAL AMERICAN

**"NORFOLK FERRY" backed by "Put Yourself in My Place" B-10932**





# The Billboard MUSIC POPULARITY CHART

WEEK ENDING  
NOVEMBER 29, 1940

## LEADING MUSIC MACHINE RECORDS

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

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

### GOING STRONG

- TRADE WINDS.** (10th Week) Bing Crosby.  
**MAYBE.** (9th Week) Ink Spots.  
**PRACTICE MAKES PERFECT.** (7th Week) Bob Chester.  
**ONLY FOREVER.** (6th Week) Bing Crosby.  
**FERRYBOAT SERENADE.** (6th Week) Andrews Sisters, Kay Kyser, Gray Gordon.  
**WE THREE.** (5th Week) Ink Spots, Tommy Dorsey.  
**BEAT ME DADDY, EIGHT TO A BAR.** (3d Week) Andrews Sisters, Glenn Miller, Will Bradley.

### COMING UP

- DOWN ARGENTINE WAY.** Shep Fields, Bob Crosby, Gene Krups, Leo Reisman.  
**THERE I GO.** Tommy Tucker, Will Bradley, Vaughn Monroe.  
**THE FIVE O'CLOCK WHISTLE.** Glenn Miller, Erskine Hawkins, Ella Fitzgerald.  
**TWO DREAMS MET.** Mitchell Ayres, Tommy Dorsey.  
**FALLING LEAVES.** Glenn Miller.  
**RHUMBOOGIE.** Andrews Sisters.  
**DREAM VALLEY.** Sammy Kaye.  
**A NIGHTINGALE SANG IN BERKELEY SQUARE.** Ray Noble, Jack Leonard, Guy Lombardo, Gene Krups.

## NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop; Galety Music Shop. Boston: Boston Music Co.; The Melody Shop; Mother Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Miller and Frank Co., J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. H. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Acollas Co. of Music; Famous & Barr; St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co.; Birmingham: Nolen's Radio Service Shop; R. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Bardine's, Inc. New Orleans: Louis Gruenewald Co., Inc.; O. Schirmer, Inc. Fort Worth, Tex.: McCrooy's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. ONLY FOREVER —BING CROSBY	1	1. Only Forever —Bing Crosby	1	1. Only Forever —Bing Crosby
2	2. TRADE WINDS —BING CROSBY	2	2. We Three —Ink Spots	2	2. Beat Me Daddy (Eight to a Bar) —Will Bradley
3	3. WE THREE —INK SPOTS	3	3. Trade Winds —Bing Crosby	3	3. We Three —Tommy Dorsey
4	4. BEAT ME DADDY (EIGHT TO A BAR) —WILL BRADLEY	4	4. We Three —Vaughn Monroe	4	4. Trade Winds —Bing Crosby
5	5. MAYBE —INK SPOTS	5	5. Ferryboat Serenade —Kay Kyser	5	5. Down Argentine Way —Bob Crosby
6	6. POMPTON TURNPIKE —CHARLIE BARNET	6	6. Down Argentine Way —Leo Reisman	6	6. Frenesi —Artie Shaw
7	7. FERRYBOAT SERENADE —KAY KYSER	7	7. Handful of Stars —Glenn Miller	7	7. Scrub Me Mama —Will Bradley
8	8. SCRUB ME MAMA —WILL BRADLEY	8	8. Beat Me Daddy (Eight to a Bar) —Will Bradley	8	8. Ferryboat Serenade —Gray Gordon
9	9. FERRYBOAT SERENADE —ANDREWS SISTERS	9	9. Pompton Turnpike —Charlie Barnet	9	9. Five o'Clock Whistle —Glenn Miller
10	10. WE THREE —VAUGHN MONROE	10	10. Two Dreams Met —Tommy Dorsey	10	10. A Million Dreams Ago —Dick Jurgens
			<b>MIDWEST</b>		<b>SOUTH</b>
			1. Only Forever —Bing Crosby		1. Only Forever —Bing Crosby
			2. Pompton Turnpike —Charlie Barnet		2. Maybe—Ink Spots
			3. We Three —Ink Spots		3. We Three —Ink Spots
			4. Maybe —Ink Spots		4. Ferryboat Serenade —Andrews Sisters
			5. Trade Winds —Bing Crosby		5. Beat Me Daddy (Eight to a Bar) —Will Bradley
			6. Ferryboat Serenade —Frankie Masters		6. Trade Winds —Gray Gordon
			7. Beat Me Daddy (Eight to a Bar) —Glenn Miller		7. Blueberry Hill —Glenn Miller
			8. Beat Me Daddy (Eight to a Bar) —Will Bradley		8. Five o'Clock Whistle —Ella Fitzgerald
			9. Scrub Me Mama —Will Bradley		9. Ferryboat Serenade —Kay Kyser
			10. There I Go —Tommy Tucker		10. Down Argentine Way —Shep Fields

## NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. ONLY FOREVER	1	1. Only Forever	1	1. Ferryboat Serenade
2	2. FERRYBOAT SERENADE	2	2. Ferryboat Serenade	2	2. Only Forever
3	3. WE THREE	3	3. We Three	3	3. We Three
4	4. TRADE WINDS	4	4. Trade Winds	4	4. Trade Winds
5	5. DOWN ARGENTINE WAY	5	5. Dream Valley	5	5. Down Argentine Way
6	6. MAYBE	6	6. There I Go	6	6. Blueberry Hill
7	7. OUR LOVE AFFAIR	7	7. Down Argentine Way	7	7. Dream Valley
8	8. BLUEBERRY HILL	8	8. Blueberry Hill	8	8. God Bless America
9	9. THERE I GO	9	9. God Bless America	9	9. I Am an American
10	10. GOD BLESS AMERICA	10	10. Maybe	10	10. Maybe
11	11. DREAM VALLEY	11	11. Two Dreams Met	11	11. Our Love Affair
12	12. I AM AN AMERICAN	12	12. Our Love Affair	12	12. Practice Makes Perfect
13	13. TWO DREAMS MET	13	13. Practice Makes Perfect	13	13. There I Go
14	14. PRACTICE MAKES PERFECT	14	14. I Am an American	14	14. A Nightingale Sang in Berkeley Square
15	15. HE'S MY UNCLE	15	15. You've Got Me This Way	15	15. He's My Uncle
			<b>MIDWEST</b>		<b>SOUTH</b>
			1. Ferryboat Serenade		1. We Three
			2. Only Forever		2. Only Forever
			3. We Three		3. Two Dreams Met
			4. Trade Winds		4. Down Argentine Way
			5. Maybe		5. Our Love Affair
			6. Blueberry Hill		6. Practice Makes Perfect
			7. Down Argentine Way		7. Maybe
			8. Our Love Affair		8. He's My Uncle
			9. I Am an American		9. Ferryboat Serenade
			10. God Bless America		10. Five o'Clock Whistle
			11. There I Go		11. A Million Dreams Ago
			12. Looking for Yesterday		12. Blueberry Hill
			13. He's My Uncle		13. Now I Lay Me Down to Dream
			14. Two Dreams Met		14. A Nightingale Sang in Berkeley Square
			15. Dream Valley		15. Trade Winds

## SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, November 29. Independent plugs are those recorded on WOR, WNEW, WMSA, WHN. Film tunes are designated as "F." musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs	Net Inds
10	1. FRENESI	Southern	39	14
1	2. THERE I GO	BMI	31	20
—	3. ALONG THE SANTA FE TRAIL (F)	Witmark	27	14
1	4. NIGHTINGALE SANG IN BERKELEY SQUARE	Shapiro-Bernstein	26	24
—	5. DO YOU KNOW WHY? (F)	Famous	23	10
4	6. WE THREE	Mercer	21	21
4	7. PRACTICE MAKES PERFECT	BMI	18	11
7	8. ONLY FOREVER (F)	Santly, J. & S.	17	18
5	8. DREAM VALLEY	Feist	17	17
6	8. YOU'VE GOT ME THIS WAY (F)	BVC	17	16
3	8. SO YOU'RE THE ONE	BMI	17	15
3	9. FERRYBOAT SERENADE	Robbins	16	23
4	9. TRADE WINDS	Harms	16	12
9	9. I'D KNOW YOU ANYWHERE (F)	Beegman	16	11
—	10. SHADOWS ON THE SAND	Remick	15	8
8	10. YESTERTHOUGHTS	Witmark	15	7
—	11. SAME OLD STORY	BMI	14	8
4	12. TWO DREAMS MET (F)	Miller	13	15
6	12. I GIVE YOU MY WORD	BMI	13	10
—	13. OUR LOVE AFFAIR (F)	Foht	12	18



# On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.  
Key: FT—Fox Test; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

## TED COTT (Musicraft)

So You Think You Know Music—Three-record Album.

MUSICRAFT has one of the likeliest looking commercial items of the season in this recorded parlor game. The phrase "of the season" is used literally, and is meant to imply this particular season of the year, when the Christmas spirit makes home parties more prevalent, for this album is designed almost exclusively for party entertainment rather than for individual listening enjoyment. Packaging is the recorded version of the radio program conducted by Ted Cott, and similarly titled. Idea has Cott asking questions to test people's musical I. Q.'s, with the queries grouped in sections designated as Round 1, Round 2, etc., with one or two rounds to a side. Included with the album is a quantity of printed blanks for answers, plus, of course, one set of correct answers to determine participants' final score. Blanks are attractively gotten up, as is the entire record package, and the questions show careful thought in selection. They're not too difficult, and yet they're not elementary. Cott's running commentary is effective in patter and delivery, and the piano that plays the themes which must be named correctly is adequate. Obviously, the album holds no interest for the strictly dance-minded, and one hearing suffices as regards listening pleasure. But as an enlargement on the party game principle that employs pencil and paper—and particularly so because of its linkage with the tremendous interests in records—it's a smart bit of merchandising, and ought to pay nice over-the-counter dividends with the proper exploitation.

## THE AIRPORT BOYS (Bluebird)

You Are My Sunshine—V. Bad Girl—V.

A NEW vocal combination is introduced on the Bluebird label with this trio, but despite the pop label listing the result is very much in the hillbilly vein. The trio's work is fair enough harmonically, but there's a nasal quality throat that isn't too listenable. The songs are pretty bad also, and the entire recording lacks any distinction except possibly the ill-advised attempt to ring in a chorus a la the Ink Spots. After a side and a half of more or less straight trio blending, the talked baritone passage, with its definite Spots overtones, is a little eyebrow-lifting. This disk may have a fair career in certain tavern music machine locations, but that's about all.

## GRAY GORDON (Bluebird)

The Yankee Doodle Polka—FT; VC. The Kerry Dance—FT; VC.

GORDON, who has gotten the jump on the field with some current and particularly good numbers of late, now follows his last release of Oh, They're Making Me All Over in the Army with another timely item, a patriotic jungle that combines flag-waving with the tempo that proved so popular on the now immortal Beer Barrel Polka. Oddly enough, the unsophisticated tune and lyric are the work of Vernon (April in Paris) Duke and John (Ballad for Americans) Latouche, and also it's a little out of their sphere the song is a lively effort that has coin phonograph possibilities written all over it. Gordon makes the most of it, coupling the polka tempo and the Yankee doodling nicely, with Meredith Blake and the band boys giving the right swingy lift to the wordage. Reverse is the third Irish number from this band, with Art Perry doing as well by the old story of the Kerry dancers as he did recently by Molly Malone and Kathleen. Both sides are plenty listenable, and another feather in Gordon's recording cap.

## SIDNEY BECHET (Victor)

One O'Clock Jump—FT. Blues in Third—FT.

More grit for the swing mill. Addicts of the power and drive inherent in the principal riff of the Count Basie swing-eroo will be amazed to find it totally absent in this version, with only a touch of the chromatic theme to give point to the title on the label here. But if it isn't One O'Clock Jump exactly, it's genuinely excellent hot jazz by one of the founding fathers backed by other experts. Reverse is blues, a double melody in a parallel line a musical third apart. Good, but not commercial.

## AL GOODMAN (Columbia)

Show Tunes of Jerome Kern—Four-record Album.

The third packaged item of the week that illustrates cogent merchandising acumen, this time from the Columbia studios. Kern is one of the few American composers whose names are as well known as the undying melodies they have penned, and also there have been Kern albums before this one. Goodman's sweet treatment and the shrewd selection of the numbers (eight of the most popular the composer ever wrote) add up to a potentially strong seller over a long period of time.

## BOOGIE-WOOGIE MUSIC (Decca)

Six-record Album.

Another of Decca's astute packaging that is bound to bring gratifying sales returns, boogie-woogie having finally achieved its place in the sun, with public interest aroused due to current clicks like Beat Me Daddy and Hum-Boogie. Here is an eight-to-the-bar fiend's idea of Paradise, with names like Meade (Lux) Lewis, Pete Johnson, Mary Lou Williams, Bob Zurke, and Joe Sullivan (the latter two with the Bob Crosby ork) to deliver the curiously exciting tempos.

## MITCHELL AYRES (Bluebird)

Make It Another Old Fashioned, Please—FT; VC. We'll Meet Again—FT; VC.

Bringing a rumba rhythm to bear on the Cole Porter tune from Panama Hattie, on the A side, Ayres puts out

another good record that is spoiled by only one misguided touch. That comes in the form of an unfunny and unnecessary gag at the end, after Mary Ann Mercer has spent a chorus setting a sophisticated torch song vocal mood. Both song and interpretation here are anything but corny, which is why the gag, straight from the cob, is twice as irritating. Reverse is distinguished because of the Ayres alto sax style and the general musical aplomb of this crew.  
(See ON THE RECORDS on page 67)

# On the Air

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

By SOL ZATT

## Ben Cutler

(Edgewater Beach Hotel, Chicago, NBC Red Network, Wednesday (27), 12:30-1 p.m.)

BEN CUTLER, who has been playing the class spots around the country for several years, is also an exponent of classy rhythms over the air waves—easy to take and pleasant to listen to. Program is straight and on the dreamy rather than the noisy side.

He nevertheless indulges in a widely variegated tune selection that includes pops in the ballad and rhythm departments, waltzes, and Latin stuff, and drops the baton every now and then for vocal solos, supplementing the efforts of Virginia Hayes, who polishes off a nice song.

## Tommy Dorsey

(Palladium Ballroom, Hollywood, NBC Red Network, Monday (25), 12:30-1 p.m.)

TOMMY DORSEY'S midnight spot in the arm has a virtually unmatched smoothness in radio band presentation, especially for a remote sustaining, which is usually kicked together at best. T.

# On the Stand

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

## Leighton Noble

(Reviewed at William Penn Hotel, Chatterbox, Pittsburgh.)

DANSAPATON describes the output of Noble's outfit, one of most popular in recent years at this town's biggest inn. Less flash than some of its predecessors here, fewer show numbers, but more terp tempo than most orks is the policy of this band that is fronted by the movie-smile maestro who doubles on brass and piano. Sings, too, solo and with trio.

Shy of identifying characteristics as pronounced as Glenn Miller or Shep Fields or other bands, Noble's crew is recognizable on airwaves by Novachord background and saxes.

Vocals that fit pleasantly into ensemble without stealing the spotlight from tunes are handled by guitarist Bob Williams and saxophonist Eddie Metcalfe.

Other saxes are Bill Sperling, Marty Epstein, and Bill Binford. Trumpets are Paul Mazed and Murray Bond. Trombone is Gil Norman, with Novachord artist and arranger being Chick Floyd. On drums is Johnny Maurer; bass, Sam Epstein, and other piano, Howard Anderson, Frank.

## Blue Barron

(Reviewed at Convention Hall, Camden, N. J.)

BARRON is still hawking the same brand of music. And rightly so, considering the enthusiasm of the dancers here, where the fivers are accustomed to hop eight to the bar. In spite of the jitterbug element predominating at the dance caught, the smooth stylized tooting of Barron went just as big. They may still want it swingy, but in this day and age they also want to hear the melody. And with Barron they can not only dance to the band but sing along as well, and not have to tear into a hot lick when they start whistling the wordage.

While fashioned along the sweeter lines, band boasts a bright rhythm. And when necessary the boys pack that snap-your-fingers punch to a fast rhythmic setting. Give out as well on the Latin lullabies, considering that the j-bugs here can break into a conga chain formation as fast as they can do the flea hop and Lindy.

Instrumentation takes in four saxes, two trumpets, two trombones, and four rhythm, with Blue mastering the down-beats out front. Band is just as big in the song selling, with the absence of fem decor hardly noticed. Rusa Carlyle, who couples the song title with an associated oldie, handles the romancy songs, with

some of the ballad bits going to Alan Holmes, stepping out of the sax section. Charlie Fisher handles the more rhythmic ditties, with electric guitarist Ronnie Snyder making the throat whistling and leading the novelty selections. Carlyle, Holmes, and Fisher further blend voices in harmony as the Three Blue Notes.

Band is one-nighting in the Eastern territory, and returns to New York's Hotel Edison after the first of the year. Oroschenko.

## Don Coleburn

(Reviewed at King's Ballroom, Lincoln, Neb.)

COLEBURN attempts to run the gamut, from pretty good music to lowdown corn. The dance crowd has but to ask, and his library is built to provide. For example, when caught he did a ballad, a rumba, a rag, a swinger, and an oomph commercial—all in two sets. That indicates he goes out of his way to please, and he does a pretty nice job of pleasing as far as the lower priced ballrooms go.

Not the least of his properties is Eileen Ingalls, who makes her singing stand by itself without going into the jitters physically. Girl singers who can get along on their pipes and stay in tune aren't so many, but Miss Ingalls is one. Pat Herman, a fairly handsome lad, comes forward for the male vocals, and his share is all right, too.

Instrumentally, the kick section is the reeds, four regular, and five when Coleburn joins. He plays a good stick, too. It's also from the saxes that he draws his arrangements, which are by Paul Lenk. Sectionally, the band allocates four chairs to reeds, two to brass, and three to rhythm.

Coleburn's milk delivery is good in this "up Nawth" territory. He has a drawl which would have done credit to a speaking part in *Game With the Wind*. Oldfield.

## Wally Stoefler

(Reviewed at Pla-Mor Ballroom, Kansas City, Mo.)

ONE of the most pleasantly entertaining bands to play here, this crew is one of those outfits floating around the country just waiting to be discovered. It has the stuff to catch on and soar to the heights.

Outfit measures three brass, three saxes, and four rhythm. It's a tenor band, but definitely different, both in its arrangements and delivery. Third trumpet man Dick Roberts doubles on a Mickey Mouse fiddle and a mellow trombone, but this strictly sugar phrasing is okeh with dancers, bringing out ballads and sweet tunes in full flavor.

Marvis Denning, band's vocalist, chirps in a style somewhere in between Nan Wynn and Dinah Shore, starring particularly on ballads. She also does okeh on specials for the hep-cats.

A vocal quartet (of Miss Denning and three of the boys, all from the brass section) stacks up well on novelty ditties, as does Pappy Jones, sax player. Real surprise of the crew, tho, is guitarist Eddie Sieger, who plays in a style like Fred Waring's Les Paul and who can really get off on a number. His solos, featured quite often, gathered the cats around the stand.

Stoefler is good looking and makes a genial, capable stick waver. Locke.

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Routes are for current week when no dates are given.

# 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; n—night club; p—amusement park; ro—road house; r—restaurant; s—showboat; t—theater.

**A**  
Abb, Vic (Stuyvesant) Buffalo, h.  
Akin Jr., Bill (Antlers) Colorado Springs, Colo.  
Alberto, Don (El Chico) NYC, nc.  
Alexander, Van (State) NYC, t.  
Allen, Henry (Booby) (Cafe Society) NYC, nc.  
Alton, Mickey (Cocaine) (Grove) Boston, nc.  
Alvarado, Don (La Fiesta) San Francisco, nc.  
Angelo (Bertolotti's) NYC, nc.  
Appolon, Al (Hillmore) Atlanta, h.  
Asstinas of Rhythm (Prestel Bell) Indianapolis, nc.  
Armando (Pago-Pago) NYC, nc.  
Armar, Desi (Boxy) NYC, t.  
Arnheim, Gus (Plantation) Houston, nc.  
Arthur, Aris (Ken) Boston, nc.  
Ashman, Eddie (Panamanian) NYC, nc.  
Austin, Gene (St. Paul) St. Paul, h.

**B**  
Bach, Richard (20th Century Tavern) Phila., nc.  
Baker, George (Wilson's) Phila, nc.  
Baker, Stanley (Crescent Tavern) Trenton, N. J., nc.  
Barlow, Ralph (Dellwood) Buffalo, h.  
Baron, Aris (Harry New Yorker) Chi, nc.  
Barrett, Hughie (Blis Carlton) Atlantic City, h.  
Bary, Dick (Jefferson) St. Louis, h.  
Bastie, Joe (Jackpotville) Fla., 3-14.  
Basson, Chick (Battling) NYC, h.  
Becker, Howard (Dellwood) Buffalo, h.  
Becky, Malcolm (Adolphus) Dallas, h.  
Benedict, Ben (Hedelberg) Salt Lake City, cb.  
Benson, Ray (Warwick) NYC, h.  
Bergere, Maxmillian (Versailles) NYC, nc.  
Berry, Ed (Mill Club) Ogden, Utah, nc.  
Bester, Don (Arcadia) NYC, h.  
Bette, Dick (Madison) Tulsa, h.  
Bodnar, Ernie (Club Conado) Trenton, N. J., nc.  
Bono, Richard (Stetler) Cleveland, h.  
Borr, Mische (Waldorf-Astoria) NYC, h.  
Bostea, Freddy (Coco Nomad) Atlantic City, nc.  
Bowman, Charley (Wivel) NYC, re.  
Bradd, Edgy (Seaside) Atlantic City, h.  
Bradley, Wally (Siltmore) NYC, h.  
Brandt, Eddie (George Washington) Jacksonville, Fla., h.  
Brandywine, Nat (Waldorf-Astoria) NYC, h.  
Branon, Ray (Grand) (Evanville) Ind., 6-9; (Lagoon Club) Carmel, Ill., 10; (Royal Palace Ballroom) Galena 12; (Illinois Teachers' College) Jacksonville 13; (Blue Club) Chicago, 14.  
Broer, Jay (The Lido) San Francisco, nc.  
Bros, Roger (Club Gloria) Columbus, O., nc.  
Bruno, Anthony (Latin Quarter) Boston, nc.  
Byrd, Howard (Edgemoor) Pa., h.  
Buck, Eddie (Harrison) NYC, nc.  
Byrne, Bobby (Roosevelt) New Orleans, h.

**C**  
Caballero, Carmen (La Conga) NYC, nc.  
Cadden, Eddie (Madura's Danceland) Hammond, Ind., h.  
Cameron, Cecil (Gladstone) Casper, Wyo., h.  
Cameron, Cecil (MacDonald) Edmonton, Alta., h.  
Campo, Del (Fairway Yacht Club) NYC, nc.  
Carnegie, Ben (Pago-Pago) NYC, nc.  
Candullo, Joe (Latin Quarter) Boston, nc.  
Capello, Joe (Jimmy Kelly's) NYC, nc.  
Carlson, Bill (Oh Henry) Willow Springs, Mo., h.  
Carlton, Dick (White City) Chi, h.  
Carroll, Irv (Dempsy's Broadway Bar) NYC, nc.  
Cassano, Count (Beschomber) Boston, nc.  
Cass & the Fiddle (Red Hill Inn) Pennsylvania, N. J., nc.  
Cavallero, Fausto (Cocacabana) NYC, nc.  
Cavallera, Ted (Chicago) Chi, h.  
Cawson, Jack (Washington) Indianapolis, h.  
Claridge, Gay (Melody Mill) Chi, h.  
Clark, Lowry (Book-Cadillac) Detroit, h.  
Clark, Buddy (Park Center) NYC, h.  
Coe, Jay (Blackstone) Chi, h.  
Coleman, Emil (Chez Paree) Chi, nc.  
Collins, Joe (Edwards) Middletown, N. Y., h.  
Conrad, Lew (Steuber's) Boston, re.  
Covarras, Manuel (Casanova Casino) Chi, nc.  
Cordoba, Lolita (Treasure Island) NYC, nc.  
Costello, Charles (Times Square) NYC, h.  
Cotton, Chasmeey (Tutwiler) Birmingham, Ala., h.  
Crosby, Bob (Mark Hopkins) San Francisco, h.  
Crowley, Ted (The Top) Boston, nc.  
Curbello, Herby (La Marina) NYC, nc.  
Custer, Ben (Edgewater Beach) Chi, h.

**D**  
D'Amico, Nick (Cafe Bruno) NYC, nc.  
Damerel, George (Colonial Inn) Singae, N. J., nc.  
Davidson, Bill (Star Dust Inn) Pleasantville, N. J., nc.  
Davis, Eddie (La Rue's) NYC, nc.  
Davis, Jimmy (Lake Merritt) Oakland, Calif., h.  
Davis, Mack G. (Oriental) Chi, t.  
Davis, Coleridge (Southland) Boston, nc.  
Day, Freddy (Merry Gardens) Chi, h.  
Dawson, Bill (Cat & Fiddle) Cincinnati, nc.  
Day, Bobby (Arcadia) NYC, h.  
De La Rosa, Oscar (Havana-Madrid) NYC, nc.  
DeLoach, Ed (El Bar) NYC, nc.  
DeL, Marty (Van Cleve) Dayton, O., h.  
DeSail, Emil (L Algon) Chi, re.  
Devine, Paul (Grand Lake) Battle Creek, Mich.  
Devine, Danny (Paddock International) Atlantic City, nc.  
Devoti, Don (El Morocco) NYC, nc.  
Dixler, Red (Anchorage) Pittsburgh, nc.  
Dobaska, Al (Troadero) Henderson, Ky., nc.  
Dorsey, Jimmy (Meadowbrook) Cedar Grove, N. J., nc.  
Drummond, Jack (Wright's) Plainville, Conn., nc.

**E**  
Eby, Jack (Royal Palm) Miami, nc.  
Elington, Duke (Windsor) Brent, N. Y., 5-11, h.  
Ellis, Baron (Trionon) Chi, h.  
Ellis, Joe (Queen Mary) NYC, re.  
Engel, Freddy (Sugar Bowl) Albany, N. Y., h.  
Ernie, Val (Coo Roser) NYC, nc.  
Ester & His Orchestra (Chestnut) NYC, nc.  
Equires, The (Book-Cadillac) Detroit, h.  
Evans, Bobby (Cotton Club) Phila, nc.

**F**  
Fahlan, Teddy (Slippy Joe's) Minneapolis, nc.  
Familiant, Mickey (Covered Wagon) Stratford, Pa., re.  
Fassler, Fred (Fairway Yacht Club) NYC, nc.  
Fay, Tom (Montgomery) Upper Darby, Pa., cb.  
Fews, Eddie (El Hat) Chi, nc.  
Ferrarie, Fred (Brooklyn) Chester, Pa., c.  
Feron, Charles (Lyric) Bridgeport, Conn., t.  
Fisher, Lew (Cino Royale) New Orleans, nc.  
Fisher, Art (Club Minnet) Chi, nc.  
Flisher, Mark (3109) Chi, nc.  
Fisher, Freddie (Bliss Palm Gardens) Mill-Wade, Pa., h.  
Fish, Charlie (Black & Gold Inn) Columbia, Md., nc.  
Fiske, Dwight (Savoy Plaza) NYC, h.  
Flinn, Emil (Paradise) Chi, h.  
Fontaine, Sonny (Walton) Phila, h.  
Forker, Alice (Benannon's) Trenton, N. J., c.  
Foster, Chuck (Hiltmore) Los Angeles, h.  
Freed, Carl (Park) St. Paul, nc.  
Friend, Mickey (Primrose) Newport, Ky., c.  
Fulter, Walter (Grand Terrace) Chi, nc.  
Funk, Larry (Music Box) Omaha, nc.

**G**  
Gagan, Frank (Biederick's) Tuckahoe, N. Y., ro.  
Gailford, Slim (Stamp's) Phila, c.  
Gaines, Charlie (Lexington Casino) Phila, nc.  
Garber, Jan (Orpheum) Omaha, t.  
Gaspere, Dick (Piazza) NYC, h.  
George, Milton (Fox & Hounds) Boston, nc.  
Giedlin, Harry (Geneva) Trenton, N. J., re.  
Gieslach, Ches (Jogland) Lexington, Ky., h.  
Gill, Emerson (Green Mill) Saginaw, Mich., nc.  
Glass, Billy (Pastor's) NYC, nc.  
Gordon, Don (Olde Cedar Inn) Brookhaven, N. Y., ro.  
Gordon, Gray (Earle) Phila, t.  
Graff, Johnny (Sutton) NYC, h.  
Grant, Bob (Savoy Plaza) NYC, h.  
Gray, Glen (Paradise) NYC, t.  
Green, Hy (Harmony) Hurleville, N. Y., cc.  
Gress, Lou (Park Casino) Phila, nc.  
Griffin, Jack (Old Falls Tavern) Phila, nc.  
Guy, Vernon (Congro) Phila, c.

**H**  
Hall, George (Famous Door) NYC, nc.  
Hallett, Mel (Edison) NYC, h.

## Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

**H**  
Hanson, Eddy (Alpine House) Chi, nc.  
Harbort, Kip (Dance Casino) South Langford, Pa., h.  
Hardy, Bob (Casa Manana) Boston, nc.  
Harper, Don (Grove) Orange, Tex., nc.  
Hayes, Joe (Streets of Paris) Phila, nc.  
Hays, Billy (Open Door Cafe) Phila, nc.  
Heed, Helen (Swiss) Trenton, c.  
Heimling, Kitty (Middletown) Middletown, N. Y., h.  
Henricks, George (Cobb's Mill Inn) Weston, Conn., nc.  
Herman, Sylvan (Barclay) Phila, h.  
Hill, Benny (Tops) Phila, c.  
Hill, Dick (Hid-Dee) Phila, c.  
Hill, Tiny (Donahee's) Mountain View, N. J., nc.  
Hoagland, Everett (Stetler) Boston, h.  
Holmes, Miller (Cym) University, Miss, h.  
Hope, Herb (Park Lane) NYC, h.  
Hope, Frank (Parrillo's) Belleville, N. J., nc.  
Horton, Girls (Oll's Tavern) Schenectady, N. Y., nc.  
Hudson, Dean (Blue Gardens) Armonk, N. Y., ro.  
Hugo, Violator (Little Rathskeller) Phila, nc.  
Humbert, Don (Ort's) Boston, c.  
Hunschal, Ray (Spinning Wheel) Murphysboro, Ill., nc.  
Hutton, Ima Ray (Syracuse) Syracuse, h.

**I**  
Instrumentalists, The (Mine's) Geneva, N. Y., re.  
Iona, Andy (Waikiki) NYC, nc.  
Irvin, Mary (Churchill Tavern) Pittsburgh, re.  
Isaac, Vernon (Paradise) Phila, c.  
James, Harry (State-Lake) Chi, t.  
Jantz, Ray (Belza's Inn) Trenton, N. J., nc.  
Jay, Eddie (Di Pinos) Phila, c.  
Johnson, Buddy (The Place) NYC, nc.  
Johnson, King (Governor Clinton) NYC, h.  
Johnson, Johnny (Shelton) NYC, h.  
Johnson, Wally (Lookout House) Covington, Ky., nc.  
Jones, Duke (Jim's Lob Cabin) Pleasantville, N. J., nc.  
Jones, Isham (McAlpin) NYC, h.

**J**  
Joos, Fred (Embassy Club) Albany, N. Y., nc.  
Jordan, Snooks (Pinto's) NYC, nc.  
Joseph, Joe (Lido Venice) Phila, nc.  
Junesau, Tommy (Boor Boat) St. Louis, nc.

**K**  
Kallhee, Johnny (Gibson) Cincinnati, h.  
Kallow, Karl (Moonlight Gardens) Saginaw, Mich., h.  
Kara, Felix (Roseland) NYC, h.  
Karon, Maria, Musicals (Chittenden) Columbus, O., h.  
Kassel, Art (Bismarck) Chi, h.  
Kay Kriz (Casino Russe) NYC, nc.  
Kay, Don (Clarmont) Berkeley, Calif., h.  
Kaye, Sammy (Comedore) NYC, h.  
Keating, Joe (Ace of Clubs) Reading, Pa., nc.  
Kelley, Billy (Essex) Boston, h.  
Kendis, Sonny (Stork Club) NYC, nc.  
Kent, Roger (The Embassy) Brooklyn, re.  
Kent, Peter (New Yorker) NYC, h.  
Kinney, Ray (Lexington) NYC, h.  
King, John (Beechamber) NYC, nc.  
Klyde, Harvey (Chateau) Chi, h.  
Knight, Bob (Pierre) NYC, h.  
Knopp, Johnny (Paisley) Chi, h.  
Koback, Kora (Kingship) Unionville, N.J., nc.  
Kovach, Johnny (Dave Meyer's) Ford, N.J., nc.  
Kristol, Cecil (Sasser's Grill) Clearwater, Fla., nc.  
Krupp, Gene (Buffalo) Buffalo, t.  
Kuba, Dick (Astor) NYC, h.  
Kurtze, Jack (Hendrick Hudson) Troy, N. Y., h.

**L**  
LaBate, Paddy (Club Royale) Detroit, nc.  
Laird, Rudy (Mayfair) Lansing, Mich., nc.  
Lamb, Drexel (Roseland Inn) Jackson, Mich., nc.  
Lane, Eddie (Rosetti) Brooklyn, h.  
Lang, Lou (White) NYC, h.  
Lang, Billy (Maya Show Place) Phila, nc.  
Laporte, Joe (Old Romanian) NYC, re.  
Lauro Bros. (Studio) Phila, h.  
Layton, Eddie (Continental Room) Atlantic City, re.  
Lea, Jerry (Hedelberg) Phila, nc.  
Le Baron, Edder (Rainbow Room) NYC, nc.  
Leckie, Art (Study's Cafe) Trenton, N. J., nc.  
Lee, Bob (49th St. Rathskeller) Phila, nc.  
Leonard, Gene (Youth Garden) Rochester, N. Y., b.

**L**  
LeRoy, Howard (Miami) Dayton, O., h.  
Levy, Ed (Colonial) Bridgeport, Pa., h.  
Levant, Phil (Schroeder) Milwaukee, h.  
Lewis, Bud (Pine Tavern) Trenton, N. J., nc.  
Livingston, Jerry (Chanticleer) Milburn, N.J., re.  
Lombard, Guy (Roosevelt) NYC, h.  
Lombard, Ray (Highstown) Highstown, N. J., cc.  
Lopes, Vincent (Kenmore) Albany, N. Y., h.  
Luce, Clyde (Ben Franklin) Phila, h.  
Lyman, Abe (New Yorker) NYC, h.  
Lynn, Sammy (Bomb Shelter) Dallas, nc.  
Lynn, Bert (La Conga) Hollywood, nc.

**M**  
McClellough, John (Tally-Ho Tavern) Albany, N. Y., re.  
McDoe, Johnny (St. George) Brooklyn, h.  
McGrane, Don (Deshler-Wallick) Columbus, O., h.  
McGrath, Joe (Moore Club) Phila, re.  
McIntire, Billy (Westminster) NYC, h.  
McMachto, (Club Cubs) NYC, nc.  
Madden, Bill (Traymore) Atlantic City, h.  
Madriguera, Enrig (Stalder) Detroit, h.  
Mallory, Joe (Newhouse) Salt Lake City, h.  
Malneck, Maitzy (Ambassador East) Chi, h.  
Mandella, Frank (Armando's) Chi, h.  
Mann, Milton (Joe's Casino) Wilmington, Del., nc.  
Manroe, Wingy (New Brass Ball) Chi, re.  
Manuel, Don (Olg Gallesux) Peoria, Ill., nc.  
Mazanarans, Joe (La Conga) Chi, nc.  
Marlowe, Tone (Eastman's Cafe Madrid) Buffalo, nc.  
Marsala, Joe (Dickory House) NYC, nc.  
Martin, Lou (Leon & Eddie's) NYC, re.  
Martin, Bobby (Mines) NYC, c.  
Martin, Harold (Benard's) Atlantic City, nc.  
Martin, Mel (Club Edgewood) Albany, N. Y., nc.  
Masters, Charlie (20th Century Tavern) NYC, re.  
Masters, Frankie (Taft) NYC, h.  
Mathey, Nicholas (Russian Kretchma) NYC, re.  
Meyers, Jack (Book-Cadillac) Detroit, h.  
Meyers, Mel (Bannon House) Phila, h.  
Miller, Glenn (Pennsylvania) NYC, h.

Miller, Russ (Jack & Bob's) Trenton, N. J., nc.  
Miller, Herman (Abraham Lincoln) Reading, Pa., h.  
Miller, Al (Harry's New Yorker) Chi, nc.  
Mingel, Don (Club Gaudin) NYC, nc.  
Moffitt, Deke (Gibson) Cincinnati, h.  
Moscichia, (Cosmo) Chi, nc.  
Moore, Vaughn (Chaitin) (Mickwick) Boston, h.  
Moore, George (Albany Arms) Atlantic City, h.  
Moore, Carl "Deacon" (Old Vienna) Cincinnati, re.  
Morales, Nono (La Conga) NYC, nc.  
Morgan, Russ (St. Francis) San Francisco, h.  
Morlon, Gerry (Piazza) NYC, h.  
Munro, Hal (Happy Hour) Minneapolis, h.  
Murphy, Fred (New Golden) Albany, N. Y., nc.  
Murray, Charlie (Mon Paris) NYC, nc.

**N**  
Nasette, Marie (Mary Hubbard Inn) Berlin, N. J., h.  
Navis, Mary (Yaht Club) Phila, nc.  
Nelson, Omer (Strand) NYC, t.  
Newman, Ruby (Blis Carlton) Boston, h.  
Newman, Eddie (Modern) Chi, h.  
Nielsen, Paul (Oreations) Mansfield, O., nc.  
Noble, Leighton (William Penn) Pittsburgh, h.  
Noble, Ray (Palmer House) Chi, h.  
Nolan, Duke (Pleasant View) Reading, Pa., nc.  
Norwick, Wladyslaw (Adria) NYC, re.

**O**  
Oger, Bill (Hilberts) Toledo, h.  
Ossman, Phil (Troaders) Hollywood, Calif., nc.  
Oman, Val (La Martinique) NYC, nc.  
Oliver, Ted (Carroll's) Phila, nc.  
Oppes, Herman (Emerald Inn) Albany, N. Y., re.  
Olsen, George (Rice) Houston, Tex., h.  
Olson, Hein (Coral Gables) Coral Gables, Fla., cc.  
Oliver, Johnny (Coo Rouge) NYC, nc.  
Orlando, Don (Chez Paree) Chi, nc.  
Osborne, Tony (Primrose) Newport, Ky., cc.  
Osborne, Will (I AM Aud.) Flint, Mich., 7; (Michigan) Ann Arbor, 8-9.  
Osborne, Manuel (Nixon) Pittsburgh, nc.

**P**  
Page, Michael (Palm Beach) Detroit, c.  
Paige, Pauline (McGee's Club 15) Phila, nc.  
Palermo, William (La Marquis) NYC, re.  
Palmer, Ernie (Troadero) Wichita, Kan., nc.  
Panchilo (Versailles) NYC, nc.  
Panchilo (Cocacabana) NYC, nc.  
Parker, Paul (Honer's Inn) Albany, N. Y., nc.  
Parks, Bobby (Village Barn) NYC, nc.  
Pastor, Tony (Lincoln) NYC, h.  
Patrick, Henry (Black Club) Phila, nc.  
Patterson, Pat (University Inn) Albany, N. Y., nc.  
Paul, Toasty (Olin's) Chi, re.  
Perry, Don (El Bar) NYC, nc.  
Pell, Herbie (Walnut Room) New Orleans, nc.  
Perez, Milo (Palmer House) Chi, h.  
Pettit, Ernie (Savoy-Plaza) NYC, h.  
Pfeiffer, Col. Manny (Pia-Mor) Kansas City, Mo., h.  
Preston, Jimmie (Mooning) Chester, Pa., h.  
Prigle, Gene (New Kenmore) Albany, N.Y., h.

**Q**  
Quartel, Frank (Cosmo's) Chi, nc.  
Quintana, Don (El Chico) Miami Beach, Fla., nc.

**R**  
Ramos, Ramon (Drake) Chi, h.  
Ramos, Bobby (Colony) Chi, nc.  
Reall, Goldie (Air-o-Dance) Albany, N. Y., nc.  
Ravara, Carl (Nicotlet) Minneapolis, h.  
Ravel, Arthur (Belmont Plaza) NYC, h.  
Reed, George (Black Club) Palm Springs, Calif., nc.  
Reichman, Joe (Bass House) NYC, h.  
Renardo, Jacques (Versailles) Boston, nc.  
Reah, Benny (Bowery) Detroit, c.  
Reynold, Howard (Palumbo's) Phila, cb.  
Richard, Joe (Pago Pago) NYC, nc.  
Rich, Bobby (Marty Burke's) New Orleans, nc.  
Richard, Jimmie (Henry Grady) Atlanta, h.  
Rios, Thomas (Park Central) NYC, h.  
Ritchie, Ben (Covered Wagon Bar) NYC, c.  
Rizzo, Vincent (Walton) Phila, h.  
Roberts, Red (Grande) Detroit, h.  
Roberts, Chick (Tally-Ho Tavern) Albany, N. Y., nc.  
Rodman, Will (Blackstone) Wildwood, N.J., c.  
Rodrigue, Nanno (Treasure Island) NYC, nc.  
Rosen, Eddy (Bowers) NYC, h.  
Rohde, Karl (Bismarck's Village) Boston, nc.  
Romano (Cafe Bruno) NYC, nc.  
Rose, Frankie (Nick's Nook) Trenton, N.J., nc.  
Rosen, Sam (Chestnut) NYC, h.  
Rowley, Art (Fairmont) San Francisco, h.  
Ruhl, Wally (Cino's) Hancock, Mich., re.

**S**  
Sachs, Coleman (Pickwick Club) Birmingham, re.  
Sandra, Juanito (Havana-Madrid) NYC, nc.  
Saunders, Red (Club Delia) Chi, nc.  
Saunders, Hal (St. Regis) NYC, h.  
Saunders, Charles (Club Frolics) Albany, N. Y., nc.  
Scherban, George (The Yar) Chi, re.  
Schroeder, Gene (The Pirates Den) NYC, nc.  
Scott, Raymond (Blackhawk) Chi, re.  
Seck, Walt (Hamilton) Washington, D. C., 1-4, h.  
Senn, Henry (Lowry) St. Paul, h.  
Shand, Terry (New Kenmore) Albany, N.Y., h.  
Shoop, Les (Forest Park Casino) Toledo, O., re.  
Sheff, Jack (Roosevelt) New Orleans, h.  
Shelvin, Pat (Evergreen Casino) Phila, nc.  
Sherrill, Hayden (New Louvre) Salt Lake City, re.  
Siry, Larry (Ambassador) NYC, h.  
Slide, Noel (Diamond Horseshoe) NYC, nc.  
Small, Wilson (Hillside Tavern) Albany, N. Y., h.  
Smith, Joe (La Rue) NYC, nc.  
Smith, Earl (Winder Castle) Reading, Pa., re.  
Smith Bros. (Slippy Inn) Albany, N. Y., re.  
Snively, Warren (The Club) Loganport, Ind., cc.  
Spilay, Maurice (Mission Inn) Lestre, Pa., re.  
Sovak, Charlie (Olen Island Casino) New Rochelle, N. Y., ro.  
Spor, Paul (New Willard) Toledo, h.  
Spurr, Roger (London Chop House) Detroit, re.  
Stratner, Ted (Monte Carlo) NYC, nc.  
Steeck, Gus (The Brook) Summit, N. J., nc.  
(See ORCHESTRA ROUTES on page 53)

# Bands on Tour—Advance Dates

**BOB CHESTER:** Michigan Theater, Detroit, December 6 week.  
**JAN SAVITT:** Hippodrome Theater, Baltimore, Md., December 12 week; Metropolitan Theater, Providence, R. I., 23 week.  
**JIMMIE LUNCFORD:** Keith Theater, Boston, December 12-15; Metropolitan Theater, Providence, R. I., 20-22; Remains-

sance Casino, New York, 24.  
**LAWRENCE WELK:** Modernistic Ballroom, Clinton, Ia., Dec. 16; Hub Ballroom, Edelstein, Ill., 17; Auditorium, Mahomet, Ill., 18; Avalon Ballroom, La Crosse, Wis., 19; Masonic Temple, Freeport, Ill., 20; Rink Ballroom, Waukegan, Ill., 22; Trianon Ballroom, Chicago, 23, indefinite.



# First Sunday Shows Better Monday Receipts, Look OK

In addition, grosses of shows playing on Monday rise on an average of 10 per cent because of lowered competition—"Horse Fever" tries Sunday matinees

NEW YORK, Nov. 30.—Sunday shows, operated on a stagger system whereby some of the productions hold Sabbath week-day schedules, offered encouraging evidence that the innovation will help legit business, reports James F. Reilly, executive secretary of the League of New York Theaters, after tallying attendance at productions which participated in the first experiment last Sunday and Monday (24 and 25). Eight shows are scheduled for the boards tomorrow (7), with one experimenting with a late matinee curtain as well as an evening performance, and reduced box-office sales.

The performance of legit shows on Sunday at weekday prices became a reality on Broadway for the first time when the membership of Actors' Equity Association earlier this month agreed to remove the double-pay specification for a year's experiment. Up to this point the picture houses and *Happened on Ice* had the Sunday market to themselves. Neither the films nor the ice ballet at the Center Theater reported loss of business to the legit newcomers.

For the first concerted experiment on Sunday shows, eight (out of 19) productions plus two with theatrical benefit connections joined in. Box-office top was \$3.50, because none of the \$4.40 musicals participated. Latter group said that advance sales for Monday and Tuesday nights were too great to warrant switching. The musical hits find little difficulty attracting customers for Monday nights, and so are not inclined to change their schedule.

Following business results for Sunday night have been reported: *Hellasopoppin*, a sellout, with grosses hitting \$4,000, which represents an increase of \$595 over the previous Monday; *George Washington Slept Here*, with benefit of a theater party, drew \$1,379, which exceeded Monday or Tuesday figures; *Man Who Came to Dinner* drew \$1,350, had a balcony sellout, and grossed about \$100 more than its Monday figure; *Tobacco Road*, which was the first to jump on the Sunday bandwagon and gave a performance as soon as permitted November 10, sold out at \$1.10 top to gross \$843; *Separate Rooms* grossed \$960, which was about \$400 better than last Monday's business; *Johnny Belinda* enjoyed "better than a usual Monday" business; *Beulah Halls* had a slight improvement. Both *Kind Lady* and *Charlie's Aunt* held benefit performances, for the Actors' Fund of America and Stage Relief Fund, respectively. All noted quick sellouts in cheaper seats.

Then on Monday night, with seven laying off, business among the 12 remaining shows revealed an average increase of 10 per cent in attendance. The lessened competition enabled some productions to enjoy as high as a 22 per cent increase. Among five shows *Panama Hat*, *Louising Purchase*, *Charlie's Aunt*, *Hold On to Your Hats*, and *Boys and Girls Together*—grosses totaled \$17,600. Average Monday night gross for the group had been \$16,000. Small variation is attributed to the musical hits, which are more or less constant sellouts.

Listed for tomorrow are *Blind Alley*, *Charlie's Aunt*, *Hellasopoppin*, *Johnny Belinda*, *Tobacco Road*, *Separate Rooms*, *Fledgling*, and *Horse Fever*. *Horse Fever* will hold a 3 p.m. matinee at \$1 top, with a \$2 top for the evening performance.

Reaction from bookers of local presentation houses indicated that even the combination houses welcomed the Sunday legit proposition. Harry Kalchauer, of Paramount, declared, "The more people downtown, the more people will come to shows." Jesse Kays, of the Roxy, explained that presentations may even gain by the new set-up. Legit shows on Sunday may give Broadway another Saturday night, he opined, adding that combination houses may get the overflow of legit customers as soon as the lower priced seats are sold out. Pointed out that Sunday shows in Chicago have existed for years with no visible disadvantage to the other forms of entertainment.

## "Pygmalion" in Chi

CHICAGO, Nov. 30.—Pygmalion, second of the Theater Guild and American Theater Society series, opened at the Selwyn Theater Monday for two-week engagement. Third of the series, Ruth Gordon in *Here Today*, opens December 9.

BROADWAY RUNS		Performances to Nov. 30 Inclusive.	
Dramatic		Opened Perf.	
Benefit Halls (Fulton)	Nov. 7	7	28
Blind Alley (revival) (Windsor)	Oct. 15	15	55
Charlie's Aunt (revival) (Windsor)	Oct. 17	17	52
Corn in Green, The (National)	Nov. 29	29	7
Fledgling (Hudson)	Nov. 29	29	6
George Washington Slept Here (Loew's)	Oct. 18	18	51
Horse Fever (Madison)	Nov. 22	22	11
Johnny Belinda (Belasco)	Sept. 18	18	56
Kind Lady (revival) (Playhouse)	Sept. 2	2	103
Life With Father (Empire)	Nov. 8, 29	29	446
Man Who Came to Dinner (Majestic)	Oct. 16, 20	20	472
Separate Rooms (Plymouth)	Mar. 28	28	293
Tobacco Road (Forsyth)	Dec. 4, 28	28	295
Twelfth Night (St. James)	Nov. 19	19	15
Musical Comedy			
Boys and Girls Together (Broadway)	Oct. 1	1	71
Call Me Star (Booth)	Oct. 25	25	43
Hold On to Your Hats (Shubert)	Sept. 11	11	94
Louising Purchase (Imperial)	May 28	28	215
New Hellasopoppin (Winter Garden)	Dec. 11	11	408
Panama Hat (46th St.)	Oct. 30	30	35

## Louisville Grosses Well in Black

LOUISVILLE, Ky., Nov. 30.—William Hoke Camp, manager of the Memorial Auditorium, is well pleased with business this fall. So far it is around 15 per cent over this same time in 1939, and, with the December bookings, the outlook points for a grand finish for 1940.

Gertrude Lawrence in *Skylerk* played matinee and night November 13 to large and well-pleased audiences. Katharine Hepburn in *The Philadelphia Story* stayed two nights and matinee, with top at \$3.30 and excellent business

at all performances. Booked for December 3 are Alfred Lunt and Lynn Fontanne in *There Shall Be No Night*. On December 4 S. Hurok presents *Ballad Russe de Monte Carlo*. December 13 and 14 have *The Man Who Came to Dinner* with Clifton Webb. December 16 has *The Time of Your Life*.

The Columbia Theater has booked very few attractions this season. Beginning November 21, for three nights and matinee, the house offered *Mornings at Seven* with Effie Shannon, Donald Brian, and other stars. Advance sales indicated a sellout.

## FROM OUT FRONT

# The Downfall of Direction

By EUGENE BURR

AMONG the walls and bleats and gusty sighs that have greeted the tentative fumbblings of the current season almost all angles of production have been assailed. Producers have been blamed for concentrating on musicals and revivals; authors have been blamed for the appalling scarcity of produceable new plays; actors, as usual, have been blamed not only for their own mistakes but for those of everyone else connected with the production; box-office men have been blamed for not making theatergoing a more enticing occupation.

But in the general jeremiad, one important factor has been overlooked. No one, so far as I know, has yet blamed the directors. This is an omission that is hereby rectified.

Directors, for years now, have been practically taken for granted by critics and public alike. Their general standard of competence has in all truth been excellent; occasional spectacular croppers were recorded (as when Max Reinhardt staged *The Eternal Road* and turned a gentle, moving, simple story of a race into a mammoth springboard for his own ego, or when Michael Chekov brought his Studio Theater to town and demonstrated amazing gyrations of unfortunate neophytes). But for the most part a high professional level was maintained, studded by occasional peaks and topped by the magnificent heights of Margaret Webster's Shakespearean stagings.

Even when an occasional director did go wrong—as for example in the production of Stanley Young's finely poetic *Robin Laidley*—the critics blithely blamed everything upon the playwright. They never even thought of the director.

BUT this season, what there is of it, all that has suddenly changed. What the reason can be the corner has no idea. But the unfortunate fact remains that a large percentage of our painfully few productions have received staging that was often less than adequate and sometimes downright brutal. And the blame rests not only upon the less experienced staggers but also upon some of the hitherto finest directorial talent on the Stem.

As usual, of course, the reviewers have blamed everyone else for the directors' mistakes—the long-suffering actors, the authors, the producers, and even the sets. But that doesn't change the facts.

It began at the very start of the season, when Reginald Denham, known as a playwright rather than a director, staged *Jupiter Laugh's* and made A. J. Cronin's puppets as unbelievable as was humanly possible. It continued with various ups and downs, and reached another peak when Elmer Rice staged Maxwell Anderson's *Journey to Jerusalem*. Mr. Rice is another who is better known ("better" in both senses of the word) as a playwright—which may possibly indicate that the trouble with direction is that our dramatists won't stay put in their proper field.

It goes beyond that, however, with comedies bearing the brunt. The staging of the recent rush of show-business farces—one was about summer theaters and 148 or so were about Hollywood—was sensationally ineffective. And the offending directors included a couple of Broadway's best.

The sudden break is extremely difficult to understand. It naturally doesn't indicate the downfall of direction in general; it has been made up of a series of unfortunate coincidences that have been pretty painful to actors and customers alike. The customers only paid out their money; the actors in most cases took the blame.

ON THE other hand, there have been some outstanding examples of excellent direction during the brief spatter of play production that we euphemistically call the current season. However, we've ungratefully grown used to that. It's hardly headline news any more when Margaret Webster, for example, does a brilliant job like the one she has contributed to *Twelfth Night*. Nor does it seem world-staggering when so astute and sensitive a director as Joshua Logan catches the very essence of a time-worn farce like *Charlie's Aunt* and so fuses it with the modern spirit that the result is fresh, startling, and tremendously entertaining. Nor are we particularly surprised when Worthington Miner takes the scattered advantages of such a script as *Suzanna and the Elders* and so molds them that the final impression is given by the best in the play, rather than by the worst.

Three years of generally competent direction we've come to expect such things, unusually fine the they may be. It's when Antoinette Perry and Otto L. Preminger and such as they fall down that we begin to take notice of what's happening. Maybe nothing's happening after all. Perhaps the next 20 shows produced will all boast superlative staging; quite possibly they will. Anyhow, let's hope so.

# Montreal Biz Starts Boom

MONTREAL, Nov. 30.—After a stumbling start, with its first show flopping to a meager gross of \$2,500 for a week's stay, Montreal's legit season recovered until it is now predicted this will be one of the best in years.

Only one legit house, His Majesty's (1,600 seats), is operating, as has been the case for several years. Five offerings have been presented since opening night, September 9. It is felt the box office would do better if the house were not left in darkness so frequently. The town must get used to playing again, and more frequent booking is being considered.

The weak getaway was *The School for Scandal*, Ethel Barrymore starring, scaled from 50 cents to \$1.50. Good notices didn't help. Best returns to date came when *Hellasopoppin* stayed a week to do \$13,000. Seats for this were scaled from 75 cents to \$3.


Other grosses for the season so far follow: *Autumn Groves* (50 cents to \$2, Francis Lederer and good notices could not bring the second offering of the season to better than \$4,500 for one week.

Tonight at \$3.50 (50 cents to \$1.50). Three from Noel Coward's original group, *Fumed Oak, Red Peppers, and Hands Across the Sea*, drew \$5,000 in a week.

*Pins and Needles* (50 cents to \$1.50). The ILGWU, which is large here, as the town is the country's clothing center, bought out the house the first night and swelled the week's total. Apart from this break, the season began to pick up anyway, and gross for the seven days was \$6,500.

## Equity Points to SS Tax

NEW YORK, Nov. 30.—As an additional protection for its members, Actors' Equity Association will hereafter insert in its standard contracts clauses calling attention of managers to their responsibility for payment of the Social Security and Unemployment Insurance taxes. Legal department called to managers' attention the advantage of paying State obligations in preference to paying the federal tax, the alternative. Heretofore many managers paid the federal tax and then were subject to pressure for State assessments when actors applied for benefits.



### Review Percentages

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

**"Horse Fever"—6%**  
 YES: None.  
 NO: Anderson (*Journal-American*), Brown (*Post*), Lockridge (*Sun*), Whipple (*World-Telegram*), Watts (*Herald-Tribune*), Mantle (*News*), Atkinson (*Times*), Kronenberg (*PM*).  
 NO OPINION: Coleman (*Mirror*).

**"The Corn Is Green"—100%**  
 YES: Brown (*Post*), Lockridge (*Sun*), Whipple (*World-Telegram*), Anderson (*Journal-American*), Mantle (*News*), Winchell (*Mirror*), Atkinson (*Times*), Watts (*Herald-Tribune*), Kronenberg (*PM*).  
 NO: None.  
 NO OPINION: None.

**"Fledgling"—17%**  
 YES: Brown (*Post*).  
 NO: Atkinson (*Times*), Watts (*Herald-Tribune*), Coleman (*Mirror*), Kronenberg (*PM*), Anderson (*Journal-American*), Whipple (*World-Telegram*), Lockridge (*Sun*).  
 NO OPINION: Mantle (*News*).



NATIONAL

THE CORN IS GREEN

Beginning Tuesday Evening, November 26, 1940

A play by Emylin Williams, starring Ethel Barrymore. Directed by Herman Shumlin. Setting designed by Howard Bay, built by William Kellam, and painted by Center Studios. Costumes designed by Robert Schepis, and executed by Eaves Costume Co. and Veronics. Lighting by Will Washco. Press agents, Richard Marney and Ted Goldsmith. Stage manager, Edward McHugh. Assistant stage manager, Marcel Dill. Presented by Herman Shumlin.

- John Coroney Jones Rhys Williams
Miss Rosberry Mildred Dunnock
Ivial Morris Charles S. Purcell
Sarah Pugh Gwyneth Hughes
A Groom George Bleasdale
The Squire Edmond Breon
Mrs. Watty Rosalind Ivan
Bessie Watty Thelma Schnee
Miss Moffat Ethel Barrymore
Robbatt Robbatt Thomas Lyons
Morgan Evans Richard Waring
Cyn Thomas Kenneth Clarke
John Owen Merritt O'Duel
Will Hughes Tarence Morgan
Old Tom Sayre Crawley

BOYS, GIRLS, AND PARENTS: Julia Knowl, Amelia Romano, Betty Coribee, Rosalind Carol, Peter Haldor, Hermann, Joseph McInerney, Marcel Dill, Gwilym Williams, Tommy Dix.

ACT I—Scene 1: An Afternoon in June. Scene 2: A Night in August; Six Weeks Later. ACT II—Scene 1: An Early Evening in August. Two Years Later. Scene 2: A Morning in November. Three Months Later. ACT III—An Afternoon in July, Seven Months Later.

The Action of the Play Takes Place in the Living Room of a House in Glamorgan, a Small Village in a Remote Welsh Country. The Time is in the latter part of the last Century, and Covers a Period of Three Years.

Somewhere in an adjoining column you'll find (heaven and the make-up men willing) a plaint concerning the state of direction in the Broadway theater this season. Disregard it. Since the time it was written early in the week it has been canceled out by Herman Shumlin's production (Tuesday at the National) of The Corn Is Green, the Emylin Williams play that has a successful London run in those bygone days when London theaters were still open. The producer directed it himself—and the job he did more than makes up for all the directorial flubdubbery suffered at other hands. For Mr. Shumlin, one of the greatest of living directors anyhow, has this time done one of his finest jobs—a piece of staging that brings continuity and effect to a sprawling play, that takes a long series of difficult scenes and bathes them in the white light of truth and human understanding, that brings out many outstanding performances, and is packed not only with tenderness and miraculous insight but also with magnificent theatrical effect.

And Mr. Shumlin's superlative direction is by no means all that the production boasts—for it also marks the seasonal return of the First Lady of the Stage, otherwise known as Ethel Barrymore. It's hardly news any more to say that Miss Barrymore is superb, but there's no other way of putting it. Her unmatched mastery is so great that each time you see her it comes as a fresh and breath-catching surprise. We were all howling bravos at her again last night, but that seems only a meager recompense for her performance.

And there were other performances to match, from Richard Waring, Thelma Schnee, and many of the others—but more of that later.

As for the play itself, it's made to seem a great deal better than it really is, even tho it has definite assets of its own. Its essential plot is a stereotype, dealing with an energetic spinster of 1890 who starts a free school for the children of Welsh miners, meets difficulties from the local Poch-Bahs and succeeds in urging to continue only when she runs across an unusually brilliant lad who has already been warped into the pattern of the mines. She takes him from subterranean darkness and teaches him—so successfully that she feels she can enter him in competition for an Oxford scholarship. In following her aim she wins over the local squire and practically dedicates her life.

But, inevitably, there is the growing and rutlish daughter of her housekeeper, and when the lad revolts at constant scholastic drudgery and goes off on a bender the adolescent Delliah seduces him. Also inevitably, she succumbs to an acute case of coming child, whereat the school mistress bundles her off, pays her bills, and develops a new human interest in her own male Galatea, realizing that hitherto her interest in him has been primarily selfish. He wins the scholarship and simultaneously learns about his child—and feels he has to ruin his chances by

New Plays on Broadway Reviewed by Eugene Burr

marrying the slut who is its mother. But in a magnificent scene the school mistress convinces him that his real duty is to the world. She adopts the child herself and says good-by to the boy forever, feeling it will be better if he never sees the youngster.

It's all old hat, as you can see, and it isn't aided by Mr. Williams' tentative and unsteady telling, which switches the point of interest constantly, vacillates wildly in intellectual viewpoint, is annoyingly careless over such mechanical details as turning an expected letter into a received telegram and occasionally sacrifices intelligence to stage effect, as in the business of the school mistress never seeing her protege again, an angle that is dramatic but, logically, rather silly.

On the other hand, Mr. Williams does manage to throw a cloak of sparkling and sometimes hilarious humor over the piece; he provides rich and interesting Welsh background; he avoids the more obvious cliches of his stereotyped plot, and from time to time he goes off on intellectual and psychological tangents that are brilliant, illuminating, and occasionally profound. This corner is willing to forgive all his mistakes because of his final five minutes—a splendid attack on "doing the right thing," which process has ruined so many millions of young lives—a splendid enunciation of the true "right," which is to put accidental reproduction in its proper place and protect the life that is most valuable to the world at large. There are economies in morals as well as in commerce, a fact that is carefully ignored by most of the world's "moralists."

In any case, whatever shortcomings the play has are finely concealed at the National by Miss Barrymore, Mr. Shumlin, and the supporting cast. As the little hussy, Thelma Schnee gives an amazing performance, carrying the girl from childhood thru adolescence to disreputable womanhood, showing amazing insight into all the phases and constantly achieving powerful stage effect. It is a part loaded with difficult and unbelievable scenes, but Miss Schnee miraculously makes them all ring with understanding and truth. And Richard Waring is similarly excellent as the boy. Gone are his green-spotlight attitudes of The Man Who Killed Lincoln, his false self-consciousness of Bright Rebel. Instead, he offers a tight, right, finely subdued, and brilliantly motivated performance in another extraordinarily difficult role. And the minor parts all shine with acting brilliance, thanks to Rhys Williams, Edmond Breon, Rosalind Ivan, Mildred Dunnock, Gwyneth Hughes, Sayre Crawley, and almost everyone else involved.

HUDSON

Beginning Wednesday Evening, Nov. 27, 1940

FLEDGLING

A play by Eleanor Carroll Chilton and Philip Lewis, adapted from "Follow the Furies," a novel by Eleanor Carroll Chilton. Directed by Heinrich Schnitzler. Setting designed by Richard Whorf, constructed by Martin Turner, and painted by Eugene B. Dunce. Press agent, Jean Dalrymple. Stage manager, Charles Holden. Presented by Otis Chalfield-Taylor.

- Grace Linton Norma Chambers
Andrew Linton Frederick Bradlee
Barbara Linton Sylvia Weid
Hugh Linton Ralph Morgan
John Forbes Walter Coy
Stella Berwick Lora Baxter
Kenneth Brade John Hoyrad
Bartholomew Harry Hanlon
Miss Harper Margaret Clifford
Richard Dennis Tom Powers

The Living Room of the Linton House in Connecticut. ACT I—Scene 1: December 24; Afternoon. Scene 2: The Following June. ACT II—Late Afternoon, Four Days Later. ACT III—The Following September, Late Evening.

Fledgling, the drama that Otis Chalfield-Taylor brought to the Hudson Theater Wednesday night, is a play about liberated thinkers that seems to have been written by an author firmly enmeshed in the bonds of so-called religion. The writer in question is Eleanor Carroll Chilton, who put her story first in the form of a novel called Follow the Furies, and then joined forces with Philip Lewis to transfer it to the stage (where it still remains a novel). She has evidently read enough

about honest free thought to present fairly the outward wording of its inner light; but her free-thinking characters, whenever they face a crisis, react in a way possible only to those fundamentally warped by training in the murk-wrapped "morals" of formalized religion. As a result, her play, which is essentially one of thought rather than action, seems a fantastic and ridiculous affair, particularly in its last act.

The tale is of Hugh Linton, a writer who has devoted his life to bringing light to the dark places created by the muffling bonds of religious codes, and who insists that each man must face facts squarely and guide his own life; and of his daughter, Barbara, who adores him and has been brought up on his theories. There is also a son, ill-defined in the play, and the wife and mother, Grace, who started as a Catholic but has supported Hugh's ideas thru all the years of their marriage.

Tragedy comes when Grace falls victim to an incurable paralysis that will grow progressively worse, perhaps affecting her brain before it puts merciful fingers upon her heart. Barbara is appalled, but manages to look facts in the face—and continues to do so when she finds that her father has been carrying on an affair with his feminine publisher, Hugh himself, tho he sincerely loves his wife, storms off to see the publisher when Grace asks for a priest and it is revealed that she has espoused her old faith the year before, going back on all the intellectual tenets (the only important tenets) of their life together. Barbara feared insanity for her mother, fearing her heartbreak thru Hugh's action, puts merciful poison into Grace's medicine.

And then Barbara, the straight-seeing, honest girl, is made by the author to succumb to terrible remorse, and to feel that since she knows that she has done right and still is tormented by it there must be a sense of sin and a God who inflicts it upon mankind. And when she takes her author-made problem to her father, that passionate intellectual is actually horrified, and refuses to give her comfort. Barbara is also horrified at the relations between her father and the publisher, even tho she learns that they constitute an abiding, 15-year-old affection that has never touched the bond between Grace and Hugh. All of the reactions, of both father and daughter, are grotesque and ridiculous. The people the author has built wouldn't—and couldn't—have reacted in such ways. The reactions could be only the outcome of the muddy flow of self-betraying and intellect-denying "faith."

In the end Barbara commits suicide, no less; but by that time the harm has been done and it doesn't much matter. The play, remaining insistently a novel on the stage, has elected to stand or fall by its line of thought rather than its line of action; and the line of thought has become a series of tangled spirals leading to complete banality.

With such badly integrated characters, the players naturally have a very difficult time of it; and they are seldom aided by Heinrich Schnitzler's workaday, unimaginative, and sometimes inadequate direction. However, Ralph Morgan returning from films, does do a generally fine job as Hugh—quiet, human, and persuasive, tho sometimes lacking the necessary force and obviously at sea when the author begins changing the fundamentals of the character. Faced with an even tougher assignment, Sylvia Weid, as Barbara, starts with a bit of self-consciousness but buckles down to do beautiful work in the middle sections; then, in the last act, she is forced by the author to share Mr. Morgan's confusion. Tho she is allowed by the director to read so deliberately that she often becomes monotonous, her fine sincerity still does its best to straighten the character-tangle inherited from the author.

Tom Powers contributes outstanding work as an incidental priest, his best job of recent seasons; Lora Baxter brings fine and sincere effect to the publisher, and young Frederick Bradlee is excellent in the badly defined role of Barbara's brother. Norma Chambers and Walter Coy are at best adequate as Grace and a suitor of Barbara, while the burlesque characterizations offered by John Hoyrad and Margaret Clifford in a couple of incidental roles are obviously the fault of the director rather than of the players.

MANSFIELD

Beginning Saturday Evening, November 23, 1940

HORSE FEVER

A farce by Eugene Conrad, Zac and Ruby Gabel. Staged by Milton Stiebel. Settings designed and painted by Leon Kennard and constructed by Martin Turner. Press agent, S. Jay Kaufman. Stage manager, Seldon Bennett. Assistant stage manager, George V. Dill. Presented by Alex Yokel.

- Mrs. Drum Zamah Cunningham
Virgo Marietta Carby
Frank Drum Joseph Penney
Milly Flynn Sara Seegar
Joe Flynn Millard Mitchell
Janet Deering Judy Parrish
Horatio Drum Arthur Allen
Orville Ezra Stone
Murphy Clancy Cooper
Mr. Hilton Neil Moore
Labor Day Green Bobby Mitchell
Trilby Hersell
Maid Kay Loring
Lucky Sam Lou Lubin
Dr. Terzanoff Daniel Ocko
Hotel Manager Seldon Bennett
City Marshall John L. Keamey
Photographer Jack Kowal
A Race Track Stevedore Peter Gusaroff
Jockey Lane Leslie Barrell
Messenger Boy Mitchell Kowal

ACT I—Scene 1: Living Room. Drum House Near Aqueeduct. Scene 2: The Same. The Next Evening. ACT II—A Hotel Room. ACT III—Scene 1: A Stable at Belmont Race Track. Scene 2: The Same Day. Later.

Horse Fever, which Alex Yokel brought to the Mansfield Theater last Saturday night (complete with horse), is one of those madcap, zany farces that have to click like a film camera shutter from the first curtain, or else slither along on the weary road to the warehouse. Eugene Conrad and Zac and Ruby Gabel, the authors, did their part pretty well, despite a need for greater plot co-ordination and stronger punch lines; but Horse Fever, none the less, doesn't seem much like a film camera shutter. And that, for the most part, is due to the work of its featured player, Ezra Stone.

Young Mr. Stone (he'll probably be called young until he's at least 84) is only featured in the cast; but if ever Broadway has seen a determinedly starring performance, this is it. What the play needs is, of course, practically perfect ensemble playing; but young Mr. Stone Stars, with both a capital "S" and a vengeance. In the natural course of things he is older now—and a good deal stouter too—and he has lost the disarming naivete that made his earlier performances such delights. Instead, he has substituted slow, dead, heavy readings that kill the effect of both lines and situations and seem always about to throw the other members of the cast out of stride. It's a dull and annoying job—particularly in view of the possibilities of the script.

It's all about Orville, who disrupts his uncle's household by his inventions and ends by sending the old man to jail. This is because Orville forgot to take out a liquor license for the vodka he put into the hamburgers that uncle sells. At almost the same time uncle is willed a race horse, and Orville decides to retrieve the family fortunes by winning the Belmont Stakes with it. This is a bit difficult because the horse, tho fast, has always refused to break at the barrier.

So Orville decides to give it psychological treatments, which he does in a hotel room to which he and his uncle's horse-crazy son-in-law have taken the animal to avoid a process server who wants to confiscate it. The horse lives (See HORSE FEVER on page 60)

Atlanta Looks Good

ATLANTA, Nov. 30.—Manager W. F. Winecoff of the Erlanger Theater here expressed confidence that the stage season in Atlanta this winter and spring will be the best in several seasons, provided the shows now booked to take the road continue on schedule. He made the statement following the opening road show engagement of the season, Skjlerk with Gertrude Lawrence. The theater was not sold out, but the books were in the black.

Last season's one big musical, Leave It to Me, was not successful, but Helzapoppin has been booked in for this spring and already people are asking for tickets.

Winecoff has eight shows tentatively booked and is negotiating for others.

AMERICAN ACADEMY OF DRAMATIC ARTS. Founded 1884 by Franklin H. Sargent. The foremost institution for dramatic and artistic training. WINTER TERM BEGINS JAN. 15th. Catalog from Secretary, Rm. 145. CARNegie HALL, NEW YORK



## Society Spots Gain in N. Y.; Pop Price Clubs Seek Names; George White Club Opens Dec. 26

NEW YORK, Nov. 30.—Society spots are far more dominant on the local scene this season than cafes catering to masses. Most of the newcomers with pop-price policies have either folded or continue in a very precarious position. Principal reasons appear to be that the money class is spending more money than it has in years; that successful Broadway musicals (*Panama Hattie*, *Hold On to Your Hats*, *Louisiana Purchase*, *Boys and Girls Together*, *Hellzapoppin'*, *Cabin in the Sky*) are sending their well-to-do patrons to the fancier hang-outs, and that no really clever bargain nitery (with the exception of Billy Rose's Diamond Horseshoe) has invaded the midtown area.

Most prominent new entry of the year designed for the middle class will be George White's Gay White Way, opening on the site of the late Cotton Club December 26. Bargain prices are promised, and the spot will be under management of White, whose name is still of consequence on Times Square. It will cater to the type of patron who has been dropping into Rose's Horseshoe and Leon and Eddie's. Shep Fields' band will occupy the bandstand and the show will be topped by a name. White did not want to reveal the names of all the acts, preferring to break the news just before his opening date. However, his line of dancing and showgirls is all set. Among acts signed are Geraldine and Joe, who have a contract for two weeks with an option for four.

### Two Spots Fold

Two recent closings are Treasure Island and Brown Derby. Walter Walti, who managed Treasure Island, filed a voluntary petition in bankruptcy last week. Both bands (Nana Rodrigo and Lolita Cordoba) and all acts have not been paid for the last three days. Walti proposed a 15 per cent settlement. The Brown Derby was closed by the Department of Internal Revenue for failure to pay amusement taxes totaling \$1-305.20. The furnishings will be auctioned off Wednesday (4) to meet that sum. Operators Al Felshin and Jerry Brooks, who once had the Famous Door and the old Yacht Club, are now said to be in Florida.

The competition among the East Side spots is now keener than ever. All sorts of angles are being used to bring in the cream of society. The most common one is to employ society boys, who are paid 10 per cent of all checks spent by their friends.

Monte Proser's Copacabana brings in a name act (Raye and Naldi) Tuesday (3), even the spot has been doing well since its opening a month ago. The Pego Pego, also on the East Side, is negotiating with Dave Apollon to follow Yvonne Bouvier as feature of its show. Apollon is featured in Ed Wynn's *Boys and Girls Together*. Doubling from a show has been successful at the Club Cuba, where Nick Long Jr. and Eunice Healy have been doubling from *Louisiana Purchase* and *Hold On to Your Hats*, respectively. (Miss Healy dropped out last week due to ill health.) It is also working at the Plaza, which employs the DeMarcos following their nightly appearance in the Wynn musical. The Plaza, incidentally, dropped the girl show when the DeMarcos and Paul Haakon came in.

### La Martinique Seeks Names

La Martinique, which has been struggling this season, is trying out a name-band policy, starting Wednesday (4).

## SEND IN YOUR ROUTES

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

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

Leo Reisman band comes in for an indefinite engagement. Spot has been redecorated and the furnishings revamped to make it more suited for a large band. Show will have Grace Poggi and Igor and a return run of Carlos Ramirez. Disappointing to the spot this season were the engagements of performers who turned this room into a success last year. Betsy Hutton and Yvette played return engagements recently but business was off.

The Waldorf-Astoria Hotel moved Eddy Drachin into the informal Empire Room last week to succeed Kay Kyser. The formal 827 Room will henceforth be open for dinner only (Mischa Borr continuing to furnish dinner music). A formal policy for the late crowd did not turn out so well.

In the meantime all spots in the neighborhood of George White's Gay White Way are on the alert for strong talent to compete with the new entrant. Leon and Eddie's will change shows December 20 and is currently scouting for a name act. The Hurricane is bringing back Romo Vincent December 18 for another long run. He was a big success before, and Mario, Hurricane manager, figures he should be again. The Rainbow Room has strong talent set up till spring. The Beachcomber has booked Armida. La Gonga is dicker with Tito Guizar. The Havana-Madrid is building up Rita Montaner into an attraction. And even the smaller spots along 52d Street are looking over their budgets to see if something can't be done to strengthen the holiday shows.

NEW YORK, Nov. 30.—Joe Fernandez, owner of the Mon Paris, is leaving for Havana Thursday (5) to open a Cuban spot similar to his New York room. It will be located on the site of the former Almendares Yacht Club, and as soon as the season in Cuba gets under way talent will be rotated between the two clubs.

## More Split-Week Tours for Bands; Divvy From 1st \$

NEW YORK, Nov. 30.—Harry Kalkchell, Paramount booker, has routed the Gene Krupa and Cab Calloway orks on a series of split-week stands thru the Midwest. Many of these houses play unit and band attractions when available thru this territory.

Krupa is set for Springfield, Ill., December 15 and 16; Decatur, Ill., December 18; Aurora, Ill., December 19, and Peoria, Ill., December 20 and 21. He follows at the Lyric, Indianapolis, for a full week, starting December 24.

Calloway starts at the Newman, Kansas City, Mo., December 23, for four days. The last show which played here was the Bob Hope unit for one day. A full week at the Orpheum, Omaha, Neb., follows, December 27. Next stop will be Waterloo, Ia., January 3, for three days; Davenport, Ia., four days, starting January 7. The Midwest trek will wind up at the State-Lake, Chicago, January 24, a full week.

Most of these dates, as is the custom in one-night theater stands, call for 50 per cent from the first dollar. Week-end dates call for a guarantee around \$750.

### Push New Calif. Laws

SAN FRANCISCO, Nov. 30.—Assemblyman Ernest O. Voight says he will urge a measure that would close all bars in the State from 2 a. m. to 1 p. m.

He said he also planned an amendment which would permit night clubs to remain open until 6 a. m., provided they obtained an additional license at \$520 a year.

### Memphis Spot Reopens

MEMPHIS, Tenn., Nov. 30.—The 20th Century Room of the Claridge, remodeled and to be renamed, reopened Friday (22). Lawrence Levy is hotel manager. The spot has been closed since September. Will open with Eddy Rogers and ork, with Irene James as vocalist.

## Blue!

LOUISVILLE, Ky., Nov. 30.—Blue-ness censorship has come to the Bluegrass Room of the Brown Hotel in the Bluegrass State. Too blue for the management was Strypale Rosalie, censored from the current floorshow after her opening performance.

Strypale is a two-foot puppet peeler, star of Walton and O'Rourke's Sophisticated Marionettes, now playing the room. The puppeteers' offer to cut her bump string, cover her wooden anatomy with a net brassiere, and play her in a blue light still met with thumbs down from Chester Lorch, booker of the spot.

## 3 Bands for New Singapore Sadie, In Hollywood, Fla.

HOLLYWOOD, Fla., Nov. 30.—Another night club will be readied around December 28 with the opening of Singapore Sadie's. Spot is designed to look like a Singapore side street.

Operators plan to have three bands, Johnny Pineapple, Original Dixieland Five, and Harmon Carasco's rumba band. Spot will have a line of eight and a featured burly stripper. Billy Holbrook will do the dance direction.

Bedford Davis and John Leonard will operate the spot. Henri Gine will book from New York.

Cost is claimed to be around \$125,000. The site alone is said to have cost \$77,500.

## More Miami Spots Open for Season

MIAMI, Nov. 30.—It is expected that the middle of December will find the Miami and Miami Beach night clubs in full swing.

The Paddock is set to reopen December 15. The Carrousel opened November 27. The Esquire has enlarged its capacity and is dicker for the cowgirls in the Buck Benny Hides Again pic.

The Rhumba Casino will also open December 15. Reuben's will open a restaurant on the site of the Club Continental.

### 3 Miami Beach Agents

MIAMI BEACH, Fla., Nov. 30.—First agent to operate here with full-fledged office and staff was Sid White, head of the Southern Theatrical agency. White was advised at the time that there was no field for local booking here. His agency recently expanded and is doing excellent business. Two more now have been added. Florida Theatrical agency, headed by Aileen Mercedes, former entertainer, and Beverly Carr's agency. Miss Carr was formerly producer for Minsky Pier shows.

### Denver Spot Does Well

DENVER, Nov. 30.—Business at the Casanova Room of the Palace Hotel, which reopened October 19 after having been dark since last December, is ahead of last year, according to Henry Nelson, maitre de of the hotel. Howard McCreery and orchestra are featured Thursday to Saturday, and double in the Mayfair Room for luncheon daily and for dinner on Tuesday and Wednesday. The Casanova seats 225.

### Band for Madrid, Detroit

DETROIT, Nov. 30.—Cafe Madrid, formerly the Old Madrid, opened Thursday (7) with a band policy. Spot was formerly a better class restaurant, but used no music except an occasional pianist. New policy brings in Art Monney's 10-piece orchestra, booked thru the Mike Falk office. Jean Shalior is vocalist. No floorshow planned at present.

### Abe and Pappy in Houston

HOUSTON, Tex., Nov. 30.—Abe and Pappy have invaded the local night club field after a successful club at Dallas. Opening was Thursday (7) with an all-Negro revue of five acts. White floorshows have been the vogue here until now. Don Purrell and his 13-piece swing band provide music. Admission is 33 cents except Saturday (44 cents).

## Todd To Launch Chi Club Christmas; Plans N. Y. Shows

CHICAGO, Nov. 30.—Mike Todd, Chicago-New York producer, will open a new club here on Christmas night. The new nitery, Michael Todd's Theater Cafe, will try to magnetize the low and middle income groups.

Located on the site of the old Rainbow Gardens, Todd's club will have a seating capacity of 3,500 and will charge a gate of 50 cents, with low-priced drinks and dinners from six bits to \$1. Watson Barratt, designer of Todd's New Orleans spectacle at the New York World's Fair, is in Chi preparing to go to work on the new cafe.

Two orks will be used, along with an hour and a half show twice nightly. Negotiations are under way to sign Ben Bernie for the first show. Set for the first bill is the Sazerac Show, which played to profitable business at Todd's Gay New Orleans at the fair. Production will be revamped and new principals added, among them Gypsy Rose Lee, A. Robins, the Three Pitchmen, and Willie West, and McGinty, Sammy Lambert, the club's producer, is lining up dance and show girls.

Bill Doll will handle the publicity in New York, while Howard Mayer will shoulder the local end.

For Broadway consumption, Todd has several productions in mind. First in order come a revival of *The Man From Cairo*, which flopped some three years ago, and a swing version of *The Drunkard*.

## Ingalls Is Still Beverly Hills Agent; Niggemeyer Staging

NEWPORT, Ky., Nov. 30.—Miles Ingalls will continue to book the Beverly Hills Country Club in conjunction with Frank Sennes, Cleveland booker. The spot was sold last week to the syndicate owning the Ohio Villa, Cleveland, for a sum reported to be around \$200,000. Sennes is booker for the Ohio Villa.

Peter Schmidt and his son, Glenn, former owners of the spot, will continue to manage.

New show booked there to go in December 6 for two weeks has Hal Leroy, Jackie Heller, Toy and Wing, and Joe Arena. Ted Fiorito will follow December 20.

Mr. and Mrs. Charley Niggemeyer, formerly with Fanchon & Marco and Balaban & Katz, will produce the shows at the Beverly Hills, replacing Trudy McGee, who has gone to Florida.

Name talent and name bands will be continued there.

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# Night Club Reviews

## The Beachcomber, New York

Talent policy: Dance and show band; Latin band; floorshows at 8, 12, and 2. Management: Monte Proter, operator; Mr. and Mrs. Ching, hosts; Jack Diamond, publicity. Prices: Dinner from \$1.50; drinks from 50 cents.

Spot is back to regular floorshows after a brief spell with John Kirby's band and song sets from the bandstand by Maxine Sullivan (Mrs. Kirby).

Current layout has three acts. Armida, Mexican singer, is coming in this week to replace one of the two singers on the bill.

Show is informal and enjoyable. Annette, chanteuse, opens with a couple of Spanish numbers, delivered in slow tempo and low voice. Impressive and fitting for small rooms.

Eaine and Fred Barry, two very young people and exceedingly good dancers, execute their routines with ease and polish. Surprising that the team is not better known than it is, for their work can certainly compete with most of the leading dancers around here. They make a refreshing appearance and do beautiful spins, lifts, and turns, all whipped smoothly into nicely balanced routines.

Gloria Blake, young coloratura, closes. The kid is very talented vocally and as soon as she comes up to par in dress and showmanship will be capable of hitting the top. Offers both semi-operatic and standard numbers.

Ernie Holst, society band leader, emcees the show but in a very perfunctory manner. His music is soothing (instrumentation includes four sax, three rhythm, and the maestro's fiddle). Chavez is still around for the rumba seasons and the later the hour the more torrid his sets become.

Sam Honigberg.

## Lookout House, Covington, Kentucky

Talent policy: Show and dance band; floorshows at 9:30 and 1 a.m. Management: Jimmy Brink, manager; George Sabe, publicity. Prices: Dinner from \$1.50; drinks from 40 cents; minimum, \$1.50 weekdays, \$2.50 Saturdays and holidays.

Following a week of good business with Belle Baker, Manager Brink continues his "Parade of Stars" with Nick Lucas, guitar-strumming troubadour, who has already been handed a week's holdover.

Current layout is wrapped in a neat package by Donn Arden's beautiful Artists Models (8) who, despite two new members and a minimum of rehearsal, scored in their usual sock fashion in a trio of novel routines in attractive wardrobe.

Following the Arden lookers in the opening were Mildred and Maurice, youthful and handsomely garbed ballroomers, who registered handsily with a pair of original routines with spins and twirls. They returned later for a scarf dance, an interpretive number with a sock finish.

Del Breese, handling emcee in able fashion, takes this spot for his magical turn, Fantasy in Cocktails, in which he is assisted by a shapely brunet looker. Confining his nitties to eight stuff, he opens with a slick card session, follows with a cigarette routine, and winds up by producing drinks from the air, including a bottle of beer for his march-off. Turn is brief, but smoothly presented and highly entertaining.

Nick Lucas, long a fave in these parts, rang the bell with his solid warbling and guitar work. Starting with Ferryboat Serenade, he follows with Trade Winds, The Top, Thrift, the Tulips, and Maybe. Called back, he offered "Slavin' in the Rain; That Great American Home, a patriotic ditty without the corn, and wound up with Thanks for the Memories. Lucas worked in his usual showmanly fashion, despite the slim off-night crowd.

Wally Johnson and his ork, local combo, gave out swell on the dance melodies, and played the show scores unusually well.

Bill Sachs.

## Harry's New Yorker, Chicago

Talent policy: Show and dance band; relief band; floorshows at 9, 11:30, and 2 a.m. Management: Charlie Hepp, manager; Dave Branson, producer; Fred Joyce, publicity. Prices: Dinner from \$1.25; drinks from 50 cents; minimum, \$1.50.

New show is headed by Dolly Kay, long a local favorite, and is one of the best in many months. Two holdovers, whom this reviewer did not care for

when first caught some six weeks ago (it was one of those first nights when everyone was nervous), are now doing excellent jobs.

Mac Pepper emcees the show nicely and also, in a solo spot, reveals neat dancing ability. Winnie Hoveler and Her Dancing Darlings present two lively and entertaining routines, a colorful can-can and a neatly done military number.

Billie Maychell, tall and shapely red-head, puts over a sock acro dancing routine with some novelty touches that got a hearty response. Patsy Dell, held over, sells her sophisticated songs to the satisfaction of the customers. McDonald and Ross, making their first local appearance in several days, are a refreshingly original tap dancing team whose graceful routines, enlivened with a bit of comedy, put them over big.

Rose Cordan and Myra Sawyer, new to Chicago, are about as clever a comedy, song and dance team as has been seen in these parts. Their humor is hilarious, mostly funny. Miss Cordan's Two-Gun Coker is a superb comedy, and the pair's Ferdinand the Bull number and the tambourine dance brought gales of laughter.

Dolly Kay is making a triumphant return to night life after a retirement of nearly a year, and does a job of show-stopping proportions. As a torch singer she is terrific. She has a varied repertoire. Included when caught were Indiana, Stepping Out With a Memory, Birth of the Blues, Moe. La Zonga, and, by demand, A Shanty in Old Shanty Town. Stopped the show and had to beg off.

Arne Barnett and his orchestra play danceable tunes, and Al Milton and his boys offer pleasing rumba tunes during intermissions, with Linda Preston doing the vocals nicely.

Nat Green.

## Bolton Hotel, Tropical Room, Harrisburg, Pa.

Talent Policy: Dance and show band; floorshows at 11:30 and 1. Management: Ross Greger, manager. Prices: Drinks from 15 cents; dinners from 50 cents; no cover; no minimum.

Show opens with continental dance presentations, seasoned with an Irish reel, by the Danstinos. Couple puts on a good act, but held in reserve for their second appearance of the program The Dance of the Flaming Dappers, which is fascinating and drew much applause.

Vocalist Sally Roberts is pleasing with Ain't It a Shame About Me? and a special arrangement of Looking for Yesterday. As an encore, she does especially well with I'm Stepping Out With a Memory Tonight.

Magician Harry Shilling goes over well, with his act flavored by a continental accent. Featuring productions, he conjured a glass full of wine and lighted cigarettes. A few rope-cutting tricks and some card manipulations round out his act.

Emcee Bill Steele baritone several songs, which go over okeh, including Down Argentine Way, Two Dreams Met, and Night and Day.

Bus Schriver's ork furnishes music for dancing and show. Shows change weekly. Emcee and ork are permanent.

John Boer.

## Kaliners' Little Rathskeller, Philadelphia

Talent policy: Dance and show band; floorshows at 11:30 and 2, and Saturday matinee at 2. Management: St. Joe, and Max, proprietors; Joe and Max Kaliner, managers; Mark Gray, emcee; James Bonal, stage manager; Tony Phillips, booker. Milt Shapiro, press agent. Prices: Food, a la carte; drinks from 35 cents; 75 cents minimum weekdays. \$1 Fridays; \$1.50 Saturdays and holidays; no cover.

This basement botte still packs them in. Any nitery op around town would cherish a Saturday night crowd as found here on a Monday night.

Show is down to earth—but way down. Runs the gamut from the fancy ballroomology of Bill and Claire Tremore to the tassel dancing of Sally Keith.

Ann Howard is the comedy mistress of ceremonies with an assortment of stories weaned in parlor cars. That's what the throngs demand here. Moreover, she can tell 'em to match the best burly comics. Works hard and never lets a lull set in. Also gives 'em a series of hilari-

ous impersonations and some eccentric tap hoofing.

Linda梨梨, platinum looker, tees off with a neat carosa tap, paving the way for Eddie Simmons, former vocalist with Jack Fitzgerald's band. Gal adds good Latin looks to her swingy singing, piping to her own swingy pianoogy for Old Man River, Dark Eyes, Some of These Days, Old Man Mose, and I Know It Must Be Love before they would let her off.

The Tremores follow with neat ballroom routines, pleasing with waltz and fox-trot stepplings.

Sinclair and Leroy, two septia lads, can't make up their mind whether they're tap dancers, comics, impersonators, or musicians, being a haberdash of everything that adds up to very little. Only real highlight is the trumpet playing of Susclair (Hogers). Lad plays a potent horn in the style of Berigan and the inevitable Armstrong.

Sally Keith, burly standard, winds it up, her exterior and posterior muscle controls making the tassel appendages go clock and counter-clock wise. Bares the uppers in a fast flash for the finish. Stuff is sock.

Victor Hugo (6) still beating out a stellar brand of music for show and dance.

M. H. Ordoenker.

## Cocoanut Grove, Boston

Talent policy: Dance and show band; relief band; floorshows at 7:30 and 11:30. Management: Angelo Lippt, headwaiter and host; George Rand. Prices: Dinner from \$1.50; drinks from 40 cents; minimum \$1.50 weekdays, \$2.50 Saturdays.

One of the sprightliest revues in some time is presented this week. Mickey Alpert's orchestra, now in its 75th consecutive week, continues to attract the night club throngs. Alpert, who handles most of the booking himself, has put together a smart, swiftly paced show headed by Emile Boreo.

Hampered slightly by laryngitis, Boreo proves, however, he is still extremely capable. He has a few new numbers in his repertoire, including a French version of Oh, Johnny and an imitation of Chevalier doing Boreo's own song, Valerina. There is little that can be said about Boreo that has not already been said. He still holds his audience enthralled and never fails to bring down the house with his Wooden Soldiers.

A clever young tap team, Billy and Anne St. George, come on twice with sparkling routines, swiftly and beautifully executed. One of the most engaging teams seen here in a long time. They have youth, appearance, showmanship, and ability.

Delyse and Elliott Dwight give out with a neat device. Close with a clothes-draping number, Delyse dancing the finale in the gown her partner has built around her. It excites comment.

Zostro, capable dancer, closes the bill with an entertaining single. One number, in gypsy costume and with appropriate background music, is outstanding.

Alpert presents the Leighton Sisters (Irene and Mary), newcomers to his band, who are unquestionably the best sister team the Hub has ever developed. Equipped with really good voices and backed by grand arrangements, the girls do two fine numbers on the show.

Alpert's crew has long been a favorite in Boston, and he continues to beat out his smooth "Whispering Rhythm." His new singer, Nancy Gay, should go far. Her voice, soft and appealing, is particularly well suited to the Alpertian rhythm.

George Rand does a great job with productions.

Mike Kaplan.

## Hollywood Restaurant, Bridgeport, Conn.

Talent policy: Dance and show band; floorshows at 8, 11, and 1 a.m. Management: Billy, Tony, and Frank Pasanella; Billy Pasanella, manager, publicity, and booker. Prices: No cover or minimum, except Sundays (\$1); drinks from 25 cents.

This spot, in its fourth year, does the best business of any local nitery. Diminutive Billy Pasanella is on hand to greet all customers personally. Newly decorated, its subdued lighting effects are really superb.

Stage is tastefully set with fresh flowers, upon which orchestra is mounted. Also dance floor is rather limited, capacity of spot is 300 persons.

The Senators, a four-piece combo, do a swell job, both for dancing and for the

floorshow they put on. Lads work smoothly and are equally at home playing sweet or Latin tempos, and all double on several instruments. Just opened here after playing 31 weeks at Pal's Cabin, West Orange, N. J.

Bob Roberts pilots versatile combo, which includes Leo Schoenbrun, Bill Harrington, and Larry Lloyd. Boys are nattily attired and display pleasing voices, both individually and in quartet numbers. They sing in seven languages. Between dance numbers they stroll, playing and singing requests, including pop, classical, and risque tunes.

Erskine Butterfield, septia pianist-composer, does several numbers in boogie-woogie style, his Chocolate and Beat Me, Diddy both going over well.

James Pappas is chef and Frankie Pasanella in charge of the large bar. Food is par excellence and service very good.

Samuel A. Le/kowitz.

## 365 Club, San Francisco

Talent policy: Band for show and dancing; floorshows at 9, 11:30, and 2. Management: "Bimbo" Gulstoft; Don Steele, publicity. Prices: Dinner \$1.75; drinks from 35 cents. Show booked by Sam Roey.

Show suffers a bit thru absence of its favorite, Jack Marshall, who is hospitalized with an eye infection. Line-up had Jeffrie Gill, singer, pinch-hitting for Marshall as emcee; the Stapletons, Gene Gory and Roberto, and the Six Claire Dancers.

Opens with the Ray Girls, nicely costumed and well routined. Second spot is taken over by Gill, who does three numbers, opening with Remember Vernon and closing with a medley of Western songs. Style is pleasing, but effort was a bit serious.

Wally and Verdyn Stapleton, a good-looking pair, on next in a series of musical comedy tap routines that scored heavily. Far and away the hit of the bill. Orchestra gave them capable support.

Followed by Gene Gory in a melange of Milt Britton-ish violin comedy nonsense, with some serious fiddling. A bit out of place for this type of act is Roberto's stepping out in a semi-nude dance. However, pair got off to a solid hand.

Show closes with the Ray Dancers in a fast tap number. Joe Marcellino and ork of five are in their third year and handle show and dance music in a satisfactory manner.

Business at capacity when show caught.

Edward Murphy.

## Pago Pago Club, New York

Talent policy: Dance and show band, rumba relief band; shows at 8:30, 11:30, and 1:30. Ownership management: Bob Merrit and Edouard Duthé; and Al Merrit and Jack Terman, publicity. Prices: \$2 minimum Saturdays only; dinner from \$1.50.

One of the coziest spots on the East Side, conforming to the nth degree with the atmosphere of the South Seas. It is dimly lighted, small, and comfortable, and puts patrons in a relaxing mood. Part of the main room is taken up by a novel Sadie Thompson bar, from which the show can be seen. The Merrit brothers are veteran New York publicity men, while Duthé is a former co-owner of the Monte Carlo, off Times Square. They remodeled the old Chez Pirehouse.

Since its opening in September, business has been mostly good and an improvement is noted weekly. Reasons are



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admirably different floorshows, continued dance music played softly and capably, reasonable prices, and an excellent French cuisine.

The spot has been getting good society crowds and the talent selected is the type that has had experience entertaining upper bracket patrons. Society matinees are featured Saturday and Sunday afternoons. For those occasions, Maya and his Cuban Boys, the relief band at El Morocco, furnish the music, and Ralph C. DeVilla, Latin dance instructor, is on hand for rumba and conga lessons.

One of the most pleasant features here is the floorshow. It is daintily different and thoroughly entertaining. A blond lass, Gynia Gray, with a talent for continuous and amusing chatter, emcees and contributes a thoroughly pleasing job. She is indifferent about the stock methods of working on a floor and the only key her secret is a gifted entertainer for informal cafes. Billed as a singer, she is vastly better as a comedienne.

Artini and Consuelo, a pair of charming-looking people, dance smoothly and capably. They seem to enjoy doing the routines as much as customers enjoy watching them. Their numbers are light, commercial, and, above all, entertaining. The woman is a winsome brunette.

Yvonne Bouvier, French songstress recently in *Streets of Paris*, works in a gay, captivating manner. She is a beautiful girl with a winning voice and personality. Sings in French and English, and her entire offering is admirably Continental.

Johnny Hauser, singer, appears briefly during the show with a couple of pop tunes. *Did Night and Day* in good voice. Joe Ricardel and his orchestra came in Wednesday (27) (replacing Armando's outfit) to play the American dance sets and show music. Fernando Canay and his rumba band dish out the Latin rhythms. Sam Honigberg.

### Frankie's Cafe, Springfield, Massachusetts

Talent policy: Small dance band and floorshow. Management: Frankie's, Inc., Frank Leone, president. Booking: Morris Loew. Prices: Dinner from 50 cents, drinks from 25 cents; no cover.

This is Springfield's latest night spot and patrons keep coming back mainly for the excellent food. The chef is Sante Ollari, well known locally, and the reputation of the spot seems to be built up around him.

The music by Falvey's orchestra is better than usual for a small night club. The floorshow, changing every week and composed of local talent, moves quickly and easily and pleases, tho it is by no means tops. Emily Foster's neat little tap routine was warmly greeted. Rose Welch, a singer of about average quality, also was liked.

Food is tops; drinks and service about usual. Albert J. Zack.

## Reviews of Units

### "Oomph in Springtime"

(Reviewed Tuesday Evening, November 15, at the Columbia Theater, Alliance, O.)

Less than a month old, this new unit is strong on talent, in fact much better than the local house is accustomed to. Unit carries no line, which possibly made it possible to employ talent a bit above the average seen in the movie houses in this territory. Staging is nothing pretentious, but good enough.

Miss D'Orsay is on about 15 minutes singing French ditties. Her *My Man* is probably her best effort, altho the audience was enthusiastic to her Oh, Johnny, Oh. She has lost none of her pep and is still a good name for stage-hungry patrons.

Lee Dixon, from films, is stage wise. Is a most capable emcee and does a fast tap that wins much applause. Has personality plus and his never ceasing line of jibe takes well with the audience.

Ann Dupont and her Men of Music are a good enough band and serve the several turns most acceptably. The band monopolizes about half the show's running time, but the audience doesn't seem to mind. Ann works much like Ina Rae Hutton, is a swell showman, and sells from her first appearance on. Musically, it's a good combo. Ten men in the band plus her own wailing clarinet, it stacks up well and sticks closely to sweet music with an occasional outburst of hot tunes. Band takes over for the opening, playing its theme, then a swell arrangement of *Begins the Beguine*. Al Carbonell plays a lot of trumpet and also does pleasing

vocalizing, his best *Beat Me, Daddy, Eight to a Bar*. A standout is *Cherokee*, in which the drummer is spotlighted for the finish. *He's My Uncle*, well done, is used for a finale, with Miss Dupont's *Red Moon* offered for the fade-out.

Marie Bartell, the "Blond Manikin," and William Brothers almost stop the show with their knockabout acrobatics. The trio works hard doing some very difficult routine mixed with humor.

Jack Horner makes his puppets dance, play a piano, roller skate, and swing on the flying trapeze. It's an excellent novelty and adds much variety to the bill.

Top admish, 40 cents.  
Pic, Money and the Woman (WB).  
Rez McConnell.

### "Hollywood on the Loose"

(Reviewed Sunday Evening, November 24 at the Palace Theater, Akron, O.)

Only a fair flesh layout, first here in several weeks. Has frequent dull lapses that could be plugged up by a couple of more variety turns. Company includes faces seen less prominently in the movies, with Tom Brown and Arleen Whelan's names up on the marquee most prominently. Opening was a bit shaky, but after a day or two unit was running okeh.

Emphasis is on the comedy and all cast members are given a chance with a fast line or a turn at stogging. Action rambles thru the orchestra boxes and back to the stage, sometimes losing itself and the anticipated laugh as well.

Brown emcees and his best efforts are one brief skit from a picture he played with Miss Whelan and another microphone turn with Shaw and Lee. The latter team carry the burden of the revue's comedy, offering blackout, patter, and eccentric dancing.

Ginger Manners brings a comedy song and dance number that is sure-fire and generally funny. Dance standout of the bill is the impressionistic voodoo routine of Judith Allen and Carlyle. Alexander D'Arcy shares the spotlight with Miss Whelan in a double telephone talk blackout.

A skating turn by the Three Fishes and a Splash is well executed and garnered much applause. Others on the bill were Joe Morris, George King, Sammy Wolfe, and Les Carson.

Business good when caught.  
Screen fare, *Dancing on a Dime* (Para).  
Rez McConnell.

## More New Spots For Deep South

HOUSTON, Tex., Nov. 30.—Old Opry House, variety amusement spot and nitery combo, opened Thursday night (21) with floorshow, chorus line, dance music, and performance of *Ten Nights in a Barroom*.

Opening night found house jammed, altho spot is still in process of completion. Located in downtown Houston, spot is in barn opera house motif, with odios of vaude teams in foyer. A Gay 90's Dutch lunch is served from a bar with show at 9:30 p.m. and midnight repeat.

Bert Sloan is manager, a musician making his first venture as a club operator.

Barroom cast is headed by Virginia King, with Margie Sloan as director. Acts include *Two Flames* and a Spark-skate trio, and line of six. Richard Shannon heads house ork.

SHREVEPORT, La., Nov. 30.—The Palm Club opened Friday (29) on fork of Minden Highway. Floorshows at 10:30 and 12:30 p.m., with Sunday closed. Minimum is \$1 per person week nights and \$1 plus cover Saturdays and holiday eves.

Floorshow includes Art Jarrett and ork; Florence and Alvarez, dance team; Estelle Sloan, solo dancer, and Caroline Clark, singer.

Broadcasts nightly over KWKH, Shreveport.

JACKSON, Miss., Nov. 30.—New Rotisserie Club opened November 21 on U. S. Highway 49, with Ralph Howard and ork and floorshow of five acts, including Alaine Bird and Leonore Davidson, soloists.

BATON ROUGE, La., Nov. 30.—Vines Harris, operator of the New Blue Moon Club at Bunkie, opened his second nitery November 28, the Club Rouge,

## New York Club Reviews

CLUB GAUCHO, NEW YORK.—Pedro Valli's intimate club has a pleasant floorshow and a surprisingly good four-piece band led by violinist Don Miguel.

The floorshow has Currito and Carol, holdovers, who perform excellent exotic Moorish and Spanish routines with castanets, finger cymbals, and heel clicking. Doriva Tamara is a vivid brunette who sings Spanish, Cuban, and Mexican folk songs interspersed with comedy asides. Her Spanish and English version of *Mama Oquero* is amusing. Marita, Spanish character dancer, sings a bit and then steps lively thru Spanish and Portuguese numbers. Don Eduardo, accordionist, comes off the bandstand for a solo, *O Chi Chorus*. Good, Titina Pontana, young, shapely brunette, is good to look at and not bad at singing Latin tunes. Trio Tropicale (two guitars and maracas) are Latins singing requests and also supplying relief dance music. They're okeh. Denis.

BAL TABARIN, NEW YORK.—Johnny Hourde's cozy French atmospheric spot in Times Square is back to two bands and a full floorshow for the fall season. Peter Randell is emceeing engagingly enough and doing his own act. He sings straight pops nicely and specials with skill, including a very clever one about Mick the Greek *Went to Puerto Rico*. He has good material and arresting delivery.

Young and good looking Carlos Croes lends his tenor voice and own guitar accompaniment to Latin tunes. Pashy style, and the girls in particular liked him. Had to encore. The Bernays, sleek blonde and tall boy, make a good ballroom combo. Work fast, doing lifts right up to the low ceiling, along with fancy whirrs and tricks. Four Montmartre Girls, young and okeh on looks, provide three dance numbers, giving the show body and extra flash. Toni Grey's band does the Latin stuff, and nicely. Louis Harold (violin and sax) and four men compose the main band, which also does the show. Good, danceable rhythms. Denis.

CAPE SOCIETY, NEW YORK.—New all-colored show opened Tuesday (26) and features Henry (Red) Allen's swing band. Allen is trumpet and Ken Kersey is at the piano; Jimmy Hoskins, drums;

located on Florida Extension. Opening bill includes ork of Dick Morton (11 pieces), with Dotty Thamas vocalist. Cover charge of 25 cents week nights and \$1.10 couple on Saturdays. No Sunday shows.

## Sherman Spots Academy Shows

NEW YORK, Nov. 30.—Eddie Sherman has taken over the booking of the Academy of Music. His initial two-day show will go in Tuesday (3). Show has Jack Tesagarden's ork, Frances Faye, and Joe Termini.

House, which opened three weeks ago for Tuesday and Wednesday vaude, was previously booked by A. & B. Dow. Spokesman for the Skouras office, operators of the Academy, said that the house is not tied down to any office, but will book thru anyone offering satisfactory shows.

## Trenton Hotel Resumes

TRENTON, N. J., Nov. 30.—Having settled its hotel and restaurant employees' union strike, Hotel Hildebrecht has returned floorshows to its Grill Room. Lead-off revue includes Helene and Donaldson and Sparr and Dukoff, and Roland Ernest band.

It is also expected that Hotel Stacy-Trent will return shows in time for the holidays. Hotel has been picketed by restaurant and kitchen employees since July 6. Local musicians' union has black-listed the hotel in sympathy.

## Ocean Grove House Closes

OCEAN GROVE, N. J., Nov. 30.—Strand Theater here has shuttered for the season. House is operated by the Hugh-falk Amusement Company, of which Fred Falkner is president and T. A. Hughson secretary and manager.

The house ran spot vaude and is expected to resume in April.

Billy Taylor, bass; Gene Simon, pinch-hitting until December 3 for Jay C. Higgenbotham, at trombone, and Edmund Hall, clarinet. The band plays swell swing—the kind that makes you keep time instinctively and yet doesn't blast your ears out.

Buddy Bowser, a friendly sort of emcee who also does a bit of dancing and singing, is subbing for Willie Bryant, whose opening has been postponed for two weeks.

Allen's band does a few numbers in the three-times-a-night floorshow, and then Ida Cox, tall and stately, sings race numbers in leisurely blues style that really is worth hearing. Was effective with three numbers, including *One Sweet Letter From You*. Meade "Lux" Lewis sits his plump body at the piano and boogie-woogies such fancy numbers as *Yancey Special* and *Honky Tonk Train*. He sure can play. Then Joshua White (guitar) and His Carolinians (four singers) combine to harmonize spirituals and race songs. Their voices blend well and the lead is changed often to provide interesting variations. Held close in interest.

Art Tatum closed the show with his superb, light, deft piano technique. His *Beguine* is something to rave about. Denis.

CAPE CONTINENTAL, NEW YORK.—A charming little show is on view in this cozy East Side spot. Amusing are the Nordstrom Sisters, with Dagmar at the piano and both harmonizing song-talk special ditties on the saucy side. Their *I'd Love to Be a Hostess in a Military Camp* is particularly smart. A fine smart spot type of act.

Then there's tall and handsome Yasha Datsko, who fiddles brilliantly thru gypsy, Russian, and waltz numbers. Has plenty of showmanship and holds close attention all the time. Patricia Wing is a comely blonde who sings torch and special ditties nicely enough, being better on the straight ballads. Alexander Makofka plays the piano well and accompanies Datsko and Miss Wing.

Contessa Margarita makes the rounds of the tables for "psychic readings." Harry Scarbogna and Peter Gattoni are the operators, and Bill Sherwood the p. a. And there's no mike. Denis.

## AGVATHreatens 2 Vaude Bookers

NEW YORK, Nov. 30.—During its meeting Monday (2) the executive committee of the American Guild of Variety Artists will instruct Hoyt Haddock, executive secretary, to file civil and criminal actions against Evans & Lee, bookers of the Majestic, Brooklyn, which folded after nine days of operation. Civil action will be taken where no checks are involved, and criminal charge will be made in cases involving acts holding rubber checks.

Among acts holding checks which bounced are Henry Youngman (#350) and the Three Sailors (#250). Acts that were not paid of in any way include *The Three Stooges* (#2,000), Dinah Shore (#750), and Al and Freddie, colored team. Rubber checks are signed by William Levine, president, and Henry Schwartz, treasurer, representing the Dell Amusement Corporation. Arthur Lee, of Evans & Lee, signed the artists' contracts.

Spencer Harp, p. a. for the Majestic, is trying to get some value out of his \$150 check, which bounced. A court hearing was held Thursday, but it was adjourned to December 12, the house operators failing to show up.

## Nitery Tries Phone Stunt To Hypo Biz

REGINA, Sask., Can., Nov. 30.—Advertising stunt used by the Silver Bell, nitery here, is to thumb thru phone and city directories, picking names at random and announce a name on its nightly radio spots.

Parson, whose name is announced is entitled to bring a friend along on a Wednesday or Friday as guests of the management.

Air force men stationed in Regina account for nearly 50 per cent of the club's business, according to Manager Dave Yee.



Routes are for current week when no dates are given.

Abbott Dancers (Palmer House) Chi. h.
Aber, Larry (Sherman) Chi. h.
Adams, Max (Pittsburgh) N.Y. h.

Adrian, Charles (State-Lake) Chi. t.
Ade, Jacqueline (El Hat) Chi. h.
Allen, Beverly (Palmer House) Chi. h.

Allen, The (Buffalo) Buffalo. t.
Aly, Fernando (Cocapabans) NYC. m.
Aly & Larsen (Willard) Toledo, h.

Ames & Arno (Buffalo) Buffalo, t.
Ames, Rene (606) Chi. h.
Arden's Artist Models, Don (Lookout House) Covington, Ky. n.

Arman & Rowland (Kallner's Little Bookeller) Phila. n.
Artini & Consuelo (Pago Pago) NYC. n.
Auer, Mischa (Riverside) Milwaukee, t.

Auld, Aggie (St. Francis) San Francisco, h.
Baird, Henry E. (Columbus) Columbus, O. h.
Ballard & Rae (Colosimo's) Chi. n.

Barnes, Binnie (Stanley) Pittsburgh, t.
Barnes & Barclay (Stamps) Phila. c.
Barnett, Martin (Bismarck) Chi. h.

Barrett, Roy (Famous Bar Store) St. Louis.
Barry, Prince & Clark (Park Central) NYC. h.
Barth, Lee (Versailles) Boston, n.

TRADE SERVICE FEATURE of Billboard
(For Orchestra Routes, Turn to Music Department)
Acts-Units-Attractions
Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

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

Diaz & Dolores (El Patio) Baltimore, n.
Dickson & Gloria (Tie Top) Boston, cb.
DIMARCO, The (Yacht Club) Phila. n.

Dionne & Laurino (Adria) NYC. n.
Dixon, Gays (Carroll's) Phila. n.
Don & Cassandra (Schmeising's) Cincinnati, n.

Donahue, Walter (Leon & Eddie's) NYC. n.
Dore, Edie (Cuban Casino) NYC. n.
Dorsey & Diane (American Grill) Montreal, n.

Doyle, Helen (Manoia Inn) Phila. n.
Drake, Elise (Bertolotti's) NYC. n.
Dryden, Louise (Queen Mary) NYC. re.
Dyrdale, Grace (Shorcham) Washington, h.

Duggan & D'Ray (West) Sioux City, Ia. h.
Dumas Twins (Book-Cadillac) Detroit, h.
Dumont, Marie (Crisis) NYC. n.

Hillington, Judy (Leon & Eddie's) NYC. n.
Kittling, Julian (Diamond Horseshoe) NYC. n.
Klira & Santos (Club Nomad) Atlantic City, n.

Holla, Marie (Oriental) Chi. n.
Honey Family (Latin Quarter) Boston, n.
Honnet, Johnny (88) Chi. h.

Horne, Wilma (Oriental) Chi. t.
Houston, Josephine (Piazza) NYC. h.
Houston, Winnie (Rainbow Room) NYC. n.

Hovler, Ethel (Dancing Darlings) (Harry's New York) Chi. n.
Howard, Marguerite (Evergreen) Phila. n.
Hughes, Bud & Pals (Orpheum) Omaha, t.

Ivya, Vic (Beverly Hills) Newport, ca.
Ivya, Frankie (Club 18) NYC. n.
Ira, Steven (Weylin) NYC. h.
Irmagard & Alan (White) NYC. h.

Jackson & Nedra (606) Chi. n.
Jaffee, Mui (Sutton) NYC. h.
Janis, Edna (State) NYC. t.
Janley, Four (Weber's Hofbrau) Phila. n.

Jean, Gloria (Pal.) Cleveland, t.
Johnson, Peter (Cafe Society) NYC. c.
Johnson, Passy (Club Nomad) Atlantic City, n.
Johnson, Dorothy (Jack & Bob's) Trenton, N. J. n.

Jordan Trio (B-Bar-H) Chi. n.
Joyce, Brenda (Stanley) Pittsburgh, t.
Joynta & Maravilla (El Chico) NYC. n.

Marna (606) Chi. n.
Martels & Mignon (Edgewater Beach) Chi. h.
Martin, Tommy (Book-Cadillac) Detroit, h.

Martin, Gladys (Club Cadogan) Syracuse, n.
Martinez, Helena (Carroll's) Phila. n.
Martini, Rickey (The Yari) Chi. n.
Mason, Carl (Shannon) Chi. h.

Mason Bros. (Club Ann) Buffalo, n.
Mathews, Emmet (Southland) Boston, c.
Maurice & Cordeba (Hurricane) NYC. n.
May, Martin (Club Hall) Phila. n.

Maychelle, Billie (Harry's New York) Chi. n.
Mayhoff, Eddie (Brevort) NYC. h.
Mayne, Marilyn (Yacht Club) Phila. n.
McCormac-Abbott Troupe (Palumbo's) Phila. n.

McGowan, Marjorie (Music Hall) NYC. t.
Merill, Joan (Pierre) NYC. h.
Merry Mace (Pal.) Cleveland, t.
Midnight in Miami (Revue) (Garrick) Norristown, Pa. 4; Harrisburg 5-7. t.

Montaner, Rita (Havana-Madrid) NYC. n.
Moody, Linda & Roy Benson (Walton) Phila. n.
Moreni, Benito (Emerald Lodge) Studio City, Calif. n.

Morley, Virginia (Brevort) NYC. h.
Morton, Alvira (Minutis) Chi. n.
Mora, Louisa (Beachcomber) NYC. n.

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Neider, Bob (Waldorf-Astoria) NYC. h.
Nevada, Vicki (Felix) Toledo, h.

Nixon, Andre (Silver Lake Inn) Phila. n.
Norlan Bros. & Troy (Open Door) Phila. c.
Noray, Kay (Primrose) Newport, Ky. c.
Nordstrom Sisters (Continental) NYC. c.

Norstrom, Karly (Club Frontenac) Detroit, n.
Norris, Bobby (Oriental) Chi. t.
Northwest Mounties, Four (Gibson) Cincinnati, h.

Norton, Johnny (Benson's) Atlantic City, n.
Note-Ables, Niesen (Ambassador West) Chi. h.
Nunn, Claire (St. Francis) San Francisco, h.

O'Brien, Virginia (Stanley) Pittsburgh, t.
O'Connell, The (Seaside) Atlantic City, h.
Orta, Sergio (Havana-Madrid) NYC. n.

BURLESQUE
(Hirst Circuit Shows)
Burlesque Parade: (Empire) Newark, N.J., 1-7.
Fads & Fancies: (Casino) Pittsburgh 1-7.

Fast & Furious: (Casino) Pittsburgh 1-7.
Fenn a Fire: Open 1-5.
Follies of Pleasure: (Old Howard) Boston 2-7.
Hilda Bisher: (National) Detroit 28-Dec. 3.
Heart Breakers: (Troadero) Phila 1-7.

Heads Up: (Gayety) Norfolk, Va., 1-7.
Hit Waves of 1941: (Orpheum) Reading, Pa., 4 (Lyric) Allentown.
Night Hawks: (Colonial) Utica, N. Y., 6-9.
Naughty Niffites: (Lyric) Bridgeport, Conn., 2-7.

Peck's View: (Hudson) Union City, N. J., 1-7.
Speed & Sparkle: (Gayety) Baltimore 1-7.
Starlets of 1941: (Garrick) St. Louis 20-Dec. 4.
Sorealmers: (Gayety) Washington, D. C., 1-7.
Strip, Strip Ahoy: (Mayfair) Dayton, O., 28-Dec.

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)
After Tomorrow, with Frank Craven: (Curran) San Francisco.
All in Fun: (Shubert) Boston.

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

Foster, Oae, Girls, Sixteen (Earle) Washington, n.
Frankovitch, Mike (Stanley) Pittsburgh, t.

Fredericks, Chester, & Gloria Lane (State-Lake) Chi. t.
Froman, Jane (Versailles) NYC. n.

Gall, Gall (Rainbow Grill) NYC. n.
Galante & Leonard (Stallier) Detroit, h.
Galdin, Don, Dancers (Roxy) NYC. t.

Gale, Alan (Rock Club) Phila. n.
Garat, Pepper (Yacht Club) Phila. n.
Garrett, Old Harbor House, Boston, n.
Gearhart, Livingston (Brevort) NYC. h.

Kaye, Irene (606) Chi. n.
Kella, Sally (Little Kathedra) Phila. n.

Keller, Greta (Alhambra) NYC. h.
Keller Sisters (1923 Club) Phila. n.
Kellerman, Mimi (Troika) Washington, re.
Kelso, Lee (Oriental) Chi. t.

Kennedy, Neal (Music Hall) NYC. t.
Kennedy, Bill (Chateau Malartic) Malartic, Que. h.
King, Howard (Oriental) Chi. t.
King, Don J. (Club Moderne) Tacoma, Wash., n.

Knight Sisters (Paramount) NYC. t.
La Ostannella (Cascio) NYC. n.
Lara Bros. (Diamond Horseshoe) NYC. n.

Lawrence, Lucille (Fadock) Atlantic City, n.
Lee, Bob (Wired) NYC. n.

Leonard, Eddie (Diamond Horseshoe) NYC. n.
Les & Popsy (Bomb Shelter) Dallas, n.
Lewis, Joe E. (Chez Paree) Chi. n.

Lilli, Bernice (Silver Dollar Supper Club) Baltimore, n.
Little, Little Joe (Palm Beach) Detroit, n.
Litz, Angie (Kally) Cincinnati, n.

Loeb & Willis (Samovar) Montreal, Que. n.
Long, Nick (Club Cuba) NYC. n.
Loomis, Maxine (Club 18) NYC. n.

Lord & Janis (Primrose) Newport, Ky. c.
Lorraine & Logan (Pal.) Cleveland, t.
Love, Edmund & Ann Dvorak (Lyric) Indianapolis, t.
Lucia & Pepto (El Chico) Pittsburgh, n.



## Vaudeville Notes

RUFÉ DAVIS has signed a two-year contract with Republic Pictures. He returns to Hollywood after his current vaude tour in the East.

EVELYN PARNEY, after playing the Earle, Washington, week of November 28, goes to the Grand, Evansville, Ind., for four days, then into the State-Lake, Chicago, week of December 13.

BEN BEYER, trick bike rider, who has been living in Bulawayo, Rhodesia, South Africa, sailed October 2 for New York.

THE FIVE JANSLEYS, acro act, have reduced to four.

ALICE MACK, of Mack and Fay, operated on for a tumor at Montefiore Hospital, Pittsburgh, November 13, is doing nicely and expects to resume work in six weeks. In the meantime Bob Fay is doing a single in interludes.

GUS VAN has sold his lot of 30,000 square feet in Elmhurst, Long Island, N. Y. . . . HARRY McWILLIAMS, formerly with the Major Bowes units as advance man, is now doing similar work for the Marriage Club radio show, which is being staged in theaters on the road.

## Martina Circuit Using More Units

BUFFALO, Nov. 30.—Vaude dates in small-town theaters in Western New York are still increasing, recent new bookings including 12 houses of the Martina chain, after Schine houses in that territory found vaude successful.

Grandpappy and His Pine Ridge Hillbillies, a unit of eight acts, have just been set for 18 additional days by Ray S. Kneeland, who handled many Schine and indie dates for them in recent weeks. New line-up of one and two-day stands in New York State includes Arcade Theater, Arcade; Clyde, Clyde; Rialto, Albion; Star, Danville; Nunday, Nunday; Star, Middleport; New Family, Mount Morris; Palace, Canadagua; Majestic, Naples; Avon, Avon; Franklinville, Franklinville. Samuel B. Pogleman owns the Hillbillies unit.

## Another Night Club Fire

BOULDER, Colo., Nov. 30.—Damage estimated at \$5,000 resulted from a fire Thursday (14) at the Canon Park night club.

Paper ceiling decorations were blamed for the quick spread of the flames.

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## More Units Set For Kemp Tours

CHARLOTTE, N. C., Nov. 30.—T. D. Kemp Jr., manager of Southern Attractions, has signed several bands and units for Southeastern circuits the next two weeks. *Tew Lewis* and *Band* (25 people) will open at Albany, Ga., December 8 for 10 days of one-nighters in Georgia, Alabama, Tennessee, and Florida. *Lewis* then will go on to Miami for dates.

Ina Ray Hutton will open for a similar period in Greenville, S. C., December 16, hitting Miami for the holiday season.

Ted Fio Rito and band opened for two weeks of dates in the area November 4 in Augusta, Ga.

Karston's Studio Scandals unit opened 10 weeks' booking thruout the territory November 20, and in drawing strong. June Carr's *Parlatan Creations* unit will open December 4 in Logan, W. Va., for 10 weeks thru the circuit.

Units already playing dates of from 6 to 10 weeks in the territory include Dan Fitch's *World of Pleasure Revue*, Owen Bennett's *Continental Heat Wave*, Harry Clark's *Pan-American Revue*, B. Cathey's *Top of the World Revue*.

## Friend Award Comm. Set

NEW YORK, Nov. 30.—Newbold Morris, chairman of the city council, has been named chairman of the committee to determine the outstanding personality in local night life, under auspices of *Friend and The Mirror*. The award will be based on public appeal, ability, and personality.

Previous winners include Milton Berle, Bill Robinson, Sophie Tucker, and Paul and Grace Hartman.

## Would Aid Calif. Clubs

SACRAMENTO, Calif., Nov. 30.—A bill permitting night clubs to remain open until 6 a.m. instead of closing at 2 will be introduced at the January session of the California Legislature, says Assemblyman Ernest O. Voigt, of Los Angeles.

## Selective Service Mail

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

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

## N. Y. Strand, Para Change Film, Vaude Advance Bookings

NEW YORK, Nov. 30.—A pile-up of films in the Strand and Paramount has caused another change of schedule.

At the Strand, *The Letter* will stay four weeks as originally scheduled. After the film had been booked, it was decided to run it for two weeks only, but this plan was again changed to allow a month's run. *Ozzie Nelson* will stay the full four weeks on that bill, but surrounding acts will exit at the end of a fortnight in favor of a line-up headlined by Humphrey Bogart and Mayo Methot.

*Santa Fe* will follow *The Letter*, instead of *Dispatch* from Reuters, which has been held off indefinitely. *Abe Lyman's* band will go in with the former film.

The holding over of *Northwest Mounted Police* for a fifth week at the Paramount has also caused a jam at that house. The stage bill will be changed for the fifth week of the film, *Ray Herbeck's* band, *Ink Spots*, and *Rosemary Lane* moving in. This talent line-up will stay another week, with the one-week run of *Moon Over Burma*, which originally was scheduled for two weeks.

Tommy Dorsey's band, scheduled for December 25, has been moved up to December 18 to pair with the Jack Benny-Fred Allen film, *Love Thy Neighbor*.

# Club Talent

### New York:

BOB NELLER will open at the Waldorf-Astoria Christmas night.

FRANK PARKER and Kitty Carlisle will be on the next show at the Versailles.

MARJORIE GAINESWORTH is set for the New York Casino December 5.

ROSE MARIE, former kid singer, has signed a management contract with Eddie Smith.

FREDERICO AND RANKIN are current at the 48th Street Monte Carlo.

CON COLEMAN has been signed to open at the Casino Urca, Rio de Janeiro.

ROD ROGERS, formerly of the Radio Rammers, is now in his fifth week at the Wivel Restaurant, doing character impressions.

GRACE AND GRAHAM, at the Commodore Hotel, have inaugurated audience participation contests every Thursday.

### Chicago:

TONI DARNAY, of the Winnie Hoveler Dancers at Harry's New Yorker, is appearing in *Mary of Scotland* at the Civic Theater. During the summer she appeared in *summer stock*.

CURTIS AND CLARE, bathroom dancers, are currently at Harry Eager's 3100 Club.

LARRY CLINTON is set for a return date at the Sherman Hotel, beginning in February for four weeks.

CHIS CROSS was booked into the Blackhawk November 29.

CHASE HOTEL, St. Louis, has taken up its second option on Gower and Jeanne, holding them over for five weeks, after which they open at the Coconut Grove, Los Angeles.

BECAUSE of previous commitments, opening of Lole and Van has been set back at the Palmer House, Chicago, to January 1.

### Philadelphia:

ANN RUSH returns to Max Behman's Latimer Club.

ZARO GITANYA makes her local bow at Minstrel Tavern.

KELLER SISTERS and Lorraine Chevalier added at Evergreen Casino.

THE ROCKWELLS open at DPinto's Cafe.

YVONNE AND CARL come to the Yacht Club, with Frank Ponti new

emcee. . . . LARRY WYLE, the new emcee at the Stork Club, with Jeanne LaNeer and Barnett and Gardner also newcomers.

JOE COMPO comes to Schoonhouse Inn.

ANDREWS SISTERS, dancers, and Val Eddy added starters at Hotel Philadelphia.

ANN HOWARD back at Kaliner's Little Rathskeller.

COSMO AND ANITA join the show at Hopkins Rathskeller.

FIVE CRACKER-JACKS added at Palumbo's Cafe.

HELEN JACKSON joins the new show at Lexington Casino.

### Here and There:

DOROTHY FRANEY is headlining and presenting the second edition of her *Western Ice Rodeo* at the Santa Rita Hotel, Tucson, Ariz. She features, also, Red Bennett and Gene Retchel. Four-girl line includes Harriett Arvan, Grace Harvey, Ruth Cavanaugh, and Gertrude Gruber.

HAZEL FRANKLIN has joined Dorothy Lewis and the Heasley Twins in the ice show at the Hotel St. Regis, New York, replacing Billy and Betty Wade.

BUSTER AND BILLIE BURNELL concluded a two-weeker at Club Royale, Detroit, November 28 and opened the next day at Brown Hotel, Louisville, Ky.

FEDRO AND RAPAZA, who recently finished seven weeks with Ralph (Cookie) Cook at the Miami Club, Milwaukee, are current at the Hollywood Club, Kalamazoo, Mich.

MORTON DOWNEY opens at Jimmy Brink's Lookout House, Covington, Ky., December 8 for a week.

ZORITA and her snakes opened Friday (29) at Benny Rafalo's Cat and Fiddle Club, Cincinnati.

THE DUANOS opened a two-week engagement at the Ohio Hotel, Youngstown, O., November 29.

FRANCES FAYE is set to appear at the Paddock, Miami, next month. Others scheduled for dates there include Rogers and Morris and Leon Prima.

CHARLES F. CUSICK has opened a booking office in Miami.

GAY MELTON, formerly of Los Angeles, has also opened a talent office there.

GERALDINE AND JOE, Lee Sullivan, and Yvette Dure open a two-week run at the Club Charles, Baltimore, Md., De-

ember 3. Geraldine and Joe will jump into New York to join the opening show of George White's Gay White Way December 26.

THE GANSINOS (Gabriel and Carmela) have split. Gabriel is now dancing with a new partner and Carmela is taking additional dancing instructions in Joe's school in Los Angeles.

TONI LANE, singer, has signed with the Charles Yates office, New York.

LEW FOLDS has been held over at the Times Square Supper Club, Rochester, N. Y.

JUNE AND JERRY RICH are in their second week at Angley Club, Minneapolis, after two weeks at Jerry's Cafe, St. Paul.

BALLARD AND RAE, current at Colosimo's, Chicago, last week were in an auto crash which left their Cadillac badly damaged.

JERRY BERGEN opened at the Tic Toc, Montreal, November 18 and, at the conclusion of his engagement, will return to New York.

ROSE MARIE, former kid singer, is making a return at the Hi-Way Casino, Pittsfield, Mass., starting November 24, for four weeks. Set thru Eddie Smith.

GALANTE AND LEONARDA moved to the Hotel Statler, Detroit, after a run at the Club Ball, Philadelphia.

ROY SEBLEY is the emcee at Jeff's, Miami. Others on the bill are Harriet Brown, Wanda Lee, and Jerry Delmar's femme ork.

EL CHICO, Miami, has the Ly-Tel Dancers.

BOB AND GRACE CONRAD have opened at the Five o'Clock Club, Miami, with a conga unit.

DARIO'S COPACABANA DANCERS opened at the Beachcomber, Providence, R. I., after a session at the Beachcomber, Boston.

PRINCESS ORELLA AND PETE are the dancers at the Abe and Peppy Club, Dallas.

GEORGE BERNARD DANCERS, a Phil Tyrrell property, have had their contract extended until March 1, 1941, at the Club Royale, Detroit.

FREDDIE FISHER'S SCHNICKEL-FRITZERS returned to the Palm Garden, Milwaukee, November 19.

SONS OF THE PURPLE SAGE opened at Club Charles, Baltimore, November 19. Vera Niva is on the same bill.

YVETTE DARE and Lee Sullivan follow there December 3.

SHERMAN BROTHERS and Tessie are playing the Capri, Lawrence, Mass.

MONTROSE AND PEARL are on a return date at the Glen Park Casino, Williams-ville, N. Y.

THE DE MAYOS, after their date at the Henry Grady Hotel, Atlanta, follow with the Roosevelt Hotel, Jacksonville, Fla.

THE CARROLL SISTERS are featured with Jimmie Richards' ork in the Spanish Room of Henry Grady Hotel, Atlanta.

CHEYNEY AND FOX return Monday (2) to the Walton Roof, Philadelphia.

LE PAUL is on the same bill. . . . GOWER AND JEANNE open at the Ambassador Hotel, Los Angeles, December 17 for seven weeks. MCA booked. Other MCA bookings include the new show at the Roosevelt Hotel, New Orleans, which has the Nonchalants, Estelle and LeBoy, Connie Stevens, and Vera Fern.

FLORENCE AND ALVEREZ opens at the Palms, Preepert, La., Sunday (1).

HELEN MORGAN has recovered from her illness and has returned to the Babco San Pablo, El Cerrito, Calif.

GARY BROTHERS go to the Coconut Grove, Los Angeles, December 17.

SYLVIO AND MELBA open at Singapore Sadies, Hollywood, Fla., December 28.

RUDY VALLEE, current at the Victor Hugo, Beverly Hills, Calif., will stay a month. Tom Hart is on the same show.

JACK SPOT, now at the Hollywood Hotel, Cleveland, will follow with the Mayflower Hotel, Akron, O., November 25, for two weeks.

HERB LEWIS is at the Peter Stuyvesant Hotel, Buffalo, for six weeks.

DON MARLOWE is a hold-over at the 17 Club, Beverly Hills, Calif.

DEWAY, MOORE, AND MARTIN, current at the Casa Manana, Culver City, Calif., with the Henry Busse band, will be held over when Ben Pollack's band comes in.

DORSAY AND DIANE, current at the Chez Eddy, Montreal, open Monday (2) at the El Morocco, in the same city.

ELAINE AND FRED BARRY go into the Miami Biltmore, Coral Gables, Fla., for four weeks, starting New Year's Eve.

WALTON AND BROURCE were again held over at the Brown Hotel, Louisville, Ky.

SOUTHERN SISTERS, now in California, will make a short for Universal around Christmas time.

## Philly Club Resuming

PHILADELPHIA, Nov. 30.—Moenehan's Cafe, a West Philadelphia landmark, resumes next month. Earl Phillips has taken over operation and will reopen the spot as the Variety Cafe.



State, New York

(Reviewed Thursday Evening, November 28)

One of the more pleasant surprises on the bill this week is the appearance of a new band personality who looks like a click from beginning to end. Van Alexander is his name. He is a lively youth, emits with admirable spirit, bangs out nice piano music, and leads the band with plenty of showmanship.

The headliners are Cross and Dunn and the Hartmans, but to say that they stop shows, which they did, and that they are strong stage personalities, which they are, is no longer news to the trade.

Alexander fronts his men during the entire 65-minute show, the regular house band being off this week. The boys play good music and their only weak playing from the standpoint of entertainment is a draggy medley which sounded more like a dance set than an offering for a seated audience. Featured in this medley is a youthful Bing Crosby-ish tenor, Bob Preston, who gives out with Only Forever and Alexander's latest tune, I Close My Eyes. Good ballads.

The band opens the bill featuring the drummer, Irv Cutler, in One o'Clock Jazp, which is real jitterbug fare. Then Edna Janis, so-so tapper, comes out for a couple of numbers, not designed along sock lines. Slam Steward, colored bass fiddler, next comes to slap out *Whatcha Know Joe* and *Flat Foot Floogie* (which he wrote) with plenty of rhythm.

The Three Trojans, collegiate acrobats, score with a brief but brisk session of cheerleader tricks. Neat work.

The Hartmans, talk and dance clowns, tied things in a knot with individual specialties that are loaded with entertainment. Paul is funny. Grace is cute. Together they make a winning combination. They impersonate a cast team for the first time on a theater stage (performed to piano music only), and do take offs on conga instructors and a boero team. Encore with a burlesque on a handkerchief trick. Funny and sustaining in interest.

Allan Cross and Henry Dunn open with *Meet the Sun Half Way* and then hold close attention with McCarthy, an elaborate skit built around *The Last Time I Saw Paris*, a satire on *Alice Blue Gown*, and go down memory lane with *Broadway Merry-Go-Round*. A great song team.

The band winds up with a breezy tune. On screen, second Manhattan showing of Sam Goldwyn's *The Westerner*. Business fair. Sam Hontigberg.

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 29)

Current bill provides more laughs than intended. Unexpected source of amusement is Jon Hall, of the movies, who forgets all his cues and turns to his partner, Frances Langford, for the tip-off. He nevertheless wins the sympathy of the audience by honest admission of his blunders and an implied kick in the breeches—self administered. Miss Langford clicks with her warbling of a parody on *South American Way*, *Night and Day*, *So Do I*, and *I'll Never Smile Again*, with Jon Hall riding the last chorus for a duet, and doing not half bad.

Ventriloquist Bob Evans, back in this burg after a brief absence, shows promise of riding high. His best effort is exerted when he has the dummy sing, especially when he alternates lines and proves that he himself has an excellent voice.

Hit of the show are Chick and Leo.

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Vaudeville Reviews

who punch with comic impersonations, including Clem McCarthy, Walter Winchell, the tobacco auctioneer, and Henry Armetta. Opening and closing bits are tops, the first being their impression of hillbilly entertainers on the 4 a.m. spot on a lick station, the last of a transatlantic broadcast in a foreign language that might be anything, but certainly is funny. However, boys should try to refrain from laughing at their own stuff.

A slick dance team are Consolo and Melba, who deserve the reception given their performance. Melba adds immeasurably to the effect by her gestures and smiles.

Show tees off with novelty feature, Carl Spitz and His Six Hollywood Dog Stars, showing how they respond to his orders on the movie set.

Pic, Paramount's *Arise My Love*.

Norman Modell.

Academy of Music, New York

(Reviewed Tuesday Afternoon, Nov. 26.)

This link of the Skouras chain, which started Tuesday and Wednesday vaude three weeks ago, presents a generous name band show for a low admission price. In addition is a double-feature, but neither film, *Calling All Husbands* and *Doomed To Die*, can be called a draw. Management would do better if one of these low quality pics was dropped.

Ella Fitzgerald's ork is capable of sock entertainment. Ork was especially suited to Academy patrons, mostly shoppers and kids of jitterbug age. Band's rhythms are infectious, and the audience youngsters responded with rhythmic applause. With Babe Wallace fronting, ork did *King Porter Stomp*, *A Chickens Ain't Nothin' But a Bird*, Wallace doing the vocal, and *Kansas City Moon*. Taft Jordan, trumpeter, did *Stardust* and encored with *Little Girl*.

Ella Fitzgerald easily walked away with the show with a trio of numbers. Encored with her memorable *Ticket a Tasker* and had to return for two more numbers. Got terrific hands for each effort.

Honi Coles is an excellent tap dancer. This seplan has an easy style and works with great fluidity. Opened with song, which could easily be dispensed with since his offering sounded as if he were afflicted with stagefright. Got a good hand for his footwork.

Other act with unit is Three Chocoteaters, energetic, screwball dancers. Are good for many laughs and walk off to a nice hand. Returned to participate in the finale.

Management is apparently not yet decided on stageshows as a permanent policy. The stage mike, instead of coming up from under the pit, has to be carried by hand. This detracts from the smoothness of the show.

Six light when caught.

Joe Cohen.

Lyric, Indianapolis

(Reviewed Friday Afternoon, Nov. 29)

This critical hat is doffed to Ann Dvorak and Edmund Lowe, of the movies, and to Lawrence (Champagne Music) Welk and orchestra for serving as tempting a dish of stage and musical entertainment as the Lyric has ever had. Miss Dvorak and Lowe apparently realize the futility of a movie star trying to get by on a personal appearance with a grin and a "scene from my last picture," and have worked out an amusing skit. It's an illustrated lecture on *How to Make Love and Influence Women*, with Lowe giving the demonstration. When the proposition is reversed Miss Dvorak lets fall a few practical hints for the distaff side.

Welk, in grand style, offers a long, uninterrupted stretch of melody that is highlighted by an excellent concert arrangement of *Blue Danube Waltz*. Other standouts are *Jintown Blues*; *Somebody Stole My Gal*, with some nice piano work by Frank Sheridan; *Dancing Tamborines*, featuring solo electric organ work by Jerry Burke. Altho band's music is sophisticated and toney, the players can do cogs and do it well as in the riotous caperings to the music of *Ragtime Cowboy Joe*, which left this audience clamoring for more.

Welk's program is rather heavy on the orchestra side, but has several good vocalists, comic and straight, Jane Wal-

ton, with a voice that matches her pleasing personality, and Bob Freeman, whose rich voice far surpasses his dowdy stage presence, come under the latter category. In the comedy vein is Pee Wee Louis, whose sense of humor matches his many strange and unorthodox voices that range from Baby Snooks to Bonnie Baker. Louis's many antics scored heavily.

Show stacked up as high-grade entertainment. Pix is *East of the River*. House light for first show.

H. Kenney Jr.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Nov. 30)

Harry James' cats are billed on this one, and rated both musically and by the response from out front, they do a bang-up job. Swing orgies are climaxed by ork's well-known *Concerto for Trumpets*. Brass section predominates with three trombones and three trumpets; rhythm, four, and reed, four. Band should be commended for its appearance and musical showmanship, which includes the avoidance of corny novelty stunts, which other bands often pawn off as stage entertainment.

Dick Ames, band vocalist, comes thru with several pop tunes, best of which is *Only Forever*, and proves himself a ballad singer with a *Grade-A* voice.

Only three vaude acts are used, but each is sock. For a novelty acro feature, few acts have better sight and comic appeal than Adriana and Charley with their bedspring prop. Charley tops the act with his double somersault and full twist. The comedy dance team, Chester Fredericks and Gloria Lane, do some very nimble work. For sheer dancing ability and flashy performing, as well as for comic values that are an integral part of his work, Fredericks deserves honorable mention. As a team, Fredericks and Lane sparkle with the verve and life that constitutes the basic appeal of vaudeville.

Johnny Woods, impersonator, runs thru an amazing repertoire of finely mimed celebrities at the fastest clip this reviewer has ever heard. Pace has the speed that takes away the usual dullness of take-offs and material clicks because it is not only funny but relatively unused.

Pic, a fairly good whodunit, *Haunted Homeymoon*.

Norman Modell.

Loew's Capitol, Washington

(Reviewed Friday Afternoon, Nov. 29)

It doesn't seem right to hold back praise when local talent is attempting to produce a sock show, but nevertheless the second edition of Mr. Kaufman and Mr. Brown does not succeed. There are plenty of laughs and good material, but Kaufman and Brown do not provoke much mirth as they josh each other before the mike. Kaufman is the pit conductor and Brown is a local character, playing breakfast music each morning over Station WOL and working the Capitol Wurlitzer before each stageshow. Brown's forte is spontaneous corn and he seems out of his element as the center of rehearsed entertainment.

As a starter, house band occupies stage and after a few seconds of K. and B.

his the Emerald Sisters do strong-arm stuff in better-than-average style. Pair offers some relief from their male competitors and their work is as clean as the best.

Katherine Westfield and puppets. She earns a good hand, with her Donald Duck on skates registering heavily.

Show improves with appearance of Wilbur Hall, a Stan Laurel type, who wears tick boards on his shoes and plays musical instruments in screwy style. Slow motion and ballet effects are obtained from his footwear, and the audience thinks it terrific. Jack Seymour and Kay Picture follow in tap routines, which reveal originality and prove the most refreshing act of its kind seen here for some time. Edwin Steffel, local product, grabbed a good hand. His voice is melodious, more bass than baritone, but he stands at the mike too stiff and formal. A better exit would help, too.

Highlight comes when musicians walk off the stand when Kaufman tries to coax tunes out of them. Myer Ratner, sax player, explains in Yiddish dialect, that the boys are revolting because audience applauds dancers only. This leaves Brown at the Hammond, Kaufman at the piano, and Ralph Fox at drums to supply the only music for Rhythm Rockers. When girls glide into wings the ork traipses on stage wearing pink ballet skirts over their working clothes. The rest is just busy.

Headliner Peter Lind Hayes drags out his act with too many impersonations. The best lampooned Charles Laughton in the familiar *Captain Bligh* role. Real mimicry, however, should follow some pattern instead of many bits. Otherwise it reminds one of a precocious child. Finale comes with Rockets playing drums, trumpets, harmonicas, toy pianos and banjos in succession. Music is patriotic and sends curtain down on this note. Picture is *Rangers of Fortune*.

Edgar Jones.

Jewish Vaude for Philly

PHILADELPHIA, Nov. 30.—Town gets its first Jewish vaude in more than a decade and at the same time marks the first time this season for Warner to re-light one of its nabe houses. Circuit installed an all-Jewish stageshow at its Park Theater, using familiar radio names from WPEN and WDAS, local stations featuring foreign language broadcasts.

Initial show headed by Louis Gross, Shaindele and Velvele, Moe Lewis and his Boys, including Misha Ziznanoff and his accordion, the "Night Wanderer," and the "Yiddish Zigmalerin" (Jewish Gypsy). Teva Gorodetsky and His Gypsy Ensemble provide the musical setting. There are no Jewish legit shows in town.

Club Uses Pass Plus

LOS ANGELES, Nov. 30.—Casa Manana is continuing to increase business with the passing out of passes, entitling the bearer one admission, but with a service charge of 25 cents.

The spot has a name-band policy.

Warwick Club in Trouble

PROVIDENCE, R. I., Nov. 30.—The Farm, Warwick night club opened about a year ago, has been placed in temporary receivership following squabble in management. John L. Curran and John S. McKiernan have been named temporary receivers.

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Direction: WILLIAM MORRIS AGENCY



## AGMA Hits "Czar" Petrillo at Hearings of Jurisdiction War

NEW YORK, Nov. 30.—Sidney E. Cohen, representing the American Guild of Music Artists, called James Petrillo a "czar" and accused the musicians' union president of "moving in and taking over" the AGMA jurisdiction. In Appellate Division of Supreme Court yesterday (29), Cohen and other AGMA attorneys also quoted from Petrillo's letter to Lawrence Tibbett, AGMA prez, that American Federation of Musicians in 40 years had not sought to organize soloists and that these soloists were not in competition with the AFM.

Former Judge Samuel Seabury, on behalf of the AFM, took the position that only of the musicians' right to strike was involved, that AFM had not organized instrumental soloists as long as they did not join another labor union, but that, when AGMA invoked the closed shop principle on behalf of its members who played musical instruments. It then threatened the AFM jurisdiction and its exercise of the closed shop right.

AGMA's position is that AGMA's certifi-

cate of incorporation itself recognized the prior rights of AFM jurisdiction, and that an injunction would interfere with its (AFM) absolute right to strike.

The Court argument was a continuation of the fracas caused by Petrillo's demand last August that concert stars resign from AGMA and join AFM, on threat that AFM members would refuse to play with them if they did not. During the course of the argument, former Judge Frederick E. Crane, attorney for AGMA, accused Petrillo of using "blitzkrieg tactics."

AGMA was given until Tuesday to submit further briefs, to which AFM is to reply by next Friday.

### Old-Timers Draw Business

WILLIAMSVILLE, N. Y., Nov. 30.—Glen Wintergarden Casino, which features a continuous entertainment policy plus dance music by Bernie Sandler, has just embarked on a successful policy of names. Joe Howard, of the CBS Gay Nineties radio show, went over so well that his original one week was doubled by Manager-Owner Harry Altman. Beatrice Kay, also of the Gay Nineties line-up, opened Saturday (23) for a week's engagement at the Glen.

A record crowd of 1,000 turned out for the singer's opening. There is an admission charge of only 10 cents. Present show includes George Walker, Allen and Parker, Scott and Douglas, Elaine Hague, Margie Winters, George Quits, Art West, and the Glen Players, headed by Charlie (Red) Hall and Dick Haviland.

### Another Boila-Roberts Unit

CHICAGO, Nov. 30.—Boila and Roberts, who have had two units in vaude this fall, added another last week, *Argentine Nights*, with Arnold Hirsch as manager.

*Bring On the Girls*, which opened recently and played for five nights, returned to Chicago for revamping and reopened November 18. Frank Polhamus is manager. *Gay Nineties*, which was out for nine weeks under management of Walter Rechin, laid off a week and reopened November 20.

### "Drunkard" Show Clicks

MADISON, Wis., Nov. 30.—The *Drunkard*, presented Friday to Sunday nights at the Marine Club here by the Gay Nineties Club, is doing a brisk business. The cast includes Ingrid Sorree, Tip Humphrey, Ray Stachowiak, Ardell Abbott, Mrs. Harold Hall, Ralph Hatfield, Harrison Abbott, Otto Ingbrizen, Vincent Genna, Don McMahn, Beverly Amundson, and Lola Harding.

Between acts, before and after the presentation, old-time songs are offered.

Admission is 50 cents per person, plus tax, with 25 cents being redeemable in trade.

### Chi AGVA Elects

CHICAGO, Nov. 30.—At the annual election of officers of AGVA held recently, Jack Irving was re-elected president of the Chicago local. Other officers chosen were: First vice-president, Boots Brae; second vice-president, Brent Ace Welbern; third vice-president, Bernie Green; fourth vice-president, Johnny B. Logan; fifth vice-president, Ruble Blakey; recording secretary, Bill Baird; treasurer, Lew King.

### Take Over Dog House

NEW ORLEANS, Nov. 30.—Dog House Night Club, Inc., with capital stock listed at \$20,000, has been granted charter here to take over operation of the local Dog House Club. Incorporators include Charles J. Creely, president, and James K. Bagley, secretary-treasurer.

### 14-People Acro Act Set

CAMDEN, N. J., Nov. 30.—Weber's Hofbrau, which has been partial to the standard vaude and circus acts, is bringing in the Arabian Nights, an acrobatic ensemble of 14.

ROBERTO AND AIDITA, Latin team, were inadvertently omitted in the review of Leon and Eddie's New York, last week. They perform a strong rumba routine in the show and make a striking appearance.

### Just To See New York

NEW YORK, Nov. 30.—The cast of the *Gems of 1941* unit had been hankering for a New York date since its inception, and Billy Ames, manager of the unit, had more or less been promising it a sight of the Broadway skyline.

At last he's keeping his promise, although the unit isn't exactly getting a New York date. The unit took a four-day cut-salary date at the Majestic, Paterson, N. J., and laid off the other three days to take in the New York sights.

### Chico Marx Setting Up Dance Orchestra

NEW YORK, Nov. 30.—Chico Marx, stage and screen comedian and one-third of the noted Marx Brothers, struck up a deal with the band department of the William Morris Agency to front his own dance orchestra. Present set-up calls for an entertaining band, which will work in the music field eight months out of the year, and work on the Coast in a Marx Brothers' picture the other four.

Marx, a pianist, is only active in the picture colony four months a year, outside of the radio program indulged in by the brothers intermittently. He will use his radio and pic name, Ravelli, as a tag line for the band, calling it Chico Marx and His Ravells.

Plans for the other brothers call for Harpo going on a concert tour with Oscar Levant, and Groucho taking his leisure in Hollywood.

### New Club in Mobile, Ala.

MOBILE, Ala., Nov. 30.—The new Airport night club, with Edward V. Murray as proprietor and manager, has opened to big business. The opening featured the Maurice Rose band and floorshow by Marco and Rosika, novelty dancers. The new fixtures represent \$40,000. Engagement of Rose is for indefinite period. Theme song for the spot is *On Mobile Bay*.

In addition, Murray has developed the beach front and will this summer operate an outdoor garden cafe with entertainment. Mrs. Yvonne Murray is operating a riding school on the beach, using high-school horses.

### Singer's Midgets Back

NEW YORK, Nov. 30.—The Singer Midget troupe, which disbanded about five years ago, is being reorganized for vaude. Troupe will consist of 35, under direction of Leo Singer, and will soon start in the Midwest and work east. The Hollywood office of Charles V. Yates is handling the group.

Yates will also put Bon Bon, septa singer formerly with Jan Savitt, at the head of a unit consisting of Eddie Durham's orchestra and two other acts. Opens at the Royal, Baltimore, December 6.

### Hot Springs Club Resumes

HOT SPRINGS, Ark., Nov. 30.—Club Belvedere opened its fall season here with its first floorshow since March.

Lee and Boule, musical comedy team; Paul and Pettit, equilibrist; Anita Lane, acrobatic dancer, and Harold Arden and his 12-piece orchestra compose the entertainment.

Two floorshows each evening are at 9 p.m. and 1 a.m.

Show will remain two weeks and Otho Phillips, manager, says such acts as Burns and White, Don and Sally Jennings, and Plato and Jewel will be presented during the winter.

The club is being booked by Phil Tyrell, Chicago.

### Coast AGVA Elects

HOLLYWOOD, Nov. 30.—Results of recent American Guild of Variety Artists' election here are CHS Nazario, president; Princess Wynneham, recording secretary; Helene Heller, treasurer, and Joaquin Garay, Frank Mitchell, Frank Evers, Mead Sigler, Eddie Davis, and Charles Irwin, vice-presidents. Executive board members are Harpo Marx, Roger Imhof, Luella Gleason, James Burke, Jack Frost, George Stewart, Eddie Anderson, Lyle Draves, Fred Scott, Jade Rhodora, Lynn Mayberry, Sugar Geise, Canita, Saretta Raye, Peggy Robins, and Phil Arnold. Ken Howard is the executive secretary.

## AGVA Pact With B'way Houses In Final Stage

NEW YORK, Dec. 2.—Signed closed shop agreements between the American Guild of Variety Artists and the individual Times Square combo policy houses in New York are slated to reach the AGVA office early this week after long drawn-out negotiations. Bob Weitman, managing director of the Paramount, stated that he will sign his contract and turn it over to Hoyt S. Haddock, AGVA's executive secretary, today (2).

Sid Piermont, booker of the Loew's State, admitted that the theater's contract has reached the signing stage. Strand and Roxy have already signed their agreements although they have not been forwarded to the AGVA office last week, awaiting Weitman's action.

AGVA says it has not yet started negotiations with the Music Hall.

## Atlanta Singing Live-Show Blues

ATLANTA, Nov. 30.—Local night clubs are doing poorly and the city's only vaude theater may close. Name bands are falling to draw the desired receipts.

The Roxy, vaudefilms, has been bought by Lucas & Jenkins, who threaten to close the theater.

Charlie Phillips, former theater operator here, is back working on a deal to open a pop-priced night spot for the working class.

Most popular night spot is the Rainbow Room of the Ansley Hotel, which gets an admission fee of \$1.50. Hal Kemp (See ATLANTA SINGING on page 34)

## Miami Anti-Gaming Crusade Hits Snag

MIAMI, Nov. 30.—The annual anti-gambling crusade conducted at season's opening in Miami has, this year, produced nothing more than a few arrests and a few cross words.

Most obvious indication that the crusade was under way was a series of three raids directed at the Club Ball, Biscayne Boulevard spot. In three matches with the law the Ball operators have lost two falls. Most recent included fines and the destruction of seized gambling equipment. Still undecided was the eventual fate of the Ball. High point (See MIAMI CRUSADE on page 33)

## W-B, Scranton, Resuming

SCRANTON, Pa., Nov. 23.—Capitol theaters in Wilkes-Barre and Scranton may resume vaude in time for New Year's Eve. Shows routed there will play a full week, three days in each house. Names and name bands will be booked.

Eddie Sherman will continue to book the houses from New York.

## Grace Bradley for Vaude

LOS ANGELES, Nov. 30.—Grace Bradley, film player, is set to head a unit, *Hollywood Frivolities*. Unit, containing a line of eight, will play Midwest dates and then go into Chicago in time to drum up trade for her forthcoming film, *There's Magic in Music*, in which she appears.

## New Sally Rand Unit

EAST LIVERPOOL, O., Nov. 30.—Sally Rand is heading a new unit, playing theaters and night clubs in Eastern Ohio and Western Pennsylvania. Supporting Miss Rand are Harger and Maye, dance team; Ross and Stone, comedy duo; Valya Valentinoff, dancer; Marinelli, singer; Mabel Nelson and the Highland Scotches, canine act.

Unit, recently launched, is playing movie houses at 55 cents top, from one to three days at each stand.

## Tivoli, Brooklyn, Maybe

NEW YORK, Nov. 30.—Tivoli Theater, Brooklyn, is contemplating flesh to start before Christmas, according to Morris Traub, operator of the house. The management is debating whether the live entertainment will be vaude and films or burly.

House has 1,000 seats.

### Springfield May Add Day

SPRINGFIELD, Mass., Nov. 30.—Vaudeville has proved so popular at the E. M. Loew's Court Square Theater that plans are under way to add a day to the three-day bill.

The present three-day vaudefilm bill usually sells out the house at evening performances, but could stand improvement in the afternoons, Manager Bert Jackson said.

Plans call for the new set-up New Year's week, starting the bill at New Year's midnight showing and continuing it thru Saturday.

### Minneapolis Vaude Low

MINNEAPOLIS, Nov. 30.—Vaude took a nose-dive this season, the Alvin folding after a six-week battle with a combo policy and the Palace, former vaude house, switching to burlesque New Year's.

Harry Hirsch, who managed the Alvin, will operate the Palace.

### Bowery, Miami, Expands

MIAMI, Nov. 30.—Zissen's Bowery has enlarged the capacity of the spot by taking over the next door building and adding a room tabbed the Park Avenue Room.

Tables are named after celebrities.

### Bradford, Boston, New Spot

BOSTON, Nov. 30.—Hotel Bradford has opened a new, informal Circus Room. Decorated with circus motif, some of the tables are surrounded by cages.

Entertainment consists of a pianist and a few acts. Last year hotel's roof was open for winter with George Harris' band and acts.

### Springfield Hotel Changes

SPRINGFIELD, Mass., Nov. 20.—Hotel Worthy, recently taken over by the Liebig hotel chain, will change the policy of its Silver Room. The changes will be gradual, J. Goldhirsch, hotel manager, said.

Ernie Jacques and band are in the Silver Room. Extensive remodeling is planned. Goldhirsch plans to add a floorshow soon.

### 3 A. C. Clubs Open

ATLANTIC CITY, Nov. 30.—Savoy Bar lights up under the new management of Merritt Bishop, who was formerly associated with the beachfront hotels.

Jim Shields has reopened his Social Cafe and Bill Bailey his Bill Bailey's Bar.

### El Dorado Club Burns

EL DORADO, Ark., Nov. 30.—Fire November 11 destroyed the Forest Club, located on Junction City Highway. E. C. King was operator.

No plans are made to rebuild.

### New Orleans Club Opens

NEW ORLEANS, Nov. 30.—Casino Royale, formerly the Nut Club, reopened Friday (15) with Lou Fiddler's orchestra and four floor acts. George Plettinger is manager. Plans to use name bands.



# Vaudefilm Grosses

**B'way Booms; Nelson, "Letter" 50G; MH 90G; Roxy 60G; Para Still OK**

**NEW YORK.**—Boom times continue on Broadway. A strong roster of attractions is responsible for a prosperity wave at the b.o.'s. The Roxy pulled its best business for a musical film since Alexander's *Nighttime Band*. Other houses are still in the groove.

The Paramount (3,664 seats; \$37,000 house average) did a hefty \$44,000 for week ended Tuesday (26), the third week of bill with Red Skelton, Casa Loma band, Connie Russell, and film, *Northwest Mounted Police*. Film will stay a fifth week, but current stage talent goes out at the end of the fourth session. Previous weeks of layout grossed \$72,000 and \$49,000. Fourth week looks like \$35,000.

The Strand (2,758 seats; \$33,500 house average) is packing them in with *The Letter* and stage bill with Ozzie Nelson band, Harriet Hilliard, and Harris and

Shore. First week, ended Thursday (28), drew a sock \$50,000. Not much of a drop is indicated for the next week which is expected to gross around \$46,000. Film will hold for four weeks. Nelson also in for the full run, but surrounding stage talent will be changed at end of next week.

The Roxy (5,835 seats; \$35,000 house average) had a tremendous \$60,000 week with *The Fox Alley* on the screen and stage bill featuring *Dest Arnaz*, ended Wednesday (27). Holdover week will draw around \$55,000.

Loew's State (3,327 seats; \$22,500 house average) pulled \$26,000 for week ended Wednesday (27). Bill consisted of Frances Faye, Jack Teagarden's ork, and film, *Arise My Love*. New bill in Thursday (28) with the Hartmans, Gross and Dunn, and Van Alexander's band. *The Westcrner* is on the screen. Layout looks like a \$24,000 gross.

The Music Hall (6,200 seats; \$84,000 house average) with *Bitter Sweet* and stage presentation, grossed a big \$90,000 for week ended Wednesday (27). Holdover week will do around \$80,000.

**Laurel & Hardy Off At Philly's Earle; Fay's Hits Big 85C**

**PHILADELPHIA.**—After the season's high mark made by Cab Calloway with \$27,500, Earle Theater (seating capacity 4,000; house average for straight film booking \$14,000) dipped to \$26,700 for the week ended Thursday (28), with Stan Laurel and Oliver Hardy heading the stage bill. Considering that the Penn-Cornell football game made it a holiday week-end for the opening days, with a State Thanksgiving closing day, and the fact that this was the first personal here for the movie comics, put the gross figure on the unsatisfactory side as far as the house management was concerned. Screen duo augmented by Lew Parker, Cass-Owen and Topsy, Maxine Conrad, Darlene Garner, Sid Gold, the Fredericos, James Clumerton, and Danny Dare's Dancers, with *Charter Pilot* on screen.

New bill, opening big Friday (29), and the week-end bringing an Army-Navy football game to make it another holiday, should fare much better. With Gray Gordon's Tic Tac Orchestra heading the bill, show points to a neat \$22,000. Beverly Roberts, Condos Brothers, Fred (Pansy) Sanborn, Art Perry, Meredith Blake, Babe Frank, Jack Fay, and Harold Lee support with the screen showing *One Night in the Tropics*.

Fay's Theater (seating capacity 2,200; house average \$8,900) for the week ended Wednesday (27) hit a high \$8,500, with Jean Mode the burly feature, with the vaude line-up giving Wally Brown and Annette Ames, Three Dennis Sisters, Johnny Burke, Barry and Raye, Pearl Robbins, line of 16 Roxettes, Harry Kahn's house ork, with the screen showing *Scatterbrats*.

New bill, opening on Thanksgiving (28), is running ahead of the previous week and points to a figure close to \$10,000, offering *Charmaine* for the sexy siren, along with Frank Conville and Sunny Dale, Three Macks, the Dolores Dancers, June Lorraine, Linda Moody, and the Roxettes. Screen has *Mexican Spiffers Out West*.

**Hawaiian Follies, Hillbilly Units Okeh**

**GOWANDA, N. Y.**—Hollywood Theater played Grandpappy and His Pine Ridge Hillbillies November 18 and 19 to over-capacity houses. Vaude is apparently finding a good market here, a recent showing of Bell's *Hawaiian Follies* unit having been big at the box office, and regular Sunday night vaude drawing consistently well.

Gross for two evening shows for the Pine Ridge gang amounted to a fine \$735, which compares favorably to the average night takes of about \$150. Around 2,340 crammed the place paying 30 cents, while kids' tickets went to about 200 youngsters at 10 cents. House capacity is 1,200, and Hoyt Eastwood is manager. Ray S. Kneeland, Buffalo, books.

**D'Orsay Opens Big At Colonial, Detroit**

**DETROIT.**—Fifi D'Orsay opened at the Colonial Theater (1,500 seats; average gross, \$6,000) Sunday to the best business in recent months. Despite handicap of several inches of snow Tuesday, which hurt big, gross for the week would be around a good \$7,700, according to the management. The D'Orsay show, incidentally, was the only vaude show playing downtown currently.

The Colonial has had better-than-average business the past couple of weeks. Monk Watson, who was one of the first emcees to play a Detroit theater a dozen years ago, returned to gross a nice \$6,500 with a straight vaudeville bill. Last week Bell's *Navadions* unit played for four days, and Watson returned for the last three days with a vaude show—the first time the Colonial has used a split week policy this season—and did \$6,800 for the week, bettering the first week's record.

**Shep Fields Solid \$13,800 in Milwaukee**

**MILWAUKEE.**—Shep Fields and his orchestra turned in an estimated \$13,800 gross at the Riverside Theater for the week ended November 28, despite *The Milwaukee Sentinel's* Feminine Fair at the Auditorium, which featured such personalities as Lucille Ball, Gloria Jean, Dean Murphy, Billy Baer's orchestra, and free prizes, including an \$8,500 home.

Riverside show also included Sonny Washburn, Dorothy Allen, Larry Neil, Charley Moore and Sussie, Wilfred DuBois, and Robert Neller.

Screen, *The Leather Pushers* (Univ.). Weather was alternately fair, stormy with snow, and near zero.

**"Scandals" Off at Colonial, Dayton**

**DAYTON, O.**—George White's *Scandals* didn't please Colonial patrons much last week, show garnering \$8,800, a poor take for a show of such purported size.

Early shows indicate that Sally Rand, with the best and classiest show of the season, likely will up the till this week.

**"Glamour" Unit Oke**

**SAVANNAH, Ga.**—Vaude still meets with popularity here. Last week *Glamour Girl Revue* played three days before capacity crowds at Bijou Theater.

Ray Martell, emcee; Hank Seamon and stooge, Archie; the Three Cards, and eight chorus girls composed the show. Prices were: Matinee, 41 cents; nights, 51 cents.

Frank Barragan is house manager.

**Cugat, Bolger Big 41G; Oriental Weak; Garber 17G; Current Week Looks Okeh**

**CHICAGO.**—Healthy grosses were rolled up by two of the vaudefilmmers last week; the third house made a poor showing, as was expected. Chicago Theater had a sure-fire bill with the sock pic, *The Mark of Zorro*, and on the stage Xavier Cugat and Ray Bolger. Biz consistently good all week, bringing the house a big 41G. State-Lake, with Jan Garber and a satisfactory picture, *Angel Over Broadway*, also was in the money for a sock \$18,500. Oriental, with a weak pic and only fair stagershow, dropped to around \$10,500.

With several large conventions scheduled for this week and all of the houses offering excellent bills, prospects for satisfactory grosses are good. Chicago Theater, with Frances Langford, Jon Hall, and Consolo and Melba on stage and a fair Claudette Colbert pic, *Arise My Love*, should do 34G. A fair pic,

*Hunted Honeymoon*, and Harry James' ork on stage at the State-Lake, will hit a satisfactory \$14,000. At the Oriental *Hollywood Hotel Revue* should be good box-office but pic is weak. May hit a fair 14G.

**Krupa-Andrews Top Prov. Attractions**

**PROVIDENCE, R. I.**—Week-end vaudefilm policy at Metropolitan, using name bands, has been building steadily since inaugurated in early September by Associated Theaters, Inc., lessee of house.

Biggest business to date chalked up by Gene Krupa's ork and Andrews Sisters November 8 to 10, with an Armistice eve midnight performance on Sunday swelling the gross.

**Buffalo Above Ave Despite Competish And Cold Weather**

**BUFFALO.**—Despite cold weather and heavy competition from the Erlanger legit house, which presented *Pina and Needles* and *Hellaspopita* at popular prices, vaudefilmmers managed to stay above average last week.

The Buffalo (seating capacity 3,500; house average \$12,500) opened to big business for first day (November 29) of Gene Krupa stagershow, altho a blizzard raged all day. Indications point to a take of at least \$18,000 for the week. Krupa's band features Irene Daye and Howard Dulaney, who share honors with Paul Gerrits, Ames and Arno, and Allen and Kent. Strong screen fare is *Arise My Love*.

For week ended November 28, the Buffalo went above anticipations with the sock celluloid attraction, *Tin Pan Alley*. Second feature was *Gallant Sons*. Box office clocked \$14,500, a substantial sum considering the absence of names. Next name bill comes here December 13, with Clyde McCoy's orchestra.

The 20th Century (seating capacity 3,200; house average \$7,000) is bidding its time with screen bills until December 6, when Woody Herman's band and show are on tap. Laurel and Hardy unit follows December 13, with more vaude promised for the holidays. Layout for current week is film, *Hit Parade of 1941*, as the mainstay, and *Girl From God's Country* the co-feature. Take is expected to hit house average. For eight days of straight films ended November 28, the Century box office tallied a satisfactory \$8,500. Kay Kyser pic, *You'll Find Out*, was coupled with *Dr. Christian Meets the Woman*, a fair enough draw.

**Sp'rd Vaude Down**

**SPRINGFIELD, Mass.**—A return of summer weather kept the crowds down at the E. M. Loew's Court Square Theater here when the three-day vaudefilm bill ending Saturday (23) drew about \$8,000. Manager Bert Jackson said this was "a little off." Another drawback to top-notch business, Jackson thought, might have been the large crowds that jammed the Paramount here for all performances of *North West Mounted Police*.

On the Court Square stage were McMahon and Adelaide, Ming and Ling, Kirk and Lawrence, Foley and White, Brooks and Estrallita, and Robins Brothers and Marjorie.

On the screen, *Angels Over Broadway*.

**Carbondale Draws**

**CARBONDALE, Pa.**—After a lapse of a year, vaude returned to the Irving Theater last week and attracted near-capacity crowds. The Four Bobolinks headed the bill.

Two-day a week shows are planned for the winter.

**Spokane Average**

**SPOKANE, Wash.**—Gilbert Brothers, Archelee, Ray Conlin Jr., Four Dreamers, and Jed Dooley and Miss Andree, plus Wild-Cut Sus and Marked Men, drew average business of \$1,750 at Post Street week-end of November 22 to 24.

**Indianapolis Under; Weather Hurts Biz**

**INDIANAPOLIS.**—For a second straight week the Lyric (1,892 seats) got new evidence that vaudeville, at least the sort it presented for week ended November 28, is still in a dormant stage. Take for the bill headlining the Adrian Rollins Trio, and including Tammie and Freddy, the Six Grays, Adriana and Charly, and the Fredysons, was just under the house average, \$8,500.

Disappointing gross, which still gave theater small edge in the black, was due in part to the inclement weather.

Pic, which helped draw, was *A Dispatch From Reuters*.

**D. C. Grosses Off; Murray Socko 21G**

**WASHINGTON.**—Only fair business is expected by Loew's Capitol and Warner's Earle for week ended December 4. Warner's, showing *Lady With Red Hair*, anticipates \$13,500. Stage features Ken Davidson and Hugh Fergie, the Briants, Jean Travers, Evelyn Farney, and the Roxettes. Last week, *The Letter*, with Ken Murray on stage, pulled in a big \$21,000.

Capitol, showing *Rangers of Fortune*, anticipates only \$12,000. Stage includes Peter Lind Hayes, Wilbur Hall and Steffen, the Emerald Sisters, Seymour and Picture, Katherine Westfield, and the Rhythm Rocketts. Last week's showing of *Bitter Sweet* registered \$21,500.

**Talent Agencies**

ARTHUR GROSEMAN, booker and brother of Paul Small, is critically ill at Jewish Hospital, Brooklyn. BILL MILLER has signed the Praday Dancers to exclusive management. WILLIAM MORRIS OFFICE may bring Clifford C. Fischer's unit east for some dates.

MILES INCALFS booked the new floor-show at Earl Carroll's, Hollywood, starting December 6. Buster Shaver and Frank Conville are already set.

MICHAEL C. SOTTILE, Pittsfield, Mass., has formed a unit to tour night clubs in that area. WGN Talent Division has been licensed by AGVA.

Three spots now being booked by PHIL TYRRELL, Chicago, are the Claridge Hotel, Memphis, Tenn.; Belvidere Club, Hot Springs, Ark., and Moonlight Gardens, Saginaw, Mich.

The Claridge, managed by Lawrence H. Levy, opened its new Ballroom Room Wednesday (27) with Dolly Arden, Kurtis Marionettes, and Burns and White, Lee and Route, Paul and Pettit, and Anita Lane opened Friday (23) at the Belvidere, which is managed by O. Phil (See TALENT AGENCIES on page 25)

**Standard and Novelty Acts**

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**OWEN BENNETT**

Royal Theatre, Columbus, Ga., week December 4th



# Barger Sets Mexico's First Burly Show; 50 People; No Talk Comedy

CHICAGO, Nov. 30.—The first burlesque show ever to play Mexico opens today at the Lyrico Theater, Mexico City. Sponsored by N. S. Barger, operator of Chicago's Rialto Theater, the new strip parade consists wholly of American acts booked by the Midwest Circuit's Milt Schuster.

The show carries around 50 people as well as two carloads of scenery and electrical equipment. Production is handled by Bobbie Pegrim, who has a line of 16 dancers and eight show girls.

In order to make the greatest appeal to the Mexican public, Barger's burlesque is stripped of all talk comedy. Show offers a string of vaude acts, including Paul Kirkland, Three Drakes, Dawn Sisters, Three Gordons, and Whitley Striker's novelty electrical *The Girl With the Banjo*. Strippers are Mae Brown, Jeanne Williams, Sunny Lovett, Beverly Lane, and Francine. Ione O'Donnell is the prima donna, and Joyce Breazelle the dancer.

## Late Rosenberg Bookings

NEW YORK, Nov. 30.—Phil Rosenberg's bookings include Natasha, Ettinge here; Marie Cord, Gaiety here, and Zorita, Dayton, O., opening yesterday. Opening tomorrow are Rose LaRose in Norfolk, Va.; Mariane Miller, Union City, N. J.; Patricia Perry, Pittsburgh; Vicki Welles, Baltimore; Lois DeFee, Ettinge here; Amy Fong, Newark, and Binder and Rosen, Billy (Scratch) Wallace, James X. Francis, Billy Crooks, Pat Paige, Bon Bonnie, Elton and Hita, and Noel Carter in a new Hirst Circuit show, *Dazzling Cuties*, at the Troc, Philadelphia.

Also, Scarlet Kelly, Bridgeport, Conn.; Margie Hart, Washington, and Georgia Sothern, Boston, December 2, and Rosita Royce, one-nighters, and Hinda Wassau, Dayton, O., December 6. Also, Julia Bryan, one-nighters, December 4; Boston, 8, and Bridgeport, 15, and Mariane Miller, Republic here, December 8.

## Youngstown Gets Units

YOUNGSTOWN, O., Nov. 30.—Grand here, stock burlesque, switched Friday (23) to road shows changed weekly. First unit in *Artists' Models*, included Joyce Murray, Garrett Price, Cynthia Clark, Will Hayes, and Frances White.

House will continue its grind policy at 20 cents matinee, 30 and 30 cents nights plus tax, according to Manager Jack Kane.

On the theory that opposites attract, show girls, line, and strippers are predominantly blondes with a good sprinkling of redheads. Principals will change every four weeks. Performers are to be paid in American money.

Opening show is coincident with the inauguration of the new Mexican president, General Manuel Avila Camacho.

## Wheeling Burly Starts Strong

WHEELING, W. Va., Nov. 30.—Midwest Circuit burlesque opened at the Colonial Theater here Thursday (21) to excellent business as first burlesque in the upper Ohio Valley in several years. Venture is being sponsored by Warren Irons and Jimmy Walters, who are operating the Grand in Canton, also using Midwest units. Joe De Rita headed the company opening here, which included Marcia, Elinor Sheridan, Marie Cord, Meggs Lexing, and Paul West.

The 10-girl line, which has been stock at the Grand in Canton, was here for the opening week and will alternate between the two houses. Betty Keene is directing both groups.

Midwest burlesque is in its 11th week at the Grand in Canton, with this week's week-end business reported substantially up.

Irons will continue in charge at the local house, with Walters accompanying the new unit in Thursdays for the Friday openings.

## Ann Corio Repeat Date

BRIDGEPORT, Conn., Nov. 30.—House Manager Eddie Madden, of the Lowe-Poli-Lyric Theater, says Ann Corio, who opened the season here several months ago, will be back again in a couple of weeks. Last season she held the house attendance record, but this season probably due to her opening the season, her engagement did not come up to last season.

## Parks Show Breaks Record

CHICAGO, Nov. 30.—Valerie Parks broke records at the Palace, Buffalo, week of November 8. The all-time high was \$5,500, which, according to Milt Schuster, Midwest Circuit booker, is about \$500 short of the new Parks record.

# Review

## "Wine, Women, and Song"

(HIRST)

(Reviewed at Troc, Philadelphia, Monday Evening, November 25)

Burly impresarios who feel you have to give patrons a mess-pot of snuff should take a peek at this show. Real guffaws greet the antics of Charlie Kemper, comic new to burlesque and for years associated with the house minstrel shows at Steel Pier in Atlantic City. He's the kewpie type, accented by his bulky proportions and off-set by a lip that gets 'em. Moreover, he brings along with him material that's fresh for this field and funny, without resorting to deep blue that characterizes most burly skits. His best bits are *Number 158* (draft number), and *Army Life*.

Also brings along George Haggerty, who gives straight and comic support. Kemper-Haggerty combo bears plenty watching.

Beth Calvert and Jack Curtiss make for another newcomer team, coming over from radio and niteries. A song duo, both delight with their song specialties. Miss Calvert, a fetching looker, sings it swiny for *Alexander's Ragtime Band* and *My Blue Heaven*, while Curtiss adds a dramatic touch to his soothing bary pipes for a martial medley built around *I Love a Parade*. Miss Calvert further stands out in her support for the comics, with Curtiss still in the break-in stage as a straight man.

"Shuffles" LeVan is the alternate funny man, and while he gets the laughs with his mannerisms, it's Kemper all the way.

Strip parade is also overshadowed by the finesse and finery of Ann Corio. Gives them her *I'm a Hit in Legit* song story, before showing how it's possible to disrobe with refinement.

Ann Smith, first strip on, is comparatively a tiny mite but goes big on the muscle flexes. Dolly Dawson sheds more along the subdued lines.

Chorus takes in nine prancers, with five added for strutting. Gala show to best advantage in the *My Heart for You* ballet, making formations on the dark stage with illuminated hearts. Bit gets plenty of gloss in the big-time aerobic dance of Kay Austin and the duet singing of Curtiss and Calvert for *Why Do I Love You*. Miss Austin further adds a neat high kick routine for the *Streets of Paris* ballet.

Jack Montgomery takes production credits. Merrick Valinote the musical director. Business only fair when caught. Noel Carter with Fred Binder and Jack Rosen head the next unit in.

M. H. Grodenker.

# Magic

By BILL SACHS

DANTE returns to the Locust Street Theater, Philadelphia, with his magical extravaganza, *Sim Sala Bim*, the week of December 23. He enjoyed a satisfactory run there week of November 4.

JULES J. FREELEY has begun his sixth consecutive Christmas season at the May Company department store, Baltimore, Md. . . . GRAVITYO pencils from Sal Lake City that he's set on a long string of theater and niteries dates thru the West. . . . EVERGREEN CASINO, Philadelphia niterie, is still partial to the same magic, this time bringing in Miss Patricia (Dillon).

CHARLES C. BURN, magician, and World War veteran, who spent a considerable time in government hospitals in an effort to regain his health, writes that he's trying to assemble enough magic to frame an act so that he may again earn a living. He's anxious to hear from magic friends who may have a trick or so to spare. He's now making his home with a sister, Mrs. Ida Tulp, at 2814 N. Albany Avenue, Chicago. . . . AL MUNROE, president of the Society of Detroit Magicians, recently played host to the Motor City magic gang with a shindig at his home. Among those who showed their wares were Al Caroselli, Bob Ungewitter, William Heisel, William Smith, Arthur J. Whelpley, St. Stebbins, and Munroe. . . . HOUDINI SOCIETY of Philadelphia stages its annual show December 7 at the New Century Club. A trophy donated by Mrs. Beatrice Houdini will be awarded to the winner of a magic contest. . . . AET BROWN, Minneapolis magic dealer, recently headlined the vaude bill at the Alvin Theater in his home town. . . . SPENCER, Minneapolis vent artist, has just concluded several engagements in Iowa for the International Harvester Company. . . . EDDIE DECOMA, presenting magic, vent, and puppetry, has invaded Indiana schools, piloted by Jim Admire, after winding up in Illinois, where he played a string of 170 schools and seven theaters, averaging four schools a day. No theaters will be played by Democa in the Hoosier State.

JANE THURSTON is entertaining the idea of launching a night club turn to play the same towns in which her famous dad scored so sensationally only a few years back. . . . DELMA RICHARDS, who has been presenting her magic in niteries in Chicago, Peoria, Ill.; Muskegon, Mich.; Beloit, Wis.; Streator, Ill., and Burlington, Ia., the last two months, closed Sunday (1) at Hill Top Casino, East Dubuque, Ill., and returned to the Windy City. . . . JACK DIAMOND breezed into Cincinnati last Friday in search of club dates. He played Saturday (30) at the Plantation, Cold Springs, Ky., near Cincy. . . . DEL BRESCE, after two weeks at Jimmy Brink's Lookout House, Covington, Ky., jumped into Cleveland for several banquet dates. He's set from December 9 to 23 at the Hotel Commodore Perry, Toledo, O. . . . HILDEN THE MAGICIAN, formerly Hilde Altman, is working club dates in the New York area. . . . I.A. TEMPLER, after a two-weeker at the New Star, Cincinnati, opened Monday (5) for a week's stand at another Cincy niterie, the Waldorf. . . . HARRY BLACK-

(See MAGIC on page 28)

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

BOB ROGERS, straight man, picked by Phil Bloom, of MCA, for the Laurel and Hardy vaude unit. . . . RAY SYRACUSE transferred from spotlight position to stage carpenter at the Triboro, which move producer Howard Montgomery said helped materially in setting the show. . . . JOY GIBBONS is chorus captain of the Grand, Canton, O., chorus, and Kewpie Davis of the Colonial, Wheeling, W. Va., both shows being produced by Betty Kean. . . . HONEY BEE KELLER, at the Star, Brooklyn, initiating all co-strings in bowling between shows. . . . CHARMAINE opened at the Gaiety November 29. . . . ERNIE HARMON, new comic, recently of the Hirst Circuit, held over at the Republic. . . . BERT CARR, comic on the Hirst wheel, celebrated a birthday November 10 at the Allan Hotel, Philadelphia. Gifted with a trunk by Harry J. Conley, comic, and with many other articles by others of the cast.

ALYNE PAYNE, who doubled last season on the Hirst Circuit in strips and as a showgirl, has been elevated to principal with the Carr-Conley show, featuring Noel Carter. . . . EDDIE HALPRIN, former candy concessionaire at the Casino, Pittsburgh, is now a booth operator at the International Bazaar here on the Ripley's Odditorium. . . . FRED DALE, ex-straight man of the old Columbia wheel, is now field man for the Bernard Dance Studio. . . . CAROLA, who moved from the Ettinge to the Republic, is a new dancer here from engagements at the

Grand, St. Louis, and Rialto, Chicago. . . . ZONIA DUVAL knitting socks and sending them abroad for the RAP between stips at the Ettinge. . . . TERRY KING shifted from the Triboro here to the Palace, Buffalo, on the Midwest Circuit November 22. . . . MARLANE, of the Republic, and Marlene buried their moniker differences at an impromptu meeting in the Club Caravan, Greenwich Village, the other night and decided for the former to be billed and booked as Marlane, the Texas Glamour Girl, and the latter as the Golden Godiva minus the Marlene. . . . DORIS WESTON, Faith Arlington, and Paul Ryan joined the Triboro stock November 22, and Leona Thurston, Gladys Fox, and Art Gardner came in a week later. . . . STELLA MILLS, following her two weeks at the Star, Brooklyn, went to the Midwest Circuit, opening November 6 at the Casino, Toronto. . . . ABE WEISMAN, cousin of Sam Briskman, theater operator who helped manage Briskman's houses, left for Fort Dix, N. J., November 25 as one of the first of the draft. Abe, whose number was 121, is to be a squad captain. . . . MARJORIE KELLY celebrated a birthday November 21. Guests were Peggy Reynolds and Pat Paige. Gifted with a diamond ring. . . . at the Republic during the evening show November 23, had Pete Lello, fighter, come on stage to sing. Pete tenored two ballads, *My Prayer* and *Maybe*. . . . CECIL DEVINE rehearsed but did (See BURLESQUE NOTES on page 28)

## \$1,150 Nut for Midwest Principals

CHICAGO, Nov. 30.—The new Midwest Circuit roadshow, featuring June S. Clair, which closed Thursday (28) at the Grand Opera House, St. Louis, was declared by Milt Schuster, circuit booker, to be the most expensive burly show of recent years. Pay roll is said to be \$1,150 per week for principals alone.

June S. Clair had a special skit written for this show by Jimmy Savage, entitled *What Every Bride Should Know*. Other acts are Carl Freed's Harmonica Band, Mervyn Harmon, Melanie LeBeaux, Johnny D'Arca, Connie Panslau, and Lavon Waltz.

## Sally Keith Sues Casino in Boston

BOSTON, Nov. 30.—Sally Keith has brought suit against the Casino Theater here, asking that the house remove her pictures from the lobby display.

Miss Keith, in filing her suit in the Superior Court here, said that the pictures were being used fraudulently, with the purpose of misleading the general public into thinking she is performing in that house. Miss Keith claims that the pictures were displayed without her consent and claims that she never played the house.

## S. F. House Reopens

SAN FRANCISCO, Nov. 30.—The Liberty, North Beach burly house, reopens this week for a fling at the holiday trade. Harry Farros returns as manager, with Billy Rose, comic, and Kitty Ellis on the opening bill.

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## Maritime Players End Circle Dec. 13

ST. JOHN, N. B., Can., Nov. 30.—Maritime Theater Players, Canadian circle stock group under the direction of W. E. Dan Ross, will wind up their season December 13 after seven months of operation. Business was sound thru the summer, Ross advises, but inclement weather had cut in on attendance the past month.

Feature play of the season was *Seeing Nellie Home*, a costume comedy of the early days of motoring. The company's repertoire also included *Oh, Johnny!*; *Investment in Love*; *Soft Soap*, and *You'd Be Surprised*.

The cast this season included Emery Sewell, Laura F. Ross, Charlotte McCormack, Isabel Coutts, and W. E. Dan Ross. Walter Butler, former heavy with the group, is now serving with the Canadian forces in England. The Maritime Theater Players fostered the dance-after-the-show idea thruout the summer to good results, with approximately half of the dates being played under auspices in practically every type hall and theater. An interested visitor during the summer was George N. Price, Broadway actor, who years ago appeared in rep in New England.

The Maritime Theater Players are the first rep attraction to play a full season in this territory since the days of the Mae Edwards, Arlie Marks, Price Webber, and F. James Carroll players.

## Slout Unit Opens In Illinois Dec. 3

PRICE, Utah, Nov. 30.—L. Verne Slout and his Theater Workshop, after completing nine weeks of dates in the Rocky Mountain area, take a long jump from Salt Lake City to Casey, Ill., their first Illinois date, where they open December 3.

The cast remains the same as at the opening, Slout being supported by Ora Ackley and Richard Breuer. The unit will play Illinois, Kentucky, and Missouri stands until the Christmas lay-off, opening after the holidays in Ohio and then working eastward as far as New England.

Slout and his company recently set a precedent when they were booked as the main attraction for a football pep rally, preceding an inter-sectional championship game.

## DeComa Backs Up Whetten, Citing 3-Centers in Indiana

Indianapolis.

Editors *The Billboard*: I read with interest Fred Whetten's letter in the Christmas number of *The Billboard*. Mr. Whetten is right, and then some. So many bad acts have worked the schools that many of the latter are fast closing their doors to entertainment.

For example, here in Indiana, where I have been working the past two weeks to rotten business, bad conditions are due to the fact that too many poor outfits have come, burnt up the schools, and scrambled.

In Indiana now are two small acts, and good ones, working at a 3-cent admission price. Think of it, 3 cents! About three schools is all they can work in a day, and if they got it all it would be impossible for them to make more than cakes. That isn't show business. I have met two magicians the past month, Murdock and Magrum, who are not going around giving shows away. The only ones I admit free to my show are orphans. When the time comes for me to take 3 cents, I will be out begging, not showing. EDDIE DECOMA.

## Don Taylor Disbands Troup

PORTLAND, Ore., Nov. 30.—After three unsuccessful attempts to launch a circle in Oregon with the Columbia Players, Don Taylor has disbanded the troupe. Taylor formerly had out the Rose City Players for four years, during which time he piloted the group thru 12 States.

## Capt. Menke Eyeing Steamer

ST. LOUIS, Nov. 30.—Capt. J. W. Menke, whose Golden Rod Showboat is now in its third year on the Mississippi River front here, left recently for New Orleans to look over a steamboat to tow the Golden Rod the coming season.

## Selective Service Mail

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

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

## Bonnelli Showboat Winds Up Season

CINCINNATI, Nov. 30.—Bert Banks, engineer of the Steamer Margaret Hall, which towed Jim Bonnell's Cotton Blossom Showboat this season, reports that the floating theater recently closed at Paducah, Ky., and reveals that business was good, considering the fact that the showboat got off to a late start.

Roster at the close included Cash and Madge Tomlinson, producers; Fred and Louise Kramer, Belcher and Waddington, Bill Querner, Charlie White, and a crew of nine.

According to Banks, whose showboat experience since 1910 includes engagements with the Golden Rod, Wonderland-Hippodrome, Sunny South, New Columbia, French's New Sensation, Hollywood, and Bryant's boats, Bonnell expects to resume with the Cotton Blossom early in March.

## Winston Players End 61st Week

INDEPENDENCE, Kan., Nov. 30.—Jack Winston Players, vaudeville and orchestra playing one-night stands, have just completed their 61st consecutive week in the Middle West under the sponsorship of various local organizations.

Company is headed by Jack Winston, who handles the leads and plays trumpet. Ray Lenhart is contracting agent, with a crew of three. Show carries special scenery and gives a two-hour performance. Plans are to remain out all winter.

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### One Year Ago

CHARLES WALPERT'S second show in as many months was playing to okeh biz in Los Angeles. . . . JOHNNY OUILFOYLE had been contracted for a five-week return engagement at the Log Cabin Inn, Kenosha, Wis. . . . CURLY LINDER was convalescing in General Hospital, Denver, from a fractured skull, brain concussion, and broken nose sustained in an accident. . . . BILLIE PARKER was doing the ice act in Charleston, S. C. . . . ELSIE JANSEN had returned to her home in Bossier City, La., to undergo a major operation. . . . TWELVE TEAMS and four solos were left in Sid Cohen's All-American Championship Walkathon in the Coliseum, Chicago. . . . EDDIE LEONARD and Wiggle Boyce were playing their third week at the Merry-Oh-Round, Terre Haute, Ind. . . . HIS HILL was in Veterans' Hospital, Kecoughton, Va., with ulcers of the stomach. . . . WELLS SLONIGER, former floor judge, held an executive position with the Seltzer Roller Derby.

FRANKIE LITTLE, endurance show midget, is appearing with the Jack Tavlin holiday show at Goldblatt's State Street department store, Chicago, where he will remain until Christmas.

MAKE IT A HABIT to watch the Letter List each week. If you see your name there, shoot in your address on a penny post card and your mail will be forwarded immediately. This is also the surest method of contacting your friends.

INQUIRIES HAVE BEEN received on Jack Glenn, Bill Parker, Clyde Wood, Bob Turner, Harry Meyers, Eddie Miller, Frank Fee, Thelma Cooke, Jerry Martone, Louise Meredith, Johnny Hughes, Smitty Imman, Lou Devine, Chad Alvino, Earl

## Rep Ripples

DON KIMMEL, since closing with the McNally Show, has been making fairs and celebrations in the South with his sound car. While visiting with friends in Valdosta, Ga., last week, he had a 500-watt, 110 AC generator built for his sound equipment. . . . KNAPP FAMILY SHOW, showing vaude sketches and the 16mm. film, *The Trend to the West*, is reported enjoying good business in schools and halls in the vicinity of Trinidad, Colo. During the holidays the show will present religious films and the play, *The King Still Reigns*, for church groups.

JAMES GATES, JR., in booking the play, *The King Still Reigns*, in small New England towns for a Boston concern, using local talent. . . . MEMBERS OF the Stevens-Mack Show, playing halls in Missouri, recently had as a visitor 2-10 Daniels, magician. . . . DON MARLOWE, recently of the Majestic Showboat, has been held over for the third week at the 17 Club, Beverly Hills, Calif.

COSTA PLAYERS, four-people trick presenting short-cast rep bills and 16mm. films, are reported enjoying satisfactory business in Northwestern Ontario, despite exceptionally cold weather. . . . THE LITTLES, booked on school dates in Northern Florida, have been propositioned on a trip to Cuba by a Havana tourist agency. They have a combination musical, vaude, and sketch show, featuring impersonations. . . . HARRY C. (SLIM) WILLIAMS, who recently wound up the season with the Milt Tolbert Show, jumped to his home in Decatur, Ala., last week to spend Thanksgiving. He has since returned to Augusta, Ga., to spar around for a winter engagement. . . . DOWS SHOW, vaude-picture combination, reported doing well in the territory around Rockland, Me., will continue thru the winter in Maine coastal towns. They work the dance-after-the-show idea.

## Thompson Bros.' Pix Show Winds Up Canvas Season

PORT SMITH, Ark., Nov. 30.—Thompson Bros.' Show, tent picture show, closed the season November 18 in Eastern Oklahoma and moved into quarters with the Frank C. Keith Show on Highway 71, three miles from here. Manager Leo Thompson reports a satisfactory season.

Mrs. Thompson played hostess to a group of friends at a Thanksgiving Day dinner (21), with the table set under the

Harrington, Phil Rainey, Bill Rogers, Helen Clark, Jack Glenn, Charles Schaefer, Buster Odie, Bobby Allen, Bernice Shapoff, Mario Alessandro, Jean Hobatzig, Monte Hall, Chuck Payton, Marvin Ellison, Kenny Gruwell, George and June McDermott, Edna Nowells, and Frank and Ethel Jensen.

A MILWAUKEE FAN, Catherine Stark, asks an inquiry on Lou Meredith, Glad Auloy, Jean Lane, Gordon Haring, Peggy O'Donnell, Joe Beck, Angie Oyer, and Clyde. Catherine says that she thinks Lou and Chad are just about the best team in the field.

CHARLIE RICHARDS, after a two-year absence from the field, during which time he managed a restaurant on the West Coast, is back in Chicago, planning on making the Coliseum contest there. Charlie would like to read notes here on Jackie Richards, Skippy Skidmore, Joe Bananas, and Erskine Tate.

LILLIAN THORNE cards an inquiry on Adels Balis, Judy Thorpe, and Skippy Skidmore. How about a line to the column, kids?

"RUBBER-LEGS" MARTIN and Sonny Driscoll recently closed with the Chestnut Ridge at the Texas Theater, Bay City, Tex., where Martin emceed. The team is now visiting friends in Port Arthur, Tex.

FRANKIE AND ALICE DONATO are working in the Jive Room in Miami, where Frankie emceeds the floorshow, with Alice assisting.

HAS ANYONE ELSE been called in the draft? When you learn where you're to be stationed, let the column know and we'll pass the info on to your friends.

# The Billboard

46th YEAR  
Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World  
Member Audit Bureau of Circulation  
Published Every Week

By The Billboard Publishing Co.  
E. W. EVANS, President, Treasurer & General Manager  
R. S. LITTLEFORD JR., Vice-President  
W. D. LITTLEFORD, Secretary  
A. C. HARTMAN, Editor  
Outdoor Depts., 25 Opera Place, Cincinnati, O.  
E. E. SUGARMAN, Editor  
Indoor Depts., 1564 Broadway, New York, N. Y.  
Main Office and Printing Works: The Billboard Building, 25-27, Broadway, Cincinnati, O.  
Phone, Main 5306. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—4th Floor Palace Theater Bldg., 1564 Broadway, Phone, Madison 3-1616; 3-1617, 3-1618. CHICAGO—4th Floor, Woods Bldg., Randolph and Dearborn Streets, Phone, Central 8-180. ST. LOUIS—338 Arcade Bldg., 8th and Olive Streets, Phone, Chestnut 0-412. PHILADELPHIA—B. H. PARKER, Ward, Lancaster, 10th and Chestnut, Pa., Phone, Madison 6-930. LONDON—Edward Graves, care of "The World's Fair," Grosvenor House, Piccadilly Place, London, W. 1, England. SYDNEY, AUSTRALIA—Kerlin Brown, City Patterson's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

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Vol. 52 DECEMBER 7, 1940 No. 47

sky. Those present were Mr. and Mrs. Frank C. Keith, Capt. Frank Holloway, George Hanney, Doc George A. and Dinah Ward, Louie Funderbuck, Claude and Annie Holloway, Art and Ruth Holloway, Max and Frances Holloway, Bessie Mae Dawson, John and Jessie Harrison, Doc Tom Smith, Eva and Bill Auton, Doc Mal Hathaway, and Daniel A. Thompson and Daisy Thompson, father and sister of Leo Thompson, who jumped in from Aurora, Ill.

Mrs. Leo Thompson will leave soon for an extended visit with her parents in Iowa.

## Holiday Shows

By E. F. HANNAN

VARIOUS small shows which lay off during the holidays are finding it profitable to contact department stores and other mercantile establishments in big cities, as it has become the regular thing to put on store shows for customers in all trading centers.

Five large Boston stores will offer entertainment for kiddies and grown-ups this year, and there is hardly a city over 50,000 but what will go after business with some sort of show.

A singer, whom the writer knows, will give six mike performances daily during the 10 days preceding Christmas at a store in a city of 60,000, and an act that has been working in the sticks all summer has booked itself into a city store for four daily shows. This act does a combination of knockabout acrobatics and juggling, and this is the second holiday appearance for them at this same establishment.

There is a field for this seasonable work that small shows laying off should not overlook, as it is extra money easily earned and at a time when it comes in handy.

## B & M Players Open Big

HOT SPRINGS, Ark., Nov. 30.—One of Hot Springs' largest crowds attended the opening engagement of the B & M Players here Sunday night at the Auditorium Theater. Having closed a 40-week sked in the Midwest, the show will play the winter here. It is the first show in Hot Springs since March. The company, which will change billings every two nights, features Toby Kenny Magoon, comedian.



# Non-Theatrical Films

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

## Hotel Room Increases Business With Movies; Plan Under Way To Show Feature Films in Parts

BRIDGEPORT, Conn., Nov. 30.—Business in the Pine Room in the Stratfield Hotel here has been increased by the addition of non-theatrical movies to the regular entertainment program. Both silent and sound shows are used.

Speaking of the movie policy, Tiny Day, Hammond organist and director of the shows, says that during the past eight weeks the films have been shown twice during the night. The early show includes two sound shorts, and the late show two silent shorts. During the last showing, music and sound effects are furnished by him at the organ. It has been found that Charlie Chaplin leads in popularity, with Laurel and Hardy silents claiming second place. Local newsreels, which Day shoots, are also said to be clicking solidly.

### Began in Panama

Day's work with 16mm. movies began about a year ago when he was playing in Panama. He rented several silent films and gave a show. Interest lagged, so a Spanish commentator was added to give humorous sidelights. Result was that movies were made a definite part of the spot's policy.

While short subjects have brought ad-

ditional customers to the Pine Room, Day is planning other angles to build interest in the films. Recently he photographed the annual Firemen's Ball in color. This film will be shown on a special night to be exploited as Firemen's Night. In addition to the local shots, Day will show Chaplin in *The Fireman*. Another stunt that will be used shortly is to show *Thillie's Punctured Romance* at three showings in a night. Day believes this method will create sufficient interest to allow him to show feature-length movies. A third stunt, which proved a success in Panama, is to have some person well known for his bass voice pretend to be singing the lyrics to a popular song while being photographed. Linda Mason, Day's vocalist, will make a record of the song which will be played during the showing of the film. The contrast in voices, Day says, will provide many laughs.

Movies in the Pine Room are projected on a table model beaded screen 52x72 inches. Throw is approximately 30 feet with a two-inch lens. Programs are announced over the hotel's public-address system and plans are under way to use lobby displays. Spot seats 120 people. Day claims the distinction of being one of the biggest men in the non-theatrical film business. He is 6 feet 4 inches tall and weighs 300 lbs.

## License Bill Shelved

PITTSBURGH, Nov. 30.—Proposed ordinance to license all 16mm. operators, charge fee, and require six months' apprenticeship, has been shelved by city council following mass protests from educational, recreational, medical, civic, and philanthropic organizations.

## Cutting It Short

By THE ROADSHOWMAN

Whitfield O'Neill, New York roadshowman, has resumed his winter shows in the Bible Truth Church of God. Altho the congregation is small, the shows are well patronized. He plans to feature *The Passion Play* at the staging of the annual Christmas pageant. O'Neill is 18 years old and has been actively engaged in the non-theatrical film field for over two years.

Frank D. Cannon, tent showman, is mapping plans for his 1941 shows. Last season he used a tent 50 by 100 feet, seating 800. The show played West Virginia, Maryland, and Pennsylvania. His policy is to use a different six-reel feature each night. Cannon recently left Newburgh, N. Y., to join his show.

Frank Eidt, owner of the Windmill Club, Natchez, Miss., writes that sound shorts are clicking with his patrons. December programs will feature football pictures, he said.

At Harry Bannister's 48th Street Music Hall, New York, current program includes *Braveheart*, with Rod LaRoque, Robert Edson, Tyrone Power Sr., and Lillian Rich. Comedy is Chaplin in *The Cure*. Episode 13 of the Pearl White serial, *Plunder*, is also on the bill. Sid Lubin, pianist, is featuring his home-made organ of beer bottles.

## Roadshowmen Map '41 Shows

NEW YORK, Nov. 30.—While roadshowmen who play schools and churches will have their schedules somewhat interrupted by Christmas holidays, December and January offer opportunities for increased takes. Many operators will avail themselves at this to map programs for the year, while others will be busy putting on movies as part of holiday pageants and similar events. With school heads soon to plan for 1941, these months are considered ripe for submitting catalogs and prices on both educational and entertainment films.

In the school field work is mapped by semesters, with the changeover coming soon after the first of the year. Since school routines will be interrupted by examinations, many operators have secured additional bookings by submitting their catalogs before plans for the coming semester are made. A talking point in this connection is that such an arrangement affords the movie schedule to go on without interruption.

An Iowa roadshowman reports that he has found that the film, *The Calling of Dan Matthews*, a Harold Bell Wright story featuring Richard Arden and Charlotte Wynters, is bringing good pre-Christmas business. *Abraham Lincoln*, generally classed by roadshowmen as a February feature, is also pulling strong at this time. The operator attributes the drawing power of the latter film to the fact that it is a story of a man who became one of America's great men. Walter Huston is starred in the movie.

While roadshowmen are looking ahead to a big year, December is seen as providing additional bookings. Libraries report that a number of special Christmas films have been reserved for these showings. While librarians are lending all possible co-operation to insure operators getting the films they want, reservations must be made now for these films. One firm declared that it was securing additional prints to take care of this type of order.

## BURLESQUE NOTES

(Continued from page 26)

not open at the Star, Brooklyn, November 22. Leona Thurston, due to open elsewhere, was rushed quickly to help out in the emergency.

LOYE ASTRID's peke, Chins, celebrated a birthday November 19 at the Paddock Cafe, with Manager Harry Sossin entertaining guests that included the entire Hermitage Hotel kennel. . . . DOROTHY DORR, at the Ettinge, doubled as show girl and in a song and dance specialty week of November 15. . . . JOE FRIED replaced Al Pharr November 22 as comic at the Triboro, where Dorothy Lawrence took suddenly ill November 18, forcing Betty DuVal, Terry King, and Buddy Leonard, new tenor, to double throat the show. . . . ELSA GREENWELL, dancer, is debuting in burly via the Hirst wheel. Comes from legit musicals and niteries. . . . MITCH TODD has shifted from burly to niteries. Now at the Caravan Club, Greenwich Village. . . . DIANE BURTON opened at the Ettinge November 22. UHO.

## CHICAGO:

MARY MARVA is residing at Lake Hawthorn, N. J. . . . THEODORA opened at the Gayety, Cincinnati, Friday (29). . . . JEAN CARTER was compelled to close on the Manny King show at Canton, O., in order to go to Rochester, Minn., where her mother is recovering from a serious operation. Jean will return to the Midwest Circuit in two weeks. . . . MONROE KIRKLAND will be switched from the Pinky Lee show to the Valerie Parks unit when it opens at St. Louis December 6. . . . THELMA WHITE will be the added attraction at the Capitol, Toledo, O., December 8. . . . DEWEY MICHAELS has booked Ann Corio into Buffalo week beginning December 6.

## FROM ALL AROUND:

WALLY (POT HEAD) BRENNAN, former hooding juve with Fred Hurley's burly and other tab and burlesque units, is now a wireless operator with a Canadian division somewhere in England. Wally writes that he'd like to hear from old burly and tab friends. His address is Sig. Brennan, W. P. E. Sect., Second Division 2 Coy, R. C. O. S., Base Post Office,

Canada (Somewhere in England). . . . JACKIE GORDON has joined the line at the Fox, Indianapolis, after a fling at clubs in the Toledo, O., area. . . . DOROTHY MERCY and Dot Lane opened with the stock unit at the Roxy, Knoxville, Tenn., November 23.

BETH CALVERT and Jack Curtis made it a home-coming in opening in Philadelphia with Ann Corio's new unit for the Hirst wheel, both having been WIP singers for years. . . . SALLY KEITH was an extra-added for the single opening show of the new winter revue at Club Nomad, Atlantic City, last Sunday. . . . Miss Keith returns to Boston's Crawford House for 10 more weeks, starting January 13, having put in 26 weeks at the spot earlier in the year. . . . SID STANLEY, manager of Fay's Theater, Philadelphia, now using only a single strip to embellish the vaude shows. . . . MARGIE HART heading a new unit for the Hirst wheel opening at the Troc Theater, Philadelphia, December 8.

## MAGIC

(Continued from page 26)

STONE drew packed houses during his engagement at the Empire Theater, Fall River, Mass., November 26-28. Appearance before local civic clubs and at hospitals and orphanages brought him much favorable newspaper comment. . . . THE GREAT BALLANTINE (Carl Sharpe) comes out of hiding to relate that he has finally succeeded in landing a date, and that he's current at the Bowery, Detroit. He is looking forward to a good winter in clubs. . . . AL MUNROSE, president of the Society of Detroit Magicians, was called to Massachusetts last week by the serious illness of his mother. . . . DR. HARLAN TARBELL, following his appearance at the Detroit Institute of Art last Sunday (24), was guest of honor of the Motor City's Wand Wavers, informal magic group. Nearly a hundred attended the gathering. . . . CALVERT THE MAGICIAN and his *Egyptian Follies* jacked gate receipts 350 per cent above average on a two-day engagement at the Century Theater, Jackson, Miss., last week, according to N. M. Jacobs, house manager. Prices were advanced slightly over regular admissions.

## TALENT AGENCIES

(Continued from page 26)

Hps. The Moonlight Gardens is managed by Art Noey. The Musical Stennards, Hamilton and Carroll, Professor Brilliant, and McGarry and Dawn have just completed club dates for the JIMMY DALY office, Albany, N. Y.

TOMMY SACCO Theatrical Mart booked Joe Sanders and his orchestra into the Roxy Theater, Ottawa, Ill., for December 1. . . . NORMAN STOCKER will cover the New England territory for the James Daley office, Albany. Oile Stacey will handle night clubs for that office. . . . SAM HOWARD, of the Hollywood office of Charles V. Yates, is in New York for a visit. . . . AL WILSON, while vacationing in Florida, will represent Eddie Smith's acts in that territory. . . . HARRY KILBY, of New York, is expected back from Florida next week. . . . LEW WEISS is also set to return to New York from Florida within 10 days. . . . HERMAN BERNIE, New York, has signed Rico De Sierra to a management contract.

A new booking office, PALACE THEATER BOOKING AGENCY, Buffalo, opened recently, making up the gap left some months ago when Frank E. Murphy's office closed. Sid Rogers is in charge, and is now supplying additional acts used with the Midwestern Circuit shows. One of his accounts is Whitely Schmidt's club, where he produces 10-act revues. Rogers was formerly with Empire Entertainment Service, Buffalo, now in the hands of Frank J. Dubick.

MARTIN JUROW, of Music Corporation of America, has offered a management contract to ELAINE MILLER, songstress at Embassy Club, Philadelphia.

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# The Final Curtain

**ALEXANDER**—Clark, radio station executive and announcer, November 25 in Toledo Infirmary, New Orleans, after an operation. A native of Pawhuska, Okla., Alexander had also been a band musician. At one time he was an announcer for stations WOOD and WALA, Mobile, Ala., and later worked in the same capacity for Station KVOO, Tulsa, Okla. Survived by his widow, a daughter, a brother, and two sisters. Interment in Pawhuska.

**APPEL**—Mrs. Augusta, 65, mother of Lila Lee, actress, suddenly November 23 at home in New York. She leaves also another daughter. Burial in Elyria, O.

**BAKER**—Thomas Arthur, 70, booking agent and former vaudeville, November 23 in Post Graduate Hospital, New York. Buried under the auspices of the New York Elks in Cedar Grove Cemetery, Long Island. He leaves his wife.

**BARNHART**—Oskey, 40, widely known among circus folks as a tattooed man, in St. Francis Hospital, Columbus, O., November 20. Police said he drank poison. He was with Sells-Floto Circus seasons 1930-31.

**BENTUM**—Harry, 58, veteran outdoor showman and talker, and manager of Beach Bentum's Diving Sensations Show, November 29 in American Hospital, Chicago. Bentum's showman career began 40 years ago in Hamburg, Germany, when as program boy and usher in the Circus Busch, he met George Hackenschmidt, wrestler known as the Russian Lion. Not long afterwards, when touring the United States with this company, Bentum became general agent with the Monarch Shows, made a friend and tutor of Victor D. Levitt, one of the era's leading general agents, matriculated to the Meyerhoff-Levitt-Taxier Shows, went on his own for a while as independent promoter in New Jersey, New York, and Canada, and then returned to the Monarch Shows. Subsequently he was connected with the old Nat Reiss Shows, King Edward Wild Animal Arena, and participated in the building of the first Rutherford Greater Shows for Irv P. Polack, and later was manager of the Mighty Doris Shows. Later he became manager of Beach Bentum, well-known high diver, who in private life was his wife, and the act played from Coast-to-Coast at parks, fairs, and celebrations. They also had appeared in recent years with the Conklin, Glick, Indy, Cellin & Wilson, Rubin & Cherry, and Johnny J. Jones shows. Survived by his widow. Burial in Showmen's Rest, Chicago.

**BOGART**—Mrs. Maude Humphrey, 75, artist and mother of Humphrey Bogart, film actor, in Hollywood November 22. Her drawings were often used on magazine covers. She also leaves a daughter, Mrs. Frances Rose, of New York.

**BOHN**—John W., 52, manager of Radio

## Billy Jones

Billy Jones, 51, of the pioneer radio singing and patter team of Billy Jones and Ernie Hare, died November 23 of a heart attack while walking on Broadway near Station WMCA, where he had been appearing the past several years.

Jones had been associated with banking, mining, and communications before he entered show business. His stage career started when Lew Fields signed him up for *Midnight Sons*, musical comedy which ran 39 weeks. He appeared in vaudeville, and later made recordings for Victor. It was in a phonograph recording studio that he first met Ernie Hare. They teamed up for recordings, and remained inseparable for 20 years, until Hare's death last year.

The pair was reportedly the first combination to have been sponsored on radio. The tie-up was with the Happiness Candy Stores of New York on WEAF. The deal was said to have resulted from their guest appearance at the opening of stations WEAF and WJZ. Tagged as the *Happiness Boys*, the team earned an extension of their original five-week contract to a five-and-a-half year term, from 1923 to 1929. They also broadcast as *Fit Soldiers* for Standard Oil of New Jersey. From 1930 to 1933, they were heard as the *Interwoven Pair* for the hosiery manufacturers. At the time of his death, Jones was teaming with Marilyn Hare, daughter of his deceased partner, for the *Sachs Furniture* broadcast of the *Three Little Socks* program on WMCA.

Jones leaves his wife and a sister-in-law. He was buried at Woodlawn Cemetery, New York.

Sales, Inc., subsidiary of the Columbia Broadcasting System, in St. Louis, November 22.

**BRANTON**—Clark, formerly with Station WJZ, Detroit, instantly in Cleveland November 18 when struck by an automobile. He was with various Detroit papers a number of years and recently had been with the General Broadcasting and Motion Picture Company, commercial film and radio organization. One child survives. Interment in Detroit.

**BUCK**—Mrs. Mary, wife of Oscar C. Buck, owner of the O. C. Buck Shows, November 29. She was a member of the Ladies' Auxiliary of the National Showmen's Association. Buried from St. Theresa's Church, Richmond Hill, L. I., N. Y.

**BURNSIDE**—Mrs. Kathryne H., 59, wife of Robert H. Burnside, stage director and producer, November 22 at home in Ridgewood, N. Y. She leaves also two daughters and a sister.

**COLLINS**—Corinne, 4, daughter of Charles Collins, vaudeville and musical show producer and film distributor, November 19 in Detroit of pneumonia.

**COOKE**—Charles E. (Cookie), 97, self assertedly a brother of the late Louis E. Cooke, circus executive, November 23 at General Hospital, Los Angeles, after a lingering illness. He had been with circuses and carnivals. Services in Los Angeles November 27, with interment in Showmen's Rest, Evergreen Cemetery there.

**DOVI**—Samuel C., 45, musician and band leader, at his home in Dubuque, Ia., November 26 after a brief illness.

**FLICK**—Sylvester P., 89, father of Mrs. Dora Flick Flood, pianist and composer, November 24 at his home in Cleveland. He is also survived by his brother, George, of Painesville, O. Services and burial in Cleveland November 27.

**POWELL**—Lloyd Leo, known as the "Frog Boy," of tuberculosis at Norton, Kan., September 11. Survived by his mother, Mrs. Leona Jarvis, of Peabody, Kan.; two brothers, D. D., of Newton, Kan., and M. A., former stock player, of Long Beach, Calif. Burial in Peabody.

**LOWE**—Maj. Alonzo W., 77, known to many circus people, found dead at his home in Lee, N. H., November 17. He was a graduate of the Art School of Boston and a major in the army. He leaves a brother, Albert Lowe, of Lynn, Mass. Interment in the family lot in Lynn.

**FREY**—Chester A., 72, former circus trouper, September 7 of a heart ailment at the wheel of his car in Arizona, while en route to his home in Missouri. Fry left home when a youth and joined the Barnum Circus which was en route to England, and for more than 50 years was with the larger circuses. Survived by his widow. Burial in Inglewood Park Cemetery, Inglewood, Calif.

**GORE**—Rone J., 49, operator of Oaklyn Inn, Oaklyn, N. J., November 12 at his home in Audubon, N. J., of a stroke. His widow, Sarah, 81, and a stepson survive.

**CUSTAFSON**—Ernest G., 70, cornetist and organist, at his home in Burlington, Vt., November 17. Survived by six children.

**HILBERT**—Ray, former aerialist and trainer, November 21 at Houston, Tex., in a train accident. He leaves a son, Paul, and his widow, also an aerialist, who is in General Hospital, Salt Lake City.

**JOLLY IRENE**—(Mrs. Amanda Stebert) 60, performer, November 27 at home in Coney Island, N. Y., of a heart attack. Jolly Irene was one of the fattest women in the world. In the last 25 years she appeared in practically all of the side shows in Coney Island, in circuses, and in vaudeville thruout the New York area. She leaves her husband, who performed as her talker during the summer side show season in Coney Island, and a daughter.

**KELLY**—J. Price, 37, associated with fair exhibits, November 19 at Atlantic City Hospital of a fractured skull sustained in a fall. Kelly was formerly in charge of a duPont exhibit at the Golden Gate Exposition, San Francisco, and this year managed a similar exhibit at the New York World's Fair. Survived by his widow, Gladys, and parents, of Smyrna, Del. Burial November 21 at Smyrna.

**KOPP**—William, 75, trumpet player with the first Cincinnati Symphony Orchestra and later assistant conductor under Fritz Reiner, recently in Miami, of pneumonia resulting from injuries sustained in an auto accident in Florida last March. In 1895 Kopp became a member of the symphony, which played its first concerts at the old Pike Opera

House, Cincinnati. Later Kopp toured the country with several opera companies. He also played with Weber's band and organized the First Regiment Band in Cincinnati. Deceased moved to Miami 14 years ago, where he organized and directed the Shriners' band. Survived by his widow, three brothers, three sisters, and a daughter. Services in Miami November 30.

**KRAUSE**—Frank J., 57, former car manager and biller with Sells-Floto and Cole Bros. circuses, at his home in Erie, Pa., November 5. Krause, who had also been employed at Warner Theater for many years, had been an operator at the Strand in Erie and was secretary-treasurer of Local No. 113 of the International Association of Theatrical Stage Employees and of Local 621 of the Motion Picture Operators' Guild. Survived by his widow, Vivian, and daughter, Mrs. Clyde Beam, of Buffalo. Interment in Erie Cemetery.

**LEONARD**—Monsignor Edward F., pastor of St. Malachy's Roman Catholic Church, New York, November 27 in the French Hospital, New York, of heart disease after a year's illness. In 1937, at a testimonial dinner for Monsignor Leonard, George M. Cohan and Gene Buck, among others, praised him for the fine work he had done for the welfare of the theatrical profession. For many years Monsignor Leonard was the chaplain of the Catholic Actors' Guild, which established its office in the basement of St. Malachy's during his pastorate.

**LOGAN**—Virginia Knight, 92, former opera singer and composer, in Oskaloosa, Ia., November 27. She was the mother of the late Frederic Knight Logan, who composed the *Missouri Waltz*.

**McREAVY**—John E., 76, father of Vernon L. McReavy, with Polak Bros. Circus, in Northwestern Hospital, Minneapolis, November 14. Deceased was operator and co-founder of the McReavy Bros. Transfer Company, Minneapolis, and was known to outdoor contracting agents thru moving the various shows that exhibited in Minneapolis. Survived by his widow and son, Vernon. Services in Minneapolis November 18, with interment in Hillside Cemetery there.

**MITCHELL**—Fred G., 63, former secretary of North Iowa Fair, November 25 at his home in Mason City, Ia., after a long illness. Survived by his widow, two sons, and a daughter. Services and burial in Mason City November 27.

**MURPHY**—Frank (Rags), 54, well-known Buffalo talent booker and former vaudeville and burlesque comedian, November 20 at J. N. Adam Memorial Hospital, Perryburg, N. Y., after a six-month illness. At 14 Murphy became an acrobatic dancer and soon entered burlesque. He played the Mutual and Columbia wheels. A Buffalo resident for the past 13 years, he had retired from the stage nine years ago to operate a theatrical agency in Buffalo. Survived by his widow, a night club dancer, a step-son, and a daughter, Rosalie, of Chicago. Services in Buffalo November 25, with burial in Ridge Lawn Cemetery there.

**O'CONNOR**—Anna Florence, in private life Mrs. Anna Florence O'Hara, eldest of the Six Singing O'Connor Sisters of vaude days 25 years ago, recently in Toronto, Ont. The sisters played theaters from Coast to Coast. Survived by her husband, two sons, a daughter, seven sisters, and a brother.

**RAND**—Mignon De Valery, retired actress, November 13 in Peter Bent Brigham Hospital, Boston, of a cerebral hemorrhage. Mrs. Rand had been in show business 35 years. She was a member of the Kolb & Dill Company in San Francisco for six years, and toured the United States, Can-

## Frank Tinney

Frank Tinney, 53, retired comedian, died November 27 in Veterans' Hospital, Northport, L. I., from a lung ailment.

Tinney began his stage career in Philadelphia as a blackface comedian in vaudeville. His first New York appearance was in the *Follies* of 1919. Later he went to London, where he was successful. During the World War he served in the army as a captain in the Quartermasters Corps. After the war he resumed his stage career and was one of the main attractions at the Music Box, New York, in 1923. In 1926 he had a breakdown, after which he retired from the stage. He leaves a son.

ada, and Mexico with Joe Levy's *Garden of Allah*. She also toured the Keith Circuit. Survived by her husband, Billy E. Rand, staff member of Station WMEK, Boston.

**SELIKOVITCH**—Dr. Solomon, 75, one of the founders of the Philadelphia Beethoven orchestra and chorus, November 17 at his home in that city. His widow, Fannie; two daughters, and a son survive.

**STEVENS**—Ann (Jovenda), mentalist, for many years at Dreamland, Coney Island, N. Y., and at fairs and resorts, at her home in Albany, N. Y., November 21 after a long illness. Survived by her husband, Harry.

**STOWELL**—Clarence W., 62, who played the role of Congressman John Lawton in the picture, *The Resperis We Watch*, November 26 in Paterson (N. J.) General Hospital after a short illness. Stowell was a Spanish-American war veteran and a lieutenant-colonel in the World War. Survived by his widow, Helena; a daughter, and five sons.

**TAPPAN**—William T., 72, who was instrumental in the building of Rehoboth Beach, Del., and a former official of the resort, November 23 at his home in Rehoboth Beach after a lengthy illness. Survived by his widow, Minnie; a son, and a daughter.

**WETSMAN**—Barney B., builder of several theaters in Detroit, November 25 of a heart attack. He was a member of Detroit Variety Club. Survived by his brother, Frank A. Wetman, of Wlper & Wetman Theaters, largest Detroit-owned circuit.

## Marriages

**ATWOOD-WILLIAMS**—Jack S. Atwood, manager of Station WRDQ, Augusta, Me., and formerly with WLBZ, Bangor, Me., and Barbara L. Williams, of Lynn, Mass., at Danvers, Mass., November 22. Bridegroom is a member of the Tavern Players of Lynn.

**BANCROFT-RODGERS**—Raymond (Skeet) Bancroft, former inside lecturer in Monkeytown with Royal American Shows, and Betha (Peggy) Rodgers, radio performer of Charleston, W. Va., November 23 at Mason, Ga.

**BARNET-CLARK**—Charles Barnett, orchestra leader, and Harriet Clark, singer with Barnett's orchestra, November 20 in Havana.

**BARRY-WAYNE**—Dave Barry, performer, and Ginny Wayne, singer, November 30 in Superior, Wis.

**BRAY-SHARKEY**—Richard Bray, radio sports announcer, and Patricia Sharkey, in St. Monica Cathedral, Cincinnati, November 30. The past three years Bray has been on the staff of WLW-WSAI, Cincinnati.

**CAPOTOSTO-SMATHERS**—Albert Capotosto, program director at Station WBAF, Atlantic City, and Jayne Smathers, nonpro, at Ventnor, N. J., November 24.

**CARPENTER-MITCHELL**—Ken Carpenter, orchestra leader, and Helen Marie Mitchell, both of Des Moines, Ia., at Adel, Ia., November 24.

**COLE-DUNN**—Jerry Cole, nonpro, and Dorothy Dunn, former dancer with the Mayfair Girls, professionally known as Dorothy Dodd, in Philadelphia November 24.

**DIBBLE-COX**—Arnold E. C. Dibble, of the Texas State Network bureau of the United Press, and Louise Cox, formerly publicist for the Texas State Network in Fort Worth, Tex., in Fort Worth November 23.

**GARDNER-DUNN**—Arnold Gardner, nonpro, and Loretta Dunn, singer, November 8 in Binghamton, N. Y.

**HAMILTON-SCOTT**—Vladimire E. Hamilton, professionally known as Jack (Tex) Hamilton, of Corpus Christi, Tex., and Lois Marlon Scott, performer of New York, on the Liberty Theater stage, Davenport, Ia., November 29. They were with the D. S. Dudley Shows the past summer.

**FRANK-PETROVITCH**—Rudy Frank, former publicity director for Horace Heidt's orchestra and now in charge of publicity at the State Theater, Hartford, Conn., and Eliza Sadie Petrovitch, in Bridgeport, Conn., November 20.

**PRESTON-PELTUS**—Robert Preston, actor, and Catherine Peltus, actress and daughter of Roy Peltus, retired outdoor (See MARRIAGES on page 33)

## Coming Marriages

Roy E. Linam, of Mount Pleasant, Tenn., and Wilda Lumpkins, of Lawrenceburg, Tenn., soon.



# NSA FETE TOPS WITH 900

## Dais Brilliant; Setting Circusy

Eastern showdom's third annual turns in tidy net from tickets and program

NEW YORK, Nov. 30.—If size means anything, the National Showmen's Association smashed a record by a wide margin at its third annual banquet, ball, and entertainment, staged in the grand ballroom of the Astor Hotel, break-in scenery after two years at the Commodore, on Wednesday evening. A representative throng of 900 turned out for the supreme event of Eastern showdom, beating last year's crowd by more than 100. If size is just routine and thoroughly expected of a young and enthusiastic organization, then there were other departments which shone brilliantly, too. The table of honor was resplendent, the stagers an unqualified corker, and the crowd gay and receptive. Figures have not been tallied, but upward of \$1,200 net will probably be realized from the sale of tickets, plus more than \$2,000 of a \$3,000 souvenir program, the most attractive yet published.

Even Max Linderman, president, who is head of World of Mirth Shows and by his own frank admission far from being an Edmund Burke or a William Jennings Bryan when it comes to the silvery tongue, was so inspired as to make a brief but strikingly effective speech of welcome. Physically, too, the event marked a new high. Elaborate decorations, complete with big top, ticket wagons, animated prop animals, pictorial banners, and similar outdoor trimmings, a loaned holdover from the Circus Saints and Sinners' testimonial to Irving Berlin that afternoon, contributed (See SLA PLANS DRIVE on page 32)

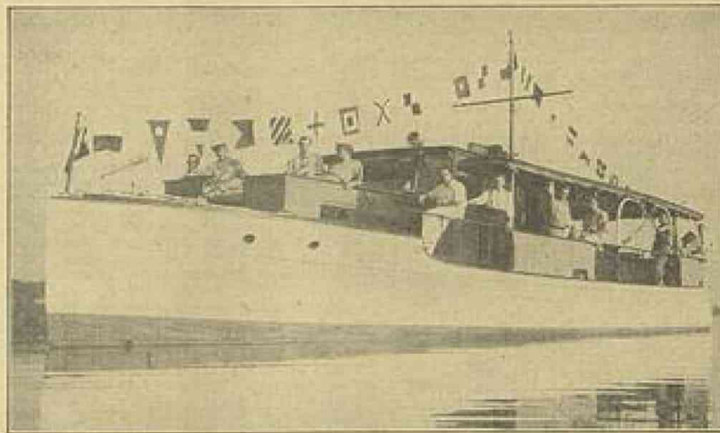
## Initiation Fee Is Upped by League

CHICAGO, Nov. 30.—At a regular meeting of the Showmen's League of America Thursday night the board of governors passed an amendment to the constitution raising the initiation fee for membership from \$10 to \$25. Because of another resolution passed at the same meeting, the increase does not become effective until September 1, 1941. Second resolution was to start a membership drive which will continue until next September. This is aimed to give members who are delinquent or who have dropped out entirely an opportunity to come in under the \$10 fee, and new members will be accepted at the same terms while the drive is on. Annual dues for membership remain at \$10.

Action also was taken to provide for a more representative nominating committee. Under the new ruling the nominating committee must be appointed not later than 28 days before date of the annual election, and must report its choice of nominees 22 days before date of election. This will give ample time for members to nominate an independent ticket if they so desire.

Board of trustees of the home fund held its final meeting today, its members being automatically discharged from their duties on December 1. Board recommended that the original plan of raising \$100,000 for a home be adhered to. Meanwhile plans have been formulated to arrange for care of eligible showmen who may need the League's assistance. A full report of the trustees will be presented at the next regular meeting on December 5. It is probable that the incoming president will at that time name a new board of trustees for the home fund.

PHOTOGRAPH of the third annual banquet of the National Showmen's Association in the Astor Hotel, New York, on November 27 appears on Page 45 in this issue.



THE ANNA, 54-foot seagoing launch, purchased by the Advance Manufacturing Company, St. Louis, pictured during a summer outing, has started an 1,800-mile voyage to Miami, where it will be stationed this winter. At intervals many employees of the firm will spend their winter vacations on board, cruising near Florida, Bahama Islands, and in the Gulf of Mexico. Bought by President J. R. Burch for recreation of company employees, the craft will return to St. Louis in spring to cruise on the Mississippi River and larger tributaries and the lake created by the Alton Dam. The Anna is a 30-ton vessel with 12½-foot beam and 3-foot draft. It will accommodate 10 passengers on extended voyages and as many as 25 on limited cruises.

## Retiring Prez Frank Duffield Honored at Gala League Party; 200 Attend Memorial Services

CHICAGO, Dec. 2.—The Louis XVI Room of the Hotel Sherman was the scene of a gala event Saturday night when a capacity crowd of Showmen's League of America members and guests gathered for the annual President's Party to do honor to retiring President Frank P. Duffield. Chairman Ernie Young and his co-workers did an excellent job of planning the party, and the guests were treated to an evening of keen enjoyment.

A tasty buffet dinner was served, and an entertaining show of 15 acts was presented. President Duffield was given an eloquent introduction by Past President Sam J. Levy, and his appearance on the stage was the signal for a hearty ovation. Levy presented the president, on behalf of the League, with a beautiful desk set. President Duffield responded feelingly. He expressed pleasure in his work for the League and said that anything he may have accomplished was made possible by the unwavering loyalty and co-operation of officers and members. "I am sure," he said, "that the organization is in capable hands, and it will be my pleasure to give the fullest support to incoming officers."

While partaking of their dinner the guests were regaled with a fine show that included the following acts: Tom Swift, rope manipulation; Dorothy Eden, tap dancer; Clark and Bailey, hand-balancing and comedy; Ray Oakes Jr., vocalist; May Wong, Oriental dance; Hap Hazard, novelty juggling and balancing act; Bob Harrell, dancer; the Packard Trio, vocalists; Moore and Susie, comedy dancers; Wilfred DuBois, juggler; Ray and Harrison, comedy; Kay Ann Goforth, six-year-old singer and dancer; Four Clovers, comedy acrobatics; Bob Evans, ventriloquist; Lillian Sloan, singer, and Willie Shore, comedian. Lillian Cole provided excellent music on the Hammond organ and offered several entertaining vocal numbers, and Al Marini's orchestra played for the show. Jack Kline did a splendid job of emceeing.

CHICAGO, Dec. 2.—Following its usual custom, the Showmen's League of America held annual memorial services Sunday afternoon in the Bal Tabarin of the Hotel Sherman in honor of showmen buried in Showmen's Rest. More than 200 were present and the service was impressive and beautiful. The replica of Showmen's Rest, with flags of the United States and Canada flanking the figure

of a large elephant in back center, and Four American Legionnaires at attention, made an appropriate setting.

Service opened with an organ solo by Lillian Cole and the invocation by Rev. W. Alfred Dimand, pastor of Second Baptist Church. After special music by the Packard Trio, Rev. Dimand delivered an eloquent address and gave a short history of the League. The audience then stood for a minute in silent prayer in memory of departed showmen. After special vocal music by the Packard Trio, Taps was sounded, and Rev. Dimand delivered the benediction. Following the services, many of those present proceeded to Showmen's Rest in Woodlawn Cemetery, where a short service was held.

## Vaught Enlarges For 1941; Adds Crowley's Rides

ST. LOUIS, Nov. 30.—Mel H. Vaught, owner of State Fair Shows, this week completed a deal with G. C. (Doc) Crowley, owner of Crowley's United Shows, whereby the latter's rides will be added to the State Fair Shows in 1941. Addition will give the shows a total of 14 rides, all of which, according to Vaught, will be put in tip-top shape during the winter at quarters in Pesobate, Kan.

Vaught said he plans to considerably enlarge his shows next season. Under the new arrangement Crowley will be concession manager.

## Glacy Nominee For PCSA Head

LOS ANGELES, Nov. 30.—First Vice-President Joe Glacy, of the Pacific Coast Showmen's Club, was nominated for president of the organization for 1941, Harry Fink, nominating committee chairman, announced here Monday following club's regular weekly meeting.

Others on the ticket for next year are Mike Kekos, first vice-president; Roy E. Ludington, second vice-president; Earl Douglas, third vice-president; Pat Armstrong, fourth vice-president; Ross B. Davis, treasurer, and Harold (Pop) Ludwig, secretary.

## Cresswell Pilot Of HASC Ball

Succeeds Hymie Schrieber, resigned — Tacky Party plans are being mapped

KANSAS CITY, Mo., Nov. 30.—Officials of the Heart of America Showmen's Club announced that Norris B. Cresswell had been named chairman of the club's annual Banquet and Ball to be held as usual on New Year's Eve in the Fiesta Room at Hotel Phillips here. He succeeds Hymie Schrieber, who resigned last week because of continued absence from the city, and he suggested Cresswell be named in his place. New pilot held a special committee meeting on November 24 to launch an exploitation campaign.

Music for the ball will be provided by Don Torres orchestra, a holdover from last year's successful party. Special events committee will entertain at the Hotel Reid during the week preceding the banquet and promises a varied program to showmen, manufacturers, and fair secretaries who attend. Entertainment committee will be in charge of the annual Tacky Party on December 30, assisted by a committee from the Ladies Auxiliary.

Assisting Cresswell on the Banquet and Ball committee are Harry Duncan, E. Johnson, James Morrissey, and Jack Bondings. Other committees include Reception, Art Brainerd, chairman; Paul Parker, assistant chairman, and Col. Dan MacGugin, Decoration, C. I. Levin, chairman; Ellis White, R. E. Haney, Neal Walters, and Frank Ellis, Press and publicity; Al Wilson, chairman; Frank B. Joerling, Program; Harry Altschuler, George Howk, and G. C. McGinnis, Ticket; Harry Altschuler, chairman; Ellis White, R. E. Haney, Neal Walters, and Frank Ellis.

## Fuzzell Ends Okeh In N. Little Rock; Tour Satisfactory

NORTH LITTLE ROCK, Ark., Nov. 30.—Despite one of the severest cold waves to hit this city in many years, Fuzzell's United Shows' wind-up engagement of the season proved satisfactory and all equipment has been stored at Manager T. A. Fuzzell's farm here. F. W. Pratt, mailman and The Billboard agent, reported this week J. C. Scotty and P. M. Starnes, scenic artists, and Joe Kahn and Jean Crum, mechanics, remained here and will start rebuilding and enlarging the shows for 1941. A crew of 10 will begin work soon after January 1. Fuzzell and Concession Manager Roy Goldstone, pleased with the success of this season, reported they planned a number of improvements for next year.

Fuzzell, General Agent C. S. Noell, and Goldstone will attend the Midwestern and Southern fair meetings. Mr. and Mrs. Fuzzell and a party of friends left here for Fuzzell's recently purchased lodge on Lake Hamilton, near Hot Springs, Ark., for several weeks of fishing. Mr. and Mrs. Leslie Allen, parents of Mrs. Fuzzell, were hosts to members of the shows at a home-coming party in their home here. These members gave the following destinations for the winter: Mr. and Mrs. Roy Goldstone, Hot Springs, Ark.; Mr. and Mrs. Harold Browning, Rockwell City, Ia.; H. B. Crozier, Mattoon, Pa.; Mr. and Mrs. Whitey Nolte, San Antonio; Mr. and Mrs. George Heiman, Little Rock; W. J. Dunne and Leonard Hand, Hot Springs; Mr. and Mrs. Kent, Los Angeles.

Mr. and Mrs. Greenshaw, Mr. and Mrs. Frank Stone, Mr. and Mrs. Jimmie Stepien, and Bob Kanaly, Little Rock; Mr. and Mrs. H. Noff, Hot Springs; Mr. and Mrs. K. Logan, Little Rock; Powder Puff Beard, New Orleans. F. W. Pratt again has signed his concessions for 1941, making his sixth year with it.



## With the Ladies in Chicago

By VIRGINIA KLINE

CHICAGO, Nov. 30.—I've often heard of the thrill of casting your flower ball in the water upon leaving Hawaii to insure one's return to the islands, and I've heard of a certain thrill in drinking the waters of different rivers if you want to be certain to return, but none could compare with that thrill I get upon returning to the Sherman Hotel here for the convention. When I arrive in the lobby and hear the ado as showfolk plan, connive, make excuses, or just do some plain lying, and see them huddle and drift into groups, it's a thrill that cannot ever be erased. The long trip here from Salem, Ore., immediately is forgotten and I settled down to enjoy every minute of my stay.

Elythe Conklin was the first to greet me and on a get-together trip to the Celtic Bar we were joined by Clara Zeiger and Marie Broughton. This is Clara's first trip to the convention in 10 years, so she was getting her bearings all over again. The Zeiger Shows winter in Albuquerque, N. M., but Clara has been going west each year to the Los Angeles doings, which always are so close to the Chicago meetings that it's hard to attend both. Marie came in from San Antonio to visit relatives in Chicago, but will attend the convention. Marie Beckman visited briefly with us, tipping us off on how to obtain a good chair in the lobby. She says you give a boy a tip and he pages some well-known name. Then when several people get up to answer the call you can take your pick.

I attended the Thursday night meeting of the Ladies' Auxiliary of the Showmen's League of America and, while I could not help feeling a few sad moments when I was asked to fill the vacant chair of the first vice-president, the late Mary Francis, I enjoyed the meeting and the many plans for entertainment of the out-of-town women. President Ida Chase handled the meeting like a veteran and was ably aided by her officers. Secretary Hattie Clinton keeps everything in order, and Phoebe Carsky does a good job as treasurer. New officers will be installed during the next week and will share in the entertainment. After the meeting a social affair, with coffee and cake, brought out the new stories and many reminiscences.

Rose Hennies and Vivian Miller are in and out and Caroline Holt waits impatiently for her mother and brother to join her. Viola Fairly arrived late Friday, but made up for her tardiness by supplying all with news from St. Louis and Kansas City, Mo. Viola writes letters and can keep in touch with numerous sisters, but then Viola can always be depended upon for a good story. Ruby Velare and niece, Mrs. Jeffrey, of Salina, Kan., sat with us Friday night and made plans to spend Christmas together. Ida Cohn has a birthday on Christmas Day and last year received 85 birthday telegrams. That seems an odd number and I think it would be grand to make it an even 100 this year.

## Fleming Shows Break Even At Two Stands in Georgia

ALMA, Ga., Nov. 30.—Hampered by cold weather, Mad Cody Fleming Shows had poor results at their engagement at the Armistice Celebration, which closed here on November 16, under American Legion Post auspices. Parade Committee Chairman White and Chairman Andrew Tuten and aids gave good co-operation, but weather held business to a minimum. Among visitors were Mr. and Mrs. C. E. (Doc) Barfield, owners Barfield's Cosmopolitan Shows, and Earl Butler, manager, Greene County Fair, Greensboro, Ga.

Week's Monkey Circus and Bordman's Gallery closed here, as did the Morgans with their Ferris Wheel. Before leaving, however, Billy Morgan booked his Ferris Wheel and Tilt-a-Whirl for the 1931 fairs. Manager Dave Davidson has been doing a good job of laying out the lot. Concessionaires with it include Louis Porter, Billy Duggan, Earnest Porter, Shorty Clark, Mrs. Davidson, Cecil Rice, Jack and Mrs. Whitney, Ben and Goldie Dow, Pearl Morris, Florence Wallace, Grace Mack, Ben Chappell, Clyde Dowdy, Chick Williams. Staff includes Mad Cody Fleming, owner; Dave Davidson, business manager; Cecil Rice, general agent; Jack McCarty, electrician; William Porter, transportation superintendent;

ent; Pearl Morris, publicity and The Billboard sales agent.

Stand at Dublin, Ga., was good despite cold weather the early part of the week. A 15-cent gate prevailed and Friday, Children's Day, and Saturday were the best days. Merry-Go-Round obtained its best week's play of the season. Captain Andrews left with his bears to play previously contracted school dates. Cecil Rice purchased a new car and house trailer, and Grace Mack's photo gallery did well here, as did Clyde Dowdy's diggers.

## Weather Sends Mac's Caravan To Quarters; Trek Satisfies

HUMNOKE, Ark., Nov. 30.—Cold weather throught the local stand forced Owner Tom McNeese, of Mac's Caravan Shows, to cancel organization's remaining dates and send shows to quarters in Sugar Creek, Mo., for the winter. S. C. Emerson reported. Management, however, announced that shows obtained fair results on the tour, with no serious accidents occurring to personnel or equipment.

Owner McNeese directed the placing of equipment in quarters and then he and Mrs. McNeese went to Miami, Fla., where they will remain until January 1. Others heading for their winter homes were Wayne Evans, master mechanic,

## Harry Bentum Passes

CHICAGO, Nov. 30.—Harry Bentum, well-known outdoor showman, died Friday at American Hospital. Bentum, who was with the Irv J. Polack Indoor Circus, had been suffering from a kidney ailment and contracted pneumonia a few days ago. He was taken from Gary, Ind., where the show was playing, to the American Hospital here and died soon after entering. He is survived by his wife, Bench Bentum, high diver. Funeral services will be held in Gary Monday, and burial will be in Showmen's Rest here.

Clinton, Ia.; Mr. and Mrs. Louis Garner, Chaffee, Mo.; Mr. and Mrs. Hood, Yankton, S. D.; Mr. and Mrs. Taylor, Waco, Tex.; Dad Laughter, Diggins, Mo.; Art Anderson, Denver; Don Friend and family, Millington, Tenn.; Jack and Babe Deiman, New Orleans; Sam Wells, Hot Springs, Ark.; Blackie and Billie Workman, Eldorado Springs, Mo.

Management announced it plans to add two more rides for 1941 and to enlarge the organization throught. Mr. and Mrs. S. C. Emerson will take a three-week trip before returning to their farm, where they will remain until March.

# Museums

Address Communications to Cincinnati Office

## Oddities Are Successful At St. Joseph (Mo.) Date

DES MOINES, Ia., Nov. 30.—International Congress of Oddities opened a two-week stand at 412 Walnut Street here on Monday, coming in from St. Joseph, Mo., where it successfully concluded a week's engagement last Saturday. Starr DeBelle, publicity representative, said today. Heavy newspaper advertising and radio spot announcements, with daily programs broadcast from the museum floor by remote control over Station KFQQ, paid heavy patronage returns. Arthur Hoffman, manager, handled the programs in good style.

Friday the annual Santa Claus parade, sponsored by the city and local merchants, drew an estimated 20,000, and after it was over crowds packed the museum. Business held up until 11 p.m., closing time. Saturday gave shows steady play from opening until way after the scheduled closing.

Show's staff, including Ray Marsh Brown, general representative; J. J. Stevens, owner-operator; Cash Witale, contracting agent; Willard Backenstoe, legal adviser; Arthur Hoffman, manager, and DeBelle, will attend the Chicago meetings. The Kings, mentalists, also will be on hand.

## Scheidler's Contingent In Prosperity, S. C., Bow

PROSPERITY, S. C., Nov. 30.—Samuel J. (Doc) Scheidler's World's Assembly of Strange People opened a week's stand at a downtown location this week to business which far exceeded expectations. H. M. (Tommy) Thompson reported. Scheidler has instituted a number of radical changes in presentation and good business has resulted.

Roster includes Ella Fielder, snake girl enigma; Prince Zyke, master of endurance; Lady Helene, accordionist; Scotty McNeil, lecturer and ventriloquist; Marco, sword swallower; Texas Slim Duncan, human pin cushion; Fresno, buried-in-ice act. Miss LeVor is the annex attraction.

## Kortes Unit's First Week In Ft. Worth Proves Fair

FORT WORTH, Tex., Nov. 30.—First week at 704 Houston Street here for Pete Kortes' World's Fair Museum was not productive of any big business, it was said this week by Roy B. Jones. Severe winds and heavy rains which prevailed on five days kept attendance down after Friday. Thursday (Thanksgiving Day) museum drew swell crowds from opening until closing.

Publicity department is using both local papers as well as two radio stations

to herald the show, and Charles LeRoy and Billy Ellis are handling the floor in capable manner. Carlson Sisters joined and opened Thanksgiving Day. Prince Dennis and Lady Ethel, midjet entertainers, also were added. Iko and Iko, sheep-headed men, were the subjects of a feature story upon their return here after a local visit a number of years ago. Owner Kortes left on a hurried trip to his home in San Antonio.

All documen are outfitted in new uniforms. Mrs. Ora Hinkle, wife of Blago Hinkle, midjet clown, is here for an extended visit. Visitors opening week included Dick Scatterday, Cole Bros.' Circus, and Bill Hamee, of shows bearing his name.

## Howard's Holly'd Museum Starts Okeh in Muncie, Ind.

ZANESVILLE, O., Nov. 30.—Johnnie Howard's Hollywood Museum, which opened the season satisfactorily in Muncie, Ind., and obtained fair results at week-stands in Logansport and Newcastles, opened here this week after a successful two-week engagement in Columbus, O., at 213 South High Street. Unit carries a full line of paper and is using newspaper and radio heavily to good results.

John E. Lampton joined as agent. Harold V. Newton is advertising solicitor, and Jack Lester, billposter and son of W. J. Lester, contracting agent Cole Bros.' Circus, joined here. In attendance at Columbus were Willard Backenstoe, who visited daily and did much to make the engagement a success; E. W. Weaver, agent Gooding Greater Shows; Duke Hall, Hal Crider, Leon Harvey, Mr. and Mrs. Benny Rogers, O. Friend, Don Stewart, and Blazky Margolin.

## Texas Kidd Registers At Texas Engagements

COLORADO CITY, Tex., Nov. 30.—Texas Kidd Shows corralled a winner at the Armistice Week celebration here which ended on November 16. Business, H. B. Rome reported, was above all expectations, and rides and concessions had a good play. New sound truck made its initial appearance here. James Hamilton is now in advance. Tommie Tidwell, of shows bearing his name, visited here, as did Mrs. Bob Rutherford, Mr. and Mrs. Claude Hacker left on a vacation, and Ranz Klutz will be in charge of Hacker's interests.

Jimmy Weber is in charge of the Kiddie Ride, and Andy (Gump) Custer is operating Grafton Nuckol's ball game. Jesse Alvarado is appearing in the Reproduction of Frontier Days attraction. The Alvarado boys presented their trick and fancy rope-spinning act at the local public school, and John McSpadden has his Speedway ride running smoothly.

At Snyder, Tex., shows chalked good business under American Legion Post auspices. Management added a new truck there, and Doc Isaac left for Dallas for the winter. Shows' winter route will take them as far west as El Paso, Tex., and then they will double back to play the winter crops district after January 1.

## Tom's Amusement to Ga. Barn; Season Is Successful

RAINBRIDGE, Ga., Nov. 30.—Tom's Amusement Company closed what Owner-Manager Tom E. Rich termed "one of the best seasons of my career" in Quitman, Ga., on November 9, and all equipment has been placed in local quarters for the winter. Organization carried 36 concessions, 8 shows, 8 rides, and 3 free acts at the finale, and show owners and concessionaires reported the season as a whole was satisfactory.

Mrs. Rich plans to remain in quarters for the winter, while Rich will head for Florida, after a vacation here. Management plans to come out early in 1941 with some new rolling stock and rides. All equipment is to be overhauled and repainted. Remaining in quarters are Harry Flosser, Ray Smith, and Bill Green, who will begin work soon.

## Sally Rand Speaker At SLA Banquet-Ball

DAYTON, O., Nov. 30.—Mel E. Smith, manager of the Sally Rand unit, which opened a week's engagement at the Colonial Theater here yesterday, made arrangements today for the fun and bubble dancer to be a speaker at the Showmen's League banquet and ball at the Sherman Hotel, Chicago, Wednesday night, December 4. She will make the trip by airplane. Her subject will be *Right or Wrong, Showmen*.

## WANTED FOR MILLER AMUSEMENTS

Ride Men and Stock Concessions. All winter's work at Camp Calhoun, over 12,000 men working day and night. Play Palmsbury, Ball Games, Hat Joint, High Striker, Lead Gallery, Tommy Pitches. All concessions.

RALPH E. MILLER, Forest Hill, La.

## BRIGHT LIGHTS EXPOSITION SHOWS

Bookings for season 1941 open early in April. Want Rides, Shows, Concessions of all kinds. Everything open. Best, Sound Car. Will guarantee 30 weeks of exhibitions, concessions and fairs. Write to JOHN GECONA, Mgr., 722 Empire Bldg., Pittsburgh, Pa.

## 26TH ANNUAL COAST TO COAST TOUR INTERNATIONAL CONGRESS OF ODDITIES

Largest and Finest In and Outdoor Exposition of World's Strangest People

Wishes the many American Showmen who have joined the fighting forces of the Allies; the many American Showmen who are now serving with the American Army and Navy; every Fair Official, Park Executive and Showman on the face of the globe

## A MERRY AMERICAN CHRISTMAS

NOW SHOWING 412 WALNUT, DES MOINES, IOWA

# POPCORN

There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us: 1—HIGH QUALITY 2—LOW PRICES 3—SAME DAY SHIPMENT

Write for Our New Fall Price List and Our Special Offer on New Popcorn Machines.

## Gold Medal Products Company

131 E. PEARL ST.,

CINCINNATI, OHIO



## SLA PLANS DRIVE

(Continued from page 30)  
an atmosphere that was definitely "in character."

## Speakers and Bowers

The dais, arranged by Brother Tom Brady, lecture bureau impresario, had former Governor Harold G. Hoffman, of New Jersey, as toastmaster playing a "return engagement." Principal speakers were George A. Hamid, NSA president emeritus, of George A. Hamid, Inc.; Paul A. Moss, license commissioner, Brig-Gen. Francis B. Wilby, chief of staff, First Army, U. S. A.; Capt. J. T. G. Stapler, chief of staff, Third Naval District, U. S. N.; Judge Samuel S. Lebowitz, King County Court; Harry Hershfield, wit, columnist, cartoonist, and radio commentator; "Senator" Edward Ford, humorist; "Dr. Nicholas Amteroff," nee Fitzgerald, bogus ambassador-philosopher, who almost caused a riot when his deliberately unpatriotic remarks were taken seriously, as intended, for a spell; Frank H. Kingman, Brockton (Mass.) Fair, representing the International Association of Fairs and Expositions, as secretary, and Irving Rosenthal, Palisades Amusement Park, chairman banquet committee.

Bows were taken by Col. Elmer G. Lindroth, aide-de-camp to General Wilby; Lieut. George De Metropolis, aide-de-camp to Captain Stapler; First Vice-President Art Lewis, Art Lewis Shows; C. V. Starkweather, president American Recreational Equipment Association; Max Hoffmann, counsel NSA; Dr. Jacob Cohen, physician NSA; Second Vice-President Oscar C. Buck, O. C. Buck Shows; Third Vice-President Jack Rosenthal, Palisades Park; Treasurer Jack Greenspoon and Secretary Sam Rothstein. The invocation was delivered by the Rev. Joseph A. McCaffrey, chaplain of the New York Police Department.

## Awards for Service

Just prior to the staghous awards were made by President Linderman for distinguished service to the organization during the year. Gold life membership cards went to Thomas Brady, Frank Bergen (World of Mirth), and Charles Lewis, Art Lewis Shows, Ben Williams, Ben Williams Shows, and Ralph Endy, Endy Bros.' Exposition Shows, received Distinguished Service Plaques. Honorable mentions for enrolling 10 or more members: George A. Hamid, Irving Rosenthal, Oscar Buck, Ike Weinberg, Ross Man-

ning, M. & M. Shows; Matthew J. Riley, Ben Williams Shows; E. Lawrence Phillips, Johnny J. Jones Exposition Shows, and Dave Endy, Endy Bros.' Shows.

On the Ladies' Auxiliary side gold cards were earned by Julia O'Donnell, Art Lewis Shows; Fanny Linderman, Oscar Buck, E. Lawrence Phillips, Art Lewis, Ben Williams, Jimmy Strates, Izzy Cetlin and Jack Wilson, P. S. McLaughlin, Dave Endy, Ralph Endy, Richard Gilsdorf (Dick's Paramount Shows); the fair associations of Pennsylvania, New York, and North Carolina; Max Hoffmann, Dave Epstein, and The Billboard.

## Dr. Dafeo a Surprise

A surprise addition to the dais was that miracle country doctor, Alan Dafeo, of quins fame. His presence furnished the opportunity for the association to deliver a check to him for \$500 for the Canadian Red Cross, but formal ceremonies will be held in Chicago next week, with Elwood A. Hughes, of Toronto Fair, acting for Canada.

Show was under direction of George Hamid, with Jesse Kaye, of Fanchon & Marco, chairman of entertainment committee, assisted by Sam Rauch, the last two being taken up with the huge Night of Stars benefit at Madison Square Garden the same evening. Henry Cogert delivered snappy emceeship. Layout included Martinet and Crow, Doris Reed, Balabanova, Frank Gaby, Walter Dore Wahl, Tyler, Thorne, and Post; Diana Lure, Three Peter Sisters, Warren Boden, Arnauld Brothers, Denis, and Dore, and the Midshipmen. Dance and show music was by George Hall's orchestra, featuring Dolly Dawn, and the dinner sessions by Joe Basile's band. Dave Solti, Leo Grund, Andre Dumont, and Joe Rose were the stage managers.

Joe McKee, Palisades Park, and Sam Rothstein again handled the difficult ticket committee assignment, with former as chairman, and emerged with the smoothest job of the three years.

A check-up on registrations shows a highly checked-out audience from every phase of outdoor show business, catering-service-supply firms, etc.

## Banquet Registrations

## A.

Sam Abbott, The Billboard; Louis E. Abramson; Herbert M. Jesse, and Phyllis L. Adler, Adler Elevator Shoes; Evelyn Ahern, James Fallon Co.; John Ahern, Clocks, Inc.; J. M. Ajax; E. A. Akehurst; L. M. Albert, Stahl-Meyer, Inc.; Bancroft Alden, New York Subways Advertising Corp.; Mr. and Mrs. C. C. Alexander, Hubert's Museum; Sol Alexander, Rockaway's Playland, Rockaway Beach, L. I.; Mrs. Dode Allen, Lee Andree Gift Shop; Mr. and Mrs. William L. and Marion Leslie Allison, Palisades Park, Palisade, N. J.; Dr. Samuel Alper, World of Mirth Shows; R. L. Arnold; Carl P. Axelrod, Ruth Friedberg Cosmetics.

## B.

Abraham A. Baker, Lichtblau, Markowe & Co.; George J. Baker, Playland Park, Rye, N. Y.; Charles Barna, North Boulevard Transportation Co.; Gertrude Baron, Mary Beck, Palisades Park, Palisade, N. J.; Ernest G. Bennett, West New York Fire Department; Mrs. E. Beckert, Palisades Park, Palisade, N. J.; Kate Benet; F. Darius Benham; R. H. Bennett, Fair at Home Shows; I. Bergen Jr., World of Mirth Shows; Cornelia Beringen, William Hamilton Producing Co.; Irving and Sam Berk, Berk Bros. Concession Co.; George Berman, George Berman, Inc.; Sol N. Berman, International Motor Trucks; George Bernert, Eastern States Exposition, Springfield, Mass.; August and Mrs. Teresa Berni, Penny Arcade; Marion Berry, Ben Williams Shows; George J. Bertoli, Joseph Bertoli, Willow Grove Park, Philadelphia; Caleb John Blake, U. S. Navy; William Blake, Jim Fallon Co.; Mr. and Mrs. David and Julia Bloom, Kaplan & Bloom; Harry Bloom, Park & Beach Supply Co.; Jack Bloom, Frank & Weisman; Mrs. Ruth Blum, Sky Top School; Mrs. Irene Blumberg; Murray H. Bob, M.D., World of Mirth Shows; A. Bolte, North Boulevard Transportation Co.; Mr. and Mrs. V. A. Bonomo, Bonomo Popcorn and Taffy Co.; Mr. and Mrs. Frank E. Borrell, Creamer & Dyer; Thomas Basmajr, Palisades Park, Palisade, N. J.; L. H. Howe, World of Mirth Shows; Gene Boyle, Gene's Grill Revue; J. A. Bradley, Ferncliff Cemetery;

Thomas Brady, Speakers' Bureau; Agnes Breen, John Moran Co.; Mr. and Mrs. Leo Brenner, Fair at Home Shows; Frank E. Bridgett, U. S. Army; Ruth Bright, Mrs. Casualty Insurance Co.; Harry Brill, Fulton Bag and Cotton Mill; Lillian Brooks; Alex Brown, Ben Williams Shows; Leon Bruck, New Deal Cleaners; Mr. and Mrs. D. Bruggoloth, B.A.B. Organ Co.; Peter and Helen Bucceroni, Palisades Park, Palisade, N. J.; Bessie Burkhardt.

## C.

Charles L. Cagney, Cagney Bros.; E. A. Campbell, Ferncliff Cemetery; Mrs. Sue M. Campbell, Cetlin & Wilson Shows; A. E. Campbell, Baker-Lockwood Co.; Myrtle S. Cancho, Campfield; Harold W. Canfield, Palisades Park, Palisade, N. J.; Mr. and Mrs. L. Harvey Cann, World of Mirth Shows; Mr. and Mrs. H. B. Cantor, Max Hoffmann Co.; Helene Caplan; S. Cappy, Fascination; William J. Carey, Ben Williams Shows; James Carless, North Boulevard Transportation Co.; I. J. Cetlin, Cetlin & Wilson Shows; Henry Clause, The Elms; Nancy Clyde, Ruth Friedberg Cosmetics; Wallace A. and Mrs. Viola Cobb, World of Mirth Shows; Mr. and Mrs. Harry M. Cohen, International Mutoscope Reel Co., Inc.; Mrs. Herman Cohen; Mr. and Mrs. Hyman Cohen, Delight Sweets; Dr. and Mrs. Jacob Cohen; Mr. and Mrs. L. Cohen, World of Mirth Shows; Manny Cohen, Retail Ladies' Clothing Association; Max Cohen, American Carnivals Association, Inc.; Mitche Cohen; Robert Stanley Cohen, Berney Fabrics; William Cohen, North Boulevard Transportation Co.; Mike Connolly, Willow Grove Park, Philadelphia; Phil Cook, Reel Operating Co.; Paul R. Cooke, Colgate & Co.; James, Florence, and Lovoy Corcoran, and Patrick Craig, Palisades Park, Palisade, N. J.; Casanova Crawley, The Elms; A. K. Crowley; Norma Cuny, Helen Brenner Cuny P.A.P.

## D.

Dr. A. R. Dafeo, Dionne Quintuplets; Minna D'Agostino, Palisades Park, Palisade, N. J.; Ruth Danuff, Delight Sweets; James O. Davis, Palisades Park, Palisade, N. J.; Mr. and Mrs. Harry Decker, King Reid Shows; Orest J. and Edith Devany,

Devany's Auction Rooms; Frank A. Devereaux, Coca-Cola Bottling Co.; Tony Di Vincent; Philip and LaMotte Dodson, Dodson's Hollywood Monkeys; Samuel Dorf, Ben Weiss Concession Co.; Alexander B. Douglas, Armour & Co.; Bob Drew, Palisades Park, Palisade, N. J.; Lew Dufour, John Dugan, Music Corp. of America; John Duke, Harry Dunkel, Cetlin & Wilson Shows; W. P. Dunn Jr. and Herbert Duval, Ringling-Barnum circus; A. Dyer, Palisades Park, Palisade, N. J.; Henry W. Dyer, Creamer & Dyer.

## E.

Melanie Ebenstein; Doris and Ralph Edson, Metropolitan Opera House; Henry G. and Florence E. Eisenmann; Edward Etkins, Westchester Shows; Fred Ellerman, North Boulevard Transportation Co.; Mr. and Mrs. A. B. Elstein, International Mutoscope Reel Co., Inc.; Joe End, Jerry Gottlieb, Inc.; Mr. and Mrs. Earl W. Engelhart and Mr. and Mrs. C. Erickson, Port Morris Machine Co.; Harry W. Everett, Cross, Austin & Ireland Co.

## F.

Mr. and Mrs. Edward G. Fabian, Palisades Park, Palisade, N. J.; Matty Faleli, A. B. C. Motors; William Fallor, Palisades Park, Palisade, N. J.; Irene Fallon; James M. Fallon, William Hamilton Producing Co.; James J. Fanning, North Boulevard Transportation Co.; Otto and Josephine Farney, Adolf Gobeis, Inc.; Joe Feeko, Armour & Co.; Mr. and Mrs. I. Feinstein, World of Mirth Shows; Phil, Fanny, Leo, and Lena Feldman, Novelty Scenic Studio; Charles A. Feliman, Feliman Machine Guns; Helen Ferro, Palisades Park, Palisade, N. J.; Sam Finkel; J. Pomeroy Finkelstein, Max Hoffman Co.; Morris Finkelstein, Berk Bros.' Concession Co.; Arthur Fisher; Mr. and Mrs. A. H. Fisher, Cetlin & Wilson Shows; Joe Flaum, Miles Ingalls Co.; W. C. Fleming, James Strates Shows; Elmer E. Foehl, Willow Grove Park, Philadelphia; Mildred Ford; Mrs. Frances Fornich and Mr. and Mrs. Fred Fornier, James E. Strates Shows; John Fornuto, Cross, Austin & Ireland Co.; H. E. Forsthoef, First National Bank, Fort Lee, N. J.; Mildred, Frasier Club Milestone, Englewood Cliffs, N. J.; Peggy France, Palisades Park, Palisade, N. J.; Julie Frank; Harry Frankel, Palisades Park, Palisade, N. J.; Samuel Frankfater, Max Hoffmann Co.; Al Freedman, Metro Matrix Co.; William Freeman, Harlem Cash Register Co., Inc.; Adolph and Ruth Friedberg, Ruth Friedberg Cosmetics; Edward and Mildred Fuchs, A. B. C. Motors, Inc.

## G.

M. Gabelle and Joseph B. Gaines, Palisades Park, Palisade, N. J.; Mr. and Mrs. Denis J. Gallagher, Gene's Grill Revue; Rose Gampe; Mr. and Mrs. T. Ganin, Palisades Park, Palisade, N. J.; I. Arthur and Lloyd Ganger, Bird in Hand; Mr. and Mrs. Henry E. Gaudy, Ben Williams Shows; Paul A. Geldel, Golden Crust Bakers; A. Joseph Geist, Rockaway Playland, Rockaway Beach, N. Y.; Mr. and Mrs. Jack Gilbert, World of Mirth Shows; W. P. Gilgewater, Arcus-Simplex Ticket Co.; Mr. and Mrs. Charles J. Gilsdorf Sr., and Charles Jr., Dick's Paramount Shows; Fred C. Glasur, Cagney Bros.; David A. and Mrs. June Glick, International Wrecking Corp.; Moe Goldberg, William James & Co., Inc.; Elmer Goldblatt, Arcus-Simplex Ticket Co.; Anita Goldie; Mr. and Mrs. Louis Goldstein, H. J. and M. H. Behoman Co.; Robert D. Good, Good's Drug Store, Allentown, Pa.; Sid Goodwill; Jack Gordon, Hawaiian Society; Jerry and Ruth K. Gottlieb, Jerry Gottlieb, Inc.; Erwin Gottschalk, Feltman Machine Guns; H. G. Gould, American Carnivals Association, Inc.; Mr. and Mrs. C. W. Govan, Creamer & Dyer; John Grady, International Alliance of Billposters; George Grathwohl, O. C. Buck Shows; Charles Greenbaum; Irene Greene; Jerry and Ruth Greenwald, Babs Jr.; Clara and Helen Griffl, Jacob Griffl Co.; Miriam Griffl, World of Mirth Shows; Kay Grisau, Palisades Park, Palisade, N. J.; Irving M. Grishman, New Process Program Corp.; Ethel Gross; Max Gruberg, Gruberg's World Famous Shows; Robert A. Guenther, Olympia Park, Irvington, N. J.; P. H. Gruff; P. Guimes and family, Palisades Park, Palisade, N. J.; E. Otrallik; M. Gurvitz, Phoenix Candy Co.

## H.

H. Habits, P. M. Co.; Edna Hall; Frances Hall; Mr. and Mrs. Meyer Halpern; Mr. and Mrs. George A. and Margolia Hamid, George A. Hamid, Inc.; Mr. and Mrs. A. F. Hancock Jr.; Joan Harmon, Ben Williams Shows; Ida Harris; Mr. and Mrs. Ike Harris; C. P. Hatmaker, American Oil Co.; R. and May Hawkins, Cetlin & Wilson Shows; Mr. and Mrs. Roy Heckler, Hubert's Museum; Harry Heller, Heller's Acme Shows; Blanche M. Henderson, Metropolitan Contractors Machinery Co.; William H. Hicks, Johnny

J. Jones Exposition; Arthur L. Hill; David and Nina Hilsenradt, Union Lighting Co.; George Hilsenradt, Circle Stage Lighting Co.; Harold Hirschaut, Billposters' Union; Ann Moran Hirschaut; Thelma Hills; Glenn Hodges; Hon. and Mrs. Harold G. Hoffman; Mr. and Mrs. C. Hoffmann Jr., Palisades Park, Palisade, N. J.; Max and Walter V. Hofmann; William J. Hogan Jr., Palisades Park, Palisade, N. J.; Peggy Holtz; Sam Honigberg, The Billboard; Peggy Hovendon; Mr. and Mrs. M. B. Howard and Mr. and Mrs. Joe Hughes, George A. Hamid, Inc.

## I.

Nat J. Israel, J. Israel & Co. Mr. and Mrs. Philip, Rachelle, Anita, and Elinor Isser, World of Mirth Shows.

## J.

Joe Jainschill, Jam-Sac Clo. Co., Inc.; Mildred F. Janowitz, New Deal Cleaners; Sol Jochowitz, Times Amusement Corp.; Mr. and Mrs. H. W. Jones, Jones Bingo Games; Johnny J. Jones Jr., Johnny J. Jones Exposition; Ken Jopp, Canada Dry; Mae and Mrs. Veronica Jordan, Palisades Park, Palisade, N. J.; Mrs. Dorothy Julian.

## K.

Syd Kahn, Fascination; Abraham Kaker; Mr. and Mrs. Sol Kalfor; Mr. and Mrs. Phil Kaplan, Kaplan & Bloom; Mr. and Mrs. Mack Kassow, Frank Wirth office; Kyman Katz, Butchers, Inc.; Mr. and Mrs. Marcus Katz, Max Hoffmann Co.; Charles K. Keller Jr., Park & Beach Supply Co.; James P. Kelly, Palisades Park, Palisade, N. J.; John J. Kelly, Hazel Kempf, World of Mirth Shows; Nason Kenney, Cross, Austin & Ireland Lumber Co.; Mr. and Mrs. Sidney Kern, Palisades Park, Palisade, N. J.; A. J. Kessler, Novelty Scenic Studios; Samuel Kessler, Kessler Trucking Co.; Charles B. Kidder and Mrs. Mabel Kidder, World of Mirth Shows; Mr. and Mrs. Frank H. Klunzinger, Brockton Fair, Brockton, Mass.; A. J. King, Ferncliff Cemetery; L. G. King; Mr. and Mrs. Mickey King, Fascination; B. Kirsch, Phoenix Candy Co.; Emanuel and Mildred L. Klein, World of Mirth Shows; David and Johnny J. Kline, Greater Show World; William and Rosita Klunzinger; Mr. and Mrs. Sam Koenig, Ward Baking Co.; G. E. Kohn, Fulton Bag & Cotton Mills; Herbert Kosbar, J. Israel & Co.; Dr. L. B. Kraft; Sgt. Les Kramer; Irwin H. Krums, North Boulevard Transportation Co.; Mrs. Lillian Krause; Simon Krause, Krause Attractions; Tosca Krause.

## L.

H. E. and Vera LaBroque, New Jersey State Fair, Trenton; John La Marca, Interborough Lumber Co.; Mr. and Mrs. Joe, Alice, Frances, and Lester Landy, Delight Sweets, Inc.; A. C. and Martha J. Lange; Marion Larsen; Gus H. Lasser, Rockaway Playland, Far Rockaway, N. Y.; M. J. and Mrs. E. Laures, World of Mirth Shows; Mr. and Mrs. C. J. Lauther, Cetlin & Wilson Shows; Leo Lederman, J. C. Margolis Co.; Judge and Mrs. Samuel S. Liebowitz; Benjamin Leider; Mr. and Mrs. Murray Leshin, International Mutoscope Reel Co., Inc.; John L. Lessor; Bruce Levine, Brandt Theaters; Morris Levy, O. C. Buck Shows; Sam S. Levy, Heiman & Lew, Concessions; Mrs. Lew Inset, M.D.; Art, Carl, Charles, Claire, Jack, and Sylvia Lewis, Art Lewis Shows; Lee Lewis; William de Lhorbe Jr., Beach-Rocco Flying Scooters; Beatrice Lieberman, J. C. Margolis Co.; Mr. and Mrs. N. L. Lieberman; Dr. Samuel Linsenfeld; Max, Dave, and Jack Linderman, World of Mirth Shows; Mrs. I. Linderman, Kroyned Printers; Mr. and Mrs. E. G. Lindroth; William G. Lish; Mr. and Mrs. Isaac T. Little Mr. and Mrs. Ralph O. Lockett, Johnny J. Jones Exposition; Charles A. Lomas, The Billboard; Clara Lowenstein; James Lucas, Knight Roofing Co., Inc.; Elizabeth Ladow, Palisades Park, Palisade, N. J.; Walter I. Lunt, Cross, Austin & Ireland Co.; W. P. Lynch; Mr. and Mrs. Joe Lyons, Quayle Electric Supply Co.

## M.

Bernardine Mackey, Palisades Park, Palisade, N. J.; Alan C. Madden, Orange County Fair, Middletown, N. Y.; A. Malbaum, Playland, Rye, N. Y.; William J. Malang; Mr. and Mrs. Thomas M. Maloof; Bille Mandel; Edward L. Mann, Ben Weiss Concessions; Murray Mann, Palisades Park, Palisade, N. J.; Ed Martino, Hubert's Museum; Ben J. Markowe, Lightbulb, Markowe & Co.; Molly Markowe; Rocco Masucci, Eric B. Hyde Shows; Mr. and Mrs. Johnny Matlick; Herman M. Manser, Westinghouse Lamp Co.; Mr. and Mrs. Louis W. Mayer, Max Hoffmann Co.; B. Joseph R., and Mrs. Caterine, Mazocchi, Penny Arcade; Robert E. McCarthy, Coca-Cola Bottling Co.; William M. Carthy, Billposters' Union; Mr. and Mrs. Robert McConaghy; John and Dolly McCormick, George A.



Hamid, Inc.; Frank M. McCurdy, Ringling Bros.; Jim McHugh, World of Mirth Shows; Mr. and Mrs. Joseph A. Asenath, and Jane McKee, Palisades Park, Palisade, N. J.; Paul P. and Elizabeth J. McLaughlin, George A. Hamid, Inc.; Raymond P. McNulty; Miss S. Mednick, Max Hofmann Co.; Mr. and Mrs. William C. Mehr; Mr. and Mrs. Louis Meisel, Playland, Rockaway Beach, N. Y.; Joseph and Dorothy Merlis, William Hamilton Producing Co.; Ben Beulah, and Mrs. Ruth Merson, Kiddy Park, Long Beach, N. Y.; Charles Mraz; George de Metropolis; Mrs. S. Milana; Leon and Beatrice Milhauser; Frank C. and Paul Miller, Miller Bros.' Concession Co.; Lillian Misner; Mr. and Mrs. Charles C. John C. and Doc Morris, Palisades Park, Palisade, N. J.; Charles (Doc) Morris Jr.; Mrs. R. L. Mortimer; John J. Mulcahy; Herbert Muller; Sam Miller, Schork & Schaffer; Mrs. William Modica, Palisades Park, Palisade, N. J.; Beatrice Mooney, Delight Sweets, Inc.; Mr. and Mrs. Frank Moore, Madison Square Garden Rodeo; A. Moran; John Moran, Billposters' Union; R. L. Mortimer, American Coin Lock Co., Inc.; William Patrick Mullin, World of Mirth Shows; J. Murphy, Golden Crust Bakers; Fred C. Murray, International Fireworks; Paul A. Murray, Mrs. Casualty Insurance Co.

N.  
Alice Nahis and Mrs. Lon F. Nail, Palisades Park, Palisade, N. J.; Edward D. Nalley, Cross, Austin & Ireland Co.; Rose Napp, International Fireworks Co.; Mr. and Mrs. A. Best Newman, Palisades Park, Palisade, N. J.; H. Newman, Cameo Theaters, Jersey City; Hymie and Beatrice Nitzstein, Palisades Park, Palisades, N. J.; Thomas and Tessie Novella, Acme Hardware & Supply Co.

O.  
Gene and Julia O'Donnell, Art Lewis Shows; Ted Ogden, Ogden Shows; R. E. Oviatt, Playland, Rye, N. Y.

P.  
Dorothy Paektman, George A. Hamid, Inc.; Mr. and Mrs. Archie Paer, Ben Weiss Concession Co.; Mr. and Mrs. Sidney Panzer, The New York Daily Mirror; Morris and Estie Parker; Mr. and Mrs. J. A. Pasquarelli; Mr. and Mrs. B. H. Patrick, The Billboard; Mr. and Mrs. Morris A. Perkel, Palisades Park, Palisade, N. J.; A. Petersen; Stanley Phillips; Maurice Plesner; Mr. and Mrs. Mac Pincus, Ben Weiss Concession Co.; Mr. and Mrs. J. W. Pipes, Pepsi-Cola Co.; Robert A. Pisanal, William Hamilton Producing Co.; Philip M. Plant, Plant Enterprises, Inc.; Thomas J. Plunkett, Palisades Park, Palisade, N. J.; Mr. and Mrs. A. Podair, Playland, Rockaway Beach, N. Y.; Dr. Murray and Charles Port; Andy Ponnaras; Mr. and Mrs. M. L. Pond, Westinghouse Lamp Co.; Ann Porter; Mr. and Mrs. M. Posner; William Powell, World of Mirth Shows; John E. Prastorius, Palisades Park, Palisade, N. J.; Richard E. Prastorius, North Boulevard Transportation Co.; Curly Press, The Elms.

Q.  
Horace E. Quillen.

R.  
A. and Loretta Raab, George A. Hamid, Inc.; Mr. and Mrs. William Rabkin, International Mutoscope Reel Co., Inc.; Dr. Frank E. Rahn, World of Mirth Shows; Mr. and Mrs. F. Rash, J. J. Distributing Co.; Jeanette Battiner; Sam Rauch, Fanchon & Marco; Mildred Raymond, Palisades Park, Palisade, N. J.; Doris Reed, George A. Hamid, Inc.; John T. Reeke, Acme Hardware & Supply Co.; Maynard Reuter, The Billboard; Louis Rice, Ben Weiss Concession Co.; Edna C. Richey; Matthew J. Riley, Ben Williams Shows; Joseph, John, and Eleanor Rhinoldi; Palisades Park, Palisade, N. J.; William R. and Ann Doris Ritter, Johnson Paint Co.; M. S. Robbins, Arcus-Simplex Ticket Co.; Sylvia Rodin, Palisades Park, Palisade, N. J.; Henry S. Roeller, Roeller's Amplifying Service; Helen and Catherine Rogati, Palisades Park, Palisade, N. J.; Harry, Rose, and David Rosen; Louis H. and Eva Rosenberg, International Wrecking Corp.; Sylvia Rosenblatt, Max Hofmann Co.; Mr. and Mrs. Irving and Jack Rosenthal, Palisades Park, Palisade, N. J.; Dr. Ben Rosenwasser; Mr. and Mrs. Max Rosoff; Mildred Ross; Jack Roth, Golden Crust Bakers; Julius Roth, Ye Trinity Bar; Mr. and Mrs. Sam, Jack and Misses C. and P. Rothstein; Charles Rubenstein; Edward P. Ryan, Palisades Park, Palisade, N. J.

S.  
Thomas J. and Mrs. Mary Sanders, World of Mirth Shows; Etelle Saxon, Saxon Bag Co.; J. E. and Grace Sayles, Cadillac Motor Co.; Max Schaffer, Schork & Schaffer; Mr. and Mrs. Max S. Scheiber, International Mutoscope Reel Co., Inc.; Mr. and Mrs. J. L. Schiller, Standard Oil Co.; Frank Schillizzi, World of Mirth

Shows; Clem Schmitz; Samuel and Sylvia Schneebaum; Marie A. Scholz; May C. Schoonmaker; Frank T. Schott, Grammer, Dempsey & Hudson; George and Mrs. Anna Schurr, Palisades Park, Palisade, N. J.; T. R. Schwara, Clinton Trust Co.; Fred Schweitzer; Mr. and Mrs. John and Angela M. Serpico, International Fireworks Co.; Al Shapiro, Shapiro Novelty Co.; Harry Shepard, Palisades Park, Palisade, N. J.; Jake Shapiro, Triangle Printing Co.; Sam Shapiro, Roxy Bar and Grill; Mr. and Mrs. Samuel Shufro; Samuel Silver, Penny Arcade; Bobbe, Dicky, and Harry T. Silverman, Avon Products Co.; Lou St. Gels; E. M. and Alice W. Simon, Max Hofmann Co.; Mr. and Mrs. James Simonson, World of Mirth Shows; Herman and Maica Single, Palisades Park, Palisade, N. J.; Mrs. A. Suskind Jr.; Dick Stone, International Fireworks Co.; Helen Slade; George P. Smith, Stahl-Heyer, Inc.; Paul Smith, New York State Fair, Syracuse; Mr. and Mrs. Russell G. Smith, Arcus-Simplex Ticket Co.; G. Snelliet, World of Mirth Shows; Dave and Mrs. Elizabeth Sotti, George A. Hamid, Inc.; Charles A. Somma, Virginia State Fair, Richmond; E. Spellman, Port Morris Machine Co.; T. E. Spicknoll, George Hardner Corp.; Maurice Spitzkove, World of Mirth Shows; Samuel and Mollie Spitz; John T. O. Stapler; J. J. Stapleton, The Elms; Dr. J. W. Stark; C. V. (Chick) and Mary J. Starkweather, Allan Herschell Co.; Marian Stasho; Sam Stillman; Bruce B. Stone; Anne Stover, Palisades Park, Palisade, N. J.; Margaret R. Stayder; Mr. and Mrs. James E. Strates, James E. Strates Shows; B. B. Strong, Orange County Fair, Goshen, N. Y.; Harry Suchman, Palisades Park, Palisade, N. J.; A. J. Suk, Golden Crust Baking Co.; Mr. and Mrs. Harry Suseman, Worth of Mirth Shows.

T.  
Ada, Edith, and Julia Taffet; Samuel and Mrs. Minnie Taffet, Taffet Bros.; Mr. and Mrs. Charles Thiemann, Palisades Park, Palisade, N. J.; E. A. Thomson, Thomson Restaurant and Rodeo; Marion Tibbitt, A. B. C. Motors; Lillian Tobias; Mildred Todd, Baker-Lockwood Co.; Leonard and Marjorie Traube, The Billboard; Mr. and Mrs. George W. and Minerva E. Traver, Fair at Home Shows; Mr. and Mrs. Bill Treadwell, Ben Williams Shows; Isador and Aneta Trebish, I. T. Shows, Inc.; Max Tubbs; Matt Tully, Billposters' Union; Ben Turner, Gene's Grill Revue; Dr. and Mrs. H. W. Turner, Doylestown (Pa.) Fair; A. E. Turpin.

U.  
Irving and Mrs. Dolly Udowitz, World Famous Shows; Mr. and Mrs. Joe Ukris, World of Mirth Shows; Mr. and Mrs. R. S. Uzzell, R. S. Uzzell Corp.

V.  
Misses D. Vass and M. Van Dine, Palisades Park, Palisade, N. Y.; Leona Van Dyke, The Billboard.

W.  
Mrs. Jean Walker, World of Mirth Shows; Sam Walker; Rudolph E. Wains, Harlem Cash Register Co.; Seymour Wask, Helen Brenner Cuny P. A. P.; Mr. and Mrs. George D. Watson, Palisades Park, Palisade, N. J.; E. W. Weaver, P. E. Gooding Amusement Co.; Mr. and Mrs. Ike Weinberg; Mr. and Mrs. Nate Weinberg; Charlotte Weintraub, Greater Show World; Robert Weisenberg, Metro Associated Services; Ben and Martha Weiss, Ben Weiss Concession Co.; Joseph Weissman and Mrs. L. Weyhausen, Palisades Park, Palisade, N. J.; William A. Weyhausen; Dave White; William (Happy) White, Prudents Shows; Brigadier General and Mrs. F. B. Wilby, U. S. Army; Maryam Wilesky; James G. and Elizabeth Wilkie, New Jersey State Fair, Trenton; Ben and Mildred Williams, Ben Williams Shows; Jack Wilson, Cetlin & Wilson Shows; Gene Windsor; Peter Winthrop.

1939		1940
\$278,222	.....Rondeo Cafe	\$171,578
81,827	.....(8) Guess Your Age (5)	43,000
75,405	.....(8) Scales (15)	71,464*
53,683	.....Nature's Mistake	75,500
40,564	.....Life	68,501
31,721	.....Palace of Wonders	.....Not operated
19,610	.....Crimson Tower-Gang Busters	33,933
19,696	.....Spill the Milk	17,149
14,184	.....Boll Out the Barrel	.....Not operated
11,525	.....Spill the Milk	.....Not operated
Not operated	.....Silver Streak	16,322
Not operated	.....Headless Osga	18,653
**Not operated	.....Strange as It Seems	71,830
Not operated	.....Seminole Village	34,252 (gate) 15,001 (inside)
	Village Total	49,233
Not operated	.....Game	9,574

\$626,697  
\*Operated by Pop Dunlap, 1939.  
\*\*Operated 1940 by Frank Zambreno as Ripley's Odditorium but gross not available

Ruth Friedberg Cosmetics; Helen Wolf, Phil Wolf, Philip Wolf Advertising.

Y.  
Charles Yates; Madeline Young.  
Z.  
Edwin Zach, Delight Sweets; Jack Zupan.

MARRIAGES

(Continued from page 29)  
showman of Bloomington, Ind., in Las Vegas, Nev., November 15.  
WILLIAMS-OLLINS—Robert William, nonpro, and Kay Ollins, show girl at Jack Lynch's Hotel Walton Roof Garden, Philadelphia, at Hancock, N. Y., November 24.

Births

A daughter to Mr. and Mrs. Paul Kleinman November 20 in Philadelphia. Father is manager of the Pearl Theater, that city.  
A daughter to Mr. and Mrs. Percy Friedman November 20 in Philadelphia. Father is manager of the Yeodan Theater, Yeodan, Pa.  
A son, Ronald, to Mr. and Mrs. Gerald Mahoney November 21 at Germantown Hospital, Philadelphia. Father is master control engineer at Station WIP, Philadelphia.  
A daughter, Dania Lynn, to Mr. and Mrs. Oliver Z. Moss in Israel Zion Hospital, Brooklyn, recently. Father is connected with Moss Photo Service.  
A daughter, Rose Ann, to Mr. and Mrs. Lee Schneider at Doctors' Hospital, New York, November 23. Mrs. Schneider is the daughter of Harry Roman, of General Amusement Corporation.  
A daughter, Maya, to Mr. and Mrs. Maynard Marquardt in Grant Hospital, Chicago, November 9. Father is manager of Station WCFL.  
A son, Miles Royce, to Mr. and Mrs. Miles Reed in Lying-In Hospital, Chicago, November 19. Father is program director of Station WCFL.  
A son, Kenneth George, to Don D. and Myrtle Kimmel, in Los Angeles October 15. The parents are well known in vent repertoire circles.  
A son, Wayne E., to Mr. and Mrs. Bill Dyer November 16, in Salem, Mo. Father was wrestler and athletic show manager with the Great Sutton Shows the past season, and the mother, Ogala Battoff, was with the Betty John People-Who-Make-the-News Show.  
A daughter, Beverly Ann, to Mr. and Mrs. Jules Stillho, of Bridgeport, Conn., November 15. Father is an orchestra leader.

A son, William Edward, to Mr. and Mrs. Frederick Thoms, of Trumbull, Conn., in Bridgeport, Conn., November 22. Father is radio editor of The Bridgeport Times Star.

A son to Mr. and Mrs. Frankie Fay in a Stuart, Fla., hospital recently.

Divorces

Elaine Barrie from John Barrymore, actor, in Hollywood November 26.  
Julie Gibson, singer, from Jimmy Grier, band leader, recently in Los Angeles.

DUFOUR & ROGERS

(Continued from page 3)  
grossed \$4,000 less than 8 of them lured this year. To make comparison of two years complete the take on Ripley's Odditorium, transferred from DR Strange as It Seems by Frank Zambreno, would have to be included, but this figure is not available, altho for the first 87 days' run, slightly more than half the 1940 dayage, the revenue was better than \$50,000.  
Figures follow:

MILWAUKEE CHANGES

(Continued from page 3)  
ditional \$5 fee for each one over that number.  
All other shows, exhibitions, vaudeville, and like amusements are subject to a \$50 weekly fee, while circuses are required to pay \$250 for the first day and \$100 for the second and each succeeding day.

In every instance the license fees are payable in advance.  
Operators of these amusements are required to post \$500 with the city clerk as a bond to secure damage, and applications must be filed at least three days prior to the opening date.  
All cities, towns, or villages which have their own ordinances covering such amusements are exempt from the county ordinance. Violators are subject to fines of from \$50 to \$300 or from 10 days to six months in jail.

The county ordinance prohibits intoxicating liquor on the show grounds and requires that entertainment features must close on or before 12 midnight and remain closed until 9 a.m. The measure further provides that the sheriff inspect the show premises and file a report on the conduct of the show.

MIAMI CRUSADE

(Continued from page 24)  
of the battle witnessed a request by Miami Safety Director Daniel G. Reynolds that State padlocks decorate the Ball's ornate bamboo doors.  
State Attorney George A. Worley tossed the situation back into the lap of the police department with these words: "This is an admission of complete collapse of discipline and efficiency in the police department."

Apparently the situation boils down to the fact that within the police department itself there is argument as to whose is the job of enforcement. Unexpressed opinion of operators is that if the "heat" is to be put on gambling operations many of their ambitious entertainment ventures for this season must go by the board. Game-room operations are expected to pay the tariff for entertainment budgets.

Show at the Ball is still in operation, and it is understood that "Wingy" Grober's plans for the season's shows are still ambitious.

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American Red Cross



Purcell Will Stick With Lynch Thriller

CHICAGO, Dec. 2.—The thrill combination of Jimmie Lynch and Pat Purcell will continue for the coming season. The two got together at a meeting in Hotel Sherman here Sunday and it was announced that Purcell would not leave the organization of Jimmie Lynch and His Death Dodgers, and that Frank R. Winkey and Irish Horan will also be under the Lynch banner.

ROUTES

(Continued from page 21) Pastines & Fanchon (Park Central) NYC, h. Pedro & Itasca (Hollywood Club) Kalamazoo, Mich. ne. Deric, Blanka (Embassy Club) Phila, ne. Betty, Ruth (Hi Hat) Chi, ne. Phelps, Phil & Doty (Golden Gate) San Francisco, Cal. ne. Pickert, Betty & Verna (Beverly Hills) New York, N. Y. ne. Pinkus, Bobby & Co. (Lookout House) Covington, Ky., ne. Pitschman, Three (Pal.) Cleveland, I. Postel, Igor & Grace (La Martingale) NYC, ne. Polakova, Natalia (Russian Krechma) NYC, ne.

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WANTED High class Circus Acts suitable for city entertainers. Also reliable Program Man and Promoter who understands ticket sales. Following people, please contact: Merril Bros. and Sisters, 4041 Harrison Avenue, Council Bluffs, Iowa; Wild Twins, Robin Bar Family, Kenneth Walte, Crown Alley, Open Christmas Day, McCormick, Minn.; Brookhaven and Jackson, Miss., to follow. State lowest in first letter. Address:

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STOP! LOOK! LISTEN! ELKS' CIRCUS & BAZAAR DECEMBER 16 TO 24, COLUMBIA, S. C. Fifty thousand soldiers. Ten thousand advance tickets sold. Want Bings, Merchandise Wheels, Grand Street open, Candy Booths and Refreshments. Write or wire for space. Biggest indoor event in the south. Three Big Ones to follow. TOM HASSON, Circus Headquarters, Elks' Club, Columbia, S. C.

LIONS' CLUB CIRCUS Benefit Doll & Toy Xmas Fund HATTIESBURG, MISS., December 16 to 21 Inclusive WANTED: Circus Acts of all descriptions. Prefer Acts in this territory, and salaries must be in keeping with the times. No transportation advanced to anyone. Can use several good Platform Acts that double, good Dog and Pony Act, and will book Elephant Act if price is reasonable. Hearty and Bob Fisher, wire. Catering Concessions open. All address: JOE GALLER, Hotel Sherman, Chicago, until Dec. 5th; then Box 1148, Hattiesburg, Miss. No collect wires.

WANT CIRCUS ACTS TOWN TALK DOLL AND TOY FUND INDOOR CIRCUS \$1,000,000 WEEKLY PAYROLL, DEFENSE PROJECTS Acts doing two or more. Can use Acts of all kinds. Prices must be right. Want A-1 Men on Program and Tickets. Must be sober and reliable. No collect wires. All address: TOWN TALK DOLL AND TOY FUND CIRCUS, 1041 Lee St., Alexandria, La. Note: Want Road Shows, Burlesque, Tab Musical, etc. Seating capacity 2500. Open for bookings all winter. Address: VANDERLIE, 1041 Lee St., Alexandria, La. HUNTER JARREAU, Alexandria Daily, Mgr. Town Talk.

Powell, Jack (Meads Hall) NYC, I. Powell, "Boss" (Park Central) NYC, h. Presser, June (Stanley) Pittsburgh, I. R. Rae, Bobby (Jack & Bob's) Trenton, N. J., ne. Ragwin, Hal & Mida (Chateau Malartio) Malartic, Que., h. Bamko & Loreita (Cat & Fiddle) Cincinnati, ne. Ralston, Morgan & Sara (Palumbo's) Phila, ne. Ramirez, Carlos (La Martingale) NYC, ne. Rames, Trip (Virginia Barons) Madrid NYC, ne. Rand, Wally (Primrose) Newport, Ky., ce. Rand, Sally, Unit (Colonial) Dayton, O. Randall, Peter (Hal Tabarin) NYC, ne. Ransel, Barbara (Fiddle) NYC, ne. Rasol & Rita (Cat & Fiddle) Cincinnati, ne. Raulettes (Cat & Fiddle) Cincinnati, ne. Raquel & Tarrisa (La Congo) Hollywood, ne. Rayne & Margy (Happy Hour) Minneapolis, ne. Ray & Trent (Strand) NYC, I. Raye & Naldi (Copacabana) NYC, ne. Reardon, Casper (Roban Bleu) NYC, ne. Reber, Daniel & Eva (Netherland Plaza) Cincinnati, h. Rhythm Rockets (Capitol) Washington, D.C. I. Richards, Danny (Hills Club) Des Moines, Ia., ne. Richardson, Frankie (Lexington Casino) Phila., ne. Richey, Jess (Ohio) Youngstown, O., h. Riebs, Joe (Princess) Lexington, Ky., ce. Rios, Rosita (La Congo) NYC, ne. Roberti (Park Central) NYC, h. Robinson Twins (Ches Paree) Chi, ne. Roehrs, Fred (Cass Nova) Chi, ne. Rock, Will (Tower) Kansas City, Mo., t. Rockwell, Charles & Lillian (59th Street Bathkeiser) Phila, ne. Rogers, Rod (Wivel) NYC, re. Robinson Trio (Hendrick Hudson) Troy, N. Y., h. Rooney, Pat (Diamond Horseshoe) NYC, ne. Rosario & Antonio (Waldorf-Astoria) NYC, h. Rossmann, Gus (Hi Hat) NYC, ne. Russell, Connie (Paramount) NYC, t. Rutherford & Sabin (Mon Park) NYC, ne. Ryans, Three (Colosimo's) Chi, ne.

S. Sabs (Stanley) Pittsburgh, I. Sanooff, Vera (Le Roban Bleu) NYC, ne. Sarchie, Virginia (McGee's Club) Phila, ne. Sayer, Hal (Brass Hall) Lawrence, Mass., ne. Schaps, Sid (Hi Hat) Chi, ne. Schuber, Florence (Ivanhoe) Chi, re. Schuler, Charles (Coca-Cola Society) Dayton, NYC, ne. Scott, Betty (Di Pinto's) Phila, ce. Serews, Three Lions (Famous Deer) Chi, ne. Sedley, Roy (Palumbo's) Phila, ne. Selland, Fred (Wivel) NYC, re. Shayne, Betty (508) Chi, ne. Shelby, George (Chez Maurice) Montreal, Que., ne. Sherris, Marrie (Cocanut Grove) Boston, ne. Shickles, Ella (Sawdust Trail) NYC, ne. Shore, Willie (Hi Hat) Chi, ne. Siegel, Irving (Oranston) Marshfield, Wis., ce. Sillman, June (Waldorf) NYC, h. Silva, Myrtle (Coca-Cola) NYC, ne. Skelton, Fred (Paramount) NYC, I. Sloan, Belle (508) Chi, ne. Smith, Margie (Cadillac Tavern) Phila, ne. Smith, Mattie (Gus Andy's) NYC, re. Spaulding, Marie (Fairway Yacht Club) NYC, ne. Spear, Harry (Latin Quarter) Boston, re. Spaldusters, The (Airport Inn) Lancaster, Pa., ne. Stefansen, Georges (The Yari) Chi, ne. Steffe, Ed (Capitol) Washington, D. C., t. Seymour & Picture (Capitol) Washington, D. C., I. Spita, Carl, Revue of Motion Picture Dogs (Chicago) Chi, I. Stirling & Rubia (Weber's Hobart) Phila, ne. Storm, June (Ambassador West) Chi, h. Surt, Gene (Lido) Camden, N. J., ce. Stylaks, The (Kitthawk Lounge) NYC, ne. Sumner, Helen (Ivanhoe) Chi, re.

T. Tamara (Ches Paree) Chi, ne. Terrible Swedes, The (Old Hickory Inn) Chi, re. Tenner & Swift (Riverside) Milwaukee, I. Tennis, Eleanor (Plaza) NYC, h. Thalla (Wivel) NYC, re. Thayer, Sister Jessie (Cafe Society) NYC, ne. Thomas, Don, & Dancing Debutantes (Zephyr) St. Paul, ne. Thorson, Carl (Chateau Malartio) Malartic, ne. Tropicale Trio (Club Gauscho) NYC, ne. Towne, Julian (Algonquin) NYC, h. Toy & Wing (Pal.) Cleveland, I. Travers, Jean, (Marie) Washington, D. C., I. Trent, Kathryn (Kelly's) Cincinnati, ne.

U. Trains, Three (State) NYC, t. Truth or Consequences (Pal.) Cleveland, I. Tucker, Al (Gus-Andy's) NYC, re. U. Ulmer, Jack (Dinty Moore's) Chi, ne. V. Valley & Lynde (Solon) Harrisburg, Pa., h. Vance, Jerry (608) Chi, ne. Vaughn, Grace (Brevort) NYC, h. Velasco, Vera (Wilberd) Pittsburgh, N. Y., h. Vocal Arts, The (Pleasantly) NYC, h. Vogue, Charlotte (Leon & Eddie's) NYC, ne. Von Dell, Cecil (608) Chi, ne. W. Wahl, Walter Dare (Roxy) NYC, t. Waldron, Jack (Park Central) NYC, h. Ward, Bill (Jack & Bob's) Trenton, N. J., ne. Warren, Ruth (Stamp's) Phila, ce. Welsh, Roberta (Queen Mary) NYC, re. Westfield, Katherine (Capitol) Washington, D. C., t. Whalen, Jacks (Torch Club) NYC, ne. Whalen, Maurice & Betty (Blackhawk) Chi, re. White, Madeline (608 Club) Chi, ne. White, Jerry (New Yorker) NYC, h. White, Jack (Hi Hat) NYC, ne. Willard, Harold (Weylin) NYC, h. Wing, Patricia (Continental) NYC, ce. Wood, Heamur (Park Central) NYC, h. Woods, Johnny (State-Lake) Chi, I. Woods & Bray (Nixon) Pittsburgh, ce. Wright, Will (Idle Hour) Dayton, O., ne. Y. Yarr, Sonya (Button) NYC, h. Yost, Ben, Quartet (Diamond Horseshoe) NYC, ce. Yost's, Ben, Gauscho (Roxy) NYC, t. Youmans, Henry (Hurricane) NYC, ne. Yvette (Drake) Chi, ne. Z. Zorita (Cat & Fiddle) Cincinnati, ne. Zurko, Bob (Sherman) Chi, ne.

ATLANTA SINGING (Continued from page 24) opened the roof this fall and did excellent business. He was followed by Jan Garber, who held up for two weeks but bogged down the last two. Larry Clinton, current, hasn't the reputation here yet, but the guarantee goes on just the same. The Rainbow Room may change from a cover to a minimum charge—just as was done last winter—and a floreshow might then be booked in with a cheaper band. At the Henry Grady Hotel, Manager Judie Johnson's Spanish Room appears to have a cozier reputation, and there are three floreshows nightly. Bands are not name, but okeh for the small room. Still exclusive is the Empire Room of the Biltmore Hotel. Al Apollon is current and pleasing. Wisteria Gardens is still plugging along with Tommy

MISCELLANEOUS Bragg Bros.' Show: Henderson, Tex., 2-7; Gregson 9-14. Lucy (Hosa, Elmore; Jackson, Mo., 4; Poplar Blvd 6; Springfield 8. McNally's Variety Show: Englishston, N. J., 2-7. CIRCUS Dalley Bros.: Three Rivers, Tex., 3. ADDITIONAL ROUTES (Received Too Late for Classification) Armando & Lita: (Tony's) Los Angeles 2-7. Brown, J. (Sporting Club) Dallas 2-7. Corbett, Peter: (Summit Hotel) Uniontown, Pa., 2-7. Dandl, Magician: Patton, Mo., 6-7. Della, The: (Biltmore Hotel) Providence, R. I., Dec. 2-7. Fern, Vera: (Roosevelt Hotel) New Orleans 2-7. Glover & LaMae: (Benjamin Franklin Hotel) Phila 2-7. Gyan, Bobby: (Top Hat Club) Shreveport, La., 2-7. Orey, Jean: (Hi-Hat) Chi 2-7. Harlan, The: Waynesburg, O., 2-7. Hutchens, John T.: Museum: 111 Alamo Plaza, San Antonio, Tex., 2-7. Jaxon, Ventriquist: (Palm Gardens) Columbia, O., 2-7. Kyles, Charlie: (New American Hotel) Lowell, Mass., 2-7. Lauther's World's Fair Oddities: Norfolk, Va., 2-7. Loy, Thida: (Shanghai Terrace Bowl) Oakland, Calif., 2-7. Myhre's Entertainers: Rockville, Mo., 2-7. St. Panny & Male Abner: (Post St. Theater) Spokane, Wash., 6-8. World's Fair Highlights: (Convention Hall) Detroit 3-15.

MUSIC FOR WAUSAU CLUB WAUSAU, Wis., Nov. 30.—New Terrace Gardens has opened, offering dance music every night except Mondays and featuring Ralph Raymond trio; Mickey Rogan, Jimmy Segers, and Roger Graham's orchestra.

SPRINGFIELD CLUB SHOWS SPRINGFIELD, Mass., Nov. 30.—The Wonderbar has resumed two floreshows nightly. The shows are emceed by Jimmie Roberts, and feature Bobbie de Fay, Margie Dale, Mary Stuart, and Joe Zucco's orchestra.

FASTEST SELLING ITEM TO-DAY CHRISTMAS CORSAGES Also Patriotic Corsages Price to you: \$6.00 100; \$55.00 1000 25% dep. with order, bal. C.O.D. Assorted Samples Postpaid 25c

AMERICAN FLORAL CO. 621 MARKET ST., PHILADELPHIA, PA.

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HOT COMIC XMAS CARDS Big Profits . . . . . 100, 500, 1000 17 Big . . . . . 250 1.50 2.00 3.30 . . . . . 75 2.50 4.00 4.30 Luxurious . . . . . 1.00 4.00 8.50 6.00 . . . . . 1.50 6.00 10.00 8. DE LUXE folder 3.00 12.50 . . . . . Joyer Items . . . . . 5c Client Thanks . . . . . 10c Gift To Winked . . . . . 25c Bill Warmers . . . . . 1.50 Kirted Womans . . . . . 3.00 Snake Road . . . . . 25c Loony Letters . . . . . 1.00 Hot Glow Gum . . . . . 35c Gift De Luxe . . . . . 1.20 Gift De Luxe . . . . . 1.20 Snake Road Can . . . . . 1.00 Six Columnist . . . . . 35c St. Paddy . . . . . 75c Snake Powder . . . . . 25c Points of Interest . . . . . 75c Woo Wee Protect . . . . . 25c Ick Powder . . . . . 25c Oh, Oh, Georgia . . . . . 75c Comic Book . . . . . 75c COMIC DIPLOMAS 50 Diff. Oct. 15c Gross 1.50 New Nov 25c Seller . . . . . De Luxe GLOWE FOLDERS The Best EVER SHOW EM. SELL EM. Dec 75c SAMPLES 50 of our Xmas Items for 1.50 TIME IS SHORT. ORDER FROM LIST ABOVE or New Catalogue 25c. Includes with order MAGNETRIX NOV. CORP., 138 Park Row, N. Y.

Rosen's band, the only one ever to play there. Slowly Atlanta is awakening from the dullness of the prohibition era, which didn't end here until two years ago.

"Scandals" Acts in Crash

ZANESVILLE, O., Nov. 30.—Three members of Studio Scandals Unit narrowly escaped death Monday (11) near here when their automobile, en route from Richmond, Ind., to Butler, Pa., hurtled into a ditch. Injured were Sydney and Jack Youman, of the Youman Brothers' Trio, and Eddie Crockett, of the Six Sensational Cardovas, teeterboard act. They were confined to Good Samaritan Hospital here for two days and were able to rejoin the company at Sharon, Pa. Their automobile was demolished.

Springfield Club Shows

SPRINGFIELD, Mass., Nov. 30.—The Wonderbar has resumed two floreshows nightly. The shows are emceed by Jimmie Roberts, and feature Bobbie de Fay, Margie Dale, Mary Stuart, and Joe Zucco's orchestra.

Music for Wausau Club

WAUSAU, Wis., Nov. 30.—New Terrace Gardens has opened, offering dance music every night except Mondays and featuring Ralph Raymond trio; Mickey Rogan, Jimmy Segers, and Roger Graham's orchestra.

Colosimo's Dry One Day

CHICAGO, Nov. 30.—Colosimo's, Mike Potson's nitery, was drier than a desert Tuesday when police closed the bar on the ground that Potson still owed \$500 for back amusement licenses. Spot also was unable to show a liquor license. Altho Potson furnished a check for \$400, price of the liquor license, police held their ground. Next day Potson squared himself, and drinks have resumed.

Fastest Selling Item To-Day

CHRISTMAS CORSAGES Also Patriotic Corsages Price to you: \$6.00 100; \$55.00 1000 25% dep. with order, bal. C.O.D. Assorted Samples Postpaid 25c

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ELGIN, WALTHAM, BULOVA Renewed Guaranteed ME'S WRIST AND POCKET WATCHES \$2.95 Wholesale Jeweler Since 1914 SEND FOR FREE CATALOG LOUIS PERLOFF 728 Walnut St., Philadelphia, Pa.

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HOT COMIC XMAS CARDS Big Profits . . . . . 100, 500, 1000 17 Big . . . . . 250 1.50 2.00 3.30 . . . . . 75 2.50 4.00 4.30 Luxurious . . . . . 1.00 4.00 8.50 6.00 . . . . . 1.50 6.00 10.00 8. DE LUXE folder 3.00 12.50 . . . . . Joyer Items . . . . . 5c Client Thanks . . . . . 10c Gift To Winked . . . . . 25c Bill Warmers . . . . . 1.50 Kirted Womans . . . . . 3.00 Snake Road . . . . . 25c Loony Letters . . . . . 1.00 Hot Glow Gum . . . . . 35c Gift De Luxe . . . . . 1.20 Gift De Luxe . . . . . 1.20 Snake Road Can . . . . . 1.00 Six Columnist . . . . . 35c St. Paddy . . . . . 75c Snake Powder . . . . . 25c Points of Interest . . . . . 75c Woo Wee Protect . . . . . 25c Ick Powder . . . . . 25c Oh, Oh, Georgia . . . . . 75c Comic Book . . . . . 75c COMIC DIPLOMAS 50 Diff. Oct. 15c Gross 1.50 New Nov 25c Seller . . . . . De Luxe GLOWE FOLDERS The Best EVER SHOW EM. SELL EM. Dec 75c SAMPLES 50 of our Xmas Items for 1.50 TIME IS SHORT. ORDER FROM LIST ABOVE or New Catalogue 25c. Includes with order MAGNETRIX NOV. CORP., 138 Park Row, N. Y.



# Showmen's League of America



Sherman Hotel  
Chicago, Ill.

CHICAGO, Nov. 30.—A full cabinet of officers and good attendance greeted President Frank P. Duffield at the November 28 meeting. Seated at the table were President Frank P. Duffield, First Vice-President Frank R. Conklin, Second Vice-President Carl J. Sedlmayr, Third Vice-President Harry W. Hennies, Treasurer Fred H. Kressmann, and Secretary Joe L. Strelbich. Past Presidents Edward J. Hock, Sam J. Levy, C. R. Fisher, Ernie A. Young, and J. C. McCaffery also were present. C. B. Afflerbaugh, Los Angeles County Fair, Pomona, Calif., was the president's guest for the night. Membership committee presented applications of Charles A. Savage, Charles Harvey, Samuel Delaney, Frank Perry, Leo Overland, Toby Wells, Frank Downes, C. B. Afflerbaugh, and Gaston Goldman, bringing the total for the year to 162. Finance committee has the auditor going over the books and a full report will be ready for the next meeting. Cemetery fund and hospital drive were reported ahead of last year by Chairman R. L. (Bob) Lohmar. Sam J. Levy and committees have everything set for the banquet and ball on December 4.

Ernie A. Young, president's party; L. C. Kelley and Walter P. Driver, memorial service, and S. T. Jessop, registrations, report their committees are ready. Relief committee report revealed that Brothers William Cursky and Jack Benjamin have recovered and are out of the hospital. Brothers Tom Rankine, James Murphy, Jack Pritchard, and Tom Vollmer are still on the sick list at their homes. Brother Jack Lydick advised he soon will have to undergo his fourth operation. He has been confined for 17 months. Members received invitations to be guests at the rodeo opening in the Coliseum on December 6.

Brother Lou Leonard was voted a gold life membership card for obtaining 100 members in the 1940 drive. A new ruling also put into effect will set the date of selecting the regular nominating committee 28 days prior to the election so that club may have a more representative gathering at the time the committee is elected. Committee will return its report to the board of governors 22 days before election, thus giving the brothers time to select an independent ticket should they desire to do so. Sad news of the death of Little Harry Bentum reached members and showmen as they gathered for the annual meetings. (See SLA on page 49)

# Club Activities



## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Calif., Nov. 30.—Monday night's regular meeting was called to order by President Dr. Ralph E. Smith, with First Vice-President Joe Olacy, Third Vice-President Everett W. Coe, and Secretary Al E. Weber on the rostrum. Brother Harry Rawlings led members in pledging allegiance to the flag. The regular order of business followed and communications were read and bills ordered paid. Brother Bill Hobday reported on the membership committee and stated the membership drive, which officially closed today, netted 186 new members and reinstatements. He thanked all who assisted in making the drive a success. Brother Pat Armstrong, sick and relief committee chairman, reported the deaths of Brothers Charles C. Cook and Maxie Bloom.

President Dr. Ralph E. Smith then appointed the following nominating committee to draft a ticket of 1941 officers: Brother Harry Fink, chairman; Harry Rawlings, Milt B. Runkle, Leo Haggerty, Harry Phillips, Ed Walsh, John R. Ward, Harry Taylor, and Roy Barnett. Brother Taylor was appointed a committee of one to reporting the change on giving his allegiance to the flag. Brother Norman (Dutch) Schue asked that an extension line to the loud-speaker be made available for Brother Pat Armstrong in making his sick and relief committee report.

Brother Al Fisher spoke on club's annual Christmas dinner and made a motion that a committee be appointed. Brother Norman Schue agreed to handle the dinner, with house committee composed of Brothers Leo Haggerty, Milt B. Runkle, Ted Le Fors, Ed Walsh, and Nick Wagner, assisting. Brothers Harry H. Hargrave, W. T. Jessup, and Moxie Miller subscribed to a fund to furnish trimmings for the gala Christmas Day event in the clubrooms. Brother Hargrave, who recently returned from the New York World's Fair, spoke briefly, expressing pleasure in finding club matters in splendid shape. Many reservations were made for the forthcoming banquet and ball in the Hotel Biltmore's Gold Room on December 17. Before the

close of the meeting a report of Brother Mark T. Kirkendall's accident was made. He is in a local hospital suffering from a fractured skull. Meeting adjourned and luncheon and refreshments were served by Brothers Ben Beno, Jack Higelow, and Nick Wagner.

### Ladies' Auxiliary

Meeting was called to order by President Nina Rodgers, with First Vice-President Babe Miller, Second Vice-President Edith Walpert, and Secretary-Treasurer Vivian Gorman in their respective chairs. After a short business meeting President Rodgers called for the nomination of officers for 1941. They follow: Edith Bullock and Allireta Foster, president; Vivian Gorman, first vice-president, no opposition; Lillian Schue and Rose Rossard, second vice-president, and Vivian Horton, secretary-treasurer, no opposition. Election is to be held in December. Meeting also marked the awarding of prizes, directed by Brother Pat Armstrong. First award of \$100 or a diamond wrist watch went to Walter Tower, chef of the Schue cookhouse on Foley & Burk Shows; second prize, Charley Johnson, cookhouse Crafts 20 Big Shows—it was a luggage set donated by Mary Taylor; third prize, also a luggage set, C. L. (Swede) Wilson, master mechanic Clark's Greater Shows. Notices went out to the winners who were not present.

A vote of thanks was extended Brother Armstrong for his assistance. A committee was appointed by President Rodgers to officiate at club's annual meeting. (See PCSA on page 49)

## International Showmen's Association

MARYLAND HOTEL

ST. LOUIS, Nov. 30.—First regular winter business meeting was held December 28, with President Dee Lang presiding, Charles T. Goss, secretary, reported that dues were coming in nicely and Francis L. Deane, treasurer, read a favorable financial report which revealed a sizable amount in treasury. Various parties and get-togethers are planned for the winter and the clubrooms have been the mecca of visiting showmen.

Sick committee reported that Brothers John Francis and Leo Lang are about recovered from their recent illnesses. Brother George Davis suggested that all members making the jaunt to the Chicago meetings pledge themselves to return with at least one new member. Davis entered applications for 10 new members at the meeting, while President Dee Lang drew a round of applause when he turned in 24 new ones. If the first meeting is an indication, organization is in for a banner year.

## Michigan Showmen's Association

DETROIT, Nov. 30.—Acting President Hymie Stone called Monday night's meeting to order. Roll call showed the following present: Harry Stahl, Sammy Wilson, Isidor and Hymie Sobie, Frank Wagner, George Harris, O. A. (Pop) Baker, Ben Morrison, Secretary Robbins, and Treasurer Rosenthal, Leo Lipka and Dutch Croy are on the sick list. Elaborate preparations are going forward for the New Year's party, and Brothers Stahl and Elwell gave lengthy talks concerning the event.

Several other talks were made by members unent the club's membership drive. Chairman Margolis tabled applications of Al Stinson and Mike Paulk, new members. House Chairman McKernan has had the clubrooms beautifully decorated. Several members left for the Chicago meetings.

**EDDIE HACKETT**  
Now With "Mac" McNally  
Handling Show People's Business  
Southland Chevrolet  
MIAMI, FLA.

# Heart of America Showmen's Club



Reid Hotel  
Kansas City, Mo.

KANSAS CITY, Mo., Nov. 30.—Regular weekly meeting was called to order by Third Vice-President Chester I. Levin, Treasurer Harry Altshuler and Secretary Q. C. McGinnis also were at the table. Minutes of the previous meeting were approved and Rex Cole was elected to membership. A communication from Lew Ayres was read and members voted to hold a luncheon at the next regular meeting.

Denny Howard, of the Showmen's League of America, Chicago, was a welcome visitor, stopping off en route to the Windy City. He came in from the Hennies Bros.' Shows. Brother Doc and Mrs. Brown operated concessions at the American Royal Stock Show, while George A. Dean worked ruby glass; Jack Scheon was on ribbons, and George Hanson, pennant machine. Special Events Committee reports that several manufacturers and jobbers have already made contributions to the gifts which will be

(See HASO on page 39)

## TILT-A-WHIRL OWNERS

Thanks . . . for sending us new friends

We are grateful for new friends and customers you continually send us through your recommendations. At all times we shall do our best to deserve your confidence and support.

**Sellner Mfg. Co., Inc.**  
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Originators of the Showman's Finance Plan.

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Manufacturers since 1870  
Atlanta St. Louis Dallas New York

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Two Room Umbrella Tents, brand new, \$20.00 each.  
CHARLES DRIVER—REINHOLD MENDELSON  
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## 21ST ANNUAL BANQUET BALL AND CONVENTION

OF  
**HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY**  
KANSAS CITY, MO.

**CHRISTMAS TO NEW YEAR'S TACKY PARTY DANCE, DECEMBER 30TH AT REID HOTEL**  
**BANQUET AND BALL, NEW YEAR'S EVE FIESTA ROOM, HOTEL PHILLIPS**  
**MAKE RESERVATIONS NOW. TICKETS \$3.50**  
**Showmen's & Fair Secretaries' Convention All Week**

**\$ HUNDREDS OF DOLLARS IN GIFTS \$**  
(Donated by Manufacturers and Supply Houses)  
**GIVEN AWAY DURING WEEK**

**"The Convention Where Sociability Reigns."**  
**HEART OF AMERICA SHOWMEN'S CLUB**  
Reid Hotel . . . . Kansas City, Mo.



# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

MISS the Chi roll call?  
W. (RED) HOOPER is wintering in Fort Smith, Ark., after closing with the A. & A. Amusement Company.

AMONG showfolk taking things easy in Atlanta is Frank Zords, of side-show note.

PROF. WILLIE J. BERNARD, freak animal show owner, is wintering in South Liberty, Me.

NOW you have it and now you don't—the elusive contract.

JOINING Mad Cody Fleming Shows at Alma, Ga., with his country store concessions was Dick Wyatt, Pearl Morris reports.

FOLLOWING a successful season with Samuel Golden on West Bros.' Shows Harrison M. English went to Cedar City, Mo., to winter.

FOLLOWING a successful season on Mighty Sheesley Midway, W. H. Rice letters that he plans to spend the winter in the shows' Anniston, Ala., quarters.

"WHEAT pit of meat outdoor show biz"—the Magic Carpet.

SINGE CLOSING with Ideal Exposition Shows on November 3, T. E. (Shorty)

Davis has been wintering in Goldsboro, N. C.

J. LEE (BUCK) SMILES, of Harlem, in Dixie Revue, and wife, Oltie Mae, write from Wilmington, N. C., that they will winter there.

HERB MOONEY, of the Johnny J. Jones Exposition, cards from Macon, Ga., that he played the Shrine Circus there recently to good results.

If the phrase, "a loyal opposition," puzzles you, ask some G. A.'s about their second men.

CLYDE R. LEOGETTE cards from New Iberia, La., that his Evangeline Shows are in winter quarters there and the season as a whole was fair.

JACK L. OLIVER advises from Jackson, Tenn., that he closed with Rogers & Powell Shows in Pascagoula, Miss., and is back in quarters of Wallace Bros.' Shows.

LAUGH AT LIFE SHOW, with Lou-Louette in the annex under management of Buddy Lou Davis, is playing Texas territory to fair business, Davis reports.

AFTER successful jaunts with Ben Williams and Southern States Shows, Mr. and Mrs. E. J. Gordon are headed for Sulphur Springs, Mo., for the winter. They purchased a new town sedan.

"THE Postman Knocks But Once," but some ministers without portfolio knock all the time.—Oscar the Ham.

MRS. JERRY FISH, who has been ill at her home in Battle Creek, Mich., for the past 17 months, was presented with a new car recently, she reports. She adds that she'd like to read letters from friends.

MARTIN AND EVELYN WIRTH card from Charleston, S. C., that they are still playing the crossroads with their photo gallery to fair business and plan to remain in that territory until after the Christmas holidays.

OUR boss figures he saved \$2,000 by not painting the show, but he hasn't got the two grand. So much economy is like that.—Annie Fay.

HAVING closed with Dodson's World's Fair Shows as painter, Allan Bryant will spend the winter in Jacksonville, Fla.

FORMER special agent on Wallace Bros.' Shows, M. P. Tillotson informs from Gautier, Miss., that he and Mrs. Tillotson have joined the little colony of showmen-fishermen in that city and that Mr. and Mrs. Abe Frank also are members of the group.

MOTORDROME riders at the Great Lakes Exposition, Cleveland, and many other shows, Fred Tillman and Tommy Young card that they were sorry to learn that O. C. (Jack) Lydick will have to spend the next six months in U. S. Veterans' Hospital, Dayton, O., after his next operation.

He came into winter quarters broke and with his equipment in deplorable condition. "What happened?" they asked. He replied: "I gave a fellow manager every old short of war."

"I'M VISITING here with John Gecoma, manager of Bright Lights Exposition Shows, with whom I booked my bingo and five other stores for 1941." B. F. Jackson cards from Charleston, S. C. "We'll open in Maryland in the spring and I plan to leave for my home in Wheeling, W. Va., in a few days."

LATIP SISTERS, Ginger, Rosaline, and Madline, daughters of Captain Latlip, owner of the shows bearing his name, are commuting between Canton, O., and Wheeling, W. Va., as members of a stock chorus in Midwest circuit burlesque. Trio is doing an acrobatic specialty in addition to chorus routine.

WHILE playing Donaldsonville, Ga., Clyde (Spooks) Birckett visited the Lankford Band, Walter Lankford, manager, reports. Birckett is wintering in Jacksonville, Fla., while the Lankford contingent will head for Florida, where it has been booked for remainder of the winter.

The Old Man sure pulls some funny stuff at times. He's hired for next season a lot man who never carries a cane.—Muggin' Machine Mazie.

BARRY GRAY, talker of note, and Mrs. Gray are wintering in Los Angeles after two successful years at the Golden Gate International Exposition, San Francisco. The Grays report Mr. and Mrs. Walter K. Sibley also are vacationing there and that they have had many pleasant auto trips and visits with them.

AFTER WINDING UP their tour with Art Lewis Shows in Norfolk, Va., Morris Stokes, special agent, and Mrs. Stokes were called to Danville, Ill., because of an accident to Mrs. Stokes' mother, who is 79 years old. She is reported to be improving and the Stokeses will go to Florida soon for a visit before returning to Norfolk.

SIDEWALL Eavesdropping: "No wonder the boss fired that press agent! Instead of having the show 'motorized' on the paper for the last town, he had it 'motorized'."

RAE TERRILL cards from St. Joseph, Mo.: "Ray Marsh Brydon of the International Congress of Oddities garnered one of its biggest weeks of the current tour here. Frieda-Fred Van, an annex attraction, clicked. I renewed acquaintances with a number of friends, and organization is one of the best framed I've ever seen. Frieda-Fred Van stored her trailer here."

THE agent has dug up another of those sure-fire maiden-spot red ones. My dope is that when you have seen one of these s-f. m.-t. r. o. you have seen them all.—Colonel Patch.

DUCHESS LEONA, Belgian midget and widow of the late Ben Parks, is seriously ill at General Hospital, Los Angeles, Edward Saint, Houdini archivist, reports. The Duchess tramped for many years with the Johnny J. Jones Exposition and

**PENNY PITCH GAMES**  
Size 48x48". Price \$20.00.  
Size 48x48". With 1 Jack Pot. \$30.00.  
Size 48x48", with 5 Jack Pots. \$40.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24 and 30 number Wheels. Price \$12.00

**BINGO GAMES**  
75-Player Complete \$5.00  
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SEND FOR CATALOGUE.  
Full of New Games, Blanking, Dolls, Lamp, Aluminum Ware, Games, etc.

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HERE'S Robert Mansfield's modernist front on his French Casino attraction with the James E. Strates Shows. Photo of the front, which features neon and indirect lighting, and personnel of the attraction was snapped while the Strates org was playing New York State Fair, Syracuse. In the line-up, left to right, are Diann Sorntion, Rachel David, Ann Zocchini, Mansfield, Lucille Myers, Helen White, Agnes Kraft, and Jean Marroletti. In ticket boxes are Floyd Porter and Tony Sanson. In center foreground is Prince, show's mascot.

FAMOUS last words: "We can't pay you a salary this winter but will see that you're taken care of."

BEFORE opening with a museum for the winter, Bertha Bert is visiting her family in Birmingham. She says she'll return to Prett's World's Fair Shows in 1941.

"AFTER touring seven States we've finally got it together and have a double stand here," pencil Mr. and Mrs. W. C. Burns from Star City, Ark. "Conditions are fair."

"WE recently concluded a successful stand at Lawton, Okla.," writes Capt. Jack O'Diamonds, of Death's Holiday Thrill Show, from Oklahoma City. "Date was sponsored by the local Red Cross."

WHAT well-known manager once sent his agent this wire: "You are wanted tomorrow where you left your cane yesterday!"

MR. AND MRS. ERNIE WOODWARD are heading for Jacksonville, Fla., for winter after closing successful seasons with Great Lakes Exposition Shows and at Sandy Beach Park, Russell's Point, O.

HAVING closed as wheel foreman on Southland Amusement Company and C. D. Scott Shows, Jimmie Tabor is in quarters in Smiths Grove, Ky. He plans to hit the road early next spring.

and then will return to the Dodson contingent in 1941. He will be assisted by Fred Cotton, he reports.

GENERAL AGENT and well-known special events promoter, W. H. (Duke) Brownell, who has been off the road for the last two years, reports from Miami that he will return to the carnival field in 1941.

DOLLY DIMPLES OYER, fat girl; her husband, Frank, and Buddy Rush have returned to their tourist camp in Orlando, Fla., for the winter after closing a good season with Cumberland Valley Shows.

ANYONE knowing whereabouts of E. B. (Everett Beddie) Turner, who also is known as Bud Turner, is asked to have him contact his sister, Mrs. Ethel Orr, 409 East First Street, Bartlesville, Okla., immediately. Mrs. Orr reports their mother seriously ill.

OUR agent is getting back into his go-getter form. Yesterday he was seen running up one of those moving stairways.—Cat Rack Annie.

AGAIN WE MUST remind you that you must sign your communications if you desire to see them in print. Last week no fewer than 10 letters to the midway desk were relegated to the waste-paper basket because they bore no signatures.

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Grapeholy Charts, 0x37, Barn. \$c. per 1000 \$6.00  
MENTAL TELEPATHY. Booklet, 21 P., .29c  
No. 18 with 16 Tests. Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

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Will Lease for Season 1941  
A high class, reliable, one LITTLE BRATT SHIRLEY-GORDON, No. 5 ELI FERRY WHEEL and MERLY MIX-UP RIDE. I have complete transportation for SHIRLEY-GORDON. ALSO DRIVE TRUCK WITH TWO 25 K.W. TRANSFORMERS COMBINED ON one and Half Ton Red Truck. To responsible buyers or parties who desire to stay West Virginia, Ohio or Kentucky. I can make all arrangements for operating date right here in Charleston, W. Va., right in the heart of the city, first show in, and can give you a lot of good spots to follow. All interested parties, write to  
**CAPTAIN DAVID LATIP**  
200 Elm Street, CHARLESTON, W. VA.

**GREAT SUTTON SHOWS**  
Now ready to book Shows, Rides and Concessions for the season of 1941. Would like to book Ferris Wheel, Tilt-a-Whirl, Roll-O-Rama, Octopus, Whip-Kid Auto Ride that has own transportation. Will book very reasonable and guarantee to play at least eight fairs and concessions. Will furnish Panel Prints and Tents for any good Showman that have something to go inside. Would like to hear from Huber Mack, Mr. Bert Brantage. Good opening for good Cookhouse and Concessions.  
F. M. SUTTON, Mgr., Occochee, Arkansas

**RIDE MEN! IT'S READY!**  
Silver Anniversary Issue  
**BIG ELI NEWS**  
Don't miss this one! Read who won the TWENTY-FIVE SILVER DOLLARS in our Silver Anniversary Contest. Articles about the BIG ELI Factory and 64 history. Pictures, News, Lively Topics of Interest to every Ride Man. Send a Postal for your FREE Sample Copy today.  
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more recently was seen at the world's fairs in Chicago and San Francisco. She'd like to read letters from friends.

**HAMMOND, I.A.**, final stand of the season for American United Shows, marked the end of Ray Wheelock's 23d season as an Athletic Show manager and operator. On Wheelock's staff this season were Ray Coran, boxer; Jackie Dempsey, amateur boxer, and Young Sampson and Young Zybysko, wrestlers. Wheelock handled the tickets.

**AFTER SPENDING** the early part of the season with Cettin & Wilson Shows, Dee Nifong writes that he is back in Charleston, Pa., where he is collaborating with Alden Craig, local scenic designer, in several productions there and in surrounding towns. While working in Virginia and North Carolina, Dee visited Monte Navarro's new Paradise Revue which, he says, presented plenty of flash.

**TEACHER** (To bright son of carnival owner) — "Johnny, what happens when a show winters in strange territory?" Johnny — "It should have an agent who knows that territory to take the show out."

**GEORGE BROWN**, owner-operator of Brown's Family Rides, who has been visiting his daughter in Hamilton, Ga., since closing the season in Ludowici, Ga., visited the midway desk last week while en route to Jacksonville, Fla., where he will enter the fruit business for the winter. He said the season was good despite cold and inclement weather in the early part of the tour.

**GEORGE FLOURNOY** writes from Mobile, Ala., that the city is full of troupers from United American and other shows and adds that Ralph Williams, former press agent of Rubin & Cherry Exposition is on the editorial staff of *The Mobile Press*. He adds the Felix Blot now calls Mobile his home and that Walter B. Fox and Chester Taylor can be seen on the streets daily.

**AFTER** doubling in brass all season and putting your heart and soul into your work, it is indeed discouraging to have the Anvil Chorus undermine your hard work at the eleventh hour.—A. Cent.

**LEO (PAT) JULIEN**, girl-show operator, is still in Toomey Hospital, Sumter, S. C., where he is recovering from bullet wounds sustained on Lee County Fairgrounds in Bishopville, S. C., on November 8. He underwent an operation on November 15 and is doing as well as can be expected. Physicians report he will be in the hospital for three weeks more at least and he'd like to read letters from friends.

**NED TORTI**, Wisconsin De Luxe Corporation, of Milwaukee, returned to his home there November 27 after bagging a 200-pound eight-point buck deer on a week's hunting expedition in Northern Wisconsin. His brother, Louis, who left with him, is still in that section looking for his elusive buck, which he hadn't bagged up until November 29. Both will be on hand for the Chicago meetings.

**MANAGER** of Great Wheel Barrow Shows (to his secretary)—"Go down to the jug and get all this money changed into one-year notes so it'll be easier for my wife to carry in her grouch bag."

**NOTES** from Funland Shows by Ted C. Taylor: Stand in Columbia, S. C., under auspices of Elke's Charity Carnival, proved successful. Good support was forthcoming from Tom Hasson and Messrs. Harth and Spain. Business Manager, Thomas Buchanan a gent much time entertaining old friends here. Mr. and Mrs. Tommie Cook, photo gallery operators this season until September, rejoined in Tabor City, N. C., to rebuild their new transformer wagon that was wrecked in August. The Fighting Lions, free act, continue to please.

**COOKHOUSE** Gossip: "Next to the big railroad shows we had the best circuit of penny-plitch promotions in the country, but still everybody panned the g. a. because his ball and chain was making a few dollars."

**MABEL WYATT ATTRACTIONS'** notes from Plains, Ga., by Mickey Pickett: Shows opened to cold weather here the first week and management decided to holdover for another week. Attendance grew as the week progressed. Personnel includes Mabel Wyatt, manager-owner; William Earl, booking agent; W. W. Vaughn; Bob Hill, stum spindle; Andy Zuravel, photo gallery; Henry Ellenburg, cane rack, and the writer, ball game. Bill Collins, ride foreman, has the rides in

good condition for the winter trek thru Georgia. Slim Vaughn plans to add another concession, as does Bob Hill.

**WHAT** general agent lost two weeks of good business and maintained a spotless reputation of many years by refusing to enter a certain Southern city where a winter unit of his own show and another organization were battling each other for locations?

**"HAVING CLOSED** a 40-week tour with Texas Exposition Shows, my family and I are at our home here for the winter," letters N. L. Dixon from Aransas Pass, Tex. "Shows traveled some 6,000 miles and played Texas, Arkansas, Louisiana, Missouri, Illinois, Indiana, Michigan, and Iowa, and I had a fairly successful season. Mrs. Dixon, who was *The Billboard* sales agent and handled the front gate, purchased a new trailer. I handled shows' legal affairs. Among showfolk here are Mr. and Mrs. Ray Krinklaw, Mr. and Mrs. Ike Wolfenburger, Mr. and Mrs. Luther (Pat) Harvey, Mr. and Mrs. Cooper Herndon, Mr. and Mrs. J. L. Urimans, and Mr. and Mrs. C. H. Tonnings. Recent visitors included Art Hanson, Mr. and Mrs. Otis Hackman, Otis Hall and C. O., and H. P. Hill."

**DOWN** yonder. Scene 1. Monday morning. Midway of a large motorized show. Sixth Assistant General Manager (to everybody)—"This town has a population of over 10,000 and is one of the largest fruit centers in the country." Scene 2. Same midway Saturday night after show has played a t. b. Digger operator of t. a. g. m.—"Hey! What became of that map you were showing everybody last week?"



**ENJOYING** their vacation and seen here on the porch of their cottage in Hot Springs, Ark., after a strenuous season on the Blue Ribbon Shows are Mrs. Art Alexander, concessionaire (left), and Mrs. L. E. Roth, treasurer of the shows. After their stay there the Roths plan to set to work immediately on plans for an enlarged organization in 1941.

**RICHMOND (VA.) NOTES** by Walter D. Nealand: John H. Marks, owner of the shows bearing his name, has contracted with government officials to place four restaurants at Fort Lee, a few miles from Petersburg, Va. Associated with Marks in the new venture is William T. Stone, a former partner in the operation of the Marks contingent. Carl J. Lauther, owner-manager of the Side Show on Cettin & Wilson Shows, opened his winter show in Norfolk, Va., where he has leased a downtown location. He plans to remain all winter. Bill Lewis, local wrestling impresario, is well known in carnival circles. L. C. (Ted) Miller, general agent of Bantley's All-American Shows, was a recent visitor. Two new buildings are being erected at World of Mirth Shows quarters here to house carpenter and paint shops and a new spur track has been laid for the shows' railroad cars. C. Jack Shafter, Penny Arcade operator, left for Augusta, Me., where he will spend the holidays. L. E. (Duke) and Mrs. Jeannette left for New Orleans and will visit Miami before returning to New York. William M. (Bill) Brees and family plan to winter here, as will Leon (Ribs) Reeves.

**Merry-Go-Round**  
MAKE rowdy music, little swing!  
Make rowdy mirth and song!  
It is for this, my pretty thing,  
That I have carried you 'long.  
Romp on! And do not give a darn,  
And don't miss a jitney;  
You'll soon be ready for the barn—  
A ticed little jenny.

# American Carnivals Association, Inc.

By MAX COHEN

**ROCHESTER, N. Y., Nov. 30.**—This is being written just before our departure for Chicago to attend the seventh annual meeting of the association. While it is naturally too early to anticipate the outcome, it is evident that we shall have a large attendance, as indicated by the sizable correspondence received from the membership, indicating its interest and advising of plans to be present. We feel certain that with good attendance assured the association will make important progress and that the meeting will further indicate the established position of the association in the industry.

We renew the invitation, particularly to owners, managers, agents, personnel, and others interested in the carnival industry, to attend the seasons at 11 p.m. in Room 118, Hotel Sherman, nightly until business of the meeting is completed. High spots will include a review of association activities for the year and formulation of a 1941 legislative program. At the second session Tuesday night, December 3, Ralph Whitehead, president of Circus, Carnival, Fairs, and Rodeo International Union, will address those present. We have also had a request from William H. Stephens, of the American Federation of Musicians, to address the annual meeting, and time has also been allotted to him at the same session.

A recent visitor at ACA offices was Louis Rosenberg, of the Johnny J. Jones Exposition. We have been informed that in the coming year several shows intend to use the personnel membership cards issued by the association for the purpose of identification by attaching to the back of each a photograph of the holder. As each of these cards is serially numbered and registered, this is a simple method of providing identification in an effective, inexpensive manner.

## St. Louis

**ST. LOUIS, Nov. 30.**—Every day of the last 10 saw outdoor showmen visiting here for a day or more before making the journey to the big doings in Chicago. While here the International Association of Showmen's clubrooms in the Maryland Hotel have been their meeting place. Among showfolk spending some time here were Phil G. Little, owner World of Today Shows, who stopped over in Sedalia, Mo., en route from Dallas; Mr. and Mrs. Noble C. Fairly, who will be with Goodman Wonder Shows in 1941; Mr. and Mrs. Dee Lang and John Sweeney, Dee Lang's Famous Shows; James W. Laughlin, West Bros.' Shows; Sam Fidler, Fidler United Shows, who has stored his rides and shows in new local quarters; Charles Oliver, owner Oliver Amusement Company, who again has his paraphernalia housed in his permanent quarters; Mr. and Mrs. Harry W. Hennes, Hennes Bros.' Shows; Hymie Schreiber, E. & N. Sales Company; Joe G. Scholten; Mr. and Mrs. Harry L. Beach, concessionaires, and Mr. and Mrs. Sam Solomon, who spent the past several weeks in Hot Springs, Ark.

Mr. and Mrs. Fred Beckmann passed thru the city Monday en route from San Antonio to Chicago. George Davis, Floyd Hesse, and Morris Lipky, all of the Johnny J. Jones Exposition and local residents, arrived last week. They will journey to Chicago with other Mound City regulars, including Tom W. Allen; Mr. and Mrs. Charles T. Goss, Standard Chevrolet Company; Matt Dawson, Acme Premium Supply Company; Francis Deane, Falton Bag & Cotton Mills; Alec Wilson, Pfeian-Paust Paint Manufactur-

ing Company; James Gordon, Gordon Radio Company; John and Crawford Francis, Greater Exposition Shows, and Mr. and Mrs. Sidney Belmont and the Beverly Sisters, of Belmont Amusement Service.

Mr. and Mrs. Francis Dean, officers in the International Association of Showmen and the Missouri Show Women's Club, were hosts on Thanksgiving Day at their home to John Francis, Mr. and Mrs. J. Crawford Francis, Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. Charles T. Goss, and Mr. and Mrs. Tom W. Allen. Mrs. Anna Jane Pearson, owner Pearson Shows, passed thru Wednesday after several weeks in Hot Springs, en route to Chicago. Mr. and Mrs. Kenneth Blake, of Johnny J. Jones Exposition, arrived last week and will winter here. J. W. (Diesel) Clements visited with friends here Wednesday while en route to Chicago. Joseph Darpel returned to his home here last week, where he will remain for the next two months. He recently closed a successful season with the Bill Hames Shows.

Bernie Smuckler and son, George, visited *The Billboard* offices Monday while in town on business. Smuckler has his rides operating in Alabama and plans to remain out all winter. Mrs. Crawford Francis has recovered from a recent illness and plans to leave for Florida soon to spend the holidays with relatives. Mrs. Peggy Smith, Greater Exposition Shows, will winter here, while Mrs. Elizabeth Yearout left last week for Kansas City, Mo. Jim Taylor arrived this week after closing with Fairly & Little Shows. Harry O. Coulson and Mr. and Mrs. Eugene E. Franklin, of Barker Shows, came in last week and will winter here. Ray Marsh Brydon, of International Congress of Oddities, visited *The Billboard* Monday while here on business.

Jack Ballie visited *The Billboard* office Wednesday. He was en route to Oelwein, Ia., where he will visit his aged mother for several days before going to Chicago for the meetings. Another visitor was Robert (Bob) Mansfield, who was visiting his baby son, who is residing here with his mother. Bob said he had a good season with the James E. Strates Shows, where he operated the girl show.

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# 44 on Draft Delinquent List

CINCINNATI, Nov. 30.—Draft Board No. 7, located in Room 201, Hotel Havlin, Cincinnati, announces that the following troupers are considered delinquents, having failed to respond at the proper time: Arbogen, George C. Lento, Tony Barfield, Carl C. Marks, Frank Bowman, Charles R. Mills, Madison E. Breece, Dale V. Mallory, Richard Brown, Jim J. Miller, John L. Chandler, Ray Nicholas, Green J. Crus, Duvo Own, George Davis, Arthur Politte, Leo Denstero, Tom Redinger, George E. Eckhart, Harry A. Reilly, James J. Endicott, Roy Richards, John W. Farlosse, Paul E. Roberts, Steve Ford, John W. Satterfield, Gibson, Howard C. Thomas M. Goudie, Frank C. Spillman, Don P. Grant, Harry L. Stewart, Blakey W. Harper, Marshall Thomas, Arthur J. Theodore Van Camp, Arthur J. Hooper, Harry J. Washburn, Nelson, Jeter, Van L. Jr. Johnson, Mike P. Wilet, Richard L. Kelly, John L. Womack, Carmack Kelson, Charles E. D. King, Henry Yost, Arthur M.

# Winter Quarters News and Gossip

As Reported by Representatives of the Shows

## Wallace Bros.

JACKSON, Tenn., Nov. 30.—Everything is moving along nicely in local quarters after a week of ice and snow, and work is under way again on a light scale. Shows will present a new color scheme next season and paint work is under way under direction of E. Malone. All lumber is stored and R. E. Edison is directing building activities. Late arrivals here were Mr. and Mrs. Frank Sparks with their cookhouse and other concessions. Mr. and Mrs. Roy Hawkins and Mr. and Mrs. Teddy Betts are wintering here, as are Glen McKee, Charlie Allen, and Jim Bailey. A. R. (RUBE) WADLEY.

## Franks' Greater

ALBANY, Ga., Nov. 30.—Mr. and Mrs. W. E. Franks were hosts to quarters crew and personnel at a Thanksgiving dinner here at the cookhouse. Mr. and Mrs. Gus Stanley have joined with palmistry stand. All rides are being painted and new platforms are being constructed in the new workshop. Work crew totals eight. Visitors were Mr. and Mrs. Simpson and Billy Boswell. Art Pettit was called to Chicago on business but is expected to return soon. ROBERT L. MCCARREL.

numbers at the Christmas Show. Mrs. Rudy Jacobl is doing Punch and Judy at the Christmas Show, where Mr. and Mrs. Bill Hobday have horoscopes; Babe Collins, photo strips; Al Mann, guess-your-age; George Carmody, novelties; Bill Burmeister, candy floss and candy apples. Tex and Nona Cooper left the show and are working in a picture. Jerry Fitzgerald is handling the May Company holiday acts. On the program are Olga Celeste, animal acts; Rayner, Punch and Judy; Attolo, magician.

B. M. (Doc) Cunningham is doing Santa Claus at Broadway Department Store. At the J. W. Robinson Store for the holidays are Jack McAfee, clown; Foster, magic, and Ross Ogilvie, Lilliputian. Lawrence Buck joined the Victor Wetter Lilliputian Revue as pianist. Irene McAfee's dogs left the Christmas Show and were replaced by Uncle Bill Dedrick. Another Christmas Show feature is Bert Fisher's chimps. Mr. and Mrs. Harry De Garro completed building a new home on their recently purchased ranch. John Daggett, now with a local radio station, is doing features at the Christmas Show, where Fred Davis is the pass-gate attendant. Louis Wald returned from Phoenix, Ariz., and reported the fair there was not a very profitable spot for his concessions.

Tom Gallery is associated with Geste Doyle in Sports Promotions. With almost all of the West Coast shows in quarters, there are daily gatherings at the Hotel Bristol, with the forum being presided over by Al Fisher. Ben and Millie Dohbert, of Golden State Shows, are located here for the winter. George McCarthy is in town with plans for a promotion. Mr. and Mrs. Walter K. Sibley were sighted downtown around showfolks' haunts. Nate Miller came up from Long Beach, Calif., where he operated rides. Mr. and Mrs. Ted Metz and Mr. and Mrs. George Surtess came in from Compton, Calif., for a brief stay. John T. Backman and Will Z. Smith are doing well with the glass store on the Plaza. Mrs. Leona Barle is convalescing from a recent illness. Mr. and Mrs. Harold Weber, of Clark's Greater Shows, are at the Bristol Hotel for the winter.

## Dee Lang Gets Results At Cuero, Tex., Date

CUERO, Tex., Nov. 30.—Altho rain on the first three days marred business, Turkey Trot Celebration here gave Dee Lang's Famous Shows good business. Clear and warm weather the remainder of the week aided in bringing out the crowds and Saturday, Sunday, and Armistice Day were exceptional. A number of civic and military parades were staged during the week.

Dusty and Mrs. Rhoades joined with their Working World. As did some 20 concessions for the local stand only. Among visitors were Harry (Ike) Lewis, Jack Ruback, Albert A. Obada, and Larry Woods.

# Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Nov. 30.—Following are the order and serial numbers of men who have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE		
Name	Order No.	Serial No.
Anderson, James	320	3219
Arbogast, Geo. C.	94	3843
Beard, Elbert Loyd		
Bowman, Chas. R.	154	2970
Brangle, Lawrence John, Jr.		
Bright, James H.	339	3671
Bujnowski, Joseph Steve		
Chandler, Ray	107	3016
Bungardner, Lee		
Cole, Creston E.	4208	4926
Conroy, Harry T.	242	3018
Crowe, Chas. H.	331	3537
Crow, Richard D.	368	3258
Eckhart, Harry A.	142	3842
Escalante, Filomeno Acevado		
Farlosse, Paul		
Ferguson, Walter Leon Jr.	221	4345
Ford, John W.	125	3107
Foster, Jack Mitchell		
Gavron, Steve J.	132	3530
Gouldie, Frank C.	131	2928
Grant, Harry L.	190	3654
Grantham, Burford Odell		
Greaves, Wm. F.	257	3673
Grosso, Bill		
Hanson, Harry Laverne		
Hargreaves, Leo J.		
Harper, Marshall T.	4	3508
Havilla, Albert	262	3043
Hooper, Harry J.		
Horton, Walter		
Hughes, Howard Harold		
Hull, Leo V.		
Jacobs, Wesley LeRoy		
Jensen, Ralph P.	168	3284
Jeter, Van Lee	63	3663
Johnson, Mike P.	134	3689
Jones, James Earl		
Kelso, Charles E.	151	3123
Killebrew, Raymond O.	296	3696
Knight, Joseph P.	289	3006
Kvenmoen, Douglas Olen		
Lamb, Buddy	340	3498
Lee, Arthur W.	237	3033
Mallery, Richard	184	3137
Miller, Harry Edward		
Miller, Orson Augustine		
Mills, Madison E.	96	3655
Moore, Thomas		
Morley, Donald V.	292	3104
Morton, Berry		
Owen, Geo.	69	3681
Politte, Leo	157	3173
Polk, Milton L.		
Rhodes, Tom Allen		
Richardson, Raymond J.	362	3317
Robinson, Ralph J.	303	3517
Rogers, Clem	13	2480
Rogers, Mervin Speed		
Rose, Roscoe		
Santelsson, Charles Elmo		
Satterfield, Thomas M.	129	3674
Scotfield, Clifford M.	354	3557
Shaw, Wm. M.	315	3661
Sheldon, Samuel Marshall		
Slak, Staley		
Smith Jr., Geo. Edward		
Smith, Willis C.		
Stacey, Michael J.	288	3064
Stanley, Frank	330	3873
Stewart, Blakey W.	74	3151
Thomas, Arthur	182	3482
Thomas, Tommy		
Thompson, John J.	283	3787
Vaughn, John Clifford		
Wade, Harper E.	219	3446
Wall, Otis L.	344	3682
Washburn Jr., Nelson	153	3046
White, Richard	300	3462
Wilet, Richard L.	118	3041
Winters, James Francis		
Wolf, Mark A.		
Womack, Carmack D.	199	3485
Yost, Arthur M.	130	3065
Young, Howard A.	212	3339

## ST. LOUIS OFFICE, 390 ARCADE BLDG.

Davis, James Harry	178	2443
Beaudreux, Carlyle Albert	146	1429
Benjamin, Chester Everett	130	2544
Langmo, Harvey Loomis	158	1431
Moran, Jean James	235	

## NEW YORK OFFICE, 1564 BROADWAY

Garruso, John		
McCoy, Michael James		
McKernan, Patrick		

WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

## Concessionaire Burned Seriously in Explosion

HARRISONBURG, Va., Nov. 30.—Charles N. Andrews, concessionaire, is in a critical condition in Rockingham Memorial Hospital here suffering from burns sustained in an explosion, which demolished his house trailer at his home

at 807 North Liberty Street on November 9.

Blast occurred as Andrews, who had recently returned from a tour with De Luxe Amusement Company, was experimenting with a variety of chemicals which he used in making soap during the winter. Besides his trailer he lost \$612 in cash.

# Los Angeles

LOS ANGELES, Nov. 30. — Clark's Greater Shows closed a profitable two weeks at San Diego, Calif. Mr. and Mrs. Archie S. Clark, after putting shows in quarters, are at the Hotel Bristol. They plan a vacation trip for several weeks. Orville N. Crafts and Roy E. Ludington returned from a plane trip to Arizona and Southern California. Roy is at the Christmas Show in charge of Crafts equipment. Jimmie Lynch, of Crafts Shows, came in from San Francisco for a brief stay. Mr. and Mrs. George Coe are wintering in Santa Monica, Calif. Mr. and Mrs. Johnnie Winters this week opened at the Robinson Department Store downtown for the holidays. George Havens and Bozo and Johnny Pizzo have formed a Lilliputian Trio and will play night clubs.

Curly Phillips, Rudu Jacobl, and Harry De Garro are presenting special clown

# 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:  
 65 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.80; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.  
 No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

# 3000 KENO

Made in 30 sets of 100 cards each. Played in 2 rows across the cards and down. Light weight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 3 1/2 x 5 1/2.

# LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000 size \$37. Per 100, \$12. In lots of 1,000 \$1 per 100. Calling markers, extra, 50c.  
 Automatic Bingo Shaker, Real Glass, \$12.50  
 3000 Pack Post #14 (100 cards, 7 numbers), per 1,000, 1.25  
 Light-weight Lipcards, 0x16, Per 100, .50  
 5,000 Small Tin "Boswell" Bingo Sheets, 7 colors, past of 25, Size 4 1/2 x 7, per 1,000, 1.25  
 5,000 Featherweight Bingo sheets, 5 1/2 x 8, Loose, \$1.25 per M. Stamped in pads of 25, Per M, .50  
 Postage extra on these sheets.  
 Bingo Card Markers, in strips, 25,000 per., 1.25  
 Dice boards and pads, wardrobe checks, coupon books, subscription books, memo, slips, Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

**J. M. SIMMONS & CO.**  
 19 W. Jackson Blvd., Chicago

# WANTED

Shows—Minutrel, Giel Show, Concessions—No drift. Cash all winter.  
 For Sale—Small Kodak, good stock, backing horses and stears, all equipment. Truck Horse and Mule.  
**MELVIN'S UNITED SHOW**  
 Box 768, Euclid, La.

# FOR SALE

Sixteen Dodgem Junior Cars and a Hot-Dog. See me at the Chicago convention, Sherman Hotel.

# JAMES PATTERSON

# MAD CODY FLEMING SHOWS

Want for Hazersville, Ga., Week of Progress, sponsored by all civic bodies, 321 FLAT IRON, clean Shows, clean Concessions, one piece FREE! ACT. 50,000 people expected.  
 St. Marys, Ga., this week.



# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Sand Flea, Fla.

Week ended November 30, 1940.

Dear Editor:  
To give the show's personnel a convention of their own while the big Chicago grab-bag is on, the bosses set Sand Flea as the Southern convention city. For many weeks plans were discussed to make the All-American-With-It-and-For-It Convention one of the most gala events ever held by the tramping fraternity. Knowing that most of the show people who are now out of work would be scattered to all parts of the continent, the bosses mailed posters and tack cards to every billposting plant and hotel in the United States. Every known trouper's winter rendezvous was well advertised from Coast to Coast. These ads not only publicized the doings, but guaranteed transportation to and from the convention as well.

Wires and letters had been pouring into the office for weeks. Most of the prospective guests asked for transportation for themselves and house trailers. Knowing that the gas and oil bill would be terrific, the bosses decided to send their trains to set points to pick up the guests and house cars. Forty cars were sent to Pittsburgh and quickly loaded. Forty went to the West Coast and 30 to Kansas City, where the loading was light due to many being out on a winter tour with a Jesse James company. The bosses expected a big haul from the Chicago area and sent a 50-car train to the Windy City, but the load was nil due to the convention there always being exceptionally good for the tab and cut. Our agent handling that spot was told: "No show manager can turn you down for a bite in front of a fair started."

By Tuesday night the trains started to arrive and were unloaded on the convention trailer park. A fee of \$4 was

charged by the office for parking space to help cover the convention expense. Those who didn't have it were allowed to place their boops, watches, radios, spare tires, and what have you as security. After much haggling, the hockable merchandise was collected and the difference in value was paid in cash, minus the depreciation values. This has always come under the head of "carnival arrangement." Most of this stuff would have been in heck before spring, so by having it in the hands of reliable people, the bosses considered it a better bet.

Wednesday morning, with some 15,000 trailers parked, our electrician started cutting them in and collecting the usual buck per trailer. (The show's secretary accompanying him and collecting.) Old Sam, who has charge of the company restrooms, soon had his department ready, but he worked in short sleeves to eliminate the cuffs. Promptly at noon the company water wagon arrived in the camp and dispensed the liquid at six bits per barrel. The lot man and his shavings bandits followed close behind with 1,500 bales, which were quickly scattered around the house cars at four bits a shot. Nothing was too good for our guests. Wattage was the next collection. In order to give the conventioners a break, all remaining radios, electric stoves, water heaters, flatirons, curling irons, roasters, toasters, and light globes were placed on a flat rate of \$2.

Thursday morning the bosses left for Chicago with enough of the plunder and booty to cover the trip and to make deposits on fairs, while our Southern convention was on its merry way. Thanksgiving was celebrated on the same day that the bosses departed, our cook-house putting on a heavy feed at a buck a throw. By Friday morning most of

the guests had hooked up and blowed the convention, some saying, "We don't know just what will happen next." The office feels very much put out over their actions and their unappreciative way of going. They forgot to tip the trash picker his four bits a house car. With the coast cleared, on Friday and Saturday the midway was turned over to local patrons. MAJOR PRIVILEGE.

### HASC

(Continued from page 35)  
given away during Christmas week. Fair secretaries, showmen, manufacturers, and jobbers are invited to participate during convention week, December 23-January 1.

Members again are requested to advise the secretary of their permanent address and to make reservations for the Banquet and Ball as early as possible. Event will be held this year in Fiesta Room of the Hotel Phillips. Hotel management has submitted a splendid menu.

### Ladies' Auxiliary

Club's regular meeting was held November 22, with 25 attending. Pearl Vaught and Georgia Brown were present for the first time this fall. Board of Directors suggested that ballots be printed for the election this year which will be held on December 20. All absentee ballots must be returned, after being notarized, to the club rooms in time to be counted on December 20. It was also suggested that a nominating committee be named to arrange a ticket. However, any group of five members may put up additional tickets. These must be posted a week before election so that all names can be placed on the ballot.

Night's award, donated by Ruth Ann Levin, went to Margaret Haney. Hattie Howk, entertainment committee chairman, reported she and committee are working on forthcoming activities. Lettie White, house committee chairman, was back on the job after being at the American Royal Show for 10 days. Many members are planning to attend the Chicago meetings. Among them are Elizabeth Yearout, Helen B. Smith, Margaret Haney, Viola Fairly, and Virginia Kline.

Chairman John Tyrka. Over 275,000 square feet will be utilized in five sections of the hall. Nine other racial groups will participate.

Executive Director Roland S. Phillips has arranged for exhibit of several hundred thousand dollars' worth of Polish art which was on display at the New York World's Fair. Another attraction will be the International Casino occupying some 45,000 feet. In it will be presented continuous shows, amateurs during afternoons and radio and stage acts at night. At least three name bands are to supplement music of local orchestras. There will also be a large bar and game concessions. Another feature will be a queen contest.

Lighting effects will be used outside the building and plans call for participation of police and fire departments, army and navy units, and veteran groups in a parade. Nine radio stations and newspapers are assisting in the publicity campaign.

### Entertainment Features Part of Chi Sports Show

CHICAGO, Nov. 30.—In addition to pre-tentious exhibits hooking up with outdoor sports, there will be many entertainment features at the International Sportsman's Show to be held in the International Amphitheater this winter. F. W. (Nick) Kahler, director, has arranged an interesting program.

There will be an Alaskan village; the Mansfield Family will do a bit of bullseye work with pistols and rifles; Ken and Walt Wilhelm will demonstrate bow and arrow shooting and blowgun work, and there will be contests in bait and fly casting, table tennis, archery, and dog retrieving. Bait and fly-casting champions will include Tony Accetta, Curly Moulton, Dr. Wellman, Stu Pritchard, Harry Gebhardt, and Eddie McMahon.

Second annual national trailer show will be held in conjunction.

### Cleveland Party for Buck

CLEVELAND, Nov. 30.—Frank Buck, here with his Jungleland show with Almon R. Shaffer's World's Fair Highlights in the Public Auditorium, was honor guest at a party given by Mr. and Mrs. Bob Miller, who had the Loop-Planes at Great Lakes Exposition here, at their South Hills Drive home Tuesday night. Among those present were Mr. and Mrs. Frank D. Shean, who left yesterday for the meetings in Chicago, during which Shean will be toastmaster at the annual banquet of the Showmen's League of America.

### \$100,000 Sustaining Fund Asked for Milwaukee Fete

MILWAUKEE, Nov. 30.—Milwaukee Midsummer Festival Commission has approved a proposal to establish a permanent sustaining fund of \$100,000, the money to be raised by subscription among individuals and business firms. Drive for funds probably will get under way next spring. Heretofore the annual event has been backed by common council and county board appropriations.

### Shorts

MILWAUKEE JOURNAL'S Aqua Star and Style Show, which closed a five-day run in the Auditorium on November 21, drew nearly 25,000 at \$3 and 85 cents, and \$1.10. Show was produced by S. N. Snyder, Boston, and directed by A. W. Spaulding, New York. Entertainment included Gertrude Nlesen, "Gals Kids," Ethel Shutta, Buster Crabbe, and music by orchestras of Stephen Swedish, Raymond Scott, and George Hamilton. Net proceeds went to The Journal's Goodfellow Fund.

GRADY S. McCARTY, general chairman of Galveston (Tex.) Mardi Gras Association, has appointed committee heads and Elias B. Bagnsdale has been put on the publicity committee. Pageant of the Americas will be the Mardi Gras theme, with Latin American nations and 80 bands participating.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

### Shaffer Books Cleveland in '41

Winter fiesta is set under K. P.'s—"WF Highlights" pulls 58,943 first week

CLEVELAND, Nov. 30.—World's Fair Highlights, presented by Almon R. Shaffer in the Public Auditorium, November 19-30, drew 58,943 in the first week despite bad weather and opposition last Saturday of the annual charity football game, an inter-section classic. After a slow first two days the show has had increasing daily attendance.

Manager Shaffer announced yesterday that he will co-operate with the auspices, Knights of Pythias, represented by the Pythian Exposition Committee, Inc., to present an annual event to be known here as the Winter Fiesta. Dates in the fall of 1941 have already been set. It will include midway attractions and exhibits showing winter activities of the West, Southwest, California, and Florida. Manager Shaffer will be assisted in Cleveland by James Dunn, past supreme chancellor of the Knights of Pythias. Shaffer said that final arrangements have been completed for the show now here to go to Detroit and from there to Milwaukee and then to Cincinnati. Dates for a Chicago showing are still undecided.

In the main arena Betty and Benny Fox, on the high pole, and the American Eagles, under direction of the Great Lynch, have had big crowds for the free shows presented every other hour, afternoon and night. Between these shows Stalney Kozloff and his night club and Judge Carroll's Night Court in the lower halls have been popular with their free attractions. Laid out in the other three

big halls in the building have been the rides, concessions, midway, and a few industrial exhibits. Cleveland showgoers have never had so many places to go or so many things of interest to see all under one roof.

Nothing has ever been seen here before like Jack Sheridan's Living Magazine Covers, Phil Plant's Frozen Alive, and John Krimsky's, De-Bunk-Her. Stories about these attractions have appeared in feature and dramatic columns in all three of the Cleveland newspapers, and Sid Andorn, in his night-spot radio program over Station WOAR, plugged them a number of times.

Krimsky's show has Blackie Diamond, talker, and in the bunks Pat Smith, Dawn Ferner, and Mildred Powell. He arranged yesterday with Doc Freeman, sex lecturer, who is doing the talking here for Wally and Billy Jackson's Tiny Town Revue of Midgets, to join his show in Detroit as a talker. Mrs. Freeman, the former Vivian Vaughn, Miss America of 1933, will take over one of the spotlighted bunks.

Sheridan is not going on the tour with Shaffer, as he has to return to New York to catch up on some illustrated accounts, so he has turned over management of the show to John T. Doran. His talker is Johnny Baker, and the models include Dorothy Carroll, Hindra Costomovitch, Barbara Wayne, Lillian Moore, and Doris Daley.

Earl Egan, manager of Phil Plant's Frozen Alive Show, has Carol Chemley, talker; Jack Kelly, inside lecturer; Joe Nixon, assistant to Kelly, and Mary Fagan, Margaret Nixon, and Helen Whaley.

### Continuous Shows For Detroit Benefit

DETROIT, Nov. 30.—Nine-day Allied Festival for Polish War Relief under auspices of the National Polish-American Council in Convention Hall here will feature a variety of attractions, reported

## 15 Years Ago

(From The Billboard Dated December 5, 1925)

Annual Thanksgiving Bazaar staged by the Ladies' Auxiliary, Heart of America Showmen's Club, in the lobby of the Coates House, Kansas City, Mo., was a success socially and financially. . . . Joe Gallier was in Charleston, W. Va., framing a line-up of shows and concessions for a 1926 debut under the title of Gallier's Exposition Shows. . . . Max Montgomery, two seasons musical director with Dodson's World's Fair Shows, was in Beaumont, Tex., where he was director of the Public School Band.

Numerous showfolk attended funeral services in Houston for W. D. (Doc) Bushnell, vet showman and member of the John Francis Shows.

D. D. Murphy Shows were in quarters in St. Louis after a 460-mile move from Greenwood, Miss. . . . Jack Standford was in U. S. Veterans' Hospital, No. 89, Excelsior Springs, Mo. . . . Lou Backenshoe's chimp, George, was proving an interesting attraction in the toy department of a big furniture store in Cincinnati. . . . T. W. (Slim) Kelley's Side Show joined Billie Clark's Broadway Shows after a successful season with the Boyd & Linderman Shows. . . . W. J. (Bill) Keboe, assistant manager of Dodson's World's Fair Shows, was vacationing in Corpus Christi, Tex. . . . Morris & Cattle Shows closed the season in Beaumont, Tex., and went to quarters in Shreveport, La.

J. George Loos Shows were contracted to furnish midway at a Washington Birthday Celebration in Laredo, Tex. . . . Central States Shows were playing in Florida to successful results. . . . E. H. (Happy) Hawkins, of the Nat Reiss Shows, was in Columbia (S. C.) Hospital, recovering from an operation. . . . John Francis Shows closed a successful 14-day stand at Gulf Coast Colored Fair, Houston, on November 25, under Chamber of Commerce auspices. . . . Robert (Bob) Work, vet ride device man, went to Florida for the winter. . . . Smith's Southern Shows successfully closed the season in Smithers, W. Va., and stored equipment there for the winter.

## LOOK

IN THE WHOLESALE-MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES



# TERRELL CONTROLS COLE

## Acquires the Interest Held by Mrs. Jess Adkins; Show Will Be Modernized for the 1941 Season

LOUISVILLE, Ky., Nov. 30.—Announcement was made here Tuesday by Zack Terrell, for the past six years one of the co-owners of Cole Bros.' Circus, that he had purchased the interest held by Mrs. Jess Adkins. The transaction automatically makes Mr. Terrell the sole owner of the show, one of the two largest in the world. The show is wintering here at the State fairgrounds.

Terrell stated that when the season came to a close at El Reno, Okla., November 5 Mrs. Adkins expressed her desire to dispose of her half interest in the show, and, in consequence, an agreement satisfactory to both was quickly reached at a recent conference held in Indianapolis. The price involved was not made public. Mrs. Adkins expects to engage in business in the near future. She and her children, Patricia and Tommy, remained with the circus following the death of Mr. Adkins, who, with Mr. Terrell, founded the Cole Bros.-Glyde Beatty Circus in 1935 and were partners until his death while on the road with the show last June.

Mr. Terrell also stated that the policy of the Cole show would not be changed and that plans were now under way for next year's edition, which will be modernized throughout, and that it will be built along the lines of a circus extravaganza.

### To Make Plans at Quarters

With the idea in mind, continued Mr. Terrell, plans call for the services of producers, composers, and designers who have already been contacted and will meet at the circus here next month to discuss and formulate plans for next season's show. Technicians and lighting experts from Hollywood also are on the

list of those who will be present at the meeting.

An opening pageant embodying modernistic ideas away from the time-worn circus spectacle is to be one of the many outstanding 1941 features, as well as a new musical background throughout the performance, calculated to prove a radical departure from the conventional circus band score, yet retaining the age-old circus atmosphere.

Among those who will attend the meeting will be Helen Ainsworth, one of Hollywood's foremost artist scouts and considered a productive genius; Henry Russell, noted arranger, formerly with Horace Heidt; Erl Franke, costume expert who designed the costumes for the Aquacade and the Follies; and Larry Cebellos, well-known director of stage and outdoor spectacles. The costume designs have already been submitted to Mr. Terrell for approval. They will be made in New York.

Actual work on the show will begin immediately following the meeting which, according to Mr. Terrell, will be on or about December 15.

### Good Patronage at Zoo

That Mr. Terrell made no mistake when he opened his zoo here at quarters to the public is being demonstrated by continued patronage. Thanksgiving Day (November 21) was a trifle off due to rain, but crowds almost equal to opening day passed thru the gates the following Saturday and Sunday. Many complimentary letters have been received by Mr. Terrell from the local officials and patrons.

A beautiful Thanksgiving dinner was served in the cookhouse by J. W. Nix steward. Roast turkey with all the trimmings made up the menu.

J. D. Newman, general agent, was called away from quarters on a business (See Terrell Controls Cole on page 50)

## Lewis Bros.' Season Best in Five Years

JACKSON, Mich., Nov. 30.—The best season this year of any in the last five was had by Lewis Bros.' Circus, even though it opened in a snowstorm and played the first six weeks in cold, rainy weather to poor biz. Season was 24 weeks long.

Paul Lewis reports one bad accident, damaging a semi-trailer. No one was injured. There also was a blowdown at Fort Huron, Mich., in which some equipment was damaged, but no workers or patrons were injured.

There are 10 persons at quarters here, and Lewis says the show will be streamlined for next season. A few indoor dates will be played after the holidays. Lewis recently returned from the north woods in Michigan, where he shot a six-point deer.

## Sunbrock Has Big Detroit Draw; 102,662 at 16 Shows

DETROIT, Nov. 30.—Larry Sunbrock's show closed an eight-day stand at the Michigan State Fair Coliseum last Sunday with a paid attendance record of 102,662 for 16 shows, which is believed to be a house record for a one-week engagement here. On Thanksgiving Day (November 21) the show set a one-day house record with a matinee attendance of 8,000 and an evening attendance of 10,500. After the first three days additional space in the arena proper was fenced off and 3,000 additional seats provided for each show, with additional fenced space provided for standees only on Thursday night.

Noted visitors at the show included Tunis (Eddie) Stinson, manager of the Detroit Shrine Circus; Harry Mack, producer of rodeo at Michigan State Fair;



ZACK TERRELL, who has been co-owner of Cole Bros.' Circus for the past six years, is now sole owner of the show, having bought the interest held by Mrs. Jess Adkins.

## Circus-Rodeo at Akron Ends in Red

AKRON, O., Nov. 30.—Mixing circus and rodeo thrills, the Cimarron Round-Up and United Aerial Circus, which ran a week at Goodyear Hall gymnasium here, ending November 23, under sponsorship of the Akron Lodge of Elks, finished in the red for that organization. Lack of promotion and publicity was blamed for the poor response by the public, also the \$2.20 top admission was too high. Attendance at none of the performances filled the large gymnasium, which was converted into an arena at a cost said to have been about \$2,000. An outside promoter, who handled the advance details, withdrew just before the six-day circus-rodeo opened and a local man took over until midweek, when he was ousted and the performers took things in their own hands.

On Friday night the troupers reported they had been paid two-thirds of their contracted salary and with one day to go hoped to receive full compensation. The Goodyear gym is reported to have cost \$1,100, while the reading of the arena with sand, fence, seating, and other incidentals was said to have been (See Akron Circus-Rodeo on page 50)

## Polack's Second Year For Cincinnati Shrine

CINCINNATI, Nov. 30.—Irv J. Polack, manager of Polack Bros.' Circus, on Wednesday night signed a contract with the Syrian Temple Shrine to again present his show here. It will be held at the North Arena Music Hall, January 25-February 1.

Polack's first show was staged here this year, week of February 12. Robinson's elephants, of this city, will be one of the acts.

## 200 Attend Siegrist Club's Round-Up; Show Follows Feed

CANTON, O., Nov. 30.—The most successful session of the Charles Siegrist Showmen's Club since its inception two years ago was the annual Fall Round-Up, November 24, at Hotel Heiden here. More than 200 members and guests from Northeastern Ohio attended the afternoon and evening programs. Veteran troupers, many of them still active in various branches of show business, were honored, and following a tribute by C. A. Klein, all stood for a moment in silence, out of respect to the late Jess Adkins, whom many in the club knew personally for years.

The program began at 5 o'clock with a reception for visiting showmen, followed by movies of the Ringling-Barnum and Cole Bros. circuses, Dodson's Shows, and others, taken by Ted Deppish. A new Siegrist title, conceived by Deppish, was screened for the first time, and a banquet was enjoyed, after which a social hour followed.

The troubadors orchestra played for the hour-long vaude show, which included Beverly Harnett, whips and ropes; Bat Graf, yodeling cowboy; Little Joe, Mexican Cherrito; Bill Noble, sharp-shooter; Jim Harris, clown wrangler; Ann Karrall, yodeling cowgirl; Uncle Elmer, clown comedian; Staub Sisters, tap dancers; Bob Carney, burlesque comic, stories, and character specialty. Mary Joyce and the Lattip Sisters, who were appearing at the Grand Theater here, were introduced. Curt McClelland, club member, formerly with the Sparks and other circuses, offered a London Punch and Judy novelty and played a hurdy-gurdy, one of the few to be found in this age. Emile Hahn was musical director.

Fifteen members of the Youngstown Showmen's Club, headed by Mrs. George A. Smith, publicity director, were in attendance. Glenn Z. Wagner headed a delegation of 30 from New Philadelphia and Dover, O., and Lester Rodgers and Jim Crawford, from Steubenville, were on hand.

Committee in charge of arrangements included G. C. Bauman, Von Black, Ralph L. Smith, Leo T. Mullane, Johnny Drabble, F. L. Salsgiver, and C. W. McClelland. The Canton Repository, Akron Beacon Journal, and Cleveland Plain Dealer assigned reporters and photographers to cover the party, all newspapers giving liberal space in art and stories.

## Hamiter's Circus Playing Indoors Out of Dallas

DALLAS, Nov. 30.—The winter unit of Jimmy Hamiter's Circus is playing indoor dates out of the show's quarters here to good business. Unit is carrying a six-horse Liberty act, ponies, dogs, bucking football mule, three clowns, comedy bar act, and "Bingo," performing elephant. Several large towns in South Texas have been contracted under auspices for two and three-day stands. An aerial act will be added for these spots.

The crew in quarters is already engaged in activities for the 1941 canvas season. James Ward is in charge of the building, assisted by Jack Clark and Slim Watkins, but work has been at a standstill for the last several days on account of heavy rains. Al Carlson, general agent, is lining up the paper and advance staff for the coming season. He is with the indoor unit. Advance staff will consist of three billers, merchants' ticket agent, and press agent. A station wagon will be used by the billers.

Several visitors were here last week from the North Worth Stock Show, including Tiger Bill, Hollywood cowboy, who is playing theaters in this territory.

McCLOUD'S Royal Scotch Highlanders, for many years with side shows on major circuses, are appearing at the Blue Star Inn, near Barborton, O. They have been playing night clubs the past several weeks.

## Wirth Breaks Portland Record

PORTLAND, Me., Nov. 30.—The Elks' Annual Circus, which is produced by Frank Wirth, concluded a week's engagement at the Exposition Building last Saturday, and it is estimated that close to 40,000 people witnessed the show. A record was broken on receipts, exceeding that of two years ago by \$3,600 despite the fact that a big football game was held adjoining the building on Saturday afternoon. This is the third year under the Wirth management and arrangements were made to repeat again next year.

The program follows: Capt. Roman Proske and his eight Bengal tigers; Flying Beches; Walter Guice, aerial bars; Capt. John Tieber's seals and sea lions; Ardie Nelson's Elephants; Alf Loyal's French poodle dogs; Jim Wong Chinese troupe; Laddie Lamont and his ladder and rolling globe acts; Hip Raymond and his falling tables; Bert Sloan, wire; Mike Cahill, cloud swing and swinging trapeze; Choy Hi Chinese bar act; Fortunelli and Cirillini; Pickett and Simonds; Frank Prevost; Clayton Lampman and his circus band.

Mack Kasow was equestrian director and also in charge of the concert, producing the Arctic Girl and Katie Sandwina, strong woman.

## Selective Service Mail

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

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



**With the  
Circus Fans**  
By THE RINGMASTER  
C.F.A.

President Secretary  
WILLIAM H. JUDD W. M. BUCKINGHAM  
23 Murray St. P. O. Box 41  
New Britain, Conn. Gales Ferry, Conn.  
(Conducted by WALTER HORNEMANN, Editor  
"The White Top," care Hornemans Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 30.—Ed M. Hillery, C.F.A. of Baltimore, is now making his home in Orlando, Fla. He writes: "Just couldn't leave before week of November 3, as we had the Hamid-Morton Boremi Temple Shrine Circus that week. I sold tickets in booth just outside the Armory for the second straight year. Met many old circus performers, among them George and Hal Christy, Walter Guice, George Hanneford and Company, Capt. Roman Proske, the Wallendas and clown Bumpy Anthony, Emmett Kelly, Kingo, and Handow. It was a great show. Dr. William Mann and party were over on Thursday from Washington. Enjoyed fanning bees with Howard Y. Bary, who was in charge of public relations, and Ray Rogers, who had concert with Lee Powell and Baron Nowak as features. Earl Chapin May, who is spending the winter in Rochelle, Ill., was a recent caller at the office of Sverre O. Branthen in Madison, Wis.

Stan Rogers, Western vice-president of the C.F.A. and assistant art director at MGM studios at Culver City, is vacationing at Palm Springs, Calif.

Mr. and Mrs. Karl Kae Knecht will leave Evansville, Ind., on December 7 for a vacation for the remainder of the month. They expect to spend some time at Hot Springs and then go south for the holidays.

**Kirkendall Injured  
In Auto Accident**

LOS ANGELES, Nov. 30.—Mark T. Kirkendall, prominent in amusements for many years, was in an accident night of November 23 at the corner of Fifth and Olive streets here. Mark had taken his brother, Theo, to Third and Olive streets and after leaving there, while driving on the very steep decline of Olive Street, the heavy car got out of control. The car sped at high speed down the incline and at corner of Fifth and Olive struck a street car, knocking the front trucks off the car. The accident happened at 5:30 p.m., heavy traffic hour. A woman pedestrian was instantly killed. A boy, thought fatally injured, and Mark, who was injured, were taken to the General Hospital. Police who were on hand to conduct an investigation stated that Kirkendall was shouting to people and sounding the horn and that from first investigation it was thought to have been an unavoidable accident. Kirkendall was not held. There is to be an autopsy on the body of the woman.

President Dr. Ralph E. Smith and several members of the Pacific Coast Showmen's Association went immediately to lend any aid possible. At this time "Kirk" whom everyone knows from his long association with Al G. Barnes Circus (in the white wagon) and with the Ringlings and other shows for many years, is resting as well as can be expected.

**Picked Up in Washington**

WASHINGTON, Nov. 30.—John Ringling North visited with Dr. William M. Mann and Melvin D. Hildreth recently in this city.

Hunt Circus, oldest continuously operated family show in the States, is now in its own winter quarters near Trenton, N. J. Charles T. Hunt recently purchased a 10-acre farm, splendidly equipped with suitable buildings, and for the first time in the history of the show it actually has a home of its own.

Sam Dock, former aerialist with Forepaugh show and for years the proprietor of his own show, now has Bell Bros. located in winter quarters at Glen Burnie, Md.

Bumpy Anthony, character clown, is spending some time in Washington. Anthony teamed with Emmett Kelly at the highly successful Shrine Circus in Baltimore.

The spiral striped perch of the Antelaks makes even more unusual their distinctive act. It is said to be the only type of decorated perch in use today.

The Uline Ice Arena, now being completed in Washington, was especially designed for indoor circus performance under the direction of Harry A. Allen, well-known fan in the nation's capital.



ERNESTINE CLARKE'S principal riding act is a feature of the British War Relief Show being held in Los Angeles from November 20 to December 25.

**15 Years Ago**  
(From The Billboard Dated December 5, 1925)

Frank Shive, catcher with the Charles Slegriat troupe of aerialists on the Ringling-Barnum circus, who had been ill in a Los Angeles hospital, was greatly improved. . . . Walker Bros.' Shows closed at Sparta, Ga., November 23, due to serious illness in the Walker family. Show returned to Portsmouth, Va., for the winter. . . . B. Tom Long of Sawtelle, Calif., visited the Al G. Barnes Circus at its last stand of the season in Boyle Heights, Los Angeles, November 22. . . . Fred Leslie, kewpie clown, after closing with the Hagenbeck-Wallace Circus, established a line of novelty street advertising in Memphis, Tenn., and did good biz. He had a five-week engagement as a clown in a department store there. . . . Earl Shipley was engaged as a clown by the Rorabaugh-Brown Store in Oklahoma City. . . . Mr. and Mrs. Harry E. Miller entertained at a midnight dinner November 26 in Chicago in honor of Mrs. Miller's mother, Mrs. David Goldsmith of Cleveland. Present were Mr. and Mrs. George Valentino, Robert Valentino, Mollie Lippman, Pete Lee, and William Lederer.

William J. Lester, local contractor of the John Robinson Circus, was re-engaged with that show for 1926. . . . Pearl Weber, aerialist and iron-jaw performer of the HW circus, arrived in Chicago for the winter. . . . Henry Kern was re-engaged as bandmaster of Gentry Bros.' Circus. . . . Leo Tellis of Robbins Bros.' Circus, was in Tampa, Fla., engaged as a golf instructor at the County Golf Club. Bandmaster O. A. Gilson was there also, conducting a band. He had been re-engaged as bandmaster for the '26 season. . . . Fletcher Smith, press agent and on the front door of Christy Bros.' Shows, was re-engaged for the '26 season. . . . Lewis W. Hoffman, 62, well known as co-owner of large tent shows, who in 1900 had the Goodrich Show, which later became one of the best known circuses in the East, died November 23 in Bridgeport, Conn.

**RB Employee Indicted  
For Death of Dallas Man**

DALLAS, Nov. 30.—Wayne Kingsley, 40, an employee of the Ringling-Barnum circus, was indicted by a grand jury here last week for the death of Bill Rand, 19-year-old Dallas Negro. He was arrested in the Sarasota, Fla., winter quarters of the circus on telegraphic orders of Dallas peace officers.

The shooting of Rand occurred following the night performance of the Ringling circus here last September 23. Rocks were hurled by a crowd of local Negroes at circus employees and minor damage was done to one of the circus cook wagons. When Dallas officers sought to arrest Kingsley in Paris, Tex., he had left the circus. Kingsley admitted to Florida officials that he was wanted for the Dallas shooting but pleaded self-defense.

**Circus Saints  
AND  
Sinners' Club**

By Fred P. Pitzer  
(National Secretary)

NEW YORK, Nov. 30.—The November issue of Short Hauls contains a biographical sketch of John J. Mulcahy, treasurer of the Dexter Fellows Tent, also an account of Messmore & Damon, who are so liberal in loaning us mechanical freaks and animals for our luncheons. . . . Dexter Fellows Tent members occupied several tables at the National Showmen's Association banquet held at the Hotel Astor. The circus paraphernalia used at the noonday luncheon by the Tent was left standing and added splendid background to Sinner George A. Hamid's eatfest. . . . A Southern delegate who recently witnessed one of our initiations remarked, "The bigger they come the harder they play." . . . We learn that preparations are being made by the Charles H. Consovo Tent for the 1941 convention. Among the features will be a beach circus party at or on Virginia Beach.

We have a belated report from Charley Ralston, press agent for the Hugh B. Sproul Tent, as follows: "We have had two recent meetings of the Tent. One was a luncheon meeting at the fairgrounds on September 10 while our fair was in operation. The other meeting was held on September 19. This meeting started in the afternoon at Saint Curtis P Bowman's home near the city and continued the evening meeting at the Stonewall Jackson Hotel. We had no 'Fall Guys' for either of these meetings, though we have between 70 and 80 men on our waiting list. It is our intention to increase our membership during the winter months to possibly about 50 members. We have taken in but few members since we organized a little over a year ago. We organized with 16 members and now have 33. I think our board is acting wisely in making our club rather exclusive, as it is now the most talked of (favorably) of all the luncheon and other clubs in this vicinity."

At the annual meeting of the W. W. Workman Tent, held in the offices of the Virginia State Fair at Richmond, on November 25, the following officers were elected for next year: Thomas A. Scott, president; L. H. Munnin Jr., vice-president; William A. (Bill) Homberg, secretary; Fred Halling, treasurer; Francis E. Rose, trustee. Reports were given for the past year and a committee was appointed to arrange for the annual Christmas Tree celebration, which will be staged evening of January 4 at the Hotel John Marshall Roof Garden. Delegations from the Will Rogers Tent of Petersburg, Hugh Sproul Tent of Staunton, Charles Consovo Tent of Norfolk, and other neighboring Tents will be present. Charles A. Somma, of the local Tent, left for New York and Chicago to attend the showmen's meetings.

**Former HW Bulls in L. A.**

LOS ANGELES, Nov. 30.—The former Hagenbeck-Wallace Circus elephants are filling bookings arranged by Paul Eagles, with Cheerful Gardner as handler.

The bulls were a feature in the big pre-Christmas parade in downtown Los Angeles recently, and five of them were featured at the Orpheum Theater here this week with Singer's Midgets, two of the midgets acting as trainers.

**Party for Detroit Billers**

DETROIT, Nov. 30.—Local No. 94, of the Billers' Alliance, will hold a Victory Party December 7 at 17 West Davison Avenue. Event is an aftermath of the award won by the billposters for the best float in the Labor Day parade. The display will be shown at the party. Michael Noch, business agent, is extending an invitation to members of all other billposters' locals to attend the event.

**Malloy Packs Them in  
At Canton Merchants' Show**

CANTON, O., Nov. 30.—Produced for the second consecutive year by J. R. (Jack) Malloy, the annual Canton Retail Merchants' Circus for the kiddies packed more than 12,000 into the Palace Theater here November 22 in six shows, starting at 9 a.m. Program was even better than a year ago and was strictly circus, with Foodles Hanneford and Company heading the bill. The Hanneford family, appearing here for the first time since it was featured several years ago with the Sells-Floto Circus, was given a great ovation at each performance.

Other acts were Nancy Darnell, aerialist; Carmen and Crowley, comedy acrobats; Timbu, the human ape, on the slack wire; Beverly Harnett, ropes and whips; Tinker Toy and his Canine Pals, dog and pony novelty; Billy and Beverly Harnett, sharpshooting; the Vardella acrobats; Grace Hanneford, principal riding; Jack and Ruth, Roman rings. Malloy directed the show and announced. Clowns included Barney and Jimmy Arnesen, Paul Fredericks, and Smiles Raines.

A 15-piece band, directed by William E. Strasser and including several former circus musicians, was in the pit. Emile Hahn played the Malloy callopo for several of the acts. Entire company took part in the opening spec.

**Gainesville Santa Claus  
Parade Unit on the Road**

GAINESVILLE, Tex., Nov. 30.—The Santa Claus parade unit of the Gainesville Community Circus left this week on its annual itinerary in this State.

Verne Brewer is manager; Dale and Charles Brewer, truck drivers; Sam Beattie, impersonator; Mr. and Mrs. Arthur Henry, wardrobe and callopo. The unit will play Greenville, Terrell, Munday, Sweetwater, Colorado City, Waco, Gatesville, New Braunfels, and other cities and towns.

The unit carries six parade wagons and floats, 15 ponies, 80 costumes, 20 big heads, and other equipment.

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# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

**ERNIE WISWELL** and his **Funny Ford** were on the Ekks' Circus program in Akron, O., at the Goodyear Auditorium.

**JOE LEWIS**, clown cop, will work several independent dates before starting indoor circuses soon after the holidays.

**GROVER NITCHMAN**, clown, who was with Cote Bros' Circus, is with the Century Cleaners in Indianapolis, Ind.

**PETE RUTH**, clown, is again at Goodman's store in Utica, N. Y., where he has been for eight consecutive seasons.

**M. H. McLEAN** is at his sister's home in Atlanta, Ga., after closing with Cote Bros' Circus.

**CHESTER SHERMAN**, of the Kenneth Walte Troupe, is clowning and doubling as Santa Claus at McAlpin's Store in Cincinnati.

Don't fail to refer to the Letter List every week. There may be mail for you.

**AL FITCHER**, the Frog Man, of Owego, N. Y., who has been ill for some time, is getting better and thanks old-time friends for writing.

**KENNETH POLEY** worked the rodeo-circus sponsored by the Ekks in Akron, O., week of November 18 with his high-school horse act. Akron is Poley's home town.

A **SPECIALLY** designed birthday greetings card, in colors, is being mailed to members of the Dexter Fellows Tent, Circus Saints and Sinners, on their anniversaries.

**STERLING (DUKE) DRUKENBROD**, who is handling the promotion for the Miami (Fla.) Shrine Circus, will return to his home in Canton, O., upon completion of his duties there. He plans to spend the holidays with his parents.

**CHESTER (BO BO) BARNETT**, who was at the Sunbrook Thrill Circus at Detroit, went to Goldsmith's Department Store, Atlanta, where he will produce a complete show for four weeks up to Christmas, a repeat date of many years' standing for Barnett.

**THOUSANDS** of Los Angeles children took advantage of closed schools November 23 to see the Christmas show for British War Relief, at which a circus was a feature. Ernestine Clarke gave an exhibition of jumping thru paper-covered hoops from galloping horses.

**DON PRESTINO**, last of the Flying Prestinos, formerly featured with the Ringling Bros. and Barnum & Bailey Sells Floto, and Hagenbeck-Wallace circuses, is living in Santa Monica, Calif. He was crippled in 1934 in an auto accident.

**THE ARNESENS** (Barney and Jimmy), veteran clowns, have been engaged by the John G. Myers department store, Albany, N. Y., for three weeks, opening December 2. J. D. Karen handled the details for the engagement. The Arnesens are spending the winter in Canton, O.

**ERNESTINE CLARKE**'s father, Ernest Clarke, is ill in Los Angeles. He has been confined to his home for the past six weeks. During this time her uncles, Percy and Charles Clarke, have been teaching her to do a two-and-a-half in their flying act. Charley catches her by her feet.

Many department stores are again using acts and clowns during the pre-holiday season.

**WHEN** Nancy Darnell finished her trapeze turn at the annual Retail Merchants' Circus at the Palace Theater, Canton, O., November 22 an usher stepped to the stage and handed her a bouquet, a gesture from the Charles

Siegrist Showmen's Club, in which she has been active since its inception.

**CAPT. ROLAND TIEBOR** (sea lions) completed 30 weeks of parks, fairs, and indoor circuses for the George A. Hamid office. His last engagement was at Charlotte (N. C.) Food Show, November 11-16. Tiebor is home now in Tonawanda, N. Y., and is completing a new trick, which he began over a year ago, for his act next season.

**JOE BUMSTEAD**, known as Jo-Jo, the white-face clown, who played fairs and night clubs in Brooklyn, New Jersey, and Connecticut, will be at the Sears-Roebuck store, Brooklyn, for the pre-holiday season. Will be in Toyland, Joe says that he is training a pigeon, calling it Barney Google. Bumstead will appear at night clubs after this engagement until spring.

**MRS. GEORGE A. SMITH**, publicity director for the Youngstown Showmen's Club, attended the annual fall round-up of the Charles Siegrist Showmen's Club November 24 in Canton, O., and extended an invitation to member troupers to attend the annual banquet and dance of the Youngstown group December 8. She accompanied Beverly Harnett's Cowboy Jamboree unit to Canton on this occasion.

**ON THE SAME DAY**, November 15, that Catherine Feltus, daughter of Roy Feltus, retired showman of Bloomington, Ind., became the wife of Robert Preston, film star, Paramount Studios awarded her a contract. Beide's father will be remembered as an executive with the Ringling Bros. Circus for many years and who later with Edward Shipp formed the Shipp & Feltus Circus, which toured South America from 1908 to 1923.

**GEORGE HANNEFORD**'s comedy live camel, featured circus attraction, moves into a night club floor at Weber's Hof Brau, Camden, N. J. Al and Emma Frabell, tightwire performers, also are presented in the show, which is again spotlighting circus acts this winter. At Silver Lake Inn, Clementon, N. J., operated by the same Weber management, Tramping Along, George Downey's RB bicycle act, opens this month for the floor revue.

**VERNON L. McREAVY**, who did promotional work for Polack Bros' Circus at its Midway Shrine performances in Wichita, Kan., says the Wichita date was the biggest farn an attendance point of view that the Polack show ever had. Total attendance was over 60,000 for the week, with turnaway crowds every night except one, the reason being cold weather and snow. McReavy says publicity for this date was the biggest he ever saw, with excellent co-operation of the newspapers and radio stations.

It appears as if indoor circuses are in again for another good season. Reports so far have been very encouraging.

**DOG WADDELL** types: "Larry Sunbrook's Wild West Rodeo, Circus, and Thrill Show is a dandy show and has been getting wonderful crowds. A feature with it is Jack Hamilton in aerial and contortion work. Marlyn Watson, of New York City, popular as a globe trotter, a former circus troupier, and holding the belt for visiting every circus on tour during 1940, is visiting his mother in Springfield, O. They banqueted the 22 troupers now residents of the Ohio Masonic Home. Marlyn will be joined by his sister, the famous Pauline Watson, violin soloist, and will then return to New York."

**WALTER G. McCracken**, owner of the McCracken Dog and Monkey Circus and Pony Ride, which he has booked into the Mazel Department Store, Burlington, Vt., for the holidays, is also putting on a circus parade unit for that store for the Santa Claus parade. McCracken was with the Big Show in 1924-'25, working on ring stock. He now has five ponies, a big goat with harness and wagon for his pony ride. He recently bought a dog act from Lee Erdman, who had the monkey show on Endy Bros' Shows. McCracken also has four performing Rhesus monkeys and is buying one of Captain Mack's performing bears.



**MR. AND MRS. BURT WALLACE**, who were with Lewis Bros' Circus the past season, looking over the deer shot by Paul M. Lewis in the north woods in Michigan.

This season he played several dates with carnivals in and around Burlington.

**UNDER** the caption *Aerial Artists, Trick Dogs Rehearse Nightly for Canton's Biggest Little Circus*, Clyde Mann told how Nancy Darnell (Mrs. Malloy) and Jack Malloy trained youngsters for aerial work with the circus at winter quarters of the circus at Canton, O., in a swell feature story appearing in *The Akron (O.) Beacon Journal* November 16. Accompanying the story was a three-column art layout showing Mrs. Malloy with two of her proteges posing on the trapeze and another with Mr. and Mrs. Malloy with their featured dog, "Winnie," balancing on a slack rope. Story also was a good plug for the annual Retail Merchants' free circus for the kiddies at Canton.

**JACK S. SMITH**, who was on the Cote Bros' advertising car for a while this season, has since been working in the office of the United Aircraft Products in Dayton, O., and will remain there until spring. Recently while passing thru Louisville, Ky., en route to Evansville, Ind., he visited Cote Bros' quarters and found the place a beehive of activity, with about 25 men working there. The quarters are located about five miles from the center of town and comprise 150 acres. There is a railroad siding running into the grounds and a line of the L. & N. Railroad running back of the fairgrounds. The show is using the rebuilt poultry house for quarters for the menagerie animals and one of the large horse barns for the draft stock.

Business reports indicate tremendously increased family purchasing power for 1941. It is the family which makes up the circus audience and it is the family approval which makes the circus a success. Wise showmen will prepare strong appealing programs for next season and make certain that equipment is in keeping with the times.

**THOMAS F. WHITESIDE**, of the Whiteside Troupe, arrived at his home in Wichita, Kan., after being gone 15 months. He found Jack Moore there in the Veterans' Hospital and saw Charles Dryden, who is still kicking the barrel. Tommy witnessed the Shrine indoor circus (Polack Bros' Show) and met his old friends Earl Shipley and Felix Morales. Georgia Lund, Whiteside's niece, worked in Carl Larkin's juggling act, also the ladder act at the Shrine circus. Marion Whiteside, Tommy's daughter, is back in school. Tommy closed his fairs at Littleton, N. C., October 28. The Whiteside Troupe will play (See *UNDER THE MARQUEE* on page 60)

## Keller Speaks at Banquet

**KINGSTON, Pa., Nov. 30.**—Prof. George J. Keller, of Bloomsburg State Teachers' College, who spends his summers and spare time performing with his animal act, spoke on Behind the Scenes in the Circus at the father and son banquet of the Kingston Presbyterian Church here the other night. In addition he showed 2,400 feet of colored motion pictures of circus life. Keller has received an offer from Scientific Films, Inc., of Hollywood, to film him and his animal act. The picture will be for a Paramount short subject.

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

**HAVE ANY** of you given the Letter List a gander lately? Look thru it. Mail for you may be advertised therein.

**NOW'S THE TIME** to remember that all in rodeo circles want to know what their summer cronies will do this winter. Let 'em know what's doin' in your diggin' thru this column.

**S. R. (SAM) THOMPSON** was unanimously elected president of the Pendleton (Ore.) Round-Up Association last week, succeeding William H. (Bill) Switzer, who resigned because of ill health. Switzer was considered an ace pick-up man, having served as such nearly 10 years dating from the Round-Up's first show. Lowell Stockman, treasurer for four years, was elected vice-president, succeeding A. L. Powers, resigned. Roy W. Ritzner was re-elected secretary and business manager, and H. W. Dickson was named treasurer. J. V. Bell was made a director. Re-elected to the board were E. J. Boylen, John Hales, Melvin D. Fell, Allen Polson, Dr. H. M. Hanavan, C. L. Lisenall, Finis Kirkpatrick, Herb Thompson, George Stanger, and Don Robinson. Revealing that the board's pledge to keep within the budget for the 1940 show was fulfilled, Stockman reported the actual cost was \$28,943, compared with a stipulated budget of \$30,300. He said that, following disbursements, there was \$859 on hand. A guarantee of \$6,000 subscribed by Pendleton citizens was refunded, Stockman said. The financial report showed gate receipts of \$28,415.

**ALL-AMERICAN RODEO IDEA**, with awards being made to the nation's top contestants for the year's achievements, still will be carried out despite the premature closing of the first All-American Show at Will Rogers Memorial Coliseum, Fort Worth, Tex., after six performances. T. E. Robertson, producer of the first World's Series Rodeo, announced last week that Fort Worth Show was closed before awards could be made when the Cowboys' Turtle Association called a strike on November 19. Robertson plans to continue the rodeo where it left off, either in Fort Worth or in this section, sometime within the next three months. Awards for 1940 would have to be made before the 1941 rodeo start. Robertson and associates lost \$17,500 in the first All-American venture. He will clear up the debts, amounting to about \$2,000 against the rodeo on December 5 and then will decide where the event is to be continued. Robertson, it is reported, is slightly irked at the Turtles for calling the strike after the event had run six performances, especially since the association did not insist that all award money be posted before show opened but waited six performances before protesting. It was also said that all but four of the cowboys were willing to continue with the rodeo on a day-to-day basis if necessary. But the Turtles threatened to fine members \$500 each if they continued with the event. Robertson contended that the association could not assess the fine against members for going ahead with the show, according to the association rules. Rodeo was the 21st produced by Robertson. Stock was furnished by Hughie Long, Tim Bernard, Red Lyons, and E. Colburn. Special acts included Alice Sisty, Cecil Cornish and educated horse, Smokey; Glorene and Carlene Tindall; Earl Strauss and Logan Jarnaglen, trick ropers. George Mills assisted John Lindsey and Clyde Kline in the clowning. Officials included Hughie Long, assistant arena director; C. A. Studer and Lynn Beutler, assistant arena secretaries; Leo Murray and Lonnie Rooney, judges; H. D. Binns and Ber Conners, pickup men; Peggy Long and Morris Cooper, timers; Pete Adams, announcer; Jack Story, assistant. First day-money winners: Bareback Bronk Riding—Eddie Cameron, Grant Marshall; Hank Mills and Tom Knight split third and fourth; Cowgirls' Bronk Riding—Marge Greenough, Alice Adams, Vaughn Krieg, Alice Greenough. calf roping—Toots Mansfield, Clyde Burk, Gordon Davis, Roy Matthews. Saddle Bronk Riding—Gene Pruitt, George Yardley, Jim Like, Eddie Cameron. Steer Wrestling—Jimmie Downs and Eddie Hovenkamp split first and second; Dick Truitt, Jack Wade, Cowgirls' calf roping—Fern Sawyer, Madalene Hancock, Sue Savage, Mecca Savage, Sallie Taylor, Nancy Binford, and Ann Webb split third and fourth. Bull Riding—Gerald Roberts, Mitch Owens, Dan Wilder, Hoyt Hefner.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES



## A Glance at Other Fairs And State Associations

(Crowded out of the IAFE Golden Jubilee Supplement of the Christmas Number of The Billboard.)

By LEONARD TRAUBE

About 20 events were conducted thruout Alabama during 1940.

According to records at the University of Arkansas, the first "Grand Fair of the State Agricultural and Mechanical Association" was held in Little Rock, 1868. A fair of "State" class was staged in Pine Bluff, 1897. Another was held in Hot Springs, 1906, and continued regularly until 1914, when a disastrous fire occurred. There is a record of an Arkansas State Fair, Little Rock, 1921-'30—discontinued account severe drought. First "Annual Livestock Show" was held in North Little Rock, 1933, and continued to the present. District fairs in the State have been held periodically since 1907 in various towns and cities. Some were discontinued due to crop failures, depression, and disasters. First county fair on record was held in Camden, 1839. Between 1914 and 1916 number of events declined from 50 to 24. Annual average is close to 40, with a low of 15 and a high of 60. Livestock shows at present are at maximum level. Attendance at the big events is estimated at 100,000 each; at district fairs, 25,000 each; county fairs, 3,500 to 10,000, and community fairs, 250 to 1,000. Financial aid from State is given from time to time. Principal media for securing funds are advertising space in catalogs and eat-drink and amusement concessions. About a fourth of the fairs charge a gate admission.

Delaware conducts but one fair, which is held in Harrington, Dela.

Lists received up to early November indicate 23 fairs held or to be held in Florida during the 1940-'41 season.

Sixty-eight events of various classes were reported for Georgia in 1940.

Approximately 80 events of all classes were held in Kentucky during 1939, with total attendance of 515,000. William H. May, Commissioner of Agriculture, Labor, and Statistics, published a notable booklet, "A 1940 Prevue of County Fairs in Kentucky," added to which is a supplemental insert printed after the first edition went to press. It is a complete survey of each fair in the State, with pungent questions answered, resulting in a most comprehensive analysis. The publication of the Prevue marked the first time that the Department of Agriculture put out a complete work on county fairs in the State.

Two important questions were asked in the survey which The Billboard has undertaken to break down by votes.

The question, "What was the greatest single attraction offered?", drew interesting answers. Horse Shows led with 16 mentions, followed by 4-H Club-picnic-school activities, with 8; cattle shows, 6; general exhibits, 4; auto award, 2, and the following with one each: Auto Races, Rodeo, Fireworks, Home Talent, and Pet Show.

The other query, "What special features were booked that attracted crowds at the grounds?", lent itself to greater flexibility in view of the plural (features) and the word "at" instead of "to." The "to" would have referred to pulling power at the outside gates, but that would have changed the entire nature of the quiz. There was no outstanding leader among "special features," as judged by the following mentions:

Contests, 6; exhibits, 5; Horse Show, carnival, radio talent, parades, home talent, athletic-school, 4 each; fireworks, rodeo, and free auto, 3 each; flying trapeze, 2; midjet auto races, 4-H Club, farm bureau speaker, novelty races, musicians, donkey ball game, Pet Show, clown, and cannon act, one each.

J. M. Dean, of Jackson, secretary of the Mississippi Association of Fairs, was in the midst of compiling 1940 results at the time this Golden Jubilee Edition went to press.

For the current biennium the State of Missouri does not have State aid available, hence authentic annual reports from fairs have not been turned in.

In New Jersey the State fair and the other renewals are privately operated. Eleven were conducted the past season. Five small ones were canceled.

In New York State there are two State-wide organizations—the State Association of County Agricultural Societies and the State Association of Town Agricultural Societies, each holding its annual convention in Albany at the same time. For a number of years State aid to both groups amounted to \$250,000. As a result of the Penny-Dunnigan pari-mutuel bill, however, the appropriation is now \$400,000, with a maximum allowance to any fair of \$8,000.

Oklahoma listed 54 fairs for 1940. This is one of the foremost "free-gate" States.

Rhode Island conducts but one fair, which is held in Kingston, R. I.

Ten annuals were held in South Dakota during the season just past.

W. C. Handlan, publicity director West Virginia Department of Agriculture, of which the commissioner is J. B. McLaughlin, says his State's best attended fair is a free one, but he doesn't mention it by name. Average number of annuals is 21—these receiving State aid. Average annual expenditure for premiums in 1940 was \$20,362.

## Iowans To Talk Taxes, Finances

DES MOINES, Ia., Nov. 30.—Discussion on subjects pertinent to operation, including taxes, publicity, advertising, and finance, will feature the 33d annual convention of Fair Managers' Association of Iowa here on December 9 and 10 in the Savery Hotel. Meeting will open Monday at 2 p.m. with registration; distribution of badges; payment of 1940 dues; group singing led by Sam D. Robinson, and appointment by President W. J. Campbell, Jessup, of committees on resolutions, credentials, banquet, and auditing.

Speeches on subjects will mark the opening session, with John W. Cory Jr., speed superintendent of Clay County Fair, Spencer, talking on Iowa Racing Circuits, and A. L. Taylor, executive secretary of Cedar Rapids Chamber of Commerce, speaking on Better Co-operation Between Civic Organizations and Fairs. Lee Bebee, Anamosa, president of Eastern Iowa Racing Association, will lead discussion on racing circuits following Cory's talk, and C. W. Haase, Eldora, will lead discussion after Taylor's address. Session will be concluded after discussion of topics received in a question box and a group meeting for secretaries. Monday night the association (See DES MOINES MEET on page 49)

## Profit Up for Tenn. State

NASHVILLE, Tenn., Nov. 30.—Profit for Tennessee State Fair here in 1940 was greater than that for last year despite lower attendance, reported General Manager Phil C. Travis following the annual meeting of the commissioners on November 25. General improvement and painting and repairing of buildings will start in the spring. Directors will attend the Chicago convention of the International Association of Fairs and Expositions. For 1941 Judge Litton Hickman, board chairman, was placed in charge of harness racing and home educational department; James A. Cayce, auto racing, concessions, publicity, and amusements; W. C. Clark, public comfort and hospital; W. T. Jones, policing; A. E. McClanahan, agriculture, livestock, home demonstrations, and poultry; John Sloan, horse show, and W. J. Wallace, gates, admissions, buildings, and grounds.

## Ohio Racing Take Holds Up

COLUMBUS, O., Nov. 30.—Ohio Racing Commission has reported that in 1940 the State had its fourth largest season since race betting was legalized in 1933. Nine running and 23 trotting-pacing meets gave 257 days of racing with \$7,566,267 put thru pari-mutuel windows. Heaviest betting was in 1937 with \$8,850,181. This year the commission collected \$109,761.26 in taxes, while \$15,100.95 in collections for trainers' and jockeys' fees, and various licenses hiked State's gross revenue to \$124,922.21. Since betting was legalized Ohioans have wagered \$59,548,182 and commission revenue has been \$982,460.40.

## New Danville, Va., Site To Get \$75,000 Outlay

DANVILLE, Va., Nov. 30.—Danville Fair Association has purchased the 56-acre tract, known as the old Coates dairy farm, to be used for annual fairs and other events.

Altho A. D. Starling, president of the fair association, declined to reveal the purchase price, he said the organization would spend \$75,000 on improvements, including exhibit buildings and a grandstand seating 8,000.

This will run around a natural amphitheater which can be used as a sports field.

## Better Season, More Need For Fairs Seen by Abbott

EDMONTON, Alta., Nov. 30.—The 1941 Edmonton Exhibition is expected to be more important than in 1940, said Managing Director Percy W. Abbott, and will mark a complete return to its basic purpose, to stimulate the agriculture and livestock industry, as fairs in wartime have an immediate and patriotic role.

"Reports reaching me from fair boards all over North America show that 1940 was a universally successful year, due, in part at least, to the wartime collapse of such exhibitions thruout Europe," Director Abbott said. "All signs indicate 1941 will be an even better year, here and elsewhere."

He will call a meeting of directors soon to discuss plans for next summer's fair.

## GGIE Ops To Have Eateries

SAN FRANCISCO, Nov. 30.—George Haley, Syd Wolfe, and Elmer Smith, who were concession operators at Golden Gate International Exposition, are now in business here. They pooled \$30,000 and will shortly open two eateries. Haley operated the Rondarvo Cafe at the expo. Smith had the Penny Arcade, and Wolfe a number of souvenir stands. One of the eating spots, on Market Street, will be opened in about a month.

## Tenn. Banquet as Opener

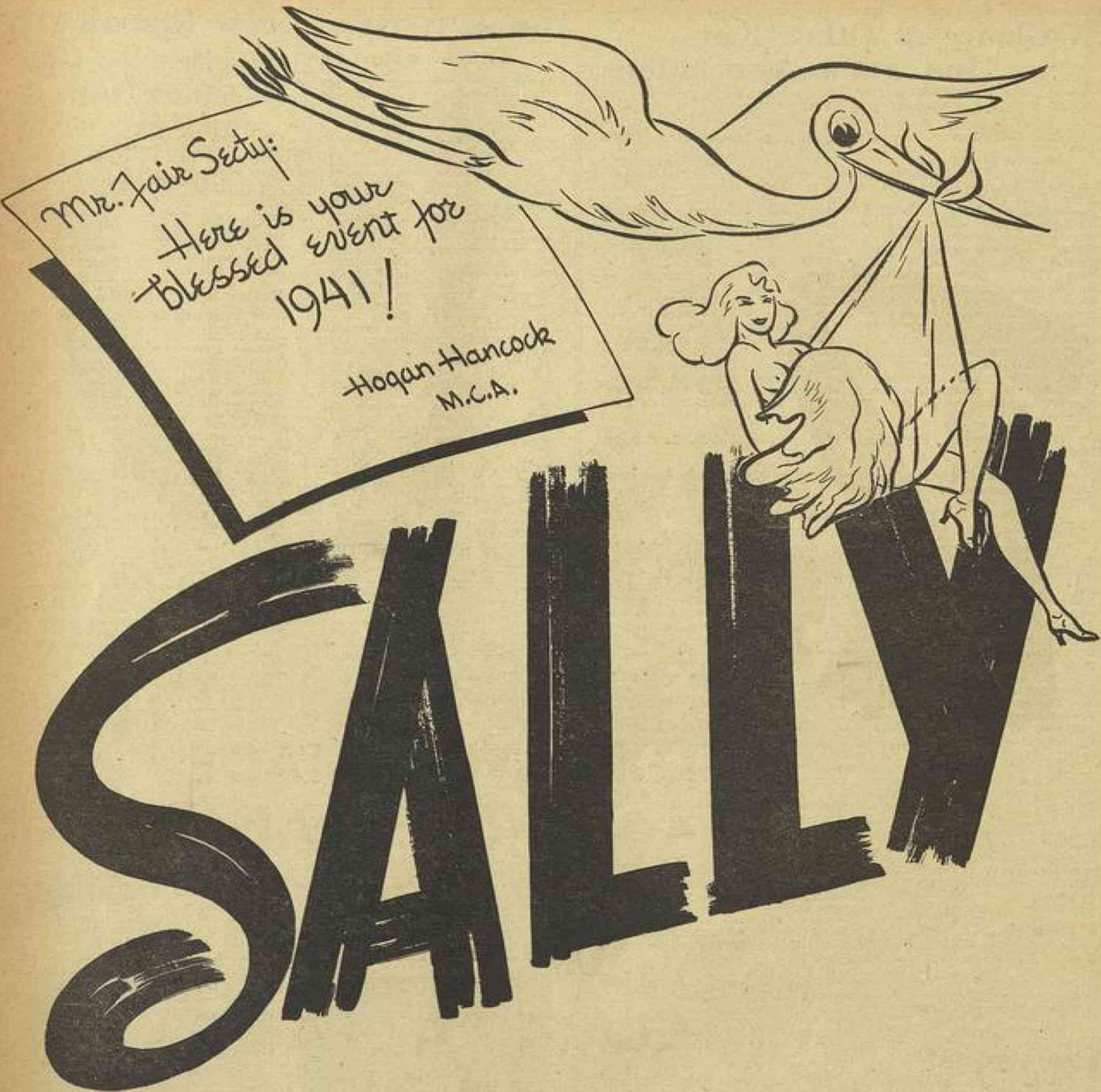
NASHVILLE, Tenn., Nov. 30.—The annual meeting of the Association of Tennessee Fairs here will be marked by a banquet on the night of the opening day, January 21, said Secretary O. D. Massa, Cookeville. The two-day sessions will be held in the Noel Hotel. President William L. Little, Sparta, will preside. Vice-presidents are J. H. Bennett, Brighton; Fred E. Wankan, Athens; and G. E. McAdams, Petersburg.

HENRY LUEDERS, of United Booking Association, Detroit, is readying production plans for two revues and a minstrel show to play 1941 fairs in the Midwest. These units will play United time, in addition to a number of straight units consisting principally of acts.



THESE OFFICIALS of the Fair Managers' Association of Iowa have accepted suggestions made at past sessions and included them in the program for the annual meeting in the Hotel Savery, Des Moines, on December 9 and 10. One innovation will be a meeting and banquet on opening night for attractionists. There will be only one charge of advertising cards and banners. President W. J. (Bill) Campbell (right) is head of Union County Fair Association, Jessup. Secretary E. W. (Dank) Williams (left) has been in the amusement and fair field since 1903 and secretary of Delaware County Fair, Manchester, 27 years and of the State association 17 years.





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# IRAND

THE  
GIRL WHO MADE  
4 WORLD'S FAIRS  
FAMOUS  
WILL PLAY  
CLASS "A" FAIRS  
IN '41

*"She Fanned a Breeze into a Tornado!"*

Personal Management Mel Smith, M.C.A., Chicago



## Heavy Entries Bid For New Records at International Show

CHICAGO, Nov. 30.—With heavy entries, Secretary-Manager B. H. Heide predicted that the International Livestock Exposition here on November 30-December 7 would set new records in many departments as to size and quality and that nearly every State and province would be represented by top herds and flocks.

As a director of the national committee on 4-H Club work from the time the movement was undertaken to the present, when, with its 3,800,000 boy and girl members, it is now the largest youth organization in the land, Manager Heide has, as have many other fair officials, taken deep interest in the National 4-H Club Congress held annually in conjunction with the exposition. The gathering represents 44 States. From its beginning in 1900 the International has placed major emphasis on the educational side, in which it has had co-operation of leading State agricultural colleges and experiment stations, United States Department of Agriculture, and allied associations.

The International's spectacular horse shows are held every evening, as well as on Sunday, Wednesday, Friday, and the final Saturday afternoon. Many fair managers and directors who will be in Chicago on Friday, December 8, will be interested in the first nation-wide sheep-shearing contest in the main arena of the International Amphitheater on the forenoon that day, said Manager Heide. Introduced several years ago as a contest for State champion sheep shearers from farm flock States only, or the Midwest and East, a competition has been added for the 1940 show that will be open to all.

## ESE Ponders Pro and Con On Offer of Agawam Stand

SPRINGFIELD, Mass., Nov. 30.—A proposal by officials of the defunct Agawam Racing Association that Eastern States Exposition here purchase the grandstand at the race track and remove it to the fairgrounds is getting consideration, said Ray Winans, ESE publicity director. Track was formerly Bowles-Agawam airport and the land was purchased when Massachusetts legalized pari-mutuel betting. A few years ago, in a referendum ballot, Hampden County voted out racing. Since then the track has been idle except for a few events.

In national defense plans considerable thought has been given to providing Springfield with municipal airport, the track came under consideration and its officials saw a chance to dispose of the concrete and steel stand to the ESE.

While admitting that a new stand would be an asset, officials say the present one can stand a few more years of usage. To bring the stand from the track to the exposition site would entail much work and officials cannot see that they would profit much.

The grandstand is considerably deeper than the one on the fairgrounds, Winans said, and its acquisition would mean loss of the road between Coliseum and grandstand, leaving room only for a walk, adding to traffic congestion and involving finding of new spots for stands and restaurants.

## Fair Elections

NASHVILLE, Tenn.—Board of commissioners of Tennessee State Fair here re-elected Judge Litton Hickman, chairman, and continued Phil C. Travis as general manager.

CRESCO, Ia.—Howard County Agricultural Society re-elected O. A. Holcomb, president; C. E. Farnsworth, vice-president; Paul Farnsworth, treasurer.

GREENUP, Ill.—Greenup Cumberland County Fair Association re-elected Ernest Sedgwick, president; Fred Wyde, vice-president; Preston Genuine, secretary, who has also been put in charge of permits and concessions, and J. A. Campbell, treasurer.

BRANDON, Man.—James Kirkcaldy was re-elected president of Manitoba Winter Fair and Livestock Association and Vice-President C. S. Unicum and Secretary-Treasurer C. C. McGregor were renamed.

FERTILE, Minn.—Polk County Fair Association elected Hjalmer Erickson, president; Odd Eide, vice-president, and Joseph Reseland, secretary.

MANITOWOC, Wis.—Louis O. Rehm was re-elected president of Manitowoc County Fair board and George W. Kiel was renamed secretary. Other officers elected are William B. Mertens, vice-president; Otto C. Heidemann, treasurer.

POND DU LAC, Wis.—Pond du Lac

County Agricultural Society re-elected Clarence Sheridan, president; William E. Seffern, vice-president; Leo Richter, treasurer; R. H. Cameron, secretary.

## Around the Grounds

CIRCLEVILLE, O.—With final figures for 1940 Circleville Pumpkin Show likely to be red, directors of the sponsoring Pickway County Agricultural Society voted to seek opinions of financial supporters by mail to learn whether it should be continued in 1941. If a majority favor continuation it probably will be held. However, directors are unanimous in the opinion that it should be conducted two weeks earlier to get a better weather break.

HALIFAX, N. S.—City council has refused to approve sale of the local fair plant for \$225,000 to the Dominion Department of Defense for use as a military training base. The Nova Scotia Government and the city are co-owners of the plant, and the former had agreed to sell at that price. It was the second offer, first having been for \$150,000. Plant has been used temporarily by the navy. The Forum, artificial ice rink at the plant, has been opened for public skating and hockey.

WEST UNION, Ia.—At a meeting of Payette County Fair Society here Secretary Ed Bauder reported receipts from the 1940 fair were \$15,468 and expenses were \$15,128. Ticket sale brought in \$7,642; county aid, \$1,936; concessions, \$2,603; State aid, \$1,803; rent, \$600, and other income, \$784. Attractions cost \$2,550 and premiums totaled \$3,049.

GREENUP, Ill.—In addition to its 1941 annual, Greenup Cumberland County Fair Association will sponsor a two-day

celebration, featuring horse and midget auto races and free acts, reported Secretary Preston Genuine. This year's fair had net profit of \$2,500 after improvements and a one-fifth mile track for midget races has been completed for night races next year. Other improvements are planned.

MEMPHIS, Tenn.—Backed by a \$7,500 underwriting, Henry Beaudoin, manager of MidSouth Fair here, and Ralph Logden, of the Chamber of Commerce, planned to attend the National Dairy Show in Chicago on December 4 and invite officials to hold the 1941 annual in Memphis. At a recent MidSouth directors meeting cash balance of \$14,189.91 was reported, an increase of \$709.21 over the 1939 surplus.

HENDERSON, Tex.—Operating profit of \$1,241.77 was shown by 44th annual Bush County Fair here. Income totaled \$3,493.37, including receipts from midway, commercial exhibits, sale of iron (See Around the Grounds on page 49)



## Fair Meetings

Fair Managers' Association of Iowa, December 9 and 10, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Western Fairs Association, December 11-14, Palace Hotel, San Francisco. Teris Palno, secretary, Sacramento, Calif.

Iowa State Fair Board, December 11 and 12, Savery Hotel, Des Moines. A. E. Corey, secretary, Des Moines.

Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Rocky Mountain Association of Fairs, January (dates to be set), Rainbow Hotel, Great Falls, Mont. Jack M. Suckstroff, secretary, Sidney, Mont.

Indiana Association of County and District Fairs, January 6-8, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fairs Association, January 7 and 8, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Wisconsin Association of Fairs, January 8-10, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam.

Ohio Fair Managers' Association, January 15 and 16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Maine Association of Agricultural Fairs, January 17 and 18, Augusta House, Augusta. J. S. Butler, secretary, Lewiston.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of Exhibitions, January 20-22, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Association of Tennessee Fairs, January 21 and 22, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Michigan Association of Fairs, January 21-23, Port Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swayer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

## How Attractions Started

Taken From Convention Records of the American Association of Fairs and Expositions

(Crowded out of the IAFE Golden Jubilee Supplement of the Christmas Number of The Billboard.)

The first of all these shows (combination outdoor attractions) were the Midway Plaisance Companies. A man named Otto Schmidt had one of the first companies. He took it from Chicago in 1892, called it the Midway Plaisance Company, the origin of the word being in Chicago at the World's Fair. Schmidt was the first man to take his company on the road. There is not a carnival man in this building today, downstairs or upstairs, who was in the carnival business at that time.

The oldest promoter is Billy Rice. He blew in along about 1897, but I am talking now about 1894. At that time a restaurant man of Canton, O., took his bank roll and put it on a show that somebody promoted. He lost the restaurant, but he had a small show. It was called the Canton Carnival Company. He had with him the first big animal show that toured the big fairs—owned by Francis Ferari.

The real salvation of the carnival company has been the fair. I believe Fred Barnes and Melville (Frank Melville) were the pioneers in having attractions in front of the grandstand. Fred Barnes organized his own companies. He would come around, get attractions, and organize his own carnival company. I believe Barnes is entitled to the credit of introducing the first big acts and the first stuff of that kind before grandstands. Then we had Pain's fireworks and others of that sort.

As you go around to the big expositions and fairs today, you will find a lot of things you never saw in former fairs. The first exposition I attended was with my father in 1876, the Centennial (Philadelphia). The next one was at Louisville; then the Cotton Exposition, 1882. It is getting pretty hard to get people to go to the world's fairs. Look at the failure at San Francisco—the most gigantic financial failure ever known. San Diego had the worst frost we ever had. Seattle was a loss. Portland made money, but Portland was before these others. They didn't have anything more to show than you could see at Des Moines, Dallas, Detroit, and Indianapolis and all the other State fairs and expositions. The stuff (midway) was not any more than you could see with a carnival company; it was housed in more costly buildings, but it was not otherwise different. The pike didn't amount to anything. The thrill didn't amount to anything.

—From an address by  
FRANK ALBERT  
Executive Secretary  
Outdoor Showmen's Ass'n  
1918 Convention, AAFE.

**Selden THE STRATOSPHERE MAN**  
World's Highest Aerial Act  
A great "thrill" feature on any program. The only high aerial act of its kind—in sensational routines, rigging and unquestionable drawing power.  
Act was an outstanding success at State Fairs 1 1/2 years—don't delay—arrange now for 1941 engagements. Write or wire.  
Permanent Address: Care of The Billboard, Cincinnati, O.

## ACTS WANTED

A few more High Class Acts of all kinds suitable for our 1941 fairs. State prices. Full details first letter. Make it snappy. Catalog goes to press very soon.

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## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



# The INTERNATIONAL ASSOCIATION of FAIRS and EXPOSITIONS

An Association composed of Fairs and Expositions in the United States and Canada for the purpose of increasing their popularity and assisting in improving Government and Public Relations

THE history of the IAFE and of its forerunner, the American Association of Fairs and Expositions, clearly demonstrate the need for a U. S.-Canadian instrumentality whose chief objective is the betterment of fairs. That the International supplies that need is a fact too obvious for repetition. That fairs have been bettered as a result of the IA is also an obvious fact. Everyone knows it.

For half a century this Organization has forged a chain of victories . . . victories over selfish interests . . . over two depressions . . . over post-war reconstruction on two occasions . . . over internal dissension which almost threatened to destroy a foundation that is, after all, rock-ribbed. Time, the greater Teacher, has also been the great Healer. . . . It has healed wounds with zealous care . . . cemented the relationship existing among all channels concerned with fairdom . . . solidified and strengthened its own structure . . . and all with the thought in mind of making the American Fair serve its age-old purpose in the community.

We of the International believe that even greater achievements for fairdom lie just ahead. We believe that new facets can be tapped. We believe that new vistas lie before us, and that generations to come will see new and greater avenues before them. In short, we believe that the traditional phrase of the show business . . . "Bigger and Better" (especially better) . . . is synonymous with Fairdom.

Membership in the IAFE is a "cheap buy." It costs but \$40 for United States members, \$25 for Canadian members, and \$10 for State-wide organizations of county and district fairs. Any annual report of any IAFE committee is alone worth the "admission" price. Over the years these committees, working unselfishly for the common good, have saved members untold thousands in monetary values—saved thousands of hours of individual labor. The committee on Government Relations . . . Classifications and Rules . . . Appeals . . . Insurance. . . . These are but four groups which act as guardians and protectors for ALL fairs in the United States and Canada. It is inevitable that even nonmembers profit by our missionary work. These nonmembers are remiss in their duty if they do not decide, NOW, to join in our work.

On the eve of our 50th annual meeting we, too, would be remiss if we did not, with heavy underscoring, again bring to public attention the valiant work of The Billboard—not alone for bringing this Golden Jubilee of the IAFE to successful fruition, but for the consistent values it has contributed to fairs and all of show business during the 46 years of its existence.

One last word—let us show you why you should become one of us!

WRITE FOR THE  
COMPLETE DETAILS TODAY  
**FRANK KINGMAN**  
SECRETARY  
BROCKTON, MASS.

*Organized and Conducted To Promote All Fairs*



## Death in Den Marks Beatty Jungle Opener

FORT LAUDERDALE, Fla., Nov. 30.—Hundreds attending the recent pre-season opening performance at Clyde Beatty's Jungle Zoo near here had an unscheduled thrill in the form of a fight to the death between a lioness, Bess, and a tiger, Rajah, reported Tex Sherman. It resulted in front-page news stories and pictures and SRO business for remainder of the performances.

Fight occurred while Beatty was working a cage of lions and tigers. Without warning, the lion and tiger jumped from their pedestals and tore at each other's throats. Beatty and his men were unsuccessful in trying to stop the fight, which lasted 30 minutes and ended in the death of the lioness.

Main entrance of the zoo is flashy, with the name in neon lights. It is on Highway No. 1, one and a half miles from Fort Lauderdale. Leading to pits in which animals are kept is an avenue of palm trees in which are parrots. On each side is a lake for water fowl. An elephant ride has proved popular.

To accommodate crowds it has been necessary to erect an addition to the grandstand, and contract has been let for construction of another addition. Program, running slightly more than an hour, is emceed by Superintendent Ernie Sylvester. It includes Harriett Beatty, doing an elephant and tiger act; John Elliott, in charge of animals, working a group of young lions; Minnie and Mickey, chimps; seal act, and several big top acts.

December 1 is date of the official opening, with State and city officials invited to take part and a press party planned. Three shows will be given on Saturdays and Sundays, with two performances scheduled for week days.

Pauline Sylvester is doing secretarial duties. Recent visitors were Klara K. Knecht, Bob Morton, Bernie Hoed, and Frank Armon. State-wide publicity campaign is on, cards, paper, sound trucks, radio, and pamphlets being used.



RIVERSIDE PARK, Springfield, Mass., having announced a \$50,000 expansion program for its second year of operation, Edward J. Carroll (left), owner-manager, is seen here going over plans with Joe Drambour, new Coaster contractor, with construction under way.

## Meisel Improving Rockaway Playland

FAR ROCKAWAY, L. I., N. Y., Nov. 30.—Manager Louis Meisel, Rockaway Playland Park, does not hold to the theory of many island amusement people that winter is entirely for relaxation. He is proceeding with improvement plans for the big play spot, which had an excellent 1940 season.

Winter sports program at Jones Beach has met so much favorable response that it is out of the experimental stage and scheduled to stay.

Jimmy Ryan, for a number of years a familiar figure in beach amusement enterprises around Long Island, now operates a nitery in Manhattan, and another

## Museum Has Relics of WF

Acquisitions thru Smith to be listed by Mangels—concessionaires give passes

By R. S. UZZELL

NEW YORK, Nov. 30.—The American Museum of Public Recreation, the institution of park men, device manufacturers, and allied fields, is coming in for much material from the New York World's Fair. George P. Smith Jr., one of the museum trustees, who was co-director of the midway at the '40 fair, has made the best of his opportunity to acquire exhibits for us.

Museum Director W. F. Mangels is to detail these new acquisitions in his annual report at the session of the American Recreational Equipment Association in Chicago. Sure enough, many concessionaires have given us their passes, which we shall prize highly.

George Baker, superintendent of Playland, Rye, N. Y., and brother of our departed Harry C. Baker, will be with us this year. His health has been restored, so he is himself again. Last convention time we were alarmed over his critical condition. It was his first illness and a severe one. Not often has he missed an annual meeting in the past 20 years.

John J. Carlin has retired from the amateur hockey league and sold his team, the Orioles, to 10 of Baltimore's leading citizens. The team will continue to (See RELICS FOR AMPER on opp. page)

PHILADELPHIA.—Two black leopard cubs born in Philadelphia Zoo on September 16 died of an infection in the home of Fred Patton, zoo service manager, who had been raising them. Their mother destroyed two previous litters.

seashore personage, Phil (Long Beach) Kohut, has interest in a Manhattan roller-skating spot.

Jerry (Long Beach) Cabrio carted in several truckloads of paraphernalia purchased from dismantlers of the New York World's Fair. He has not as yet decided as to its disposition.

## Pool Angles of NAAPPB Meet

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

By the time these words appear in print sessions of the 22d annual convention of the National Association of Amusement Parks, Pools, and Beaches will be in full swing in the Hotel La Salle, Chicago. It is gratifying to note that each year more discussions on aquatic subjects are being included in programs.

If you're been wondering who that is who is so busy shaking hands in the hotel corridors and in meeting rooms (the I don't know why you should, as everyone knows him) he is Adrian W. Ketchum. And he has a perfect right to do all that hopping around, as he is in charge of the confab's reception committee. By the way, that reminds me to congratulate those who were intelligent enough to lift admission tariff to the trade exhibits this year.

Don't forget to listen attentively to what Harry Ackley will have to say at the special beach and pool meeting on Friday, December 6. He's slated to talk about a wave machine which will have test run in 1941. And then the plan is to have him reveal progress of this machine at next year's convention. Wonder how many pool men have ever seen that wave-making machine that has been at Palisades (N. J.) Amusement Park pool for over two decades? It's naturally a very old model but you have no idea how many patrons are fascinated by these artificial waves, even tho' the machine has been operating for so many years.

Those of you who as kids liked to play with water pistols (and who didn't?) will be much interested in W. F. Mangels' (See Pool Angles in Chat on opposite page)

NEW ORLEANS.—The Levee Board, controlling body of the improved Lake Pontchartrain shore, voted to readvertise for bids for operation of concessions and amusement devices at the Negro beach on the lake, two miles east of Pontchartrain Beach. Bids received last summer were refused as too low.



NATIONAL SHOWMEN'S ASSOCIATION'S third annual Banquet and Ball in the Hotel Astor, New York, on Nov. 27.



**Railroads and Heinz WF Exhibits May Appear in AC**

ATLANTIC CITY, Nov. 30.—Some New York World's Fair exhibits were practically set this week for Heinz's Ocean Pier and Convention Hall. A conference was held by Paul Penhose, representing Railroads in Action, and P. E. M. Thompson, manager of Convention Hall.

Thru Thompson's efforts, railroads are interested in bringing their fair exhibit on a permanent year-round basis. According to Thompson, it would be on the Auditorium stage with a special Boardwalk entrance.

Improvements at Heinz Ocean Pier, with some of the company's exhibits from the fair as additional attractions, are contemplated, an official of the firm has advised Mayor Tom D. Taggart Jr. Frank Armour Jr., pier manager, who was in charge of the World's Fair Heinz display, conferred with the mayor on the extent of co-operation that may be expected from the resort by national exhibitors. The mayor said he informed Heinz that the city will co-operate in every respect.

**POOL ANGLES IN CHI**

(Continued from opposite page)

exhibit. The feature of this year's trade show is its abundance of new novelties. All of which is, of course, a healthy sign for the entire park, pool, and beach industry. Much needed to keep the interest of the public are new ideas, new rides, and new games. And it looks as tho there will be no lack of them this year.

**Indoor News**

Sutton indoor plunge, New York City, inaugurated its swim season last week with a series of races which had outstanding femme talent in the East.

Broadway indoor tank, Philly, reported big biz Saturday night, November 23, with throngs that filled city for the Cornell-Penn game finding their way to the tank for a victory party.

Mack Rose, prez of New York Pool Owners' Association, is working in New Jersey at a munitions plant, which accounts for his missing those hearts games.

**Open Letter to G. A. H.**

Dear George Hamid: I realize that this week, of all weeks, is a busy period for you. And that you probably won't get time to read all your mail, what with all the meetings in Chicago. But there's been something on my mind for some time and I've got to tell you about it.

I know that you didn't think the ideas I published here last year concerning advisability of your building a pool on your Trenton (N. J.) State Fair grounds were too practical. You'll recall this column urged you some time ago to heed your Harry La Bregue's suggestion to build some kind of a park or recreation center around a big pool so that you could have an income on your fairgrounds investment for more than just one week a year.

Now with all those men being housed in Camp Dix, only 16 miles from your grounds, I'm wondering why you don't do something to get this additional biz, which would surely be yours if you had a pool or some rides there all during summer. Surely, investment won't be too great and, if I remember my Trenton and environs correctly, there's no aquatic competition for miles.

Why don't you think it over? Swimming is certainly perfect relaxation for those thousands of Camp Dix men and Trenton is no small town, either. Maybe this open letter will serve as a reminder, too, to other park and pool operators who are in the vicinity of army training camps to do something to attract this new patronage.

**RELICS FOR AMPR**

(Continued from opposite page)

play at Carlin's Park, Baltimore, but no longer will Carlin travel with it. He learned the business from the beginning and built over a period of years a pennant-winning team of the amateur division. He selected his players himself and

managed them, as well as his ice arena in Baltimore.

He steps down while his team is at the top. It was a long road and a hard one, but he never did fear hard work. No small task—that of building the artificial ice arena and carrying it to a success. He once had to take it up every spring and replace it in the fall when park dancing season was over. Later he left it intact and built a new dance hall, used also for roller skating and boxing.

**Utah Setting for Expo**

The next exposition is set for Salt Lake City to celebrate the 100th anniversary of the Mormons under leadership of Brigham Young entering the then far-away Salt Lake Valley in 1847. With the great prestige of the Mormons in the Intermountain country and with the immense wealth of their church, it is sure to succeed. That intrepid spirit which led them over that 1,300-mile trek with its perils of drought, famine, heat, blizzards, and hostile Indians still prevails. Their record of accomplishments excites the admiration of the world. It was predicted that all would start in that desert country, but pioneer resourcefulness came to their rescue with that magic wand of irrigation, the first in America except that of the early Spanish settlements in California, Arizona, and New Mexico.

Julian M. Bamberger, of Lagoon, Salt Lake City, was one of the commissioners for the Utah exhibit at the New York World's Fair. Doubtless they will make good use of his experience in planning the Utah show.

**Coney Climatic Extremes**

On November 23 the kiddie rides on the Boardwalk at Coney Island, N. Y., were in operation. Men on the Boardwalk were in shirt sleeves and women were without wraps. Never before has the writer seen such pleasant weather on a November day at Coney Island, and this was while snow, blizzards, and zero weather were sweeping the West and Northwest. We have seen members of the Polar Bear Club in bathing suits sitting on chunks of ice at Coney Island in November. These two extremes may not occur again in another 30 years.

The present rate of sales among your manufacturers is going to make it hard or impossible for late-comers to get deliveries. It will be greatly to the advantage of all concerned to make definite commitments at this time. Procrastinators are sure to be punished and there will be no help for them when once your manufacturers are booked up to the limit of spring production capacity. No chance to get on the band wagon once it has passed.

**AROUND THE GROUNDS**

(Continued from page 48)

roofing on hand, and miscellaneous transactions. Operation expenses were \$2,251.60. Early in the year plant additions costing \$850 were made. At a board meeting it was voted to pay the final \$800 installment on a new livestock building and ground rent of \$200 to the city.

**THIEF RIVER FALLS, Minn.**—Annual financial report of Pennington County Fair Association for 1940 showed that despite two days of rain the four-day annual netted \$600.

**MARSHALL, Tex.**—Plans for a fat stock show here were laid at a recent meeting of livestock and poultry divisions of the Chamber of Commerce. According to Chamber Manager Ed Stone, the show will be held for PFA and 4-H Club boys.

**MADISON, Wis.**—County board has referred to its judiciary committee a resolution proposing that the county purchase the old Dane County Fairgrounds here and that WPA aid be enlisted to place them in condition for the holding of future county fairs.

**SASKATOON, Sask.**—Sid W. Johns, secretary-manager of Saskatoon Exhibition, has been made head of the Saskatoon committee for re-establishment of soldiers in civil life after the war. He did work in connection with this and with reception of men discharged from forces at close of the last war.

**DES MOINES MEET**

(Continued from page 43)

will sponsor a dinner and open meeting for fair men and attractionists. Tuesday's morning session will open

with group singing, introduction of new secretaries, and the president's address. Speakers and subjects will be Social Security and Tax on Admissions, F. M. Halpin, head of the Internal Revenue Department of the Federal Tax Division; Des Moines' How Can Fairs Improve the Midway? B. O. Gates, Independence, with discussion led by L. L. Lyle, Webster City, and Fair Publicity and Advertising, L. M. Shaw, Bedford, with discussion led by C. S. Macy, Grundy Center. After general discussion and the question box, E. W. Williams, Manchester, will give the secretary-treasurer's report. Afternoon session will open with singing and then addresses on Balancing the Fair Budget, Walter E. Crissey, Humboldt, with discussion led by L. K. Tague, Postville, and Benefits Derived From Achievement Shows, T. G. Petersen, Garner, with discussion led by Paul Spies, Cumberland. After discussion reports will be given by committees, to be followed by election of 1941 officers and adjournment.

Annual banquet will be held in the Venetian Ballroom Tuesday night with President Campbell as toastmaster. Principal address is to be made by Gov. George Wilson. Vaudeville acts will follow.

Annual State Agricultural Association convention will follow Wednesday, meeting to open at 9:30 a.m. with singing. Following an address by President J. P. Mullen committees will be appointed. Reports of Secretary A. R. Corey and Treasurer N. W. McBeath will be submitted in printed form as usual. Other addresses will include Outlook for the Iowa Farmer in 1941, former State Senator Lester L. Gillette, Potosia; How to Interest Women in Your Fair, Mrs. H. W. Spaulding, chairman of program committee, women and children's building, Iowa State Fair, and Industrial Exhibits of Fairs, D. Hahn, sales promotion manager, International Harvester Company, Des Moines. Committee reports will be heard at the afternoon session, to be followed by election of officers and directors of the State fair board.

**SLA**

(Continued from page 35)

Showmen's Home pledges were received from Carl J. Sedlmayr, F. E. Gooding, Harry A. Illions, Ralph Pectin, Robert E. Hickey, B. S. Gerety, and Harry W. Hennies.

Among early arrivals for the meetings were J. W. (Patty) and Frank Conklin, Mel G. Dodson, Max and Joe Goodman, Phil Little, Noble Fairly, Abner K. Kline, Oscar Bloom, Sam Solomon, H. Alton Pierson, John M. Sheelsy, Ned Torti, Paul S. Miller, Tom Sharkey, Edgar Hart, Fred Beckmann, Barney S. Gerety, E. C. Velare, Carl J. Sedlmayr, Randolph Avery, Buddy Paddock, Tommy Thomas, C. B. Afferbaugh, Sam Gluskin, Bill Naylor, Rubin Gruberg, C. F. Zelger, Mrs. Annie Gruberg, Neil Webb, L. E. Roth, Mike Rosen, Harry A. Illions, D. L. Basinger, L. L. Hall, Flash Williams, John Sloan, and Hymie Schreiber.

**Ladies' Auxiliary**

Club held its regular bi-weekly meeting on November 23 at the Sherman Hotel, with these officers presiding: Mrs. Ida Chase, president; Mrs. Joseph L. Streibich, first vice-president; Mrs. Abner Kline, second vice-president pro tem; Rose Hennies, third vice-president; Mrs. Bert Clinton, secretary, and Mrs.

William Carsky, treasurer. Invocation was rendered by chaplain pro tem Blanche Latta. Virginia Laughlin was reported recuperating and members were asked to write her at 411 Park Avenue, Hot Springs, Ark. Marie Brown and Mrs. Butt thanked members for flowers received during their recent illnesses. Mrs. Belden is also recuperating at home. A telegram was received from Clara Zieger, representative Ladies' Auxiliary, Pacific Coast Showmen's Association. Correspondence was read from Virginia Kline, Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo.; Evelyn Mueller; Lauretta E. Ryan, secretary Ladies' Auxiliary, Heart of America Showmen's Club; Betty Hartwick, Virginia Harris, Frances Shean, Caroline Paul, Meta Eyerly, Pearl Darling, and Mrs. J. W. Woods.

Pauline Meyers and Virginia Shumway were elected to membership and cards will be forwarded to them. President Ida Chase reported all arrangements were in order for the open house convention in the Sherman Hotel, November 28-December 5. Installation dinner is to be held December 3, with Mrs. Thomas Rankine as installing officer and Mrs. Leah M. Brumleve, emcee. Mrs. Nate Hirsch will have charge of the luncheon in open house. All members have promised co-operation. Members were pleased to have Mrs. Edward Hock and Evelyn Mueller with them again. Mrs. Tom Rankine, Mrs. Delmar Hoffman, Mrs. Freese, and Mabel Wright were among others who attended the meeting after an absence of some time. Brief talks were given by Clara Zieger, Rose Hennies, Mrs. Edward Hock, and Nan Rankine.

Fannie Plaisir was given a vote of thanks for the hand-crocheted bedspread which she donated for the open-house convention awards. Mrs. Charles T. Goss, secretary Ladies' Auxiliary, Missouri Show Women's Club, donated a lovely prize, as did Edith Bullock, secretary Ladies' Auxiliary, Pacific Coast Showmen's Association. Dues for 1941 were received from Mrs. F. Shean, Virginia Harris, Evelyn Mueller, Carolyn Paul, Minnie Pounds, Pearl Darling, and Lillian Woods. November 14 meeting's award went to Ann Sleyster, while prize at November 23 meeting was awarded Elsie Miller. All are welcome during open house.

**PCSA**

(Continued from page 35)

morial services on December 15. Event also will mark the unveiling of the newly erected monument for the Ladies' Auxiliary in their plot at Greenwood Cemetery. Rose Mary Edwards was appointed to select a committee and arrange for club's banquet and installation of officers on January 6. A letter from Sis Dyer, with award books enclosed, was read. Estell Hanscom was absent and missed greatly. Past Presidents Martha Levine, Peggy Foretall, Nell Ziv, and Mario Le Fors handled the counting and checking of votes at the nomination.

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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## Brown Prepares for Racing

UNION, N. J., Nov. 30.—In furtherance of speed skating, President Victor J. Brown, Roller Skating Rink Operators' Association of the United States, has announced that weekly race events will be started on January 5 in his Hi-Way Arena Roller Rink here. President Brown highly praised the article *Speed Skating—What of Its Future?* by Cap Sefferino, of the Cincinnati *Rollerdom*, in *The Billboard* of November 30. A meeting of the board of control of the RSKOA is scheduled for December 3 in Detroit.

## Spot Near Brockton Burns

BROCKTON, Mass., Nov. 30.—Roller rink at Avon Highland Park near here was destroyed by fire on November 24. Firemen prevented flames from the one-story frame structure from destroying the Roller Coaster, the it was badly scorched. Several concessions were gutted.

SKATING Club of Boston will stage a Christmas Pageant in the club rink at Soldiers' Field Road, near Harvard Stadium. Richard L. Haggood is managing governor of the club and it is under his direction that club shows are staged.

MAX MALONEY, eccentric skate dancer, appeared recently at Smitty's, Lancaster, Pa., night club.

ROLLER skating was inaugurated in Roseland Hall, Hazleton, Pa., on November 14.

ROLL-ARENA, Gloucester, N. J., has set aside Mondays and Thursdays as instruction nights.

SKATELAND, Trenton, N. J., has added a Solovox, played by Ethel Robinson, who also operates the rink's new electric organ.

BUSINESS to date at Winland Auditorium Roller Rink, East Liverpool, O., shows a 25 per cent gain over that of 1939, reported Dick Dillon, of the Wood-Dillon Company, operator. Increase is attributed to improved business conditions. Since October 3 bookings of private parties have made it necessary for the rink to operate six nights weekly and private dates are scheduled into early February. Rink is having marked

access with a newspaper campaign in which sale of shoe skates at bargain prices is featured. One-sheets are also used. Merrell A. Wood, partner of James K. Dillon, recently returned to East Liverpool from the West, where he had charge of the company's interests for the past two years. He will remain in East Liverpool for remainder of the season. Firm plans to arrange for a rink in a major amusement park for the 1941 summer season.

SINCE opening on November 15 new St. John (N. B.) Rollerdom has drawn large crowds, with patronage from men in military service especially heavy, reported Mrs. C. W. Inzard, operator. Rink has a 2,600-foot circular skating area, Chicago skates, and amplifying system. Public sessions are held four nights weekly, with remainder of the week available for private parties.

MADISON GARDENS Roller Rink, Detroit, provided patrons with a novelty on the night of November 27 in the form of midget auto races. Small racing cars were used for a special number during intermission.

REX BAYNE, eight years an organist for Paramount-Public Corporation and organ demonstrator in the Pittsburgh area for the past two years, reported he has been engaged at Sloan's Funcrest Roller Rink, Wellsville, N. Y. Rink operates nightly and on Saturday and Sunday afternoons. In 1938 Bayne was a member of the Tom Mix Circus band.

FRED H. FREEMAN'S Winter Garden Rollerway, Boston, has installed air-cushioned chairs in its new aisle lounge.

ROBERT CISAR, the past three years operator of a roller rink in McCracken-Thomas Road Building, Cleveland, reported he recently installed a new floor at cost of over \$2,000 and has built business to a satisfactory peak.

RALPH SHRINER has been engaged an organist at Wheeling (W. Va.) Roller Rink and is responsible for many novelty numbers offered. Patronage is reported best in several years.

THOMAS FAIRCLOUGH, operator of a portable all-steel roller rink in Sandwich, Ill., reported that a recent windstorm, which damaged walls of two brick buildings in that city failed to harm his rink and that many comments on dura-

bility of the structure were made. Manufactured by the George L. Mesker Company, framework and pressed roof sheets in the rink are of galvanized steel. Parts are numbered to facilitate erection or dismantling.

## UNDER THE MARQUEE

(Continued from page 42)

faire for Williams and Lee next season. Zeida Cooley, wire walker, left for her home in Waterloo, Ia., for the holidays. Ray Whitehead is with the Advance Pur-nace Company, Wichita, but still maintains winter quarters for the Whitehead Troupe.

BETTE LEONARD writes: "Polack Bros.' Circus had a very successful date at the Porcum, Wichita, Kan., under auspices of the Midian Shrine Temple. Visiting showfolks included Mr. and Mrs. Bud E. Anderson and son, Norman, and wife, Tommy Whitehead and daughter, Wallace D. Hutchinson, Charles Cerf, Al Bernard, the Faust Duo, and Mrs. Earl Shipley. Charley Dryden, clown, and Bুদ্ধ Bernard did a tramp juggling act. Georgia Anna Lerch did a ladder act. Mrs. C. B. Fredericks, widow of C. B. Fredericks, Wichita circus and theatrical man, was hostess at a dinner and theater party for visiting showfolk friends. Guests were Mr. and Mrs. I. J. Polack, Mrs. Duke Mills, and Mr. and Mrs. Bud E. Anderson. Joplin, Mo., has several shows wintering there, including Hall's Trained Animal Show and Al O. Kelley-Miller Bros.' Circus. Frank Marshall, band leader of Balley Bros.' Circus, season of 1935, is with the State Highway Commission of Oklahoma and was recently transferred from Oklahoma City to Cyril, Okla. The Lerches are working night clubs in and around Cincinnati and expect to spend Christmas at Bellevue, O. The Coriell Troupe is working night clubs in Kansas City, Mo."

## TERRELL CONTROLS COLE

(Continued from page 40)

trip but is expected back in his office at an early date. He is planning on an all-new line of posting paper, together with a set of heralds and booklets for the advance cars. Mrs. Newman has arrived from Texas, where she has been visiting for the past few weeks.

New animals for the zoo continue to arrive, the latest being three baby leopards, three weeks old, and a mother. A llama, eight months old, and two more seals are other late arrivals.

Among the many visitors were John Robinson IV, of Cincinnati; Eugene Hoerlin, Dayton, O.; Casey Jones, Rochester, Ind.; Mr. and Mrs. Terrell Jacobs and their children from Peru; Ray at Bellevue, O. The Coriell Troupe is Mr. and Mrs. Ed Grady.

## AKRON CIRCUS RODEO

(Continued from page 40)

about \$600, besides the cost of advance promotion, newspaper advertising, radio announcements, and other expenses.

Circus acts made up the first half of the program, which ran about two hours and a half. The George V. Adams rodeo took over after the first half hour and dominated the remainder of the program. Circus presentation was confined almost entirely to aerial turns. The rodeo was well presented and a strong array of recognized rodeo performers were in the line-up.

### The Program

Program: Grand entry; Eva May Lewis and Ethel Hamilton, traps and web; Violeta, head balancing on trapeze; Lillian Brock, traps and muscle grind; Eva May, cloud swing; Miss D'Arcy, iron law; Ken Poley, high school horses; the Rooks, perch; Ernie Wiswell and his funny Ford; Joe Lewis and clowns; Flying LeClaires.

Rodeo: Grand entry, 30 people on horseback; introduction of stars; wild steer riding, square dance on horseback (8), fancy horse trotting, cowgirls' bronk riding; Hank Kinnen and Happy Jack, cowboys bronk riding; Cherokee Hammond and May West, cowboys' calf roping; cowgirls and cowboys' rope spinning (6), clown and bucking mule, cowboys' bronk riding; Pearl Byron, whip act; cowboys' bulldogging, Billy Hammond and his stallion, "Peanut"; wild steer riding, trick and fancy riding, cowgirls and cowboys.

Hank Davis conducted a seven-piece band which played the program to perfection. Ed Hamilton was at the mike and handled the announcing most capably.

Adams company included Minnie

Adams, Pearl Byron, Ginger Hammond, Max Kiby, Dottie Kinnen, Helen Colman, George V. Adams, Cherokee Hammond, Billy Hammond, Johnnie Davis, Chuck Dent, Pete Glade, Tuffie Grant, Bob Heron, Red Johnson, Hank Kinnen, Bobbie Smith, Jack King, Ike Whalton, Hank Tolson, Hank Mahonken, Curly White, George Daniels, Eddie Guy, Roy King, Pete Pinnie, Ed Smith, Tom Burns, Shorty Kinnie.

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ALLIGATORS, LARGE VARIETY; SNAKE DENS, Chameleons, Iguanas, Wild Cats, Beans, Racing Turtles, Fox, Coon, Frogs. Price list. ROSS ALLEN, Ocala, Fla. de7

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**SACRIFICE**—100 STEWART McGUIRE NUT Vendors, \$3.25; 100 1c Hershey, \$3.00; 100 1c Snacks, \$5.95; 25 5c Package Nut Vendors, \$7.50. Also Machines bought and traded. **CAMEO VENDING**, 402 W. 42d, New York.

**WURLITZER #12, CORCORAN ILLUMINATED Cabinet**, \$39.50; Seven Coin, Seven Jackpots Nickel A.C. Bells, elegant condition, \$59.50. **COLEMAN NOVELTY**, Rockford, Ill.

**20 5c WATLING DIAMOND BELLS, EQUIPPED** with Watco Head similar to Misco, \$22.50 each; 20 Mills QTs 1c convertible cash or checks, used 8 weeks. Vendors, \$30.00 each. All equipment in excellent operating condition. 1/2 deposit with order, balance C. O. D. **CATE BROS.**, Union Vending Co., 701 N. Eurtaw St., Baltimore, Md. de14x

**150 SNACKS TYPE FOUR COLUMN BULK Vendors**, \$6.50 each, 5 at \$6.00, 10 at \$5.50, 25 at \$5.00 each. **AL BERMAN**, 636 Lincoln Ave., Cincinnati, Ohio. de7

**200 F. P. PIN GAMES—ADVISE GAMES** wanted and best offer. Want American Eagles, Sparks, Champions, Imps and Totalizers. **MASSINGILLS**, Kingston, N. C. de14

**COSTUMES, UNIFORMS, WARDROBE**

**ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up.** Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs, Bargains. **CONLEY**, 310 W. 47th, New York.

**FOR SALE SECOND-HAND GOODS**

**ALL MAKES REBUILT POPCORN MACHINES**—Guaranteed. Heavy Aluminum Geared Popping Kettles, \$7.50 each. **CARMEL KORN EQUIPMENT**, 122 S. Halsted, Chicago.

**FOR SALE—PRESTO RECORDING OUTFIT**, slightly used, half price; also, Racine Webster P. A. Set, large size. Write **TINY LITTLE**, Washington, Minn. de21

**POPCORN MACHINES—BURCH, STAR, Crefor, Long-Eakins, Dunbar, Geared Popping Kettles, Caramel-Corn Outfits.** Lowest prices. **NORTHSIDE MFG. CO.**, Indianapolis, Iowa. de28x

**POPCORN CRISPETTE AND CAMEL CORN Machines—Dry Poppers, Wet Poppers, Potato Chip Outfit.** **LONG EAKINS**, 1976 High St., Springfield, Ohio. telx

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**DUAL LOOP-O-PLANE—ALMOST NEW, PERFECT** condition. Beautifully lighted. Complete every way, \$1,000 cash. Can be seen at winter quarters any time. **KING REID SHOWS**, Dorset, Vermont. de14

**FOR SALE—SIXTEEN AND TWENTY-FOUR Seat Adults Chairplanes, complete.** Kiddy Aeroplane Side, complete. **CALVIN GRUBER**, Piquetteville, Ill. de21x

**FOR SALE CHEAP—COMPLETE COOKHOUSE.** Tables, Counters, Steam Table, Cash Register, seven large Burners, large Coffee Urn. All ready to operate, for \$300.00. **MRS. E. C. RUTLEDGE**, Andalusia, Ala.

**FOR SALE—FERRIS WHEEL, ELI NO. 5, TWO** abreast Parker Merry-Go-Round. **IRA BURDICK**, Yoakum, Tex.

**PORTABLE SOUND SYSTEM—115 VOLTS, COMPLETE** in Carrying Case, with Floor Model Microphone, 50 ft. of Cable. Like new. Only few weeks old. Cost \$99.50; will sell for \$50.00 and give \$10.00 worth Phonograph Records free. **BOX 453, Billboard, Chicago.**

**TURN-OVER FUN HOUSE—COMPLETE WITH** Furniture, Radio, etc. Strong wood panel construction. \$750.00. **R. HAMMER**, Hotel Imperial, Miami, Fla.

**USED TROUPER PARKER BABY "O" JUMPING** Horse Carry-Us-All—Priced right for cash. **C. W. PARKER AMUSEMENT COMPANY**, Leavenworth, Kan.

**HELP WANTED**

**ADVANCE MEN—CAPABLE OF BOOKING A** modern musical comedy. Must have car to travel and contact fraternal organizations, etc. Immediate work, year around. **MODERN PRODUCING CO.**, Freeport, N. Y.

**FEMALE IMPERSONATORS WANTED IMMEDIATELY.**—Gratifying new show. Also, need Girl Acts. Long engagement. Write details, experience, salary expected. **DUDE RANCH NITE CLUB**, Berwyn, Md. de14

**GIRL OR MAN AERIALIST FOR FLYING** return act; guarantee thirty-five weeks' work; good amateur considered. Write **FLYING ACT**, Gen. Del., San Antonio, Tex. de7

**GIRL EXPERIENCED IN OPERATING SHOOTING** Gallery. Also a Tattoo Artist. Write or wire **R. J. EMMETT**, 156 Grenville, Battle Creek, Mich.

**GIRL AERIALIST—EXPERIENCED HIGH ACT** Performer. Age, weight, recent photos. Must do traps, neck, wrists. Sure twenty weeks, opening January. Good salary. **Aerial Belle, JOHN GIBSON**, Route 6, Box 24, Memphis, Tenn.

**Show Family Album**



**MEMBERS of the John Robinson Circus band, season of 1899.** Left to right in the rear are A. Hamilton, W. Fink, George Seibert, and W. Kerlow. In the center row, left to right, are A. Campbell, C. Bemer, R. Malrose, "Paddy" Gee; J. Q. Ellis, now located in Perry, Ia., and Phil Miller. Standing at the left is Director Milton Rogers. Front row, left to right: E. Shook, C. Tinney, C. Griffith, C. Colo, "Dobs" Factor, C. Lovelace, A. Cox, and C. Pickett.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

**HOTEL ACTS AND ORCHESTRAS WANTED** and furnished for all occasions—Send photos, etc. **PAUL SPOR ENTERTAINMENT AGENCY**, Ohio Bldg., Toledo, O. de14

**MAGICIAN WITH TRAILER FOR THEATRE, schools and med show.** Steady work in Kentucky. Write **BURNS SHOWS**, General Delivery, Dawson, Ky.

**MIDGET FOR STANDARD NOVELTY ACT—BOX 461, Billboard, Woods Bldg., Chicago, Ill.**

**MUSICIANS, ENTERTAINERS—WRITE MID-**west location. Salary \$30.00 week. Tell what you do and send photo. **BOX C-528, Billboard, Cincinnati, O.**

**SIX WEEKS' WORK—GIRLS AND NOVELTY** Acts preferred. Clubs extra. Send photos. **DON RUNK AGENCY**, 308 13th, Altoona, Pa. Phone 2-0087.

**WANTED—BURLESQUE COMEDIAN.** An old timer that knows what it's all about. **RUTHERFORD**, 730 Irving Park Rd., Chicago, Ill.

**WANTED—MED PERFORMERS, BLACKFACE.** Must drive car. Also, Musical Teams. State at lowest winter salary. **SATANIC MED SHOW**, Crown Point, Ind.

**MAGICAL APPARATUS**

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. de7x

**MUSICAL INSTRUMENTS, ACCESSORIES**

**FOR SALE—MODEL B HAMILTON ORGAN,** like new, \$900.00 or will rent by month. **KENNETH GREEN**, Yates City, Ill.

**MISCELLANEOUS**

**ARE TRICKS YOUR HOBBY?—OUR COLLECTION** of ten Novelty jokes, postpaid \$1.00. **KANT NOVELTIES**, 323 Third Ave., Pittsburgh, Pa. de21x

**DAVIS'S TORTURE CHAMBER, THAYER, NEW,** and two Special Events. Great for side or stand show. Sacrifice or exchange. **PALSTON**, Magician, General Delivery, Portland, Me.

**CATALOGUE OF MINDREADING, MENTAL-**ism, Spirit Effects, Magic, Horoscope, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 35c. **NELSON ENTERPRISES**, New Address, 336 S. High, Columbus, O. de29x

**LATEST 216-PAGE ILLUSTRATED PROFESSIONAL** Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. **KANTER'S**, 1311 Walnut, Philadelphia, Pa. de14x

**SCOTCH PURSE—MYSTIFYING. INSERT** coin; they try to take out. Sample 25c. Wholesale prices. **PUTNAM**, 2974 Partridge Ave., Los Angeles, Calif.

**M. P. ACCESSORIES AND FILMS**

**NOTICE**  
News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

**A LARGE CATALOG OF NEW 35MM. ROAD-**show Attractions from \$10.00 to \$300.00. Also Westerns, Comedies, Action Pictures. **BUSSA FILM EXCHANGE**, Friendship, Ohio. de21

**"ALL-AROUND" REFLECTOR COMPANY'S** New Motion Picture Reflector; Guaranteed to Increase Screen Illumination 40%. **BOX 1957-K, Cleveland, O.** de2x

**AMAZING BARGAINS—16MM. SOUND AND** Silent Film, Equipment and Accessories; used Ampro, Victor Sound or Silent Projectors cheap; easy teams. **ZENITH**, 308 W. 44th St., New York. de2x

**AMBITIOUS—SHOW TALKIES THEATRELESS** Communities, Sound Equipment, Weekly Programs rented. Used 16MM. Sound Projectors, \$155.00. **RUSHON**, 521 E. State Theatre Bldg., Pittsburgh.

**ASK FOR LIST—16MM. SCHOOL AND ROAD-**show Films, Equipment, and grand new Advertising Setup. **SWANK**, 5861 Plymouth St., St. Louis, Mo. de2x

**ATTENTION, ROADSHOWMEN!—ONLY \$10** per week for a complete 16MM. Sound Movie Show. Large selection. Perfect prints. If you are an established Roadman and have good sound projector, send for your "Roadshowmen's Special" today. **INSTITUTIONAL CINEMA SERVICE INC.**, 1560a Broadway, New York. x

**BARGAINS IN USED PROJECTION MACHINES,** Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue 5 free. **MOVIE SUPPLY CO.**, 1318 Wabash, Chicago. de7x

**BARGAIN—SLIGHTLY USED 1940 PRODUCTION** 16MM. Sound, "Thin Ice the Kingdom," 6 reels; religious feature. **JACK DRAKE**, 519 Fruit, Farrell, Pa.

**BUY RELIGIOUS PRODUCTIONS NOW—**Crown of Thorns, 8 Reels, \$110.00; Passion Play, 8 Reels, \$75.00. Good prints, 16MM. Sound. **WALDO FILMS**, Box 524, Cincinnati.

**SENSATIONAL ROADSHOW ATTRACTIONS—**Also Westerns, Comedies, and Short Subjects. Complete 35MM. Stock at giveaway prices. Also, two R.C.A. Portable Sound Projectors cheap. **STANDARD FILM SERVICE**, Charleston, W. Va.

**UNUSUAL OPPORTUNITY FOR ROADSHOW-**men to cash in with our 16MM. Movies. Send for our "Roadshowmen's Special" today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560a Broadway, New York.

**VICTOR AMIPHONE PORTABLE NO. 24 SOUND** Projector, Screen, Film Auditorium Amplification. Complete outfit, \$175.00. **W. NESTLE**, 699 Franklin Ave., Brooklyn, N. Y.

**WANTED—16MM. SOUND PROJECTOR.** For sale, Films, 35MM., Silent Projector, Scotch Bag Pipe, \$30.00; Soprano Sax, \$10.00. **BRODIE**, Hortense, Ga.

**PARTNERS WANTED**

**ACTIVE PARTNER WITH \$500.00 FOR** "Black Magic Miracles," never before shown in America. Address **J. PLATEAU**, 1122 Tulane Ave., New Orleans, La. x

**PHOTO SUPPLIES AND DEVELOPING**

**ALL 4 FOR 10c OPERATORS—CUT PRICE ON** all Machines and Supplies. Full Length Camera. **WABASH PHOTO SUPPLY**, Terra Haute, Ind. de7

**ABSOLUTELY BEST DIRECT POSITIVE BUY—**New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal precision enlarger-reducer. **MARKS & FULLER, INC.**, Dept. BC540, Rochester, N. Y. de7x

**DIREX DIRECT POSITIVE PAPER—NO FAD-**ing, best gradation, highest speed. **THE POSITIVE CORP. OF AMERICA**, 244 Fifth Ave., New York, N. Y. mb1x

**ROLLS DEVELOPED—TWO PRINTS EACH** and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMER'S STUDIO**, Unionville, Mo. de14x

**SALESMEN WANTED**

**A NEW HOT ONE—SYMPLEX FABRIC CEMENT.** Instantly repairs tents, awnings, bags, and fabric materials. Amazing demonstrator. Get in on this now. Send 50c large size and salesman layout. **SYMPLEX**, Lamoni, Ia.

**ADVERTISING BOOK MATCHES—SELL TO** all businesses. Five and six color ink jobs at one color prices. Cash profits. Men or women; full, part time. Experience unnecessary start. High quality, factory service, quick deliveries. Profitable repeats. Free kit. Write today. **MATCH CORPORATION OF AMERICA**, 3435-BB 48th Pl., Dept. 512, Chicago, Ill. x

**PLAYING CARD GAME—WITH NEW NOVELTY** trump reference item. Over 100% Profit direct customer sales. **P. O. BOX 482**, Denver, Colo. de7x

**SELL BUSINESS CARDS, STATIONERY, BOOK** Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Christmas Cards, Calendars. Experience unnecessary. 40% commission. Free deals. Sales portfolio free. **DAVID LABEL PRESS**, 312 S. Hamilton, Dept. 312, Chicago. x

**SCENERY AND BANNERS**

**BEST CARNIVAL SIDE-SHOW BANNERS AND** pictorial panels—Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. de7x

**TENTS—SECOND-HAND**

**FEW SLIGHTLY USED, GOOD AS NEW TENTS**—State Size. Send stamp; postals ignored. **SMITH TENT COMPANY**, Auburn, N. Y. telx

**THEATRICAL PRINTING**

**WINDOW CARDS—14x22 ONE COLOR, 100,** \$2.50, 50% deposit, balance C. O. D. plus shipping charges. **THE BELL PRESS**, Winton, Penn. x

**WANTED TO BUY**

**LION ARENA WANTED FOR CAT ACTS—**Describe fully, style, shape, specifications, size, etc. Also best cash price. **P. O. BOX 1540**, San Antonio, Tex. de14x

**WANT TO BUY—TEN PIN ALLEYS COM-**plete; also, Duct Pin Alleys; also, House Trailer. Give details. **F. SHAPER**, Washington, Ind.

**50 COUNTER DIGGERS—EITHER EXHIBIT** or Buckley; also, Used Counter Multiscopes. Machine, **ROGER HANEY**, 2608 E. 75d St., Kansas City, Mo.



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## AT LIBERTY AGENTS AND MANAGERS

Money raising campaigns for Clubs and Organizations. Specializing in Police and Firemen's Benefits. I manage very profitable results. J. W. Duff, 241 E. 12th St., Seattle, Wash. de21

## AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE JANUARY 1—THREE TO FIVE piece Orchestra. All essentials, good equipment. Cut anything. Not local. ORCHESTRA, Box M, Cut Bank, Mont.

EXCEPTIONAL 4 TO 6 PIECE DANCE AND ENTERTAINING ORCHESTRA—Go anywhere; South preferred. Doubles, vocals, novelties, features. Dependable and thoroughly experienced. 2959 W. 11th, Indianapolis, Ind.

WELL KNOWN MID-WESTERN NAME BAND—Featuring original musical style and entertainment. Twelve people, including exceptional 2nd Violin. For details please write BOX C-567, Billboard, Cincinnati, O. de14

WELL KNOWN MIDWESTERN TERRITORY BAND—Ten men and girl. Stylish, union. Recordings mailed upon request. ORCHESTRA, 247 Eighth, Murfreesboro, Ill. de14

The Four Belich Bros.—Sensational solid swing style blended with a sweeter vein. Natural intonation along with intensive study and experience has resulted in this fine finished band. Pianist doubles on Hammond, Tenor Sax on Clarinet, and Trumpet, Drummer, and Vocalist. Open for national engagements. Address: Paul Belich, N. Lake Park, Inwood, Mich.

## AT LIBERTY CIRCUS AND CARNIVAL

John Johnson—Novelties, Acrobats, Entertainment. Park and show with new sketches. 320 Carlton, S. E., Grand Rapids, Mich.

## AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY FOR IMMEDIATE ENGAGEMENT—Woman for Character Leads or General Business. Fourteen years' experience as Director. All essentials, stock preferred. Will go anywhere if reliable. Responsible managers only write or wire ELLA KRAMER, 8 W. Steuben St., Bath, N. Y.

AT LIBERTY DECEMBER FIRST—THE ERIKONS. Jimmy, Comedy, General Business, Characters. Edith, Leads, Ingenious. Can and will do Characters. Read, fake, transpose piano and accordion. Both do single and double specialties. Have car and house trailer. Wardrobe, experience, ability. Reliable shows only. Jimmy Warren, wire. Contact JIMMY ERIKON, Box 134, Oak, Neb.

A Good Comedian—Doug Merritt. Featured, young modern. Wicked stock, collection, road act. He, Toke, Tom, Straight, Blackout, anything. Complete wardrobe. Excellent variety. Quick study. Remo dramatics. 277 West End Ave., New York

At Liberty—General Business Team. Man, 40, 5 feet 11, 150, A. A. cast, erect, head, Shave, 28, 5 feet 5, 110. As cast. Also act, but not best. Ability, experience, wardrobe, car. Absolutely reliable and dependable. Mae MacDonald, Hickory, Wis.

Experienced Young Girl wants to join Standard Act; Rock, Dramatic, or Team with one or more men. Good Dancer, Tap, Ballet, Feature, Adagio, some Acrobatic. Excellent Soprano. Can sing and talk like child par. Height 4 ft. 10 inches; weight 55 lbs., Maple, perfect figure. Address: Box C-650, Billboard, Cincinnati, O.

## AT LIBERTY MAGICIANS

BERT DEAN—THE MASTER ILLUSIONIST. Sorcery, Singing, Dancing, World's Smallest Doll House and Top Hat, Vase, Tent, Illusions, Acrobatic, Ton, Tap, Comedy, Table Tricks, Rabbits, Doves, Silk. We will join shifts playing theaters. Write full details to 715 E. Witherbee St., Flint, Mich.

Feature Mental and Magic Act—Business builder for night clubs, hotels, luncheon. Salary for act, percentage on readings. Prince Yoss, care The Billboard, Cincinnati, O.

## AT LIBERTY MISCELLANEOUS

ATTENTION, MANUFACTURERS, DISTRIBUTORS, JOBBERS, OPERATORS, LEGAL MACHINES—Desire connection with or as operator in coin machine industry. Fifteen years refrigeration sales and service. Complete shop and trucks. Inventor of Vibraphone (November Issue Popular Mechanical) and Frigidator. Snubber Float Valve, STANLEY DE WAAL, 201 Rigby Avenue, San Antonio, Tex. de7

## AT LIBERTY MUSICIANS

A-1 TRUMPET, DOUBLING TENOR SAX—READ anything, take-off. Union, 25. Car and tuxedo. JACK EAGER, 130 N. 10th St., Olean, N. Y. de14

ALTO SAX, DOUBLING CLARINET, VIOLIN—Union. Prefer South. LEO JOHNSON, Hotel Antler, Dayton, O.

AT LIBERTY—DRUMMER, BAND OR ORCHESTRA. Address ROLLIE HYDE, Greenville, Ohio. de7

BAND AND ORCHESTRA LEADER AT LIBERTY—Can furnish A-1 Trap Drummer. BOX 403, Onawa, Ia.

DRUMMER—EXPERIENCE, READ AND FAKE, new equipment. Desire work in commercial band in East. Now working. Wire or write. BOB HUNT, 1315 Central Ave., Ashtabula, Ky. de14

DRUMMER, FEATURING VIBRAPHONES, available immediately. Location preferred. Write or wire. NO PANICS, L. GRADY, 4113 1/2 E. Howard, Hibbing, Minn. de14

DRUMMER—THOROUGHLY EXPERIENCED, all essentials. SHORTY TALBERT, Lindell Apts., Danville, Ill.

FINE FULL LEAD OR 2d ALTO DOUBLING Tenor, Baritone, Clarinet, with new 1941 Buick 6 passenger sedanette. Also library of 3 Brass, 4 Saxes, 3 Rhythm specials. Union, age 27. No take-off, no drinking or smoking. CO anywhere. Only reliable leaders answer. ED BRONEAU, 1037 N. Normandy, Los Angeles, Calif.

GIRL ALTO SAX—EXPERIENCED, RELIABLE. Prefer location; go anywhere. Consider all. Write BOX C-629, Billboard, Cincinnati, O.

GUITARIST—SPANISH, ELECTRIC SPANISH and Steel. Young, featured vocal, dependable, references, appearance. Name experience, three years with hotel units, strolling or orchestra. Car. Available two weeks' notice. Location preferred. Ineligible draft. RUSS EDDY, General Delivery, Steubenville, O.

STRING BASS DOUBLING VIOLIN—GOOD intonation, solid tone, steady rhythm. Two years on last job. Thoroughly experienced concert and dance. Excellent instrument. Union. WALLY PELLETIER, Box 22, Erie, Ill.

STRING BASS—GIRL. SOME VOCALS, YOUNG, experienced. New York or vicinity. Non-union; will join. JUDY GERDTS, 223 E. 50th St., New York City.

TENOR SAX, CLARINET, VIOLIN—SOBER, young, reliable. Read, take-off, union. Can join at once. No panics. Write or wire RAY BEHM, 4720 Franklin St., Denver, Colo.

TENOR SAX AND CLARINET—EXPERIENCED. Transportation advance necessary. Age 22. Available middle of January. No panics. MUSICIAN, 925 Hampton Ave., Newport News, Va.

TROMBONIST—ROUTINE, SOBER, TROUPER. BIG HARRIS, 202 Christman Bldg., South Bend, Ind.

TROMBONIST—ALSO VOCALS. READ WELL and fake. Young, good appearance, experienced, reliable. Will consider all offers. State particulars. LEW BAEN, 341 Jefferson Ave., Downingtown, Pa.

TROMBONIST—EXPERIENCED, UNION, young. Good tone, read, take-off. References. VIC BEAVERS, Burlington, Kan.

TRUMPET PLAYER DOUBLING SAX, CLARINET and Arrange—Semi-name experience, age 23, all essentials. BOX C-613, Billboard, Cincinnati, O. de7

VIOLIN DOUBLING STRING BASS—SOUTH only. BOX C-616, Billboard, Cincinnati, O.

2D TRUMPET, 3D ALTO CLARINET—CAN add tenor. Prefer brass section. Union, single. High draft number. JIM CURRIE, Murray, Ia. de7

A-1 Drummer—Just closed 2 1/2 years well known hotel. Fast reader, solid rhythm, cut shows, 60 wash board novelties, etc. If wanted. Have wife and child. Must have steady location or territory band. Join at once. Bill Gailer, 612 S. Maple, Watertown, R. D.

Arist. Alto Sax, Clarinet—Read, hot take-off, consistent, old time or swing. Will travel. So draft for year. Reliable solo writer. John K. Howell, Cincinnati, Ky.

At Liberty—Alto Sax doubling Clarinet. Thoroughly experienced. Reliable, age 28, neat appearance. Bob Yates, Apt. 10, 830 Tupper Blvd., Detroit, Mich.

Experienced, Capable Violinist—South only, Florida preferred; available Dec. 30. Can also furnish good pianist. Write A. Phillips, Mount Jewett, Pa.

Guitarist—Feature solo chords, solid rhythm, read, fake, arrange, sweet, swing. Eight years' professional experience, name bands. Age 29. Dependable, neat appearance. Consider cocktail lounge, raffles, radio, dance band. Location or travel. Write all in first. Edward G. Beechwood, Jr., 19 Union St., Rochester, New York. de7

Guitarist—All-around man. Featured on new Healy Trio Spanish Gibson. Read, fake, rhythm, solo, 22-ns, hot playing, etc. Prefer dance orchestra, stringing, composition, vocalists. Union, single, sober, neat, young. Records on request. Have recording machine. Any reliable offer considered. No names posted. Wire, write John Hector, Hickory, N. C. de14

Guitarist—Age 28, doubling Viola. Experience name orchestras. Rhythm, solo, even. Five tons on violin. Union. Prefer location west. Musicians, 3248 G St., Omaha, Neb.

String Bass—Solid, good tone. Plenty experience large and small combos, any style. Cut floor shows, solo, reliable, union. Leave at once. Prefer location in South. T. A. Beitzler, Lakeland, Minn.

Trombone—All essentials. Transpose Sax parts, play Dixie and sweet. Union, experienced, young, consistent and sober. Write Musicians, 1027 Sherman Ave., Coeur d'Alene, Idaho.

Trumpet—Will take with jam band, third on large unit. Double String Bass. Playing bass in small outfit. Can double Brass. Union, age 28. No tricks. Squares please ignore. Gerry Walkath, 1411 S. Geneva, Saginaw, Mich.

## AT LIBERTY PARKS AND FAIRS

## FOR FREE ACTS—BOB FISHER'S FEARLESS FLYERS, Box 31, St. Petersburg, Fla. de28

Available for Xmas Shows, Fall Celebrations—Comedy shock wire act and tramp juggling act. Cecil Woods, Box 519, Poplar Bluff, Mo. de14

Charles La Costa—Outstanding Novelty Troupe Act. Available for indoor events. Can erect my attractive illuminated, upright apparatus under any low or high ceilings. Large advertising posters free. Detailed act. Drawing card. Price reasonable. Address: Charles La Costa, 1304 S. Anthony Blvd., East Waukegan, Ill.

Dashington Circus—Dogs, Cats, Monkeys. Two different acts. New, original, different from all others for any show. Go anywhere. Thirteen Sixteen Locust, Philadelphia, Pa. de14

## AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ WELL, SPECIALTIES. Show or club. Play alone or with MAURICE LUCKETT, General Delivery, Greenville, N. C.

PIANIST—SMALL SHOW, LOUNGE, CLUB, Bands. Dependable, all essentials. BOX C-623, care Billboard, Cincinnati, O.

PIANO—UNION, ALL ESSENTIALS, ANY style band. Read, fake. Eight years' experience. Can double Vibes, Novicehood but don't own instruments. JIMMY SHIELDS, 319 N. Main, Decatur, Ill.

At Liberty—Piano Player, modern style, good reader. Married. Can join at once. Vincent Weller, Conway, Mo.

Modern Girl Pianiste—Read, fake, transpose. Prefer location job. Consider all offers. Box 102, Clinton, Kan.

Pianist—Young man, experienced all lines, desires reliable opening. Prefer hotel orchestra. Raymond Drumper, 64 Standish Ave., Tuckahoe, N. Y. (Neighborhood of New York City) de14

## AT LIBERTY SINGERS

Singing Couple—Age twenty, good voices. Go anywhere. Would like to join Hillbilly or Cowboy Band. Kathleen King, 222 Euclid Ave., Akron, O.

## AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—EDUCATED HORSE AND COACH Dog. One hour act. Sound truck. Performs anywhere. Tops for nite spots and store shows. Routing East. Write or wire quick. Permanent address: P. O. BOX 1094, Hollywood, Calif. de7

Calvert's Society Puppets—(Modern Punch and Judy). A positive novelty success. For clubs, parties, apartment shows, theaters. Write for prospectus. Calvert, 226 W. 50th St., New York City. de7

Dixie Dandy Dog and Monkey Circus for schools. Toy departments, theaters, raffles. Flash, clever, classy. Presented to men and women. Buf Hawkins, 3330 Deakwood Drive, Cincinnati, O. de14

Lady Ventriloquist—For balls, Accordion, Astrology. Change two weeks. Work acts as cast. Car and house trailer. Low salary or percent. Delores Peshlize, General Delivery, Dayton, O.

Pamphasia's Society Circus—Dog, Pony and Monkey, featuring the Act Boatman, the Famous White Cockade, Military Mascots. Presented by the only original Prof. Pamphasia. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 34th St., Philadelphia, Pa. Separate 5330.

## ORCHESTRA ROUTES

(Continued from page 15)

Stella, Jimmy; (Beachcomber) Albany, N. Y., no.

Stephenson, Charles; (Pine Inn) Albany, N. Y., no.

Stirling, Frank; (Zink's Log Cabin) Atlantic City, no.

Stirling, Dan, & Dukes & the Duchess; (Villa Moderna) Chi. no.

Stevens, Harold; (Golden Pheasant Club) Hancock, Mich. no.

Stoedter, Wally; (Vanderere) Baltimore, Md.

Story, Lew; (Oranmere) Chi. E.

Strickland, Don; (Madison) Minneapolis, Minn.

Sullivan, Mickey; (Lido) Worcester, Mass. E.

Sullivan, Joe; (Famous Door) NYC, no.

Sun, Three; (Stuyvesant) Buffalo, N. Y.

Sylvia, Myrtle; (Leon & Eddie's) NYC, no.

Sylvia, Don; (Berlioz's) NYC, no.

Tan, Jimmie; (Kaufman's) Buffalo, no.

Taylor, Russ; (Wagon Wheel) Pleasantville, N. J., no.

Terry, Frank; (McVan's) Buffalo, no.

Thak, Pieroni; (El Balcon) Chi. E.

Thomas, Wm; (Nati) Amarillo, Tex. no.

Thomas, Joe; (Royal) Wilmington, Del. E.

Thompson, Lang; (Aragon) Col. E.

Turnbull, Claude; (Mark Hopkins) San Francisco, no.

Tison, Paul; (Commodore) NYC, E.

Tovaro, Pedro; (Henry) Pittsburgh, N. Y.

Towne, Jack; (El Morocco) NYC, no.

Trace, Al; (Ivanhoe) Chi. E.

Trin, Anthony; (Greenwich Village Inn) NYC, no.

Trozel, Buck; (St. James) Reading, Pa., E.

## U

Unell, Dave; (Alabama) Chi. no.

## V

Valero Sisters; (Mocle Carlo) NYC, no.

Vardi, Whizzy; (President) Atlantic City, E.

Varral, Tommy; (Club Ball) Brooklyn, no.

Vera, Joe; (Congress) Chi. E.

Verbee, Danny; (College Inn) Phila. no.

Verso, Eddie; (St. Moritz) NYC, E.

Viera, Peter; (Caca Loma) Phila, Md. no.

Vierra, Al; (Ivanhoe) Chi. E.

Vinn, Al; (Sportsmen's Inn) Galveston, Tex., no.

## W

Wald, Jerry; (Child's Spanish Gardens) NYC.

Wald, Jean; (Port Hayes) Columbus, O., E.

Wall, Jimmie; (Bell's Corner) Phila. E.

Walker, Paul; (Sherman) Chi. E.

Walker, Leon; (Blue Lantern) Detroit, no.

Watson, Hal; (Plantation) Grand Rapids, Mich. E.

Watson, Leo; (Oxy) NYC, no.

Webb, Jack; (Libby's Club) Chi. no.

Weeks, Benny; (Mayfair) Boston, no.

Weems, Ted; (Beverly Hills) Newport, Ky., no.

Wells, Lawrence; (Lyric) Indianapolis; (River-side) Milwaukee 8-12; (Capitol) Manitowish, Wis. 13; (Oshkosh) Oshkosh 14; (State) Hammond, Ind. 15, 1.

Williams, Chick; (Gay '90s) Phila. no.

Williams, Clem; (Spread-Eagle Inn) Stratford, Pa.

Williams, Griff; (Stevens) Chi. E.

Williams, Sander; (Astor) NYC, E.

Willis, Forrest; (Emerald Inn) Albany, N. Y., E.

## Y

Wilson, Teddy; (Cafe Society Uptown) NYC, no.

Wilson, Dick; (Mom Paris) NYC, no.

Winton, Harry; (Rainbow) Grail NYC, no.

Winters, Howie; (Casilla Gardens) Richmond, Va. E.

Wright, Gharde; (Club Cuba) NYC, no.

## Z

Zaney, Buddy; (Harlequin) Grand Junction, Colo. E.

Young, Roland; (Lombard's) Bridgeport, Conn. E.

## Z

Zahler, Al; (Log Cabin) Trenton, N. J., no.

Zanello, Deso; (Brooklyn) Albany, N. Y., no.



American Red Cross











# Wholesale merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Training Camp Workers Busy; Army Inducts First Draftees

Preparations find those in trade seeking suitable items—wholesale merchandise houses report new items to be put on market from time to time

NEW YORK, Nov. 30.—Training camp workers made last-minute preparations this week to move into defense program centers to sell patriotic novelties and souvenirs to enlisted men, construction workers, and first of the draftees who reported Monday at army induction offices over the nation. While these men were figuring prominently in plans for amounting to \$18,393,945 were awarded. Money to be paid construction men, added to that paid soldiers, will boost

the sale of novelties to be sent to the folks back home either as Christmas gifts or souvenirs.

### Variety Available

Wholesale merchandise houses reported that new items were being announced and that a large variety of lines is now available. The items are designed especially for this type of trade. Manufacturing concerns, it was said, are busy making new items. With more and more lines to be announced, those in the trade are practically assured of merchandise that will increase demand for the numbers.

According to Sildore Novelty Corporation, bingo and salesboard operators are finding big demand for the new "God Bless America" illuminated sign. Item is 16 by 9 by 3/4 inches and comes fully equipped with lamp, lead cord, and on-off flasher. When lighted, the colors of the American flag make a spectacular sight. Not only is the item recommended for training camp sites, but for other locations as well, especially those featuring patriotic items.

### Pillow Tops Offered

Western Art Leather Company announces a new line of specially designed pillow tops for workers in army, navy, and air corps training centers. Item for soldiers has large picture of an infantryman in the center, surrounded by pictures of an artillery unit in action, airplanes, tanks, and machine gun units. Made in patriotic colors, the pillow top bears the caption, "U. S. Army, For Freedom and Security."

"Our Flag of Freedom—Long May It Wave" is the caption of a new patriotic item handled by E. H. Nienkirk. Item is 16 by 21 inches. Flag is done in oil paints. Reports have it that the item is clicking solidly wherever it has been put on sale.

With the Selective Service Act in working order, more than 16,887 men were inducted into the army this week.

Awarded contracts for construction of replacement centers at Camp Lee, Va.; Fort P. B. Warren, Wyo.; San Diego, Calif., and Camp Naclemento, Calif., were announced. Approximately 20,000 acres near Spartanburg, S. C., have been selected for the establishment of an infantry replacement center. Near Rolla, Mo., another site approximately 65,000 acres has been selected for another training site. More than \$82,000 will be spent for ski and snowshoe equipment to be used in training selected individuals for patrol duty. These orders, it was said, will boost merchandise sales in the vicinity of ski blank mills in the South and at factories making the finished product.

to know what is being done about it. If you are using any of the methods mentioned, let us know of their success or drawback. Should you have a different way of awarding prizes in the case of ties, drop us a letter with all the details.

WE HOPE the regular readers of this column will bear with us for repeating the letter that appeared in November, 1938. It is typical of those we've received recently, and it points out that the problem is not a new one but one

(See DEALS on page 58)

## BINGO BUSINESS

By JOHN CARY

There have been so many requests for "Salesboard A B Cs" in recent weeks, that, starting with this issue, the article will be reprinted in the column. Installment No. 1 follows. Other installments will appear in succeeding issues.

CHANCE-TAKING is the great American sport and at least one out of every two individuals indulges in this interesting pastime. No less an authority than the American Institute of Public Opinion came to this conclusion last year after making an extensive survey of the gaming habits of the nation. . . . and when the returns were analyzed it was found that of all the chance-taking devices available to tempt the sporting half, the salesboard ranked second on the list, leading such others as coin machines, playing cards for money, betting on elections, sweepstakes tickets, betting on horse races, and the numbers game. Only church lotteries ranked ahead of the salesboard and then by only three percentage points.

The New York Times commented editorially: "The one definite conclusion to be drawn from this poll of gambling habits in the United States is that Uncle Sam still remains a cheerful optimist. More than half our population took some sort of money chance and in the East the proportion approached two in three. The obvious fact that almost everybody lost is not expected to reduce the incidence of the disease. And obviously here is the answer for the salesboards' increasing popularity as the years go on."

### Sales in Millions

No one really knows how and when the salesboard first got its start, but long before the turn of the century this powerful silent salesman was already doing its bit to whet the appetite of men and women for goods they would not or could not buy ordinarily. Since then every conceivable type of product has been distributed by means of the salesboard and salescard and today manufacturers of premium and gift ware look to these devices to move a substantial

## Comic Christmas Cards, Joke-Trick Items in Demand

NEW YORK, Nov. 30.—It's going to be a funny Christmas, judging from new lines of comic Christmas cards and joke and trick items that are clicking solidly. Wholesale houses here report that workers are already busy with the lines and earning extra cash.

Christmas laugh items handled by H. Fishlow & Company include the Goose That Failed, a magnetic novelty in which a woman knocks off a man's hat; Hoots Girl, Mystic Glasses, and 23 Bojo Cigars, made of rope done up in cellophane and silver foil like the best of cigars. Richard Appel, Inc., is featuring snow tablets and stinking plugs, along with a general line of trick and joke items. Eagle Magic Factory has trick gift boxes and other items, in addition to comic Christmas cards. Magnatrix Novelty Corporation reports early orders for comic diplomas, giant thumbs, loony letters, fake doughnuts, solid whisky, and similar items. The firm also offers funny Christmas cards in three colors in folders, regular and baronial sizes.

Claiming special attention is the new "Case of Emergency" novelty folder sold by Jackson Publishing Company. The self-mailing item is in the form of a modern traveling case. On the back is an illustration of Uncle Sam sitting on top of the world. Beneath is the caption, "I Should Worry." Inside the folder is attached a pair of tiny bloomers on which is printed "Social Security" and a poem wishing luck, health, and pleasure. The firm manufactures self-mailing folders, talking greeting cards, and novelties. Another firm among those well known for comic Christmas cards is Weideman's. It offers over 35 cards and folders, all in four to six colors.

share of their yearly output. The volume of merchandise now sold this way runs into many millions of dollars each year. As a direct result of deal promotions, retail sales are also stimulated. A premium illustrated on a card or board receives valuable direct-to-the-consumer publicity. Quite often people who were not fortunate enough to win it themselves, or who knew of someone who did, will walk into a store and buy it.

This fact brings to mind the cry sometimes raised that salesboards are in unfair competition to storekeepers. No one who has honestly and impar-

(See BINGO BUSINESS on page 60)

## DEALS

A Column for OPERATORS • DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

FOR SOME REASON several letters relating to the awarding of prizes where several players have bingo have recently come to this desk. What is surprising is that the letters seem to run in cycles. While it may be coincidental that several operators have been confronted at the same time with the problem, it is peculiar that it should happen at this particular time.

IN CHECKING BACK on this column it was found that at this particular time two years ago Charles S. Mason, of Miles City, Mont., wrote this letter:

"Dear Mr. Cary:  
"I am writing you regarding a question of ties in a bingo game. I am operating a 10-week series here under sponsorship of the American Legion Post.

"They say when a bingo is called, if more than one player has bingo, the winners should draw to see who gets the prize, while I contend the real winner is the person who yells 'bingo' first."

THIS INQUIRY was answered to the effect that all bingo conductors held drawings to determine the winner when more than one person in a game made bingo at the same time. This still is the procedure. The person who draws the lucky number gets the main prize, and the others are awarded consolation prizes.

WHILE the letters received lately have not suggested that the winner be the first to yell "bingo," this is an opportune time to discuss that matter. It seems to us that under Mason's method of awarding the main prize there is a great danger of arguments. We are curious to know, as we were then, the outcome of any plan using this method to determine the winners.

MIDDLE WEST operators go further in solving this problem of naming the winner of the main prize in the event of a tie. They award prizes of lesser value to each of the winners. Value of the awards amounts to the value of the prize originally put up. Since some churches have bingo going on simultaneously in several rooms, this seems the logical way to solve the problem. Were there to be 10 or 12 winners, it would take some little time for the drawing. If this was the case several times during the night the method would definitely slow down the game. Another advantage of the multiple-prize method is that every winner receives a prize of practically the same value—insofar as the prize is concerned.

THIS PROBLEM has always been one of special interest to us, and we'd like

## War Headlines Affect Designs Of "Defense" Toys in Philly

PHILADELPHIA, Nov. 30.—It's only a short step from war headlines to toys, games, and dolls on shelves at local wholesale merchandise supply houses. "The symbols of war" are selling well this year, all merchandise dealers agree. The phraseology, however, is different now. "Military" toys are tabu. Today's description is "defense" toys.

Mr. and Mrs. America are likely to wake up Christmas Day with a spray of sparks from junior's anti-aircraft gun set on a tripod. After they get their bearings they are also likely to sit down to a game of *Shut Tactics*, or *Cowfist*, or to moving miniature planes, boats, and tanks.

### Soldiers Lead

Lead soldiers have come into their own this year. One store, with a comprehensive collection, already has run out of German and Hungarian troops, Italian colonials, and Greek evzones. "At least 10 sets of the evzones were sold to proud Greco-Americans," the clerk said. Ports are fast sellers at practically every job-

bing house.

Faithful to detail are modern field pieces of all sorts, including a naval fortress gun set up to fire a steel silver, make a noise, and emit smoke. Anti-aircraft guns mounted on turntables come equipped with horizontal and vertical deflectors. Wooden airplane carriers, bowtizers, submarines, and light cruisers, some designed to blow apart when hit by a wooden bullet, others to be glued together by boys whose hobby is model-making, were reported to be popular in all stores.

### Dolls Popular

Tiny tots can play with a soldier or sailor doll, described as washable, and older sisters may dress a Miss America number, a star-spangled nurse, who also sports an aviation dress for short flights around the nursery. Another sign of the "limited national emergency" is the armored supply train which has a tank on a flat car. A push of the electric switch drops a ramp and sends the tank zooming to battle.



# FREE XMAS CATALOG

Here's extra Xmas profits for you! Send for special FREE Xmas Catalog. Hundreds of outstanding premiums and gifts at sensational low prices. Electric appliances, sporting goods, toys, games, household items, luggage, radios. A complete gift selection at tremendous savings. Write NOW!

**Evans Novelty Co.**  
800 Washington, Chicago, Ill.

## NEW 5 STAR AERO BINGO BLOWER

- \* Fool-proof operation.
  - \* Automatic master-board returns balls.
  - \* One-year guarantee.
  - \* Portable - carried anywhere.
  - \* Hexagonal in shape: red & black colors.
- Jobbers only, write for full particulars.



Manufacturers of all Bingo Supplies.

1123 Broadway, N.Y.C.

### MORRIS MANDELL

Extra Value! **\$2.25 EACH**  
5 for \$10.50

No. BB 9883 - Ladies' Beaclet Watch, Exquisitely Styled 12 1/2 L. Chrome Case in accented engraved design with beautiful Bak bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whitening premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.  
**ROHDE - SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago

**LEADING SELLERS IN FUR COATS**  
Better sellers than ever before. ALL GENUINE FURS - Coats, Scarfs, Capes, Jackets - all styles, sizes. Nothing was spared to obtain the most superior styles and quality! Send for a free, guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG! **LOWEST PRICES! H. M. J. FUR CO.**  
150-B West 28th St., N. Y. C.

**ELGIN - WALTHAM \$2.95**  
Rebuilt Pocket and Wrist Watches  
We carry a complete line of Swiss and American Watches.  
WRITE FOR FREE CATALOG.  
**EMPIRE JEWELRY CO.**  
59 E. Madison St., CHICAGO, ILL.

**CHEVILLE BED SPREADS**  
Usual \$2.99 retail value, 90x105 in., colored grounds, 122,50 down, 3 satolles \$6.00, F. O. B. Nelson. 25% cash balance. O. D. Satisfaction guaranteed. **GA. BED SPREAD CO.** - P. O. Nelson, GA.

# 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.

### Family Comb Set

Canvasers, pitchmen, and streetmen are reported making big money with the new Imperial family comb set that Imperial Merchandise Company recently put on the market. Set consists of fine-



quality dressing, curling, and pocket combs. Combs are available in attractive colors and mounted on display cards. Low prices are offered, those in the trade and, with shopping crowds gathering on the streets, the boys are urged to order early, the firm adds.

### Portable Bar Service

Bingo and salesboard operators are reaping a harvest with Serrabar, the new 25-piece portable bar service. Item is streamlined and made of selected walnut with full chrome trim. It serves six people. Glasses and decanters are of the finest crystal glassware. Bar is over 25 inches long. Since the item may be used as a Christmas gift, operators are cashing in on the holiday trade, the firm reports.

### Self-Walking Minies

According to Samuel Auerbach, Inc., the new line of Walkies is going strong wherever the items have been put on sale. The toys walk without mechanism. Available are Santa Claus, penguin, doughboy, clown, mammy, donkey, and elephant. Items are about 4 1/2 inches in height. Special boxes containing penguin, mammy, elephant, and donkey are also offered. Items are painted in bright colors. Walkies appeal to both young and old, the firm reports.

### Sea Shell Brooch

The new tropical sea shell brooch is one of the most popular items on the market with pitchmen, badgeboard, souvenir, and novelty workers, J. A.

### Stock Up Now!

#### TRICKS AND JOKES FOR THE HOLIDAYS

- Exploding Book Matches, Doz. .... 20¢
- Exploding Wood Plugs, Doz. .... 25¢
- Comic Glove Cards, 12 Ass. Kinds, Doz. 60¢
- Mytic Glasses—New! Hot! Doz. .... \$1.75
- El Rope Cigars, Doz. .... 75¢
- Magnetic Dog, Best Made, Doz. .... 1.00
- Hot Spot Durrhill Table Cigar Lighter.
- Silent Flame, Each ..... 80¢

SEND FOR TRICK & JOKE CATALOG

### Xmas Catalog Free

#### BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.



### AGENTS WANTED TO SELL

Our line of New Year's Eve Favors, such as Hats, Noise Makers, Serpentine, Balloons, and all sorts of fun makers at Cafes, Nite Clubs, Taverns, Dance Halls, Lodges, etc.  
Write today for full particulars and get started. Sell direct from our catalog. We ship the orders C. O. D. Catalog Free.  
**BRAZEL NOVELTY CO.**  
1700 APPLE ST., CINCINNATI, O.

## MECHANICAL TOYS OFFER BIG SALES AND GOOD PROFITS

No.	Description	Per Gross	Per Dozen
B40N187	4 1/2 inch Metal Monkey	\$ 5.50	75¢
B30N28	4 inch Panda	7.75	70¢
B30N28	3 1/2 inch Walking Dog	7.75	70¢
B30N18	3 1/2 inch Boy with Dog	7.75	70¢
B30N18	3 1/2 inch Ch-U-Dog	7.50	65¢
B40N15	Dog with Show	7.50	65¢
B40N15	Dancing Couple	6.00	55¢
B40N19	Clown with Donkey Cart	7.20	65¢
B30N27	3 inch Giant Walking Ch-U-Dog	24.00	2.10
B30N41	Scuffy the Chicken Chaser	22.50	1.95
B30N28	3 1/2 inch Dancing Dog	21.00	1.85
B30N37	3 1/2 inch Walking Dog	19.50	1.75
B30N19	4 1/2 inch Sitting Panda Bear	18.00	1.65
B30N18	3 1/2 inch Marching Soldier	18.00	1.65
B30N20	7 inch Dancing Panda with Ball	16.50	1.50
B30N16	6 1/2 inch Skating Monkey	16.50	1.50
B30N6	4 1/2 inch Running Scally	16.50	1.50
B30N12	3 inch Fezbeur Dressed Walking Doll	15.00	1.35
B40N100	7 1/2 inch Duck and Frog	15.00	1.35
B40N100	Dancing Bear with Ball	15.00	1.35

**WRITE FOR CATALOG B135**  
The Buying Guide of the Show World  
State Your Business as We Do Not Sell Consumers!

**N. SHURE CO.** 200 West Adams St., CHICAGO, ILL.

## SAVE 50% BUY QUALITY CANDY DIRECT FROM THE MAKER

Give Customers the Finest Candy Made and Watch Repeats  
Each assortment consists of dark and milk chocolates, nougat, caramels, butter creams, fruits and nuts, assorted creams and jellies.  
Our chocolate assortment usually wholesales at 50¢ a lb. and retails at 75¢ a lb.

OUR SPECIAL PRICE TO YOU

1 lb. Assortment	25¢	2 1/2 lb. in Round Hand-Painted Tin	75¢
2 lb.	50¢	4 lb. Assortment	95¢
		5 lb.	\$1.15

ORDER SAMPLES WITH MONEY-BACK GUARANTEE  
25% With Order, Balance C. O. D.

**ANN STEVEN CANDIES, Inc.**  
4646 Washington Blvd., Dept. B Chicago, Illinois  
Makers of the Highest Quality Chocolate Assortments



## SANTA With ELEC. EYES

No. 9457—Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed.

Dozen Lots, \$33.00--Sample \$3.00

PITCHMEN Closing Out All Mechanical Toys. Write for Listing and Prices.

**WIS. DELUXE CORP.** 1902 No. Third St. MILWAUKEE, WIS.

## QUICK SALES—BIG PROFITS

TURKEY DEALS—CANDY DEALS—JAR DEALS  
PATRIOTIC—CAMPAIGN—BANNERS—BADGES—PLATES  
MECHANICAL TOYS—CATS—DOGS—BEARS—MONKS  
LEADERS FOR THANKSGIVING—XMAS—NEW YEAR  
RADIOS—LIQUOR SETS—CLOCKS—TOYS—GIFTWARES  
WRITE FOR NEW CATALOG—PLEASE STATE BUSINESS

**ACME PREMIUM SUPPLY CORP.**  
3139 OLIVE ST. ST. LOUIS, MO.

**BINGO GAMES AND SUPPLIES**  
CARNIVAL SUPPLIES  
NOISEMAKERS  
HATS  
BALLOONS  
WRITE FOR OUR NEW NO. 50 CATALOG  
BE SURE AND MENTION YOUR LINE OF BUSINESS  
**MIDWEST MERCHANDISE CO.**  
1006 BROADWAY KANSAS CITY, MO.



**MECH. XMAS SPECIALS**



**MAESTRO MONKEY**  
A comical orchestra leader, with long hair, dressed in formal tuxedo suit. Waves his baton majestically.

DOZ. \$1.25  
GR. \$13.20

A large mech. Mama Monkey, covered with a very fine quality plush, feeding a baby monkey with a nipples bottle of milk.

DOZ. \$1.25  
GR. \$13.20

Mech. Playful Pussycat . . . . . Gr. \$24.00  
Large Mech. Bouncing Dog, Do. \$2.00, Gr. 23.00  
Large Stars Carrying Baby . . . . . Gr. 2.00  
1/3 Deposit, Balance C. O. D. Send 25¢ for Sample of Any One or \$2.00 for 10 of Our Best Selling Mechanical Items. Postpaid. All Orders Shipped Out Immediately. **NO CATALOG.** We Specialize in Mechanical Toys and Therefore Always Have a Large Supply of the Fastest Selling Mechanical Items on Hand. **IF IT'S A GOOD MECHANICAL TOY—WE HAVE IT!**

**COHEN BROS.** 103 PARK ROW NEW YORK, N. Y.



**WATCHES AND RINGS**

**BRAND NEW LADIES' WATCHES**  
1 Jewel—Yellow Top, In Box. . . . . \$2.75  
Lots of 6—Each . . . . . \$2.85  
**10K SOLID GOLD LADY'S DIAMOND RING, SPECIAL** Lots of 3. Each . . . . . \$2.85  
Special Prices for Quantity Users. 25% Deposit, Balance C.O.D. Sample 50¢ Extra. Send for Catalog.

**N. SEIDMAN** 170 Canal Street New York, N. Y.

**MECHANICAL TOYS**  
WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE  
BN 4240—O-U-DOG WITH SOCK, Small.  
BN 4248—O-U-DOG WITH SOCK, Large.  
BN 7434—O-U-DOG WITH SOCK, Jumbo.  
BN 7435—WACKY DONKEY.  
BN 4303—TUMBLING CLOWN.  
BN 74—CONCEITED MONKEY, Large.  
BN 744—DANCING COUPLE, Large.  
BN 745—DANCING COUPLE, Small.  
BN 8752—HULA DANCER, Large.  
BN 8305—JUNGLE FUR 8-DOG.  
BN 3990—STUNT FLYER (Airplane).  
BN 5111—KONGO MONKEY, Large.  
BN 4306—WALKING PENGUIN.  
A Sample of Each Above for \$1.75 Postpaid.

**BOARD OPERATORS!**  
IF YOU HAVE NOT RECEIVED OUR SALESBOARD CATALOG—WRITE TODAY

**LEVIN BROTHERS**  
Established 1886  
TERRE HAUTE, INDIANA



**WALTHAM—ELGIN**  
Xmas cooling—Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.  
**PLYMOUTH JEWELRY CO.**  
165 Canal St., Dept. A, N.Y. City

**BIG BARGAIN BUY!**  
Profits galore are yours with this beautiful 8-day Gilbert Alarm Clock. Has an all-metal case in choice of Ivory or Green finish. Size: 2 in. high; 5 1/2 in. wide at base. Weight: 2 lbs., packed. No. 8533c19—CLOSEOUT PRICE \$1.50 each in lots of 6. SAMPLE POSTPAID \$2.00.  
**SEND FOR 684 PAGE CATALOG**  
Mention your business. We do not sell retail.  
**JOSEPH HAGN COMPANY**  
217-223 W. Madison St. Chicago

**HOLIDAY SPECIALS!**  
XMAS CARDS, WREATHS, WRAPPINGS, TIRSEL, Dolls, Electric Showers, Lamps, Clocks, Turkey Cards, Xmas Cards & Envelopes, 10 to Box, Doz. Boxes, \$1.00. Xmas Wreaths, 8 Inch, Doz. 25¢ (Doz.)—Include Postage!  
**FREE CATALOG** to Wholesaler, Agents, Premium and House Carriers. Write today.  
**CHAMPION SPECIALTY CO.** 814-H Central St., Kansas City, Mo.

Whyte & Son report. Item consists of tropical shell with name in coral letter. This is said to be one of the fastest selling items to come on the market in recent months. It is also reported that more than 20,000 were sold at three Southern fairs. Special prices are offered to introduce the item, the firm adds.

**Noisemakers**

Silver Bros. report increasing demand for the new Snozzolas and Snorters. Snozzolas, the firm explains, are horns with plastic mouthpieces. Snorters consist of a long tube with rubber razzor. Feature of the items is that they are nose-thumbing, the hand being made of cardboard and attached to the item. With plans already being made for New Year's Eve parties, the items are seen as leaders in the field, the firm reports.

**Windshield Stickers**

Novelty salesmen are finding that windshield stickers on which is printed "Hell with Hitler" are fast-selling items, particularly around army training camps, Southwest States report. Car owners are taking them like hot cakes, and they are also going well in taverns and package stores, it is said.

**Christmas Banners**

Christmas banners are proving real money-makers this year. Lawes-Mills reports. Banners are hand painted on rayon satin in four colors, with gold fringe and cord. Stores, clubs, and homes are prospective customers for the item, which bears the caption, "We Wish You a Merry Christmas." Special prices are offered those in the trade, the firm reports.

**DEALS**

(Continued from page 56)  
that confronts every operator many times in his work.  
THE writer of this column is interested in every problem confronting operators. No matter how trivial the trouble may seem to one operator, it may be a big thing in the routine of another conductor. Anyway, send in the problem, telling something of its background, and the success of the solution used. Your letter will receive prompt consideration and your co-operation will be fully appreciated.

**HERE'S AN XMAS WINNER!**  
SYMPHONY (R. C. A. Lic.)  
5 TUBE PORTABLE 3 WAY RADIO  
Plays every where on A.C. DC and Batteries. Super-battery. Weighs 1 1/2 lbs. Two tone simulated grain tan leatherette case. Costs 5¢ to replace "A" Battery.  
Price **\$9.95** Complete.  
4 Tube Dynamic Radio, Wooden Cabinet, \$4.05.  
**RECORD-O-VOX, Inc., 80 Corlland St., N. Y. C.**  
Agents Wanted

**The Billboard CHRISTMAS NUMBER**



**TWO BIG ISSUES IN ONE**



**MAILED ANYWHERE POSTPAID 15c EACH COPY**

**The Billboard**  
25 Opera Place  
Cincinnati, Ohio

Please send a copy of the BIG Christmas Number to the names listed below for which I inclose 15c each.

Name . . . . .  
Address . . . . .  
City . . . . . State . . . . .

Name . . . . .  
Address . . . . .  
City . . . . . State . . . . .

Name . . . . .  
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Please write additional names on separate paper





Round Signal \$13.50 doz. Heart Signal \$13.50 doz.

Ideal Gift Promotion!

No. 110—New... Ladies' "Expansion" Bracelets... at this "seasonally low price"...

HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

NEW MONEY-MAKER!

Greatest Ever! 15,000,000 Prospects! LIFETIME DRAFT NUMBER PLATES... FREE—Big illustrated catalog with complete showing of Name and Identification Plates...

NEW JEWELRY for ENGRAVERS! Demonstrations and Promotions! Immediate Delivery. Locations: Ring, Cross, Engraving Items, etc.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

WALTHAM New Push Filler Pens—Lower Pens—Combinations. The new Waltham all-pearl package gets you the real money.

BIG PROFITS! Own your own business... HART MFG. CO. 311 Deane Street Brooklyn, N. Y.

GIVE FREE 764 page Holy Bible with \$1.00 also Super Vandyke Cigar... UNIVERSAL LABORATORIES DALLAS, TEXAS

PENS Complete Line of Pens, Pencils and Sets—Push Filler and Levers. We Lead in Prices. Quick Service. MODERN PEN MFG. CO. 396 Broadway, New York City

SELL ACE BLADES Millions Sold Ace Blade prices reduced. Flashy display cards. Each blade bound in oil to keep-sharpening shavers. Buy at factory prices—pocket middle man's profits.

MEDICINE MEN Write today for new wholesale list of Tonics, Oil Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 127 E. Spring St., Columbus, Ohio

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

WORKING BLADES... like Bob Brann, Pat Dana, Tisha Bud-dha, Herman Kellar, Louis Weitz, Sol Addis, and Bill Schultz.

PITCHMEN'S SAYINGS: "I once knew a man who played a few's-harp so enthusiastically that he beat his right ear out..."

AMONG VISITORS to the pipes desk last week was Harold E. (Doc) Latell, corn punk exponent, who rambled into Cincinnati from Elkhart, Ind., where he managed to grab off some lucre.

EDDIE L. KIEHL... recently closed a successful demonstration with the electric pants pressers at one of downtown Cincinnati's best pitch spots.

DOC WADDELL... advises that the Dr. Keith Medicine Show is in winter quarters on the South Fort Smith Highway No. 71, about three miles from Fort Smith, Ark., on property leased from George (Ted) Hasey.

MRS. ELIZABETH KIEHL... wife of the well-known Eddie, is working powder base at the S. H. Kross Store in Denver and getting a goodly share of the long green for her efforts.

FITCHMAN'S PRAYER: "Please give me a big enough bank roll for Christmas to permit me to open in the spring."

WHO SHOULD drop into The Billboard Cincinnati offices last week but the personable Wendell Hedden, outstanding juicer worker, and his attractive wife, Donna.

WHATEVER BECAME of Bob Lindenfelser? Still working the juicers? STILL CONFINED in Presbyterian Hospital, New York, where he has been receiving medical treatment for several months, is George Gomes.

BEST WAY to enjoy being broke is to be asleep.

IRVING DOUGLAS... juicer and grater purveyor, rambled into Cincinnati last week and managed to take enough time off his work to visit briefly at the pipes desk.

W. H. BELMONT... is working herbs to good results in Nesner's, Buffalo, according to word hitting the pipes desk from that city.

EDWIN HERBERT... has been clicking with herbs in the J. J. Newberry Store, Cleveland.

JERRY, THE JAMMER, SEZ: "Instead of beefing when I think I'm not well off, I take a walk thru a hospital."

SERGEANT FRANK POULUS... and Doc Victor Perry have opened a pitch store at 42d Street and Sixth Avenue, New York, and Ike and Mike have changed their pitch store for Christmas cards for the holidays, according to Harry Greenfield, who says it seems like old times in the Big Town to see pitchmen

WHAT'S DOIN'... Paddles Mac McCullam, Charley Cortesaux, Fred McPadden, Tom Kennedy, Curly Bartok, Leland Johnson, Eddie (Shifty) Lewis, Art Cox, Martha and George Barry, Al Decker, Jack Young, Doc H. G. Laird, and Doc Homer Anderson? Pipe in, you fellows.

WE HEAR that some pitchmen are salesmen who sell something they do not have to a man who does not want it and after the man gets it he does not know what to with it.

GEORGE HANEY... recently closed a successful demonstration with the electric pants pressers at one of downtown Cincinnati's best pitch spots.

WORKING MED... thru a drug store in Albany, Ga., to reported good results are Mr. and Mrs. Simpson.

BARNEY KAPLAN... worked the rodeo in Detroit and says it was a winner, and all the boys got a winter bank roll.

HUSTLERS... at the Detroit Rodeo included Duke Long, Red Moyer, Red Davis, Jackie Andrews, and Frank Collins.

HOP TO IT, you specialty workers, for the Christmas gift trade.

C. STAND... says there are lots of boys in Miami, and that Jimmie's Restaurant there is now called Jackpot Inn.

MORRIS KAHNITROFF... is reported in Savannah, Ga., getting the gelt.

ART LOVI... is working "your name on a tropical sea shell" at the Kross store in Miami, and selling them fast at 25 cents.

HARRY MAIERS... blasts from Savannah, Ga., that he recently left Florida, as it is too early there to do any business.

FROM FRED W. LANGER... "On my way from New York to Columbus, O., I stopped over two days in Pittsburgh and said hello to some of the boys, having quite a visit with Tommy Burns, Al Marks, Don Pedigan, and Al Miller.

HOW MANY pitchmen and jobbers fraternized with the fair secretaries, showmen, and park men at the Chicago meetings?

GEORGE MILLER... shoots one from Monroe, La., his first in years: "Have been working thru Oklahoma on patriotic banners to excellent biz. The State is still open on soldiers"

OAK-HYTEX BALLOONS NEW YEARS ASSORTMENT Each box of one gross includes No. 7 New Year prints, No. 6 Musical Squawkers, No. 330 Serpentine, No. 327 Spiral and No. 615 Novelties. The OAK RUBBER Co. DAYTON, OHIO

ELGIN & WALTHAM REBUILT WATCHES \$175 7 Jewel, 18 Size, in S. H. Engraved Case, at Send for Price List. Money Back if Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 115 N. Broadway, St. Louis, Mo.

SNAPPY XMAS CARDS Over 25 Cards and Folders, all in 4 to 6 colors. All as low as \$20.00 a thousand with envelopes. Get are fast 10c orders. Send 15c for sample cards and folder. WEIDEMAN'S 718 Jay Street, Sacramento, Calif.

AGENTS — Sell Drafts containing copyrighted IDENTIFICATION PLATE, containing Draft and Order number, Name and Social Security number. Quick sales, big profits. Send 10c for sample and price for supplies. FRANK BONOMO (BBT) 65 Central Ave., Brooklyn, N. Y.

SPECIAL! FOR LIMITED TIME ONLY! ELGIN & WALTHAM Wrist and Pocket WATCHES \$2.75 UP From... Send for Free Catalog DEARBORN WATCH CO. 5 South Wabash Ave., CHICAGO

NEW XMAS PACKAGES Push Filler Pens Lever Filler Combinations JOHN F. SULLIVAN 468 Broadway (Fast Service Bldg.) N. Y. City

ROLLED GOLD PLATED WIRE (Gold Filled) 227 Eddy St., PROVIDENCE, R. I.

PERFUMES Buy in bulk direct from the Manufacturer. Make Big Profits. Send \$1.00 for 10 Two-Drum Bottles of Assorted Odors. LE-MAR LABORATORIES 37 West 20th St., New York City

TORSO, Like New, For Sale If you are pitching Herbs or Medicine, this beautifully colored, sectional Torso will increase your sales. Priced low. AMERICAN LAB. CO. 832 Chamber of Comm. Bldg., CINCINNATI, OHIO

FREE! WHOLESALE CATALOG 4000 OPPORTUNITIES Household goods, display card items, wearing apparel, cosmetics, foods, toys and toys are a few of the thousands of articles shown in this exciting catalog. 280 PAGES Check-full of interesting money makers. Sales Ideas that may increase your earnings \$2 to \$15 a day and building money plans. Each and every item sold under a money back guarantee. Get your copy by sending for it today. SPORS CO., 12-40 Superior, Le Center, Minn.

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









**The Whirl of Today**

**ART (ART LEWIS SHOWS) LEWIS**, whose quarters are in the Tar Town, will stage the show for the Consolve Tent, C88CA, on December 14 in Norfolk, Va. The "in" is that the Cigar Kid will be made an honorary member if any one of the acts stops the show. . . . Last week's Christmas Special-IAFE Golden Jubilee has brought a couple of other "annie" reminders. Mr. and Mrs. Wilkes (Polly Lloyd), more familiarly known as the Riding Lloyds, celebrated their 50th wedding milestone on November 28. And Brig.-Gen. Mahlon R. Margerum, better known as Pa, the youngest looking individual at the Trenton Fair, passed his 84th birthday recently. Many a younger man in the U. S. Army would change with Pa's physique and mental attitude. . . . Reading, Millea Bros., conch company (Frank and Paul) has had its contract renewed by John Ringling North. Ditto another Frank—Mayer—the program publisher. . . . Not long ago Rumer Bow had the government-eying Danbury fairgrounds. Fair owns a tract of land south of the grounds and the government had asked the association for a price on the site with the view in mind of extending Danbury Airport. Fair set a price, but Uncle Sam hasn't committed himself as yet. The matter rests there.

Wild animal trainer M. L. Herriott's complaint about the San Antonio Zoo's paltry salary offer continues to arrest the attention of trainers. George W. (Slim) Lewis, Chicago, chirps:

"Not being a college graduate, it is very hard for me, just an animal trainer, to express my opinion of any organization, person, or firm that would expect a man who has spent the best years of his life learning a profession to work for a measly \$75 a month. I noticed where this same institution was compelled to destroy a wonderful specimen of a male Indian elephant. I presume some of their \$75-a-month men were entrusted with the care and handling of the bull. It makes me sad to think that such a noble animal had to be destroyed thru the ignorance of some so-called human beings. I know whereof I speak because I have spent the last 15 years handling so-called tough outlaw males, and never once has it become necessary to destroyed one entrusted to my care.

"Let's vision for a moment one or all of these honorable board members of the zoo trying to live on \$75 a month and supporting a wife and two children, for instance. I wish them success in their quest for a seventy-five—and also a nice big judgment for injuries when their man gets injured or killed. I remain a show hand. Tusko's last friend, currently keeper of elephants at the Chicago Zoological Park, Brookfield, Ill."

Another correspondent, John Hoffman, trainer, writes in a similar vein from Tampa. Hoffman says the salary offer is an insult to the dignity of a proud profession and much other wordage to that effect.

William Judkins Hewitt claims we beat him in our estimate of 1940 attendance at the New York World's Fair and extends congrats. His guess was no better than 18,000,000. When we hazarded a prediction, we really did not stick out a neck which is already too long, having

said the gate would run between 18,000,000 and 20,000,000. It came just about in the middle of those figures. The principal loser is Clem Schmitz, the distinguished insurer. We wagered him a sombrero on the results. No specific amount of money was mentioned. Mr. Schmitz was a loser in more ways than one. How should he have known that the merchandise certificate he sent was in an amount approximately \$7 greater than we ever dish out for a top piece? (P. S.: Our limit is three bucks. You figure out what he sent).

If 1940 was one of those fair-to-middling seasons it must have escaped the attention of Big-Hearted Berny, the same being Bet-A-G-Note Wells, the hockey specialist. The bingo boy came back from the road for the 23th consecutive time after playing 25 fairs. 'Twasn't the best season in 25 changes of the calendar, but 'twas the best in 10, a record almost as good as saying "all time." The Wells garage has been augmented by a new Caddie not of the golf variety. And he's building two more bingos. Bingo!

**Notes From the Crossroads**

By NAT GREEN

**G**IRD yourselves, oh ye showmen, for the grand foray is on and there will be more maneuvering this week than you'd see in a sham battle—for this is no sham! All last week the advance envoys were arriving and the intelligence corps boys were getting in their work. By Sunday the heavy artillery had been placed in position and from now until the end of the campaign—we mean convention—innocent bystanders will be lucky if they don't get caught in the crossfire. But as the ducky said when he got in the wrong undertaking parlor: "Scuse me, boss man, dis ain't mah funeral!"

Early arrivals were met by a good old-fashioned snowstorm that kept the boys close to the Magic Carpet, where most of 'em would stay anyhow. Phil Little, who is launching a new show, was on the scene early, doing a little missionary work in advance of the main offensive. Harry Illions, who also is cooking up some plans for next season, was another early arrival. Harry had a very good season with his rides and is enthusiastic over 1941. That grand old man of the outdoor show world, Fred Beckmann, came in Monday with Mrs. Beckmann and sat in on the special League meeting Tuesday night until 11:30. Mr. and Mrs. J. W. (Patry) Conklin and Frank R. Conklin were early on the scene. Among others were Mr. and Mrs. C. F. (Doc) Zeiger from the West Coast, Joe Seasholtz, and Mrs. Rubin Gruber, William Judkins Hewitt, Palmer Velaz, and C. B. Afflerbaugh, secretary of the Los Angeles County Fair, Pomona, Calif. Julius Cahn, Luxemburg (Wis.), secretary, tarried for a few days before departing for warmer climes. Carl J. Sedimayr, Denville, Pa. Purcell, and many others have been cuttin' it up for a week.

In answer to the public declaration by Stanny Bernst and Ned Torti that Pat Purcell and Bernie Mendelsohn had been dropped from the group known as the Four Musketeers, Messrs. Purcell and Mendelsohn enter a vigorous denial. They assert they resigned because of the subsequent drop their social prestige suffered as a result of their association with the alleged "original" members.

John Brassil, of the Ringling show, and his wife came up from Sarasota, Fla., last week and, after taking in a few shows, hightailed for California, where they will spend the winter. . . . Ernie Young celebrated a birthday anniversary recently and admits to 38. . . . Jack Bell, Detroit billposting plant operator, in for a few days before leaving for Florida. . . . P. A. Boudinot, Ringling car manager, back home and with his wife was a first-nighter at Pysgmalion. . . . Harry Bert, of the Beckmann & Gerety Shows, bagged the limit of quail on a hunting trip down in Indiana. . . . One leader Cliff Williams will play host to Col. A. L. Gateswood's Flying X Rodeo riders Wednesday night (4) in the Continental Room of the Hotel Stevens. Rodeo opens at the Coliseum Saturday and will be previewed by the press on Friday night. . . . A. J. (Happy) Mein-

**Hartmann's Broadcast**

**C. Y. CLIFFORD**, apparently a pitchman or concessionaire, claims that a story about the Houston (Tex.) Fall Fair published in our issue of November 16 was very much misleading. Therein it was stated, among other things, that "crowds totaling an estimated 200,000 attended Houston Fall Fair, formerly South Texas Exposition, sponsored by The Houston Post, on October 28-November 3, reported Allen H. Russell, new general manager. There was one day of rain, Rubin & Cherry Exposition on the midway did excellent business."

Clifford feels that "in all fairness, show people who drive many miles and pay good money for space at these fairs are entitled to know the real truth about them." But we cannot refrain from discounting the statements he makes after checking on the space given the fair in The Houston Post. He says: "The 200,000 draw was very much exaggerated. There were no 50,000 people during its showing, and the carnival played a terrible flop. There was absolutely not one window card to be seen in Houston and not one piece of paper up anywhere. All the publicity the fair received was a very Scotch bit occasionally in The Houston Post, the sponsor of the event."

Now let's see what the fair actually received in space in The Houston Post. From September 29 to October 25, before the fair opened, editorial space amounted to 655 column inches, or almost four pages, and advertising space 44 inches. The only issues missed were September 30 and October 17. From October 25, when the fair opened (the dates given in The Billboard story were incorrect, but they were never advertised locally as October 25-November 3; always October 30-November 2), until November 3, the day after the closing, the fair received in editorial space 1,094 column inches, or six pages, and in advertising space 856 inches, or more than two pages. Not one issue was missed. This makes a total of more than 12 pages of advertising and editorial space. And our correspondent in Houston says this does not include all the ads and a few of the stories. Too, the correspondent says "there were window cards, all prominently displayed, and several hundred automobile cards." Does that mean "a very Scotch bit occasionally," as Clifford would like to have us believe?

Every effort is made by The Billboard to present facts in the stories it carries, and when not certain never fails to tack the authority onto those furnishing the data. If misstatements do creep thru occasionally we are glad to have readers direct attention to them, but these complaints must be based on facts or they are worse than the statements they aim to contradict. Clifford probably did play a bloomer at the Houston Fair, and there may have been others who had the same experience, but success or failure should be based on events as a whole, not by the business individual does.

**R**EMEMBER the requirements of a first-class general agent published in this corner's issue of November 9? Well, Edgar H. (Doc) Kelley, of the Doc and Ma Shows, a combination of vaudeville, repertoire, and comedy, claims to have all the qualifications and desires to apply for the job.

"I can fill all 14 requirements," writes Doc. "Inclosed find two of my credentials. I can live on love and air for a whole season—ask Ma Kelley; she knows. I asked Ma how long we were married. She said 18 years. I said 'I never deceived you once in all that time.' 'No, Doc, you did not,' Ma answered, 'but

linger, former circus man who until recently was manager of the Berwyn Theater, Berwyn, Ill., is now owner and manager of the Fox Hunt, a cafe in Fond du Lac, Wis., which is becoming a regular stopping place for show people.

you tried darn hard.' On account of my well-known (?) modesty I can say no more, only I want the job; salary no object."

The credentials to which Doc referred consist of two business cards. Under "Permit" on the back of one appears: "This certifies that I, Ma Kelley, legally wedded wife of Doc Kelley, do hereby permit my husband to go where he pleases. And further, I permit him to keep and enjoy the company of any lady or ladies he sees fit, as I know him to be a good judge. I want him to enjoy life in this world as I know he will be a long time dead." (Signed by Ma Kelley and countersigned by Doc.)

Under "Liar's License" on the back of the other card appears: "The bearer, Edgar (Doc) Kelley, having, by reputation and long practice, coupled with a vivid imagination, exhibited all the proper requirements thereof, is hereby empowered to lie, Prevaricate, and to show every other recklessness with the Truth, considered expedient by him, in connection with all matters, for the current year, subject however to conditions and the state he is in. Lies may be told at any place or time without notice. In witness hereof is attached the Grand Seal of Ananias!" To the left of the type matter appears a picture of a large fish with the name "I Lie Cheerfully" underneath it.

**W**HAT a haven for us retired showmen, owning and operating our own tent show 47 years," is the way Col. W. I. Swain describes Elkhart, Tex., where he and his wife are enjoying good health. They settled in Elkhart because "it is a pleasure to be a citizen here. The town has no jail, about 1,000 population, rural school buses, swell school—700 white students, 180 colored—no drunks, no rowdyism." Their two sons are still in show business, Carl playing piano in a picture show and Kennedy appearing for his fourth season with Harley Sadler.

The Colonel says the two Thanksgiving days created a good market for Texas turkey frytters. At Curo, referred to as the turkey capital, more than 20,000 turkeys were in the turkey trot parade. "The week is such an event," says the Colonel, "that a major carnival company furnishes the entertainment."

The Colonel then asks: "Did you ever cover the Huntsville State Prison Rodeo which is held in a stadium of more than 37,000 seating capacity, double that of Madison Square Garden, New York City? The prisoners give the show, using all outlawed steers and wild horses. The animals come from all over the State after being used at other rodeos. The Huntsville prison puts on a two-hour rodeo each Sunday afternoon during October. The closing Sunday this year more than 40,000 tickets were sold, and there was a turnaway of more than 10,000. Trustees courteously direct the parking. More than 10,000 cars were parked. Two lifts, colored, seem to be tops."

**E**VER see in a circus parade 40 horses hitched to a chariot and driven by a woman? Will H. Hancock says he did. An inmate of the Masonic Home, Charleston, Mass., Hancock has reached his 50th milestone, but is able to be up and around. His circus experience was with advance cars. "I see you had a list of old-time circuses in a recent issue," he writes. "I will give you the names of some which I saw as far back as 1859 when I was a youngster. I recall Nixon & Kemp (later J. M. Nickson), Joe Pentland, Wambold & Whitby, Dan Rice, S. O. Wheeler, Great European, and L. B. Lent's New York Circus (located in New York and later on tour for a few weeks in the summer). All were wagon shows except Lent's. They had a few freight cars from the railroads. The people employed local transportation companies and stopped at hotels.

"When I saw the circuses mentioned in your column it carried me back to my childhood days. I am 90 and still enjoy reading The Billboard, which I have been doing since it started."

**Selective Service Mail**

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

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

**—ANNOUNCEMENT—**

**FRANK R. WINKLEY**

WILL AGAIN BE ASSOCIATED WITH

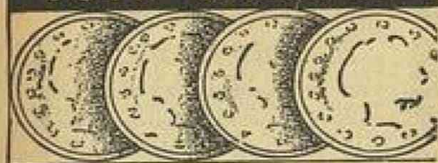
**JIMMIE LYNCH'S**

**"DEATH DODGERS"**

BARNES-CARRUTHERS, Western Representative



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.

## Policy --

The prospect of many legislative problems in 1941 emphasizes again the need for general agreement in the coin machine trade on certain matters of general policy.

The coin machine trade could present a much stronger front if most of its members understood or were in agreement on a few basic ideas which could be called the policy of the trade as an industry. It is difficult even for the trade press to write about the industry because it is not always known just what is considered to be the policies of the industry as various problems come up.

This weakness is still more evident when members of the trade in various parts of the country are asked about certain questions and problems that affect the industry as a whole. As organization in the industry progresses, it is expected that information on policy will become more widespread and that general policies will be arrived at by free discussion. The trade press will also play its part in aiding general discussion.

The phonograph manufacturers' association is known to be working on plans for discussing matters of industry policy which will include operators and distributors of music machines. The Illinois cigarette operators, in a recent State meeting, discussed matters of general policy for the cigarette machine trade which may set up standards for the industry at large. These are just a few of the steps that are driving toward the main idea of uniting the industry on certain matters of policy on which all should be agreed.

One obstacle to the publishing of a general program for the industry has been the argument that every city and State constitutes a special local problem and must be handled as a special case. It is true that every political situation has its own local phases, but at the same time every local situation concerns the industry as a whole and should be settled according to general policy. Happenings during the year in Chicago have made the industry conscious of the fact that events in a single city may affect the industry as a whole.

It is possible for any industry to keep its membership informed on a few main principles of policy and at the same time do whatever lobbying or political maneuvering is necessary in any local situation. Lack of information on general policies and principles keeps an industry disunited and often working at cross purposes on many points.

The fact that the coin machine industry has three distinct divisions also vitally increases the importance of educating the membership of the trade on those basic points that concern the industry as a whole. One of the worst things that could happen to the industry would be internal strife between the music, amusement games, or vending machine sections of the industry. The trade has enough outside opposition to contend with, so that the industry should be kept as strongly united as possible.

In our bulletin, "Coin-Operated Machines: Suggestions

**The trade can defend itself much better when there is agreement on points of general policy**

on Legislation," two main points are suggested to guide the legislative policy of the industry as a whole.

First, it is suggested that the amusement games industry welcomes a licensing system with reasonable fees. The amusement games business offers to contribute to the revenues of city and State thru a reasonable licensing system. Several cities and States have had experience in licensing games so that the good and bad points in licensing systems are now known by experience.

Even those who most strongly opposed the policy of licensing amusement games, which received our editorial support as early as 1933, are now heartily in favor of the policy. The history of the amusement games trade now seems to indicate that it is the best possible way to settle many legal difficulties.

Secondly, our bulletin suggests that music machines and vending machines are entirely separate and distinct from amusement games on a basis of operation and earnings and should not be grouped with games in bills for taxing and regulating machines.

As a part of this general policy, it is suggested that music machines and vending machines should not be taxed as units, but that any taxes proposed should be on the business of operating such machines. Naturally, any tax on the business of operating music or vending machines must be in line with other business and professional taxes, or else the courts would hold the higher fees as discriminatory.

If the music and vending trade should agree generally on the policy of opposing taxes on such machines as units, then some strong arguments can be marshaled to support the policy. The first step is a general agreement on policy and then the facts and arguments can be collected.

Some association leaders have already augmented this general policy by warning music and vending machine operators that they must be careful to pay property taxes on their machines, for it is embarrassing to argue for taxes no higher than that paid by other businesses and professions and have tax officials check and find that operators are not complying with the general laws.

Some States pass all their tax laws in the form of one general revenue bill, such as Tennessee and North Carolina, and such States have a strong tendency to tax music and vending machines as units. However, all such general revenue bills have business and professional taxes and as a matter of fairness the operator of music or vending machines would be classified under the business group. The business of operating amusement games would be classified under privilege taxes, but there is never any question about music and vending machines being legitimate business.

By agreeing on such broad general policies the industry would be able to approach 1941 with confidence. It could assume an aggressive attitude instead of being so much on the defensive. Our recent bulletin is a contribution toward uniting opinion on a few basic points.



## Columnist Sullivan A Phiz at Playing A-A Machine Guns

NEW YORK, Nov. 30.—Columnist Ed Sullivan reports in his column of November 27 that he tangled recently with a coin-operated anti-aircraft gun in a Broadway arcade. Under his column head, Little Old New York, Sullivan says: "It Shouldn't Happen to a Dog. . . . The slim brunette and I had gone to gander Legs Dietrich and John Wayne in Seven Sinners, and on our way home, on foot, we heard bells ringing on Broadway, between 45th and 46th streets. . . . The noise stemmed from a shooting gallery, and in the foreground of this place stood a young U. S. sailor, who was operating a miniature machine gun to knock down airplanes. . . . At other machines, other citizens were pressing their eyes to apertures and banging away at airplanes, their success being recorded on an electric scorecard. . . . The young sailor twice rang up scores of 270, and as he stepped back from the machine, that old feeling came over me. . . . It was only a nickel for 300 shots.

"Looking thru the glass aperture I saw airplanes leaping across a field of blue. . . . This was too easy. . . . Focusing the 'sights' of the machine gun, I let fly. . . . Bells started ringing and there were expressions of amazement. . . . 'Remarkable,' said a voice behind me. . . . 'Incredible,' said another. . . . I spotted a plane flying low and let go with a burst of shrapnel. . . . 'I've never seen anything like that before in all my life,' gasped a femme to the rear of my gunnery position. . . . The bells were tolling in the best Hemingway tradition. . . . 'Look at that,' screamed a man, excitedly. . . . Modestly I kept my eye glued to the aperture and biased away. . . . I'd never suspected that there was a bit of Rickenbacker and Richthofen in me. . . . Then I ran out of ammunition.

"Turning from the gun-sight, I caught the audience looking at me in amazement. . . . The young sailor was positively goggle-eyed. . . . The owner of the place coughed nervously, and looked at the scoreboard. . . . Believe it or not, in 300 shots I had failed to hit a single plane. . . . 'But the bells,' I said, pleadingly to the owner. . . . 'Those were bells on the other machines,' he said. . . . 'Then,' quoth I, wrathfully, 'this machine is crooked.' . . . The slim brunette interrupted: 'Come home, Junior, it's past your bed time.' . . . It was evident that she was scornful. . . . With great dignity, I put in another nickel without even answering her. . . . This time I scored 35 points. . . . 'Lady, is your husband cross-eyed?', the young sailor asked interestedly."

Then Sullivan goes on to tell how when he gets the center of a stage with an audience he always does something to disappoint them and make himself feel bad. He closes with a line about a horse that he had touted, yet failed to bet on it, and it won. "If I bet on anything," he says, "it is equivalent to the kiss of death. But this shooting gallery humiliation is the last straw. Once I could see spots before my eyes now I can't even see airplanes. It shouldn't happen to a dog!"

## Writer Tells of Renewed Interest Of Guns in U. S.

CHICAGO, Nov. 30.—That the coin machine industry is in on the ground floor of revived interest in guns and shooting with anti-aircraft machine guns and other shooting games is indicated in an article in *This Week* magazine, issue of November 23.

Paul W. Kearney writes that the revived interest in shooting has resulted in increased gun sales, as well as in the numbers of persons who have taken part in marksmanship contests. He quotes a shooting gallery attendant as saying that revenue has jumped 20 per cent since the war began.

Kearney reckons that about 10,000,000 persons in the United States handle guns, more or less regularly, and that millions of others have contact with guns at one time or another.

"Would shooting have any bearing on



WIVES OF PHILADELPHIA MUSIC OPERATORS enter contest for title of 1941 Buckley Music System Girl. Mrs. Sidney Meyers, left, and Mrs. Bill Rodstein, right, are contestants. Buckley Music System, Inc., says operators' votes will decide.

military marksmanship?" asks Kearney. His answer: "Most assuredly it would, since the basic principles of all shooting are the same. . . . Kearney believes that a return of interest in shooting of all kinds is a healthy indication that the one-time "nation of sharpshooters" is awakening to its historic heritage.

With Kearney's article in mind, it develops that not only have coin machine men developed a coin-operated machine that brings filled cash boxes, but they have actually taken part in a reawakening of the American public to the fun and utility of the shooting iron. Kearney's words that the basic principles of all shooting are the same takes in these coin-operated machine guns for they have the same basic principles. In addition, there are scoreboards which quickly indicate the shooter's proficiency.

Kearney relates the tale about a French general who was observing Americans in action for the first time in the last war. "My God! They aim!" he exclaimed.

Kearney in closing paragraphs urges that everyone take part in some sort of shooting. "Thousands are doing that just now on the many coin-operated guns now on the market.

## Western Show Gets Numerous Press Mentions

LOS ANGELES, Nov. 30.—Prominent notice was given the Western States Coin Machine Convention in Los Angeles papers when the show convened at the Biltmore Hotel for the three-day affair. Articles appeared in *The Los Angeles Times* and *The Los Angeles Herald*.

Articles mentioned the opening of the show and told of the many coin machines that would be displayed. Newspapers arrived at the figure of 2,000 in stating the number of coinmen present at the Los Angeles show. It was said that these coinmen were gathered mainly from 11 Western States, with delegates also coming from many Midwest States.

The showing of Cecil B. DeMille's movie machine also received newspaper comment. DeMille is vice-president of the Hollywood Quality Pictures, Inc., parent company which will manufacture the Hollywood Talki-Tone and produce the sound motion picture film for them. Screen personalities and musical artists were starred in brief Talki-Tone demonstrations at the showing.

## Movie Mentions Of Coin Machines

WILKES-BARRE, Pa., Nov. 30.—Coin machines in general are getting numerous mentions from the motion picture industry. In two pictures which played here in the past week machines are in-

## Coast Operators Laud Sky Fighter

LONG ISLAND CITY, N. Y., Nov. 30.—William Rabkin, president of International Mutoscope Reel Company, Inc., reports on his return from the Western Coin Machine Show that operators and distributors on the Coast are more enthusiastic than ever about Sky Fighter, Mutoscope's anti-aircraft machine gun.

"In spite of the fact that we've already surpassed our highest sales records," says Rabkin, "there is every indication that Sky Fighter is just starting to climb. Operating profits from Sky Fighter have been so good that I could hardly believe my eyes when coinmen showed me actual collection records."

"Undoubtedly the timeliness of Sky Fighter and the fact that it offers incomparable thrills to the player, plus its tremendous advantage of small floor space requirements, account for its continuing success. Sky Fighter is truly the operators' gun because its big profits continue in a long, consistent run of earnings on locations.

"Sky Fighter is also the gun most demanded by location owners, because the best and busiest locations must squeeze every possible nickel out of every inch of floor space. Sky Fighter is the perfect choice because it takes only the smallest floor space and takes in the most money."

cluded in the scenes and help the continuity along.

In *Slightly Tempted* Hugh Herbert is shown playing a trick on a service man. Herbert declares that the machine will give the jackpot after about 10 nickels are inserted. He stays at his pocket billiards game and keeps tab on the nickels put into the machine by using the overhead billiard score wire. When it hits the 10th nickel he tricks the player into thinking the latter's coat is on fire, rushes over to the machine, and hits the jackpot.

Dennis O'Keefe is shown playing a bell machine in a cafe somewhere in the oil fields of Mexico.

Paramount Pictures uses the bell machine motif in its new campaign material, shows the machine hitting the jackpot with three seals of the Paramount Pictures revealed and gold coins coming out.

In the picture *They Drive at Night* Roscoe Karns is pictured as a truck driver who is an ardent devotee of the pinball machines at the hot-dog stands on his route.

## Detroit Business Picture Good for Coin Machine Men

DETROIT, Nov. 30.—Vending machine business around Detroit has shown a pick-up, according to operators interviewed within the past month, with the tendency most marked in cigarette and nut vendors. Part of this is seasonal, because of the usual pick-up in penny vendors as the school season gets under way and youngsters spend considerable time in the neighborhood swing bowls. Resettling of the tax situation after last summer's changes has brought cigarette business about up to normal or better.

Music machines remain the sensation of the local industry, with more operators branching out into this field and many of the established men going ahead with increasing their routes.

Reports of location trouble are negligible, largely thru the efforts of the music operators' association. There still appears to be room for a number of further machine placements. One condition that has developed is the disappearance of smaller operators to some extent. The men with a half dozen machines seem to have been discouraged, or else to have graduated into the bigger class with two or three dozen machines, so that the average investment of each operator is markedly increasing. Interest in remote controls remains strong, with the various systems all selling well on novelty appeal as well as on straight sales appeal.

Much interest is noted among operators who have inquired repeatedly about the movie machines, but actual placement in the territory appears to be nil despite the activities of one company.

Among amusement machines, the various types of guns keep the lead. Development noted of the newer game machines with animated figures appearing in non-standardized and possibly experimental models.

## A Thousand Times Neigh!

Apply some good horse sense to your operation—stabilize your income with PHOTOMATIC, the STEADY moneymaker—and you'll be a thousand times better off. A string of PHOTOMATICS is a guarantee of big, permanent income . . . proven by the fact that this remarkable automatic picture-taking machine has been recognized as the world's finest coin machine investment for SEVEN YEARS!

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International Mutoscope Reel Co., Inc.  
44-01 11th St. Long Island City, New York

## BARGAINS FROM DAVE MARION

CUB & ACE—IMMEDIATE DELIVERY	
Billy Alley . . . \$27.50	Penny Photo . . . \$32.50
Chicken Sam . . . 35.00	1¢ Q.T., Green? 29.50
Chickadee . . . 19.50	Chickadee . . . 12.00
Aksheren, P.P. . . 14.50	Imps. 1¢ Qp. . . 3.50
Sam Fun, 1¢ Qp. . . 4.00	Hold & Draw . . . 4.00
Secret Pass . . . 42.50	Thinkdown . . . 57.50
Vest Pocket, Blue & Gold, Used 10 Days . . . 24.50	
10 Gottlieb Grip, Latest Long Base . . . 9.50	
Write for November List, F. P. Tables, \$10.00 up.	
*Deposit Required—Packed Right and Prompt.	

Write for Complete Bargain List—MARION COMPANY, Wichita, Kansas.

## TECHNICAL SALESMAN

Will be available after January 1st, 7 years in automobile phonograph business. Service manager—3 years with eastern distributor for well known manufacturer in Chicago covering New York, New Jersey, Pennsylvania and Washington, D. C., territories. Desires position with large distributor or manufacturer. Excellent references. BOX 197, care of The Billboard, 1264 Broadway, New York.

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Registration blank in this issue

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NOW ONLY  
**SIX for \$60.00**  
100% SATISFACTION GUARANTEED  
**EARL REYNOLDS DISTR. CO.**  
4116 Live Oak St. Dallas, Tex.



# MUSIC MERCHANDISING

## Milwaukee Music Men See Benefits in Competition

Locations learning that operators should have fair rate for music services

MILWAUKEE, Nov. 30.—The appearance of a story on telephone music installations in *The Milwaukee Journal* (November 19) caused considerable discussion among phonograph operators as to the effects of telephone music on their operations. The consensus of opinion among the pioneer music operators is that such installations will greatly benefit music operators by teaching locations today that music services really cost money. Locations will be more willing to give the phonograph operator consideration in the future, many of them say.

It is estimated that there are possibly 60 locations in Milwaukee that have telephone music installations. The first installation was made about five months ago and some locations have proved to be unprofitable for a continuance of the services, so they return to standard phonograph service.

One local operator gives his reason for regarding the telephone music hook-ups with favor as follows: "They have had a good moral effect on the business in helping to convince the tavern keeper or hotel man that something must be taken out for cost of operations before any profits can be pocketed.

Tavern keepers installing the telephone hook-ups have come to learn that the telephone company will hold them to its guarantee and that they must pay that guarantee or else out comes the service."

The phone company's guarantee on this hook-up varies from \$15 to \$10 per week, it is understood, with the latter prevailing in downtown spots where a number of the machines are operating within a more concentrated area.

Many operators say that some locations have been demanding as much as 60 per cent of the gross from phonographs and that, due to competition, some operators have been paying this high rate. But with the telephone service the bigger

locations soon learn they cannot dictate terms. Most contend that the cut to the spot on phonographs should not run more than 35 per cent and that the operator who gives a higher share is losing money if he gives honest consideration to his cost of servicing the machines.

The competitive factor in the phonograph field in Milwaukee has become increasingly greater. Where there were perhaps five operators some five years ago there are today more than 60 in the city and county. As the number entering the field has increased the percentages to locations has also increased.

In the face of this situation various of the older operators have looked with favor on the inception of the telephone music hook-up since they feel it will help to educate the tavern keeper that there is a rightful cost associated with the servicing of the phonographs and that the operator is entitled to a fair percentage on the machine's take to cover his services.

Spots that have dropped the telephone music hook-up and that have returned to the standard phonograph have done so, it is said, because they did not like the terms of the telephone company's weekly guarantee.

Altho the phonograph business has been extremely spotty during the past six months in this area, most operators look for an improvement during the coming six months. They point to the millions being spent for defense and the consequent improvement in pay rolls apparent in Milwaukee as a basis for their contention of better business to come.

## Philadelphia

PHILADELPHIA, Nov. 30.—The buying season is on among the music machine operators, with the distributors outdoing themselves to attract the trade, considering that the operators have



MIKE HAMBERGREN, happy as orders pile in for Wurlitzer Colonial model, puts on a demonstration of the new model for the benefit of District Manager Bill Bye (left). Hambergren reports that sales of the newly styled phonograph are ahead of expectations. The Colonial model is designed to harmonize with furnishings of the finest hotels, clubs, restaurants, and similar locations.

pledged to spend 30 per cent of the outgoing year's profits for new equipment. Interest is centered mostly on wall boxes.

Stephen W. Toth and Harold E. Irwin have organized the Eastman Music Company, with offices established at 1110 Sansom Street.

Cab Calloway is another of the visiting bandleaders handing out the sincere bouquets to the music machine industry.

Said the hi-de-ho master during an air interview with Buzz Davis over WDAS backstage from the Earle Theater: "Phonograph records have been the greatest advertising medium for bands during the past three years. And thanks to the widespread popularity of the music machines, it has kept a hand that didn't have commercial or sustaining time over the radio before the public. Because of the music boxes now it only takes one record and it can make a band."

Jack Bereshin, chief domo at Berlo Vending Company, has been made a member of the board of canvassmen (board of directors) of the Philadelphia Variety, representing the leading figures in the amusement and allied industries.

Following the lead taken by its editorial pages, Lee Ellmaker, publisher of *The Philadelphia Daily News*, devoted a column in his newspaper's November 16 issue advocating the legalizing of a State lottery. Telling the State Legislature that it's time the question be given serious thought, Ellmaker wrote: "The statement that people must gamble, or will gamble in spite of everything, might be contested as stretching a point. The fact remains, however, that no one has ever found a community in which gambling in the long run has not gone on."

Pennsylvania's Thanksgiving Day on November 28 found many recording bands playing dances in town for the collegiate set, making for perfect tie-ins with music machines. Visiting bands included Benny Goodman, Count Basie, and Bob Chester.

Drink vendors are being introduced for the first time in the local department stores, timed with the coming of the usual throngs of Christmas shoppers. Machines have first been placed at Snel-lenburg's and met instantaneous favor from both the salesfolk and shoppers.

Eddie Heller, of the Raymond Rosen Company, local Victor-Bluebird record distributor, tipping off the music machine operators to be prepared for two oldies selected from the old-time files. Another *One of Them Things* and *Why Pretend?* Tommy Dorsey will record them.

Patriotic records got another good ride in the machines this week. Artie Pine coming into town in advance for Gray Gordon, who is appearing currently at the Earle Theater, and interest renewed in his *I Am an American* recording.

## Editorial Hails Old-Time Songs

CHICAGO, Nov. 30.—A straw in the wind of public opinion of interest to music machine operators appeared in an editorial of *The Chicago Daily Times* November 25, concerning the latest selection for the Hall of Fame and the old songs which are America's folk songs. Under the editorial heading "Sing Me the Old Songs—" the editorial said:

"The quinquennial election to the Hall of Fame was held the other day. And whom did the College of Electors choose, in this year of peril, to grace the collocated hall? A great statesman? Heroes of bygone wars? A great general or admiral?"

"No, they picked only Stephen Collins Foster, writer of the tenderest, gentlest ballads in American music. They chose him instead of Tom Paine, the great writer and philosopher of our democratic revolution, instead of George Rogers Clark or Sam Houston or Stonewall Jackson or Johnny Jay. They chose the author of *My Old Kentucky Home* instead of the author of the *Star-Spangled Banner*.

"Not many persons, we think, will quarrel with that choice. In a time of stress the old, tender songs become more precious than ever. The voices of America's young men training to defend the nation will swell more strongly and more often with *Old Black Joe*, *Old Folks at Home*, *Jeannie With the Light Brown Hair*, and *O Susanna* than with *The Field Artillery Song* or *Anchors Aweigh*.

"Stephen Foster's songs represent the true America. It is altogether fitting that he should be honored this year."

## Music Operators Vote on Top Tunes and Orchestras

CHICAGO, Nov. 30.—Under the auspices of Coin Machine Industries, Inc., sponsor of the 1941 Coin Machine Show, a poll is being conducted to determine the most popular recording and recording artist during 1940.

Results of the operators' vote will be announced during the show and suitable recognition will be accorded the winners. This announcement will probably take place at one of the large gatherings during the show, which will be held at the Hotel Sherman here January 13 to 16, 1941.

Operators are asked to list three recordings which have been most popular in their territories during 1940 and, in addition, the three most popular recording artists or orchestras during the same period. To give further information which will enable poll judges to obtain

additional facts, the operators are asked to indicate the number of machines they operate and the section of the country in which they are located.

In years past there has been no official poll as to the most popular recording and artist. In some years it was fairly easy to ascertain these facts, viz., the outstanding popularity of *Beer Barrel Polka*. However, in 1940 there is a wide number of possible choices. True enough it is that certain recordings and artists stand out, but because of sectional favoritism or one or the other, anything can happen in the current poll.

A ballot appears below for all operators' use. This should be mailed as soon as possible to Coin Machine Department, *The Billboard*, 54 W. Randolph Street, Chicago.

### MAIL BALLOT TODAY

THE BILLBOARD, 54 W. Randolph Street, Chicago, Ill.

Most popular recordings for 1940 (up to December 1) in my territory were:

FIRST .....

SECOND .....

THIRD .....

Most popular recording artists for same period:

FIRST .....

SECOND .....

THIRD .....

This vote is based on our records covering an operation of ..... machines.

NAME .....

COMPANY .....

STREET .....

CITY, STATE .....



### Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Nov. 30.—Marking the debut of the Wurlitzer's new Colonial automatic phonograph, Ben Sterling Jr., local Wurlitzer dealer, put the new model designed for the more exclusive type of locations on display at the Sterling Service showrooms at rocky Glen Park, Moosic, Pa.

Among those present were the following Pennsylvania operators: A. P. O'Donnell, Allentown; J. E. O'Donnell, Easton; Ben DePasio, Moosic; Anthony Brutico, Old Forge; Williams, Pitt, & Elk, Honesdale; Stanley Barocasky, Hazleton; Joseph Bradish, Freeland; John Campbell, Hazleton; E. J. McDermott, Scranton; Joe Baldassarri, Scranton; John Dross Jr., Forest City; S. A. Gillette, Wilkes-Barre; John Martin, Barwick; John Kovacs, Luzerne; Michael Ghall, Taylor; Eddie Puga, Dupont.

J. D. Richards, operator in near-by Trucksville, Pa., is optimistic about the future and predicts a definite upswing in the near future. . . . Incidentally, Richards again won the door prize at the semi-monthly meeting of the local operators.

While attempts are being made to reorganize the local operators into an association, there is nothing definite to report at the present time. However, some progress is being made on the matter.

### Baltimore

BALTIMORE, Md., Nov. 30.—A coin machine vendor's paradise is the way the Charles Bowling Center is referred to by local coinmen. The bowling center has 30 coin machines on its two floors.

The large Goodyear service station on Mount Royal Avenue is the largest user of coin machines in Baltimore in the service station field. This establishment is equipped with eight machines, including three beverage dispensing machines, a cigarette vending machine, gum machine, a cookie vender, and two candy machines.

Dispensers, Inc., is making rapid strides in the installations of the Frigidrink. According to Victor Rubin, 40 of the machines have been installed in recent weeks.

Rubin said bowling alleys are very fertile fields for beverage vending machines, the bowlers quenching their thirst at the machine.

### London

LONDON, Nov. 19.—Altho for some time giving cause for anxiety, the health of Dick Scott has considerably improved and he is now clear of the danger zone. It will be some time, tho, before the doctor permits him to get out and about. The illness was particularly unfortunate, coming as it did so soon after his removal to new premises and reorganization of his business to take the place of the old association with Adickes.

Rejected on medical grounds for service in the air force, Dave Buckman carries on duty with the Auxiliary Fire Service. This, a part-time duty, does not interfere with his continuing to run the sportland established in a military center soon after war began. As a result of enemy bombing, Dave's house has been badly burned, but Hymie Seener, of Coin Amusement Machine Supply, was even less fortunate. A bomb demolished his home which stood right opposite Buckman's. Fortunately Seener and his family had evacuated and so escaped personal harm.

While London sportlands continue to take H on the chin, many of the provincial spots are doing good business. In the absence of new machines, equipment of pre-war vintage with careful servicing is standing up to play requirements very well.

### Minneapolis-St. Paul

MINNEAPOLIS, Nov. 30.—With the Wages and Hours Law now in effect, coin machine distributors in the Twin Cities are making an effort to close their establishments all day Saturday. At

present jobbers are open Saturday morning.

Minneapolis Amusement Games Association conducted its monthly meeting at the Sheridan Hotel here Tuesday (19) to check on licenses of its membership and begin formulating plans for attending the Coin Machine Show in Chicago in January. Twenty-four operators were present, with Douglas Gleason, president, presiding. The membership discussed policies of operation, code of ethics, and percentage arrangements with locations. Gleason is in charge of the arrangements committee for Minneapolis operators' attendance at the Chicago convention.

Bad weather has put a damper on business in the Twin Cities, jobbers report. Out-of-town operators are not getting into town as often as they would like to. Orders are being placed by telephone and telegram.

Bill (Sphinx) Cohen, of Silent Sales, continues to wax eloquent with the manner in which Air Raider is taking hold in this community. Reorders are coming in fast for the new Keeney machine, which has all the earmarks of a sure-shot winner, according to Bill. Peacock, Gottlieb's successor to Gold Star, has arrived and is getting a fine reception from operators and locations alike.

Staffs of the Hy-G Games, Minneapolis, and Amusement Games, St. Paul, which are merging as of December 1, are up to their necks making final arrangements for the consolidation. Last-minute details are being ironed out preparatory to launching the new company as Hy-G Amusement Company.

Pete Otis, Seeburg representative, drifted into the Twin City this week to say "hello" and see how things are moving along.

Ted Hell, of Hell Premium Company, Gaylord, Minn., operator, came to town to buy counter games for his route.

Bill Hattiestad, the Cottonwood, Minn., operator, brought in three deer skins for tanning purposes.

Manny Levine, of Spin-O-Sales Company, reports business on the upgrade. Spin-O has opened new offices at Jacksonville, Fla., where Sam Brooks is in charge, and at San Francisco, where Ed Burke directs arrangements.

Word from Oscar (Ozzie) Truppan, of Acme Novelty Company, is to the effect that business is pretty good, altho the weather is doing its share to keep sales down.

Kelly Dietrich, of Chaska, Minn., came to town this week to look over a few new games.

Archie Labeau, head of LaBeau Novelty Sales Company, is gradually getting back to normal after his recent serious accident and appearing at the office more regularly. According to N. L. Nelson, of the firm, business has been good, with flat tops going at a fast clip. Ship-

# Keeney WALL BOXES

**SAVE MONEY!**

They are quickest, easiest and least expensive to install! Extremely small cable no larger than a soda straw!



**MAKE MORE MONEY!**

200 to 700% greater profits—that's the report from operators all over America!

SEE YOUR KEENEY DISTRIBUTOR Today

**J. H. KEENEY & CO.** NOT INC.

"THE HOUSE THAT JACK BUILT"

2001 CALUMET AVE. • CHICAGO

**GET BEST LOCATIONS!**

They're made for every make and this model of phonograph music! The best buy in

ments are being made thruout the entire country. Liberty and Mercury counter games are getting a good play, while Grotchen's new Champion Sparks is really hot, says Nelson.

Tom Crosby, of Gopher Sales Company, Faribault, Minn., and head of the Minnesota Amusement Games Association, was a Twin City visitor the past few days.

Mayo Priebe, of Rochester, Minn., wouldn't take time out from his business to run up to the Twin Cities to place an order. Instead he telephoned Sam Taran.

Gilman Hanson, operator from St.

Peter, Minn., came to town this week to do a bit of shopping for his coin machine route.

Another out-of-town coinman who came into Minneapolis-St. Paul this week on business was Lester Magee, of Little Falls, Minn.

M. M. (Doc) Berenson, of Minnesota Amusement Machines Company, Minneapolis, reports business has been holding on in fair shape here with not much stirring until the convention and new merchandise is on.



J. P. SEEBURG CORPORATION'S JAMES MCGOWAN reports unusual sales success in Michigan with the use of his rolling demonstration room for Seeburg Music Systems. In company with Mike Krutze, of Atlas Automatic Music Company, Detroit, McGowan demonstrated Seeburg music machines and equipment thruout the State. Shown with the trailer demonstrator, left to right, are McGowan, Krutze, and Barney Greenberg. The last named is also of Atlas.

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Registration blank in this issue



# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

## News Notes

**JIMMIE LUNCEFORD** is back with Decca after two years with Columbia. Early next year he will begin a three-year contract and will record a minimum of 48 tunes each year. . . . Bob Chester's new vocalist is Betty Bradley, who recently left Johnny McFee. . . . A new participant on the Guy Lombardo records is Rose Marie Lombardo, his sister, who made her debut vocalizing *Little Shepherd of My Dreams*, which the band recently recorded for Decca. . . . Universal is now filming a new picture under the title *Six Lessons From Madame La Zonga*, with Lupe Vélez and Leon Errol in leading roles. . . . Eddie DeLange is organizing a new band. He has rehired Elissa Cooper as vocalist. . . . Benny Carter has signed a contract with Victor.

Glenn Miller is negotiating with 20th Century-Fox for a picture contract. He is slated to be co-starred with Sonja Henie in her next film. . . . Another band leader soon to be seen on the screen in a feature production is Russ Morgan, who will appear in Paramount's *The Story of Radio*. . . . Sonny Burke, who used to record for Columbia, is now a leader without a band. So, until his difficulties are straightened out, he will spend his time arranging music for Charles Spivak, also a Columbia artist. . . . Bill Darnell is another addition to the list of Bob Chester vocalists. He recently parted company with Al Kavelin. . . . One of the songwriters for Bob Crosby's RKO picture, *Let's Make Music*, which has just been completed, is Dick Robertson, a Decca member. He penned *You Forgot About Me*.

Maureen Walker has replaced Jean Farney as vocalist for Horace Heidt. She will be heard on the *Pot o' Gold* program. . . . Tiny Hill revived *Two-Ton Tessie From Tennessee* on records, published by Mills 18 years ago. . . . Chico Marx, of the Marx Brothers, is in New York organizing a band and talking deals with recording companies. Venture won't get under way before spring, however, since he is under contract with Paramount to do another picture. . . . Johnny Green is the composer of *Hi-Ya Gentlemen*, song from the Max Baer musical which opens on Broadway December 16.

## Theater Entertainment

**OZZIE NELSON** and Harriet Hilliard, currently on a vaudeville theater tour, devote the finale of their show to a production number titled *Juke-Box*

*Medley*. In clever lyrics, Nelson goes on to say that music machines please every type of patron with every type of musical number and, for background, his band plays bits from current hits and a couple of his entertainers—vocalist Rose Anne Stevens and Sylvia Shore, of the dance team Harris and Shore—portray music box fans dancing to the latest tunes. Nelson is currently at the Strand, New York, filling a four-week engagement.

## From a Denver Operator

**RED REULER**, youthful Denver operator who has many locations near high schools and colleges, says that a coming hit tune will prove popular in these locations as long as two months before becoming popular anywhere else. He claims that the kids immediately brand a tune a hit or a failure and there is seldom a happy medium. Highly favored in Denver today are rumbas and congas, with Xavier Cugat on top of the crop. For popular dance tunes, Tommy Dorsey holds a high position, according to Reuler.

## This and That

**PHIL BAKER** has six new tunes in his musical *All in Fun*, which goes into the Majestic, New York, Christmas week. They are *Trailing Along in a Trailer*, *Levy Boy*, *I've Been Here Before With Love*, *Where Can I Go From You?*, *Morning After, Of a Fawn*, and *Your Town*. . . . Columbia has revived Johnny Long's theme song, *Just Like That*, under the Okeh label. He recorded it two years ago for Vocalion. . . . Tetos Demetriades, head of Victor's foreign record department who recently returned from a swing thru the Midwest, says that *Lolita* is a big favorite in locations. . . . Columbia has issued the second four-record album of gay '30s songs, featuring Beatrice Kay. The first one proved very popular. . . . All recording companies are promoting new and old Christmas records. *Silent Night* still ranks top position, judging by the promotion pieces.

## Territorial Favorites

**FOLLOWING** is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.



**BAND LEADER CHUCK FOSTER** was a guest at the recent coin machine showing at the Biltmore Hotel, Los Angeles. He stopped in at the Mills Chicago plant before going on to the Coast. He recently was signed to make records.

## INDIANAPOLIS:

**Bad Humor Man. Kay Kyser.**

One of the novelties used in his latest picture, *You'll Find Out*, is producing good results here, due to the exploitation given the film. Operators are not wasting time getting it on their machines. Another Kyser tune riding along on his new wave of popularity is *He's My Uncle*, also a novelty.

## PORTLAND:

**Java Jive. Ink Spots**

A record that is typical of this recording act, one of the most popular on music machines. Local operators are giving it prominence due to the great popularity enjoyed by the other Ink Spot records, chief among them being *Maybe*. Other Ink Spots tunes going big in this area include *We Three* and *Do I Worry?*

## DENVER:

**A Nightingale Sang. Ray Noble.**

Noble is picking up a nice following around here, his band having been heard regularly over the radio networks for the last several months from the Palmer House, Chicago, where he has been headlining with his band. His music is commercial and his arrangement of the above-mentioned song is well suited for the better music machine locations, according to operators.

## LOUISVILLE, KY.:

**And So Do I. Jimmy Dorsey**

This band has zoomed in popularity, not in the East, where it played its most lengthy engagements, but also nationally, due to the increased patronage on music machines. His style of music is well liked and a generous sample of it is represented on this recording. A featured attraction with the band and customers is his vocalist Helen O'Connell.

## BOSTON:

**Seven Beers With the Wrong Woman. Tommy Tucker.**

Good tavern novelty that was originally picked up by hillbilly outfits and lately has been adopted by popular band leaders who have been playing it with amusing musical trimmings. Tommy Tucker's appeal here is high.

## WINNIPEG, MAN., CAN.:

**Drink the Barrel Dry. Bill Boyd.**

A hillbilly item that is the cause of much merriment in local taverns these days. It is a relief from pop and patriotic tunes and customers play it just for the fun of it. Ernie Milazzo, leading Winnipeg operator, states that it is going unusually big in his locations.

## Radio's Leading Songs

**THE** following is a comparative list of songs broadcast most often during the week ended November 29 and the week before, ended November 22. The songs are those heard over the networks and leading New York stations. List is based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—Frenesi . . . . .	1
2—There I Go . . . . .	1

3—Along the Santa Fe Trail . . . . .	—
4—Nightingale Sang in Berkeley Square . . . . .	2
5—Do You Know Why? . . . . .	2
6—We Three . . . . .	8
7—Practice Makes Perfect . . . . .	9
8—Only Forever . . . . .	—
9—Dream Valley . . . . .	—
10—You've Got Me This Way . . . . .	—

## Acme Has New Music Products

**NEW YORK, Nov. 30.**—Acme Sales Company, phonograph remodeling firm, has become Eastern distributor for the wall organ and corner wall organ speakers of the Reliable Specialty Company, Cleveland.

Sam Sachs, president of Acme, reports: "These speakers are the finest we've yet seen. We believe that every Eastern operator will agree with us that they are bound to add to the attractiveness of each location and will help him retain locations. Location owners will praise him for installing such beautiful speakers."

"We want Eastern operators to get in touch with us immediately so that we can tell them all about the wall organ and corner wall organ speakers."

## Wilkes-Barre, Pa.

**WILKES - BARRE, Pa., Nov. 30.**—Sterling Service, distributor for Wurliizer, has a team entered in the Moose Bowling League.

Another co-operative ad was placed in the near-by Hazleton papers by Martin's Cigarette Service, of Minersville, Pa., and the A. M. I. Distributing Company, operators of music machines, in connection with the opening of Koestick's Bar and Grill in Hazleton.

A record dealer in near-by Bloomsburg, Pa., helps his record sales by weekly ads in the newspapers plugging the best sellers of the week.

General office revenue of the Department of Public Safety of near-by Scranton, Pa., has increased by more than \$10,000 over the year of 1939, with practically all of the increase being attributed to the receipts from the city's latest form of income—taxes on the hundreds of pinball machines and automatic phonographs.

## Pa. Incorporation

**HARRISBURG, Pa., Nov. 30.**—A State charter has been issued to Harrisburg Soundies, Inc., 23 South Third Street. The firm, organized by Lois P. Swain, Sara Ann Fry, and Maurice Yoffee, to deal in machines and equipment capable of producing sound and visual entertainment, is capitalized at \$5,000.



**THE TURF CLUB, CHICAGO,** features Keeney remote control wall boxes. Installed by the Century Music Company, the wall boxes have been responsible for increases in music revenue, it is reported.



# On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 13)

## CAB CALLOWAY (Okeh)

*A Chicken Ain't Nothin' But a Bird—PT. VC. Make Yourself at Home—PT. VC.*

A promising title, on the A side, peters out into a forced and therefore a tired attempt to inject a new note into an ordinary swing tune. The lyric lacks point, which might be overlooked if it were funny, but aimlessness without laughs makes poor listening. Cab tries hard vocally, but the song just collapses under him. Plattermate is nothing unusual, despite good playing and singing, the latter again by Calloway.

## JACK LEONARD (Okeh)

*A Nightingale Sang in Berkeley Square—V. I Never Mention Your Name—V.*

A really expert and highly listenable vocal disk comes from this singer who, after a bad start as a solo recording artist last summer, has shown improvement in each succeeding platter. Leonard's vocal quality finds its fullest expression in two fine songs here, with *Mention Your Name* not as well known as its companion but having the merit to get there eventually. Ray Bloch's banjoing supplies the final smooth touches to a much better than average vocal record.

## HARRY HORLICK (Decca)

*Stephen Foster Melodies, Volume 3—Four-record Album.*

Horlick and the Decca Salon Orchestra turn out some of the immortal Foster's better loved tunes, among them *Jennie With the Light Brown Hair*, *My Old Kentucky Home*, *Old Black Joe*, *Suzanne River*, and *Oh, Susanna*. The sales advantages in this (as in Decca's previous Foster groupings) are obvious. Okeh bought because of the composer, the album itself won't let down the most ardent Foster fan in its musically forthright interpretation of these perennials.

## JIMMIE LUNCFORD (Columbia)

*Red Wagon—PT. VC. You Ain't Nowhere—PT. VC.*

*Wagon* gives evidence of being an attempt at another *A-Tisket A-Tasket* in lyric idea, but it's hard to see it coming off as successfully as that one. Lunceford and the band do well by it, but their efforts are minimized by the weak vocal of the Dandridge Sisters, whose diction is such that one word out of three is intelligible. Reverse is better, when a band is as musically fine as this one—which has been proven on countless disks—It's a shame to have it pulled down vocally.

## BOBBY BYRNE (Decca)

*Marie Elena—W. VC. Danny Boy—PT.*

Record buyer interest here lies in the second side, which is the Byrne band's radio signature. That ought to swell the sales volume, inasmuch as Bobby has had much air time since the beginning of last summer, and there will be those who will be glad to avail themselves of the opportunity of getting a permanent

version of his trombone on this beautiful theme. Companion piece is a nice but not very interestingly done conventional three-quarter time number.

## ELLA FITZGERALD (Decca)

*Louderille, K-Y—PT. VC. Tea Dance—PT.*

Miss Fitzgerald delivers another of her fine blues performances with the A side of this disk. A good blues theme, an attractive title, a lyric that lives up to it, and Ella to sing it combine to make a salable item well worth the price. This side is 90 per cent vocal, while the plattermate offers the contrast of no worded word at all. As an instrumental effort, however, it's just another swing thing.

## KENNY BAKER (Victor)

*You and Your Kiss—V. There I Go—V.*

Baker lends his tenor voice to a Jerome Kern-Dorothy Fields ballad from a forthcoming picture, *One Night in the Tropics*, that may be one of the most popular songs of the winter. *You and Your Kiss* is in typically melodic Kern fashion, and Baker endows it with his customary excellent warbling, thus making for perfection in both song and diction. Flipover is the popular BMI ballad, likewise done well here.

## WAYNE KING (Victor)

*You Walk By—PT. Goodnight, Mother—PT.*

Taken in King's usual soft, subdued, strings-and-reefs style, these sides make all right listening if the listener isn't too concerned about danceable lift and scoring virtuosity. King uses his fiddles nicely, and it's all smooth and proper, but neither side is very exciting.

## FRANKIE MASTERS (Okeh)

*He's My Uncle—PT. VC. Down in Toyland Village (In the Land of Blocks)—PT. VC.*

The second side here is about the first salute to the approaching Christmas season from a pop dance band, and makes a good enough lead-off item for its type. Essentially a ditty for the youngsters—and not too brilliant an effusion for them—it's given a light, bouncy treatment by the band, and by Masters and the Masters Voices on the vocal. The patriotic number on side A is also in Frankie's capable style.

## GLORIA JEAN (Decca)

*A Little Bit of Heaven (Sure, They Call It Ireland)—V. After Every Rainstorm—V.*

Young Miss Jean, Universal Pictures' new adolescent box-office threat now that Deanna Durbin has grown to woman's estate, disks two of her songs from her current film that bears the same title as side A here. Altho the youngster has some degree of vocal ability, she is still, judging from these sides, very far from being an accomplished soprano. This record reveals a slightly self-conscious manner that doesn't help a high, childish voice which sounds none too sure of itself. From the



MANAGER HARRY SILVERBERG, W. B. Novelty Company, Inc., Kansas City, Mo., branch office, reports that wireless remote control music systems are being installed in some of the best locations in Kansas City. The firm distributes music machines and equipment in Kansas City and St. Louis.

commercial angle, the exploitation angles here are apparent, with resultant sales that ought to cover up the artistic deficiencies.

## KATE SMITH (Columbia)

*A Nightingale Sang in Berkeley Square—V. Two Dreams Met—V.*

Miss Smith comes out with her first recording in a number of weeks, choosing for it two of the more popular ballad tunes of the moment. Both are done in this smooth singer's customary polished manner, and the public favor bestowed momentarily upon her material here, and perennially upon Miss Smith, will no doubt ring the sales bell for these sides.

## GLENN MILLER (Bluebird)

*Do You Know Why?—PT. VC. Isn't That Just Like Love?—PT. VC.*

The two leading tunes from the Jack Benny-Fred Allen Paramount picture, *Love Thy Neighbor*, are the back-to-back contributions from Miller this week, with the band doing its expected job of proper interpretation. Solid, sock tempos, full brass, the Miller reeds, and Ray Eberle and Jack Lathrop for the A and B vocal choruses, respectively, make another Miller disk that isn't going to have any trouble selling.

## SAMMY KAYE (Victor)

*Somewhere—PT. VC. Adi-Adi-Adois—PT. VC.*

A straight ballad and a ditty that sounds suspiciously like that hit of another season, *Ti-Pi-Tu*, come from Kaye as his second release under his new Victor contract. The band's treatment is as usual, with Tommy Ryan rating a bow on both vocals, backed on the second by the Three Kadets. There's a nice lift to this vocal chorus, and good band backing in a south-of-the-border vein.

## AL DONAHUE (Okeh)

*Accidentally on Purpose—PT. VC. Too Much Love—PT. VC.*

Donahue's smart rhythms make these two numbers sound better and more appealing than they actually are. Encased in attractive arrangements, and set to toe-tapping tempos, they make equally nice listening or dancing, with Dee Keating rounding out the picture with a pair of capable vocal passages.

## McFARLAND TWINS (Okeh)

*When Paddy McGinty Plays the Harp—PT. VC. What'll I Do If I Marry a Soldier—PT. VC.*

The McFarlands step out of their usual groove of offering at least one glee club side by waxing two novelties on the same platter. The band knows how to extract a lot from tunes like this, and even tho it hasn't a great deal to work with here, it manages to present a fairly high degree of listenability thruout. Vocals are well done.

## HORACE HEIDT (Columbia)

*I'm Just Wild About Harry—PT. VC. The Three Trees—Novelty; VC.*

A lot of numbers are loosely termed novelties, but Heidt does one here that is strictly a novelty and nothing else. The story of the three trees, the rabbit, and the hunter—with musical interpolations—is an old one, and a peculiar one for a band, even a band whose forte is entertainment rather than danceability, to record. It's told well enough here, but the whole thing seems slightly infantile,

particularly since, it was done tongue-in-cheek, the satire isn't apparent. Reverse has a nice vocal by the Le Ann Sisters plus the usual full Heids interpretation.

## RAY KINNEY (Decca)

*Utahni—PT. VC. Hawaii's Charms—PT. VC.*

One of Kinney's weaker grass-skirted efforts that offers none of the charm found in some of his better recordings of this type of number. Both sides are uninteresting, with no special lilt or distinction.

## BOB CROSBY (Decca)

*Do You Know Why?—PT. VC. Isn't That Just Like Love?—PT. VC.*

For a swing band as well versed in rhythm as the Crosby crew, there's a surprising lack of that commodity on the A side here. The solid, danceable tempo expected from an o.k. of this type, even on straight ballads, is conspicuously missing on this side, altho the condition is remedied a bit on the faster rhythm on side B. There's not a great deal along any lines to recommend this double.

## FATS WALLER (Bluebird)

*I'm Gonna Sell A-ay Some Sugar—PT. VC. Blue Eyes—PT. VC.*

Waller plays some very pretty piano on the first side, and adds to the generally good impression with some of his typical vocal outpourings. Reverse side is likewise good, played in an extremely slow tempo. More usual Waller laugh-provoking touches are on display on this side as well.

## HENRY BUSSE (Decca)

*Heaving Blues—PT. VC. Be Yourself—PT.*

Shuffle rhythm in the expert Busse style is abundant here, plus, of course, the maestro's trumpet, which makes it a field day for this band's admirers. *Heaving Blues* in addition has the virtue of a good blues theme. Busse records come along only occasionally, but when they do they're nice enough jobs. This one is no exception.

## WALTER CROSS (Bluebird)

*Creepy Weepy—Piano solo. Improvisation in Several Keys—Piano solo.*

First side is, to quote the label, "a boogie-woogie study." Technically, it's eight-to-the-bar rhythm, but its ambitious pattern and conscious striving to be a star pupil in the school of musical modernism swamps the true boogie-woogie spirit that most record buyers will expect from the label. It's undoubtedly fine pianistic, but eight-beat rhythm is tricky enough without being tricked up any more. Flipover is another Cross original, executed in his at times brilliant, at other times too rambling technique.

## TONY PASTOR (Bluebird)

*Love of My Life—PT. VC. Let's Dream This One Out—PT. VC.*

Major song from the forthcoming Artie Shaw movie, *Second Chorus*, is given a waxing here by one of the stellar alumni of the old Shaw band. Pastor does well by his former boss in giving *Love of My Life* full bodied treatment, the ensemble and Tony's sax doing nice work. Reverse is similarly well done, even if the lyrics are spine-chillingly insane, and Kay Little's handling of them doesn't do much to hide the fact.



AN UNUSUAL SEEBURG INSTALLATION of remote control equipment is shown in this picture of the Parkway Taverns, Milwaukee. Installed by the Milwaukee Coin Machine Company, the music system upped music receipts considerably, according to Milwaukee Coin's head, Sam London.



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PAUL TARTAGLIA, head of County Vending Company, Port Chester, N. Y., and his five sons, who operate one of the largest phonograph routes in the East. The father started each of the boys in the business on his 15th birthday. Left to right: Joe, Paul Jr., Louis, Paul Sr., Mike, and John Tartaglia.

**New Orleans**

NEW ORLEANS, Nov. 30.—Following the disastrous floods of last August over wide areas of East Texas and Western Louisiana, these same sections this week were again visited by torrents of rain that reached daily averages of 10 to 13 inches and caused further setbacks to business conditions. In this immediate area, however, coin machine operators are beginning to benefit from colder weather that keeps entertainment seekers indoors and playing the machines on location in spare time. New Orleans looks forward to early resumption of novelty and non-automatic games, as the city fathers look toward the coin machine industry as one way to replenish a flattened community treasury by allowing immediate return of legal games.

With possibilities that the century-old Fair Grounds may yet be saved for horse racing, niteries of the Vieux Carre (Old Quarters) are increasing their tempo with influx of tens of thousands of Northern visitors, and with the almost certain return soon of many banned games the winter has a much brighter outlook. New Orleans is also benefiting from defense program spending. Higher prices of late for cotton, rice, and lumber insure a fair return for thousands employed in allied industries in this area. Many lumber mills are now working 24 hours a day in an attempt to catch up on heaviest backlogs in years.

Charlie Snyder, factory sales representative of the Mills Novelty Company, spent three days in New Orleans last week calling on acquaintances. Snyder reports that the big Mills plant is operating full schedule to keep up with the growing demand for Mills bells and vending machines and Empress and Throne of Music phonographs. He jumped to Texas from here.

Back from an extensive trip thru East Texas, North Louisiana, and Arkansas, R. N. McCormick, Southern sales manager for Decca Distributing Corporation, finds an ever-increasing demand for popular recordings, especially efforts of Bing Crosby, Bob Crosby, and Glenn Garr. With the first appearance in this city of Bobby Byrne and his cirk at the Blue Room of the Roosevelt Hotel, local demand for recordings of this ork leader has jumped suddenly. Mac reports, Louis Armstrong's 219 Blues is a local hit along with Tex Jim Lewis's Seven Boats With the Wrong Woman.

The first showing in the South of the audio-visual machine, Phonovision, attracted many music operators to the Roosevelt Hotel this week. The machine was demonstrated first to a press gathering Monday (25) by Manny Tracton, Philadelphia, and Edward McGee, New York, officials of the Phonovision Corporation of America.

Ed Rodriguez, head of the American Coin Machine Company, announces the opening of new offices at 818 Carondelet Street simultaneously with his statement that he has been named distributor here for the H. C. Evans Ten Strike bowling game. Rodriguez reports a brisk demand for the machine.

Charles Wicker, general manager of the J. H. Peres Novelty Company, recently granted extension of distribution of

Wurlitzer phonographs to North Louisiana, has returned from a week's trip thru the new territory, where he found music operators Wurlitzer-minded.

Local coin machine people are extending best wishes to August Catanzaro, of the Peres Novelty Company, on the eve of his wedding Sunday (1) to Rose Campora, of this city.

Dixie Coin Machine Company reports a good demand from outlying sections for Mills 3-5 and 2-5 Chrome bells and for 3-10 Cherry bells. Many rural operators have been coming to town since mid-November to add equipment to meet the increasing patronage that has come with better business conditions over wide areas of East Louisiana.

Teche Novelty Company, headquarters in New Iberia, La., is going ahead at a rapid pace installing new Seeburg phonographs in locations in Baton Rouge. The new Seeburg music systems are being highly praised by the firm heads.

Southern Distributing Company, Little Rock, Ark., has been incorporated in that State, with capital stock listed at \$8,100 paid in. Incorporators are C. A. Camp and Kemmons Wilson, formerly of Memphis, Tenn., and Theo D. Ables Jr., Little Rock. The firm lists its business as distributing of coin-operated machines.

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# EASTERN FLASHES

**NEW YORK, Nov. 30.**—The past week was reported to have been a humdinger for coinmen here. Collections have been holding up, while new equipment arriving at distributors' offices is getting a good play. With conditions as they are, it is easy to see why so much talk in coin circles these days revolves around the coming convention. Many coinmen here who haven't trod the Sherman exhibit halls in years are planning to take in the show this year.

## AROUND THE TOWN . . .

Plenty of out-of-town coinmen are reported due here soon. Ray Moloney, of Bally, and Pat Buckley, of Buckley Music System, Inc., head the list of expected arrivals from Chicago, while Meyer Marcus, of Markepp, is expected here from Cleveland. . . . Among visitors here this week were E. O. Likens, Columbus Vending's representative from Washington. Likens is one of the oldest merchandise operators in the business. While here he showed the boys some foreign postage stamps done up in cellophane tubes which he is using in ball gum and bulk merchandise vendors instead of charms. "They outsell charms," he says, "and the funny thing is that they appeal to grownups as much as to the kids." . . . Les Paul, DuCrenier's ace salesman, reported dangerously ill a few weeks ago, is on the road to recovery. . . . Al Schlessinger, of Poughkeepsie, N. Y., came thru that ear operation okeh and is resting at New York Hospital. . . . Sam Kresburg, back from a trip, claims that all the Seeburg distributers he visited were placing more orders for new equipment.

## FAST FLASHES . . .

Bally Lazar, the only unmarried girl in the George Ponsler New York office, is all set to march down the aisle December 22 with Lou Devak. . . . Charley Mayer, who travels the Northeast territory for George Saks' Superior Salesboards, spent the week-end in town. . . . Bill Rabkin is getting to be an ace convention attender. He no sooner gets thru with the Western Coin Show before he leaves to attend the National Association of Parks, Pools and Beaches annual conclave in Chicago. Upon its conclusion, Bill will have a month to rest up before the Big Show gets going—and only a little thing like the Christmas holidays will intervene. Meanwhile, Earl Winters, Mutoscope sales manager, is

nearly going crazy taking care of the rush for Muto's Sky Fighters, Photomatics, and other equipment. . . . DeWitt (Doc) Eaton, of Buckley Music System, Inc., states he's planning to move his headquarters from Brooklyn to one of the better known spots in Manhattan. . . . Joe Hirsch, head of Amalgamated Operators' Association, has been receiving many congratulations on the manner in which he's co-operated with all the operators during the past year. . . . Manhattan Distributors report a big demand for the Wurlitzer adjustable bar-box bracket. "Operators tell us that location owners prefer this bracket," Joe Eisen states.

## COIN SHOTS . . .

Mac Pearlman, Sam Engelman, Teddy Seidel, and Joe Hirsch were spotted in Mac's 10th Avenue quarters in serious conversation. Chatter turned out to be anything but serious. Teddy, the former fighter and brilliant wit, says he's definitely retired from challenging all comers due to a recent injury to his hand. . . . Milt Soffer is now running a nice pin game route in the metropolitan area. . . . "Our watchword is quality," is the way Earle Backe, of National Novelty, Merrick, L. I., sums up his firm's policy. . . . Lou Cantor, National Venders local man, has returned from his trip to Cleveland and Detroit, reporting he had a swell time. . . . Bert Lane, of Seaboard Sales, is one of the busiest distributers in town these days, with Genco's Metro, Mutoscope's Sky Fighter, and now Daval's new Cub and Ace. "How I wish there were 35 hours in a day," Bert exclaims. . . . Ask Hymie Budin about Anabel. Hymie says he's hearing the name of that new Stoner game more and more all the time. "It's a real sweet-heart," he says. . . . Plenty of operators are dropping in the headquarters of George Ponsler Company to look over Packard's new Pla-Mer remote control. George took in the Packard sales meeting in Indianapolis this week. . . . Al Lieberman, of B. W. Novelty, Brooklyn, took time off last week to hit the bright lights of Broadway for some relaxation.

## MEN AND MACHINES . . .

Al Simon has just returned from a trip to find Savoy Vending headquarters busier than ever. "You ought to see the way operators crowd our offices here demanding Chicago Coin's All American," he says. . . . With his man Gus George home sick, Mike Munves put in a hectic week at his 10th Avenue headquarters. . . . Jack Fitzgibbon reveals that his firm has been selected to launch in the East Bally's new plans for the trade. He's assuring one and all that they'll be of benefit to everyone. . . . Milton Weintraub has teamed up with Midway Vending to handle all kinds of merchandise machine supplies. "We'll handle everything that can be sold thru a vending machine," he says. . . . Sam Binch, of Acme Sales, announces that his firm has been appointed exclusive distributor for Reliable Specialty Company. Firm makes the Reliable Wall and Corner Organs. Acme will cover the East for the firm. . . . With Zombie clicking so well, Tony Casparro, of Weston, is really going to town these days. . . . Demand for used games was so great at the offices of I. L. Mitchell & Company that Irv Mitchell says he had to buy tables from every jobber in Brooklyn to fill the orders. "All the games we bought, of course, were thoroughly reconditioned before they left our offices," Mitch added. . . . Tri-Way Products Company, Brooklyn, reports its Ultratone Chandelier Speaker is catching on in a big way with operators in the Midwest and on the Pacific Coast.

## COIN CHUTINGS . . .

Marshall Cornein Jr. reports that his Marcor 1-cent vender is becoming one of the outstanding merchandisers in the country. "This little Hershey Bar Vender is going to town in a big way," he says. . . . Dave Firestone, of Cent-a-Mint Corporation, is on the road again and reported booking orders right and left. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement, are eagerly waiting word from Dick Hood about a new Evans product. Charley reports Bill is down in Florida with Hood talking over plans for merchandising the machine. . . . Miss A. M. Strong, of G. V. Corporation, says that with her firm the customer is not only always right but all-important. . . . Julius A. Levy, of Stewart Merchandisers, was host to an old friend, Emil Brower, of Cincinnati, this week.

## JERSEY JOTTINGS . . .

Milton B. Neuss, head of Elite Amusement Company, Newark, married his sec-

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retary, Lillian Bloom, recently. . . . Barney Sugarman, of Royal Sales, reports that Harry Wichansky, of Elizabeth, and Art Soeger, of Asbury Park, are helping him get his installations of Buckley Music System in the hands of the Jersey operators. . . . Even the he's awamped with orders, Irv Orenstein, of Hercules, is promising the boys he'll be able to make deliveries as fast as they want the machines. . . . Jack Kay, of Ace, is all excited over the way his latest sale has clicked with all the boys. . . . Al S. Cohen, of Ace, reports plenty of action on the merchandise machine bargains he's been featuring. . . . Irv Morris, of the George Ponsler offices, says he's one of the busiest men in the State these days. "Demand for Chicago Coin's All American, Gottlieb's Paradise, and the other winners we are featuring is terrific," he says. . . . Dave Stern, of Royal Distributors, Elizabeth, is getting a bit restless these days and is looking around for some new line to go to town on.

**FROM LONDON . . .**  
via The World's Fair, comes word that Dave Buckman is a squad commander for the London fire-fighting force and is now a night worker. He's quite chipper, even tho his London home was burned by enemy action. Dave tried to get into the Royal Air Force, but his eyesight barred the way. . . . Hymie Seener, also known to many local coinmen, also suffered the loss of his house. He lived in the same block with Buckman. Fortunately, the night his house was bombed both Hymie and his family were away.

**OUT-OF-TOWN NOTES . . .**  
Archie Berger, now located permanently in Philly, says he's planning to pay a visit here soon just to see Broadway. . . . Roy McGinnis says there's plenty activity in his offices. Irv Blumentfeld, of the General Vending Service Company, Baltimore, announces that his firm is handling Daval's two new counter games. . . . Art Nyberg, of Baltimore's Calvert Novelty Company, is reported doing a whale of a job with Bally products. . . . Joe Ash, of Active Amusement, Philly, had himself mugged four different times

last week. One of his pals now adorns his ads. . . . Is there no end to Izzy Rothstein's accomplishments? In addition to being an expert fisherman and horticulturist, it is reported that he's also an expert on ancient history.

## Uncovered—Another Draftee No. 192

To the Editor:  
I read the article in The Billboard "Who will be the first man in the coin machine world to be called by Uncle Sam." I'm sending you my brother's name, as he has the second number to be called in the draft lottery.  
My brother's name is Albert Angelo DiBriest, 1022 Richmond Road, Concord, Staten Island, N. Y. He is now employed by the Dee Cigarette Service of Concord. Hoping that this will be of use to you, I remain,  
MAMIE DI BRIZZI.

## 13 Reasons For Attending the Coin Machine Show

1. See the new 1941 money-makers.
  2. Hear the nationally prominent speaker at the Welcome-to-Chicago Luncheon, Monday, January 13.
  3. Swap ideas with fellow operators, jobbers, and distributors.
  4. Visit the Chicago area coin machine factories.
  5. Visit Chicago night spots.
  6. Lean on the Celtic Bar (Adv.).
  7. Have a barrel (or a case) of fun with the boys in suite—
  8. See the swellest banquet show you ever saw.
  9. Brag a little.
  10. Grip a little.
  11. Laugh a lot.
  12. Get away from home.
  13. Insure yourself against missing any bets for bigger collections during 1941.
- \*Fill in favorite headquarters.



# Operators Are Taking Care Of Christmas Record Needs

All recording companies announce a wide selection of Santa Claus tunes available—oldtimers that have clicked consistently in the past still look best

NEW YORK, Nov. 30.—The annual shopping tour of the nation's automatic phonograph operators for Christmas records is in full swing, a survey of the leading recording companies reveals. Requests from operators have been coming in for the last few weeks and it is interesting to note that while tastes in popular music and popular songs vary from season to season, the same Christmas records that have been popular for years are still in equal demand today. As a result few new Christmas records have been made this year. The old ones are being revived, as usual, and most of them feature singers and band leaders popular on music machines.

Victor is mapping a special exploitation campaign to sell three of its most popular Christmas records. One of these records released on the Christmas label features a different name band on each side. Tommy Dorsey is doing *Santa Claus Is Coming to Town* on one and Benny Goodman recording of *Jingle Bells* on the other. Available on the Bluebird label are *Swinging Them Jingle Bells*, with Pat Waller, and *Santa Claus Is Coming to Town*, with George Hall.

At Columbia the big features are two new records on the Columbia label by Kate Smith and Eddy Howard. Miss Smith recorded *Adesete Fideles* on one side and *Silent Night* on the other. Howard made a vocal version of *Christmas on the Range*. Revivals on the Columbia label, featuring popular artists, include *Jingle Bells*, with Orzie Nelson; *Santa Claus Is Coming to Town*, with Joe Moss and his band; *Hello, Mr. Kringle*, with Kay Kyser; *The Only Thing I Want for*

Christmas, featuring Eddie Cantor, and *Jingle Bells*, with Ella Logan.

The Okeh label made by the Columbia Recording Corporation will feature this season all Christmas records previously released under the Vocalion tag. Some of the popular Okeh artists available are the Hoosier Hot-Shots, with *Jingle Bells*; Husk O'Hare, with *Holy Night*; Russ Morgan, with *I Want You for Christmas*; the American Novelty Orchestra, with *Santa Claus Is Coming to Town*, and Frankie Masters, with *Hello, Mr. Kringle*.

Decca has a wide selection of classical and popular Christmas numbers. Among its popular artists who have recorded holiday numbers are Frank Luther, who has made albums for both adults and children; Bing Crosby, who has two Christmas numbers on one record, *Silent Night* and *Adesete Fideles*; Roy Rogers, with *Adesete Fideles* and *Silent Night*; the Riley-Parley orchestra, with *Santa Claus Is Coming to Town* and *Jingle Bells*; Frances Langford, with *Silent*



WURLITZER BAR BOX INSTALLATION in the Tower Tap Room, Chicago. The system was installed by C. W. Hoffman, Wurlitzer music merchant of Chicago. He reports earnings jumped upon installation of the equipment. A Wurlitzer phonograph may be seen at the far right of the picture.

*Night and Adesete Fideles*; Kenny Baker, with *It Came Upon the Midnight Clear* and *Hark the Herald Angels Sing*; Dick Robertson, with *Hello, Mr. Kringle* and *The Night Before Christmas*, and Connie Boswell, with *When Christmas Is Gone*.

It is from this list that operators are making their Christmas selections. Most operators have made it a standard practice to salt a few Christmas numbers in their machines along with the current popular tunes of the day. When the Christmas season draws near phonopatron, like everyone else, like a bit of Christmas music to help them get into the spirit of things. They want some such numbers on the machines—and wide-awake operators are obligingly taking care of such requests.

proving successful. He can supply customers with everything from phonograph needles to electric patrons.

Bill Thompson, of New Wilmington, Pa., and Oscar Imber, of Pittsburgh, have returned from a successful fishing trip to Canada according to some of their fish stories, local operators report.

Lou Genovese, of Uniontown, Pa., is one of the most ardent football fans and can usually be seen in Pittsburgh when Pitt, Duquesne, or Tech play.

Frank Carroll, of Charleroi, Pa., constantly expanding his routes, is a weekly visitor to Pittsburgh.

B. D. Schaffner, of Dubois, Pa., and his assistant, Gene Boucher, were recently in Pittsburgh for a load of equipment.

## Pittsburgh

PITTSBURGH, Nov. 30.—Frank Leon is busy these days installing Seeburg remote-control equipment. Leon is one of Seeburg's greatest boosters.

Louis (Lucky) Goresman has increased his operation to such an extent that not much of him is seen along coin machine row. He was one of the first operators here who took to remote-control installations.

Johnny Peters is making plans to attend the 1941 Coin Machine Show in Chicago.

John T. Bonzer, progressive Pittsburgh operator, is enlarging his route again.

Tom Harrison, one of the largest operators in Pennsylvania, is recuperating from a recent operation.

Rocky Noble and Jeff Beers, of Kane, Pa., were recent visitors here. They report all is well in Northern Pennsylvania.

Carl Beddo, of Shamokin, Pa., another progressive operator, reports his operations growing weekly.

Jack Stine, of Harrisburg, Pa., has recently moved into a new location complete with office and showroom. He is currently receiving congratulations and good wishes from coinmen.

Tom Lingle, of Millintown, Pa., was host at a housewarming at his new home recently. Art O'Moalia, visiting him, said: "Clear the ways—I want a house like that for myself."

Marshall Stees, also of Millintown, is now training a newly arrived little girl to say "Daddy." He will also attend the 1941 Coin Machine Show.

Ralph Stover, Altoona, Pa., operator, who recently opened a roller-skating rink in Lewistown, Pa., reports that the rink is doing well. Butch Fallman is looking after Stover's operations in Altoona.

Chaunkie Flexer, of Flexer Bros., Wilkerson, Pa., recently moved into his new home, one of the outstanding abodes of the town.

Harvey Warner, of Hanover, Pa., is planning a beautiful restaurant across from the Perpetual Light on the Battlefield of Gettysburg.

John Davis, of East Liverpool, O., was a recent Pittsburgh visitor.

R. L. Schriver has opened a new music store in Cannonsburg, Pa., which is

## Cleveland

CLEVELAND, Nov. 30.—Art Nagel, head of the Avon Novelty Sales Company, back this week from a trip thru Southern Ohio in the interest of Rock-Ola equipment. Expressed himself as tickled over the way business is shaping up. He and Mrs. Nagel spent several days in Chicago. Sam Krause, of the company, also had a successful trip and contacted many operators in Northern Ohio.

Something a bit different in a candy vending machine is being distributed through Ohio by Herman Proser. It is called the Tastee Vending Machine and vends penny chocolate-covered mints. Herman has many peanut machines around town and is placing many of his mint venders in good locations.

The call of the Sunny South is causing Lou Golden, president of the Ohio Cigarette Venders' Association, to make tentative plans for a visit down there a little later on.

Reliable Specialty Company has brought out several new models of wall organs, one of a super size and another that fits into any corner. An addition has also been made to the firm's service department.

Mooch Electric Supply Company, Victor record distributor, has inaugurated a series of monthly dinner meetings for the trade, at which the newest releases are played and discussed by well-known music authorities. First of the affairs, held at Hotel Carter Tuesday night, was well attended.

Harry Graham, head of Graham Distributing Company, visited his new Cleveland branch this week and conferred with Max Marston, manager. Both have received many compliments on their handsome new showrooms, which are a credit to them and the Wurlitzer line.

Pat's Amusement Sales Company is now two months old and going strong. Phonographs have been added. Pat Fiorelli, company head, plans to attend the 1941 Coin Machine Show. Mrs. Douglas Settee is associated with the firm.



Reliable WALL ORGAN

CORNER WALL ORGAN

\$24.95

With SPEAKER... COMPLETE READY TO INSTALL

RELIABLE SPECIALTY CO.

7920 PROSPECT COURT, CLEVELAND, OHIO.

The WALL ORGAN contains a ten-watt speaker, is indirectly illuminated and is beautifully finished in two-tone high gloss Artelite. Fully enclosed with separate volume control, individual dial, and volume control. Individual dial. Dimensions: 20" high x 17 1/2" wide x 9" deep. Outside dimensions: 30" x 19 1/2" x 22".

made to fit in the corner. RELIABLE'S new Wall Organ, with inclined Baffle boards, are the sensations of the year!

1/3 with order, balance C. O. D.

**DISTRIBUTORS:**  
Your territory may be open!

### RECONDITIONED, REFINISHED PHONOGRAPHS —LOWEST PRICES

Wurlitzer 500	\$145.00	Wurlitzer 716	\$99.50
Wurlitzer 502 Reboard	139.50	Wurlitzer 612	32.50
Wurlitzer 600	129.50	Wurlitzer With Gelli	35.00
Rock-Ola 1939 Deluxe	135.00	Wurlitzer 24	79.50
Rock-Ola 1939 Standard	125.00	Wurlitzer 24A	79.50
Mills Throne of Music, 1939 Model (Like New)	149.50	Seeburg Regal	125.00
Wurlitzer 616	39.50	Mills De Re Mi or Swing King or Zebeer	25.00
Wurlitzer With Termat	24.50		

Termat 1/3 With Order, Balance C. O. D. Outside U. S. A.—Cash in Full.

**DAVIS SALES CO.**  
105 LEXINGTON AVE., SYRACUSE, N. Y.



The World's Biggest Record Sellers



A NIGHTINGALE SANG IN BERKELEY SQUARE (Barkley)

—dance—

- GLENN MILLER — BLUEBIRD
- GUY LOMBARDO — DECCA
- SAMMY KAYE — VICTOR
- GENE KRUPA — OKEH
- RAY NOBLE — COLUMBIA
- AMBROSE — DECCA

—vocal—

- KATE SMITH — COLUMBIA
- JACK LEONARD — OKEH
- DICK TODD — BLUEBIRD



By Lew Brown, author of "BEER BARREL POLKA" JOHNNY PEDDLER

(I Got)

—dance—

- ABE LYMAN — BLUEBIRD
- KAY KYSER — COLUMBIA
- TOMMY TUCKER — OKEH
- GUY LOMBARDO — DECCA

—vocal—

- ANDREWS SISTERS — DECCA



Published by

SHAPIRO, BERNSTEIN & CO., Inc.  
RKO Building, 1270 Sixth Ave.,  
New York

Up your TAKE with these LATEST HITS by

WOODY HERMAN AND HIS ORCHESTRA

The band that plays the blues



- FRENESI (3427)
- DREAM VALLEY (3461)
- BEAT ME, DADDY—
- EIGHT TO THE BAR (3454)

ON DECCA RECORDS

Minneapolis Coin Man Dies

MINNEAPOLIS, Nov. 30. — William Clarity, 44, member of the coin machine industry in the Twin Cities the past 12 years, passed away suddenly at his home here this week. Clarity was owner of the Midget Sales Company and partner in Acme Sales Company. He is survived by the widow and five daughters.

Baby Production

Mr. and Mrs. A. A. Kuritz, 1624 Sixth Street, Rock Island, Ill., proudly announce the birth of a boy. Kuritz is a well-known operator in and around the Rock Island section.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators



GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

- Trade Winds, (10th week) BING CROSBY.
- Maybe, (9th week) INK SPOTS.
- Practice Makes Perfect, (7th week) BOB CHESTER.\*
- Only Forever, (6th week) BING CROSBY.
- Ferryboat Serenade, (6th week) ANDREWS SISTERS, KAY KYSER,\* GRAY GORDON.\*
- We Three, (5th week) INK SPOTS, TOMMY DORSEY.\*
- Beat Me Daddy, Eight to a Bar, (3d week) ANDREWS SISTERS, GLENN MILLER\*, WILL BRADLEY.\*

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Down Argentine Way.** This pseudo Latin American item from the 20th Century-Fox movie settled into a groove a couple of weeks ago from which it hasn't stirred. It's by no means a wonderful number for the coin phone, and at the same time it's far from bad. It may not move upward from this middle-of-the-road position but while it lasts it's profitable enough to have around. LEO HERSMAN\* this week joins SHEP FIELDS,\* BOB CROSBY,\* and GENE KRUPA\* in carrying its banner in the boxes.

**There I Go.** Progressing a bit this week, this BMI tune remains out of reach of the topmost rung of the ladder, but it's pretty popular in a number of machines. VAUGHN MONROE\* is a newcomer to the list of records on this one, this week joining TOMMY TUCKER\* and WILL BRADLEY.\*

**The Five o'Clock Whistle.** Taking a little spurt again this week brings this swing novelty back into the coin phonograph picture more prominently than it has been the past couple of weeks. GLENN MILLER,\* ERSKINE HAWKINS,\* and ELLA FITZGERALD\* still are by themselves as regards the disks gathering in a pretty fair amount of nickels here.

**Two Dreams Met.** The other song from Down Argentine Way that has established itself pretty nicely in music machine patrons' affections is this romantic ballad. It's no world-beater—at least not at the moment—but it's a fair enough item to have under the needles, particularly as the picture plays around in neighboring territory. MITCHELL AYRES\* and TOMMY DORSEY\* have it their way here.

**Falling Leaves.** After a strong forward step last week, this suffered a setback the last few days which makes its future look more doubtful now than it did a week ago. It's possible for it to go into high gear again, but at the moment it's decidedly in low. GLENN MILLER and JIMMY DORSEY, the latter to a much less extent than Miller, are the standard-bearers in the phone.

**Rhumboogie.** This ANDREWS SISTERS recording is weakening perceptibly, despite the fact that the picture in which the girls sing it, Argentine Nights (not to be confused with Down Argentine Way), is showing around the country. However that may be, the nickel-droppers aren't going for this in large numbers, and its future course seems to be extremely dubious at the moment.

**Dream Valley.** Starting to move, as predicted last week in "Possibilities," is this latest Nick Kenny ballad, with SAMMY KAYE\* taking up the record cudgels for it. This looks like a particularly promising item for operators, at least judging from the manner in which it begins its career this week.

**A Nightingale Sang in Berkeley Square.** Another "Possibility" that starts to make good this week is this especially lovely ballad. Several records are reported as beginning well, RAY NOBLE\* having the lead, followed by JACK LEONARD'S vocal disk, GUY LOMBARDO,\* and GENE KRUPA\*.

This is another really likely-looking number for top phone honors. Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

**Now I Lay Me Down To Dream of You.** (8th week) Not far from being thru. BOB CHESTER,\* GUY LOMBARDO.\*

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

**He's My Uncle.** A patriotic jingle in a slightly different vein that is causing some mention along the phonograph network and that may amount to more than an out-and-out martial flag-waver because of its novelty, ABE LYMAN\* has a disk that is being played in scattered locations at the moment.

**Yankee-Doodle Polka.** Another bit of melodic patriotism that likewise is slightly different, combining as it does the Yankee-Doodle idea with the tempo of the renowned Beer Barrel Polka. GRAY GORDON\* has a recording that has potent machine possibilities.

**Lo-Lo Lips.** A disk from the Rene Musette orchestra that is in the Beer Barrel vein (without the Yankee-Doodling, however). Its prospects are good, and its light, bouncy rhythm is likely to carry it far.

**Moon Over Burma.** Getting some degree of attention from patrons in those few locations where it has already been placed in the machines is this title song from a forthcoming Dorothy Lamour picture. Another possible future front-runner.

**A Handful of Stars.** This ballad also is from a picture—Metro-Goldwyn-Mayer's production titled Hallelujah!—and also boasts nice coin phone potentialities. Its title, melody, and lyrics are all attractive, and the three, plus the plugging devices of its publisher, may soon make it a necessary item in the boxes.

**The Bad Humor Man.** From Kay Kyser's movie, You'll Find Out, comes a satire on songs like Umbrella Man that has plenty of melodic lift and lyric laughs. This is another one ops may be needing soon.

\* Indicates a vocal chorus is included in this recording. Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 400 LIST PRICE 50c

- 27210 "You Say the Sweetest Things, Baby" Not So Long Ago Tommy Dorsey
- 27220 "Along the Santa Fe Trail" Down the Gypsy Trail—Waltz Siding and Steady with Sammy Kaye
- 27221 Sophisticated Lady Victor Feather-Patrol Duke Ellington and Jimmy Blanton, Piano and String Bass
- 27222 "So You're the One" "Walkin' by the River" Hal Kemp
- 27223 "The Last Time I Saw Paris" "What Makes a Song" Leo Reisman
- 27224 The Waltz You Saved for Me—Waltz Sons of the Islands—Waltz Wayne King

BLUEBIRD "POPULAR" RELEASE NO. 306 LIST PRICE 35c

- B-10944 Reddin Rhumba Southern Fried Charlie Barnet
- B-10945 "Three at a Table for Two" Johnny Peddler ABE LYMAN and his Californians
- B-10946 My Sunday Gal Without a Song Rex Stewart and Orchestra (An Ellington Unit)
- B-10947 "It's a Great Day for the Irish" "Harbor of My Heart" Freddy Martin
- B-10948 "St. Louis Blues" "Row, Row, Row Your Boat" Alvin Roy
- B-10949 Along the Santa Fe Trail "Do You Know What" Dick Todd, Baritone
- B-10950 "You and Your Kiss" "Your Dream" Vaughn Monroe
- B-10951 "Rainbow Over Paradise" "Sweet Kona Moonlight" Charles Kama & his Moana Hosaatians

\* Vocal Refrain  
Order RCA Victor Permo-Point Needles from your RCA Victor Distributor today. In Canada contact RCA Victor, Limited, Montreal, Can.



Order from Your Distributor TODAY!

CROATIAN & SERBIAN RECORDS Latest Songs — Big Discount to Operators



Zora Recording Studios 2711 East Davison, DETROIT, MICH.

Railroad Arrangements 1941 Coin Machine Show

Canada.—Ontario Amusement Machine Association has made arrangements with the Canadian Pacific Railway for a special rate to Chicago. Private Pullmans will be supplied.

Minneapolis and St. Paul, Minn.—The Northwestern "400" has been designated as official train for the convention. Reservations for the train may be placed with joocers.



**LOW AS 50c MONTH NOW—Time Payment Plan on SILVER KINGS**  
Buy Legal Vendors, avoid trouble



**CASH IN—'KING JR.'**  
**5 Lb. "SILVER KING," \$3.95 Each**  
NEAREST, most modern money-maker for all locations. Just the right size for counter or booth. Vends peanuts and small candies, also all types of Breath Peppets, Capacity of lbs. candy. Blue Mammal-finish.

**FREE Cat. & Instructions.** Write today for terms.

**SPECIAL—One Silver King Vendor, 10 Lb. Candy, 1 Gr. Chama \$8.45**

**TORR TIME PAYMENT PLAN**

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

**SPECIAL WHILE SUPPLY LASTS**  
We Shall Ship to Our Customers



**6 FOR \$60.00 FOR LIMITED TIME ONLY**

**TORR 2047A-SO. 68 PHILA., PA.**

**ASCO WEEKLY SPECIALS**

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|--|--------------------------------------|
| <b>VENDORS</b>                         | <b>COUNTER GAMES</b>                 |
| 12-1/2 lb Fruit Mach. . . . \$1.00     | 16 Bingo . . . \$4.00                |
| 16-50 Northwestern Dial . . . 0.05     | 16 Schiffe (Lot of 10) . . . \$19.50 |
| 16-50 Northwestern Standard . . . 5.95 | Imps . . . 0.95                      |
| 16 Everready . . . 3.05                | 16-50 Marvel . . . 27.50             |
| 16 Snacks, 3-ct. . . . 7.95            | 16 Totalizer . . . 9.95              |
| 16 Ball Gun . . . 2.00                 | 16 A-B-Y. Fire and Smoke . . . 10.50 |
| Cap. 200 . . . 1.95                    | Send for Complete Price List.        |
| 16 Drip, Bal. G. O. D.                 |                                      |

**ASCO, 140 ASTOR ST., NEWARK, N. J.**

**USED MACHINES**

- Perfectly Reconditioned
- Keeley Anti-Alcohol Machine Guns, Black Cabinet, Each . . . \$64.50
  - Seeborg Chicken Game, Ea. \$4.50
  - Rowe Aristocrat 6 Col. Cigarette Machines, 150 cap. capacity, slug proof, Each . . . 18.50
  - Whitizer Phonographs, 412a, \$32.50 Each, 915a . . . \$54.50 Ea.
- Remit 1/3 Deposit, Bal. C.O.D.

**D. ROBBINS & CO. 141-B DENAHS AVE. BROOKLYN, N.Y.**

**BOOST BULK VENDER AND BALL GUM COLLECTIONS WITH THIS NEW PLAN!**

Stamp collecting is the No. 1 hobby of the nation today. That's why high grade foreign postage stamps, packed in heavy cellophane tubes, are a sure-fire sales hook in all vending machines. Have a greater appeal than Charms! Vend perfectly. No German, torn or damaged stamps. Come 1000 to the set. In addition you get a packet of 24 stamps for globe display.

**PRICE PER SET (1,000) . . . . . \$3.95**  
Full remittance must accompany all orders.

**E. O. LIKENS (Established 1918)**  
924 FIFTH ST., N. W., WASHINGTON, D. C.



**Illinois Cigarette Men in First Annual Convention**

**Take step toward setting up policies that may become national in scope**

SPRINGFIELD, ILL., Nov. 30.—Cigarette Vender Operators of Illinois held its first annual convalesce here November 23-24. Discussions of important questions relating to cigaret vending and a banquet and dance were the features of the meeting. Jack Kelnor, president of the organization, presided, and was complimented by the membership for his work in publicizing the meetings and planning the program. The sessions were held at the Abraham Lincoln Hotel, and while officials stated that attendance was not up to expectations, important results were accomplished.

Exhibits of cigaret, candy, and gum-vending machines were made by Rowe Manufacturing Company and Arthur H. DuGreenier, Jimmy Martin, Chicago representative of DuGreenier, was present to give information about the products made by his firm, and Kelnor represented the Rowe firm.

**Important Questions**  
The exhibit hall was open from 2:30 Saturday afternoon until the sessions ended Sunday evening. Committee meetings and discussions were held Saturday afternoon and evening without official votes on the many suggestions offered. These informal discussions made it possible to have many questions ready for official vote at the Sunday afternoon business session.

The cigaret operators of Illinois are looking forward to the probability of legislation, including a State tax on cigarettes, when the Legislature meets in 1941. Many questions of policy relating to price changes, attitude toward State Fair Trade Laws, price competition, affixing of tax stamps, status of the cigaret operators and other matters were thoroughly discussed. It was evident that cigaret operators have many questions of policy to decide.

The Illinois organization will soon issue an official bulletin which will outline the resolutions on policy adopted at the annual meeting. This constructive work is expected to go far toward setting up standards for the cigaret machine trade and for uniting cigaret men of the State in a progressive plan of action. It was announced that the association will also issue a bulletin giving a complete outline of meetings and programs for the year 1941 so that members will know early in the year about the meetings planned during the entire year.

It was also announced that the next sessions of the Illinois group will be held in Chicago during the 1941 Coin Machine Show, the exact time of the meeting to be announced as a part of the convention program.

Resolutions will be drawn up and presented to the State Legislature stating the trade policies recommended by the organization.

At the evening banquet Don and Lola

Davis furnished the musical entertainment and Vincent Gottschalk gave an extraordinary program of magic, memory stunts, and other entertaining features. He was highly praised by the guests.

**Interstate CMA Discusses Slugs**

NEW YORK, Nov. 30.—The 11th meeting of the Interstate Cigarette Merchandisers' Association held Saturday in Hotel Commodore was highlighted by the discussion of the slug evil. It was pointed out that federal legislation was necessary to halt the practice.

During the interim of meetings a study of State legislations on slugs has been made. The State of Virginia was reported to have the best basic law to deal with the sale, manufacture, and possession of slugs. It was also said that nearly all manufacturers of slugs and tokens for industrial purposes are co-operating to turn out products that could not be substituted for coins. Special attention was given at the meeting to the metal content, which would make the slugs worthless in cigarette machines. Thru federal legislation, it was said, manufacturers would make slugs larger than a dime and smaller than a nickel.

Attending were Walter Guild, Al Sharnow, Sam Goldstein, W. Meyerson, Massachusetts; Edward Bereth, A. J. Mason, Robert Zimmerman, Connecticut; Norman Fuhrman, Pennsylvania; Aaron Goch, Sam Yolen, Harold Jacobs, Matthew Forbes, New York, and Charles W. Stange, John Sharenow, Sam Malkin, Sol Kesselman, Harry Malkin, James Cherry, New Jersey. Manufacturers were represented by Leo Willens, U-Need-A-Pak; George Seedman, Rowe, and Walter Straus, National.

President John Sharenow presided.

**Tobacco Growers To Get AAA Quotas**

WASHINGTON, Nov. 30.—The bulk of the American tobacco crop for the next three years will be sold under strict government regulation.

Growers of burley, dark air-cured and fire-cured tobacco joined producers of the importance fire-cured crop in voting to vest such control in the Agricultural Adjustment Administration. A sharp drop in exports to Europe led the AAA to propose restricting measures on future crops.

Under the AAA's control program, individual growers will receive marketing quotas for their 1941, 1942 and 1943 crops. Should they sell in excess of quotas, penalties of 10 cents a pound on fire-cured and burley and 5 cents on the other types could be imposed.

Producers of burley, fire-cured and dark air-cured gave top-heavy majorities for three-year quotas in referenda held in 15 Southern and Midwestern States. Growers of fire-cured voted similarly in a referendum held last summer.

Officials emphasized that should foreign markets expand for tobacco during the quota period, the AAA would have authority to lift the restrictions to permit farmers to expand production and increase sales.

Favorable action on the quotas opened the way for a government loan program on this year's surplus production of fire-cured and dark air-cured. The agriculture department had announced that if quotas were approved, it would make loans designed to take surplus off the market and bolster the price to producers.

**Crowded Calendar For NATD Show; Schedule Meetings**

CHICAGO, Nov. 30.—First business session as well as other important activities of the ninth annual convention of the National Association of Tobacco Distributors (NATD) at the Palmer House in Chicago next January will get under way Wednesday morning, January 15. It has been announced. The NATD convention will be in session for four days, January 15 to 18. Two of these days will overlap the 1941 Coin Machine Show, which is scheduled for the Hotel Sherman from January 13 to 16. As in former years, registration at either show will permit conventioners to visit both.

The precedent of previous years of devoting the first day to registration and other preliminary activities prior to the regular business will not be followed this year because of the extremely crowded and highly interesting program which has been prepared.

In view of the foregoing, it is expected that most jobbers will arrive in Chicago either Tuesday evening or early Wednesday morning in time to attend the first session. The first social get-together of members from all branches of the trade will take place Wednesday evening.

That the convalesce is assuming greater proportions and trade interest in the event is more keen has been shown by the unusually large number of reservations already made by jobbers from all sections of the country. Many distributors will attend the convention for the first time.

**N. Y. Cig Tax Up Quarter Million**

ALBANY, N. Y., Nov. 30.—Receipts from the 2-cent-a-pack tax on cigarettes last month totaled \$2,014,586, it was reported by the New York State Tax Commission. This was nearly \$230,000 more than the figure for the same month last year.

The commission estimated October's receipts \$31,000 higher than September and said that \$105,092 was paid as commissions for affixing the tax stamps.

**Proposed Mass. Sales Tax Not To Hit Vendors**

BOSTON, Nov. 30.—Altho Massachusetts Tax Commissioner Henry F. Long has announced he will ask for a 3 per cent sales tax on 200 commonly used items, such things as candy and ice cream selling for a nickel or less will be unaffected. Operators of candy vendors had feared that some sort of tax might be applied to their operation prior to clarification by the tax commissioner.

However, the commissioner announced that the sales tax would include "tobacco in all forms."

**IF YOU WANT THE BEST IN BULK VENDING—BUY**



**THE NORTHWESTERN CORPORATION**  
205 E. Armstrong St., MORRIS, ILLINOIS

**THE FULL NORTHWESTERN LINE**

- ★ Recommended
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## National Peanut Week Co-Operation By Manufacturers

CHICAGO, Nov. 30.—Coin Machine Industries, Inc., national organization of coin machine manufacturers, is co-operating with the National Peanut Council in the promotion of National Peanut Week. In line with this resolution, the association has informed every manufacturer of machines designed to vend peanuts and peanut bars of the desire to co-operate with the peanut body.

Manufacturers of the machines are being asked to affix a National Peanut Week sticker to every machine shipped from now until January 15, 1941. The association has mailed a letter to every manufacturer, whether a member or not, and suggested if they were agreeable to the promotion of the week that they get in touch with W. B. Jester, executive secretary National Peanut Council, Suffolk, Va.

CMI also offered the National Peanut Council space in the forthcoming 1941 Coin Machine Show, where representatives could meet and greet those who attend. Peanut council representatives would pass out association literature promoting the peanut industry. The aim of the body is to promote peanuts as a food with high nutritive value.

It was the thought of Jester, who contacted CMI, that the coin machine industry would benefit in this promotion, inasmuch as more peanuts would probably be sold thru machines if the market were boosted.

## Food, Drug, Candy Standards Ready

WASHINGTON, Nov. 30.—Food and Drug Administration of the Federal Security Agency has announced the proposed standards and definitions for chocolate products, a public hearing on which will be held here December 7.

The proposed standards, applying to every type of chocolate product used by the confectionery and ice-cream industries and distributed thru all channels, including vending machines, will form the basis of discussion, officials said. The standards will be subject to such revisions, amendment or modification as appears justifiable from the testimony submitted by the chocolate and allied industries and government officials.

It is important to mention, however, that preliminary conferences have already been held and as a result it is probable that the proposed standards will be adopted either wholly or in part.

Specific requirements for every type of chocolate product are provided for under the proposed standards. Ingredients that may and may not be used are listed. The amount of ingredients is specified in many instances and what products may be included with or without labeling are also provided for. Types of flavorings permitted are also listed, as are standards for milk used in chocolate.

## Pepsi-Cola and Loft, Inc., To Merge?

PHILADELPHIA, Nov. 30.—A special meeting of stockholders of Loft, Inc., candy concern headed by Jack Beresin, head of the local Bertie Vending Machine Company, to pass upon a plan of merger with Pepsi-Cola, soft drink concern, will be held in Wilmington, Del., December 6.

A meeting held last week was adjourned until December 6, officials announcing additional time was needed for final adjustments with federal agencies concerned. A spokesman said that proxies representing more than 75 per cent of the outstanding stock were received in favor of the proposed merger. At the same time a meeting of the Pepsi-Cola stockholders was also adjourned to December 6.

## Kentucky Cigarette Revenue Down in Oct.

FRANKFORT, Ky., Nov. 30.—State cigarette tax collections in October amounted to \$134,432, the Department of Revenue reports.

In October, 1939, the revenue collected stood at \$138,254. This is \$4,000 more than was collected during October, 1940.

### Correction!

In a story, appearing in the November 30 issue, telling of the merger between Hy-O Games and Amusement Games, Minneapolis and St. Paul distributors, the head of the Hy-O Games company was incorrectly identified. The story should have said that Henry H. Greenstein was head of the firm.

## Candy Vender Use Growing In Maryland

BALTIMORE, Md., Nov. 30.—The vending of candies thru coin machines is getting to be big business, according to reports from reliable figures identified with the business in Baltimore. From a mere scattering of a few machines, the installations of the machines have grown during the past year.

The machines range from bulk vendors to elaborate 19-section candy machines. Industrial plants are the best outlets for the candy vending machines. In some of the larger plants as many as 25 machines are to be found. Industrial plants, gasoline stations, automobile shops, showrooms, super-markets, 5 and 10-cent stores, drug stores, and confectionery establishments are outlets. The theaters also are excellent outlets, perhaps next in importance to the industrial plants.

Some of these outlets are not big outlets; however, sales thru all of them reach substantial proportions. The annual volume reaches into six figures.

It is reported that there are some 8,000 candy vending machines in operation thruout the State of Maryland and that about half of these are in the metropolitan center of Baltimore. It is expected that before long the total number of machines in operation will reach the 10,000 mark due to the aggressive manner in which operators are going after this business. Plant expansion and erection make fertile fields for candy coin machine vendors.

Many candy manufacturers are now marketing a 60-count box which is said to be ideal for supplying candy vending machine operators' requirements.

Joselynn, specializing on a 5-cent Milkmaid coconut bar, bulk and package coconut macaroons, has extended its operation to include the 60-count box to take care of candy vending machines.

## Candy Industry on Guard Against Taxes

WASHINGTON, Nov. 30.—Anticipating new taxation to be levied against candy, soft drinks, and similar products, manufacturers and distributors of these items are already preparing to closely watch these trends.

Editorials representing the view of the industries concerned have stated that they are ready and willing to discuss such revenue plans. They state that the patriotism of such groups is as good and better as any other group or industry. "At the same time," it was said, "we stand unalterably opposed to any unfair taxation which will endanger the jobs of many thousands of persons engaged in these allied industries."

It is frequently pointed out that it would be unfair to tax only certain products and allow other industries' products to remain untouched. A fact mentioned is that candy is a food and not a luxury. Decision of the Ohio Supreme Court is cited in this contention. As such, it is maintained, all food should be taxed alike.



- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.
- National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.
- National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.
- Amusement Parks Convention, Hotel LaSalle, Chicago, December 2 to 6.

# Denver City Council Rules Cigarette Tax Must Be Paid By Consumer; Aids Machines

DENVER, Nov. 30.—Denver cigarette machine operators are viewing the future with optimism, due to the fact that the city council has unanimously passed a bill for an ordinance providing that the tax on retail sales of tobacco must be passed on to the consumer and cannot be absorbed by the retailer, a practice of some retailers since the cigarette and tobacco tax ordinance was first passed. This ordinance will remove the difference between vending machine and chain-store cigarette prices, with a consequent rise in vending machine business.

As for general conditions in the coin machine field, most operators report a slight drop in business over the latter part of the month, due to the preparation for the holidays. The drop is said to be slight, however, compared to the gains made in the past few weeks. It is expected that the actual holiday seasons will restore business to former peaks, with the possibility of even surpassing those gains. On the whole, the average for November is expected to be about the same as for October.

New operations have been noted in the games field, with one distributor setting up an arcade. Candy operators report business about the same as for October. Anti-aircraft machine guns are getting a share of the play in locations. While the play is not claimed to be as good as when the machines were first

placed on location, the play is still very good.

The two significant events marking November are the ordinance forcing retail prices of cigarettes to include the tax and the announcement that Denver is to have within a year a huge plant devoted to defense work. The mayor in an optimistic report stated that the plant would be so large that every person in Denver now unemployed would probably be able to find work in the new plant. The news is cheering to all coin machine operators, as it will undoubtedly result in a free flow of coins into machines.

## Seek Cig Revenue In Atlantic City

ATLANTIC CITY, Nov. 30.—City Commission is considering imposing a 1-cent tax on cigarettes for the summer to alleviate the tax on real estate. Finance Commissioner Bader admitted this week the commissioners are seeking means of increasing the city's revenue and that the cigarette tax is one of the proposals under consideration. Bader likewise said increased fees on bagatelle machines and Boardwalk gaming establishments, such as bingo and radio parlors, also had been suggested and are under consideration.

"Any increase in fees of bagatelles and radio parlors would not be sufficient, however, and we're looking around for other possible sources of revenue in order to alleviate the tax on real estate," he said. Speaking on the proposed 1-cent tax on cigarettes during the summer, the commissioner said that he had learned that one small downtown cigar store sold an average of 6,000 packs of cigarettes during the summer. "That would mean \$60 revenue to the city," he said, "and the mercantile license fee for the store is but \$35. Bader said that other possible sources of revenue were under consideration, but he intimated that the city commissioners had not agreed on anything definite.

## Prepare Info Asked In Cig Anti-Trust Case

WASHINGTON, Nov. 30.—Justice Department attorneys are now working on the bill of particulars ordered by Judge Ford at the conclusion of oral arguments in Lexington late last month in the government's anti-trust case against the major cigarette manufacturers. The government has been granted time to furnish the additional information.

In entering the order, the judge did not grant any of the numbered items requested by the tobacco manufacturers but set out 13 different kinds of particulars. Certain of the numbered items, however, are included among those 13.

It is not yet certain whether the Justice Department will consume all the time extended before presenting the material ordered, but according to the present indications may file the particulars some time during the coming week.

On the basis of the information supplied, the judge may or may not order a rehearing prior to setting a date for trial, expected to be called for January or early February of next year.

## Colorado Drops Fight For Denver Cig Cash

DENVER, Nov. 30.—Denver city officials have been notified that the State of Colorado will not seek a rehearing on the cigarette and tobacco license tax case which recently was decided in favor of the city.

The State Supreme Court denied the claim of the State treasurer that 85 per cent of the 1-cent cigarette tax should go to the old-age pension fund as an excise tax and ruled that Denver had the right to levy such a tax for relief.

Meantime city officials announced that \$103,000 has already been collected in cigarette taxes. This will be released as soon as the expiration date for filing of a rehearing by the State is reached.

## Policemen Held In Chicago Apex Robbery

CHICAGO, Nov. 30.—Two policemen are held here in connection with robbery of the Apex Cigarette Service Company, vending machine operator. They are alleged to have helped themselves to \$700 worth of cigarettes while investigating a burglary at the first Apex robbery. The second case on which they are held is the charge that they took part in breaking into Apex office a second time, allegedly taking cigarettes valued at \$1,300.

A watchman who was aware of the crimes but failed to do his duty complained when he failed to receive his out of the proceeds of the robbery. It is said. The policemen are also said to have taken part in the burglary of a radio store, taking radios valued at \$1,200.

**WHILE THEY LAST**

**40 SLIGHTLY USED POSTAGE STAMP COLLECTORS**

**\$12.50 EACH**

In Lots of 5 or More

**SAMPLE \$15.00**

Original Cost \$29.50.

Sets four 14 Stamp for 54 and three 14 Stamp for 104. Distinctive Stamps that are clean stick-proof fasteners. Slip-proof when mailed. Returned when empty. (Two stock folders.)

Size: 14" High, 6" wide.

Send for Complete List of New & Used Vendors

173 Deposit With Order, Balance C. O. D.

**RAKE, 3-5-7 S. 22nd, Phila., Pa.**

## Coming Events

**REGISTER NOW**

for

**1941 COIN MACHINE SHOW**

Registration blank in this issue



## Buffalo Coinmen Optimistic for Holiday Business

BUFFALO, Nov. 30.—Coin machine business conditions, while definitely flourishing, are somewhat unstable at present. Collections aren't quite up to the anticipated high. Distributors and operators, however, are optimistic of a big holiday season, and buying of new equipment is better than in some time.

Employment conditions in the Queen City are excellent, with industrial plants working day and night. It is said, however, that much of workingman's pay goes to paying off debts accumulated during the slack months in early 1940.

### Music Sales Good

Sales in the music machine field are ordinarily slow in November. This year, however, the conditions are out of the ordinary, as the introduction of telephone music set-ups has many operators buying.

Dispension reigns in the ranks of local coinmen over this issue. The pros and cons heard on the question are too numerous to mention.

Games sales are big at present, pin tables getting the call from operators.

While movie machines are by now well known, no move has been made here so far to push their marketing. American Cigarette Machine Company is said to hold the territorial franchise. They will undoubtedly unveil the machine at the opening party in the new headquarters to be held in early December.

Practically all guns of the newer line-

up are finding success here. Keeney's Air Raider is getting quite a few calls and is said to be doing well on location.

Cigarette vending is going along without any drastic changes. Cut-rate prices in the chain stores and some drug stores is hurting business some, but operators aren't complaining. Candy vending is holding a steady pace, as are beverage vendors which, of course, have by now moved indoors from their summer spots.

The used machine market is down at present, with practically everyone trading old equipment in for new. Distributors are swamped with used machines and find prices generally low right now.

The general outlook, despite unsettled conditions, is bright because competition might make for increased interest in the industry's progress. So far no interference from city authorities has been heard since game licenses were regulated last summer. Some new developments for licensing of each distributor and operator were under way some weeks ago. Since then License Director Elmer G. Winegar, who was a great friend of the trade, has been appointed manager of the new Memorial Auditorium and Stadium. The new license director has made no move of any kind concerning the coin machine trade, but the proposed amendment to license distributors is still in the air. It will remain to be seen how relations between the trade and this new official will work out. Much depends on the co-operation of the license department if coin machines are to continue flourishing here.

## Paradise a Great Hit, Says Lazar

CHICAGO, Nov. 30.—"It's sensational! The greatest hit we ever had!" In those words the head of the B. D. Lazar organization of Pittsburgh and Philadelphia expressed his warm approval of D. Gottlieb & Company's new game, Paradise, according to Dave Gottlieb, president.

"In Paradise," Dave continues to quote Lazar, "Gottlieb is giving the trade one of those rare games that only appear once in a blue moon. When a game of such outstanding beauty and appeal comes along, our only trouble is to get them fast enough. They can well be proud of that hit."

"His whole organization agrees with him," said Dave further, "for here is what Monte Spiegel, manager of their Philadelphia office, says: 'You can best judge a game by its collections and that's where Paradise actually proves how good it is. Our customers are calling for more and more.'"

"So, from nearly every spot on the map of this country," Dave added, "we received similar endorsements of Paradise from distributors and operators. They all agree that the captivating beauty of the plumage-gio backboard, combined with the new play features, such as the eight new scoring rollovers and eight ways to win, keeps player literally riveted to the game. Paradise is bringing back old-time collections for operators, just as it is bringing a tidal wave of orders to the factory."

## Correction!

We recently reported that Morton Lang, employee of the Mills Novelty Company, was the No. 2 man of the industry under the Selective Service Act. We are reliably informed by direct investigation and not by hearsay that Lang is still working at the Mills Novelty Company and has not yet been chosen to don the uniform.

## Claim Record on Western Baseball

CHICAGO, Nov. 30.—A new record for long-time production of a single coin machine game is claimed by Western Products for Major League Baseball, according to sales manager Don Anderson.

"Now completing its third year on our production lines, Major League Baseball has proved to be the most consistent big money earner in the history of the coin game industry," says Anderson. "The permanent appeal of the realistic baseball play has kept public interest at an always high pitch on every location where it has been in operation."

"Additional locations are constantly coming into the Major League fold, and operators are finding profits easy to make with the service-free features of the game. Its legal aspect has been unquestioned because it is a strictly skill replay game for those territories requiring such equipment and for other territories, other models of equally high earning capacity are available."

## Radio Celebrates 20th Anniversary

CHICAGO, Nov. 30.—A sister industry to the coin machine business—in that it is young in years and complex in mechanical development—the radio industry, is currently celebrating its 20th anniversary. Radio can well be proud of its celebration, viewing the phenomenal progress of those 20 years.

To say that radio has changed our way of living and thinking is an idle mention. It has been one of the basic factors in the speed-up of daily life. During the 20 years every branch of the industry has progressed rapidly. Current rate of sale is said to be close to 10,000,000 sets a year. This is compared with 100,000 sets sold in 1922.

Radio officials now proclaim that radio has surpassed the newspaper as a means of mass communication. At the same time they declare: "At the age of 20 the industry is still in its infancy. Those engaged in radio should be proud to be associated with a business that has achieved so much and gives promise of doing so much for communication and entertainment in the nation and the world."

The coin machine industry joins with the rest of the country in extending congratulations—and thanks—to the radio industry on its 20th anniversary.

## National Announces New Service Policy

CHICAGO, Nov. 30.—"The indiscriminate use of the word service has made this poor, overworked word meaningless and trite. To bridge the gap between the varying degrees of service, which run from poor and indifferent to spasmodic spurts of goodness, we have adopted a slogan in filling orders for all types of coin-operated machines and our entire staff is flying the banner, 'Super Service That Satisfies.'" said Harry Heyman, sales manager in charge of games at the National Coin Machine Exchange, Chicago.

"It does not matter whether it is an order for one game or 100 games, the operator is accorded the selfsame super service," added Joe Schwartz, president of the company.

"Indeed, our staff has been increased, and once a game has gone thru our line of mechanics it carries our stamp of guaranteed satisfaction. We have one of the most complete stocks of reconditioned pin ball games in the Middle West, and ops have many games to choose from—and prices are right."

## N. Y. Incorporations

ALBANY, N. Y., Nov. 30.—The following newly organized machine enterprises have been granted charters of incorporation by the secretary of state:

Novelty Specialty Company, Inc., Manhattan, vending and amusement machines. Capital, 100 shares of stock. Subscribers to the capital: Harry W. Goldberg, Lillian Weil, and Benjamin H. Haskell, New York.

Port Orange Vending Corporation, Menands, N. Y. Vending machines of all kinds. Capital, 2,500 shares. Stockholders: H. Morgan Gates, John J. Ryan, and W. Earl Goodrich, Albany, N. Y.

Rael Amusement Corporation, New York. Radios and other machines. Capital, 200 shares of stock. Shareholders: Max Lamberg, Adele Singer, and Dona Shapiro, New York.

Richard Amusement Corporation, Manhattan. Amusement resorts. Capital, 100 shares. Stockholders: Harriet Parker, Albert H. Treiman, and Mae Levy, Brooklyn.

## ART NAGEL HAS

### "CUB"



3-Reel  
3-Way  
Play With  
Coin  
Dividers

Sample  
\$13.95  
Case of 6  
\$75.00

## AND

### "ACE"

5-Reel  
Poker Play  
With Coin  
Dividers



Sample  
\$14.95  
Case of 6  
\$80.00

1/3 With Order, Bal. C. O. D.

## AVON Novelty SALES CO.

2923 PROSPECT AVE.  
CLEVELAND,  
OHIO.

# IMP

ALL STYLES — ALL COINS

## SIX for \$60.00

IMMEDIATE SHIPMENT

MONARCH COIN MACHINE CO.

1545 No. Fairfield Ave., CHICAGO



PLEASED AS PUNCH, AS YOU CAN SEE: every face with a smile. And the reason, they say, is that they are pleased with the performance of Rock-Ola phonographs. The scene is The Gridiron Athens, Ga. Left to right are Rogers Froste, helmer; Roy L. Borden, Jack Robinson, Gridiron owner; Guy Bouden, and Sambo Bouden, Rock-Ola operators.

## OPERATORS!

VISIT NEAREST OFFICE AND  
GET FULL DETAILS OF

### SEEBURG

Wired and Wireless

### WALL BOXES

For Seeburg Phonographs and  
Other Make 16 and 24 Record  
Phonographs

Get in touch with us for all types of New  
Games. Be sure to write today for Our  
Big List of Used Phonographs, Pin Games,  
Consoles, and other types of equipment.

## SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2nd,  
Louisville, Ky.

312 W. Seventh,  
Cincinnati, Ohio

591 N. Capital Ave.,  
Indianapolis, Ind.

425 Broad St.,  
Nashville, Tenn.

## ONE BALL BARGAINS

DEAD HEAT.....	\$60.00
DERBY CLOCK.....	35.00
QUINNELLA.....	35.00
DERBY TIME.....	35.00
HEY DAY.....	35.00

### Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.



**DOUBLE PROFITS FROM EVERY COUNTER—ON EVERY ONE OF YOUR LOCATIONS WITH**

**"CUB"**

3 REEL-3 WAY PLAY WITH COIN DIVIDERS

Take your choice of Front or Number Reels: 15-24 or 15c play 75% - 25% Coin Divider Model 1 or 20% - 20% Coin Divider Model 2. Enclose 1/2 deposit with order. Bal. C. O. D.



Sample \$13.75. CASE OF 6, \$75.00

**"ACE"**

5 REEL-5 WAY POKER PLAY WITH COIN DIVIDERS

Thrilling 1-2-3-8 to 10 p. Silent. Real Poker Play! 75% - 25% Coin Divider Model 1 or 20% - 20% Coin Divider Model 2. Extra Award Cards. Front. Gum Vendor. Buy 'Em By the Case!

1/3 With Order, Balance C. O. D.



Sample \$14.75. CASE OF 6, \$80.00

**TRIMOUNT COIN MACHINE CO.**

1292 WASHINGTON STREET BOSTON • MASSACHUSETTS

**A. B. T.'s NEW BIG GAME HUNTER**

**\$34<sup>50</sup>**

F.O.B. Shipping Point



LOWER PRICES TO QUANTITY BUYERS

**IT'S A GOLD MINE!**

Order quick from

**THE VENDING MACHINE CO.**

205-15 Franklin St., Fayetteville, N. C.

**Eddie Ginsburg . . . To Ranks of Benedict**

CHICAGO, Dec. 2.—One of the coin machine industry's best known personalities and most eligible bachelors has gone the way of all flesh and is now a full-fledged benedict.

When Eddie Ginsburg announced his forthcoming marriage to Adele Glasberg, the response from well-wishers all over



EDDIE GINSBURG

the country brought bags of fan mail. The couple were married yesterday at the Belden-Stratford Hotel, Chicago. They went South on a honeymoon trip.

A few days before the wedding Ginsburg was tendered a bachelor's party by coin machine manufacturers and members of allied industries. The affair was held at the home of his brother and partner, Morrie Ginsburg. Acting as spokesman for the group, Dave Gottlieb paid tribute when he said: "This turnout is a splendid example of what we all think and how we feel about Eddie Ginsburg."

Prior to the party the employees of Atlas Novelty Company presented their boss with a set of traveling bags. The presentation speech was made by Irv Oritz, who abandoned a vacation trip in order to be present for the occasion.

The coin machine industry extends its wishes for a lifetime of business to Eddie Ginsburg and his bride.

**G&G Uses Imp To Play Santa Claus**

CHICAGO, Nov. 30.—"We're playing Santa Claus early this year," report Paul Gerber and Max Glass, heads of Gerber & Glass, Chicago, as they announce a special price on case lots of Grotchen's Imp.

"By special arrangement with the Grotchen Tool Company," said Glass, "we're reducing the case-lot price of Imp. This is news which will be welcomed by every operator. We decided that this pre-Christmas present was too big to keep, so instead of waiting three weeks, we're beating the old man at his own game and passing on this Christmas present to operators now."

"These are brand-new models, the latest to be produced. Imps come in 1, 5, or 10-cent play. We thought for some time about an appropriate Christmas gift for operators who have so loyally supported us in the past. We picked Imp because of its proven money-making ability, its wide familiarity among operators and locations, and its trouble-free, easy operation."

**Hundreds Attend Philly Open House**

PHILADELPHIA, Nov. 30.—Nearly 600 persons attended the recent week-end party held by the Automatic Amusement Company, Philadelphia distributors headed by Frank F. Engel and Michael Spector. The firm also conducts offices in Baltimore, Md., and Wilkes-Barre, Pa.

Everything was on a grand scale for the huge party, including the invitation sent to Philadelphia coinmen. The invitation was in letter form and was 17 by 22 inches in size, printed in two colors. Occasion for the party was expressed in the announcement, "We have

starting new money-makers for you just received from our factory, the J. P. Seeburg-Corporation."

One of the high spots was the presentation of the new wireless remote control Wallomatic, Engel and Spector reports. These are used to convert 16, 20, or 24-record phonographs into remote control equipment.

Philadelphia coinmen, their families, and friends streamed into Automatic Amusement Company's display rooms from Friday evening, November 8, until the party finally closed, Sunday evening, November 10. Operators present hailed the good time and the equipment displayed by the firm.

Engel and Spector, after the affair was over, declared: "We were amazed by the number of persons who attended our party. Naturally we were happy to have so many attend the showing of remarkable new devices which we featured. We believe everybody enjoyed himself and learned of ways to increase operating profits. All in all, we're happy over the entire affair."

**Business Up for Rex Amusement**

ALBANY, N. Y., Nov. 30.—Commenting on business in general and machines in particular, A. N. Delaporte, chief executive of Rex Amusement Company, of this city and Buffalo, is enthusiastic over present conditions and future prospects.

"Business has never been better," he stated. "It is especially gratifying to note the response to such offerings as the machine gun hit, Keeney's Air Raider. This one machine that our customers can't seem to get enough of."

"When a machine has the money-making features that Air Raider provides, it would be a pretty slow operator who didn't go to town with them on all his locations. Judging from the way we're shooting Air Raiders out to our customers every day, I'd say that every coin man in the country is alert to the great profit possibilities in Air Raider."

**SEND FOR Atlas BARGAIN GUIDE!**

World's Largest Stock of Reconditioned Machines at Value-Giving Prices!

Rebuilt Mills 1c BLUE FRONTS, Latest Serial Numbers, Crackle Finish—Only . . . . . \$42.50

KEENEY'S ANTI-AIRCRAFT, Black. 69.50  
Western's BASEBALL, Deluxe Model, Walnut Cabinet, F. P. Payout. . . 99.50

Seeburg's CHICKEN SAM RAYOLITE 62.50  
Evans' TEN STRIKE GAMING Game. 59.50  
Mills' JUMBO PARADE, F. P. . . . 114.50

**CONSOLES**

Derby Day, Giant Top . . . \$34.50  
Fast Time, 40 (Jennings) 79.50  
Good Luck, Marbles . . . 82.50  
Lampshades ('38) . . . . . 44.50  
Saratoga (Pace) . . . . . 79.50  
Skill Time ('38) . . . . . 82.50  
Tandem . . . . . 29.50  
Triple Entry . . . . . 112.50

**PHONOGRAPHS**

SEEBURG'S  
Model C—12 Records . . . \$32.50  
Gem—1938, 20 Records, 124.00  
Royal—1938, 20 Rec. . . . 84.50

ROCKOLA'S  
1939 Counter Model . . . \$89.50  
Monarch—1938, 20 Rec. 89.50  
Window—1938, 20 Rec. 84.50  
Standard Luxury Lightup, 120.50

WURLITZER'S  
61—1939 Counter Model \$82.50  
412—12 Records . . . . . 34.50  
600—24 Rec., Keyboard, 147.50  
600A—24 Rec., Slipproof, 139.50  
716—16 Records . . . . . 51.00

MILLS'  
DeLuxe Dancemaster . . . \$21.50  
Studio—1938, 20 Records 39.50  
TITLE STRIPS—40¢ PER 2,000

**PAYTABLES**

Gold Medal . . . . . \$64.50  
Grandstand . . . . . 77.50  
Grand National . . . . . 84.50  
Hearthstone . . . . . 62.50  
Pacemaker . . . . . 83.50  
Sport King . . . . . 117.50

**BELLS**

Mills' 8¢ Melon Bell . . . \$52.50  
Pace 5¢ Deluxe, Slip Proof 49.50

**COUNTER GAMES**

Baby Track, 5¢ \$5.50  
Ball Game, 1¢ . . . 5.50  
Big Reels . . . . . 5.50  
Blue Bonnet, 1¢ 9.50  
Clock in House, 1¢ 8.50  
Deuces Wild, 1¢ 9.50  
Dice—Match . . . . . 5.50  
Draw 21, 1¢ . . . . . 5.50  
Pick-a-Pack, 1¢ 5.50  
Keno, 1¢ . . . . . 5.50  
King's Honor . . . . . 5.50  
Magic Clock . . . . . 5.50  
Match-Em, 1¢ . . . . . 5.50  
Mercury, 5¢ . . . . . 16.50  
Penny Draw . . . . . 5.50  
Penny Smoke . . . . . 5.50  
Pick-a-Pack, 1¢ 5.50  
Poker Ace, 1¢ . . . . . 5.50  
Punch-a-Ball . . . . . 1.05  
Punch-a-Ball . . . . . 1.05  
Reel Spot . . . . . 5.00  
Reel 21 . . . . . 5.00  
Sandy's Honor . . . . . 7.50  
Skill Draw, 5¢ 10.50  
Skill Jump, 1¢ 16.50  
Sun Fun, 5¢ . . . . . 4.50  
Tavern, 1¢ . . . . . 4.50  
Tot, 1¢ . . . . . 17.50  
Tri-Pak, 1¢ . . . . . 7.50  
21 Vendor . . . . . 5.00  
Vest Pocket Bell 29.50  
Zebray, 1¢ . . . . . 5.50  
Zig Zag, 5¢ . . . . . 5.00

**ATLAS NOVELTY CO.**

The House of Friendly Personal Service  
2200 N. WESTERN AVE., CHICAGO, ILLINOIS  
Assoc. • ATLAS AUTOMATIC MUSIC CO., 3233 Grand River, Detroit  
Offices • ATLAS NOVELTY COMPANY, 1901 Fifth Ave., Pittsburgh

TERMS: 1/3 Dep. Balance C. O. D.

**FOR A BANNER SEASON BUY**

**"CUB" AND "ACE"**

3 REEL-3 WAY PLAY WITH COIN DIVIDERS

5 REEL POKER PLAY WITH COIN DIVIDERS

SAMPLE \$1395 CASE OF 6 \$7500

SAMPLE \$1495 CASE OF 6 \$8000



**BANNER SPECIALTY COMPANY**

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

**IMP**

NOW ONLY SIX for \$60<sup>00</sup>

100% SATISFACTION GUARANTEED

MAYFLOWER NOVELTY CO.

1507 University Ave. St. Paul, Minn.



## Distributors Attend Conference And Find Themselves "In School"

INDIANAPOLIS, Nov. 30.—The Capehart spirit enthused the scores of district managers and distributors who attended the two-day sales conference of the Packard Manufacturing Corporation here November 25 and 26. The opening session was held at the Hotel Claypool and Homer E. Capehart, president of the Packard firm, outlined the general policies and program for the firm. He explained that the conference would be in the form of a school and also announced that Packard would conduct a school for operators and service men who wish to attend. The school will be held the first three days of each week at the Packard plant, starting December 2. He announced there would be no charge for the course and that operators and service men should come from everywhere to take advantage of the course. Harry Drollinger, pioneer music man of the country and a member of the Packard engineering staff, will be in charge of the courses.

District managers and Packard distributors came from all sections of the coun-

try to attend the first conference. Following the Monday session they were entertained at a banquet that evening and also enjoyed an attractive floor show. Members of the Packard staff were introduced at the banquet.

With instructions to "be in bed by 11:30 p.m.," delegates to the conference conformed with variations, then came to the Packard plant Tuesday morning for another day at "school." Members of the engineering staff were introduced, including Ed Collison and Harry Drollinger, long known in the music field. Capehart said he planned to make the engineering staff of the Packard firm eventually one of the best known engineering staffs in any industry in the country.

During the Tuesday sessions the engineering staff explained the various details and technical points of the new Pla-Mor wall box recently introduced by Packard. Distributors were invited to ask all sorts of questions and to make criticisms of the product. Certain improvements would be made in the box

## ADVANCE REGISTRATION FORM

1941 Coin Machine Show—Hotel Sherman, Chicago  
January 13-14-15-16, 1941

THE BILLBOARD  
54 W. Randolph Street  
Chicago, Ill.

Gentlemen: Please have my admission badge ready for me at the 1941 Coin Machine Show registration desk.

Name .....  
(Please print plainly)

Address ..... City and State .....

I am connected with the industry as I have indicated in checking the following:

Operator  Jobber  Distributor

I operate the following types of machines:

Amusement  Music  Merchandise  Scales

Other types, if so list .....

Signature .....

Please enclose letterhead or business card as identification.

You may register for others in your firm by listing on a separate piece of paper and attaching to this registration blank.

MAIL TO: COIN MACHINE DEPARTMENT,  
THE BILLBOARD, 54 W. RANDOLPH ST.,  
CHICAGO, ILL.

## WHY KID YOURSELF!

You've tried and got burned with novelty ideas—some good—some bad—

But HOW CAN ANYONE GET STUCK WITH A GAME THAT'S BEEN IN DEMAND FOR 4 FULL YEARS!

# MAJOR LEAGUE BASEBALL

Will Be Profitable for Years—Not just Weeks

TOKEN PAYOUT  
**TOT**  
THE GREATEST MONEY MAKING, SMALL SIZE COUNTER GAME EVER OFFERED!

SEND TODAY FOR WESTERN MAJOR LEAGUE BASEBALL FINANCE PLAN!

**WESTERN PRODUCTS, INC.**  
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

BUY "CUB" AND "ACE" FROM AUTOMATIC AMUSEMENT ... AND YOU'RE "AUTOMATICALLY" WAY AHEAD!!!



"CUB"  
3 Reel 3 Way Play With Coin Divider and 2 Separate Cash Boxes.  
Sample \$13.95 Case of 6 \$75

"ACE"  
5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes.  
Sample \$14.95 Case of 6 \$80



**AUTOMATIC AMUSEMENT CO.**

1000 PENNSYLVANIA ST. EVANSVILLE, IND.

You can ALWAYS depend on JOE ASH—ALL WAYS

ALL FREE PLAY  
Bowling Alley \$22.50  
Chameleon 17.50  
Chips 15.00  
Gold Cup 44.50  
Lucky Strike 17.50  
Miss 42.50  
1/3 With Orders, Balance C. O. D.

SPECIALS  
Champ \$24.50  
Super Six 17.50  
Sporty 37.50  
Super-charger 15.00  
Sports 15.00  
Topper 15.00  
Triumph 15.00

Legal Equipment  
Bally Ball's Eye \$84.50  
Chicken Sam 47.50  
Keeney Anti-Aircraft \$4.00  
Evans Ten Birds 49.50  
Gett. Skee-Ball \$116.50



**ACTIVE AMUSEMENT MACHINES CORP.**

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

PERMANENT INVESTMENT  
9 EVANS AUTOMATIC DUCK PIN ALLEYS

USED THREE MONTHS  
PRICE \$525.00 EACH

Finance Terms Can Be Arranged for Any Responsible Parties.

**ROBINSON SALES CO.**

8100 GRAND RIVER,

DETROIT, MICH.

In compliance with the suggestions made by distributors, Capehart said. The distributors present manifested a great interest in the discussions of the product. Other Packard products were also shown, but the main emphasis was on the wall box.

Those who registered at the Claypool Hotel for the two-day session were: Sam Ayo, Francis Adler, Clayton Ballard, Ray Becker, Russell E. Brandenburg, W. W. Beck, W. H. Bell, W. T. Brase, William J. Clair, A. N. Curtis, P. G. Crewe, Harry Cohen, Paul Clark, Roy Collard, Clarence Cathcart, H. E. Capehart, E. E. Collison, Paul Cohen, Leo J. Dixon, Harry I. Drollinger, Charles Ewing, Modestino Ezzo, Myron C. Erb, Allen Edwards, Gus Erickson, Sam Feldman, Joe Frank, John D. Fuller, R. L. Fuller, B. Frericks, Abe Granitstein, Walter Gummersheller, R. Greenbaum, F. Oigax, E. P. Grey, William Gerah, Sam Goldberg, W. F. Hamel, T. J. Hicklin, Bob Hunter, Jack Hudnall, Walter Hurd, Byron Haskins.

D. V. Kennedy, John W. Keller, O. F. Kramer, Edward Klein, Kenneth Grego, Jack Lovelace, Clarence J. Latscha, S. A. Loeb, Paul Lannerd, Eben Lehn, Jack Leslie, William Montrose, M. McGuire, Earl Montgomery, O. M. Morgan, Gil Moore, H. R. Matheny, George Meeker, Fred Mann, R. L. Maurer, B. Meyers, Ed McKinney, Dorman McShan, A. J. Navickas, W. H. Newell, Robert E. Oscar, D. R. Osborn, M. T. Pirimmer, Ben Palasant, Joseph Peskin, George Poner, John Quinlan, Arnold Rosen, Cap Retz, C. W. Reifsteck, E. E. Rullman, Ralph Rigdon, Earl Reynolds, Fred Babe, Lawrence Rial, G. Rosobro, K. B. Rothschild, Charles Rosen, Rollin H. Stewart, Sam Strahl, J. W. Stewart, Merle Sidenes, Sellman C. Schulz, Fred C. Steffans, D. V. Shelton, M. J. Smith, M. J. Smith Jr., Frank Standish, W. F. Struby, Paul Schaller, William J. Sachs.

George R. Thayer, Stewart Tongret, Ben Walenitz, Hugh Wilkinson, Edward C. W. Wischmeier, Glen Yullie, A. G. Zimmerman, Lee Augustus, Katherine Beechman, Betty Cox, Martha Mooney, Evelyn Roell, Ruth Speake, Josephine Ward, Charlotte Wehmeier, Mrs. Charles Ewing, Mrs. O. M. Morgan, Mrs. J. W. Stewart, Mrs. D. R. Osborn, Mrs. Cathcart, Miss Miller, and Mary Holliday.

Allis common council November 19 legalized the use of the machines. The ordinance, passed several weeks ago, becomes effective upon publication without the signature of Mayor Delbert Miller.

## Daval Speeds Up Production

CHICAGO, Nov. 30.—Al S. Douglas, of the Daval Company, says his firm, which recently introduced two new tiny-sized counter games, Cub and Ace, is all set for speedy production.

"We are going to arrange for the speediest delivery in all Daval's history," says Douglas. "Cash-iot shipments of Cub and Ace are the rule. Our factory has been geared for weeks in anticipation of the introduction of Cub and Ace."

"The great run we are enjoying on Marvel and American Eagle, token payout counter games, held us up week after week. As each week went by we prepared to introduce Cub and Ace. Each week we were swamped with more and more orders."

"In the meantime we have been preparing for the two new machines. New machinery has been purchased. More men have been trained. All men in our plant and all machinery are geared to swing into the biggest production schedule in our history."

"We have previously astounded the trade with production on counter games. But this time we believe we will exceed all production records. Present orders already indicate a definite hit. It is also noteworthy that all of our distributors have been ordering in case lots. This gives us the opportunity to do the kind of job we like to do—large volume production and precision construction."

# IMP

ALL STYLES — ALL COINS

SIX for \$60.00

IMMEDIATE SHIPMENT

BANNER SPECIALTY CO.

1530 Parrish St., PHILADELPHIA, PA.  
1508 Fifth Ave., PITTSBURGH, PA.

## West Allis, Wis., Okehs Pinballs

WEST ALLIS, Wis., Nov. 30.—Despite an editorial in The West Allis Star urging reconsideration of an ordinance licensing pinball machines and on the refusal of such action, calling upon the mayor to veto the ordinance, the West



**GUARANTEED BARGAINS**

- Wurlitzer 616 . 49.50
- With Ill. Grill . 54.50
- Wurlitzer 600 .142.50
- Wurlitzer 500 .149.50
- Wurlitzer 716 . 47.50

- Rockola
- Monarch 20 . 79.50
- Evans 10 Strike 59.50

Keeney Anti-Aircraft, brown } 82.50

Photomatics . .545.00

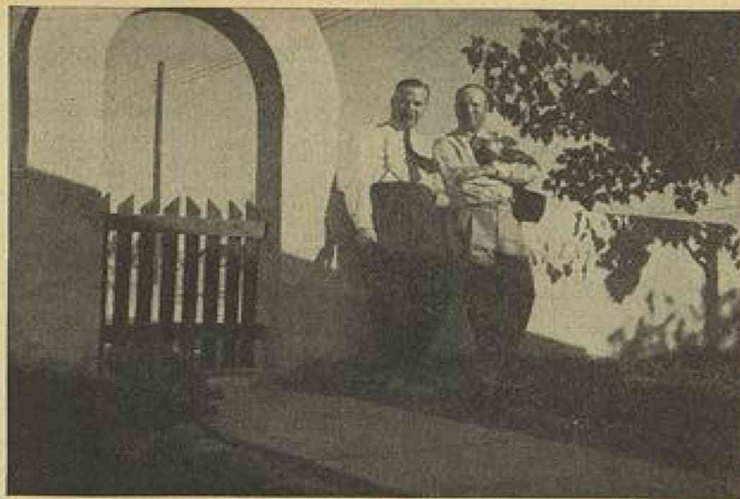
One-Third Deposit

Write for Free Literature on Remod. Phone

**GERBER & GLASS**

914 Diversey Blvd., Chicago

PHONOGRAPH HEADQUARTERS



**CHAMBER OF COMMERCE—PLEASE NOTE.** Ben Boldt, advertising and sales promotion manager of Rock-Ola (left), congratulates Ben Bennett, of Bennett Music Company, Phoenix, Ariz., on his beautiful home and beautiful Arizona. Bennett declares he likes Arizona because of fine support given him by operators on Rock-Ola phonographs and equipment.

**No Holiday Slump—Rothstein**

PHILADELPHIA, Nov. 30.—According to L. H. Rothstein, head of Banner Specialty Company, the usual pre-holiday slump in the coin machine field will not occur this year. "For a situation so unusual, we have to thank at least in part one of the greatest creations, Keeney's Air Raider.

"Notwithstanding the fact that the national defense program is releasing a lot of money in this area, it still takes a lot of powerful appeal to lure the coins from a Christmas shopping-minded public. Air Raider has just that appeal, and to how great a degree is not yet exactly known because not a day goes by but what some operator doesn't report a new earning record and all our former ideas of what this grand gun can do undergo a revision.

"With conditions outside our own industry as favorable as they are and with machines like Keeney's Air Raider to make coin men's efforts so profitable, it would take a dyed-in-the-wool pessimist to see anything but clear sailing these next few weeks and months. Come to think of it, I haven't heard a blue note at all."

**Milwaukee Coin Adds to Staff**

Milwaukee, Nov. 30.—"Due to a tremendous increase in business," says Sam London, official of Milwaukee Coin Machine Company. "We have been forced to add and train another service man to add installations on the new wall boxes to be used on all makes of phonographs.

"With the whole country dropping more nickels in the music machines, we're pressed to handle the rapid inflow of installation orders. But we've never been afraid of too much business—the more the better for everyone concerned. Judging from reports, the coming season is going to be the best in history for phonograph machines."

**Reese in Southern Illinois for Buckley**

CHICAGO, Nov. 30.—George L. Reese, field representative for Buckley Music System, Inc., Chicago, is covering Southern Illinois. The purpose of the trip is to personally acquaint the music men in that section with the Buckley Music System.

"Operators on whom George Reese will call will be greatly impressed with his knowledge of the music system business," said Buckley officials. "He is one of the first field men in this line of business so that he knows what it takes for the operator to get started with music systems and can acquaint him fully with

everything needed to successfully establish Buckley Music Systems in the territory.

"As operators in Southern Illinois haven't had an opportunity to get acquainted with Buckley Music Systems at first hand, Reese wants to get some installations set up immediately. This can be done after operators select locations where the system can be installed so that they can see it at first hand and see that it is troubleproof. They will also have an opportunity to look into the earnings, actually count the money, and see why a Buckley Music System can make this extra money for a music man."

**NEW LOW PRICE ON REBUILT MACHINES \$39.50 \$39.50**



**A FEW MORE LEFT GUARANTEED LIKE NEW**

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

**15-DAY MONEY-BACK GUARANTEE**  
**WATLING MFG. CO.**  
4640-4660 W. Fulton St.  
CHICAGO, ILL.

Est. 1880—Tel.: COLumbus 2770  
Cable address "WATLINGITE," Chicago

1c and 5c Models Hammerloid and Chrome



We serve the

**Western States**

with Mills

**Vest Pocket Bells**

and all other Mills Machines

**Mills Sales Co.**

- 16-40 Eighteenth St. Oakland, California
- 1491 West Washington Blvd. Los Angeles, California
- 1325 S. W. Washington Portland, Oregon



**OOH! WHAT BIG PROFITS YOU GET FROM**

DAVAL'S "CUB" AND "ACE"

3-Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes. 5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes.

SAMPLE	\$13.95	SAMPLE	\$14.95
Case of 6	\$75.	Case of 6	\$80.

**SOUTHERN AUTOMATIC MUSIC CO.**

"The House That Confidence Built"

542 S. 2nd St. ★ 312 W. Seventh ★ 531 N. Capital ★ 425 Broad  
LOUISVILLE, KY. ★ CINCINNATI, O. ★ INDIANAPOLIS, IND. ★ NASHVILLE, TENN.

FROM THE HOUSE OF		DEPENDABLE SERVICE	
<b>FIVE BALL FREE PLAYS</b>	Chvrolet ... \$15.00	On Deck ... \$55.00	<b>ONE BALL FREE PLAYS</b>
All-Balls ... \$15.00	Comedore ... 32.50	Pick-Em ... 25.00	Europe ... \$58.00
Big Six ... 17.50	Cadillac ... 43.50	Polo ... 32.50	1-2-3-4 ... 35.00
Big Town ... 35.00	Contact ... 15.00	Roly ... 39.50	varied ... 35.00
Big League ... 39.50	Duke Ranch ... 53.50	Spacer Baseball ... 25.00	Prankness ... 25.00
Barge ... 17.50	4-6-8 ... 25.00	Side Kick ... 15.00	Arkness ... 25.00
Big Show ... 32.50	Fallen 1940 ... 29.50	Supercharger ... 25.00	5 in 1 ... 69.50
Blonde ... 52.50	Fifth Ending ... 15.00	Super 8 ... 25.00	1940 1-2-3-4 ... 110.00
Bowling Alley ... 32.50	Head Liner ... 25.00	Speedway ... 59.50	Goop ... 45.00
Bordertown ... 49.50	Liberly ... 15.00	Toppers ... 15.00	1-2-3 (Top Hat) ... 59.50
Champion ... 25.00	Landlides ... 59.50	Up and Up ... 15.00	Victory ... 59.50
Cowboy ... 47.50	Fleet ... 55.00	Variety ... 25.00	
Chief ... 15.00	Lucky Strike ... 32.50	Wings ... 55.00	

Half Deposits—Balance C. O. D. Write for Our Complete List.  
**CLEVELAND COIN MACHINE EXCHANGE, 2021-05 Prospect Av., Cleveland, O.**

**IMP** NOW ONLY **SIX for \$60.00**  
100% SATISFACTION GUARANTEED  
**RICHARD JOHNSON AMUSEMENT CO.**  
28 Morris St. Charleston, S. C.



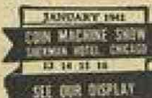
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PREPARE FOR  
A PROFIT BARRAGE!

★ The bang-up new hit of the hour, tuned to the mighty topic of Preparedness! Has tremendous appeal—action like a blitzkrieg, colorful as the red, white and blue! Gives players an all-around whirl with army, navy, marines, air corps, munitions, shipbuilding, etc. Top flight thrills! 4 ways to win: High Score, Sequence, Special Rollovers, and Special Combinations.

Defend your locations with DEFENSE!

ORDER IMMEDIATELY



**THE BAKER**  
NOVELTY CO., INC.  
2626 W. Washington Blvd., Chicago, Ill.



\$104.50

## Chi Coin Works On New Machine

CHICAGO, Nov. 30.—Thru the guarded portals of the designing room at the Chicago Coin Machine Company comes word of a surprise for operators.

Said official Sam Wolberg: "In order for it to be a real surprise I am not at liberty to divulge the nature of this new Chicago Coin game. Operators can be sure that it will be full of new ideas that are profit-designed for long-time operation."

"Altho it seems strange to announce a new game while our latest hit, All-American, is still keeping production lines humming, we feel that our next release is too good to keep under wraps," advises Sam Gensburg, co-official.

"Secret tests have given us an insight into its money-making possibilities, and in line with Chicago Coin's policy, we want the country's operators to realize on the new game's potentialities without too great a delay. Consequently coin men can soon expect a formal announcement of what we are sure will prove to be the greatest game of its kind the industry has ever known."

## Manhardt Opens Milwaukee Business

CHICAGO, Nov. 30.—Vic Manhardt Sr. and son were at the Chicago offices of the Mills Novelty Company Wednesday (27) and announced that December 19 and 20 they would open their new headquarters at 547 N. Sixteenth Street, Milwaukee.

They will occupy the entire building and will be right in the center of things, just a few minutes' run from all important parts of the city. The new site is near amusement and business points.

Over 300 important operators and distributors are invited to attend this big opening party. Manhardt promises everyone a marvelous time, with plenty of refreshments, favors, and door prizes. Reception, open house, and Christmas party will take up the two days.

Featured will be the new Panoram Soundies movie machine. "An extraordinary amount of interest has already been expressed in Milwaukee about these coin-operated movies," said Manhardt.

"Every day I get a number of phone calls from people asking me about the machine. So now I'm going to show it and give them all a chance to see this marvelous automatic device for themselves.

"I am inviting celebrities of the stage, sports, and music worlds. I understand there will be a large delegation coming from Mills, and there is a possibility that Ralph Mills, vice-president of Mills Novelty, will be at the presentation of Panoram to Milwaukeeans."

## Imp Sales Volume Savings to Coinmen

CHICAGO, Nov. 30.—To express to customers our appreciation for the acceptance which they have accorded to Imp—sales having passed the 60,000 mark—Groetchen Tool Company and its associate distributors are offering Imps to operators at a new low case-lot price, report Groetchen officials.

"When we first decided to go into the production of Imp, we spent a small fortune in tooling up for production," says Groetchen officials. "Never before in our history did we build such elaborate precision tools, die casting molds, and assembly fixtures. As a result of this precision tooling, done in our own large tool plant, Imp became the outstanding precision counter game, estab-

lishing an all-time record for mechanical dependability.

"Sales have far exceeded our original expectations. It is this sales volume which has enabled us to amortize completely our tool investment and to pass on the resulting savings to our customers.

"Effective December 1, a new case-lot price has been established, and distributors all over the country are inviting their customers to profit from the new low price on Imp which makes this game the greatest bargain obtainable."

## St. Louis Biz Up, Says Haneklau

ST. LOUIS, Nov. 30.—A new spirit is being shown by coin machine players throughout the territory in the St. Louis area, according to A. G. Haneklau, chief of Olive Novelty Company. "There's been a real revival of interest in coin game play since Keeney's great machine gun, Air Raider, made its appearance on St. Louis locations," he said.

"Air Raider is tops for real fun and thrills. It's easy to see why all the big play is centered in Air Raider. Accordingly, operators seem to be centering all their attention on making every location an Air Raider spot, and they're doing a good job of it, if I am to judge by the great number of these Keeney guns that have gone thru our shipping rooms."

## WINNERS

From the House of Winners

PAYTABLES	
Spinning Reels	\$50.50
Grand Nationals	89.50
Pacemakers	84.50
Grandstands	79.50
Track Records	78.50
Stagger Uppers	47.50
Sport Page	47.50
Hawthorn	47.50
Gold Medal	44.50
Blue Ribbon	44.50
Man of War	37.50
Mills 1-2-3, Late Model Payoff	32.50
Feed Bag	19.50
Klondike	19.50
Academy	19.50
Across the Board	12.50

### AMUSEMENT SKILL MACHINES

Keeney's Red Aircraft Machine Gun (Black Cab.)	\$59.50
Western Deuce Baseball, Walnut Cab., F.P. & Payoff	33.50
Western Baseball Payoff	33.50
Tom Mix Radio Rifle	37.50
Evans' Ten Strike	42.50
Seaborn Ray o Lite	35.00
Billy Alley	22.50
Groetchen Metal Typex, Late Model	89.50

### NOVELTY FREE PLAY MACHINES

Mills 1-2-3, Free Play	\$64.50
Sweet Stop	39.50
Keeney's Score Champ	39.50
Wings	44.50
Big League Look	44.50
Keeney's Red Hot	32.50
Lite a Card	34.50
Billy Scope	24.50
Supercharge	24.50
Lucky Strike, Console Cab.	28.50
Lucky Strike	17.50
Rebound	16.50
Billy Paramount	10.00

### CONSOLES

Mills Four Balls	\$249.50
Pace 1940 Baseball	150.50
Rollette Junior, New Escalator Head	78.50
Mills Square Balls	89.50
Exhibit El Dorado, Floor Sample	62.50
Billy Four Horseshoe, Floor Sample	69.50
Exhibit Long Champ, Double Coin Chute, Five Cent	37.50
Jenny's Luck	35.50
Mills Flasher	24.50
Track Time, Red Cab.	32.50
Exhibit Bull's Eye	29.50
Western Dewey Junior	29.50
Mills Rio	24.50
Exhibit Chuckle, Jockey Club & Race, 7-Coin Heads	27.50
Exhibit Jockey Club, Coin Chute	19.50
Jennings Parlay Races	19.50
Jennings Bunco	12.50
Domino	10.00

1/3 Deposit With Order, Balance C. O. D.  
Write for Prices on Other New and Reconditioned Money-Making Equipment. Immediate Service on All Orders.

## SILENT SALES CO.

200 Eleventh Ave., South  
Minneapolis, Minnesota

# YES!



YOU HAVE COMPLETE CONTROL  
OVER THE GOLD AWARD ON THE  
**AMERICAN EAGLE**  
MYSTERY PAYOUT GOLD AWARD MODEL

★ That's WHY more and more operators are now buying MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE. To play can award as high as \$5.00 on Gold Award token. So Play can award as high as \$25.00 on Gold Award token. Cash in NOW by rushing your order to your nearest Daval distributor TODAY!!

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

## THE MARKEPP COMPANY

3328 Carnegie Ave., Cleveland, O. ★ 1410 Central Pkwy., Cincinnati, O.

IS THE PLACE TO BUY  
"CUB" AND "ACE"



3-Reel 3-Way Play  
With Coin Dividers

5 Reel Poker Play  
With Coin Dividers



1/2 With Orders, Balance C.O.D.  
CASE OF 6 — \$75.00

SAMPLE \$13.75  
SAMPLE \$14.75  
CASE OF 6 — \$80.00

BUY 'EM BY THE CASE!!

## Hurrah! Let's Ship All of Them to Britain

NEW YORK, Nov. 30.—No, we don't mean destroyers or flying fortresses, or bomb sights, or any other material of war. We refer to a recent use of an essential item by Britain, the loss of which item in the United States would be of incredible aid to the United States own coinmen.

A news report reaching here reveals that in answer to an appeal for scrap metal, borough electricity departments in Britain sent within two weeks 120 sacks of metal slugs which had been deposited in household electric meters in place of coins.

U. S. coinmen, please note!

# IMP

ALL STYLES — ALL COINS

SIX for \$60.00

IMMEDIATE SHIPMENT

AJAX NOVELTY CO.

2707 Woodward Ave., DETROIT, MICH.



### HARRY'S GOT 'EM!

## "CUB" 3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

★ REAL OPERATOR'S MACHINE!  
★ Separate Cash Boxes and Davak's Famous Coin Dividers. Stand and Divider Model 750-250. Also available in 80% - 20% model. Take your choice of Cigarette Fruit or Nuts. 100% C O R R E C T QUICK!



**SAMPLE \$1395**  
**CASE OF 6 \$7500**

## "ACE" 5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

★ Illustrious hood for meters. Out-down TOR. Gum Vendor. No coin window. Coin tray when not being played. 2 1/2, 5, 10 or 15¢ coin REEL. WORKS LIKE A FLAT!



**SAMPLE \$1495**  
**CASE OF 6 \$8000**

**H. G. PAYNE CO.**  
312-314 BROADWAY  
NASHVILLE, TENN.

### Bally Attention Getting Big Play

CHICAGO, Nov. 30.—"Attention is getting plenty of attention," says George Jenkins, general sales manager, Bally Manufacturing Company. "Operators and distributors are paying attention to Attention, because they are finding that the game really gets attention on location—attention and plenty of cash-box recognition."

"The immediate success of Bally's newest convertible free-play or novelty game is no surprise to us here at Bally. Because we packed into it all the greatest play-stimulating cash-getting ideas. First of all, high-score. Then the famous lights-out or spottem skill idea, whereby the player starts scoring one free game per hit after all bumpers have been hit at least once. Attention also has the ever-popular out-ball return feature, but this can be changed to score free games instead of returning out-balls."

"Last but not least, there is the new top-o-dial feature which rings up from 1 to 75 free games for the skillful player. Altho not a reserve feature, the top-o-dial packs all the punch of a reserve and insures plenty of repeat play."

"Reports from the first few hundred Attention games on location prove that Bally has come up with another handsome money-maker for operators. As a result of early collection, repeat orders are starting to flood the factory, and we have already had to increase production twice to keep up with the demand."

### Robbins Offers Apple Vender

BROOKLYN, Nov. 30.—"It's a well-known slogan that 'an apple a day keeps the doctor away,' and many people would eat more apples if they were conveniently displayed and in a sanitary manner," said Dave Robbins, of D. Robbins & Company.

"That's why we are manufacturing a counter display stand for apples," he continued. "This device requires only eight inches of counter space. It holds 25 apples, wrapped in cellophane. An attractive display sign fits on top of the stand, calling attention to the fact that the apples are cellophane wrapped and delicious to eat. Operators can place these stands in drug stores, cigar stores, hotels, billiard parlors, bowling alleys, bus terminals, etc. The apples are either sold outright for cash to the merchants or the merchant receives a percentage on sales."

"In either case the operator nets a profit on each apple sold. Hundreds of these display stands are now being profitably operated in New York locations."

# JOIN UP WITH MONARCH

★

## ONE BALL AUTOMATIC PAYOUTS

Santa Anita \$125.00	This Heddon \$57.50	Mills Flasher \$39.50
Grand National 94.50	Sport Page 52.50	Fairground 25.00
Grandstand 74.50	Hawthorne 57.50	Hey Day 37.50
Gold Medal 55.00	Mills 1-2-3 39.50	Feed Bag 37.50

## LEGAL EQUIPMENT

Seeburg Shoot the Chutes Ray Gun, like new \$117.50	Keeney Anti-Aircraft Gun, Guaranteed Perfect \$ 69.50
Evans Ten Strike 64.50	Seeburg Hockey 1c or 5c 29.50
Gottlieb Skee-Ball-Ette 64.50	Groetchen Metal Typer, Late Model 700 Discs 109.50
Seeburg Chicken Sam Console 64.50	Western Baseball, 1940 Model, F.P. 64.50
Exhibit Vitalizer 69.50	

## AUTOMATIC PAYOUT CONSOLES

Keeney Pastime, new appearing \$144.50	1940 Pace Reels, 25c play, chrome rails, slugproof \$89.50
Keeney Triple Entry 124.50	Bally Royal Flush, card console, slugproof 99.50
1939 Pace Saratoga, Slugproof, 5c, 10c, 25c play 79.50	Keeney Track Time, '38 skill, check separator 87.50
Evans Galloping Dominos, new head, walnut cabinet 74.50	Jennings Multiple Racer 49.50
Mills Square Bell, Skillfield check separator 69.50	Bally Teaser 24.50
	Evans Galloping Dominoes 35.00

## COUNTER GAMES

Gottlieb Triple Grip \$ 9.50	A. S. T. Challenger \$16.50
Groetchen Sparks Cent-A-Pak 7.50	Little Merchant, Cig. Reels \$7.50
Cent-A-Smoke 7.50	Mill Wheel 7.50
Bally Sum Fun 5.00	Little Gypsy 5.00
Track Reel 8.50	Win-A-Pak 7.50
Reel 21 5.00	Pingo 9.50
Reel Dice 5.00	Reel Spot 6.50
Club House 5.00	Reel Races 5.00
Target Skill 12.50	Groetchen 21 6.50
Daily Races Jr. 7.50	Merry-Go-Round 3.50
Bally Nugget 5.00	Indian Dice 11.75

**TERMS: 1/3 DEPOSIT — BALANCE C. O. D.**  
**MONARCH COIN MACHINE CO.**  
1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

### LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

#### FIVE-BALL FREE PLAY GAMES

Reel Specials \$114.50	Bally Progress \$64.50
Bally Gold Cup Console 57.50	Keeney Speedways 59.50
Dodge Razzdazz 75.50	Baker's Birdie 59.50
Limelights 54.50	Bowling Alley 34.50
Vacations 49.50	Red Hot 34.50
Castles 47.50	Punch 34.50
Mills 1-2-3 44.50	Super Sixes 32.50
Merry-Go-Rounds 39.50	Charms 29.50
Yacht Club 44.50	Flagships 27.50
Sweet Slops 39.50	Titanics 22.50
Comets 37.50	Baker 4-5-6 22.50
Oh Johnny 39.50	Big Sixes 19.50
Big Towns 34.50	Bangs 19.50
Arrow Heads 29.50	Baker Twinkle 19.50
Baker Shuttle 47.50	Fifth Inning 17.50
Baker Playmate 59.50	

#### PHONOGRAPHS

Rock-Ola 1939 De Luxe, late models \$144.50
Wurlitzer 500 Keyboards 144.50
Rock-Ola 1939 Standards, late models 129.50
Seeburg Regals 124.50
Seeburg Gems 114.50
Wurlitzer 616's, illuminated grilles 94.50
Rock-Ola Rhythm King 16's 39.50
Rock-Ola Rhythm King 12's 29.50

#### CONSOLES

Jennings 1940 Fast Times 99.50
Pace 1940 Saratoga 99.50
Pace 1939 Saratoga, 5c, 10c, or 25c play 79.50
Jennings Liberty Bells 24.50

#### LEGAL EQUIPMENT

Jennings Roll-in-the-Barrel, like new \$89.50
Keeney Anti-Aircraft Gun 69.50
Bally Bull's-Eye 54.50
Seeburg Chicken Sam, with base 49.50
Rock-Ola Ten Plus 47.50
Rock-Ola World Series 34.50
Bally Alley, late models 27.50

Send for our Complete Catalog Listing Free Play Games, Counter Games, Phonographs, and Supplies. All Machines Reconditioned Ready to Operate. 1/3 Cash With Order, Balance C.O.D.

**BADGER NOVELTY CO.**  
2648 N. 30th, MILWAUKEE, WIS.

### PHONOGRAPH SPECIAL

Wurlitzer 616, 16 Record \$ 40.00
Wurlitzer 600, Rotary Selector 115.00
Wurlitzer 600, Keyboard Selector 135.00

1/3 Deposit With Order

**SUSET PHONOGRAPH DISTRIBUTORS**  
1286 52nd Street, Brooklyn, N. Y.



**IS YOUR LUCKY DAY!**

OPENING DAY OF THE  
**COIN MACHINE SHOW**  
SHERMAN HOTEL  
**CHICAGO**  
JANUARY 13-16, 1941

LUCKY 13 STICKER, which manufacturers and distributors are placing on letters to tell the world about the 1941 Coin Machine Show to be held at the Sherman Hotel, Chicago, January 13 to 16, 1941. The sticker is printed in red, white, and blue.

## CHRISTMAS SEALS



**CHRISTMAS Greetings 1940**

Help to Protect Your Home from Tuberculosis





**NOTICE!**



Get Joe Calcutt's Prices from  
**THE VENDING MACHINE CO.**  
 205-15 FRANKLIN ST., FAYETTEVILLE, N. C.



WEEK-END PARTY given by Automatic Amusement Company, Philadelphia distributor, resulted in this large group of coltmen and their families attending on one of the days. The party was held at the firm's main offices November 8 to 10.

**Marmer Reviews Record Breakers**

CINCINNATI, Nov. 30.—"I've handled a lot of money-making equipment in my time," says William (Bill) Marmer, head of Seckling, Inc. "Most coin men will agree with me on that score. If I were to list all the top-notch machines that have been distributed thru this organization it would be a long list.

"In their various classifications it would have been difficult to choose one that stands out above all others for earning power and long life on locations, but today there's a new star on the horizon that changes the picture.

"Let any man ask me now what I consider the all-time number one game and my answer is mandatory—Keeney's Air Raider. No game that I have ever seen or heard of has created so impressive a record in its entire lifetime as has Keeney's marvelous machine gun in its comparatively few weeks of operation throught the country. It tops my list of history-making equipment in point of action, appeal, thrills, fun, and cold cash profits."

**Keeney Ups Air Raider Production**

CHICAGO, Nov. 30.—Production schedules on Air Raider, machine gun game, was hiked again at both Keeney plants, according to J. H. Keeney, head of J. H. Keeney & Company.

"We are not at all surprised at this development," said Keeney. "After the first few days of operation of Air Raider around the country we were certain that this gun was going to hold player interest to a greater extent than anything else being offered now in coin amusement devices.

"Succeeding reports on play and earnings are bearing us out in our opinion. The demand for Air Raider has never been so great as it is now, and like a

**Proper Advertising and Equipment Backbone of Business, Says Al Stern**

CHICAGO, Nov. 30.—Al Stern, official of the Monarch Coin Machine Company, tells a story that is interesting. It seems that a visitor in Chicago, coming from the Southwest, was killing time in the lobby of the Palmer House, Chicago hostelry.

The visitor went to the newsstand in the lobby, picked up a copy of The Billboard and was intrigued by the caption of Monarch's advertisement in The Billboard's November 16 issue, which read: "Enlist in the Army of Monarch Operators."

The gentleman from the Southwest immediately took a cab to the Monarch offices. After a lengthy discussion on various equipment, relates Stern, as well as a thoro study of territorial conditions in the Southwest, the visitor placed an order on which he made a \$2,000 deposit, Stern reports.

"It simply demonstrates once again the power of proper advertising," said Stern, "backed up by intelligent selection of suitable equipment. That in a few words is the foundation of our business."

snowball, it rolls right on, getting bigger every day.

"Like a snowball, too, profits are growing greater with each day of operation on the individual locations. It's proud I am that my organization is responsible for putting so powerful a money-maker in the hands of the operating fraternity."

**PAYOUT TABLES**

Spinning Reels \$39.50	Stoner Champ \$19.50
Man o' War... 44.50	Hey Day... 19.50
Gold Medal... 44.50	Fleetwood... 19.50
Blue Ribbon... 44.50	Kendrick... 19.50
Pot Shot... 34.50	Derby Time... 19.50
Flasher... 24.50	At Star Ben... 19.50
Gettich Liberty Bell	Hot Em... 19.50
pie Races... 19.50	Entry... 19.50
Across the Board... 19.50	Feed Bag... 19.50

**CONSOLES**

Lucky Loose	\$199.50
Bucky Busters	199.50
Buckley Fishing Innie	199.50
Mills Jumbo Parade—Free Play	199.50
Royal Draw	99.50
1938 Galloping Domino	99.50
Evans Rollette	99.50
Saracola Skipper	79.50
1938 Galloping Domino	79.50
Secure Bell	67.50
Rays Track	39.50
Multiple Liberty Bell	39.50
Good Luck	39.50
Turf Console	19.50
Deluxe Bell	14.50
Domino	14.50

**FREE PLAY GAMES**

Short Stop... \$27.50	Clipper... \$12.50
Congo... 22.50	Alway... 12.50
Stoner Baseball... 19.50	Fantasy... 15.00
Airliner... 15.00	Rebound... 12.50
Contact... 15.00	Jumper... 12.50
Follow Up... 15.00	All Stars... 12.50
Liberty... 15.00	Davy Jones... 12.50
Lucky Strike (Genco)... 15.00	Paramount... 10.00
	Zip... 12.50

**PHONOGRAPHS**

Scoring Classic—Marble	\$169.50
Wurlitzer 24	84.50
Rockola Rhythmic Master, 20 Record	55.00
Rockola 16	45.00
Wurlitzer 21	45.00
Cinematone—Patry Phono New	35.00

**COUNTER GAMES**

Martell, Slightly Used... \$19.75	Cent a Pack... \$ 0.50
Liberty, Slightly Used... 19.75	Track Reels... 7.00
Seven Grand... 10.00	Jeff... 6.50
Base... 10.00	14 Ball Gum... 4.50
Boards, 1c... 12.50	Penny Smoke... 4.50
Empire, Taken... 7.50	1c Ball Gum (Fortune)... 4.00
Reynold... 7.50	Roll 21... 3.50
Cent a Smoke... 6.50	Punchett... 3.50
Base... 6.50	Twenty One... 3.50
Tripack... 6.50	Horseshoes... 3.50

**PEANUT MACHINES**

Jennings Sanitary Venders	\$ 8.50
Silver Ball Venders	7.50
Hamilton Mickey Mouse Venders	4.50
Columbus Venders	3.50
Northwestern Venders	3.50
Around the World	12.50
Jennings Grandstand	9.50

**MISCELLANEOUS**

Roll in the Barrel	\$99.50
Metal Type	89.50
Keeney Anti-Aircraft—Brown Cab	79.50
Keeney Anti-Aircraft—Black Cab	79.50
Chicago Sun	64.50
Ten Strike	49.50
Ten Plus	49.50
Gettich Snake Rollette	44.50
1938 Western Baseball	44.50
Rock O Ball	39.50
Wurlitzer Snake Ball	39.50
Vitalizer	39.50
Jennings Automatic Library	39.50
Billy Lucky Strike	29.50
Billy Alley	20.50
Exhibit Bowler	19.50
Casino Golf	19.50

1/3 Deposits With Order—Balance C. O. D.

**MAYFLOWER NOVELTY CO.**  
 2218 UNIVERSITY AVE.,  
 ST. PAUL, MINNESOTA

**DON'T FORGET! ORDER FROM ELECTRO-BALL TODAY!**

**"CUB"**

3 Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes.

SAMPLE CASE OF 6  
**\$13<sup>95</sup> | \$75.**

**"ACE"**

5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes.

SAMPLE CASE OF 6  
**\$14<sup>95</sup> | \$80.**



**ELECTRO-BALL CO., Inc.,** 1200 Camp St. DALLAS, TEX. Phono 2-2413

**QUALITY SPEAKS FOR ITSELF**

FREE PLAY	FREE PLAY	NOVELTIES
Mills 1-2-3, '40, F.P. \$104.50	Bally Beauty... \$29.50	Keeney Anti Aircraft... \$89.50
Mills 1-2-3, '39, F.P. 94.50	Boone... 22.50	Ten Strike... 47.50
Mills 1-2-3, Rebuild F.P. 34.50	Thriller... 22.50	Sale Rollette... 39.50
Record Time, F.P. 129.50	All Stars... 15.00	U-Pop-It, Like New... 37.50
Sports Page, F.P. 54.50	Owlboy... 15.00	Duck Gun... 24.50
Fairgrounds, F.P. 39.50	Big Six... 15.00	Bally Alley... 29.50
Congo, F.P. 34.50	Champion... 15.00	Ten Strike, F.P. 32.50
Arlington, F.P. 22.50	Rebound... 14.00	Exh. Bowling Game, F.P. 29.50
On Deck... 44.50	Stop & Go... 14.00	Chubbies... 10.00
O'Boy... 32.50	Majors... 12.50	Zeta... 12.50
Commodore... 32.50	Riskadee... 10.00	Ritz... 12.50

1/3 Deposits With Order—Balance C. O. D.  
**MODERN AUTOMATIC EXCHANGE, INC.**  
 2018 CARRIEGIE AVENUE, CLEVELAND, OHIO



# A PROFIT HARVEST with GARDNER'S



**ANOTHER GARDNER WINNER!**  
Here's a beautiful THICK SLOT SYMBOL board by GARDNER that's a "winner" \$1 winner! \$25 top in "Moon Seal" BIG 50% AVERAGE PROFIT! It's a "winner" HIT!

**AND DON'T FORGET**  
WRITE FOR GARDNER'S BIG, COLORFUL, NEW CIRCULAR—JUST OFF THE PRESS! FEATURING 20 NEW BOARDS—Blow, Not Symbol and Book Cover Boards are TERRIFIC! They're COLORFUL, APPEALING. Two readers are BIG! And what price! YOU'LL BE SURPRISED!  
"Gardner's the One for '41!"

**GARDNER & CO.**  
2305 S. ARCHER CHICAGO, ILL.

## Court Frees Man Who Sold Boards

WILKES-BARRE, Pa., Nov. 30.—It's legal to sell salesboards, according to an article which appeared in The Sunday Independent here last Sunday (24).

The Independent reported that Judge Thomas J. Baldrige, of the Pennsylvania Superior Court, in a decision at Philadelphia November 23 reversed a decision of a lower court and pointed out that the penal code does not expressly deal with the sale devices and must be strictly construed.

A Philadelphian who had been fined \$25 for "keeping and exhibiting" a gaming device was the winner of the case. He sold a salesboard to a city detective and was arrested.

Only recently Wilkes-Barre police confiscated salesboards found in some local stores.

## Baker's Defense Booms Business

CHICAGO, Nov. 30.—"Scoring like a blitzkrieg in all parts of the country and going over the top in a blaze of success because of its timeliness and patriotic appeal, Defense, Baker's newest novelty, is gaining instant acceptance from the trade and pushing Baker production to new peaks," say company officials.

"Defense is the hit of the hour," they say. "It presents an irresistible fascination to players. We've never seen a game that strikes the popular fancy as this one. Defense is gaining instant acceptance from the trade and orders are piling in fast and furious."

"Distributors in all parts of the country praise it to the skies and operators are clamoring for it more because of its tremendous traffic pull in all locations. The situation is well in hand here at the factory, however. We have production facilities geared to handle any rush."

# LARGEST STOCK OF COIN-CONTROLLED MACHINES!

PLENTY OF STOCK ON HAND. ORDERS SHIPPED SAME DAY RECEIVED

- GENCO FREE PLAY**  
Big League... \$24.50  
Bubbles... 17.50  
Bop & Gee... 18.50  
Circus... 15.00  
Lucky Strikes... 27.50  
Big Town... 26.50  
Dude Ranches... 64.50  
Band Wagons... 59.50  
Cadillac... 43.50  
Blondie... 40.50  
Follies... 28.50  
Powerhouse... 44.50  
Punch... 29.50  
Congo... 34.50  
Flagship... 19.50  
Lancers... 26.00  
Glamours... 39.50

- BALLY FREE PLAY**  
Triumphs... \$21.50  
Red Kni... 17.50  
Chevrons... 17.50  
Supremes... 16.50  
Scopes... 22.50  
Headline... 17.95  
Variety... 19.50  
Fish Line... 17.50  
Double Features... 18.95  
Vogues... 29.50  
Masons... 37.50  
Bally Beauty... 32.50  
Champions... 17.50  
C. O. D... 22.50  
Gold Cup... 26.00

- CHICAGO COIN FREE PLAY**  
Roxys... \$28.50  
Majors... 18.50  
Commodore... 27.50  
Lucky... 22.50  
Sports... 24.50

- EXHIBIT FREE PLAY**  
Line Star... \$54.50  
Conquest... 17.50

All Machines Guaranteed  
TERMS: 1/3 Deposit With Order — Balance C. O. D.  
SEND YOUR ORDERS HERE AND GET WHAT YOU ORDER

- Rebounds... \$17.50  
Avalons... 17.50  
Landlides... 45.50  
Recess... 14.95  
Jumper... 17.95  
Shortcuts... 22.50

- STONER FREE PLAY**  
Clipper... \$18.95  
Double Features... 42.50  
Baseball... 24.50

- ARCADE EQUIPMENT**  
Evans Ten... \$47.50  
Strike... 47.50  
Rackola Ten... 47.50  
Ping... 47.50  
Keeny And... 47.50  
Airsoft, Black... 47.50  
Cab... 47.50  
Western DeLuxe... 47.50  
Baseball, Free... 47.50  
Play... 47.50  
Gottlieb Skat... 47.50  
Ball-ette... 47.50  
Gypsy Header... 47.50

- SLOTS**  
Over 200 Reconditioned Mills, Jennings, Pace and Wattings to close out. Price \$10.50 to \$79.50 Ea.

### NEW FREE PLAY GAMES

- Stoner's Anabel  
Bally Crossline  
Exhibit Zombie  
Gottlieb Paradise  
Genco Merit  
Chicago Air American  
Mills Jumbo Parade  
Baker's Line Up  
Bally's Attention

- NEW COUNTER GAMES**  
Searks  
Liberty  
American Eagle  
Mercury  
Penny Pack  
Challenger  
Fire & Smoke

- PHONOGRAPHS**  
Wurlitzer #1  
Counter Mid \$79.50  
Rockola Counter  
Mason  
Wurlitzer #10... 40.50  
Wurlitzer #4... 40.50  
24 Record... 89.50  
Wurlitzer #60... 132.50  
Wurlitzer #60... 144.50  
Mills Tri-tone of... 169.50  
Rockola Stand-ard, 1939... 125.00  
Rockola DeLuxe, 1939... 144.50

- KEENEY FREE PLAY**  
Super Sides... \$23.50  
Big Stars... 18.00  
Red Hot... 31.50  
Go Stars... 16.50  
Score Champ... 32.50  
Thriller... 16.50  
Superchargers... 19.50

- GOTTIEB FREE PLAY**  
Score Cards... \$29.50  
Oh Johnny... 39.50  
Let's Fun... 34.50  
Big Show... 34.50  
Bowling Alley... 34.50  
Score a Line... 33.50  
Three Score... 39.50



# HIO SPECIALTY COMPANY

29 W. Court St., CINCINNATI, OHIO 539 S. Second St., LOUISVILLE, KENTUCKY

## DECEMBER SPECIALS

- 10 Jumbo Parade Machines, Coin Play, Like New... \$89.50  
25 Mercury Machines, 1c Token Payout, Used 10 Days... 18.50  
5 Liberty Machines, 1c Token Payout, Used 10 Days... 18.50

### 5-BALL FREE PLAY

- 1 Bally Gold Cup... \$49.50  
Console... 57.50  
2 Bally Crossline... 32.50  
1 Bally Beauty... 17.50  
1 Bally Vogue... 17.50  
3 Bally C. O. D... 17.50  
1 Bally Spotterm... 17.50  
1 Bally Triumph... 17.50  
1 Bally Dandy... 10.00  
1 Bally Chevron... 12.00  
1 Chicago Coin Yacht Club... 39.50  
1 Chicago Coin O'Boy... 27.50

### 4 Chicago Coin Roxy \$27.50

- 1 Chicago Coin Commodore... 24.50  
1 Chicago Coin Bubbles... 9.50  
2 Chicago Coin Major... 9.50  
1 Gottlieb Big Show... 27.50  
1 Genco Stop & Go... 15.00  
1 Genco Rank... 12.50  
1 Keeny Speedway... 44.50  
2 Keeny Speed Demon... 37.50  
1 Keeny Super Six... 21.00  
2 Exhibit Flagship... 10.00

### CONSOLE & AUTOMATIC PAY

- 1 Baker Pacer Deluxe, 25c Cash... \$162.50  
1 Baker Pacer Deluxe, 5c Cash... 139.50  
1 Pace Race JP, Model, 5c, 20-1, Cash... 132.50  
1 Pace Races, 5c Cash, 30-1... 82.50  
1 Pace Races, 5c Cash, 30-1... 83.25  
1 Pace Races, 5c Cash, 30-1... 69.50  
1 Pace Race Jr., (skill control fruit reels) 64.50  
1 Mills Square Bell, animal reels... 47.50  
1 Baker Pacer Deluxe, 25c Cash... \$162.50  
1 Track Time, 1938 Model... 72.50  
1 Ball Time Red Head, perfect... 24.50  
5 Pace Races, 5c Cash... 82.50  
5 Jennings Fast Time, Cash... 79.50  
1 Seaburg Chicken Barn... 47.50  
1 Bally Bowling Alley... 25.00

The machines listed above are slightly used and offered subject to prior sale. All certified deposit with order. Balance C. O. D. Above prices are effective December 7, 1940. Write us for your price or any new coin operated machine.

## MOSELEY VENDING MACHINE EXCHANGE, INC.

60 BROAD STREET Day Phone, 3-4511—Night Phone, 6-5328 RICHMOND, VA.



# SAM STRAHL HAS A SPECIAL DEAL FOR YOU ON VEST POCKET BELL

1c or 5c — Blue and Gold Standard Model — All-Chromium Model — With or Without Registers.

BUY "AMERICAN"!!

**AMERICAN CIGARETTE MACHINE CO.**  
1349 FIFTH AVE., PITTSBURGH, PA. • 1523 MAIN ST., BUFFALO, N. Y.

**"BUY 'EM BY THE CASE!"**

**"CUB" BY DAVAL** Sample \$13.95 Buy 'Em by the Case. Case of "CUBS" \$75

**"ACE"** Sample \$14.95 Buy 'Em by the Case. Case of "ACES" \$80

3-Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes.

5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes.

**ATLAS NOVELTY CO.** 2200 N. Western Ave., Chicago, Ill.  
ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3939 GRAND RIVER AVE., DETROIT  
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

**ALL FREE PLAY GAMES!**

Beauty... \$25.00  
Big Show... 23.00  
Obam... 22.50  
Triumph... 6.50

Mascot... \$24.50  
Score Champ... 19.50  
Score Card... 22.00  
Sporty... 36.00

**WURLITZER PHONO PARTS**

412 & 618 Amplifiers... 55.00 Ea.  
412, 618 & 24 Coin Chute Assemblies... 7.50 Ea.  
412 and 618 Speakers... 5.00 Ea.  
5c, 10c, 25c Coin Chutes... 1.50 Ea.  
SPECIAL: The "ULTRATONE"... 28.50  
Also Doors, Cabinets, Selectors, Reset Switches, Light-Up Fronts. ALL AT THE LOWEST PRICES! WRITE US WHAT YOU NEED NOW!!

1/3 With Order, Balance C. O. D.

**SUPREME VENDING COMPANY**  
557 ROGERS AVE., BROOKLYN, N. Y. • 201 GRAND AVE., BELLMORE, L. I.



Chicago Coin

will soon present the

GREATEST MONEY MAKER of 'em All!

Chicago Coin...

1725 DIVERSEY CHICAGO, ILLINOIS



HEADQUARTERS, PERSONNEL, AND FLEET OF TRUCKS maintained by the D. & S. Novelty Company, Rockford, Ill. The concern distributes Exhibit Supply Company games in the Rockford territory. Left to right are Louis Casola and Frank Swartz, proprietors; E. J. Osterbauer, operator; Leslie Holmes, Felton Graves, Ray Schaeffer, Harry Moline, Buzz Moline, and John Casola, the last six named being service men.

Miraben Notes Surge in Business

CHICAGO, Nov. 30.—An ever-increasing surge in phonograph remodeling business is the report of the Miraben Company, Chicago. Officials of the company are optimistic for the 1941 business year. "For example," says one official, "our facilities are at peak production now remodeling all makes of phonographs. In addition, our counter model cabinets for the 12 and 16 record mechanisms are keeping us busy.

"One of our remodeling jobs which utilizes our new dome and side plastics is going like wildfire. This job is already popular for the manner in which it transforms an old model phonograph into a creation of beauty. The dome is made of heavy marquette plastic in a patented shape which eliminates the placing of bottles, posters, and other articles atop the machine. Both the dome and side plastics are framed in heavy polished aluminum.

"We have already sold huge quantities of our counter model cabinet and are more than a week behind on shipments of this splendid item for operators. The cabinets are solidly built and are liberally adorned with light-up plastics. The counter model fits well into any location and is of special value for small locations or locations which cannot accommodate a full-size machine."

Wedding Bells Ring For Harold L. Baker

CHICAGO, Nov. 30.—Thanksgiving Day, November 21, was an occasion for double rejoicing for Harold L. Baker, president of Baker Novelty Company, and Marilyn V. Mayers, who were married on that day in Valparaiso, Ind.

The Billboard joins with friends throughout coin machinedom to wish Mr. and Mrs. Baker a happy married life.

Estimate Lumber Use in Last Half of '40 Up 10%

WASHINGTON, Nov. 30.—Consumption of lumber in the final half of 1940 will be 10 per cent ahead of last year, directly reflecting demands created by national defense, the Department of Commerce has been informed.

The lumber survey committee on consumption, stocks, and anticipated consumption of lumber reported that consumption in the last six months this year will total 15,200,000,000 feet and that the year's volume will be 28,500,000,000 feet, or 8 per cent above 1939.

As of October 1 domestic lumber stocks amounted to 7,160,000,000 feet or about three months' supply.

The committee reported that troop housing will require 1,200,000,000 feet before June 1, 1941, while housing for families of military and naval personnel and defense workers will require about 900,000,000 feet within the next eight months.

Domestic production in the three months ended September 30 was moderately higher than a year ago, and the committee forecast total production for the year of 27,500,000,000 feet, a gain of 8 per cent over 1939.

"Must Be a Reason," Says Allied's Kleiman

CHICAGO, Nov. 30.—"Why Allied Novelty Company has grown so phenomenally in the short time it has been in business can only be explained by its ability to give coinmen what they want when they want it," declares Samuel Kleiman, Allied official. "When operators keep coming back for additional equipment it's a sure sign they're satisfied with our service and materials.

"We at Allied think another strong factor in the rapid growth of our business is Harry Levine, who does all the personal contacting for the company. We've got what coinmen want and we intend to continue giving it to them—which means everyone will be happy all around."

SAVE WITH SAVOY ON FREE PLAY GAMES!

JOLLY .....	\$27.50	SPECIAL CLOSEOUT	BLONDIE .....	\$42.50
RED HOT .....	17.50	BRIE SPOT .....	BIG SHOW .....	27.50
SHORT STOP .....	27.50	LANDSLIDE .....	TWINKLE .....	14.50
ROXY .....	27.50	DOUBLE FEATURE .....	C. O. D. ....	22.50
TRIUMPH .....	14.50	ROTATION .....	HOME RUN .....	34.50
SCORE CHAMP .....	22.50		DUDE RANCH .....	52.50
SPEEDWAY .....	44.50		DRUM MAJOR .....	42.50
COMMODORE .....	19.50		VACATION .....	42.50
SPORTY .....	42.50		YACHT CLUB .....	42.50
THRILLER .....	12.50		PUNCH .....	19.50
SKYLINE .....	46.50		MASCOT .....	29.50
FOLLIES .....	17.50			

1/3 Deposit, Balance C. O. D. SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

**IMP** NOW ONLY SIX for \$60<sup>00</sup>  
100% SATISFACTION GUARANTEED  
UNITED AMUSEMENT CO.  
3410 Main St. Kansas City, Mo.

**ALLIED APPROVED RECONDITIONED COIN MACHINES**

FREE PLAY GAMES

Sporty .....	\$47.50	Roxy .....	\$35.50
Drum Major .....	46.50	Super Six .....	34.50
Punch .....	46.50	Mr. Chin .....	27.50
Cadillac .....	46.50	Triumph .....	24.50
Billy Beauty .....	42.50	Rocky Strike .....	24.50
Shortstop .....	39.50	Vegas .....	23.50
Big Show .....	39.50	Flash .....	21.50
Score Champ .....	39.50	Airport .....	21.50
Big Town .....	38.50	Big Six .....	19.50
Score Card .....	37.50	Chevron .....	17.50
Commodore .....	36.50	Spotted .....	17.50
Follies .....	36.50	Ragtime .....	16.50

WRITE US FOR LATEST PRICE LIST. LIBERAL TRADE-IN ALLOWANCE.

AUTOMATIC PAYTABLES

Sport King \$110.50	Gold Medal \$64.50
Grand Natl. 53.50	Sport Page 52.50
Pace Maker 87.50	Stables 22.50
Grandstand 74.50	Breakfast 17.50
Hawthorne 67.50	Winner 16.50

PHONOGRAPHS

Wurlitzer 509, Like New .....	\$149.50
Wurlitzer 505-B, Blue Froed .....	137.50
Wurlitzer 618, 16 Record .....	54.50
Wurlitzer 716, 16 Record .....	54.50
Wurlitzer 412, 12 Record .....	36.50
Seeburg Gem .....	122.50
Seeburg Royale .....	83.50
Seeburg Rex .....	79.50
Seeburg Model .....	64.50
Rockola Standard, 1939 .....	129.50
Rockola Monarch, 1938 .....	89.50
Rockola 1539 Counter Model .....	87.50
Rockola Windsor, 1938 .....	84.50

LEGAL EQUIPMENT

Kenney's Anti-Aircraft Gun, Blk. Cab. .....	\$69.50
Gottlieb's Skeeballite .....	64.50
Evans' Ten Strike .....	69.50
Rockola's Ten Pins .....	52.50
A.B.T. Target, Model F, Blue Cab. .....	16.50

Terms: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

**Allied NOVELTY COMPANY**

Phone: Capital 4747  
8520 W. Fullerton Ave., CHICAGO

BE SMART!  
BUY "CUB" AND "ACE" FROM B. D. LAZAR

DAVAL'S "CUB"  
3-Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes.  
Sample \$13<sup>95</sup>  
Case of 6 \$75<sup>00</sup>

DAVAL'S "ACE"  
5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes.  
Sample \$14<sup>95</sup>  
Case of 6 \$80<sup>00</sup>

RUSH YOUR ORDER NOW!

**B. D. LAZAR CO.**  
1635 Fifth Avenue, PITTSBURGH, PA.  
1425 No. Broad St., PHILADELPHIA, PA.

REGISTER NOW for 1941 COIN MACHINE SHOW  
Registration blank in this issue



# Who Said 13 Is Unlucky?

By HERB JONES

Chairman of Publicity Committee for the Coin Machine Show and Advertising Manager of Bally Manufacturing Company

NUMBER 13 has lost its jinx! In fact, the 13th day of January, 1941, will be the luckiest day in the year for operators, jobbers, and distributors—because that's the opening day of the

greatest Coin Machine Show in the history of this great industry.

On that day—Monday, January 13, 1941—at the Sherman Hotel in Chicago—the doors will be thrown open to a display of new money-making equipment so far surpassing the displays of previous years that we will all wonder how we ever got away with our former shows.

In sheer size alone the 1941 Coin Machine Show will serve as a powerful demonstration of the unflinching progress of the industry. Not only will the main exposition hall be packed—not only will the mezzanine be crowded with new games, new music machines, new vending and service machines, new merchandise of vital interest to operators—not only will the grand ballrooms be filled, as usual, with brilliant displays—but in addition a new annex, directly below the main exposition hall, will be used. Thus the 1941 Coin Machine Show will be not merely the greatest coin machine show in history but actually one of the biggest shows of any kind ever held in Chicago.

As an illustration of the large scale on which the 1941 show will be conducted and speaking only for the Bally Manufacturing Company, I can say that Bally has contracted for almost twice as much display space as was used in former years to show new Bally products. And I know that Bally's plans for a bigger show than ever are typical of the trend throughout the industry. The truth of the matter is the manufacturers have such a spectacular array of new money-making machines to offer that enlarged space is absolutely essential.

We are all agreed that 1941 will be a year of tremendous industrial activity—a boom year—a year in which plenty of money will be in circulation. The coin machine man who participates to the fullest extent in the general prosperity of 1941 will be the man who comes to the January show and finds out the right equipment to insure maximum earnings. While plenty of money will be in circulation during 1941, no haphazard placement of hit-or-miss equipment will insure prosperity to operators.

The very fact that the public will be in a spending mood will mean that all industries will be in terrific competition for the loose-change market. To protect his position in that market the operators must be armed with the right equipment. Only by attending the show can he get the first-hand slant so essential to the profitable selection of equipment.

To assure yourself a lucky year in 1941 plan to be in Chicago on that lucky 13th day of January, 1941. Do that and you can bust up mirrors, kick black cats, and walk under every ladder you come to! Nothing can jinx the luck of the man who attends the 1941 Coin Machine Show!

## First Again With "CUB"

3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

\*A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Daval's famous Coin Dividers. Standard Model 72-5—25¢. Also available in 50¢-20¢ model. Take your choice of Cigarette, Fruit or Number. Rush! ORDER QUICK!!



SAMPLE \$13.95

CASE OF 6 \$75.00

Size Just 8 1/2" x 6" x 6 1/2"

## "ACE"

5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

\*Eliminate need for meters. Out down systems. BIG CASH BOX FOR OPERATOR. 4 in. Vender. Jewel windows covered when not being played. 1¢, 5¢ or 10¢ play. TRICK POKER PLAY!



SAMPLE \$14.95

CASE OF 6 \$80.00

Size Just 6 1/2" x 6" x 6 1/2"

**BALL GUM**  
15¢ Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.  
1/2 Deposit, Balance C. O. D.

# SICKING, INC.

1401 Central Pkwy., Cincinnati, O.

# IMP

ALL STYLES — ALL COINS

SIX for \$60.00

IMMEDIATE SHIPMENT

ADVANCE AUTOMATIC SALES CO.

1021 Golden Gate Ave., San Francisco, Calif.

REGISTER NOW

for

1941 COIN MACHINE SHOW

Registration blank in this issue



HERB JONES, advertising manager of the Bally Manufacturing Company, is chairman of the publicity committee for the 1941 Coin Machine Show.

# Evans' JUNGLE CAMP

You Asked For It—Here It Is!  
4 MODELS  
For All Territories:

- ★ FREE PLAY (straight)
- ★ FREE PLAY (mini vender)
- ★ FREE PLAY (convertible)
- ★ PAYOUT MODEL

JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
13 14 15 16  
SEE OUR DISPLAY

★ FULLY METERED

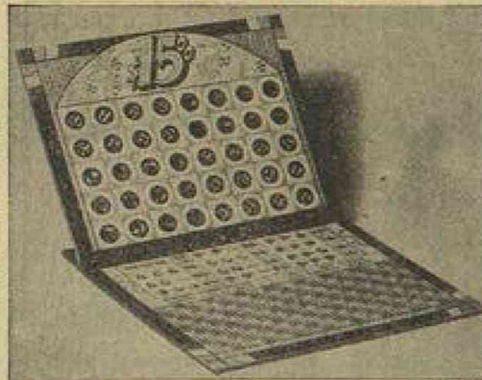


Fastest, most appealing console of its size ever built! Occupies less than 4 sq. ft. floor space! High Speed Spinner-like action, Galloping Dominoes' proven mechanism—absolutely free from bugs! Mystery selection of 1 or more Symbols. Awards from 2 to 40! Cumulative Free Plays to 99! Slug-proof single slot. NOW IN PRODUCTION

LOW PRICE!

TEN STRIKE  
Free Play or Cash Reserve!  
Write for Details!

H. C. EVANS & CO.  
1520-1530 W. ADAMS ST. CHICAGO



## GLOBE SPECIAL

This Beautiful New Book Cover with Slot Symbols, showing a handsome Average Profit of \$24.20 on a 1,000-Hole Board is worth your trying. At 5¢ a punch it takes in \$46.40; at 10¢ a punch it takes in \$92.80. Average Payout, \$44.15. Lots of Other Fast Sellers.

GLOBE PRINTING CO.  
Office: 1023-27 Race St., PHILADELPHIA, PA.

## MILLS VEST POCKET BELL

1c or 5c play

Plain or Metered

(Meters Standard on One Cent Models)

Blue and Gold

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WRITE OR WIRE FOR PRICE

IMMEDIATE DELIVERY

Exclusive Northwest Distributor

MAYFLOWER NOVELTY COMPANY

2218 University Avenue

St. Paul, Minnesota



# WOW!

WE STARTED SOMETHING WITH  
 "CUB" AND "ACE"  
 THE TINIEST HANDFULS OF MONEymAKING POWER YOU'VE EVER SEEN  
**DAVAL**  
 2043 CARROLL AVE., CHICAGO



*It's* **CAGER**  
 The Season's Hit Board!

The industry's latest basketball board in the new candy-box style. 1080 holes with Basketball symbols. Winning tickets repeat up to 24 times. Two plays on each ticket. Extra-thick board. Last punch in each large panel rec's choice of one "Basket Seal". Approximate average profit of \$25.00



Write for information  
 on CAGER and other SUPERIOR boards.

**SUPERIOR PRODUCTS**  
 34 NORTH PEORIA ST. CHICAGO, ILLINOIS

MAXIMUM  
 PROFIT  
 \$30.00

### A-A Guns Open Old Opera House

ST. JOHN, N. B., Can., Nov. 30.—J. B. Jones, who has concentrated on the distribution of music machines the past few years, has widened his business to include various types of coin-operated shooting games. Jones is distributing these thru the maritime provinces. He is also operating a stand exclusively for three coin shooting games in the street-floor lobby of the old Opera House in central St. John.

This once legitimate theater has been closed for several years, the doors being reopened for the first time in over two years to install the shooting games equipment.

The anti-aircraft shooting outfits are being installed in restaurants, tobacco stores, hotels, etc. With test blackouts being made frequently and imitation bombs dropped from airplanes, the public warned to expect air raids for St. John during 1941, the popularity of the aircraft targeting has hit a new high.

Indications are for increased patronage during the winter because of the intensified interest caused by the use of the port of St. John for naval and mercantile shipping.

## VEST POCKET



**BY MILLS  
 VIA  
 MONARCH**

COIN MACHINE CO.  
 1545 N. Fairfield Ave.  
 Chicago, Ill.  
 Phone Armitage 1434-5-6-7

**OLIVE NOVELTY CO.**  
 2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.

**This Week's Bargains in Reconditioned Equipment**  
 THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION.

<b>AUTOMATIC PAYOUTS</b>	Galloping Dominoes . . . \$32.50	<b>COUNTER GAMES</b>
One-Two-Three . . . . . \$50.00	Key Ball . . . . . 22.50	High Stakes . . . . . \$3.00
Grandstand . . . . . 72.50	Kentucky Club . . . . . 32.50	Bally Baby . . . . . 5.00
Googo . . . . . 27.50	Track Time (Round Head) . . . . . 25.00	Deuces Wild . . . . . 5.00
Horse Races (Brown Cab. 20-1) . . . . . 80.00	Track Time, 1939 . . . . . 162.00	Die Dominoes . . . . . 3.00
Bally Royal Flush . . . 87.50	Square Ball . . . . . 65.00	Heads or Tails . . . . . 12.00
Bally Club House . . . . 15.00	Good Luck . . . . . 37.50	Imp R. Fruit Reels . . . 7.00
(As Is)	Pace Swastika, 1940 . . . 37.50	Portlan Baby Vendor . . 4.50
Livery Bell, Slant Top . 27.50	Rio . . . . . 25.00	Reel Spot . . . . . 3.00
Derby Day, Slant Top . 50.00	Tanforan . . . . . 20.00	Imps 16 Cigarette Reels 7.00

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance C. O. D.

**ON HAND FOR IMMEDIATE DELIVERY**  
**KEENEY AIR RAIDER**  
 WANT TO BUY—50 BLUE FRONT MYSTERY, SINGLE I. P., 5c PLAY.  
 We Are Distributors for the Leading Coin Machine Manufacturers.  
 Write Us for Prices on All New Games.

# IMP

ALL STYLES — ALL COINS

**SIX for \$60.00**  
 IMMEDIATE SHIPMENT

**AUTOMATIC SALES CO.**  
 416-A Broad St., NASHVILLE, TENN.



## Seven Grand's Permanency Told

CHICAGO, Nov. 30.—"Permanent is the word which perfectly describes Seven Grand," declare officials of the Withey Manufacturing Company, Chicago. "Like of man river, Seven Grand just keeps rolling along to profits. It has been on the market for some time now—a game which has proved itself.

"From time to time we have made improvements on Seven Grand until now it represents the acme of perfection in the counter game field. For the few who have not yet seen Seven Grand, it has

special round-cornered spot dice which are rolled on a 10-inch green felt disk. This is covered with double-strength dome glass. The disk and dice field are sunk into a round-cornered square cabinet which is finished in rubbed walnut or mahogany. Trim is of highly polished chromium. Rubber suction cups prevent moving about on counter.

"To operate the machine a coin is deposited, a lever pressed down. The dice are thrown when the lever is released. A detachable award frame allows changing of award cards quickly. Cigarette insignia cubes and cigarette award cards for the machine are easily interchanged with regular dice and other award cards.

"Two cash boxes are in the game, one for the operator's share and another for the merchant. A multiple coin chute takes 1, 5, 10, and 25-cent coins. A special chute for 5-cent play only is available."

## Universal in New Kaycee Quarters

KANSAS CITY, Mo., Nov. 30.—Success enjoyed during the past four years necessitated the recent removal of the Universal Manufacturing Company to larger quarters, report officials of the firm. Universal's new and larger quarters are at 405 East Eighth Street and are approximately three times larger than former quarters. Officials state that machinery, stock, and personnel are double in the new location.

The firm officials also announced that they would exhibit at the 1941 Coin Machine Show in Chicago. Joseph Berkowitz, president, declares: "We are looking forward to 1941 to be our best year. Our success in the past four years has been great. Men in this field want new and quality merchandise, the type that will appeal to everyone.

"Universal is coming forward with the greatest jar games, pad deals, and tip books ever devised. In addition to the leading seller, Original Red, White, Blue, we will have such deals as Are You in the Dog House?, Irs, Ands, and Butts; Hit the Pill, and others."

## FASCINATING! IRRESISTIBLE!

# Anabel

With the Big SPECIAL ANABEL AWARD

Two Anabel bumpers for a big special Anabel award—the popular Brite Spot bumper—the thrilling rotation scoring principle (6 lights out) and high score, make Anabel the most tantalizing game of the year. Order today!

\$104.50



Stoner Corp. AURORA, ILLINOIS

## SAVE WITH SAFETY!

CALCUTT CLOSEOUTS ARE REAL BARGAINS... REALLY RECONDITIONED!



### CONSOLE CLOSEOUTS

Jennings Padlock Clock	\$19.50
Jennings Slant Top Liberty Bell	19.50
Kenny Kentucky Club	42.50
Kenny Red Hood Skill & Trick Time	42.50
Mills Flasher	19.50
Brown Cabinet Paces Races	99.50
Free Play Day	71.50
Scorer Zipper	19.50

### 1-BALL PAY TABLES

DeLuxe	Friskness	\$31.00	Derby	Champs	\$22.50
Regular	Friskness	19.50	1-2-3 (New Style)		59.50
Golden Wheel		14.50	Big Race		19.50
Arlington		18.50	Double Header		7.50
Stables		20.50	ParcoPalooka		9.50
Klondike		18.50	Hi-Boy		20.50
Entry		28.50	Through-Up		19.50
Derby		11.50	Derby Time		31.50
Classic		11.50	Feed Bag		23.50
Jumbo		8.50	R-S-Bar-Six		27.50

### MISCELLANEOUS MACHINES

1940 Bally Alley Bowling Game	\$29.50
Scientific Race Jump	49.50
Mills Modern Scales, like new, Single	29.50
Lots of 5	34.50
Mills Dial Scale	19.00
Jennings Premier Dial Scale	19.00
Groetchen Zoom	19.50

### FREE PLAY GAMES

On Deck	\$54.50	Flag Ship	\$24.50
Fifth Inning	19.50	Lot-Pad	14.50
Roller Derby	37.50	Big Six	19.50
Triumph	19.50	Super Six	29.50
Variety	19.50	Dowboy	17.50
Conquest	17.50	Davy Jones	9.50
High-Lite	12.50	Baseball (Stoner)	19.50

ORDER WITH CONFIDENCE—EVERY MACHINE GUARANTEED MECHANICALLY RIGHT. PHONE OR WIRE. In ordering, name second or third choice to insure immediate delivery.

TERMS: 1/3 Certified Dep. With Order—Balance C. O. D.

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N. C.

## Mills Great Little Bell



## VEST POCKET

We carry a complete stock of Mills Vest Pocket Bells, in Blue and Gold, and all chrome, 5c or 1c play. Immediate delivery.

## Keystone Novelty and Mfg. Company

S. E. Cor. 26th and Huntingdon Sts. Philadelphia, Pennsylvania

Baltimore Branch: 515 Cathedral St., Baltimore, Md.

## SPECIALS FOR THIS WEEK ONLY!!

LANDSLIDE .....\$45.00 | ROTATION .....\$52.00  
BRITE SPOT ..... 41.00 | DOUBLE FEATURE. 35.00



**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE 8-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)



## A NEW CATALOG OF SALEBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assemblages . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today! If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

## BEST BUY IN COUNTER GAMES

### MILLS VEST POCKETS

The BEST and only Counter Machine equipped with automatic cash payout.

Only \$44.50



AMERICAN EAGLES AND MARVELS  
The BEST in Token payout Counter Machine. Lots of 10 \$275.00  
Samples \$32.50

### BEST Buy in Tables

Mills 1939 Free Play 1-2-3s	\$47.50
Mills 1940 Free Play 1-2-3s	\$100.00

The Markepp Company

3328 Carnegie Ave. CLEVELAND, O. 1410 Central Pkwy. CINCINNATI, O.  
Write for MILES Catalog and Price List

## CANDY FOR OPERATORS

24 1-LB. BOXES OF CHOCOLATES \$4.25  
EXCEPTIONAL VALUE—UTILITY LEATHERETTE BOX WITH MIRROR, Containing 1 Lb. Miniature Quality Ass. Chocolates . . . Per Box \$1.00

### CANDY FOR THE HOLIDAYS

5-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 70c  
5-LB. BOX OF AMERICAN MIXED . . . Per Box 90c  
2-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 50c

Send for our Free New Illustrated Catalog

20% Deposit With Order, Balance C. O. D.  
**DELIGHT SWEETS, Inc.** NEW YORK CITY  
50 E. 11th Street,



# IMP

NOW ONLY SIX for \$60.00

100% SATISFACTION GUARANTEED

H. G. PAYNE CO.

312 Broadway Nashville, Tenn.



**World's Greatest 3-REEL CONSOLE BELL ALL ELECTRIC**

**Bally BIG TOP**

**FREE TRIAL OFFER!**

More action, thrills and suspense than a circus! That's Bally's BIG TOP console-bell with flashy comic animal reels and popular bell award system. Let the cash-box convince you. Write for details of FREE TRIAL OFFER today!

**3 GREAT MODELS**  
NICKEL OR QUARTER PLAY

**FREE PLAY (ILLUSTRATED)**

**PAYOUT**  
NO BACK-BOX  
MYSTERY BELL PAYOUTS  
WITH OR WITHOUT CHECK SEPARATOR

**SKILL**  
COMPULSORY SKILL-FIELD IN BACK-BOX  
MYSTERY BELL PAYOUTS  
WITH OR WITHOUT CHECK SEPARATOR

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO - ILLINOIS

**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

**PRICE \$2.73 EACH**

**OTHER FAST SELLERS**

1640 hole F-5240-3 Bar Jackpot at...\$3.65  
1200 hole F-5275-Horses at..... 3.92  
800 hole F-5270-Pocket Dice at.. 1.89  
720 hole F-5255-Pocket Jack at.. 1.86  
600 hole F-5305-Royal at..... 2.12

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**Operator's Analysis Rates Genco High**

CHICAGO, Nov. 30. — "An interesting and illuminating letter from one of the most successful operators in the East has been received by the Genco Manufacturing Company," declares Dave Gensburg.

"In part, the letter reads: 'I have just completed a chart on operating profits based on my collection books, the price of the games, and the trade-in prices I received for them. I find that Genco games rank highest on this chart. Genco games have been consistently good. Their mechanical perfection has reduced my service costs to a minimum. Trade-in values of Genco games result in the showing that it costs less to operate than other games on my route. Looking at cold dollar and cent figures, I'm writing now to thank you for the consistent excellence of your product. Here's to more of the same success in the future.'

Says Gensburg: "This letter is proof of what we've been contending for a long time. Operators who rely on Genco games always come out ahead. Our games are the result of perspiration as well as inspiration. When we get an idea for a new pin table, it first goes thru an exhaustive series of tests to determine its fundamental appeal, its mechanical performance, and how it measures up with our past hits.

"Then, having gone as far as we can, the game is produced and tested thoroughly again on tough test locations. After that, if collections prove we've got another money-maker for the operator, we swing into production. It's no accident that Genco games have been consistently good."

**FACTORY RECONDITIONED BELLS**  
LIKE NEW & GUARANTEED MILLS

Blue Front—Sluggo	\$69.50
Brown Front, 54-10-254	69.50
Bonus, 55	69.50
Neon Bell, 54	62.50
Cherry Bell	69.50
Blue Front, 54-10-254	67.50
Q. T. Bell	32.50
Fortally	29.50
Vest Pocket Bell	27.50

**FACE**

Sluggo Bell	\$59.50
Face Console, 50	44.50
All Star Comet	27.50
Face Kitty	22.50
Face Barium	15.00

**JENNINGS**

Silver Chief—Sluggo	\$70.00
Triple X	39.50
Disc Bell	39.50
Chief	29.50
Little Duke, 14	18.00
BALLY BEL	49.50
WATLING ROTATOR, 54-10-254	24.50
COLUMBIAS—LATE	39.50
A. C. BELL	27.50

**MAYFLOWER NOVELTY CO.**  
2218 University Ave., St. Paul, Minnesota

**"The House of Proven Winners"**

FREE PLAY GAMES	FREE PLAY GAMES	NOVELTY GAMES
Bally Teentotter ... \$22.50	Gottlieb Big Show ... \$29.50	Daval Reel Spot, Counter ... \$ 4.50
Bally C. O. D. .... 20.50	Bally Vogue ..... 17.50	ABT Challengers, like new ..... 14.50
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One-Third Cash With Order — Balance C. O. D.

**J. and J. NOVELTY COMPANY**  
4840 MT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN.

**FOR SALE PHONOGRAPHS**

ROCKOLA 1939 De Luxe ..... \$149.50  
ROCKOLA 1939 Counter Model ..... 99.50  
SEEBURG REGAL ..... 99.50

**WANT TO BUY MILLS VEST POCKET BELLS**  
(Write or Write Best Prices)  
3147 Locust St., St. Louis, Mo. **MY CALL NOVELTY CO.**

**IMP**

**NOW ONLY SIX for \$60.00**

100% SATISFACTION GUARANTEED  
**MARION CO.**

562 W. Douglas Wichita, Kan.

**REGISTER NOW**

for  
**1941 COIN MACHINE SHOW**

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**SALESBOARDS**

You can't afford to be without our catalog. Write to-day.

**KING MANUFACTURING CO.**  
30 Fessenden St., ML. Okemos, Mich.



**FLASH**  
**BIGGEST NEWS OF THE YEAR**  
**NEW CASE LOT PRICE ON IMPS**  
**6 for \$60.00**  
 EFFECTIVE DEC. 1st

**TREMENDOUS QUANTITY PRODUCTION** of Imps has made possible savings in production costs which we gladly share with our customers. **AT \$60.00 FOR A CASE OF SIX** colorful Imps you are offered the biggest bargain of a lifetime.

**PROVEN SUCCESSFUL ON 60,000 LOCATIONS**, with never a service call. Imp has earned its reputation as the greatest of all counter games; its profits are truly astonishing.

You buy definite, **proven** location performance when you invest in Imps. Why take a chance on inferior imitations?

**UNLIMITED CASH CAPACITY** can be had in each Imp by factory installation of coin meter, available at only \$1.00 additional.

**IMP** comes in Penny, Nickel or Dime Play; with Cigarette, Fruit or Number Reels.

It's a **"CASE OF GOOD JUDGMENT"** with operators to buy **IMP BY THE CASE**

**GROETCHEN TOOL COMPANY**  
 130 N. UNION ST. CHICAGO



Eastern Pennsylvania Operators, Attention!  
**ANNOUNCING!**

We are now distributors for Mills Express, Throno of Music and Vest Pocket Bells. We also have in stock all the latest Pin Games and a good variety of Used Games at prevailing prices.

**BASCH NOVELTY CO.**  
 100 Franklin Ave., SCRANTON, PA.

**IMP**  
 ALL STYLES — ALL COINS  
**SIX for \$60.00**  
 IMMEDIATE SHIPMENT  
**AMERICAN CIGARETTE MACH. CO.**  
 1349 5th Ave., PITTSBURGH, PA.

**Charts Rise of Monarch Coin**

CHICAGO, Nov. 30.—"Monarch Coin Machine Company has become a coin machine center in the fullest meaning of the term," declares official Al Stern in reporting on the present activities of the organization.

"The we did not consciously strive to achieve that position, every phase of Monarch service automatically served to establish us as the focal point for many operators," he said. "Today Monarch has become the first stop on the schedules of many coinmen who visit the city."

"For many of them it is the only necessary stop in their purchasing tours, because we have so refined and improved our services."

"The three-story building which houses our organization is devoted not only to equipment and service, but to a spirit of co-operation with operators that makes Monarch equipment better and Monarch service more efficient. Quick to recognize these facts, coinmen are taking advantage of them in greater numbers every day. 'We'll stop at Monarch first' is now the watchword of many purchasers of coin games."

**Tell of Set-Up At Grand National**

CHICAGO, Nov. 30.—"A miniature model coin machine factory, complete in every detail," said Al Sebring, head of Grand National Sales, who this week announced the remodeling of his firm's showrooms and shop facilities. "We've got a real set-up now, streamlined, easy to work in, and made for comprehensive exhibitions as well as facilities for factory type of precision rebuilding."

"She's a beauty!" exclaimed Mac Chuvris, "and another thing—we're now able to provide better working conditions for our employees. Incidentally, we have increased our staff over 50 per cent since the start of the year. This new set-up is bound to help us all in keeping production ahead of orders." Grand National also reports a more than average pre-holiday business spurt in reconditioned machines.

**NOW 6 FOR \$60.00**  
 100% Tried      100% Tested      100% Proven



Fruit Reels 1c Play      Cigarette Reels 5c Play      Number Reels 10c Play

**GERBER & GLASS**  
 914 DIVERSEY BLVD., CHICAGO

**Seiden's CHRISTMAS SPECIALS!**  
 10 Like New Dark Keeney Anti-Aircrafts ..... \$75.00 Ea.  
 14 High Score Ten Strikes ..... 45.00 Ea.  
 3 Auto Golf Greens ..... 39.50 Ea.  
 9 Bally Triumphs ..... 15.00 Ea.  
 Send deposit  
**SEIDEN DISTRIBUTING COMPANY**  
 1230 Broadway, Albany, N. Y.

**HELP WANTED**  
 Expert mechanics on pin games for handling large routes in New York City. Only capable and dependable men need apply. Please furnish age, experience, name of employer and salary required. All answers treated in strictest confidence.  
 BOX NO. 106, The Billboard, 1564 Broadway, New York City

**Look To The GENERAL For LEADERSHIP!**

<p><b>"CUB" 3 REEL-3 WAY PLAY WITH COIN DIVIDERS</b></p> <p>Cigarette or Fruit or Number Reels, 1c or 5c or 10c Play. Standard Coin Divider Model ..... 75¢-25¢. (Also in 50¢-20¢ Model.) Etched Award Plate covers Reels when not in action. Separate Cash Boxes, Ball Game Vender and Display. <b>BUY ONE BY THE CASE! Rush YOUR Order Quick!</b></p> <p><b>SAMPLE CASE OF 6 \$1395</b>      <b>CASE OF 6 \$7500</b></p>	<p><b>5 REEL POKER "ACE" PLAY WITH COIN DIVIDERS</b></p> <p>Real one-shot 5 card Poker Play "according to Hoyle"! Fascinating! Intriguing! Unparalleled! 1¢ or 5¢ or 10¢ play! Standard Coin Divider Model 12 1/2" x 25". (Also in 50¢-20¢ Model.) Separate Cash Boxes. Sturdy Build. <b>BUY THEM BY THE CASE! RUSH ORDER NOW!</b></p> <p><b>SAMPLE CASE OF 6 \$1495</b>      <b>CASE OF 6 \$8000</b></p>
--	---

TERMS: 1/3 Deposit With All Orders, Balance C. O. D.  
**THE GENERAL VENDING SERVICE CO. 2320 N. MONROE ST. BALTIMORE, MD.**



# GENCO DOES IT AGAIN!

# NEW METRO

GENCO'S GREATEST ACHIEVEMENT... & THAT'S SAYING A CASHBOXFUL! 3 WAYS TO WIN!



NEW! THRILL-FILLED "BUILD UP" FEATURE FOR EXTRA HIGH SCORE AND FREE GAME AWARDS!

"1 TO 5" ROTATION APPEAL

HIGH SCORE AWARDS

"A-B-C" FEATURE

METRO is simply terrific! Brand new "Build Up" feature is the greatest "come on" idea in years. (Every time a purple bumper is hit when lit it registers a possible high score on "build up" line on backboard. This high score is made when ball goes through lit lane at bottom of board. If A, B and C are lit. FREE GAMES will be made instead of points!) METRO HAS "LAST SECOND" THRILL ACTION-THAT'S NEVER BEEN EQUALLED! It's the greatest of Genco's great games! Tops in profits!



ORDER METRO IMMEDIATELY!

## GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO

\$104<sup>50</sup>  
FREE GAME CONVERTIBLE



**BERT LANE Says:**

### General Features Cub and Ace

BALTIMORE, Md., Nov. 30.—"General Vending Service Company," reports Irvn Blumenfeld, is now featuring Daval's Cub and Ace counter games. "These are the greatest midget-size games that have ever appeared on the market," says Blumenfeld. "They have all the features that operators want in a tiny-sized counter game money-maker and are sure to prove tremendously great money-getters in this territory.

"When we first saw these two counter games at the Daval factory in Chicago we were immediately impressed with the automatic coin dividers. These are the answer to successful and profitable tiny-sized counter game operation. In the first place, because of the coin dividers, the operator is assured of less servicing, of the location always having coin on hand and also of his cash box, which is unusually large for the size of the machine, containing a large enough amount of omney to make it profitable to run long-distance routes.

"We are arranging for complete case shipments of Cub and Ace to our customers. The case-of-six idea is just what the operator wants. In this way he can place six games by actually putting the entire case under his arm and

dropping the games off as he goes along. This will help the operator to get the best locations in his territory in short order. It will also assure him of earning more money. Best of all, Cub and Ace are going to bring continued earnings for years to come because the principles of these machines are sound in every way."

### Army Testing Bally Ray Gun

CHICAGO, Nov. 30.—Discussing the coin machine industry's part in the national defense program, Ray Moloney, president of Bally Manufacturing Company, revealed that the Bally Rapid-Fire ray-gun has already been requisitioned for training purposes. "The machine ordered by the army," Moloney stated, "is a standard Rapid-Fire machine except that a tank—instead of a submarine—is used for a target and no coin chute is used. The machine is now undergoing tests by officers of the Armed Force School at one of the largest military establishments in the country. Presumably the machine will be used for preliminary training, and the fact that Rapid-Fire was selected for this purpose indicates that the machine is regarded as truly a game of marksmanship. "At the present time few details can

be published regarding the use of Rapid-Fire for military training. The fact remains that the gun has actually been purchased for test by the U. S. Army and is being considered by another government. In other words, the mechanical and electrical ingenuity of the coin machine industry is now serving the serious needs of the nation. The industry that has long given the American people enjoyment and relaxation is now helping to give them security."

WRITE WIRE! PHONE! FOR MY SPECIAL

**TIME PAYMENT PLAN ON SKY FIGHTER**

**GENCO GAMES**  
ARE AMERICA'S BIGGEST MONEYMAKERS!

**SEABOARD SALES, INC.**

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for  
**1941 COIN MACHINE SHOW**

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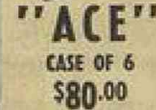


**BERT LANE Says:**

QUICK! RUSH YOUR ORDER FOR A CASE EACH OF . . .



**"CUB"**  
CASE OF 6  
\$75.00



**"ACE"**  
CASE OF 6  
\$80.00



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### 700 GAMES AT SACRIFICE PRICES—ALL FREE PLAY

BLONDIE . . . . . \$35.50	LUCKY . . . . . \$13.50	TOP NOTCHER . . . \$ 9.50
BIG TOWN . . . . . 15.50	OBOW . . . . . 22.50	TRUMPH . . . . . 13.50
BIG SHOW . . . . . 19.50	OCEAN PARK . . . . 12.50	WHITE SAILS . . . 14.50
CADILLAC . . . . . 41.50	POWER HOUSE . . . 44.50	YACHT CLUB . . . . 39.50
CHARM . . . . . 17.50	PICK EM . . . . . 12.50	Kesney's Machine Gun, Brown Cabinet . . . 96.50
COMMODORE . . . . 18.50	SPEEDWAY . . . . . 39.50	Sport Specials 3 or 5 Ball, Like New . . 114.50
DOUBLE FEATURE . . 39.50	SPORTY . . . . . 33.50	Chicken Sam, complete with Base . . . . . 54.50
DUDE RANCH . . . . 14.50	SCORE A LINE . . . . 34.50	Wurlitzer Counters Model #1 . . . . . 77.50
FOLLIES . . . . . 19.50	SCORE CARD . . . . 22.50	Optilob Skeeballsets . . 39.50
FORMATION . . . . . 53.50	SPEED DEMON . . . . 43.50	Evans Tee Strike . . . 49.50
FLAGSHIP . . . . . 14.50	SCORE CHAMP . . . . 18.50	
HOME RUN . . . . . 29.50	SCOOP . . . . . 13.50	
JOLLY . . . . . 22.50	SUPER SIX . . . . . 16.50	
LANDSLIDE . . . . . 42.50	THREE SCORE . . . . 39.50	

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION!  
1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J.  
PLEASE LIST SECOND CHOICE.

**ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.**



# A Bell By Any Other Name

[ will make as much money! ]



The Jumbo is a Bell placed in a floor console with illuminated play field, front handle, slug-proof coin chute. Made in either cash payout or free play scoring models.



The Vest Pocket is a complete automatic payout machine, weighing only 18 pounds, with \$45 cash box. Neither the Jumbo nor the Vest resemble regular Bells in appearance, but both are phenomenal profit-pullers, thus proving that "A bell by any other name will make as much money."



Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

## SPECIAL Free Play Pin Games

<b>BILLS</b>	<b>WESTERN</b>
1-2-3 Free Play	Tric .....
Late Mod. \$49.50	CHICAGO COIN .....
Softball .....	Naps .....
\$10.00	BAKER .....
<b>GOTTLEB</b>	Twinkle .....
Keen-8-Ball \$15.00	4-5-6 .....
Lite-Gard .....	EXHIBIT
Bats, Champs 15.00	Conco .....
<b>GENCO</b>	Zip .....
Base .....	Rebound .....
\$15.00	Bowling Alley .....
<b>DAVAL</b>	Short Stop .....
Gun Club .....	Bounty .....
\$10.00	Airline .....
Gun .....	Golden Gate .....
Liberty .....	BALLY
Follow Up .....	Evoko Single
High Lite .....	Coin .....
18.50	Spottem .....
<b>STONER</b>	Gold Cup .....
Baseball .....	Dandy .....
\$25.00	Crossline .....
Chubbie .....	Trumpet .....
15.00	Paradise .....
<b>KEENEY</b>	10.00
Red Hot .....	
\$37.50	
Super Six .....	
22.50	
Speedway .....	
49.50	

We Are Distributors for DAVAL "ACE" and DAVAL "CUB" 173 Deposit, Balance C. O. D.

**MILWAUKEE**  
COIN MACHINE COMPANY  
1455 W. Fond du Lac Ave., Milwaukee, Wis.

## Joe Frank Has New Sales Plan

NASHVILLE, Tenn., Nov. 30.—Joe Frank, head of Automatic Sales Company, reports that operators in and around that city have expressed delight and satisfaction with his new deal plan on new machines and his line of high-grade used machines. "Since inaugurating the plan recently, operators have been coming in from all over town and from more distant points," he states. "To add to the increased business, mail orders have been keeping the office force and shipping department busy too," he concluded.

**IMP**  
ALL STYLES — ALL COINS  
**SIX for \$60.00**  
IMMEDIATE SHIPMENT  
CLEVELAND COIN MACHINE CO.  
2021 Prospect Ave., CLEVELAND, OHIO

**MILLS** PHONOGRAPHS  
Distributor CONSOLES  
BELLS  
TABLES  
KEYSTONE NOVELTY & MFG. CO.  
26th & Huntingdon Sts., Philadelphia, Pa.  
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**OPERATORS, WRITE...**  
H. G. PAYNE COMPANY  
212-214 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List, Most Complete Stock of New and Used Coin Machines in the South.

**VEST POCKET BELL**  
1c or 5c Blue & Gold or Chrome

**ATLAS NOVELTY COMPANY**  
2200 N. WESTERN AVE • CHICAGO • ILL.

**NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!**

**FREE PLAYS!**  
Mason - \$31.50  
Super-charger 17.50  
Post days listings among many more included in the latest "National's Illustrated Newsletter" - Free on request. Write for it Now!  
5% OFF for Full Cash With Order. (Money Order, Certified or Cashier's Checks Only)

**EVANS' TEN STRIKE**  
Only \$30.25  
Free on request. Write for it Now!

Just two things to do if you want CREDIT:  
1. Send your order and a 10% Dep.  
2. Send the name of your bank.

**NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.**

**BE WISE!**  
Familiarize Yourself With Coin Operated

**POOL BOWLING**

Acclaimed the outstanding achievement of the industry • 100 legal • 5c or 10c play

**POOL BOWLING MFG. CORP., STEGER, ILL.**  
Chicago Phone-Interocean 9160 (direct to factory)

**HERE'S THE BEST XMAS PRESENT YOU CAN GET NOW**  
**OUR NEW PRICE LIST**  
Contains all the Latest and Best New and Used Machines at prices that guarantee you Bigger and Better Profits!

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LEADING DISTRIBUTORS

Get your order to your Keeney distributor today!



# Air Raider

J. H. KEENEY & CO., NOT INC.

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO

Keeney's

## AIR RAIDER

FEATURES  
PROVED BEST BY  
NEW PROFIT  
RECORDS!

GET YOURS FROM

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2625 Lucas Ave.  
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Keeney's

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GREATEST  
MONEY-MAKING  
GUN ON THE  
MARKET!

ORDER NOW FROM

**THE BAROK CO.**

312 East Broad St.  
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## AIR RAIDER

NO. 1  
ACTION GUN  
NO. 1  
PROFIT MAKER!

ORDER YOURS FROM

**AUTOMATIC  
AMUSEMENT CO.**

"The South's Most Progressive Distributors"  
883 Union Ave., MEMPHIS, TENNESSEE



15 SEPARATE PLANE FLIGHTS...UNLIMITED



Call it the **GREATEST MONEY MAKING GAME Ever Offered!**

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A REGULAR MINT  
FOR MONEY-MAKING EARNINGS!



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DISTRIBUTING CO.**

105 W. Linwood Ave.  
KANSAS CITY, MO.  
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Keeney's

# AIR RAIDER

FORGET THE REST, KEENEY'S IS BEST!  
TREMENDOUS PROFITS PROVE IT!



MINNESOTA-WISCONSIN OPERATORS  
ORDER FROM

**SILENT  
SALES CO.**

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TOP MONEY MAKER ON  
EVERY LOCATION!



N. CAROLINA-VA. OPS—  
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528 Craghead St.  
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SMASHING ALL RECORDS  
FOR BIG PROFITS!



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COIN MACHINE CO.**

1292 Washington  
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4 TO 1!



N. CAROLINA-VA.-W. VA. OPERATORS  
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IN HISTORY!



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**WESTERN DISTRIBUTORS, Inc.**

1226 S. W. 16th St., PORTLAND, ORE.

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**NUMBER OF SHOTS DURING EACH FLIGHT!**



**ANY NUMBER OF HITS CAN BE SCORED ON EACH FLIGHT!**

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**AIR RAIDER**  
 THE GUN WITH THE FEATURES THAT'RE  
 BAGGING THE MONEY-MAKING PLAY!  
 ORDER NOW FROM  
**SICKING, INC.**  
 14th & Central Parkway  
 CINCINNATI, OHIO



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**AIR RAIDER**  
 IT'S A WHIZ FOR ACTION—A GOLD  
 MINE FOR PROFITS!  
 ILLINOIS-IOWA OPERATORS—  
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**SILENT SALES  
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 200 Eleventh Ave., So.  
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**AIR RAIDER**  
 GREATEST APPEAL EVER IS SETTING  
 ALL-TIME PROFIT RECORDS!  
 ORDER TODAY FROM  
**SIMON SALES,  
 INC.**  
 437 W. 42nd St.  
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**AIR RAIDER**  
 COINDOM'S GREATEST IN PLAY  
 AND PROFITS!  
 GET YOURS TODAY FROM  
**SQUARE  
 AMUSEMENT CO.**  
 707 Broadway, ALBANY, N. Y.  
 88 Main St., POUGHKEEPSIE, N. Y.



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**AIR RAIDER**  
 TAKING THE PLAY FOR  
 BIGGEST "TAKE" EVER!  
 ORDER NOW FROM  
**ROBINSON  
 SALES CO.**  
 3100 Grand River Ave.  
 DETROIT, MICHIGAN  
 Exclusive Michigan Distributor



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**AIR RAIDER**  
 SHATTERING ALL PLAY AND  
 PROFIT RECORDS EVERYWHERE!  
 ORDER TODAY FROM  
**ROY MCGINNIS**  
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 BALTIMORE, MARYLAND



**ADJUSTABLE HIGH SCORE FREE PLAY AWARD!**



**CONTINUOUS LITE-RAY TRACER BULLETS!**

Keeney's

**AIR RAIDER**

PLENTY OF PROFITS FOR "KEEPS" 'CAUSE  
THERE'S PLENTY OF ACTION FOR FUN!



ORDER NOW FROM  
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**AIR RAIDER**

PLAY AND PROFITS GROW —  
CASH BOXES OVERFLOW!



MONTANA-N. & S. DAKOTA OPERATORS—  
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CAPTURING EVERY LOCATION AND  
ALL THE MONEY-MAKING PLAY!



ORDER TODAY FROM  
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MACHINE EXCHANGE**  
2021 Prospect Ave.  
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**AIR RAIDER**

SIZZLING GUN ACTION —  
BIGGEST PROFIT ATTRACTION!



ORDER FROM  
**REX  
AMUSEMENT CO.**  
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1443 Main St., BUFFALO, N. Y.

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EARNINGS POSITIVELY COLOSSAL—  
THANKS TO SENSATIONAL ACTION!



ORDER NOW FROM  
**ATLAS  
PHONOGRAPH CO.**  
1669 Main St.  
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THRILL FEATURES SETTING NEW  
THRILLING PROFIT HIGHS!



GET YOURS FROM  
**AUTOMATIC  
SALES CO.**  
416-A Broad St.  
NASHVILLE, TENNESSEE

**COMPACT—ONE PIECE . . . OCCUPIES VERY SMALL SPACE!**



**B. D. LAZAR, of Pittsburgh and Philadelphia, says:  
"Please Rush our orders on Paradise—it is Sensational!"**



**MOST MAGNIFICENT, COLORFUL  
PLAY-COMPELLING ATTRACTION  
IN THE INDUSTRY!**

★ **Plumage-Glo Backboard!** ★ **8-Way Scoring**  
**Rollovers!** ★ **8 Ways to Win!**

**Immediate Delivery**

**SEE YOUR DISTRIBUTOR**



**\$104.50**

**D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO**

**CASH IN WITH  
MILLS  
VEST POCKET BELL**  
Midget Automatic Payout



America's most practical Jackpot counter machine. Completely automatic payout of all awards, 3 to 20 and Jackpot.

- 1c Play with Jackpot Register ..... \$47.50
- 5c Play with Jackpot Register ..... 47.00
- 5c Play without Register.. 44.50

**ORDER TODAY**

1/3 Deposit, Balance C. O. D.

**SICKING, INC.**

1401 CENTRAL PARKWAY  
CINCINNATI, O.

**Look To The GENERAL For LEADERSHIP!**

Big Six .....	\$17.50	Exclusive Distributors	Sports .....	\$46.00
Commodore .....	27.00	Gottlieb's	Summertime .....	39.50
Cross Line .....	67.50	<b>PARADISE</b>	Three Score .....	39.50
Jolly .....	32.50	Exclusive Distributors	Gold Cup .....	49.50
On Deck Birds, F.B. ....	59.50	Davall's CUB and ACE	Jon. Fast Time, P.O. ....	110.00
Playmate, F.B. ....	62.50	<b>AMERICAN EAGLE—MAYEL</b>	Ten Strike .....	47.50
Red Hot .....	28.00		Ten Strike, H.S. ....	62.50
Roxy .....	28.50		Ten Strike, 10-40 .....	79.50

QUALITY RECONDITIONING ON EVERY GAME. WRITE FOR COMPLETE LIST!  
Enclose 1/3 Cash With Order. We Ship Balance C. O. D.

**THE GENERAL VENDING SERVICE CO., 2320 N. MONROE ST. BALTIMORE, MD.**

**SPECIAL AT \$39.50 EACH**  
**DOUBLE FEATURE 3-SCORE**  
Get It At  
**LEHIGH SPECIALTY CO.**  
N. W. COR. 2D & GREEN STS. PHILADELPHIA, PA.

**I. L. MITCHELL & CO**  
THIS WEEK'S SPECIALS →  
DOUBLE FEATURE (F.P.) .. \$37.50  
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Write for Our List of Used Pin Games  
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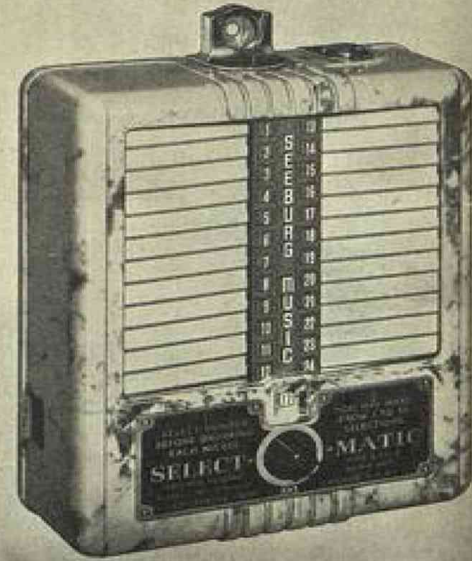
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