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# The Billboard

The World's Foremost Amusement Weekly

MARCH 15, 1941

15 Cents

Vol. 53. No. 11



That Drummin'  
Man  
**GENE KRUPA**

Opening Hotel Pennsylvania,  
New York, April 21  
Direction:  
Music Corporation  
of America

*Harold Lawrence*

# Song Hits For The Coin Machine Hit Parade!!

## A NIGHTINGALE SANG IN BERKELEY SQUARE

### dance

BLUEBIRD  
DECCA  
COLUMBIA  
VICTOR  
OKEH  
DECCA

GLENN MILLER  
GUY LOMBARDO  
RAY NOBLE  
SAMMY KAYE  
GENE KRUPA  
AMBROSE

### vocal

DECCA  
COLUMBIA  
BLUEBIRD  
OKEH  
DECCA

BING CROSBY  
KATE SMITH  
DICK TODD  
JACK LEONARD  
CAROL BRUCE

## THE MEM'RY OF A ROSE

By the writer of "South of the Border"

### dance

DECCA  
BLUEBIRD  
COLUMBIA  
VICTOR  
OKEH

JIMMY DORSEY  
GLENN MILLER  
BENNY GOODMAN  
SAMMY KAYE  
CHARLIE SPIVAK

### vocal

BLUEBIRD

DICK TODD

## JOHNNY PEDDLER

By the writer of "Beer Barrel Polka"

### dance

COLUMBIA  
OKEH  
BLUEBIRD  
DECCA  
VICTOR

KAY KYSER  
TOMMY TUCKER  
ABE LYMAN  
JOHNNY LONG  
RENE MUNETTE  
ORCHESTRA

### vocal

DECCA

ANDREWS SISTERS

## WALKIN' THRU MOCKIN' BIRD LANE

### dance

OKEH  
BLUEBIRD  
COLUMBIA  
DECCA  
VICTOR

TOMMY TUCKER  
BLUE BARRON  
RAY NOBLE  
IN PREPARATION  
IN PREPARATION

PUBLISHED BY SHAPIRO, BERNSTEIN & CO., INC.

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The World's Foremost Amusement Weekly

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## ALL WORK AND NO PLAY

### Judge Delves Into Show Lingo as Club and Concessionaire Air Suit

NEW YORK, March 8.—Judge Keyes Winter, of Municipal Court, on Tuesday read a review of the Romanian Village Showdown in The Billboard and went down. In fact, he was fascinated, and had an attendant call back The Billboard's night club editor, Paul Denis, who had just testified during a night club suit and was already on his way back to his office.

"What does all this mean?"  
"And what is an emcee?"  
"And what does 'he works close to his audience' mean?"  
"And 'sock stuff'?"  
"And 'pop song' and 'big hit'—what do they mean?"

These terms were explained to him, and the court had to wait a while while his Honor read some of the other reviews.

Denis had testified that he had been charged 25 cents by the checkroom girl, even though there was no sign visible to that effect. This fact went into his review, and this review became an important point in the suit by the Romanian Village against Norman Zeeman, checkroom concessionaire, and also the counter suit by Zeeman against Harry Diamond, owner of the club. The club wanted \$200 on its contract with the concessionaire and \$800 for alleged loss of business due to the checkroom's

methods. The concessionaire, in turn, demanded \$955.54 on the grounds that the club was not open during the full season.

All during the trial Judge Winter expressed wonder that patrons should pay tips to the checkroom. "Why didn't you give her a penny or call a policeman when she demanded 25 cents?" he demanded of Denis. "Why, you probably have paid more in tips to keep your hat in checkrooms than it costs. Why should patrons have to pay tips after buying expensive dinners?"

Finally, the judge ruled \$201 in favor of the concessionaire on the ground the club was not open during the full season.

Edward A. Winkelman was attorney for the club, which folded last week anyway.

### RAS Invading East 1st Time

Tie-up of lots in Washington, Balto, Philly reported—may day-date RB show

NEW YORK, March 8.—An unofficial report which reached here said that a unit of the Amusement Corporation of America would invade the East in early spring on an unprecedented basis. It was said that the corporation had tied up lots in Washington, Baltimore, and Philadelphia, leading evidence to the belief that the

(See RAS GOING EAST on page 36)

### New AGVA Election Program Set Up by Four A's; All Locals To Participate in 45-Member Board

NEW YORK, March 8.—New election machinery and dates were set up yesterday for a national election of 45 board members to the American Guild of Variety Artists. Nominations from all AGVA locals for the new national board, must be in the Four A's office here by March 22. Ballots will be mailed to members by March 27 and must be returned by April 17. AGVA members not in good standing prior to March 27, 1941, will not be allowed to vote. Good standing will mean paid-up on dues to and including January 31, 1941.

This "new deal" election program has been set up by the Four A's executive committee, ok'd by the AGVA-Four A's committee and the Four A's international board. Plan superimposes the AGVA constitution, and is designed to "implement the constitution and enable the AGVA national board to function."

New wrinkle in the qualifications required for all nominees is that they must not only be a member in good standing, but also have had "not less than 55 weeks' employment" for compensation in the jurisdiction of AGVA. Paid executives or employees of AGVA are not eligible for election to the new national board.

Geographical distribution of candidates is to be broken down into three categories:

### Defense Boom Fails To Help Show Field; War Jitters, Late Shifts, Other Causes Hold Down Spending

WASHINGTON, March 8.—The government's national defense spending, employment, and conscription are no boon to the country's entertainment industry—not yet, anyway. War jitters, overtime working shifts, and the general lack of time needed to complete the program have sapped the physical and mental strength of the U. S. populace to a point where quickie amusements are drawing most of whatever defense money is being spent for entertainment.

Theater and night spot ops in or around the vicinity of key defense centers report that their anticipated boom times have not jelled, despite the influx of thousands of workers. Boston theaters, for example, have noted depression in the weekly grosses, tho' the city is swarming with workers employed at the navy yard, Bethlehem shipyards, and many other plants with defense contracts. Week-end hits there, the ops say, is lagging, but the weekly total is held down by patrons' staying away in droves thru the week. Men coming off the late shifts end up by just having a quick shot or short beer in a spot where overalls are not conspicuous.

Some reports are emanating from Detroit, where a good part of the population is working nights. In Gary, Ind., where city officials are finding it difficult to find housing facilities for workers, local theaters and established theaters are watching their potential customers pour into new "boom-town joints" where three-piece orks and strippers work before crowds in blue-denim overalls.

In San Francisco and the surrounding bay area, an estimated 10,000 have been employed on defense work in the past few months, but clubs and theaters are still looking for the upsurge.

Seattle, home of Boeing Aircraft and the Bremerton shipyards, is suffering the same fate. But the headache is lessened by the knowledge that night life has never been too rosy anyway because of a State law forbidding the sale of anything but wine and beer.

#### No Remedy Yet

So far show business has found no way of combating the situation, and most (See All Work and No Play on page 16)

### Military Police for Wash. Club Zone, Despite Protests

WASHINGTON, March 8.—Despite protests of local citizens, the army has completed special training of 22 non-coms for military police duty near local amusement places to regulate behavior of service men on leave from rear-by camps. After instructions received at the War College, the soldiers changed into mufti for a tour of night spots conducted by detectives. Another group of 22 will receive the same training and will make a similar tour with local police.

It is believed that the week-end influx may total 50,000 men by June or July, and military police patrols will be assigned special areas to handle this number. Army men stated that no kiass-dad (See MILITARY POLICE on page 27)

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### Teams Broken by Conscription; Cuffo Ams at Fort Dix

NEW YORK, March 8.—Nelson Ras, who was leading in *Fat Joe*, and Sidney Kingsley's playright, are among those who were inducted by the army this week. Both are at Fort Dix, N. J. The break-up of the ballroom team of Pancho and Dolores is imminent, with Pancho set to be conscripted some time next week.

PHILADELPHIA, March 8.—Conscription continues to make demands on performers here. Two Men and a Girl had to cancel at Irvin Wolf's Rendezvous with James Corey's induction. Act had worked together three years.

Rose Irving, local amusee, is now a private at Fort McClellan, Ala.

### Have You Met?—No, We Haven't

NEW YORK, March 8.—Maurice Duke, who is preparing a suit against Yvette, singer, for breach of management contract, admits he was responsible for an ad in Thursday's (6) *New York Mirror*, reading, "Have you met—Maurice Duke's new French singing star? Butler's Tap Room."

Duke said he had not as yet placed the advertised female there. The ad copy used Yvette's tag line, with Butler's being selected as the site because Duke claims he discovered Yvette at that spot more than a year ago.

## Miami Benefit Problem Faces TA; Celeb Parties OK for 15% Of Gross; AGVA Signs 9 Spots

MIAMI, March 8.—While admitting that the benefit situation has steadily become worse the last few years, American Guild of Variety Artists and Theater Authority claim benefit has finally come to the performer, too. In support of that statement, Theater Authority performers here claim that last year performers played 20 local benefits during the high winter season, only a pair of which recognized the existence of an actors' fund. This year nine benefits have been sanctioned by TA in return for 15 per cent of the gross, and all "Celebrity Parties" are operating with TA's 15 per cent and, also, Bert Green. TA rep here, claims over \$5,000 will have been paid to TA by season's end.

According to Green, AGVA contracts have been concluded with the Dempsey Vandervilt, Carrousel, Beachcomber, Wit's End, Latin Quarter, Sky Club, Padlock, Atlantic Masie's, and the Davis Air Line. In most of these a minimum of \$50 has been set for principals, \$50 for chorus. Contract talks are understood to be on with Royal Palm, Bell, and Bequire clubs. These 12 clubs, however, represent less than half the total in Miami, the they are the most important.

Chief performer complaint here this season has been the large number of benefits, purporting to support charities for every conceivable purpose. Many of the benefits, of course, are legitimate and have become part of the activity of every winter season here, organizers here having discovered the willingness of actors to aid almost any money-raising effort. Theater Authority has sanctioned into such affairs.

Actors who have been pressed into service for benefits are not the only complainants. Theater and night club operators and local newspapers have expressed indignation at the demands of benefit promoters. No definite instance of an attempt on the part of TA to stem the benefit flood is available. AGVA and TA claim everything will be different next year. Several sources indicate that for the 1942 season only one monetary benefit will be staged, the income to be divided among all charity organizations interested, possibly at the Orange Bowl Stadium. TA claims no other benefits will have sanction. Further, TA claims it will stop Celebrity Parties.

Currently Dempsey's, the Carrousel, Latin Quarter, Wit's End, the Padlock, and Atlantic Masie's are operating Celebrity Parties with TA approval. Bunny Glines, of Dempsey's, paid TA \$1,500 in advance against the weekly 15 per cent assessment. Celebrity Parties, operating with TA's sanction, have been potent chiefly as a whip to force non-AGVA clubs into line. According to TA, Celebrity Parties in the past have benefited no one but the operator. When it is worded out that actors' appearances at these parties are still ruffo, Green claims

that they, the actors, couldn't be kept away, that they "love" to make such appearances.

Henry Dunn, treasurer of AGVA, who last week submitted his resignation from his office, admitting that the benefit situation has a sour smell, insists AGVA has made considerable progress here. Critic of the matter apparently receives around several points: first, extent to which AGVA will work to remove abuses in Miami; second, administration of TA and its funds in this area.

Need of AGVA and TA here is great. Maintenance of salary scales, establishment of salary guarantees, and supervision and control of booking operations here all demand attention.

## Tyson in Advance Of AMA Ice Show

PITTSBURGH, March 8.—Jeccapades opens on the West Coast the end of this month, following a tour that will take it to Cleveland; Champaign, Ill.; Kansas City, Mo.; Vancouver, B. C.; Portland, Ore., and Sacramento, Calif.

George Tyson has become advance man, while Norman Prescott, formerly in advance, is now company manager, replacing Tyson.

## Opera at Greensboro, N. C.

NALEBURY, N. C., March 8.—San Carlo Opera Company presented *Aida* at Greensboro February 12 under the auspices of the Greensboro Linn's Club.



BUCKING the hurrrires, we drifted in to catch a revival of H. G. Wells' *Things to Come* picture at a 43d Street grind house and found it so realistic we decided it might be fun to pound out a gossip column our children might read 25 years from now. So let's put in the dateline New York, March, 1947, and shoot...

LOIS ANDREWS JESSEL just got her working papers... Broadway Rose, who incorporated way back in 1911 (that was the year Orson Welles' *Citizen Kane* was released), now has Sixth Avenue Pansy, Seventh Avenue Daisy, and Central Park West Violet working for her... There's a rumor around that the Giants may add five daylight games to their schedule... Milton Berle Jr., anxious to get a job as emcee at the Es-Präsident Hotel in Klamasha, had an inch of Jan Murray Jr.'s nose grafted onto his schnoz... The six-day bike races are being picketed for a five-day week... Mike Todd has bought up some of those old 1943 tanks and anti-aircraft guns and is converting Van Cortlandt Park into a miniature obstacle golf course... And not to be outdone, Billy Rose has bought the upper eight stories of the Empire State Building (which became a bowling alley back in '41) and will use them as a radiator cap for his new autogiro... There'll be a reunion of Peggy Joyce's ex-husbands at Madison Circle Garden Tuesday night for the benefit of these broken-down agents who need to make a living running benefits... Overheard at the Village Stork Club, the Gay '40s, Horn & Hordart's, El Morocco, the Honey-Croasser, or perhaps Oscar Levant Jr. clipped it from his old man's scrapbook: "Never mind lifting the minimum charge—lift me!"... Fanny Ward had her face lifted!

YVONNE, of the Dionne Quins (her sister Annette is touring the nation lecturing on birth control), is ha-ha-ba-babing Bing Crosby's 11th son, Bangs, and it looks like it'll wind up in a wedding... The 18 Club has moved from 26 to 28 on 52d Street... The Savoy Ballroom will hold a conga contest Sunday night, completing the cycle of old-time dances... Supreme Court judges will judge the winners—including Hon. Danion Walker, Thomas Dewey, and a young barrister who did once run for President, Judge Wilkie... George Hart will get that divorce from his wife so he can marry Norma Shearer, Virginia Peino, Jane Withers, or Shirley Temple's 16-year-old daughter... Personally, we think George's next will be Baby Sandy—and what a baby she turned out to be! Freddie Bartholomew is making a comeback via the Monte Woolley rite in *The Man Who Came to Breakfast*—without make-up... Correction: It wasn't Fanny Ward who had her face lifted—it was her plastic surgeon who had his face lifted... Which prompts Eddie Cantor's young grandson to crack: "The only way they can lift Fanny's face again is with helium gas!"

GUESS who's teaching skating at the Rockefeller rink? Sonja Henie, who was the coast of the town when you were just a glint in your papa's eye... That heat wave up in the Bronx was Oreta Garbo entertaining a convention of the second American Legion—proving she's still conventional-minded... Mickey Rooney returns to pictures in a month playing the part of Judge Hardy... Newest rags in the Television Theater is a game they call "Buffs"... President Eleanor Roosevelt promises to hand in her resignation as soon as she can settle her Social Security tangle... Add the Forgotten Man: Vice-President Westbrook Pegler... That was a swell shindig the Lambs-Prize threw—they called it "Ella Maxwell's Second Childhood Party," and the kids all came in rompers, O strings, and dinky-boom, shirts... The Quiz Kids, who succeeded Cliff Pettiman, John Kieran, and FFA on the Information Please program six years ago, are in for a major scandal, O man Walter Winchell Jr. alleging they were left stranded as a Singer's Midget road company when vaudeville died way back in 1937!

## Selective Service Mail

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

## AGMA Members Enrolling in AFM

NEW YORK, March 8.—Despite a coming probe by the Department of Justice into the current jurisdictional dispute between the American Federation of Musicians and American Guild of Musical Artists, James C. Petrillo has now enrolled into his musician union most of the AGMA instrumentalists.

Albert Spalding, violinist and charter member of AOMA, broke the ice Saturday (1) by joining AFM and publicly putting the finger on AOMA as having no case. Others to follow his suit included Mitcha Elman, Jose Turbi, Eugene List, Oscar Straus, and about 15 more.

Petrillo's office states that all they know about the government's investigation so far is what they've read in the papers. They're just sitting tight. Henry Jaffe, AGMA attorney, refused to discuss the case at all.

## Pros for Philly Skatefest

PHILADELPHIA, March 8.—Annual ice carnival of the Philadelphia Skating Club at the Arena this week, March 13, 14, and 18, has added an array of professional talent. Headlining will be the figure skating of Phil Taylor and his daughter, Megan Taylor, of England. Others will be Jane Vaughn, William Grinditch, Buddy Vaughn, Bobby Specht and Joan Mitchell, and Ed Sholden.

## ASCAP-Radio Rift Continues; BMI To Talk Turkey Soon

NEW YORK, March 8.—Week closed without any definite negotiations in the way of a settlement of the ASCAP-radio music situation. Neville Miller, NAB president, stated that broadcasters as yet had not set up any negotiating committees. NAB execs, however, have been attending NAB district sessions drumming up renewal pledges for BMI. Thus far reports indicate that the West and Middle West are bitterly antagonistic to the Society and are adverse to any negotiations whatsoever.

Miller, when quoted as to whether the broadcasters would be in favor of setting up a single large music pool, including ASCAP, BMI, and other catalogs—with an arrangement whereby a certain percentage of the proceeds would be allocated to the different music organizations—stated this would be an ideal method of clearance but one which is not likely to be realized.

In view of Department of Justice's previous indications that it wants radio and ASCAP to get together in a hurry, it is believed that radio will shortly set up a committee to talk turkey.

## Hammit Rejoins VAE

CRAWFORDSVILLE, Ind., March 8.—Guy D. Hammit has rejoined the Vanderburgh Amusement Enterprises, operating theaters in Bloomington, Bedford, Greensburg, Noblesville, and Crawfordsville, all in Indiana. Hammit will make his headquarters at the Strand here. His two sons, who have been connected with him in the theatrical business, have joined the army. John H. Hammit is at Fort Bragg, N. C., and Guy Jr. at Camp Shelby, Miss.

## Possibilities

TRADE SERVICE BUREAU  
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

BENJ GERICKE—young radio actor spotted in many of Chicago's daytime serials—*Backstage Wife* and *Just and Jane*, among others. Does conscientiously sincere and effective work, and manages to steer clear of any hint of scenery-chewing, getting his effects thru ability and technique rather than over-emphasis. In appearance, he is tall and good-looking, which, coupled with his delivery, should make him a natural for films.

## For LEGIT MUSICAL

JAMES COPT III—tall who sings-talks scrawfling lyrics, accompanying himself at the piano. Now at the Radio City Rainbow Room, where he's scoring heavily. The lyrics are so fantastically silly that they're uproarious, and they're lifted by amusing and other mannerisms that make his act outstanding. His refreshing personality and highly original style and material are glove-fit for an intimate revue.

BITA DEVERES—contortionist and solo dancer sought recently as a specialty act at the Star, Brooklyn, New York. Good-looking and shapely, she displays superior talents in outstanding routines, and offers an act that would go well either in vaude or in a revue.

## GENE KRUPA

(This Week's Cover Subject)

GENE KRUPA, acclaimed the country's foremost exponent of the drums and one of the top showmen in the band industry, celebrates the third anniversary of the organization of his own band April 21, when he takes his act to the Cafe Rouge of the Hotel Pennsylvania, New York, for a six weeks' stay. This marks Krupa's first hotel engagement in New York—the spot which inaugurated Glenn Miller.

Starting his musical career in Chicago with Max Haddett and Bud Nichols, Krupa finally won national recognition in 1935 with Benny Goodman's band. Krupa's own work has been in existence three years and has earned it right to popular favor thru its versatility in both swing and danceable rhythms. His Columbia disk singles include "High on a Windy Hill," "Who," "The Big Do," and "Drummer Boy." Howard Dulany and Anita O'Day comprise the vocal department.

Recipient of numerous popularity awards for his drumming, Krupa has appeared in Paramount Pictures, at Chicago's Sherman Hotel, The Palomar, Meadowbrook, Glen Island Casino, and also holds the summer attendance record at New York's Paramount Theater.

Frank Verners, personal manager, is the guiding hand of the band.

## Dastardly Plot To Kill Vaude Seen in Organ Pipes Theft

DENVER, March 8.—It's quite evident that other than visible factors are working against vaude here. For many weeks no vaude has been booked for Denver and the citizenry had peacefully forgotten what a stagehand looked like, when the Denver Theater set the Lament Melodiers, a local act, for week of February 25.

And then on Tuesday night the theater was broken into and 41 special effect organ pipes (the organ was used in the presentation) were stolen.

Assistant manager Howard Fitzgerald says only an expert would be able to detect the missing notes and that replacement pipes had been ordered.

Two years ago 30 pipes were stolen and it is believed that the theft in both cases was motivated by the price of the pipes as junk. The theater is now taking precautions to safeguard the remaining 998 pipes.

## Four A's Nixes Cuffo Shows; Stops "Heat"

NEW YORK, March 8.—The Four A's committee studying the problem of cuffo army camp performances is considering a ban on all benefit performances at the encampments. The act of *Creep With Fire*, which was scheduled to perform at Fort Dix, N. J., Monday (9), was prohibited from going on.

The committee, consisting of Walter Grasso, Equity; Ruth Richmond, Georgia Equity; George Heller, AFRA; Maids Bende, Equity; Frank Gillmore, Four A's; Paul Turner, Four A's attorney; and Henry Jaffe, is reported to be set against all cuffo work. Many believe that the government, paying heavy coin for film bookings in the army posts, should do the same for the performers asked to play there, instead of having them contribute their time for free.

Alan Corelli, Theater Authority executive secretary, will probably have charge of enforcement.

## Richmond Business Up

RICHMOND, Va., March 8.—For the first time in several months Richmond is enjoying road shows. Encouraged by the successful engagement of *The Philadelphia Story*, the management of the Lyric Theater here booked other road attractions. *Man Who Came to Dinner* played here February 20, 21, and 22, and will be followed by a return visit from *Tobacco Road*, starring John Barton, on March 8, 9, and 10.

La Orens, the only night club in this area, is playing to capacity under the management of Maybelle Kilder, with Jean Walker as hostess, and is adding a new room to handle the crowds.

## Harlan, Ky., Plans Concerts

HARLAN, Ky., March 8.—Preliminary plans for bringing a series of at least three concerts by nationally known musicians to Harlan were made at a meeting of 22 persons from Loyall, Benjamin, Lynch, Cumberland, and Harlan, all towns in Harlan county. Officers were elected and a membership committee was appointed as a spearhead of the campaign, which will be started late next summer or next fall. The group adopted the name "Harlan County Concert Association."

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## NBC Shortleaves MBS Show

NEW YORK, March 8.—NBC will shortleave an MBS show to South America.

Standard Oil Company of New Jersey has contracted to sponsor a translated version of *Raymond Gram Swing's MBS news* show, which is sponsored by White Owl. *Shirley J. Walter Thompson*, will be aired eight times weekly, four of them in Spanish and four in Portuguese. McCann-Erickson is the agency for the Standard Oil ad airer, which will be broadcast via WRCA and WNDL.

## Pic-Op Shortage May Bring Flesh Back to Canada

ST. JOHN, N. B., March 8.—Compulsory substitution of *vaudeville*, musical comedy tab, dramatic stock, and traveling stage troupes for films is visualized in the Eastern Provinces as far from a remote possibility and much against the will of the theater operators.

It is based on a shortage of projectionists, with the shadow of a Dominion partial embargo on U. S. films in the background, or at least a governmental levy on all such productions imported into Canada.

At coastal centers projectionists have been enlisted in reserve army units. There is a probability of these being ordered on the active list for home defenses. At St. John all the operators are members of the searchlight battery of the coast artillery and have their training periods two mornings each week. If the battery were called out for full-time duty the theaters would be without bootmen, forcing the substitution of stage shows for the film fare.

A complication is a scarcity of operators there Nova Scotia, due, according to film exhibitors, to the refusal of the IATSE to allow the training of apprentices. Thus far the union has successfully resisted all efforts of the exhibitors to introduce apprenticeship.

## Grombach-Chilean Nitrate Case Settled Out of Court

NEW YORK, March 8.—The case of Grombach Productions, Inc., vs. Chilean Nitrate Association, a case involving program rights, has been settled out of court, according to Capt. Jean Grombach, Grombach's attorney state he received about \$10,000 and costs plus complete rights to the radio program, *Uacis Waterfall*.

In 1939 Grombach produced the program for Chilean Nitrate. The program ran until 1940; then, according to Grombach, Chilean Nitrate placed the show in the hands of another producing company, although the program rights were owned by Grombach and the talent was under his exclusive management.

## Length of Contract Is Cause Of Benny-General Foods Rift

NEW YORK, March 8.—Latest reported cause of the Jack Benny-General Foods rift is not so much the fact that Benny is asking more money, but that the sponsor will not sign a three-year contract because of the possibility that the United States will get into the war. Pointed out that, in event of war, rationing of foods might include Jello, thus creating a situation whereby the sponsor would be left holding the bag with a big radio show and nothing to sell.

Benny's contract expires June 1. He has been with Jello seven years, is getting about \$10,000 presently, out of which he pays cost. He is reportedly asking \$28,000.

## Breakfast Club's Large Net

CHICAGO, March 8.—Breakfast Club, which sold to Swift & Company a month ago, will have, beginning March 20, the largest network of any daytime commercial program. Swift has ordered 68 additional NBC-blue network stations for the four-week period preceding Easter, making a total of 143 stations plus the Premium Ham. J. Walter Thompson is the agency.

## Talent Budgets in Florida Are Larger --- So Are the Headaches

MIAMI, March 8.—Total spent for talent in Miami indicates the current season is the biggest yet. More entertainers, more amusement enterprises, larger budgets. But in direct proportion to the talent increase has been the increase in abuses.

Most aggravating is the fact that booking agencies here do not co-operate in anyway. Lower priced acts, in particular, have suffered.

Agents complain that competitive agents cut prices by as much as \$100 weekly for the same act. Agencies cry out that many acts have contracted for appearances at figures less than they quoted to the night clubs. Local agents complain against free-lance agents who maintain offices in their hats, while here for the peak period only. The number of these seasonal agents is large.

Generally accepted minimum for club dates is \$10 single, \$15 for a team. But teams have played engagements for as little as \$5, and a low of \$2 for a club date has been recorded. Another abuse is the "addition" avoidance. Acts have been known to "addition" in as many as 18 clubs, for which they receive nothing.

Several offices booking hotels have required acts to play from three to eight hotels in one evening at the salary of a single club minimum.

Until this year, 850 White of Southern Theatrical Agency, and Chester Alexander, both Miami Beach agents, had the medium-priced talent field largely to themselves. The current season has witnessed the establishment of two new offices in Miami Beach. First was Eileen Mercedes (Florida Theatrical Enterprises), who was associated last year with the Flamingo Park vaudeville presentations of the Miami Beach Recreation Department. Other new agency is Beverly, Inc., and has as principals Clark Robinson and Beverly, Robinson, who is currently art director for Slappy Macie's and the Beachcomber, and also lighting director for Ben Mardena's Colonial Inn.

All local talent agencies, despite complaints, report highly satisfactory ac-

## Fels Renews Live Shows On 29 Local Stations

PHILADELPHIA, March 8.—The Fels & Company, for its Fels Naphtha Soap, is hardly expected to return to network airings. S. E. Heber, Inc., local agency handling the soap account, has renewed for another 18 weeks local programs carried on 29 individual and regional network stations from Coast to Coast.

Shows are all live talent hits, musical and scripts, with some of the stations enjoying participating sponsorship. Renewals go to a show originating here on WFIL for seven stations on the Quaker network; seven stations on the Yankee network originating at WNAO, Boston, and individual shows on KJR, Seattle; WGN, Chicago; WDOY, Minneapolis; WDSM, Superior, Wis.; WJH, Detroit; KOIN, Portland, Ore.; KALB, Portland, Ore.; WGAR, Cleveland; KCPM, San Francisco; WCPO, Cincinnati; WFBR, Baltimore; KHJ, Los Angeles, and WJBK, Detroit.

sons. Both Beverly, Inc., and Eileen Mercedes indicate they are more than pleased, and will operate their offices on a 12-month basis.

The correction of booking abuses was discussed during the summer when the establishment of a high municipal license fee was considered. The matter was dropped.

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## LIVE TALENT UP IN N. Y.

## WMCA, WHN, WNEW, WINS Show Encouraging Trend; Outlook in Chi Unchanged; Philly 80% Wax

NEW YORK, March 1.—Analysis of live and canned broadcasts on the local independent stations in New York shows an encouraging upward trend in the use of live talent. Breakdown of statistics covering Chicago stations shows no such encouraging outlook and at best indicates that live talent is having a tough time holding its own.

All figures given are based upon an analysis of stations' programming during a recent sample week, as compared with the corresponding week last year.

In New York WMCA, WHN, WINS, and WNEW show increases in live program hours, some of the increases being rather healthy.

WMCA, for the week of March 9-15, 1941, broadcast 63 1/2 hours live and 86 1/2 hours recorded, as against 56 1/2 and 68 1/2, respectively during a similar week last year. Gain totals nearly 13 hours.

WHN, for the last week in February, 1941, reports 81 live hours as against 63 recorded, compared with 71 and 62 for a similar week last year. Live hours gained 10 here, with recorded hours also gaining three.

WNEW, for a recent sample week, reports 34 hours and 40 minutes of live as against 33 1/2 hours during a corresponding week last year. The 1941 live-talent figure comes to 24.1 per cent of the station's programming, as against 23.3 per cent in 1940.

WINS, for the week of February 9-16, 1941, figures a total of 40 hours live as against 53 1/2 hours canned. This compares with 35 1/2 hours of live and 31 hours of recorded during corresponding week in 1940.

WQXR's programming for the week of March 2-8, 1941, breaks down into approximately 87 hours of recorded and nearly 20 hours live, the figures being essentially the same as last year.

WQV currently is broadcasting 62 per cent of recorded and 38 per cent live, comparative figures for 1940 being unavailable.

## Not So Hot in Chi

Programming of Chicago stations indicates no upward trend in live talent, indication being that talent there is just about holding its own against wax incursions. Figures are given in chart, and, in the case of all Chicago stations, are for a sample week in February, 1941, as against a sample week in February, 1940.

## 80-90 Per Cent Canned in Philly

PHILADELPHIA, March 8.—Approximate check-up of programming at Philadelphia stations indicates that on the five non-network stations program hours are between 80 and 90 per cent recorded. These stations are WIDG, WILAT, WTEL, WPHN, WDAE. At WCAU, Columbia outlet, recordings cover between 10 and 15 per cent of the programming, the same being true at KYW and WFIL, the NBC-Red and Blue links. WIP, mutual outlet, is figured as using approximately 50 per cent live and 50 per cent canned.

## WEEKLY LIVE AND RECORDED HOURS ON NEW YORK LOCAL STATIONS

	1940			1941		
	Live	Recorded	Total	Live	Recorded	Total
WMCA	56:30	68:15	124:45	68:30	69:30	138
WHN	71	62	133	81	65	146
WNEW	33:30	110:30	144	34:40	100:20	135
WINS	35:34	31	66:34	40	33:35	73:36
WQXR	19:45	87	106:35	19:45	87	106:35

Note: The symbol (1) specifies hours-minutes.  
WQV could not furnish comparative figures, but claims its schedule now runs about 38 per cent live as against 62 per cent recorded.

## WEEKLY LIVE AND RECORDED HOURS ON CHICAGO STATIONS

	1940			1941		
	Live	Recorded	Total	Live	Recorded	Total
WMAQ	109:45	19:45	129:30	103:45	25:45	129:30
WGNR	45:45	13:15	59	44:24	14:36	59
WDRM	112:55	19:55	132:50	107:22	21:28	128
WGN	109:55	19:05	129	94:47	42:53	137:50
WCFL	69	321	430	60:30	321	381
WTRD	27:15	124:45	152	27:45	124:45	152:30
WIS	45	62	107	49	60	109
WLS	70:15	4:45	75	70:15	7:45	78

Note: Chicago figures differ from New York figures in that breakdown for network stations are included. In both charts, shows which are part live and part recorded, such as music and record ballroom program, are counted as recorded.

Exact figures not available for WAAZ, but station is doing about 83 per cent recorded—the same as last year.

## Pledge BMI Support In Texas and Mass.

HOUSTON, March 8.—Continuation of a competitive music market and pledge to renew contracts with BMI were outstanding moves made by Texas radio executives at the annual session of the 11th District of the NAB here February 28. At the annual election O. L. Taylor, Amarillo, president of the Sunshine Broadcasting Company, was re-elected to his third term as director of the district. Forty-seven delegates attended the meet.

After unanimously voting a new contract with BMI, the broadcasters adopted resolution stating the necessity for a free and competitive market in music. The resolution was drawn up by a committee consisting of Martin Campbell, WFAA, Dallas; Harold Hough, WFAA,

Fort Worth; B. F. Orr, KTRH, Houston, and Karl Wyler, KTBM, El Paso.

WORCESTER, Mass., March 8.—New England broadcasters went on record that they would renew their BMI licenses after April 1 at a meeting of the First District of National Association of Broadcasters held in this city last Tuesday.

## FCC Treks to Philly For Gauger at Philco Tele

PHILADELPHIA, March 8.—FCC members and staff, headed by Chairman James L. Fry, in preparation for the March 20 hearing that will decide the fate of television, paid a "secret" visit to the newest developments. It was reported that the FCC visit was principally to watch a demonstration of the Paraworth-Philco synchronization pulse development and FM picture.

## Can't Mix Fiddles and Finance, Maestri Finds

NEW YORK, March 8.—Grass to form string quartets has hit the town's band leaders — particularly those maestri who are no longer professionally engaged in fiddling. Last week Ben Selvin, exco of AMP and Musical, Miss Wainwright, and Mr. and Mrs. Ruby Newman met in the latter's house for a session of fancy bow work. With the exception of Mrs. Newman they all played so badly that they decided they would not bowl out their musicians in the future.

"Since I'm signing checks," says Selvin, "I can't get back that old vibrato."

## Radio Act Planning Action Against RKO

CHICAGO, March 8.—Tom, Dick, and Harry, radio vocal trio aiming for Edna Naphtha Scop and Brown & Williamson's Plantation Party, are planning action against RKO-Radio Pictures in the federal court here restraining the motion picture company from using the title Tom, Dick, and Harry in its forthcoming Olinger Rogers vehicle scheduled to be launched May 1.

Trio is composed of Bud and Gordon Vandover and Merlin Hurt, has been using the name for the last 12 years, and feels that use of the name by the flicker outfit might have a harmful effect on the publicity build-up acquired over that period. RKO officials claim that the name Tom, Dick, and Harry has been used by a number of acts in addition to being a byword in the vernacular. But Ross Lee Laird, attorney for the trio, feels confident that the court will hold in their favor.

Laird is basing his case on the decision laid down in the case of the Stork Restaurant, Inc. vs. Marcus of the Stork Club, Philadelphia, on January 5, 1941. The United States District Court of Pennsylvania, Eastern Division, held that the plaintiff (New York's Stork Club) was entitled to be supported in protection of its name without that name being registered.

## 5 Pubs Sue WCOV on Copyright Charges

MONTGOMERY, Ala., March 8.—The Capital Broadcasting Company, operator of Station WCOV, was made defendant Thursday in five suits filed in U. S. District Court by song publishing houses which charged "illegal use of copyrighted numbers." Plaintiff asked the court to enjoin the station from making further use of the songs and for reimbursement, as damage, of not less than \$250 in each case.

Plaintiffs, and the songs involved, are Sun Music Company, 711 Newer, Soid Agent; Shapiro, Bernstein, Call, & Co. Canyon, M. Whitmark & Son, Who Fold You I Cared?, and Bantley-Joy-Sweet, Inc., Blueberry Hill. The fifth song was not named.

## WFIL Expands Prod. Dept.

PHILADELPHIA, March 8.—Aiming to take the local lead in producing big live talent shows for WFIL and the Quaker network, regional for which it acts as originating station, Roger W. Clipp, station and regional general manager, has added Michael Blair to the staff. Blair, dropping out of the Mutual network, remaining NBC Blue, provides for more available time for local shows. Blair has written scripts for Good News, Hollywood Hotel, and the Bergon-McCathy show, and has directed other net shows. He will handle special production and special writing.

LIMA, Peru, March 8.—Peru Cuffs You, good-will series started at American audience to be broadcast thru station OAX-42 of Radio Nacional del Peru on Monday, 10:30-11 p.m., New York time. Program, under the direction of Victor Lions, includes concerts of Peruvian music and descriptive talks on Peru.

## Hams Jittery as Govt. Asks Info On 'Background'

WASHINGTON, March 8.—About 10 per cent of all amateur radio licenses issued by the Federal Communications Commission have been surrendered following demands for detailed information on background and activities of the hams. It was learned authoritatively by The Billboard this week. Surprising return of the tickets prompted government authorities to institute a quiet investigation for the reason: in such cases about 500 spots have been checked those who have had a change of heart, it was understood.

War developments last year dictated closer scrutiny of amateur operators, and questionnaires, extensive in scope, were mailed to licensees with requests for fingerprints. About 56,000 held ham tickets, and it was feared that a few might cloak operations of foreign espionage agents. Also the law requires citizenship of licensees.

Military authorities became curious about the return of ham licenses, and urged FCC to get more information. Most cases involved amateurs who had given up operations, but had continued to renew licenses as matter of form until procedure became too difficult to make it worth while. A very few instances have been studied by G-men to determine whether special action is justified, but the disposition of these cases is not known. Data on the hams has been considered an activity of the Defense Communications Board, which has been keeping most of its work confidential.

## WFIL, CIO Ink Unusual Pact

PHILADELPHIA, March 8.—Model labor contract has been negotiated by the WFIL engineers. Pact, for three years, was made by Local 28 of the CIO American Communications Association with Samuel H. Rosenbaum, station proxy and IRMA chief. Unusual feature is clause on way service, providing that any member drafted for government service shall be succeeded by a temporary employee with no loss of seniority and shall receive the difference between his regular salary for one month and his service pay for one month for each year he was with the station.

Contract also provides that if the national emergency causes inflation and purchasing power of the dollar is affected, the whole question of wages may be taken up by the union again upon written notice of desire to review wages. Any readjustment so made may be reopened by the station in the event of subsequent deflation.

Any employee becoming an official of the union and finding it necessary to take a one-year leave of absence for union activity, may take up his job again without loss of seniority. Other provisions cover a 10 per cent wage increase with periodic six-month increases, time and a half for overtime, seniority, closed shop, hiring thru the union, severance pay, sick leave, vacations with pay, bonus for night work, and no strikes. Wages range from \$43 weekly minimum to \$75 maximum.

Rosenbaum, in announcing the signing of the pact, said, "It marks another step forward in improving relations between labor and management in the radio industry."

## SESAC Expands Staff

NEW YORK, March 8.—SESAC, Inc. (Society of European Stage Authors and Composers), has added Emil J. Gough and Burr Squire to its staff of field representatives. Gough was formerly with Hearst Radio and the International Radio Network Affiliates. He will represent SESAC on the West Coast. Squire, once-time general manager of WINS and formerly connected with other stations, will cover the Middle West.

Other field rags remain.

# Radio Talent

## New York

By HARRY LESSER

RAY NELSON, newscasting for Peter Paul, has a new early morning show called "Biggest Time over WPA" and the radio. Ray scripts and announces the show. He also has two reviews at 12:15 which he also scripts and announces and produces, called *Your Host*. . . . SHERLING OLIVER is now playing Wilmer Bobbin on *Goodness Alley*. . . . Actor TOM ROEHR's daughter, MARION, was married this week to CHESTER C. BOBKIN. . . . J. P. FOX is writing the new FREDERIC BARTHOLOMEW series, *Lord Lovy of Lillerton*. Fox has also written the BEST LATELL show plus several of the daytime strips. . . . Can't understand why HELEN FOGD, who was so swell in musical shows, isn't spotted for a guest spot on *Lincoln Highway*. The gal can act as well as sing. . . . RICHARD MAXWELL, singer on CBS's *Friend Indeed*, ran for a train the other day and tripped. His hand was injured by chisels. Last time MAXWELL was injured it was with layabouts, and the two the singer prefers an injured hand.

DANNY LEEDS, formerly of Paramount's publicity department, has just received his AFRA franchise. Danny hopes to sell straight dramatic radio artists to agencies for their commercial shows. It will be an interesting experiment. To say the least, not many very fine actors and actresses who should be making plenty don't seem to be able to sell themselves. . . . Last Saturday night was *Draft Night* at New Jersey's Rustic Cabin, when famous musicians stationed at Fort Dix gathered at the cabin on maestro ALVINO REY's invitation and staged an informal jam session. Among the drafted soloists were HERMIE FIELDS, ex-RAYMOND SCOTT tenorman; BILL SHINE, formerly saxophonist with RAY WHITEMAN's band. . . . Latest of the Metropolitan Opera stars to join the radio parade is FREDERICK JAGEL. He has been heard on several air spots within the last two weeks.

GEORGE BRYAN, the announcer, was in a telephone booth at CBS and noticed the name of CHARLES PAUL, the conductor, written on the wall. BRYAN indignantly called PAUL'S p. a. and blurted: "Say, I think that's a pretty desperate way to publicize a chap's name." . . . Most people have dreams of falling from buildings and cliffs, but BILLY M. OBSENE, comedian on *Guy Narratives*, has a different type of falling dream. BILLY came to radio from vaudeville, in which he was both comedian and acrobat. Now, when he makes his entrance, he always falls flat on his

face—a performance that never fails to evoke a gasp and then laughter from the audience. BILLY'S dream—well, he regularly dreams that he has missed his timing on his trick fall, with a bashed-in nose as the result. . . . When serial *Nicky Finis* hits the air next month it'll be the first daily air drama with original music running thru it. JIMMY FLORA, who'll play the Hammond organ for the sketch, will pen the melodies. . . . GEORGE HOOKAN begged the announcing on that new audience participation idea, *Spin the Bottle*. . . . *The Men in Mesh*, written by ED CLELAND and starring IVAN TRESAULT, was done admirably over WINS last week with JACKSON BECK, KONA HIRSHARD, JOYCE HAYWARD, PATSY O'BRIEN, WARREN MILES, GEORGE RUBENS, MORGAN FARLEY, and RICHARD QUINN in the supporting cast.

ED EAST actually gets a studio audience for his *Breadbasket in Bedlam* program at 7 a.m. . . . JAY JOYNTIN and wife will play the leading roles in *Michael and Mary* at the Jackson Heights Clubhouse Friday and Saturday (14-15). . . . BEN GRAUER wants to buy a suitboat. . . . After two years of retirement following her marriage, JEAN ELLINGTON is resuming her singing career. . . . BASIL RYSDAEL, the announcer, is commenting a series of shorts on behind-the-scenes in Washington for Columbia Pictures. . . . The Hartmans have decided that radio is the safest profession in show business. PAUL was playing with his dog in Hollywood last Sunday, and the *Airedale* accidentally bit his hand. Result: a week's layoff from the movie set where he is starring in *Sunny*. Cost to the studio: \$12,000. . . . MITZI GREENE, four nights in a row with four different bands at the Casino Theatre. . . . MRS. MICHAEL ARLER with MISS LAURITZ MELCHOR at Barney Gallant's, both wearing green hats made so famous by the former's husband. . . . JULES ROMAINS, dining with ANDRE MAUROIS at LeCafe Arnold, confides that he would like to take a crack at radio but that his English is too bad. . . . VIRGINIA PHINE, the Hollywood glamour lass, has switched her radio activities to New York during her appearance in *Lady in the Dark*, the hit about psychiatry. The play's theme reminds her of the radio executive who sent his wife to the psychiatrist for six months. "How's her mental condition now?" asked VIRGINIA. "She's much better," replied the exec, "but the psychiatrist has gone nuts."

GOLDEN OATE QUARTET is starting a new series on CBS Mondays, 11:15-30 p.m.

## Chicago

By NORMAN MODELL

JOE COOK and PATRICIA ELLIS are set for *A Chicago Tonight* next Thursday (13). . . . Two H & W shows junket to Kansas City, Mo., for their March 24 and 25 broadcasts to appear before the All-American Food Fair. . . . BARBARA BURRAS, a newcomer to Chi radio, has been cast as Lullie in *Stepmother*. . . . JANET LOGAN and ED PHENIXES have been added to the dramatic cast of *Treat Time*. . . . AL HALUB is a regular on *We Predict* dramatic flashes. . . . IRENE PURCELL, who has seen her name on legit and movie theater marquee, has been assigned the role of Anne Goodwin in *Around Grimes's Daughter*. . . . CAROLYN MONTGOMERY is auditioning a new show featuring a woman's choir. . . . BILL ROSE, of the NBC press department, left for Camp Forrest, Tenn., last week. He is a second lieutenant in the 12th Field Artillery, Illinois National Guard. WILLIAM J. KOMANS, formerly with *The Herald-American*, takes his place.

NOEL GERSON, head of WGN Talent Division, left for a two-week Florida vacation. . . . JANE WEBB, the high school gal who has been leading Chicago radio on the *Fun* program, copied another role, that of Midge Barton in HARLAN WARREN kid classic. . . . Midge takes a fancy to a cub reporter, Peter Bean, and that necessitated the hiring of

EDDIE FIRESTONE to play the new role. . . . BESS FLYNN planned here over the week-end. . . . JOAN WINTERIS left for a two-week vacation in Palm Springs. . . . CORNY PEPPLES couldn't take his assignment offered him on *Scattergood Jones* because of a conflict. Role went to JOE BLANNERY. . . . ALICE GOOD-KIN has been cast in three new baby roles, one on *Heaven Tunes* and two on *Bachelor's Children*, on which she does the gurgling for twins. . . . FORREST LEWIS has been added to the *Dear Now* show, which has been in for a lot of pelting at the expert hands of BOB HAPTER, who was asked to take time off from his job of peddling Columbia records shows to do the job. . . . JACK BAYNE has recorded a strip show about life in the navy entitled *Sailors Three*. Themes who made the disk were CHARLEY SCOLESTON, FRED HOWARD, ART REBENS, JOHNNY LABEIN, PHIL BOWMAN, FORREST LEWIS, and DICK GOOD. LES MITCHELL produced. . . . MICHAEL STEWART, bass singer on *Mentor's Party*, has taken DICK TODD's spot on *Showboat*, Todd having abandoned Chi for New York radio and was named CHI for New York radio and will fly to Los Angeles after his show on Wednesday (11) to take part in a Republic picture with LULU BELLE, SCOTTY, and SMILEY BURNETT. His comedy stint will be picked up from L. A. while he's out there.

# Miller, Goodman, Dorsey, Shaw Best-Liked Bands Short-Waved to S. A., Says NBC Int'l Division

NEW YORK, March 12.—According to NBC's International Division, Glenn Miller, Benny Goodman, Tommy Dorsey, and Artie Shaw appear to be the most popular American dance bands on records heard in Latin America via the short-wave stations WBCA and WNSB. These estimates are based upon mail requests pulled by the program, *Rhythm and Dance*, which NBC short waves to Latin America seven days weekly at 6:45 p.m. Under the guidance of Ken Smith, who directs pankey-tuning, jobs are Martin Block—but without sponsors.

A second group of encores is bunched together in popularity and closely follow the four leaders. These include Guy Lombardo, Wayne King, the late Hal Kemp, Larry Clinton, Vincent Lopez, Tony Pastor, Mitchell Ayres, Bob Crosby, Alvino Rey, Delia Ellington, Louis Armstrong, and Glen Gray. *Rhythm and Dance*, between July and December, 1940, pulled 1,290 letters requesting records. After December 31 the mail dropped sharply, NBC attributing this to the unsettled music situation following the ASCAP-radio deadlock. Content of the program, up to December 31, was almost entirely American dance music, but when ASCAP went off the air the program began to use 50 per cent Latin American tunes, owing to BMI's strength in this particular category.

According to mail pulled thus far, NBC execs figure that currently South Americans are nuts about American dance music to an even greater extent than Americans are whacky about congas, rumbas, and sambas. The Latin-Americans like to hear their own type of music via short wave, too, but feel that only three bands know how to play it. Those are Xavier Cugat—whose *Camel* program is aired in Latin America via WABC—and Ernie Mendiguer and Nacio Rodrigo. The Latin request "versions" of South American music, particularly in the style done by Tommy Dorsey, but cannot stomach the stuff when American bands attempt to play authentic arrangements.

According to Smith, who used to do a

similar program in Mexico, South American musicians are equally incapable of playing North American material.

NBC uses only Victor records and Testament transcriptions in its program, but points out that a number of non-Victor artists are included in its estimate of band leaders' popularity based on mail. NBC won't play Decca or other records unless the companies buy time on the program. Show thus far has been a sustainer, but efforts will be made to grab sponsors.

In the past 14 months, during which time NBC has been offering Latin American service to American exporters and other advertisers, sponsors have included Adam Hata, Aator Hotel, American Export Air Lines, Camel Cigarettes, DuPont, Esterbrook Pen Company; S. C. Johnson & Son, Inc.; RCA Manufacturing Company, Standard Oil Company of New Jersey, Tressa Company, United Fruit Company, Waldorf-Astoria, and Radio-Kath-Orphenum.

NBC's short-wave division has been broadcasting since 1928, and for the past three and one-half years has been offering 16 hours of programs daily. Total mail last year was 70,000 pieces, three-fourths of which came from South America.

This month the two stations, WBCA and WNSB, will jump from 35,000 to 50,000 watts power.

## Swing-Wacky Latins

NEW YORK, March 8.—According to Ken Smith, who emceed NBC's short-wave record program as Radio's *Mercury*, Latin Americans are so swing-happy that they request hundreds of photographs of American band leaders and inquire as to shifts in band personnel. Death of the late Hal Kemp drew lots of many sad epistles, and Benny Goodman's recent operation also accounted for considerable mail asking for information about the maestro's health.

# Advertisers, Agencies, Stations

NEW YORK: ART METALWORKS, Inc., will sponsor Paul Sullivan *Section of the News* on 23 Columbia stations beginning Friday, April 11, at 6:30-45 p.m. Cecil & Prebrey is the agency. Sullivan is already sponsored Monday thru Thursday by Brown & Williamson. . . . Bob Harris, WBCA announcer, is now doing 28 broadcasts weekly. . . . *Lincoln Highway*, sponsored by Hecker Products, Inc., has been renewed on NBC's Red network for seven weeks, starting March 15. Benton & Bowler is the agency. . . . Allied Radio Associates have signed Eva Le Gallienne and Walter Hampden for a package show, *The American Theater*. Paul Winchell is handling. . . . Edward P. Birch, manager of radio and programs of the NBC Radio Recording Division, has married Edith F. Barrow.

Robert Kornbluser, of the WJRN Traffic Dept., is the first draftee from that station to be inducted into the army. . . . Henry Gladstone, WJRN announcer, has completed a series of transcriptions for Adam Hata. . . . Lillian Conover has been added to the WBCA publicity staff. She'll handle promotion on women's programs. . . . Martin Block has leased a 30-room house in Garden City, N. Y. He's preparing for a new arrival in the Block family. . . . Hugo Rood, WJRN engineer, is recuperating from a recent operation in a Paterson, N. J., hospital. . . . Wedding bells will ring this spring for Denis James, WJRN announcer.

WJRL at Woodside, N. Y., is airing a series of records from the Queens County Boro Hall. Titled *Today at Boro Hall*.

## CHICAGO:

Wilson & Company, thru U. S. Advertising Corporation, has renewed its five-minute United States news program six times weekly over WMAQ for 36 weeks, effective March 24. Spots plus Ideal Log Food. . . . Another newcast over WMAQ, featuring Norman Barry, has been inked for 32 weeks, twice a week, by the Blackstone Products Company,

thru Raymond Spector Agency. . . . Old Gold will sponsor the *Coke and White Sox* baseball broadcasts over WGN this coming season. Agency is Walter Thompson.

John B. Blaseff, formerly v.-p. of the Lawrence Fering Company and previously associated with Blackett-Sample-Hummert and Compton advertising agencies, has joined H. W. Kastor & Sons Advertising Company as v.-p. He will be located in Kastor's New York office.

## PHILADELPHIA:

DON HAYWORTH leaves Bob Hawk's *Fake It or Leave It* to join announcing staff of WCAU, filling the post vacated by Lou Fisher, now with the Naval Reserve. . . . John Falkner Arndt agency taking radio for the first time for Harff's *Camel* spots, spotting time on WJBO, WPTL and WPSN. . . . Dr. Leon Levy, WCAU pres. named head of the radio committee for the Variety Club campaign in Atlantic City in May. . . . WPSN exclusively airing the Sportsman's Show, Tra Walsh handling the mike, and also giving the wordage for the experimental television broadcasts by Philco's WAKE. . . . Sam Herota back on production at WIP after a spell in the Jewish Hospital. . . . Otto Branger Brewing Company here scheduling the largest appropriation in its history for this spring. J. M. Keen handling the account, with radio getting generous share. . . . Billy Banks, WIP time seller, elected for the fifth year to the Mayor's Committee for the Celebration of Flag Day. . . . Roger W. Clipp, WPTL general manager, made an honorary colonel in the Pennsylvania National Guard. . . . WCAU returns the Vocal Help Wanted talent hunt to the air.

## FROM ALL AROUND:

BILL MESSNER, KPCW announcer, Lincoln, Neb., has married the former Mary Jayne Ingalls. . . . Bob Davis, KOIL (Omaha) sports announcer, goes to the air corps, and Jack Sander will probably take over.

**"The Free Company"**

Reviewed Sunday, 2-2:30 p.m. Style—Drama. Station—Sustaining on WABC (New York, CBS network).

The Free Company, a group of writers, actors, and producers, announced as devoted to the idea of perpetuating American democracy, threw together a lot of fancy talent to give the second presentation of its series, a Marc Connelly play titled *The Mole on Lincoln's Check*. It's an intriguing title, somewhat more so than the play itself. The theme of which is the sanctity of free speech as applied to teaching in the public schools.

Tarn presents the plight of a couple of progressive educators who are accused of using textbooks calculated to cast aspersions on George Washington, John Hancock, and sundry fathers of our country. Some unpleasant "witch-hunting" goes on, upshot being that the teachers finally square themselves as good Americans at a school-board hearing.

Unfolding of the theme impressed as extremely childish, particularly the instance wherein the leader of the school board's fanatical element suffers a change of heart and takes on the character of an enlightened, progressive citizen.

Title, *Mole on Lincoln's Check*, is worked into the play to illustrate the necessity for truth in teaching and the necessity of presenting historical characters in their imperfections as well as perfection.

Burgess Meredith is narrator for the series. His explanatory comment is sincere and incisive. Cast was not too impressive despite the presence of Charles Hickford, Melvyn Douglas, Edward Ellis, Margaret Hamilton, and Claire Trevor. *Ackerman.*

**"Columbia's Gay Nineties"**

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

*Gay Nineties*, nostalgic and satiric recreation of the gaudier era, has finally landed a sponsor, Model Tobacco. Model has been a long time coming, and has lately sponsored Howard and Shelton and Friska and Hall. Why no other sponsor grabbed it during the show's long period of a sustainer. (It's been on the air since July 2, 1939.) Is one of those perennial radio mysteries.

*Nineties* appeal, as indicated, is both nostalgic and satiric, and a listener can probably tune it in whether he's in search of a laugh or a tear. Program format remains the same, with songwriter Joe Howard as emcee; Beatrice Kay as comedy singer; Billy Greene, comic; *Big Street Four*, chorus, and Ray Blaine's orchestra.

Tunes, in both straight and hoké style, included such gems as *Take Back Your Gold*, *Slipping Oiler Thru a Straw*, *Stullipon's March*, *Handicap March*, *Last Rose of Summer*, and *I Don't Care*.

Comedy is intentionally corny and dated, but the bromides, cast in an antique setting, are still good for laughs. Frank A. McMahon produces, and should keep U. S. Tobacco satisfied. Program has been moved from its Saturday evening spot. *Ackerman.*

**"Saturday Jamboree"**

Reviewed Saturday, 6:30-7 p.m. Style—Variety. Station—Sustaining on WBZ (Boston, NBC-Blue network).

*Saturday Jamboree*, weekly half-hour spot, gives out very listenable music in many forms. First there is Baskin's orchestra, a surprisingly good jump band, and Kay Ivora, handling the female end of the vocals, displays solid warbling in *Walking on Air* and *What Good's the Moon*. Jack Dalton, cowboy yodeler and guitarist, handles *Little Old Rag Doll* no better than average. Hum and Strum, close harmony duo, sound more like "no-hum." Balzy Avicovich, martini specialist, does a strong, but nothing fancy, job on *La Sorella*, a rhythmic Spanish tune.

Interesting the music with some pleasant enacting, plus some vocalizing of his own, was the likable Chet Kayford. He would do better if he cut some of his garbling and stick to the chatter.

The high spot of the show is Baskin's ork, whose playing is swing of the purest sort, except when they tone down for vocals, which they do well. This jamboree is a welcome spot on the otherwise dead hours of early Saturday eve airings. *Gottfman.*

**Program Reviews**

EST Unless Otherwise Indicated

**"Air Auction"**

Reviewed Tuesday, 3:15-3:45 p.m. Style—Commercial auction. Participating on WIP (Philadelphia).

Instead of sitting by the telephone waiting for the announcer to call that there's a pay-off for the listening, WIP now invites the professional listener to turn out at the studio each week and bid for the giveaway. It's patterned after a commercial auction, studio attendees being invited by "auctioneer" Walt Newton to bid on merchandise supplied by participating sponsors.

When caught, nickel bag of pretzels went for two cents; cottage cheese, worth 26 kopeks, was knocked down at nine cents; package of steaks worth six bits sold for 45 cents; two-week diaper service selling for 83 brought only 45 cents; dozen doughnuts went for a dime; a \$1.30 bottle of glycer mineral water made 45 cents; 98-cent bottle of salad oil panned the grass for 15 cents, and a \$1.30 cosmetic powder pack paid off four dimes.

No actual exchange of money in the studio during the airing. Successful bidder gets a certificate and phone number of sponsor, who will have the delivery man bring the item for the amount of money bid. In addition, sponsor gets a heavy commercial when the particular product is put up for bidding.

Listeners at home don't figure in the bidding at all. Moreover, why anybody would want to listen to it at all is a tough one to figure out. Absolutely no entertainment value or even interest as it comes over the loud-speaker. There's no violent bidding to make one jump up from the parlor chair, nor is any article on the auction block worth the salt of anyone's tears for not being in the studio to participate.

Auctioneer Newton does a yeoman job in keeping the talk going, but show needs more than talk. *Orodenker.*

**"Duffy's Tavern"**

Reviewed Saturday, 8:30-8:55 p.m. Style—Comedy, music. Sponsor—Magazine Repeating Razor Company (Schick). Agency—J. M. Mathes. Station—WABC (New York, CBS network).

*Duffy's Tavern*, one of the better program ideas showcased in Columbia's *Forecast* series last summer, comes back with Ed Gardner and a sponsor, Gardner, a director of note on other radio programs, plays Archie, a harried bartender in Duffy's Tavern. Archie is Duffy's languid man-of-all-work and is afflicted with a remarkable Holl's Kitchen dialect completely devoid of grammar and full of engaging malapropisms. Duffy is a mythical figure, his influence being indirect but very substantial. His presence becomes known when he telephones Archie to squawk about the music and demand an Irish tenor. These conversations are one-way affairs, Archie's answers to Duffy explaining everything.

Program did not score as well as the original *Forecast* show, but was plenty good. Everything will depend upon script and how consistently Gardner can perform. Session as it stands is certainly a novel comedy set-up.

Band is John Kirby's, a restrained tho' swingy orchestra.

Series' first guest was Colonel Stoopnagle, slightly terrified in a funstic impersonation of an Irish.

Some of the plugs for Schick Razor were cleverly worked into the script. *Ackerman.*

**"On Page Two"**

Reviewed Thursday, 9:45-10 p.m. Style—Comedy news. Station—Sustaining on WEVD (New York).

On *Page Two*, a quarter-hour one-a-weeker devoted to oddities in the news, is conducted by "Mr. and Mrs. Bingo." Mr. Bingo reads odd bits of news in the daily paper and Mrs. Bingo passes comment on each item. Invariably Mrs. Bingo misconstrues the meaning of the article, the effect supposed to create comedy. However, the Bingsos fall in attaining their end. All in all, they produce a rather dull and boring quarter hour. The idea is good and has possibilities, but program requires considerable brushing up to be of real entertainment value. *Colfer.*

**"Seven at Seven"**

Reviewed Monday, 7-7:15 p.m. Style—Musical. Sustaining on WFIL (Philadelphia).

This is one of the smoothest of the sustainers taking advantage of the town's wealth of musical talent. Coming on Mondays and Fridays at 7, Stanna boasts seven specialists in the Stardusters, vocal foursome of three males and a gal; solo singing of Florence Bendon, and the piano duo of Milt Spooner and Johnny Carlin.

Stardusters, harmonizing in the modern manner, chop the rhythm songs. Pipes blend perfectly, arrangements are bright, and the singing big all the way. For a change of vocal pace, Miss Bendon is smooth and silky on the ballads. Fingers of the Spooner-Carlin team acclimate at the ivory.

An original *It's Seven O'Clock* theme, Starduster-stung, starts and sticks. Stanna above par on professional standards locally, comparing favorably with net hearings, and leaves nothing to be desired—musically or vocally. *Orodenker.*

**"The Piano Dances"**

Reviewed Monday, 6:15-6:20 p.m. Style—Piano music. Sustaining on Station WEAF (New York).

A delicious little bit of piano acrobatics is dispensed on this quickie shot by Joseph Kahn. Show's commercial value, however, is confined to the musical connoisseur type of listener. Formula is for Kahn to take a well-known classical number (in this case *Bach's Bourée*), play a few bars straight, and then show what can be done toward modernizing it. Not swing or jive, but just a modification. With *Bourée*, Kahn showed and brought out the slight boogie-woogie background prevalent. All done very subtly and with a quickened tempo. Amusing and entertaining.

This once-a-week shot has a companion program aired same time on Friday evenings and titled *The Piano Studies*. Earle Wilde does the piano work on this one. *Humphrey.*

**"Author's Playhouse"**

Reviewed Wednesday, 9-9:30 p.m., CST. Station—Sustaining on WENR (Chicago, NBC-Red network).

This broadcast promises a succession of worth-while dramatizations of short stories, provided that subsequent plays maintain the literary standard achieved by the starter, Charles Gusman's adaptation of Stephen Vincent Benet's *Heremias*. Story was an clutch to transport, yet Gusman adhered closely to Benet's stirring tale, his only improvisations improving the story for the radio medium.

The power of such material and the fact that it can be conveyed thru the limited medium of sound-drama represents a vigorous slap in the face of the purveyors of commercial claptrap, who refuse to offer the public anything but the dregs of literary fabrication. Theatricals put over a difficult job well. Wynne Wright did a smart job on production. *Model.*

**"Treat-Time"**

Reviewed Wednesday, 11-11:15 a.m. Style—Variety program. Sponsor—Armour & Company Agency—Lord & Thomas. Station—WABC (New York, CBS network).

A smooth-running quarter-hour musical variety show with Buddy Clark as emcee. Clark opened with *Keep an Eye on Your Heart* and a swing version of *Curry Me Back to Old Virginia*, both well done. A unique feature is a dramatization based on the ballad *By an Old English Gentleman*.

Program has house-wife appeal, Marie Gifford supplying helpful hints on recipes that can be made from Treat, the Armour product plugged by the show. Buddy Clark closes with a rendition of *Darling, How You Lied*.

The musical background is ably provided by Frank Kettinger and orchestra. John Weigel announces. *Colfer.*

**"What's You Idea?"**

Reviewed Sunday, 5:30-6 p.m. CST. Style—Novelty. Sponsor—Mars Candy Company. Agency—Grant. Station—WMAQ (Chicago, NBC-Red network).

This program might well be watched by agency men to see if the public really has any new ideas for radio shows. Main feature is to produce three brain-children a week, conceived by the listeners and qualified for entrance into the contest by the submission of two "Forever Yours" wrappers. A century note is paid for each program produced, rights retained by author, and an additional \$100 prize is awarded the writer of the show idea deemed best by the audience.

Examples of new programs were far from breath-taking; ergo, amateur inventions have little hope of starting the industry. First idea was the dramatization of Joel Chandler Harris's *Uncle Remus* stories. This was excellent, offered delightful characterization, but considered as commercial material, lacked appeal to a specific listening group, being too smart for children and too juvenile for adults. Second idea was *Musical Anagrams*, which gave the audience the problem of deriving the name of an animal from the initial letter in several song titles. This, too, stopped short of being commercial, because its only form of presentation could be a contest giveaway program, and as such would have to be too general to be effective. Third idea was called *The Story the Song Suggests*, which is self-explanatory. Simone Simon, guest performer on this show, performed the lead in an uninspired story. Each idea took up about five minutes, and all were well produced.

Orchestra used is Ted Pio-Rito. Bass player Candy Candido came up for a triple-rolled mandolin solo. Three Trees, with musical accompaniment. If other suitable material can be found for Candido, he should prove to be excellent comedy relief. Little Jackie Heller, featured vocalist, applied his high tenor tubes to *You Should Be Set to Music* and elicited Nelson Okamoto does a creditable smooze job. *Model.*

**"Elmer Davis"**

Reviewed Monday, 8:55-9 p.m., EST. Style—News comment. Sponsor—Chrysler Corporation. Agency—Lee Anderson Advertising Company. Station—WABC (New York, CBS network).

It's about time five-minute-man Elmer Davis landed a sponsor, but even that effectively frees newspaper man-author can't overcome loss of about two minutes given over to opening and closing commercials plugging fluid drive. Davis' skillful handling of material, combined with good voice and the objectivity of a veteran reporter, clearly demand more time.

Davis is heard over 100 CBS stations on Monday, Wednesday, Thursday, and Saturday, with the Tuesday and Friday spots sponsored by Gillette Safety Razor. *Fraude.*

**John Neshitt**

Reviewed Saturday, 7:30-7:45 p.m. Style—News interpretations. Sponsor—Oxon Homes. Station—WCAE (Pittsburgh).

This soloist travels to the studio from the Grove City College campus for his news analysis. Teacher-like, he spends most of his time on background. Reviewing current events, with emphasis on foreign affairs, he interprets in lights of history and personal experiences abroad a few years back. His presentation is good enough, his enunciation sound, but the period lacks sparkle. Perhaps there's too much "Now when I was there—" stuff, maybe it's a lack of the unusual in his satisfactory but ordinary delivery.

A bit more individuality and program ought to develop a steady audience of the upper-income folks who listen to radio. *Frank.*

**Court Dismisses Charges Against WDEL and WJLM**

WILMINGTON, Del., March 8.—Judge Henry B. Inance in Municipal Court yesterday dismissed Sunday blue law violation charges against J. Grenham Walsh, manager, and Harvey C. Smith, program director of stations WDEL and WJLM. Court ruled that hourly news, "not only on Monday but on Sunday as well" is necessary, and therefore permissible under the 200-year-old statute.



# ET ROYALTIES PROBLEM

## Neb. Anti-ASCAP Statute Up Again

OMAHA, Neb., March 8.—Understanding that Nebraska's anti-ASCAP law, which was knocked out by a three-judge U. S. District Court decision in 1930, will be reviewed in this term of the U. S. Supreme Court has the Attorney General's office preparing for hearings, although no date has been set as yet.

William J. Moltz, Omaha attorney, is the special prosecutor assigned to the case, and here of the opinion there is no advantage for hotels and ballrooms in the ASCAP consent decree. His appeal from the lower court decision will be on the section of that decision which says "an individual member of an organization has no right to combine with others to insure the control of prices and the consequent power of an entire field by compulsion."

The Nebraska law, authored and submitted to the 1937 legislature and signed as an emergency law by the governor immediately upon passage, was offered by Senator Frank Brady, an Atkinson, Neb., rancher. In commenting upon it as a whole, the three-judge court found it invaded the rights of men guaranteed them under the copyright laws. The hope in the high court review is that the law may be retained in the decision by which ASCAP can be controlled.

## Voorhees Bid for CRA Chi Office

CHICAGO, March 8.—Reginald Voorhees, local club booker, is planning expansion of his activities. The action is only in the preliminary stage, it is understood that Voorhees has approached Charles Green, head of Consolidated Radio Artists, offering to take over CRA's Chi office.

Voorhees said his main interest in CRA was the acquisition of the band department.

George Lukes, manager of Chi office of Consolidated, denied any knowledge of Voorhees's offer.

## Crosby Ork Starts at Chi Hotel, But Sans Maestro

CHICAGO, March 8.—Bob Crosby's orchestra, minus Crosby, opened in the Panther Room of the Hotel Sherman last night (7). Crosby and his boys have been making a picture in Hollywood. Shots of the band have been completed, but, according to the hotel, Crosby was asked to remain on the Coast for individual scenes.

From other sources it was reported that Crosby did not want to leave Hollywood, but could not obtain a cancellation of his contract with the firm. It was said he would remain on the Coast for a week or more.

Pointing to the Gershwin anniversary, Milt Sacks, Columbia Records chief, announced two new albums of Gershwin music in the making. *Rhapsody in Blue* gets a new interpretation from Alvin Trampert's piano and Andre Kostelanetz's orchestra in a three-disk album. For the second, Eddy Duchin, singing without his cello, cuts four piano records of Gershwin's show scores.

## Carumbal

CINCINNATI, March 8.—Eric Madriguera, current in the Pavilion Caprice of the Netherland Plaza, has been giving a terrific plug to *Inferno*, which has received just before opening here. Madriguera's sales mainly fiddling of the ditty has practically cleared local music shop shelves of the number.

But here's the rub—they're not Madriguera's recordings, but the waxing of Tucha Heidel. It seems that a bottleneck occurred in the release of the Madriguera disk, and in the same bottle Eric would like to get the neck of the guy that's responsible for the delay.

## A Penny for His Thoughts

BRIDGEPORT, Conn., March 8.—Tommy Dorsey, playing a one-day engagement at the Low-Poli-Lyric Theater here last Sunday (2), got real riled when a rabid fan pitched a penny onto the stage from the balcony, narrowly missing Connie Haines, who was singing at the time.

Dorsey bounced over to the mike and announced that the fellow who threw the penny was a bum and a four-letter word meaning jerk, and if it wasn't that he could "take it," he would have his hand packed up and leave the stage. Amidst vociferous applause, Dorsey then went on with the show.

## MCA Readies Unique New Attraction in All-Twin Orchestra

NEW YORK, March 8.—Music Corporation of America, with Harry Mose supervising the job, is building an unusual band attraction with an eye particularly on fair, circus, and carnival bookings. The outfit is called the Deverly Twins and the All-Twin Orchestra and is the result of seven years of work on the part of Gene and Don Beverly, 35-year-old Philadelphians. Band is comprised of seven sets of identical male twins, and it makes its debut at the Arcadia Ballroom here March 26.

Due to the unusual set-up, which makes it a natural for circus and other outdoor angles, Mose is concentrating on building it for this field rather than for the customary location and one-nighter territories. Break-in period for the ork, however, following its Arcadia engagement, will be the Raynor Ballroom in Boston April 11, with the New Kenmore Hotel in Albany, N. Y., after that.

The Beverlys do not play instruments, but will sing as well as fronting the group. Sid Block is doing the arranging for the band, with Joe Galkin, Tommy Tucker's personal manager, handling a similar assignment on this outfit, which is co-operative.

## Chi Op Opens Detroit Spot

DETROIT, March 8.—Solon Gabriel, former Chicago ballroom operator, has opened Detroit's newest ballroom, the Aragon. Spot was formerly known as the Prince Edward and also the Garden Center Ballroom. Horace Sneed's band, colored outfit, booked in indefinitely.

## Answer to Traveling Bands Is Good Local Orks, Says Ferentz

DETROIT, March 8.—Building up the caliber of local band performance is the answer to the traveling band problem, according to Jack Ferentz, president of the Detroit Federation of Musicians. Ferentz holds that improvement in local bands will make them sufficiently desirable to eliminate a great deal of demand by managers for the out-of-towners.

The traveling band situation in Detroit is not as serious as in many other cities, Ferentz said, because of the fact that there are many more Detroit members on the road with traveling orchestras than there are traveling members from other cities on local jobs. Nevertheless, Ferentz claims, it is to a large degree because of the carelessness of local musicians that there is any traveling band situation here at all.

Asking all members of his local to "adhere to the principles of taking good care of their jobs, keeping sober, and complying with house rules regarding deportment, coming to work on time, etc.," Ferentz said, "It is a common complaint of employers that there is a general lack of discipline and disregard of schedules by local bands. Again, why not rehearse to the limit of the law for the improvement of our own bands? Traveling bands take full advantage of rehearsing allowances."

Organization of the band field in local nights spots is practically completed,

## Interpretation of ASCAP Decree Anent Fees May Be "Startling"

NEW YORK, March 8.—Problem of music royalties accruing from transcriptions has again come to the fore, some of the leading waxeries having asked their attorneys to prepare reports on the situation in view of the ASCAP consent decree. Some wax sales view the decree as a means whereby wax royalties will be cleared down to a figure much lower than currently paid—perhaps down to the 2 cent per song stipulated for phonograph recordings in the Copyright Act of 1909. Other attorneys hold this view to be wishful thinking.

Section of the decree causing the brain-teaser is Section 5, Clause 2. Of this

## Pollack Out of GAC, Ogled by MCA, WM

CHICAGO, March 8.—Ben Pollack has asked for and received his release from General Amusement Corporation. At the time he requested untying the knot with GAC, he had intended to free-lance bookings, but now, both the William Morris office and Music Corporation of America are understood to be bidding for his services. Altho no far no tok has splashed on the dotted line, it is understood that the pen leans toward the contract extended by Ed Fishman, head of the Morris office on the West Coast.

Pollack is currently on the Coast, having cleaned up the legal tangle involving a Culver City, Calif., hotel, which failed to reimburse him for an engagement played last year. He is planning to shape up his band on an extended one-nighter tour of the Coast, now being lined up for him by several offices, including GAC.

## Jimmy Barnett to Coast

OMAHA, Neb., March 8.—Third territorial band to book for the West Coast from the Vic Schroeder office here is Jimmy Barnett, whose first stand will be the Hollywood Figueroa Ballroom in Los Angeles. Previous Coast bookings set have been for Gene Pieper, who is there now, and Eddy Dananor, who goes soon. Coast is handled for VSA by Reg Marshall.

section one copyright expert says the interpretation might be "startling." He added, "It looks as tho a manufacturer, distributor, advertiser, or ad agency desiring to use transcriptions of songs which are already licensed for public performance on stations holding licenses need not pay any fee at all for the right to mechanically reproduce." He pointed out that the interpretation rests on the principle of only one license being necessary, and that if a station already holds this license and if the compositions had been released for mechanical reproduction, no other mechanical license is necessary.

Under this interpretation he added that the most the publisher could get on transcription licenses would be 2 cents a song, which is the figure specified for phonograph record royalties in the Copyright Act of 1909.

"The problem, however, is still susceptible of the publishers," he added. One of the possible means of tackling the situation, from the pub's point of view, according to one attorney, would be to make Harry Fox agent and trustee with ASCAP's consent; in certain cases—as in a case where a station has no ASCAP license, Fox would then clear performing and mechanical rights with one license.

Another attorney stated that far from giving the transcription companies a loophole on the matter of royalties, the decree might be interpreted in a way that would jack up royalties tremendously—in that wax libraries might have to pay a fee for each subscribing station instead of a single fee for permission to record.

Customary fees in the case of transcription libraries have been \$13 for permission to record, with no increased fee if the number of subscribing stations increases. Royalties on mechanical waxes are 25 cents and 80 cents per performance, the difference depending upon whether tune is a pop or production number.

Question of mechanical royalties has always been argued, and NBC and MPPA once broached a test case which was never followed up. Copyright Act of 1909 is not explicit, having been framed when there were records, but not mechanicals. Successive attempts at copyright amendment never occurred clarification, and it is felt that clarification in the near future—via Copyright Act amendment—is also unlikely owing to pressure of war and national emergency measures.

## Weems Gets 4Gs on 2 Days

CHICAGO, March 8.—Ted Weems, touring one-nighter on his way south to open at the Roosevelt Hotel, New Orleans, March 13, for a month's stay, chalked up two big grosses Saturday and Sunday (March 1 and 2). At Crystal Lake Ballroom, Coloma, Mich., Saturday, the band played to 1,800 people at \$1 a head. At the Paramount Theater, Hammond, Ind., on Sunday, it played to \$2,500 on the day.

## Two Birds, Etc.

PHILADELPHIA, March 8.—Joe Prasetto, local WIP maestro, several weeks ago accidentally passed thru a plakat line of the local Hotelmen's and Waiters' Union established at one of the downtown restaurants. Not many days later, the local, thru the musicians' union, informed Prasetto of his deed and expressed the desire for him to make an appearance in court in the incident before the angry waiters' union boss.

Prasetto made his appearance, and not only convinced the waiters, but threw the meeting into a hub-bub when he bluntly asked, "Who is playing the Hotelmen's and Waiters' Ball this year?"

Joe not only walked out with complete exonerated, but also pocketed a contract to play the Hotelmen's and Waiters' Ball at Moose Hall March 21.

## Irv Lazar Joins Wm. Morris Office

NEW YORK, March 8.—Irving Lazar, who joined the William Morris Agency Monday, will probably concentrate on night clubs, handling both bands and acts. Definite duties have not yet been assigned to him. He has been in Paul Small's office since his entrance into the Morris organization.

Lazar, until he came to Morris, handled similar duties for Mosaic Corporation of America. Most of his work was in the night club field where, until recently, he did most of the booking at the Beachcomber, Copacabana, and other clubs.

## McGee Only Fair With \$462 At Ritz, Bridgeport, Conn.

BRIDGEPORT, Conn., March 8.—Johnny McGee, who came to the Ritz Ballroom here last Sunday night (2) as a last-minute substitution for Jerry (Red) Gray, did fairly well, with 840 customers filing past the wicket, and with the admission shaved down to 95 cents, the lowest Sunday price this season. The gross totaled \$462. McGee ran up against the biggest competition this season, with Tommy Dorsey holding forth at the local Loew-Poll-Lyric Theater for the largest gross in the history of the house.

Oedl Golly comes into the Ritz March 8, Charlie Barnett on the 23d, and Jimmie Lunceford on March 30.

## PHOTO REPRODUCTIONS

All sizes, glossy prints, from 4c. In quantity, 100 prints, \$1.00, 500, \$5.00, 1,000, \$22.50. Others upon request. Material used: Kodak, RCA Victor, Wm. Morris, GFA, etc. Write for price list. MASA PHOTO SERVICE, 152 W. 48th, N. Y.

# Orchestra Notes

By DANIEL RICHMAN

### New York Nocturne

CHARLES YATZES has signed TOMMY CHRYNOLDS to a personal management contract. . . . Reynolds goes into the Panama Door on the 17th, with LES BROWN set for the follow-upper. . . . SAM OLSON becomes a vice-president of Hansen-Williams, Inc., publicity office. . . . he'll continue to carry on his present duties as New York newspaper contact. . . . it looks as if the same bands that played the noted Canadian National Exposition in Toronto last year will repeat up there in 1941. . . . the famous Fair has options of TOMMY DORSEY, KAY KYSER, BENNY GOODMAN, and EDDY DUCHIN. . . . with KAY LITTLE on the sick list, VIVIAN BLAINE leaves Eddie Varvas on at the Hotel St. Moritz to fill the fem vocal void with BOBBY BYRNE. . . . LUCILLE MATTHEWS is the replacement with Varvas. . . . the musical instruments stolen from the ANTHONY TRINK on at the Greenwich Village Inn last week have been recovered by the police. . . . BILL BARDO brings in BETTY JANE WATSON to replace Esther Todd as canary with his outfit. . . . BUDDY MACK finally wound up a two-year engagement at the Romanian Village. . . . the Stork Club has decided that American bootleggers play Latin music as well as south-of-the-border musicians, so Saturday (8) finds two American bands at the spot instead of the usual one domestic and one Cuban. . . . HAY HENSON will take the Pan American rhythms, as well as the regular dance stuff, while SONNY KENDIS continues as the topliner. . . . CHARLENE DAY is the new singer with Al Kavalan. . . . JOHNNY LORIS goes back to Roseland Thursday (13) for his third run there. . . . It's for eight weeks this time. . . . JERRY WALD holds over at

Charlie's Spanish Gardens thruout the spring.

### Midwest Murmurs

SHERMAN HAYES, singer with Del Courtney's band for several years, has left that crew to step out on his own as a leader. . . . with a 10-piece outfit he takes his first stand at the Westwood Club in Little Rock, Ark., starting March 26. . . . FRANK POSTER is handling Hiss in a personal manager capacity, although the cork has no booking office affiliation as yet. . . . DAVE PRITCHARD's Tune Tossers, five-piece combo, opened yesterday (7) at the Bar H Ranch Room of the Biemarck Hotel, Chicago. . . . JOE LOPEZ is the new bass slapper with Johnny Kaahine's Royal Hawaiians at the Hotel Gibson, Cincinnati, replacing Eskani O'Connor. . . . LARRY CLINTON steps off for the night at Castle Farm, Cin. . . . next Saturday (15). . . . JIMMY JAMES, who took leave of Old Vienna in the same city last week, is filling a string of one-nighters in Indiana and Ohio before taking over at Beverly Hills Country Club, Newport, Ky., March 25.

### Of Maestri and Men

CLAUDE THORNHILL will fill in for Charlie Spivak at Glen Lelan Casino, New Rochelle, N. Y., while Spivak is out on his first theater tour. . . . Thornhill comes in on the 18th, starting until Charlie returns the middle of May for a summer run. . . . BOBBY HACKERT replaced George McFarland at the Versailles in Boston. . . . MITCHELL AYRES drops down to Memphis, Tenn., and the Peabody Hotel for a run, starting the 29th. . . . PAUL PAGE signed a personal management pact with Weems, Ind. . . . band is being booked by Masio Corporation of America, and takes a stand on the 32d at the Henry Grady Hotel, Atlanta. . . . JACK DRUMMOND ended a 10-month stay at Wright's, Plainville, Conn., and is now back in Albany. . . . the McFARLAND TWINS established a precedent at the Chatterbox, Mountaineer, N. J., by being the first cork ever to be brought back for a repeat. . . . JONAS JONES, trumpet man formerly with Stuart Smith, has joined Cab Calloway's crew, replacing MARIO BAUZA. . . . JOHNNY KOVACH has put his hot tenor saxman, CARL PETERSON, under a three-year contract. . . . sideman was picked up at a college date a couple of weeks ago when he sat in with the Kovach band. . . . TOSK MARLOWE gets a 10-week holdover at Keating's, Clarence, N. Y. . . . GLADYS TELL, of the "Toll Statars" is being retained by Ted Lewis as his featured soloist. . . . Lewis is currently at the Bal Tsharin in San Francisco. . . . CARL SILFESS and his band are at the Rendezvous in the Hotel Onondaga, Syracuse, N. Y.

### Heavy Madison Bookings

MADISON, Wis., March 8.—Saxe's Capitol Theater here, which has spotted in four name bands within the past eight weeks, brings four stage attractions in during March, opening with Ada Leonard's All-American Revue March 6-7, followed by Clyde McCoy March 11,

## The Right South American Way

NEW YORK, March 8.—There are only three bands in the United States that can play South American music as the South Americans like it, according to mail pulled by Ken Smith's platter program short-waved to Latin America via WFGA and WNLB. These maestros are Xavier Cugat, Enrique Madriguera, and Nazo Rodriguez.

Americans are presumably incapable of delivering the rhythms authentically, just as South Americans apparently have no flair for American pop music, according to the NBO International Division execs.

## Cafe Society Talent For Carnegie Concert

NEW YORK, March 8.—Bernay Josephson, owner of Cafe Society East and of Cafe Society Downtown, will stage the first night club-sponsored swing concert ever heard at Carnegie Hall Wednesday night, April 23.

Proceeds of the concert, which will use the casts of both clubs, will go to some charity, possibly musicians' local 803 benefit fund.

## Powell's 5,800 at Victor Record Employees' Dance

CAMDEN, N. J., March 8.—Victor A. A. social org of workers at the local RCA Victor factory, clocked 5,800 people for a Washington's Birthday dance February 21, with Teddy Powell on tap. At a 40-cent admission, covered by members in their dues-paying, but charged to outsiders, gate made for a hefty \$2,320. Dance was held in Convention Hall. However, credit for draw is shared by radio's Prof. Quiz, doing a personal at the dance, with program also including a vaude show and Bill Honey's relief rhythms. Victor org sponsors six name-band dances during the year.

## New Fox Ballroom Delayed

ST. PAUL, March 8.—C. J. Fox, who is spending \$250,000 to redo the new Fox Ballroom here, says the place will probably open late this month. It was scheduled to get going early in March but labor troubles have been delaying construction. Earl Harding will manage the spot.

## New Decca Sales Branch Opened in Southern Area

NEW ORLEANS, March 8.—Following recent opening of branches at Oklahoma City and Jacksonville, Fla., Decca Distributing Corporation continues Southern expansion program with opening this week of new sales unit in Birmingham. Disk firm maintains other branches at Houston, Dallas, Atlanta, Memphis, and Little Rock, all controlled thru the New Orleans district office.

Henry Busse March 20-21, and a musical revue March 26-31.

The Orpheum here also continues its policy of playing name acts on an average of every two weeks, usually for one-day stands.

**MICHAEL LORING**  
AND HIS ORCHESTRA  
featuring JOHNNY GRAFF  
2nd HOLDOVER MONTH  
BEACHCOMBER, New York  
Columbia Records  
Sincere thanks to  
Monte Prosser and Irving Lazar

"YOU'LL NEVER FORGET,"



says  
WALTER WINCHELL  
IN  
630 NEWSPAPERS,

"THE FOUR  
INK SPOTS"  
RECORDING OF

"PLEASE TAKE A LETTER, MISS BROWN"

DECCA RECORD #3626  
BACKED BY "RING TELEPHONE RING"

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

## Second Annual Philly "Danceland" Poll Won by T. Dorsey; Miller 2d

PHILADELPHIA, March 8.—Tommy Dorsey was adjudged "Philadelphia's Choice for 1941" in the second annual Danceland Poll conducted by Doug Arthur on WIBO. Benny Goodman topped last year. The poll, conducted during the last two February weeks on Arthur's daily recorded Danceland program on the radio station, gave Dorsey 12,627 votes, a lead of 2,184 votes over Glenn Miller, who cornered second place with 10,443. Artie Shaw took third position with 8,144, followed by Jimmy Dorsey with 4,479, and Benny Goodman in fifth place with 3,820.

Votes were cast on a point basis. Listeners were advised to list their three favorite bands in the order of preference. First place on the ballot counted for three points, second place for two, and third place for one. All told, 10,968 ballots were sent in by listeners, carrying votes for 67 orchestras.

The standing of the first 35 bands in the 1941 voting is as follows:

1—Tommy Dorsey	12,627
2—Glenn Miller	10,443
3—Artie Shaw	8,144
4—Jimmy Dorsey	4,479
5—Benny Goodman	3,820
6—Sammy Kaye	2,650
7—Gene Krupa	2,406
8—Woody Herman	2,407
9—Eskine Hawkins	1,823
10—Kay Kyser	1,813
11—Charlie Barnett	849
12—Count Basie	580
13—Larry Clinton	564
14—Glen Gray	483
15—Bill Bradley	469
16—Jimmy Lunceford	465
17—Doc Lombardo	417
18—Doc Cheate	413
19—Vaughn Monroe	371
20—Orrin Tucker	369
21—Harry James	339
22—Bob Crosby	329
23—Bobby Duchin	328
24—Duke Ellington	292
25—Tony Pastor	247



# The Billboard

## MUSIC POPULARITY CHART

WEEK ENDING  
MARCH 7, 1941

### LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the leading buying units feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 38 most important phonograph operating centers in the country.

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

#### GOING STRONG

FRENESI. (9th Week) Artie Shaw, Woody Herman.

I HEAR A RHAPSODY. (7th Week) Jimmy Dorsey, Charlie Barnet.

STARDUST. (6th Week) Artie Shaw, Tommy Dorsey.

I GIVE YOU MY WORD. (4th Week) Eddy Duchin, Mitchell Ayres.

HIGH ON A WINDY HILL. (1st Week) Jimmy Dorsey, Sammy Kaye, Vaughn Monroe.

#### COMING UP

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

YOU WALK BY. Tommy Tucker, Blue Baron.

TONIGHT. Xavier Cugat, Gene Krupa, Jimmy Dorsey.

THERE'LL BE SOME CHANGES MADE. Benny Goodman, Ted Weems, Vaughn Monroe.

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

NEW SAN ANTONIO ROSE. Bing Crosby, Bob Wills.

### 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; Bloomsfield Music Shop; Liberty Music Shop; Varsity Music Shop; Gateway Music Shop; Boston: Swaine Music Co.; The Melody Shop; Modern Music Co.; Ted-Buffalo; Whitman Song Shop; Broadway Music Shop; Avenue Record Shop; Pittsburgh: Volkswelt Bros., Inc.; Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co.; Washington: George's Radio Co., Inc.; Denver: The May Co.; The Record Shop; Charlie E. Wells Music Co.; Salt Lake City: Z. C. M. I. Record Dept.; Portland, Ore.: More & Prine Co.; J. K. Oil Co.; Los Angeles: Bristol-Richardson; Southern California Music Co.; Hollywood House of Music; San Francisco: Schwarzschild-Frey; Quare Music Co.; Chicago: Sears, Roebuck & Co.; Marshall Field; Waldman's; Lyon & Healy; Gerrard Music Shop; Goldblatt Bros.; Cincinnati: Gene Shop; Willis Music Co.; Joseph Waldman Co.; St. Louis: J. B. Clinton Music Shop; Milwaukee: Schuster's; Robert Library (Ed. Drumm); Broadway House of Music; J. B. Bradford Piano Co.; Des Moines: Des Moines Music House; Dayton: J. C. Brown; Waldman's; Grinnell Bros.; Kansas City, Mo.: Music Box; St. Louis: Aerial Co. of Music; Famous & Best; St. Paul, W. J. Dyer & Co.; Cleveland: Halle Bros. Co.; Springfield, Mo.: L. E. Lingo Music Co.; Birmingham: Nolan's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louisville: Fort Good Co.; Atlanta: Oak Prescriptions Shop; Raleigh, N. C.: Zane's R. Thelen; G. H. Stephenson Music Co.; Miami: Richards Store Co.; Burlington, Ind.: New Orleans; Louis Gruberwald Co.; Inc.; G. Schirmer, Inc.; Park Worth, Tex.: McCoy's; Kemble Bros.; FURNISHING Co.; San Antonio: Thomas Adams; Alamo Plaza Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	SONG OF THE VOLGA BOATMAN —GLENN MILLER	1	Oh, Look at Me Now —Tommy Dorsey	1	High on a Windy Hill —Gene Krupa
2	OH, LOOK AT ME NOW —TOMMY DORSEY	2	Song of the Volga Boatman —Glenn Miller	2	Tonight —Xavier Cugat
3	FRENESI —ARTIE SHAW	3	You Walk By —Eddy Duchin	3	Song of the Volga Boatman —Glenn Miller
4	ANVIL CHORUS —GLENN MILLER	4	Artie Shaw	4	Oh, Look at Me Now —Tommy Dorsey
5	IT ALL COMES BACK TO ME NOW —HAL KEMP	5	High on a Windy Hill —Vaughn Monroe	5	New San Antonio Rose —Bing Crosby
6	YOU WALK BY —EDDY DUCHIN	6	If All Comes Back to Me Now —Hal Kemp	6	Amvil Chorus —Glenn Miller
7	HIGH ON A WINDY HILL —GENE KRUPA	7	Amapola —Jimmy Dorsey	7	You Forget About Me —Bob Crosby
8	TONIGHT —XAVIER CUGAT	8	Nono —Erskine Hawkins	8	You Walk By —Kenny Baker
9	I HEAR A RHAPSODY —DINAH SHORE	9	Anvil Chorus —Glenn Miller	9	Dancing in the Dark —Artie Shaw
10	DANCING IN THE DARK —ARTIE SHAW	10	You Walk By —Kenny Baker	10	If All Comes Back to Me Now —Ted Weems

### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling items of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Pittsburgh: Volkswelt Brothers, Inc.; San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co.; Los Angeles: Morse M. Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Eldara Music Co.; Chicago: Lyon & Healy; East: Fischer, Inc.; Southern: Hinged Music Co.; A. C. McCord; St. Louis: B. Leslie Smith Supply Co.; Kansas City, Mo.: Jimmie Music Co.; Detroit: Grinnell Brothers; San Antonio: Southern Music Co.; Fort Worth, Tex.: Auld 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.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	I HEAR A RHAPSODY	1	I Hear a Rhapsody	1	I Hear a Rhapsody
2	FRENESI	2	Frenesi	2	Tonight
3	HIGH ON A WINDY HILL	3	High on a Windy Hill	3	High on a Windy Hill
4	YOU WALK BY	4	If All Comes Back to Me Now	4	There'll Be Some Changes Made
5	IT ALL COMES BACK TO ME NOW	5	May I Never Love Again	5	New San Antonio Rose
6	SAN ANTONIO ROSE	6	I Give You My Word	6	If All Comes Back to Me Now
7	THERE'LL BE SOME CHANGES MADE	7	You Walk By	7	You Walk By
8	TONIGHT	8	There I Go	8	You Walk By
9	I GIVE YOU MY WORD	9	New San Antonio Rose	9	I Give You My Word
10	MAY I NEVER LOVE AGAIN	10	Let's Dream This One Out	10	Let's Dream This One Out
11	WISE OLD OWL	11	The Last Time I Saw Paris	11	There I Go
12	THE LAST TIME I SAW PARIS	12	A Nightingale Song in Berkeley Square	12	You Are My Sunshine
13	AMAPOLA	13	You, My Darling Daughter	13	Mexicali Rose
14	AMAPOLA	14	Amapola	14	Where the Mountains Meet the Moon
15	NIGHTINGALE SONG IN BERKELEY SQUARE	15	Tonight	15	If All Comes Back to Me Now

### SONGS WITH MOST RADIO PLUGS

The following are the 10 leading songs on the basis of the largest number of network plugs: WJZ, WRAP, WABC, between 8 p.m. and 11 p.m. weekdays and 8 a.m. to 11 a.m. Sundays for the week ending Friday, March 7. Independent plugs are those recorded on WOR, WJWV, WMCA, WTLN. Plug times are designated as "P" 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 Indiv.
1	IT ALL COMES BACK TO ME NOW	BMI	25 11
2	GEORGIA ON MY MIND	Southern	23 4
3	HIGH ON A WINDY HILL	BMI	21 5
4	I HEAR A RHAPSODY	BMI	18 5
5	YOU WALK BY	BMI	14 3
6	WISE OLD OWL	BMI	14 2
7	AMAPOLA	E. B. Marks	13 9
8	TONIGHT	Southern	13 7
9	THERE'LL BE SOME CHANGES MADE	E. B. Marks	13 4
10	KEEP AN EYE ON YOUR HEART	BMI	11 5
11	YOURS	E. B. Marks	11 2
12	FRENESI	Southern	10 14
13	IN THE HUSH OF THE NIGHT	Beacon	10 5
14	OH, LOOK AT ME NOW	Embassy	10 5
15	THESE THINGS YOU LEFT ME	Regent	10 4
16	SO YOU'RE THE ONE	BMI	10 1
17	MEXICALI ROSE	M. M. Cole	9 1
18	ALL RIGHT	Regent	8 2
19	LULLABY LANE	BMI	7 5
20	BECAUSE OF YOU	BMI	7 2

# 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 Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

## CHARLIE SPIVAK (Okeh 6036 and 6061)

The Memory of a Rose—FT. VC. Prairieland Lullaby—FT. VC.  
Hey, Hit Down, Bud—FT. VC. What's Cookin'—FT. VC.

**CHARLIE SPIVAK**, the Okeh label has a highly potential money-maker, but as is usually (and strangely) the case with record companies, those very assets that enable a hand to stand out from its run-of-the-mill concerns are the ones that are almost completely submerged in the unimaginative processes that too often pass for disk making. Spivak plays a beautiful, melodic trumpet, at a style and tonal quality that are completely individual in a field populated by hot and corn trumpet-playing music. His work is comparable in style (and merit) to that of Tommy Dorsey on trombone. He has an excellent hand to back him up, but it's his hand that is the outfit's mainstay, its prime hope for attracting the attention that it deserves.

Comes now Spivak's first two disks under a new Okeh contract. Platter No. 1 contains two ballads, the A side a fairly likely-looking song whose possible incipient hitness was nipped in the bud by the ASCAP-radio embroglio, the B side ditty a tune that has meant nothing to date and probably never will. Both in the same slow tempo, they give Charlie exactly half-a-chorus of trumpet each, when a note-to-good vocal (by a singer no longer with the band, Frank Howard) must perform take over. On the second side the vocal takes up three-quarters of the distance between rim and label. It's really a curious way to sell a new hand, to create that all-important first favorable impression that generates further interest.

Platter No. 2 comprises two swingeroos, scored and played well, but swingeroos that present nothing that has been done over and over again. There is humor in the shouted "he's all down, bud," it's true, but that's hardly the way to sell the outstanding stable angle of this hand, the Spivak horn. The oke does an undeniably good job on these two originals, and on such parts of the first disk as it isn't playing background for the vocals. But what recording firms customarily forget is that it isn't enough for a hand to do a great job musically, the waxworks have to do a job, too, in shrewd planning, tune selection, and merchandising in a way to take the best advantage of what the hand offers.

Pairing two ballads and two swing items is merely another example of the dearth of imaginative—or even ordinary business—reasoning. That's wrong enough, but the major crime committed against Spivak on these first two records involves hiding his trumpet light under a bushel of startlingly poor recording commercial sense. Given the same sort of personal disk spotlighting that Harry James enjoys, Spivak, because of his unusual, distinct, and excellent style, has every chance of being one of the most popular names on this label. He himself, plus his hand, is good enough to overcome this bad start. It will be a shame if Okeh doesn't give him the opportunity to prove it.

## HARRY JAMES (Columbia 35947 and 35979)

Flattish Flanagan—FT. I Never Purposely Hurt You—FT. VC.  
El-El—Trumpet solo. A Little Bit of Heaven—FT.

**THE** same waxworks that a number of months ago had the perspicacity to let James record his Chorus for Trumpet and that now allows him to star in a virtuosic performance of El-El, the traditional Hebrew melody, curiously enough in the one that so far has apparently failed to see similar advantages (if along different lines) in Charlie Spivak. There's no guarantee that James's version of the Hebrew chant will be a tremendous seller; it ought to be exceptionally big, particularly on home phones, but there's no denying that it will cause a great deal of talk. With parallel handling, the same talk could be created about Spivak's trumpet.

James's performance of El-El must be heard to be fully appreciated. Unquestionably one of the finest things ever done by a jazz musician, it is amazing in the truthness of its conception, and in its depth of feeling and thrilling quality of tone. This may be a so-called pop record from a dance band, but in its artistry it can be considered only as a classic. The whole aura is that of the concert hall, the reverse side of the coin, in contrast, the familiar Irish ballad supplying excellent backing as done here in a smooth, in-tempo arrangement, highlighted by James's trumpet and his trombone section.

Flattish Flanagan is a follow-up in style to Harry's Music Makers, employing the same two-beat tempo. It's a good bit beneath it, tho, in the originality of its conception; neither the theme nor the scoring matches the first one in that intangible quality that makes the difference between a stand-out record and just another platter. Companion piece here is a straight ballad, played with a good beat, and sung nicely by Dick Haymes.

## WOODY HERMAN (Decca 3530)

Harry Back to Sorrento—FT. VC. Oh, Look at Me Now—FT. VC.

To capitalize on the success of his recording of *Prenez*, Herman turns in a well-known Italian melody for one of his ear-catching ballad vocals in the same style as the *Dominique*. *Prenez* hit *Sorrento* is known to a lot of people, and in its revised form (as Ed Robins) the lyric made more commercial it not better artistically, with Woody singing it in his intimate, personable manner. It has the makings of a fine coin phone number. Like *Prenez*, the disk is largely Herman's vocal, and also like *Prenez*, it's excellent. *Plattermate* is the ditty underscribed by Tommy Dorsey, done here quietly but with rhythmic sock, and with a humor-filled vocal from Woody that winds up in some amusing "my arrangements" sales on the pressing ought to bring smiles to the faces of everyone concerned with it.

## ORRIN TUCKER (Columbia 35948 and 35966)

The Last Time I Saw Paris—FT. VC. Aren't You Gonna Kiss Me Goodnight? FT. VC. Hello M! I Done It Again—FT. VC. Gotta Big Dope With a Little Oop—FT. VC.

Tucker brings scotch fiddle work to Paris as part of a quiet, understanding arrangement that projects the song in more or less the sensitive manner of the original writing. The maestro's vocal-

ling lets things down a little, the breezy, bouncy vocal of *Gotta Big Dope* being more in his line. With the exception of the Kern-Hammerstein classic, these sides are all taken in the usual light Tucker manner, at times nicely danceable, in other spots slightly uninteresting. *Bennie Baker* is the vocalist on the first disk's B side and the second platter's A tune; the title of the latter is so good a description of her performance as any.

## EDDY DUCHIN (Columbia 35978)

Jenny—FT. VC. My Ship—FT. VC.

The saga of *Jenny*, as detailed at great length in the *Cordeur Lawrence* hit *Love, Lady in the Dark*, is given excellent treatment by Duchin, with the opening bars taken by the maestro's piano, and the rest of the side offering *June Robinson* and ensemble warbling, backed by Lew Sherwood's noted growl trumpet, to which the tune's minor-key melody lends itself admirably. The only fault in the whole thing is *Miss Robbins*'s insistence upon rewriting the melody a bit in spots where Kurt Well, the composer, did a good enough job in the first place. And with the vocal taking in the full six choruses of lyric, the insistence becomes an annoying habit before long. Bailed from the show, on the reverse, is *Side* for Duchin's piano, but the band fails to put much heat behind most of the arrangement. *Bob Catley*'s heavy baritone is only felt on the wordsage.

(See ON THE RECORDS on page 41)

# On the Stand

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

## Joe Sanders

(Reviewed at Michael Todd's Theater Cafe, Chicago)

**IDENTIFIED** with Chicago night life for a long time, Sanders is back in the Windy City after a long absence and doing a grand job here. The old left-hander has lost none of his fire and enthusiasm, and his friendly, informal style and the evident enthusiasm of his boys put the outfit over big.

Band has the usual instrumentation, and sticks closely to the danceable pop tunes played as the tapers like them. Joe himself presides at the ivory, working hard and setting his stuff with practical showmanship. He also steps out frequently with some excellent vocalists.

Red Hodgson, of *Music Goes Round* and *Round* fame, and Rex Downey are the featured instrumentalists, the former providing some clever comedy touches. *Bianche DeBob*, attractive singer, has an excellent voice and sells her stuff admirably.

While Sanders stays away from straight swing, his music has a pleasing rhythm that is eminently danceable, and goes well even with the younger crowd. Outfit is a natural for a spot such as Todd's Theater-Cafe.

## Les Brown

(Reviewed at Michael Todd's Theater Cafe, Chicago)

**SWING** fans welcomed Brown with open arms on his Chicago debut, and he is pleasing Michael Todd's Theater-Cafe patrons mightily. Brown, playing on the stand opposite Joe Sanders, provides just the contrast needed to put both bands over. This is Les's first time playing for a show and he does an excellent job with the difficult score.

But it is in the dance bracket that his outfit, made up of Brown University students, really shines. It's a versatile crew, with several fine soloists. Cy Zentner plays a hot trombone, Billy Rowland presides capably at the ivory, and *Most* singles on the stand, and *Wally Payne* does his stuff on tenor sax.

In the local department *Ronnie Chase* offers some entertaining pop numbers, and *Doris Day* is not only a swell singer but also a gorgeous eyelet. Besides directing, Brown plays excellent sax and clarinet. His hand is off to a nice start in this territory.

## Bobby Martin

(Reviewed at Martin's Cafe, New York)

**MARTIN**, *sepa* Continental favorite, who returned to this country two years ago, has rounded out a versatile group with an instrumentation consisting of himself playing a muted trumpet, and a rhythmic background of *Bummy Speede* on guitar, *Maurice Brown*, bass drummer, *Buster Tolliver*, pianist and arranger, and *Junior Deane* at the drums.

The combo dishes out some dance-compelling rhythmic, the heavy background paced by Martin's horn being very effective. Martin plays an extremely shrewd horn, being able to hit notes usually taken by the clarinet. In addition, he interpolates many triple tangling caresses.

The band goes in heavily for novelties and choral arrangements. Most of the vocals are taken by the guitarist and drummer. Both are effective tenors.

Cohen.

## Dick Rogers

(Reviewed at Roseland Ballroom, New York)

**FORMERLY** the vocalist and part-time piano man with *Will Osborne*'s erstwhile crew, Rogers is now heading 10 of the original Osborne bunch plus three new members and a few vocalists. It's a co-op act now, and in the few weeks that Rogers has had the pilotship the band has shaped up as a first-classer.

The "side music" feature of highlighting the singers in many of the arrangements has been retained by Rogers, but the band's volume has been toned down considerably. Result is many sort, easy rhythm arrangements written by Jerry Blitzer, and well executed by the band. Highlight is the

smooth danceability attained, making it a really fine dance band. No conscious attempt is made at strictly swing stuff. Pops, congas, and many of Rogers' own tunes are in the library.

As a leader, the diminutive Rogers has several assets. He doesn't take the fronting too seriously, and has an informality with the customers which is always a help to a band catering to serious dancers. He has a passable singing voice and a good delivery style. *Bobbi Engel*, blond fem songstress, hands out the real thing in a pure jazz style of singing, and without the mugging. She has a deep, rich set of pipes.

Band should really dig up a reputation for itself because of its ability to please finicky hoof hounds.

Rumphy.

## Griff Williams

(Reviewed at Truxton Ballroom, Chicago)

**FROM** a long stay at the Continental Room of the Stevens Hotel in Chi, Williams opened to a big crowd at this dance arena, his style catching on from the first eight bars. Besides offering a good brand of danceable rhythm, he makes use of visual showmanship to win approval. The boys put up a peppy front, frequent use of instrumental soloists is made, and Griff himself gives with a little active footwork on the stand.

Instrumentation involves ten or four three, the additional component being a trio of violins, whose string quality strikes the sentimental note in the Williams style. Third fiddle is shelved occasionally to augment the sax section. Williams alternates between baton and piano, and proves himself very capable. *Ock* as a whole has a strong vibrant beat, and offers a potent rumba repository.

*Bob Kirk*, sax player, supplies the vocals. Handsome features added to an excellent voice make him an attraction. *Walt King*, drummer who mingles like a scene-stealer, helps out on vocals, supplying the comedy touch.

Modell.

## Charlie Fink

(Reviewed at Gaebler's Cafe, Columbus, Mo.)

**A** NEAT, solid crew modeled along Harry James lines, is Fink's band. Fink, the son of Charles L. Fink, former instrument band leader, inherited the outfit about 18 months ago from *Chief Stapp*, who is now a staff pianist for *Station KFRU*. With a little reorganization he soon had the band in good shape and has been working steadily in this area ever since. The band recently broke house records for an "unknown" band at the *Pis-Mor Ballroom* in Kansas City, and was the first local crew, with the exception of *Red Blackburn*, to crash that swank spot.

Band measures up four bass, four reeds, and three rhythm, not including Fink himself, who plays trumpet, takes off. Heat solos are also offered by *Calvin West*, sax, and *Burris Carter*, tenor saxist. Arrangements are by *Worth Lindley*.

Crew is unusually sharp and solid, and while necessarily limited in repertoire, its phrasing is particularly good. Bass, guitar, and drums provide a deep, solid beat. Ballad vocals are handled by pianist *Whaley*, while *Tracy Lancaster* and *Flek* sing blues and soul numbers. Summing it up, this band is one of the best possibilities for originals in this area for several years.

Loche.

## Not Bad

**BURRIS**, Nob., March 8.—The ideal advertising set-up for a ballroom operator is possessed by *Earl L. Manning*, who owns the local dance-mat. Manning is also postmaster, and *Burris* is a fourth-class post office, which means he gets paid a salary equivalent to the stamp cancellation on his office.

So he advertises by direct mail and Uncle Sam refunds him the cost at the end of each month when his salary is settled up.

## Which Is the Best Stock of Them All?

With the exception of real students of dance music, most people miss the fine points and the technicalities involved in arranging for a dance band. But orchestra leaders are naturally vitally concerned with such things, and every maestro must undoubtedly have his own particular favorite among all the special arrangements and the stock orchestrations that have been turned out in the field of popular American dance music in the past quarter of a century.

Is there a unanimity of opinion among band leaders as to the greatest stock or special arrangement ever written? And if one or two in each field stand out like beacon lights, which ones are they? The results of a poll now being conducted by The Billboard among the country's wand wavers will answer that question in the Spring Special issue. And also the question of leader's opinions of the best song ever written—the best ballad—the best rhythm tune—the best blues—the outstanding composer, lyric writer, stock and special arranger—all things that have contributed and will contribute in the future to every orchestra's work and career.

Questionnaires containing these queries, and several others equally stimulating, have been sent to the nation's balancers. Those who have for some reason not received theirs will be sent a ballot (plus return envelope) immediately upon writing to, phoning, or calling at The Billboard's New York office, 1564 Broadway.

## Headaches, No Profit in Proms, Buffalo Booker "Not Interested"

BUFFALO, March 8.—While in former years band booking activities during the winter boomed, mainly on account of college proms in this and near-by territories, this season all has been quiet on the local booking front. Ray S. Koster, local band and talent booker, has given up all hope of making any profit on collegiate transactions, and therefore has enforced a "hands off" policy for his office as far as school dances are concerned.

The kids have in the past proved fickle

## Gordon Tees Off in Bigger Band Policy At Westchester Spot

ARMONK, N. Y., March 8.—The Log Cabin here in planning expansion of the band activities, starting this month, when Gray Gordon's crew opens at the spot for a three-month engagement. Gordon starts March 26, and is slated to remain until June 10. With the Gordon booking, the spot switches to a new policy of bigger names in an attempt to become one of Westchester's leading band mecca.

After maintaining a local ork for a number of years, the Log Cabin turned to Frederick Brothers Music Corporation for a band parade that included Ray Herbeck and Herbie Holmes, current roadhouse is located a half mile from the Blue Gardens, which spot did very well with the McFarland Twins for a number of months. Dean Hudson and Mel Marvin (current) were the McFarland follow-uppers there.

Gordon will come into the Log Cabin after several months of theater and one-night touring. No band is set for the spot after him, altho Vaughn Monroe and Tommy Tucker have been mentioned. Understood, however, that Monroe will definitely not go in.

## Rudisill Ork Takes \$810; Folds for Reorganization

LINCOLN, Neb., March 8.—Swan song of Rudy Rudisill's present band here was a business-getter, about \$810 coming in via the gate on three days (February 28-March 3) at 35 cents per person. Band, a Chamberaux group, was driven to rehearsal hall for needed repairs when the four Dix brothers, road section, left it here and went to California.

Rudisill is planning to go out again with his new group in about two weeks. Jean Gordon, his girl singer, will probably be placed with another Frederick Brothers' band meantime.

when it came to selections, and their changes of mind, as well as cancellations at the last minute on the part of big agencies, caused Knaeland not only plenty of headaches, but incurred considerable expense on his part for long-distance phone calls, wires, etc.

Added to these hazards was a tendency toward chiding on part of college prom committees, with the local middleman taking the licking every time.

For the 1941 proms herabout's bands are being procured direct by college committees, with D'Youville College having changed from its policy of names to a local unit for a dance February 14. Canisius College had Vincent Lopez February 21, while University of Buffalo grabbed Will Hudson for its February 28 dance, after Johnny Long, original choice, canceled out.

## 3 Orks Pull 6Gs At Philly Dances

PHILADELPHIA, March 8.—In spite of a snowstorm, Charlie Barnett proved a bang-up attraction last Friday (28) at the Inter-Fraternity Ball, Group A, of the University of Pennsylvania at the Benjamin Franklin Hotel here. With duets paired at \$2.50 per couple, 1,300 couples turned out to make for a grand gate of \$4,300. Band went over big.

Group B of the U. of P. Inter-Fraternity Council is having its ball at the same hotel tonight (18), with Ben Bernie for the music making.

McFarland Twins, playing at the Drexel Institute Military Ball last Friday at the Bellevue-Stratford Hotel, clicked to the tune of \$1,250. Crowd of 1,000 was held down somewhat by the snowstorm. Tickets were paired at \$2.50 per couple.

Johnny Long, playing at Hotel Philadelphia on Friday before (21), proved a profitable attraction for the LaSalle High School Alumnae Association. Band, which went over big with the dancers, pulled in a nice crowd of 624. At \$2 per couple, 412 pairs availed themselves of the double duets to make for a gate of \$824.

## More Bands for More Biz

GUTTENBURG, Ia., March 8.—Double features in his danceery here on off-nights are being planned for this spring and summer by Al Gilberts. On other than regular dance nights he'll use two bands, and if that doesn't provide a tepid boom for him he's prepared to initiate a mid-week session six hours long with three bands, he says.

## 2,500 for Jimmie Lunceford

CHATTANOOGA, Tenn., March 8.—Jimmie Lunceford drew 2,500 to the Memorial Auditorium here February 25. With 1,700 colored paying 75 cents for dancing and 800 white paying 50 cents, the draw was considered exceptionally good, according to Tommy Thompson, manager of the auditorium.

## Record Album Business on the Upbeat; Decca Most Prolific; Victor Apathetic to Packaging

NEW YORK, March 8.—Latest boom to hit the continuing upward curve of sales in the record industry is the sale of "package" or album recordings in the pop field. Up to a couple of years ago pop record albums were bought only by nuts and jazz hounds, but the advent of the moderate-priced phono-radio combinations, plus new showmanship production methods for albums, has now brought packaged records out of the knee-pants stage and into their own alongside of the Brahms, Strauss, and other classical albums.

That there is more to it than just putting four or five records under one cover is attested to by all three of the major recorders, yet their methods of producing pop packages differ greatly. One point they all see eye-to-eye on is the policy of giving the dealer plenty of elasticity, allowing him to break up an album to make a sale, or even sell the album sans the records. Dealer, of course, tries to sell the whole kit-and-kaboodle.

Decca does the biggest volume job on pop albums, turning out an average of two a week. Up to 1935 albums were confined to the high-priced classical market. Decca made the first splash into the cheaper brackets with a children's series of albums containing three 10-inchers for \$1. Next Decca venture into albums was in 1938 with Strauss waltz collections, five to a package, at 35 and 50 cents per record. One of their first experiments with standard and pop stuff came as a result of research into Pittsburgh's Stephen Foster Foundation. Foster's favorites were modernized and put under one cover, and the album's success moved Decca to produce three more packages from the same source.

### Decca's 210 Albums

Today Decca has 210 albums out and reports this end of the biz as one of its key merchandising tricks. Each newly proposed album is hashed and re-hashed in the conference room, and a real production is made of it. Cover bindings and copy are given much consideration, outfit at one time even going to trouble of searching institutions for a particular wall-paper pattern befitting the times for one of its Foster album covers. Price of an album is never decided upon until job is completed and survey made of the particular group of consumers likely to buy it. Decca figures that the con-

science of such a package and the aid it gives customers in picking out types of music (rather than thumbing a catalog), are the prime movers behind current pop album sales.

Columbia has a more conservative pop album program, but nevertheless is boosting its production of them from one a month last year to two a month for 1941. Rather than a merchandising technique, this company looks upon albums more as prestige, and feels too heavy an output would defeat this policy. For this reason they have to have a real "news-peg" idea before building an album. An example is the recent Hal Krimp package to commemorate the late band leader. Increasing expansion of the album market will no doubt cause another boost in production, but for the moment Columbia wants to keep albums on a hard-to-get basis.

### Victor's Policy

Victor looks upon the current album activity with a more or less jaundiced eye, reporting that it doesn't see enough money in them to let loose with a campaign yet. Company thinks, too, that too much of a sale on pop and standard albums kills the particular artist's sale for several weeks following his album debut. Result is that Victor is sticking more to its policy of just setting the empty album to dealers for sale if the consumer wants it.

As for the country's 30,000 music and record dealers, most of them are hit for the album. It gives them a nifty excuse to peddle more records, and also a theoretical way to display wares in their windows, which last has always proved a headache. Some dealers have also found the album a natural item for publicity tie-ups with bands playing local theaters and ballrooms. Unusual case of this type is Cafe Society's premiering of a stunt in New York next week with album. Nitty will have "Album of the Week" parties once a week, inviting for guest appearances all available recording artists who have just had an album made of their stuff.

Automatic phonos are also playing a hefty part indirectly in album sales, many covertly habitually buying albums of old or standard tunes long since past their prime on the machines.

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22x28 Cards, \$6.00 per 100;  
250 Super Dupes, \$3.75.

BOWER SHOW PRINT CO., FOWLER, IND.

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

A
Adler, Louis: (The Organists) Miami Beach, Fla.
Ahn, Bill: (Baths) Houston, Mo., Mo.
Alford, Gene: (Hi Chon) NYC, Mo.

B
Bagger, George: (Wilson's) NYC, Mo.
Baker, Art: (Warwick) NYC, Mo.
Barnett, Arno: (Harry's New Yorker) Chi., Mo.

C
Cain, Charles: (Staters) Buffalo, Mo.
Calkins, Fred: (Deming) Terry House, Ind.
Calkins, Fred: (Angely) Supper Club, Minn.

D
Daly, John: (Crescent) Dallas, Mo.
Daly, John: (Mallory) Miami, Mo.
Daly, John: (Mallory) Miami, Mo.

E
Egan, Ed: (George Washington) Jacksonville, Fla.
Egan, Ed: (George Washington) Jacksonville, Fla.

F
Farr, John: (Coca-Cola) NYC, Mo.
Farr, John: (Coca-Cola) NYC, Mo.

G
Gardner, Don: (Old Vienna) Cincinnati, Mo.
Gardner, Don: (Old Vienna) Cincinnati, Mo.

H
Harris, Bill: (Wilson's) NYC, Mo.
Harris, Bill: (Wilson's) NYC, Mo.

I
Irwin, Matt: (Churchill Tavern) Pittsburgh, Pa.
Irwin, Matt: (Churchill Tavern) Pittsburgh, Pa.

J
Jaggs, Vernon: (Paradise) Phila., Pa.
Jaggs, Vernon: (Paradise) Phila., Pa.

K
Kathlin, Johnny: (Canton Modern) Chi., Mo.
Kathlin, Johnny: (Canton Modern) Chi., Mo.

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; cl-cabaret; cc-county club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

K
Kane, Bill: (Hi Hat) Chi., Mo.
Kane, Bill: (Hi Hat) Chi., Mo.

L
Laird, Harry: (Henry's) NYC, Mo.
Laird, Harry: (Henry's) NYC, Mo.

M
Madden, Bill: (Traymore) Atlantic City, Mo.
Madden, Bill: (Traymore) Atlantic City, Mo.

N
Nagle, Harold: (Coc Lounge) NYC, Mo.
Nagle, Harold: (Coc Lounge) NYC, Mo.

O
Oger, Bill: (Hilbert) Toledo, Mo.
Oger, Bill: (Hilbert) Toledo, Mo.

P
Papa, Don: (Papa's) NYC, Mo.
Papa, Don: (Papa's) NYC, Mo.

Q
Quarrier, Frank: (Columbia) Chi., Mo.
Quarrier, Frank: (Columbia) Chi., Mo.

R
Rosen, Roy: (Blue Tavern) Indianapolis, Mo.
Rosen, Roy: (Blue Tavern) Indianapolis, Mo.

S
Sullivan, Mickey: (Lion's) Worcester, Mass., Mo.
Sullivan, Mickey: (Lion's) Worcester, Mass., Mo.

T
Terry, Frank: (Molva's) Buffalo, Mo.
Terry, Frank: (Molva's) Buffalo, Mo.

U
Unger, Charles: (Versailles) Miami, Mo.
Unger, Charles: (Versailles) Miami, Mo.

V
Valero Sister: (Carron's) Miami Beach, Fla.
Valero Sister: (Carron's) Miami Beach, Fla.

W
Wallace, Roy: (Blue Tavern) Indianapolis, Mo.
Wallace, Roy: (Blue Tavern) Indianapolis, Mo.

X
Xmas, Tom: (Xmas) NYC, Mo.
Xmas, Tom: (Xmas) NYC, Mo.

Y
Yarns, Eddie: (St. Morris) NYC, Mo.
Yarns, Eddie: (St. Morris) NYC, Mo.

Z
Zigzag, Benny: (O'Brien) Cincinnati, Mo.
Zigzag, Benny: (O'Brien) Cincinnati, Mo.

Palmquist, Eddie: (Troadero) Wichita, Kan.
Palmquist, Eddie: (Troadero) Wichita, Kan.

Quarrier, Frank: (Columbia) Chi., Mo.
Quarrier, Frank: (Columbia) Chi., Mo.

Rosen, Roy: (Blue Tavern) Indianapolis, Mo.
Rosen, Roy: (Blue Tavern) Indianapolis, Mo.

Sullivan, Mickey: (Lion's) Worcester, Mass., Mo.
Sullivan, Mickey: (Lion's) Worcester, Mass., Mo.

Terry, Frank: (Molva's) Buffalo, Mo.
Terry, Frank: (Molva's) Buffalo, Mo.

Unger, Charles: (Versailles) Miami, Mo.
Unger, Charles: (Versailles) Miami, Mo.

Valero Sister: (Carron's) Miami Beach, Fla.
Valero Sister: (Carron's) Miami Beach, Fla.

Wallace, Roy: (Blue Tavern) Indianapolis, Mo.
Wallace, Roy: (Blue Tavern) Indianapolis, Mo.

Xmas, Tom: (Xmas) NYC, Mo.
Xmas, Tom: (Xmas) NYC, Mo.

Yarns, Eddie: (St. Morris) NYC, Mo.
Yarns, Eddie: (St. Morris) NYC, Mo.

Zigzag, Benny: (O'Brien) Cincinnati, Mo.
Zigzag, Benny: (O'Brien) Cincinnati, Mo.

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Att: Mr. Petrillo
INDIAN TOWN GAP, Pa., March 8-
The 111th Infantry Band, under Warrant Officer Ralph G. Church, boasts of being the only 100 per cent union military training camp band in the country. All 35 men in band had from Philadelphia, where every one of them is a member of Local 77, AFM.

## "Father" Smash in Phil With 21G; Spring Sked Light

PHILADELPHIA, March 8.—*Life With Father*, bringing life again to the long-dormant Walnut Street Theater in face of the Lantieri season, gave legit its long-needed "shot in the arm." For its first week end-of-night (E), at a \$2.50 top, it hit a top-heavy \$21,000, which spells capacity for the 1,500-seat house. The Dorothy Gish-Louis Calhern unit is figured on staying from eight to 10 weeks here. Play is heavily advertised, and opened with an advance sale of \$20,000, which is a record in itself, considering the \$40,000 advance sale for *Twelfth Night* this season at the Forrest Theater included Philadelphia Forum and A78 subscription coin.

Local critics went overboard. Philip Stevenson, show's press agent, is doing a terrific job grabbing off space in the dailies and news on the air.

Mastrice Schwartz and his Yiddish Art Theater at the Forrest didn't fare too well at a \$2.50 top, in face of a favorable press catching a meager \$10,800 for the fortnight ended tonight (8).

Bookings for the spring are light. *The Man Who Came to Dinner* follows at the Forrest Monday (10) for two weeks and may stay a third, with *The Little Foxes* returning for the single March 31 week. Only other definite booking for house in *There Shall Be No Night* on April 13 for two weeks. Locust Street Theater, dark since the first of the month, has *Poebeco Road* on March 24 for its annual "fare" week, in the "maybe" list is *Obba in the Sky* at the Locust the week previous and preem of Lillian Hellman's *Watch on the Rhine* at the Forrest March 24.

## "No" Plots Plan To Make Patrons Angels

NEW YORK, March 8.—A plan is afoot whereby *No* for an *Answer*, Marc Blitstein opera, will be presented early in April for a run at the Johnson Theater at a popular price scale. The piece was presented three Sunday evenings, January 5, 12, and 19, at MCCA Temple.

The plan is to finance and produce the play thru its audience, with some assistance from a sponsoring committee now being formed. The production cost of \$17,000, which guarantees a run of two weeks at full union salary scales in all departments, will be raised by soliciting 170 \$100 loans from private individuals and organizations. At present \$8,000 has already been raised. The house will be rented from 30 cents to \$2, with 1,200 seats at \$1.

The cast has organized itself into sales units and has had a pamphlet printed, explaining the plan in detail, for distribution among friends, members of the audience, and organizations that might be interested.

## "Man" Sellout in Okla. City

OKLAHOMA CITY, Okla., March 8.—*The Man Who Came to Dinner* trumpled his box-office nose at such deterrents as grand opera competition and stormy weather, and the SRO sign showed a full day before the company arrived for its recent performance here.

With Clifton Webb in the title role, show played to 2,100—100 of them standing—with a gross of about \$4,900, at top admix of \$2.50. Booked by Mrs. Bert Stern.

Competition came from soprano Lotte Lehmann, who sang with Oklahoma Symphony and also played to a full house, much of it by season ticket, however. (Mrs. Stern reported 300 or 400 season tickets discarded in favor of *The Man*.) Next attraction here in *Hellzapoppin'* booked for three performances March 14 and 15. *DeBarry* *Was a Lady* is tentatively set for the first week in April.

## "Hellza" Capacity in Atlanta

ATLANTA, Ga., March 8.—The second company of *Hellzapoppin'* with Billy House and Eddie Garr, played to four capacity houses at the Erlanger Theater on Thursday, Friday, and Saturday. The gross was estimated in excess of \$17,000.

A movement is under way to bring the company back for a return engagement in April.

It was the second legit play this season to sell out at the Erlanger with capacity standing room. The Philadelphia Story was the other.

## Home on the Range

OKLAHOMA CITY, Okla., March 8.—When Margaret Ledbetter appeared here as the romantic lead in *The Man Who Came to Dinner* it marked the second time this season a home-town product has performed in a major play here. Other local pride was Van Hedlin, magazine reporter in *The Philadelphia Story*.

## "Man" Gets \$5,560 in D. M.

DES MOINES, Ia., March 8.—*The Man Who Came to Dinner*, with Clifton Webb, played to a nearly packed house at the Shrine Auditorium in Des Moines on March 4 with a gross of \$5,560.

A total of 3,700 attended the play, which was the largest crowd to attend any of the winter plays at the Shrine this season.

## FROM OUT FRONT

### A New Generation

—BY EUGENE BURR—

MOST of us, even when we speak wistfully of the decline of the road and the fact that attendance at legitimate theaters has become a restricted pastime untasted by the mass of the nation's population, assume that at least everyone in the country knows that such a thing as the theater exists. That is, however, as we gesture to our distress on occasion—a rash and over-optimistic assumption. The generation that grew up when the living theater provided the mass entertainment of America "knows" the theater's existence. Younger people who live in the larger centers—particularly, of course, New York—know that there is such a thing as the theater, even tho the stage lost its popular pre-eminence when they were in diapers. But we forget that the great mass of the nation's younger population, now serviced in its lighter moments by the somewhat questionable delights of the radio and screen, fails to share that knowledge. It is a fact that should be, but seldom is, taken into consideration in discussions of a possible theatrical revival.

Every once in a while, tho, something comes up to remind us of it. One such reminder comes in a letter from the West Coast, from a wise and loyal theater man who prefers anonymity.

"The public," he says, "must be shown all over again. Appetites for stage entertainment must be sharpened, and the newer element taught what stage entertainment really is."

"Recently I stopped at a gasoline station and spoke to the young assistant, a lad from Texas, aged 25 and married. Noticing a window card for *Standing Room Only* (a recent West Coast intimate revue), I mentioned that I had intended going to see the show, but that now it was too late. The lad, in great surprise, asked me why I did not consider going to the second show.

"I took me a full minute, almost, to get the full import of his crack. Then I tried to explain the absence of a second show. I tried to explain the kind of show that held forth: I was talking Sanskrit. The lad had never attended a show, excepting a picture show. After I got thru explaining he evinced great interest—I told him of something new—so two nights later he proposed a pair of dunks and took his train to *Standing Room Only*. He thought it was a wonderful show.

"So at the age of 25 or so, for the first time in his life the lad saw a full evening's entertainment—a so-called 'legitimate' show—and loved it despite its poor quality.

"Kids such as he can be educated. The Federal Theater thing, had it been properly operated, could have educated such lads. It would have if it had been in the hand of showmen. . . . Less than one third of the Federal Theater here were professionals."

THE whole thing is somewhat reminiscent of a talk this corner had some years ago with Guy Bates Post, just after Mr. Post had returned from his last barnstorming season with *The Play's the Thing*. If you think the incident on the West Coast is disturbing, some of Mr. Post's tales would have cured your hair. Playing in towns that hadn't seen or heard of a legit show since Rip Van Winkle, he opened crumbling film houses, used dressing rooms built of curtains and planks in the wings of improvised stages, and had a wealth of contacts with people to whom he gave their first chance to see living actors.

One incident closely parallels the one from the Coast. At a dinner given for him in a large Southern city—a really big city, from which the theater was barred for years because of the blanket pressure of picture interests—the daughter of the mayor turned to him and said, "I loved the play—but it seemed so funny not to be able to stay and sit thru the second showing."

In another city—a city, mind you, and not a small town—as Mr. Post was standing in the lobby one morning a lad came up to the wicket, bought a couple of seats, and then volunteered, "You know, this is a smart new idea—this business of using real, live actors."

A smart new idea!

SOMETHING, obviously, must be done if the theater is to remain more than an esoteric cult boasting a handful of scattered initiates. But just what can be done is beyond the powers of this corner to suggest. It seems like a vicious circle—the smaller the theater becomes, the fewer people will know it and love it; and the fewer people who know it and love it, the smaller will the theater become.

As the gentleman from the West Coast suggests, the Federal Theater might have provided a brilliant and successful answer. It failed to do so because of a variety of reasons—chiefly the quality of the plays and productions it insisted on handing out. Obviously, there is little use in bringing the theater to the people at a price they can afford if the quality of the shows offered will cause all spectators to sneer sagely, never again to expose themselves to the theater. I have no over-great love for the dulcet delights of either the loud-speaker or the cinema—but those Federal Theater productions I was unwary enough to catch (with one single exception) made me yearn to fly for relief to the latest celluloid horse opera or etherized soap-selling serial.

It seems quite evident—at least at the moment—that the chance lost by the Federal Theater will not be offered again by the Powers That Be. Some other solution must be arrived at if the theater is to survive as an entertainment medium rather than an abstract and all-but-obsolete art-form. Somehow, the new generation must be made personally aware of the existence of actors more substantial than shadows and sound waves; somehow, the nation's juvenile population must grow up with a knowledge of the theater that their immediate elders—those from 20 to 30 or so—generally lack.

Has anybody any suggestions?

## Dram Guild "Closed Shop" Clause May Bring League Legal Action

NEW YORK, March 8.—The current battle between the League of New York Theaters and the Dramatists' Guild regarding the "closed shop" clause inserted in the new basic agreement drawn up by the Guild, which went into effect March 1, took a new turn this week, with a possibility that the Guild may face legal charges of "monopolistic practices." The "closed shop" clause compels managers to produce only plays written by Guild members or by members of foreign societies which have reciprocal agreements with the Guild.

It is possible that the League is planning to start an anti-trust action under the New York State laws to test the validity of the Guild's new agreement.

If the suit is brought it will be on the contention that the Guild is operating in restraint of trade in insisting that all playwrights join the Guild if they want their plays produced on Broadway. It is pointed out by League spokesmen that the Guild is not a labor union, because under the agreement the usual relationship between an employer and employee does not exist. The Guild denies it is a monopoly, since there is no restriction on any playwright's joining the Guild.

There will be a meeting of the League's board of governors on Monday (10), at which the action to be taken by the League will be decided.

On last Monday (3) there was a meeting of the board of governors, at which the board approved the suggestion that, if any managers do sign the agreement, they do so under protest of the "closed shop" clause. It is reported that Howard Lindsay and Russell Krause have signed; if so they are the only management to have done so to date.

## Stock Planned For Buffalo

BUFFALO, March 8.—Altho the Erlanger Theater, only local legit house, has lagged a little this season in number of bookings, its plans for the spring and summer are impressive. Part of the crowded schedule will be the first stock venture in 10 years, arrangements for which are definite, with a stage or screen name promised for each production. Walt Disney's *Fantasia* is set for an indefinite run, and three definite legit bookings are also still on the Erlanger calendar, with a fourth a possibility.

Robert Bowen just completed arrangements for the stock project with the Erlanger management and the musicians' and stagehands' unions to present a series of plays here during spring and summer. The Disney-Stokowski show, which begins here April 12, isn't expected to go more than a month. If the Bowen project can't have at least two weeks of May here it will be canceled.

The stock summer will have a \$1.20 top, with plenty of lower priced seats. Arrangements with the unions call for a permanent Buffalo troupe of six players. Success of several semi-pro groups here indicates that there is real field for good stock.

Definite roadshow dates include the Drapers, March 17-19; Hayes-Beans *Twelfth Night*, March 24-26; the Lunts *There Shall Be No Night*, March 31-April 2.

## Nine London Shows

LONDON, Feb. 15.—Including the intimate Arts, London's West End had nine theaters open at the end of January: Ambassadors (*Lunch Ballet*), Arts (*Lunch Ballet*), Coliseum (*Aladdin*), Comedy (*The Blue Goose*), Globe (*Dear Brutus*), New (*Sadlers Wells Ballet*), Wyndham's (*Herby's Square*), Wyndham's (*Discretion 2*), and the Windmill (*Bravely*). With exception of the Windmill, now nine years old, which remains open until 9:30 p.m., all these houses give daytime performances. When *The Great Dictator* Antiques at the Prince of Wales, thrice-daily revue goes into the bill, the Palladium reopens March 3 with *Apple Sauce*. Effort is being made to secure a London showing for *No Time for Comedy*.

With so many name players out in the provinces, British Actors' Equity hopes to achieve what it has tried for many years—the application of a standard contract to theaters outside London. Management interests are considering a draft form of agreement.

BANGOR, Me., March 8.—Alice Cartney, formerly in Broadway musicals, has been engaged to direct the dances and musical numbers in *The Foreman's Flame*, which the Bangor-Brewer Little Theater is to present four nights this month.





## Man Bites Dog: Club Sues Liquor Board

DALLAS, March 8.—The Plantation Club's owner, Joe Landwehr, brought suit Saturday to prevent the Texas Liquor Control Board from barring the sale of liquor and beer at the club's package store.

Judge Claude McCallum granted a temporary restraining order. Issues involved in the suit is whether annexation of the area in which the Plantation Club is located into the city of University Park, city territory, annulled the club's liquor and beer permit.

Texas liquor law does not permit sale of liquor in night clubs. The club's package store is located outside the city limits.

## Mills Bros. Set For Wildwood Run

WILDWOOD, N. J., March 8.—Jack Diamond, operator of the Martini Club, has already booked the Mills Brothers for the entire summer, with the Three Peppers to share billing. It will mark the third successive season for the Peppers at the Martini.

Spot booked by Jolly Joyce, Philadelphia.

## Bigger Shows for Philly Lido Venice

PHILADELPHIA, March 8.—Bying the warm-weather trade, Carman Terrante is enlarging his Lido Venice in Andalusia to cost \$300.

New show opening Monday (10) headlines the Three Radio Aces and includes the Three Novelties, with Eddie Thomas concealing. Three Peppers take over March 11 for four weeks.

Spot is booked exclusively by the local Jolly Joyce office.

## Buffalo Spots Use Better Type Acts

BUFFALO, March 8.—Local neighborhood niteries are showing a definite tendency toward tipping business by featuring better attractions. Out-of-town acts are being used by Havana Casino and Frank's Casa Nova to good advantage.

Trina and her Wine Bath dance at the Havana Casino after her work at the Palace, nearby house.

The Casa Nova followed up a four-week business stand of Little Ann Little, with Frank Wallace and Trista La Mae. Mr. and Mrs. Frank Di Biasi are the club's operators. Walter J. Gluck books.

## Chinese Unit Ready

SAN FRANCISCO, March 8.—The all-Chinese unit, Chinese Frolics, current here at the Forbidden City Club, is being submitted for New York by the unit owner, William Gross.

Bob Tepper, of the Charles Yates office, New York, is handling the deal. Unit has Mel Ling, Baltimore dancer; Noel Tur, nude, a singer, and a six-girl line.

## New Clubs in Youngstown

YOUNGSTOWN, O., March 8.—Two new club openings in this district. Ernie Charlie Dee and Manager Mike Chufu opened the new Avalon club. The spot is much larger than when Dee was head entertainer. James Maasullo is owner. At near-by Warren, Fred Shaffer and Henry Vennetti's new Ringside Cafe has opened.

John De Angelis is the new manager at the Crystal Tavern, supplanting Ed Smith.

## Fem Mimics for Camden

CAMDEN, N. J., March 8.—Another stand for fem impersonators came with the reopening of the Empire Cafe, presenting Playboy Renee, featuring Walter Moxey and Adrian Ames at the emcee controls.

## 500 Club, AC, Adds Show

ATLANTIC CITY, March 8.—With winter reception exceeding expectations, Phil Barry's 500 Club has added a floor-show including Paul and Natalie Darnell and Sallie Jo Nelson.

## Waitresses Go Conga

DETROIT, March 8.—La Conga in proving more catching than its practitioners realized. Check-up at the Bowers, where the Gals Becket is demonstrating the new dance nightly, showed that the waitresses are spending their off-moments in the rear of the spot trying it, too—dancing solo, for lack of partners.

Now Manager Frank Barbato is hoping they'll not try it while serving hot dishes.

## Talent Agencies

JACK MIDDLETON, Cincinnati, says he, and not the Consolidated office, is booking Stone's Grill, Portsmouth, O. Also on Middleton's books are Castle Farm, Kelly's, the New Bar, Golden's Grill, Schmalzing's, and the Strand Theatre, Cincinnati; Primrose Country Club, Newport, Ky., and the Base Bowl, Covington, Ky.; Castle Farm and the Primrose are booked by Middleton thru Leo Salkin and the William Morris office.

CHARLES KYLE, of Ace Amusements, New Haven, Conn., is concentrating on conventions in that area. . . . CLARENCE J. AUSTIN, New York agent is to bring in talent from Cuba and South America. On his list now are Luis and Diana and Hermance Williams.

COL. PEDROO MAYORCHI, New York agent, was brought into the newspaper stories recently as a friend of the late Michael Borislavsky, reportedly murdered by judicial enemies.

BENJIE MARR, club operator in Sioux City, Ia., has opened his own booking office in that city. . . . HERMAN OTTROM, New York agent, taking a six-week rest in Florida.

HARRY BIBEN, Philadelphia vaude and club agent, has filed petition in Common Pleas Court to operate as the Harry Biben Agency. . . . HAY S. KNEELAND, Buffalo, has established a talent tie-up with Mrs. Doroora Little, Erie, Pa. . . . WALTER J. GLUCK, Buffalo, has set Frank Wallace and Trista La Mae into Frank's Casa Nova, also the Connie Garner Girls into Patumbo's 28th Century Club, Philadelphia.

BERT HOWARD, jobbing and convention booker with Reginald Voorbes, Chi agency, switched to the Frederick Brothers March 4.

JOE GLASER, New York, set Roy Hedrige for Blatz's Palm Garden, Milwaukee; Henry Armstrong, the fiddler, with Don Hedman for Royal Theater, Baltimore, and Ray Pearl in the Edgewood Club, Albany, N. Y.

LES SPONSER, Baltimore booker, says he has landed several good spots in Central Pennsylvania since taking out a license in that State.

NOEL BREHMAN and HILLY ARNOLD to stage floorshows at Frank Palumbo's Philadelphia, . . . O. D. MACK, Philadelphia booker, ordered by doctors to the Hamburg "Suburban" Sanatorium for treatment, with Mrs. Moeck carrying on the office.

HARRY HESTRY is leaving for Hollywood next week to negotiate a renewal of Joan Merrill's contract with Columbia Pictures. She is currently making Time Out for Rhymes with Rudy Vallee. . . . HARRY MAVER, Warner booker, and Edward Sherman, independent, have been named co-chairmen of the entertainment committee for the annual convention of the Variety Clubs in Atlantic City May 13-17. . . . JOLLY JOYCE, Philadelphia agent, takes Rudy Manners under management, starting here for a March 8 opening at Jeff's Club, Miami. . . . WALTER J. (WALLY) GLUCK, Buffalo, who books Kaufman's Cafe Madrid and Frank's Casa Nova, is bringing in better acts. He has set Pat Rooney Jr. into Kaufman's for two weeks, starting March 17, with Ethel Barrymore Out to follow.

DANIEL BLANK, formerly with New York agents Scheuing & Blank, is now in the business for himself, establishing his desk in the Max Richards office. Has set George Church at La Conga and Karen Cooper in La Martiniere.

JACK LESNY, of the Harman Falkoff agency, New York, has set De May, Moore, and Martin and Grace Drysdale for a March 21 opening at Leon & Eddie's. Hollywood Cantone and Burns and Swanson are at the club now, thru the same office. . . . JACK W. GORDON, Hartford, Conn., agent, is still laid up at Veterans' Hospital, Newton, Conn., but Mrs. Gordon is taking care of the business.

## N. Y. Night Club Business Down; Hurricane Loses Liquor License; Short Payoffs; Lopez Takes Over

NEW YORK, March 8.—Several Manhattan spots, mostly smaller in midtown and in Greenwich Village, folded on and after March 1, the liquor license renewal date. It costs \$1,200 to renew the license for a year and that kind of money hasn't been seen around most cafes since New Year's. An indirect victim of the liquor license situation is Broadway's Hurricane, which has been having its ups and downs for several months. The spot lost its license February 23 and operators Ben Platt and Mario Tosatti have been in difficulties meeting the pay roll. Representatives of American Guild of Variety Artists, IATSE, and American Federation of Musicians have been showing up for nightly collections.

Platt and Tosatti stepped out from the operating picture temporarily Thursday (6) to await the liquor license renewal date Wednesday (12). Rather than see the performers, musicians, and other employees out of work, Vincent Lopez, band leader currently working there, volunteered to take over the club for four days (March 6 to 9) provided the employees were willing to take a cut. All stepped forward with the exception of Percy Fears, who has not been paid her \$50 for her initial week and who dropped out. AGVA explains that no collections were made for Miss Fears because she is not a member of the union. (AGVA has a closed shop contract with the Hurricane.) All unions decided to co-operate with Lopez so that the spot will have a chance to continue until the liquor license renewal.

Talent affected included the Lopes and Johnny Costa bands, Marty May, six-girl Windie Howard line, Joe and Mary, and Maria Del Carmen. According to Jack Miller, AGVA organizer here, the union collected over \$400 from the Hurricane operators for the acts, and by

## Auto Court Nitery Is a Quick Click

SACRAMENTO, Calif., March 8.—Newest local night spot, Motel El Rancho, has drawn unprecedented business. The most elaborate auto court in Northern California, the motel offers a cocktail lounge and dancing to a small orchestra. Outdoor dancing on a cement patio, next to a swimming pool, is a supreme attraction.

Venture is owned and managed by Hill Hotels.

Frank Schuppert is manager.

## Sebastian Now Sacramento Boss

SACRAMENTO, Calif., March 8.—Frank Sebastian, former owner of the Oulton Club at Culver City, Calif., has become manager of Cafe Donovan, leading local night spot.

Sebastian became affiliated with the club a year ago, but controlling interest remained with George Pike, who, with Tommy Donovan, originally bank-rolled the club.

Friends of Sebastian recently purchased enough stock so that Pike has pulled out entirely.

## Penny Dealers Urge Better Curfew

HARRISBURG, Pa., March 8.—Alding the State Legislature for extension of hours from midnight to 2 a.m. Saturday nights, retail liquor dealers of Pennsylvania point out that the additional hours will mean more employment for talent in night spots.

Present midnight curfew, unless a local ordinance provides otherwise, also stops all talent.

## Movie Midget in Club

ST. PAUL, March 8.—Orsis Gould, Minneapolis midget featured in Wizard of Oz, has been booked by the Zephyr night club.

Thursday (8) they were only two days short on salary. Lopez will not be responsible for those two days, but guaranteed payment for the March 6 to 9 week-end.

Lopez plans to open a spot of his own, on the same order as his old Casa Lopez, and he may covet the Hurricane in a case should the current operators fail to secure a liquor license. (The club is in difficulties with the federal tax authorities.)

The Hurricane on January 23 filed a petition for reorganization in New York Federal Court, stating that for one month, ending February 22, it showed a net profit of \$977. Total income was \$39,557, compared with expenses totaling \$38,580. When it filed its petition, listed assets totaled \$4,884 and liabilities \$44,642. It offered to pay creditors 100 per cent in full at a ratio of 5 per cent monthly after approval of the plan of reorganization.

Business dropped at George White's Gay White Way last week, but picked up strongly this week; and the week-end, due to previously booked parties, was the best since its opening. White is putting in some new acts this week; otherwise, the show remains intact.

Billy Rose closes his second Diamond Horseshoe revue tonight (8) after a 10-month run, and is rehearsing his new Silver Screen spectacle scheduled to unfold March 18. Old-time screen notables will top the bill, among them Mae Murray, who will re-enact her famed Merry Widow Waltz with George Fontana; Mills Kellie, and Carlyle Blackwell. Others are Joe E. Howard and the Morgan Sisters, who worked in the first Horseshoe revue, and Della Lind, Marjory Fielding, who staged the dance routines at the Copacabana, has a similar assignment here. Rose himself wrote the lyrics for the show, produced by John Murray Anderson.

The Copacabana, which opened October 28 as a supper club, has added a dinner show, with dinner from \$2. First bill under this policy is Pat Bradywines and the Frank Marshall bands and Bernice Parks, Lyda Sue, Johnny Mack, and Juanita Jaurer. The Cops will bring in Juan Arvizu March 20 for four weeks, thru the CBS Article Bureau. Arvizu is a South American "romantic singer" who has made films and is one of the two top Latin recording artists. CMB will give him a build-up simultaneously with his American debut at the Copacabana and at Liberty all on the same bill.

Business has been strong at Pete's Monte Carlo, where Ethel Waters drew well. She is succeeded Monday (10) by Dwight Fiske. El Morocco business has been off, but the Biorck Club has been holding up well. The Venetians opened well Thursday (6) with John Hols.

On 52d Street, Leon and Edie's continues to do the best business. The Walkie Club, operated by band leader Ray Kinney and Hubert Ching, folded Saturday (11). The Turbo Club is now the Bowers Club, with Jerry White and Jerry Baker featured. Mammy's Chicken Farm will reopen next week as a straight eatery, Dave's Blue Room. The Camp-plant is still closed.

On 51st Street, the Barbel de Pan has closed, and Jig's is "closed for remodeling" and "will reopen next week."

Bob Merrill's Pagan Place Club folded recently, with the \$20,000 fixtures going for \$400. The bar was auctioned off for a mere \$25.

Downtown, Harry Diamond's Romanian Village folded last week, following the fold-up of the near-by Panamanian Village eight weeks previously.

In the Greenwich Village section four clubs and two restaurants have banded to place subway poster ads urging "Visit the Famous Greenwich Village Booths." Clubs are Honey Club, Club Allegria, Club Cinderella and Club Maria. One Club Breezy niterie owner has taken the initiative to sell a similar idea to other clubs on the street.

Leon & Eddie's has made a tie-up with Jean Edwards and her manager, Henry Dandand, to sponsor a Cinderella Songstress contest Saturday afternoons. Winner gets a date at the club, an appearance on Miss Edwards' program and Dandand as personal manager.

Joe Rogers has organized a banquetry department under the direction of Jack Kossland, to plug his Rumba Room.

## Versailles, New York

**Talent policy:** Two bands; floorshow at 10, 12, and 2. **Management:** Nick Proun and Arnold Rosenfeld, owners; Leonard MacBain, press agent. **Prices:** Over \$1.50 weekdays; \$2 Saturdays and holidays; drinks from 75 cents.

Versailles' competition must be doing some overtime gnashing of teeth since Thursday (6), when the spot set a precedent by booking John Boles. It was a real coup, and upper crust customers shocked the waiters by applauding Boles into six encores. Second billing went to Evelyn Farney, cute sapper, who was brought in at the last minute to fill for Grace McDonald, whose opening was postponed pending recovery from the flu. Miss Farney polished off two hat tap numbers, plus an encore. She makes a nice appearance and is an adept dancer. Holds herself erect and poised a solid hand on a series of difficult turns.

Boles's song program contained essentially the same stuff he uses in vaude. Sang *I See Your Face Before Me*, *Following the Sun Around*, *The Desert Song*, *Waiting at the Gate for Katie*, *Travelling in the Grace*, and a French favorite.

Diners ate it all up, first because Boles does have a fine voice, and second because it was John Boles. After singing the *Katie* song in character he went out on a limb by asking this stuffed-shirt crowd to clap and whistle the ditty with him. But they did it, and louder and funnier than Boles's theater audience. Dale Carnegie should have a theory about this.

Nicholas D'Amico's show and dance orchestra and Pamulito's rumba combo still hold forth, each doing a good job.

Harold Humphrey.

## Jack Lynch's Hotel Walton Roof, Philadelphia

**Talent policy:** Show and dance band, rumba relief band, floorshows at 8:20 and 12:45; intimate entertainment and orchestra in cocktail lounge. **Management:** Jack Lynch, operator-manager; Rudy Kistner, *maitre d'*; Victor Loznick, dining-room manager; Moe Adler, banquet manager; Louis Cosoff, *Tropics Bar* manager; Sam Bushman, press agent; William Morris Agency, booker. **Prices:** Dinners from \$1.25; drinks from 65 cents; no cover, no minimum.

For his new production efforts Jack Lynch has caught some of the Latin fever, and the new show runs off as *Pan-Americana*. However, the South American flavor doesn't dominate, save as the theme for the finale sock. And while it's not as pretentious or entertaining as most of the previous shows here, there's still plenty to commend.

Produced by Midge Fielding, with costumes by Miss White and an original musical score by Miss Fielding and Charles Barnes, *Pan-Americana* is embellished by eye-compelling opening and closing scenes, both standouts because of striking costumes and the musical-comedy talents displayed by Neil Fontaine, Walton maestro.

A handsome lad with warm baritone pipes and nimble levers, Fontaine hosts the dozen show girls in top juve fashion. In a gay Parisian style, Michael Sabidino in the dancing boulevardier as Fontaine cautions in song, *Save It, Sister, Save It*. Finale rings in every phase of the South American dance patterns, with costumes that dazzle the optics. Fontaine this time pairs with the show girls for a whirl at every step, from tango to samba. Setting rings in banding for an Indian Inca dance, the Pepito and Carmen troupe of three mixed teams, and Felicia and Carlos Campos, mixed team of native warblers with the spot's rumba reliefers.

Bob Russell continues as emcee. Plenty of polish and voice for the ballads. Pepito and Carmen also single for native son offerings.

Mid Triple is a show-stopper with her juggling and ball balancing. Betty Lane Cooper contributes two solo tep turns—a rhythm tap and a hula bit.

Show girls include Vesta Newton, Lya Lane, Betty Pope, Marjorie Scott, Margie Ayers, Blanche Binder, Anita James, Mary Andrews, Swanne Andrews, Rounie Bratton, and Doris Ainsworth.

Neil Fontaine (17) still setting the musical pace for show and dancer, with Auguste Ganahis (6) for the Latin lullabies.

Tropical Bar on the other corner of the hotel top, managed by Louis Cosoff for Lynch, has Vincent Rizzo's orchestra (3), Lou Morrison, Nino Nanni, Vera Neva, and Helene Heath.

M. H. Orodender.

## Night Club Reviews

## Hotel Stuyvesant, Peter Stuyvesant Room, Buffalo

**Talent policy:** Small dance band; continuous entertainment. **Management:** Dorcas Martin, hotel's general manager; Robert J. Sullivan, assistant; Joseph Klein, room manager. **Prices:** No cover; \$1 minimum Saturdays; dinners from 75 cents; drinks from 35 cents; luncheon from 50 cents.

Alto this popular and high-class rendezvous has passed the novelty stage, having been in operation over two years, its unique entertainment policy still sets the pace here. Since Darwin Martin took over, the spot has taken a new lease on life and does big business, despite a current general lull in night activities.

Alto geared to informal, intimate style, this beautiful room can handle 240 persons comfortably, and combines the easy air of tradition with the most progressive ideas in decoration, service, and entertainment. Martin believes in small but smart orchestral combos and a few unusual sock entertainers.

Vic Abbs' sock is back after a successful stand here often a week ago. Four-man combo is doing a more-than-adequate job in providing plenty eye-and-ear appeal for the table-sitters, as well as the steppers. Each handles several chores. Abbs himself, a personably suave guy, excels with a nice baritone, specializing in rhythm-novelty vocals with comedy appeal. Such ditties as *Guy at the End of the Bar* and *Old Man Mose* find the patrons clustered round the stand.

Abbs also presents okok trio numbers with Johnny Erigo, who also solos, and Earl Bachus, both tenors. Abbs handles a mellow, muted trumpet. Erigo triples on a bass, violin, and trumpet, while Bachus is at the electric guitar. Ted Harmon provides solid background with accordion and piano.

Nora Sheridan, a nice-looking gal who fairly radiates personality and appeal, really knocks them over with her cleverly handled character songs. With just a few odd props such as shawl, a flower, etc., she manages to create various impressions in a sock song-talk style. She offers a well-varied repertory, which included a hillbilly routine, Gypsy Tea Kettle parody, cowboy Western, 19th Avenue Havana, and *Glamour Girl*. Carl Cook, a localite, is a capable accompanist.

Grace Vaughn, a sweet-smiling young brunette looker, endears herself with well-executed piano-vocal offerings. She handles the favorites capably, whether gliding thru the classics or pounding out swing. Her voice isn't powerful, but she comes thru with some very appealing ballads, swing, and Irish tunes.

Added diversion is provided by Jan Dale, character analyst, working the tables.

Eric M. Warner.

## St. Moritz Hotel, Cafe De La Paix, New York

**Talent policy:** Dance and show band; floorshows at 8:30 and 12:15. **Management:** S. Gregory Taylor; Robert Reud, publicity. **Prices:** No cover or minimum; dinner from \$1.25.

While the current show here is not entirely in keeping with the Continental atmosphere of this room, it adds up to a relaxing and enjoyable session.

New emcee here is Johnny Howard, a capable impersonator who is versatile in several other departments. While his material is not strictly socko, he can tell a story and sing a fair song. He also did an excellent whistling aria containing many trills. His best are impersonations tied together with a Hollywood continuity. He did a Richman which was outstanding. Others that registered big were Carmen Lombardo and Beulah Carter. Enamored with a Kipling-type recitation of a soldier in India. His contributions get solid laughs. He should, however, cut down on his emcee verbiage.

Claire and Arena are a good-looking and personable ballroom pair with smooth routines and fine execution. Open with a waltz and follow with a fox-trot and a quaint Mexican folk dance for which they get a nice band. Do nice lifts and spins, femme's previous ballet training being evident in the latter.

Vivian Blaine, soloist in the Eddie Vesper band, opened with the catchy *Oh! Oh! Casavento*. She sings around the evening from the bandstand. On the night caught she was making her care-

well appearance before joining the Bobby Byrne act.

Eddie Varma, as usual, does his capable showbucking and knocks off floor-filling management in the pop, standard, and Latin idiom.

Joe Cohen.

## Cave Cabaret, Winnipeg, Manitoba

**Talent policy:** Floorshow at 12; *Marah* Philister's show and dance band. **Management:** M. P. King, manager; Joe Daniels, booker. **Seats 700.** **Prices:** \$1 and \$1.50 Saturdays; supper plan; ginger ale policy.

The Cave's all-American policy went bloozy this week when two acts were stockpiled at the border, due to lack of citizenship papers. Two local acts were taken on, but one, the emcee-guy number, was let go after one night because it couldn't hold respect of patrons.

Warner and Leigh, only new American act, went good on vocal blends of oldie heavy pop songs. *Magnific*, *Rio Rita*, and similar numbers they do in a personable, class delivery and sweet harmony.

Jimmy and Charmaine Hess, held over from previous full run, come thru with a style of sock agility with class, in double tap style. Another act is a shackle dance. They feature nothing off the beaten path, but it's all smooth.

Locals are Two Hits and a Miss (Bill Angus, Bill Marshall, and May Hamilton), roller trio. About their only sensational spin is a good variation on the double basket, but their long series of new great spins, mostly involving the personable May, make the act eye-filling enough.

Other act was Tod Curtis and Bob Byron. They tried hard, but they lacked theumph to get the customers on their side.

Edgar Whitehouse.

## Famous Door, New York

**Talent policy:** Dance and show band; shows at 12:30, 2:30, and 4 a.m. **Management:** Phil Howard, owner and operator; Marion Eddy, show producer and in charge of publicity with Eddie Weiner. **Prices:** Drinks from 75 cents; \$1.50 minimum weekdays; \$2 Saturdays and holidays; courtesy discount of 25 per cent to show people.

A change of management some few weeks ago switched this 52d Street swing caddy from bandman Teddy Powell into the hands of Phil Howard. First band under the new deal is Joe Marata's. Featuring Adele Girard, who swings the harp. Gal is doubling between the band and the musical. *Crazy With the Beat*. Bee Kalmsu, torch singer, and line of six Wally Wanger Girls complete the show. Entertainment dished up by all is oken, especially for those who like songs and music on the hot side.

Band leads off with a hot-and-heavy rendition of an original composition, *Bull's Eye*. Had plenty of locomotion and fancy licks.

Got the same on for a simple routine titled *The Tango Fantasy*. Good-looking black and white formal gowns gave the number eye-appeal. Marata followed with *Lower Register Blues*, a low-down ditty with lots of clarinet work. Miss Girard taking some unique breaks on her harp.

Bee Kalmsu sells her songs solidly and with plenty of vivacity. Did *There's a Great Day Comin' Mamma*, *The Last Time I Saw Paris*, and a medley of oldies. Finlashed up with *The Latin In Me*, while the Wanger Girls stopped it off in company.

Intermissions have Phil Ellis at the piano and Dorothy Allen singing requests.

This spot should have no trouble competing with the other hot-dens.

Harold Humphrey.

## Paul Young's Romany Room, Washington

**Talent policy:** Floorshow and dance band; acts changed every fortnight; shows at 8:45 and 11:30. **Management:** Paul Young, owner; Paul Ream, publicity. **Prices:** \$1.50 minimum, with diners (featuring Central European dishes).

It's not unusual to spot professional entertainers among the tables here, peaking after their stint at local theaters. Altho the shows aren't lavish, they are breezy and have ock. Club policy seems to call for clever emcee and, so far, the bookings haven't disappointed. When it's good, Young likes to get his talent homogrow, and one girl singer can be classed as a find.

Band under Al Spidecock has five pieces. Built around his drums. The former Benny Goodman skin-beater puts dancers in a trance whenever he beats

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down. He took a solo which ended up with his bare hands, after putting in every best known to man—and some that aren't. It was sensational.

Emmes is Alan Cole, who is a show by himself. Slightly built and young to look at, he offers glib chatter that manages to appear sophisticated while remaining mostly clean. He introduced Little Lief, blond tapster, well costumed and plenty poised. Three numbers showed that she had verve, the size of floor cramped her style. Next turn was taken by Louise (Tiny) Lee, raven-haired songstress. Her experience is not extensive, but her style shows confidence. A restrained husky voice registers heavily, without need for body contortions at the mike. She is best of local crop of girl singers.

Jerry Brandow, another local, is author of *Hold Tight*, which he scribbles while playing mini-piano. His act picks up tempo as he leaves the boys for straight singing. Then he goes into an energetic tap which includes tiny set of staccs. Not extraordinary, but he has variety which has kept him here for several weeks already. His closer is a challenge with Gale, who takes the rest of the show by himself.

Ole's gags, quips with rimpeters, and comical songs practically panic the house. His imitations aren't faithful but are screamingly funny. Lauder hit it good. Cole hasn't got a singing voice, but it's not missed because of his personality. He closes here this week, but returns in another two weeks to play the Capitol Theater. *Edgar M. Jones.*

**Enduro Cafe, Brooklyn**

**Talent policy:** Band and vocalists; no dancing. **Management:** Harry and Mike Rosen, owners; Gus Alexander, manager; Columbia Entertainment Bureau, booker; Harry Rosen, press agent. **Prices:** Lunch on \$25 cents; dinner from 65 cents; drinks from 25 cents.

This downtown Brooklyn spot, a mecca for after-theater goers and afternoon shoppers, has recently been enlarged to accommodate 225 persons, plus the bar. For the past six weeks spot has been featuring Freddy King and his band, with Frances Leslie, songstress.

Band plays dinner music from 8 to 10 p.m., and requests from 10 p.m. until closing. King has a five-piece outfit consisting of a guitar, violin, bass, piano, and sax. King triples on sax, violin, and trumpet, while Karlie Murphy, bass player, and Orville Rand, guitarist, do the vocals in a pleasing manner. Also vocalizing is Frances Leslie, who packs plenty of wallop. At this catching she rendered *I Hear A Rhapsody* and *Yes, My Darling Daughter*, doing both with fine voice and personable manner. *Fredericson*, was King's rendition of *Dancing on a Dime*.

King plays mostly on the sweet side, with an occasional novelty number in effective manner. He should draw considerable trade for the spot.

*Elliott Colfer.*

**Coconut Grove, Boston**

**Talent policy:** Dance and show band; coffee band; floorshows at 7:30 and 11:30. **Management:** Angelo Lippi, headbooker and host; producer, George Hand. **Prices:** Dinner from \$1.50; drinks from 40 cents; minimum \$1.50 weekdays, \$2.50 Saturdays.

Mickey Alpert continues to prove his worth to appreciative audiences by presenting a smart, smoothly paced revue. The show, somewhat abbreviated due to the illness of Verne Wilcox, specialty dancer, was entertaining nevertheless.

Opened with the Dancing Billingtons, clever boy and girl tap duo, in two brilliantly executed routines. Personable Kid, very well received. Their second turn, later in the show, was equally well applauded. Have been held for a second week. Nearly one of the better terps duos that has appeared in the Hub this year.

Billy Payne, Alpert's tenor, gave out with two pleasing vocals, *You Walk By* and *Let's Be Raddies*. Patsy Lorraine performed a pair of dances that were exceptional. Her act work, involving amusing contortions, were rigorously applauded. Came back later for smooth two numbers.

The second production number by the Grove's line of 10 was a nice novelty. Eight of the gals appeared costumed to represent old-time music revue favorites such as *The Desert Song*, *A Night in Spain*.

Bob Rigo and Francine, ballroom terp team, closed the show. Utilizing regular lifts, they proved to be no more than ordinary.

Alpert's band gave out with some very pleasant danceable tunes. Well arranged and solid playing made the outfit as much a likeable feature as the show itself. Tops is the warbling of cute Nancy Gay. *Fred Gottsmann.*

**Cafe Society East, New York**

**Talent policy:** Two dance bands; floorshows at 9:30, 12, and 2:30. **Management:** Barney Josephson, owner; Ivan Blank, press agent. **Prices:** \$2.50 minimum weekdays and \$2 Saturdays.

John Kirby's brilliant six-man band opened an indefinite booking here Monday (8), with Kirby leading his boys from the string bass. His men are Billy Kayle, Charlie Shavers, O'Neil Spencer, and Buster Bailey, and they co-ordinate their styles to produce solid swing that jaces the classics and gives new attractiveness to current pops. Their swing-influenced *Cherokee* and Chopin's *Minnie Wals* are among their best.

Held over is the Elsie South band, with South's violin leading the piano, guitar, drums, and bass. South's fiddling is superb and runs the gamut of dripping sweetness to gypsy six and lively swing. South sings a bit, including foreign lyrics, and reveals a pleasant voice. His small outfit is excellent and can be listened to for hours without tiring.

The three-times-a-week floorshow has South doing a couple of the Middle numbers; also Kirby's band shining in a few of their better numbers. Ravel Scott ensues, introducing in her quick, precise

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Routes of bands, acts, vaude units, ice shows, repertoires-vent 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*, 23-37 Opera Place, Cincinnati, O. Routes opening 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.

way, and then topping the floorshow with her own singing at the piano while she swings the classics. She's a compelling personality and a fine musician. Bass-baritone Kenneth Spencer, a tall good-looking youth, sings a Russian tune, then *Annie Lenox* and *Water Boy*. He reminds one of Paul Robeson in voice quality and selection of songs. An excellent performer.

The Golden Gate Quartet, with Willie Johnson, singing, harmonizes on rhythmic spirituals. Commands attention with the charm of the lyrics and simplicity of arrangements. Boogie woogie pianist Albert Ammons and Pete Johnson perform at the twin pianos in their ear-catching fashion, as usual.

*Paul Davis.*

**Minsky's 51 Club, New York**

**Talent policy:** Show band; continuous entertainment. **Management:** Harold Minsky, owner; Max Sherr, manager; Eddie Saffe, press agent. **Prices:** No cover or minimum; drinks from 50 cents.

Shows have been pruned considerably since the spot's debut early this year. However, it's not a vital more because the place is small, intimate, and has only a small stage for a musical combo and vocal talent. Entertainment works a grand policy.

New show is topped by the Beale Street Boys, a Negro quartet. Their work is typical of such outfits, but good, which is usually the case, too. They swing out on a half-hour of close harmony work on everything from *Shadrack* to *A Nightingale Song* in *Berkeley Square*. One plunks a guitar a guitar. At show caught, Bub Davis (second tenor) was hospitalized and another lad was subbing for him. Other members are David Fugh, bass; Jimmy Fugh, baritone, and Bill Barnes, first tenor.

Ray Lewis's four-piece combo takes the stand for the second half-hour, pushing out some fine-down rhythm with tenor sax, trumpet, bass, and piano. Two gal singers are Betty Jerome, still here since the opening, and Carol Eden. Miss Jerome sings with a catchy swing style. Miss Eden did not work in show caught.

Club is developing into quite a hang-out for show business people and friends of Harold Minsky, owner. *Herold Humphrey.*

**Hotel Sherman, Panther Room, Chicago**

**Talent policy:** Dance and show band; floorshows 8 p.m. and 12 midnight. **Management:** Ernest Byfield and Frank Bering, managers; Howard Mayer, publicity. **Prices:** Dinner from 82 in Panther Room, \$1.25 in Malaya Room; drinks from 50 cents; minimum \$1 on weekdays, \$2 on Saturdays.

Bob Crosby's orchestra made its Hotel Sherman debut Friday (7) with Bob Crosby, who is detained on the West Coast to complete a bit of picture making but will join the band in a few days. Outfit has made several changes in personnel since it was at the Blackhawk, and old favorites like Jess Stacy and Ray Budroc remain, and the Crosby lads' ensemble and solo efforts provide excellent entertainment. Budie Chas, of radio's *Mykall* fame, is singing the new show and doing a satisfactory job.

At show caught Ray Budroc's terrific drum sessions were a highlight, Budroc demonstrating he's one of the best drummers in the business. Jess Stacy whooped it up at the piano; the Bobcats gave a typical jam session, and the Bob O'Loeks, quartet composed of Tony Paul, John Desmond, Ruth Keddington, and Ed Lattine, did some nicely vocalizing. Elizabeth Tilton, pretty singer, scored with *There'll Be Some Changes Made*, *Wanna Go Quiver*, and *Everything Happens to Me*.

The Mercer Brothers, Bud and Jim,

**6 Units Being Set for Vaude; 3 From Morris**

NEW YORK, March 8.—Unit production is taking a spurt, with several combos in the process of formation. Jack Kalkheim, of the William Morris office in Chicago, was here this week to sign up performers for three units, the first of which, a Continental show, will start rehearsals in two weeks. The other shows will be a comedy unit and a girl unit. Kalkheim left for Chicago yesterday (7).

Mike Todd's new unit, the show from his Chicago itinerary, opens March 14 at the Orpheum, Minneapolis. The show includes Guyton Rose Lee, Willie, Wella, and McEntire; A. Bohms, and Belle Holla, plus a line of 24. Todd is booking.

A backwoods combo has been set to open at the Majestic, Paterson, N. J., March 21, and will follow at the Curran, Philadelphia, and the Tower, Camden, for three days each. The unit, *Gracie Egan Stobbs* (not radio's Uncle Egan), is being handled by Alex Gerber.

Harry Howard is also setting a new outfit, *Goldiggers of 1941*, which is set to open at the Colonial, Dayton, O., March 21. The unit contains Gantner's Bricklayers, Gordon Trio, and a line Charlie Yates is submitting the unit at \$5,500.

Another Yates unit, *Comph in Swingtime*, with Phil D'Orsey, closes a four-month tour in Birmingham, Ala., next week. Miss D'Orsey has already been booked for a Montreal itinerary.

**Murray Beyer Promoted**

CLEVELAND, March 8.—Murray Beyer, assistant manager of the Hotel Putney Hall, will leave today to become manager of the Brookside Country Club, Canton, Ohio.

**Bali Bali, Chi, Fire**

CHICAGO, March 8.—Club Bali-Bali was damaged by fire Wednesday (5). Loss estimated at \$15,000.

are an entertaining comedy dance team with routines ranging from eccentric collegiate to an unconventional Spanish tango. The King Cole Trio, colored vocalists and instrumentalists, offered several hot numbers, including *Gene With the Heat*, *America's With the Stars*, and *To a Wild Life*.

The Dorothy Bryton Byrtonettes, six-girl line, appear in two production numbers. They are excellently trained dancers but their costumes evidently had been dug out of a storehouse. Carl Marx, clown, continues his merry ramblings. *Nat Green.*



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—The Billboard, March 7, 1941.

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

Alan, Tex (Syracuse) Buffalo, Pa.
Alman, Charles (100) Club Miami, Fla.
Alm, Larry (Capital) Washington, D. C.
Alm, Max (Metropolitan) New York, N. Y.



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; es-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Barley, Irene (Harvey Gallant's) NYC, no.
Barnes, Fred (100) Washington Jackson-ville, Fla. 5.
Barnes, Max (Lynn's) Detroit, Mich. 2.

Del Rio, Manola (El Chico) NYC, no.
DeMare, Isabel (El Aiglon) Chi, no.
Dennis, Herb (Mike Todd's Theater Cafe) Chi, no.

Hall, Dale (Amato's) Astoria, Ore. 2.
HALL, Wilbur, & Renee (Hubert's) Cincinnati, 1.
Hammond, Margie (Jack & Bob's) Trenton, N. J. 2.

Blake, Gloria (Old White Way) NYC, no.
Blaine & Blinn (Cuban Road Casino) Brooklyn, N. Y. 2.

DeWitt, Elsie (Club Hilda) NYC, no.
Dietz, Sam (Park Central) NYC, no.
Dixie, Mary (Harry's New Yorker) Chi, no.

Hill, Betty (Club Hilda) Chi, no.
Hilpert, Pearl, & La Sue (Park Central) NYC, 1.

Cohen, Harry (Harry's New Yorker) Chi, no.
Cort, Jess (Park Central) NYC, no.

Erasmus, Hope (Helen New) NYC, no.
Evans & Leiby (New Yorker) Miami, Fla. 2.

Jess & Vilan (Rainbow Room) NYC, no.
Jesse, Adele (New Yorker) NYC, 1.

Dahl, Billie Rogers (Club Moderne) San Francisco, no.
Dallas, Billy (Katy's) Toledo, Ohio, no.

Gainsworth, Maczioro (Capital) Washington, D. C. 1.
Gay, Debra (Bee-Bar-Jo) Chi, no.

Jolly Joyce (The Duke) Miami, Fla. 2.

Dobson, Harry (Katy's) Toledo, Ohio, no.
Dora, Betty Jane (Walton) Phila, 1.

Grady, Gene (Diamond Horseshoe) NYC, no.
Grady, Billy (Harry's New Yorker) Chi, no.

LaRue, Lillian (El Taberno) San Francisco, no.
LaRue, Barbara (Theaterland) NYC, no.

Lewis, Terry (Shirley) Miami, no.
LIZARD BLISS (El Taberno) San Francisco, no.

McCoy, Jack (Rocky) NYC, 1.
McCoy, Dick (Pennsylvania) NYC, no.

Medic, Vivian (Club Hall) Brooklyn, no.
Meyer, Frank (Big Brass) NYC, no.

BURLESQUE (First Circuit Shows)

Rossway Burlesque (Cotton) Pittsburgh 2-13.
Carroll, Paul (Theaterland) NYC, no.

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

Banckhead, Tallulah (Lynn's) Richmond, Va. 11-12; (New) Baltimore 12-13.
Bismuth Time (Helen) Pittsburgh.
Casper, Harry (Helen) Chattanooga.

ICE SHOWS ON TOUR

The Pollie, produced by Shipstad & Johnson, Minneapolis 12-22.
Lamb-Vocum Ice Revue (Copley Plaza) Boston.

## Boila Units for Palace, Rockford

CHICAGO, March 8.—Palace Theater, Rockford, Ill., operated by Louis St. Pierre, is using units built especially for it by Nick Bolla. Shows are competing with the stage bill at the Coronada, operated by the same interests, Coronada books stage bands thru Warren E. Jones, of Balaban & Katz.

The Palace shows, which consist of six acts and a line, are sent on the road after the opener in Rockford. Bolla adds five musicians from Chicago to the seven-piece local pit org. "Policy is proving very successful," said Bolla.

## 5-Act Vaude for Minn. 1,000-Seater

MINNEAPOLIS, March 8.—An attempt at five-act vaude for a semi-suburban house has been launched at the 1,000-seat Princess Theater by Roy Secrest and Faur Karolla, managers. Vaude Tuesday thru Friday, with prices 25 cents until 6 p.m. and 50 cents thereafter. Second-run films.

Hotels is a mile from the center of the Loop and is the second movie theater within recent weeks to show vaude. The Gayety, old burly house, uses Saturday and Sunday vaude.

Booking for the Princess is by the Standard Zuckert agency, of New York. Opener was headlined last week by Sheila Fitchell, Wally Metrick's niece, and accompanes.

## Fischer Unit May Get S. Amer. Dates

NEW YORK, March 8.—Clifford Fischer's *Folies Scorpions* unit will wrap its American tour with its engagement at the Elmer, Philadelphia, March 13.

There is, however, the possibility that Fischer, currently in South America, will line up a sufficient number of dates there to make continuation of the unit possible.

Senor Weesco, in the unit, is already making other arrangements. The William Morris office has booked him for the local Paramount, starting March 26, and the Palmer House, Chicago, April 10.

## Managers' Union, Circuit in Pact

DETROIT, March 8.—What is said to be the first local contract with a theater managers' union was signed here last week by Theater Managers and Assistant Managers' Local 23,912, AFL, thru Attorney Clayton D. Borden, for the Broder Circuit. Contract temporarily exempts the Three circuit's 2,300-seat vaude theater because of unsettled policy.

The contract provides for increased pay, shorter hours, definite schedule of hours, and night off every two weeks, and closed shop.

## Three-Day Chicago Vaude

CHICAGO, March 8.—Midway Theater, operated by Collins Brothers, has inaugurated vaudeville Friday to Sunday and two feature pictures.

Acts booked by Sam Herman.

## Freeland Two-Day Vaude

FREELAND, Pa., March 8.—Retowich Theater added two-day vaude last week, with Irene and Jeanie Dimes in tap routines and Junior and Adeline in juggling style.

## Wilkes-Barre Nitery Expands

WILKES-BARRE, Pa., March 8.—Pala's Bar and Grill has enlarged its space. Show for opening week ends (13-15) featuring Margaret King, Doris Tucker, Freda Joseph, Laville and Okinda, with Heenan and her accompanist. Phil Cusick will remain at the organ, with Al Banney at the piano and soloist.

## Takes Over English Lake

MANTOWOC, Wis., March 8.—William Hascuff, former operator of Silver Lake, opened English Lake resort near here February 6, featuring Jimmy Baker and all-colored revue. Three shows nightly. Hascuff owns the Silver Dome nitery in Marinette, Wis., now managed by his son.

## No Alibi!

CHICAGO, March 8.—The Club Alibi, opened two weeks ago, by Charlotte Conrad, folded Tuesday (4). Spot had a capacity of 900 and made its debut with an excellent show.

Superstitious folk point to the fact that the building in which the club was located was formerly a funeral parlor.

## Truly McGee To Stage for Todd

CHICAGO, March 8.—Truly McGee, former producer at Beverly Hills Country Club, Newport, Ky., is producing the shows at the Oriental, Chicago, which Michael Todd took over when James Linnick & Schaefer stepped out.

This week Miss McGee starts work on Todd's new show for his Theater Cafe. After six weeks here she jumps to New York to produce the dance numbers for Todd's forthcoming Broadway show, *The Big Drunkard*. Florence Graham of the Beverly line, goes with Miss McGee as assistant.

## Lavin to MCA Act Dept.; Stone Aids Lear

NEW YORK, March 8.—Jerry Lavin, formerly in the publicity department of Music Corporation of America, has been moved up to assist Joe Sully, in charge of the night club department. Lavin replaces Irving Lear, who resigned last week to go to the William Morris Agency.

Lazar will probably work in conjunction with Paul Small in the night club department and will concentrate on bands for niteries.

Charley Stone, former indie press agent, replaces Lavin as assistant to Jack Lear.

# Club Talent

### New York:

MARTY WHITE, for years in clubs as the "singing jester," has joined Local 802 and debuts with his 10-piece band March 15 at a local club affair.

PEGGY MARTIN opens at La Martinique Wednesday (13). Peggy and Moro and Karen Cooper also on the bill. . . . RYANES and SWANSON booked by Herman Fishoff to sail for South America April 12. . . . OBERLINDINE and JOE sail for Rio de Janeiro March 14 to open at the Atlantico Casino. . . . BEN YOST'S Vaudey Eight will be White House guests March 15.

### Chicago:

BILLY CARR, emcee at the 600 Club, is spending a six weeks' vacation in Florida. Patty Cuff substituting at 606.

SID TOMACK AND THE REIS BROTHERS opened at the Hi Hat Club Friday (7) when Willie Shore closed to start rehearsals for his legit debut in *See My Lawyer*. Opening at the Hi Hat the same night were MARSHALL AND SHIELD and ANITA LANE and CAROL DEAN. Shore will return to the Hi Hat in four weeks. . . . VIOLET AND DAISY HILTON, the Stamese twins, are current at Little Tony's Famous Door. . . . JERRY DORN opened last week as emcee at the 21 Club.

THE CALLAHAN SISTERS now have an English bull pup named Mary Jane.

BILLY GRAY will head the show opening Wednesday (12) at Harry's New Yorker. Also on the new bill are Jeanne Jordan, return engagement; Lynn and Marion, and Doris Dupont. . . . JUDY CLARK, singer at the Stevens Hotel, was queen of the Showmen's League Theatrical Night show and ball Monday (19).

SID TOMACK AND THE REIS BROTHERS finish at Club Alibi Thursday (9) and opened Friday (7) at the Hi Hat.

### Philadelphia:

NETTY JANE COOPER, current at Walton Road, rushed to the University Hospital last Wednesday (26), so ill that an immediate blood transfusion was ordered. . . . STEPHANIE AND CHATO, with Helen Jericho, Pea Raymond, and Chick Mulberry holding over at Frank

# AGVA Drops Nat'l Convention; N. Y. Elections Postponed; Board Will Appoint National Officers

NEW YORK, March 8.—At a meeting of the Four A's-AGVA board, held last night (7), clarifying discussions took place on the new election plan (see AGVA election story in General News) drawn up by the Four A's exec committee.

The meeting pointed out that altho the scheduled election (ballots to be in by April 17) called for not only election of national board members but also national officers, there was no mention of how or when officers were to be voted upon. The meeting then issued a statement that officers (including executive secretary) would be elected by the new national board after it was formed.

Another point of clarification was New York area's seven members-at-large to the national board. These seven will also be supplemented by two more to be elected by the New York AGVA local, giving New York and vicinity nine board members to the two members coming from each local having 100 or more paid-up members, and the one member coming from each local smaller than that.

National board meetings are to be held like those of American Federation of Radio Artists. That is, instead of national board members from locals outside New York coming in for each meeting, agenda will be mailed to them and points not meeting with their approval will be taken up at the next board session. Four A's-AGVA committee says this plan is to facilitate the board's functioning as well as to keep down traveling expenses.

The New York AGVA local will not have its election until after the national election, the committee disclosed last night, and it will then be supervised by the new AGVA National Board.

Matter of an AGVA national convention was also tabled again, with AGVA

officials pointing out that as the chief business of a convention was election of officers and board members, a convention following so closely on the heels of the coming election would be superfluous. Also it costs money, which AGVA does not have at present, they said.

Within the next couple of weeks, according to Gerald Griffin, AGVA administrative chairman, a local AGVA membership meeting will be called to select nominees for the board election.

DETROIT, March 8.—Professor Malt, AGVA proxy here, says local membership is increasing at the rate of two or three members a day. Also that the national had granted him a 30-day privilege of waiving initiation fee for chorus girls. Co-operation from the newly formed Michigan Theatrical Agents and Bookers' Association and the local musicians' union was offered this week. Sol Berna, president of MTABA, said the association would require all its acts to have AGVA cards. Jack Ferenc, musician chief, said "we are naturally going to cooperate with AGVA."

MONTREAL, Canada, March 8.—Local AGVA charter was rescinded by the national office this week because of the local's inability, due to war restrictions, to clear funds out of Canada to the U. S. All activities will cease until more settled times, New York officials said.

## Ella Logan \$1,750; Sally Rand's \$2,000

NEW YORK, March 8.—In the March 1 issue of *The Billboard* the submitting price of Ella Logan was listed at \$700. The figure for Miss Logan should have read \$1,750.

Similarly, Sally Rand was listed in the \$1,000 class. Miss Rand is currently being submitted at \$2,000 net.

## Young's, Washington, Opens

WASHINGTON, March 8.—Paul Young, who operates the night spot here bearing his name, reopened to a full house Wednesday (13). Shows of four acts, changed every two weeks, and a five-piece Sidney band are featured. Minimum charge of \$1.50 Saturdays and Sundays, \$1 weekdays. Booking is direct, but represented in New York by Anthony Phillips.

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## SCENERY

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SCHILL SCENIC STUDIO, Columbus, O.

## State, New York

(Reviewed Thursday Evening, March 8)

Show this week in a considerable need of printing, running over an hour and a half. Chief offender is songwriters on Parade, who remained sometime inordinately with their own act as well as calling upon guests Johnny Green and Lanny Ross to do some numbers.

The songwriter's unit has four pianos on stage, and Joe Reichman's act uses a piano lead as well as generous portions of Reichman's solos. As a result the time-smiths take the edge off Reichman's contributions.

Opener is Oeynor and Ross, flashy skate duo, who work full stage on a platform. The pair have really effective spins and twists. Femme does some tricky wriggling while being twisted at full speed. They also give off some nice ballroom effects.

Ray MacDonald does some fast tap work with a boogie woogie musical background, and a rib of Fred Astaire. Sharper editing would make the Astaire routine a stand-out. Took two bows.

On next he a continued ASCAP propa-

ganda piece are the songwriters, consisting of Charlie Tobias, emceeding; Jack Lawrence, J. Fred Coots, Peter De Rose, and Jean Schwartz. The lads have an impressive list of songs to their credit, the four-piano work as well as the individual pieces being effective in getting applause with the mention of their numbers. There is a foolproof turn. If there was any resentment against their continually plugging ASCAP, audience didn't show it. Johnny Green, guesting, played *Body and Soul*, and Lanny Ross did *Stuffy and Roberts*, spoiling the latter piece for Joe Reichman.

Block and Bully. In the next-to-closing show a considerable need of material, much of their stuff is too familiar and their presentation can also stand improvement. Their most solid laughs are obtained with the use of a stooge, Perry Moyle, whose intermittent interruptions are food for solid chuckles. They also come out between acts to smooze and exchange banter.

Joe Reichman had to cut short his stage stay because of the overtime consumed by his predecessors. Nevertheless, he stayed on long enough to display superior showmanship. His piano turns are excellent. The band is likewise musically solid. Marion Shaw, vocalist, showed up well in a pair of numbers, *Swarmertine* and *After You're Gone*. Una Cooper socked across

## Vaudeville Reviews

a pair of intricate screw numbers.

His okish when caught. Pilon is Joe West. Joe Cohen.

## State-Lake, Chicago

(Reviewed Friday Afternoon, March 7)

Mix Britton's *Crash Show* is modestly named. Nevertheless it rates *Hi* plane by virtue of the laughs pulled.

Best entertainer in the lot is Tommy Rafferty, whose comic dancing, impersonation of Charlie Chaplin, and tap to the rhythm of *Nola* are worth the admission price in themselves. A good hand also goes to Tlio, who plays *Dark Eyes* on the accordion while the band cloves and later goes around dressed up as a dowdy dame. There's a lot of face-slapping, violin-breaking, gun-shooting, and interference from *500gers* in the audience. Band solos show with swing take-offs on the works of the great masters, each side-man harkening to resemble a famous tempo.

Helen Pammer adds a lovely figure and face to a very excellent ability as a tap dancer to provide half of the femme talent in the show. The other half is provided by Patricia Ellis, who is not only a sock leader, but gives out with salesmanship when she uses her pipes. She sings *Let's Fall in Love*, *Hi All Comes Back to Me Now*, and *I Cry for You*.

Bob Almerich's Harmonicos Harlequinette better as a comedy act than a harlequin organization. The runs in the outfit steal the show, as he always does. His repeated interruptions of numbers make him an A-1 scene-stealer and make the show; but they also make it difficult to recall that the group can play the mouth organ if it wants to.

Pic. *The Invisible Women*.  
Norman Modell.

## Roxy, New York

(Reviewed Saturday Afternoon, March 8)

To give a world press showing of 19th-Fox's *That Night in Rio*, actors put off change of bill from the usual Thursday until Saturday this week. Pic is just another of the Rover Boys series in the Amoshe-Page-Miranda strain, but stage show has some real entertainment and isn't dependent on technicolor and a phony Rio background.

The Paul Ash band has been moved onto the stage with the maestro announcing the acts, tagged *The Talent Parade Review* by producers Pancho and Marco. Fem foursome, dubbing for Rogers Dancers, but introduced as Hollywood Blondes, open with a fast-paced roller-skating turn. Gals go thru all the difficult routines done by the male acts of this type, making act all the more outstanding.

Roy Davis and his portable phonograph get a sock reception. His perfect pantomime timing with the recorded vocals of Jerry Colonna's *Soney Boy*, Bonnie Baker's *You'd Be Surprised*, and Rudy Vallee's Cyril Smith singing *I Heard Three Birds* are a howl. Has to stop moving his lips and mugging a couple of times to really expose the illusion that he's doing the singing.

Grace Dryadala, gal with the hand puppeteer, does her usual good act. Has inserted a rumba number into the routine. All require expert manipulation. Closes by coming out to show how it's done. Big hand.

Jack McCoy doesn't hit men of a stride with his take-offs of a guy at his first dance and a freshman taking his first date home. His bit in the latter, where he pulls the couple's exposure stunt with his pun left arm looking like the "gals" from behind the door, is his best laugh-getter.

Bob Neller's ventriloquist is smooth, the singing and whistling stunts being his best stuff. Davis returns to mouth a rendition of *Oh, Johnny* a la Bonnie Baker with Neller doing the piping. A natural because of type of stuff Davis does, but a little shaggy due no doubt this being first show.

Case Foster Girls, in conjunction with some male chorus dancers, close the show with a nifty tap routine and flashy costuming. Exceptionally good number.

First show business was dampened by a night-before snowstorm, but h.o. began to build toward a full house for second mat.  
Harold Humphrey.

## Stanley, Pittsburgh

(Reviewed Saturday Afternoon, March 8)

Three show-stoppers in a five-act variety here. Capacity house. Banquet all-day snow and slush. The town's hungry for

stage entertainment.

Topping the layout, and one of the top acts here in months, are the Andrews Sisters. Also socko, the acrobatic Knight Sisters and Juggler Bob Dupont.

Opener was Joe Vennuti fiddling in front of his 13-piece band in an unfamiliar blaring number. It displaces the brass section's virtuosity. Then with Vennuti, ock singer Don D'Arcy joined *Home on the Range* in a box-office baritone that would sound better if he remained farther from the miks. D'Arcy's follow-up was well-received imitations of Bing Crosby, Kate Smith, Carmen Lombardo, and the tenor Inkpot.

Topper Ruth Barnes, flashily dressed in a spangled white uniform, beat out rapid-fire rhythm, some of it unaccompanied. Next a musical cocktail by the band, each man playing a different odd-time tune labored a track, then all together standing in front stage line for an effect that was almost as much fun as tricky. Best angle to the number, Vennuti's introductions. The number could be shortened for wider appeal. Swing drummer Bryant Dean starts a stick beat on a chair set center stage, winds up in his instruments, hair flying et al.

With an adagio turn something different than the ordinary, the good-looking Knight Sisters brought down the house. They start in sequined costumes and end the act tossing a bar set all around the stage, plus their appearance hit the bull's-eye. The band's Kay Starr metallicly shouted *Fine o'Clock White* and *I Cry for You*.

Bob Dupont, comic and clever as ever, scored a terrific hand with his four-ribber balls and three Indian clubs. The band's *Summerize*, spotlighting a solo by Vennuti, was sweet to listen to when the maestro fiddled, noisy when the crew ganged up near the number's close.

More confident and more showmanly than on their last appearance here, the Andrews Sisters whipped into spirit immediately with *Ferryboat Serenade*, followed in apple-pie order with an extremely smooth *Heen Lo Me* interpolated by Vennuti's strings. *Humboogie* highlighted by Patti's sippy solo bars and *I'll Be With You in Apple Blossom Time*. For encore, *Best Me Daddy*, *Right to the Bar*. They capitalized neatly on their film appearances in introducing *Blame and Apple Blossom* without being obnoxiously braggadocio, playing up the tunes curiously among favor in juke boxes, and varying their pace between jitters and sweet. Their twist to the standard bow helps, too. On the screen, *Come Live With Me*.  
Mort Frank.

## Chicago, Chicago

(Reviewed Friday Afternoon, March 7)

The combo of Pat O'Brien on stage and the picture *Strawberry Blonde*, with James Cagney and Olivia de Havilland, will mean full houses at the Chicago this week. Supporting stage bill is very good. Oth Lamb's ensembles, doing an excellent job. He also offers a jittersub impression and a faded harmonica number, both of which earned hands.

The *Indiana Wonders* opened the show. Could well have been put farther down the bill, but they are sure-fire wherever spotted. The girls are pretty, graceful, and show-wise, and they have developed some amazing acrobatic dance routines that are top entertainment. Are in a class by themselves, and win a generous hand.

Oil and Mary Matson have an entertaining act that starts with a bit of dancing by the pair, then some clever comedy with a quartet of dogs and a little monkey. Neatly handled and well received.

Lester Cole and Ella Debutantes (6) enter a nicely presented, pleasurable song session. In their repertoires are *A Pretty Girl Is Like a Melody*, *We've Got Rhythm*, several beautifully done Victor Herbert numbers sung the way they were written, and for a finish, *There'll Always Be an England*. Earned a big hand.

Tommy Sanford, handsome young harmonica player, gave a swell rendition of *Night on the Equinox* and other numbers.

Pat O'Brien, screen star, came on in a treasured presentation, after several screen shots of Knute Rockne and Father Duffy had been shown. He's a friendly, likeable fellow, and his gag: a rollicking Irish song number, and a scene from his Knute Rockne picture put him over big.  
Nat Green.

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# Reviews Of Units

Clyde McCoy

(Reviewed at Tower Theater, Kansas City, Mo.)

Back on the boards, McCoy's crew of seven little new, but since the customers appreciate handsomely the standard McCoy tricks, who should complain?

McCoy opens show with a gesture of *Sugar Blues*, then rips into *Dear II Doves*, *Singapore Opus*, with the maestro's groov trumpet (it's really a comedy setting the pace). Crew measures up four brass, including a siphon, four reeds, and four rhythm.

Three Bennett Sisters warble *Madame La Zonga* and *Rumbhoopie*, accompanied by a few torchophone antics. House chorus follows with *Skaters Waltz*.

Sammie Campbell, septa five dancer, taps up and down a kitchen chair, exhibiting abundant energy. Dick Lee, one vocal, offers *Down Where the Trade Winds Play* and *You Walked By* with a neat baritone. Bennett trio returns as *cadets* for a military tap. Charles Williams, juve hot, chirps *Nadie Harkins Day* and dances to *Tuekey in the Straw*.

Ork arrangement of *French* is followed by another house chorus routine to *Lock London*. House encores Lester Harding vocalizes a *Signum Bombing* medley and then the band plays *Regles in the Sky* with more groov trumpet and a vocal by Lee and the trio.

That McCoy sets loose with *Sugar Blues*, always a show-stopper and no exception in this case. Interpolated is a bit of *Summ's When Day Is Done*, *LaCombe*, with an unusual driving rhythm style for the McCoy crew, closes and finds the three Bennett girls and five of the lads in the band singing lips on the stage.

Pix was *Romance of the Rio Grande* and business better than par.

Bob Locke.

Pinky Tomlin

(Reviewed at Tower Theater, Kansas City, Mo., February 28)

Still possessed of the same humor type of humor which marks Bob Burns, Tomlin proves himself a capable comedian and singer as well as a band leader in his newest show. The orchestra is slightly on the schmaltzy side, measuring up four brass, three saxes, accordion, and three rhythm, and is ideal as a show band.

Tomlin opens with a few bars of his theme, *Object of My Affections*, follows with standard show tune, *I Know That You Know*. House chorus follows to ride version of *Bugle Woogie*. Then Fran McKie, featured instrumentalist, solos *Angry* on accordion. Next is a semi-solo by Alfred Nels offers an eccentric tap.

Betty Bennett is bona fide show-stopper. A personable brunette, she has a very catching voice quality and is a good bet for records. She chirps special on *I've Got You Under My Skin* and *Say Hi*. Crew next does a sweet swing of *Blue Skies*, then obligatorily *When Day Is Done* for a vocal chorus by Lester Harding, house baritone. House chorus returns again for a picture routine. Tomlin hugs the mike from here on to the close, which is just what the audience wanted. He vocalizes *Justine Cowboy Joe* with ensemble backing, then introduces his newest ditty, *I Did It*, and *I'm Glad*. Follows with *I'll Be Your Sitting Bull* *You'll Be My Ninnie-Balls*, *You Can Get More Music From a Good Baby Than a Baby Grand*, and *I'll Be Your Duet Part If You Will Be My Broom*. Guitar accompaniment through. Tomlin closes with complete vocal of *Object*.

Bob Locke.

## "Man About Hollywood Revue"

(Reviewed Sunday Afternoon, March 2, at Granby Theater, Norfolk, Va.)

There's a deal of entertainment in this well-built production, engineered by George McCall and following a unique "side Hollywood" pattern.

McCall, with his intimate chatter about the stars and the movie industry,

is a good times. He is introduced by Gary Cooper from the screen in a novel opening and comes into his own with a brief film trip thru Hollywood, furnishing a running commentary and bantering with Laurel and Hardy, who talk back via the sound track. He also answers from the stage film questions dropped in the basket by patrons.

Look back of the show is that its stars are the unheard-ofs of Hollywood—doubling dancers, singers, etc. They were good enough to keep a full house well pleased here, tho' there isn't a flash set in the lot.

Stars are Captain Allen, knife thrower; Gerie Healey, tap dancer; Buddy Green, imitator; Jessica Garwood, singer, and Herman Timberg Jr., comic nonsense. Best liked were Miss Healey, a cute and saucy little trick with deft feet, and Green, who mimicked in satisfactory style Beary, Herschell, Rochester, Boyer, and Bonnie Baker.

Timberg also drew heavy applause with pleasantly humorous material—close of it new—and an ingratiating personality. He was also aided by a pretty stooge.

Allen tossed luminous knives perilously close to a gal standing against a board in pitch dark, and Miss Garwood sang—and very nicely, too.

A line of seven attractive ponies displayed three fetching sets of costumes and meritorious hoofing in the opening, close of a novelty-show rumba featuring the vivacious Miss Healey. Closing also is clever, with McCall exchanging wisecracks with the chorus, dressed in brief Scotch costumes.

Film attraction, *You're the One*, with Bonnie Baker, Warner Tayward.

## Buffalo Nitery Business Slumps

BUFFALO, March 8.—Niteries continue to have their ups and downs here and business is very spotty.

The Little Hartens, septa solo, folded recently. Leroy Smith, who also runs Leroy's Restaurants on the Lakeshore, was last in charge.

Kaufman's Cafe Madrid relinquished talent February 10. Managed by Bob Graham, nitery was hard hit by weather and road condition. Colored band used new.

Cafe Aloha, which specialized in Hawaiian atmosphere, has added work-end shows, but a dearth of Hawaiian entertainers turned it to standard acts. Lou Siegel is manager.

## Martha Raye Unit

NEW YORK, March 6.—Martha Raye unit is being sent out by the William Morris Agency, starting March 21 at the Stanley, Pittsburgh, followed by the Erie, Philadelphia, March 28, and the Erie, Washington, April 4. Further dates are being lined up.

Supporting talent has not been selected as yet.

## Republic's Hillbilly Line-Up

NEW YORK, March 8.—Announcement of Republic Pictures 1941-42 budget sets Westerns a heavy slice of a \$15,000,000 expenditure. Gene Autry, Sonny Burnett, Mary Lee, Roy Rogers, George (Dubby) Hayes, Sally Payne, and Rufe Davis, all of whom play vaude each season, will all be cut in on the talent side of the ledger. Thirty horse operas in all will be produced.

## Houston Club Opens

HOUSTON, Tex. March 8.—Hubbard's Dinner Club, managed by L. D. Hubbard, opened Friday (14) on the Old Spanish Trail at Alameda Road. Three floorsome and house cirk headed by Tack Wilson set rightly at 9, 11, and 1 a.m.

Cover charge, 25 cents week nights; 44 cents Saturdays, including tax.

## Soda-Pop Army Nitery

BOSTON, March 8.—Rev. Roy Truitt is collaborating with army chaplains on establishment of a non-profit night club for non-drinking soldiers at near-by Fort Devens.

Policy would be food, dancing, and entertainment, the most potent beverage being soda pop.

No reaction to this plan from the soldiers themselves has been obtained as yet.

## He Admits It

NEW YORK, March 10.—Low Parker recently asked comedian Jack Zerk, "How come you're getting so much work lately?"

"That's because," flipped Zerk, "I'm so easy to follow."

## Jessel, Lewis Set for State

NEW YORK, March 8.—George Jessel and Luis Andrew have been signed for the State, week of April 2.

Other headliners for that house include Joe E. Lewis, April 10, and Louis Armstrong, March 27.

## Units in N. C. Area

SALISBURY, N. C., March 8.—Tab units playing North Carolina now include Ray Samuels' Sensations of 1941, Tropical Folies with Violet Carlson, Parasols Creations, Fuller Caprice, Paul Choblet's Stars and Stripes, *Actress Glamour Girl Revue*, Morris Nelson's *Paradise Soundals, Midnight in Miami, Top of the World Revue, Three Cheers, The Moon Navigators, Raintow Rasch Girls, Pine Hite Revue*, and Bill Monroe's Blue Grass unit.

## Chinese Wedding Poor B. O.

SEATTLE, Wash., March 8.—A special attraction on the Palomar stage Thursday (13) was the marriage ceremony of Mon Lei Fong and Chang Hung Sang, Chinese members of the Pong Hung Troupe, then on the bill.

Just over from the Orient, the couple "wished to get married where it was cheap."

B. O. was disappointing, due mainly to the suddenness of the marriage. It was advertised only a day ahead.

## Tivoli, Brooklyn, Folds

NEW YORK, March 8.—Tivoli, Brooklyn, folded Thursday (30). Originally opened this season as a burly house, but failed to stand competition of nearby Star. Later switched to vaude and pictures but policy proved equally unsuccessful.

## Nelle To Produce Units

CHICAGO, March 8.—Antoine Nelle has opened offices here and will produce vaude units, his first to go out March 26. Nelle has produced for Fox theaters and also in Europe.

## "Crazy Show" Unit Mediocre in Atlanta

ATLANTA, March 8.—Crazy Show of 1941, a mediocre vaude unit, was featured at the Capitol here week ago last, being considerably boosted by the film, *Michael Shayne, Private Detective*, good B entertainment.

The show, as it played here, was cut considerably, notably the strip act of Julie English. Jokes and cracks were reported by the manager to have been tamed down and several acts' running time were cut.

Callo, Lewis, and King, who had played here before, juggled one another with unique twists. The Twilces, coordinating perfectly, did some neat hand-balancing acts. Line girls were the Clyde Jordan, who looked pretty good and were scanty enough costumes. The comedy was in charge of Arthur Meye, and it was worked with plants. Some of the gags were pretty old.

Lee Rogers.

## Alternating Vaude At Roxy and Fox

ATLANTA, March 8.—The 4,500-seat Fox Theater here will go on a spot policy of full weeks March 27. John Holes has been set for the initial show.

Booking is being done by Harry Kalcheim, of the Paramount Booking Office, New York. Kalcheim will alternate vaude shows at the Roxy.

## Allan Jones's P. A.

NEW YORK, March 8.—Allan Jones will make a personal appearance at the Paramount in conjunction with his new pic, *Hard Sold Cowboy*, starting March 19. Harry Kalcheim, Park broker, is also negotiating with Burnside Foster, in the same film, to appear in conjunction with Jones.

Ina Ray Hutton will be the band attraction.

## Second Unit for La Plaza

ST. PETERSBURG, Fla., March 8.—Midnight in Miami was the second unit to play the La Plaza Theater here, for two days, to a reported good business. Included Boone and Tolt, Newman Brothers, Rosetta Troupe, Kohn and De Pinto, McGrath and Deeds, and a line.

## Foreman Leaves Sterling

SEATTLE, Wash., March 6.—William Foreman, general manager of Sterling Theaters, resigned last week.

# Vaudeville Notes

OWEN DENNETT, unit producer, of the Paramount, New York, March 26.

WILL BRADLEY goes to the Chicago Chicago, March 28. . . . WOODY HERMAN is inked in for the Orpheum, Minneapolis, May 3. . . . BILL ROBINSON and Jimmy Lunceford band have been out at the Erie, Philadelphia, April 4 on a percentage deal. . . . MILT HERTZ repeats at the Hippodrome, Baltimore, Md., March 20. . . . THREE SAILORS join the 30th British Crazy Show at the Erie, Philadelphia, March 21. . . . LOWE HITE, AND STANLEY open Monday (10) for eight weeks at Florence Gardens, Los Angeles. . . . BERNICE HAWLEY's unit is playing Bert Levey time on the West Coast. . . . FRED HUGHES is tenting at the Tampa Theater, Tampa. . . . LARRY ODELL is playing California vaude dates.

JERRY FRANKS, assisting Ben Blue at the Paramount, New York, is back on Broadway after five years, having been stage manager at the old Hollywood Restaurant. . . . ORACE EDWARDS had to cancel out of Leon & Dibley's because of her conflicting busy date. . . . JIMMY DOBNEY has been signed for six additional weeks at the Strand, New York, running up his time to four weeks beginning April 11.

AL WILSHROD is back in New York after visits in San Francisco and Los Angeles. Has Henry K. Moritz's play, *To Refer*, and hopes to produce it. . . . NAT FALK, former vaude chalk artist, has just published a book on animated cartoons. . . . FRANK MAYO is in French Hospital, New York.

AMELIA HULL, billed as "Golden Voice of the West," is in New York for radio work.

ANDREWS SISTERS will cut short by two weeks their scheduled three-weeker, opening at the Paramount, New York, Wednesday (19). Tho' starts shooting next pic, *We're in the Army Now*, also featuring Abbott and Costello.

EDDIE WHITE, after finishing at Fay's and Carman theaters, Philadelphia, was confined to the University Hospital, this city, for a throat operation.

CHES CROSS rejoined the Sammy Kaye show at the Rialto, Louisville, Ky., after being floored by illness during the engagement at the Broad, Columbus.

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# Vaudefilm Grosses

## Broadway Week-End Snowed Under; Para, Strand Okeh; MH, Roxy Drop

NEW YORK.—A hefty snowfall starting Friday night snowed down Broadway h-o. take all week-end. Least similarly spoiled some bits for the Broadway vaudefilmers.

The Paramounts (3,664 seats; \$37,000 house average) continues to do handsomely with the second week of *Lady Eve* and stage bill with Tony Pastor's *ork*, Ben Blue, and Ella Logan. Indications are that current week will hit around \$36,000. Opening week hit a hefty \$30,000. Bill will stay a third week.

The Strand (2,788 seats; \$33,500 house average) now in the third week of *Strawberry Blonde* and Raymond Scott's band is among those hitting the top figures. The third and last week of this bill is set to do around \$32,000. The second season, ending Thursday (8), picked up \$32,000. First week did \$27,000.

The Roxy (3,292 seats; \$33,000 house average) opened Friday (7) with *That Night in Rio* and stage bill. Opening week's gross may hit \$35,000. Bill opens Saturday (8). Tobacco Road being held an extra two days. Last nine days of that bill grossed a fair \$33,000, with a *Gay Nineties Revue* on stage. First week of that combo pulled \$33,000.

Lewy's State (3,327 seats; \$32,500 house average) opened Thursday with Joe Reichman's *ork*, Block and Sully, and *Songwriters on Parade*. *Go West* is on screen. Looks like a fair week at \$32,000. For week ended Wednesday (5) it averaged \$32,000. Opening week, Calgary Brothers and *pic*, *Virginia*, pulled a poor \$13,800.

The Music Hall (6,200 seats; \$24,000

house average) now in the second week of *So Ends Our Night*, may do around \$26,000 for the week. This house is hardest hit by the poor weather. Out-of-town patronage will be missing. First season, ended Wednesday (5) pulled a fine \$23,000.

## Snow Beats Philly Houses; Earle Gets \$16,700; Fay's Off

PHILADELPHIA.—Local box offices were snowed out by last week-end's snowstorm, making a sorry spectacle of the week's total. Earle Theatre (seating capacity, 4,000; house average for straight picture bookings, \$14,000) for the week ended Thursday (8) just about cleared expenses with \$16,700. Star-studded marquee couldn't beat the weather, and stage offered the wind-up week for Lon Holter's Hollywood unit that included Wendy Harris, Lola Lane, Arlene Jagne, Diana Deliso, Ruth Daye, and Jack Sidney. *Life With Henry* on the screen.

New bill opening Friday (7) faced a similar situation. The drawing diminished by snowstorms on opening week-end date, it faces a fairish \$19,000. Also the wind-up week for Clifford C. Fischer's *Olivia Bergere* of 1941, which features Senior Wences, Gloria Gilbert, Herman Hyde with Ballie Burrill, Red Donohue with "Doc" and Elmer Wheeler. Three Martels and Mignon, Denise and Dubina, Lily Sandan, Emmitt Osgood, Nan Merriman, Myrtille, John Leopold, and Hela Slavinska, with George Komarov the pit conductor. *The Trial of Mary Dugan* is the pic.

Way's Theater (seating capacity, 2,200; house average, \$6,900), also snowed under, dipped to \$5,800 for the week ended Wednesday (5), with Roxanne and Paula Lind for the easy streets. Vaude line-up included Freddy Stripp with Valla Kay, Jimmy and Mildred Muleay, Elythe Shayne and Charlotte Armstrong, Harry Hess, Emma Line, and Billy Kiehl's house band, with *The Lone Wolf Makes a Date* on the screen.

New bill opened Thursday (6) will be considered satisfactory if it tops \$6,000, considering the weather. Charmaine and Jo-Ann Carol are the burly beauties, with Rex and Bennett, the Dodo Boys, Carr Brothers, Bobby Bernard, and Betty Jane Smith on stage, and *Wild Man of Borneo* on the screen.

## Washington Snow Whittles Grosses

WASHINGTON.—Record snowfall on opening days chilled new attractions, despite their more than usual quality for the combo houses. Week-end weather forecasts do not encourage the managers. *Warner's Capitol* reduced estimates on *Andy Hardy's Private Secretary* down to \$25,000 for week ending March 12. Brilliant stage bill, featuring Larry Adler, Watson Sisters, Thompson Brothers, Norma Alexander, and Gantelo, and the Rhythm Rockets, is a great help in building the box. *Come Live With Me*, which played last week, did a good \$20,000.

Warner's Marie is getting attention with *Adam Had Four Sons*, but will register only \$14,000 for week ending March 13. Vaude lists Olson and Shirley, Jeanne Bridson; Paul York's *Wings*, with Mary Dooley; Frank Mayo's *Ferdinand the Bull*, and the *Boxeytes*. As expected, gangster opus, *High Sierra*, last week got the notch over \$14,000.

## Town, Detroit, Okeh

DETROIT.—Opening week of vaude at the Town Theatre (formerly Odeon) at Hall, 2,500 seats) grossed around \$23,000. Attractions was the *Gay Nineties Revue*, which was better than an average draw for the house, according to Jack Broder, house owner.

Business was good over the week-end, but took a slump the first of the week with advent of ice and cold weather.

House may shift to a split week, according to Broder.

## Herbeck 17G at S-L; "Vanities" O. K.; Oriental Up; Current Week Looks Good

CHICAGO.—The vaudefilmers fared very well week ended Thursday (8), the grosses were cut somewhat by several days of bad weather. No exceptionally large takes, but satisfactory. At the State-Lake Ray Herbeck's *ork* was a draw, and house came thru with better than 17G. Doc Petro and his boys and the picture *Conrado X* brought sizable orders to the Oriental for a very good \$17,300. Earl Carroll's *Vanities* at the Chicago dropped considerably below the expected figure, but came thru with a satisfactory \$7G.

Current bills give promise of a good

## T. Dorsey Breaks Bridgeport Record

BRIDGEPORT, Conn.—Tommy Dorsey, at the Low-Poll-Lytic Theatre Sunday (2), shattered all house records with superb performance for a gross of \$3,900.

This is also the first time that a local stage show has played for more than six performances in one day.

Previous house record was held by his brother, Jimmy, who played the house over a month ago.

## Sp'd Vaude Okeh

SPRINGFIELD, Mass.—Footlight *Polite* was the single part of the three-day vaudefilm bill that closed Saturday (1) at the Court Square Theatre after playing to well-balanced crowds all week. Film was *Puppet* to *Alcatraz*.

On stage were five Kozloff girls, Joe Morris and Company, World's Fair midwits, Elaine Dowling, Arthur Lafleur and Company, Samuel Brothers and Vivian, and Frank Belasco.

## ROUTES

(Continued from page 30)

Montana, Carol (El Chico) NYC, h.  
 Moro & Chita (Bismark) NYC, h.  
 Morris, Charlotte (283 Club) Chi, h.  
 Morton, Alvin (Minsky) Chi, h.  
 Mulvey, Colk (Palumbo) Phila, c.  
 Murray, Jack (Atlas Garden) Panama City, h.

N  
 N. Pus (Lexington) NYC, h.  
 Nielsen & Aland (Kathy) Boston, I.  
 Noel, Joe (Gregory's) Mansfield, O, h.  
 Noffs, Jimmy (Harrison) Chi, c.  
 Norris, Harry (Club Frontiers) Detroit, h.  
 Normande Boxy (Schroder) Milwaukee, h.  
 Northway Mounties (Colombia) Chi, h.  
 Nudy, Elizabeth (Booby's) Cleveland, v.

O  
 O'Brien, Pat (Chicago) Chi, I.  
 O'Brien, Fritz (Club Mosaic) Chi, h.  
 Olsen, Ralph & Lynn (Barry) Wash-  
 ington, D. C., I.  
 Orz, Henry J. (Gambel) Astoria, O, h.  
 Ortiz, Horja (Rovano-Massey) NYC, h.  
 Orzell, Patty (Carnegie) Miami, h.

O'Sullivan, Barbara (Royal Hawaiian) San Francisco, h.  
 Overman, Wally (Palacio) Panama, Tex., 12-12, I.

P  
 Paine, Bill (Coca-Cola) Boston, h.  
 Paine, Fred (State-Lake) Chi, I.  
 Parish, Gene (Versailles) Boston, h.  
 Parrish, Paul (Royal Hawaiian) San Francisco, h.  
 Payne, Frank (Bermy Bill) Newport, Ky, c.  
 Payne, Patricia (Duke) Chi, h.  
 Pecos & Carmichael (Cuban Village) Chi, h.  
 Pelton, Ray (Gay White Way) NYC, h.  
 Pennington, Fred (Kansas City) Ma., I.  
 Perla & Lucia (Harvey-Massey) NYC, h.  
 Petty, Ruth (Deanna) Miami, h.  
 Petzina, Matt (Coca-Cola) NYC, h.  
 Peter, Elwood (Coca-Cola) Harvey, h.  
 Perry & Innes (Lynch House) Covington, Ky, h.  
 Picoon Pete (Ritz) Pittsburgh, I.  
 Pines, Tony (Music Hall) NYC, I.  
 Plavova, Thora (Colombia) Chi, h.  
 Poni, Frank (Gay Club) Phila, h.  
 Powell, Jack (Robert) Cincinnati, h.  
 Power, Bingie (Kodak) Palm, Cleveland, I.  
 Price, Joe (Colombia) Chi, h.  
 Pritchard's Four Thrillers (H-B-H) Chi, c.  
 Pyle, Lon (Ritz) Pittsburgh, I.  
 Pryde & Bud (National) Duell 14-12, I.

R  
 Rabold, Raiah (Carnegie) Miami, h.  
 Radner, Norma (Jack & Bob's) Trenton, N. J., h.

Rafer, Tommy (State-Lake) Chi, I.  
 Raftis, Alvin & Doloretta of Rhythm (Clifford) Marguette, Mich., h.  
 Ramirez, Carlos (La Martinique) NYC, h.  
 Rand, Don (Frontiers) Omaha, h.  
 Rand, Barbara (Ritz) NYC, h.  
 Ray, Jimmy (283 Club) Chi, h.  
 Ramsey, Marguerite (Kitty Davis's) Astoria, Mich., h.  
 Ray & Naldi (Ritz) NYC, h.  
 Raye, Martha (Royal Palm) Miami, h.  
 Reed, Billy (Crescent) Miami Beach, Fla., h.  
 Reed, Harry (Horseshoe) NYC, h.  
 Rees, Francis (Duke) San Francisco, 14-12, c.  
 Reese & Root (Whitehall) Miami, h.

week. Weather on week-end ideal and opening day's business good. Pat O'Brien heads the stagelash at the Chicago and the picture *Strawberry Blonde* has been given a big build-up. House should go 18G. Patricia Blue and Bill Britton, along with the picture *The Invisible Woman* should bring them into the State-Lake for a satisfactory 17G. The Oriental has the new Count Berni Vici show, *Pan-American Polka*, and *pic* *Dancing on a Dime*. Should account for better than 17G.

## Spokane Orph Up

SPokane, Wash.—New vaudefilm policy of Orphum (1,230 seats) proved more successful its second week, the management reporting "good" business February 27 to March 1, with show consisting of La Yearla, Lee Donni, Brookline and Van, Morrell-Sisters and Billy, and Ted Glavin, plus *504 Proves Himself and the Love Wind*. Show was slightly better than average former straight times.

Maybe it was a natural reaction after last week's record-breaking draw of the *Chicago Sun Family*, but Post Street (800 seats) dropped \$400 to an average \$1,750 February 28 to March 2, with *Janita LaBar Trompe*, *Adair Sisters*, *Morris and Morris*, *Tom Owens*, and *Enters and Boggs*, plus *The Human Monster* and *Meatbating Husband* on screen.

## "Screwballs" Dandy \$8,100 in Dayton

DAYTON, O.—*Screwballs* of 1941 was a welcome visitor at the Colonial last week, upping the box office to \$8,100, a considerable increase over recent weeks and much better than average for the house.

Rhythm Rockets (Capitol) Washington, D.C., I.  
 Richard Orlando (Gambel) NYC, h.  
 Rice, Don (Shubert) Cincinnati, I.  
 Richard & Garson (Gilroy) Cincinnati, h.  
 Richards, Bill (Frontiers) Detroit, h.  
 Richmond, Ruth (Coca-Cola) Modern NYC, h.  
 Ring, Blanche (Diamond) Harborside NYC, h.  
 Rios, Norma (Treck) Washington, h.  
 Rios, Antoinette (Zanife) Cleveland, h.  
 Rivers, Tuddy (Big Club) Miami, h.  
 Robbins, A. (Mike Todd's Theater) Cal, h.

R  
 Rubin, Boris (El Bai) Chi, h.  
 Rukhina, Pearl (Strand) Syracuse, N. Y., I.  
 Roberts & Farley (New Yorker) NYC, h.  
 Rogers, Betty & Freddy (Roosevelt) New Orleans, h.

S  
 Roe, Lorraine (Rena) Syracuse, h.  
 Roper, Roy (Colombia) Chi, h.  
 Roland, Hans (283 Club) NYC, h.  
 Rollins, Tom (Leathard) Ardley, N. Y., h.  
 Rolo Rolo (Mike Todd's Theater) Cal, h.

S  
 Roscoe, Pat (Diamond) Harborside NYC, h.  
 Roscoe & Antione (Mark Hopkins) San Francisco, h.  
 Rosenthal, Master (Baptist) Miami, h.  
 Ross, Sam (Club) Cincinnati, I.  
 Rowland, Edna (283 Club) NYC, h.  
 Royal Guards (Royal Palm) Miami, h.  
 Ryan, Three (Roosevelt) New Orleans, h.

S  
 Sage & Manners (Barney Gallant's) NYC, h.  
 San Carlo Opera Co. (War Memorial) San Francisco, I.  
 Sank, Vera (Rena) NYC, h.  
 Sardin, Princess (McGee's Club) Phila, h.  
 Saunders & Perry (Club Alhambra) Buffalo, h.  
 Schenk, Al (Mayday Club) Miami, h.  
 Scherbert, Florence (Danbush) Chi, h.  
 Scott, Hans (Gay Society) Utters NYC, h.  
 Screwballs of 1941 (Shubert) Cincinnati, I.  
 Seaman, John (Versailles) NYC, h.  
 See, Val (Lario) Indianapolis, I.  
 Seville, Alfredo (Ritz) Miami, h.  
 Shanley, Robert (Music Hall) NYC, I.  
 Shaw, Will (Diamond) Harborside NYC, h.  
 Shaw, Hubert & Lyle (Loma) Washington, h.  
 Shea, Bob (Gay White Way) NYC, h.  
 Shepard, Bill (Club Moderne) San Francisco, h.

**STATLER TWINS**  
 ON TOUR WITH SAMMY KAYE  
 Per. Mgt., Jack Leony, Herman Flaikoff Agency

Somerset on Parade (Star) NYC, I.  
 South, Dolly (Club Society) Utters NYC, h.  
 Spear, Harry (Lain Court) Boston, h.  
 (See ROUTES on page 34)

**POLLY JENKINS**  
 And Her MUSICAL FLOWERS  
 Mar. 12-18, 8:30 P.M. Theatre, East Park, Ga.  
 See her at the Y. W. Club, 1716, Myrtle Building, 701 Seventh Ave., New York City.

## "Streets" Gets Neat \$11,700 in Buffalo; Basie 5G in 3 Days

BUFFALO.—Clear, cold weather helped local vaudefilm houses and all shows garnered pleasing takes. This week's grosses are expected to hold up, despite lack of big name stage bills and competition from the radio and Greek War Relief benefit. The Hippodrome (seating capacity 3,000; house average, \$6,700 for straight films) embarked on a vaudefilm policy for the week ended March 6 to gratifying results. *Streets* of Paris, coupled with the strong pic, *The Trial of Mary Dugan*, garnered \$11,700. Spotlight was shared by Bill Marion, Cliff Hall, Frank and Jean Hines, Petch and Deak-wood, *Ernesto* and Talia, and Anne Crosby. Prices were upped slightly. Hippodrome's new policy will continue, but house is biding its time with good double pic this week, presenting *Virginia* and *Life With Henry*, a holdover.

The 26th Century (seating capacity, 5,200; house average, \$6,500 for films only) closed a good week Wednesday (5), getting \$7,900. First three days (February 27-March 1), a vaude policy, featuring Count Basie, was in force, with Basie drawing a neat \$5,000. Other talent included James Franklin, Helen Humes, Peg-Lee Bates, and Ben and Sonny. Pic was *Senora Boy*. Last four days, featuring Comedy and *The Couldn't Buy Me, drive* a fair \$2,500. Century's *Strawberry Blonde* is expected to garner \$11,000 for the current week.

The Buffalo (seating capacity, 3,500; house average, \$12,800) is sticking to films and *Onesie Live With Me* plus *Lead of Liberty*, for week ending March 13, should do about \$13,000. Week ended March 6 saw *Western Union* and *Gai* in the News play a poor \$6,000.

## Andrews Sisters Big \$10,300 in Ind'p'lis

INDIANAPOLIS.—The Andrews Sisters, backed up by Joe Venuti's band, Pat Harrison and Company, and Jimmy Hays, brought \$10,300 into the Lyric (1,952 seats) till, which normally holds \$6,500, for the best week (ended March 6) this theater has had in a long spell.

Incident weather the last two days probably held gross down. Pic was *Father's Son*.



# Magic

By BILL SACHS

**B**OR NELSON posts, from Florida, how he's vacationing, that the State is loaded with magicians and mentalists. "In fact," says Bob, "they're doing tricks for each other." . . . **DON SWERT**, East Moline, Ill. boomer and magician, who launched a unit for the International Harvester Company January 3, has until March 17 to run with his company. . . . This is his second season with International and there is a possibility that the present tour may be extended. The unit, made up Eddie Lewis, harmonium; Don Sweet and assistant, magic; Jean Neilson and Charlotte Hatfield, musical act; Stanley Nelson, piano and accordion, and Jim Valdere, comedy artist, has been playing Illinois, Iowa, and surrounding States. . . . **ROBERT L. SCUFFY** is playing dates in Central Missouri. . . . **HILDAE THE MAGICIAN** is showing under auspices in Central Massachusetts. . . . **CHARLES N. SMITH** (Uncle Peter), president of the Pacific Coast Association of Magicians, was featured at the 28th annual dinner and 10-act magic show held by the Spokane Mystic Clan at the Desert Hotel, Spokane, Wash., February 25. . . . **H. E. (WHITEY) STUBBS**, who has been wintering with his family at Big Stone Gap, Va., predicts that he'll be out with Paul Balfeiste (Fra Thralld, magician) this season on the latter's girl show. . . . **ACE ELLER** (Professor Ace), Canton, O. truster, is appearing as an intermission feature with the New Philadelphia, O. Elk's Band, presenting concerts under auspices in Ohio. . . . **JOHNNIE EADS**, on a recent jump from Colville, Wash., to Drummond, Mont., figured in an auto crash that demolished his car and \$800 worth of magical equipment. Johnnie escaped with minor cuts and bruises, but his contemplated tour of the East was suddenly snuffed out. . . . **"POUNCE-A-MIND" DOWNFIELD**, of Chicago, whom so many people confuse with the one and only "Doty" Downfield, of the same village, played the Lookout House, Conway, Ky., last week. . . . **LITTLE JOHNNY JONES** shows us a copy of his booklet on impromptu magic, labeled So You Want to be a Magician! Nicely composed and printed on good stock, the booklet is a natural for the magic enthusiast desirous of mastering some simple tricks. Each trick is explained simply and the photo illustrations are above average. And the tricks are such as to keep Johnny from being branded a nasty exposé.

## Alvin, Minneapolis

(Reviewed Saturday Evening, March 1)

Return of burlesque to Minneapolis, under aegis of the Harry Hirsch-Slater Katz combo, was well received here by amiable audiences. Show, although in so-called entertainment, Ann Cora headed the initial attraction, *Wholly Dirty*. Following the overture by Fred O'Gree and cck, Val Williams' opening prang, in verse, introduces in quick succession a 10-girl line, singer Gansorn Watson, and Inez Gamble, specialty dancer-stripper, whose antics put the audience in a good mood.

Fanny man of the show, "Boo" Snyder, gets most of the laughs from the audience, especially in the hair-raising scene in which he, Jack Arnold, Williams and Vickey McNeely, Femma, take part. Jeanine, blond stripper, is an attractive girl, although it's exotic June Marsh who comes near taking the play away from Cora. Her starburst had the audience calling for more.

Charley Country, rotund comedian, comes up with some old gags, but on a whole gets by nicely, with straight man Jack Heckley and McNeely aiding and abetting. His gags, surprising as such, weren't too much off color. Betty Bosh, singer, has a good voice, but the same can't be said for Val Williams, who sings off key most of the time, especially on the higher notes.

Cora's introductory patter and strip-stripping got a good haul.

Jack Weinberg,

## Grand, Canton, O.

(Reviewed Wednesday Evening, March 3)

To Frank Bryan goes the credit of giving this man's town the best stock burlesque in a decade. The troupe, currently in its third week here, has been packing them in. The new season will continue into May.

For the first time in years the old city left has been dusted off and each week 15 to 20 sets of scenery are being hung. Bryan believes in lavish wardrobe, the like of which has never been seen here in burly. His productions, while not devoid of smut, are comparatively clean. Many of the cast are outstanding. While the stereotyped pattern of burly is much adhered to, the new producer

Company and Long Circuit houses in Texas, mostly on midnight shows, and open soon in his Pix theaters in Colorado and Utah. . . . **E. S. HIRBY** is reported keeping his in the Lone Star State with his hand picture novelty. . . . **MRS. W. F. HOLTOM** (Almas) and daughter, Patricia (formerly Princess Pat), recently concluded 11 weeks in the Detroit area for United Detroit Theaters with their mental turn. They expect something good to pop in the St. Louis area soon, after which they'll head back to the Coast. They were set in Danville, Ill., following Detroit, but claim that stageable and musicians' demands forced them to pass up the town.

**McDONALD BIRCH** and wife, Mabel Eperry, are currently playing high school and college auditoriums thru Louisiana. At the Ansonia High School Auditorium recently, where he was sponsored jointly by the Junior Chamber of Commerce and the Parents' organization, Birch attracted 900 pupils at the matinee and a capacity house at night.

**MAYMOND** completed a run of 90 performances for the International Harvester Company at Cambridge, Md., March 2. He begins on two months of bookings for five companies March 17. . . . **TORMY THOMPSON**, who was to have left the Blackstone company in Cincinnati recently as news agent to join the army, has changed his mind and will remain with the show until the close of the season, when he may try to line up with Uncle Sam's forces. . . . **"SUPER-MAGIC"**, a new book of conies for the kiddie featuring Blackstone the Magician, will shortly hit the news stands. Priced at 10 cents per copy, the publication will be issued quarterly. First copy is dated May, 1941. In the new conies series grand solely for the kiddie trade, Blackstone takes a superman role in reviewing what are supposed to be some of his most thrilling experiences. Center of the book is given over to the explanation of some simple tricks, the purpose being to interest children in the art of magic. Remainder of the book is given over to other conies.

# Reviews

is injecting into the bills a lot of variety. Many King is staying on a third week. Much of his stuff is new and what old gags he uses have been dressed up. He has an capable assistant in Charles (Tymp) McNally, who not only is original but his contribution to the many hits lends effectiveness.

Ernie Harmon is a better-than-average stage. Al Golden Jr. ran quality as a top-notch straight, and Phil Stone possesses a pleasing voice.

Chairman, stripper, had the town talking opening week, but Noel Carter, current feature, is making just as big a hit. Has personality, looks, and is a smooth worker. Lenne Thurston, pecker, is in solid with the customers, as is Lolita, doing on an average of four dances a bill.

Chorus has been built up 15 12, and at least four more will be added when available. Six and seven line numbers are being used, with wardrobe, tips and stage settings A-1. Five of the girls have been doing parades, with six of the group keeping the front row plenty lively.

Jimmy Allen, a nimble Negro tap arti-

st, turns in scord dancing. Joe Clayton, Circus singer, plays a lot of guitar accompaniment, but nearly slips the show with his violin.

House is operating seven days a week, three matinees and the usual Saturday midnight. Pup scale is one factor in the success of the new territory. Jack Davis and his band are back in the pit and are doing creditably. Intermission chant of the candy butchers has been limited and tamed down. **Roz McCosnell.**

## Second Burly for Philly

PHILADELPHIA, March 8.—Town finally gets a second burly temple. Shubert Theater set to light up again March 21. Will play Midwest Circuit units and is being reopened by Elsie Bernstein. Fred Sears comes in as manager of the house, which was last operated by Ivey Hirst.

## Shubert, Philly, on Midwest

CHICAGO, March 8.—Addition of the Shubert Theater, Philadelphia, to the Midwest Circuit has been effected by Elsie Bernstein, operator of the house, and Miss Schuster, Midwest hooker. Hus shows open March 21.

# Burlesque Notes

(Communications to New York Office)

**ANN CONIO**, who at the Alvin, Minneapolis, last week, was interviewed by E. J. Balfeiste over **WALK**. . . . **LEE BIRNWEITER**, of the Kitzing, celebrated a birthday February 28 with a party at the 42d Street Hotel, at which guests were Jean Carroll, Murray Austin, Eddie Lynch, Tommy Raff, Doris Weston, Mary Banks, Helen Crump, Helen Barry, Ann LaBelle, Jean Gordon, and Lorraine Kay. Helen Barry baked the cake. . . . **MARCIA ELOISE**, three years ago in California, just prior to becoming a strip teaser, appeared in two films as a dancing chorine, *College Spring* and *Everybody Dances*. Also as a model in a *Schlesinger* short. . . . **BILLIE BERNARD** is outfitting between the Puller Costume shop and wardrobe the chorus at the Gay White Way nitty. . . . **DIANE JOHNSON** and Art Gardner are being held over at the Tiboro. . . . **HNO.**

**CHICAGO:** **MIDWEST CIRCUIT** managers held a meeting at the Barbican Hotel, Detroit, Monday (10). . . . **FRANK SCANNELL**, who took a flier at burlesque yards at the Orpheum the last two weeks is filling in for a few weeks on the Midwest Circuit until Joe De Rita, his partner, recuperates from injuries sustained in an automobile accident in Philadelphia recently. . . . **NOEL CARTER** will be the featured attraction at the Rialto, Chicago, starting next Friday (14). . . . **MARION MORGAN** is back home again this week, playing the Hi-Hats. At the close of the Midwest season she and her husband, Buster Lorraine, will probably join the N. S. BARON unit in Mexico. . . . **BILL COLLIER**, manager of the Capitol, Toledo, and Art Clamage were Chi visitors the past week. . . . **JUNE ST. CLAIR** will be the featured attraction at Play's Philadelphia, week of March 13. . . . **DIANE SHAW** closed the Midwest Circuit because of illness.

**FROM ALL AROUND:** **CUNNY KANE**, Hirst producer at the Troc, Philadelphia, rushed by University Hospital last week for an appendix operation. . . . **HARRY ROSE** and **EDDIE IRVING** now at Carroll's, Philadelphia. . . . **MARLANE**, with Billy Ainsley and Max Furman, head the new Hirst unit which opened Wednesday (29) at the Orpheum.

**Reading, Pa.** . . . **MENS** playing club and nitty dates in the Philadelphia area. . . . **CLARA BELLE CLARK**, former burly dancer, now working *Palmer's Restaurant*, Philadelphia. . . . **JEAN LEE** heads a new Ivey Hirst unit opened Wednesday (3) at the Orpheum, Reading, Pa., and including Charlie Kemper and George Haggerty, and Jack Curtis and Beth Calvert.



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**WESTERN UNION**

WHEN TRAVELING—EASE THE ANXIETIES OF THOSE AT HOME BY SENDING DAILY LOW RATE WESTERN UNION TOURATE TELEGRAMS—ONLY 35c FOR THE FIRST FIFTEEN WORDS.

## Al H. Miller Show Begins Canvas Trek

DAWSON, Ga., March 8.—Al H. Miller Show, which maintains winter quarters here, cracks its new tent season at Leesburg, Ga., Monday. Presenting a picture program, the show will play week stands in the same Georgia territory, which Manager Miller has made the last 20 years.

All equipment has been repainted and a new tent outfit replaces the old canvas. New Western Electric sound equipment has also been added. Show's rolling stock includes three Y-8 trucks, three house trailers, and a Mercury advance car. Tent is 40 by 60, with accommodations for 400 people.

## Nealand Replies to Gray; Recalls More Old-Timers

Richmond, Va.

Editors The Billboard:

I note that my friend Barry Gray wonders why I failed to mention the name of James H. Waite in the line-up of old-time shows. If Barry will read my story in the Christmas Number he will find that I mentioned the James H. Waite Comedy Company as one of the first, if not the pioneer of all touring repertoire companies. As a matter of fact, it was the first rep show I ever saw way back in the early '90s. My cousin, Jerome Murray, was treasurer of the company.

How many remember the matinee kids of that period, when patrons used to congregate around the stage doors to see Kirk Brown, Catherine Clemmons, Campbell Stratton, Davina Conroy, Earl Simons, William A. Dillon, James M. Donovan, James M. Murphy, and others and shouter them with adulation?

Remember when Charlie K. Champlin used to write his own plays, play the leading roles, and paint his own scenery? He featured a play on Thursday nights entitled *The Lamb and the Drone*, a horror melodrama, and advised patrons to stay away from the theater if they had weak hearts. And the Pink Tens that Corse Payton and Mrs. Spooner used to stage on Wednesday nights when they invited patrons to come on the stage and tell the actors? And Corse Payton's memorable "I Am America's best bad actor—30 actors for 30 cents" curtain speeches.

I am reminded of Thomas K. Rhee, who I think is living in retirement in Belfast, Me. His greatest success was *The Bells*. I have forgotten to mention, among others, Al Trubren and his stock company, featuring his petite wife, Jessie Mae Hall. And Irms Meyers and her company, under the direction of Bill Allen, and the Jessie Kirby Stock Company, directed by Harry W. Smith, out of Spokane, Wash. Sidney Telfer, now starring in pictures as Charley Chan, was formerly leading man for Corse Payton.

WALTER D. NEALAND.

## WANTED

For Colored Minstrel Show, Musicians of all kinds. Tuba, Sax, Trumpet, Trombone, Straight Men, Chorus, Girls, Comedians. Write or wire quick.

**MAX GELFMAN**  
WILMINGTON, N. C.

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THE Two-Piece Chorus Ensemble, featuring 4 High Men, ten Tenor Boys, vocal Power, Ten, 14313 1st, Wood, Fuller, Clark, leading chorists and soloists. The program includes with singing, food and dancing. Between Shows feature Little Brown Girls, Yellow Face Chorus, White-Lace Quartet, 100-100 Girls, Glee Club, Vocalists, Pianists, and More. Write, also refer to ads. Above company constantly has extra Plans, stand, etc. Columbia, N. Y. 440-0000 take it to **CHAS. UNDERWOOD**, 1817 Woodside Ave., Union, Ga.

## FOR SALE

Reverend April Densmore and her company, ready for Stage and Picture, Chorus, Musicians, Pianist, etc.

## ZOGI

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## JACK KELLY STOCK COMPANY NOW BOOKING

PEOPLE IN ALL LINEUP for Season 1941. Under big tent theatre. Open every in May in Michigan. Best tent ever had and what an act, height, weight and lowest salary. Best prices 2 weeks, which will be returned. Billy and Jessie Gorman, let us hear from you at once. Write future *Yellowface* Team 1941 on change. Have complete Re. 2 outfit—write, see, or consider partner with interested show.

JACK KELLY, 132 South Larch Street, Lansing, Mich.

## Selective Service Mail

In the Census 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.

## Wehle in Miami; Expects Big 1941

MIAMI, March 8.—Billy Wehle, manager of Billroy's Comedians, is back in Miami for a vacation after a 44-week season with his tent show. Mrs. Wehle and their daughter, Winona, are also here, and Billy Wehle Jr. and wife, the former Baby Cider, are expected in within a month. They are at present on the Bert South show in Salt Lake City, Utah.

Manager Wehle is presently mapping plans for the new season, which he expects to be the biggest he's ever had. The show will be larger and will tote a stronger line-up than the past season. Practically all of the personnel has already been engaged, Wehle says.

## Slout Workshoppers In Final Four Weeks

LITCHFIELD, Conn., March 8.—L. Verne Slout and his Theater Workshop are on the last four weeks of their winter season. The company jumped from Ohio into New England territory, opening in Litchfield March 4. Besides presenting the regular Theater Workshop program, the company also does Slout's comedy, *When Mother Goes on a Strike*. The present season extended from The

Dallas, Tex., to Rockland, Me. The same personnel that opened is still with the organization—Miss Ora Achley, Richard Brewer, and L. Verne Slout.

Present plans call for a repeat over the same route next season. Slout has tentative plans for a tour of Southern schools and colleges during June and July. However, a boom occasioned by defense spending may cause him to revise his summer stock policy.

## Rep Ripples

BOB WHITE and wife, Nellie Hanley, veteran rep and stock performers, have opened an eating place in Cincinnati. Bob was formerly in the Federal Latrine Project in Cincy. . . . **HENRI LATINA SHOW** is reported doing busby-doo in the province of Quebec with E. F. Hannan's *Spirit of Lorge* and a program of Western flicks. In Tenn and G. L. Coulter are reading a small carnival to play Eastern Canada this summer. . . . **KURTZ BROTHERS** are said to be clicking 'em off o'kan in Western Canada with their vaude-picture trick, which they expect to take under canvas in that territory this summer. They are making three-day stands under a merchants tie-up. Fernando, ventriloquist and chalk-talk artist, is a recent addition. . . . **MAK AND MARIE MOSE**, formerly for several seasons with the N. C. M. Motorized Show and currently with the *Autumn Blues* corn cory, *Adrift in New York or Her First Fair Step*, at Barney Rapp's nitery, Cincinnati, were visitors at the rep dock last week. . . . **W. B. HOYTEN** has a vaude-pie combo in Southern New Hampshire. He combines magic and illusions with 16mm. pictures and for the next two months will show his readings from *The Book of the Dead*. . . . **EMILE LOWMAN**, out of the business for a year, has joined Clapp's Vaude-Picture Show in Eastern Mississippi to do his character impersonations. Trick is making schools

and halls under merchant sponsorship. . . . **TEX OAKLEY**, now working schools with his vaude-picture unit in Texas and Oklahoma, will go under tent soon in that section. . . . **EDDIE BUTLER**, former rep and stock performer, has seriously ill in Ward 15, Veterans Hospital, Dayton, O., is holding trunks and papers belonging to the late Irene Taylor and is eager to turn them over to the latter's relatives.

**BEN AND LILLY HEFFNER** are back in Valdosta, Ga., for a few weeks after spending the last three months in Miami, Key West, and Havana. They will jump soon to Cincinnati for a visit with Ben's mother, then on to Chicago for a few days with Lilly's aunt. Ben, who has just taken delivery on a new Chrysler coupe, says he has signed a contract for a well-known struts this season. Mrs. Heffner's health has shown great improvement this winter. **GEORGE DUNST**, veteran pitman, suggests that the jobless actors around New York launch a tent show to play Long Island towns and camps this summer. "Even family shows, often seen in the South and West, would make money on Long Island," suggests Dunst. He fails to explain, tho, how a jobless actor is supposed to go about launching a tent show. . . . **J. H. GRADY**, former advance agent for various hall and tent shows, has a vaude-picture outfit in Northern New Hampshire, working the dance-after-the-show idea. Associated with him is Bernard Berger. . . . **WALTER O. DEERING**, well known in the rep, tab, and burly fields, has been in Veterans Hospital, Huntington, W. Va., several weeks and is destined to remain there for some time. Deering would appreciate a line of his friends in the business.

## I Can't Make It Out

By E. F. HANNAN

SCATTERED over the country are several hundred small shows playing halls and schools during the cold months and under tent in season. They keep constantly at it, working like beavers to get results and keep going. They put their heart into the show they give and then take little or no interest in plugging themselves in a way that will get them into bigger money.

They seldom use *The Billboard* for route purposes, and it's harder than Hades to get them to write a line that others in and out of the profession may read. In fact, it seems to be a part of the program for present-day small shows to hide their whereabouts, another chance to get into larger money, even hide their talents; the very thing they should be trying to sell.

There are performers with small shows who are head and shoulders above some of those working big cities, the latter getting more in a week than the small town does in a month. There is only one way to get money in show business and that is to let people know what you have to offer. This doesn't require a great expense, but it does require persistent effort and some interest. If performers and owners of small shows aren't interested enough in their own progress to get a line now and then about their work before the eyes of that part of the public that is interested in knowing what's going on in the business, then it's sure bet they will never get out of the sticks. I can't make it out.

## Miller's KYW Post

OKLAHOMA CITY, Okla., March 9.—Ralph Miller has been named commercial manager of Station WKY, NBC-Blue outlet here, succeeding Robert Chapman. Miller leaves the Oklahoma Farmer-Stockman after 18 years as advertising manager. Chapman has been transferred to the national advertising department of *The Daily Oklahoman* and *The Oklahoma City Times*. The radio station and all three publications are owned by the Oklahoma Publishing Company.

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NUMBER TWO

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**KING BRADY**

Bentley Hotel, Alexandria, Louisiana

**TIM HAMMACK** letters that he is working in the Norfolk (Va.) Navy Yard as a ship-fitter. He adds that he may try out his lot for act again in the near future.

**HE INQUIRIES** on Chuck Payne—his still with the Chicago Coliseum nights as emcee and handling daily broadcasts over Station WIND.

**JOHNNY MAKAN**, with the Hal J. Ross contest, asks about Ralph Ellis.

**AL LYMAN** sends the following from West Palm Beach, Fla.: "I've just closed a two-month engagement here and have signed up as manager and advance man for the Edward Kiddie, acrobatic and novelty contortion act. The kids range in age from 3 to 17, and present an unusual and outstanding act."

**LITTLE BOB NELSON** is working for the Pollack Brothers at the Milliken Dollar Theater, Los Angeles.

**INQUIRIES HAVE BEEN** received recently on Joe Brandt, Chick Franklin, Les McCullum, Earl Clark, Doris Gardner, Frank Costello, Helen Chester, John Crowder, Tex Park, Joe Purcell, Phil Halsey, Jessie Roberts, Jackie Richards, Art Wolf, Clyde Hamby, Red Long, Charlie Smalley, Buddy Lee, Jean Dakin, Skippy Skidmore, Charles Thompson, Elmer and Mickey Thayer Jr., Eric Bernard, Danny Bruner, Ted Merriman, Lucille Pennington, and Don Reid. Watcha doin', kid?

# Non-Theatrical Films

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

## Survey Lists 15,000 Schools In U. S. Prospective Customers Of Roadshow Playing Field

NEW YORK, March 8.—The Board of Education of the City of New York this week approved a list of non-theatrical sound films to be used in schools, replacing the silent motion pictures which had been used for classroom instruction. The sound films approved cover the fields of art, aviation, economics, home-making, machine-shop practice, modern European history, and the sciences.

The action of the New York board follows the trend of schools throughout the country to use sound as well as or in place of silent films. A survey conducted by the U. S. Department of Commerce reveals that 7,500 schools reported they have no permanent motion picture equipment of any type. This group of schools is regarded as an excellent potential market for roadshowmen.

The schools listed above as being without equipment, actually comprise only a small percentage of the schools in the country which have no film equipment of any kind. According to the survey, the 7,500 schools which are listed as without equipment are the only ones which answered the questionnaire in this manner. Nearly 10,000 other schools failed to participate in the survey, and it is generally believed that of this number approximately 80 per cent are without equipment. On the basis of this, there are approximately 15,000

schools throughout the country which are potential markets for roadshowmen.

Educators who have studied the subject report that within the past year films were being made with less emphasis on musical overtones and are therefore more desirable from the educational standpoint. The current releases dealing with the war in Europe are regarded as especially good material for classes in modern European history.

It is generally believed that releases and history are the two most used subjects in high schools and colleges. Because of the growing demand for visual education, roadshowmen working with lectures should find an admirable market among the 15,000 schools which are without permanent equipment.

### Cutting It Short

By THE ROADSHOWMAN

Non-theatrical movies continue to be a big item on the entertainment program at The Place, New York night club operated by Fido Tardis and Bob Czesney. Current program includes Charlie Chaplin in *The Gold Rush*. Spot will soon mark its third year with movies. A gala program is being considered.

Louis Roada, proprietor of Roada's Variety Store, Dobbs Ferry, N. Y., who specialized in shows for political clubs during the campaign, is now putting on general entertainment programs. He reports business good and is considering the expansion of his activities.

### New and Recent Releases

(Running Times Are Approximate)

**ABRAHAM LINCOLN SERIES**, released by Nu-Art Films, Inc. Includes four versions of the film produced by D. W. Griffith and starring Walter Huston. In the series are *The Entire Life and Career of Abraham Lincoln*, running time, 80 minutes; *The Private and Public Life of Abraham Lincoln*, running time, 60 minutes; *The Public Life of Abraham Lincoln*, running time, 30 minutes; and *Highlights of Lincoln's Career*, running time, 11 minutes. A study guide by Frederick Hoch Law, Ph.D., chairman of the English department, Brewster High School, New York, has been prepared on the four versions. Series is recommended by the Department of Secondary Teachers of the National Education Association.

**STRIKE! YOU'RE OUT**, released by Post Pictures Corporation. Features Russ Brown, Sandra Johnson, and the Carlyle Sisters, with Buddy Page and his orchestra. Wives, getting union idea, go on strike, picketing the apartment house while their husbands wait for dinner. A strike-breaking crew of cooks and housemaids, who can also sing and dance, are hired. Apartment house becomes a night club. Running time, 11 minutes.

**PRIVATE LIFE OF THE GANNETS**, released by Post Pictures Corporation. Story of natural life is told in this short subject. Camera follows the flight of the bird thru the air in prolonged close-ups. Film also gives views of thousands of the birds in mass flying and diving maneuvers over a school of fish. The Gannet, or Solan Osage, with a wing span of six feet, designed with nature's finest streamlining, is shown making dives from heights and with such power that occasionally it is heard in fish trials as much as 100 feet below the surface of the water. Running time, 11 minutes.

## Northwestern Films Attract Audiences

HELENA, Mont., March 8.—Roadshowmen are finding this section good markets for Northwest pictures. Current releases, both fiction and factual, dealing with the Northwest are being shown to large audiences.

Some of the films include *Code of the Mounted*, a six-reeler, featuring Kermit Maynard as a fighting constable in the Canadian Mountains, who beats his way into a well organized gang of fur hijackers. The leader of the gang is a pretty French-Canadian girl, Jim Thorpe, famed Indian athlete, portrays Eagle Feather in the film.

*Timber War and Wilderness Nell* are six-reelers featuring Kermit Maynard. In the former, Maynard is cast in a picture that deals with the intrigues and plotting that goes on in a vast lumber mill. The unscrupulous manager plots with a rival firm, while the helpless girl he is working for is unable to safeguard her interests until Maynard arrives on the scene. In the latter picture, set in the background of the famed Hudson Bay country, audiences are treated to a picture full of breath-taking beauty, thrills, and action.

John Preston is featured in some of the other films being shown, notably *George of the North*, in which he portrays a mounted policeman tracking a desperate band of bandits who prey on fur traders. This is one of the series of pictures regarding the exploits of Sergeant Bruce Morton. Other pictures in this series are *Timber Terror*, which details Morton's work in breaking up a gang of criminals who hold a section under their rule of terror.

Raymond is the featured player in another Northwest Mountain thriller, *The Silent Code*, based on one of the recent outstanding exploits of the famed Canadian police.

Other films seen here include *Removal of the Royal Mounted, Cargil of the Mountains, Death Goes North, His Fighting Blood, Fighting Trooper, Galloping Dynamite, Jaws of Justice, Northern Frontier, Phantom Patrol, Red Blood of Courage, Blood and Courage, The Silver Trail, Trails of the Wild, Timber Terror, Undercover Men, The Vengeance of Ransie, Trail of the Hawk, The Fighting Teason, Roaring Six Gun, Rough Riding Rhythm, Valley of Terror, Whistling Saddle, Wildcat Trooper, Wild Horse Round-Up, and Song of the Trail.*

### TEAMS BROKEN

(Continued from page 3)

one of the draftsmen who left for Fort Ord, Calif., Thursday.

**PORT DIX, N. J., March 8.**—Capt. Frank G. Hartwood, morale officer, announced that nightly programs at a small admission fee would be held at the two War Department theaters now in operation. Movies will be offered nightly, with provisions made at least once a week for live talent. Talent will be amateur and cuffs from the surrounding communities. Live shows will be booked for the next three months. Each theater seats 1,000 people.

**INDIANTOWN GAP, Pa., March 8.**—Devoid of any recreational outlet, General Edward Martin has asked the State Legislature for an appropriation of \$10,000 to build an auditorium at the National Guard camp here, where 22,000 men will be quartered by the middle of June. Men here will have Saturday afternoons and Sundays off, and the problem of providing suitable recreation and entertainment for them will be a major one.

### MILITARY POLICE

(Continued from page 3)

police-men would be seen on local streets immediately, but that men who complete the special training will be held in readiness until needed. About 100 men will be required to aid police in keeping order.

Another step affecting clubs was taken by the Board of Education, which cracked down on school authorities making routine complaints against liquor sales near their schools. Board told superintendent of schools, Frank W. Ballou, that it is not the responsibility of "school officials to become detectives."

Reason advanced for order was that the Alcoholic Beverage Control Board received too many complaints to hold hearings as required by law.

47th YEAR

# The Billboard

Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World

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Vol. 53 MARCH 15, 1941 No. 11

### ORCHESTRA ROUTES

(Continued from page 14)

Williamson, Paul: (Colonial Inn) Hubbard, Philadelphia, Pa., no.  
Williams, Bander: (Astor) NYC, n.  
Williams, Grif: (Triumph) Chi, n.  
Wilson, Fred: (Lambert) East Chi, n.  
Wintner, Ed: (Reginald Gray) (Lido) Camden, N. J., no.  
Winter, Jimmy: (Smith's Tavern) Albany, N. Y., no.  
Winters, Harry: (Rainbow Grill) NYC, no.  
Wolfe, Bob: (New Dragon Club) Miami, no.  
Woods, Harry: (Ben Franklin) Phila, n.

Yahn, Freddy: (Phil Barr's 280 Club) Atlantic City, no.  
Young, Eddie: (Heidelberg) Jackson, Miss., n.  
Young, Lester: (Kelly's Stable) NYC, no.  
Z

Zandke, Doc: (Barry's Inn) Albany, N. Y., no.

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# The Final Curtain

**ALLIS**—Mrs. Amber, 63, known professionally before her marriage as Amber Lawford, March 4 at her home in Milwaukee. Mrs. Allis appeared on the London stage with Sir Henry Irving, and had been Douglas Fairbanks' leading woman in *The Pit*. She also played with William Laskay. Survived by her husband, a son, three daughters, and a brother.

**BROOKS**—Fred, 77, musician and composer, March 1 in Los Angeles. He was a former member of the Boston Symphony Orchestra.

**CLINGERMAN**—Jack P., 37, orchestra leader, February 23 in Los Angeles after a brief illness. He leaves his wife and three daughters.

**COOPER**—Rurus A., 70, retired motion picture theater operator, merchant, and banker, February 28 at his home in Statesville, N. C., after a long illness. Survived by his widow and two sisters. Interment in Oakwood Cemetery, Statesville.

**CORWIN**—Charles, veteran performer, at his home in Chicago recently of a heart ailment. The family was known as the Four Corvins and played in dramatic stock, vaudeville, and vaudeville. Corwin was a member of the LeCombe & Pfeiffer Shows for 15 years. Survived by his widow, Lucile Dove, and two children, George and Ruby. Burial in Mt. Pleasant Cemetery, Carthage, Ill.

**CUSHING**—Tom (Charles Cyprian Strum Cushing), 61, March 6 at the Baker Memorial Hospital, Boston, after an operation for a brain tumor. Cushing was first represented on Broadway in 1913 as the author of *Sart*, a musical comedy. In 1923 he collaborated with David Belasco in the writing of *Laugh, Clown, Laugh*. Among the plays he wrote were *The Devil in the Cheese*, *La Grèce*, and *Serely Proper*. He was a member of *The Players* and the *Dramatists' Guild*. He leaves a brother.

**DEAN**—Henry, 66, musician, recently at home in Los Angeles. He had been a member of the St. Louis Symphony Orchestra and had been associated with St. Louis theater orchestras.

IN LOVING MEMORY  
Of My Dear Beloved Husband  
**Geo. F. DORMAN**  
Who Passed Away on March 14, 1940  
MRS. GEORGE F. DORMAN

**DINE**—John Miller, 82, for more than 40 years a popcorn and candy floss confectioner at Eastern Ohio falls, March 1 at his home in Canton, O. A son and daughter survive. Services at the home of his son in Canton, with burial in Melrose Cemetery here.

**EATON**—Major Robert Laurie, director of the press and publicity files at the New York World's Fair, March 3. Burial in Evergreen Cemetery, Elizabeth, N. J.

**ENRIGHT**—Mrs. Bertha Williams, 50, wife of John Enright, executive of the F. E. Goding Amusement Company, in

Columbia, O., of a heart attack March 1. She was well known to carnival and fair executives as her husband's assistant. Besides her husband she is survived by a daughter, Mrs. Harry Betz, her mother, and two sisters. Services in Columbus March 4, with burial in St. Joseph Cemetery there.

**GAVIN**—Frank, 87, former circus concession man and purchasing agent, March 3 in a hospital at Carroll, Ia., of pneumonia. He had been with Sells-Floto, Barnum & Bailey, John Robinson, and Hagenbeck-Wallace circuses. He retired to his 300-acre ranch farm near Manning, Ia., several years ago. Survived by his widow, who formerly was a costume designer. Funeral March 6 from his home, with the Masonic Lodge conducting.

**GOLDIE**—Michael, 47, Northeastern Ohio theater executive, March 3 in his home at Parma, O., of a heart ailment. He managed the Broadway Theater, Cleveland, 14 years until last November. Formerly he had been assistant manager of the Sullivan Theater and manager of the old Euclid Theater, both in Cleveland. His widow, Amy, and two children survive. Services and burial in Cleveland March 6.

**GOULD**—Myrtle (Myrtle L. Jacobs), 61, actress, February 25 in Los Angeles. She had operated her own traveling unit known as the Myrtle Peppin Stock Company. Survived by her husband.

**GRIZZ**—John G., 55, owner and operator of the Tourist Inn Bulbrook, St. Wendel, Wis., March 9 in a Milwaukee hospital. Survived by his widow, three daughters, three sons, two brothers, and five sisters.

**HARGREAVES**—William, 60, songwriter, January 25 at Claxton-on-Sen, England. Deceased wrote many song hits for vaude stars, notably Ella Shields' classic, *Burlington Bertie From Bow*.

**HINTON**—Robert W., night club proprietor of Franklinville, N. J., February 23 at his home in Clayton, N. J. Survived by his widow, Anna.

**HOLMES**—Mrs. Bessie, 51, wife of J. J. Holmes, former operator of a fund-raising unit in Chicago, February 23 in Detroit. Services in Detroit, with burial in Gulbrink Center, Ia., February 26.

**KORNER**—Frederick A., 57, organist, February 28 in Lankenau Hospital, Bethlehem, Pa., after a brief illness. He was a member of the Lehigh Valley Guild of Organists. He leaves his wife, Elizabeth, his mother, two sons, two daughters, and a sister.

**LAVINA**—Walter, 78, showman for 50 years, February 28 in St. John's Hospital, Springfield, Ill., of pneumonia. Lavina was one of the oldest active magicians in the field. Survived by his widow, Lola, and a sister, Mrs. Henry Wolf. Burial in Oakridge Cemetery, Springfield.

**LYNCH**—Mark Fortune, 25, for a time associated with Col. Bro's' Circus as public relations counsel prior to entering the practice of law in Newcastle, Ind., in an auto crash March 3 near that city. Survived by his parents and a brother, all of Newcastle, where services and burial were held.

**McIVAR**—Mary, 48, stage actress and wife of William Hammond, silent screen star, recently in Hollywood.

**MCKEAN**—Barbara Estelle, four-month-old daughter of Mr. and Mrs. William (Suffor) McKean, February 28 in Norfolk, Va. Father has the Skooter ride on the Art Lewis Shows.

**MABES**—MARVIN L. C., former concert pianist, February 20 at Worville, N. C.

**MANSHALL**—Alexander, former property man on the Columbia burlesque wheel with Jean Bedini, February 13 in New York. He was a member of the Stage Employees' Union, Local 19, Baltimore, Md. Burial in Pine Lawn National Cemetery, Long Island, N. Y., with military services at the grave.

**MEANS**—Al M., show owner for many years in New Orleans, February 25 of a heart attack. Survived by his widow, Mave; his father, and a brother, Burial in Wayne City, Ill.

**MOORE**—Ransom Ann, 78, former president of Kenosha (Wis.) County Fair Association and a pioneer in the A. B. Club movement, February 26 in Madison, Wis. He was a retired agronomist of the University of Wisconsin College of Agriculture.

**OBREGON**—Luis, 60, former musical comedy singer, February 25 at home in Orizaba, Vera Cruz, Mexico. She had appeared in Mexico, Spain, and Latin America.

**ONO**—Barry, former vaudeville performer, in Barnstable, England, February 7 of a heart attack. Burial in Barnstable Cemetery February 10.

**PARKER**—Frederick, 62, father of Mrs. Anne Hoey, of Sox's Liberty Shows, in Minneapolis, February 4. Deceased was well known in outdoor show business. Interment in the family plot at Harvard, Illinois.

**PENDERGAST**—J. B., operator of Kellogg (Idaho) Roller Rink, recently.

## John Pitts Sanborn

John Pitts Sanborn, 61, music editor of *The New York World-Telegram*, died suddenly at his home in New York March 7 of heart disease.

He was senior newspaper music critic in New York. A native of Port Huron, Mich., Sanborn began his newspaper career in 1885 as music editor of *The New York Globe*, a position he held until 1923, at which time he became foreign correspondent for *The New York Evening Mail*. Subsequently he became its music editor, retaining that post when the paper merged with *The New York Evening Telegram*.

He was on the editorial board of *What's Up in Music*, was a contributor to the *International Encyclopedia of Music and Musicians*, and was the author of various books on music. He had also written magazine articles, some of them under the name of Peter Bowdoin.

At the time of his death he was serving as program announcer for the Philharmonic Symphony Society. Deceased had also been radio commentator for the Philharmonic Orchestra.

**PERCIVAL**—Zéwin, 62, former Canadian theater manager and uncle of Norma Shearer, film actress, March 4 at his Montecito estate near Santa Barbara, Calif., after a lingering illness. A nephew, Douglas Shearer, is a film sound engineer. Survived by his widow, Ruth; two sisters, Mrs. Bertha Peiler, and Mrs. Edith Shearer.

**RAUER**—Alois P., 30, St. Louis theatrical producer and promoter, March 7 at the Missouri Methodist Hospital, St. Joseph, Mo., of bronchial pneumonia. Rauer entered show business at a dance marathon producer, and during the past five years presented indoor circuses and rodeos in Midwest cities. The past six months he was associated with Tom Perks, Sports promoter, putting on wrestling matches in Southern Illinois and Missouri. Services and interment in St. Louis March 10.

IN LOVING MEMORY  
Of My Dear Husband  
**HARRY RAMISH**  
Who Died March 15, 1940  
MRS. HARRY (JERRY) RAMISH

**REED**—Charles B., 74, Milwaukee musician, March 1 at his home in that city. Reed was widely known as a trumpet player and appeared in park concerts and theaters in Milwaukee years ago. He was a member of the Bruckner, Claude, Bach, and Duker bands, and a life member of the Milwaukee Musicians' Association. Survived by his widow and daughter.

**RYAN**—Thomas A., 61, musician, February 27 at St. Joseph's Hospital, Reading, Pa., after a lung illness. He played with various concert and military bands in Reading, and was a member of the Hingham Band Association there.

**SHEN**—Josephine G. (Carr), widow of Michael Shen, founder of the Shea theater in Buffalo, March 2 in that city after a long illness. Survived by her daughter, Mrs. Emil Offenberg, from whose house the funeral was conducted March 3; two brothers, John E. Carr, manager of the Shea's Hippodrome, Buffalo; Edward J. Carr, of New York; and two sisters, Elizabeth M. Carr, and Mrs. Edward Carney. Burial in Mount Calvary Cemetery, Buffalo.

**SINGLETON**—Jerry (Heavy), concessionaire with the United American Shows last season, February 27 in Leesville, La. Efforts are being made to locate relatives.

**TAIZ**—Lillian (Mrs. Lillian Jaffee), 35, former musical comedy and radio actress, and wife of Sam Jaffee, actor, February 28 at Mount Sinai Hospital, New York, after an illness of three months. She had appeared in several Broadway shows, including *Great Day*, *The Duchess of Chicago*, *Artists and Models*, *HiHo, Paris*,

*Spring Is Here*, and *The Jazz Singer*. She also leaves her father, a sister, and two brothers.

**VAN GELDER**—Dr. Martinus, 57, pianist and composer, who was knighted for his work in music by King William III of Holland, February 29 at his home in Philadelphia of a heart attack. Survived by his widow, Adele Cecelia Clark, a son, a daughter, and two sisters.

**WARREN**—William H., 73, who at the turn of the century operated the Warren & O'Day New York Uncle Tom's Cabin Company under various names, recently in Rochester, N. Y. Survived by his widow, Irma; a daughter, a son, and a sister.

**WATSON**—Lawrence M. (Larry), 58, baritone player in circus bands, including the Ringling-Barnum show, February 27 in a Eugene, Ore., hospital. Survived by his widow, Naomi; a son, Larry; and a daughter, Mary.

**WESTGILL**—Roose L. A., for many years projectionist at the Virginia Theater, Atlantic City, March 8 at his home in that city after a six-week illness. Survived by his widow, Helen; his father, Rocco A.; a sister, Mrs. Beatrice Collins, and two brothers, Carl and Adolph. Services in Atlantic City March 9, with interment in Greenwood Cemetery, Pleasantville, N. J.

**WILLIAMS**—William C., 70, musician and orchestra leader, March 3 at the home of his daughter in Nanticoke, Pa. He leaves another daughter, two sons, and two sisters.

## Marriages

**BLACK-ANDERSON**—Bill Black, manager of Ted Weems' orchestra, and Margaret Anderson, receptionist at the MCA office, Chicago, March 10 in Memphis, Tenn.

**DEPTA-MARTINI**—Frank Defta, staff member of Station WDEL, Wilmington, Del., and Virginia Martini, homemaker, Our Lady of Mt. Carmel Church, Haddon, Pa., February 10.

**FREELAND-EVANS**—Frederick Freeland, announcer at Station WHBC, Canton, O., and Norma Evans, March 1 in Faith Lutheran Church, Cleveland.

**HAMMILL-WALDEN**—Guy D. Hammill, of the Strand Theater, Crawfordsville, Ind., and Leona Walden, recently.

**HELLER-DEKTOF**—Edward Heller, press agent and Norma Dektof, soprano, in Elston, Md., March 1.

**KLEIN-NEIGHER**—Ralph Klein, continuity manager at Station WVIC, Hartford, Conn., and Ruth Neigher, of Springfield, Mass., in Boston February 22.

**SPAHN-MARSHALL**—Harold Spahn, publisher of *The Playbill*, and Peggy Marshall, night club entertainer, in New York March 2.

**WHIGHT-LEE**—Philip Wright, nonpro, and Billie Lee, night club pianist-singer, in Philadelphia February 22.

## Births

Twins boys to Mr. and Mrs. Woods Moore in Fort Worth, Tex., March 1. Father is a musician and president of the Fort Worth Musicians' Union.

A daughter to Mr. and Mrs. Gene Miller in Huntington Hospital, Pasadena, Calif., February 28. Father has been talker and manager of Reynolds' Attraction with the Royal American Shows the past six years. Mother, the former Blith Miller, is featured with Lotie Mayer's *Disappearing Water Balloons*.

A son to Mr. and Mrs. Mark (Curley) Graham in Hahnemann Hospital, Scranton, Pa., February 2. Parents are occasional members with the Lawrence Greater Shows.

A daughter, Sandra Diane, to Mr. and Mrs. Oran (Slick) Wharton in New Braunfels (Tex.) Hospital February 12. Parents own and manage Slick's Family Shows.

A daughter to Mr. and Mrs. William E. Selzer in People's Hospital, Akron, O., February 28. Father operates rides in Crystal Beach Park, Vermilion, O.

A son to Mr. and Mrs. W. F. (Scotty) Kehler in Allentown (Pa.) General Hospital, February 16. Father is manager of the Eddie Theater, that city.

A son, Eric Howard, to Mr. and Mrs. Julius Libin, February 28. Father is a projectionist.

A son, Jeffrey, to Mr. and Mrs. Joe Myrow, March 1 in Brooklyn. Father is a songwriter, and mother is the tonicist Beatrice Mills, daughter of Irving Mills, of the American Academy of Music.

A daughter, Linda Cross, to Mr. and Mrs. Don Lewis recently in New Orleans. Father is announcer at Station WWL, New Orleans.

## Julian Eltinge

Julian Eltinge (William Dalton), 67, internationally famous female impersonator, died March 7 at his home in New York of a cerebral hemorrhage. He was stricken with a kidney ailment about a week ago and complications developed.

He made his first stage appearance in Mr. Weir of Wickham and shortly afterward entered vaudeville as a female impersonator and gained worldwide recognition for his art during the next five years. In 1810, with Al Woods and 80 Bloom, he opened the theater on 43d Street, New York, that bears his name. In 1912 he appeared in *The Fascinating Widow*, in which he gained quite a reputation on Broadway.

Eltinge retired about 15 years ago. He bought a ranch outside of San Diego, Calif., and established a resort for actors which he operated until last year when he was called out of retirement by Billy Rose to take a part in his production at the Diamond Horseshoe in New York. He had appeared there until about a week before his death. Eltinge was the last of the great female impersonators, ranking with Pete Shaw and Gilbert Sereny in the art that was so popular in the last generation.

He was a member of the Lamb Club. Survived by his mother, who resides at his California ranch.

## Selective Service Mail

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

## HASC Auxiliary Celebrates Anniversary At Annual Dinner

KANSAS CITY, Mo., March 8.—Ladies' Auxiliary, Heart of America Showmen's Club, celebrated its 21st anniversary at its annual dinner in the Hotel Continental here on February 28. Unique arrangement of tables, profusely decorated with red varnished and white stagpods, won favor with those in attendance. A three-tier cake bearing 21 lighted candles, claimed the place of honor. Favours were crystal hurricane lamps bearing red candles. Red hearts and place cards, beautifully inscribed by Loreta Byers, added to the tables' attractiveness. Just behind the speakers' table was a large American flag, the property of Ruth Ann Levin.

Guests entered to a marching song, accompanied at the piano by Jess Nathan and, after finding their places, listened to the singing of "Happy Birthdays" and "In Good Luck" by Miss Marie Demoss. Ruth Martone welcomed the guests and introduced Gertrude Parker Allen, emcee, who then conducted a round-table introduction. Louise Packer recounted the club's 21-year-old history and predicted its future greatness. A wire from Justine Strassburg was read and club thanked the HASC and Banta Floral Company for their floral contributions.

At attendance were Ruth Martone, Blanche Francis, Louise Packer, Myrtle Demoss, Loreta Byers, Helen Smith, Gertrude Parker Allen, Elizabeth Yearwood, Martha Walters, Catherine Boyd, Vera Suggitt, Edith Moon, Myrtle Starling, Boss Lee Elliott, Ruth Spallo, Jackie D. Wilcox, Nellie Weber, Mattie Hawk, Jean Brewster Garrison, Margaret Haney, Sally Summers, Molly Ross, May Wilson, Ann Carter, Leffie Reinisway, Harriet Calhoun, Ruth Ann Levin, Edith Sutton, and Jess Nathan.

## Finney Ork, Talent Set for Mound City Clubs' Annual Hop

ST. LOUIS, March 8.—With the signing of Chick Finney's orchestra and group of entertainers to provide the dance music and entertainment, everything appeared set for the fourth annual St. Patrick's Dance in the Grand Ball Room of the DeSoto Hotel on March 15, under auspicious auspices of the International Association of Showmen and the Missouri Show Women's Club. Many showfolk from the Middle West have signified their intentions of being on hand.

Delegates are expected from the Heart of America Showmen's Club and Ladies' Auxiliary, Showmen's League of America, Bob's Liberty, Byers Bros., Barker, Al. Baynager, and Pearson shows; Burrell & Best Amusement Company, Greater Exposition, and West Bros' shows; Oliver Amusement Company, Miller United, and Imperial shows; El Bridge Company, and Great Sutton, Sharp, Greater, and Tivoli Exposition shows.

Committee in charge includes Tom W. Allen, chairman; Charles T. Ooss, Francis L. Deane, Arthur Guilliana, John Francis, Harry C. Coulson, Floyd Hesse, Kenneth Blake, Sam Solomon, Matt Dawson, and Frank Joesting.

## Singleton Relatives Sought

LEESVILLE La., March 8.—Local authorities and C. A. Vernon, manager of United American Shows, last week were still trying to locate relatives of Jerry (Heavy) Singleton, who passed away here suddenly on February 27. Singleton, who had been a concession agent with United American Shows, last week was about 82 years old and at one time was a six-horse driver with circus.

## Mock Marriage Is Feature of MSWC Supper

ST. LOUIS, March 8.—With a mock marriage highlighting it, the Missouri Show Women's Club's Post Lock Supper in the clubrooms in the Maryland Hotel here last week for their husbands and members of the International Association of Showmen proved a gala event. Participating in the mock ceremonies were Francis L. Deane, as the bride, given away by Charles T. Ooss; Kenneth Blake, as bridesmaid; Lee C. Lang, as best man; and Arthur Guilliana, as best man. Anna Jean Pearson had the role of parson.

French Deane, chairman of the entertainment committee, directed festivities, and Art Botta's orchestra provided music. In attendance were Anna Jean Pearson, Mr. and Mrs. Charles Delbert England, Mr. and Mrs. Floyd Hesse, Mr. and Mrs. Charles T. Ooss, Mr. and Mrs. Jack Burton, Mr. and Mrs. E. G. Deane, Mr. and Mrs. L. C. Lang, Mr. and Mrs. Herman M. Koon, Mr. and Mrs. D. T. Tracy, Mr. and Mrs. George B. Jacobson, Mr. and Mrs. Kenneth Blake, and Mr. and Mrs. F. L. Deane.

Mr. and Mrs. Arthur C. Guilliana, Mr. and Mrs. Don Leonard, Mr. and Mrs. Tom W. Allen, Mrs. George Davis, Mrs. Peggy Smith, John and J. Crawford Francis, Mrs. Mildred Laird, Lauren C. Deane, Emil Schonberger, Powell Leonard, Harry Coulson, Jacqueline and Byron Tracy, and Arthur Guilliana Jr.

## Victoria, Tex., Fair for Dec Lang Despite Weather

VICTORIA, Tex., March 8.—After closing their opening stand in Corpus Christi, Tex., in one of that city's heaviest rains in a number of years, Dec Lang's Famous Shows were greeted by a muddy lot and small crowds at their bow here on February 24. Business picked up considerably the last half of the week and at Brown's Field, however, with good crowds Saturday afternoon and night and Sunday. High School Band, sponsor, gave good cooperation, as did Mrs. Earl Schneider. Shows are believed to be the first to play here under auspices and inside the city limits in 12 years.

Band gave street concerts daily and then paraded to the showgrounds. Lester Hutchinson and Louis Englestein are doing a good job in advance. Viola Parry's palmistry stand is a success for visitors. In addition to his duties as business manager, Noble C. Fairly is laying out the lot satisfactorily. Marie Jones, owner of the Bughouse, is still ill. Among recent visitors were Mrs. Curly Reynolds, Reynolds & Wells Shows; Sam Libowitz, Bill (Brownie) Robinson, Sam Anselmer, Paola Middleton, Doc Allman, Bob Morlock, A. (Booby) Obadal, and Doc Ostinger.

## Photos of Troupers in Military Training Wanted

Showfolk who are in military training in any branch of the U. S. or Canadian forces are invited to send photographs of themselves in uniform to *The Billboard*, addressing them to 25-27 Opera Place, Cincinnati, O. When mailing pictures, please give full details as to rank, branch, location, date of entry, etc., also mention briefly your show connections and capacities of late years.

## Conklin Adds Three Rides for '41 Tour

HAMILTON, Ont., March 8.—Returning from an extensive trip through Western Canada, J. W. (Patty) Conklin, head of the Conklin Shows, said that on his recent trip to the Pacific Coast he had purchased a Spitfire ride from the Frank Hubbert Company, Miss-O-Maine from Eyrer Airmail Company, and a Moon Rocket from the Allan Herschell Company. All will be delivered prior to the show's spring opening.

Conklin also made arrangements to ship the railroad cars, formerly used by the Hagenbeck-Wallace Circus and which he purchased in Los Angeles last winter, to local quarters.

Shows' formal opening will be held here on April 10 and Conklin said the organization will play only nine weeks of still dates during the 23-week tour. Remainder will be exhibition dates, and management of all Class A and B fairs in Western Canada are enthusiastic and of the opinion their exhibitions will be bigger and better than ever, he stated.

## W. P. Preps for 1941 Tour

DETROIT, March 8.—World of Pleasure Shows are being readied for the road here and will open on suburban lots the last week in April. D.B. (Whitely) Tait, agent, reported this week.

All local dates will be under auspices, but shows will not establish a gate until later in the season. Present plans call for the organization to carry 10 rides, 12 shows, and a free act. About 50 opening will be about half that size. Spots in the Upper Peninsula of Michigan will be played most of the summer.

## Stan Reed Critically Hurt

TOWANDA, Pa., March 8.—Stan Reed, well known in arrival and circus fields and general agent of Pioneer Shows, was critically injured today when the car in which he was riding skidded off an icy road and into a snow bank near here. Police Chief Fred T. Myers reported. Hildegarde Bennett, of Flint, Mich., said to have been the driver of the car, also was injured. Both were brought to Waverly Hospital here, where physicians held little hope for Miss Bennett's recovery.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Winter Quarters, Pushing N. Y., Week ended March 6, 1941.

Dear Editor: Going back into winter quarters here gave the office the right to print, "Northern Quarters, World's Fairgrounds, Southern Quarters, 8th's Tourist Camp," on the letterheads. With spring and early opening in the spring, plans for many co-operation, thrift, and greater saving are being drawn up for the seasons. Heretofore it has always been the show's policy to plan on spending. This time we are making plans to keep some of the money at home. Each dollar put out must bring some financial return. The first subject brought up at the meeting of the five Ballyhoo brothers and the only members of the board of directors was, "What amount and to whom will we advance money?" The vote stood 5 to 0 in favor of advancing money only to those who had money, and thus to bring money on the show.

As Pete Ballyhoo put it, "They cer-

tainly won't mind the office owing them money when we did not object to them owing the office first." Next it was decided to play the same route as last year, picking towns that had been heavily billed and with the paper still showing, and thus going away with lithos and mailing dates the only necessary paper to order. Ballyhoo Bros.' streamers are on hand from last year, making other shows' paper available for our use. With the paper bill cut more than 75 per cent, newspaper advertising was next to come up to the chopping block. There could not be much of a saving here due to committees never making an appropriation for that in their contracts. Lem Tricklow, our general agent, never was strong for having savings add any spending clauses to contracts because that would make more work for him in buying office supplies.

Knowing our people as they do, it was voted that new people who join must bring letters of recommendation from (See BALLYHOOS on page 38)

## Storm Damages Arthur's Shows

Loss estimated at \$1,000 —Bakersfield debut finishes on right side

BAKERSFIELD, Calif., March 8.—A freak windstorm partially wrecked Arthur's Mighty American Shows at their opening stand here on February 22. Loss from the storm, said to have been the worst experienced on the Coast this winter, was estimated as over \$1,000, and only by frantic efforts of the employees were the main top, rides, and concessions salvaged. Almost every show on the midway was rased and the contents strewn over the fairgrounds here.

Big tops torn to shreds included those on Arthur's Double Circus Slide Show, Mr. and Mrs. Roy Moyer's Dilation Show, Clyde and Topsy Gooding's Midget Show, Mr. and Mrs. Charles Greiner's Kiss and Naughty Show, Vivian Jacoby's Dope Show, Mr. and Mrs. Charles Rogers's South Sea Island attractions and the circus arena. Concessions fared best, as only two were wrecked, but several hundred dollars' worth of merchandise (See STORM HITS ARTHUR on page 31)

## Clark's San Diego Opener Satisfies; Line-Up Announced

SAN DIEGO, Calif., March 8.—Clark's Greater Shows opened their 1941 tour in successful results on a good ocean-front location near the U. S. Marine base here on February 21. Despite the protracted rains in this sector, business continued good through the engagement. Organization features its orange and blue color scheme throughout and presents an attractive appearance. Boasting new attractions are Eddie Hewart's Circus Slide Show, Elmer and Hettie Hanson's Penny Arcade and photo gallery, and the Girl Revue and Athletic Show. Cookhouse features a new top and new set-up inside.

Staff has Archie E. Clark, owner-manager; Maxwell Charles, general agent; Mrs. Rose Clark, secretary-auditor; C. L. (See CLARK'S OPENING on page 31)

## Texas Kidd Chalks Winner At Stand in Uvalde, Tex.

UVALDE, Tex., March 8.—Texas Kidd Shows registered a winner at the recent American Legion Post Spring Celebration here. Shows had a good location on Highway 90 and good business prevailed throughout. Charlie Schultz's comedy circuit and rodeo performers are doing well. Reza Klotz info that Claude Hackler will rejoice soon after an enjoyable vacation. Mr. and Mrs. Gratton purchased another top.

Texas Kidd Jr. visited for a few days before making the Fort Worth Exposition and Pat Block Show. Mrs. Ted Gustor purchased a new car, and Ted Gustor is doing a good job with the route. A new top was set up here and it is now housing all rodeo stock. Owner Texas Kidd has been away on a business trip. Texas Tom has charge of the rodeo gate, while Mrs. Texas Kidd handles the front gate.

## B. H. Patrick Honored At Anniversary Parties

PHILADELPHIA, March 8.—B. H. Patrick, vet showman, and *The Billboard* representative here, was twice honored this week at parties in celebration of his 75th birthday anniversary. Among guests at a party tendered him in his home by Mrs. Patrick last Monday night were Mike Ziegler, owner of Monarch Shows; Edward K. Johnson, contracting agent of Cettin & Wilson Shows; Mr. and Mrs. Lewis Kane, cookhouse operators; Bench Bentum, Helen Calder, and Mr. and Mrs. John Gibson and family.

On March 7 Mr. and Mrs. Kane were hosts at a pre-birthday party in their apartment in Patrick's honor. It was presented with a big cake bearing 75 candles. Guests included Mr. and Mrs. Patrick, Mr. and Mrs. Paul Yearwood, Mr. and Mrs. Thomas Reed, Mike Ziegler, and Edward K. Johnson.

## MARKS' SHOWS, INC.

Opening in the Vicinity of Richmond, Va., Early in April!

ALL PERSONS ENGAGED, ACKNOWLEDGE THIS CALL

Our still dates are proven territory, followed by 12 weeks bona fide Fairs, beginning middle of August. WANTS: Girl Revue and Posing Show with capable Manager. We have complete beautiful outfits for both shows. Can place good Platform Shows. Especially interested in Fat People, Big Snakes, and Midgers. Good opportunity for Glass House, Colored Musicians and Performers for Minstrel Show. Address Doc Anderson, WANTS: Ride Help in all departments. Preference given those who are experienced semi-trailer drivers. WANT: Experienced Union Billposter, with or without truck. Can place few more legitimate Concessions, Photo Gallery and Mitt Camp still open.

HAVE FOR SALE: One Caterpillar Ride, good condition. Can be seen IN OPERATION at winter quarters, South Richmond, Va.

Address all replies to: JOHN H. MARKS, P. O. BOX 771, Richmond, Va.

## CENTENNIALS—FAIRS—CELEBRATIONS BYERS BROS.' SHOWS

Operating downtown St. KENNETT, MO., Saturdays, April the fifth, two Saturdays. Want capable Carnival-Queen Man for new outfit, experienced. Want Man to take Side Show. Have complete outfit with one front, "Click" Minnie, wire. Legitimate Concessions and Agents. Want Cookhouse, privileges in tickets. American Patriotic. Shows with or without outfit. Best Show open; girl show workers, amuse. Have complete program, new Tents for capable girl show people; prefer Hawaiian Revue, Ride Help of all kinds, Capable "Booster" and "Outpost" Foremen, wire. Want Penny Arcade, Berg, amuse. Want Best Dame Agents. Have exceptionally good wiring route in boom area and early fairs, including Carvel, Raves and Amuse, selling lots in fair with street concessions. A great route. Address: BOX 129, KENNETT, MISSOURI

## CENTENNIALS—FAIRS—CELEBRATIONS

## 16 CLASS "A" FAIRS 16 CLASS "A" FAIRS SNAPP GREATER SHOWS

Featuring Their Own 10 Rides

CAN PLACE SHOWS AND CONCESSIONS  
WILL MAKE GOOD PROPOSITION TO SHOWMEN WITH THEIR OWN EQUIPMENT.  
CONCESSIONS THAT WORK FOR 10c

Exclusives sold on Cookhouse, Custard, Bingo, Photos, Cork Galleries, Country Store, Fish Pond, Long and Short Range Galleries, Penny Pitch, Ham and Bacon, Groceries and Ball Games, at still dates only.

WILL BUY FOR CASH—NO. 5 ELI FERRIS WHEEL

SNAPP GREATER SHOWS, 118 Joplin Street, Joplin, Mo.

## WEST COAST AMUSEMENT CO.

WANTS FOR OPENING, OAKLAND, CALIF., MARCH 22

And 25 weeks of outstanding Celebrations and Fairs, including Redmond's Annual Spring Festival and Pow-Wow at Vallejo, Calif.; Celebration Americana, San Jose, Calif., downtown streets; May Day Celebration, Los Banos, Calif.; Legion Celebration, Lodi, Calif.; Lincoln Picnic, Livermore Redso, Visalia Gymkhana and Home-Cooking; Northwest's Greatest July 4th Celebration, Klamath Falls, Ore. Many other outstanding Celebrations and Fairs to follow. Hoop-La, Guess-Your-Age and scales, String Game, Menzies, Watch-La, Live Duck Hoop-La, Frozen Custard. Ted Right wants young and experienced Girls for Girl Revue and Miss America. Top salary. Sober Ride Help in all departments. Semi Drivers will be given preference. Write or wire MIKE KREKOS, 512 Allee St., Oakland, Calif., Winter Quarters. No collect wire.

## BEN WILLIAMS SHOWS, INC. HAVE FOR SALE

Three U-Drive-It Cars, Dyer Make. \$100.00	Complete Gang-Buster Show with bullet proof Placard-Arrow Car and Blowsup \$ 300.00
One Deagan Unifone . . . . . 50.00	One Rollo Fun House . . . . . 1200.00
Monkey Grind Organ . . . . . 50.00	One Over the Jumps . . . . . 2500.00
Complete Monkey Motor-Drome with gasoline cars . . . . . 300.00	One Big Merchandise Wheel, stored in Kellfax, N. S., duty paid . . . . . 150.00
Penny Arcade, complete with top and 55 Machines . . . . . 600.00	

ABOVE items are subject to price sale.

## BEN WILLIAMS SHOWS, INC.

50-25 71ST STREET WOODSIDE, L. I., N. Y.

## James E. Strates Shows, Inc.

On account of disappointment can place Unborn Show. Can place Billposter with car. Can place any New and Novel Show. Can place Tractor Drivers, Ride Help, Train Crew and Neon Man. Al Thomas can place Side Show Acts. "Feathers" Egbert can place Talker for Drama. Want to hear from Tom Seally and Doc Wilson. Thomas Bass can place Midgers for Midger Show. Have nice route of Fairs contacted. Show opens Baltimore, April 16th.

JAMES E. STRATES, BOX 574, SAVANNAH, GA.

## Alamo Exposition Shows

Wanted in job immediately a Billposter. Must be reliable. Harry Ault, wire. Also can use a first-class Press Agent and Exposition Man. Side Show Performers wanted. Contact J. T. Hutchins, Alamo Exposition can use a first-class Motorhome Rider. Can also use first-class Showman. Will furnish equipment to show who have never used or featured. The annual Crystal City Splash Festival, March 18th to 22nd. We play the lower Plaza in the Santa Fe Plaza, San Antonio, Texas. Other spring celebrations to follow.

ADDRESS: LAMAR HOTEL, SAN ANTONIO, TEXAS

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 8.—We have received a detailed report from Associate Counsel Richard B. Kaplan, of Gary, Ind., relative to Indiana House bill No. 458. He reports that he spent considerable time in mustering opposition to the bill and in consolidating opposition sentiment, a much of which was shown in and about the vicinity of Gary. He made two trips to Indianapolis and, after the first trip, reported that sufficient opposition had been mustered against the bill so that it looked as tho, if it came to a vote, the bill would be defeated by a small majority.

Under date of March 3 we have a further report from Associate Counsel Kaplan advising us that so far as this session of the Legislature is concerned the matter is a dead issue. There was considerable opposition to the bill and Mr. Kaplan reports that opponents of the bill prevailed upon the speaker of the House to hold the bill in committee and not allow it to come up for third reading. Inasmuch as several hundred bills have priority over the bill and none of these can be brought up at the current session prior to adjournment, there is every reason to believe that the matter is disposed of for the present.

We feel certain that the membership of the association appreciates the activities of associate counsel in this matter. Undoubtedly many activities of the legislative type, as illustrated by the Indiana situation, are taking place in various parts of the country, and if our membership would only call these to our attention we would be glad to exert what influence we can in getting the correct facts presented in each case.

## RAS GOING EAST

(Continued from page 2)

show in question would day and date Ringling-Barnum in those spots, which are usually for three, three, and six days respectively, played in the order named.

Litoked with the report is the name of the Royal American Shows, and it is believed the day and date has the "bleeding" of John Ringling North. No carnival of any size, at least in modern times, has ever set up at the Big Blow's Eastern stands in consecutive order. Three-day stands might be a snag, however, unless RAS is divided.

Date of Ringling opening in the Garden Hill undecided due to the annual unknown quantity—the hockey playoffs. If New York Rangers manage to get into the playoffs RAS will premiere on April 8. If they don't most likely date is April 4. In either case the circus will get the big-moneyed Easter week.

CHICAGO, March 8.—The Amusement Corporation of America, when asked regarding the New York report, stated that the Royal American Shows will play the East this year.

## BALLYHOO BROS.

(Continued from page 28)

the last show that used them. Some shows pay off with these letters, reading, "The person whose name appears above was one of our most trusted and valuable employees. We showed our appreciation for his loyalty by giving him our personal F. O. I., making him a stockholder in this concern." These recommendations will prove the holders' honesty and that they can be trusted with matters where no money is involved and will make it possible for the bosses to do away with the daily ration-card system or the use of brass trade checks. Half-inch iron washers will be recognized as midway currency, good at either cookhouse or dining car. The employee will be trusted not to cut up more than his salary calls for with these 20-cent-a-piece discs.

It was further agreed to stop the use of pig-latin between the bosses and the treasurer while setting up with committees on Saturday nights. With everybody looking for foreign-tongued rith columns, this move should keep us in the clear. Economy in the motor department was the next piece of business to be brought up by the board. With pencil and paper and without the aid of any ride operator or mechanic, the show's bookkeeper astounded the bosses by stating, "One big motor located in the center

## SURE YOU CAN MAKE MONEY

with an old model or with a second-hand Tilt-a-Whirl

BUT YOU CAN MAKE MORE WITH

A SMART NEW 1941

## TILT-A-WHIRL



The Time To Buy Is RIGHT NOW

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## SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills  
Manufacturing Show Tents  
ATLANTA ST. LOUIS DALLAS NEW YORK  
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## CONCESSION TENTS CARNIVAL

Our Specialty for Over 48 Years

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## SPECIAL TENTS NEW SALE USED

All white, complete, bathed lakes. Hip roof, push, operate 2' side wall.

18'x18' . . . . . \$75 20'x45' . . . . . \$150

21'x33' . . . . . \$85 20'x60' . . . . . \$185

21'x54' . . . . . \$95 30'x60' . . . . . \$250

THOMAS MARTIN & CO., Inc.

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## TENTS-BANNERS

44x120 Shading Risk Outfit, complete

CHALLENGE DRIVE-IN—BESSIE MENDELSON

O. HENRY TENT & AWNING CO.

4611 North Clark Street, CHICAGO, ILL.

## CALL—LAST CALL—CALL

GET YOUR ORDER IN NOW

MOTORIZE

Before the New Price Rate Takes Effect

Write for Brochure's Standard Chevrolet Co. Unit It Is Finance Plan East St. Louis, Ill. Too Late

CHAS. T. GOSS

Don't Wait

Write HARRY BEACH

BOX 875, LAKE CHARLES, LA.

WANT EXPERIENCED  
CORN GAME CALLER

Must know all the angles and drive track. Prefer married man.

Write HARRY BEACH

BOX 875, LAKE CHARLES, LA.

MIDWAY OF MIRTH SHOWS

Want to book Corn Game, Beach Concessions, Pub-Corn, Eric Duggan, any attraction of sport. Gift Show with own outfit. Editor: Louis-John or Harry M. De, Ed. Five Features, Second Mile and drive seats. Opening first week of April. Address all inquiries to:

MANAGER, Garryville, Missouri

of the midway could be hooked up so as to operate every ride on the lot, run the light plants, and operate the machinery in the blacksmith shop, if properly arranged, the same as in factories." He proved his point by operating two pencil sharpeners, turning one and operating the other with a drive shaft.

Due to lateness in the week the press department had to stop taking notes and get this in. Postage stamps, collect telegrams, and the changing of berth then were under fire at the deadline hour. MAJOR PEELBEE

### FUNLAND SHOWS

2 weeks in Columbia, S. C.; then north. WANT: Ice, Bicycles, Bowls, Bad Game, Bowling Alley, Bumper, Radio and Bird Wheel, Octopus, Kid Ride, Little Beauty, Girls for Ruvus and Missions for Minutrel, Salary sure. (Free Cash), Big Snakes, Dreams, Wax, Animal, Funhouse OPEN. Devine and Assembly Sts., Columbia, S. C., this week.

### CLARK'S OPENING

(Continued from page 29)  
(Awards) Wilson, master mechanic; L. H. (Bill) Williams, lot superintendent; Joe Courtney, transportation superintendent; Eddie Day, electrician; W. H. Quinn, tiller.

### STORM HITS ARTHUR

(Continued from page 25)  
chandise was damaged. Merry-Go-Round's top and crescents were ripped off and all light globes smashed. Also handicapped by rain, wind, and the loss of the several shows during the engagement, which ended on March 2, not a night was lost and the organization finished the stand on the right side.

### Sunset Amusement Co.

Can show Milk Bottles, Push Rock, Candy Flum, Fish Fun, Push Wax, Caporetto Gallery, Bowling Alley, Hat and Fun House and Octopus. Write for more. Address: P. O. BOX 350, Excelsior Springs, Mo.

### RIDE FOREMEN

For Twin Wheels and Tilt-a-Whirl. Must drive well. Write for details.

### J. F. SPARKS SHOW

30X 74. NORTH BIRMINGHAM, ALA.

### ROGERS GREATER SHOWS

Will continue on the following: COOKHOUSE, CURTAIN, DIGGER, FRODO, SNOW CONES, LONG RANDED GALLERY, CANDY FLUM and APPLE. Will place Concessions that work for the credit and put rest stock. Will furnish complete extra to real showmen that have something new and sensational.

P. O. BOX 188, Humble, Tex.

### RALPH R. MILLER

Can show Stock Concessions of all kinds at south location in Tampa Park, Leontine, La. \$10.00 per week. Have for sale: Tilt-a-Whirl, \$250.00. Will place on show, exclusive bill date, \$25.00 week. Over 10,000 men working here day and night.

### RALPH R. MILLER, Forest Hill, La.

### AGENTS—WANTED

Experienced CORN GAME, GALLERY and ACRYL. Must be able to sell. Pay over for long season. Write or visit at once.

### KEITH CHAPMAN

Chapman, Kansas

### OWING TO DISAPPOINTMENT

Can show first-class Carnival Electrical. Top salary to one who understands his business. Also good opening for well trained Penny Arcade. Fixate Electricals and Penny Arcade.

### S. E. PRELL

### WORLD'S FAIR SHOWS

BENNETTSTVILLE, S. C.

### LAST CALL . . . LAST CALL FUZZELL'S UNITED SHOWS

WANT TO BOOK Radio-Phone or Octopus SHOWS: Want organized Musical Shows, Fun House, amuse. Want capable Manager for Gark Show. Will book shows not requiring. Want Miscellaneous and Fun House. W. J. Indiana would like to feature in Michigan. Want Radio High capable of handling same. Must be able. Address: R. 24, Box 225, North Little Rock, Ark.

### IDEAL EXPOSITION SHOWS, INC.

America's Best Amusements

Winter Quarters now in operation on Fair Grounds, Salisbury, N. C.

CAN PLACE Side Shows with own outfits, or we will furnish outfits in reliable parties.

WANT Capable Man to take charge of Monkey Circus. Will book Fun House and any other Meritorious Attractions.

WANT Merry-Go-Round Foreman. Also Help in all departments.

WILL BOOK FOLLOWING CONCESSIONS: All Grind Stoves, Wheels, Palmistry, Ball Games, Pitch-Till-You-Win, Long-Range Shooting Gallery, Photo Gallery, and any Concession except Eating and Bingo. Write or wire WILLIAM GLICK, Mgr., Yaddin Hotel, Salisbury, N. C.

### Kelley's International Oddities

WANT

Good Mind Act, Class Blower and Useful Side Show People. All address T. W. KELLEY, Wm. Byrd Hotel, Richmond, Va.

### INTERNATIONAL CONGRESS OF ODDITIES

CAN PLACE—To Open in Indianapolis, Ind., at 219 E.

Washington St.—All kinds of Freak and Novelty Acts.

WANT real Musical Act, Genuine troupe of native Hawaiians. We will play this location 30 days. This is our 27th week of our 29th year. We never close. Why stall; why not be with one that pays off every night and provides the best in accommodations, first-class buses and wonderful meals. We open under canvas May 24 and play right at the best Parks and then 12 big-time Fairs, closing at the great Texas State Fair, Dallas, Oct. 4-15. Slots all in replies.

### Mighty Sheesley Midway

WANTS FOR SEASON 1941

OPENING ANNISTON, ALA., SECOND WEEK IN APRIL

RIDE FOREMEN and HELPERS. Girls for Hawaiian Show. GRIND SHOWS. Will furnish outfit complete for Fat Show, Widget Show or any Show of MERIT. Frocks for Side Show, Grind and Wheel Concessions that use STOCK. Talkers and Grinders. Can place capable Transmitter, also Trousers. For Sale—Frocks mounted in truck, complete, price \$400.00. Will book same on show. May Day, \$1,000 CASH. WANTED TO BUY—LARGE GORILLA. WANT TO HEAR FROM FAIRS AND CELEBRATIONS. Address: J. M. SHEESLEY, ANNISTON, ALA.

### GREATER UNITED SHOWS

CAN PLACE

PENNY ARCADE, MONKEY SHOW, FUN HOUSE, MAN AND WIFE FOR ILLUSION SHOW (have entire outfit), FEARS FOR SIDE SHOW, SNAKE AND MECHANICAL SHOWS. COUPLE TO OPERATE "BIRTH OF TWINS" SHOW. ALSO THE FOLLOWING CONCESSIONS: PHOTO GALLERY, HOOP-LA, CIGARETTE GALLERY, FISH POND, FROZEN CUSTARD, NOVELTIES, BALL GAMES, and SAT JUMP. LONG SEASON and HAVE 15 CONSECUTIVE WEEKS OF FAIRS ALREADY BOOKED. HAVE FOR SALE: DUAL LOOP-O-RINGS and TILT-A-WHIRL. Write J. GEORGE LOAN, Mgr., Del Rio, Texas, This Week.

### USED 12-CAR RIDE-O RIDE

Standard 24-Car Caterpillar, Spillman make; the 8-Car Whip, A-1 condition, ready for the road. Wonderful opportunity.

### Spillman Engineering Corporation

NORTH TOMAWANDA, N. Y.

World's Largest Builders of Amusement Rides

### FIRST CALL WORLD OF FUN SHOWS

OPENING MARCH 23, AUGUSTA, GEORGIA

RIDES: Auto Kid Ride, Octopus. SHOWS: Have complete outfit for Side Show, and Grind Show. Will book Musical Shows, Monkey Circus, Fun House, Hobbies, or any other Show not conflicting with what we have. CONCESSIONS: All legitimate Concessions open except Popcorn, Candy Apples and Guitard. Good House, privilege to tickets. Have for Sale—Complete Show, 18x24, new top, plenty of stock. Can book same on show. The following people, get in touch with me: B. R. Barnhill, Show Business, Birmingham. Address all mail and wires to J. E. STEINLAR, JACKSON HOTEL, AUGUSTA, GEORGIA

### SOUTHERN STATES SHOWS WANT

For the following Florida Fairs: Seminole County Fair and Dairy Festival, Sanford, March 24 to 29; Everglades Bean Festival and opening of new cross State Highway 325, Panama, Saturday, April 6, to Saturday, April 12, working two Saturdays; and one Sunday; Hardee County Gumbo Exposition, Wauchula, April 14 to 19, with other good ones to follow. Want high-class shows of all kinds. Have now complete framework for small Musical or Hibbilly Show. Can place any Ride except Chair-o-Plane, Kiddie Airplane, Loop-o-Plane and Train, legitimate Stock Concessions of all kind except Bingo, which will be open after Sanford. Will buy, Stock or lease Merry-Go-Round, Penny Wheel, Tilt-a-Whirl, People with out-of-lane line. I will take care of you on the local period. NOTICE to people in Florida: You have started down here and played the 204, now wait and play the best. P.S.: Want Billboard with you. All Answers to JOHN B. DAVIS, Mgr., Southern States Shows, Gaze 61, and Central Ave., Tampa, Fla., this week.

### NOW BOOKING FOR SOUTH JACKSONVILLE, FLA., SPRING FAIR

APRIL 10TH TO 15TH

SHOWS — RIDES — CONCESSIONS

This was the best part of one Florida Fair last year and look for it to be better this year. Lots of government dollars work and money it illustrates. Write, wire

### BARNEY TASSELL UNIT SHOW

115 N. E. 21ST STREET, MIAMI, FLORIDA

### GIRLS WANTED

STRIP-TEASE, ORIENTAL, HAWAIIAN, FANS, RHUMBA, BLUES SINGERS. ALSO ATTRACTIVE GIRLS FOR POSING SHOW. Experience not necessary. Send photos—will return.

Address: ROBERT MANSFIELD, 589 West Church St., Orlando, Fla., Until March 29; then Care West World's Wonder Shows, Dothan, Ala.

### Ben Williams Shows, Inc.

Wants the following for opening last week in April in New Jersey: SHOWS—Mechanical Show, Roundabouts, Musical Show, or any that do not conflict with these books. CONCESSIONS—Bingo, Photo Gallery, Palmist, etc. Also Ride Help, Truss Drivers and General Help in all departments.

BEN WILLIAMS SHOWS, INC., 50-25 71ST STREET, WOODSIDE, L. I. N. Y.

### WANTED FOR BARKOOT BROS.' SHOWS

Glass House, Pit Show, Fun House, Mechanical City, Girl Show, Fat or Snake Show. All Concessions open except Corn Game. Can place Ride Men; must drive trucks. Low Merit, write.

Address: K. C. BARKOOT, 463 1/2 4th Street, Toledo, Ohio.

### AT LIBERTY!

HAVE Corn Game, Butter Chips Penny Pitch, Jackpot Beard Penny Pitch, Peppercorn, Ball Game and Percentage. All new equipment. Want to hear from reliable Show with good refs.

EARL TAUBER, 122B Sunnyside Ave., Chicago, Ill.

RAVENWOOD 4804

### New--OZARK AMUSEMENT PARK--Beautiful

OPENING APRIL 12—NEAR FORT LEONARD WOOD

The new Amusement Park within 100-mile radius. 250,000 Citizens and Visitors to show from.

CAN PLACE RIDES AND WORTH-WHILE ATTRACTIONS. No girl Show!

WANT AGENTS FOR STOCK CONCESSIONS (ALL PARK OWNED). Danvers Lubbock's Oak House opens on Grounds March 16th.

All Address: H. K. HOWE, OWNER AND MANAGER, P. O. BOX 277, NEWBURG, MO.

3000 BINGO

Prizes include... 3000 BINGO... 100 cards, \$2.50; 50 cards, \$1.50; 25 cards, \$1.00...

3000 KENO

Made in 100 cent or 100 cards each... 3000 Jack Pot... 1.25... 1.00... 1.25...

J. M. SIMMONS & CO.

Harry Kahn Wants

Capable Agents and all signed... HARRY KAHN... 125 Franklin Street, SPRINGFIELD, MASS.

WANTED

Experienced Concessions all open... GEO. T. FITZPATRICK SHOWS... Charleston, S. C.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

James E. Strates

SAVANNAH, Ga., March 8.—With the arrival of a number of the independent show managers who are getting their shows ready...

Manager James E. Strates was troubled with a light touch of the flu, but has recovered...

Wallace Bros.

JACKSON, Tenn., March 8.—With opening at Milan, Tenn., set for March 20, full steam ahead orders were given...

fronts are still in the paint shops, but all sides have been given their second coat of paint and stored preparatory to opening...

Bee's Old Reliable

WINCHESTER, Ky., March 8.—W. M. Jarvis, construction superintendent, has had quarters work under way since February 1.

Sunset Amusement

EXCELSIOR SPRINGS, Mo., March 8.—Quarters have been opened and early hours for the new season...

Convention

FREDONIA, N. Y., March 8.—Cold weather brought things to a standstill last week at quarters and upset the building schedule.

Eddie Feden is in and out of quarters, looking after commercial interests...

Scott Bros.

ATLANTA, March 8.—Good weather here has been bringing out the showfolk and on Sunday shows had a full house...

J. J. Page

JOHNSON CITY, Tenn., March 8.—Cold weather has hampered work at quarters for the last 10 days...

Jack King is in charge of the animal house. Two cages have been built for the small animals...

W. A. GIBBS SHOWS

Want Concessions—Have opening for Concessions... W. A. GIBBS SHOWS

BUSHAY AMUSEMENT CO.

Opening Date May 1... Playing Mostly Churches... BUSHAY AMUSEMENT CO.

Sunset Amusement Co.

P. O. Box 350... Excelsior Springs, Mo. Sunset Amusement Co.

FOR SALE FOR CASH

Large Automobile Truck... MELVIN'S UNITED SHOWS

Melvin's United Shows

Want Shows—20, Mechanical, Illinois... Melvin's United Shows

ROLL TICKETS DAY & NIGHT SERVICE... FOLDED... CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2... STOCK ROLL TICKETS... WELDON, WILLIAMS & LICK

"25,000 IN CAMP"—GRAND OPENING MARCH 22, NORTH LITTLE ROCK... THE FRISK GREATER SHOWS, Inc.

WANT---WALLACE BROS.' SHOWS---WANT... MARCH 29 TO APRIL 5—GOVERNMENT SHELL PLANT... WALLACE BROS.' SHOWS, Box 545, Jackson, Tenn.



**J. F. Sparks**

**NORTH BIRMINGHAM, Ala., March 8.**—Work in quarters is going forward. Crew, including Ray Hamblin, John Linton, and Blackie Sberwood, is making minor repairs, and all rides have been repainted and motor overhauled. The electrician is working on the show fronts and rides. J. F. Sparks, owner-manager, returned last week from a successful trip thru Kentucky and Indiana. Among fairs booked were those in Palmbeach and Broadhead, Ky.; Wise County Fair, Wise, Va., and Scott County Fair, Oneta, Tenn. He also reported a pleasant visit with Ray Allen, shows' former secretary, and Mr. and Mrs. O. E. Bradley and Ralph Bowman at Knoxville, Tenn. Harry Harris info from Barnsville, Ga., that he is awaiting shows' opening. From Butler, Ala., Lee Houston, who has the Side Show, advises he is ready, as does Joe Steen from Jackson, Miss.; Joe managed several night clubs in Jackson, Miss., for the third straight year. They also booked the Battle Lites street dongs there. A new clubhouse is being built and Henry Knight signed his Chairplans; Missie Gensler has her oonhouse and four concessionaires signed. A. C. Glard booked his corn game. New light towers have been built. Out-of-town visitors included Elmer Brown and Mrs. Gracie Bouschen, general agent Frisk Greater Shows; W. E. Lamb, Carl & Lamb Shows,

and Harry Smith. Manager and Mrs. Zimdars left for Memphis and Dallas on business. Word from Dallas indicates that Arthur and Luverne Zimdars will not return to the road as they have built a new home there. Arthur had been electrician for the last 12 years. Luverne was The Billboard sales agent and handled the mail last season. The writer has assumed the latter's duties for the coming season. **W. H. KELLY.**

**Paradise**

**MEMPHIS, Tenn., March 8.**—Much progress has been made since Manager Jake Miller opened quarters on February 5. Personnel remains about the same as last year. Ernest Marble has charge of quarters activity. Manager Jake Miller purchased three more trucks, and Mr. and Mrs. Henry Keyman will have the photo gallery. Mr. and Mrs. R. J. Duffy have booked their popcorn and peanut concession, and Mr. and Mrs. Frank Ames will have the cookhouse. Shows have contracted the Crawfords to present the free attraction. Management plans to carry five rides, seven shows, and free set, with a five-cent gate. The writer will handle the mail and be The Billboard sales agent. **VIOLA SHIRKEY.**

**Golden Belt**

**HOT SPRINGS, Ark., March 8.**—With the opening only 14 days off, crews are setting a fast pace to ready shows for the March 22 opening. Harry Lamon has assumed his general agent's duties in good style. The shows have booked the El Alito Street Celebration, Omaha, Neb., for the third straight year. They also booked the Battle Lites street dongs there. A new clubhouse is being built and Henry Knight signed his Chairplans; Missie Gensler has her oonhouse and four concessionaires signed. A. C. Glard booked his corn game. New light towers have been built. Out-of-town visitors included Elmer Brown and Mrs. Gracie Bouschen, general agent Frisk Greater Shows; W. E. Lamb, Carl & Lamb Shows,

**Byers Bros.**

**KENNETT, Mo., March 8.**—Weather kept outside work down to a minimum, but inside work is progressing rapidly. George McClain, ride superintendent, reported from Iowa City, Ia., that he will arrive soon, and Fred Donahue and Dana Fontenry, wheel foreman, are en route to quarters. Gus Bartel, pony ride operator, is applying finishing touches to his new truck. Jake Moore is building four new fronts for his shows and new canvas for concessions and shows has arrived. Al Baysinger, owner-manager of the shows bearing his name, visited with Mr. and Mrs. Linden West. (See WINTER QUARTERS on page 42)

**Twenty-Eighth Season**

# TRAVER CHAUTAUQUA SHOWS

**Everything Legitimate**

**14 RIDES 2 FREE ACTS**

**Opening April 23 in New Jersey**

**WANT**

Motordrome, Monkey Circus, Glass House, Novelty Shows or any other Show that does not conflict.

Concessions—No. 6. Wheels.

Can use legitimate Concessions of all kinds except Bingo, Popcorn and Lead Shooting Gallery

Address, until March 20,  
**GEORGE W. TRAVER**  
945 13TH AVE., SOUTH ST. PETERSBURG, FLA.

# SOL'S LIBERTY SHOWS

**1941 SEASON OPENS APRIL 12—LEAVING WINTER QUARTERS APRIL 9**

**CALL CALL**

**ALL THOSE HOLDING CONTRACTS, PLEASE ACKNOWLEDGE THIS CALL**

**WANT WANT**

USEFUL CARNIVAL PEOPLE IN ALL DEPARTMENTS. RIDE HELP—THOSE THAT CAN DRIVE SEMI-TRAILERS PREFERRED. SIDE SHOW ATTRACTIONS (HAVE COMPLETE OUTFIT FOR SIDE SHOW), PERFORMERS AND GIRLS FOR MUSICAL COMEDY, POSING AND HAWAIIAN SHOWS. MAN COOKS at handling In-Ly Fun House, also was capable of handling Turnover Fun House. Experienced Carn Game Workers. Good Glass Blower for Neon Plant. CONCESSIONAIRES: WE ARE NOW READY TO BOOK CONCESSIONS.

ALL ADDRESS: SAM SOLOMON, MGR., BOX 225, CARUTHERSVILLE, MO.

**"THE RIDE WITH THE TOP MONEY RECORD"**

## SILVER STREAK



The Greatest Repeat Ride on the Midway—from seven to seventy that all ride and ride—it's the Automatic Banking permitting high sustained speed on rubber tires that brings them back over and over again—an Ultra Modern Capacity Ride—investigate and you'll invest.

Write Today for Particulars.

Portable Stages - Rides-O - Auto Speedway - Carousel - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun Houses - Dodgem and Skooter Bligs.

**SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.**  
World's Largest Builder of Amusement Devices

## SCOTT EXPOSITION SHOWS

Last Call. Opening Irwin and Boulevard, Friday, March 14, Atlanta, Ga.

Want nine-car Tilt-a-Whirl Foreman, Ride Help and Semi-Truck Drivers. Want organized Musical Show with Band; have outfit complete. Want Kiddy Rides for season. Want one more big Ride. Good opening for Ten-in-One and Dreams. Grand Shows and legitimate concessions, come on. Fairs start in August and end in second week November.

Address: BOX 577, ATLANTA, GA.

# ROLL TICKETS

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

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

10,000 ... \$8.00  
25,000 ... 7.25  
50,000 ... 10.75

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

## AL BAYSINGER SHOWS

OPENING APRIL 3 AT POPLAR BLUFF, MO. WITH A NICE ROUTE INTO NORTH DAKOTA FOR FAIRS, STARTING MIDDLE OF JUNE, FOLLOWED WITH SIX FAIRS IN MINNESOTA AND EIGHT ALREADY CONTRACTED IN MISSOURI, ARKANSAS AND TEXAS.

CAN PLACE THE FOLLOWING: RIDES—OPTIMUS AND GREY ON TWO NEW TYPE RIDES. SHOWS—MONKEY CIRCUS, LIPF SHOW, HILLSBILLY AND SHOWS THAT CATER TO MEN, WOMEN AND CHILDREN. You furnish the show—I have the equipment. ALSO WANT GOOD MECHANICAL CITY AND FUN HOUSES.

CONCESSIONS—Fish Pond, Bowling Alley, Water-Ski, and any 400 Grand Shows. Will sell Ex. or From Outland. Want capable Man for Shows and will place Concessions for you, reliable Agents. PEOPLE ALREADY CONTRACTED. PLEASE ACKNOWLEDGE THIS AD.

ADDRESS: A. S. BAYSINGER, MGR., BOX 476, POPLAR BLUFF, MO.

# BEN WEISS DE LUXE BINGOS

**WANT**

Centermen, Callers. All those who were with me last year got in touch at once, as we have early openings. General Help needed for 5 Bingos. Truck Drivers given preference.

Permanent Address  
**135 OCEAN AVENUE, BROOKLYN, N. Y.**  
Apt. 3-E

## PRYOR'S ALL STATE SHOW

Opening 1941 season May 3rd-Wed 10th, Chesapeake, Ohio, across from Huntington, W. Va. 8 big days. Want Rides: Ball-o-Plane or Octopus. Will book small Merry-Go-Rounds, real pretensions. Want experienced Ride Help on all Rides. May be job and retail. Shows: see your stamp. Can use A-4 Electrical. Will furnish top for first-class Gin Show with rotary warms, or any worth-while Shows with at least one act. Will book Photo, Six Gun, Block Wheels, Penny Pitch, Miss Camp, or any worthwhile Concessions. No EQUIP. STORES. Et. already sold at Bump, Cookhouse, Pic. Cam, Fish Pond and Ball Games. Have long list of Fairs already booked in Ohio, West Virginia and Kentucky. All address:

**JACOB PRYOR, BOX 615, LITTLE RIVER STA., MIAMI, FLA.**

## COTTON STATE SHOWS

OPEN MARCH 23 LESSEE—RAY D. JONES

RIDES: see advertising. Want Merry-Go-Round and Kiddy Rides. Freedom for Chairplans, SHOWS: Handcuffs for Hitchhike Show, Gin Show, Musical Show, Hillbilly, Gosh and Amusement. Will finance any new Shows. Free Act wanted. CONCESSIONS: Cook House, pretense in tickets; Cow Game, Fish Pond, Hoop-La, Pig Corn, Miss Camp, Photos, Lead Gallery, Ball Games, Penny Pitch, Record Your Wins, Plink-7-11-4-10, Cotton Candy, Bowling Alley, Grid Shows. Want Banner Man. People with contracts, answer this ad. Otis Pops, Shirts, Barber, Child White Naps, Rex Smith, Billie Arnold, Joe Wilson, Leo Ward, Woodpecker Amuse, Eddie Cox, Pete Hordis. Quarters open.

Write RAY D. JONES, RISOQ, MO.

## KILONIS AND DECKER

Open at Manchester, N. H., April 24

Can place Chairplans and Grand Shows. Low percentage. Small Cookhouse, Bingo, Photos and a few Grand Concessions. Health, Games and all with as before, respond to this. Will buy 3-Fast Long Range Gallery with moving terraps. Have extra Rides for committees. STEPHEN DECKER, 254 Arlyam St., Hartford, Conn.; Box 144, Manchester, N. H., after April 3rd.

# BLUE RIBBON SHOWS, Inc.

OPENING MARCH 25TH, COLUMBUS, GA., 2 SATURDAYS

Account of misunderstanding with Mike Steen, who will not be with us this season, will place Concessions of all kinds, ESPECIALLY BINGO, WILL PLACE Ride Help with Semi-Trailer assistance, Morgan, McClanahan, Don, come on. Will furnish complete outfit for Musical Show with Band. Salary and percentage. Mutual show interests, write. Address:

202 MADONNO TEMPLE BUILDING, COLUMBUS, GA.



# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, March 8.—Past President Sam J. Levy presided at the February 28 meeting and acted with him were Treasurer William Carsky, Secretary Joe Streiblich, Past Presidents Edward A. Hook and C. B. Fisher, and Brother R. L. Lohmar. Membership committee presented the application of Maurice Franks, credited to Brother G. L. Wright. Brothers Dabrow and Goldberger are still in the hospital, and Brothers Rankine, Murphy, and Goldman are still ill at their homes. Brothers Fred Krasemann and Maurice Helman are recovering. Arthur Hepper is back at his duties. Brother Morris A. Haft reports an early settlement on the small estate left by the late Brother R. F. Trevelick.

Harry Martin is in town for a short time and is a Gaily Visitor. John McNeill and Maurice Helman visited. Al Rossmann and Rudy Singer returned from Florida. Jack Tavlin visited, and Sam Ward is still here. Irving Malitz came in for a short time, but will soon be taking his regular summer vacation. Al Humko came in on business and visited the rooms. Past President Frank P. Duffield left on a Northern trip. Past President Edward A. Hook left for Missouri.

Walter Hale is still one of the regulars at the rooms. Dave Picard advises he will leave for Canada on March 15. A number of brothers have pledged support on the 1942 Outdoor Show World Directory, published in conjunction with the annual Banquet and Ball. Al Rossmann is in charge.

### Ladies' Auxiliary

Club held its regular bi-weekly meeting on February 28 at the Sherman Hotel, with President Mrs. Joseph L. Streiblich presiding. Other officers present were First Vice-President Mrs. William Carsky, Third Vice-President Mrs. Bert Clinton, Secretary Mrs. Lorraine Wall, and Treasurer Mrs. Lew Keller. Invocation was rendered by chaplain Joe Tom. Mrs. Al Taylor, Mrs. Rose Page and Mrs. Mae Lott are recuperating at their homes. Mrs. Kate Hixon is seriously ill in American Hospital, New York. Correspondence was received from Loretta Ryan, secretary Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo., and Clara Zeger. Dues were received from Jackie Dondlinger and Sia Dyer. Applications of Margie Anna Benz and Margie L. Kelly were received and tabled for the usual two weeks. First Vice-President Mrs. Carsky returned from a trip to Florida, and Mrs. Henry Belden is anticipating leaving for Florida.

Clara Hollie Marker attended and thanked members for flowers sent her during her recent illness. Mrs. William Carsky donated a box of cookies, which were awarded to Past President Mrs. Leah M. Brumfiere. The \$1 award went to Mabel Wright, who donated it to

(See SLA on page 28)

# Club Activities



## National Showmen's Assn

Palace Theater Building  
New York

NEW YORK, March 8.—Reservations are coming in for the Atlantic City Spring Festival on March 23-25, and members who anticipate attending are urged to make reservations as early as possible. This two-day event, at \$5 per person, has become one of the club's outstanding socials. The handicap pocket billiard tournament will wind up soon and standings will be announced later. Brother Sam Berk is in Lehighon Hospital, the Bronx, with an infected hand. Brother Charles Padrons is in Bellevue Hospital with pneumonia. Counselor Max Hoffman is improving at the Wickersham Hospital from pneumonia. Sympathy was extended Brother Edward W. Wassman on his father's death.

Delinquent members are reminded that dues are always in order and are requested to send them in before the start of the next period. Brother Jake Shapiro is becoming a regular commutator between Chicago and New York. Brother Whitey Felley says he is doing well working in Aberdeen, Md., where they are rebuilding a training camp. Saturday night open-house dances (free admission) are beginning to catch on and members and friends are invited to attend. Bingo parties are held every Tuesday with free admission. Barn Dance is scheduled for March 20. Brother Charles Lawrence says he is going out with the *DuBarry Was a Lady* show. Club gratefully acknowledges the generous contribution from the South Carolina Association of Fairs.

Birthday congratulations to Alfred G. McCoy, Joseph A. Tremblon, Jack J. McCormick, Martin J. Schwartz, March 12; Herbert H. Lewis, Edward Sumud Caldwell, Joseph L. Cahill, Murray Spitzer, 13; George A. Reiser, Kirby Hunt, Joseph Fladger, 14; George J. Kennedy, Herman Cohen, Nathan Faber, David P. Lichtblau, C. B. Riddler, William Gilekman, Sam Walker, Martin M. Goldberg, 15; Harry L. Horner, 16; Max Lindemann, David Farnham, Roscoe Schwartz, Victor L. Sigler, Nick Elliott, Jack Harris, 17; Richard E. Gledorf, Charles R. Miller, William E. Woodall, 18.

### Ladies' Auxiliary

The last meeting of the Auxiliary was followed by refreshments, and the time (See NEA on page 28)

## Lone Star Show Women's Club

Campbell Hotel,  
Dallas

DALLAS, March 8.—February 24 meeting saw 18 members present. Since most of the members will be leaving soon for the road, plans to keep the clubrooms open during the summer were discussed and a number of picnics, barbecues, and swimming parties are planned. Louise Hickman was nominated for the Vice-presidency.

Club honored Ketta Lindsey, Edna Chambers, Lillian Boyd, Jim Lucas, Sylvia Re. Mary Carey, and Bernice Sandt at a group birthday party on February 20. Those present included Inez Shankle, Frankie Taylor, Edna Chambers, Lillian Boyd, Jewel Crudup, Mary Ellen Liberman, Ketta Lindsey, Helen Westmoreland, Juanita Hall, Myrtle Mae Meloy, Millie Bay, Jim Lucas, Myrtle Potter, Sylvia Re. Mary Carey, Helen Reiss, Wanda Wrigley, Lena Panther, Margaret Pugh, and Bobby Long.

Honored guests received many gifts, and ice cream, cake, and coffee were served. A congratulatory letter was received from Vivian Horton, secretary Ladies' Auxiliary, Pacific Coast Showmen's Association, and Walena Smith submitted the applications of Edith Walper and Hazel Redmond. Both were admitted to membership. Mrs. Fern Greenlow, sponsored by Hattie Mae Tio-Parland, also is a new member.



## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, March 8.—President Joe Olney directed the March 2 meeting, flanked by Vice-President Pat Armstrong, Secretary Pop Ludwig, and Treasurer Ross Davis. Allegiance to the flag was led by Harry Rawlings. John M. Miller reported for the finance committee, and Ed Walsh for the house. Joe Krug is still ill, but showing improvement. Jack Brooks is able to get about on crutches, and Charles Guberman is sitting up in his wheel chair. Henry Myers condition is about the same. Sam Delman reported the membership committee is busy, and convention com-

(See PCSA on page 38)

# Heart of America Showmen's Club



Reid Hotel  
Kansas City

KANSAS CITY, Mo., March 8.—February 28 meeting was called to order by Second Vice-President Neal Waitzes. Secretary G. C. McGuinnis and Treasurer Harry Altshuler also attended. Communications were read from Brothers Rube Lieberman, Roy Marr, and Jake Hrisandis, who said he is recovering from the operation he underwent in New Orleans. Brothers Harold Elliott and Altshuler were appointed acting chairmen of the entertainment committee. Brother Denny Pugh attended and when asked to speak, he responded by calling attention to the new Lone Star Showmen's League at Dallas and invited HAA's members to join.

Brother Phil Little, who is en route South, also extended members an invitation to join. Brother W. Frank Delmaine expressed the wish that the various clubs consolidate under a board of governors. Brother Major George Bar-

(See HAAU on page 28)

ENJOY LIFE AT ITS BEST IN KANSAS CITY MISSOURI

GAY RENDEZVOUS, ENTERTAINMENT FINE FOOD

THE ALCOVE

350 BEAUTIFUL ROOMS WITH BATH

from \$2.50 TO \$6.

11th & BALTIMORE

DIVISION SOUTHWEST HOTELS, INC. Mrs. H. Grady Manning, Pres. R. E. McCatch, Gen. Mgr.

CANADA 1941 CANADA

## WALLACE BROS.' SHOWS

Booking for the season 1941

WE HAVE the Class B Western Canadian Fairs and six Ontario Fairs now contracted and four more Ontario and Quebec Fairs pending.

WANT—War Exhibit, Model City, Fat Girl, Fun House or any other high-class attraction. Have complete Circus Side Show for reliable party. Want Manager for Crimo Show, Life Show and Great Omi. Also Foremen and Workmen in all departments. Can always place legitimate Concessions. Want to buy one more Stateroom Car. Train leaves Hamilton June 8 for the West.

Kindly address J. P. (JIMMY) SULLIVAN, Box 442, Toronto, Canada.

## HENNIES BROS.' SHOWS

WANT

People for Hill-Billy Revue, Boys and Girls. Must be able to do Specialties. Want M. C. Capable to produce outstanding show. 5 or 6-Piece Hill-Billy Band; will consider Rube Novelty Acts. None but professional Hill-Billy Performers considered.

HENNIES BROTHERS SHOWS, P. O. Box No. 448, Birmingham, Alabama

ATTENTION — Ride Owners, Show Owners and Operators, Concessioners

## BREMER'S CONSOLIDATED SHOWS

Opening April 28th, Fairfield, Iowa, followed by Atlantic, Waterloo, Decatur, and ten outstanding Fairs and Concessions, including Ada, Birch, Wood Union, Iowa; Mineral Point, Wis.; Detroit, Mich.; Water Chemical, and the best booth spot in the middle west. THIS DOES NOT INCLUDE OUR SOUTHERN ROUTE. WE WANT Ride—Ostrich, Roll-a-Plane, Fly-a-Plane or any Flat Ride, also Ponies, Penny Arcade and any Concession that works for Stock Shows—With or without equipment. Atlantic, Mechanical, Wax, Utensils, Drive or any unique attraction. Capable Ride Men that can stand pressure. Size good. Ladies May be Concessors.

Write 124 15TH AVE. S. E. OR BOX 22, HOUSTON, TEXAS.

P.S.: Girl Show and Side Show Pages and all former contracts, write BILL ORLANDI, Box 7, Toronto, Ontario, Ont., immediately.

**"TENTS—BANNERS"**

**NEW TENTS USED TENTS NEW BANNERS USED BANNERS MAY WE SERVE "YOU"**

Write—Write—Phone

**BAKER-LOCKWOOD**

602 HUMBOLDT, KANSAS CITY, MO.  
America's Big Tent House  
Eastern Representative, A. E. CAMPFIELD,  
152 W. 422 St., New York 10, N. Y.

---

**DIXIE BELLE SHOW**

The working for Photo-Till Mrs. Rose-L. Dondling, Edna Chambers Gallery, Coto Park, Boston, Dunk at Fair Road, Wash. D. C. Shows. For Cards, Brochure or any literature, Mrs. Rose-L. Dondling, 152 W. 422 St., New York 10, N. Y.

LOUIS T. HILLY, MGR.  
Box 1208, Mt. Vernon, Ind.

---

**FOR SALE OR TRADE**

Magnets 3-Car, White, \$750, or trade for any Portable Show, not over 10 tons.

**ALLEN**

107 Grand St., SYRACUSE, N. Y.





## Attractions for Okla. Fete

BARTLESVILLE, Okla., March 6.—Festive Trail Festa, six-day event to be staged here under auspices of Knights of Pythias, will feature a wide variety of attractions, reported Chairman Ed Spayl. There will be free acts, fireworks, queen contest, baby show, merchants and manufacturers' prize boat parade, band concerts, and a midway. There is a possibility of its becoming an annual. Prospects are reported good, since Bartlesville is in a wide trade area and its per capita wealth is greatest in the territory.

## Big Draw Seen for Pa. Fete

PUNEBUTAWNEY, Pa., March 8.—Prospects are that attendance at the 1941 Home Week and Firemen's Celebration here will exceed last year's mark, reported G. E. Donahill, press representative. Last year the celebration drew crowds of 25,000 on three days. P. E. Gooding Amusement Company has again been signed to furnish rides. Midway will be located on the plaza in the business district and there will be daily parades and free acts. Firemen's night parade will be taken part in by 75 companies.

THREE-DAY historical pageant to be staged by John B. Rogers Producing Company, will be held in Russell, Kan., under auspices of civic clubs.

## WANT ACTS

### For Real Estate Board National Home Show

Columbus, Ga., week of March 24th  
"Royal Rocketts," w/o. Can use high-class Rolling Clubs with 3 or more.  
Address: REAL ESTATE BOARD, Edwin N. Williams, Mgr.-Director, 7-13th St.

## WANTED

Travelling Jewelry Workers, Jewelers, Silversmiths, etc. Also Percentage Allocation with or without show or some other good drawing situation with a low education price, for like conditions will show to at least 20,000 during the week. Choice stores available at reasonable rates.

BETTER HOMES & FOODS EXPOSITION  
APRIL 12-13  
Write at Once  
217 Woodruff Building, Springfield, Mo.

## Wanted-Acts, Concessions

### REUNION, Houston, Mo.

Aug. 12-14-15  
30 Miles Fort Leonard Wood  
Write SECRETARY, Chamber of Commerce

## WANTED

Good Free Acts for Big  
ARMORY SHOW, MARCH 26-27-28  
Write LEROY ELLIOTT, Route 7, Decatur, Ill.

## WANT-BIG CARNIVAL

Garfield Fire Department Wants Big Carnival in Celebration of

### "OLD HOME WEEK"

#### JUNE 8 TO 14 INCLUSIVE

Clean grounds centrally located.

Address replies to CHIEF LOUIS NOVACK, 15 Garden Court, North, Garfield, N. J. Pas. 3-3034.

## WANTED

All kinds of Concessions for A-1 Independent Celebrations. Make a few weeks soon for concessions including Entertainment, Bands, Attractions and Yea, 20x25, and one Boys' Wagon complete with 20x42 Top, and Second Equipment for rent. Will buy one 20x24 & 20x18 Choke-Plans. This must be in good condition. HELP WANTED—Paris Wheel Foreman, Chain-Plan Foreman, and Help in other departments. Write

**THOMPSON BROTHERS**  
2906 FOURTH AVE., ALTOONA, PENNSYLVANIA

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## California Dates Loom Big

VALLEJO, Calif., March 8.—Mike Krosko, president and general manager of West Coast Circus Shows, has signed to exhibit at two sponsored events here in 1941, reported Arthur P. Crauer, who will be in charge of special events. First will be the annual six-day Redmen's Powwow and Spring Festival, to be followed later in the season by the six-day Vallego Aquanada. Both events are expected to be winners, since over 10,000 men are at work in the navy construction yard, 6,000 sailors are on duty, and 7,000 marines are to be detailed here soon. Crauer will handle publicity, queen contests, parades, fireworks, and dancing.

to date and several more are expected to be contracted soon. There will again be an automobile giveaway, public wedding, and parade of visiting fire companies.

## Shorts

WAVERLY (N. Y.) Fire Department has signed the Pioneer Exposition Shows for its celebration and old home week, reported Harry Lock.

GUS P. BACKMAN, secretary of Salt Lake City Chamber of Commerce, has been re-elected president of Covered Wagon Days, Inc., which stages an an-

who will again head the committee. Gratianno and Carlin rides have been booked and there will be nightly free acts and band concerts. There will also be merchant exhibits.

J. R. EDWARDS reported his shows have been booked for six-day Credline (O.) Volunteer Firemen's Convention. His attractions have also been signed for three-day Quaker City (O.) Homecoming.

RECENT signing of Pioneer Exposition Shows for the seven-day Lowlands (N. Y.) Volunteer Fire Company Carnival marked the first time in five years the city has issued a permit to a carnival, reported H. C. Murry, of the sponsoring committee.

CITY COUNCIL has given approval for a fall festival to be sponsored by Reynoldsburg (O.) Business Men's Association. Midway and free acts will be featured. E. T. Hayes, Fred Parsons, and Harold Temple are on the committee.

## NSA

(Continued from page 13)

was pleasantly spent listening to tales of the recent trek south by our president and a large group of members. While in Tampa they visited with a new member, Mrs. Virginia Elms, as well as Sisters Evelyn Shalkey, Anna Haplin, Fanny Linderman, Verneita Morton, Marie Simpson, Bertha McDonald, Beatrice Padlock, Cleo Hoffman, Margaret Lux, Leona Parker, Mildred Isler, Irene Kane, Catherine Billings, and Madge Bloch, and among members of the NSA Jack Gilbert, Ralph Rudy, and Jack Rosenthal. While there, Vice-President Edna Larson visited her daughters, Mildred and Mimi, at the latter's new home in Port Lauderdale, and on the route home stopped over at the James E. Strates Show's quarters to visit with Sister Mabel Strates, who had been on the sick list but who is now on the road to recovery. At the last meeting club welcomed back Sister Vi Lawrence, who has just returned from a season on the road. Sister Kate Benet, while much improved, is still in the hospital, and Sister Edythe Friedman is now convalescing at the home of her sister, Sister Flora Elms in Ill at her home. Sister Bebe (Sunshine) Hamid post cards that she is now on her way north, and will be at home in time for the next meeting.

## SLA

(Continued from page 13)

the March 8 bunco and card party. After adjournment coffee, sandwiches, and cakes, donated by President Stralblith, were served.

President Stralblith will present a first and second prize to members obtaining the largest number of applications during 1941.

## HASC

(Continued from page 13)

ton, who is visiting in the city, said he is making his home at Laredo, Tex. Brother Dave Stevens, who has been on the sick list for some time, visited and conveyed Brother Jack Ruback's appreciation and thanks for the floral offerings at Mrs. Ruback's funeral.

Paul Parly, son of Noble and Viola Parly, is visiting here. Brother C. G. Bilton advises he did not buy into the Elks Exposition Shows as was reported. Brother Rotolo is still the owner. Bilton's connection with the shows was a booking capacity. Brother Paul Parker is rapidly recovering from a serious illness.

## PCSA

(Continued from page 13)

intice advised that Brothers Abe Letton, Orville N. Crafts, and Charlie Nelson will make their report soon. Chairman Charlie Walpert, of the ways and means committee, assured the convention group full co-operation. Secretary Pop Ludwig presented the club with a roll of honor plaque on which will be placed the names of the brothers inducted into the army. List now includes Jack de Silvio, Franklin Philip Terry, and Gerald (Jerry) Patrick Mackey, Harry Hawkins, Al Weber, and Henry Dunn were appointed to handle transportation details for the annual trek to the National Orange Show, San Bernardino, Calif.

Capt. Billy Ament won the attendance prize and Col. John Miller collected a stable sum for the Christmas dinner. Honest John Kearnes was elected to membership. President Olney appointed Brother Pat Armstrong honorary chairman of the 1941 Show. Within a Show Campaign, Lunch and refreshments were served at adjournment.



LEAVE IT TO A SHOWMAN to do things in a big way! Harry E. Wilson (right) well-known director of special events, is shown here being congratulated on having won first place in a membership drive just completed by Jacksonville (Fla.) Lodge, Loyal Order of Moose. He secured 39 new members and was presented with a gold Moose ring. He has conducted shows under auspices of the Jacksonville Lodge and will direct its coming Moose Victory Ball. Others in the photo, left to right: Harry Lieberman, Moose regional superior; Matt Elliott, Jax business man and runner-up for the membership prize; and Francis J. Cloberry, supreme governor of the L. O. G. M.

## Outlook Good for Va. Event

LOUISA, Va., March 8.—Prospects are that attendance at the 1941 seventh annual two-day Independence Day Firemen's Fair here will exceed the 10,000 mark recorded last year, reports Manager L. S. Kay. Orchestras, high wire, have been booked thru George A. Hamid as free act. There will be rides, shows, and concessions. One show has been booked

usual outdoor celebration centering around Utah's Pioneer Day. R. A. Reynolds, Tracy Fowler, and Kingsley E. Clawson were named vice-presidents. Ames K. Bagley, secretary, and J. Parley White was re-elected general manager. Plans for 1941 include radio performances staged by Leo J. Greener.

JOSEPH A. ENOS, general chairman of the four-day Law Haven (Calif.) Miller & Lux Spring Picnic, Barbecue, and Celebration, which the West Coast Circus Shows will play for the 12th year, reported a new arena will be built in the city park to house the horse show held in connection with the fete.

CONTRACT has been signed with Hina Deal-Jay Shute Theatrical Exchange to furnish grandstand attractions for the 1941 six-day American Legion Post, sponsored race meet in Legion Memorial Park, Hamilton, Mo., reported E. C. Henderson, commander. Byers Bros. Shows again have been signed for the midway.

BECCATUM Park Rides have been contracted for the annual six-day Cuyahoga (O.) Street Fair and Homecoming under auspices of the Fire Department, reported Secretary A. F. Snyder. There will also be concessions, free acts, fireworks, band concerts, children's day, and pet parade.

ARRANGEMENTS are being completed for the third annual five-day Homecoming at North Industry, O., under auspices of Canton Township Volunteer Fire Department, reported George Marlow, of Marlow Amusement Company.

## Estimated 240,000 Sets Record for Detroit Shrine

**DETROIT, March 8.**—A preliminary check-up of returns indicates an all-time attendance record of about 240,000 for the 30th annual Shrine Circus here, which closed at the State Fair Coliseum on Sunday, according to Manager Thinks (Eddie) Stinson.

Figures will not be available in detail for two weeks, but present estimates are considered substantially accurate. Last year's attendance was 235,000, while the all-time record previously was 233,000, set in 1935.

## Terrell Jacobs With Wallace Bros.

**CHICAGO, March 8.**—Terrell Jacobs, whose wild animal act is playing at the Minneapolis Shrine Circus this week, will be with Wallace Bros. Circus this season as featured attraction.

Jacobs purchased a number of new animals last season, in conjunction with Frank Meyer, and his act played the Golden Gate Exposition at San Francisco for the entire season. Wallace Bros. is one of the largest truck shows on the road, and is operated by Roy Rogers.

A host of Jacobs' animals will play fair this year.

## Milwaukee Shrine 3,000 Under 1940

**MILWAUKEE, March 8.**—The Hamid-Morton Shrine Circus, which closed a seven-day run March 6 at the Auditorium here, attracted a total attendance of about 52,000, 6,000 under last year's turnout. Proceeds will be used by the Shrine for charitable and other purposes.

W. S. Jackson, 24, aerial performer, appearing with the Walter Oulice act, left the circus on the closing night to report for army duty at his home in Lexington, Ky.

## Splendid Program for Rochester Shrine Show

**ROCHESTER, N. Y., March 8.**—Cyril Davenport's Shrine Winter Circus, which will be held here next week in the Exposition Arena, has a better than average line-up of acts and is getting oodles of publicity in local newspapers and over the air, also from contests and a varied line of descriptive and pictorial paper at the hands of Charles D. Tutty Sr.

Acts that have been announced are the Violette Troupe, aerial barn; the Flying Wonders, three girls and a man; the Bean Family, traps and trampoline; Dora Duo, aerial novelty; the Solts, double traps; the Justines and Loyal Hepburns, equestrians; Ray Goody, high wire and foot slide; Babe and Carl, pencils; the Karyettes, bicycle act; Marion Knowlton, trained elephants; Captain Tiebor, educated seals; Pallenbergs Bears; Alf Loyal's French poodles; military pony drill; Adolphe Delbos, Liberty horses; Hank Brothers, Braddock Troupe, and Loyal Trio, acrobats. Twenty boys will be directed by Kenneth Kelly and Otto Grubling.

## Canton's Labor Ball Sponsored by Billers

**CANTON, O., March 8.**—Sponsored by the Billposters and Billers Local No. 121, the annual Labor Ball attracted a large crowd to Moonlight Ballroom at near-by Meyer Lake Park Thursday night, February 27. Larry Grayson and his orchestra, with Martha Dunham, vocalist, provided the dance tunes, and a floor-show, headed by Curley Burns and Ellens Walker, from the Alps Village and other night clubs, entertained during the evening. Fred J. Tuttle, Jr., business agent of the local, headed the committee in charge of arrangements.

## Photos of Troupers in Military Training Wanted

Showfolk who are in military training in any branch of the U. S. or Canadian forces are invited to send photographs of themselves in uniform to The Billboard, addressing them to 20-27, Elyria Place, Cincinnati, O. When mailing pictures please give full details as to rank, branch, location, date of entry, etc., also mention briefly your show connections and capacities of late years.

## Advance Sale Shows Tripled Business For Altoona Shrine

**ALTOONA, Pa., March 8.**—The Jaffa Temple here is bringing back the Hamid-Morton Circus for its second annual Shrine show in the Jaffa Mosque for four days this month. Matinees will be given on three days, and according to advance sales business will more than triple last year's.

Handling the engagement for Hamid-Morton is Henry M. Cogert, assisted by Joe Sullivan, advertising man; C. R. Oates, W. Tripplitt, and J. Burks. Potentate Ivan S. Garver has lined up an active circus committee, headed by Howard D. Coulter, chairman, and Walter L. Narchoff, vice-chairman. J. Lester Laughlin and J. Calvin Lutz Jr. are chairman of the Circus Daddies' Committee.

Local merchants are incorporating circus advertising in their radio and newspaper advertising. In conjunction with the circus, there will be an auto show, with all dealers in town co-operating.

## London Show Will Open

**LONDON, Eng., Feb. 15.**—Tower Circus, at Blackpool, is to open as usual this summer. Since Stanley Watbon's services no longer are available, Director Clement Butson is booking his acts direct.

## Keep Up That Reputation For Fine Horsemanship

By WILL H. SCOFIELD

THE work required in dressage exhibition is best known in the United States as high school, and the purpose of this training is to make the horse keen and obedient to the rider's aids; in fact the horse and rider may be compared to a pair of dancers. In all movements the horse gives the impression of managing itself, but as a matter of fact it is under complete control of the rider at all times. The art is of European origin, dating back for centuries and down thru the ages an ever-increasing urge has been felt to improve and develop the mentality of the horse.

High school is a symbolical of higher education. The horse whose education has taken it into advanced phases of equestrian training is classified as a high school horse. Dressage is the most advanced, highest form of high school training and affected not by brute force but by kindness and the building up of an equestrian language by the use of which the rider is able to make his wishes to the horse understood.

High school training will improve and develop the mentality of the horse, and good gait is essential for a horse in this work. In all movements the horse obeys the rider willingly, with calmness, precision, and grace. This is in marked contrast to the average present-day circus horse and rider, with exaggerated movements of the body and flourishes on the whip with every step the horse takes, and movements executed.

One of the greatest horsemen in the training and exhibition of high school horses was the late James Fells, known throughout the world. His horses were exhibited before most of the crown heads of Europe. Today, Major Hiram E. Tuttle, U. S. Army Horse Show Team, is considered the leading exponent of dressage in this country by authoritative sources. His horses have been exhibited at leading horse shows here and abroad. In the circus field William Heyer stands out as a leading horseman—an outstanding

## "Pan Americana," New Cole Spec; Ballet Due at Quarters April 1

**LOUISVILLE, Ky., March 8.**—The first definite news to emanate from the Cole Bros.' winter quarters about next season's performance comes direct from General Manager Zack Terrell, who announces that Pan Americana is to be the title of the new super spectacle. It is considered timely and in keeping with the present-day trend of promoting friendship and closer relations between the Americas.

The spec is being written and staged by Rex de Hoopell, who has produced many of circusdom's biggest hits, and will be by far the most pretentious and largest thing of the kind ever produced by the Cole show. Work on the production has been under way for several weeks.

The South American atmosphere will

## Walton Promoting Terre Haute Show; Advance Sale Big

**TERRE HAUTE, Ind., March 8.**—Raymond A. Walton is promoting his second circus here under auspices of the Flora Gable Boys Club. The show will run three days. A special line of paper is being posted and announcements over Station WHOW are being broadcast hourly. Advance ticket sales are very good, with a heavy arphax and under-privileged children matinee sale.

Among the acts are Terrell Jacobs and his lions, Fisher's elephants, the Harrison Duo, Raymond Baker, producing clown, heading 10 in all, Tex Orton and wife, and Monty Beahler's Hollywood animal stars. Eddie Woeschner will direct a 15-piece band.

Acting as local press agent is Charles Workman. Luke Walton is handling radio publicity, and Glenn Lindquist, James Hsan, and Joe O'Donnell are handling program advertising and advance ticket sales.

be preserved through the scope of the production, with several imported performers, gorgeous set-scenery, elaborate trappings for the horses and animals, and specially built vehicles such as are used in Patagonia and other parts of South America.

The ballet, 69 in number, now being assembled in Chicago by the Betty Jones School of Dancing, will arrive in Louisville about April 1 in four rehearsals under the direction of Jones. Several professional dancers from Brazil will also arrive at that time for their part in the production. Miss Jones will accompany the ballet to Louisville and remain until the opening of the show.

## New Lighting Effects

Another prominent feature will be the tremendous new-style lighting effects now under construction by Thomas Poplin, chief electrician. In the rays of new machines, the lavish costumes and gaudy-studded trappings are expected to be unusually effective. The newly designed effects, said to be a new wrinkle in circus lighting, will offer every conceivable color combination in many gradations of light. Six of the new machines will be used in the spec in addition to batteries of flood and spot lights.

Victor Robbins, bandmaster, is arranging the special musical score, and the Mahieu Company of New York and the Langsky Company in Chicago are making the costumes. The trappings and blankets are being made at winter quarters by the harness and wardrobe departments.

The shops are going full blast and superintendents Seymour and Stuart believe that a night force will not be necessary. Seven new cages, including a specially built den for Jo Daniels, the chimp, have already left the paint shop and several of other wagons are fast nearing completion.

Miss Lucy, the equestrianian equitrian star, has arrived and is working out daily in the ring barn.

## Mpls. Shrine Opens To Near Capacity

**MIDNEAPOLIS, March 8.**—Opening to a near-capacity house the 29th annual Zuhrah Shrine Circus got under way here Monday for a six-day run in the 11,000-seat Minneapolis Auditorium. Monday's matinee found thousands of school youngsters present, and the Shrineurs had as their guests orphans and crippled children as well as inmates of homes for the aged.

While the reserved seat sections were not half-filled an opening night at \$1.50 a seat, the balcony and gallery were jam-packed at the general admission price of 90 cents, with youngsters at 30 cents (25 cents if the ticket was purchased at school).

This year's program is said by regular Shrine circuitgoers to be one of the finest ever presented, and indications point to a record take.

Potentate Walter P. Quintus was general chairman. Noel Van Tibbort, as circus director, booked the acts. Mrs. Minnie Curtis was equestrian director, with Jack Elvin as assistant and emcee. Ray Verone directed the band.

## The Program

Acts were presented in the following order: Dolly Jacobs and Her Riding Lions; Ben Deaso, trapeze contortionist; Zooppa, hand-balancing novelty; the J. (See MPLS. SHRINE OPENS on page 38)

## Canton Showmen's Club Spring Jubilee Date Set

**CANTON, O., March 8.**—The Canton Showmen's Club this week staged an enthusiastic meeting, which was followed by plenty of food and refreshments, and approved 20 applications for active and social membership, and set the date for the annual spring jubilee as April 11. George Marlow and his committee are already at work planning the event, which promises to reach a new high in attendance. It will again be held at the Swiss Club.

Many members of the club have been busy with more engagements than they could fill since the first of the year. Sherlock Evans, of Massillon, O., a veteran of the circus and dramatic stock, has just been named chief deputy of the State County Poultry Court.

What's all this got to do with the circus? Everything. The American circus as we know it today lacks fine horsemanship so much so that it is inferior (See FINE HORSEMANSHIP on page 38)











## WMFA Sets 12-Year Top

Form of Bay Staters is given report by L. B. Boston—Bean leads quiz

SPRINGFIELD, Mass., March 8.—Attendance and number of exhibits at Western Massachusetts fairs in 1940 were largest in 12 years. L. B. Boston, secretary of Western Massachusetts Fairs Association, reported to the 19th annual Forum for Fairs held in Hampden County Improvement League Building in West Springfield on March 5. The record this year will be even better, he declared, because of special events, including the 75th anniversary of Blandford Fair and 25th anniversary of Eastern States Exposition, Springfield.

Mrs. Carl Larson, Hampden, was elected president; vice-president, Howard Stanton, Chesterfield; secretary, L. B. Boston, West Springfield; executive committee, George H. Bean, Northampton; Fred Mittel, Blandford; Herman Pitt Jr., Cranville. Sessions were attended by over 100, representing 21 of the 22 fairs in the group. An effort was made to set fair dates so as to conflict as little as possible. Secretary Boston noted that last year there were numerous fairs in Western Massachusetts in operation at the same time.

Willard A. Pusee, Chester, led discussion on the theme "What Are Our Problems?" Mrs. Marcus Ostbeke, Hampden, talked on "Hobby Shows"; F. A. Wheeler, East Longmeadow, "We Have To Plan"; Eric S. Carpenter, Amherst, "The Grange Score Card"; Whitman Wells, Greenfield, "Good and Bad Concessions"; and Howard Stanton, Middlefield, "Suggestions for Improvement: Ways and Means of Increasing Attendance" was subject of Milton Danziger, assistant general manager of Eastern States Exposition.

In a quiz period, with George H. Bean, Northampton, as director, quizzes were conducted on problems of fairs, with Leon J. Kelso, president of the Littleville Fair, (See WMFA IN RECORD on page 49)

## Minn. Board Defers Buying; Delay Requested by Bookers

MINNEAPOLIS, March 8.—No buying was done by Minnesota State Fair board at meetings in the Radisson Hotel here on March 5 and 6, Secretary Raymond A. Lee announcing on Friday that the directors had adjourned until March 19, when they will meet on the fairgrounds to contract attractions for the 1941 fair. Secretary Lee said the action had been taken because of date conflicts encountered by prospective booking holders and that there were no buyers who desired for an extension of time before decisions were made.

Last year all grandstand attractions went to Barnes-Carruthers Fair Booking Association, and Theatre-Duffield Fireworks Company took the pyro contracts. Barnes-Carruthers, Theatre-Duffield, and the Royal American Shows played the 1940 fair, when the 10-day policy was inaugurated.

## Hamid Confers on Racing

TRENTON, N. J., March 8.—George A. Hamid, after a short conference with Gov. Charles E. Edison, said that he is "purer optimistic than ever" about the chance of getting a race-track license for New Jersey State Fair here. The governor gave him no specific encouragement, but did promise to allow Secretary of Agriculture Willard M. Allen to go before the State Racing Commission and let him know how farmers would like Hamid's offer of \$25,000 of the annual racing profits as premiums for the fair's agricultural exhibits.

COATCOOK, Que.—Decision to keep Canadian money at home this year and lend all possible aid to the war effort has made necessary a number of readjustments for Quebec eastern township fairs, reported Oedon H. Beesworth. Prices of war saving stamps and certificates will be offered at Ayers Cliff, Richmond, Broms, and Waterloo fairs. Garden Bets will furnish acts and Sims Director Canadian Shows will occupy the mid-



DR. J. S. DORTON, Shelby, long active in the North Carolina Association of Agricultural Fairs, heads the legislative committee, which has a program for considerably retamping the State laws applying to fairs. Classification by fair standards is being sought. He is manager of North Carolina State Fair, Raleigh; Southern States Fair, Charlotte; and Cleveland County Fair, Shelby.

## Big Canada '41 Seen by Conklin On Long Swing

HAMILTON, Ont., March 8.—J. W. (Patty) Conklin, who will produce and direct Proletand at the 1941 Class A exhibitions in the Prairie Provinces and who has directed Proletand at the Canadian National Exhibition, Toronto, four years, has returned here to quarters of the Conklin Shows after an extended trip in Western Canada. He was accompanied by Percy W. Abbott, managing director of Edmonton (Alta.) Exhibition, who looked over the Conklin equipment, which, largely augmented, will be presented at the exhibitions in Edmonton, Brandon, Calgary, Saskatoon, Regina, and Fort William-Port Arthur. Before returning to his home, Abbott visited Secretary Walter D. Jackson, Western Fair, London, Ont. Conklin said H. H. McElroy, manager, and directors of Central Canada Exhibition, canceled in 1940 because of war conditions, may operate this year and, if dates can be satisfactorily arranged, Conklin may be interested in the exhibition. It is also reported that an effort will be made to operate the London exhibition, also canceled last year.

While in Vancouver, where Conklin spent 17 days, he learned from the management of Vancouver Exhibition that a big year is expected. He also called on Dan McKemie, New Westminster, former manager of the exhibition there, (See CANADIANS PREP on opp. page)



HIGHLIGHT OF THE 13TH ANNUAL Forum for Fairs of Western Massachusetts Fairs Association in West Springfield on March 5 was a quiz program on fair problems. Board of experts who answered questions were, left to right, Leon J. Kelso, president of Littleville Fair; Mrs. Burr Jones, East Longmeadow, and Leon J. Stinson, secretary of Hillsdale Agricultural Society Fair.



## Agricultural Situation

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

PRICES of farm products average the highest since 1927. But farmers—except in the livestock industries—have little to sell at this time of year, and cash farm income in February is usually the smallest for the year. Meanwhile, farmers plan their 1941 production of cash and feed crops, and the prospects are that costs of production will be higher this year. Already farmers are having to pay higher wages to hired hands. And they have been employing more hired hands this winter than last.

Domestic consumer demand continues to improve, especially for farm commodities produced practically entirely for home consumption. Domestic consumption of cotton also has increased, but of course not enough to make up for the loss of export markets. More tobacco probably will be consumed in the United States this year, but here also not enough to offset the loss of export markets. Total cash farm income is expected to increase this year, but in smaller proportion than the increase in industrial income. Most of the increase will go to the producers of domestic and contrasted with export farm products.

### DEMAND BETTER

Domestic demand for farm products continues to improve. The general index of prices received by farmers is the highest since 1927—this despite the high record production of farm commodities during the past year and the virtual loss of export markets. The effect of improving domestic demand has been particularly manifested in prices of most animal and dairy products, poultry and eggs. Industrial activity may not rise by the usual seasonal amount in the next few months, but the actual rate of operations is expected to remain high enough to maintain the improved

## Penny Dishes \$50,000 in Aid

HARRISBURG, Pa., March 8.—State Auditor General Warren B. Roberts has authorized payment of \$50,000.27 to fair and agricultural associations to reimburse them for premiums paid for exhibits in 1940. Payments were made to Adams County, South Mountain Fair Association, Ardmoreville, \$662.87; United Farmers Association, Inc., Abbottstown, \$678.76; Allegheny County, Allegheny County Board of Commissioners, Pittsburgh, \$779.78; Armstrong County, Dayton Agricultural and Mechanical Association, Dayton, \$918.45; Armstrong County Fair Company, Ford City, \$641; Bedford County, Bedford County Agricultural Society, Bedford, \$940.56; Northern Bedford County Fair Association, Yellow Creek, \$612.85.

Berks County, Kutztown Fair Association, Kutztown, \$1224.11; Agricultural (See PENNSYLVANIA AID on opposite page)

domestic demand for farm products. Later in the year a further substantial increase in industrial output is expected, largely because of the national defense and related programs.

Defense, factory, entertainment, and other building programs already are furnishing employment—directly and indirectly—to an increasing number of workers. These preparatory programs will gradually become subordinate to the output of military equipment, tanks, guns, airplanes, and munitions, as new productive facilities become available. Industrial activity and consumer income probably will be stimulated even more by the actual production of war materials than by the building and equipping of plants.

Some idea of the probable future effect of defense activities may be had from the increase in defense expenditures which will be necessary if intentions, as set forth in the President's budget message to Congress, are to be realized. To reach minimum budget estimates, defense expenditures will have to approximate \$900,000,000 a month in the fiscal year to begin next July, as compared with about \$300,000,000 in January of this year and \$132,000,000 in January of a year ago. Actually, the rate of increase in expenditures is likely to be limited more by the inability to produce the needed products than by the amount of funds available.

The prospective increases in non-agricultural employment and consumer income in 1941 may result in the largest cash farm income since 1930. However, the loss of export markets will prevent farm income from rising as much as might otherwise be expected in relation (See AGRICULTURAL on page 42)

## Maine Men Oppose Mutuels Take Tilt As Bad for Annuals

AUGUSTA, Me., March 8.—Representatives of several of Maine's largest fairs appeared before the taxation committee of the Legislature here to oppose a bill that would increase the commission percentage paid to the State and the fairs in connection with pari-mutuel betting. At present the State receives 3½ per cent and the fairs 6½ per cent.

Senator Joseph H. Harvey, York, introduced a bill that would increase the take to 15 per cent, giving the State 7 per cent and the fairs 8 per cent. Frank W. Winter, Lewiston, a leading fair man, supported the increase. Former Senator Herbert W. Kitchin, Presque Isle, representing the Maine Association of Fairs, led the opposition on the ground that pari-mutuels had been legalized to help build up the fairs and that a change in the percentages would tear down what had been accomplished. Stanley Wheeler, another former senator, South Paris, and president of the fairs association, joined with Kitchin.

During the hearing Representative F. Arden Richardson, Strong, master of the Maine State Orange, said pari-mutuels had not helped the fairs agriculturally. The Legislature also has before it a bill to repeal pari-mutuels, presented by Representative Leo C. Good, Monticello.

## May Enlarge Wis. Grounds

MADISON, Wis., March 8.—The Young bill, authorizing purchase of land adjacent to the State Fair grounds, Milwaukee, was introduced in the Senate on March 4. Purchase price would be left to discretion of the governor and an appropriation from the general fund "sufficient to make the purchase" is provided. The 1941 fair's horse shows will be conducted by a managers' committee instead of by a superintendent assisted by an advisory committee. A managers' committee has been named by Ralph E. Ammon, director of the State department of agriculture and fair manager. The fair will have a \$25,000 program of harness racing as result of a conference on March 1 between Manager Ammon, Ted Bartel, superintendent of speed, and Will Gahagan, Oshkosh, N. Y., secretary of the Grand Circuit. This is more than double the purse money offered in 1940.











HAMMOND ORGANIST — EXPERIENCED IN hotel, tavern, and cocktail lounge... SOBER, hardworking, and dependable.

STRING BASS — YOUNG, MODERN, SOLID, thoroughly experienced, reliable.

TROMBONIST — UNION, PLAY DORSEY TRUMBEE, range from low F to high F, no tuba.

TROMBONE — UNION, ARRANGE, TOPS playing good form, range, experienced, read anything, blind, neat, sober, 21, single, no draft.

TRUMPET — 2D OR 3D, WELL EXPERIENCED, all essentials, Only reliable organizations, please.

UNION PIANIST AND ALTO SAX MAN — Good reader; pianist arrangements, travel or locate.

Fluo. Experienced Hammond Organist for club, hotel, lounge, night, employed, hot salary 250.00.

Tenor Sax and Clarinet — Union, 24, dependable, modern. Can work with section or in small groups.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — DOGS AND PONY. WOULD like to hear from picture tent show or vaudeville, starting April 15.

Female Assistant Cashier — Has excellent book-keeping ability, 10 years experience.

BRIEFS FROM FIELD

centered around Chippewa Lake Park, which, he revealed, has become the home of the Y-18, a sailboat, said to be one of the fastest of its size on any of the inland lakes.

ATLANTIC CITY — Work has been started on construction of a modernistic lifeguard station on the beach.

CAMP CROFT PLANS

commissions, and that the following are working for success of the venture: former Gov. Olin D. Johnston, chairman of the finance committee; Harvey Johnston, city attorney, and local business and professional men.

WMFA IN RECORD

Chester, Mrs. Burr Jones, East Longmeadow, and Leon Stevens, Channington, secretary of WMFA's Agricultural Society Pair, answering questions.

AGRICULTURAL

to total national income. The gain in farm purchasing power will be limited by the rising prices of goods and services bought by farmers.

INCOME MAINTAINED

Farm cash income will probably be about the same in the first quarter of this year as last, even tho' the volume of farm marketings is smaller.

Total cash farm income from marketings and government payments totaled \$8,094,000,000 for the full year of 1940, compared with \$6,518,000,000 in 1939.

All major groups of crops except tobacco shared in the increase in income this year, and all groups of livestock shared in the gain in that division.

dairy products was substantially higher than in 1939, and income from poultry and eggs recorded a slight increase.

WINTER QUARTERS

and French Deane also visited. Carl W. Byers, co-owner, and General Agent J. (Bill) Carner went to Memphis to purchase another ride.

Wysc Greater

WAYLAND, Ia., March 8. — Winter quarters opened February 1 and all equipment is being remodeled and painted under the direction of Pete Moise, chief electrician for the last two years.

Buckeye State

HATTIESBURG, Miss., March 8. — Manager Joe Gailer has set up his Merry-Go-Round, Ferris Wheel, Minstrel Show, and Monkey Show and several concessions in the heart of town here for a few days until shows open in Pascagoula, Miss., and so far business has been satisfactory.

Wolfe Amusement

ROYSTON, Ga., March 8. — Quarters work is about completed and all tracks and rides are in first-class shape.

Patrick's Greater

DISHMAN, Wash., March 8. — With an enlarged force, the shows are showing better results. A new front has been completed for the Girl Show and the new Diesel semi has been rolled into the paint shop.

World of Fun

ADOCSTA, Ga., March 8. — With official opening only a few weeks away, rapid progress is being made at local quarters. Crew has been suggested and is now building new show fronts and

main entrance. Tide crew, under the supervision of Whitey Davis, is applying finishing touches to the Merry-Go-Round. Billie Marco, general agent, returned from a successful booking trip to West Virginia.

Bremer's Consolidated

ROCHESTER, Minn., March 8. — Altho weather in this section has been inclement, work in local quarters is going forward steadily and with the augmentation of the crew all will be in readiness for the opening.

Al Baysinger

POPLAR BLUFF, Mo., March 8. — Much work is being done at quarters. All rides and show fronts are being repainted and shows will look as they are new from front to back.

Miller Interstate

SEATTLE, Wash., March 8. — Manager A. B. Miller returned recently from the various fair meetings. Shows purchased two new semis to transport the Ferris Wheel and marquee.

Mae's Caravan

BOGAR CREEK, Mo., March 8. — With opening scheduled for March 15, Owner-Manager McCreer is on the job day and night seeing that everything will be in readiness.

AT LIBERTY PARKS AND FAIRS

FOR FREE ACTS — BOB FISHER'S FEARLESS FLYERS, Box 31, 5, Petersburg, Fla. mh29

HIGH SWAYING POLE — None like it! Circular with action and crowd pictures. BOX C-21, Billboard, Cincinnati, O. mh29

LA-BLONDE AERIAL BAR Act — America's outstanding attraction. Address CHARLES ZEMATER, 54 W. Randolph St., Chicago, Ill. mh22

JAMES COWWELL — STILT WALKER, UNCLE Sam Clown Cop, etc. For prices write 1433 Rose St., Lincoln, Neb. mh22

Aerial Gardens — Lady, Goid, Three major Fair Acts, Double Tension, Cooney, Boring, Ladder, Baiting Ladder, Floor anticlimax, Littering, etc. or request. Address Billboard, Cincinnati, O. mh29

Parade-like Society Circus — Dog, Pig, and Monkey, featuring the Act Beautiful, the Flying Fool, the Wild Goggles, Military Hoop, etc. by the city original, Geo. Panakowski. Address Circus Headquarters, One E. Roberts, Manager, 3204 N. 9th St., Philadelphia, Pa. telephone 5036.

AT LIBERTY PIANO PLAYERS

DESIRE CHANGE — PIANIST, HAMMOND ORGANIST, double Newmarket, Solovos, Accordion, Vibes. Have 31,000 accordions. Feb. read, play anything, highly to service. Call show book. Now on location. Job preferred staying rink, cafeteria, cocktail unit, shows. Must be year around work, steady, reliable. No panics. References exchanged. MUSICIAN, 3213 Kentucky, Sheepsport, Ia.

GIRL PIANIST — READ, HOT FAKING, FORCE. All essentials. BOX 102, Climax, Kan.

PIANIST — ORCHESTRA OR CONCERT. Conservatory graduate; classical or jazz orchestra experience. Single, age 20. Very good appearance. Will go anywhere. Write IRVING THOMPSON, McRae, Ga.

PIANIST — EXPERIENCED, MODERN, RELIABLE and union. All essentials. Available immediately. Prefer club work. Write or wire REG CONNHAVER, Uxbridge, Pa.

RYTHM PIANIST — EXPERIENCED, YOUNG, sober and union. Modern boogie go. Read a specialty. State all particulars. GEORGE KELLY, 1311 E. Main St., Moorhead, Minn.

Piano — Duetto Calliope. Prefer reliable carnival show, street, outdoor. Experienced all lines. Road, lake, transport. No draft or suitcase. Best counter, insurance, dependable. No tobacco. All states best show. Must have transportation to job. Travel with transportation and I positively will see you anywhere. Open all. See Manager, 1000 Main St., Leavenworth, Kan.

Piano — Young man, stable, solvent, Christian, no law. Wide professional experience. On shows, both indoor and outdoor. Modern, modern, modern. Write, read, Feb. 15. Go anywhere for stable covering. State particulars. Box C-51, Billboard, Cincinnati. mh22

AT LIBERTY SINGERS

GIRL SINGER — YOUNG, attractive. Name band experience. Also radio, theatre and night club. No misrepresentation, please. CONNIE STARR, Hotel Clark, Buffalo, Mont.

MAIL ON HAND AT CINCINNATI OFFICE

- 25-27 Opera Plaza Parcel Post Adams, J. C. 10c...

Women

- Adler, Mrs. Geo. 10c Adams, Mrs. J. 10c...

- Mitchell, Jeanne 10c Moore, Dennis 10c...



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office...

Men

- Abraham, Morris 10c Adams, Mrs. J. 10c...

- Burke, Dennis 10c Burke, Geo. 10c...

- Conroy, Walter 10c Conroy, Walter 10c...

- Conroy, Walter 10c Conroy, Walter 10c...

- Conroy, Walter 10c Conroy, Walter 10c...

- Conroy, Walter 10c Conroy, Walter 10c...

- Conroy, Walter 10c Conroy, Walter 10c...

- Conroy, Walter 10c Conroy, Walter 10c...

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

KLING, John ... KNOX, William ... KRECH, Paul ... KROGER, William ... KUNZ, John ...

MACDONALD, John ... MACDONALD, William ... MACDONALD, James ... MACDONALD, Robert ...

MAGUIRE, John ... MAGUIRE, William ... MAGUIRE, James ... MAGUIRE, Robert ...

MAGUIRE, John ... MAGUIRE, William ... MAGUIRE, James ... MAGUIRE, Robert ...

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MAGUIRE, John ... MAGUIRE, William ... MAGUIRE, James ... MAGUIRE, Robert ...

MAGUIRE, John ... MAGUIRE, William ... MAGUIRE, James ... MAGUIRE, Robert ...

MAIL ON HAND AT NEW YORK OFFICE

1586 Broadway Women Alter from Dallas Allen, Albert ...

Men

Alman, Barney ... Anderson, George ... Barnes, Victor M. ...

MAIL ON HAND AT CHICAGO OFFICE

120 Floor Ashland Bldg. 100 So. Clark St. Parcel Post

Women

Allen, Lenore K. ... Alma ... Amy ...

Men

Andala, Ben ... Anderson, James ... Apple, Eugene ...

Handell (Artist) ... Harris, John ... Harris, Jr. ...

MAIL ON HAND AT ST. LOUIS OFFICE

390 Adams St. Women Adams, Howell ...

Men

Adams, Howell ... Adams, Howell ... Adams, Howell ...

Women

Adams, Howell ... Adams, Howell ... Adams, Howell ...

Men

Adams, Howell ... Adams, Howell ... Adams, Howell ...

Women

Adams, Howell ... Adams, Howell ... Adams, Howell ...

Men

Adams, Howell ... Adams, Howell ... Adams, Howell ...



# Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Trade Scouts New Items; Big Outdoor Season Seen

Merchandise users anticipating top business on St. Patrick's Day, April 1, and Easter—staple numbers to go strong—tension abroad boosts spending

NEW YORK, March 8.—Commissionaires, salesboard and bingo operators, and other workers are preparing to line up merchandise for the new outdoor season which will soon be at hand. Most of the boys are busy scouting new items for the three big days coming up in addition to the regular season. St. Patrick's Day is only a few days off and will be followed shortly by April Fool's Day and Easter. This year operators are finding that the most popular items they can feature are in the patriotic line. With the entire country affected in one way or another by the national defense program and with the war in Europe apparently gaining momentum, demand for patriotic items of every description is constantly gaining. In addition to patriotic numbers are the stand-bys of so many years, stuffed toys, dolls, candy, radios, watches, lamps, blankets, ties, canes, novelty jewelry, balloons, and fountain pen and pencil sets. Another item that looks strong for the coming year is the record-playing attachment which began to attract attention last year.

Some commissionaires are making elaborate plans to modernize their fronts with lighting effects and to install new p.a. systems. The trend is toward fluorescent lights, which are now sold at lower prices than heretofore. Very ornate and practical set-ups may be had. It is expected that a large percentage of operators will dress up their fronts, installing p.a. systems and lighting the stands to daylight pitch with fluorescent lights.

### Successful Season Seen

All indications point to a successful season and it is generally expected that operators will find business booming way over last year, it being pointed out that the public is in a mood to be amused and entertained more than at any time during the past few years.

The Lenten season, of course, has brought about a revival in religious

## Flashlights Click With Prize Users

NEW YORK, March 8.—Pocket flashlights are lighting the way to greater profits for merchandise users. Especially are the lights in demand in the bingo and salesboard fields. The debut of patriotic styles has helped to increase the take for lights and definitely made them a line that can be pushed to advantage in the vicinity of training camps.

According to the U. S. Electric Manufacturing Company, one of the top items at this time is the Old Glory light. The item has the picture of the flag, President Washington and Lincoln, the Oath of Allegiance, Spirit of '76, and the eagle lithographed on it. It gives a spotlight and uses two standard batteries. Because it is made up in red, white, and blue, it is reported clicking solidly in the vicinity of training camps.

Among new items to come on the market is the swivel flashlight. Exclusive with U. S. Electric, it will give light from any angle. It is made of plastic, with chromium finished fittings. Lens is of unbreakable plastic. Because of its design it may be slipped to the pocket, or belt, or hood or end, leaving both hands free. Even the light has a special hand focus lamp and reflector, it has many uses.

An item that is said to be appealing to the adult trade is the new purse and pocket light. It uses two pen light cells and is made entirely of plastic. It is compact and fits well into a woman's purse or a man's pocket. Designed along modern lines, it throws a bright spot or a soft diffused beam. Maroon, ivory, and black are the colors in which the item may be obtained.

## Huge Defense Plan Benefits Workers; Contracts Are Let

NEW YORK, March 8.—Salesboard workers in industrial areas will benefit from the huge national defense contracts awarded in New York State in February. The contracts totaled \$1,258,423,338, according to a statement released thru the office of Government Reports.

In addition to this sum, \$35,271,405 was loaned to New York firms and \$12,743,230 was allocated to governmental agencies in New York for special defense projects.

Increased governmental spending is in the offing and most operators will find they will benefit by following the trend and working industrial and camp sections.

the man in the field, a letter such as F. G.'s is right down our alley.

For years we have played around with the idea that someone, somewhere, would act as the spearhead in the formation of a national operators' association. Such an association could prove very beneficial to operators generally, but operators as a group are such a tight-lipped, secretive bunch of fellows the idea has not yet passed the Utopian stage. Perhaps one may yet be formed. We certainly would like to see it happen.

We do not know the chap name Rose, but there is hardly a town in the nation where one or more operators are not actively engaged in laying deals. An operator spending some time in a new town will usually meet up with other boys working there.

Now for a salesboard glossary:

**Operator:** The individual who controls and supervises the operation of a deal.

**Deal:** A combination of the salescard or salesboard and the merchandise offered to the public by means of the card or board.

**Salescard:** Usually has 100 or less holes.

**Salesboard:** Same as a salescard but as a rule has more than 100 holes and because of the greater number of holes is printed on heavier stock.

**Location Man:** Individual who secures the locations where the deals are placed. He may be the operator himself when the latter works alone, or a member of an operating crew on a large operation.

**Collector:** As the name implies, the collector makes the rounds of the locations and collects the take on deals which have been completed. He sees to it that merchandise awards are delivered when collections are made and determines, as a rule, whether the location is good enough for additional placements. When the operator works alone, of course, he is his own collector.

**The Take:** Amount of money which the card or board takes in.

**Awards:** Merchandise distributed to the winners and to the location for finishing the card or board. Most deals give away two major awards, one to the individual who selects the name shown under the seal and one to the location worker, as well as several inexpensive consolation awards.

**One-Shot:** Refers to a salesboard deal which has the winning name or number openly displayed on the board. As soon as a purchaser selects the winning name or number he receives the award.

**Two-Shot:** Same as above except that there are two winning names or numbers.

**Legit Deal:** Refers to a deal which distributes merchandise for each purchase made.

This is a rather brief summary of some of the terms used in the salesboard business. However, it should prove helpful to a man just breaking into the field.

HAPPY LANDING.

articles, Rings, crosses, and shell necklaces are earning money for the boys, and direct sellers are finding the season good. In addition there are turreted and feathered Easter novelty favorites that look like winners again. The usual assortment of bunnies and chickens will be on hand. Firms catering to salesboard workers are again offering special deals of the type that will enable the boys to clear their boards quickly. Bunnies and honey bears are especially good.

The St. Patrick's Day merchandise includes non-crushable shamrocks and other typically Hibernian favorites.

### Jobs Items Favored

The April Fool's Day items are varied this year, but the old stand-bys, the electric hand shaker, itching powder, sneezing powder, hot mat, matches that won't light, perfume bombs, squirting flowers, and shooting cigars are still good.

# DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

# DEALS

By BEN SMITH

F. G., of Cincinnati, writes: "I am a constant reader of your Deals column and want to thank you for your letter dated January 12, which was very explanatory. If I ever get to New York I will certainly look you up, as I realize that there is a lot to the 'Deals' business and a lot that I do not know."

"As I believe I told you, I came up thru the Pitch racket and would like to ask the following:

"Is there any spirit of fraternity in this business similar to the pitch racket? Last year when I was in Detroit I was talking to an operator (I don't recall his name) and he spoke of another operator to whom he referred as Rose. Where and what does he work? Who are some of the operators in this business? Also what are some of the glossary terms? I know the meaning of a deal, the take, the field, but that is the limit of my vocabulary. Would be glad if you would tell me some of the terms used, as I am taking this business seriously."

"My roster consists of my wife, myself, and a new trailer. Worked some in Pittsburgh last year, but rather hesitated in pulling the trailer over the Alleghenies. Had a successful winter in Houston, Tex., with a small card and am planning on working thru Michigan this season. Would like to see a way for a fraternity among operators if there is not too much professional jealousy."

We are always happy to receive letters from operators, especially the newcomer, and as one of the main objects of this column is to act as a clearing house for information which may prove useful to

# BINGO BUSINESS

By JOHN CARY

NEWS regarding legal aspects of the bingo business is again in the limelight this week.

FROM Bridgeport, Conn., comes the report that a proposal to name a State commission to supervise bingo, legislated two years ago by the Legislature, was introduced in the House recently. Presented by Fred Falkner, New Haven, the bill provides for appointment of a bingo commissioner and a deputy for each of the five congressional districts. They would take over from the towns the duties of issuing licenses and collecting fees, turning back half the fees to the towns. Measure would also increase the prize limit from \$250 to \$500. Commissioner would be paid \$5,000. No salary has been set for deputy commissioner.

FROM Philadelphia comes word that in an attempt to pry out of committee his bill legalizing bingo in Pennsylvania, Senator John Harbo, Cambria County, threatened to introduce on the floor of the Senate a resolution calling on the Commonwealth to arrest every person conducting or playing bingo games in the State.

"This is an important bill which should not die in committee," the Senator said, "and if it is not brought out I'll introduce this resolution. Thousands of people in this State are playing bingo. Churches, Eagles, Moose, Legionnaires, cruises, carnivals, fairs, and private homes are playing the game."

"We either believe in bingo or we don't. Either we should say bingo is lawful or say it is unlawful. We can't continue to play Dr. Jekyll and Mr. Hyde. We play poker in hotels and yet we frown on bingo. It is time that this bill was brought out of committee so we can vote our convictions on it one way or another."

"What has happened in Delaware should happen in Pennsylvania if the State police were allowed to enforce the law here," Hutaska said, referring to the arrest of hundreds of persons by Delaware police for violating old blue laws. Hutaska's bill would legalize bingo games played for profit, imposing a license fee on the owners of all places where such games were played. The proceeds would be turned over to the Department of Public Assistance to aid persons over 60 years of age. It would also authorize charitable and non-profit organizations to conduct bingo games upon the payment of a permit fee.

JOHN J. BRERLIN, prosecutor of Bergen County, New Jersey, will not act against bingo games that are conducted for charity or churches, a report from Hackensack reveals. Recently he conferred with chiefs of police of the 70 municipalities in the county and ordered that bingo for cash prizes be stopped. Questionnaires have been sent to the police heads with the request that they be filled out and returned immediately. Purpose of the survey is to give the prosecutor a complete picture of the situation. Conclusion drawn is that Brerlin sanctions bingo where merchandise prizes are used and the game is to raise funds for a worth-while cause.

BINGO continues to raise funds for American Legion posts. Postilion (No. 4) Post No. 32 is still carrying on its series of weekly bingo parties and finding them popular with the public. A newspaper story reveals. Story further reveals that merchandise prizes are used. Admission charges in 35 cents for 25 games. Proceeds go into a building fund for a post home. The plan is more than a year old now. (See BINGO BUSINESS on page 61.)

*For a Smash Promotion*  
**Spotlight**  
 EVEREDY'S *Speedy-Clean*  
*Chrome*  
**CHICKEN FRYER**



Like the rest of this powerful line of promotion pepper-uppers, this sparkling chrome Maryland Chicken Fryer has a flashy eye-appeal, backed by obvious utility. Has polished chrome exterior with popular satin finish chrome cooking surface. Ideal for open, deep-fat or covered frying. Dome-shaped, flavor-saver cover topped by composition knob. Handle is non-twisting chromized wood . . . stays cool! Best of all, no Everedy Speedy-Clean chrome cooking utensil ever needs scouring . . . your lucky prize-winner can wash 'em just like glass or china! Price in premium lots is amazingly low. Write or wire today . . . NOW . . . while you think of it! Let Speedy-Clean draw the crowds . . . you take the bows!

*The*  
**EVEREDY**  
*Company*  
 20 EAST STREET • FREDERICK, MD.  
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ASK FOR SPEEDY-CLEAN AND BROWN BETTY CATALOG TODAY . . . IT'S FREE!

**FOR 1941**  
**Let the Shure Catalog**  
 Be Your Buying Guide!  
 Better Values  
 For Less Money  
 Our Policy for Over 50 Years  
**N. SHURE CO.**  
 200 West Adams St.  
 CHICAGO, ILL.

**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.

**Tie-Clamp**  
 A new and unique rack that is actually a tie clamp and conveniently holds up to 18 ties in proving a money-maker with merchandise prize tizers over the nation. Hall Company Manufacturing, Inc., reports. Rack consists of two bars firmly held together by spring action. A push of a button opens the bars for placement of ties. When button is released ties are held securely and ready in place. Wood finishes available include blond maple and walnut. Special low prices are offered the trade to introduce this number, which is rapidly gaining in popularity, the firm reports.

**Surprise Bargain Store**  
 A new deal introduced by Spots Company, comprised of a cabinet in red, blue, yellow, and green, contains 80 surprise packages. One package will be given for the tab pulled from the front of the cabinet. Bargain Store is colorful and is attractively set up to gain attention. Surprise element also interests. Prize is given for each number pulled, the firm reports.

**Potato Cutter**  
 Demonstrators are going strong with the new fillet shoe-stringing potato cutter, F. H. Miller Manufacturing Company reports. While the item is called a potato cutter, it may be used for slicing other

**COME AND GET THEM!**  
**\* JUMBO SURPRISE EGGS \***  
 A big hit for sales card operators. All chocolate, artistically decorated, inside filled with individually wrapped delicious chocolates—weight, over 2 1/2 lbs. Specially nested and packed in colorful large display box. Express orders guaranteed safe delivery. OPERATORS, BIG CASH PROFIT ON OUR DEALS. ORDER TODAY.  
 175 Cash With Order—Balaena C. O. D., P. O. B. Chicago.  
**GOLDWYN CO., 5457 Blackstone Ave., Chicago.**

**CONCESSIONAIRES!**  
**BINGO OPERATORS!**  
**JOE END SAYS:**  
 Write me quick for terrific, outstanding new numbers exclusive with  
**JERRY GOTTLIEB, Inc.**  
 303 4th Ave., New York City

**NOTICE:** ALL CARNIVAL BEACH AND PARK CONCESSION OPERATORS  
 You are invited to come to our new 1941 Carnival Display of all Plaster Items, STARTING NEXT MONDAY, March 10, and all week at the HOTEL STATLER, Room 579, BOSTON, MASS.  
 Everything New From 2 Inch Slits to Life Size Animals.  
 For Sample Orders: Send \$2.00 Money Order or Certified Check for 1 Gross of 12 Assorted Items of Slits or 1 Dozen 12 Assorted 12 and 14 Inch 1941 Specials.  
**THE BIGGEST DISPLAY VALUE YOUR MONEY CAN BUY.**  
**NEW ENGLAND DE LUXE ART PRODUCTS, 263-5 Park Ave., RIVERSIDE, MASS.**

**EVERYTHING**  
 For Wholesalers, House Dealers, Operators, BIG PROFITS in Drug Items, GOGGLES, Extracts, Lotions, Natives, Candy Goods, Sideline Merchandise, W.M. R. WOODBURY COSMETIC, White Free Catalog.  
 Spring Items! Wash Gages Wash Balls Sink Sinks Cans! Beach Preaders Window Cleaners, Etc.  
**KNIFE & PEN DEALS**  
 Knives, Patriotic, Midget, Hunting, Jackmaster, 12 to Deal with 1c to 39c Cash. Per Deal . . . \$1.50  
**METAL FLAG LABEL BUTTONS,** 100 for 95c. Include Deposit & Postage.  
**CHAMPION SPECIALTY CO., 614-X Central St., Kansas City, Mo.**

**BULOVA — GRUEN — WALTHAM — ELGIN**  
 WE LEAD FOR PRICE AND QUALITY  
**NORMAN ROSEN**  
 801 SANSOM ST. Wholesale Jeweler PHILADELPHIA, PA.  
 Wrist & Pocket Watches FOR LADIES AND GENTS Trans-Atlantic, Guaranteed Like New, 1941 Styles now available. Write for Free Catalogue.

**NEW 5 STAR AERO BINGO BLOWER**  
 \* Foot-proof operation.  
 \* Automatic master-board returns balls.  
 \* One-year guarantee.  
 \* Portable — carried anywhere.  
 \* Hexagonal in shape; red & black colors. No second-hand material used in this high grade Bingo Blower. Jobbers only, write for full particulars.  
 Special prices on Bingo Spectacles in dozen lots and over.  
 1123 Broadway, N.Y.C.  
**MORRIS MANDELL**

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





BOWLING PINS!... SKATE PINS!... HARRY PAKULA & CO. 5 No. Wabash Ave. Chicago, Ill.

T-32-03 N.Y. 41 BIG BUSINESS For YOURSELF... HARRY PAKULA & CO.

CHewing GUM 28 BOX RETAILS FOR \$1.00... HARRY PAKULA & CO.

Genial Money Making Opportunity in all History... HARRY PAKULA & CO.

A. S. MILLER'S INTERSTATE SHOWS 4018 Woodland Ave. Dallas, Wash.

SUBSCRIPTION MEN Make Money With Leading Foster Paper...

MEDICINE MEN Make Money For Free Wholesale Selling of Tablets, Oil, Salts, Creams, Tablets, Herbs, etc.

ROLLED GOLD PLATED WIRE... 221 Egg St. PROVIDENCE, R. I.

FREE! WHOLESALE CATALOG 4000 OPPORTUNITIES... SPORD CO.

PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER (Cincinnati Office)

TOM BALDWIN... who MADE the Mardi Gras in New Orleans?

SID WEISS... co-worker of Leonard Rosen, writes that he has landed a hot spot in Portsmouth, Va.

PROF. CHARLES E. BROWN... veteran trouper with circuses, wide and mad shows.

WORD FROM BOYS... and girls in the profession indicates that they'd like to hear pipes from Harry Butterford.

THE BOYS TELL... from Miami that glass knives, glass rulers, and your-name-on-a-shell brooches are the items that are going the best.

JACK HOLSTEAD... is still in Grace Hospital, Detroit, where he recently underwent an operation.

DOC WUNDERMAN... of herb note, is clicking with his pitch stores, which he opened recently in Newark, N. J.

BOB POSEY... tells from Athens, Tex. that he is still under a doctor's care and unable to work.

WELL-KNOWN NOVELTY... men and concessionaires of St. Louis, Red McCoy and Sleepy Dowling again have contracted for the exclusive on novelties at the annual St. Louis Police Circus.

TRIPPO OPINIONS: "Best way to attract loyal friends is to practice loyalty."

HARRY BERNSTEIN... informs from Detroit that Eddie Murray is in jail on a charge of using the mails to defraud.

Selective Service Mail In the Circus Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard.

believe that an acquittal can easily be won for Murray if, thru the help of others, enough money is raised to fight the case.

JERRY, THE JAMMER, SEZ: "Business is done best when it's accomplished in a business-like manner."

DOC PORRETTES... is still collecting some long green with his pitch store in Cleveland, according to reports from the Ohio City.

STILL MAKING... the sales days in Joplin, Mo., to satisfactory turns are Doc Victor Lund and L. Chapman.

MONEY SPOTS... Our scouts in the Southwest tell us that money seems to be plentiful in that sector and that sales have begun to show an increase.

WORKING... Mar-o-Vel in Oklahoma territory to reported good business is Muri Webster.

DAVID WILDE JR... a newcomer to the business and grandson of the well-known Honest Frank Wilde, is successfully following his grandfather's footsteps.

FAMOUS LAST WORDS: "I can work anywhere I like in the United States. I never have a trouble."

HERB DEMONSTRATOR... Jack Kahn is working a New York department store and getting his share of the lure.

THEY TELL US... some of the boys are getting good results working Leeville, La., where a government training camp is being constructed.

REPORTS... hitting the pipes desk from Albany, Ga., indicate that Johnny LaBarie has been getting the goods in that territory working the name-on-a-shell brooches.

STANLEY ALDRETT... began his third week in Marion, Ga., March 4. He opens in Columbus, Ga., March 17. John O'Donnell is asked to pipe in.

FOLLOWING... a successful stand of several weeks with herbs, Jack Ryan, ace pitch exponent, has switched to purveying Wonder Oil in Newberry, Cincinnati five-and-dinner.

THINGS WE NEVER HEAR: "This is a \$2.50 town and we have two corners open. Go to it, boys, and good luck to you."—City Clerk.

MRS. FRED (WINNIE) COATES... writes the following in answer to Fred Hudapetta's recent query concerning the death of the late Fred (Jerry) Coates.

J. E. JEROME... saw the Greater Sullivan Animal Show in Boston recently. He writes: "The paper was under the demons of steam, Blackie Gordon and Pat England."

HARRY GREENFIELD... letters from New York: "He and Mike have closed their pitch store on Sixth Avenue. Mighty Atom has taken over the store on 47th Street which Larry Velour had. The Board of Health here is out to get any pitchmen that mis-

represent. A few native pitchmen have been in trouble already. It seems that some jealous pitchmen are sending in complaints to the department. So far it has been the innocent pitchmen who have taken the rap. If these complaints don't stop it means that the health pitch business in this town will have to close."

BOBBY MAIRSHFIELD... is still hibernating in Cincinnati and making an occasional pitch to fair returns.

REPORTS FROM THE SOUTH indicate that the cold weather there this winter has greatly hampered the boys and girls in that sector.

PAUL M. WARREN... just closed the H. L. Green store in Tacoma, Wash., after 16 successful weeks working punch needles. He left recently for Southern California for the Orange Festival. He says several

MIKEY MOUSE GAK RITEK BALLOONS... You can always get big money with Mickey Mouse prints.

ELGIN & WALTHAM REBUILT WATCHES \$1.75... 7 Jewel, 18 Size, in S. K. Engraved Case.

NEW JEWELRY FOR ENGRAVERS... Demonstrations and Promotional Delivery.

SEA-SHELL BROOCH America's Latest Craze YOUR NAME In raised Coral Colored Letters on a genuine Trochial... 4307 N. E. 2nd Ave. Miami, Florida

AGENTS—DRAFT PLATES 4c Each, 1250 per 100; \$2.50 per 1,000... 65 Central Avenue, Brooklyn, N. Y.

WALTHAM New Push Filler Pens—Lever Pens—Combination. The new Waltham all-metal picture gives you the real money. Write for price list on all types Waltham pens. START PEN CO. 900 W. Adams St. Dept. 9. Chicago, Ill.

SELL ACE BLADES MILLIONS SOLD Ace Blade prices reduced. Plans direct sale. Each blade sold to factory price... ACE BLADE CO. Dept. 915-A. Buffalo, N. Y.







COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

# AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

## 'And the Pursuit of Happiness'

(A New Philosophy of Life)

By HERB JONES,

Advertising Manager, Bally Manufacturing Company

RATHER proudly, I swung the shop door open and gave my friend his first glimpse of a pin game factory. He is in the brick business; long ago he led me from clay pit to kiln and revealed the mystery of transforming chalky grey earth into bricks. Now I returned the courtesy and lectured, as we strolled thru the factory, on the manufacture of pinball games.

We watched the toolmakers, heavy-set, firm-footed men with the agile grace of artists in their fingers. We watched the modern Minervas of the cable department, weaving wires with rhythmic gestures of wrist and arm, fashioning serpentine highways for the tireless messengers of electric impulses. We watched the craftsman of cam and contact, switch and spring. We saw the colorful flow of materials—cabinets fresh from the wood-shop, gaunt in their emptiness but flashing a bright promise of later glory—sleek and shimmering plastics in heaps like loot of Aladdin's cave—gay, gleaming play boards—piles of plate glass, resembling great, green blocks of ice—back-glass as rich in hue as cathedral windows, trapping sparks of sunlight in webs of mirrored lines—motors, solenoids, ratchets, rivets, bolts, and screws. We watched the final inspectors probing suspiciously for flaws. We watched the ceaseless caravans of crates trundled from packing room to loading platform. And we heard the clamorous, consoling symphony of men and machines at work. Or, perhaps, only I heard; my friend seemed intent on his own thoughts.

"But," he said, coming out of his reverie, "don't all these men and women feel rather silly toiling away on trivial gadgets and spending their skill on toys designed for people who ought to be too old for toys?"

Later, after dinner and while the level of the pinch-bottle sank, he belittled my trade again, not in direct disparagement, but gloating over the rugged utility of his occupation.

"I'm glad I'm in a business," he said, "that contributes to the fundamentals of life. A brick serves a need second only to food—shelters! I create and sell the stuff humanity needs for life—shelters! Shelter is life. A brick is life. In fact—alho I'd never say so to an architect—a wood plank is life, a bag of cement is life. Shelter!"

The pinch-bottle colored my friend's outburst with a tinge of poetry, but his words revealed his proud faith—that he ranks above me in the hierarchy of endeavor, because he deals in basic requirements of mankind, while my merchandise protects no human head from rain, snow, and wind.

Indeed, he spoke of rain, snow, and wind. "My bricks," he said, "are laid up into homes. Homes that shut out rain, snow, and wind! Homes that foster family affection! Homes that temper the blows of disaster, sickness, fear, death, de-

feat! Homes that give and guard life!"

"Moreover," he concluded, after a brief manipulation of the bottle, "bricks build factory walls, and a factory is also life."

"Right!" said I. "Thousands of bricks went into the walls of that toy factory where I work. And I know a stadium grandstand built out of bricks, and grown-up men and women sit in that grandstand on Saturday and yell and scream and watch boys run back and forth with a football. They ought to be too old to sit on those bricks and yell."

Sarcasm—or, perhaps, the pinch-bottle—silenced my friend. But neither sarcasm nor bottle silenced the riddles in my head. Returning home alone, hours later, I pondered my friend's philosophy.

Fundamentals of life! Sometimes, some time, I had heard similar talk of life in tones as lyric as my friend's brave ode to bricks. Life! Bricks are life! Bread is life! Oh, yes, bread! Bread, like a brick, is life!

"Bread is life!" my country cousin had said years ago, my cousin who plowed his friends in smiling solemnity and rode his plow like a druid priest performing an old and runic rite.

"As for me," he said, "I never envied white-collar men. They got their roots in shallow soil. I need a deeper footing. I need to feel I'm useful. I need to feel I'm getting life out of my labor. And I'm getting life! Out of the earth, I get bread for my fellow man. Bread is life!"

Recalling my cousin's words—strangely echoed tonight by my friend—I felt suddenly alone and insecure, as if I expected the dawn, already creeping coldly into the sky, to find me, not in my familiar city, but, ambushed and defenseless, in an alien, hostile world.

My cousin and my friend, proclaiming their faith in stark utility, were surely on solid ground in a world shuddering with war and revolution, while I, perhaps, had built my house on sands that might wash away in the tide of disaster now rolling in on all the continents of the earth.

My Cousin, I remembered, had said: "Before all white-collar men, yes, before soldiers fought or merchants traded, Cain was a tiller of the ground." And, while wars and revolutions consume the pomp and vanity of the world, the tillers toil on. For even soldiers, empire builders or empire wreckers need our harvests. And, after all soldiers are forgotten, after all pomp and empires vanish, we sow and plow and reap. For bread is life.

And tonight my friend unconsciously voiced a similar trust that bricks barricaded him against the

onslaught of war and revolution. "Bricks," he said, "build factory walls . . ."

He might have said, I reflected, that bricks build fortress walls, for today in America a factory is a fortress. Today the farmer and the brick maker are soldiers—the farmer, the brick maker and the legions of men building America's defense. Today on all the continents of the earth men are fighting for their life. And America is already fighting, if not for life, at least for liberty—for freedom from fear, freedom from the dark phantoms of the future.

Life! Liberty! Life, my cousin and my friend had said, in food and shelter. And surely today liberty is guns, tanks, war planes, bombs. Life, liberty, and—as the sun at last blazed in my eyes—I found the answer to my riddles!

"I understand," I said to my friend, when I met him again, "that your bricks build homes to shut out the rain, snow, and wind."

"Oh, yes!" he answered cheerfully. "Not to mention the wolf, the lynx, and the robber bold!"

"And these homes," I persisted, "these homes that serve a need second only to food—they are also pretty good spots to sit in and read a detective story or the funny paper, aren't they? Or listen to a silly song on the radio and laugh until the fundamentals of life jiggle off your soul like excess weight? Or set up a ping-pong table in the basement or a bridge table in the parlor or a round of beers in the kitchen?"

"Meaning, of course,"—my friend snatched the pinch-bottle—"that man does not live by bread alone."

"You're infringing on my cousin's patent," I said. "Man does not live by bricks alone."

"Say, what's the angle?"

"Simply this: ping-pong tables and bridge tables—and pinball games, too, are among the items America's getting ready to defend. We're not breaking our necks and taxing ourselves blue in the face merely to defend our caves and the pile of grain in a corner of the cave. We're all for defense, because we're eager to defend what we do in our caves, what we do with the energy we get out of the grain—the pictures and sagas we scratch on the walls of our caves to soothe our eyes with color and comfort our souls with dreams—the songs we sing and the games we play in our caves, while the wind walls outside—the—"

"Listen," my friend growled, "can the Stone Age stuff!"

"Why, the other night you were all for a Stone Age set-up—food and shelter, and to hell with the frills!"

"Then I say we're out to defend our caves and our corn!"

"We're out to defend America—which includes our homes, our



HERB JONES

schools, our churches, our baseball parks, our picture shows, our swanky shoppes and our 5-and-10-cent stores, our high-hat night clubs, and cozy little neighborhood taverns. We're out to defend the American way—which means working like hell, not just to stave off starvation and keep our feet dry, but to insure you and your old lady and your kids a triple boon of beans, bungalows, and a big-time, whether it's cutting rugs or listening to lecturers on Aztec art.

"And those toys you mentioned—for people too old for toys—they rank with all the countless things that make America worth defending—all the frills and fancywork that never deflected a dewdrop from any one's head, but which are the color and flavor of American life. Like movies and radios and odds and ends wrapped in cellophane, and symphony orchestras. Or a symphony by Disney. And automobiles, beautiful, streamlined battering rams breaking down the prison walls of a city, so men and women and excited kids can walk in fields and look at hills and eat ants in their lunch and love it. And football games. And walkathons. And two-thread lady's hose. And rainbow tinted bathrooms. And ice cubes. And prize contests for the best 23 words. And book clubs. And goofy gadgets for girls to wear on their coats. And Sun Valley. And Coney Island. And—"

My friend spat out a strong jigger into my glass. "Drink this," he said, "and maybe you'll feel better."

"I'll drink a toast! Here's to the gals weaving wires to put in pinball games—they're weaving a small but sparkling pattern in the fabric we call the U. S. A. And they're building tops for people who are old enough and wise enough to know they still need toys—people who (See Pursuit of Happiness on page 61)

# ROCK-OLA

## ToneColumn

For PLUS  
VALUES

NEW LIFE for old equipment! Five magnificent ToneColumn Models meet all requirements for every type of music installation.

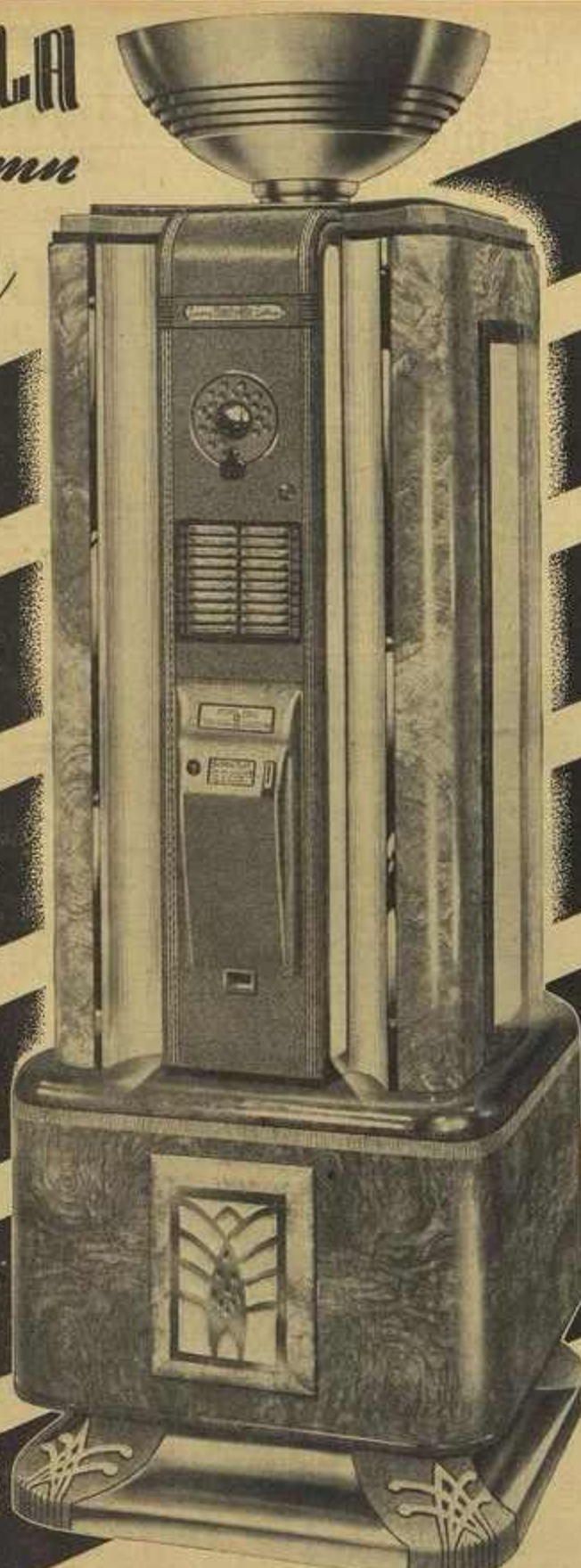
GRACEFULLY TALL ToneColumn lines are a treat to the eye. Easily visible over patrons' heads—its majestic beauty is inviting.

SMALL FLOOR SPACE accommodates Rock-Ola ToneColumn. This means more room for tables—larger area for dancing.

THIRD DIMENSIONAL TONE is no longer a dream. ToneColumn, by virtue of its scientific design, imparts stereoscopic beauty and timbre to music.

DIAL-A-TUNE, the preferred method of electrical selection—perfect in every mechanical function. Real play appeal!

MODERN STYLING means that ToneColumn will harmonize with and enhance even the most elaborate location setting.



BEAUTIFUL LIGHTUP EFFECTS attract patrons. Color dome on Spectravox model spills a glorious mélange of color on ceiling and walls. A breathtaking sight!

NO "BLASTING" TONE with Rock-Ola ToneColumn. High fidelity speaker diffuses sound evenly from overhead level to all parts of the location.

UNIQUE DESIGN of each ToneColumn model means greater play appeal. Entirely different from any music equipment in the automatic music world.

FINISHED ON ALL SIDES, ToneColumn presents the same elegant appearance from every angle. A spectacular, truly different attraction in center of dance floor.

EXTREMELY VERSATILE Universal ToneColumn may be used in combination with any manufacturer's remote control equipment. A location "natural" for real profit!

JAM-PACKED WITH FEATURES, Rock-Ola ToneColumn is Today's outstanding musical Triumph. See it—Hear it—Play it! You'll surely agree—It's Perfection.

Illustration of  
SPECTRAVOX—One of five ToneColumn Models

**ROCK-OLA**  
MANUFACTURING  
CORPORATION

800 N. KEDZIE AVE., CHICAGO, ILL.

# NORTHWEST SHOW MAR. 25-26

## Hotel Radisson, Minneapolis, Headquarters for Conclave

MINNEAPOLIS, March 8.—Reservations are pouring into the Hotel Radisson here from column in all parts of the Northwest for the third annual Northwest Automatic Amusement Machines Exhibit. Executives of the Minnesota Amusement Game Association and the Minnesota Jobbers expect practically every operator and distributor in this region to be on hand for the two-day get-together. Already reservations have been received from column in North and South Dakota, Nebraska, Iowa, Wisconsin, Illinois, and Minnesota. A good number of Canadian column from Winnipeg and other near-by parts of the Dominion will be here, too.

All the latest and best in coin-operated equipment will be on display. Booths are selling at a rapid clip. Kelly Dietrich, vice-president of the Minnesota Amusement Game Association, reports, Dietrich, in charge of show space, states that distributors and manufacturers are co-operating excellently, and while most all

the space is already allotted, there is still time for those still unassigned to acquire space and make other necessary arrangements.

Many executives of leading pin game, vending machine, and automatic photograph manufacturers are coming from Chicago and other points to greet customers at their distributors' booths. Tom Crosby, president of the Minnesota group; J. D. Gleason, president of the Minnesota Amusement Game Association; Don Leary, publicity chairman; Doc Nareson, A. S. Buck, Kelly Dietrich, and other members of both the State, city, and jobber groups here will form the reception committee.

Hotel Radisson is the official headquarters. Exhibits will be set up there and the big banquet will be held in its mammoth ballroom, the largest in the Northwest. Committee in charge of reservations assures all registrants that everything possible will be done to make them feel at home. Hotel is located in the heart of the commercial center of the city and is one of the finest in this area.

"Design for Packing Them In . . ."

## PACE MFG. CO.

2903 Indiana Ave. Chicago, Ill.  
Now Have Ready for Immediate Delivery

### AUTOMATIC DUCK PIN BOWLING ALLEYS

Complete—Ready for Use  
\$300.00 F. O. B. Chicago

### Getting the Loudness



TOM CROSBY (right), president of the Minnesota Amusement Game Association, tells general Jim Gilmore, executive secretary of Coin Machine Industries, some of the stunts he can expect to witness when he attends the Northwest Coin Show in Minneapolis.

## ARCADE MACHINES WANTED FOR CASH

AUTOMATIC COIN MACHINE CORP.  
340 CHESTNUT ST.  
SPRINGFIELD, MASS.

## PRICES REDUCED! ON PARTS AND SUPPLIES

Write for latest price list and FREE Catalog B17 completely illustrated—everything from A to Z!

### PIN GAME FUSES

Look at These Prices!

1, 2, 3 Amp. . . \$2.50 per 100  
5, 6, 7 1/2 Amp. . . 1.50 per 100  
10, 15, 20, 25  
Amp. . . . . 1.25 per 100

## BLOCK MARBLE CO.

"Get it from Block—they have it in Stock!"

1527 Fairmount Ave., Phila., Pa.

## Minneapolis Assn. Helps State and Jobber Groups Promote Show

MINNEAPOLIS, March 8.—An outstanding example of co-operation between coin machine groups is the whole-hearted manner in which the Minneapolis Amusement Game Association is working with the State and jobbers' groups to promote the Northwest Coin Machine Show, to be held March 25-26 at the Hotel Radisson here.



DOUG GLEASON

Members of the groups have been working for months hand-in-glove with the sponsoring organization to make this third annual Northwest show the best of all time. Several members

have given all their time to tasks assigned them. Don Leary, secretary of the Minneapolis group, is handling the publicity; Doug Gleason, president, is in charge of entertainment. M. M. Bercuson, executive secretary, has been helping to handle the many administrative details.

The Minneapolis Association was founded 11 years ago and was the forerunner of the present State group. While it and the State organization necessarily work in close co-operation, still each is entirely independent of the other. Each has its own officers, board of directors, and incorporation. In no way is one group liable for its actions to the other.

Ever since its inception the association has been one of the most progressive city organizations in the industry. In 1935 it successfully obtained passage of a favorable license for amusement games here and since then has done much to enforce strict compliance of operators with the law. Its efforts have won the support of both authorities and the press.

Officers of the Minneapolis Game Association are J. D. Gleason, president; W. Smith, vice-president; Philip F. Moore, secretary; M. Bercuson, executive secretary.

### Close Harmony



NOT TO BE OUTDONE entirely by the professional talent, Doug Gleason has lined up for the Northwest Coin Machine Show, the Minnesota jobbers have formed their own barber-shop quarter. Left to right: Matt Engel, Mayflower Novelty Company; Hy Greenstein, Hy-G-A Amusement Game Company; Archie LaBrec, LaBrec Novelty Company, and at the piano Omer Trappman, Same Novelty Company.

## AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendant; very little weekly servicing. PROVEN a steady money-maker. Investigate w-h-e-r-e obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.  
44-01 116th St., Long Island City, N. Y.



# MUSIC MERCHANDISING

## BOOM IN PHONO LOCATIONS

### Industry Feeling Effects of Minneapolis-St. Paul Gov't Defense Spending

Many new locations opening in boom towns near factories, army and navy posts—bigger pay rolls boosting play on machines—bigger things to come

CHICAGO, March 8.—Chalk up the national defense program as being responsible for the greatest boom in music machine locations since repeal. Effects of the more than \$12,000,000,000 in contracts already allocated are being felt, as more and more defense dollars flow from the government to manufacturer to wage earner. While all phases of the trade are feeling the effects of the defense money bonanza, the music machine operators especially are reporting not only increased play on their machines but a boom in the number of good locations available for phonos. Thousands of new bars, grills, restaurants, taverns, recreation clubs, and similar locations are opening throughout the land.

Number of factories now running full blast on defense orders is responsible for a good share of these new locations, for a town near a busy plant is always an ace spot. The thousands of trainees pouring into the 279 army posts, camps, and stations and the 94 naval bases are responsible for many more—not only to supply food, drink, and recreation to the men in service but to the additional thousands employed on construction projects within them. Twenty-one thousand workmen are reported applying the finishing touches to Camp Blanding, Kingsley, Fla., where 70,000 national guardsmen and draftees are to be trained.

A third cause for opening of many more locations is the return of the boom town. Some 8,300 workers have gone to Bath, Me., to work on the destroyers, submarines, and other naval equipment being built there. The powder plant being erected in Charlottesville, Ind., is costing close to \$100,000,000, and some 15,000 men are employed in its erection. Due to the limited facilities of the community, near-by Louisville, Ky., is housing most of them, and locations there are feeling the effects of the weekly payroll expenditures. Population of Alexandria, La., normally 37,000, has more than doubled, with workers building three army camps and a new airport near by. Population of Burke, Va., has jumped from 1,500 to 20,000. Hercules Powder plant, being erected at Radford, Va., has doubled the usual 7,000 population of this town. Increased employment in aircraft factories has made San Diego, Calif., the fastest growing city in the country. Thirty thousand more were added to its population of 302,000 last year. There are but a few hundreds of examples that could be cited. In all of them and in cities within a 50-mile radius phone locations have opened.

While many of these working on defense projects are of the "it can't last" opinion, government experts point out that the effects of the defense expenditures are just beginning to be felt and that it will be another six months before the full portent is realized. Defense contracts already awarded figure out at more than \$75 per capita, and this figure will reach \$130 by the time the total amount for the defense program is spent. This figure, of course, will vary with the total amount of contracts each city receives and how much must be subcontracted to firms in other cities. Many contracts for textiles, for instance, have been let to New York firms, but will be manufactured in New England and Southern mills. Private industries, too, are swelling the total involved with their own expenditures for equipment and machinery needed to fill orders.

Approximately 40 to 70 per cent of all contracts will be paid out in wages, government statisticians estimate. Pictured out in terms of what this means on such projects as the \$100,000,000 powder plant at Charlottesville, Ind., or Chickasaw, Ala., where \$20,000,000 is being spent to build destroyers, or in terms of additional jobs at good wages for millions working either directly on governmental projects or on defense orders

placed with private industry, makes it easy to figure why members of the coin machine industry, in general, and the operators of music machines in particular, have every reason to believe that the increase in play and the boom in new locations are but the forerunner of still better things to come.

### Phono Show Held At Modern Vending

NEW YORK, March 8.—Operators thronged the Modern Vending Showrooms this week for the celebration of National Seeburg Week. Many celebrities in the recording field also were on hand.

Nat Cohn and Harry Rosen reported that great enthusiasm was shown for the new Seeburg line, and operators were well pleased with the souvenirs handed out by the firm. Pocket secretaries, balloons, and autographed records were given to those attending.

Among the recording artists on hand to greet the music machine operators were Horace Heidt, Joe Heichman, Eddy Duchin, and Raymond Scott. Kate Smith, who had intended to appear, was on the West Coast but sent autographed records to be handed out to visitors.

### Wolfe and Sommer Busy in Florida

MIAMI BEACH, Fla., March 8.—Irv Sommer and Simon Wolfe, Modern Vending Company executives in Miami Beach and Jacksonville, Fla., have been busy taking care of the demand for Seeburg

MINNEAPOLIS, March 8.—Among the many operators who came to Minneapolis to view the new Seeburg phonos and take part in the Hy-G Amusement Company grand opening were Fred J. Herstedt, F. A. Squires, Joe Gibson, William Welch, H. A. Bergmeier, E. J. Brown, Ben Jankas, W. H. Hattestad, St. Peterson, F. J. Ruppert, C. H. Moen, Gerald C. Johnson, Clifford Johnson, Mr. and Mrs. M. L. Parkins, Mr. and Mrs. A. H. Brinkhaus, Ray Oluth, and Leonard Michael.

A \$4,500 remodeling job is now under way at Silent Sales Company, according to William (Sphinx) Cohen. The program will add 900 feet of floor space to be used for the office and display. Plans call for installation of an elevator. The establishment will be redecorated and ready by the time the Northwest Coin Machine Show is in progress.

Acme Novelty Company has contracted for a \$1,000 remodeling project to enlarge its service department. Irv Schuler, Acme salesman, has returned from a 10-day tour thru Southern Wisconsin and Minnesota, while Ken Willis is back from a similar jaunt thru South Dakota.

Off for Detroit lakes and vicinity on his this week went N. L. Nelson of LaBeau Novelty Company.

Doug Olsson, Acme Sales Company, is away on a short vacation.

Fred Gates has opened his new arcade playhouse on Hennepin Avenue in the Chester district. Four persons are on the staff. Featured are Mutoscope's Photomato, Kenney Air Raider, Recording Sound Booths and Mutoscope's Sky Fighter.

W. C. Moschberger, Wurlitzer representative from Milwaukee, was a visitor here for several days at Acme Novelty Company.

Theodore Bush, head of Acme Novelty Company, and Mrs. Bush left Sunday for a three-week vacation. They headed southward for warmer climates.

phonographs in the State. "It is very busy," Irv reports. "In his Jacksonville office taking care of the many operators who come in. He still finds time, however, to make fast trips thru the surrounding territory to keep his friends posted as to the facts about new Seeburgs. We expect a banner year."



ACCORDING TO MORRIS HANKIN, Hankin Music Company, Wurlitzer distributor of Atlanta, the showing of Wurlitzer phonographs marked big days for Atlanta. "The crowds in our showrooms during these exciting days were tremendously enthusiastic over Wurlitzer phonographs," Hankin declared.

### AMI Sales Policy, Equipment Revealed

CHICAGO, March 8.—"The operator is the backbone of the photograph business, and it will be the policy of Automatic Instrument Company, Inc., to give the operator every chance to make money by giving him money-making equipment at a price," thus Henry T. Roberts, vice-president and general manager of AMI, summed up the sales policy of his firm this week. In elaborating on the statement, Roberts revealed that all AMI equipment will be sold thru and serviced by nationally known distributors. Firms will market complete lines of automatic music equipment, including phonographs, wall boxes, floor and wall speakers, and the Automatic Hostess wired music system.

"While we are no longer in the operating business," Roberts pointed out, "we have the experience of 28 years of operating more than 10,000 phonos to aid us in designing equipment tailor-made to fit operators' needs." The new Singing Towers phono made by the firm, he revealed, stands 70 inches high and has five light-up panels, which illuminate the machine from base to ceiling with a new system never before applied to phonos, as no plastics are used. "One feature of this illumination is that four different color combinations come on the phono as standard equipment. The operator can pick the color he desires and 'freeze' it, or he can have the color scheme change automatically with every selection played on the phono.

"Another feature," Roberts continued, "is that we've developed an electric selector mechanism which guarantees a selection will be played for every nickel put in the machine. No longer will the operator have to repay the location owner for money handed out to customers who didn't buy all the selections paid for because they pushed one of the buttons more than once in selecting their records. Patrons push the title bar for their selections on our machines. There are 20 selections, yet only 10 records are needed, because our selective mechanism plays records on both sides. What's more, our title bars are covered with Lucite, which magnifies the strips one and a half times so that even the poorest eyes can read them."

"Wall box line," Roberts continued, "will include both a 5-cent model and one with a 10, and 25-cent chute, yet this second type will be no larger in size than the other. Our line of floor and wall speakers all will have selectors on them. All our selectors will be of the push-button type.

"These are but a few of the innovations operators can expect to see on AMI equipment," Roberts concluded. "Our years of experience have given us a deep insight into operators' problems and we intend to solve them with equipment made expressly to eliminate them."

### Palastrant Plans Gala Show March 16

BOSTON, March 8.—Music operators from all sections of New England have been invited to attend the Boston showing of the Packard music line at the Copley-Square Hotel Sunday, March 10. Ben Palastrant, Packard district manager for the territory, promises a gala affair in the Key Hole Room of the hotel. Homer E. Capehart will be a special guest.

The show coincides with the announcement that Capitol Coin Machine Exchange has been given additional territory and is now handling distribution in the Boston area also. Showrooms have been opened at 1198 Commonwealth Avenue.

Palastrant invites all comers to inspect the line at the show. "I'm arranging the whole affair," says Ben, "and I'm so novice at this kind of work, so you can be sure of a great time."

# Important Announcement

## MONEY MAKING MUSIC AT A PRICE

THE AUTOMATIC INSTRUMENT COMPANY (A. M. I.) wishes to announce that it is now out of the operating business, having turned over its operating business to other interests. All operators can NOW purchase A. M. I. products which were formerly manufactured for its own use.

IT IS A FOREGONE CONCLUSION THAT A. M. I. has for years led the field in profitable operation, being the first in the fully selective coin-operated phonograph business, both from a manufacturing and operating standpoint. It successfully operated phonographs and wall boxes many years before any of the present manufacturers made their first fully selective coin-operated phonograph or wall box.

### We Wish To Announce Also

MR. H. T. ROBERTS, who was Vice-President of the J. P. Seeburg Corporation for the past four years, and who is considered by the trade as the one outstanding personality in the phonograph industry, and who enjoys an enviable reputation for furnishing profit making equipment to the operators, is now Vice-President and General Manager of Automatic Instrument Company.

### We Wish To Still Further Announce

MR. ARTHUR FREESE, who for the past ten years has been Secretary and Works Manager of the Zenith Radio Corporation, is now Vice-President and Works Manager of Automatic Instrument Company. Mr. Freese has an enviable reputation in mass production methods and quality products.

THESE PERSONALITIES together with the already large A. M. I. pioneering staff of nationally known engineers and executives have designed and placed in production the most outstanding and beautiful fully selective phonograph that this industry has ever known. Mr. Roberts' contribution to the A. M. I. engineering-designing staff, and Mr. Freese's ability to introduce the radio industry technique in making the product more beautiful and at radio quality and prices bring to the phonograph industry the answer to the operator's prayer; namely, MONEY MAKING MUSIC AT A PRICE. A picture of this most outstanding phonograph will appear in the next issue of this magazine and deliveries will start shortly. Every phonograph is fully equipped for wall box operation—no adapters or extra gadgets to buy or attach.

THE PHONOGRAPHS AND WALL BOXES in the future will be sold and serviced nationally by distributors who will in turn be under the direction of divisional factory sales managers. Singing Towers, the name of the new phonograph, has been created to command the most profitable locations. It is entirely new in design and will bring a high quality of music reproduction and distribution never before attained in a coin-operated phonograph.

MR. ROBERTS IS NOW CONFERRING WITH DISTRIBUTORS interested in "Money-Making Music at a Price" and whose organizations can qualify for the tremendous opportunity offered.

# Automatic Instrument Co.

3007 WEST WASHINGTON BLVD.

CHICAGO, ILLINOIS

## PHONO BUYS!



**WURLITZER "500"**  
Completely remodeled as shown  
**\$174.50**

**WURLITZER "600"**  
Similarly remodeled  
**\$169.50**

WURLITZER "616", remodeled, \$69.50

WURLITZER "24", remodeled, \$97.50

### \$10.00 TRADE-IN ALLOWANCE

on any pin game, counter game or slot toward purchase of any of the above. Machine per machine trade-in accepted only. Every game must be shipped to us prepaid, plus 1/2 deposit to insure prompt delivery. Balance C. O. D.



WILLIAM J. RYAN, general sales manager for J. H. Keeney & Company, is one of the busiest men in the coin machine industry these days. It is said his great activity stems from the demand for such Keeney products as Navy Bomber, Air Raider, '41 Velvet, Super Track Time, Triple Entry, and Keeney Wall Boxes.

## 300 WURLITZER 616's and 616-A's

In Perfect Working Order!  
Every one of these Wurlitzers is ready to move on location — complete in every respect. They're as good as the day they came out of the factory.  
No reasonable offer refused on all or any portion of the lot. Will be sold as they stand, F. O. B. warehouse.  
Act Now! Address Your Reply to BOX CH-58, Care The Billboard, 155 N. Clark St., Chicago, Illinois

### Outstanding Buys—Perfectly Reconditioned

PHONOGRAPHS	
SEEBURG COMMANDER	\$195.00
SEEBURG CLASSIC	165.00
SEEBURG ROYAL	95.00
SEEBURG MODEL K20 (Marble-Clc Finish)	110.00
MILLS THRONE '40 MODEL	175.00
WURL. COUNTER MODEL #61	85.00
ROCKOLA IMPERIAL 16	39.50

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## McKelvy, Seeburg Sales Director, Veteran at Game

CHICAGO, March 8.—C. T. McKelvy, recently appointed director of sales for the J. P. Seeburg Corporation, takes over his new duties with a wealth of experience behind him. During his career he has been associated with the music and allied industries in merchandising and sales administrative capacities for a period of 30 years.

During the last two decades McKelvy has directed sales and sales promotion activities for such organizations as the Brunswick-Balke-Collender Company, Chicago; Brunswick Radio Corporation, New York, an subsidiary of Warner Bros.' Pictures; Zenith Radio Corporation, Chicago, and the RCA-Victor Manufacturing Company, Camden, N. J.

In 1927, he left the music field to become general sales manager for the American No-Koi Corporation, Chicago, manufacturers of automatic of hoppers for homes. When this corporation merged with the Petroleum Heat & Power Company, Stamford, Conn., McKelvy was made sales manager of the Time-o-Slot Controls Company, Elkhart, Ind.

After three years in this field, McKelvy returned to his first love, the music business, as general sales manager of the Brunswick Radio Corporation, New York. In March, 1938, McKelvy became president of the radio division of the J. P. Seeburg Corporation and fostered and developed the sales of automatic record

changers manufactured by the J. P. Seeburg Corporation and used by radio manufacturers throughout the radio industry.  
During this time he also has represented the J. P. Seeburg Corporation in the Automatic Phonograph Manufacturers' Association, acting as officer and director of the national organization for the past two years.

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- No. 30 Slip-Over Pad (for cabinets up to 67"x40"x27") \$10.00
- No. 30 Adjustable Carrying Handle (for all size cabinets) . . . \$9.00

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MILLS 12 Record Phonographs . . . . . \$ 22.50  
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Wurlitzer 500	\$249.50	Counter Model 71 with Stand	\$149.50	Rockola 730 Standard	\$125.00
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Wurlitzer 900	199.50	Mills 12 Record	125.00	Rockola 10 Inc. Imperial	25.00
Keeney	125.00	Mills 20 Record	125.00	Rockola Ten Pins	49.50
Wurlitzer 900	125.00	Wurl. 24	79.50	Bally King	23.50
Wurlitzer 716 or 618	39.50	Wurlitzer 716 or 618	39.50	Royal Flush	79.50
Wurlitzer 24	79.50	With Light Up Drills	44.50	Rockola Central with any of the above Seeburg or Wurlitzer	175.00
Wurlitzer 412	39.50	With Link Up Drills	39.50	Terms: 1/3 with order, Bal. C. O. D., (Outside U. S. A. Full Cash with Order.)	
Wurlitzer P-12	22.50	Rockola '39 Deluxe	159.00		

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3100 GRAND RIVER, DETROIT, MICH.

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# 1941 Marks 64th Anniversary Of the Phonograph's Invention

By JACK NELSON

Vice-President and General Sales Manager, Rock-Ola Manufacturing Corporation

SIXTY-FOUR years ago, in the year 1877, the phonograph was born and the development of the instrument began. Up to that time recorded sound was not known. Most people probably have never realized that it was a great American who developed the first phonograph—Thomas Alva Edison.

I wonder what this great inventor would say of the development of his invention into the modern coin-operated phonograph in operation in hundreds of thousands of business establishments

in the room strained forward eagerly. Each was expecting a miracle, still not one felt it could happen.

As they watched, the needle retraced its former course with maddening exactitude. The man at the machine cupped one hand about his ear. Suddenly—in that austere atmosphere—the miracle happened! Thomas Alva Edison heard his own voice come back to him on the world's first phonograph. It was an epochal moment for science.

This year—1941—marks the 64th year since the Wizard of Menlo Park gave his amazing invention to posterity. Down thru the decades its deathless voice has inspired men to ever greater deeds of science and achievement.

The wonderful way in which the phonograph has developed since that momentous day in Edison's laboratory is almost unbelievable. From such a humble beginning, one of the world's greatest industries has developed until today more than a quarter of a million automatic phonographs supply music to suit the tastes of millions.

It is interesting to note that Edison himself foresaw the vast possibilities in coin-operated phonographs. Under the world-famous trade-mark, Thomas A. Edison, the old National Phonograph Company was formed at Orange, N. J. Its purpose was the merchandising of the Edison Coin Slot Phonographs.

Few modern operators have ever heard of Edison's coin-operated machine and because this historical device is the basis upon which our business is founded, a word or two about its construction would not seem to be amiss.

Early models consisted of a high-boy type cabinet of typical old-fashioned styling. They offered only one selection to the patron. Titles of records were boldly listed on a large placard attached to the top of the cabinet.

The mechanism in the first phonograph was contained in a glass case on an approximately level with the patron's waist. Two ear pieces, not unlike a doctor's stethoscope were provided. In some ways this promoted the play of the instrument, since only one person at a time could listen to the music. The novelty of the idea was so new that some people were rather timid about trying it.

Operators were informed back in 1906 that they could purchase the Edison coin-operated phonograph in five different models—battery current, direct current, alternating current, and two types of spring motors. The batteries were costly, cumbersome affairs, but the last word of their time.

Edison cylindrical phonograph records were made of a special composition according to Edison's own secret formula. They were 4 1/2 inches long and 2 1/2 inches in diameter. Cutting was done at a speed of 160 revolutions per minute.

These Old Moulded Records, as they

were known, sold in the United States at 35 cents, and in Canada at 40 cents. They were even published in two catalogs, one giving English music and songs—the other songs in foreign languages. Nearly 2,000 operatic, classical, and popular tunes of the day were listed, among them such favorites as Only a Pussycat Blossom, When Johnny Comes Marching Home, and Celine on the Telephone.

If you feel tempted to laugh at these numbers, then put this down in the little black book: At the Union Square Hall, New York, nearly 100 coin-controlled Edison phonographs were in operation at one time. A continuous stream of people—young, old, poor, and well-to-do—flowed thru these brilliantly lighted doors. They were the pioneer believers in this—our great industry of today.

Thus the hand of the master is now

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SEE AND HEAR THE MOST SENSATIONAL  
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BERNARD M. RADFORD, Southern Automatic,  
WILL BE ON HAND TO GREET YOU.

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stilled, others of that same searching spirit have taken up the torch where he left off. By surpassing skill they have fanned his blaze until even in this marvelous century we are dazzled by their achievements.

Major developments that have made it possible for phonographs to win such an important place in present day living would certainly include the following: Electrical amplification, electrical recording, lightweight crystal pick-ups, positive record motivation, and flawless speaker reproduction. Without any of these perfect musical reproduction would be impossible.

When Dr. Lee De Forest created the vacuum tube he paved the way to electrical circuits capable of dipping into the invisible sound spectrum and reproducing frequencies from as low as 70 cycles up to as high as 12,000 cycles. This amazing tonal range is in itself an achievement of tremendous magnitude.

One of the chief faults of the Edison phonograph was its excessive needle scotch. Since an orthophonic type reproducer was used it was impossible to eliminate this difficulty completely. In modern automatic phonographs, however, the crystal pick-up has proved an incomparable solution to almost scratchless tone. Its use in many huge radio studios indicates that it is the finest unit ever developed for this purpose.

Doubtless, Edison stepped back and surveyed his coin-operated phonograph with a great deal of pride. And he was every right to. It was a splendid accomplishment well done. But would he not be astonished if he might today peer into the cabinet of a modern automatic phonograph?

Behind the sleek lines of these instruments he would observe that science and engineering have been most active. In the modern phonograph he would see marvelous mechanical features designed for flawless operating and long life. The crystal pick-up would intrigue him, the smooth and fast changing of records after dialing a selection would delight him, and the full, rich tone would give him ample cause to hold his breath in sheer pleasure.

His greatest surprise, however, would probably come in the development of (See 64th ANNIVERSARY on page 63)



JACK NELSON

through the Americas and other parts of the world. He would probably marvel at the strides made in 64 years, in the new developments that have made it possible to entertain millions of people daily who would not otherwise have an opportunity to select and listen to the world-famous orchestras and artists. No doubt he would smile with satisfaction upon learning that his invention is responsible for many merchants being in business today.

Yes, it was 64 years ago that Thomas A. Edison and a small group of men waited in tense, expectant silence at one end of the huge wooden laboratory. Permeating the air was the pungent odor of chemicals and all the myriad smells that the place of thousands of experiments could harbor. The eyes of everyone in the group were centered on a wooden table where stood an insignificant contrivance destined to make itself heard around the world.

It was a curious machine consisting of a steel cylinder, rotated by a crank, and a delicate diaphragm with a sharp stylus at its center. The stylus rested lightly on the cylinder.

With enervated deftness, two hands picked up a sheet of tin foil from the table and wrapped it tightly around the cylinder. Everything was in readiness. The owner of the hands glanced for a moment at the faces around him.

Slowly at first but with gradually increasing speed the cylinder turned over under impetus from the crank. A tiny line began to trace itself in the soft metal. Hearts beat faster with each passing second. Then—for a moment they almost stopped. The stylus caught on a slight imperfection in the tin foil, tearing it in two.

Feet shuffled nervously as another sheet was fitted into place. The same two hands fastened it down securely and again spun the crank. The diaphragm moved slowly. It was evident, at last, that everything was functioning as it should.

The man at the machine leaned forward until his mouth was directly in front of a guide horn attached to the diaphragm.

He spoke slowly:  
"Mary had a little lamb,  
Its fleece was white as snow;  
And everywhere that Mary went  
The lamb was sure to go!"  
Carefully the diaphragm was lifted back to its starting point. Every man



FOCAL POINT OF INTEREST for Indiana music men, March 8 and 9, was the Indianapolis showroom of the Southern Automatic Music Company. Photo shows crowds examining features of new Seeburg phonographs.



## Coin Catchers on VICTOR and BLUEBIRD RECORDS

VICTOR "POPULAR" RELEASE  
NO. 414—LIST PRICE 50c

- 27348 "Amazilia"  
You're the Moment of a Lifetime  
Shirley and Nancy Ann Davison Kaye
- 27350 "You're Gorgeous"  
You're Lucky People, You  
Tommy Durrey
- 27351 "See Me (Good Night)"  
"I, Yi, Yi, Yi, Yi—Gotta"  
Leo Reisman
- 27052 "A Little Old Church in England"  
Reason I Love You  
Barry Hood, Baritone with Orch.

RED SEAL—LIST PRICE 75c

- 4544 "Popo (Touareg)"  
Frensi
- Carlos Ramirez, Baritone, with Victor  
Concert Orchestra, conducted  
by Harold Leng

BLUEBIRD "POPULAR" RELEASE NO. 320  
LIST PRICE 35c

- B-11007 "Fat When the Bell Tolls"  
"Remember The Lullaby Lane"  
Tommy Pastor
- B-11008 "See Me (Good Night)"  
They Met in Rio  
Freddy Martin
- B-11009 "A Little Old Church in England"  
"White That Man It Does an  
Ome"  
Glenn Miller
- B-11070 "Being With the Moon"  
"Inevitably Yours"  
Dinah Shore, Benny Goodman
- B-11071 "That's How You Gail Tell They're  
In—Woodman"  
The Hut, My Father Where—  
"Woodman"  
Dilly Murray with Harry's  
Tavern Band
- B-11072 "William Tell—Part 1"  
William Tell—Part 2
- B-11073 "Knocking at Your Door"  
"Is It I, Waverly"  
Alexand King
- Art Kessel & His Rascals in the Air  
B-11074 "Don't Leave Me This  
Way"  
Tommy Guitars and a Bass
- B-11043 "My This"  
"Swiss"  
Bob Chester

BLUEBIRD RELEASE NO. 320  
OLD FAMILIAR TUNES—LIST PRICE 35c

- B-6641 "You Were With Me in the Words  
of My Dreams"  
When That Somebody Else Was  
You  
Montana Slim (The Yodeling  
Cowboy)
- B-6642 "Four Leaf Clover"  
Thirteen Eyes
- B-6643 "Four Pickled Peppers"  
Gentle in the West Virginia Hill  
Blue Skies Above  
Slim Johnson and the Singing  
Cowboy
- Order RCA Victor Records  
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## Record Buying Guide

TRADE  
SERVICE  
FEATURE  
Billboard

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.

**High on a Windy Hill.** Although last week this BMI song was enjoying the same level of popularity as the other tunes listed in the "Coming Up" section, this week finds it taking a sudden jump upward in public favor, a jump that lands it among the blue-ribbon winners in the current automatic photo picture. **JIMMY DORSEY\***, **SAMMY KAYE\***, and **VAUGHN MONROE\*** have the recordings responsible for making it a prime favorite among nickel droppers.

**Frenesi.** (10th week) **ARTIE SHAW, WOODY HERMAN\***.

**I Hear a Rhapsody.** (7th week) **JIMMY DORSEY\***, **CHARLIE BARNET\***.

**Stardust.** (8th week) **ARTIE SHAW, TOMMY DORSEY\***.

**I Give You My Word.** (4th week) **EDDY DUCHIN\***, **MITCHELL AYRES\***.

### COMING UP

Recordings listed below are those which operate apart 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.

**So You're the One.** The situation is again pretty much the same as it was last week as regards these songs not quite strong enough to be considered top photo items and yet profitable enough to show promise of eventually reaching that status. This week, as last, practically every song in this section is playing to about the same amount of returns. This one is perhaps a shade better than the one below it, or the one below that, but the difference in each case is very slight. Here it's still **EDDY DUCHIN\*** and **HAL KEMP\***.

**You Walk By.** Likewise going along nicely is this particular BMI'er, the only change to occur in its position this week being a surprising edge suddenly given the **TOMMY TUCHER\*** recording, while **BLUE HARRON\*** slipped considerably behind for some obscure reason.

**Tonight.** This should be doing a good deal better than it is, but it still remains on a par with the other winners in this category. With the success of the Mexican song **Frenesi** it was thought that this Latin American song would step out in a big way, especially since it's a non-ASCAP tune, and approach a status rivaling that of the Alberto Dominguez hit. But so far, while it's doing okay, it hasn't managed to blossom forth to the extent that would seem likely. **XAVIER CUAT\*** and **GENE KRUPA\*** are this week joined by **JIMMY DORSEY\*** in carrying the ball for it.

**There'll Be Some Changes Made.** Another item whose popularity level remains pretty much as it was last week, but which finds a new proponent to extend its scope among music machine patrons. **BENNY GOODMAN\*** has a recording that has suddenly burst on this scene and, altho **TED WHEAMS\*** and **VAUGHN MONROE\*** had been the only ones in the coin photo picture on it to date, **BENNY'S** disk has already outdistanced both of them.

**It All Comes Back to Me Now.** Probably if it had less competition from other BMI songs this one from that workshop might be faring a whole lot better than it is currently. It's good enough, but the tenor of reports seems to indicate that it would be much more popular if it didn't have so many other numbers to contend with. It has been a No. 1 radio song for the past couple of weeks, and it's undoubtedly due to the confusion that has spread over the whole music business since the ASCAP-radio war started that it hasn't achieved photo favor in its fullest meaning. **GENE KRUPA\*** and **HAL KEMP\*** divide the honors here.

**New San Antonio Rose.** This is the only song in this section that isn't on quite the same level as the others, and the reason, of course, is simple. It happens to be an ASCAP tune, and as such is minus radio plugging. That it's going as well as it is to the credit of the **HING CROGGY** and **BOB WILLIS** disks.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

**The Last Time I Saw Paris.** (10th week) Getting weaker and weaker. **KATE SMITH**.

**Yes, My Darling Daughter.** (9th week) Going downhill. **GLENN MILLER\***, **DINAH SHORE, BENNY GOODMAN\***.

**Scrub Me Mama, With a Boogie Beat.** (7th week) Almost thru. **ANDREW HESTER\***.

### 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 performers, 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.

**Amazilia.** Another familiar melody, and a staple of the music-entender that, having severed its ASCAP connections at the start of the radio fight, has dug into his files for the presently living number. **There'll Be Some Changes Made.** Another feature of the song is its Latin American aura, similar to **Frenesi** and **Tonight** in style. Added to that is the fact that it's a beautiful song. Operators had better watch it carefully.

**Blue Echoes.** Also in the same semi-of-the-border vein is this one, which is also known under the title of **Cuatro Vientos**. There are a number of available recordings, and it's more than likely that one or several may step out and supply ops with a profitable item.

**May I Never Love Again.** This has been mentioned in this space before, and is mentioned again because certain scattered locations report satisfactory results with it. It's a BMI melody, and while public acceptance of it is far beneath that of other BMI-ers, it still has its chance.

**Please Take a Letter, Miss Brown.** The **INK SPOTS** have in this disk the possibility of their greatest music machine hit to date. Half of the record is in their usual style and half is extremely humorous. This has much to recommend it, first to music machine ops and subsequently to their patrons.

**Dancing in the Dark.** **ARTIE SHAW'S** latest one in his series of finely orchestrated songs makes a good bet for the phonos if his success with similarly styled things such as **Stardust** and **Frenesi** is any criterion.

\* Includes a vocal choros is included. Double-acting records are purposely omitted from this column.



8 PROFIT-MAKERS  
FOR YOUR  
MACHINES

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JAMES



The Flight of the Bumble  
Bee  
Music Makers  
Columbia 32491

Columbia 32491  
Columbia 32474



EDDY  
DUCHIN

Jenny  
Columbia 32474

Columbia 32474

HORACE  
HEIDT



Friendly Tazem Polka  
Columbia 32480

Columbia 32480



KATE  
SMITH

We're All Americans (All  
True Blue)  
Columbia 32494

Columbia 32494

GENE  
KRUPA



There'll Be Some Changes  
Made  
Columbia 32471

Columbia 32471



GENE  
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Be Honest With Me  
Columbia 32499

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 PLA-MOR**

**Facts Prove Pla-Mor Doubles and Triples Earnings from Locations!**

**Pla-Mor can do for you** exactly what it is doing for other Music Merchants everywhere . . . *make more money!*

**Read what others say:** "The Pla-Mor System is earning over five times as much as the light-up machine that was removed from floor."—*Valentines, Kansas* . . . "Collection receipts from one location have increased nearly 150%. This is relatively true in 6 other of our locations with Pla-Mor."—*Yeary Brothers, Virginia* . . . "Pla-Mor jumped earnings from \$18 a week to over \$50 a week."—*The Stratford Corp., Kentucky* . . . "Locations demand Pla-Mor Boxes."—*Mayflower Novelty Co., Minnesota*.

**There is a reason** for this tremendous surge to Pla-Mor and for the increased earning power it brings. You owe it to yourself and your music business to get all the facts. Send in coupon, Now!

**SOME FEATURES ONLY  
 PLA-MOR GIVES YOU**

- Dual-Playing-Action in booth . . . and Triple-Playing-Action on a bar. Players in front and the ones on either side of control can select without bothering anyone.
- Easy, fast title slip changes without removing drum selector.
- Self-cleaning wiper contacts on adaptors and phosphorus bronze self-cleaning commutator switch.
- Long bearing shank on rejection button . . . prevents sticking of rejection pin.
- Indirect title slip lighting for easy, clear reading; hand-brushed chrome satin finish and flashing red trim.

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 SELECTIVE REMOTE CONTROL

HAS THE PLAY APPEAL



**MAIL TODAY!** Homer E. Caphart, Packard Manufacturing Corp., Kentucky and Morris Street, Indianapolis, Indiana

Please send complete details or have your representative call and show me how I can double or triple the intake of music of my music locations with the Pla-Mor Music System.

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# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

### News Notes

Jimmy Denary's latest, in the making this week, is "An Act," which is the Harlem way of saying "all right." Tune is Regent Music's follow-up on "Boog-It," another Harlem-style ditty. . . . Recording sessions in England have practically come to a standstill, but, incidentally enough, not because of the war. It seems that England's musician's union is in a wobbly squabble with the recording companies. . . . Gene Autry's next film goes into production April 1. "Down Mexico Way" will be the title, and Gene will no doubt sing a few numbers concerning life below the Rio Grande. . . . Teta Demetridis, president of Standard-Phonograph Company, returns this week from a 12-day Bermuda cruise. It's his company which records those international polkas and folk songs. . . . Irving Winter, who wrote the BMI tune "There I Go," is scheduled to get married in a couple of weeks—there HE goes!

When the Andrews Sisters come into New York's Paramount Theater Wednesday (19) it will be for only a week instead of the set-for three. Gals have been called back to the Universal studios in Hollywood for another picture on army life with Abbott and Costello, "We're in the Army Now" is the title. . . . Dave Kapp, of Decca, is in Chicago directing the making of some new hillbilly records.

Decca has signed Carmen Calabrese for a string of Latin rumbas-ings. . . . This a typographical error last week Harry James was reported doing another recording of "Flight of the Bumblebee" for Bluebird. Should have read for Columbia.

### Seasonal Headache

Steve Pieri, of Gluppewa Amusement Company, Buffalo, writes that his business is suffering from one of those ailments occasioned not only by the particular part of the year, but also a dearth of good follow-up tunes. This is a familiar complaint to all operators, but it is one which has no permanent solution. It just isn't possible to have a Bee Barrel Polka, Begin the Beguine, or Music Goes 'Round every month. If it were, the fickle public would soon have its taste elevated to a point where nothing short of a 21-gun salute would startle 'em. It is too bad that the real music man can't be spared more equally about a year's time, but genius just doesn't work that way. Operator Pieri goes on record as saying that his best bet around Buffalo at this time is Gene Krupa.

### Bandmen Getting Cagey

Another answer to the above observation that good machine hits are scarce now may be found in the present status of the BMI-ASCAP situation. Now that such has been given a consent decree by the government, it is up to the bandsters and ASCAP to get together on some sort of settlement. But this may mean a matter of days or months. Meanwhile, band leaders are reluctant to record many numbers until they see what the ultimate outcome will be. They don't want to make too many of either BMI or ASCAP tunes for fear they might still be caught short, with one or the other proving a drag on the market.

### This and That

Operators catering to Hebrew and Jewish locations during the coming Jewish holidays shouldn't pass up Columbia's new Harry James recording of *ESH ESH*. . . . Another tune with a punchy lyric vocal for taverns is *Jenny*, which has just been recorded by most of the companies. . . . Columbia had to cancel a recording date the other day when Frankie Carle, himself, held piano man, failed to appear in the midst of operations. . . . On March 22 Mark Warnow celebrates four-bit 20th years.

### 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:

#### CHICAGO:

Let's Dream This One Out, Frankie Masters.

Masters is consistently commercial on his recordings, and this new BMI ditty is no exception. His popularity goes far beyond the sectional confines of most bands, too, as can be seen from the fact that operators in Helena, Mont., and Denver are also reporting activities on this particular record. Besides that, Masters is on the air regularly now from the Tait Hotel, New York.

#### CINCINNATI:

I Do, Do You? Dinah Shore.

This blues-singing gal is reaching higher popularity heights daily, and although strictly vocal records, aside from novelties, are usually not too hot on automatic phonographs, this is a case of publicity overcoming to some extent a phonograph bugaboo. Operators in other sections of the land might do a little experimenting with this one.

#### PORTLAND, ORE.:

Chapel in the Valley, Bing Crosby.

It's a waste of words to explain why servicemen in Portland (and Denver, too, incidentally) are opening machines to slip in this one. However, it is impossible sometimes to put all of the current Crosby recordings on a machine, so other operators can take a cue here from those in Portland and Denver.

#### SAN FRANCISCO:

Dancing in the Dark, Artie Shaw. Smoke Gets in Your Eyes, Artie Shaw.

Shaw's rise in this area with these two oldies is no doubt due to his stay at the Palace Hotel the past several weeks. Recording a couple of past hits like these is also smart merchandising at a time when most hit tunes are milked to early death by radio plugging. Evidently operators are seeing this too and putting on records that have some staying power.



# LANNY ROSS

in a SMASH HIT...  
for ST. PATRICK'S DAY!

## THERE'S NOTHING LIKE THE SMILE of the IRISH



### BENDEMEER'S STREAM

Victor—27346

★ "ON THE AIR" ★  
5 TIMES WEEKLY MONDAY TO FRIDAY CBS COAST TO COAST 7:15 TO 7:30 (EST)  
for  
★ FRANCO AMERICAN PRODUCTS ★

### NEW ORLEANS:

Hello, Ma; I Done It Again, Ella Fitzgerald and Leo Reisman.

A new one by each of these artists, and music machine men here are already predicting a good future for the tune. Title is good, which always helps; plus the fact that a novelty is a welcome relief to the string of more or less sentimental ballads flooding the market.

### Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended March 8 and the week before, ended March 1. The songs are those heard over the networks and leading

New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—It All Comes Back to Me New	1
2—Georgia on My Mind	—
3—High on a Windy Hill	2
4—I Hear a Rhapsody	3
5—You Walk By	7
6—Wax Old Owl	—
7—Amazulu	10
8—Tonight	8
9—There'll Be Some Changes Made	5
10—Keep an Eye on Your Heart	9

### 64TH ANNIVERSARY

(Continued from page 68)  
Some principles in modern phonographs. In 1906 third-dimensional tone was admittedly the highest goal to which recorded music might aspire, but it was deemed as impossible of achievement. But—that was 1906.

Today phonographs offer third-dimensional tone because of long experimentation for acoustically perfect music. Separation of low and high frequencies, correctly designed tone chambers, reproduction of tone at different levels—all of these bring music which is comparable to seeing a living picture with its height, width, and depth.

Much more might be written about progress made in the field of automatic phonographs and phonograph accessories but there would still be many things left unsaid. Of this, however, we can be certain: The knowledge we possess today is the distilled wisdom of history's greatest thinkers. We have grasped the torch and have kept its fires burning brightly. Let us keep it burning forever so that when we hand it up for the next generation to grasp, they will say as we say of Thomas Alva Edison—he was a man who did much for the benefit of mankind.



MUSIC OPERATOR LEO DIXON, left, signs a substantial order for Rock-Ola's Spectrovox ToneColumbia. He is seated with Frank Doyle, Rock-Ola regional manager, in the office of the Acme Novelty Company, Cleveland. Myron Erb looks over Doyle's shoulder.

Miracle Point Needles  
Buy them from your  
Columbia Record distributor  
M. A. GERETT CORPORATION  
2542 N. 30th Street, Milwaukee, Wis.

## SILVER KING

\$5.50 Each in lots of 10

ONE OF THE 250 MODELS



5 Lb. TIME  
"SILVER PAYMENT  
KING," PLAN ON  
\$6.50 SILVER  
10 at KINGS,  
\$5.50 NOW.  
LOW AS  
50c A  
MONTH

FREE  
Cat. &  
Insurance  
Blank  
Order for  
TERMS.

**TORR** 2047 A-50. 68  
PHILA., PA.



## Council Over-Rides Mayor's Veto To Strike at Vending Machine Fund-Raising Campaign

MINNEAPOLIS, March 8.—Over-riding Mayor Leach's veto by unanimous vote, city council here passed the vending machine ordinance under terms of which tax on vendors is increased on all 3-cent and penny vendors. Former fee was 25¢ for first two machines and 10 cents for each additional one.

Ordinance provided the grist for a bitter political battle, with the mayor and the American Legion lined up against it, and the city council favoring its passage. Five hundred candy vendors are in operation here under Legion sponsorship. Ten per cent of the proceeds goes to the Legion treasury. Proceeds are earmarked by the Legion for erection of a draftees' recreation center. Legion's opposition to the ordinance was based on the grounds that the tax was confiscatory and would impair its plans to raise \$7,000 for the recreation center project.

Supporting the Legion's stand, Mayor Leach stated that he had asked the Legion to take over the recreation project after an attempt to raise money for it by private subscription had failed. "The machine venture is a legitimate way of raising money," he said, "and the city has no right to tax it above the cost of supervision."

Legionnaires demanded postponement of council action pending the working out of equitable license fees by both parties at a mass meeting held three days before the council was to consider the mayor's veto. Paul Koughan, fifth district Legion commander, asserted at the meeting: "The purpose of this ordinance was not simply an increase in the city's revenues but a means of putting this particular fund-raising cam-

aign out of business." In opposing the vending machine plan, Koughan stated that care had been taken to see that the machines were located where they would not compete with existing businesses, and since it went into operation no complaint had come to him that it had harmed anyone's business.

William Scott Jr., chairman of the Legion project, asserted machines had been in operation since December 9 and had netted the Legion \$937, and that \$7,000 a year could be secured if the licenses were left at a reasonable level. He also pointed out that a partial canvass of grocers and druggists brought 120 signed statements that the Legion's candy machines were not interfering with their trade.

City council's opposition was based primarily on the fact that it viewed the mayor's support of the Legion stand as a vote-getting move. "I'm sick and tired of the mayor waving the flag for votes," declared one alderman. Others charged the mayor was making the ordinance a political issue. Many grocers and retail merchants, two groups who were backing passage of the new ordinance, were on hand when council over-rode the mayor's veto.

Dubbing the fight a political fracas between city council and the mayor, in

which the Legion "seems to have been caught in the middle," Koughan, in commenting on the council's action, stated he expects the ordinance will be either repealed or changed at some later date.

## A New Operator's Handbook



Here's your guide to big profits, operation—a handbook containing all information necessary to establish and maintain a successful trade of bulk vending. How to choose machines—select merchandise—correct portions—profits to avoid—and many more helpful hints (available in the beginner and mighty handy for the experienced). Best packed full of actual facts, figures and reliable working information. Only 25c postpaid.

THE NORTHWESTERN CORPORATION  
5 EAST ARMSTRONG STREET, MORRIS, ILL.

## FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

**TORR** 2047 A-50. 68  
PHILA., PA.



WE WILL PROVE  
IT—4 TO 5 TIMES  
the PROFIT with  
IN-A-BAG  
VENDERS

Operate this really different vander for 14 days, if it doesn't earn 4 to 5 times the profit of your other penny venders, return it and your money will be refunded.  
Sample \$17.50

Vands split and confessions in sanitary glassine bags.

1/3 cash with order—balance C. O. D.

O. D. JENNINGS & CO. 4309 W. Lake St.  
Chicago, Illinois

## VENDORS

Five for Only \$11.75

Low in Quantity Lots. Literature on Request.

**DAVIS METAL FIXTURE CO.**

LANSING, MICH.

## ROLL A PACK PACKS A PROFIT PUNCH!



Roll a Pack, the most fascinating counter cigarette die machine ever produced! Tested and proven a REEL money maker. Order today!

Sample Roll a Pack \$12.50 Ea.

One at a Time \$45.00 Only

- Sold on Ten Days' Trial.
- Time Payments in Lots of 12.
- Recommended and Distributed by

**TORR** 2047 A-50. 68  
PHILA., PA.

## Keen Interest in Cigarette Vender

NEW YORK, March 8.—Officials of U-Need-a-Pak Products Corporation report great interest in the new line of cigarette merchandisers offered by the firm.

Following the showing at Chicago, operators from all sections of the country have been asking for more details on the new Model 500, designed by Norman Ibs Geddies, creator of Futurama at the New York World's Fair. Innovations of the vender include streamlined central delivery, a chrome, graduated keyboard, and an attractively mounted mirror.

"This is a merchandiser that will capture every superior location in the country," one company official declared. "Judging by the number of inquiries, there are countless operators who feel as we do."

## Cookie Venders Up Drink Sales

NEW YORK, March 8.—Operators of beverage dispensers are turning more to the Nab Diner as an important adjunct to their business. National Biscuit Company reports. The attractive cookie venders are manufactured by the Tri-mount Coin Machine Company.

Operators are discovering that a vender installed next to a beverage dispenser not only aids the sale of the beverage but brings in added profits thru the sale of the cookies. The five-column cookie venders vend the nickel packages of Nab's, heretofore sold only at lunch counters and fountains.

While industrial plants comprise the majority of the double locations at present, it is expected the practice will spread to all locations now using the beverage dispensers, such as theaters and other public places.

Simplicity! Eye Appeal! Trouble Free!

U-NEED-A-PAK

## MODEL 500

Processing the Norman Ibs Geddies-designed cigar merchandiser that took the C.M.A. Show by storm and is acclaimed by operators from coast to coast as the finest cigarette merchandiser ever produced anywhere, U-Need-A-Pak offers you something different, something as beautiful, as sturdy, as complete, as up-to-the-minute that you can't afford to miss the extra profits assured with the Model 500. Note these features:

- Streamlined Central Delivery
- Complete Mechanism Rolls Out of Cabinet on Tracks
- Dual Magazines
- King Size Magazines
- 1c Box Match
- Change operation from 15c to 20c or vice versa by the mere turn of a screw
- Fast and Efficient Loading
- Dual Match Columns
- Slug Proof
- Less Moving Parts
- Nothing to Wear Out
- Cool Neon Lights (optional)

Don't buy "Merchandiser" Say "U-Need-A-Pak" and eliminate trouble. Write or wire or come in TODAY for prices and terms.

The important method U-Need-A-Pak has developed of loading all cigarettes delivered to the consumer in the new streamlined manner that eliminates all crushing and scratching. You must see it to appreciate it!

U-NEED-A-PAK PRODUCTS CORP.  
135 PLYMOUTH STREET BROOKLYN, N. Y.



7, 8 and 10 columns of beauty in white or walnut.

**12 PAY PLAN**     **TIME PAYMENTS**     **30c PER MONTH**

**A Steady Cash Income**  
A Route of  
**Northwestern**

Model "40" (American's finest built vending) will give you a permanent cash income with a small investment.

Under our new 30c per month time payments plan, you can start in this business with a small investment and let the machine pay for itself.

**WRITE AT ONCE FOR DETAILS!**

1/3 Deposit  
**RAKE**  
2014 Market Philadelphia, Pa.

**\$4.95**     Cost of 100  
Less than 100 \$8.25  
Less than 25 \$9.45

**DAVAL'S "21"**

A miniature size "blackjack" game. With coin divider and two separate cash boxes, 1c, 5c or 10c play.

**Only \$19.75**  
CASE OF 4  
**Only \$72.50**  
**10 DAY TRIAL PLAN**

**TRADE-INS**  
Liberal allowance on Game. Let us know what you wish to trade.

Order a Machine. If not satisfied within 10 days return for full refund.

**DON'T DELAY! ORDER NOW!**  
Just Attach \$2.50 bill or M.O. on Deposit and We Will Ship Machine. C. O. D.

**RAKE**     2014 Market St. Philadelphia, Pa.

## EASTERN FLASHES

**NEW YORK, March 8.**—Early March found the coin machine industry busy, with plenty of orders coming in.

George Foner's showing of the Parkway Music Boxes at Hotel New Yorker resulted in many orders.

F. M. Parsons, general manager, and vice-president of Buckley Music Systems, Inc., was in town and visited Willie (Little Napoleon) Blatt, Bill Alberg, Barney (Shaggy) Sagerman, and other Buckley distributors and district managers in the area.

DeWitt (Doc) Eaton, Eastern regional manager for the firm, accompanied Parsons and introduced him to New York columnists.

Parsons was impressed with the installations around the vicinity.

Joe Fleisman was also talking music all week, and Cliff Balles, Eastern representative for Rock-Ola, was at Joe's office greeting the music operators who dropped in.

Joe Eisen, of Manhattan Distributors, discussing the growth of Manhattan's business. The success Joe and Dave Margolin have made of Penn Coin-0-Matic in Philadelphia and Baltimore, Md., is being repeated in New York.

Joe is concentrating on keeping music operators informed as to the benefits of Wurlitzer.

### AROUND THE TOWN

Frank Hammond, who did a swell job of organizing the music operators in Philadelphia, was in town the past week to speak to New Jersey music men.

Frank is reported to be helping the New Jersey operators get settled down to a real organization.

Bert Lane, of Seaboard Sales, has started off with a smash on his sales of Daval's "21" and has been filling case-lot orders from all over his territory.

Bert is eagerly awaiting shipments on Microscope's Ace Bomber and Drive-Mobile, as well as Genco's new release, which is regarded as "great."

Jack Fitzgibbon, strolling down Coth Row wearing a big grin, reports: "The new Philly gamut are going over like hot-cakes, with locations taking to them for the biggest profits the boys have ever had."

With distributors advising that Ace Bomber and Drive-Mobile will outsell anything they've had since the firm went into the coin business in 1885, Microscope factory workers are going night and day to get set for the biggest production schedule in their 46-year history.

Tony Gaspario back in town and busy getting the boys to see the light on Koshitz's Bun Eater.

"Wherever the machine has been placed we receive the finest profit-producing reports," says Tony.

Murray Sandow is kept busy on the floor at Simon Sales while Dave Simon is in conference.

Murray says the boys are working at top speed these days to meet all orders.

"We will have a surprise for the trade soon," Murray outlines, "and the boys will do well to watch for it."

Seymour Pritch has become a frequent visitor to the offices of Allied Wholesale, according to reports.

Feminine reason? Operators are sustaining the new leather remodeling job by Acme Sales Company.

Sam Sachs has received several orders on the new re-vamping job.

Operators everywhere are ordering parts and supplies, according to Leon Berman, of Nyseco.

Leon says the firm is well on its way toward enjoying one of its biggest years.

### HERE AND THERE

Columbs crowding the DuGranter offices on Coth Row to see the new Candy Man machine and check on deliveries of the Champion cigarette merchandiser.

Mile Chausse, Rip Glassgold, and Jimmy Martin were on hand to talk to operators, and Adeline (Solly) Solomon took over when the trio scrolled out to lunch.

Big party last Saturday at Ambassador Vending in Brooklyn.

The new firm was formed when Sherry, Koenigs, and Gould merged two firms.

Earle C. Becke, of National Novelty, Merrick, L. I., reports operators are going for Rotor Tables in a big way.

Earle is doing an outstanding job and is pleased with the way his new item has clicked.

Brynie Budja flying to Aurora, Ill., to visit the Stoner factory and present some new plans to the firm.

Brynie believes Stoner's Blinky is proving itself a good game and will continue to do business.

Bill Alberg off to Florida, while Charley Armeson, who recently returned from the Land of Sunshine, sets back into the old routine at Brooklyn Amusement Company.

Al Simon is still on his honeymoon and ad-

## FACT AND FAME!

**VICTOR CONTE, AN OPERATOR OF CANDY AND CIGARETTE MACHINES IN UTICA, N.Y., WRITES AS FOLLOWS:**

*I can easily show my location that the Rowe Candy Merchandise pretty much takes up and profits for my location. I increased sales and volume in the past month since I got the Rowe machine. It's candy town in my market. All the other candy machines are under my feet.*

**AND ANOTHER REASON I LIKE THE ROWE MACHINE IS THAT IT TAKES SO LITTLE SPACE.**

**DESPITE 8 COLUMN VARIETY—LARGE CAPACITY—AND ABILITY TO SELL THE "EXTRA-BIG" BARS, THE ROWE STANDARD IS SO COMPACT THAT IT REQUIRES ONLY 2 SQUARE FEET OF FLOOR SPACE.**

**THIS MEANS—MORE LOCATIONS!**

**FOR THE FULL STORY OF THE ROWE STANDARD—the candy machine that is priced below any other of comparable size—write for free folder #22.**

**ROWE MANUFACTURING CO., INC.**  
World's Largest Builder of Cigarette, Candy, Gum and Mint Merchandising Machines  
BELLEVILLE, NEW JERSEY

**The Billboard**

★ ★ ★

## BEVERAGE VENDERS OUT IN FRONT IN 1941!

Do you want to add to your earnings this year? Beverage Vendors will help you do it! Thousands of locations are literally waiting for operators to install machines. Read all about this fast moving development in the coin machine field—get all the facts! The Billboard's Spring Special number will contain a special Beverage Vender Section, full of interesting information, pictures and operating successes.

Manufacturers and distributors who want more details write today for information about editorial content and distribution plans designed to cover all the best prospective buyers.

**THE BILLBOARD PUBLISHING CO.**  
25 Opera Place Cincinnati, O.

**The Billboard**  
MARCH 15, 1941

★ ★ ★

GET THE LATEST NEWS AND PRICES EVERY WEEK—JUST \$2.00

vice the boys at Savoy Vending that he's having a swell time and hates to think of coming back until warmer weather sets in.

Miss A. M. Strong, of the G. V. Corporation, reports that operators in all fields are turning to the recent Adams Gum Vender as a good method of stabilizing business.

Dave Parsons, of Central Sales Corporation, enjoyed the Miami sunshine for a while after his road trip. Dave hated to come back because all the Miami papers were carrying stories about the freezing temperatures up North.

He's back and freezing.

### JERSEY JOTTINGS

Irv Morris, of the George Foner office, says New Jersey was one of the busiest States in the Union last week as far as coin machines are concerned.

Irv was kept on the go all week and declares he received many well orders from operators in his territory.

Al S. Cohen, of Aceo, also reports his firm is tremendously busy.

"We landed some of the best orders we have ever received," claims Al.

More and more operators are buying our recommended merchandisers."

Jack Berger, of Newark Colfax, says business is way up and declares that new records will be established if sales continue at their present pace.

Barney (Shaggy) Sagerman reports his own line, including the Buckley system in an elaborate diner in Newark.

"This will be a great installation," Shaggy says, "and will probably be the most outstanding job in our area."

Lois Bloom also is reported to be doing a great job as Buckley distributor in the Trenton area.

In Elizabeth, N. J., the fun on bingo has slowed things up.

### OUT OF TOWN

Ben Becker, roadman for Weston Distributors, leaves Albany and starts on

**IMP**  
**A WINNER IN '40**  
**THE LEADER IN '41**

PRECISION BUILT, 64,541 NOW GIVING TROUBLE FREE SERVICE

**\$12.50**  
**6 for \$60.00**

**1c, 5c or 10c Play**

**1-3 DEPOSIT**

**TORR**     2047 A-50. 68  
PHILA., PA.

a complete swing of the East showing Exhibit's Arcade money-makers.

"The swing to three machines is sure to bring operators more profits than they ever received before," Ben says.

Bob and Jennie Glotch, of Hartford Sportlands, Hartford, Conn., are using their local radio station for spot announcements during the day.

They report results have been good.

Bob's brother, Louis Glotch, manages one of their sportlands, while another brother, Joe Glotch, operates sportlands in Middletown and Durby, Conn.

Another Connecticut operator

**THE BEST** . . . .  
**At Any Price**

**PAN'S  
 Complete  
 Service**

★  
**Write One Order  
 Pay One Freight**

★  
**CANDIES**  
 FOR BULK VENDING MACHINES

**CHARMS  
 Salted Nut Meats  
 BALL GUM**

★  
**Sand . . .**  
 FOR OUR NEW 1941  
 PRICE LIST

**PAN  
 CONFECTION**  
 345 W. ERIE ST.,  
 CHICAGO, ILL.

who uses radio advertising is Ralph Collier, of the Mattauk Music & Amusement Company, Waterbury, Naah is receiving congratulations on his recent marriage, as well as on the swell job he is doing with the radio advertising scheme. . . . Mrs. Joseph Hackett, wife of the owner of the Waterbury Amusement Company, is an accomplished pianist. She studied in Europe and is, according to Joe, one of the finest pianists in the world. . . . Pepe Onoprio, Forestville, Conn., operator, joins the ranks of common who have been selected for military training. Pepe sold his route and entered the army last week. His former mechanic, Joe Garay, and Christy Toleda, who has been connected with the coin machine industry in Connecticut for 20 years, have joined forces and started out as operators.

Roy McOmnia, of Baltimore, Md., reports his firm is ahead on the sale of gums. McOmnia looks forward to one of his best years. . . . Lew (Leader) Landon, of Leader Sales, Reading, Pa., is going ahead so fast that the firm's mechanics are having difficulty filling orders. . . . Calvert in Baltimore, Md., reports Art Nyberg is back on the road and keeping them deluged with orders for Bally equipment. . . . Irwin Blumenthal, of General Vending Service, Baltimore, Md., has a new secretary and is keeping her busy telling operators how much he thinks of Deval's "21." . . . Joe (Active) Aali, of Philadelphia, reports his distributing firm is enjoying such a great demand for reconditioned games that they are seriously considering adding more space to facilitate handling orders. . . . Byron Block, of Block Marble Company, Philadelphia, says Block's Guardian Electric Kit is being enthusiastically received. Byron believes 1941 will be the biggest year in coin machine history, not only for the kit but for the other parts and supplies the firm handles.

#### OFF THE COFF

Sol Gottlieb, traveling representative of Dave Gottlieb, has been in New York the past few weeks visiting his many friends along Cola Row. Sol will be in town for another week or so. . . . Teddy Seidel is still talking about the marvelous time he had at the coin machine show. Teddy claims the highlight of the

show for him was the evening spent with E. Walter Evans, of The Billboard. . . . Music machine operators with locations in territories with a large foreign population find Atkinson Trading Company carries a complete line of popular foreign records, all imported from Europe.

## CMA Banquet Plans Nearing Completion

NEW YORK, March 8.—Plans for the fifth annual banquet of the New York Cigarette Merchants' Association to be held in the main ballroom in Hotel Pennsylvania March 15 are reported nearing completion. Meeting of the Interstate Cigarette Merchants' Association is slated for that afternoon, following a luncheon at 1 o'clock. A group of Ohio operators, members of the cigarette vendors' association of that State, will join those from Massachusetts, Connecticut, Rhode Island, New Hampshire, New Jersey, and New York to discuss matters of interest.

Banquet reservations are expected to exceed 750. The floorshow will feature an all-star cast and two bands will furnish music for dancing. Morey Amsterdam, of the WOB Lough and Swing club, will be one of the entertainers.

Guests will include Joseph Kolodny, executive secretary of the National Association of Tobacco Dealers; Louis H. Fuses and James LaMotta, New York State Commodity Tax Bureau; and Eric Calamia, president Retail Tobacco Dealers of America, Matthew Furber, CMA manager, said.

## View-a-Scope Gets Roy Torr's Okeh

PHILADELPHIA, March 8.—"View-a-Scope is giving me a new view on volume sales," declares Roy Torr, Philadelphia distributor. "Judging from the record-breaking demand for films for the machine, I can see that the machines are popular on location."

"View-a-Scope has captured the public's wholehearted interest because of its human interest appeal and because the selection of View-a-Scope film can be adapted to the kind and type of location in which the machines is placed," concluded Torr.

## Renew Pennsy Cigarette Tax

PHILADELPHIA, March 8.—The 2-cent-per-pack cigarette tax, an emergency measure, will be continued. A bill was introduced in State Legislature this week renewing the tax measure for the next two years. The tax is expected to produce revenue to the State in excess of \$23,400,000 a year. Cigarettes sold in all military and CCC camps throughout the State will be exempt from the 2-cent fee.

## Retiring President



DAVE GOTTLIEB

Dave Gottlieb, head of D. Gottlieb & Company, retired from the presidency of CMA Machine Industries, Inc., after heading the organization for the first two years of its history. He said he did not want to set a precedent of holding office too long. Gottlieb retires from the presidency

## CMI President



GEORGE MOLONEY

George Moloney, of Bally Manufacturing Company, Chicago, was chosen president of CMA Machine Industries, Inc., at a meeting of the organization March 4. Moloney has a national reputation as one of the most capable business men and executives in the coin machine industry. His leadership of the national organization, which sponsors the annual conventions and also represents the manufacturing industry, will write another successful chapter in the story of the industry's forward march.

Moloney has those qualities of leadership which will go far toward completing the unity of the industry which has been started during the past two years. He has the confidence of the manufacturers and also of the distributors and operators. Moloney has an enlarged board of directors to assist him in developing a greater program for the good of the industry. In this program will be many things to advance the best interests of the operating business.

**???**

**WHY EXPERIMENT!  
 ADAMS GUM VENDORS  
 HAVE BEEN PROVEN  
 BEST BY EVERY TEST!**

If you are now operating or are planning to operate a gum machine route we can **SAVE YOU TIME, TROUBLE AND MONEY!** The DUGRINICK ADAMS is gum vendor has been TRIED and TESTED throughout the world and has proven to every fact to be the **biggest PROFIT FILLER** in the gum vending field. **WHY EXPERIMENT** with other machines when eventually you will have to come back to the best? This ADAMS gum vendor is your guarantee of **INSURED PROFITS!** It is **EASY TO LOCATE!** **EASIER TO BUY!** **EASIER TO OPERATE!** Why not start off on the road to sure security — via the ADAMS route now! **WRITE! WRITE! PHONE!**

**ONLY \$12.50  
 MAKES MODEL  
 24 MONTHS  
 TO PAY!**

**G.V. CORP.  
 33 WEST 46th ST., NEW YORK**

of CMI with the honor of having headed the organization from its inception until it has become established and has also conducted two successful conventions. The first years of any organization are most trying, and Gottlieb proved an aggressive leader and a statesman at a time when every move counted for much toward the future growth of CMI. Many said that he held a thankless job and that in his made the office mean something to the industry.

Two years of organized planning, of progress toward unity, and of enlarged public vision testify to Gottlieb's leadership. Appropriate resolutions were expressed to him and to the board of directors who worked so capably with him.

## Asco Reports Good Foreign Business

NEWARK, N. J., March 8.—Al E. Cohen reports Asco Vending Machine Exchange is enjoying considerable foreign trade. Cohen says the firm has been shipping to foreign markets for several months and has found that such shipment brings repeat orders.

"There is no doubt," Al declared, "that South American countries are definitely swinging over to mechanical machines. We feel that before long this will prove to be one of the most profitable territories for coin machine expansion. So far every sample order shipped has resulted in quantity repeat orders. We have shipped to Alaska, Chile, Colombia, Mexico, and Panama.

"We feel that the job we have done thus far with South American countries is comparatively small compared to what manufacturers and other distributors can do if we all get together and concentrate on obtaining business from these countries."

**USED CIGARETTE  
 MACHINES  
 Priced for  
 Quick  
 Sale**

• All Makes  
 • Good  
 Condition  
 • Vends at  
 15c or 20c

**SEND FOR  
 COMPLETE  
 PRICE LIST**

**UNIVERSAL DISTRIBUTING CO.**  
 3308 Superior Ave., CLEVELAND, OHIO

**RECONDITIONED  
 CIGARETTE MACHINES  
 WHILE THEY LAST**

6 Col. National 6-30	..... \$17.50
9 " National 9-30	..... 46.50
8 " Rews Imperials	..... 37.50
6 " Stewart McGuire	..... 12.00
7 " Stewart McGuire	..... 32.50
9 " Du Cronier	..... 45.00

1) Deposit — Balance C. O. D.

**PAT SCHWARTZ**  
 305-10 West 7th St., Cincinnati, Ohio.

**BARGAIN BUYS**

S. & W. Mid. 16-30 Coin	..... \$9.95
(Late Top, \$2.50)	
Ina-Buy 16-30	..... 4.95
Handled 16-30	..... 8.50
Dulmore 6-30, C. O.	..... 8.50
WANTED! MACHINES, ALL TYPES, MIDWAY VENDING, 432-9 W. 42nd St., N. Y. C.	

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





# SPRING - -

*The Season for* **EXTRA** *business*

Each Spring thousands of concession operators as well as regular coin machine operators buy huge quantities of new and used machines for their seasonal locations at resorts, beaches, along boardwalks, in summer dance halls, and on carnival, fair, and amusement park midways.

Experienced coin machine advertisers know the outdoor show business is a market that deserves attention. They know *The Billboard* is the only publication that reaches this market. They know *The Billboard* carries their message to all outdoor concession coin machine operators PLUS the usual 100% coverage among regular coin machine operators.

# SPRING SPECIAL--

*The issue for* **DOUBLE** *profits*

For 47 years *The Billboard* has been publishing an annual **SPRING SPECIAL** number. Outdoor concession operators look upon this issue as a **BUYERS' GUIDE**. They keep it for months to refer to the valuable editorial data and hundreds of supply house advertisements.

Don't miss this opportunity to have your message read by every possible coin machine buyer. Plan now to have an advertisement in the Spring Special. You'll get twice as many returns as from a regular issue, but there will be no increase in advertising rates.

Rush your advertising copy **TODAY** or wire us for more information. We must have your copy not later than Thursday, April 3.

**The Billboard Publishing Company**

25 Opera Place

Cincinnati, Ohio

## Lipe New Head of McGinnis Offices

BALTIMORE, Md., March 8.—Earl Lipe, known to coinmen from Coast to Coast, has been appointed head of the Roy McGinnis offices here. Lipe has been working with McGinnis for some time and is well acquainted with the firm's



EARL LIPE, who has just been appointed head of the Roy McGinnis offices in Baltimore, Md.

office and sales work. Lipe is responsible for creating many new systems making for closer co-operation between operators, distributors, and jobbers.

In announcing the appointment, McGinnis said: "Earl is one of the few men in the industry with a complete understanding of merchandising. He has been responsible for the growth and development of our business since his entrance into this firm. We feel certain that members of the trade will find Lipe one of the most responsible men with whom they have ever come in contact."

## Coinmen Gain From Military Encampment

INDIANTOWN GAP, Pa., March 6.—Development here of a military reservation housing 30,000 will tax the resources of Eastern Pennsylvania towns in providing entertainment and recreation. A boom for amusement and music machine operators within a 30-mile radius from the military camp is foreseen.

Indiantown Gap is a great notch in the Blue Mountains, and Lebanon is the nearest city of any size to the camp, being only 15 miles away.

The enlisted men will be paid in cash and it will take about \$500,000 to meet the pay roll for enlisted men and \$200,000 for commissioned officers each month. The pay roll may rise as high as \$1,500,000.

## Detroit

DETROIT, March 8.—John Dobranich, manager of Zora Recording Studios, is off on a business trip to New York, preparatory to issuing a number of new foreign-language recordings for the automatic machine trade.

Don Kelsey, manager of Michigan Phonograph, has been closely watching favorable popular reception of the first model in Joey's Stables, West Side night spot, which went in last Wednesday, and played to over 1,000 customers in the first three days.

**BUY 2  
TOT  
Automatic  
Token Vender  
AT \$24.95  
EACH AND  
GET ONE  
FREE**



**The Calvert Novelty Co.**  
708 N. Howard St., Baltimore, Md.

## CMI Elects Officers . . .

CHICAGO, March 8.—Coin Machine Industries, Inc., national coin machine manufacturers' organization, held its annual election March 4 to select a new corps of officers and directors. Dave Gottlieb, who has held the presidency of CMI since its organization two years ago, presided during the business sessions.

Gottlieb reviewed the record of the past year briefly, stating that the 1941 Coin Machine Show was the outstanding event of the second year of CMI. He explained the work of CMI and also praised the work of the Automatic Phonograph Manufacturers' Association and the National Automatic Merchandising Association for the work they are doing in their fields. The pin-game division of CMI looks after the interests of the amusement games industry, he said.

While awaiting the report of the nominating committee, informal discussion was given to a public relations program and to other association matters. The program was referred to the board of directors and will be considered at the next meeting of the board.

Appropriate resolutions expressing thanks to the retiring president and board were passed by the body.

The committee recommended that all members of the previous board be retained on the new board and also that new members be added. The report as adopted named the following as the 1941 board of directors: Richard Grotchen, George Moloney, Dave Gottlieb, Sam Wolberg, John Chress, W. E. Holin, A. E. Gebbert, Dave Rockola, Homer Capehart, R. W. (Dick) Hood, and Walter Tratsch.

The board of directors then named the following officers for the ensuing year: George Moloney, president; Dick Hood, first vice-president; A. E. Gebbert, second vice-president; John Chress, secretary, Dave Gottlieb, treasurer, and Jim Gilmore, secretary-manager.

## Distributors Acclaim Daval's Game "21"

CHICAGO, March 8.—Letters received from leading distributors throughout the country acclaim Daval's newest counter game "21," according to officials of the Daval Company. "They are flooding us with orders in backing up these statements," the Daval officials reveal. "The comments of these coinmen are gratifying and prove that Daval's '21' is one of the outstanding games now available."

### Atlas Novelty Company, Chicago

CHICAGO, March 8.—Maurie and Edie Ginsberg, of Atlas, report that Daval's "21" clicked instantly with customers and that initial orders for the same have established a record. "We are enthusiastic," they declared, "about the counter game and believe that it is destined to be one of the greatest of all time in its field."

### Sicking, Inc., Cincinnati

CINCINNATI, March 8.—Bill Marmor and Ben Goldberg, of Sicking, Inc., Cincinnati, Louisville, and Indianapolis, placed one of the biggest orders and explained that this was sufficient to tell the world what they thought about Daval's "21."

### H. C. Payne Company

NASHVILLE, Tenn., March 8.—Harry Payne reported that the only way he could explain what he thought of Daval's "21" was for Daval to just keep shipping complete cases to him as they came off the production line, as he could use them as many as he was getting.

### Seaboard Sales, Inc.

NEW YORK, March 8.—Bert Lane came to the fore with an offer in order to encourage the trade that he believed Daval's "21" was a great counter game.

### General Vending Service

BALTIMORE, Md., March 8.—Irvin Blumenfeld was impressed with the first case he received, he said. He instantly wired Daval the largest order yet placed.

### Electro-Ball Company

DALLAS, March 8.—Ed Furlow and St. Lynch, Electro-Ball Company, Dallas, Houston, and Memphis were so impressed with the new "21" that they immediately advised Daval they believe that it would surpass the former No. 1 "21."

### Banner Specialty Company

PHILADELPHIA, March 8.—I. H. (Izy) Rothstein, Banner Specialty Company, Philadelphia and Pittsburgh, was firmly convinced that Daval had again achieved a masterpiece of machine design, construction, and play appeal, as well as bringing the operator the type of product which would assure him the greatest returns.

### Monarch Coin Machine Company

CHICAGO, March 8.—Al Stern and Roy Hamilton have elected Daval's "21," being their decision upon the way sales have started.

### Silent Sales Company

MINNEAPOLIS, March 8.—William

(Sphinx) Cohen is definitely sold on Daval's "21," he says, as the greatest money-making counter game of all time and believes that its small size will have a great deal to do with its continued success.

### E. D. Lazar Company

PITTSBURGH, March 8.—Ben and St. Lazar, E. D. Lazar Company, Philadelphia and Pittsburgh, have already wired Daval a large sample order and are out to upset the sales records they created so far with Marvel, American Eagle, and Cub, and Ace, it is said.

### Mac Mohr Company

LOS ANGELES, March 8.—Mac Mohr, Daval Pacific Coast representative, has been wiring every day since receiving his first sample shipments of Daval's "21," doubling and re-doubling orders, the factory reports.

### T. E. Cobb Distributing Company

LOUISVILLE, Ky., March 8.—John E. Cobb saw Daval's "21" while in Chicago and placed a large initial order, he reports.

### Trimount Coin Machine Company

BOSTON, March 8.—Dave Bond is sure that Daval's "21" will prove the answer to the cry for big counter game profits, he says. Bond has already started his sales campaign.

## Add Movie Mentions

WILKES-BARRE, Pa., March 8.—Automatic music machines come in for another break from the movies with the appearance of a phonograph as a prop in the recreation hall of a army training station in the picture *Back Streets*.

## Beg Your Pardon

In a recent issue of *The Billboard* we published a picture showing orchestra leader Bill Carlson inspecting a new Wurliizer automatic phonograph. We failed to mention the essential fact that Bill Carlson had recently recorded "The One I Love Belongs to Somebody Else."

In connection with another photograph we erred in identifying Rudolph Wurliizer as the founder of the Rudolph Wurliizer Company. Inasmuch as the company has been known for over 200 years, the statement is obviously incorrect.

## Grand National Showrooms Loaded

CHICAGO, March 8.—Every wall space, corner, and above of the three large showrooms of Grand National Sales Company, Chicago, are crowded with the largest stock of new and used equipment ever held, it is reported.

"We are loaded and ready for the demand," said Mac Churva, sales manager. "We've got everything—free plays, used games, new games, pay tables, console, counter machines—anything the operator wants, whether he has only a few machines or whether he's one of the biggest operators in the business."

At Berlin, head of the company, emphasized the fact that Grand National is ready for the biggest season in its history. He predicted a sales volume substantially ahead of last year's.

## Contest State's Right To Collect Sales Tax On Penny Vender Sales

BIRMINGHAM, Ala., March 8.—Night of the State of Alabama to collect a 2 per cent sales tax on penny sales is raised in a bill filed in Chancery Court here in behalf of A. H. Wood, operator of peanut vending machines, by his attorney, Dan P. Barber.

The suit is in the form of an appeal by Wood of the action of the State Department of Revenue in assessing him with unpaid sales tax amounting to \$130.20 from March 1, 1939, to November 30, 1940.

The State law, Barber contends, forces the retailer to collect the sales tax from the consumer and provides a penalty if the tax is not passed on to the buyer. However, the State does not have any token or other medium thru which the tax can be collected on penny sales.

It was pointed out by Barber that if a 1-mil token is collected on a penny it would make the sales tax 20 per cent instead of the 2 per cent prescribed by law.

Another contention raised by Barber is that Woods is a wholesaler and the provisions of the sales tax law would not apply to him.

**NOW! AVAILABLE WITH DEFENSE STRIPS!**  
**"AMERICAN EAGLE"**



**FOR BIG, STEADY PROFITS**  
DAVAL · 2043 CARROLL AVE. · CHICAGO  
MAC MOHR CO., 2916 W. PICO BLVD., LOS ANGELES, CALIF.





GIANT VALENTINE which Bally Manufacturing Company sent to Carl Trapp upon the opening of his new Ideal Novelty Company headquarters in St. Louis on St. Valentine's Day.

## Elaborate Program Planned By Sponsoring Organizations

MINNEAPOLIS, March 8.—Two days crammed full of interesting things to see and do in the premises held out by members of the committee sponsoring the third annual Northwest Automatic Amusement Machines Exhibit here March 25-26. While not all the details of the program have been definitely set as yet, enough has been revealed to indicate that all who attend not only will have the time of their lives but also will have the opportunity to get a lot of business done.

The two-day meet will get under way officially Tuesday morning (25). The day will be given over to inspection of the displays of coin-operated equipment and supplies set up by Minnesota jobbers. Northwest coinmen who were unable to attend the Coin Machine Show in Chicago in January will see all the hit equipment that was on display there. Those who did take in the big event of the coin machine year will find plenty

of post-convention equipment on hand to interest them. Leading executives of most manufacturing firms will be present.

Big banquet is set for Wednesday night (26) in the new main ballroom of the Hotel Radisson. An all-star show is being lined up by J. D. Gleason, who is in charge of entertainment for the convention. In addition, all those attending the banquet will be eligible to participate in the prize awards that annually are the highlight of this affair. Already prizes to be given out have climbed above last year's \$1,900 mark. Only holders of banquet tickets will be eligible for the drawings. A. S. Buck, in charge of prizes, has ruled.

Homer E. Capehart will be one of the principal speakers at the banquet. Attendance at this affair is expected to top 1,000, and officers and committee members are assuring everyone that they are doing everything in their power to make it one that those attending will never forget.

# PIKE'S PEAK

*Hit of 1941*

Of course you know that it's the most popular game in the USA today.

If your distributor has not filled your order, please be patient—we are going on a 3-shift basis to give you enough Pike's Peaks for every one of your locations.

See your nearest Distributor.

Made by  
**GROETCHEN TOOL CO.**  
130 N. UNION ST.  
CHICAGO, ILLINOIS

**\$32.50**  
Price Subject to Change Without Notice

# PIKE'S PEAK

**SOLD ON**

- ★ 10 DAYS' FREE TRIAL
- ★ TIME PAYMENT PLAN
- ★ LIBERAL ALLOWANCE ON TRADE INS

**TORR** 2047A-50. 68  
PHILA., PA.

it's tops in appeal and originality

## PIKE'S PEAK

ACTION EVERY SECOND

THE THRILL OF 1941

IT'S FUN TO PLAY

### MONEY-MAKER of 1941

**\$32.50**

5-Ball Counter Skill Game  
Orders filled in order of receipt.  
1/5 Deposit

**GERBER & GLASS**  
914 Diversey Blvd., CHICAGO, ILL.

IT'S 100% LEGAL

it's tops in appeal and originality

## PIKE'S PEAK

ACTION EVERY SECOND

THE THRILL OF 1941

IT'S FUN TO PLAY

WRITE—WIRE—PHONE

Exclusive New York Distributor  
**MIKE MUNVES CORP.**  
593 TENTH AVE., NEW YORK  
All Phones: Bryant 9-6677

Simple **\$32.50** QUANTITY BUYERS WRITE FOR PRICE!

IT'S 100% LEGAL

TAKE A TIP!! PHONE TRIMOUNT TODAY FOR DAVAL'S "21"

The greatest money-making machine since ever built! DAVAL'S "21" according to Daval's with Automatic Coin Distributor and Two EXTRA TABLE Tennis Club House! Operates Cash Box holds over \$11.00 in Pennies, more than \$35.00 in Nickel! Shows 115. Award — BUSH YOUR ORDER NOW!

SAMPLE **\$19.75**  
CASE OF 4 **\$72.50**

**TRIMOUNT COIN MACHINE CO.**  
1292 WASHINGTON STREET BOSTON, MASS.

it's tops in appeal and originality

## PIKE'S PEAK

ACTION EVERY SECOND

THE THRILL OF 1941

IT'S FUN TO PLAY

Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK — it's the profit wonder of '41.

Five balls, player-controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$32.50 it's a bargain. 100% legal everywhere.

**H. G. PAYNE CO.**  
212-314 Broadway, NASHVILLE, TENN.

IT'S 100% LEGAL

# YOU CAN BE SURE OF BIGGER PROFITS WITH Better Built Games by KEENEY

... NOW IN PRODUCTION ...  
**'41 VELVET**

The pin game hit that's putting operators on "velvet" in locations everywhere!

## SUPER TRACK TIME

9-Coin Selective Head Console with "Even" or "Odd" Features. An all-time big money maker!

## TRIPLE ENTRY

Selective 9-Coin Play. A dependable console that is bringing in big profits!

## AIR RAIDER

The first and still the greatest of gun machines. The most profitable ever produced!

## KEENEY WALL BOXES

Built to increase music revenue from 200 to 700% and doing it every day—everywhere!

## KEENEY ADAPTERS

Teller-fitted to each and every model phonograph and to Keeneey Wall Boxes to do a better job!

**YOUR DISTRIBUTOR HAS THEM . . . See Him Today!**

**J. H. KEENEY & CO.** Net Inc. "The House That Jack Built"  
6630 SO. ASHLAND AVE. CHICAGO, ILL.

## Buffalo

BUFFALO, March 8.—Business here is still on the quiet side, although sales at distributing houses are satisfactory, only complaint being the slowness with which new merchandises arrive. Orders for games and music equipment far outdistance the number of machines arriving in the Queen City, and shipments are going like hot cakes from the sales floor.

Ben Kulick, head of Atlas Phonograph Company, held a successful showing of the new Securing phonos and wall boxes March 1 and 2. He isn't worried about selling the 1941 line, but much more concerned about getting enough machines to supply the big demand.

Low Wolf, of Rex Amusement Company, reports steady sales of the new Rock-Ola ToneColumns, with Spectravox out front in popularity, and Modern model, which is adaptable to any phonograph make, also going well. In the games line he reports a big call for Bally's Silver Skates, Exhibit's Sunbeam, and Gottlieb's Sea Hawk. Bally's Blue Grass is also expected to score.

Buffalo Amusement Machine Operators' Association is continuing to flourish, and interest and number of members have been increasing steadily. Last count revealed 78 members, while the original group several weeks ago numbered only 47.

Hubert Makout, whose headquarters are in Niagara Falls, is bedded in Memorial Hospital there following a hernia operation. He is getting on okay and is busy conducting his business from a bedside phone.

Vic Stehlin, president of the new association, reports collections off, for the particular reason. Added to his many duties will be those of a father-in-law, since his daughter, Rita, P., who used to do all his bookkeeping and office work, got married March 5 to Harold Schmidt, a Buffalo boy. Another Stehlin offspring, Alvin, will wed one of her dad's roommates, Charles Brasinger, in early June.

Ben Kulick, who together with Ted Mills operate a stable phonograph biz, has acquired a string of Photomatics here in Rochester, N. Y.

Low Wolf, Rex Amusement Company, has just moved into his new home with his bride of two months. Mrs. Wolf is helping him out in the office, while his secretary, Irene Snyder, is recovering from a minor operation.

Bernie Blacher, Amplified Music Company, reports that his business are doing well, while phones are lagging. Bally's Mystic, which he placed in a few out-of-town locations, is a swell game, he said.

Fred Van De Walker, one of the leading music merchants here, states that collections are down and that there's a shortage of good, new records. He's digging up some of the old novelty and hillbilly numbers to fill the gap, and finds that this experiment is working out okay.

Frank T. Curran, who holds the Panoram franchise in this territory, reports that business is far bigger and better for the sound-on-film machines than he had ever dared dream. He now has several H machines, lined two service men, and is using his fifth film release. Some of his new locations include Hotel Markee, Hotel Worth, Hotel Buffalo, Manley's Tavern, and Elmwood Coffee Shop. He is most enthusiastic about the future and hopes to have 75 machines before the year is up.

Leo Curran, Rochester Panoram franchisee, is laid up with the flu, which has impaired his activities for the movie machines to some extent.

Al Bergman, Royal Amusement Company, is getting ready for St. Patrick's Day by pushing Bing Crosby's *Did Your Mother Come From Ireland?* Al's brother, Dewey, a well-known stranger, has scored five tunes, which have been snapped up by B.M.I. Gradually, the strongest one is to be heard soon, and will receive considerable boosting by the local Bergman clan.



MR. AND MRS. LEW WOLF snapped on their recent honeymoon trip to Miami Beach, Fla. Wolf is the popular Buffalo distributor.

## Sol Silverstein Joins Keeney

CHICAGO, March 9.—J. H. (Jack) Keeney, head of J. H. Keeney & Company, has announced the appointment of Sol Silverstein as factory representative.

"Sol comes to J. H. Keeney & Company with a wealth of knowledge of the only machine business," said Keeney. "His career includes operating, in which he was engaged for a number of years and which makes his advice on equipment especially valuable. He was also a jobber and more recently factory representative.

"Sol is said to have a wider and more intimate acquaintance with operators, jobbers, and distributors than almost any other citizen in the business. He will spend his full time in contact work in the field, expediting the complete Keeney line, which includes Keeney wall boxes and adapters, consoles, gun machines, pin games, and other amusement devices."

## GREATEST COME-ON PLAY IN ALL HISTORY! Daval's "21"

The fastest, most exciting counter game ever built. Automatic  
Odds Double plus Two EXTRA  
LARGE Separator Cash Boxes  
Operator's Cash Box holds over  
\$14.00 in Pennies—more than  
\$25.00 in Nickels—BIGGEST  
HIT YOU'VE EVER OF-  
ERATED!!

SAMPLE  
\$19.75  
CASE OF 4  
\$72.50



RUSH US YOUR ORDER TODAY!!

**STEWART NOVELTY COMPANY**  
133 E. SECOND ST., SOUTH, SALT LAKE CITY, UTAH

## STERLING BARGAINS

Mills Jordan Parade, F.P., with new  
with head ..... \$82.50  
Mills Jordan Parade Automatic with  
new coin head ..... \$4.00  
Mills & Bally with Ash Tray ..... \$19.50  
Mills Vot Pocket Bells ..... \$7.50  
Mills 1-2-3 Cash Award or Prize Wheel ..... \$2.50  
Bally Palmomat ..... \$8.50  
Bally Gold Quiz, F.P. .... \$4.50  
Eason Lucky Lure ..... \$1.50  
Pace, Ruler, Brown Cabinet, 30 in  
1 Side ..... \$9.50  
Jewelry Pedestal Grid ..... \$2.50  
"Yankee" 1/4 Dollar, Machine G.O.D.  
Write for Our Complete List of Used Machines.

**STERLING NOVELTY CO.**  
668 S. Broadway, LEXINGTON, KY.

## Montana Passes Up Gaming Referendum

HELENA, Mont., March 8.—Killed in the Montana Senate after sharp debate is the last of the bills introduced which would call for submission of the gambling question to the people of the State thru a referendum at the next election.

Opponents of the measure contended the referendum plan would be passing the buck to the people and asserted there was no control provided or in the bill. Supporters argued the move would save time in coming sessions to have the referendum put before voters of the State. Other favorable comment brought out the fact that legislating would bring revenue in form of license fees and a certain amount of regulation.

## Conventioneers!

CHICAGO, March 8.—Have you deducted your convention expenses from your income tax? It's okay to do so, according to income tax experts who have been advising newspaper readers thru syndicated columns. They caution, however, that the above-mentioned expenses cannot be charged off legitimately.

## GUN CLOSEOUTS

Complete stock of used guns, completely reconditioned.

Write for prices

**ROBINSON SALES CO.**

3100 Grand River Ave.  
Detroit, Mich.

**LIBERTY BELL**  
World's Finest  
TOKEN  
PAYOUT  
**\$34.50**  
3 for  
**\$90.00**  
1/3 Deposit

**GERBER & GLASS**  
914 Diversey Blvd., Chicago

Cash in on the  
**BASEBALL SEASON!**

A new idea in the Business and Operators' world about your association in playing this new machine on your location now! Takes in \$150.00 on 30 day sale with an average profit of \$42.00

**WHITE PINE CARAMEL AND BROWN SUGAR**

**H. & H. NOVELTY SALES**  
645 HAMA BLDG. ST. PAUL, MINN.

AN INSTANT HIT  
**JUMBO BOOK**

**BIG JUMBO HOLES**

**BIG PROFITS**

*The Perfect OPERATOR'S Board*

**720 FAST MOVING HOLES**

As the ball is started, when a few holes are punched only a few more to be left and the boys go for the big winner! Lightning fast play! Big Jumbo holes, 60 balls, double step up with \$10.00 top. Gardner beautiful new slot tickets, 62 winners! Jumbo size board, thick style. 3 inserts to fill your needs.

No. 720 JUMBO BOOK—No. 1 Profit Average ..... \$23.28  
No. 720 JUMBO BOOK—No. 2 Profit Average ..... \$20.49  
No. 720 JUMBO BOOK—No. 3 Profit Average ..... \$17.88  
WRITE FOR NEW CIRCULARS SHOWING GARDNER'S TERRIFIC NEW LINE-UP OF HIT NUMBERS!

**GARDNER & CO.**

2395 ARCHER • CHICAGO, ILL.

**Silver Skates Is New Bally Game**

CHICAGO, March 8.—"Blitz as ice and fast as a hockey game." In this way George Jenkins, general sales manager of Bally Manufacturing Company, describes Bally's newest five-ball replay novelty game, Silver Skates. "Silver Skates is exactly what the operators need to keep collections up to the high level established by Flicker," he declares.

"Designed on the theme of America's finest sport, ice hockey, the game includes all the popular play features, such as the futuristic build-up idea; a new, fascinating triple-skill feature, spotmen-type scoring, and plenty of high-score appeal. These features are combined in an entirely new way in Silver Skates to provide a balance between random and rotation skill shooting.

**Monarch Reports Business Upswing**

CHICAGO, March 8.—"With spring just around the corner operators throughout the country are turning to Monarch for the games they will require during the coming season," reports Al Stern, Monarch Coin Machine Company executive.

"As a consequence the new three-story Monarch headquarters is a hive of activity. A constant stream of games coming in and going out keeps our receiving and shipping departments on the go. Our shop staff is on an overtime basis reconditioning used equipment for the large orders being received. New equipment is also in great demand, and since we have become recognized as a source of all that is best in money-making machines, more and more operators are making Monarch the only stop on their game buying visits."

**National Coin Prez On Buying Trip**

CHICAGO, March 8.—Joe Schwartz, president of National Coin Machine Exchange, Chicago, is on a buying trip thru the Midwest. He has wired his office of his unusual success in obtaining a choice lot of late releases of games, it is reported.

"He is personally supervising the packing and shipment of the machines to assure their arrival in perfect condition," reveals Harry Helman, sales manager, in charge during Schwartz's absence. Helman is already booking advance orders for the machines.

**Miraben Announces Introductory Plan**

CHICAGO, March 8.—A special introductory offer to acquaint operators with the services and equipment of the Miraben Company was announced this week by Miraben officials, Ben Lutke and Jack Killips.

"As specialists in the art of remodeling phonographs we have made an enviable name for ourselves among the nation's music operators," stated Lutke. "Now we are expanding our service to include other popular types of equipment. In order to make it advantageous for operators to get acquainted with us we are

**YOU CAN ALWAYS DEPEND ON**

*Chicago*

**Coin GAMES**

**FOR HIGHEST EARNING POWER AND LARGEST RESALE VALUE!**

*They're made better to start with!*

**SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED**

Amulet .....	\$42.50	Double Feature .....	\$18.50	Speed Demon .....	\$27.50
Bandwagon .....	47.50	Gold Star .....	47.50	Super Six .....	17.50
Cadillac .....	34.50	Lover .....	34.50	TRIUMPH .....	14.50
Cross Line .....	42.50	Line Up .....	42.50	SCORE-A-LINE .....	27.50
Dixie .....	35.50	D'Boy .....	16.50	1/2 Doz. With Glass, Bal. C. O. O.	
Gladiator .....	27.50	Powerball .....	37.50		

**SAVOY VENDING CO.** 651 ATLANTIC AV. BROOKLYN, N.Y.

**H. Z. MAKES IT E. Z. TO BUY DAVAL'S "21"**

The greatest money-making machine ever built! Red 21 play "according to Daval's" with Automatic Coin Divider and Two EXTRA LARGE coinless Cash Boxes!



Sample \$19.75  
Case of 4, \$72.50  
Rush Your Order Now!

**H. Z. Vending & Sales, Inc.**  
1205 Douglas St., Omaha, Neb.

**ENTIRELY NEW**

**AND A FAST SELLER. EVERY SALE A WINNER. NO BLANKS. 12 SALES**

Player Receives Prize Every Time—American Made Merchandise Only. Cash Bonus \$4.00. Please Paying Amount Given. 1c to 3c.

**SMALL DEAL — FAST TURNOVER**  
Price \$2.00 In Lots of 12 or More, P. O. B. Pittsburgh, Pa. Shipped Express only. Terms: Cash with Order, or 1/3 Down, Balance C. O. D.

**Single Sample, \$2.25**  
**AMERICAN NOVELTY CO.**  
104 Street, EL. PITTSBURGH, PA.  
Fast Moving Retail Deals



SAN FRANCISCO GREETED WURLITZER PHONOGRAPHS at a showing at the California-Simplex Distributing Company. General Manager Ed Wurgler reports that despite an elaborate program the new Wurlitzer models were the hit of the session. "If anything could be singled out as creating most comment," said Wurgler, "it was Polaroid Illumination."

**Operate It Anywhere! GET BIG PROFITS EVERYWHERE!**

**BIG PRIZE**

**1 or 5 Ball Multiple FREE GAME**

**Western Products, Inc.**  
925 W. North Ave., Chicago, Ill.

**WANTED!**

Used Cans of all kinds. Legal Games and Pin Games. Will pay cash. State condition and lowest price in first letter.

**CITY DISTRIBUTING CO.**  
4339 W. 26th St.  
Chicago, Illinois

# BIG TIME

now in its

## 6TH BIG WEEK OF PRODUCTION!

Eight Fascinating Ways of Scoring is the Reason for this OUTSTANDING SUCCESS

TRY BIG TIME FOR BIG PROFITS!

WIRE, WRITE OR PHONE

IMMEDIATE DELIVERY

THE BAKER NOVELTY COMPANY INC.

2626 WASHINGTON BOULEVARD—CHICAGO, ILL.

## Federal Agents in New Move Against Slugs in St. Paul; Indict Seller, Manufacturer

CHICAGO, March 8.—The conviction last December of a seller of slugs in Omaha, Neb., for violation of federal counterfeiting statutes was the first of its kind. Now, according to C. S. Darling, secretary of APMA and NAMA, the first action by federal authorities against a manufacturer of slugs (involving also a seller of slugs) is reported from St. Paul.

A federal grand jury on March 1 returned indictments against a Minneapolis firm for the possession and sale of slugs, and against a Chicago company and its president, charged with aiding and abetting in the sale of slugs.

The Minneapolis firm was charged on several counts with violation of Sections 378, 281, and 282 of the Federal Criminal Code, while the charge against the Chicago company and its president involves violation of Section 556 of the Federal Code. It is reported that the Chicago company manufactured the slugs sold by the Minneapolis firm, and that the latter sold the slugs to the Omaha defendant who was convicted in December.

In the Omaha case the government showed that the slugs involved in that case were practically identical in diameter, thickness, and weight and very close in metallic content to the United States 5-cent piece, and asked for what purpose they could be made if not to use as money.

Arrangement of the defendants indicted at St. Paul was scheduled for March 4, but as their request was postponed to March 10.

Operators of vending machines who have been suffering losses from slugs are

invited by C. S. Darling to send him detailed reports of such losses. Darling is secretary of Automatic Photograph Manufacturers' Association and of National Automatic Merchandising Association, 120 South LaSalle Street, Chicago. Both organizations have opposed the manufacture and sale of slugs for use in defrauding the owners of vending machines and phonographs.

## Lieberman Reports Increased Business

CHICAGO, March 8.—Bud Lieberman, head of the distributing firm of the same name, reports that an increasing number of cottimen are visiting his new showrooms.

"Our location just outside the Loop, stone's throw from the Sherman, appeals to out-of-town operators," says Lieberman. "They find it a great convenience to be able to reach our showrooms in a few moments.

"Herb Desser, formerly of Besser Novelty Company, St. Louis, is doing an excellent job as traveling representative for us," declared Lieberman. "At present he is busy making contacts with the many friends of old standing from his years in the business, and he is also arranging for the purchase of much new equipment which we require for our growing list of customers."

## Groetchen's Pike's Peak in Big Demand

CHICAGO, March 8.—Proof of Pike's Peak fascination for players is found in hundreds of reports from operators and distributors throughout the country, according to Ed Hanson, Groetchen's sales manager, who states that collections on Pike's Peak are greater after three or four weeks on location than while the game is new to the players.

"Limited location testing of Pike's Peak last January revealed this to be true, but it is now confirmed by operators who have had the game in all types of locations," Hanson said.

"This is significant to operators who have feared delays in getting Pike's Peak on waiting locations might deprive them of expected revenues. They can now be assured that its appeal to players not only is sustained week after week, but actually has been found to double and triple first week collections."

"With heavy stocks of Pike's Peak scheduled to reach all distributors this week, operators everywhere should be in position to learn about Pike's Peak collections first hand. Delays are just about at an end and every day now finds hundreds of games being placed on location," Hanson declared.

## Katz To Represent Buckley in Ohio

CHICAGO, March 8.—Charley Katz, factory representative for Buckley Music System, Inc., has moved to Columbus, O., and will set up permanent residence there while he covers the surrounding territory, according to an announcement from H. H. Perkins, general sales manager of Buckley.

"Katz is one of the best known salesmen in the coin machine business," declared Perkins. "His association with Buckley assures every operator of the closest co-operation and the finest of service."

"He has been identified with the sales of some of the finest products of the industry," continued Perkins. "But, he tells us, he has never before been so satisfied with a product as he is with the Buckley music system."

"He has been busy the past few weeks establishing contact with distributors, jobbers, and operators. All agree with Katz that Buckley's music system is the finest for '41," according to the latest reports of his progress in contacting cottimen."

## GRADUATE TO BIGGER AND BETTER PROFITS!

### Daval's "21"

\*The greatest counter game money-maker in all history! The new machine that will zip profits over the top in any of your locations! QUICK! RUSH US YOUR ORDER!

SAMPLE... \$19.75  
CASE OF 4... \$72.50

"WE ENDORSE ONLY THE BEST"

### BANNER SPECIALTY CO.

1530-32 PARKER STREET, PHILADELPHIA, PA.  
1508 FIFTH AVENUE, PITTSBURGH, PA.



## HOLE IN ONE

Money Making One Cent Skill Game



A ball of wood is propelled in front of a vertical goal by means of a lever controlled by the player's skill. It is required to make a "Hole in One." All exciting play is recorded. Requires only 12 in. x 18 in. x 18 in. space. Price Operator's Price \$17.50

ATTENTION! DISTRIBUTORS! WRITE FOR OUR ATTRACTIVE OFFER!

D. ROBBINS & CO. 1140 N. DEKALB AVE. BROOKLYN, N.Y.

## Report Baker Big-Time Popularity

CHICAGO, March 8.—Word comes from the Baker Novelty Company, Inc., of the speedy upward rise in sales for its latest free-ball novelty game, Big Time.

"When we introduced Big Time to the trade we were sure that it would be a big seller, however, we did not realize that it would become one of our major favorites with both operators and players," stated officials of the company. "Reports prove that today it is one of the largest selling free-play games on the market. Distributors from Coast to Coast have been sending in orders for this sensational game. They tell us that the outstanding features of Big Time offer a new, tantalizing appeal that keeps the cash box filled."

"The collections of Big Time were not the one thing that won the hearts of cottimen. The dependable mechanism has also become one of the most talked about features of this great new game," execs concluded.



FASCINATED BY THE OWL TABLE manufactured by the Mills Novelty Company, Ray Bigner, Cincinnati, gets a good score. Carl Frieders, Aurora, Ill., and Charlie Under, of Mills sales department, await their turn.





## LIKE OL' MAN RIVER

... this truly outstanding moneymaker keeps rolling along—gathering momentum—increasing in sales and collections EVERY DAY, EVERYWHERE! Wake up NOW to the PHENOMENAL PROVEN PROFITS YOU CAN BE PILING UP WITH

## SKY FIGHTER

TRADE MARK  
U. S. Patent No. 2,212,287  
Other Patents Pending



MANUFACTURED BY  
**INTERNATIONAL  
MUTOSCOPE REEL CO., Inc.**  
44-01 11TH STREET  
LONG ISLAND CITY, N. Y.  
**BUY NOW  
FROM YOUR  
NEAREST  
MUTOSCOPE  
DISTRIBUTOR**

## Jennings Adds Plant Equipment

CHICAGO, March 8.—"What has always been one of the most up-to-date coin machine plants in the industry is now," according to Leo J. Kelly, Jennings amusement division sales manager, "more than ever before prepared to produce the highest quality products with speed and accuracy."

"New giant-power cutting shears recently installed enable Jennings to order steel in carloads and then cut it into desired sizes. This speeds up delivery."

"Our new giant angle machine handles small size angles in quantities, as well as large ones like those used on our beverage vending machines. Our new spot-welding machine is about the biggest used by anyone in the industry."

"Just about 99 per cent of everything that goes into Jennings machines is fabricated right in our own plant. Plating, polishing, milling, screw machine parts—all are a part of Jennings. With this kind of a set-up, complete inspection is made of each step in the manufacture of Jennings products. This inspection is responsible for the superiority of the present Jennings products."

"Operators are learning more and more of the quality and earning power of Jennings products, their reaction in the form of orders has forced establishment of a night shift at the Jennings factory," concluded Kelly.

## Branson to Cobb To Deal on "21"

LOUISVILLE, Ky., March 8.—Hy Branson and John E. Cobb, of the J. E. Cobb Distributing Company, this city, formed a new combination upon the arrival of their initial order of Deval's new "21" counter game.

Both Hy and Cobb had this to say: "This combination will bring about the biggest profits that the operators in our territory have enjoyed in many months. We quickly formed this combination of sales which will be something like the famous triple and double-play combination of 'Thinker to Eyes to Chance.' Watch us go from Branson to Cobb to Deval for more and still more '21' counter games for the biggest sales record we have yet set on counter games."

"We feel that the operator himself is going to join this double and triple-play combination with us, too, for he realizes that Deval's '21' is the one game that can do more for him right now and for years to come."



Here's That Thrilling  
**LUCKY STRIKE**  
CIGARETTE  
COUNTER  
GAME with  
Ball Gun Vender.  
New! Has  
no equal & will  
New popular  
brand cigarettes.  
High award  
to packs (100-  
1 add). Per-  
fume lasting four-  
times, 16 play.

\$14.75 Order Quick!

**The Calvert Novelty Co.**  
708 N. Howard St., Baltimore, Md.

# 2500

Latest Five-Ball Free Play Games.  
100 Latest One-Ball Free Play Games  
at the lowest prices in the country.  
All in A-1 shape and condition.




DON'T WRITE • WIRE OR PHONE US  
YOUR REQUIREMENTS

CLEVELAND COIN MACHINE EXCHANGE  
2021-5 Prospect Cleveland, Ohio

**LOWEST IN PRICE  
YET IT'S PROVEN  
HIGHEST IN EARNINGS!**

EVANS'

**TOMMY GUN ONLY \$145.**

-  BEST BY TEST ON ACTUAL LOCATION
-  PAYS FOR ITSELF FASTEST! . . . LASTS LONGEST ON LOCATION!
-  MOST THRILLING ACTION AND BIGGEST PROFITS OF ALL!

**NOW DELIVERING! SHOOT YOUR ORDER BY  
WIRE, PHONE, AIRMAIL TODAY!**



**BROOKLYN AMUSEMENT MACHINE CO.**  
660 BROADWAY, BROOKLYN, N. Y. (Tel.: Evergreen 8-4732)

**IT'S DAVAL'S**  
**"21"**  
**FOR '41**

★ Once again ATLAS brings you the BIGGEST PROFIT PRODUCER in history — DAVAL'S "21" — the game you need NOW for BIG, SURE-FIRE, STEADY, EASIER PROFITS!

SAMPLE \$19.75  
CASE OF 4 \$72.50



With orders Bal. O. O. O.

FRIENDLY PERSONAL SERVICE

**Atlas NOVELTY CO.**  
2120 N. WESTERN AVE., CHICAGO, ILL.  
ASSOC. [ ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT  
OFFICES [ ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH

**JUST A FEW OF EACH AT THESE  
LOW PRICES! ORDER AT ONCE!**

★

KEENEY ANTI AIRCRAFT GUN	\$ 59.50
BALLY RAPID FIRE	139.50
SEEBURG SHOOT THE 'CHUTE, With Base	79.50
WURLITZER — MODEL 24	79.50
WURLITZER — MODEL 500	149.50

ALL ABOVE ARE IN A-1 CONDITION! BE SURE TO GET YOUR ORDER IN PROMPTLY TO ANY OF OUR FOUR BIG OFFICES!

Terms: 1/3 Deposit, Balance, Sight Draft

**SOUTHERN AUTOMATIC MUSIC CO.**

342 S. 2nd St.      531 N. Capital      312 W. Seventh      425 Broad St.  
LOUISVILLE, KY.      INDIANAPOLIS, IND.      CINCINNATI, OHIO      NASHVILLE, TENN.

ROLLING STONES GATHER NO MOSS  
BUT ROLLING CENTS DO GATHER \$\$\$  
MODEL No. 2



Cent Rolled Thru  
Upright Slit  
in Fenco  
Marked  
5  
Pays  
5c

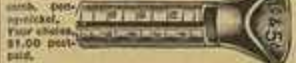
• 10  
Pays  
10c  
• 15  
Pays  
15c

Walnut Finish Cabinet  
**ROLL-A-CENT**  
Model No. 2: Pack of cigarette for every cent that rolls through either of the upright slits to bottom. All winning pennies go into separate compartments. No record of payouts. No mechanism to get out of order. Pays for itself quick.

**ONLY \$9.95** F. O. B. Chicago

(Be Sure To Order by Model Number)  
Send Full Payment of 1/3 Deposit.

HEAVY ALUMINUM COIN COUNTERS



SEND FULL PAYMENT WITH ORDER  
**KOPLO SALES & SUPPLY CO.**  
3118-N Milwaukee Ave., CHICAGO, ILL.  
Toll. Avenue 8088

**MILLS** PHONOGRAPHS  
CONSOLES  
BELLS  
Distributors TABLES  
**KEYSTONE NOVELTY & MFG. CO.**  
2814 & Huntington Bldg., Philadelphia, Pa.  
Business Office  
318 Cathedral St., Baltimore, Md.



CARL THIPPE, head of the Ideal Novelty Company, has been busy recently supervising moving of his firm to new quarters and hosting of a big grand opening. His new location is at 2823 Locust Street, St. Louis.

**Sport Parade Hits Production Peak**

CHICAGO, March 8.—Sport Parade, the pin game that has kept Chicago Coin Machine Company production lines humming since the beginning of 1941, hit a new high in production this week, it was reported by Chicago Coin executive, Sam Wolberg. "Although the game has been in production a month more than is usual for a pin game, the demand for Sport Parade shows no signs of letting up," he declared. "Our distributors continue to purchase the game in volume quantities and our lines remain devoted completely to Sport Parade production. The chief reason for such undiminished activity is, of course, its constant exciting play. From the day of its introduction, it has been the biggest money maker in the field, according to records of operators."

★ ★ ★ ★ OPERATORS! ★ ★ ★ ★  
★ MORE \$ \$ \$ \$ \$ \$ \$ \$ AND ★  
★ EVERY WEEK ★  
with  
**NIGHT Bomber**  
**IT'S TAKING ALL THE PLAY!**  
▶ **FASCINATING, THRILLING, REALISTIC ACTION!**  
**BLACKOUTS! SEARCHLIGHTS! 300-SHOT RAPID-FIRE GUN! RESERVE YOURS NOW AT YOUR SUCCESS DISTRIBUTOR!**  
**STILL GOING STRONG!**  
**RED, WHITE and BLUE**  
★ YOU'LL SUCCEED WITH ★  
★ **Success Mfg. Corp.** ★  
★ 2626 W. WASHINGTON BLVD., CHICAGO, ILL. ★  
★ ★ ★ ★

**OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!**

ANABEL.....	\$39.50	THRILLER.....	\$12.50
DIXIE.....	39.50	POLO.....	27.50
CADILLAC.....	34.50	8175 SPOT.....	24.50
LINE-UP.....	42.50	SCORE CHAMP.....	14.25
CORNBROOK.....	38.50	BEAUTY.....	17.50
DRUM MAJOR.....	27.50	POWERHOUSE.....	42.50
GOOSE-&-LINE.....	14.50	SPORT.....	15.00
ROTATION.....	28.50	SKYLINE.....	31.00
YACHT CLUB.....	27.50	PARADISE.....	53.50
LEADER.....	14.50	GOLD STAR.....	25.50
31 TOWN.....	37.50	MASCOT.....	21.50
PUNCH.....	14.50	SPORT.....	15.00
FORMATION.....	47.00	CROSS LINE.....	46.50
FLEET.....	42.50	FOX HUNT.....	37.50
RDX.....	19.50	JOLLY.....	19.50
NIPPY.....	14.50	BIG SHOW.....	19.50
SCORE.....	39.50	SUPER SIX.....	12.50
HOLLOWAY.....	22.50	TRUMP.....	12.50
RE. CHIPS.....	19.50	LITE-A-CARD.....	22.00
DOUBLE FEATURE.....	19.50	FOLLIES.....	15.00

**IMMEDIATE SHIPMENT— IS OUR POLICY!**

And every game guaranteed perfect reproduction of original. You buy only the best when you buy from us. **George Ponsler**

**SUPERCHARGER — \$12.50**  
1/3 With Order, Bal. C.O.D.

**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY  
11-15 E. RUNYON ST. NEWARK, N. J.

**YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN! IMMEDIATE SHIPMENT!!**

Disc.....	\$39.50	Beauty.....	\$17.50
Cadillac.....	34.50	Powerhouse.....	42.50
Line-Up.....	42.50	Korn-Ball.....	12.50
Cornbrook.....	38.50	Stano Baseball.....	12.50
Drum Major.....	27.50	Paradise.....	31.00
Score-&-Line.....	14.50	Gold Star.....	31.00
Rotation.....	28.50	Happy.....	27.50
Yacht Club.....	27.50	Master.....	21.50
Leader.....	14.50	Short Bus.....	15.00
31 Town.....	37.50	Cross Line.....	46.50
Punch.....	14.50	Y-Hunt.....	37.50
Formation.....	47.00	Big Show.....	12.50
Fleet.....	42.50	Super Six.....	12.50
RDX.....	19.50	Trump.....	12.50
Nippy.....	14.50	1/3 With Order, Bal. C.O.D.	

**GEORGE PONSER COMPANY**  
**NEWARK COINO, 107 Murray St., Newark, N. J.**

**QUEEN OF ALL!**  
F-5480 — 2000 Hole — Takes in \$92.00  
Pays Out \$57.00 — Profit \$35.00  
**PRICE \$4.39 EACH**

**OTHER NEW ATTRACTIONS**

600 hole F-5485 Bells at.....	\$1.31
1530 hole F-5440 Brownie Barrel of Winners.....	\$3.23
2000 hole F-5370 Sugar Bones at.....	\$5.20
2000 hole F-5405 Jar-O-Win at.....	\$2.83
2052 hole F-5340 Pippins at.....	\$4.92

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**OH, BOY! OH, BOY! HERE IT IS!! DAVAL'S "21"**

Have 21—according to Hays!—with Daval's famous Automatic Coin Operator and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$1.00 in Pennies—most have \$55.00 in Nickels! QUICK! RUSH YOUR ORDER!

**SAMPLE \$19.75**  
**Case of 4, \$72.50**

1/3 with order, balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 306 NO. GAY ST. BALTIMORE, MD.

**GET THE HITS FROM "FITZ"!**

<b>BALLY!</b>	Disc.....	\$12.50	Double Feature.....	\$14.50	GENCO!	Quillie.....	\$20.00
Disc.....	32.50	Rotation.....	20.00	Micro.....	57.50	Penck.....	15.00
Attention.....	32.50	Rava Boy.....	49.00	EXHIBIT!	Leader.....	\$54.80	
Christmas.....	28.00	Hold Over.....	21.50	Lotter.....	10.00	GOTTIER!	551.20
Vanaloo.....	23.00	<b>CHICAGO COIN!</b>		Paradise.....			
<b>STONER!</b>	32.00	Disc.....	\$22.50				
Armed.....	19.50	Box.....	10.00				
White Seal.....	19.50	Scary.....	23.00				

**1/3 Deposit, Bal. C.O.D.**

**JOHN A. FITZGIBBONS, INC.**  
453 W. 47TH ST., N. Y. C. — ALL PHONES, CIRCLE 6-8343

### Keeney Continues Production Pace

CHICAGO, March 8.—The production pace at J. H. Keeney & Company continues at a brisk tempo on all products, advises J. H. (Jack) Keeney, head of the organization.

"If anything, we are stepping up the rate of production to take care of the continuous flood of orders for our games and music equipment," declared Keeney. "The money that our products make (in location) is inspiring a nation wide swing to Keeney equipment. Our 1941 Volvox, a truly sensational pin game, has required additional room on the production line. Super Track Time and Triple Entry, for a long time the top money-makers in the console field, are still top in point of quantity production and sales, while Air Field continues to set new earning records every day.

"A new high in production is being set on Keeney Wall Boxes and adapters, as attention after section of the nation rapidly turn to these improved remote-control music selectors which, I have found, increase music earnings up to 700 per cent."

### Distrib Okehs Gottlieb Sea Hawk

CHICAGO, March 8.—"Man the captain—have ho!" cries Irv Blumentfeld, head of General Vending Service Company, Baltimore, Eastern skipper of the good ship Sea Hawk. One of the youngest distributors in the business, Irv is greatly elated over this new sea-faring sensation by Gottlieb, and its success in his territory, say factory spokesmen. "Sea Hawk is going like a tidal wave and I have no

end of praise," said Irv. "Not so long ago," Dave Gottlieb told the story, "this young but determined distributor called on me and sold me on the idea of giving him exclusive distributorship in his territory for Gottlieb machines. He has more than made good and his praises for Sea Hawk are meaningful, for they come from a man who knows."

Blumentfeld knows why Sea Hawk is proving such a great favorite. "The game has deep-sea flavor, with all the adventure, come-out, and appeal built right into it to warm any skipper's heart," he explained. "Sea Hawk furnishes thrills we crave, with eight ways to win. It's a nut that rarely has an equal," he concluded.

**OPERATORS  
"IN THE KNOW..."  
KNOW THAT  
GENCO  
MAKES  
THE  
MONEYMAKERS!**

### OLIVE'S BARGAINS

IN A-1 RECONDITIONED MACHINES  
All Theoretically Good and Chicago.  
Ready To Play in Location.

- | AUTOMATIC  |          |
|--|----------|
| 2 SARKER'S PATENT (Special case 6500)              | \$187.50 |
| 2 GRAND NATIONAL                                   | 85.00    |
| 2 GRAND STARS                                      | 35.00    |
| 4 MILLS BICO                                       | 20.00    |
| 2 JUMBO PARADE (New Model)                         | 52.50    |
| SLOT MACHINES                                      |          |
| 2 JENNINGS CHIEFS 25                               | \$20.00  |
| 50 MILLS BLUE FRONTS                               | 47.50    |
| 50 MILLS BROWN FRONTS                              | 37.50    |
| SAND STANDS FOR ABOVE                              | 6.00     |
| LEGAL EQUIPMENT                                    |          |
| 1 POCOCKA WORLD SERIES                             | \$38.00  |
| 1 CHICKEN S&N                                      | 36.00    |
| 1 JAIL BIRD  | 60.00    |
| 1 JAIL BIRD (New Model)                            | 67.50    |
| 2 ARTY AIRCRAFT GUNS IDEAL Cabinet                 | 37.50    |
| 1 STEWART-BEQUIN 10 COL. Dual-Way Claretto Machine | 87.50    |
| SPECIAL  |          |
| 4 NEW STYLE 1-2-3. FREE PLAY 800.00                |          |
| 2 OLD STYLE 1-2-3. FREE PLAY 40.00                 |          |
- Terms: 1/3 Deposit, Balance C. O. D.  
WE HAVE ALL THE NEW GAMES ON HAND FOR IMMEDIATE DELIVERY. WRITE FOR PRICES.  
OLIVE NOVELTY CO.  
2626 LUCAS AVE., ST. LOUIS, MO.

### BIG REMOVAL SALE

SACRIFICING 500 USED FREE PLAY GAMES OF ALL TYPES ALL IN A-1 CONDITION!

Send for Complete Price List of 5 Ball and 1 Ball Free Play Tables!



WE BUY — SELL — TRADE  
**AVON NOVELTY SALES CO., INC.**  
4700 PROSPECT AVE., CLEVELAND, OHIO  
(Notice Our New Address)

### ★ NATIONAL'S VALUES! ★

- 5-BALL FREE PLAY GAME BARGAINS**
- |              |         |              |         |            |         |             |         |
|--------------|---------|--------------|---------|------------|---------|-------------|---------|
| Big Chief    | \$60.00 | Master       | \$67.50 | All Amer.  | \$67.50 | Parade      | \$60.00 |
| Ball Star    | 63.00   | Deadline     | 62.50   | Nationals  | 64.50   | Duke Ranch  | 52.50   |
| Peepholes    | 45.00   | Dial         | 49.50   | Police     | 60.00   | Red Racer   | 47.50   |
| Bendover     | 60.00   | Accur        | 63.00   | Landlord   | 43.00   | Rhettlor    | 46.00   |
| Slammer      | 48.00   | Rhettlor     | 44.50   | Summering  | 42.00   | Cadillac    | 42.00   |
| VHT Johnny   | 55.00   | Limelight    | 28.50   | Drapery    | 24.00   | Beauty      | 35.00   |
| Wrest        | 37.50   | Times Square | 38.00   | Beauty     | 33.00   | Little Spot | 38.00   |
| Wrest        | 34.50   | Big Show     | 32.00   | Boys and   | 32.50   | Lion-Gard.  | 32.50   |
| Big Top      | 32.50   | Short Stop   | 32.00   | Ruby       | 25.50   | Jully       | 26.00   |
| Bowling King | 41.50   | Follow of 50 | 39.50   | Some Champ | 28.00   | Red Hit     | 27.50   |
| Comrade      | 27.50   | Home Run     | 30.00   | On Boy     | 23.00   | Mt. Elias   | 24.50   |
| Lonky        | 22.50   | Nippy        | 22.50   | Wagon      | 22.50   | Fighting    | 22.50   |
| Super Hit    | 22.50   | Crusader     | 19.50   | Parade     | 17.00   | Robland     | 17.00   |
| Big Cox      | 15.00   | Clifford     | 14.50   | Triumph    | 14.50   | Prizeless   | 14.00   |

- | PHONOGRAPHS                  |          | MISCELLANEOUS    |          | SLOTS                             |          |
|------------------------------|----------|------------------|----------|-----------------------------------|----------|
| Warcata 1935 De Luxe         | \$144.00 | Belly Roper Fire | \$114.00 | Mills Free Play Post Vendor       | \$100.00 |
| Warcata 1935 Standard        | 127.50   | Shuttle-Bull     | 82.50    | Mills Blue Fronts, G.J., 50¢ Pl.  | 49.00    |
| Warcata 12 Records           | 20.00    |                  |          | Mills Diary Bellis, 3-10, 50¢ Pl. | 48.50    |
| Whirlstar 500, Plum Keyboard | 148.00   |                  |          | Mills Fronto, D.J., 5-10¢ Pl.     | 28.50    |
|                              |          |                  |          | Jennings Chief, 5¢ & 25¢ Pl.      | 29.00    |
|                              |          |                  |          | War Eagle, 10¢ & 25¢ Pl.          | 22.00    |
|                              |          |                  |          | Waltley Winner, 3-10-25¢ Pl.      | 22.00    |
| MISCELLANEOUS                |          | PAYOUTS          |          |                                   |          |
| Belly Roper Fire             | \$114.00 | Grand Bonus      | \$90.00  |                                   |          |
| Shuttle-Bull                 | 82.50    | Grandstand       | 74.50    |                                   |          |
|                              |          | Short Page       | 52.50    |                                   |          |
- TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.  
**NATIONAL COIN MACHINE EXCHANGE** 1411-13 Diversey Blvd. CHICAGO, ILL.

### TWO NEW HITS!

"NEW COMBINATION" 840 HOLES SLOT AND DICE TICKETS Takes in \$42.00 Average Payout... 19.89 Profit... \$22.11 A THICK BOARD SNAPPY LOOKING.

"BLACKOUT" 780 HOLES TIP TICKETS Takes in \$39.00 Average Payout... 19.09 Profit... \$19.91 BEAUTIFUL 5-COLOR PRODUCTION

GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

### BEST DEAL ON "21"



BERT LANE SAYS:

- ★ 50% OF YOUR MONEY BACK IN 90 DAYS
- ★ PLUS 10 DAYS' FREE TRIAL
- ★ PLUS 2-YEAR UNCONDITIONAL MECHANISM GUARANTEE



BUY CASES . . . 60 PLACES!  
Sample: \$19.75—Case of 4: \$72.50

WRITE, WIRE, PHONE TODAY!

**SEABOARD SALES, INC.**  
612 TENTH AVENUE, NEW YORK, N.Y. • All Phones: Wisconsin 7-5638

- QUALITY SPEAKS FOR ITSELF**
- | FREE PLAY 1-BALL        |          |            | FREE PLAY |                |         | FREE PLAY |  |  |
|-------------------------|----------|------------|-----------|----------------|---------|-----------|--|--|
| Dark Horse (Legal)      | \$150.00 | Alignment  | \$55.00   | Landlord       | \$60.00 |           |  |  |
| Dark Horse (Gamble)     | 120.00   | Big Chief  | 52.50     | Duke Ranch     | 40.00   |           |  |  |
| Rated Time (Legal)      | 108.00   | Formation  | 47.50     | Limelight      | 35.00   |           |  |  |
| Rated Time (Gamble)     | 110.00   | Rhettlor   | 47.50     | Glixir         | 40.00   |           |  |  |
| Short Bowled (Leg)      | 90.00    | Paradise   | 50.00     | Ruby           | 32.50   |           |  |  |
| Short Special / Console | 90.00    | Gold Star  | 32.00     | Obey           | 17.25   |           |  |  |
| Mills 1-2-3—30 Model    | 74.50    | Vacht Club | 30.00     | Forties        | 18.50   |           |  |  |
| Mills 1-2-3—25 Model    | 39.00    | Leader     | 30.00     | Double Feature | 17.50   |           |  |  |
| Paragon                 | 28.50    | Skyline    | 36.00     |                |         |           |  |  |
| Compo                   | 12.00    |            |           |                |         |           |  |  |
| Armed                   | 17.50    |            |           |                |         |           |  |  |
- 1/3 Deposit With Order — Balance C. O. D.  
**MODERN AUTOMATIC EXCHANGE, INC.**  
2618 CARNegie AVENUE, CLEVELAND, OHIO

**PHONOGRAPH HEADQUARTERS**  
**GERBER & GLASS**  
**WURLITZER**

16-Record MARBL-GLO  
 With Illuminated Dome  
 As Illustrated



- Complete Ready to Operate **\$69.50**
- 400 Wurlitzer MARBL-GLO ..... **\$44.50**
  - 616 Wurlitzer ..... **46.50**
  - 616 Wurlitzer with Illuminated Grill ..... **51.50**
  - 34 Wurlitzer MARBL-GLO with Keyboard ..... **119.50**
  - 500 Wurlitzer Special ..... **134.50**

- MISCELLANEOUS**
- Rotary Merchandiser ..... **\$75.00**
  - De Luxe Dippers ..... **89.50**
  - KOB Boxes ..... **99.50**
  - Chicken Bams ..... **84.50**
  - Anti-Smear (Black) ..... **79.50**

**IMP**  
 1c, 5c or 10c Play  
**\$12.50**

1/3 Deposit With Order

**GERBER & GLASS**  
 914 Diversey Blvd., Chicago

**PACE MFG. CO.**  
 2903 Indiana Ave. Chicago, Ill.  
 Now Here Ready for Immediate Delivery

**AUTOMATIC DUCK PIN BOWLING ALLEYS**

Complete—Ready for Use  
**\$300.00 F. O. B. Chicago**

**Badger Novelty Holds Big Showing**

MILWAUKEE, March 8.—During the week-end of February 21 and 22 the Badger Novelty Company here enjoyed the most successful showing in the history of the company, according to William B. Happel Jr., owner of the firm.

The occasion was the introduction of new Rock-Ola phonographs and accessories to columnar Wisconsin, Northern Michigan, Northern Illinois, and part of Iowa, and also served as an unveiling of the remodeled interior of the firm's quarters. This work was done, Happel declared, as part of the streamlining policy of service recently inaugurated.

The new offices are paneled in walnut with a newly created fumed walnut finish. The main salesroom is finished in a walnut wainscot. Walls and ceilings are constructed of the latest acoustically perfect panels.

In order to give merchandise on display the benefit of the best light, two continuous lines of fluorescent lights have been installed. "We can demonstrate the phonograph light-up systems perfectly, by simply switching off the top lights," declared Happel. "We have also designed a game room in which we display our console tables, pinball games, etc. We believe we can make a more effective demonstration by having our music department separate from the games," he declared.

Particularly interested in the phonograph demonstration and opening of new quarters were the Andrews Sisters, recording artists, who were appearing at a local theater.

In conclusion, Happel stated that he was optimistic for the balance of the year insofar as coin machine sales and operation were concerned. He based this optimism, he said, on the attitude of operators who turned out en masse for the showing.

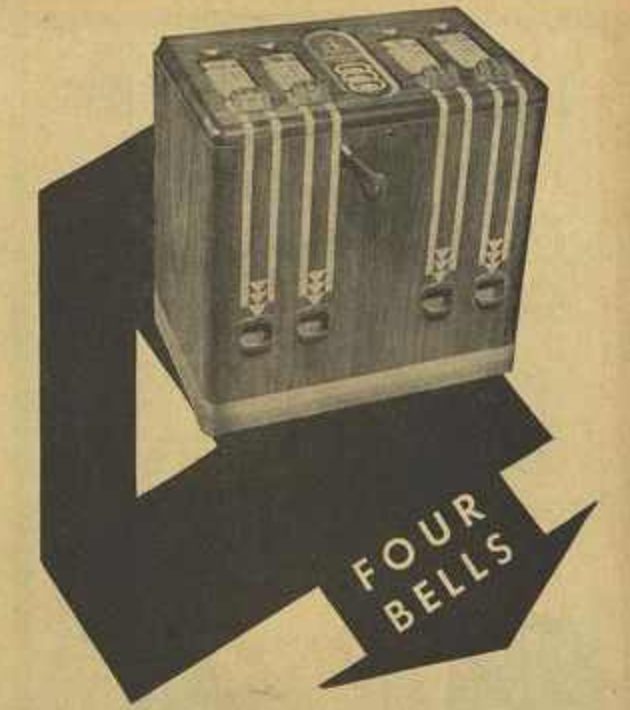
**Atlas, Omaha, Grand Opening**

OMAHA, Neb., March 8.—Atlas Novelty Company officials, Morrie and Eddie Ginsburg, officiated at the opening of their new Omaha branch office today and pronounced it a big success. The opening continues tomorrow.

The opening of the Omaha office, the fifth Atlas distributing house, became a reality when firm obtained the franchise to distribute Seeburg products in Nebraska. Other Atlas offices are located in Detroit, Buffalo, Pittsburgh, and Chicago.

The opening was marked by the showing of the Seeburg phonograph line. Previously, Atlas officiated at showings of the line in Des Moines and Rock Island.

The Omaha office, it was announced, will also carry a complete line of rebuilt equipment. Irving Ovlitz, member of the Atlas staff, stated: "Operators at the opening of our Omaha office commented



Standard with four 5c Chutes or first three Chutes 5c, and fourth Chute 25c with 45.00 Jackpot.  
 "The Machine of the Year." Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

Calling all SAN FRANCISCO for  
**DAVAL'S "21"** SAMPLE \$19.75  
 CASE \$72.50 OF 4  
 "GREATEST MONEYMAKER IN ALL HISTORY"

**GOLDEN GATE NOVELTY CO.** 540 TURK STREET  
 SAN FRANCISCO, CAL.

**LATE MODELS—F. P.—BARGAINS**

Amstel ..... \$27.50	Gold Star ..... \$48.00
Airport ..... 12.50	Lanshire ..... 21.00
Big Chief ..... 47.50	Lester ..... 82.00
Wile Boss ..... 22.00	Lindsay ..... 25.00
Beauty ..... 15.00	Mason ..... 15.00
Castillo ..... 30.00	Ocean Park ..... 12.50
Crestline ..... 25.00	Peasbrook ..... 35.00
Duke Ranch ..... 30.00	Roy ..... 15.00
Dixie ..... 35.00	Rotation ..... 21.00
Formation ..... 45.00	Super 88 ..... 12.50
Fleet ..... 37.50	Short Stop ..... 15.00
For Hunt ..... 32.50	Three Stars ..... 16.50
Fuller ..... 15.00	Thriller ..... 11.00
Four Aces ..... 62.80	Victory ..... 22.50

**\$10.00 Ex. Bands, Chevrons, Grabby, Gray Jones, Let o' Fun, Spotties, Triumph, Twinkle, Up A. Up, Variety, Vegas.**

1/3 Cash Deposit. Under \$15.00 Full Cash. Goods Addressed Getzmann, N. Y.

**MARC MINYER, INC.** 635 West 187th St., New York, N. Y.



"SPOKANE CAME, THEY SAW WURLITZER PHONOGRAPHS, and they were conquered," report Wurlitzer music merchants of Washington. In the above picture, standing, are Wurlitzer District Manager Bill Eyr, Robert Aaland, Dick Benson, Mrs. Ed Perry, and Mrs. Frank Knouison. Kneeling, Wurlitzer Factory Service Manager Walter Reed; Frank Knouison, Walla Walla music merchant, and Fred LaVelle, Spokane music merchant.

**ROLL A PACK**

The NEWEST, most FRANCHISING COUNTER OPERATED DUCK PIN BOWLING ALLEY

ROLL A PACK has REEL action which gives you REAL SUBSTANCE. It's 1-2-3 CLICK-CLICK-CLICK means \$5 for YOU!

Sample ROLL A PACK, Just **\$12.50**

Cost of ROLL A PACK, Only **\$45.00**

Buy them by the CASE and SAVE yourself \$5.00.

All orders require deposit. Get, G. G. D., 6121 Lorain Ave., Cleveland, Ohio

1/3 cash certified  
**THE ATLAS SALES CO.**

YOU'LL "FALL FOR" BALLY'S NEW

# Silver Skates

Already smashing collection records—thanks to clever new combination of HIGH-SCORE . . . FUTURITY BUILD-UP . . . SPOTTEM-SKILL! Now in volume production for immediate delivery. Get SILVER SKATES from favorite distributor today—and cash in quick!

**NOW IN PRODUCTION!**

Silver Skates . . . Kentucky . . . Blue Grass . . . Defender . . . High Hand . . . Royal Draw . . . Big Top . . . Bally Baby. See your distributor today or write to factory for complete details.

REPLAY  
OR  
NOVELTY



**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO - ILLINOIS

## Big Turnout for Atlas Phono's Party

BUFFALO, March 8.—Atlas Phonograph Company's big open-house party during National Seaburg week was a huge success, it is reported. Ben Kulick, head of Atlas, reports that attendance was large with many operators coming in from Western New York and Pennsylvania.

Lester Weintraub, assistant to Kulick, helped receive the guests, as did Ted Mills, a business associate of Kulick. Phillip Clark, Atlas secretary, handled the guest log. Sanford Kulick, Ben's son, was busy making recordings of opinions on the new phonographs with his own three-octave organ solo waxed on the reverse side.

Attending guests included Amel Jody, Charles L. Carr, W. H. Balley, G. J. Ewell, H. C. Ferris, Mr. and Mrs. E. W. Dole, M. J. Steinko, William Flynn, Aron Bise, William Burghardt, Ebert Sandberg, Nathan Sataloff, Robert Pond, Ross Henderson, F. E. Suley, James D. Blakeslee, Mr. and Mrs. Harold J. Warner, James S. Driscoll, Mr. and Mrs. Tom Cohen, Martin Levin, Roy Putman and Miss Putman, Mr. and Mrs. N. Scholton, David Solomon, Arlan A. Head, Robert P. Bradt, Floyd Burasford, Kenneth Bernador, Daniel O'Day, Bert D. Backton, Salvatore Vastola, J. E. Betts, M. Pienkowski, Ignatius Morozynski, Ben Kerner, Harry Bussler, Mr. and Mrs. Alfred Frederick, Miss Eva Cipriani, Bob Driven, Frank Droggett, Hugh Wallen, Mr. and Mrs. Jack Garliner, Victor Miller, John M. Bystrak, Edward E. Hesly, Edward L. Kaznierek (Director of Licenses, Buffalo), Mr. and Mrs. William Bolles, Mr. and Mrs. L. Madin, Mr. and Mrs. Linto, J. J. Doehring, A. Engelhardt, E. Hausman, Irvin Simon, Jerry Glaser, Mr. Gunnard, Harry Wiseman, and Karl Berg.

## Hole-in-One Keeps Skill Shot Record

BROOKLYN, March 8.—D. Robbins & Company, manufacturers of a counter skill game known as Hole-in-One, call attention to the fact that the game keeps a record of all skillful shots. Balls of gum, when skillfully shot into an aluminum pocket, fall into a special compartment so that the operator can determine the exact number of skillful plays made.

"This feature eliminates the possibility of misunderstanding as to the number of trade awards paid," declares Dave Robbins, head of the firm. At the same time, Robbins reported that sales are going well and that immediate shipment is being made on all orders.



**We're First Again**  
**Reel '21' Black Jack**  
**DRAW YOUR OWN HAND**



TRY A  
SAMPLE  
\$19.75

If no satisfactory return in 30 days for full refund of purchase price. CASE OF 4 \$72.50

BLACK JACK according to Hoyle, with Automatic Gun Divider and Two EXTRA LARGE Hazardous Cash Boxes. Operator's Cash Box holds over \$11.00 in Play—over \$25.00 in Nickel—16.50 in 10c Play.

**BALL GUM**  
15c Per Box, 100 Pieces, Case of 100 Boxes, \$19.75  
1/2 Deposit, Balance C. O. D.

**SICKING, INC.**

1401 Central Pkwy., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.  
SICKING CO. OF INDIANA  
444 Mass. Ave., Indianapolis, Ind.

**POP!**  
Up Jump Awards when Jumping Jacks are punched

## YOU'RE A JUMP AHEAD WITH JUMPING JACK

New Harlich Low Priced Mechanical Board

Profitable Action! Player Appeal! They're all here in this foot-proof, tamper-proof mechanical board. Top awards are concealed. When hole is punched, mystery card pops up and amount of award appears under celluloid.

No. 1845 5c a Play 1800 Holes  
Takes in \$90.00 Averages Payout \$43.25

WRITE FOR NEW FOLDER NO-21

**HARLICH MFG. CO.**

1413 JACKSON BLVD., CHICAGO, ILL.



chicago's exciting hotel

names make news . . . gene krupa . . . larry clinton . . . bob crosby . . . jan savitt . . . all the nation's great swing masters play in the exotic panther and malaya rooms of the college inn . . . stay at hotel sherman tonight—choose one of the hundreds of rooms that radiate the future.

from \$2.15 \$3 \$3.15 \$4

hotel sherman

Randolph, Clark, Lake and La Salle Streets

chicago

drive right into the hotel, as you are

## BETTER BUYS FROM BLATT!

ALL FREE PLAY GAMES		PHONOGRAPHS	
Rotation . . . . . \$19.50	Leader . . . . . \$22.50	Rockola Standard . . . \$99.50	Wurlitzer 810 (reels)
Panomatic . . . . . 29.50	Drum Major . . . . . 24.50	Wurlitzer 810 (reels)	Wurlitzer 810 (reels)
Scowp & Little . . . . . 27.50	Brizeaux . . . . . 13.50	Wurlitzer 810 (reels)	Wurlitzer 810 (reels)
Beauty . . . . . 18.50	Sanseagun . . . . . 47.50	Wurlitzer 810 (reels)	Wurlitzer 810 (reels)
Commodore . . . . . 12.50	Fantasi . . . . . 72.50	Wurlitzer 810 (reels)	Wurlitzer 810 (reels)
Rare Ruff . . . . . 25.50	O'Boy . . . . . 14.50	Wurlitzer 810 (reels)	Wurlitzer 810 (reels)
Ones Like . . . . . 39.50	Amico . . . . . 37.50	Wurlitzer 810 (reels)	Wurlitzer 810 (reels)

All sizes of Wurlitzer parts at a tremendous reduction! \$1.75 deposit with order, balance C. O. D.

**SUPREME VENDING CO., INC.**

527 ROGERS AVE., BROOKLYN, N. Y. Branch: 201 Grand Ave., Baltimore, L. I.

**First Again With "CUB"**  
3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

★ REAL OPERATOR'S MACHINE - 2 Genuine Cash Boxes and Daily's Famous Coin Dividers



★ **"ACE"**  
5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

★ Eliminates need for meters. Our down counting, BIG CASH BOX FOR OPENING, TOWN, O. S. Yonder, slot windows and end doors not being played. 1c. Be the first to play this new 5 REEL POKER PLAIT



★ **AMERICAN EAGLE**  
World's Smallest Fruit Symbol Ball With Automatic Token Award.



— **BALL GUM** —  
15c Per Box of 100 Pieces. Case of 100 Boxes, \$13.75.

1/2 Deposit, Balance C. O. D.

**SICKING, INC.**

1401 Central Pkwy., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.  
SICKING CO. OF INDIANA  
444 Mass. Ave., Indianapolis, Ind.

**WANTED!!**

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST. QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.

**OPERATORS, WRITE...**

H. G. PAYNE COMPANY  
132018 Broadway, NASHVILLE, TENN.  
For Weekly Bureau List, Write Complete Box of New and Used Coin Machines in the South.

**Koplo Sees Big Rise in Operation**

CHICAGO, March 8.—"Coin machine operations are due to rise," according to Al Koplo, head of Koplo Sales & Supply Company. "Our own sales records bear out this fact. Inasmuch as operators are buying heavily to stock new locations with money-earning machines.

"Particularly heavy sales on Roll-a-Cent indicate that operators are concentrating on locations which are particularly good for penny games," he pointed out. "This counter machine is a dandy for placing alongside cashier counters where patrons receive their change. With the sales tax in force in most States change received usually includes two or three cents. Many people, anxious to be rid of them, usually will play a penny machine if it is handy.

"Another indication of rising machine operation is the demand for supplies. Our stock needs constant replenishing in order to keep all items always on hand. One of the most popular items we now carry is the heavy aluminum coin counter which counts and stacks pennies or nickels for easy wrapping," he concluded.

**Hy-G Opening and Showing Success**

MINNEAPOLIS, March 8.—Hundreds of citizens from the territory served by Hy-G Amusement Company were guests Friday and Saturday (28-1) at the double celebration of the firm's grand opening and introduction of the 1941 Seeburg line.

Spencer (Pete) Otis represented the phono manufacturer at the show. Arrangements were made for the show by Henry H. (Hy) Greenstein, Jonas Bessler, and Sid Levin. Hostesses were Mrs. Greenstein, Mrs. Bessler, Ethel Gorel, Harriet Cohen, and Sierra Shanfield, the last three named members of the Hy-G staff. Able assisting were Larry Lockhart, Hy-G salesman, and Mrs. Lockhart.

Commenting on the show, Greenstein said his firm booked many orders, far in excess of their fondest expectations.

**Victor's Roll-a-Pack Released to Trade**

CHICAGO, March 8.—Harold Schaefer, head of the Victor Vending Corporation, has announced that Roll-a-Pack, Victor's new counter game, is now ready for the trade. "Distributors want will over Roll-a-Pack at our recent preview. They were so enthusiastic that we still can't get over the way they received this game," declared Schaefer.

Bob Neuling, of the Victor Vending Corporation staff, is the father of a boy, which is making Bob light up with a grin from ear to ear, his associate report.



PLAYERS ALL OVER THE NATION are fascinated by Night Bonaber, Success Manufacturing Company's new machine, according to Charles Castle, the firm's sales promotion manager.

**"FROM EAST TO WEST BUCKLEY'S BEST"**

BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION is sweeping the country! From every point of the compass... without exception... operators who've investigated and tried them all now INSIST EXCLUSIVELY ON Buckley Music System! Because the Buckley Music System phenomenal method of making music easier and more desirable to buy is DOUBLING AND TRIPLING PROFITS IN EVERY LOCATION!! Don't poke along with ordinary music income... ROLL INTO THE REAL MONEY WITH AMERICA'S FAVORITE "The Finest One For \$1."... BUCKLEY MUSIC SYSTEM!!

**BUCKLEY MUSIC SYSTEM**  
WITH DIRECT "TOUCH-TO-TOUCH" ACTION  
SEE YOUR NEAREST DISTRIBUTOR TODAY!

- |  |   |   |
|--|---|---|
| <b>ALBANY, N. Y.</b><br>Henry W. Selden<br>(Special Representative)<br>1220 Broadway   | <b>FARIBAULT, MINN.</b><br>Guthrie Sales Company<br>601 Central Ave.  | <b>NEW ORLEANS, LA.</b><br>Buckley Mfg. Sales Co.<br>2215 Canal Street<br>Phone 8800, Rm. 4<br>1010 Poydras St. |
| <b>ALLENSTOWN, PA.</b><br>Paula Vending Co.<br>102 E. Emma Ave.  | <b>FRENO, CALIF.</b><br>Joe H. Baker<br>154 N. First St.  | <b>OAKLAND, CALIF.</b><br>New Music Company<br>480 E. 14th St.  |
| <b>ASSUPY PARK, N. J.</b><br>Casio Amusement Co.<br>Maple & R. R. Ave.   | <b>FORT WAYNE, IND.</b><br>Indiana Sales Company<br>208 So. Central Circle  | <b>OMAHA, NEB.</b><br>Howard Sales Co.<br>1508 Farnum St.   |
| <b>BALTIMORE, MD.</b><br>Orlando Coin Mach. Corp.<br>138 W. Mt. Royal Ave.   | <b>GREENVILLE, N. C.</b><br>McCombs Music Co.<br>217 E. First St.   | <b>ORLANDO, FLA.</b><br>Southern Music Co.<br>603 W. Central Ave.   |
| <b>BELLMORE, L. I., N. Y.</b><br>Supreme Vending Co., Inc.<br>205 Grand Ave.   | <b>HABANA, CUBA</b><br>L. H. McMaster<br>Bacardi Bldg., No. 301   | <b>OTTAWA, ILL.</b><br>Wells Music Company<br>600 E. Main Street  |
| <b>BIRMINGHAM, ALA.</b><br>Birmingham Vending Co.<br>2117 Third Ave., North  | <b>HOUSTON, TEX.</b><br>Sun Amusement Co.<br>1512 McDaniel St.  | <b>PASADENA, N. J.</b><br>Famous Distributors<br>53 Amsterdam Ave.  |
| <b>BOSTON, MASS.</b><br>Good Sales Company<br>1022 Commonwealth Ave.   | <b>INDIANAPOLIS, IND.</b><br>Wires Music<br>623 Madison Ave.<br>LADDER, IND.<br>Merry Mill Amusement Co.                | <b>PHILADELPHIA, PA.</b><br>Universal Amusement Co.<br>2010-12 Market St.                                       |
| <b>BROOKLYN, N. Y.</b><br>Brooklyn Amuse. Mach. Co.<br>480 Broadway<br>Supreme Vending Co., Inc.<br>587 Rogers Ave.                | <b>LOUISVILLE, KY.</b><br>J. E. Cobb Distrib. Co.<br>618 So. Second St.   | <b>PITTSBURGH, PA.</b><br>Orlando Coin Mach. Corp.<br>1410 Fifth Ave.   |
| <b>COLUMBUS, O.</b><br>G. N. Vending Co.<br>643 W. Broad St.   | <b>LOS ANGELES, CALIF.</b><br>General Music Company<br>277 W. First Blvd.<br>Charles A. Robinson<br>1911 W. First Blvd. | <b>PORTLAND, ORE.</b><br>Ainsley V. Steiner<br>807 S. W. 16th Ave.  |
| <b>CHICAGO, ILL.</b><br>Martin-Lindell Dist. Co.<br>8020 Lincoln Ave.<br>Niles Center  | <b>LYNDBROOK, L. I., N. Y.</b><br>United Sales System, Inc.<br>814 Merritt Rd.  | <b>PONTIAC, MICH.</b><br>Wheeler Enterprises, Inc.<br>68 Newberry St.   |
| <b>CHATTANOOGA, TENN.</b><br>Dixie Amusement Co.<br>615 Cherry St.   | <b>MADISON, O.</b><br>Elmer Sales Company<br>117 W. Truesdell St.   | <b>SACRAMENTO, CALIF.</b><br>D. E. Scott<br>1021 Sixteenth St.  |
| <b>DALLAS, TEX.</b><br>Walton Sales Company<br>1713 Young Street   | <b>MEXICO, D. F.</b><br>Robert W. Wood<br>Apol. Postal 2802   | <b>SAN FRANCISCO, CALIF.</b><br>William Donovan<br>(Pacific Coast Dist. Sales Rep.)<br>327 Larkin St.           |
| <b>DENVER, COLO.</b><br>James E. Stokwell<br>(Mountain States Dist. Sales Rep.)<br>Blackwell Distributing Co.<br>585 Milwaukee St. | <b>MIAMI, FLA.</b><br>Leo Peterson<br>520 N. W. 24th Ave.   | <b>SAVANNAH, GA.</b><br>Mullinix Amusement Co.<br>41 Hubbard St.  |
| <b>DETROIT, MICH.</b><br>American Novelty Co.<br>2165 Grand River Ave.   | <b>MILWAUKEE, WIS.</b><br>Peterson & Donelson, Inc.<br>6210 W. Greenfield Ave.<br>West Allis, Wis.                      | <b>SYRACUSE, N. Y.</b><br>Tom O'Rourke<br>319 Tuttle St.  |
| <b>ELIZABETH, N. J.</b><br>Atlas Vending Co., Inc.<br>410 No. Broad St.  | <b>MINNEAPOLIS, MINN.</b><br>Music Installations<br>1218 Kinloch Ave.   | <b>TOLEDO, O.</b><br>National Second System<br>2137 Tron Lane   |
| <b>ELIZABETH CITY, N. C.</b><br>E. G. Box<br>216 N. Martin St.   | <b>NEWARK, N. J.</b><br>Major Amusement Co.<br>10 Pennington St.  | <b>TRENTON, N. J.</b><br>Central Amuse. Novelty Co.<br>204 Perry St.  |
|  | <b>WATERTOWN, N. Y.</b><br>St. Francis<br>103 Public St.  |   |

BUCKLEY MUSIC SYSTEM INC - 4225 W - LAKE ST - CHICAGO

# SEA HAWK

SMOOTH SAILING TO  
**FAST PROFITS!**

Climb Aboard and  
Get Your Share!

IMMEDIATE  
DELIVERY

**\$104<sup>50</sup>**

**D. GOTTLIEB & CO.**

1140-1150 N. KOSTNER AVE., CHICAGO



## Ride for PROFITS

with  
**JOCKEY JUNIOR**

SUPERIOR'S new die-cut thoroughbred speeds along for big returns at the finish... 1000 holes... Tickets bear horse racing symbols... Total average profit is \$24.00... Extra-thick board. Easels. Celluloid protector over jackpot.

Write SUPERIOR for details on the JOCKEY JUNIOR board, and other die-cut money-makers.

A New Trend...  
**DYNAMIC DIE-CUTS**



SUPERIOR PRODUCTS - 14 NORTH PEARCE AVENUE - CHICAGO, ILLINOIS

## Add New System To Better Service

CHICAGO, March 6.—"Service De Luxe" is what operators will get from Allied from now on," said Sam Keitman, official of Allied Novelty Company here. "We've speeded up our service by a new system, which provides a smooth-flowing co-ordination thruout our departments from the moment an order is received until shipment is made."

"Knowing how important is the time angle to operators waiting for shipment of their games, we've made this improvement so that we can give operators the unusual in delivery on every order. While it has taken considerable time and expense to install, we feel that the utmost customer satisfaction is well worth it."



**ABSOLUTELY  
—LEGAL—**

Coin-operated picture machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Write for quantity lot prices and particulars about starting a route.

**L. B. KLUGH COMPANY**

715 Arch St., Zanesville, Ohio



BUCKLEY MUSIC SYSTEM, Inc. has recently named the Selden Distributing Company, Albany, N. Y., as distributor for Buckley products. Above, Pete Schenone, Buckley sound engineer, stands with Henry W. Selden in front of Seldens' offices in Albany.

## TOO GOOD TO PASS UP...

A free price list that will show you how to save money every time you buy a new or used machine! Regardless of the type or make machine you are after—be sure to see our famous list first!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

## SPECIAL THIS WEEK

1-2-3, 1940 .. \$30.00	Tenor .....	5.00	One .....	\$27.00	Super Card .....	\$19.00
Rotation .....	Trumpet .....	9.00	Amph .....	33.00	Super Six .....	15.00
Puffy .....	Band Organ .....	25.00	6 in 1 .....	45.00	Speedway .....	35.00
9-Game .....	Lipstick .....	15.00	Commodity .....	15.00	Black-Box .....	9.00
Boys' Champ .....	Strip Machine .....	5.00	None .....	14.50	Imp .....	7.00

Write what you want, add 1.23 amount. Mention 43, 2nd and 3rd choice for prompt delivery.

**LEHIGH SPECIALTY CO.**

2ND AND GREEN STREETS, PHILADELPHIA, PENNA.

## Phonograph Bargains

A-1 Reconditioned—Ready To Operate  
ROCKOLA DE LUXE (1939) ... \$145.00  
WURLITZER 616-A .....

49.00  
SEEBURG REGAL .....

124.50  
**WANT TO BUY  
BAKER'S RACES**

**WE BUY, SELL AND EXCHANGE**  
2147 Louis St.  
St. Louis, Mo. OR CALL NOVELTY CO.



# SUN BEAM



**BY ACTUAL TEST  
OUT EARNS THESE EXHIBIT HITS**  
'STARS' · 'DUPLEX' · 'ZOMBIE' · 'LEADER'

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selected a Colonial  
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made simplicity its  
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