

DEC 13 1939

The Billboard

The World's Foremost Amusement Weekly

DECEMBER 16, 1939

15 Cents

Vol. 51. No. 50

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TED FIO RITO

—W. B. Fisher Photo



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The Billboard

Vol. 51
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December 16,
1939

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

ACTORS BITE THE CRITICS

Att'y Gen'l Has Acts Testify in Club Date Probe

NEW YORK, Dec. 9.—Investigation of the Associated Entertainment Directors of New York by the New York State Attorney-General has taken on wider scope, with the AG office assuring performers of "protection." Agent competition is primarily from those unaffiliated with either the AED or the Entertainment Managers' Association. Assistant Attorney-General Jeremiah Cross indicated astonishment at the hearing of conditions and salaries governing the club booking field. Just what the AED intends to do to defend itself has not yet been made public, but several members feel that the whole case, as preferred list, which operated only three and one-half weeks, has been misinterpreted. Tom Kelly, president, and Bill Robbins, executive secretary, could not be reached for official statements.

Honeymoon!

REGINA, Sask., Dec. 9.—From Swift Current, Sask., comes the report of a newly married couple seen at the town's movie house, with the bride still wearing her white wedding dress and bridal veil. Maybe they were after the dishes!

AFA Polls Members On DBF Dissolving; AGVA Calls Meeting

NEW YORK, Dec. 9.—The American Federation of Actors mailed out letters last week to its members notifying them that the AFA council voted November 2 to submit the membership for okeh the liquidating of the AFA's Death Benefit Fund. This action is provided for in Section 2, Article 3A of the AFA constitution and by-laws. If 75 per cent of the membership okehs liquidating the fund the AFA then plans to divide the money on pro-rata basis among members in full benefit" as of (See AFA POLLS MEMBERS on page 27)

Grade Reviewers in Survey; Atkinson High; Winchell Low

"Times" critic picked as favorite—Mirror reviewer voted least liked—critics called generally competent, but ignorant of the problems of the actor

NEW YORK, Dec. 9.—It is indicated that a clear majority of actors now playing in legit shows on Broadway feel that the drama critics on the eight New York dailies are generally competent reviewers, according to a poll conducted this week by *The Billboard*; but that two-thirds of the actors feel that the critics do not know enough about acting to be allowed to judge it. At the same time, Brooks Atkinson, of *The Times*, was definitely established as the players' favorite critic, getting a tidy lead in the votes cast for the best critic and the smallest number as the worst. The least liked among the reviewers, in the players' opinion, is Walter Winchell, of *The Mirror*. He received the largest number of votes in the "least liked" category and the smallest number as "favorite."

Equity, League Sign Code, Pact; \$10 Increase Asked

NEW YORK, Dec. 9.—Revised theater ticket code and a new basic agreement were adopted during the week (actual signing took place yesterday) between League of New York Theaters and Actors' Equity Association which, less than 24 hours thereafter, passed a resolution to raise the salary minimum of principals from \$40 to \$50 not earlier than June, 1940. Salary increase was not a breach of contract on part of Equity, League admitted, feeling that the upping won't work too great a hardship, but managers remain suspicious that the move was result of internal politics in the union.

Ballots went to players in all the shows on Broadway last week, both dramatic and musical, with the total number of votes cast being well over 10 per cent of the total number of players appearing. Voters were not identified individually in any way, to allow them to express their opinions freely. In general, the poll revealed a surprising desire on the part of the actors to be fair to the men who pillory them in the public prints. Even when critics were condemned as a class, players tried to offer explanations and ameliorating circumstances; and widespread condemnation was forthcoming only on the question of the critics' competence to judge the problems of the actors.

Joint Equity-League code enforcement committee and a non-partisan appeals board are the most important changes in the code, which it is expected will operate more successfully because of the changes. Brokers gained a half-cent reduction in tax assessment also. League, in addition, set aside \$2,500 with which another joint Equity-League committee would seek to organize audiences, a pet notion that has been making the rounds ever since the American Theater Council started it more than three years ago. Proposal to increase Equity minimums has been pending since last March, when E. J. Blunkall proposed an increase to \$75. Council was then able to table the matter, but it has smoldered all these months as possible ammunition for another political upheaval within the Equity ranks. Blunkall, the pre- (See EQUITY, LEAGUE SIGN on page 27)

Atkinson Favorite

On the question, "Who is your favorite critic?" Atkinson established a clear lead, getting 28.8 per cent of the total number of votes cast. Following him came John Mason Brown, of *The Post*, with 18.6 per cent, and then all the others but Winchell in a clump, each getting approximately 5.1 per cent of the total. Winchell received but 1.7 per cent of the total number of votes. Of the total, however, 25.4 per cent named reviewers who were ineligible under the rules of the poll, since the rules confined voters to the critics on the eight New York dailies. The tabulation is as follows:

Brooks Atkinson (Times)	28.8%
John Mason Brown (Post)	18.6%
John Anderson (Journal-American)	5.1%
Richard Lockridge (Sun)	5.1%
Burt Mott (News)	5.1%
Richard Watts Jr. (Herald-Trib.)	5.1%
Sidney Whiteley (World-Telegram)	5.1%
Walter Winchell (Mirror)	1.7%
Not on dailies	25.4%

Paris Night Life Goes Big; 12 Vaude Houses, 25 Legits

PARIS, Nov. 23.—In the great European outdoor affair that is being conducted by the highest salaried artists in the world are serving under the French Tri-Color, with a large percentage serving as buck privates. Artists are also well represented in the officers' ranks from the lowest grade to the highest.

The sudden revival of Paris amusement life, largely dormant since the declaration of war, continued as 190 cinemas in the Paris area reopened their doors. The openings followed negotiations between owners and the government at the completion of air-raid shelters capable of protecting audiences. A novel entertainment will shortly be put in operation, a tea-time vaudeville show for women at the Bouffes-Parisiens to be known as the Knitting Club. Yvette Guilbert, stage producer, Albert Willemetz, the idea of having late afternoon vaudeville performances where the ladies may come with their knitting. The house will put on a daily bill from 4 to 7 o'clock. Benoit-Leon Deutsch has announced the reopening of the Theater des Nouveautés for next week with *La Revue des Revues*. Principal roles will be played by Joanne Aubert, Robert Burrier, Dorin, Dream, Duard, Duvalois, George, Margerite Moreno and Parisys. *Montmartre Is Blue*, revue by Marc-Cab, is being shown at the Theater de l'Humour. With a fair cast, the outstanding features are the musical scores by Marcel Cambier and some very original stage settings by Adrian Peg. (See PARIS NIGHT LIFE ECH on page 19)

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Golden Gate Exposition Revival Appears Certain Under New Plan

SAN FRANCISCO, Dec. 9.—A new plan for revival of the Golden Gate International Exposition will be presented to Burton J. Wyman, federal referee in bankruptcy, at a hearing next Wednesday. Plan would attempt to solve the basic problem attached to the fair's continuance by allowing such creditors as do not choose to go along to be paid off at once, while the other creditors leave their money in the fair in the hope of a greater return on their investment. Two alternatives will be presented to Wyman. First, that he allow the fair to continue in its present status under a financial arrangement presented by the 1940 Exposition, Inc.; second, that he appoint a trustee and direct that the exposition be sold to the highest bidder. Both proposals presuppose an adverse

ruling by Wyman on the exposition management's petition for liquidation of the fair's assets. Creditors who might wish to withdraw would be paid their share of the \$500,000 in cash. George Smith, a member of the 1940 Exposition, Inc. said: "The proposal has 99 chances out of 100 of being accepted," and added: "We figure to open around the middle of May—in any case before the New York fair opens. One important new feature will be an aquacade in their shows and exhibits. We have assurance that 19 of the foreign countries which participated in the 1939 fair will also participate next year."

The 25.4 per cent that was given to reviewers ruled out by the instructions that accompanied the poll was distributed as follows: Eugene Burr, of *The Billboard*, 6.7 per cent of the total vote cast; Robert Benchley, of *The New Yorker*, 5.1 per cent, and approximately 3.4 per cent each to Keleley Allen, of *Women's Wear*; John Cassner, of *One-Act Play Magazine*; George Jean Nathan, of *News-Week*; and Arthur Pollock, of *The Brooklyn Eagle*. Chief reasons given for picking Atkinson (See ACTORS VOTE on page 15)

More on Actors' Vote on Critics Next Week

Next week, actors' answers to the question, "Do you think the critics know enough about the problems of the actor to be competent judges of acting?" will be discussed in detail. Many of the players' general comments and suggestions concerning the critics will also be given.

UNITED ARTISTS OUTERS

Some Do Okeh, Others Folding; Opinions Differ on B.O. Chances

NEW YORK, Dec. 9.—With a variety of vaude units playing throughout the country shows considerable activity among independent theater bookers. The opinion of some local bookers that the demand for units has noticeably decreased. While circuit time for units has decreased for those lacking names, both the cheaper variety and the more lavish layouts with names still play to good box office. Out in the hinterlands indie theaters are grabbing cheap units, and such troupes are finding much work in theaters which can offer only one night or two nights. Such time is obviously unprofitable for classier units, which must play week stands in big cities to clear the net. Cost of transportation, as well as hanging and dismantling of shows, is an important factor.

Opinions of local bookers vary as to the outlook for units. Sidney Piermont, booker for Loew's, claims units today are numerically a fraction of what they were a year ago, with most activity centered around Chicago. Piermont points out that a good unit costs between \$5,500 and \$6,500 and will not draw nearly as well as a name band which can be obtained for between \$6,500 and \$7,500.

Al Dow, a leading independent booker, claims the trend is definitely toward units—particularly in independent theaters—and that units may supplant name bands, which he claims are already slipping.

Harry Sherman, just back from a road trip, reports his 10 units are booked solid thru March, with the exception of three weeks which have not yet been

booked owing to belief that the weather will be too tough for traveling via auto. Sherman handles the cheaper units (six-act intact shows) and his bookings are indicative that the small exhibs in the hinterlands are anxious for the stuff.

On the other hand, more elaborate units that do not carry an outstanding name, but which must nevertheless take quite a salary to make transportation, hanging and other expenses, are finding the going tough. Harry Howard's elaborate revue, for instance, closed after three weeks, and ditto Charlie Mosconi's Congo unit. Howard claims there are no more theaters for units.

Units Playing

Glance at the field, however, shows much activity, much of it of the wide-casting variety, with the shows getting dates direct and not clearing thru bookers. Among units playing the past few weeks are *Hellfire*, A. B. Marcus' *La Vie Paris*, *Hello Paris*, Benny Davis' *Star Dust Revue*, Weaver Brothers and Elvira, Jack Clifford's *Spook Show*, Harry Rogers' *Mikrod* in Suing, Clifford Fischer's *Folies Bergere*, Blackstone's magic show, Martha Raye unit, *College Rhythm Revue*, Eddie Lynch' *Too Hot for Paris*, Jack Shea's *Radio Roundup*, Mildred Harris Chaplin's *Hollywood Starters Revue*, Oswald's *Shooting High*, *Bottoms Up Revue* with Tucker and Smith, *Parisian Folies* with Al Norman, Constance Bennett unit, Count Berni Vici's *Lids Off Revue*, *Melody Co-Eds*, *Folies Gay Force*, Eddie Cantor's unit. (See UNITS NEED NAMES on page 17)

"Ice Follies" Clicks in New York Garden Showing

NEW YORK, Dec. 9.—With a film rep this time, due to the MGM film released recently, *Ice Follies* of 1940 opened its fourth Madison Square Garden date Monday to a crowd of 12,000 and closes with a matinee today. There are 3,000 seats at 55 cents, another 3,000 at \$1.15 and the rest at \$1.65 and up. Shows have been averaging around 18,000 patrons.

The revue, organized in 1932 by Eddie and Roy Shipstead and Oscar Johnson in St. Paul, is making its fifth cross-country tour, this one starting in Washington in October, followed by successful dates in Cleveland and Springfield, Mass.

The show is a glamour version of figure skating, the skaters stunting in colorful costumes on an ice floor designed by Elmer Pearson and aided by excellent lighting and musical background. It is a combo athletic exhibition and vaude show and, altho it becomes a bit tiring toward the close, it nevertheless satisfies as one of those unusual spectacle shows worth seeing once or twice a year.

There are 24 chorus girls, trained by Miss Fanchon (F. & M.), and 25 principals. The unit carries 63 people on the road. The chorines are well matched and pretty and wear neat costumes designed by Peggy Harris and Evelyn Archer. Their routines include interesting formations and precision dances, well executed.

Some of the specialties are contributed by the Shipsteads, Johnson, Harris Legg, Evelyn Chandler and Bruce Mapes, Osborne Colson, Bea Erhardt, Karl Zwick and Idi Papez. Roy Shipstead

is a marvelously fast and graceful skater. Miss Chandler is an unusual stunter and Mapes makes a fine partner; M. Erhardt is a personality bruiser who tricks skating demands attention; Zwick and Papez perform remarkable lifts in a hairroom routine; Legg does breathtaking jumps and other stunts. Frances Claudet, who created the skating figures for the show's ballet, is a swell skater herself.

Also standing out are Erick and Frank, whose back bends and rocking chair spread eagle stunts are really amazing. McKellen Brothers, who perform nifty acrobatics; Helme Brock, whose dramatic comedy show stopped; Les Hamilton, whose toe ballet burlesque won accolades.

Musical accompaniment by a large orchestra led by Ernest Kratzinger is excellent. Tenor Paul Gannon does a few okeh vocals during production numbers. Al Francis, in what appeared to be a musical comedy, was distinctly several times.

The Sonja Benie ice show comes into the Garden next month and will have to be pretty good to follow this one.

Paul Denis.

Holmes Hub Stock Nears Shuttering

BOSTON, Dec. 11.—Alan Gray Holmes Players were scheduled to present *Winterset* tonight in what appeared to be the last week of their season.

The company has been confronted with difficulties during the past three weeks, and this week's attraction is expected to be the last attempted. Business has slumped in business, and negotiations have taken their toll.

Three weeks ago, in an effort to reduce expenses, Holmes let out the box office staff. The stagehands' union immediately demanded a bond be posted before they would agree to work. After a long day of conferences the a-b staff was rehired and the stagehands went back to work. Opening-night curtain of *Pygmalion* was delayed almost half an hour because agreement was not reached until shortly before show time.

Business continued only fair during that week and it was expected the company would close. Friday and Saturday nights, with the Harvard-Yale football crowd in town, saw near capacity houses, however, and the company opened the following week with *Goodbye Again*. Last week's world premiere of *The Great American Family* again saw a slump in business, and it is now expected that Holmes will call it quits shortly unless there is a worthwhile b-o. increase.

In addition to being bothered with a weak script, labor difficulties being the company's main trouble, State Labor Commissioner James T. Morarty notified Holmes that three youngsters, sketched to appear in the play, could not be used because they were under 16 years of age. Difficulty was given a 16-year-old boy and the other two roles were filled by two girl students at the Staley School of the Spoken Word.

Believe It or Not

SALEM, Mass., Dec. 9.—Guy Palmerton, producing stock at the Empire Theater, needs no further proof of the gullibility of the general public.

In connection with the exploitation of his latest production, *This Thing Called Love*, starring Jean Moul, Palmerton inserted a small ad on the front page of the local paper. The ad read: "Wanted—A wife. To Honor. Obedy and go home nights. Complete education guaranteed in *This Thing Called Love*." Apply Tice Collins, Broadway.

Within half an hour after the sheet hit the street several women had called, asking to speak to the man who had advertised for a wife.

TED FIO RITO (This Week's Cover Subject)

FROM a piano-pounder in a nickelodeon to one of America's top composer-conductors is Ted Fio Rito's success story. Born and reared in the East, Ted played his first job as a pianist in his neighborhood nickelodeon. He then attended high school in Newark, N. J., from high school he enrolled at the Chicago Conservatory of Music, and it was in the Windy City that the music world first learned of the Fio Rito pianist when he organized a band and played at the Edgewater Beach Hotel there for two years. This led to an engagement of three consecutive years at San Francisco's Hotel St. Francis, and then to the Coconut Grove, Los Angeles, where Ted gained the reputation of Filmland's favorite dance band.

Engagements after this included such spots as the Palomar, Los Angeles; the Palmer House Chicago; the Beverly Wilshire, Los Angeles; Hotel Baker, Dallas; the Trocadero, Hollywood, and the Hotel New Yorker, New York; and it was during these years that starts Betty Grable and her interest in Ted, and worked with his organization. Last summer Fio Rito returned east for a season at Ben Marden's exclusive Riviera, Fort Lee, N. J., which was followed by a theater tour of New York, Pennsylvania, Ohio and Maryland. Ted had just concluded an extended stay at the Peabody Hotel, Memphis, and on December 21 reopens the Casino in the Congress Hotel, Chicago.

Fio Rito's fame as a tunesmith equals that as a leader. He has written and co-authored 150 songs, including "Laugh, Clown, Laugh"; "I Never Knew"; "Alone at a Table for Two"; "Roll Along, Prairie Moon"; "Three on a Match"; and his latest composition, "An Angel in a Furished Room." An outstanding horseman, Fio Rito has a ranch in California's San Fernando Valley, and his stable now includes three thoroughbreds and is pointing to 1940 and possible triumphs in the Kentucky Derby and Santa Anita Handicap.

Black Opens 2d Intimate Revue In London, Despite War; Looks Like Good Run; Vic Oliver Big

LONDON, Nov. 27.—Given its first local showing at Hippodrome November 14, George Black's intimate rag, *Black Velvet*, while not so elaborate or quite as spicy as the immediate predecessor, *Black and Blue*, affords enough inconsequential humor to hold out prospects of a good war-time run.

For its fun, this opus depends mainly on Vic Oliver, and highly successful he proves, whether it be as emcee, in his own single offering of rich wit or in a number of blackouts. One of the best of these kids the Ministry of Information, Oliver playing the Minister, aided by John Palmer and Kenneth Birrell. On broader lines is *The Admirable Johnson*, third of the blackouts is *Breeding Will Tell*, a snappy cameo of three evacuees from London's East End teaching a thing or two to their aristocratic hostess.

Most memorable of the vocal numbers is *My Heart Belongs to Daddy*, with Pat Kirkwood, Carole Lynne, Roberts Ruby and Norman Dawn as four attractive solid diggers willing to linger with the audience but finding a stronger draw in the presents offered by their sugar daddies.

No item has stronger all-round appeal than a flashback to the early years of this century at the Cafe Royal, with its impersonations of such old stars as Slaters Vernon, Gus Elen, Vesta Victoria and Vesta Tilley, with Alice Lloyd in person taking honors with her *Good Old Days*. Leigh Stanford and Louise Lloyd, American dance team, introduce *La Matichie*; Vic Oliver manages the entire proceedings, which wind up with show's

femmes invading the aisles to dance the polka with men patrons.

Leigh Stafford and Louise Lloyd put in a lot of other good work. In a dancing nocturne, one of the prettiest things in the show, Stafford signs at the piano before putting in some exhibition stuff with Rona Beaumont and Miss Lloyd. The two appear again in the picturesque *Three Shades of Blue*, in which Norma Dawn reveals as much of her shapely figure as censorship permits. Louise makes a big impression in her solo tap as the Delight to portly Teddy Brown's Turk, wherein Brown demonstrates his skill with percussion instruments. In a later episode Teddy puts in some hot work on a xylophone. Stafford has a featured spot for cloak whirling on a pedestal mid a bevy of beauty in a Conga number.

Brown's xylophone offering leads up to distribution of handbills among patrons, who ring in tune as instructed from the stage. Max and Harry Nesbitt are given two spots, doing best with their mouth-sound impressions of Fred Astaire, Donald Duck and a sailor's hornpipe. Acrobatic humor is well taken care of by John and Jack Brown, made to resemble a dictator and his propagandist chief. *Get Out of Town* and *Most Gentlemen Don't Like Love* are piped with effect by Pat Kirkwood.

An unusual effect is introduced in *The Family Circle*, wherein husband and wife, celebrating their golden wedding with the family, are seen around the festive board as tho the audience were looking down from the ceiling. This has a tried ending in great contrast to the decorum of the period depicted.

There are 16 dancing girls and eight showgirls.

Robert Nesbitt has produced under personal supervision of Black, Wendy Toye being responsible for dance routines. Pit band is directed by Debraj Somers. As with pre-war *Black and Blue*, this show is on twice nightly and three times a week. Should be in for a good run. Edward Green.

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FANCY GROOMING DIVIDENDS

Local Spieler Nets Heavy Fish With Ad Lib Plugs; \$350 Weekly

NEW YORK, Dec. 9.—While the grocer profession is not conducive to much better than three square meals a day for the rank and file, it is well known that some of the top names in the business successfully separate the sponsors from a huge chunk of dough. What is not well known, however, is the fact that some of the lesser known spicers, operating on local independent stations only, earn as high as \$500 (not fish) a week. One outstanding example is Art Green, who totals about four hours a day on WJCA, WHN, WNEW and WINS.

Green plugs a flock of products and is understood to be one of the few program salesmen whose earnings are based upon business his chatter produces. He prefers this system rather than a straight salary, pointing out it's a fair proposition not only to him but to his different sponsors. Some of his present

and recent products include Remington Rand Typewriters, Chateau Martin Wines, Sterling Casualty Co., Barney's Clothes, air conditioning, Hollywood Dance and Swing Club, Community Opticians and Madison Personal Loan. His take is based on percentage in all cases, with the exception of Madison Personal Loan.

Most interesting angle in Green's technique is the fact that he ad libs his commercials and does not know what he is going to say until he begins. The grocer is, of course, informal and high pressure. Remington Rand, for instance, gets a fairly high-powered spiel, whereas Chateau Martin Wine gets a line designed to make listeners develop a thirst.

Green's entry in the business was accidental. Small agency was handling an account which was not doing well, and he offered to spiel the program cuffs. He did, but business never improved until he forgot his script one day. His plicked up and he's been ad libbing ever since. He started little more than two years ago with no experience, and one station manager refused to put him on, claiming he would "jouse up the station."

Weekly take from his different sponsors varies, but generally hovers between \$350 and \$500. This is much more than many network announcers make. Two nets have tried to contract Green.

Martin Block, who is understood to receive a salary plus percentage, does not operate in the way Green does. He is contracted to one station, WNEW. His earnings, however, at least equal Green's and probably are somewhat above Green's mark.

Block is now ready for a venture into the music publishing business.

Fog Hurts B. O. At Westchester

WHITE PLAINS, N. Y., Dec. 9.—Fog and mist, which reduced visibility on Westchester roads to a minimum, curtailed attendance at Leg Rees' Show of the Week at the County Center here Saturday night despite a banding bill headed by Bob Crosby and orchestra and the George Hall Band and Dolly Dawn aggregation. B. O. grossed \$2,400, drawing 3,700 attendees. Gross was \$2,405 below last week's figure for two performances and \$1,850 below the single performance premiere of two weeks ago.

On the bill with Crosby and Hall orks were the Co-Eds, Bobby May, Lorraine and Rogman, Berry Brothers and the Four Comets. Lew Parker took over the emcee duties this week.

Show will revert to two-a-day next Sunday and will continue on that basis indefinitely. Sammy Kaye Band headlines the show, with Harmon and her Men of Music getting second billing.

"Vaniety" Versus "Hedda"

SAN FRANCISCO, Dec. 9.—Earl Carroll will open his newest edition of the Yaffies here on Christmas Night. After a two weeks' engagement, it is planned, the company will train non-stop across the country to New York for the scheduled opening on Broadway.

On the same night Eva Le Gallienne will begin her local engagement in Hedda Gabler.

Select Wins Gilbert Case

NEW YORK, Dec. 9.—An attempt to force arbitration under a contract between the Dramatists' Guild and Select Operating Corp. was thrown out of the New York Supreme Court Wednesday when Justice Eilford (Waters) ruled that the plaintiff, Edwin Gilbert, had no rights under the contract.

Gilbert had been employed by Select during the latter part of 1938 and the beginning of 1939 as a writer at \$50 weekly. During this time he wrote a play, *Soothe the Savage Beast*, which



I bumped into this bean in a coffee pot

You know that one-arm lunch where we generally stop after the last show. I can tell he's a musician, so, casual, I ask who's dead. "It's New Year's Eve," he weeps, "—nothing in sight. To get in nowadays you got to have a band with a Bix Beiderbecke and a Sound System. All we got is a Bolderbecke." "Then," I says, "the P.A. is easy." "Sound Systems cost money," sighs the poor bean. "Not a Lafayette," I chirp, pulling out the latest catalog, "and you can buy one on time!"



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Double Coupons,
Double Price.

Select claimed it owned. Gilbert disputed, asserting that it had been written after hours.
Gilbert, as a member of the Dramatists' Guild, asked for arbitration of the wrangle under a basic contract between Select and the Guild which called for that method of settling disputes. Justice Wasservogel, in dismissing the suit, stated that the contract did not cover situations such as this where a specific employment agreement between Select and Gilbert did not provide for arbitration.

AIR N. E. FOR W. EARNS

Sanctity of Radio Characters Limits Stories Usable in Pix

NEW YORK, Dec. 9.—Belief that radio offers a fertile field for motion picture scripts appears erroneous, according to Louis Titterton, head of National Broadcasting Co.'s script department. Some writers are exceptions to this rule—notably men of the caliber of Arch Oboler, Irving Reis and Norman Corwin—but their material is far removed from the run-of-the-mill verbiage rolling out for daytime serials and other dramatic spots.

Whereas some radio scripts reach pie form, as did McCann-Erickson agency's *Doctor Christian* recently, there are various factors working against the radio-to-screen transfer. Not the least potent of these is a clause in contracts stating that the leading radio characters may not appear in situations which would tend to damage them and thereby hurt the radio show. Contract covering the *Jane Arden* picture had such a provision. Contracts covering radio adaptation of comic strip cartoons also use similar protection. Radio sponsors are particularly wary, too, ever since the motion picture adaptation of the radio serial, *Chandu*. *Chandu* declined as a radio serial immediately after the picture was released, and sponsors attributed this to the pic.

According to Titterton, another element militating against use of radio scripts for pix is the fact that film producers generally use their own casts. This immediately destroys in audiences the impression created by the radio show—and people familiar with the radio show experience a letdown when confronted with people they never saw and voices they never heard.

Film producers of *Dr. Christian* realized this and gave the lead to Jean Her-

holt, who plays the same role in the radio serial.

As a result of general script situation, Titterton claims there has always been a shortage of good material. Radio, too, says NBC's Radio Guild and the *CBS Workshop* bear this out. He also points out that legit playwrights who like to take an occasional fling at movie writing are developing a hankering to substitute radio for the pix session. Radio, then, says Titterton, cannot pay playwrights the kind of money they can get in Hollywood, and these writers would have to learn to work faster for radio. Biggest writing job in radio is the *Big Town* program, which pays \$750 a script.

Y. & R. Auditions Harkins' Quiz Show

NEW YORK, Dec. 9.—Jim Harkins, former vaudeville headliner who like to have Fred Allen's right-hand man for some years, auditioned his own show for the Y. & R. studios last night. Agency waxed the show for potential sponsors. Show is a musical quiz, built on the theory that Harkins' piano players can play any tune the audience requests.

Harkins has been on the air before with his own script show.

New Mass. Station Goes for Live Talent

SALEM, Mass., Dec. 11.—Newest Massachusetts station WESX, owned by the North Shore Broadcasting Co., began operations yesterday from studios in Salem. Plans call for a large percentage of live talent, with emphasis on dramatic skits.

Personnel includes Van D. Sheldon, general manager; Robert Taylor, commercial manager; Marjorie Warren Leadbetter, program director; Richard Hightmond, chief engineer; Tony Languth, production manager; Charles J. Higgins, Albert O. Behnap, Richard Stockham and Marion Winston, announcers, and Walter Mackie and Al Blackman handling the news.

NEW YORK, Dec. 9.—American Radio Newsreel, Inc., has separated from Ayers-Prescott, according to Erich Don Pam, president of ARN. Sales will be handled directly.

Madison Loan's Indie Billings Jump to 14Gs in Three Years

NEW YORK, Dec. 9.—Success of Al Klinger Advertising Agency in selling Madison Personal Loan—which now has an advertising budget of between \$12,000 and \$14,000 a month on local stations—has set the town's brains to wondering whether radio is really a part of show business, and if it is, why so. Al Klinger, who has guided the career of Madison, conceives of radio as primarily a selling job, with entertainment only a secondary program feature. "The trouble with sponsors," muses Klinger, "is that they imagine themselves impresarios."

Agency handling Madison has used the theory that a program's entertainment should never become important enough to absorb all the interest of the radio listeners. Claims that program's salesmanship is the prime factor and should outweigh entertainment by a 60-40 percentage. When the reverse is true, says Klinger, the commercial plugs sound as if they have no proper place on the program.

The soft pedaling of entertainment, according to this view, should go hand in hand with the development of spellers who can "talk down" to audiences and create confidence.

Madison Personal Loan began using radio in December, 1936. At that time its radio budget was \$90 a week as compared to \$8,000 per month in newspapers. To-

Okeh, Buch

DETROIT, Dec. 9.—The undesirability of the name Lapidus, because of publicity given to Lou Holtz's famed associate, was upheld by Probate Judge Joseph A. Murphy this week. One Hyman Lapidus, a salesman who contended that people just laughed when they learned his name, got the court's okeh to change his cognomen to Hyman Leonard.

The court did express a little doubt over the extent of the damage, however, commenting, "Why should your name bother you? I've got a friend named Charlie McCarthy. It doesn't bother him."

N. E. Stations Buy Shares in NAB Music

HARTFORD, Conn., Dec. 9.—Sixteen New England broadcasters have subscribed to stock in Broadcast Music, Inc., organized by the National Association of Broadcasters to buck the American Society of Composers, Authors and Publishers. Move was made at a meeting of 20 New England broadcasters, chairmanned by Paul Morency of WTIC, here.

Morency stated the broadcasters at the meeting were unanimous in approving Broadcast Music, Inc., and 13 who did not subscribe for stock pledged same or will recommend it to their station managers.

NEW YORK, Dec. 9.—Society of European Stage Authors and Composers (SESAC), this week inked contract with Columbia Broadcasting System calling for renewal of present SESAC terms. Move is regarded as significant, SESAC having recently secured renewals from NBC, Colonial Network and such major stations as WLW, Cincinnati. Pointed out, too, that Sidney Kaye, attorney in the forefront of the NAB's attempt to develop its own music, is of CBS legal counsel.

KGEI Sells U. S.

SAN FRANCISCO, Dec. 9.—KGEI here is plugging America's tourist attractions on short-wave programs slanted for listeners in the Orient. Series began yesterday, with San Francisco the first subject. Other spots to follow will be West Point, New Orleans, Panama, Mexico and Puerto Rico. John Sheehan is narrator. KGEI, short-wave station, is owned by General Electric.

Phila Seeks RCA Test Wax Action

PHILADELPHIA, Dec. 9.—According to local radio stations, the playing of Victor and Bluebird records will be continued. Managers have decided to keep playing RCA platters in spite of the licensing system inaugurated by them. No fees will be paid.

Arthur Simon, general manager of WFEN and spokesman for the other stations, said the stations are inviting a test case. Should Victor sue any of the stations here the others will assist with financial and legal aid.

According to Simon, all Victor and Bluebird records will be played except those made by Glenn Miller, Tommy Dorsey and Sammy Kaye. By eliminating the top three bands each month the stations hope to prove that the sales of these platters in this area will be substantially reduced and that the popularity of these bands here will be affected by the lack of radio plays.

Should the matter come to court the stations hope to get enough figures to prove this point. Simon indicated that this form of mutiny will continue until RCA reduces its rates to what they think is an "equitable amount."

Stations co-operating are WFEN, WF, WFIL, WCAU, WIBG and KYW. WJAT did not enter the conference and is discontinuing the use of RCA disks. Altho KYW uses Victor pressings on an RCA-sponsored program, it agreed to go along with the others. WCAU, which licensed transcriptions only, and WCAU, on its few recorded programs using only Columbia disks, also agreed to give support.

Ft. Worth's Blackstone Relights; Kavelin Clicks

FORT WORTH, Tex., Dec. 9.—Vestian Room of Blackstone Hotel here dark this fall for the first time in several years. Relights December 22 with Leighton Bailey, for the night, and a Only other class spot operating downtown, Hotel Texas Den, has been doing record biz with MCA bands. Al Kavelin, here during both of the Thanksgiving celebrations, drew such crowds that Manager Henry Lee almost moved the band upstairs to the larger Crystal Ballroom for the Thanksgiving dance. However, several protests were made about closing the Den, and Kavelin remained downstairs playing to turnaway crowds. Larry Kent followed not in last night (8) and Carol Lofner takes over December 31.

NBC Sustainer 18 Months, Gets Sponsor—in Canada

NEW YORK, Dec. 9.—Woody Close, who has had his show, *The Family Joke*, on NBC sustaining for about a year and a half, has been sold commercial to Lever Brothers for Lifebuoy soap. He leaves for Canada today and will air over the full Canadian Broadcasting Corp. network out of Toronto. Show will not be on the air until it is managed by General Amusement Corp., with J. Walter Thompson the ad agency.

Close was brought east 16 months ago to do his show for 15 weeks.

Steel To Go Network

NEW YORK, Dec. 9.—Johnnes Steel, WMCA commentator, is slated to go network for Transcontinental Broadcasting System when the new chain starts next month. Steel picked up a new local sponsor on WMCA last week in the Modern Industrial Bank.

CBS Signs Jane Froman

NEW YORK, Dec. 9.—Columbia Artists, thru Herb Rosenthal, executive vice-president, signed Jane Froman to a management contract this week. Miss Froman, one of radio's top singers, was formerly handled by the William Morris office.

WFIL Gets Going

FORT LAUDERDALE, Fla., Dec. 9.—WFIL, 250-watt, debuted here Sunday (8), the initial airing—with sendoffs from WKAT, WIOD, WJNO and WQAM—beginning from 2-3 p.m. Station is headed by its licensee, Tom M. Bryan, and personnel includes James Knox, program director; William Johns, production manager; Gordon Eaton and Marion Moore, announcers; Frances Carroll, Joe McCormick and Tom Moore, chief engineer and assistants, and Don Weston and his Westoneers, five-piece band, which will be the nucleus of a studio orchestra.

Boran Slated for WMCA

NEW YORK, Dec. 9.—Arthur Boran, mimic and comedian, is building a program, slated to go on WMCA. With him will be Eileen Barton, kid warbler. Show is also slated to go network over Transcontinental.

In the Holiday Greetings

Issue Dated Dec. 30

RADIO STILL BUILDS TALENT

An article by Herbert I. Rosenthal, general manager and executive vice-president of Columbia Artists, Inc.

RADIO EDITORS—ARE THEY ALIVE!

Several press agents get together and tell how they feel about those gentlemen of the radio editors. Ask the press agents—Are "Radio Editors Mineral, Vegetable or Fungus?"

Talking Shop

By JERRY FRANKEN

Rating the Shows

Pushing the columns started several weeks ago, wherein various network shows have been rated. This column also in Mutual and NBC-Blue programs, starting with Mutual.

Sunday
Musical Steelmakers. Okeh show; a good promotion offering.
The Rhadon. Standard scalp tickler; n. g. for kids.
Listen, America. Talent is good, production poor.

Show of the Week. Talent is good, production better than Listen, America.
Good-Will Hour. Horrible.

Monday
Fulton Lewis Jr. Okeh commentary.
Johnson Family. Altho a daytime show, much better than average. Entertaining.

Lone Renner. Stop acting high hat. You know you like it.
The Show. Worth while.
Music and Memers. A sustainer, 'tis true, but a darn good show. Dawn Powell is plenty hot for radio.
Raymond Gram Swing. Superb.

Tuesday
Sam Balter. Best sports commentator in radio.
The Jordan. Balderdash.
Antonia Concerts. Okeh symph stuff.
Morton Gould. First-class music.

Friday
Wallenstein Sinfonietta. Fine stuff.
Colonel Stoopnagle. Hurray. The best organist in all the land.
Benny Venuta show. Another sustainer, out with two of the best acts in

radio, Pauline Alpert and the Charloters.

Saturday
Name Three. Another quiz.
NBC-Blue

Sunday
Metropolitan Auditions. Good, generally.
Mr. District Attorney. Another crime show.
Walter Winchell. As a newspaper man, certainly; but that "patriotic" stuff annoys.

Monday
True or False. Another quiz.
Sherlock Holmes. Good.
One of the Finest. One of the corniest.

Tuesday
Easy Aces. One of radio's topnotchers.
Aldrich Family. Between ourselves, this gives me a swift one.
Information, Please. This is what I've been waiting for and now can't think of anything to say. But you know what's intended.

Wednesday
Johnny Presents. As previously noted, Okeh.
Quiz-Kidder. And still the quizzes keep coming.

Thursday
Joe Penner. One of those toughies. You may not like it, but he's one of the better radio salesmen.
Town Meeting. A radio standout.

Friday
Plantation Party. Small-time picnic.
Saturday
Uncle Jim's Question Bee. Standard quiz.
Green Hornet. NBC-Blue recently got this from Mutual. Score one for Mutual.
Sara Dance. Not for me.

Chi Directors' Job Rotation Creates Illusion for Actors

CHICAGO, Dec. 9.—Condition has arisen here in radio circles recently which has given impetus to a report being circulated in other key spots, and especially in New York, that Chi is a bonanza now for air talent getting jobs and that directors in the Windy City are as easy to see as a fan dancer at a world's fair.

As far as directors being more accessible, that has always been the case here, because in Chi there is less of a crush than in New York. Local talent, by parking themselves on the 19th floor of NBC, can in the course of a day see just about all of the important directors as they come and go. And they can talk with them without being pushed thru the wall by a mob.

Reason back of these "thar's-gold-thar" rumors is the sudden scream of most directors for new talent. Many of them have been doubling the usual number of people called for a part audition and in numerous cases some relatively unknown performer gets the job.

Hurst & MacDonald agency, which handles the show. A few out in loose scrote in explaining that he owned a thorough femme police dog, and he wanted to know how much of a stud Joe Becker would charge for his talking dog? . . . Frank Dunn is preparing an illustrated series on police and diction for a newspaper syndicate. . . . Hal Tate's "Movie Tattler" stint on WJZ has picked up a new sponsor (a laundry, this time), but the show's label had to be switched to "Movie Gossip" for contract purposes. Ted Fio Rito and his band will get a WBBM-CBS outlet when they reopen the Cosmopolitan Casino December 21. . . . Olga Soule has been added an addition to the "Career Wife" cast. . . . According to press agent reports, Betty Winkler is crocheting a sweater for her dog. . . . Andrews Sisters made their bow on Alec Templeton's show Monday.

There are two schools of thought on just why this condition exists in Chi now. Directors say it is because they have definitely decided that new blood is necessary to stimulate the local scene, so they are willing now to start tapping the tremendous backlog of unemployed radio actors in Chi, and as a result are seeing just about anybody who has ever been before a mike.

Local office of the American Federation of Radio Artists has a slightly different interpretation to this new Union response of directors to the pleas of the actor. Union is of the opinion that the various agencies and transcriptionists are merely laying down a smoke-screen preliminary to AFRA's contract renewal negotiations which come up in August, 1940, for sustaining shows, and February, 1941, for net commercials.

As proof, AFRA local points to the fact that, altho there are a slightly increased number of actors working today, there has been no alleviation of unemployment. First, because there is a steadily increasing influx of actors to Chi, and secondly, this using of new talent by directors does not mean a living to the new recruits, since most of it is only spot parts spread out as far as once in every two weeks.

AFRA states that it has it on good authority that big agencies are instructing their producers and directors to give work to as many actors as possible, even tho it involves using them only once in a while, so that a "depression psychology" will be created among those actors who heretofore were making a fairly decent living from radio. Thru this tactic, AFRA says, the agencies are hoping to prove to the AFRA membership that the union's code is a failure.

There has been an exodus of many oldtimers to New York and other centers in the hope of finding steadier radio employment but not enough to balance with that of the actors pouring into Chi, many on the strength of hearing the burg is hot now.

Radio Talent

New York By JERRY LESSER

LEN DOYLE has scored such a hit in the play, *Time of Your Life*, that author SAROYAN has written a special part for him in his next opus. Len plays Harrison in the D. A. show. . . . RAYMOND EDWARD JOHNSON uses his middle moniker so as not to be confused with the other actor of the same name.

HUGH JAMES, announcer with LOWELL THOMAS, has been renewed by Sam Oel and starts his second year on the program. . . . KIDDOOLERS, signed with Republic pix, left for the Coast last week. . . . WILLIAM LYNN will do a radio version of *Three Men on a Barge* soon, co-starring with SHIRLEY BOOTH, who is in *Philadelphia Story*.

. . . B. S. BERGOVICI, WGN commentator, drew a sponsor last week. Advertiser is King David Memorial Park.

Did you know that the voice-rehearsal and ad-libbing on the Mr. D. A. rehearsal would provide enough comedy for a separate half-hour program? . . . That Tommy Rips is the owner of one of the largest collections of State hunting licenses, being an inveterate hunter? . . . That Arthur Lake, of the "Blondie" series, is a mystery story writer? . . . That Judy Garland's

first ambition was to be a doctor? . . . And that Lionel Hampton and Sammy Herman are probably the fastest xylophone players on record?

EFFIE PALMER now has MARGARET ANGLIN's role on *Orphans of Divorce*. Show is now on five days a week over WJZ. . . . PETER BEAUVAIS now has two regular commercials—Dr. Suses and Society Girl. . . . PHYLLIS CREORE, who recently opened as vocalist at the Governor Clinton's Coral Room, had her name put in lights on the marquee, but it was plenty misspelled because they didn't have enough room. . . . GEORGE LOWTHER has replaced GIL RALSTON in the treasurer department of NBC. . . . ADRLAIDE KLEIN celebrated her 11th year of wedded bliss this week. . . . DICK KEITH announces with sorrow the passing of the character of Arthur Mason, on the *Stella Dallas* show. . . . ERIK ROLF and RUTH WARRICK (Mr. and Mrs.) are both studying voice again. . . . TONI GILMAN, former child radio star now grown up, is back in New York from Chicago where she appeared in the play *Nesque* of Kings and on radio. She is being tested by 20th Century-Fox this week.

and the other in *Arnold Grimm's Daughter*. . . . Thrush SHIRLEY SADLER has been spotted on the TONY WONGS show. . . . JOE SILVER, air spider, is emceeing ork maestro GRIFF WILLIAMS' public recording shows at Stevens Hotel. . . . ANNETTE BREITZLAFF of WGN's *Three Graces* and BOB TRENDLER, WGN ork conductor, were married Monday at Bob's home in Cincinnati. . . . BILL ANSON replaces GARRY MORPIT on NBC's Sunday *This Week's Hit Times* show. . . . STANLEY GORDON has been busy the past few weeks growing and then shaving his lip foliage for different roles in slide film work.

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Chicago

By HAROLD HUMPHREY

MANHATTAN MOTHEE, CBS daytime, is set to switch to New York right after January 1, but whether the principals, PEG HILLIAS, DAN SUTYER and LOUISE FITCH, will go with it has not been decided. . . . RENE GEKIERE and FRANK CARLON have joined the Ma Perkins cast for a new sequence. . . . FRANK BEEDENS, capped a couple of new roles, one in *Caroline's Golden Store*

and the other in *Arnold Grimm's Daughter*. . . . Thrush SHIRLEY SADLER has been spotted on the TONY WONGS show. . . . JOE SILVER, air spider, is emceeing ork maestro GRIFF WILLIAMS' public recording shows at Stevens Hotel. . . . ANNETTE BREITZLAFF of WGN's *Three Graces* and BOB TRENDLER, WGN ork conductor, were married Monday at Bob's home in Cincinnati. . . . BILL ANSON replaces GARRY MORPIT on NBC's Sunday *This Week's Hit Times* show. . . . STANLEY GORDON has been busy the past few weeks growing and then shaving his lip foliage for different roles in slide film work.

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DON'T

listen to BOB BYRON on WGN Monday thru Saturday from 2:30 to 3:30 (EST).

Dane Dole, who takes the "talking dog" part on "Bob Becker's Dog Chats" show, is the butt of a colossal rib this week around the Henri,

Program Reviews

Advertisers, Agencies, Stations

By PAUL ACKERMAN

EST Unless Otherwise Indicated

Musical Quiz

Reviewed Saturday, 9-9:30 p.m. Style—Quiz. Sustaining on WQXR (New York).

WQXR has had this show on the air for several years, bringing it back recently to start its third year. It's a tougher than average musical quiz, with strong interest for anyone versed in the art. Well paced by Irving Deacon, emcee and interrogator, six, and sometimes seven sets of questions are asked of the four contestants. Questions range from identification of themes to a more difficult range, involving composers of oratorios, singing themes, music characters and so forth. Winners get coffee as prizes.

Deacon has a sort of English delivery, sounding something like Leslie Howard. He's okeh.

Show is good for sponsorship, especially for the WQXR audience. Franken.

William Winter

Reviewed Tuesday, 6:15-6:30 p.m. EST. Style—News analyst. Sponsor—L. Gref and Bro. Agency—Cahn, Miller, Nyburg, Inc. Station—WBT (Charlotte, N. C.).

WBT's velvet-voiced commentator, William Winter, combines a knowledge of background with a knowledge of analytical interpretation of their possible consequences. Sandwiched in between Bill and Kaltenborn, he works hard to outline his network competitors. One of his programs has been 99 per cent concerned with the European situation, of which he has made an intensive study. Fortified with last-minute maps, history sources, Winter is able to comment on almost any development, and he never relinquishes a news item without a tasty analysis.

Winter averages 3,000 words on a 15-minute program. This is nearly double the wordage of Kaltenborn, to whose program his is nearest in similarity. Despite his rapid enunciation, Winter speaks distinctly and smoothly, his well-modulated voice placing him among the most listenable news commentators on the air. Justice.

"Village School"

Reviewed Saturday, 10-11 p.m. Style—Variety. Sponsor—Wecleer Dairy. Station—WBN (Buffalo, N. Y.).

After two airings as a sustainer, this program was grabbed by a local dairy, and is popular with the kids, mainly because of sponsor's products. Program has about 20 kids, between ages of 5 and 14 years, who do a play, singing, dancing and instrumental work, and participate in a spelling bee and quiz. Ed Cullen, station drama director, acts as teacher and carries out the school theme.

The performers are amateurs, the quality is sufficient to make for pleasant listening, even for grown-ups. Charles Lewis did the four commercials, which, tho quite lengthy, were not annoying. Kids are told to apply for a spot on the show by contacting the sponsor rather than the station. In this way, sponsor gets direct home contact and is able to get in some valuable selling.

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BOWER SHOW PRINT CO., FOWLER, IND.

Kids on the show get automatic pencils and vie for two-bit prizes on the quiz. Warner.

"The Enchanted Hour"

Reviewed Friday, 7:30-8 p.m. Style—Songs, orchestra. Sponsor—Gimbel's. Station—WCAE.

Tenor Howard Price returns home as star of Gimbel's resuming on the air after a two-year lapse, a combination of familiar songs and ear-pleasing orchestral selections seemingly calculated to lull the audience into relaxing appreciation of whatever a sponsor might want to sell.

Program mixes semi-classics, home tunes, a dip into the classics and pop melodies, with the string section of Earl Truxell's studio band furnishing the background and interludes. Frank.

"Back to Work"

Reviewed Saturday, 9-9:30 p.m. PST. Style—Interview. Sustaining on KHQ (Spokane).

Station KHQ is winning a lot of good will with this show, and listeners find it interesting because of human interest angle. Presented thru co-operation of Washington State employment service, with bureau chief interviewing applicants for jobs, and Del Cody announcing. Three men and one woman, interviewed separately, were asked questions which gave prospective employers listening in a complete picture. Applicants told of experience, education, age, where born, height, weight, married or single, hobbies, ambitions, etc. Telling details of previous work proved educational as well as interesting.

For example, former commercial credit man told experiences in running down "skips." Interviewer announced he checked references and qualifications as stated, commented on appearance of job-seeker and closed by adding he hoped some employer would take inventory of his business and find a place for the applicant. Conrad.

Children

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

CHRISTOPHER W. COATES, who feeds, pets and pampers the fish in the New York Aquarium, is known thru his newspaper column and books as an authority on fish. Coates is delivering fish information on a 15-minute program over WNYC, and if his usual session is equal to Fridays, undoubtedly holds his audience—such as it may be. Not known how large the fish fan audience is, but an accessory manufacturer might sponsor the program with good results.

Coates could be more careful of his diction so as to make reception easier. His information, tho, is eminently practical and interesting.

AL PEARCE spot on Columbia continues a solid half hour of variety, with strong comedy and music value. Pearce, of course, dominates the program, and while Coates is delivering fish information—gagging with **BILLY HOUSE** and doing a clever **Elmer Blunt**. Program had a Christmas theme, with Blunt playing a department-store employee hired for the Christmas rush. Hokey-dopey stuff with that hysterical laugh clicks.

ARLENE HARRIS, fast-talking comedienne, did a beautiful session of nut chatter, unusual in its satiric and characteristically "quimino" quality. Arnie Auerbach, doing a dialect character, scored terrifically in a brief session.

Top music delight was **MARIE GREEN** and her **Merry Men**, a vocal group which successfully does operatic arias with a touch of snare in the delivery. It's classy stuff and something really new. Miss Green contributes the coloratura. Number this session was *The Bell Song*. In a more popular vein **DON REED**, tenor, warbled *Gen J. Help It*. **CARL HOFF** Ork played the blues.

Pearce did the commercials in a sincere way, which increases their high-pressure value. P. A.

Al Rose, promotion director of WMCA, has just received his copyright on an ingenious card game. Cards are marked with cocktails and list ingredients necessary for different drinks. Jokers are called Mickey and Minnie Finn. Game is played somewhat like rummy, idea being to get all seven cards necessary for one cocktail. Al Roth has been renewed as musical director on the *Schafer Review*. Don Shaw, executive vice-president of WMCA, leaves for Florida Friday (15). Arizona Red, back from Europe because of the war, starts a 15-minute show for *Bounty Tobacco Tuesday* (12) on WNEW. Lennen & Mitchell the agency. Dr. Sister and Dr. Susan wind up their air time the end of this month. Susan, after December 29, will be heard over the Canadian Broadcasting Corp. Jack Rubin, of the Ed Wolf office, left for South America yesterday (8) on the Santa Paula. Returning December 26.

Annual banquet for the **McCoaker-Hersfield Cardiac Foundation** was thrown last Sunday. Organization for adult cardiac patients was organized by Al McCoaker, WOR president, and Humorist **Harry Hersfield**.

Theresa Lewis, of **Young & Rubicam's** talent department, back to New York this week after some months in Hollywood working on *"Silver Theater"* and *"Sunset Boulevard"*. **Tom Lewis**, Y. & R. radio exec, back this week after a stay on the Coast. **Lennen & Mitchell** auditioned seven programs for *The Union Leader* radio serial this week. Ben Seisin, of **Associated Music Publishers**, on a three-week trek covering 27 stations between New York and Miami.

Hollywood and Los Angeles

By DEAN OWEN

NBC ARTISTS' BUREAU landed the Kiddooers into feature spot in the public's new flicker *William Bern Dance*. Group out here from Chicago will remain until film is completed then head home. Don Wilson and Helen Troy also lined up for the picture. Highlight of **Chicago** is the contest, which was the gymnastic exhibition put on by **Dick Coburn** at the Hollywood Knickerbocker.

Billy Arctz, who wrote the theme music for *Bonnie*, has added lyrics to the melody and the tune is to be published by **Santley-Joy**. New war layout in Pic mag gives some space to **NBC's Ben Alexander**. Shots were taken from D. W. Griffith's *Hearts of the World*, produced 28 years ago. No mention was made of Noel Coward, who appears in a couple of sequences. Coward was an extra in those days.

From All Around

GUNNAR BACK has joined the announcing staff at WJW, Washington, D. C. **Bob Ketchum**, 17-year-old youth, who does a four-weekly commercial on **KSL, Salt Lake City**, recently played the title role in *Death Takes a Holiday*, presented by the **Main Line City** High School, when **WFDK, Rockford, Ill.** recently joined the Mutual Broadcasting System occasion was heightened by with a salute from New York, which went over the entire network, followed by a batch of special shows from **WROK**. **WIBC**, Indianapolis, has inaugurated a special Christmas program, *Shopping Guide*, handled by **Bill Schingel** and **Jane Day**. This is the station's only ad lib. show. **Philis McLean**, vice-president of the Advertising Federation of America, will be chief speaker on a new series over **WNAC, Boston**, and the Yankee net, starting Wednesday (13). Series is part of a campaign to combat anti-advertising propaganda.

Nick Cochran, who currently holds down one of the feature spots at **Grace Hayes Lodge**, has just cut a series of 10-inch platters for **Destiny's Scoopler**. **Sid Zitz**, former sports editor for **Herald-Express** here, gets a new air shot over **KFVB**. Show will go three times weekly. "One Man's Family" will take Sunday night spot left vacant by **Chase & Sanborn**. **Ed Loeb**, Los Angeles **Jack Pearl**, who soon the seventh week Radio Guide contest with his tune, "My Heart Took a Walk," will be interviewed by **Billy McDonald** from the **Florentine Gardens**. **Edward G. Robinson** will take his "Big Town" show to **Manhattan** for a couple of weeks in January.

George Frouel and **John Woolf**, respectively production manager and announcer, are consolidating after appendectomy. **John Shafter**, sports announcer for **WKY**, **Obiama City**, married **Estelle Ann H. Green** in a ceremony for **NBC's "Adopted Daughter"** of New York, at **Hastings, Neb.** Both were formerly on **KFAB, Lincoln, Neb.** **Bob McLean**, former **KFAB-KFOR** announcer, will be **Herry Johnson**, **KFAB** sportscaster, out for five months because of pernicious anemia, has just absorbed his 15th blood transfusion and is gaining strength. He's in St. Joseph's Hospital, Omaha.

It's Debatable

NEW YORK, Dec. 9.—Last Thursday evening, night staff of **WOR** was busy trying to find the recordings of **Walter Winchell's** agent, due to be broadcast at 11:15 p.m. At 11:10 they still weren't located. At 11:25 they were found, giving a fast two minute before the show went on to check the agent's place and catch him. Question is, tho, would it have been so bad if they hadn't been found.

Notes from **KDYL, Salt Lake City**: **Emerson Smith** has taken over as chief announcer. **Fred Horwitz**, of sales staff, and his family were in the driver's seat on a truck last week. **S. S. Foz, KDYL** manager and president, to the Coast on business.

CALYPSOIAN CRESCENDO

Electric Longhairs In Coast Debut Add To Canned Music Woe

HOLLYWOOD, Dec. 9.—An electrified 18-piece symphony orchestra was unveiled to the press at Columbia Broadcasting studios this week. Instruments included electric violin, viola, cello, bass fiddle, guitar and a Novachord, with volume controlled by a small pedal at the player's foot.

Spokesman for the American Federation of Musicians opined that it might prove a headache, inasmuch as an 18-piece combination could be made to sound like a 100-man symphony orchestra, thus ultimately displacing many musicians from their jobs. It was thought that the same rules laid down by AFM regarding the use of the Novachord would be used with the "electrified orchestra." A statement at CBS showed that the instruments are practical and will allow for greater playing range than is now possible with standard instruments. Instruments are the invention of Bert Lynn, vet. vaude performer, who has played the Coast for a couple of years with his Vibro-Lynn, an electrical guitar of his own invention.

Just what action would be taken by the union was not learned, but it was admitted by those in the know that if the new instruments are popular with the public there isn't much the union could do to stem outside of banning them for recording at fitter plants.

Des Moines Local Limits Use of Electric Organs

DES MOINES, Dec. 9.—Local musicians' union passed a resolution requiring 12 playing meters whenever an electric organ is used in a union band.

Resolution was aimed primarily at avoiding additional employment for the musicians, several being dropped recently because of bands employing electric grinders. Move will cut cooking combos and units playing niteries using the electric pump box with two or three pieces.

Strad as Swing Symbol Instead Of Clary and Slide—Maybe Yet

NEW YORK, Dec. 9.—Long in the doghouse of present-day musical tastes, new hope is presaged for the return of the lute-scorned fiddle, which has become almost as extinct as the dodo in the era when swing has not on how good it was but how loud.

Now, with sweet music being accepted in the best of jitterbug circles, the catbirds who are looking forward to new life, are pointing the way with the maestri themselves to educate a change in tastes to the schmaltzier and mellow, hence a more artistic form of music.

Almost all string instruments were once outlawed by the jive fraternity, not because of an inferior quality but simply because violins, among others, couldn't make the blare of the brass. To real music lovers the violin is just as much loved as it always was, but there aren't enough symphony orchestras around to keep all the string strummers at work, consequently they just had to sink back and wait for club dates and Bar-Mitzyvas to keep their stomachs from shriveling up.

Swamp band leader to incite his brass department with shades of old Vienna is Will Osborne, who is adding four violins to his present crew. Reason for this move is the transition of musical tastes which has broken down the antagonism towards string instruments. Breakdown of the popular opposition to string instrumental additions is largely due to the somewhat arty tastes that have been leaders subtly maintained while they cleaned up a fortune blaring their brains out to please the jitterbug

Safety in New Numbers

CHICAGO, Dec. 9.—Now that the local Consolidated Radio Artists office has located in its new quarters on Michigan avenue, Manager Bob Sanders is finally occupying the proper executive suite. At the old Randolph street address Sanders refused to move into the manager's office when he was promoted, claiming that too many men have been named for that position there and lasted too short a time.

Clear Contract Ties For Shaw Comeback

NEW YORK, Dec. 9.—With the exception of the case of dance promoter Tick Smith, of Buffalo, against him, all the legal and contractual entanglements that culminated in Artie Shaw's now-famous powder act have been disposed of by Attorney D. Weinberger, who continues as the maestro's attorney. At the present rate of disposition, it is expected that Shaw will be ready to show a new band by February. Comeback trail will be blazing, it is reported, under a new management. Shaw was booked by General Amusement Corp. and the band, now under George Auld's baton, continues under that direction.

Smith's action against Shaw involves \$10,000—\$5,000 for alleged slander and an equal amount for alleged breach of contract when Shaw walked off the stand on Smith's Labor Day promotion before the dance was over. Judge Clarence MacGregor, Justice of the Supreme Court at Buffalo, recently dismissed the first charge on motion, stating there was no slander. Second charge will be tried next spring.

Weinberger also revealed that Shaw's contracts with Hotel Pennsylvania; Pitch radio show's *Bandwagon* (for December 10); Hippodrome Theater, Baltimore (January 12 week); Capitol Theater, Washington (January 19 week), and Hotel Sherman, Chicago (in March), have all been canceled by consent.

Carle Wins ASCAP Prize

NEW YORK, Dec. 9.—Frankie Carle, composer of *Sunrise Serenade*, won first prize in the annual award of the American Society of Composers, Authors and Publishers for the year's outstanding song. Sunrise award nets Carle \$1,250.

populace that was making their success possible. Benny Goodman was one of these. While he kept wowing the hep cats from Kalamazoo to Spokane, many of his recordings poked subtle touches of the arty stuff with the prominence of a chamber string quartet, which is even more longhair than the straight symphony stuff.

Dick Humber is also partial to the fiddle, after a fashion, although it's been a long time since he actually played his in front of the band. He also has a string quartet which is the sagebrush association of the classics. New Friends of Rhythm, string quartet with a hot line, has also contributed its share of subversive injection of string instrumentation into recordings, with the result of a better understanding of music.

Artie Shaw too may now reflect, under a pampas moon or something, of the time he tried to popularize his string quartet, but it just didn't go over among his followers at that time because of the sensation that string had with sympathy.

Now that music is getting softer and away from the blare, the upsurge of the bands on the order of the Wayne Kings and Phil Spitalny's is expected. As for instance, Matt Malneck, former White-mann concertmaster, who was able to get a radio commercial for Pall Mall cigarettes and now is up in the legit, *Very Warm for May*.

With the fiddle coming again to the fore, at least the bandmen have something to think about. Who knows, there may even be some hope left for the accordion.

Native Trinidad Recordings Attract Much Interest Here

Decca only waxworks going in for Calypso songs—sale previously limited to West Indies extending to U. S.—Cajun disks also on market

NEW YORK, Dec. 9.—The desire of record buyers for unusual waxed items has never manifested itself more strongly than in the increasingly wide sale of Calypso records in this country. Although these disks have been made by Decca Records for the past few years, it has been only within the past year that the market for them has extended from the West Indies to this country. Made by and primarily for the Calypsoians themselves, these recordings began to impress themselves upon American consciousness particularly after President Roosevelt's visit to Trinidad, the West Indian home of the Calypso, and as tails was created here by returning tourists raving about the unusual aspects of Calypso music. The Decca library of Calypso is extensive, since the waxworks has sent a recording unit down to Trinidad once every year, resulting in a yearly output of between 100 and 150 numbers. Ralph Perez, treasurer of the company's export department, heads the yearly expedition.

Sunday Bands and Acts in Worcester

WORCESTER, Mass., Dec. 9.—Latest link in the growing chain of combined band and vaude shows offered once a week is the Municipal Auditorium here. Patterned along the lines of the Westchester County Center in White Plains, N. Y., and the Arena in New Haven, Conn., Auditorium is presenting two shows each Sunday, booked and produced by Jimmy Evans, New York. Evans has been one of the pioneers in this type of presentation, his success with the shows at the New Haven Arena being largely responsible for the increasing trend along these lines.

Opening bill at local Aud last Sunday (8) offered Bob Crosby, Nan Wynn and the Radio Rogues as headliners. Scheduled for tomorrow (10) are the Will Osborne and Jerry Blaine orks, with Ross Martin, Bob Howard, Marc Ballero and Eddie Lambert heading the acts. Charlie Barnett plus Red Norvo and Mildred Bailey are due for the two performances on December 17.

Competing Day and Dates Cut Into Wardlaw's Stand

MONTGOMERY, Ala., Dec. 9.—Box-office intake dropped to a low ebb last Wednesday (29) at the Sidney Lanier High School's alumni Association dance at City Auditorium, featuring Jack Wardlaw's Band. Tickets at \$1 per, plus tax, were purchased by less than 200, according to Raymond Knott, president of the alumni group.

Weather was ideal, but on the same night there were several other attractions, including Montgomery's largest debutante party in recent years. The few dancers and spectators were enthusiastic over the band.

28 Musicians and One Stand—Or Who's Got the Aspirin?

NEW YORK, Dec. 9.—A comedy of errors that even Shakespeare's fertile brain might have had trouble in deciphering took place in and around and because of the Famous Door, 32d street's prominent citadel of swing, this week. With Woody Herman, current band stand incumbent, off Monday nights, spot's policy is to bring in a non-name ork for the evening. Booked in for last Monday night (4) was Cal Call, with John Greenleaf of International Attractions, Inc., doing the booking.

A couple of days before the date Call decided he wouldn't show up for the engagement, to which effect he notified the Door management. Later scurried around for a replacement and came up with Alvin Ray from the Alvin Stern band, which Ray had filled in the Monday eve previous. Call, however, in discussing the matter with Jack Rosenberg, Local 302 proxy, on Monday, was reminded that he had a contract with the spot and the best thing he could do was play the job.

Under the stimulus of Rosenberg's

advice Call again changed his mind and he and his 14-piece outfit repaired forthwith to the Door for their appointed rendezvous with the customers. Complications further ensued when the band found Ray's men, all 14 of them, lined up for action at the spot—but exactly no customers to direct it at. Followed then much argument as to who was going to play the job, with the spot being put to the 28 to them, one stand, several waters and no patrons. The boys finally did a bit of alternating to the empty tables until two 802 representatives entered the picture, the result of which was the exit from same of the Call crew.

Demand was thereupon made of Call by the F. D. that, inasmuch as he had caused the confusion necessitating the hiring of the second band, he pay for its services. The matter wound up at the union, but was settled, according to Greenbut, when he paid for the Ray ork himself rather than antagonizing a spot with which his booking relations have heretofore been amicable.

(See NATIVE RECORDINGS on page 10)

PANCHITO

and His Rumba Orchestra

2nd Year
VERSAILLES, N. Y.

Dir.: WM. MORRIS AGENCY

Dick Kuhn
and his Music

VOCALS BY MARCELLA HENDRICKS

59th Week
HOTEL ASTOR, N. Y.

Broadcasting Over Mutual Network

DIR: MUSIC CORP. OF AMERICA

The Champagne Music of

LAWRENCE WELK

NOW PLAYING
ADOLPHUS HOTEL
DALLAS, TEXAS

VOCALION RECORDS

Exclusive Management

FREDERICK BROS. MUSIC CORP.

New York — Cleveland — Chicago.

JOHN KIRBY
AND HIS ORCHESTRANow Playing Third Month at the Smart
Set's Pump Room,
Ambassador East, Chicago

Broadcasting NBC 6 Nights Weekly

Latest Vocalion Platters:

"Royal Garden Blues," "Blue Skies"

DIR: MUSIC CORP. OF AMERICA

HERBIE
MAUL

and his

BAND of MEDLEYS

MRS. DON SPENCER ILL

Anyone Knowing Whatabout of

DON SPENCER

Please Communicate With

R. E. WERNING, Belleville, Texas

Attractive
DANCE
ORCHESTRA
POSTERS CARDS
 AN IDEA FOR YOUR NEW BILL

 50 reproductions of billing created by us for the American's leading
 bands, including Ray Ervin, Wayne King, etc.—MAILED FREE
 samples proof we serve top-artistic. Get in this class by using
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MADEIRA CITY, MO. 64054

Orchestra Notes

By M. H. ORODENKER

Gotham Gab
 IN SPITE of the fact that JACK LEONARD returns to the band for the song selling, TOMMY DORSEY is going to keep ALLEN DEWITT in the line-up, sharing the lyric assignment with Leonard . . . and what's this about BOBBY SPANER, swing ace at Nick's in the Village, giving up the band and returning his trumpet tooting to his boss of a decade ago, TED LEWIS? . . . RITA RIO lost her Steinway squatter, GINGER STEVES breaking out of the band scene in wedding to JOHN JOHNSON, saxer with GARY GORDON . . . it was wedding bells for SKINNY ENNIS last Wednesday (6) in blending with his vocalist, CARMINE CALHOUN . . . and the bells are tuned for a January 4 ringing for PHIL (FILL) BROWN, who fills in the one-nighters for CRA in Cleveland, and JANET GREEN. . . parkmen's convention past week brought in DON HAYNES, head of CRA's Cleveland branch and definitely not jitterbug-inclined in spite of Cleveland's swing critic of the same name; DeARV G. BABTON, of MCA's Cleveland office, and BOB HARE, who heads the Atlanta corner for Consolidated. . . FREDDIE CARLONE added to the QAC band rolls.

Dixie Doings

New Year's Eve brings JOE VENUTI to Peabody Hotel, Memphis, for the start of a four-week stretch. . . Stanton Zuecker Agency, New York, spots RED ROBERTS into Bluegrass Country Club, Lexington, Ky. for an eight-week sentence. . . December 23 is the opening date for GEORGE KING at Henry Grady Hotel, Atlanta. . . RAY BENSON takes in the money at Miami at the Beach, Fla., starting the 27th at the Brook Surfside. . . BILTMORE BOYS into Dragon Inn, Corpus Christi, Tex. this week to see the year out.

Platter Chatter

ON THE strength of her singing the On, Johnny, Oh vocal on GRAY TUCKER'S "Swing Universal" pictures signed BONNIE BAKER for a sequence in Road to Romance, a Tom Brown

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH BANDS RECORDINGS ARE CURRENT. THE GREATEST PLAY ON AMERICA'S 500,000 AUTOMATIC PHONOGRAPHS.

starrer, which now changes its billing to that of the song title. . . Tucker doesn't know it, but the cadets at Texas A. & M., 6,000 Aggies, have unofficially but quite effectively adopted his platter as second only to their Alma Mater in their affections. . . and altho WTAW campus radio station, is definitely and irrevocably opposed to the playing of pop platters, they have to relax the rule for this one waxing. . . Decca added to its artists line-up in ARTHUR GODFREY, Washington singer, and there's a Decca recording contract around the corner for HARLAN LEONARD, Kansas City swingster. . . Vocalion lends an attentive ear to NBC'S THREE MARSHALLS, who have added a fourth for the harmonizing. . . MITCHELL AYRES set for four Bluebird sides. . . U. B. Records adds new names to its labels in LANG THOMPSON, CARLOS MOLINA, CHARLIE BAUM and LENNIE HAYTON.

Eastern Musicale

DICK BARRIE is next in at Top Hat, Union City, N. J., nitery, opening Friday (16) for three weeks. . . McPARDLAND TWINS fill in at Murray's Tuckahoe, N. Y., December 22 to 30, while TOMMY TUCKER picks up nine one-nighters. . . KEN WHITMER, current at Doc's, Baltimore nitery, plans to enlarge his instrument line-up to 14 with the new year. . . GLENN GARR, first non-singer championed by JOE GLASER, and his first white attraction as well, continues his steady climb upwards. . . Syracuse (N. Y.) Hotel gives Glenn his instrument line-up to 14 with SABIN into DeWitt Clinton Hotel, Albany, N. Y., Saturday (16) to finish out the year. . . December 23 marks the 36th returning solo stand for SID DICKLER at Grotto Ballroom, Pittsburgh. . . it's ROBERT L. MAXWELL, Rochester, N. Y., agent, booking the bands for Saturday night dancing at

the Milk Bar at Edgerton Park, Rochester.

Western Musicale

PAUL BURTON locates at Cleveland's Cabin Club with a WTAM wire for the airings. . . it was at this same spot with a wire remaining, that SAMMY KAYE got his start. . . LANI MCINTIRE in Milwaukee this Sunday (17) for a three-weeker at Blatz's Palm Gardens. . . AL HERMAN joins HENRY BUSSE at the drum this week, band opening Thursday (14) at Netherland Plaza Hotel, Cincinnati. . . GERRY GERARD locates at Schneider's Tavern, Cleveland. . . SIR OLIVER BIBBS, vet drummer boy, now fronting a colored band of his own managed by A. M. SAPERSTEIN, of Chicago. . . TED COOK, Chicago maestro, left the band big to handle an optical illusion show. . . TED LEWIS took in the fair men's convention in the Windy City last week, considering that the jazz doctor is planning on playing the outdoor expositions next season.

Broadway Bandstand

From the swingers to the sugary syncos is the order of the day at Waldorf Astoria Hotel with FRED T HOAGLAND, the BENNY GOODMAN follow-upper. . . MEYER DAVIS spotted AHL HOPE at Park Lane Hotel. . . EDDIE LANE returns to Brooklyn's Bossert Hotel this week. . . DON MARTIN continues his second month of doubling between St. Regis Hotel and Coq Rouge, East Side nitery. . . JULES ALBERTI takes over at the Show Bar, Forest Hills, L. I. . . BOBBY BYRNE continues until January 7 at Brookline's Roseland Ballroom. . . CHARLIE MURRAY takes over at the Stork Club, while SONY KENDIS is at the Detroit (Mich.) Athletic Club. . . CHARLIE BARNET goes on location at Harlem's Savoy Ballroom, opening January 31 for a four-night. . . contracts are still to be signed for Charlie to follow JAN SAVITT into Hotel Lincoln. . . Jan continues at the hotel's Blue Room to mid-February. . . FRANK NICCOLI returned his band to town after a year on the West Coast . . . a local spot is in the offing.

Notes Off the Cuff

JUDY STARR, former Hal Kemp chanteuse, cast for a Universal musical short session in Rhythms. . . CECIL GOLLY gets the call for the December 29 opening at Claridge Hotel, Memphis. . . DON STYLVO marks up his second year at Bill Bertolotti's New York Village rendezvous. . . GARY DENGLER continues at University Club, Rochester, N. Y. . . LOU LANG takes over at the Pool Club, Jamaica, L. I. . . N. Y. Bobby Day calling it a day. . . HENRY KING returns to Chicago, after a two-year absence, to follow BUDDY ROGERS at Drake Hotel on the 30th . . . following his current Southern stands, DEAN HUDSON heads for Denver to take in the January month at Rainbow Gardens, his first stand for the former Frederick music corp. . . BUDDY BRESLIN, former socialist with the New York radio bands, is building a dance band of his own . . . with nine months already chucked up, CLARENCE SCHENK is set to round out a full year at B & C, Pennsylvania, Pa. . . WALTER POWELL sets the call over all the bands that played at the world's fair to grind out the syncos for the fair execs when they bandy together for a Christmas Ball Friday (15) at Eberly's New York. . . and so we send our cuffs to the cleaners.

★ THE SONG WRITER and
THE MUSIC PUBLISHER

AL DUBIN

Sets the Tempo for
Broadway Show Music★ JACK ROBBINS Takes the Film
Tunes to Task

Both a Feature in the

Holiday Greetings Number

Dated December 30

★ THE BAND, THE BOOKER and
THE BUYERPHIL SPITALNY Writes of Girls
That Make Good — Musicians,
of Course.THOMAS G. ROCKWELL,
Head
of General Amusement Corp.,
Sells 'Em.MARIA KRAMER, President
of Hotels Edison and Lincoln,
Buys 'Em.All Write Features in the
Holiday Greetings Number
Dated December 30Amend Wis. Dance
Hall License Laws

BARRON, Wis., Dec. 9.—New dance hall ordinance provides for the licensing by the county of halls used exclusively for dancing, dine and dance places and spots used for occasional dancing. The first classification is subject to \$30 license fee and the other two to a \$25 license.

New ordinance differs from the old one in that the county may place a dance inspector in any tavern where dancing is permitted, at \$5 a night. Taverns conducting dances satisfactorily will not be required to have an inspector under the measure, while regular dance halls must always have an inspector in attendance.

CHIPPEWA FALLS, Wis., Dec. 9.—Amended county dance hall ordinance provides for a special annual license of \$350 for clubs, hotels and restaurants. Under the special license, there is no inspection unless requested. No change was made to provide for lake resorts, which desire annual licenses but do not need nightly inspection. If inspection is requested license spots are required to pay in addition the inspection fee of \$4 a night. Another change in the ordinance dates the granting of licenses from July instead of January, to coincide with the liquor licenses.

WISCONSIN RAPIDS, Wis., Dec. 9.—County dance ordinance was amended to permit the sale of liquor at county dance halls. The proposed amendments to the ordinance, including one which would have re-defined a public dance and would have exempted taverns using "canned" music at "unadvised" dances from securing dance permits, were defeated.

EAU CLAIRE, Wis., Dec. 9.—County board amended the dance hall ordinance by eliminating the county dance hall committee of the board and placing the inspection duties in the hands of the supervisors, each to be responsible for inspection of dance halls in his district.

NATIVE RECORDINGS

(Continued from page 9)

Recognition, however, of the interest in these records here by releasing six sides in the album form recently waxed by Wild-moth Houdini, the only Calypsonian residing in the United States.

Interest in Calypso records brings to mind the Cajun disks fostered by E. Oberstein when the present head of United States Record Co. was recording in abundance for the Victor company. Cajuns were likewise the product of the distinctive warbling of a peculiarly native group, a mixture of several nationalities and races living in and around New Orleans. The name Cajun was derived from Arcadians, and despite the Negroid appearance of the Cajuns their language is a bastardization of French. Oberstein recorded their songs, which were basically in the hillbilly vein, during his tenure at Victor, and the company still releases these disks occasionally. About 24 numbers a year were waxed during the Oberstein reign, with one plate issued a month. Sales were limited to the former Cajun territory, but with the bastardized French in which they were sung forestalling even Caucasian sales. Each disk had a total sale of about 200. Vocalion records, Columbia Label of Columbia Recording Corp., lately have released several Cajun numbers.

FAIR MEET FAVORORS BALS

Music Items

Songs and Such

TOMMY TUCKER'S novelty tune, The Man That Comes Around, placed with Green Bros., and his Stars Over the Campus with Paramount Music. J. Fred Cooty and Charles Newman have Sleepy Time Soldier Boy with Witzmark.
CANDY CON CONGS, by Irving Mills, Abe Tavin and Paul Baron, and When the Sun is Set for Home, by Mills, John Kleiser and George McConnell, released by Exclusive Music.
CBS ork leader Ray Bloch penned Let's Make Up a Little Party, which Mills Music plans to push. Ziggy Elman's Zepplin' the Zop goes to Bregman, Vococo & Coen. Dancers to an Old-Time Melody is a Whitney Blake publication by Jean Nathan.

Berry Jerome, bandmaster at Childs' Paramount Restaurant in New York, features his number, written in collaboration with his arranger, Eddie Herzog, So Shall It Always Be.
There's a Year in My Beer Tonight, by Harry Pease, Ed Nelson and Al Goodhart, is a Mercer-Morris release, and Pease and Nelson's This Time I'm Going to You Nappy, written with Ben Gordon, goes to Sun Music.

Ed Aaronoff this week left the George Lottman publicity office to become director of publicity and exploitation for Exclusive Music. Firm also is headed in an org. of activity that led seven new writers signed to staff contracts and a pic company posted for exclusive rights to its songs. New contract scribbles are Al Siegel, Dave Rose, Walter Coats, Herace Henderson, Leslie Van Abe Tavin and Paul Baron. Music house also acquired publishing rights to all Republic Pictures music.

Publishers and People

LARRY DANIELS, formerly with Marks Music, and Nicky Campbell, ex of Solmore Music, now contacting for songs at Morris Co. Cy Brooks joined the plugging staff of Superior Music.

Les Levy took an old Charlie Tobias number, Steady Eddy, for his Leedsa Music. Menhafian Moon was turned out by Manuel Orando, ork leader at Jack Dempsey's Broadway Bar, New York.

Morton Gould's American Caprice was introduced by Meredith Wilson on the Good News radio commercial Thursday (7). One of the songs Grantie Allen sings on her program is revealed in the newly published book, How To Sing for Woop, by her vocal coach, Charles Henderson.

Earl Coleman wrote three of the tunes to which the DeMarcos danced in the Sert Room of the Hotel Waldorf-Astoria, New York. Titles are Shallmar, El Patio and Sparks. The leader once wrote Watching and Waiting, which the dance team used for five years.

Jack Robbins this month published the three songs of five prominent maestri, namely, Sammy Kaye's "I Leave My Heart With You Tonight," written with Helmut Harold Admsion; Eddy Duchin's "My Twilight Dreams;" lyrics by Lew

Sheet-Music Leaders

(Week Ending December 9)

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

Table with 2 columns: Position, Last Wk. This Wk.
1. 1. South of the Border
2. 2. Scatterbrain
3. 3. My Prayer
4. 4. Oh, Johnny, Oh
5. 5. Blue Orchids
6. 5. Blue Orchids
7. 6. El Rancho Grande
8. 7. Lilacs in the Rain
8. 8. Over the Rainbow
10. 9. Last Night
12. 10. Man With the Mandolin
11. 11. Chatterbox
9. 12. In an 18th Century Drawing Room
11. 13. I Didn't Know What Time It Was
14. Careless
15. Good Morning

Sherwood; Will Bradley's "Think of Me," Ted Fetter words; Teddy Powell's "Blue Sentimental Mood," penned with Peter De Rose and Leonard Whitcup, and Speed Murphy's "Maybe It's the Moon," also a Ted Fetter lyric.

Hollywood Highlights

MORE than 8,000 copies of duplicate music scores from old Paramount pix were distributed this week to 500 colleges, old tunes being removed from the files to make room for newer scores from latest films.

Victor Young's score for Gulliver's Travels (Ralph Bainger and Leo Robin did the individual songs) will be made into a symphonic suite of four movements by the composer-conductor.

Peter Titurin turned out four songs for Outlaws of Santa Fe, Roy Rogers' starrer for Republic Pictures. D. R.

Outdoor Men Give Nod to Names For Grand-Stand and Dance Duty

Bands hypo ground attendances—gives fair much needed publicity—fair execs welcome jitterbug trade—George Hamid, outdoor booker, dissents

CHICAGO, Dec. 9.—Never in the convention history of the International Association of Fairs and Expositions have bands come in for so much praise and discussion as during this week's meeting at Sherman Hotel. Band leaders, bookers and other indoor showmen have put in personal appearances to convince the veteran fair men that name bands are quite the thing for both grand stands and fairground dance pavilions. Several fair secretaries speaking on the topic of "Name Bands as Grand-Stand Attractions" fully agreed with the band merchants that maestros had a lot to do in effecting increased attendance figures at several leading State fairs during the last two years.

Parkmen Lash SS as Unjust Burden and Blame AFM Tactics

NEW YORK, Dec. 9.—Social Security taxes as applied to bands and the American Federation of Musicians were roundly attacked as unjust burdens in the running of amusement park ballrooms in a forum session Thursday (7) at the annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches at Hotel New Yorker. Unless something is done quickly to settle the issue of who is to pay the tax, as between the band leader and the parkmen, band buyers feared that many will be forced out of business when the Bureau of Internal Revenue cracks down on them for taxes accruing since 1936.

Edward L. Schott, president of Coney Island, Cincinnati, set the pace of the forum by reading a paper on "Removing the Unjust Security Tax on Name Bands." Harry Grossman, Deputy Collector of the bureau and member of the faculty of Columbia University, specialized on them for taxes accruing since 1936.

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(See PARKMEN LASH on page 61)

Songs With Most Radio Plugs

'Night' in Comeback; Pushes 'Scatterbrain' Into 2d Slot

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

Table with 5 columns: Position, Last Wk. This Wk., Title, Publisher, Plugs Indie.
11. 1. Last Night Felst 33 9
2. Scatterbrain Bregman, V. & C. 27 24
3. Lilacs in the Rain Robbins 27 21
7. 3. El Rancho Grande Marks 25 5
4. 4. South of the Border Shapiro, Bernstein 24 20
13. 4. Can I Help It? Bemick 24 15
9. 5. My Prayer Skidmore 23 18
10. 6. Oh, Johnny, Oh Prater 22 18
5. 7. Goody Goodbye Olman 20 12
8. 8. I Didn't Know What Time It Was (M) Chappell 19 25
11. 8. Are You Having Any Fun? (M) Crawford 19 17
6. 9. Stop, It's Wonderful Spier 18 6
12. 10. Speaking of Heaven Miller 17 9
17. 10. After All Sun 17 4

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

Table with 3 columns: Title, Plugs, Indie.
11. Inolan Summer Harms 16 7
11. In the Mood Shapiro, Bernstein 16 7
18. 12. Blue Orchids Marks 14 13
12. Faithful Forever (F) Famous 14 11
12. Does Your Heart Beat for Me? Mills 14 8
11. In an Old Dutch Garden Harms 14 1
12. 13. All the Things You Are (M) Chappell 13 12
13. 13. I Thought About You Mercer 13 9
14. 13. White Lies and Red Roses ABC 13 2
14. 14. Honestly Santly, J. & S. 12 11
16. 14. Good Morning (F) Chappell 11 8
16. 14. You're a Lousy Guy (M) Witzmark 11 8
10. 14. Many Dreams Ago Harms 11 7
14. Bluebirds in the Moonlight (F) Famous 11 11
15. Careless Berlin 10 7

Swing Band Polls Break Out Again

NEW YORK, Dec. 9.—Famous Door, noted 54th street swing spot, jumps on the swing poll bandwagon with a two-week contest, now current, to determine its patrons' favorite this and that. Table cards ask for listings of favorite band, vocalist, song and instrumental.

Play the Door, which has played the door, named Glenn Miller out in front with twice as many ballots as Benny Goodman, his nearest competitor. Third, fourth and fifth places listed Woody Herman, Teddy Powell and Charlie Barnes. Of the five Goodman and Miller have never

vocalist ballots gave the nod to, in order, Mildred Baile, Billie Holiday, Bea Wain, Jack Leonard, Maxine Sullivan and Ella Fitzgerald. Contest will run a week, with probable changes in the lineup by the time it's over. Ella Fitzgerald is set to follow Herman's current stretch in mid-January.

NEW YORK, Dec. 9.—Swing polls extended this week even to the bellhops in local hotels. Bellhops, in a position to hear almost every one of the town's nominated Benny Goodman as No. 1 swinger, with about 90 per cent of the votes cast; Jan Savitt, in the duce spot, garnering about 25 per cent. Then came Glenn Miller, with 16 per cent; Tommy Dorsey, with 14 per cent, and Artie Shaw, 5 per cent. Remaining 10 per cent spread over about 17 orks, none scoring as much as 1 per cent of the total votes cast.

Of sweet bands, the bellmen named Guy Lombardo (40 per cent), Kay Kyser (10 per cent), Sammy Kaye and Blue Barron, with 17 and 16 per cent, respectively. Two dozen bands split up the remaining 8 per cent.

Quiet... A Favorite on the 'Gold Coast'... Rates from \$2.50... MARYLAND HOTEL 900 RUSH STREET CHICAGO... SPECIAL RATES FOR THE PROFESSION

Bands on Tour

Advance Dates

DEAN HUDSON: Cottillon Club, Newport News, Va., Dec. 15; Bachelors Club, Conway, S. C., 18; The Citadel, Charleston, S. C., 19; Shamont Country Club, Greensboro, N. C., 20; Hotel John Marshall, Richmond, Va., 21; Yacht and Country Club, Norfolk, Va., 22; Army, Martinsville, Va., 24; Cottillon Club, Lynchburg, Va., 25; Assembly, Roanoke, Va. (Hotel), 26; Oakwood Country Club, Lynchburg, Va., 27; Cape Fear Country Club, Wilmington, N. C., 28; Charlotte (N. C.) Country Club, 29.

VAN ALEXANDER: Georgetown Univ., Washington, Dec. 15; Apollo DuPont, Wilmington, Del., 25.

BUNNY BERGAN: Hotel Theater, New York, Dec. 15 week; Hotel Carlisle, New York, 22; Mosque Ballroom, Newark, N. J., 24-Jan. 1.

FRANK TRUMBauer: Coliseum Theater, Lincoln, Neb., Dec. 16. CHARLIE BARNET: Auditorium, Worcester, Mass., Dec. 17; Club Morocco, Philadelphia, 26; Howard Theater, Washington, Jan. 6 week.

DICK STUBBLE: Hotel New Yorker, New York, Dec. 17.

EMIL COLEMAN: David O. Selznick party, private home, New York, Dec. 19; Warner party, Hotel St. Regis, New York, 21; Filan party, Fox Chapel Golf Club, Pittsburgh, Pa., 24 for four days.

ROY HICKS: Norfolk (Va.) Country Club, Dec. 21; River Rink Ballroom, Urbanna, Va., 25; Amity Club, John Marshall Hotel, Richmond, Va., 31.

FRAN EICHLER: Charlotte (N. C.) Country Club, Dec. 22; Assembly, Philadelphia, 24.

MARIE SHERMAN: Pasadena (Calif.) Civic Auditorium, Dec. 22-23.

JIMMY DOBBY: Castle Farm, Cincinnati, Dec. 23; Greystone Ballroom, Detroit, 26.

BRONX State Theater, Hartford, Conn., Dec. 23 for five days.

GENE KRUPA: Municipal Auditorium, Worcester, Mass., Dec. 24; Univ. of Scranton, Pa., 27; Town Hall, Philadelphia, Jan. 1.

MARIE CARTER: Howard Theater, Washington, Dec. 22 week; Tuxedo Club, Harrisburg, Pa., 24; Jamestown (N. Y.), Dec. 31.

HAPPY FELTON: Plaza Theater, Miami, Fla., Dec. 24 for four days.

EMERSON GILL: Meyers Lake Park, Canton, O., Dec. 25; Army, Kane, Pa., Dec. 27.

JIMMY MUNDY: Howard Theater, Washington, Dec. 22 week.

LAWRENCE WELK: Orpheum Theater, Omaha, Dec. 23 week; Orpheum Theater, Minneapolis, Jan. 12 week.

ELLA FITZGERALD: Mercantile Hall, Philadelphia, Dec. 20; Mosque Ballroom, Newark, N. J., Jan. 19.

HAL KIEMP: Valencia Ballroom, York, Pa., Dec. 30; Sunnybrook Ballroom, Pottstown, Pa., 31; Coliseum, Greensburg, N. C., Jan. 1.

TOMMY FUCHER: Sunnybrook Ballroom, Pottstown, Pa., Dec. 30.

JOLLY COBURN: Piedmont Driving Club, Atlanta, Dec. 30-31.

COUNT BASIE: Auditorium, Worcester, Mass., Dec. 31; Town Hall, Philadelphia, Jan. 1; Apollo Theater, New York, Jan. 12 week.

PATS WALLER: Colonial Theater, Detroit, Dec. 31 week.

ROY ELDRIDGE: Manhattan Center, New York, Dec. 31.

ORVILLE MOORE: Arcadia Ballroom, Providence, Dec. 31.

FRANKIE MASTERS: Loew's State Theater, New York, Jan. 4 week.

DICK MESSNER: St. Peters College, Jersey City, N. J., Jan. 12.

GEORGE HALL: Plaza Theater, Miami, Fla., Jan. 18 for four days.

LES BROWN: Gettysburg (Pa.) College, Feb. 2-3; Goucher College, Baltimore, Feb. 2-3.

The Reviewing Stand

Freddie Fisher and His Schnickel Fritzners

(Reviewed at Old Vienna, Cincinnati)

THIS is the new gang of Schnickel Fritzners which Freddie Fisher conducted after the old crew exploded August 14 last, following a seven-week run at this spot. Besides himself, Fisher has only one holdover from the old organization—Harry Lindeman, whose sock drum work and delightful mugging make him a valuable asset.

Fisher apparently has benefited from the revamping, the chief gain being an improved rhythm section, which gives the crew a wider range on legit stuff than heretofore. While his fare is still predominantly on the corny side, Fisher has geared his current combo to give out more extensively on legitimate material, the move setting him in more solidly with the younger dance-minded element of the crowd, those who know their music. Despite the limited instrumentation, the Schnickel Fritzners, in their more serious moments, portray good balance, a catchy tempo and sound rhythm.

New line-up: Harry Lindeman, drums; E. P. (Pats) Prady, base; Bob Barnes, piano and arranger; Ralph Copsy, trombone, euphonium and goofus; Doc Dibert, trumpet, and Freddie Fisher, clarinet and soloist, heretofore. Fisher handles the bulk of the comedy business and song specials, even taking over some formerly handled by the trumpet man. Ralph Copsy also sets well on the comedy, and with his 280 pounds of bulk and his corny antics. In addition, he packs a sweet ballad voice, another improvement over the old aggregation, inasmuch as it permits trumpet and clarinet figures to work better, his end.

The new Schnickel Fritzners, who opened an indefinite stay here November 17, are pulling the same huge crowds as did the old outfit and, as in the past, it's chiefly their comedy, song specials and cacky lyrics that keep 'em coming. Altho repeated night after night, his stuff still wows 'em, but we're sure new material would be welcome.

Cab Calloway

(Reviewed at Municipal Auditorium, Kansas City, Mo.)

THIS scat-singing maestro and his stellar crew touring the hinterlands were more at home at the Kayode Cab's former home, the sepiu stately-waver having got his start at the old El Torreon Ballroom here, where Phil Baxter, then emcee, helped push him. Many lads in his crew still come with the Negro Local 627, of which Bill Shaw, promoter of the Calloway engagement here, is prey.

Cab's absence from the band stand for the first hour of the prom seemed to prove that all the band's fire is lodged in himself, for no heat wave developed until Cab appeared to go into his hi-de-ho hysteria.

Crew still furious on swingers and plays pops in a neat manner. Chu (Leon) Berry paces the reed section, his hot tenor horn almost outshining Cab's vocals. Other instrumentalists highlight as well. Milton Hinton's bass comes to the mike for several neat solos. Benny Payne's piano proves better than average and Copsy Cole's drums, the beats as best desired, are still a terrific aid. Cab is in and keeps up his pace thruout the entire prom. Entire outfit has enough on the ball to pack in sensational crowds, and his crew still gives reed and four rhythm set-up is loud enough for any hi-de-ho hysteria.

Bob Strong

(Reviewed at Trison Ballroom, Chicago)

A RADIO maestro who has decided to take a stab at the dance field along with his airwave work is Bob Strong, who is on a couple of net shows originating in Chi. Leads have a few rough edges to smooth down for dance consumption but definitely show the makings of a good, all-round commercial outfit.

Instrumentation is excellent, especially from the versatility angle. Basic set-up here is five reeds, four reed and four rhythm. Strong himself works out capably on the sax, clarinet and oboe, and two of the reed men triple on the viola and flute and piccolo. Band's forte is on the hot live tempo which gives good solid rhythm and swing prevail. Has plenty of zip in the tempo, making for sure-fire danceability.

One noticeable but easily remedied

rough spot in the close sheet-reading of a couple of the lads when they get out in the dance hall. It is not surprising that he faces a few more dance mobs. Judging from their start, the boys should have no trouble attaining a commercial success in this line of endeavor. Sid Reid, sax tooter, handles the songs and does a topnotch job. Has a good voice and knows how to use it. Band's general appearance measures up above average, too.

Buddy Rogers

(Reviewed at Gold Coast Room, Drake Hotel, Chicago)

SINCE leaving the screen, this former hero of 101 romantic dramas has been in search of a band attraction that will suit his talents and personality. He has now outfit looks like the best bet since he's been fronting musical organizations. Built along the lines of the Fred Waring sound, Rogers still holds favor with the fannies, has a pleasing voice and is a versatile instrumentalist. In the back-ground is a harmonious four, four, four instrumentation, augmented by five vocalists. The Four Tones, three men and Marjorie Whitney, the King's Jesters former queen, are spotlighted with swing rhythm arrangements, while Meta Stauder, striking brunet, holds up the ballad honors.

Johnny Morris, trick drummer formerly with Vincent Lopez, is the most active of the musicians, doing a Krups route on the band stand and giving out with comedy songs at the mike. Joe Soda, guitarist, swings out with plenty of solid rhythm, and his solos are used generously at both dance and show seasons.

Added to the group is a vocal trio, which please both young and old and, while the boys occasionally go overboard on a hot one, most of the selections are dispensed in acceptable, orthodox fashion.

Stan Norris

(Reviewed at Turnpike Casino, Lincoln, Nebraska)

WITH a face that stops the fem portion of the house, Stan Norris, one of the trimmest and best-looking ballroom rostrum tours touring these parts, is head man with an ork dedicated to the cause of subtle swing.

Whispering melodies dinged out by the drummer, Johnny Morales, coupled with Norris speaking occasionally on the marimba, give the outfit a dresy, smart and uptown flavor. Norris, besides the marimba, is equally adept on sax and clarinet and has a lyrical word to say now and again at the mike. Sammy Usher, utility man, shakes gourd, bounces around the band stand and is a neatly wowed musician.

Val Grayson

(Reviewed at Student Union Ballroom, Chicago)

A REED man, Val Grayson, besides leading this aggregation, adds his musical weight on both sax and clarinet in feature spots. He has three sax men, a hot sax in balance, and a Sonny Grayson, the leader's brother, kinpin in the brasses. Percentage here was about four solos to one jumper, which is too sure a change for the lately jitter-gormed and dulls the party.

APPLETON, Wis., Dec. 9.—All officers of Local 337, AFM, were re-elected at the annual meeting here. Peter Mold re-elected president; Merle Lefa, vice-president; O. J. Thompson, secretary; Tom Temple, treasurer; John Wettengel, business agent, and Paul Johnson, sergeant at arms.

Music in the Air

By DANIEL RICHMAN

Sayre With Music

ITS peculiar how some leaders fortunate enough to grab off a slice of midnight air fail to put their best foot forward by failing to place themselves in the position of the people who have to listen to them. If a bantonee like SID SAYRE (Melody Club, Union City, N. J., WNRW) would only realize that an air audience can not possibly be satisfied with seemingly endless renditions of tunes poorly played he would undoubtedly make an attempt to tighten up his remote program by playing brighter numbers in shorter, livelier arrangements. What leaders fail to consider is the fact that the crowd in the spot itself, in close proximity to the music and under the mellowing influence of soft lights, food, drink and good companionship, does not subject a bantonee to the same exacting scrutiny as an audience listening at home without any criticism-softening surroundings. Also, often the air ork like this is in direct competition with the big boys dishing out terrific swing which makes its job that much tougher.

Instead of realizing all this, however, Sayre (and there are plenty of others) grinds thru three-minute arrangements of only fair pop tunes, bringing to them scant air instrumentation, and at sound alike. A leader doesn't have to be a Goodman, Miller or Dorsey to find an appreciative radio audience, but he does have to make a great deal more effort to please than in this case.

Ork for Sound

FRANK PATARO and Bill Dean's Casino at Pittsburgh, Pa., has the latest in long line of bands playing this spot to show evidences of knowing how to put on an air show. With no more of a name or reputation than Sayre, Pataro at least shows that he's aware of an audience and he can't be said to lack in the same festive spirit as his visible constituents in the Casino. The result is a pretty successful effort to please, with a nicely rounded and well-balanced selection of tunes accounting mainly for the success.

Ten tunes, four oldies, four pops and a couple of swing things, plus the proper quota of mixed vocals, made for a good blend. Ork's only real mistake was in using theme, Lehar's Merry Widow Waltz, on the wrong arrangements. It's Pataro's trick to weave the melody into numbers as an intro or a modulation, which, if not overdone, is all right. But the lovely Lehar phrase is a little out of place in the middle of Oh, Johnny, Oh.

Duke Digs Dandy \$1,980 At Birmingham Race Prom

BIRMINGHAM, Ala., Dec. 9.—Duke Edington played to 2,669 admissions, with box-office receipts a dandy \$1,980.30, in a Thanksgiving night dance (30) for colored at the Municipal Auditorium here. This was the second time in the history of the hall that a race dance was allowed, the first being a week ago with Jimmie Lunceford, whose paid admissions numbered 4,101.

Dances are being given under the promoting wand of Martel Britt, manager of Broadway, by schedule for a double matinee and evening performance on Christmas Day. Feature of this occasion will be a battle of music between the Bradshaw bunch and one of the better known local colored orks.

Vallee Cops Cover Record First Victor Hugo's Week

BEVERLY HILLS, Calif., Dec. 9.—Rudy Vallee, singing Caroleo's Val. Band here for a stand at Victor Hugo's, broke all records for cover charge draws for his first week at this popular restaurant-club. Following Harry James' 3,156 cover charge draws (23-26) and doesn't take in the 2,132 standee quarters at the club's bar. At \$1.50 per for the tablecloths, cover tab came to \$4,734. Originally booked into the spot for only three weeks by schedule for America's Value, folds over and, in view of present biz, will probably stay on until January 10, when Benny Goodman is set to take over.

THE RADIO MAESTRI Read 'Em or Weep Is the Slogan Advice to Musicians From ROY SHIELD Your Hit Parade Gets an Explanation and Interpretation From MARK WARNOW Both a Feature in the Holiday Greetings Number Dated December 30

J-Bugs Storm Tenn. Race Trot, Giving La Ella Terrific \$3,500

CHATTANOOGA, Tenn., Dec. 9.—Jitterbug never had a chance to jilt at Chattanooga's Memorial Auditorium Wednesday (9) when Ella Fitzgerald came here for a dance and much-advertised jukebox contest. The thousand-plus jitters jammed the aud., equaling the all-time record set by Cab Calloway here several years ago. The section reserved for white spectators filled before the dance was well under way and hundreds were turned away during the evening.

It was even necessary to stop selling tickets to colored dancers when the main floor became so jammed that dancers could hardly get a foot down if they got it up in the air and the cats had to stomp to go into action. Police made an unsuccessful attempt to clear the floor enough to give the contesting jivers an opportunity, but could hardly push thru the mass themselves. There was 75 cents for colored dancers and 50 cents for white spectators, with the gross hovering around a \$3,500 figure.

BERMINGHAM, Ala., Dec. 9.—Ella Fitzgerald whom A. Ticker A. Ticker reached his proportions, almost lost more than her yellow basket when a court attendant left her orchestra bus-less and the box office money-less after a dance here Tuesday (9).

The court order was issued by Circuit Judge F. Pitts Thompson after Robert P. McDavid, white dance promoter, alleged Ella owed him \$1,300 because of breach of two contracts. Deputies seized the 46-passenger bus and approximately \$800 in cash from the dance at the Masonic Lodge for colored. Suit was withdrawn later by McDavid, however, who announced that he made "very satisfactory" arrangements to settle the Ella matter allegedly due him the bus and \$800 receipts were released.

Morgan Gives Tromar Top 12C Turkey Nite

DES MOINES, Dec. 9.—Russ Morgan knocked off a nifty \$1,200 at Tromar ballroom here Thanksgiving Thursday (8). Gross was extra good figuring organist Tom Archer held a dawn dance that morning with Joe Gazzo drawing some 600 dancers for the holiday special. Morgan had approximately 1,450 dancers and a big party on the gate. He began made the jump here after playing night previous for 3,000 Univ. of Minnesota dancers at Minneapolis city auditorium.

Leo Pieper celebrated his 26th birthday playing at the Tromar last Sunday (3) on beat-the-clock night. Some 700 dancers got under the wire, with 200 coming in during the price jump. Pieper was presented with an autographed scroll, filled with Tromar dancer signatures, and a huge birthday cake. Occasion was the Tromar's last having observed the event at the Tromar a year ago.

Rogers-Hart Altimized

NEW YORK, Dec. 9.—Richard Rodgers and Lorenz Hart, musical comedy tunemasters of many hit shows and scores, will join the select recording circle of popular composers, headed by Jerome Kern, Irving Berlin and Hony Carmichael, whose records they have made in album form. About 15 of the pair's melodious songs, dating back to one of their earliest Broadway shows, Dear Old Swaney, will be recorded for Columbia Records Co. in an album of eight tracks bearing the Columbia label. Records band will do the tunes, with Rodgers featured on piano.

VOCALS by CONNIE BOSWELL and BEA WAIN

History Repeats Itself writes Connie Boswell

Vocalist Vs. Soloist with Bea the referee

Both a Feature in the **Holiday Greetings Number**

Dated December 30

Could Be

NEW YORK, Dec. 9.—Prominent among the items in Alec Templeton's suite of champion tickets awaiting the classic art Mendelssohn, Moore, Em Down, Bach Goes to Town and Mozart Matriculates. The last named of the blind pianist's works is so popular with a swing maestro playing locally that he used it on almost every one of his romatic solo recitals.

Whereupon the maestro's younger brother quipped with, "What'sa trying to do—get Mozart into ASCAP?"

Kaycee Dance Biz Holds Above Par

KANSAS CITY, Mo., Dec. 9.—Biz at Will H. Wittig's Pla-Mor Ballroom continues at its extraordinary high level, with Ella Fitzgerald's one-night prom, November 18, last name, common here, drawing a better-than-satisfactory take of \$900, some 1,100 terpers crowding the floor at 75 cents a head. It is believed the gross would have been even better had it not been for Ella's race prom at Municipal Auditorium the previous week, promoted by William Shaw, prez of the local Negro musicians' union. Shaw promoted the dance, which pulled in nearly \$3,000.

Little Joe Hart, as the Pla-Mor house crew has been held for two more weeks, due to his exceptional draw, making his total of eight weeks the longest stay of any band ever to appear at the ballroom. The fact that the one-night promotions Wittig has Orrin Tucker, December 12; Arlie Stimmonds on the 14th, and Russ Morgan for the 15th. Ralph Webster takes over house duties December 16th. On the 17th, the band of Lani McIntire, followed Herbie Kall into the Hotel Muehlebach for the next three weeks. George Mirror has moved into Eddie Spitta's Continental Club for a fortnight, and Jay McShann is due to return to Martin's on the Plaza on his return this week from his Decca recording date in Chicago.

Manning Gals at Tonawanda Charity Ball Hit Neat 13C

TONAWANDA, N. Y., Dec. 9.—With Mildred Manning and her Rhythmites, an all-girl org., holding forth on the band stand, Tonawanda Businessmen Association sponsored its first annual Charity Ball at the Armory last Wednesday (8). Crowd hit 1,300, a nice turnout. Advance sale was heavy, 800 duets sold. Only inducement for early buying was a big prize for the winning advance ticket stub, which was drawn during the ball. Admission at \$1 per grossed a handy \$1,300 for the sponsor.

Best floor show was heavy, 200 duets booked by E. J. Ireland, Buffalo, was the highlight of the evening, followed by the crowning of a queen and a pageant. Cecil Cutting was the chairman of the dance. Net profit of \$700 goes to the Orphans' Christmas Fund.

Golly Gets Gooty \$575 on Bridgeport Ritz Repeater

BRIDGEPORT, Conn., Dec. 9.—Cecil Golly at Ritz Ballroom last Sunday (3) for his second appearance of the season, also one of the best lines of the new bands appearing here, didn't draw as many customers as on his previous date. But as prices were higher this time, gross was much heavier. Nine hundred and thirty-three persons paid, and with tickets for the man scaled at 65 cents and ladies at 55 cents, Golly grossed \$575. Last time in, October 8, 1,012 persons attended and, with duets at 55 cents for gents and 40 cents for the ladies, he drew a gross of \$475.75.

Third night, night 801, Larry Pink was a real socker in his first appearance here in a long time, 1,630 folks pouring in to dance their turkey down. Admish was set at 55 cents for all, grossing a beautiful \$913.

Fog Cuts Carlson's Draw

SPOKANE, Wash., Dec. 9.—Merle Carlson, coming over from Seattle's Triton for a one-night stand November 28 at Garden Ballroom, drew 450 dancers at 42 cents per floor, approximately \$175, according to co-manager Joseph L. Money. Dense fog, unusual here, hurt attendance, but Carlson made such a hit with those who braved the elements that management booked him for a week's engagement beginning December 18.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Platter Puffs Pic

HARRY LINK, general-professional manager of Leo Feist, is sending out special souvenir recordings of At the Balletta simultaneously with the world preem of MGM's musical extravaganzas, Balletta, opening at Radio City Music Hall, New York, Thursday (14). Platters are sent to all music stores handling Feist music, and package includes Moon Eddy's Columbia recording and Ilona Massey's Victor waxing of the screen song. Both warblers are featured in the flicker.

Bob Sylvester is mailing out an attractive souvenir booklet as "A Toast to You From Lancelotti" Tie-up is with Lancelotti, Inc., Charlotte, N. C., manufacturers of peanut products and candies, sponsors of an air show Sylvester originates for a string of

In listing up holiday dates for his bands, Gus C. Edwards, Chicago artists' rep, has used the familiar Christmas greeting card form. Prospectus buyers were undoubtedly set back in finding that the morning mail so early in the month included what to all appearances looked like a Santa message of cheer and good wishes. Instead, it was a timely reminder that there was still time to close dates for holiday music before the last-minute rushes.

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH BAND'S RECORDINGS ARE GETTING THE GREATEST PLAY ON AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

Albert's Encore

AFTER distributing 2,000,000 match covers with his picture on them, Mark Warnow, the Hit Parade maestro, is preparing to give away expensive cigar cases with the Lucky Strike insignia on one side and a Postal Telegraph message on the other.

It's a tie-up made by David O. Alber, Warnow's press representative, with Postal Warnow will give away 100 cases a week, mostly in colleges.

Southern stations out of WBT, Charlotte, N. C., each Tuesday. Booklet carries pictorial and biographical layouts on the maestro; his vocalist, Olga Vernon (Mrs. Sylvester); the band when playing and in glee club formation; and Traff Robertson, show's announcer. Back cover carries an institutional plug for Lancelotti products and pic of the company's trailers, which carry generous plugs on the band and air show.

The aforementioned affable Alber knots the tie for another deal between Del Courtney, current at Hotel Ambassador, New York, and the Lowie theater circuit. Courtney's Vocalist recordings to be played at exit music in 73 Lowie movie houses in the New York metropolitan area.

More Waxed Ties

WITH records becoming as important as radio in the building and promotion of a band, emphasis on all promotional activities has become the plated disks. Victor waxwork having built up an association between the familiar dog representing "His Master's Voice" and the phonograph record, has extended that association to the bands recording for that label.

The base-drum being the most conspicuous spot on the band stand, all of the Victor recording bands are invited to slap the canine trade-mark on the beating drum. Figure lightly that dancers noting the insignia will immediately associate the band with recordings—those of Victor-Bluebird preferred, of course.

Welk's Gesture

LAWRENCE WELK always makes it a point, when playing the ballrooms, to hand out a plug for the band scheduled to follow him in for the next dance night. And it's a gesture that pays off all around. For instance, on his solo at Tom Archer's Tromar in Des Moines, while the dancers were crowded around the stand watching the antics of his band boys on a novelty bit, Welk hit into Russ Morgan's theme song and offered a gift to the first person naming the band. Morgan was next in.

When the crowd shouted out Morgan's name, Welk settled priority rights by passing out autographed photos of his vocalist, Jane Walton.

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

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

Adkins, Pat: (Bryan's) NYC, nc.
Agnew, Charlie: (Merry Garden) Chi, b.
Akin, Jr., Bill: (City Club) NYC, nc.

Baker, Bruce: (New Morocco) Albany, N.Y., b.
Baker, Earl: (Club O'Rourke) Detroit, nc.

Barton, Alton: (Edison) NYC, b.
Bartol, Juan: (Flood Show) Jacksonville, Fla.

Beecher, Howard: (Edgewood) Albany, N.Y., nc.
Bestor, Don: (St. Anthony) San Antonio, b.

Bessie, Lou: (DeVine Eagles) Milwaukee, nc.
Brown, Peter: (Onyx Club) NYC, nc.

Carr, Harry: (Albany-Biltmore) Albany, N.Y., b.
Carlsen, Bill: (Orpheum) Vancouver, Ia., 15-

Case, Charles: (Palace) NYC, b.
Carter, Benny: (Roseland) Brooklyn, b.

Cassio, Danny: (Chez Paree) Chi, nc.
Cassino, Carmine: (Statis) St. Louis, b.

Chapman, Hal: (Palace) NYC, b.
Chapman, Charles: (Gay Paree) Chi, nc.

Chick, Harry: (Midway) NYC, b.
Chick, Harry: (Midway) NYC, b.

D'Amico, Nicholas: (Versailles) NYC, nc.
Daly, Dicks: (Carnary Cottage) Portsmouth Park, Del.

Dennis, Matt: (Pennsylvania) NYC, nc.
Dixie, Tom: (Eggs) NYC, nc.

Doyle, George: (Commodore) Ferry Toledo, b.
Doyle, Tom: (Eggs) NYC, nc.

Eby, Jack: (Royal Palm) Miami, nc.
Elington, Duke: (Coronado) St. Louis, b.

Familton, Mickey: (Webber's Silver Lake) Clevelan, N. J., re.
Farrar, Art: (Pershing) Memphis, b.

Fisher, Johnny: (Piazza) San Antonio, b.
Flanagan, Joe: (Palace) NYC, nc.

Orchestra Routes

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

ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Alger, Art: (Club Minnet) Chi, nc.
Alger, Ed: (Theodora) Evansville, Ind.

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Lang, Teddy: (Club Cavalier) NYC, nc.
Lang, Ed: (Hi-Hat) Chi, nc.

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Prima, Louis: (Hickory House) NYC, nc.

Quartel, Frank: (Colosmo's) Chi, nc.
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

Raeburn, Boyd: (Melody Mill) Chi, b.
Raines, Rickett: (The Palace) NYC, nc.

Raines, Rickett: (The Palace) NYC, nc.
Raymond, Nick: (Cog Room) NYC, re.

Raymond, Nick: (Cog Room) NYC, re.
Read, Kemp: (Biondeville) Tiverton, R. I., b.

Reardon, George: (Greenwich Village Casino) NYC, nc.
Reed, Gene: (Showery) Detroit, c.

Ries, Don: (Brown Derby) Boston, c.
Rimes, Joe: (Book-Cadillac) Detroit, b.

Rites, Gene: (Hollywood) Memphis, b.
Roides, Dusty: (Paxton) Omaha, b.

Roberts, Bill: (Comopolitan) Denver, b.
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Orchestra Routes must be received at the Cincinnati offices no later than Friday to insure publication.

Henderson, Horace: (1800 Club) Chi, nc.
Hendrix, Ray: (Edgewater) NYC, b.

Herman, Woody: (Famous Door) NYC, nc.
Herb, Bill: (Earle) Washington, D.C., 15-17.

Hilmer, Richard: (Pierre) NYC, b.
Hines, Earl: (Grand Terrace) Chi, nc.

Holmes, Herb: (Brown Palace) Denver, b.
Holt, Bob: (Roy's Hawaiian Ambassadors) St. Louis, nc.

Hudson, Joe: (Sunset) Seaford, Del., h.
Huggins, Dave: (Berkeley Gate) Asbury Park, N. J., b.

Idera, Thre: (St. Morris) NYC, b.
Irwin, Murray: (Churchill Tavern) Pittsburgh, Pa.

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Irwin, Murray: (Churchill Tavern) Pittsburgh, Pa.

Jack, (De Soto) Chi, b.
Jackson, Jimmie: (Paradise) Chi, b.

Jacks, Art: (Hiltmore) Providence, b.
James, Sonny: (Barney Rags) Cincinnati, nc.

Jeanick, Eugene: (Melody) NYC, N. J., nc.
Joe, Jack: (Pleasant) NYC, b.

Johnson, John: (Shelton) NYC, b.
Jones, Bill: (Geary) Detroit, b.

Jones, Joe: (Lagoon) Salt Lake City, p.
Jones, Imperor: (Brick Club) NYC, nc.

Jorgens, Dick: (Chase) St. Louis, h.
Kardo, Gene: (Hungarian) NYC, nc.

Kavelin, Al: (Texas Ft. Worth, Tex., h.
Kap, Sammy: (Commodore) NYC, b.

Kelly, Frank: (Open Door) Phila., nc.
Kemp, Hal: (Univ. of Md.) College Park, Md.

Kerr, Ed: (Mayfair Garden) Detroit, nc.
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Actors Vote on Reviewers; Question Knowledge of Stage

(Continued from page 3)
as favorite were that he knows his subject best and that he is the fairest and most intelligent. Other reasons ranged from "He is seldom on the fence" to "Because of his dignity." Those picked Brown gave about the same chief reason: as a matter of fact, the reasons for the choices turned out to be about the same, no matter what the choice itself happened to be.
Only one deviation from the pattern occurred from two of Mantle's voters, who nominated him because "he is kind" and one voter for Watts, who cast his ballot because, he wrote, "Watts is an out-and-out poet."

Winchell Liked Least

Answers to the question, "Which critic do you like least?" left no doubt that the pet critic of most actors is Winchell, whose "Whipple" of the *World-Telegram* ran him a close second. Winchell received 19.6 per cent of all the votes cast for the least-liked reviewer, and Whipple got 15.7 per cent of the total. Three others were grouped with 9.8 per cent—Anderson of the *Journal-American*; Mantle of *The News*, and Watts of *The Herald-Tribune*. Brown, of *The Post*, followed with 7.8 per cent and 17.7 of the total number of votes cast went to reviewers not on the eight New York dailies.

Not a single vote for the least-liked critic named either Atkinson, of *The Times*, or Lockridge, of *The Sun*. This gives Lockridge, who was bunched with the pack on the vote for favorite, a sort of negative victory.

Also receiving a tidy number of votes as least-liked critic—0.8 per cent of the total—was Robert Coleman, Winchell's second-stringer on *The Mirror*. These votes, added to Winchell's, total 29.4 per cent of the votes cast. In other words, more than three actors, in the representative cross-section queried, think that *The Mirror* carries the worst dramatic reviews in town.

Publication on critics least liked:	Percentage
Winchell (Mirror)	19.6%
Whipple (World-Telegram)	15.7%
Anderson (Journal-American)	9.8%
Mantle (News)	9.8%
Watts (Herald-Tribune)	9.8%
Brown (Post)	7.8%
Atkinson (Times)	0%
Lockridge (Sun)	0%
Robert Coleman (second-stringer)	0.8%
Not on dailies	17.7%

Review Percentages

(Listed below are the decisions of dramatic critics on the eight general Broadway dailies concerning the reviews shown of the week. In listing percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with five "no opinion" votes 50 per cent "no" rather than 50 per cent "no" at the end of each month of the season. The votes and their percentages will be listed, together with a summary of how they fared at the box office, in an effort to determine how well the critical reactions reflect the financial returns and how closely the critics agree with the decision of their voters.)

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

"Foreigners"—38%
YES: None.
NO: Brown (Post), Atkinson (Times).
NO OPINION: Mantle (News), Coleman (Mirror), Watts (Herald-Tribune), Whipple (World-Telegram), Lockridge (Sun), Anderson (Journal-American).

"Du Barry Was a Lady"—88%
YES: Brown (Post), Anderson (Journal-American), Mantle (News), Whipple (World-Telegram), Lockridge (Sun), Watts (Herald-Tribune).
NO: None.
NO OPINION: Atkinson (Times), Winchell (Mirror).

make a career of such work."

The middle or fence-sitting attitude was represented by such replies as the following: "Probably they are competent, but I believe they treat their responsibility too lightly. Some of them arrive late and many leave early. I think they should have to punch a clock in and out."

The minority thinking them incompetent is more voluble, as the following witnesses:

"What a question. Competent for what? To write columns of chatter about a decadent theater that they've done their best to squeeze into a vast pocket edition of a Park Avenue little theater? As one proof of their incompetence I offer this: Almost never are they able, as to almost any other theater craftsman can, to analyze the separate elements of a production. Thus they invariably praise direction when a piece of individual acting is really responsible for the success of a production. They will praise a beautiful set that is only a handicap to the actors and directors who must work in it. They just don't know their business."

"As a class they are most certainly not competent. They are a group of self-publishing columnists who are too bloated with their own importance."

Most Think Them Fair

Most actors considered the critics, as a class, generally fair, tho not as great a percentage as ooked them on the previous question. Also, when asked, "Do you think they are fair?" 18.7 per cent of the actors participating said so on the fence, they were considered fair without qualification by 28 percent, and fair with qualifications by 34.5 per cent, giving a total of 62.5 per cent in their favor. They were considered unfair without qualification by 11.7 per cent, and unfair with qualifications by 7.1 per cent, giving a total of 18.8 per cent against them.

Qualifications in the generally favorable votes are typified by the following:

"On the whole they are fair. I resent their no-opinion reviews and wish they would consider the stand about a hokum production."

"The majority are fair, but a few go out of the way to coin a phrase or take a dig at someone."

The fence-sitters are pretty well represented by the following:

The 17.7 per cent in the last category was distributed as follows: Nathan, of *News-Week*, 5.8 per cent of the total vote cast; Lucius Beebe (radio reviewer), 3.9 per cent; and approximately 2 per cent each for (or against) Burr of *The Billboard*; Blde Dudley (radio reviewer); Pollock, of *The Brooklyn Eagle*, and Wilella Waldorf, Brown's second-stringer on *The Post*.

Reasons given for nominating Winchell as least-liked reviewer were chiefy that he "doesn't know the theater." Most of the votes for other reviewers ranged around intolerance and lack of knowledge of the theater, except in the case of Anderson, whose detractors were unanimous in handing him such adjectives as "acidulous." It is interesting to note that Watts, who was called a poet on the "favorite" poll, was called "a road company George Jann Nathan" on this one.

Critics Thought Competent

Critics as a class were called generally competent, or at least for the most part competent, by two-thirds of the actors voting, while 19 per cent thought them flatly incompetent. Of those participating, 14.3 per cent sat on the fence.

Of the two-thirds who gave a general ok to the question "Do you think the present critics, as a class, are competent?" 35.7 per cent of the total were unqualified in their approval, while 31 per cent qualified their statements to varying extents. Typical of these were such remarks as the following:

"They are competent enough, if some of them would stop trying to give their readers a laugh at the expense of actors, authors and producers."

"I think they know as much about play as anybody else, and as little about acting."

"They are as competent as one can expect non-theater people to be."

"They are as competent as any other group of men who would be willing to

Panned Shows Making Fight; Some May Get Runs Out of It

NEW YORK, Dec. 9.—Abundance of out-and-out turkeys in the past six weeks helped the batting average of the critics on the local dailies, tho they missed, anyway, on six important numbers which seemingly are going to ride out the storm of adverse or no opinion reviews. Continuing butting of box offices nightly for this half dozen has brought decisions to fight it out from the managements concerned. Widest differences between professional and public responses to shows are as follows:

Key Largo, 44 per cent in reviewers' percentages, earned \$19,720 in a \$20,000 capacity house the first week. Management is confident Maxwell Anderson, author, and Paul Muni, heading the cast, will override the two-way reviews.

Mornings at Seven, 44 per cent, had a 7.2 per cent box-office rating the four first night of its run, leading the management to believe the show has something to sell. Theater Guild subscriptions, averaging between \$300 and \$400 nightly, should enable production to hold out a few weeks by which time the Dwight Deere Wiman office predicts it will be able to go under its own steam. Box-office figures reported: \$650 Monday night; \$900 Saturday night; \$900 Monday night; \$1,400 Tuesday night, a healthy increase.

Life With Father, 38 per cent, has turned out to be smash hit, boasting \$80,000 in advance sales. Average weekly grosses are \$21,500, changes being just a matter of fluctuation in number of standees at each performance. Fire laws limit number to 22.

The World We Make, 38 per cent from the critics, reports continuous increase in returns, with \$8,800 first week, \$9,900 second week and \$3,200 for first three performances in third week. Management is definitely determined to pull the show out of the fire if humanly possible.

Farm of Three Echoes, 56 per cent, is encouraged by the first three performances of the second week, when in-

come came closer to the capacity of \$2,000. First week is listed at \$7,800, while the first three showings on the second week totaled \$5,000. Office is not entertaining any suggestion to close at present.

Very Warm for May, 50 per cent, claims \$20,000 opening week, which includes take-theater parties. House capacity is about \$27,600. Figure for last week is \$16,000, and an advance sale up to December 23 listed at \$18,000. Business is running ahead of the critical estimate.

Shows wherein critics' reviews more closely approximated the laymen's reactions include but one hit.

Margin for Error, 88 per cent, is well satisfied with \$16,000 opening week, \$15,000 second week and \$15,000 third week, which is running into the Christmas slump. House capacity is \$18,000.

Washington All Change! 63 per cent, in a limited engagement of one week, brought in about \$3,000 with a \$15,200 top. Capacity at that price would have been \$3,100.

Singin' the Dream, 44 per cent, has practically an arena to cope with at the Center Theater and is finding the drive difficult. Resorting to bargain ball such as *Ladies Day*, which awards early-bird purchasers a free ticket for the frau. Price range is lower than usual, too, with 85 cents to \$2.30 for evenings, and 40 cents to \$1.65 for matinees.

Summer Night, 0 per cent, closed after four performances.
His-100, 13 per cent, closed after 13 performances.

Sea Dogs, 19 per cent, closed after 16 performances.

Thunder Rock, 25 per cent, closed after 23 performances.

Arise Ye Romans, 0 per cent, closed after seven performances.

Ring Two, 25 per cent, closed after five performances.

I Know What I Like, 13 per cent, closed after 11 performances.

Leaders in Vote

Actors voted on critics this week in a survey conducted by *The Billboard* among the casts of plays now running on Broadway. They were asked to name their favorite critic and also the one they liked least, with Brooks Atkinson, of *The Times*, running off with the former vote and Walter Winchell, of *The Mirror*, capturing the latter.

This is the way the first two places went in each category, the percentages being the proportion of the total number of votes captured by each candidate:

Favorite	
Atkinson (Times)	28.3%
Brown (Post)	18.6%
Least Liked	
Winchell (Mirror)	19.6%
Whipple (World-Telegram)	15.7%

resented by the following:

"In doing the survey we fair. But in effect, no. Practically all of them have exhibitionist complexes. Their desire seems to be to shine as columnists, and they are far too interested in letting the public know what smart and witty fellow they are."

"I believe that on the whole, sending their importance, they try to be fair. The results are almost always unrelated to the intentions."

"Those who think them flatly unfair are, as usual, most articulate. These are a few examples:
"They are so afraid that another critic will show up saying the reverse of their own criticism that they say everything is good and bad in the same breath."

"They're not fair as a group. They are full of petty bias, horribly impressed by successful names, and completely scornful of unknowns."

"I know perfectly well they're not fair. They've treated me ok, so don't mislead me by saying that. Their criticism enters the reviews often and calm them. I don't imagine this—I've talked to them and know their backgrounds and ideas."

"No, they're not fair. They bring prejudices to the theater; they criticize drastically, they destroy ideas by their smugness; they cater to friends and personalities, with utter disregard for talent."

Do They Know the Theater?

Actors were divided with mathematical exactness on the question, "Do you think they know enough about the theater to be allowed to judge it?" Of those casting votes, 27.9 per cent said yes without qualification, and 20.9 per cent said yes with qualifications, making a total in the critics' favor of 48.8 per cent. "Those voting negatively," they state, "ideally by their smugness" they cater to friends and personalities, with utter disregard for talent."

It is to be noted, however, that the division of the votes indicates that those voting no were in general much more definite in their opinion than those voting yes.

The following is typical of the answers that claimed the critics know enough of the theater to judge it:

"With a couple of exceptions, yes. However, I would say rather that they know enough about the theater to write notices in an appropriate manner."

As for those voting no, the following are typical:

"Oh, Lord! No!"

"No. They should all serve at least three years in a theatrical stage managers' convalescent hospital to directors."

"Decidedly not. They are 100 per cent more interested in being clever in their writing than in reviewing the play at hand."

More Next Week

Players voted by an overwhelming margin (two-thirds) that the present crop of critics does not know enough about acting to be allowed to judge it, with only 10 per cent more on the fence, and only less than a quarter giving the reviewers a clean bill of health.

Many players also wrote pointed and highly provocative comments on the general subject of criticism and the present reviewers, including suggestions for improvement, possible reasons for the critics' present attitude and other topics.

The question of the critics' knowledge of acting—or their lack of it—together with the players' general comments, will be discussed in detail next week.

Fair and Expo Meeting Urges Use of Vaude

CHICAGO, Dec. 9.—Theater and night club acts able to work on outdoor stages have a definite place in State and county fairs, it was brought out during a meeting of the International Association of Fairs and Expositions at the Sherman Hotel here this week. Several fair secretaries urged association members to be aware of the new talent tastes of their fair public and to book accordingly.

While discussing the topic of bands as grand-stand and dance attractions at fairs, fair secretaries stressed the growing importance of shows topped with big-name variety in the entertainment programs. The Brockton (Mass.) Fair, admitted that Sally Band's act in 1938 played a major part in establishing a new attendance record, while Mrs. Ethel M. Remond, of the Oklahoma Free State Fair, credited Rufe Davis with boosting the gross into the profitable brackets last year.

W. H. Stein, vice-president of Music Corp. of America, pointed out the success of bands and acts at fairs. He said that variety in the entertainment programs has both stimulated greater attendances and netted more publicity. "Change your shows at the fair frequently," he added, "and your patrons will have a reason for visiting the grounds several times during the engagement." MCA this year will have on the market several productions tailored for the fair market. Both film and radio names will be used in addition to the talent, augmented, of course, by MCA bands.

Buffalo's Hypoed Talent Splurge

BUFFALO, Dec. 9.—Buffalo is using talent in a big way, especially in night-club and sponsored affairs. The Shoe-Makers affair December 16 will use 10 acts for the first time; Shriners' Ceremonial December 25 is using 10 acts; Buffalo Athletic Club's Saturday night instead of the usual 3 or 4; Lockport Country Club, Ray Keating and band December 27; Pen Hill Country Club, Ray Keating December 28; Saturn Club's Beaching December 29; Ray Belaire and his Southernland Business December 30; Men's Association's Charity Ball December 6; Mildred Manning and her Rhythmites (former Ina Ray Hutton band) December 10; act, and Motion Picture Operators' Annual Ball January 18, Jan Benitt and his Tophans.

Practically all these events are using top talent and bands for the first time. Bookings thru Ray S. Kneeland, Buffalo.

Seattle Club in Gambling Charge

SEATTLE, Dec. 9.—Following arrest after a raid on The Ranch, night spot at Pacific Highway, Wanda Owens, operator of the roadhouse, was fined \$250 and Benton Walker, operator of a gambling room, \$150, on charges of possessing gambling devices.

Suspension of a 30-day sentence on Walker was made on testimony there is no further gambling at the spot.

Atlanta Hotel Change

ATLANTA, Dec. 9.—Cover charges have been replaced by \$1 minimum at the Rainbow roof of the Ansley Hotel. Cover now \$2 per couple.

Charles Dinkler, president of the hotel chain operating the most elaborate local night spot, also announced closing of the roof Sundays.

Hazleton Club Adds Show

HAZLETON, Pa., Dec. 9.—Broad Street Bar and Grill has installed night shows featuring New York acts and will continue to present three shows nightly, including vaude. The opening show featured Ivo Bayler, Jean Rae, Mitzie and the Rhythm Boys.

ACTS NEED NAMES

It Couldn't Be Worse

POTSDAM, N. Y., Dec. 9.—Tough luck is still pursuing George Nielsen. Leaving here in a snowstorm to make an engagement in Burlington, Vt., his car landed in an eight-foot ditch. Pulled out by 15 men and a plow car, Nielsen continued and made Burlington on time—only to find that his agent had failed to arrange that the show at the Black Cat was being held over.

He was scheduled to start the following week but the spot burned to the ground, causing Nielsen to lose \$150 worth of magic equipment and wardrobe.

Nielsen now bills himself "world's champion layoff emcee."

Cantor's Got Proteges, Too

CHICAGO, Dec. 9.—While not appearing in the show himself, Eddie Cantor will use his name and money in a Discovers unit which he is planning to break in on the West Coast within the next couple of weeks.

Cantor will use some of the performers he actually started in the business and others who will fit into a unit of this sort.

Booked by the William Morris Office, show will play Los Angeles, San Francisco, Minneapolis and Milwaukee before coming here.

Police Worry Atlanta Clubs

ATLANTA, Dec. 9.—Mayor Hartsfield's reorganized police department turned the heat on local bars last week and has night club operators jittery.

Police closed Clermont and Georgian Terrace cafes last week.

Night clubs are hesitating about booking bands for next year, awaiting the outcome of the new police drive.

Jackson, Miss., Active

JACKSON, Miss., Dec. 9.— owing to oil boom near Yazoo City, Jackson has become active entertainment center. Roof Garden on top of the Heidelberg Hotel now has a policy of dinner dancing nightly, except Sunday, with semi-name attractions.

Jack Wardlaw Band is current, with floor show consisting of Buddy Dunn, Betty Jacque, Cleo Rivers, Joan Lee and Dan Ramsey. Stell Evans guested opening night.

"Moulin Rouge" for Vaude

CHICAGO, Dec. 9.—The A. B. Marcus-N. S. Barger legit show, *A Night at the Moulin Rouge*, which dropped out of the Grand Opera House after a week's run, will be shaped into a vaude unit and play the combo house field, starting at the Colonial, Dayton. Several acts will drop out, particularly most of the burly talent used in the 2½-hour affair, but the State Brothers will be retained for the top spot.

Big Shows for Detroit Club

DETROIT, Dec. 9.—Two big shows have been booked for two weeks each at the Main Street Club by Mabel Duggan of the Grand Opera House. The Honky & Rooney Circus, complete with aerial acts, clowns and animals, is current, being followed by Sandy Jenkins' Artificial Ice Show.

Dempey, Miami, Open

MIAMI BEACH, Dec. 9.—According to indications, the tourist season here will get under way early this year, with the trek already beginning.

In line with this, Jack Dempey opened his Dempey-Vanderbilt Hotel Monday (20). Place has been revamped, there being an additional wing and a new swimming pool.

Big Shows NSG Without Stars

(Continued from page 4)

Rodeo Revels, Harry Savoy's Treasure Island Revue, Will Rock's Thurston magic show, Don Kay and Charles A. Taylor's Bronze Mamboes, Mary Carlisle-Jack Bailey and Ina Beal's corker on Major Bowes unit, International Casino unit. In addition, ice shows, such as Shipstead and Johnson's *Ice Follies of 1940*, are alternating between theaters and auditoriums.

Another unit, composed of Harry Spear, Pat Rooney, Walter Powell Band and Barrett and Smith, titled *George Jessel's Old New York World's Fair Revue*, agented by William Morris, disappeared while waiting around for an opening date.

Karston's *Follies Unusual* (magic show), Comedie Francaise unit, *French Follies* and Raynell's *Water Follies* are other units now working, mostly thru the South. The Sonja Henie ice show is touring the South.

CHICAGO, Dec. 9.—Only units with definite box-office possibilities get a tumble from theaters in this area, a survey indicates. Such shows are either topped by a strong orchestra or have drawing-power names. Max Turner, of the Balaban & Katz office, which sets shows into the Chicago and Oriental here and into the Great States Theaters for week-end dates, points out that exploitable names have box-office value.

For an example, he directs attention to the *Hollywood Compe Show*, which did a record-breaking business at the State-Lake a couple of weeks ago. Such names as Rita Rio, Toby Wing and Marie Wilson, regardless of their value as entertainers, proved strong meat out front. Units on a similar plane at the State-Lake were *Helleners*, which cashed in on publicity of the Olsen and Johnson *Hellenopoppin* money-maker, and the Cab Calloway unit, which was a great show both on the stage and at the box-office.

Chi Repeats

The Jones, Linick & Shafer Oriental keeps hands off small units, but will give repeat dates to attractions that bring customers in. A shining example is Harry Rogers' *Mikado in Swing*, which played the house twice in several months despite a previous run at the competitive Chicago Theater. Unit did big on all three occasions.

Small unit producers here, while more or less active, admit that their efforts are short lived. Small-town houses open for occasional flesh dates are wised up and will not buy turkey fare, they add. Or late, such names as Armina, Benny Baker and Roscoe Ates have headed units that formerly were sold on the title value only. And only with the aid of those names were dates made available.

New unit stemming from this area in the abbreviated version of A. B. Marcus' *Night at the Moulin Rouge*, which folded as a legit show.

New Laurel, Miss., Club

LAUREL, Miss., Dec. 9.—Gay Club, located one mile north of Ellenville on U. S. Highway 11, has opened with Elmer Moore and ork. Minimum, \$1 per couple, no singles admitted. W. W. McBride is manager.

Reynolds Tops G. R. Record

GRAND RAPIDS, Dec. 9.—Frank Reynolds, baritone, has completed his 10th week as emcee at the Club 21 and is set up to middle of December. Reynolds is the first entertainer at the club to be held longer than two weeks.

Des Moines Club Destroyed

DES MOINES, Dec. 9.—The Keo Knite Club was damaged by fire November 22, causing a loss of more than \$2,000. Al Barcus, who operates the nitery, said the loss was covered by insurance.

Jitterbugs Forbidden

ST. LOUIS, Dec. 9.—A new angle in dance contests is being used at the Peanist Grove, local night spot. Management offers cash prizes to the best couples—but jitterbugging is forbidden.

Feature is featured to attract dancers fed up on unorthodox stepping.

VAF Urges England To Bar Alien Acts

LONDON, Dec. 4.—Variety Artistes' Federation has asked Home Department and Ministry of Labor to issue no more working permits for alien artists.

Also, and this must affect Americans still here, that on expiration of existing permits of alien performers who have remained, no further extensions be granted.

Federation argues it would be grossly unjust if foreign artists were allowed to take the place of home talent who are and were in national service.

Home Department informs Sabbath observance organizations that no legislation will be introduced permitting Sunday opening of vaude houses and theaters.

Club Reopens in Bridgeport

BRIDGEPORT, Conn., Dec. 9.—The New Swiss Village, formerly the Schnitzler, will reopen this week. Ludwig Bosch, new operator, says the spot will have a Swiss atmosphere, with a large floor show.

Jack Freeman, from the Swiss Village at the world's fair, will emcee.

Champaign Hour in Atlanta

ATLANTA, Dec. 9.—Henry Grady Hotel's Spanish Room has inaugurated for Thursday nights the Champaign Hour, during which champagne is served and Martha Ridley dances.

Interested in Night Clubs?

THEN READ

"Operating the World's Largest Theater-Restaurant"

A special article by Chester H. Canning on The International, New York.

Interested in Vaudeville?

THEN READ

"I Manage a Vaudeville House"

A special article by Eddie Weisfeldt, director of the Riverside Theater, Milwaukee.

Interested in Club Booking?

THEN READ

'New Outlets For Talent'

A special article by Will J. Harris, producer of special shows in Chicago.

ALL ARTICLES IN

The Billboard's Holiday Greetings Issue

DATED DECEMBER 30

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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



FOR FILMS

GAG BUSTERS — radio program with Milton Berle as emcee and Jay Flippen and Harry Belafonte as permanent members of the board. Also one guest star weekly. Altho the show is a clear derivative from *Information Please*, it's funny and fast moving, with plenty of laughs. Berle tells a gag, all but the punch line—and the punch line must be supplied by the board. Otherwise the submitter gets an award. Could be turned into a highly amusing series of shorts.

BARBARA JO ALLEN—comedienne who recently joined the Casey & Sanborn air show with a schrey dumb dame character known as Vera Vague. Telling effect of the comedy character is shown by the fact that she will be one of the few to stay on the program when it is trimmed to a half hour with the start of the new year. Has sock delivery and impresses as a standout comedy character for films.

Big N. Y. Clubs Ready for Xmas Wk. Reopening

NEW YORK, Dec. 9.—The big Broadway night clubs, which have been dark the past few weeks, with the exception of the Cotton Club, will relent December 23 with the opening of the International Casino and the Paradise Restaurant, along with Monte Proser's new venture, The Beachcomber, on the site of the old NTG spot.

Paradise will reopen as the Zigfield Midnight Frolics, with the show produced by Seymour Felix. Club is being remodeled and has reportedly brought in a new \$60,000 bank roll. International Casino is rehearsing the new show staged by Russell Markert of Radio City Music Hall. Only talent definitely signed is the Deborahs.

Among the new club openings are the Surf Club, unshuttering on the site of Mother Kelly's Miami Room. It will be under management of Bill Dureya, formerly with Le Mirage. Spot will have a floor show and name band. Kay Parsons also blossoms forth as a night club proprietor, operating the Anchor Inn, on East 63d street, in association with Mrs. Will Oakland. Spot has seating capacity of 200, with Miss Parsons entertaining along with Annel Sweet and Joe Lopez's Hawaiian band.

Set to open this week, down on the lower East Side, is the new Roumanian Village. Marty White, Dan Makrenko and Dave Kenner's band signed thus far. Cafe Savant cut out its four-act floor show, while the Greenwich Village Casino started a new policy this week of Sunday afternoon cocktail parties with a full floor show.

Radio Franks is now closing Sundays. Club Gaucho will reopen Sundays, beginning next week.

Wometco Circuit Mulls Vaude Idea

MIAMI, Dec. 9.—Wometco Theater chain will add vaude to its films shortly, with plans for specific houses now being formulated. Negotiations are now under way between circuit execs and Roy Slinger, of the Miami musicians' local. Vaude may begin in some of the theaters toward the end of this month,

Night Club Reviews

Mayfair, Boston

This is about the swankiest spot in town. Since it changed hands last year the club has adopted a policy of names, changed biweekly. Minimum charge depends upon talent. Assessment was \$2.50 for current show.

Johnny Cole's 10-piece rock band handles the music for dancing and for the floor show. Cole and the line-up are among only parts of the show which remain each week.

Emcee was Burt Shaw, a former Boston boy. Shaw foregoes singing out of deference to headliner Gracie LaRue, whose warbling is still worth talking about. Her renditions of *Comes Love* and *South American Way* combined good voice with an ability to sell a song.

Runcie Healey handled the tape, doing an engaging single to a solid music background. Mita Healey has looks and a sparkling routine that made a decided hit.

Charles Collins and Dorothy Stone handle the dance team assignment. Collins' opening act is joined by Mrs. All-Stone after one number, *The All-American Romance*, with a background of pop and semi-classical music, employs a series of neat steps that hold the attention.

Walter Finn is manager. Booking by Joe Sully, of the William Morris agency. *Norton Kaplan.*

Gold Coast Room, Drake Hotel, Chicago

Name band spot catering to the spending socialites. Latest attraction is Buddy Rogers and his new orchestra, built along the Fred Waring lines. While playing country music, outfit excels in impromptu entertainment, highlighting novelties and individual musicians and vocalists. This is by far the best attraction Rogers ever had and there is no reason why it can't reach the top.

From the front come Johnny Morris, singing drummer formerly with Vincent Lopez; the Four Notes, vocal group with Marjorie Whitney, the former queen with the King's Jesters; Joe Sodja, commercial swing guitarist; Mita Staudel, tall ballad dispensing brunet, and Bobby Staples, youngster with a spoona-playing specialty. While Rogers doesn't hog the spotlight, he still pitches in generously with songs and instrumental solos.

The Four Notes open the bill with *One More Kiss*, harmonizing favorably. Sodja next strums out a nifty tune on his guitar, getting proper support from the band. Frakson, one of the two outside acts, scores with his individual brand of magic and salesmanship. Speaks with a pleasant Spanish accent which, at times it butchers the American lingo too much, has an entertaining quality. Works with cards, rings, bird cage and cigarets and each trick is thoroughly mystifying.

St. Clair and Day, informal dance team, introduce a variety of routines with songs in novel steps and strong shoulder tricks. Their Latin offerings are standouts, with the woman's Oriental movements predominating. Appearance is fine.

Johnny Morris leaves the drums to clown thru an original bit on nonense he labels *Doing the Goon for the Goons*, while Bobby Staples brings out his spoons for the closing.

Minimum is \$2.50 weekdays and \$3.50 Saturdays. Arthur Murray Dancers exhibit new steps once a week and patrons are invited to test them out on the floor.

New bill comes in December 30, featuring the Stroud Twins. *Sam Houghberg.*

Glass Hat, Hotel Belmont Plaza, New York

In keeping with this Class A dining spot's new policy of presenting new floor shows every two weeks, Tuesday (23) saw the new crop of talent, including Ross MacLean, Gloria Day and the Bailey Sisters, a solid entertainment line-up that fits in with the quiet reserve of the room.

Gloria Day is a taper par excellence, pending architect's report. Booking will be done thru a New York agency.

Wometco chain execs are Mitchell Wolfson and Sidney Meyer.

with some nice clean routines and a fresh and novel style; Bailey Sisters, a singing duo, are above average with several nicely arranged routines. Ross MacLean dominates with an assured emcee style and all the showmanship of a good singer. His Scotch ballads are the best of the bunch.

Women's Band is back for a four-week stand. Pomeen ingratiate himself with accordion solos and, musically, his band is one of the most danceable around. The Skyliners fill in for the relief numbers, and they too have the proper lit that keeps the dance floor well populated. Muriel Byrd is back for the in-between piano-song seasons.

Dick Mocker and Ada Hoffman holding down the press desk as usual. *So! Zatt.*

Lyon's Music Hall, Seattle

Well balanced is the new show pleasantly paced by Judd McCoy.

Barred Greece took seconds to play rhythmically with the music in hand-to-hand balancing, went over big. Topman staged an excellent build up and "Lion" was placed atop a pile while poised on hands. These fine youngsters need a little more stage presence, however.

Tyler St. Clair, long in vaude, staged a distinctly novel marionette xylophone number. He has developed a dancing doll attached to black back thru which he inserts his own head over doll body while doll taps the planks and dances, the doll's taps being made with hammers, aided by a click behind curtain. Won considerable applause. His *Core Babinow* was filled with expression scarcely ever extracted from wood. And his *Gypsy Love Song*, played with four hammers, also went over big.

Rumpy blues, flashing dark-eyed senorita, dances with finesse a Mexican Jarabe (sambore dance) with Spanish splurge on the Can-Can and other costume numbers.

Much of the entertainment value here, however, is in the splendid singing of waitresses and waiters. Outstanding are the pleasing voices of Harriett Graf-ton, Sailey O'Neill, daughter of Edward H. O'Neill, comedian; Gus Carter, soprano. Among the waiters are Tommas O'Neill, a vibrant Irish tenor with excellent range and power, and Dave Bishop. *C. M. Littlejohn.*

Travelers Club, Wilkes-Barre, Pa.

One of the two night spots which reopened since the end of the summer, this club has been enjoying a good play.

Heading the floor show was George Hunter, fast-talking emcee, who did exceptionally well in his impersonation of Al Johnson. While his gaudy, in rapid-fire style, some were a bit off-color, however, his style is good and if he sticks to Johnson impersonations he should prove a big hit.

Hunter gagged thruout the show and then impersonated Johnson with the songs, *Toot, Toot, Yootsie, Goodbye and It All Depends on You*.

The Ritzy Rhythm line, six girls, supplied a rope tap and gun drill routines. Grace White did a tap on tee solo, Joan Pallon an acrobatic walk and Plo Heaney a fast buck. Other line girls were Ruth Dale, Alice Reilly and Ann Mason.

Babs Lane, who is easy on the eyes, sang *South American Way*, and *I've Taught Me To Love Apsin*, encoring with *Comes Love*.

The line had the packed house almost in hysteria when first one girl and then two others started laughing about something a ringside patron had or did; it almost broke up the gun drill number. Jimmy Matzer and his band supplied the music. Biz was exceptionally good. *Milt Miller.*

Club Gaucho, New York

Maris Del Carmen is back and doing her usual fine castanet dancing. She is a handsome brunet with a good figure, good costuming and vivacious castanet, finger-cymbal and clinking numbers, one of which uses an acrobatic slide for a finish.

Anetra Madera, a favorite here, again displays her wenchy body in rumba and conga dances, relying more on flashy sex appeal rather than on dance tech-

nique. Gabriel and Giralda, dance team, are short in size but long on talent. Their wafts and rumba routines are pictorial and funny. Three Caballeros, boys (two guitar and one singer), play Spanish numbers in the floor show and at the tables. They sing also, providing good atmosphere for this Argentine spot. Juan Makuta, violinist, and his orchestra handle the show and dance music nicely enough.

Pedro Valli is the head man, hand shaking in his genial way and emceeing the show as well. *Paul Davis.*

Kit Kat, Miami Beach, Fla.

Miami Beach's first real attempt at whacky entertainment has apparently tickled. Scene is the Kit Kat Club.

General overseer of the club and show is Petey Clifford, billed as "Public Screwball No. 1." Clifford has had the idea for this type of hostilities some months and his nightmare has now become tangible. The capacity house loved every fast line and slapstick crack. He and Leon Fields buck each other as co-masters of ceremonies and bring up dozens of belly laughs. The attire, jacket gag from New York's *Hellaspoppin'* is borrowed and also scores.

Lee Martel, girl singer, who chants in the street popular style, handles the mike well in spite of heckling by a duo who, incidentally, toss up okeh imitations of Harry Richman and Ted Lewis. The Frances Allen dancers (8) work in a short space and are fine tear artists. Music by Marty Caruso and Don Alphonso's Orchestra.

Publicity by Peg Beeman. *Lee Stimmonds.*

Alpine Village, Cleveland

Herman Fincher, whose Hof Brau and Alpine Village have been popular eating spots for many years, has stepped up the latter with a fast-moving floor show that is bringing patrons in numbers.

Otto Thurn and band prove a big feature and are aired nightly during the dinner hour. A pair of acrobatic comos, Fenwick and Cook, click nicely. Karl and Gretchen indulge in folk dances reminiscent of Alpine hamlets, and a novelty afforded by Dorothy Frank's Alpinettes, six comely girls, with a little bit of marionette antics and Oscar Strauss style. Paul Klatt brings a fine baritone in characteristic numbers, and Fincher himself does the announcing from time to time.

All in all it is a colorful spot, with the Alpine background emphasized by the costumes donned by waiters and attendants. *Harlowe R. Hoyt.*

Troc, New York

This spot, comparatively new to the 53d street scene, must be trying to stylize itself as the melting pot for all of the town's dirty humor. What with the appearance of Glenda Hope, Barry Prince and Clark, and Roy Sedley, Manager George McGough has virtually cornered the market on the tendering, singing and gags. This combination doesn't give off entertainment for sensitive ears but the audience (what there was of it) seemed to be convulsed.

Glenda Hope, an unmistakably sexy dish, apparently never learned the meaning of the word subtle, judging from one of those songs called *Free, White and Twenty-One* which she blasted out. Taking an easy-to-remove shirt from her evening gown she with a flashy costume and a fast-stepping, classy routine.

Barry, Prince and Clark are the un-billed authors of *She Had To Go and Lose It at the Astor*, but their song selections here are below par. The show's star number is added with a yesterday's newspaper. Their songs are somewhat on the clever side, but lack just that difference to make them smart.

Also on the bill is Mabel Scott, colored swing singer, who can't hit a high note in anybody's business, but who exploded just a wee bit too much. Otherwise her style is one shade from terrific.

Roy Sedley, emcee and headliner, has a new stooge now, Mousie Garner (formerly of Garner, Waite and Harkin), one of which uses an acrobatic slide for a finish.

Club Talent

good solid gag topper to get the full effect. He is apparently not helped by Bob Freedley's Ork provides the tune-
 for dancing and the show.
 Prices are moderate for 52d Street, with week-day minimum running at \$1.50.
 Publicity being handled by Phyllis Kenzie and Ed Cass. Sol Zeit.

Cocanut Grove, Park Central Hotel, New York

The hotel's switching its night club room from an upstairs floor to the ground floor has apparently not helped business. But the most local night business and hotel dining rooms are ways down on business anyway.
 The room as it is should pick up more patrons thru sheer availability, even tho the physical layout is makeshift. Formerly the grand ballroom, the room has been divided into the new Grove and the lobby. But the dividing line is flimsy and hedges can be moved either way to make the Grove larger or smaller. If the room clicks, the hotel plans to spend some real dough fixing it up.

Current entertainment in Pancho's Band, vocalist Dinora and Ralph DeVilla. The bespectacled, poker-faced Pancho fronts the 11-men combo, shaking the maracas on most of the rumbas. He is billed as the La Conga King—which may turn out to be an inadvertent slip into the new Grove and the lobby. His band dishes out excellent Latin music and good American rhythms. The short floor show consists of bandsmen doing specialties and Dinora, a brunt, doing fair singing and dancing only in a lovely song-and-dance band. Rene Carola, guitarist, does mediocre tenor vocalizing, and accordionist George Malten offered a good Berk Eye. The band does an interesting dance arrangement of Liszt's L'Adieu.

Pancho is in for four weeks and options. Bill Robbins is still the booker here and Ed Weiner the press chief. Dinner is from \$1.75 and food and service very good.
 Handy hand analyst, is the table entertainer. Paul Denis.

Balinese Room, Blackstone Hotel, Chicago

Bob Bern and his Royal Hawaiian, string quartet, and their attractive vocalist and rhythm dancer, Momi Kai, are the first attraction here to measure up to the atmosphere of this smart and comfortable room. They all have a native quality about this combination and at the same time has enough modern American music to balance the Hawaiian tunes.

Decorative and capable is Miss Kai, who has a good enough voice to do justice to a variety of tempo, which she dresses with graceful native body movements. Her accent and delivery are on par with any American singer.

The combination includes three guitars (two electric) and a bass, affording smooth and silent interpretations of popular musical records. They all strum double vocally, taking turns at the mike singularly and also as duos and trios. Momi smacks as one of the best for her vocal and room and small dining spots where, brassy swing is welcome by its absence.

Nothing else in the way of entertainment, the former practice of doubling acts from the Drake Hotel having been abandoned. Food and drinks are excellent and moderately priced. Never a minimum or cover. Sam Honigberg.

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New York:

DON HOOTON, who played a private date recently at the Ambassador Hotel, impressed so well he was engaged the next day for a run. . . VERA FERN is in her seventh week at the Biltmore Hotel doubling from *Too Many Girls*, Broadway musical. . . THE NITE WITS, who recently opened at Leon and Eddie's, includes Sylvia Marks, Dorri Lyons, Arthur Laurents, Kieve Landis and Mervyn Nelson and Sherie Hart.

GYPSY MARKOFF, at the Casino Ruse after four years in Europe and India, says she is engaged to Prince Palmer North, Indian prince. . . PAMMER concluded a 10-week run at the Paradise Restaurant, New York. She originally went in for two weeks.

JOYCE GRAY is now in her third week at the Chateau Moderne. . . BETTY JANE SMITH, recently in *I Married an Angel*, opened at the Wivel Restaurant last week. . . GLORIA MANNERS is in her 18th week at the Radio Franks. . . RAMON, co-owner of La Martinique Club, is ill, and De Angelo and Porter, team went into La Martinique last week. Ramon and his partner, Renita, were to have held the dance spot. . . DIOSA COSTELLO is a holdover at La Conga until February 20.

Chicago:

DAVE O'MALLEY has set several acts into the Edgewater Beach Hotel. Currently in for two weeks are Joe and Helen Lee and Howard Brooks. The Duffins, Emico and Nello and the Stadlers follow in succession.

Here and There:

TWELVE CHESTER HALE Girls are at the Royal Palm Club, Miami, Fla. . . VALLEY AND LYNN, now at the Hamlet Club, Everett, Wash., who have had steady work in and around Boston for six months. . . BOBBY ORANT is appearing in stock at the Bijou Theater and doubling at the Plantation Club, in Nashville, Tenn. . . BERNHARDT and KETROW recently closed at the Commodore Club, Detroit. . . LOEL and MURIEL are at Atlas Gardens, Ancon Heights, Panama

City, set for 14 weeks.

PATSY O'LEARY, working private club dates in Cincy hotels the last several weeks, is slated to open soon at the Cat and the Middle Club there. . . SOPHIE RUCKER opens at Jimmy Brink's Look-out House, Covington, Ky., December 15.

THE CALLAHAN SISTERS are going into the Whitehall, Palm Beach, Fla., January 6, instead of the originally scheduled Dempsey's Vanderbilt in Miami Beach.

PELPE DE FLORES opened at the Continental Club, Miami, Fla., December 10. . . THREE PLAYBOYS (Mills, Starr and Rollo) are playing a return engagement at the Top Hat, Union City, N. J. Ed Bass is writing their material. . . TEMPLE and JAREY are at the Top Hat, Union City, N. J. . . DONAT BROTHERS' VARIETY REVUE opened the floor-show policy at the El Paso Club, New Orleans. Featured are Darnell Leon and Lolita, Dorothy Lane Girls, Nat Mercy, Kay Kamba, Marian Russell, Sanna Miller and Leo Burke.

MARIO and FLORIA open a two-week booking at the Hollywood Beach Hotel, Hollywood, Fla., February 25. . . GEORGE SHELLEY opens at the Whitehall, Palm Beach, January 6 for two months. . . WINI SHAW into the Beverly Hills Country Club, Newport, Ky., December 6 for two weeks. . . GEORGE ED and JALINA do a return date at the Roxy Theater December 24. . . CLUB ROYALE, Detroit, gets a new show December 22, booked by Phil Tyrrell, Chicago. Bill includes Dean Murphy, Eunice Healy, Carl and Leone Bonner and Renee and Rook.

HELEN SAVAGE, singer, has opened at the Pheasant Supper Club operated by Tom Daly on the Jacksboro highway in Fort Worth.

JACK POWELL, drummer, goes into the Beverly Hills Country Club, Newport, Ky., December 22 until January 1. . . PAUL SYDELL and Spotty also into the Beverly Hills with Powell. . . THE COLLEGIANS doing a week's stand at the Mt. Royal Hotel, Montreal, beginning December 30. . . WALKER (DARE) WAIL set for four weeks at Earl Carroll's Hollywood night club December 26.

LANE and CARROLL are at the Royal Palms, Miami Beach, set by the Royal

then opens at the Paramount, Anderson, Ind., December 13; Stratford, Chicago, December 16; Bijou, Battle Creek, December 31; State, Kalamazoo, December 24; Michigan, Jackson, Mich., December 28; Strand, Lansing, Mich., December 31; High, Grand Rapids, January 4. These engagements take the unit into the middle of January. . . JANE WITHEIS, following completion of *Shooting High* for 20th-Fox, will make another personal-appearance tour, opening in Indianapolis January 5; Akron, January 15; Youngstown, January 16. . . CLUB GIRLS OF NEW YORK played a benefit at the Westover Hotel, New York, recently to raise money for a dancer's operation. Doc Bradley, New Jersey agent, emceed. . . ALLAN JONES and MARY MARTIN will top the holiday stage bill at the Chicago, Chicago, week beginning December 29, in conjunction with their own production, *The Great Victor Herbert*. . . KROGER BABB, playing *Sollie Childs' French Follies*, has set the unit for four weeks in Mexico City, opening Christmas Day.

PARIS NIGHT LIFE BIG

(Continued from page 3)

few specialty numbers are well taken care of: Vivian Gosset, singing old French songs; Carmen Torres, soprano, and Lisette Lorin, very supple contortist. Male members of the cast, Gerald Catix and Marcel Raine, are good laugh provokers.

The former Theater de l'Etoile, now the Etoile Palace, has reopened as a vaudeville house with song and women performers on a fair program. Topping the bill is Dania, returned to the boards with her throaty, soft-spoken tragedy, in roles from various plays in which she had leading parts in other years. The ancient Trekk, still the most popular patter artist on the French stage, had the audience going overboard with Trekk wisecracks. Others on the bill include Myrso and Desha, routine ballroom numbers; the Mangins, sensational hand-to-hand, and the French Cancan troupe from the closed Bal Tabarin. Rounding out the program are five singing numbers. The crowded house indicates Paris will have its third big-time variety theater when the war is settled.

There are 12 Parisian variety houses of various categories open at present. Each shows are being shown at the Ritz, Montmartre, Theater de l'Abri, Theater Humour, Chantilly and the Paradise; straight vaudeville at the Etoile Palace, the A. B. C. and the European, and the Cirque Medrano is putting on 15 circus attractions. The small Coucou has capacity audiences at every performance of a program of sinners.

For the months of November and December an estimated 25 to 30 legit theaters will reopen with new plays or successes of last season. Those already open include the Theater de la Madeleine, with the Sacha Guitry company playing three one-act sketches, all written by Guitry; the government and municipal owned houses, Francaise, Opera, Opera Comique and the Odéon, all showing repertorial plays.

The rule requiring dress attire at the Opera, which has been overlooked since the commencement of hostilities, is again being enforced.

Vaudeville Notes

LARRY ADLER, late of the Yacht Club Boys, played the Capitol Theater, Washington, last week. . . PAUL WINCHELL on the same bill at the Capitol. . . COOKIE BOWERS followed in the Capitol, Washington, week of December 8. . . RUPE DAVIS scheduled at the Paramount, Newark, December 22 week.

HENRY YOUNGMAN goes into the Oriental, Chicago, January 5. . . PAGE AND NONA will fill a week at the State-Lake, Chicago, opening January 25.

PARAMOUNT, Miami, Fla., opened its vaude season November 30 for the winter, with Pat Rooney Jr. and Herman Timberg Jr. heading the first bill. Others are Tommy Trent's Puppets, Paige and Jewett, Red Thornton and Joan Abbott. Johnny Silver's band is in the pit.

BOB EASTON shot a 220-pound buck recently in the Beaverkill section of the Catskill Mountains, Sullivan County. It was the first one shot in Roscoe, N. Y.

AL LAURAINIE is in Manchester, N. H., reviving his new *Starwest Revue*. . . RALPH DE VILLA, dancing teacher, in charge of the rumba madness every Saturday at La Conga, New York, is packing them in.

PAUL AND NINO GHEZZI will celebrate 25 years in the show business July 15, 1940. The brothers started in Russia at the ages of 7 and 9.

JOSEPH WOJCIKOWSKI, who recently completed an engagement at the Roxy, New York, stopped off to see his parents in Edwardsville, Pa., before leaving for Chicago.

VALLEY AND LYNN, after six months in New England clubs and theaters, played the Liberty Theater, Elizabeth, N. J., December 8-10, to show their electric tap dancing routine, which they call Teletap.

ROTH, of the Charles Allen office. . . SELMA MARLOWE, who closed at the Orpheum, Minneapolis, goes into the Paramount, New York, December 20 with Glen Gray and the Casa Loma Band. BILL and BOB STOKER have been

held over at Feizman's Hofbrau, Brooklyn. . . EARLE BEEMAN, formerly of Beeman and Anderson and Beeman and Grace, has been operating Beeman's Tavern, San Rafael, Calif., the past eight years. . . DE COSTA and LENORE, featured in George Hamid's *Festivities* of 1939 the past season, are contracted for another Hamid production for 1940. . . LOU DAVIS' *Laugh at Life* show is touring Arkansas with Lulu Cox, Melvin Justin, Little Joe, Professor Know, Snowball Johnson, Beanie Jones and Pig Feet. . . HOORAY, AMERICA! will play the State, Sandusky, O., Sunday (10) and

JOE E. KERNS King of Impersonators



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(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Aaron & Broderick (Lyric) Indianapolis, I.
Abbott, Joan (Royal) Club Miami, Fla.
Ace, Red (Silver Star) Detroit, Mich.
Adele, Trent & Sawyer (Elm Royal) Montpelier, Vt.

De Wolfe, Billy (Greenwich Village Casino) NYC, nc.
Dione, Valerie (La Cava) NYC, nc.
Dooley, Tommy (La Marquis) NYC, nc.

Lane, Jack (Roosevelt) Gallatin, Pa., h.
Lane Bros. (State Circus) NYC, nc.
Lang, Wilson (Queen Mary) NYC, nc.

Babeita, Betty (Wakenfield's Cafe) NYC, nc.
Bachelors, Four (Biltmore) NYC, h.
Baker, Frank (St. Regis) NYC, h.

Down, Johnny, & Orch. (RKO Boston) Boston, I.
Dracken, Russell (Wakenfield's) NYC, nc.
Drew, Charley (Taft) NYC, h.

Heakon, Paul (Chez Paree) NYC, nc.
Haddon, Harriette (St. Regis) NYC, h.
Hadley, Jane, Dancers (Bismarck) Chi, h.

Belknap, Sandra (Old Roubidoux) NYC, nc.
Bennette, Bernice (Cozy Corner) Detroit, Mich.
Benson, Francis (Radio City) NYC, nc.

Eldorado Magic Show (Elm Grove) Kalamazoo, Mich.
Elton & Rita (Howery Cafe) Detroit, Mich.
Embassy Boys (Billboard) NYC, nc.

Haburg, Babana (Radio City) NYC, mh.
Haber, Bernice, Waterstones (Lookout House) Covington, Ky., nc.
Hayes, Peter (Grace Hayes Lodge) Hollywood, Cal., nc.

Burke, Irene (Cinderella Club) NYC, nc.
Burr, Betty (Beverly Hills) NYC, nc.
Buzza, Jimmy (Radio Franks) NYC, nc.

Fagan, Nulay (Hughes 1-11 Club) NYC, nc.
Fagan, Nulay (Hughes 1-11 Club) NYC, nc.
Falvo, Ann (Philadelphia) Phila, h.

Hayworth, Seabee, Bevve (Carolina) Rocky Mount, N. C., 12.
Hedley, Elaine (St. Regis) NYC, h.

Cardi, The Three (Old Howard) Boston, I.
Carlos & Carita (Embassy) Phila, nc.
Carroll, Betty (Sunshine) Gallatin, Pa., h.

Flowerton, Consuelo (Queen Mary) NYC, nc.
Frost, Senator (Rainbow Room) NYC, nc.
Francine, Louise (Radio City) NYC, mh.

Houston, Glad (Hayward-Jacksonville) Fla., h.
Houston, Glad (Hayward-Jacksonville) Fla., h.
Houston, Glad (Hayward-Jacksonville) Fla., h.

Carr, Billy (606 Club) Chi, nc.
Carroll, Betty (Sunshine) Gallatin, Pa., h.
Carter, Charles (Capitol) Washington, D.C., t.

Fraser, Marion (Essex House) NYC, h.
Frances, Emma (Diamond Horseshoe) NYC, nc.
Francine, Ann (Coo Group) NYC, nc.

Jackson & Nedra (606 Club) Chi, nc.
James, Ida (Kil Hat) NYC, h.
January, Lois (Rainbow Room) NYC, nc.

D'Amore, Franklyn (State) NYC, I.
Daryl & Dale (Philadelphia) Phila, h.
DeLoach, Nancy (New Russian) NYC, nc.

Gabriel & Gerald (Club Cauccho) NYC, nc.
Gail Gail (Colony Club) Chi, nc.
Gale, Betty (Baltcon) NYC, h.

Kalene, Jay (Trumpet 16 Club) Chi, nc.
Kashko, Anna (Lexington) NYC, h.
Karatska, Princess (Harry's New Yorker) NYC, nc.

Del Carmen, Maria (Club Cauccho) NYC, nc.
Delishanty Sisters (Idle Hour Club) Dayton, O., nc.

Green, Johnny, & Orch. (Paramount) NYC, I.
Grey, Joan (Greenwich Village Casino) NYC, I.

Kretlow, Mabel, Girls (Hi-Hat) Chi, nc.
La Gitanilla (Hi Choo) NYC, nc.
La Straz, Henry (Ambrose) NYC, nc.

Lane, Jack (Roosevelt) Gallatin, Pa., h.
Lane Bros. (State Circus) NYC, nc.
Lang, Wilson (Queen Mary) NYC, nc.
Lani, Leo (St. Regis) NYC, h.
Lara & Morgan (Lookout House) Covington, Ky., nc.

McCoy, Peggy (Benjamin Franklin) Phila, h.
McCurdy, Marah (Thompson's 16 Club) Chi, nc.
McFarland, George (Village Brewery) NYC, nc.
McFarlane, Frank (La Marquis) NYC, nc.

O'Brien, Grace (Jimmy Kelly's) NYC, nc.
O'Connor Family, The (Tower) Kansas City, Mo., nc.
O'Dell, Dell (Village Barn) NYC, nc.
Olympic Girls, Three (State-Lake) Chi, I.

MH Still Tops; Roxy Phewey in Seasonal Lull

NEW YORK.—With the departure of holiday spending (Thanksgiving) the houses are now settling down to the pre-Christmas lull. Top grosser was the Music Hall during the first week of Paul Muni's *We Are Not Alone*, with \$85,000 week ending December 6. Stage show had only Park and Clifford outside of the regular company.

Strand's first week of Elizabeth and Essex, with Al Donahue's Band on the stage, pulled thru with good, but not great, \$40,000. Going good, however, in second week which started December 8.

Paramount had a strong second week of *The Cat and the Canary*, and Tony Martin and Jani Zavert, Hans on the stage, with \$37,000. New show, which opened Wednesday (6), with *The Great Fisher* Herbert and Mary Martin and Allen Jones p. a. ing, plus Johnny Green's *Back*, opened well with about \$14,000 for the first three days.

The Housekeeper's Daughter was such a dud at the Roxy that it was yanked out after the first week, which ended December 7. Proceeds for the very poor picture, \$20,000. On stage were Bob Dupont, Lyda Sue, Forge and Davidson and Walter Cassel. *Barricade* opened on Friday, also poorly.

Loren's State fell back in the groove with its so-so \$18,000 gross for week ended December 8. Don Redman Band, Jay C. Flippen, Four Pranks, Five Max-don's and Vass Party were on the stage, with Jamaica Inn on screen. Jack Binney's Band and Oogie Bowers on stage and *A Day of the Circus* on screen opened fair attendance Thursday (7).

Fay's Now Only Vaude in Philly; Business Is Oke

PHILADELPHIA.—With the closing of the Earle, local nabe theaters showed little of the vaude in Philly. Beginning next week Fay's will be the sole local flesh outfit, the Carman's shuttering because of difficulties with the musicians' union.

Final program at the Carman, according to Frank Ackley, brought \$2,000 for three days, the contract with the union running out in mid-week. The bill had St. John Brothers, Toy and Wing, Teddy Clair and the Emerson Mountaineers, \$500 Men on screen.

Publicity break engineered by Ed Stanley, manager of Fay's, brought the take up to \$7,700. Stories on the European tribulations of Sheldra and Henri, featured dance team, brought in many extra admissions. Sherry Britton provided the strip. Others on the bill proved the strip, Joe Jackson Jr., Spencer and Foreman and Nora Williams. Film, *Scandal Sheet*.

Shopping Crowds Build Wash. Biz

WASHINGTON.—Swelling shopping crowds contributed to downtown theater business this week, as Loren's Capitol pulled \$45,000. On stage, *Rulers of the Zoo* and, on stage, Don Rice, Charles Sautersworth, Judy Starr and Eddie Kane, Costner's Bricklayers, Olive White and the Matelios.

Show expected to do \$18,000. Strong showing at Warner's Earle for week ending December 15, about \$20,000. On screen, *Rulers of the Zoo*, and on stage, Don Rice, Charles Sautersworth, Judy Starr and Eddie Kane, Costner's Bricklayers, Olive White and the Matelios.

Palomar's Fair 5Gs

SEATTLE.—Palomar hit its average gross of \$5,000 with Artie Hartman leading the stage bill week ending December 14. Pic, *We Are Not Alone*.

Previous week the house took \$5,500, with Blackstone unit on the stage.

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Vaudefilm Grosses

Parsons Troupe 21Gs in Pitts; Name Bands Set

PITTSBURGH.—Heartened by big grosses the past three weeks, Manager Harry Kaimine, of Warner, has booked in two more name bands for the Stanley. A bill featuring the Dead End Kids, Sam (Schlepperman) Hearn and Gray Harris's Orchestra plays week of December 15, following the current line-up of Jimmy Dorsey's Band, Betty Bruce and Joe and Jane McKenna. Ted Lewis, always a box-office draw here, is set for New Year's week, beginning December 29. Louella Parsons troupe (Ronald Reagan, Jane Wyman, June Preisler, Arleen Whelan, Susan Hayward, Joyce Hodges and Mecca Graham), plus the Five Juggling Jewels and Marc Ballero, Harry's Amusement Co. is considering placing Senator on stage-pictures policy beginning Christmas week. Senator has alternated between first run and second run films, excepting several short engagements of traveling talent, including Blackstone's troupe.

Osborne Ork Pulls 9G in Springfield

SPRINGFIELD, Mass.—Will Osborne and orchestra, in a week's engagement at the Paramount here, enjoyed only average business, with the take for the week estimated at \$9,500. House jacked prices 2 cents for the engagement, bringing the tariff to 40 cents, balcony 55 cents, orchestra, and 65 cents, mezzanine.

Besides Osborne ork, bill had the Honey Family, Bernice Stone, the three Harrison Sisters and Bob Easton and Mace, *Once a Movie*, *Our Neighbors—the Carters*.

Powell Sets Mark On Milwaukee Date

MILWAUKEE.—Growing \$21,800 for the week ended December 7 at 40, 55 cents admission prices, Dick Powell set a new house record, beating the one held by Mae West, in connection with his personal appearance at the Riverside Theater. Others on the bill included Gene Sheldon, Will and Gladys Ahearn, the Palliday Troupe and Ray Vaughn. Pic, *Cell* a house record, beating the one held by Mae West, in connection with his personal appearance at the Orpheum Theater, Madison, Wis., December 8, where he connected for better than \$3,500 for the one-day stand.

Herbert's Strong \$9,300 at M'p'l's

MINNEAPOLIS.—Minnesota, with Herbert's strong showing, bumped to a \$9,300 gross for the week ended November 30. Figure is \$3,300 better than average.

Pic was *SOS Tidal Wave*.

Fischer "Folies" 100Gs in 5 Weeks

HOLLYWOOD.—Clifford Fischer's *Folies* review circuit, jumped to a new estimated total gross close to \$100,000. House ran no films.

Unit is scheduled to go to New York for a Broadway run at \$1 top.

Fay's O. K.; Near 7G

PROVIDENCE.—Fay's did a fair \$6,800 for week ended November 30, with Gonzalo and Christine, Nash and Evans, Dave Seed and Company, Le Paul and Company and the Four Arleys on stage, plus pic, *Mating in the Big House*. Average, \$6,500.

Davis, Andrews Gals Swing to Nice 41Gs

CHICAGO.—Strong combination of Johnny (Scott) Davis and orchestra and the Andrews Sisters, accompanied on the screen by Betty Davis and Earl Wynn in *The Private Lives of Elizabeth and Essex*, gave the Chicago a better-than-average opening day and week's gross points to a hefty \$41,000. Good enough to hold over. Second week of vaude bill and *Drama* on the Mohawk, ended December 7, slipped to \$29,000, but terrific opening week due to the personal appearance of Dick Powell helped net okeh total of \$39,000.

State-Lake record was shattered last week (December 1-7) by the Dead End Kids, plus vaude show and B pic, with a smash \$23,000. Attraction was surprise of the week, and Balaban & Katz, house operators, are kicking themselves for not using them in the higher priced Chicago in the first place. Current session of Anson Weeks and orchestra, with Warner's *Espionage Agent* on screen, heading for an okeh \$16,000.

Oriental is doing average big (\$14,500) with second run of *Pack Up Your Troubles* and five-act show, including Lillian Roth, Jack Powell, Joe and Peter Michon and Walter Walters. Nils Thor Granlund (N.C.) week ended December 7, attracted a big \$16,500 with his unit.

Sally Rand Breaks Season Record at Orpheum, Spokane

SPOKANE, Wash.—Sally Rand and company set a new box-office mark for the season at the Orpheum in four-day engagement ended December 2. Manager Willard R. Seale reported business was "excellent," whereas other units have done only "fair" recently. Capacity houses all four days. Local press gave big hand to Alan Carney, emcee, and to Mickey King. Pic was *City of Dames*. Admission was hiked 5 cents.

Bert Levey circuit vaude at Post Street ended 1, 2 and 3 pulled in \$1,900. Average is \$1,750. Lew Hoffman, Brooks and Chappell, the Rexdas, Smith, Rogers and Eddy and Royal Swedish Beltingers, with pics, *6,000 Enemies* and *Missing Daughters*.

"Hi Jinks" Fair In Springfield

SPRINGFIELD, Mass.—The *Hi Jinks* Revue did fair business for the three days ended December 2 at the Court Square Theater here, according to Don Barhydt, house manager. The show opened on the New England Thanksgiving day and played to good audiences then, but lost out on the next two days.

Feature was Tullah and Mij, billed as the daughters of the late Prince Achmed, but their haven dances of 3,000 years ago were a little too risqué. Ferris and Wynn, comedy team, were the highlight of the show; Stanton and Stanley, song and dance act; Three Cards, acrobats; Al Verdi and Lady Devarle, musical, and Billy and Irene Burns, ornary circus, complete the cast. An eight-city line, by George Libby, did three numbers.

Motion picture, *On Your Toes*.

Cantor Gets Neat \$26,000 in Cincy

CINCINNATI.—Moved from the Shulton to the Albee, due to the latter house's larger seating capacity, Eddie Cantor lived up to expectations for the week ended December 7 with a neat \$26,000. In fairness to the average attraction that plays here, it must be mentioned that Cantor was favored with terrific comedy, picture campaign, which the usual show must do without. On the screen, *Reno*.

Shubert cans flesh shows for the next few weeks, resuming December 29 with the *Hellfire* unit, and Bert Wheeler as added feature.

Krupa, Andrews Sis. Big 23Gs; "Folies" Great

BUFFALO.—With topnotch shows at the Buffalo and Century, only houses using vaude here, surprisingly fine grosses were tucked away last week. It appears as the heavy competition does not detract from drawing crowds to either house, but rather brings mot patrons downtown.

At Shea's Buffalo, Gene Krupa and his band, featuring Irene Daye, and the three Andrews Sisters, along with the Lane Brothers and Dean Murphy, for week ended December 7, drew a fine \$23,700. House average is \$12,000. Pic, *Dagwood*, is a weakie.

Next attraction at this theater, according to Vincent McPaul, general manager, is Gab Calloway and his Cotton Club Revue, starting December 15 for one week.

The Century, a Basil-Dipson house, had Clifford Fischer's *Folies Bergere* week ended December 6. Playing to about \$3,000, who came to see the lavish production with 75 people and 14 different scenes, a very good gross of \$19,000 was realized. Average gross is \$9,000, this extravaganza managing to do more than double the usual house take. Pic, *Reck*, Richard Kemper, manager, said that for the first time since this house was taken over by its present owner, prices were upped some to make the vaude really pay. From the former 25 to 40-cent scale, admissions were changed to a 35 to 55-cent price range.

Next attraction at the Century will be Count Bert Vici's 60-people Comedy Frenchie, December 22 week. December 25 week will feature the Dead End Kids plus a variety bill.

"French Folies" Good \$2,200 for Lincoln 3 Days

LINCOLN, Neb.—French *Folies*, the Solite Childs show, stacked up \$2,200 December 4, 5 and 6 here at the Liberty, a 1,000-seat house. Price scale was 35 cents matinees, 55 cents evenings, highest charged here since 1932. First net vaude bill in Lincoln for more than two years.

Film was *Saint Strikes Back* (RKO), which was no help to the stage show.

Tower's NSG 4Gs

KANSAS CITY, Mo.—Tower fell to a gross of \$4,200, week ended November 30, with Sammy White, Spiller's Wonder Seal, Maroni and Coralle, plus pic, *Laugh It Off*.

House average is five grand.

Talent Agencies

CURTIS BOOKING Agency, Detroit, is adding two and a half weeks of night spots, manager Leo Curtis reports. New spots are the Madric Clark and Durand's, Detroit, and the Hitz, Mount Clemens, each set for a half week of shows, and the Wagonwheel at Saginaw for a full week. Curtis now claims 11 weeks in 21 night spots on his books.

CHOC PHILLIPS and Jay Mason have leased the former studios of Station WJOW, Twenty Haute, Ind., and are opening a booking office, dance and music studio and costume supply house.

RAY S. KNEELAND, Buffalo, reports bookings plentiful in this territory, and has just added the Hotel Marquee, which is opening a new room and will use Len Catlan's Band.

A. J. WEINBERGER, Associated Booking Agency, Milwaukee, Wis., is now booking nine clubs, besides a number of week-end spots.

TIPPY BRYDEN, Detroit booker, is booking the LaSalle Theater, Kirkland Lake, Ont., and the Cartier, Timmins, Ont., with a line of 12 girls going into each theater for 12 weeks. Also booking acts for the Grand, St. Louis, Gayety, Cincinnati, Romy, Cleveland, and Gayety and Avenue, Detroit, all burlesque houses. A considerable amount of spot booking of picture theaters is going thru the office, particularly the Capitol, Jackson (Butterfield).

Reviews of the Broadway Beat

By GEORGE SVELVIN

Raynell's "Water Follies"

(Reviewed at Palace Theater, Jacksonville, Fla., Saturday Evening, Nov. 25)

Raynell's Water Follies is really good old standard vaude.

The billing is a little misleading, as the diving-tank activities is only the featured act of a six-act vaude bill.

Comedy highlight was the antics of the scenery crew team, Mandell Brothers. Boys rolled 'em in the aisles with their fool-habness. The dive of one from a bounding net to be caught in a hand stand by his partner was a thriller.

Le Blanc and DeShon, mixed team, came on for a couple of numbers.

Work of the roller skaters, Vimar Duo, firms, was unusual. Pulled some tricks not seen here before, the one in which one girl is spun around with only one foot hitched behind the spinner's neck getting a heavy hand.

Tirko turned out to be an ace juggler, his ball-juggling earnings deservedly heavy applause.

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doing a mechanical number with cymbals and the showgirls (six) parading in intimate finery. Another stand-out number is the gals, in flow, doing Dance of Moloch, at the end of which La Bus and Carol, who have stood motionless all this time, come to life and do a difficult adagio.

Another elaborate flash scene introduces Yvette Daro and "her sacred parrot," going a strip that leaves nothing to the imagination. A rain number, which follows is well staged. A Southern scene gives Billy Taylor an opportunity to warble Summertime to loud applause.

Carlton Emmy offers his established trained canine act, night of dogs in routines that are nothing less than amusing. Hickey Brothers and Alice go thru several minutes of crazy antics, with most of their material a bit old.

John Philip Sousa is given a tribute when the band plays Stars and Stripes Forever during the finale, while the gals do a well-executed sailor number for a sock finish.

Screen fare, Heaven With a Barbed Wire Fence (20th-Fox).

Re: McConnell.

French Follies

(Reviewed at the Liberty, Lincoln, Neb., December 4)

Taking this 36-piece opera over vaudeville wide open spaces is Solie Childs who hasn't been out of the territory since he made it with 18 people in the days of the Cushman Time. The Childs show is long on entertainment, but okeh here because footlights haven't been lit for a real long time.

French Follies is only a name, because there's very little French about it. It kicks off with a French chorus number, with a boss backdrop and the band on stage, of which the one flicker by the line (9), with Kiki featured, it's a straight-away vaude bill of mixed nationality.

Joe Kelso is on first doing his magic session, with Shirley Lee handling props and making conversation. Kelso routine is on a little early for so much gab. Also does a juggling turn a la Charlie Chaplin, and okeh.

Chorus, babied in costume, carrying skip-rope and featuring Jean O'Brien, Maxine Marshall and Jean Sharpe in the vocals, does Three Little Fishes prior to a rope-jump bit. In spots found over-long, the show can spare this section easily. The music and comedy acrobats, the Missing Brothers do one of those hopelessly entangled things, big for the kids. Again the chorus—this time aumba—with special steps by Jean O'Brien and Eleanor King.

Sophisticated and sex shoe comes with the Donley Sisters, a neat package with class. Al Rags, in one, does his rags artistry, making several pictures with hunks of cloth, a good novelty. Three Wollis Brothers take to the bars for some fancy flinging of body, the first act to really snap.

Van Horn and Carol (he was the gorilla in the Ritz Brothers film, Gorilla), do a double-act, finished off practically nude, being hauled with sundry wiggles on the gorilla's back down thru the house. Girl parade and picture number is done with incidental music and a couple of songs by Jean Moore who manages to hit the high ones with a fair degree of accuracy. Annette DeBoise, sans bra, does a strut before finale.

Music is by Harry Shannon Jr. and band company Managers. Managed by Harry Shannon Sr. Solie Childs, producer, is occasionally with, and Krogger Babb is ahead. Running time is 59 minutes; tempo is too slow. Box-office very good. Film was. Saint-Strick. Back (RKO), no help. Oldfield.

"Follies Unusual"

(Reviewed Wednesday Afternoon, November 29, at the Jones Theater, Nesmont News, Va.)

Karston, magician, has built around his Illusion show a few acts of merit and sprinkled the production with girls to give it a tabloid pattern. But it remains essentially a magic presentation.

There are the Six Brucettes, shapely lassies who work overtime on simple

JOHNNY MESSNER, who bats the dance crew in the Marine Grill of the Hotel McAlpin, shattered a 15-year-old record last week when he was absent from the band stand one night because of a gripper. Through his long career Johnny has never missed a night's work until his indisposition the other evening. The Messner outfit itself, incidentally, holds another nice record, the ork having been at the same spot for three years without a break. . . . The Academy of Music on 14th street is fooling around with the idea of running pro basketball on its stage and may start it after the first of the year. The Brooklyn Paramount, originator of this type of theater entertainment, found it profitable for three years and, after a year's lapse, is thinking of putting it on again. . . . Add Life's Little Ironies: Bob Chester, the swimmer who features such classics as Shoot the Sheriff to Me, Robert and Hoy! Hoy!, wrote a bachelor's thesis for a college degree at the University of Dayton that carried the imposing title of Colloquialisms Are Destroying the English Language. . . . George D. Lottman and Irving Lehrer have joined to form a new publicity firm.

NOW that Paul Duke Jr. is a pro magician, poppa Paul Sr. who is a pretty good magician himself, has moved his household closer to Times Square to be nearer the agencies. . . . Nick Dennis, in the cast of The World We Make at the Guild Theater, is boxing instructor to George Skouras in the latter's private gym in the Paramount Building. . . . Out at his home in Mattaposeet, Mass., Billy House has developed a rose garden that compares in beauty to many of the show places of the country. After a recent visit to the House household, Earl Carroll sent the following note to him on the white picket gate leading to the garden. It reads, "Thru these portals grow the most beautiful roses in the world. . . . The musical signature of George Auld and his ork, the ex-Artie Shaw band, will be Begin the Beguine instead of the familiar Shavian Nightmare. And looking to the future for a closing theme, the boys are going to ask Guy Lombardo if they can have an option, against the time the Lombards retire, on Auld Lang Syne.

LARRY CLINTON has joined the music committee of Pather Flanagan's Boys L Town to try to get free instruments for the kids there. Larry's trombone ace, Jimmy Skiles, was reared at Boys Town. . . . Patricia (Pat) Ryan, at La Marquise, is said by her press agent to indulge in the somewhat esoteric hobby of collecting autographs of umbrella men, which she claims she slightly exaggerates total of 2,620. She made her prize request recently when she wrote to ask one from Neville Chamberlain. . . . Damon Tutunoy's favorite song is Mexican Rose; he plays it on the machines wherever he goes. . . . Jack Gilford, emcee at Cafe Society, recently squeaked a drunken heckler who, "Where were you when the trylon fell?"

THERE is a reason why trumpet players, such as Bunny Berigan, Harry James, Erskine Hawkins and Ziggy Elman, for instance, sprout mustaches. Ziggy says that inasmuch as a tootler's lip is his bread and butter, shaving the upper lip would be quite risky, involving possible cuts or other injuries. Sounds pretty logical and is hereby referred to Jerry Colonna. Incidentally, with Colonna's mustache he ought to be able to play the sax and Fred Astaire, who is co-owner with Ramon, pulled a Roy Atwell. Introducing George Tapps and saying he was quoting Dan (Daily News) Walker, Dario commented that "Tapps defies the gravity of law," meaning, of course, just the opposite. But a lot of judges seem to have had the original idea.

THIS sounds like it might have come straight from a press agent's hashish shop, but Benny Goodman just heard that Le Jazz Hot Society in Paris is collecting early B. G. swing records to bury them in a secret crypt in case of bombardment. . . . Doc Rookwell came to rehearsal of the Fred Allen show recently with 102 fever. His guest shot on the program, which had been postponed twice and because the Doc was ailing, found him still not feeling so well. . . . Fred told Doc it's because he's never worn a hat and his hair is too sparse now for that kind of stuff.

acrobatic routines; a skating trio, a songstress and an imitation of a striptease these diversions, Karston's illusions dominate the performance. . . . The idea is a good one, and the show is fine family entertainment, yet its reception here was tepid. Karston works at top speed; some of his tricks are good and some are just so-so. But his chief weakness is his lack of personality. However, he tries hard and deserves a better reception than a nearly full house gave him at the opening matinee.

Strong on acro delights, the show also has the Weber Trio, lightweight performers, who had to cut their act short because a pulley holding their apparatus broke loose. Mabel Janis is just an ordinary soprano warbler, but the house let up on the freeze long enough to give Clem Hawkins, imitator, a solid hand.

Show carries a hot pit hand, and sold itself on its own merits here, as the picture, Hero for a Day, was anything but a draw. Warner Tynford. dancing numbers. Preserving the traditional hillbilly theme, these pantalooned pretties yield the Fay Sisters, who are very good in a singing and guitar act. Helen Wallace is fair in a dancing specialty, but copying a girl show done by Zurlin, Hansuld, a clever crooning contralto who gets a big hand on her rendering of Jealousy and Exceeds Like You, and Wilna Weaver, singing in the Shade of the Old Apple Tree the show does an extraordinary bit of leg-tangling bit.

Reappearance of the string orchestra brings on Neil Fortune's basso singing of Down the Oregon Trail; Bugling Song of Tiger Rag, followed by Bobby Graham, who ties up the show with his handling the bones and fast dancing.

Other standouts are Everett Sanderson's comic playing of a three-clarinet trick solo and Madelon McKenzie's Miss Dopey characterization. Finale presents the familiar Arkansas square dance scene with the entire ensemble.

Fit music and entertainment by Hyman Chantoff and orchestra. Fit was The Cat and the Canary. Frank W. Wood. N. Y. Agents Elect Board NEW YORK, Dec. 9.—By-laws were adopted and a board of governors appointed by the agents forming the new Artists' Representatives Association at a second meeting held yesterday at the Hotel Edison. Board consists of Herman Bernie, William Kent, Charles Freeman, Samuel... Show opens with its theme song, Wagon Wheels, by the string ork as background for a very good teeterboard act, Four Grasshoppers. Cicero, with his checkered suit, yellow shoes and tie that whirls in the hill-billy smart alec, gets plenty of laughs with his watch trick and his clever stunt of making a gutter, flute, trap drum and fire cracker out of a washboard. Abner and Cicero also tangle with their oldest trick, that of Cicero getting two tones from one saw and Abner playing on a one-string garden rake and blowing tunes thru the teeth.

Count Berni Vici's "Comedie Francaise"

(Reviewed at Weller Theater, Zenefield, O., Friday Afternoon, November 24)

Comedie Francaise classes as a top-notch stage show and plenty good for arena this size. Show swings along at a fast pace that's better than 40 minutes, raising the quality of acts usually seen here. As good or better than previous Count Berni Vici's unit presentations.

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Hand balances and comedy acrobats, the Missing Brothers do one of those hopelessly entangled things, big for the kids. Again the chorus—this time aumba—with special steps by Jean O'Brien and Eleanor King.

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Elviry's Chorus is a subterfuge for the presentation of several good singing and



ORIGINAL DEAD END KIDS



LEO (SPIT) GORCEY

HUNTZ (DIPPY) HALL

GABRIEL (TB) DELL

BERNARD (MILTY) PUNLSLY

BREAKING ALL THEATRE RECORDS

WEEK OF DECEMBER 1, STATE-LAKE, CHICAGO, SET NEW HIGH

\$23,000—\$4,000 HIGHER THAN PREVIOUS TOP

WEEK OF NOVEMBER 23, STATE, HARTFORD, CONN., SET NEW RECORD
PLAYED TO 20,000 ATTENDANCE SUNDAY ALONE!



Paramount, New York

(Reviewed Wednesday Evening, Dec. 6)

Current bill is slanted not at the jitters but, for a change, gives the evening crowds the sort of musical entertainment they prefer. The rug-cutters are not going to be any too enthusiastic about those four sides of Johnny Green's, but the music boys, together with the rest of Green's brilliant ork, produce is a welcome change here.

Despite the headlining presence of Mary Martin and Allan Jones, along with the local debut of their Paramount co-star, *The Great Victor Herbert*, Green gives plenty of chance to display his and his men's musical virtuosity. Band does a quartet of current pops, all in splendid, musically arrangements that take them sound new again; a medley of tunes written by the maestro and played by him with his usual superior musicianship, backed by some brilliant scoring for the ork, and a jam interlude from the Eight Gentlemen of Jive, band-in-the-band, Dixieland style of the ork (on *Crazy Rhythms* and *The Sheik*) contrasts well with the at times almost symphonic arrangements from the full crew.

Green recruits himself very well as leader and emcee. There's plenty of showmanship in his conducting, and his dancing carries authority, assurance and finesse. His work at the Ivories has been one of radio's prime attractions, and it's just as ear-compelling on the stage. His performance isn't put in the shade by the eminence of his co-stars on the bill.

Jones and Miss Martin, except for a taste of one of the Herbert duets used in the film, do not appear together, each doing thru several numbers alone. Miss

Vaudeville Reviews

Martin voices a couple of pops, *Care None* in her highly listenable style of half straight-half swing, and, of course, *My Heart Belongs to Daddy*. Aided by a great deal of personal charm, a different style, a good voice and excellent arrangements, Miss Martin hung up a deserved show-stop.

Jones likewise put himself over with several items he warbled in flickers, particularly *Downkey Serenade*. Also like Miss Martin, Jones indulges in no conversational chatter. The only time either singer stepped out of purely vocal character was in the *Thine Alone* duet. Miss Martin breaking it up with a bit of awing and Jones drawing some laughs with his surprised and disgusted reaction. Jones' final capitulation, joining in the swing version, is a good wind-up to a better-than-average bill.

Arnaut Brothers and Melissa Mason round things out with a comedy and dance turn, respectively. Arnauts have a genuinely clever and amusing love bird routine, their echo opener, humorous as it is, being only a prelude to their whistled dialog. Act was given full appreciation.

Miss Mason, tall eccentric dancer, manages to make her spot stand out with original hoofing in a comedy vein. Gal's long legs and the things she gets them to do are sure-fire laugh-getters.

Show runs one hour and played to a packed house opening night.

Daniel Richman.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Dec. 9)

While entertaining in spots, current band and vaude layout is one of the most small-spaced affairs houses has had in months. There is little push behind the production end, and the order in which the various specialties are offered has reverse results.

Anson Weeks, an oddtimer in the music field, and his orchestra dress the stage. Band is ok, musically playing popular tunes in orthodox and quite acceptable fashion. Weeks, fortunately, makes little attempt to do the emceeing, for his style has little fire. After the

band's opening *Souvenir* number, Al Norman comes forth to introduce the acts, with the musical selections ushered in by Weeks himself.

Wynn, Brock and Ames, modern tap trio, do capable work but it has little variety. The girl offers a neat enough single, while together they frolic thru three routines. Design of act can stand more spice and flash.

Band next has a sweet and swing arrangement of *Dark Eyes*, with a vocal chorus by Doris De Nel, stock balladist, who stays on to do *To You*. Denise and Helen Forest, two comedy dancing and singing gals, have something on the ball but as yet their sum total is not as polished and co-ordinated as it should be. One handles most of the nutty comedy and a lunate version of *Jumpin' Jive*. The two go in for some familiar prima donna satire and close strongly with an eccentric dance.

The Weeks gang whips out *It's a 100 to 1*, with a good tenor vocal by Wes Hite, sax man. Received a good enough hand to stay on for *Goody Goodbye* and returns to the band stand to make room for the Three Olympics, a strong and novel balancing act executed by three girls. A couple of small contraptions set up for striking tricks and poses that net top-heavy hands.

Al Norman has his inning in the next to closing spot and stopped the show with his dance caricatures. The swift and funny work of his feet resembles those of a cartoon character. His gags between dances aren't bad either.

Band folds the session with three hits, including *South of the Border* (vocal by Bud Prentiss, relief leader); Oh, Johnny, a catchy arrangement piped by Miss De Nel, and *All in Favor Say 1*.

On screen, Warner's *Espionage Agent*, Business good end of first show.

Sam Honigberg.

Fay's Philadelphia

(Reviewed Thursday Evening, Dec. 7)

In spite of the fact that Fay's headlines its strip prima donna, this house, now the only spot in town showing vaude, gets the family trade. House is

geared to a low budget because of the meager duet prices. This is a tough house for the acts, as a sprinkling of rowdies try their best to make the going tough for the performers. Most of them leave after the shedder does her turn and there is comparative quiet after that.

This bill opens with the line of Lonergan girls (16) doing a silhouette number behind a gauze curtain, finishing with a tap routine before the scrim. They return later in dog costumes and in the finale do a precision drill in which they are joined by all the acts.

Chester Fredericks and Gloria Lane open with a fast, eccentric number. Fredericks gives a few jitterbug impressions and then joins his partner to carry the theme into a dime-a-dance institution. Latter bit is corny but gets swell response. They do more jitterbugging before bowing out.

Eddie Stanley, with Penny Gill stooging, does a comedy turn, throwing a fast line of chatter, most of it on the blue side. He gets most of the laughs with his efforts as an instrumentalist. With the aid of the fiddle from the house ork Stanley gets some sour effects which bring on the laughs, too. When working together, the gal sings in a monotone, accompanied by Stanley at the Ivories, who plays any tune that comes to his mind. Well received. Their get-away has the femme doing a hula, while Stanley interprets her torso movements.

Paul Sydel, aided by a small terrier, gives a nice exhibit. Best is the bound dog, a one-paw stand on Sydel's thumb. Echoes with a tiny Chihuahua and walks off in apparent disgust when the mutt refuses to respond.

Tom Mitchell, in the strip spot, is confined to one number. After giving the aid of the fiddle of *He Turned Me Down*, slowly peeds to the waist and is done for the day. The applause came from the front part of the house.

The closing is a knockabout comedy pair, Floyd Christie and Hal Gould.

Acts, Plays, Skits, Minstrels

1940 New Minstrel Show, 55, No. 3 New Comedy Collection, 51, 24 Broadway Paradise, 51, 12 Comic Recitations, 51, 9 New Talking Act, 51, New Music, 51, 24 Broadway Paradise, 51, 12 Onscreen, Radio Skits, Orchestra Skits, Comedy Material, E. L. GAMBLE, Playwright, East Liverpool, O.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
AN UNUSUAL SENSATION
at the DOC M. IRVING
433 Roosevelt Blvd., Phila. Pa.

Christie, the smaller of the duo, does some personable chattering, and after the big boy bantones *Without a Song*, which has little place in the offering, they start their solo grind with Christie carrying the weight. The laughs come with Christie's complaints on his difficult assignment. They take several bows.

The bill would be improved by the addition of an emcee to give the proceedings continuity.

Sam Stieffel is the operator of the house, with Sid Stanley managing. Eddie Sherman does the booking. *Fic, The Day the Bookies Wept.* Joe Cohen.

Music Hall, New York

(Reviewed Friday Evening, December 1)

Paul Murn's new film, *We Are Not Alone* (Warner's), is drawing them in this week and the theater seeks to offset the picture's serious theme with a colorful show of vaudeville.

The stage show is typically Music Hall and opens with June Forrest, soprano, singing a Viennese waltz arrangement in competent, interesting fashion. Her voice is lyrical and altogether pleasing. The next number is a fancy ballet affair titled *Victoriana* and bringing on the entire ballet corps for pictorial precision work and formations against a candle-lab background. Louise Fornsen, a Russian, and Pauline Leary, an American, and Diana Krupka get solo spots, working in duo, trio and quartet groups and doing neat toe stunting before the ensemble.

Park and Clifford are on first in a series of old-fashioned acrobatics and then switch to modern costumes for straight hand-to-hand balancing that averted the audience. Their terrific showmanly muscle stunts drew bursts of applause and sent them to a big hand. An outstanding solo. Then the glee club (24 men) in sailor costumes sang special lyrics by Albert Stillman, which have a Gilbert and Sullivan tempo. But nothing outstanding.

For the finish, the Rockettes put on another one of their spectacular routines, this time as beplumed hussars doing marching routines against a British red background. The sight of precision marching, with its interesting formations, was extremely easy on the eyes. The show as a whole complements the film, the scene of which is set in England in 1914.

Erno Rapee conducted the huge symphony orchestra thru an overture based on Hungarian folk tunes and called *Czardas Rhapsodie* (by Eugen Zador). Paul Denis.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 8)

A brief but punchy show, with a lively contrast to the heavy mood of *Bette Davis* and Earl Flynn in Warner's *Elsiebeth and Essex* on the screen. Line-up has Johnny (Seat) Davis and band, co-fronted with the Andrews Sisters, Dean Murphy and DeVal, Merle and Dee.

Davis is a high-ranking personality, full of vim and vigor and quite the showman familiar for his work with Fred Waring and more recently in *Prize Fighter* and *The Kid*. His hand doesn't come up to the Chicago

orchestra parade standard, being comparatively new in the business, particularly in the stage-entertainment line. Howard Davis, his assistant, and his terrific cornet mask deficiencies quite capably, with admirable help pitched in by Bill Owen, baritone, and Julie Sherman, cute songstress.

Following the flooray for *Hollywood* theme, the band backgrounds for Owen's renditions of *South of the Border* and *Day In, Day Out*, warbled in impressive style. DeVal, Merle and Dee, comedy dance to the public rest on a lengthy routine, which has plenty of solid tricks between comedy situations. It is a well-designed number and entertainingly executed by the two men and shapely brunt.

Julie Sherman, coy maiden type of vocalist, gets off *What's New*, *Havoc on War* and pairs up with Johnny Davis for a nifty arrangement of *Stop, It's Wonderful*. Given a warm reception.

Dean Murphy, the bright mimic whose vocal delivery holds top honors, pours off recitals of celebrities with sure-fire rapidity. While not exact facially, they prove sharp take-offs thru his mannerisms and the rhythm of the original and what "is hell" encore which are big applause getters.

Johnny brings out the Andrews Sisters with a simple introduction and the rhythmic gals with swing to their voices. Had little trouble stopping the show. It is a very easy matter on the part of the customer to watch and enjoy them. They take scientific pains in the delivery of each tune and the result is unusually wholesome.

Ed, Johnny; begin *The Beguine*, *Beer Barret Polka*, *Well, All Right* and a jitterbug exit in charge of Maxene Andrews.

Davis' familiar version of *The King of Comedy*, the session business was good second show opening day.

Sam Holsberg.

Roxy, New York

(Reviewed Friday Evening, December 8)

The Roxy has a consistently top-notch stage show this week. But the picture, *Barricade*, is a lemon fresh from the Chicago-Fox box. It looks like a pretty lonely one, the box office is the very thin attendance on opening night is any indication.

Entire show is strewn with odd acts, with Allen and Kent testing *Peep* against a cottage setting and a line-up of Gae Foster girls, thus making the entrance of the elderly couple doing their contrasting dancing styles quite a natural.

Act is a four-person affair; the young couple is called *Peep* and *Peep*, and such, the old couple following and stealing the thunder.

Du Val engages mostly in handkerchief disappearing and reappearing tricks and closes with a flashy finish. "Thapody in silk" gag, pulling an unending chain of silk objects from a small tube. Appearance is swell and the deception is pulled off with fine precision.

Handwicher in one of the Roxy's production routines. It started out with a good idea but was weighed down with repetition is Margie Knapp, a cute little singer with a nice style but with a tremble in her voice. She was more assured during the flag-waving finale, however, and sold herself much better.

One of the reasons why the show was such a heaving success was the comedy dance team of Harris and Shore, who were outstanding performers and called the best satiric dancing acts we have ever seen. Sylvia Shore (with due credit to Harris) is a nimble bundle of cuteness and a scream when she gets wrapped around her partner and won't let go. But the tapper, an adagio dancer's nightmare, is hilarious. If this act doesn't keep working then the bookers must be nuts.

Closer is Stump and Stumpy, colored team doubling from the Cotton Club. And if a mistake was ever made in spotting, this is it. They're wizzes at dancing, funny as blazes on imitations and the comedy songs have oomph. For a generic comedy act they're tops, but a bad place on the bill militated against them. They went over, but not nearly as well as they should have.

Sol Zatt.

State, New York

(Reviewed Friday Evening, December 8)

Sid Piermont assembled a good variety bill here this week and what the show lacks in laughs is more than made up by the Marx Brothers film, *A Day at the Races*.

Sam Gwynne gets the bill off to a nice start with his smooth magic, a few assistants handling the props. He is a

"Lilacs in the Rain" Leading Phono Song

NEW YORK, Dec. 9.—*Lilacs in the Rain*, the Peter De-Rose-Mitchell Parth success to their recent hit *Pop! Pop!*, this week joins the select circle of blue ribbon winners on the country's automatic phonographs. Bob Crosby, Dick Jurgens and Charlie Barnet have the disks most popular in the phonograph.

For further details about leading recordings turn to page 70 for the "Record Buying Guide" in this issue of *The Billboard*.

likable performer, presenting illusions in a light manner and kidding the audience, especially when he demonstrates the paper-tearing trick in slow motion. He works rabbit, hen, alks, fish bowl, rice and water, girl escape tricks. Ten minutes of pleasing entertainment.

Franklyn D'Amore and Anita started strong with their costume switch while she's standing on his head and then merged into strong balancing and lifting before going into their key stunt—he lifting her while his feet are strapped to a chair. It's a good novelty turn holding interest all the way.

Docie Decker has been laughing all the way with his voice and character impersonations, with the accent on comedy. His surefire swimming pool bit got him off to three bows and a show-stop.

Jack Jenney's Band, making its Broadway debut, can hold their own 20 minutes of good musical entertainment. Jenney doesn't try to be a personality boy and stuck to straight announcements and blowing his trombone. His 14 men (including four sax, three trumpet and three trombone) provide good, solid swing stuff that pleases easily, but that lacks distinction or any of those touches of showmanship that make a name band. Jenney is an excellent trombonist and his specialty people are Meredith Blake, pretty bruno, who sang *Moon Ray* in a good control; Katherine Westfield, who manipulated three puppets consecutively in full view, holding attention; Frank Bond, who tenored *Good Morning* and *Shuffle Tonight* entertainingly, taking two bows. A flashy finish, with the read and brass men standing up to bring the curtain down.

Next bill (15) will have James Barton, Estelle Taylor and Ciro Rilmac featured, and the one after (21) will feature Louella Parsons.

Paul Denis.

Mosconi Unit Folds; Tooters Attack Take

NEW YORK, Dec. 9.—Charlie Mosconi's flyer into vaude as a unit producer had a serious setback when his Central Unit returned from a week's playing time in Pennsylvania, during which time the musicians attached the proceeds and costumes for alleged non-payment of salary.

Unit, consisting of 11 performers and seven musicians, headed by Martinez and Antonita and Harlan Dixon, played its first week at the Columbia Theater, Erie, Pa. (November 20, 21, 22) on a 50-50 percentage split. Proceeds were such, however, that Mosconi received very little. Also played two shows at the Gaiety Theater, New Castle, Pa., November 23 under the same arrangement, but it was reported not to have done too well. Next three days were played at the Gray Wolf Tavern, Sharon, Pa. At the end of the week Peppy De Loew, leader of the band, attached \$230 proceeds and costumes. Hearing in court, however, released the costumes, and moneys were split up among all the performers.

Ruby Woods Injured in Fall

TAFT, Calif., Dec. 9.—Ruby Woods is in Community Hospital here recovering from injuries sustained in a 30-foot fall from a trapeze while playing a local benefit here. Her injuries consist of a broken leg and bone in the foot, dislocated elbow and bruises.

Magie

By BILL SACHS

(Communications to Cincinnati Office)

THE GREAT NICOLA and wife, Marion Edridge, are remaining in Singapore to await the raising of the British liner *Sirdhana*, which sank in Singapore harbor after an explosion November 13 with all of the company's equipment. Charles Nicol, Niola's brother, continues to play in and around his home town of Danmouth, Ill., under his pro name of Chasan. . . . G. M. SPENCER has acquired several autographed photos of Malini, which he has brought back from the Coast. . . . JEAN FAYE was held over last week at Kaufman's Casino, Madrid, Buffalo, with his *Satirical Society*. . . . ALEXANDER, mentalist, closed last Saturday (9) at Chez Paree, Laverne, Minn., and the next day began an indefinite stay at Louise's Cockerel Room, Sioux Falls, S. D. . . . ASIDE TO Claude H. (Kid) Long—you forgot to give your daughter's address in your letter. Try again, please. . . . FRANGIE now sports tan hair and is out of the necktie area, having recently purchased the best stuff of George Stock, dean of Ciney magicians. . . . AL SMITH, formerly ahead of Thurston and back with Houdini and Raymond, is now located in Minneapolis, Minn. . . . POL VERBURG, O. Magician, has completed plans for entertaining his guests at his ninth annual Magi-Fest, which will be held in that city January 26-27. All magi in the territory are invited. . . . LESBOY THE MAGICIAN (Lesbo) got a doctor's well in school, and theaters up around Toledo, O. He is booked solidly in the territory until Christmas. Lesston advises that clubs in Toledo are n. g. with \$4 a night and three acts.

WALLACE THE MAGICIAN (Wallace Lee) last week was forced to cancel a series of school dates to jump to his home in Durham, N. C. to nurse himself free of laryngitis. He hopes to be up and about again by the end of this week. He says that North Carolina has been unusually good for him this fall. Wallace postals that he recently enjoyed a long gabfest with Max Terune and vaults from Fred Minto and Mr. and Mrs. Frank Keller, who took them from their home in Erie, Pa., to Miami, Fla. Keller is a nephew of the late Harry Keller.

FRANCISCO SPOOK SHOW (A. F. Bull), which in recent weeks has been playing Minnesota, Wisconsin and Ohio, will leave on his return to December 16 and heads back to the West Coast. Bull will holiday in Oakland, Calif., while his assistant, Robert Mus and Sid Fleischmann, will get stuck in Los Angeles. Francisco unreported last night's show at the new arena with Southern California, Nevada and New Mexico. . . . TED DEL MONICO, magical emcee, is at the Plaza Cafe, Pittsburgh, for an indefinite stay, with Delma Rousey and the BUCKEYE STATE (Millo), after winding up the season recently with the Buckeye State Show in Mississippi. Jumped into Florida with his magic layout to play schools and theaters until spring. . . . DR. RO-BAR and his London Ghost Show is booked solidly until the end of the year in theaters thru Southern and Central Ohio. Last Saturday (9), the unit played a return engagement in J. Henry Johnson's return. O. Dr. Ro-Bar has had unusual success in the Ohio territory the past six weeks.

DE. MARCUS, "the mad magician," has been handed a several week's stay over at the Biltmore Hotel, Dayton, O. . . . 2-10 DANIEL infers that he's still giving his one-man show and is not connected with an indoor circus as was rumored recently. He's currently playing away in his established territory in Illinois. Daniel admits that he burned up a bit of territory in Indiana recently, but says it was no fault of his, but due to the booking tactics of an agent whose motto was, "Well get 'em and sell 'em."

MEL-ROY (the original) is being played by another mystery worker who has buttoned his moniker to answer questions over the radio. The latest of emcees has informed, contacted the source but fails to answer them. Mel-Roy is compiling the letters of complaint he has received in recent weeks to turn them over to the proper authorities.

APPLETON Wis. Dec. 9.—The Empire Room of the Conway Hotel Annex here has announced with a 10-act floor show and Joe Quinn's Oak.

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY

1. *Act for Male and Female*, 14 Parodies, *Ventrolateral Act*, Female Act, *Yip*, *Quarrel and Rescue*, *Partner*, *Mad Feller*, *16 Minutes* *Fast-Fast*, *Overseas* and *W. Foster*, *18*, *19* and *20* for *\$4.00*, with *monogram*, *Dance Band*, *Stump*, *Headley*, *Johns* and *Gas*. Remember, McNALLY'S BULLETIN No. 20, only \$1.00. You will need your Bulletins Nos. 10, 11, 12, 13, 14, 15, 16, 17, 18 and 19 for \$4.00, with monogram back guarantee.

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Reviews

Loew-Poli Lyric, Bridgeport, Connecticut

(Reviewed Tuesday Evening, November 28)

This is the third week of Hirst Circuit shows at this house, recently taken over by the Briskman-Leventhal-Rudnick combine.

Folks around here want the real tango. Shows, however, have to work under restraint, with strips toned considerably because of police censorship.

Harry Jackson and Tony Ryan display excellent voices at the mike, and do characters and straight in various sketches which get over well.

Dorothy Serier's tonishing got a good hand, and she did well as a talker. Several vaude turns interspersed helped round out an enjoyable evening.

Shows are 40 cents, with nights at 75 cents top.

Assistant (Al) Smith is house manager, assisted by Joe Babbitt, with Angelo Pelony doing promotions and publicity and Hugh Fox handling billing.

Samuel A. Leikowitz.

Rialto, Chicago

(Reviewed Friday Afternoon, Dec. 8)

Not only the local stand for the Midwest Circuit but also the lone stronghold here of burly fare that is above honky tonk caliber.

Head show caught highlighted the comedy of Red Marshall and Billy Fields, in addition to Buckley, who broad comedy most of the way, and white material is not always strong in the principals at any rate exert all the effort at hand to put it across.

The mid parade lists Jean Lee, Claire Stone, Doloris Daven, Jim Bryan and Miss St. Clair. It is familiar stuff, but stuff that the customers obviously demand.

Some nice production scenes have been tailored by Fred Clark and Ida Rose, acceptably cleaned (and fairly well executed by a line of 10) as they are.

A highlight in each production were the variety numbers by a dance team which bills itself as Bremer and Bremer. A well-built couple who in three spots interpret a fox-trot, waltz and rumba with nicely tailored routines.

Sam Honigberg.

Palace, Buffalo

(Reviewed Thursday Evening, Dec. 7)

Headlining the spicy burly show this week, Adra and her Snakes left audiences hot of awe and wondering, less they

A NEW DISTINCTIVE NOVELTY JACKIE MURRAY WHALEN & WOOD THE LONG AND SHORT OF IT Comedy with Singing and Dancing. Now on the Bill. Mgr., TONY PHILLIPS, Broad Blv., N. Y. City.

might have a nightmare. Costumed in weird and scanty get-up of Oriental origin, Adra Cooper went thru a slinky dance climaxed by the addition of several ladies, live snakes. Training the reptiles around herself she continued her away-go movements until the reptiles gave forth with some fancy wigging of their own. Accompanying her on a drumlike contraption was a Negro, whose tom-tom rhythm gave the act an air of mystery.

The chorus, composed of a dozen cuties, went thru the usual dance steps. Appearing in attractive costumery and decorative settings, the gals were a pleasant sight.

An array of strippers, indulging in various ways of teasing the boisterous patrons, was nicely garbed. They were Marie Voe, Jean Guest, Roberta Baker, Jerry Davis and Gladys Fox. Misses Davis, Voe and Fox also gave forth with fair-to-middling voices.

Parker Gee, handsome, tall straight man, did well with a version of Just a Kid Named Joe, and would have given his vocal presentation even more emphasis had he refrained from shouting too loudly in one or two instances.

Various comedy skits were put over by a hard-working gang of comedians. Although some of the gags might have already amused the grandpappies of the folks out front, applause proved that, old or not, their comic implications were appreciated anyway. A take-off on a championship boxing bout had Murray Lewis, Joe Lyons, Al Fulton, Marie Kaden and Parker Gee participating. If cut down some, the skit might have been more effective.

Other scenes depicted a drinking bout with Harry Givex and Marie Voe; a military skit, fixing the army a ribbing, with Vickie Davis, Lyons, Lewis, Gee, Fulton and Jean Guest, and a Pullman train banter on wheels, featuring, Flexx, Lyons, and Misses Voe, Guest and Davis.

The Palace is now back on circuit and uses the Midwestern Circuit shows. Fred O'Brien produces the line numbers. Eve Collins is in charge of costumes. Louis Isenberg manages the Palace, and Dewey Michaels is the owner.

Business is reported good, and when show was reviewed there was a full house.

Eva M. Warner.

N. Y. Triboro May Get Back License

NEW YORK, Dec. 9.—License Commissioner Paul Moss said that the license of the Triboro Theater, which was withheld last week upon complaint of neighbors for distribution of passes bearing nude pictures may be reinstated within the next 10 days for a three-month period, if the management can impress the commissioner with intent to "behave."

Licenses of Century in Brooklyn and People's in the Bowery were renewed upon expiration last week.

Rosenberg Placements

NEW YORK, Dec. 9.—Phil Rosenberg placements: Madge Carmyly, Pittsburgh, December 2; United City, N. J., December 10; Georgia Sothern, Washington, December 3; and Troc, Philadelphia, December 10. Louise Stewart, Pittsburgh, December 10. Sammy Smith, replacing Ed Powers in Boston, December 10. Joan Wray, Washington, December 8. Bobby Del Rio, Boston, December 3. Billy and Ann, Newark, December 8.

And for the new Hirst Circuit show, Jazz Babies, December 3 opening in Philadelphia, Sonia Duval, Jack Diamond, Edith DeVoe, Shuffles LeVan, Harry Lewis, Melaine DeBaus, Jack Heath, Betty Smith, Jimmie Cavanaugh and Fran Lewis.

New on Midwest Time

TOLEDO, Dec. 9.—New shows on the Midwest Circuit had Billy Foster, Beba Malin, Danny Jacobs, Jack Curtis, Rita Alpa, Diane Shaw, Kitty Kelly and Ginger Britton as principals, opening at the Roxy, Cleveland, November 24, and Hank Henry, Benny (Wop) Moore, Bob Alpa, Charlie Kay, Kitty Ellis, Doris Chesterfield, the Men Who Came to Dinner in the Capital here, same date.

Corio Top Show; Buffalo Does Okeh

BUFFALO, Dec. 9.—Palace Theater, only local burly house, is reporting much improved business. Even though many of its customers are back at work and do not patronize matinees, attendances are larger than last season and grosses have been running 10 per cent higher than in 1938. Dewey Michaels, owner, says that, contrary to many of the previous years, woman patronage is increasing steadily.

Palace has reverted to circuit bookings, and uses the Midwest Circuit. With 12 houses on the chain, all operators have their way in the selection of bills, and arrangements work out very satisfactorily, according to Michaels. There has been no interference by police or other

authorities for some time. Biggest attraction this fall was a show headed by Ann Corio.

Dave Cohn Bookings

NEW YORK, Dec. 9.—Dave Cohn's recent burly bookings: Opening December 1, Crystal Aynes and Lou Black at Star, Brooklyn, and June Lacey, Bob Rogers and Pinto and Della, People's, December 4. Cell Von Bell at Howard, Boston, December 8. Joyce Benschler, Pinky Lee, a new comic; Diane Logan and Jean Mode, Galey, and Marjorie Royce on Mid-west Circuit, December 15. Valerie Parks at Miami, and Annette, Midwest Circuit. Jimmie Walters and Vic Plant at Temple City Beach, Fla., thru Bob Burch, here last week representing Frank Naldi, who is to operate the Temple under a presentation policy, but with burly comics and straights.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

EDNA DEE opens as extra attraction December 14 at Fay's, Philadelphia, thru Eddie Sherman. ... HIRST CIRCUIT to renew shows in Allentown and Reading, Pa. for a split week's stay, Christmas week. ... Year's weeks, and will continue during January and February in business warrants. ... HERBERT K. MINSKY, manager of the Triboro, which closed November 30 because of license expiration and nonrenewal, was shifted to Miami Beach, Fla., to put on shows at the Million-Dollar Pier. ... WILLIAM LANE, tenor, found by Producer Kenneth Rogers in local niteries, replaced Danny Moxton at the Eltinge December 8, when Vickie Welles relieved Paula and Dan King came back from the Century, Brooklyn.

OLD-TIME BURLY chiefs, performers and relatives attending the funeral services of Joe Hurtig December 5 (see Final Curtain for obit). Informed Sam Scribner, John Herbert Mack, Harry Seamon, Danny Davenport, Izzy Hirst, Pat Kearney, Frank Ioe, Manny, Tiny and Hope Rosenthal, Mrs. Bert Bernstein, Ira Miller, Louis Gerard, Mrs. Tom (May Belle) Barrett, Mrs. (Dorothy Blodgett) Craig, Walter Graves, Murray Levy, Spitz Moore, Sammy Wright, Hughie Schubert, George Alabama Florida, Felix Adler, Dan Dody, Danny Murphy, Joe M. Howard, Billy Mifflin and others. ... BUBBLE YOUNG has joined the part of Banjo. ... DICK RICHARDS, comic, now with the Hirst Circuit and a Kenneth Rogers protege, got a break last week when a movie scout picked him for Warner shorts. ... JEAN GATON, Lucille Wray and Pat Paroe replaced

Toni Mitchell, Diane Raye and Tessie at the Republic December 1. ... JEAN ROCHELLE filled two alternate weeks at the Adams, Newark, November 17 and December 1, thence back to the Republic. Burly comics and straights at the Adams were Eddie (Eva) Kaplan and George Kay, first week, and Walter Stanford and Bert Grant, second. Betty Lovell is the front line end dancer among 32 Allen Gilbert girls in the show called Fox Kench, Scandal. ... ELIZABETH COOK, producer, doubling between the Star, Brooklyn, where she is assisting Allen Gilbert, and People's, where she succeeded Howard Montgomery December 4.

JUNE TAYLOR returned to featured spot at the Century, Brooklyn, December 1. ... JEAN AND JANE HOWARD from Oklahoma and Texas niteries, were new showgirls at the Triboro. Also were used by H. M. Dancy and producer Natsally Cartier at a dance theater in specialty they brought from Fanchon & Marco's studio in Hollywood. ... HIRST show at the National, Detroit, week of November 18, was headlined by Rose LaRose, Billy Miller, Gene Snyder, M. DORES DAWN and Melaine LeBesou closed on the Midwest Circuit at the Capitol, Toledo, November 23, with the former entraining to Chicago to join Red Marshall and Joe DeRin for the Barger unit. Mollie Rouge Resusc, which opens a stock engagement in the Windy City. ... BOB NUAGENT replaced Mac Dennison at the People's, November 24. Also new same day were Sylvia LaVaun and June Lacey. UNO.

CHICAGO:

GEORGE YOUNG, operator of the Roxy, Cleveland, is reopening the Grand Opera House, Canton, O., December 32. ... IDA ROBEY of the Rialto production staff, tossed a birthday party the other day, and most of the burlesque people in town attended. ... EVE ARDEN moves from Colossus into the Hi Hat this week. ... SEK of the 11 Midwest Burly Circuit managers attended the meeting held last Sunday in Nat Barger's office. ... DEONE PAGE stays over at Harry's New Yorker. Management will continue to use a nude attraction on each show.

From All Around:

LEW FINE, in a visit to the home office of The Billboard last week, informed that he and George Lewis have been teamed for 13 weeks on comedy. The lady here just concluded a 13-week swing around the Midwest Circuit and have had their options lifted for another trip around the wheel. Lew reports that his brother, Ned, is now in the laundry business in New York.

A Real New Vocal Sensation and Revelation WILLIAM LANE Discovered in the Better Night Clubs by PRODUCER KENNETH ROGERS Acclaimed by Voice Experts as the Best in Rich, Resonant Tenors Current at the ELTINGE, New York City, indefinitely THANKS TO ALL CONCERNED

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

LaMore Quarters Destroyed by Fire

COLON, Mich., Dec. 9.—Fire of unknown origin, starting in a near-by barn, spread to the playhouse and winter quarters of skipper LaMore. Comedians here late Sunday destroying the building and inflicting an estimated loss of \$10,000, of which part was covered by insurance. The building was valued at \$4,000.

Manager LaMore reports that in addition to the building, he lost all his show equipment in the flames with the exception of part of the show's wardrobe. During the excitement occasioned by the fire some one threw one of the props out of the second floor of the building, knocking LaMore to the ground and injuring his nose.

The LaMore home, located near the winter-quarters building, was not damaged by the fire. LaMore announces that he will be back on the road in the spring as usual.

On its opening under canvas here last season the LaMore tent was destroyed by fire, but the show went on without delay when LaMore succeeded in obtaining another top.

Bisbee Ends Season In Blaze of Glory

MOSCOW, Tenn., Dec. 9.—Bisbee's Comedians, J. C. Bisbee, owner-manager, lost their top, property and considerable show equipment in a fire here recently, when one of the shows' coke heating units ignited dry grass, the flames spreading to the sidewalls. Within 15 minutes the show's equipment was a mass of charred ruins. All personal wardrobe, trunks and band instruments were saved, however.

The fire occurred a few minutes before opening time for the night's show, and it had not been for the quick co-operation of the local townspeople, who in a few minutes stripped the tent of all chairs and blues, nothing would have been salvaged. The Bisbee show had but one more week left, concluding its season in Collierville, Tenn. Trucks and salvaged equipment were sent to winter quarters in Memphis.

Manager Bisbee advises that a new and larger top has been purchased from the Henry Beer and Avington Co., Chicago. Walter Driver, of the Henry firm, making a special trip to Memphis to close the deal.

The show's 1940 season will get under way in April. Numerous changes in set-up and equipment are being drafted by Bisbee. The Panacke Brothers, Manager Bisbee and Howard Johnson, director of the show, who also assists with mechanical construction.

Leon Harvey Benefit Show Set for Columbus Dec. 15

COLUMBUS, O., Dec. 9.—The benefit show for Leon Harvey, who lost his leg and was otherwise seriously injured in an auto crash while a member of the Kinsey Tent Show early this past season, will be held at the Knickerbocker Theater here Friday midnight, December 15.

Local night clubs are staging ticket sales for the event, which has been in the making for some time, and are also donating clients. The Panacke Brothers, who operate the Knickerbocker, are staging the use of the house as well as a first-run picture. A story on Harvey appears in The Columbus Sunday Star, which hit the news stands here yesterday. Harvey has hopes to receive enough from the benefit to purchase an artificial leg and a small business of some kind.

Queen Modern, Says Cooper

CINCINNATI, Dec. 9.—Al and Flo Cooper, operators of the Dixie Queen Showboat, in a communication to The Billboard deny the report that the craft was recently prevented from tying up in Memphis due to the city's fire laws. "The Dixie Queen is a modern boat," they write, "and passed all fire laws in its recent stay in Kansas City, Mo. She has two fire exits, the same as any small picture house. We went into Memphis merely to inquire about the license fee. It was too high, so we had to miss a day. We were not on the boat when the report was made, so his quoting of us was all false."

Rep Ripples

GRIFF AND HI, that well-known rep pair, are working the Beahr chain of theaters thru North Dakota and Minnesota with a five-act unit, which also includes the Dale Sisters, Jack Buchanan, Joe Marvella and Bernice and Shirley.

HARRY WEATHERBY, former juve with the Majestic Showboat, Charles Hunter's and Jack Pfeiffer's Showboat Players and other rep attractions, is now residing with his wife and new daughter in Baltimore.

DAMON ECKLES, Iowa actor, is a new addition to L. Verne Shout's Theater Workshop, currently touring the Tall Corn State with When Mother Goes on a Strike.

ARTHUR LEROY, formerly of the Leroy Family Show, is playing sax in a Boston Club.

L. A. RAWLINGS has a novelty show playing halls and schools in Mississippi and Iowa for fair business.

FRANK CAGGAN is in his sixth week with the Vim Herb Hi Neighbor Program, heard twice daily, except Saturday and Sunday, over WFOP, Greenville, S. C.

EDWARD J. WATKINS, until after the holidays at Nelson, B. C.

LOLA E. PAINTER, who recently quit the Lewis Family Show, has gone to her home in Lake City, Fla., where she will spend the winter. Fred Whetten is due in Lake City soon, and Miss Painter will book his Punch and Judy layout in schools in that territory.

ORPHEUM PLAYERS, under management of William Leroy and Edna Burke, have opened for another winter in Kentucky. Troupe is playing three-night and week stands.

IRENE AND HOLLIE HOLLINGSWORTH, having closed with Kenyon's Kansas circle, have jumped south to Memphis, Tenn.

HILA MORGAN PLAYERS brought their long canvas tour to a close recently in Sour Lake, Tex.

RED AND ELEANOR BRABSTER are closing the season with Bishop's Comedians, are visiting relatives in Mississippi.

GLADYS BELL, after the closing of the Aulger Bros. Show, is playing night spots in Mississippi.

EVERETT AND MARYE EANS, formerly with the Brunk's Comedians, have signed with Durham's Comedians in New Mexico.

ROSS AND MARGARET MCKAY, after the closing of Herbert Walters' Comedians, are visiting relatives on the West Coast.

LUCILLE KINSEY, several seasons with the Davis-Brunk Comedians, has joined Capt. J. W. Menke's Golden Rod Showboat in St. Louis.

RED BARNES has leased the outfit of 1940 Page and Budy McInerney and will play the Rio Grande Valley of Texas this winter with a vaude and picture show.

S. SWANSON, owner of three "Big Ole" units, based at East Claire, Wis.; Wausau, Wis., and Grand Forks, N. D., will open two more shows soon with headquarters at Marinette, Wis., and Moorhead, Minn.

MR. AND MRS. W. W. WABER have just shifted their recently are vacationing in the Rio Grande Valley.

THE BATTENS, Jessie and W. H. (Billy Ward), postal from Waco, Tex., that they have just concluded their most pleasant season under canvas with the Harley Sadler Show and are booked ahead for two weeks on high school dates, heading westward. They were with the Sadler show since March 27 last. They will spend Christmas on the West Coast with their son and the elder Battens. January will see them back in harness, playing high schools and theaters, with L. L. (Rusty) Plunkett back on an advance.

ALVIN B. LAY is enjoying his fourth season with the Henry Brunk Comedians in Texas, where he has the orchestra, banners and concessions.

MAC JOHNSTON, the old southern Kansas vaude rep, is currently sojourning in Los Angeles.

H. C. (BERT) YEATON has a small trick playing in the Annapolis Valley of Nova Scotia to fair returns.

HENRY J. BOLDUC is making Northern Vermont towns with a talking picture and magic opsy.

TYLER-VARNEY PLAYERS are booking auspicious dates in Maine and New Hampshire to be played after the holidays.

THOMAS'S FUN SHOW has jumped into Texas after making a few small towns in Oklahoma.

NORREAN AND TURNER DEPENBRINK, formerly with the Dixie Queen Showboat, are visiting the Homefords in northern Kansas.

HAROLD SALLER show after eight months of steady trouping, closed recently in Waco, Tex.

JERRY AND VIOLA BRUCE after a season with a radio barn dance unit, stopped off in Kansas City, Mo., recently en route to Colorado to join Harvey Brandon's Comedians.

TIP AND NINA TYLER, after closing the season with Bisbee's Comedians, are visiting relatives in Hamilton, Mo.

HERBERT AND LOUISE WALTERS, after a long season with Walters' Comedians, are in Kansas City, Mo., where they will spend the holidays.

BRAD AND VICTORIA ALEXANDER are visiting relatives in northern Kansas.

HAROLD GARDNER, closed recently at Cambria, Calif.

CHARLES WORTHAN, veteran rep show manager, has a small unit working halls in Southern Illinois all fields.

AL AND BONNE WEST, Illinois median featured for a number of years, are currently presenting their burlesqued hillbilly turn in Cincinnati niteries.

Burly Forces Out Kinseys in Canton

CANTON, O., Dec. 9.—Madge Kinsey Players, who opened at the Grand Opera House here Sunday, October 8, will conclude a 10-week engagement Sunday night, December 17, according to Harry Graf, business manager.

Company has been doing an excellent business and was to have continued indefinitely, but closing was necessitated when George Young, of the Roxy Theater, Cleveland, leased the house for a run of stock burlesque - to open late this month.

Plans of the Kinsey troupe for the future are indefinite, Graf said.

J. A. Coburns Celebrate 50th Wedding Anniversary

DATTONA BEACH, Fla., Dec. 9.—J. A. (Cobe) Coburn, well known to veteran minstrel, vaude and tent showmen and who for 40 years has been spreading the country with his Coburn's Greater Minstrels, and his wife, Nettie, who also boasts many friends in show business, celebrated their golden wedding anniversary with an open house party at their home here Thanksgiving Day (30).

Mrs. Coburn's two sisters, Mrs. Estelle Rasmussen and Mrs. Harriet Garman, of Chicago, and their husbands motored here for the occasion. Mrs. Emill Block, a niece of the Coburns, and her husband and daughter also came by auto from the Windy City for the event. The Coburns' only daughter, Leota Cordati-Coburn, now engaged with the Chicago City Opera Co., was unable to be present.

Coburn, since his retirement from the road, has been associated with the local health department. In addition, he is managing the municipal band here and teaching music to members of the various school bands here.

and Jim Cardone, who said they would be present. Buster Coates, Eddie (Stub) Moore, Jimmy Kent, L. Verne Moore, Leonard and Al Buckley, Frank Brunk, Dick Giblin, Hallie Wheeler, Buddy Rink, Coy Abell, Harry Rowe, Bobby and Jean Reed, Peggy Downing and others of the good old days, were also present. "Why not pipe in and let us know your whereabouts?"

TEN TEAMS remain in the Chicago contest, including Mickey Britton, Billy Willis, Jack DuVal and Hughie Hendricks. For four or five days ago, the team to California on account of a death in the family, and Angie Hamby left the show recently due to illness.

EARL HARRINGTON cards from Brooklyn, Wis. and Viola Kaye are resting up after participating in the Coliseum Walkie in Chicago. Violet is working in New York, while Earl has returned to Chicago for a short time. They expect to spend the holidays together, as usual, and would like to read some news here on their old friends.

OLEN WEST and Betty Lee Doris, now with Jeff Bentley's Whispering Willows, are here this week at Porter's nitery. Danville, Ill., would like to read notes here on Nellie and Bessie Rothman, Margie Majors and Billy Ryan.

JACK MURRAY infos that three comedians and one solo remain in the Marion Ill. show, with fine attendance each night. Jack visited Sheldon's contest in Louisville recently and says it's in a honey. He would like to see the bill, the column on Bill Cain, J. Palmer, Juan Brown, Conny Bird, Jean Mansfield and all who know him.

OPENING XMAS NITE
RAINBOW GARDENS
WALKATHON
CHICAGO, ILL.
Entertaining Teams, Want Don't Woe.
Have Two Other Spots To Follow This Show.
SID COHEN
COLISEUM, CHICAGO

Entertainment

(Communications to BILL SACHS, Cincinnati Office)

Thayer Twins Lead by Nose In Columbus Jitterbug Show

COLUMBUS, O., Dec. 9.—Five championship teams and eight teams composed of local contestants comprise the 1940 Page and Budy McInerney presented in the Auditorium here under direction of the International Jitterbug Association. Champ teams, in order according to points scored, are Eileen and McKay Thayer, Charlie Clarke and Cliff Anderson, Dorothy (Dottie) LaPer and Bill, Margie Bright and Stan West and Jerry Lee and Don Sande.

Local teams are Margie Thomas and Johnny Maston, Dorothy Breeze and Nace Roney, Doris Ebel and Tommy Noble, Bonnie Reese and Marty Ban, Martha Lehman and Bill Roberts, Jane Eyerman and Marty Boyer, Ruth Willis and Carl Perry and Mary and Joe Gomez. Perry and Tommy lead the locals, closely followed by Margie and Johnnie and Ruth and Carl.

Margie Bright went into the ice Sunday night for an 18-minute stay, and Thayer, Charlie Clarke, Ertle and Cliff Anderson were the participants in a public wedding. The Four Dukes of Monte Carlo, tumblers, are appearing as a feature act. Ralph Bergman, Art Wolff, Hal Brown and Budy McInerney are emcees. Music is furnished by the Jitter Jumpers. Stations WHKC and WCOL carry three daily broadcasts.

CHARLES WALPERT and staff of his Leo Angeles Walkathon were host to

members of the Pacific Coast Showmen's Association Tuesday night of last week. In addition to the regular show, there were several added vaude acts, at the conclusion of which Walpert and his company were given a hearty "Thank You" by the Los Angeles Evening News gave the contest a picture spread recently.

IF IT WERE NOT for the dolings we read in the endurance column we would surely be lost," says Billy (Pa) and Marie (Ma) Harris from Los Angeles, "What has become of you old-timers? I would like to see just one more real endurance contest made up of the sports and show folks. Those were the days. Visited Vernon Balfour's show in Bell, Calif., and to my surprise did see others of the by-gone day, among them Duke Hall, Buzz Byers, Porky Jacobs and Forest (Sour Puss) Bailey. Eddie Molner was sitting with the spectators. I had heard several times that the old floor judge Bob Burk had died and was surprised to see Bob sitting among the lookers-on. Too. It was a happy meeting, as I had not seen Bob since the Bay (Pa) Contest in 1936. We are planning a reunion of the old-timers in the near future and would like to know those close by. Several are in this district, including Al A. A. Palmer, Kay Palmer, Ducky Naccarato, Criss Murrnick, Jack and Juanita Hays, Dorothy (Half Pint) Hoxie, Charlie Loeb, Bella Jacobs, Buddy Kingston, Billy and Billie Curtis and Walter Brown. Eddie Molner, who lives in Chula Vista, Calif., we ran across Mother

Municipalities, Elections Give Op Top Business

UNION CITY, N. J., Dec. 9.—Municipalities and political clubs are good prospects for roadshowmen, Arthur M. Daly, who operates Screen Craft Sound Pines Co. with Francis Ring, reveals. Daly has booked events thru city halls and knows the potentialities of this field.

"While I don't rely upon municipalities as my bookings," Daly said, "I do find them a profitable field. During the summer there are various functions sponsored by the WPA groups—dances at which the WPA orchestra plays and other projects are exhibited. Showing 16mm. movies at these functions puts the roadshowmen in contact with the officials and paves the way for other bookings."

"With next year a campaign one, there is plenty of opportunity now for the operator to get ahead," Daly said. He makes pictures when the person booking wants them. At present we have our own assignments to photograph waterworks plants, installation of additional sewage lines, new industries in the town and the work of health units—such as inspectors buying and testing milk. When election time rolls around these films will be ready for showing. They will be presented alone in connection with the candidate's speeches or with other films at some ward club meeting. Regardless of how they are shown, I'll be the one to put them on."

"This field, as I see it, has no limitations and roadshowmen over the nation can cash in on propositions like these. Where the WPA has done quite a bit of the work of health units—such as inspectors buying and testing milk. When election time rolls around these films will be ready for showing. They will be presented alone in connection with the candidate's speeches or with other films at some ward club meeting. Regardless of how they are shown, I'll be the one to put them on."

Daly and Ring do not confine their activities to municipal or political meetings but also work schools and lodges. Recently they went over their territory showing the Story of Baseball, a film made to mark the 100th anniversary of the national pastime. Thru these contacts these roadshowmen are now better able to select pictures to suit their clients.

In answer to the question regarding what to show at WPA functions, Daly said: "Show something that has a bearing on the government or the pioneer days. We've shown Old Louisiana and

Glory Trail, and they both met with instant success. One of the Voice of Experience series, When God and Dad Turned Me Down, the story of a crippled boy and his dog, is about the best film I've ever seen for showing at a gathering patronized by nearly the whole town."

Daly, a most progressive roadshowman, has been in the business for three years and he hasn't ever let any grass grow under his feet. He keeps plugging, trying at all times to work every angle of the business. During the summer he works for hotels that have beach facilities. The movies are shown on the beach to keep the people there for an hour or two longer. By doing this the beach concessions get considerably more play. When working on bookings of this type only shorts are shown and the entire program runs about 45 minutes.

"With primary elections coming off in September and the general in November, Daly is already preparing for a busy season. He knows that he'll have to make and show political pictures the latter part of the summer in addition to his regular engagements—but that doesn't matter—he's getting paid for them."

"The more the merrier," says Daly, the roadshowman.

Cleveland Nitery Adds Movies to Get Crowds

CLEVELAND, Dec. 9.—Coral Room at Fenwick Hall, in the heart of the college district, has instituted a Monday night stunt that is a novelty for this city and a crowd bringer so far as the college group is concerned. It is the exhibition of old-time movies with proper piano accompaniment and helpful interpolations by the audience.

First showing offered The Great Train Robbery. Current week presented one of Bill Hart's two-pan efforts and three of the old Mack Sennett comedies. The old stuff goes great and audience gives the razzberry appropriately quite in The Broadway fashion. Promises to solve the problem of dull night business for trade is looking for the show.

Soldiers Vote for Movies

PARIS, Dec. 9.—Soldiers voted movies first for entertainment in a recent poll conducted in the camps. Card games were second and games like dominoes third. French women, since the survey was made, are appealing for donations of movie projectors to be used at the front and in camps. Movies have proved not only the most popular but also the best for the moral and mental distraction of the men, army officers and medical officers report.

Movies Teach Mechanics

REGINA, Sask., Dec. 9.—Talking pictures showing proper methods of first-aid work and explaining various points in motor mechanics are being used at the Balfour Technical School here for the benefit of 150 women who are learning to prepare themselves for war service.

Questions and Answers

Does a picture have to be licensed each time it is shown by a roadshowman in the New York State? Should this picture be rented 200 times, the State would collect 200 fees on it. Please explain, F. B. Jamestown, N. Y.

Since you mentioned Lottery Bride in your letter it will be used as an illustration. If the film bears a license seal issued by the Motion Picture Division of the State of New York, 80 Centre street, New York, the seal is good for the life of that print provided the license seal properly is at least 2 1/2 feet in length. If the trailer is damaged and the print is still good, the M. P. office will issue a sub-seal for 50 cents. If a picture with the New York seal is rented to a Pennsylvania operator or shown in that State the New York seal is removed and the Pennsylvania seal attached. Should the same print—the one that originally bore a New York seal—be returned to New York State for exhibition, the original seal may be attached—but the seal must go on this particular picture and no other. If the print is damaged or worn out and the seal is intact the seal, under no circumstances, may be trans-

ferred to another print regardless of the subject or date of issuance. What is meant by the term "beard"? F. L. K., Marianna, Ark.

This term is applied in photography when the subject appears to have a beard because of improper lighting on the chin and throat. It may be eliminated by using a white scarf to reflect the light under the chin or by the proper manipulation of a light in front of the subject.

Can I obtain song slides? Where? M. R. L., Crockett, La.

Yes, song slides are obtainable. If you will send a self-addressed, stamped envelope, the name and address of the firm will be supplied.

Will you please send us a list of addresses of the film companies listed in the "New and Recent Release" section? C. W. B. Jr., Anderson, Ind.

The names and addresses of film rental libraries and dealers in equipment, will be mailed upon request.

A license required on 16mm. films in Ohio? How much is it? H. D. M., Cement City, Mich.

Ohio is one of six States requiring a license on films, which includes 16mm. films. The fee is \$2 per reel. A license cannot be issued for that print and it cannot be used interchangeably.

Is it possible to obtain information regarding taxes and licenses levied by cities and towns? B. P., Sault Ste. Marie, Mich.

A survey recently revealed that only a few cities and towns require licenses for the showing of 16mm. films. However, the best procedure when entering new territory is to consult the librarian nearest that section.

I have available some films which I think outstanding. Some of the subjects are five and six years old. Do you think I could exploit them to an advantage? M. B. T., Beacon, N. Y.

Certainly. An operator in the vicinity of Keansburg, N. J., has a policy of not showing a picture less than seven years old. This operator has been so successful that he is now increasing seating capacity from 68 to 200. With proper exploitation these pictures should earn an excellent profit for you.

EQUITY, LEAGUE SIGN

(Continued from page 3)

visually defeated for the presidency, has been rumored still ambitious for the post.

Poll of councilmen about five weeks ago found the majority still opposed to the increase. That Blunkalk's committee revived the issue and made its report to the Council Tuesday (8) was a surprise to everyone. It is pointed out that the scheduled membership meeting, December 22, had a direct bearing on the increase, since it is known that, if Council had not conceded to the compromise version, Blunkalk would have brought the issue up before the membership. Some Council members felt relieved that they were able to get it over with at only the \$10 jump, believing that that is all the traffic can possibly stand. Blunkalk was also a member of the committee which had been negotiating the code and basic agreement covering scales and working conditions with the League, but he held his suggestion for an increase until after the current agreement had been signed.

AFA POLLS MEMBERS

(Continued from page 3)

July 14, 1939, when the APA lost its AFL charter.

APA's executive secretary Ralph Whitehead says he is "trying to liquidate the APA as cheaply as possible so that we

45TH YEAR The Billboard

Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Weekly, Week

By The Billboard Publishing Co.

R. S. LITTLEFORD SR., President.

E. W. EVANS, Secretary-Treasurer & General Manager.

A. C. HARTMANN, Editor

Outdoor Dept., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Indoor Dept., 304 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.

Phone, MA 5306. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—4th Floor, Times Tower, 15th Street, Broadway, Phone, ME 6111. 2-1611, 3-1918. CHICAGO—4th Floor, Woodlark Bldg., Randolph and Dearborn Streets, Phone, CE 2845. ST. LOUIS—320 Arcade Bldg., 8th and Olive Streets, Phone, CH 2421. CLEVELAND—1000 Broadway, 12th Street, 7222 Lorain Road, Upper Darby, Pa., Phone, MA 6498. LONDON—Edmond Graves, care of "The British Fair," Devonport House, Paternoster Place, London, W. C. 1. ENGLAND. SYDNEY—117-119 Pitt Street, Phone, 231. CANTON, Mass., care American Express Co., 11 Bow Street.

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Notwithstanding to whomsoever, without permission is telegraphed or mailed so as to reach publication office before noon Monday. The Board reserves the right to edit all advertising copy.



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can hold on the most money possible for distribution among members." APA holds its final membership meeting Friday, December 15, 3 p.m., at Union Church Hall.

The American Guild of Variety Artists meanwhile has called an open meeting Sunday, January 7, 3:30 p.m., at a hotel not yet designated and will also hold its first local membership meeting Sunday, January 14, exactly six months after it received its AFL charter from the Four A's. The membership meeting will elect committee members. Mrs. Dorothy Bryant, who adds that she is not sure nominations for officers will be held at that time.

AGVA has opened negotiations for a union shop contract with the Paramount Theater. It is asking circuit bonuses for a 40-hour week, not more than 30 shows a week, \$50 minimum for principals and \$40 for chorus.

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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. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Adams, Madam; Adams, Virginia; Adams, Madam; Adams, Virginia; ...

- Williams, Dione; Williams, Mrs. Jean; Williams, Ruth; ...

Men

- Adams, Madam; Adams, Virginia; Adams, Madam; Adams, Virginia; ...

WATCH THAT POSTAGE ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 1/2 cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office. This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.

- Adams, Madam; Adams, Virginia; Adams, Madam; Adams, Virginia; ...

- Adams, Madam; Adams, Virginia; Adams, Madam; Adams, Virginia; ...

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

ALLEN—Mrs. Harry (Sally), 47, wife of Harry (Doc) Allen, carnival general agent, in McLeod Infirmary, Florence, S. C., December 7 after a three-year illness. Deceased was the daughter of John J. and Alice Boyle Howe. Burial in Mt. Hope Cemetery, Florence.

ALPINE—Mrs. Charles, 75, well known in the music circles, that her travels with her husband and family comprising the former Alpine Troupe, suddenly at a daughter's home in Henderson, N. C., recently. The Alpines had also appeared in vaude. Survived by three daughters, Mrs. Dave Castello, Henderson; Mrs. Jess Bean, York Beach, Pa. Her husband died three years ago. Burial in Elmwood Cemetery, Henderson, December 8.

ANDERSON—Andy, 41, orchestra leader and organist, of a heart ailment at his home in Par Rockaway, L. I., November 24. Anderson had succeeded Bobby Day's band at the Show Bar and Bermuda Room in Forest Hills, L. I. In 1938, Anderson was musical director of Fox Educational Films, now known as Columbia Pictures. He had been prior he was solo organist in vaude houses. Survived by two children; Janet and Walter; his parents, and two brothers, Andrew and Spencer. Services November 22 at the funeral in Woodside Cemetery, Par Rockaway.

ARTHUR—Daniel V., 73, legit producer and theatrical manager, December 6 of an apoplexy stroke at his residence, Hotel Orleans, New York. His stage career began at the Redmond Grand Opera House, Grand Rapids, Mich. In the 1922-1930 seasons he directed his musical play, Nancy Brown, starring Marie Cahill, whom he later married. He managed Miss Cahill later in *Marrying Mary*, *The Boys and Betty*, *Judy Forgot* and *Just Around the Corner*. Buried in Holy Cross Cemetery, Brooklyn, New York, under the auspices of Actors' Fund of America.

BAKER—Daniel E., 78, former minstrel performer and musical comedy player, in Englewood (N. J.) Hospital December 6 after a brief illness. He had been a resident of the Actors' Fund Home in Englewood since June, 1934. His first stage appearance was in *At the Sign of the Red Wheelbarrow*, with Mastodon Minstrels. Subsequently he appeared with Charlie Reed and William Collier in *Hoss and Hoss*, with Frank Daniels in *Little Puck*, with the first *Ziegfeld Follies*, in *Parlor, Bedroom and Bath*, and in *Mabel's Room*. He was with George Ade's original company of *College Widows*, with Fred Stone in *Top Top* and with George Huyler in *Merton of the Movies*. He leaves his wife, Nellie Buckley Baker, retired actress at the Actors' Fund Home also. Buried in Kenisco Cemetery, Westchester County, New York, under the auspices of Actors' Fund.

BARS—Richard, father of Mrs. Clifford Thompson, circus dancer, December 8, reportedly in Chicago. Mrs. Thompson's husband is a former circus giant.

BLOOM—John W., 77, father of Jack A. Bloom, actor, manager of the World's Exposition Shows, November 4 of a heart ailment at his home in Brantford, Ont. BLUE BIRD—Dick, Pueblo Indian also known as Richard Carillo, instantly in Miami Fla., December 4 when struck by an auto. He worked at the Chicago Cen-

tury of Progress seasons of 1933-34 and had recently returned from the Seminole Indian Village at the New World's Fair, where he gave archery demonstrations. He resided at the Musa Isles, Indian Village, Miami, where he was employed as a talker.

CAGAYELLO—Joseph, 38, proprietor of the Imperial Fireworks Co., Columbus, O., instantly November 28 after an explosion in his factory in that city. Three sons and a daughter survive. Services in St. John the Baptist Church, Columbus, with burial in Mt. Calvary Cemetery there.

CARR—Ann, 50, wife of Thomas Carr, owner of Midway Park, Lake Chautauqua, N. Y., November 27 of a stroke after several months' illness. With her husband she formerly managed several concessions in Carson Park, Jamestown, N. Y., and took over Midway Park in 1938.

CATLETT—Mary, 77, mother of Walter Coste, stage and screen actor, in Oakland, Cal., November 29. She had been ill since suffering a fall early in 1937. She leaves Walter, another son, George, and a daughter, Mrs. Margaret Waldron.

COLLINS—Carleton, 47, well-known cattle and sheep raiser and veteran publicist, in Bamson Community Hospital, Glasgow, Ky., December 4 of burns sustained in an auto accident near Cave City, Ky., December 2. He closed the 1939 season with Eric B. Hyde Shows and had been visiting in Glasgow since November 2. He had a show experience at the "Columbia Bros." Circus as butcher in 1908. Later he was with John Robinson 10 Big, Young Buffalo Wild West and Kit Carson Wild West shows. He entered the carnival business in 1914, contracting agent for Maurice B. Lang's Greater Shows. His tenure there he quit the business to finish his schooling and to take up newspaper work, meantime serving in the Kentucky National Guard in the World War and spending 18 months in France. He returned to show business with the World at Home Shows and press agent with such organizations as William Glick, Bernard Greater, Melville-Ross, West's World's Wonder, Zeidman & Polite, Polack Bros., 20 Big and John H. Marks shows. He also handled press duties for Polack's Indoor Circus and George Johnson Enterprises. Collins was a member of the Pen and Pencil Club, Philadelphia, and American Newspaper Guild. His widow, Mrs. Lola Page Collins, who sustained a broken leg in the accident, survives. Funeral services in Glasgow, November 29, conducted by Glasgow American Legion Post December 5, with burial in the family plot in that city.

GONDON—Victor D., 37, motion picture projectionist, found dead recently in a cable car at Kenosha, Wis., of a self-inflicted bullet wound. He was member of the Kenosha local of the projectionists' union. Gondon is survived by his parents, a brother and a sister.

GRAIGEN—Gordon (Scotty), native of Bilbungh, Scotland, formerly kid show manager, also an actor, and other operator, at Red Finn with the Ringling-Barum circus, in Lexington, Ky., December 8, of tuberculosis. Interment in Hillcrest Cemetery, that city.

DALMORES—Charles, former operator, in Hollywood Hospital, Los Angeles, December 6 of a heart ailment. He made his debut in Bouen, France, in 1899 and after seven years in the Covent Garden Theater, London, came to this country in 1906 to open the Manhattan Opera House, New York, playing the lead in *Piano Solome* and other operas with Mary Gordon. Dalmore was one of the few great French tenors who preferred to sing Wagnerian roles to all others. He was at one time with the Chicago Opera Co., and also in retirement for a number of years still coached talented film and radio singers. Survived by a brother.

DANNELL—Mrs. Ann O., 37, wife of James O. Dannel, in King County Hospital, Seattle, November 30.

DAVIS—Ann F., 37, music instructor of Rochester, Ind., schools for the past seven years, and a leader of the Wash, Logansport and Winman, Ind., militia high school units, found dead in his apartment in Rochester December 2. Born in Marion, Ind., Davis graduated from musical conservatories in New York, Chicago and Cincinnati. For many years he was a featured soloist with Bohumir Kryl's Band, with which he was contracted as soloist for 1940. Interment at Marion, Ind.

ERNST—Emil Jr., 37, musician and rep-

representative of many wholesale music houses, November 23 at his home in Scranton, Pa. Survived by his parents and two brothers, Stephen J. and Roman, of Detroit. Services in Detroit November 27, with interment in St. Peter and Paul's Cemetery there.

FALLOE—Mrs. Amy, mother of Harry Falloe, stage manager and electrician with the Louie's musical stage unit, and former electrician with the Byers & Beach Shows, in Herman Hospital, Houston, November 28. Mrs. Falloe traveled with her son.

FISKE—Mrs. Harriet, widow of Allen Frisby, former property superintendent of the Wisconsin Theater, Milwaukee, November 20 in that city. Survived by two sisters.

GIBSON—J. Ralph, 65, conductor of the Gibson Orchestra, found dead November 28 in the garage at his home in Appleton, Wis. Survived by his widow, two sons and two stepsons.

GOLDTREE—Sydney A., vaudeville booker and stage producer, in San Francisco November 29. Survived by a brother, Morris N. Goldtree, and a sister, Mrs. L. A. Blockman. Interment in Hills of Eternity, San Francisco.

HACKMAN—Edward John, 50, veteran Cincinnati stagehand, member of Local No. 5, IATSE, and well known to tab, vaude and burlesque performer, who played that city in the last 25 years, at his home in Cincinnati December 8. Survived by his parents and two brothers, Charles and Harry, the latter also a stagehand.

HARRIS—Homer T., 65, recently at his home in Hugo, Okla., of a heart ailment. Born in Silver Creek, Tenn., he was connected with fairs and races in that vicinity for many years and at one time was owner and manager of a tent minstrel show. He later became attached with the old W. I. Swain Dramatic Co. He moved to Hugo in 1911, where he was with the Fred Harvey News Co., and in 1916 had a carnival on the road bearing his name. He retired from show business during the war. Was to enter the postal service in Hugo. Survived by his widow, two sons, Ed. of Hugo, and Paul, of Tyler, Tex., and a daughter, Mrs. Mary Elizabeth Greath-witt, of Dallas. Services from the Church of the Nazarene, Hugo, with burial in Mount Olivet Cemetery there.

HEATH—Mrs. Fannie, former circus performer, rider and dog trainer, in San Antonio November 27. No relatives survive. Funeral and burial in that city.

HEERMANN—Mrs. Isabella, 83, wife of the late Hugo Heermann, internationally known vaude and musical comedy performer, known family of musicians, at her home in Avondale, Cincinnati, November 28. Years ago her husband was concertmaster of the Cincinnati Symphony Orchestra. Two sons now belong to the orchestra. Emil is president of the center, and Walter, first cellist. A third son, Norbert, of Woodstock, N. Y., has won prominence as a painter. Her two daughters, Mrs. Maja Korst and Bella Heermann, with whom she lived, also are musicians. Her husband died in Medrano, Italy, four years ago. The five children survive. Funeral services were private. Deceased requested burial behind her husband in Medrano, which will be performed later.

HULSEY—Leo (White), trouper, at his home in Henderson, Ky., December 5. Survivors include a brother, Chester.

HYDE—Margerie, 42, former writer on the staff of the New York Herald Tribune, in Waterbury Hospital, Waterbury, Conn., November 19, after a brief illness.

JENKINS—William H., 21, Scranton, Pa., musician, November 24 in Scranton Hospital. Was a member of the Scranton Musicians' Local. His parents and sister survive. Funeral November 27 in Scranton.

JEREMY—Arthur L., 77, musician, in General Hospital, Wilkes-Barre, Pa., of pneumonia November 25. He is survived by his widow, a daughter and two sisters.

JOHNSON—Maurice V. H., 64, dean of Canton, O., dancing masters and widely known Northeastern Ohio ballroom operator, November 28 in Mercy Hospital, Canton after an extended illness. A native of Cleveland, he went to Canton when 14 and a few years later opened a dance school. He established Johnson's Ballroom in Canton and extended his instruction activities to doan now by smaller towns. Until May 1938, he was part owner of the Glick-Johnson Co., which operated the Casino ballroom, Geneva, O., for 22 years. He sold his in-

terests two years ago when his health failed. His widow and a daughter survive. Services in Geneva with burial in Forest Hill Cemetery there.

KLIPPEL—Jacob, 83, father of the Great Ardell (H. T. Klippel) and Anthony, Edgar and Jack Klippel, all performers, in Merrett Hospital, Oakland, Calif., November 18. Survived also by a daughter, Mrs. Victoria E. Goble, of 1349 Mountain View Cemetery, Oakland, November 21.

McLEOD—Roderick C. concert and (See FINAL CURTAIN on page 56)

Marriages

ARGYRIES-GLAROS—Arthur Argyries, manager of the Mutual Entertainment Exchange, Rochester, N. Y., and Harry Glaros, nonpro, November 19 in Pittsburgh.

BAILLIE-WILLIAMS—J. B. (Jack) Baillie, co-owner of Dodson & Baillie Music Stores, New York. Ida Williams, nonpro, recently in Savannah, Ga. BENNER-THOMAS—Charles Benner, trombonist, and Florence Thomas, pianist, in Miami, Fla., October 23.

BLACKBURN-HUNTER—Stanley E. Blackburn, nonpro, recently in Fremont, Neb., and Peggy Hunter, nonpro, in Omaha November 28.

BROWN-SIEBER—A. L. Brown, singing and dancing emcee, and Grace Ann Sieber, night club and radio singer known professionally as Linda Lyons in Toledo, November 25, while working at Kasie's Night Club there.

DAVIS-ANDERSON—Eli Davis and Mary Ann Elizabeth Anderson in First Presbyterian Church, Rome, Ga., November 25.

DURANT-ALFORD—Jimmy Durant, concertist and anatomical wonder with the John Hix Strange as It Seems exhibit at the New York fair the past (See MARRIAGES on page 54)

Births

An 8 1/2-pound son, Gary George, to Mr. and Mrs. Carl H. Hagatz in Chicago recently. Mother is Betty Gray, organized. A 9 1/2-pound son to Archie and Katherine Boy in Kansas City, Mo., November 20. Parents are members of the Vaught & Martone Shows.

An eight-pound daughter to Mr. and Mrs. Max Sanders in Erie, Pa., November 20. Parents have the photo gallery with the Happyland Shows.

A 7 1/2-pound daughter to Mr. and Mrs. Bill Gass in Baptist Hospital, Memphis, November 20.

A 10 1/2-pound daughter, Blanche Yonne, to Mr. and Mrs. Harry S. Weatherly in Maryland General Hospital, Baltimore, November 25. Father was formerly juvenile man with Charles Hunter's and Jack Palfrey's Shows. Plays the Magic Showboat and other repertoire attractions.

A six-pound daughter, Judith Kay, to Mr. and Mrs. Trise Daniels in Rochester, Minn., recently. Parents were formerly with Midwest Shows and now have sessions at Jimmy's Roller Ring in Rochester.

A 7 1/2-pound daughter, Barbara, to Mr. and Mrs. Chet Bruce November 21 in New York. Father is trumpet player with Gray Gordon's Band.

An eight-pound daughter to Mr. and Mrs. Edward Berliant November 22 at Bay Park Hospital, Brooklyn, N. Y. is a daughter of Nick Berliant, club booker.

A seven-pound daughter to Mr. and Mrs. Jemie Tapp in New York recently. Mother is Doris Rhodes, CBS vocalist. Father is a music publisher.

A daughter to Mr. and Mrs. Frank R. Jr. in St. Joseph Hospital, Chicago, November 29. Mother is Annette King, radio singer.

A 5 1/2-pound boy, John Paul, to Mr. and Mrs. Johnny McGee at Lying-In Hospital, Philadelphia, recently. Father was formerly with the WIP, later with Richard Himber, and now is heading his own band.

A 7 1/2-pound daughter, Arlene, to Mr. and Mrs. Mott Lawrence in Philadelphia November 27. Father is emcee for the Hillbilly Jamboree, a morning feature at Station WCAU, Philadelphia.

An eight-pound girl, Ruth Elizabeth, to Mr. and Mrs. Maury Evans in Mt. Sinai Hospital, Philadelphia, November 28. Father is emcee for the Martin's house band at Station KYW.

A boy to Mr. and Mrs. Thomas Rissell in Sueddenham Hospital, New York, November 27. Mother is known in burlesque circles. Father is emcee for the WIP.

A 7 1/2-pound son, Emelino Jr., to Mr. and Mrs. Smelino Rio in Buffalo November 20. Father is the Italian announcer (See BIRTHS on page 56)

Joseph Hurtig

Joseph Hurtig, 60, former burlesque producer and theater owner and partner of the firm of Hurtig & Seamon, which had been in the business for about 40 years, died of complications after a lingering illness December 8 at his home.

Hurtig and his three brothers, Ben, Jules and Sam, all of them deceased, started in the business about 40 years ago. Hurtig, unlike his partner, Harry Seamon, never on the stage side of the footlights. During the height of their partnership, they operated shows on the Columbia Amusement Co. wheel, as well as their own theaters. Among their own houses were the Elks and Music Hall, the Hurtig & Seamon Music Hall, the Hurtig & Seamon Theater, N. Y. Since the dissolution of the Hurtig & Seamon partnership in 1939, Seamon has been at the booking end of the business. Hurtig also tried his hand at a show or two at the Elks and Elks. More recently he was manager of Schubert's, Philadelphia.

Hurtig leaves a son, Benjamin, and two daughters, Etta and Evelyn, all of whom are married. His only son, Benjamin, died a year ago. Buried in Woodside, N. Y., under the auspices of the Actors' Fund of America.

Maitland Plans New One-Ringer

HARRISONBURG, Va., Dec. 9.—Col. Maitland, general manager of Mighty Maitland Shows, is organizing a new one-ringer circus to be staged on a 20-foot top, with three 40-foot middles. He has established quarters near here.

Performance will consist of dog and pony and monkey acts, traps, bareback, elephant and lion acts. There will be grand-stand seats for 1,000, with space for 20 concessions and 20 exhibit booths, Maitland says. An eight-piece band will be carried, also a 20-in-1 show as an annex.

The enterprise will exhibit under auspices, declares Maitland.

R-B Folks Guests At Turkey Dinner

SARASOTA, Fla., Dec. 9.—About 200 employees, officials and friends of Ringling-Barnum Circus sat down to a turkey dinner in the winter quarters mess hall Thanksgiving Day (November 30). Joe Dan Miller, veteran commissary superintendent, officiated.

Dick Kroener, Gargantua's keeper, is receiving congratulations on his recent marriage to Anna Reiser, of New Jersey. The Kroeners have taken a house on Prospect avenue here for the winter. Dick is receiving treatment daily for his leg, which was badly smashed during a lot accident last summer. X-rays have revealed several minor fractures which were not found at the time of the accident.

Work of converting all quarters buildings to blend into the general scheme of Ringling red and silver is progressing rapidly, with Ed Kelly directing a big crew of painters, who will start this week on the two biggest jobs, the car barns and the menagerie barn.

Training Arena in Use

The big outdoor training arena has been completed and is in use weekly. Lengthy training exhibitions on Sundays have attracted large crowds, altho general attendance is only slightly above last year, but the increase is noteworthy because of cold, rainy weather.

New public lavatories for the convenience of visitors have been installed in the menagerie barn.

In accordance with the large-scale beautification plans laid out by John Ringling North prior to his departure for New York and Europe, workmen are planting large clumps of palms and other tropical shrubbery around quarters.

Corinne and Bill Bailey, noted artists who have done numerous circus subjects, were visitors at the press department last week. They spent several days sketching around the grounds in preparation for a new circus book.

Percy Crosby, comic strip artist, was also here last week.

Lewis Unit Indoors

JACKSON, Mich., Dec. 9.—A unit of Lewis Bros. Circus, which has winter quarters here, is playing schools in the central part of the State to fair business with animal and ground acts. The unit will give two performances in Stockbridge December 13 under auspices of the Parent-Teacher Association.

1939 Circus Season In Review

Final Results of Favorite Outdoor Performer Contest

Important Events and Happenings of the Year

These features will be found in the

Holiday Greetings Number

Dated December 30



MEMBERS of the troupe which Fred Bradna recently took to Cuba for the Santos & Artigas Circus, which is doing a wonderful business at the National Theater, Havana. They are seen here aboard the S. S. Cuba, which sailed from Port Tampa. On arrival in Havana they were the guests of General Manager Rafael Vallente, of the Beacardi Co., at the Beacardi Bar.

HEY RUBE

By FRANK (DOC) STUART

Whereas an Ex-Circus Man Turns "Townner" and Bawls

OKLAHOMA CITY, Dec. 9.—Last week in Chicago an ex-press agent sat in a mixed gathering of circus and carnival men who were "a-puttin' it up and a-tearin' it down." 'Twas a strange gathering of rival clan wherein the carnivalites outnumbered the circusites two to one, but a generous sprinkling of "towners" came to the rescue and steered matters up. I never thought I would see the day when circusites and carnivalites would mingle over the festive board, but I learned that the carnivalites were good fellows—nearly as good as the circusites, not quite, but nearly. Of course the conversation concerned the season of 1939 and what prospects were for 1940. I learned that the carnival business during the season just passed was amazingly good, but I also learned with palpitation of the gizzard and true sorrow that the circus business was not so hot with the exception of Ringling Bros. and Barnum & Bailey. Many were the expressions of sympathy offered and likewise many remedies compounded—and some were loaded with castor oil and nux vomica. No names are going to be mentioned in this piece for fear of complications, and since I have been away from the big tops for 10 these many years (and do not expect to return—no one would engage me) I might as well take the rap on the kisser alone. Gather up a chair, managers, and listen to an ex-circus man extol and tell you how to run your business. I have been fired from many a job because of a loose tongue and a handy typewriter, so I'm off again.

Wot'nell is the matter and what causes this shrinking patronage of the circus? Here is the "townner's" argument: "See one circus and you see 'em all," and gentlemen, that is the God's plain, unvarnished truth. You have failed to progress and you have given the customer nothing new in circus style, performance, presentation and tent architecture since the Gods know when! During the past season one circus, Ringling Bros. and Barnum & Bailey, did make an earnest effort to progress and what did the North boys receive in favorable comment from our own people? Well, they received a well-balanced bank statement at the end of the season and plaudits from the "townners" or circus fans. In these times the public will not accept an 1890-type circus performance, and what went over 50 years ago is a flop today, as attested by dwindling patronage and the gastronomic condition as far as the filthy here is concerned in the red wagon. Gentlemen, your business stomach is going sour on you and you need a dose of salts—that is what the "townner" says. You reply: "You blankety blank renegade, since you have joined the 'townners' suppose you tell us what to do and we will duly listen. Ha, ha! An ex-press agent a-tellin' us what to do. Cut with it, you evil necessity of a crackpot can before we bust you in the kisser."

Well, gentlemen, do you not think the

"townner" has some rights as to what he expects? Your posters and newspaper copy reek with "All New This Year!" and the only thing you have given in newness is a set of tents with a mortgage attached—and even the architecture of the tents is the same as 50 years ago. Build your big tops different? It can be done, but it is a tent engineer's job. Begin to think about progress. The carnivalites did and it's not oats a-rattlin' in their pockets—it's folding money and silver. These same carnivalites swiped many ideas from you, and true, they sit on a lot for a week, thereby having time to work their noodle. They think it is good business. Now why not steal some of their progressiveness? Would not this thought be something concrete to build on? Why not forget altogether about the seats on the back or "short side" of your big top? Raise the eaves on that side up high enough to erect a massive stage with beautiful scenery at either end. Then in front of the stage place two rings and a smaller stage. Alternate your performance style by giving the customers a Big State fair presentation headed by "Six Herds of Gorgeously Optic Extracting Cuties" in a worth-while number and then—BINGO! To the rings with outstanding circus acts. Yes, I can hear you cry, "Look at the seats we will be losin' if we should do this." Well, no "townner" ever enjoys a circus performance from the short side when all he can see is the backside of a performer. Sure, I'll tell you you can more than make up for the lost seating capacity. Take out the hippodrome track altogether and fill it up solid with decent chairs or grand stand and where every customer will see the performer from a front view. Give the audience a break and it will break its purse-strings to patronize you. Your stage idea could be stolen from the carnival. It could be built with flat-bed wagons and those same wagons could transport your scenery, scenic effects, grand stand, chairs and planks. But make the plank wide enough so the upholstered part of

Mueller Building Permanent Quarters

REDONDO BEACH, Calif., Dec. 9.—Capt. Roy Rudy Mueller is building permanent winter quarters at 2704 East Redondo Beach boulevard here for his Jumbo Animal Act. The quarters will be open to the public.

Just inside the main entrance a tank for seals is being built, and places for animals and birds are to be built on three sides of the grounds. Mueller's mixed group of performing animals, featuring a great elephant called Jumbo and other acts, will be presented in a ring that is being built in the center of his quarters.

About 12 years ago the late Big Otto started to build a zoo about four blocks west of Mueller's quarters, on the same street.

Yankee-Patterson Loses Date Because of Zoning

LOS ANGELES, Dec. 9.—Yankee-Patterson Circus was forced to cancel its annual date at the Farmers' Market, Hollywood, Calif., because of zoning difficulties.

Next Saturday afternoon the show will give one performance under canvas for employees of the Helms Bakery at its plant on Washington boulevard.

Mary Erdlitz Recovering

OSHKOSH, Wis., Dec. 9.—Mary Erdlitz, 22, equestrienne with Ringling circus, who sustained critical injuries in an automobile collision November 29, is reported improving at Mercy Hospital here, where she has been confined since the crash. Miss Erdlitz had returned to Oshkosh November 1 to be with her parents until after the Christmas holidays.

Seek Dancer; Father Dead

CHICAGO, Dec. 9.—Local police last night were attempting to locate Mrs. Clifford Thompson (Mary Bars, circus dancer) wife of a former circus giant, to notify her of the death of her father, Richard Bars. Last known address of the Thompsons, according to the police, was Scandinavia, Wis.

the anatomy would feel intact in place of half cut in two.

Now gentlemen, your diamond—which is your performance—needs a new setting. The old one is about worn thru. The customers are tired of it and one cannot blame them. They are supporting you and they are entitled to a new idea in circus amusement and presentation. But do not forget the "Six Herds of Gorgeously Cuties." Probably eight herds would be better. Less "bulls" (elephants) and more cuties is food for the optics of both male and female "townners." Good-looking cuties in "fitniklike but scanty" interspersed with circus acts reflected well in profits for the North boys and their Ringling Bros. and Barnum & Bailey circus—and look what it did for Billy Rose! Myrrand! Quick with the "smellin'" salts saturated with menagerie odors.

And now while I am altogether 'im going to take it on the lam and 'im my kisser still intact. Slings, my manager friend. It's nice to have known you and I am retiring with the thought that some smart person will come forth with a really concrete idea on which you might build.

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are nil.

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right and the wrong way of evicting a patron.

Reprints of the article, *When Eviction Is Lawful*, which appeared in *The Billboard* of October 28, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, *The Billboard*, 25-37 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not have a permanent address, give your route a week or two in advance. Three cents postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured proportionately.

When sending 9 cents in postage for 15 copies of the reprint, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, Ore., said: "I have read the article and wish to compliment you on publishing it. It is something that every fair secretary and showman should have."

With the Circus Fans
BY THE RINGMASTER
OF THE
WILD WEST
Circus
President
WILLIAM JUDD
29 Mont. St., Wash., D. C.
Secretary
W. M. BUCKINGHAM
1781 H. St., Wash., D. C.
(Sponsored by **WALTER HOENHADEL**, Editor
of "The Wild West" Magazine, Printing
Company, Huachuca, Ill.)

15 Years Ago
(From The Billboard Dated
December 13, 1924)

Circus Saints AND Sinners Club
By **FRED P. PITZER**
(National Secretary)
Fred P. Pitzer, National Secretary

ROCHELLE, Ill., Dec. 9.—The annual meeting of the Pat Valdo Tent in Binghamton, N. Y., December 2, was successful both in attendance and entertainment. The affair was held at the Binghamton Recreation parlors, with George H. Barlow III staging the party. He had the equipment for his 80-car miniature circus displayed upon the stage. There were about 25 who attended the first part of the meeting, which took place in the Pat Valdo Circus Room, and later about the same number attended the dedication of the new circus room in the Barlow Barn. Those attending included Wm. H. Judd, National President; William H. Judd, New Britain, Conn.; William H. Montague, West Hartford; Joseph Zoltowski, Waverly, N. Y.; and George Duffy of Fort Plain.

Negotiations were completed by Walter L. Main whereby the title of Walter L. Main Circus passed into control of Floyd and Howard King. . . . Charles Ringling confirmed the report that there would be no trained wild animals with the Ringling-Barnum Circus in 1925. . . . Sparks Circus closed at Savannah, Ga., and went to quarters in Macon. . . . Sells-Floto Circus closed a successful season at Meridian, Miss., November 29. Frank Renfrow, assistant superintendent of props, and wife returned to their home in Chicago, where he was a member of the LAISE. . . . Lowery Bros.' show, which was not out in 1924, was being overhauled in quarters at Shenandoah, Pa., for the 1925 tour. Contracted persons for 1925 were Capt. John Schumeler and wife, Joseph Johns, Shorty John Keelkey and C. Denby Campbell's Band.

NEW YORK, Dec. 9.—Billy Garvie, who has done more to keep Buffalo, Conn., alive in reminiscences than any other man we know, informs that he sold a fine set of Buffalo Bill articles of his dramatic and Wild West local visits to his niece from Cody, Wyo.

Hagenbeck-Wallace Circus had completed plans for an entire change of program for 1925, which would feature the wild animal and almost to the exclusion of all other acts. Arthur Hoffmann was re-engaged as side-show manager. A. L. Bagby, first assistant to William Curtis on the Hagenbeck show for the past four seasons, called at The Billboard in Cincinnati and said he had been re-engaged for 1925. . . . Clyde Ingalls called for Europe from New York November 29. . . . Thomas F. Whitehead, wire artist of the Jack Moore Trio, was wintering at Atlanta, N. C. . . . Tommie Laine and his Merry Jenners were being featured with Andrew Downie's Indoor Circus on the Keith Time. . . . Roy Giles, Australian boy wire walker, was contracted with Hagenbeck-Wallace for 1925.

Circusiana collectors, please note: We picked up a booklet recently, about 3 by 5 inches, published by the American Tract Society around 1949 or 1850. It tells of an uncle talking to his niece, telling how terrible the circus is on the moral of the young. It is written in a serious vein and was the kind of propaganda gotten out at that time against this form of amusement. This surely belongs to any collection, for it bears out what the old circus men tell us of the frantic hopefulness of what they had to contend with.

Following talks by Judd, Barlow and other members, the fans were entertained at dinner at the Hotel Binghamton by Duffy. During the dinner the annual business meeting was held and Stuart English was elected president of the Pat Valdo Tent, succeeding Barlow. Frank Boland was elected vice-president and Barlow, secretary.

Harry LaPearl was producing clown numbers for the Shrine Indoor Circus at Raleigh, N. C. . . . Homeless Laine and his ponies and monkeys, trained and handled by Milton Grimes and Albert Lindeman, were booked for a number of indoor circuses in Minneapolis, St. Paul and Omaha, under direction of E. J. LaRue.

Letter from Ed Hapsley of the Lillian Leitner Tent, who is on an extensive trip thru Eastern and Seaboard cities, says he left last May for the Southwest and Pacific Coast not returning until November 1. While on this trip he saw Ringling Bros. move on the lot at Santa Barbara, Calif., and saw the show in Los Angeles a few days later. He visited several on the lot at L. A., including Busch Landoff, but not returning until chat with Dorothy Herbert and some of the Christiani family and saw Fred Bradna. Claude Bostock was with him.

Don S. Howland, Columbus, O., writes that he will be in Chicago for two weeks starting January 6, when he expects to meet many of his friends at the Shrine Circus opening at the International Amphitheater December 30.

Joe Albert Belmont, former leaper with circuses, was playing Santa Claus in a Cincinnati department store. . . . Walter Levina, Punch and Judy man, magician and lecturer, and Princess Lola, cabinet worker, were playing over the Walter L. Plimmer Time. . . . Thomas Arenz, of Golden Bros. Circus, was married to Ethel Mason at Winona, Minn., while playing on the John T. Wortham Shows.

The Hugh B. Sprout Tent held a meeting at the Stonehill Jackson Hotel, Staunton, Va. There were 20 members present, and seven new members were admitted into the tent. C. B. Raleton, vice-president of the tent, recently wrote to Charles A. Somma, general manager of the Virginia States 29. . . . While we have had a very enthusiastic group at Staunton, as you no doubt can testify for the reason you sponsored the first meeting, the Saints and Sinners at our meeting really exhibited that feeling of fellowship and good will that is seldom seen among any group of men. We found it necessary to increase our membership from 25 to 40, as we now have on our waiting list over 40, with 500 on applications. However, it was determined that we had an increasing demand only two each month. I might mention that from now on we will have regular monthly meetings with some extra big affairs thrown in when some of our members will entertain at their homes.

Frank C. Friedmann, of St. Paul, states that he had a long visit with Terrell Jacobs and wife when they were visiting relatives in Minnesota. One of the twins, who is in a Minneapolis hospital with pneumonia, is reported to be well on the way to recovery.

Barr Store in St. Louis Has Showmen in Xmas Show
ST. LOUIS, Dec. 9.—Roy Barrett escapes the Christmas show at the Famous Barr Store here, which is using several show-folds, many of whom are booked by St. Louis agents, show began November 18 and will close Christmas Eve. There are seats for 900 persons, and as many as 12,000 have been played to in one day, Barrett reports. Earl Shipley inaugurated the show 11 years ago and since has full charge. Barrett is in his seventh season there and this year he is the only clown.

Old Herald Pictures Buffalo Bill, Dr. Carver
TOLEDO, Dec. 9.—H. H. Gunning, of this city, has a 14-page herald (wood cut) showing interesting pictures of Buffalo Bill and Dr. Carver. The front cover of the herald reads: "The Great Buffalo Bill and Dr. Carver, U. S. Scouts, Rocky Mountain and Prairie Exhibition." The back cover shows Buffalo Bill in a death struggle on horseback with an Indian and a lot of dead Indians in the background. The pages contain 23 cuts, among which are Buffalo Bill and Dr. Carver, showing the latter's medals and his shooting glass balls from horseback. Dr. Carver was probably the originator of this act, which Buffalo Bill did for so many years later. Major Frank North is also pictured beside his horse. Buffalo Bill is also shown in the Hunt of the Bison, and Dr. Carver again in a buckskin suit as the Erie Spirit of the Plains and champion rifle shot. Another page depicts Carver's command exhibition of marksmanship before the Prince of Wales at Sandringham, England, April 15, 1870.

The editor of White Tops and his wife attended the Atwell Luncheon Club in the coffee shop of Hotel Sherman, Chicago, December 6. It was the morning after the Showmen's League banquet and some of the boys did not check in, but as that we had the opportunity of meeting a large number of friends we had not seen for some time. Met Roger Littlefield Jr., of the New York office of The Billboard, whom the writer had known since our national convention in New York City met for the first time Johnny J. Kilne, editor of the Greater Show World.

Xmas Circuses in England Likely, Save in London
LONDON, Dec. 2.—Prospects of Liverpool Stadium running a circus this Christmas are now bright, and Belle Vue, Manchester, is also a distinct possibility. Grave doubts, however, exist as to whether London will have a Christmas circus, one of the last hopes. Agricultural Hall now being definitely ruled out.

Scenes of the Deadwood Stagecoach robbery and of Buffalo Bill waving an Indian goodbye from his boat are in the other while standing over the dead body of Yellow Hand July 17, 1876, and

Anyone desiring any information concerning the Circus Model Builders and their Association should write to Russell T. Warner, 1418 Mulberry street, Reading, Pa.

Model Builders' Activities
READING, Pa., Dec. 9.—Bob Good and wife attended the Hamid-Morton Shrine Circus in Philadelphia and visited with Clyde Beatty. Beatty has been elected an honorary member in this association. Jim Malzer, Philadelphia, is working on a Ringling-type rig, one of which Bob Danner, Muncie, Ind., a Hagenbeck-Wallace-type cage.

John Devrak, Cedar Rapids, Ia., has completed three baggage wagons and is working on two Ringling-type light plants.

Garence Cuddeback, Auburn, N. Y., has canvas wagon under construction.

Charles Stern, Austin, Minn., has completed three baggage wagons and also has spray-painted two others.

J. W. Barrett, Eastington, Pa., also attended the Hamid-Morton Shrine Circus.

Charles Doelker, Harrisburg, Pa., visited Bob Goetz, Allentown, Pa., and Russell Warner, Reading, Pa.

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FELIX ADLER, clown, is working the Grand Bros.' store, New York, with his trained pig. G Phillips advises.

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Extra clear, post card size, interesting subjects. 1923 sets—1924 to 1929 Redington, Sharnon, Old Bridgport, 40-Horse Van, Stanton Birk, 1854, Hagenbeck, Paros, 1935-36, Cole, Paros, 36 H. Circus, 48 H. Robt. Paros, etc. Satisfaction guaranteed. Send 25¢ for samples or for complete list. HERSHEY C. GOOD, 1609 Turner St., Allentown, Pa.

The first snap for General Custer are shown. The herald also pictures General Custer, Texas Jack, who was J. B. Omohundro, and Wild Bill Hicoek, Captain Bogardus, the rifle marksman; John Nelson, Buck Taylor and Jim Lawson are mentioned as being with the show.

The herald does not state the year in which it was printed, but the opening exhibition of the Wild West did not take place until May 17, 1883, at Omaha and as it showed Toledo on the 6th Don street fairgrounds in 1885, that is approximately the year the herald was printed and used, for Mrs. Gunning's grandfather attended the show here in 1885 and obtained the herald at that time.

The Buffalo Bill Wild West in those days showed fairgrounds and made street parades and was not the show that it was when James A. Bailey sponsored it years later. Major John M. Burke is not mentioned as being one of the general managers, but was with the show at that time; he was, nevertheless, one of the leaders in the management of the show in those days, and once in later years when Bailey had taken over the show, the Major was relieved of every other department except the press, after having had general charge and made arrangements for the exhibition at Earle Court, London, and in Paris, Vienna and Rome on Buffalo Bill's previous visit to Europe and before Bailey took over the show. At the opening of the show in Philadelphia, the Major had been stripped of about all his authority.

AMONG those observed at the opening of Clyde Beatty's Jungle Garden and Zoo at Fort Lauderdale, Fla., December 2, was Frank Walters, wealthy Houston, Tex., circus enthusiast. Walters is known far and wide for his amateur circus which is host to all the kids in Texas who can get to Houston. Recently Texas youngsters saved their penny and presented Mr. Walters with a medal, attesting to their appreciation and affection.

Under the Marquee

By CIRCUS SOLLY

WILLIAM X. RENO, of Lewis Bros. Circus, was a caller at the Chicago offices of *The Billboard* and said he will be with Lewis again next season.

GEORGE H. FISK, of Clark's Animal Show, after visiting relatives in Battle Creek, Mich., is home in Jackson for the holidays.

EDDIE CONLISS, clown cop, is contracted to assist Silvers Johnson with his clown band at the Shrine Circus in Canton, O.

THE CLARKES, the Escalantes, Arthur Borella, Danny McAvoy, Gus Lind and Lareno are with E. K. Fernandez Circus in Hawaii.

LUCKY WOODS, who fell while doing a loop-the-loop at an afternoon performance in Los Angeles November 1, is still in a hospital in Taft, Calif.

GENEVA, O., which has many business enterprises named after Walter L. Main, is anticipating a hotel and road named after Main, according to Jean March.

BUCK LEAHY, clown contortionist with Parker & Watts Circus the past season, has been held over a third week at Sportsman's Lodge night club, Warwick, R. I.

WILLARD J. OAKLEY bagged a deer in the Ligonia Mountains near Joaze town, Pa. Recently and says after some roasting venison he's heading for Miami to spend the rest of the winter.

ART LIND is playing club dates in Philadelphia and will play Baltimore and Camden and Trenton, N. J., before going into Boston, where he is engaged to play holiday dates.

WILLIAM J. HOFFMAN and wife have returned to Los Angeles from a trip to San Diego. William spent two days at the zoo there and claims he saw animals that he had never seen before.

THE FLYING LEFORMS now have five persons in their flying return act. They have been sponsoring their own shows with success and are booked solid until March, they report.

MRS. JEANETTE POWERS, owner of Powers' Elephants, is wintering at Baldwin Park, L. I. Her five performing elephants taken east from Chicago several weeks ago have no immediate engagements, she said.

MR. AND MRS. PURCELL, of the Purcell's Stage Circus, and Harry Vilpenteaux and the Musical 88, Spindlers and Kings Circus, in Conesdale, Pa., renewed acquaintances. They report the show smooth-running.

KENNETH POLEY, since closing with Lewis Bros. Circus, has been at his home near Akron, O. He recently took a trip thru Kentucky and stopped at Springfield, O., on his return for a visit at Barker Bros. Circus winter quarters.

JEROME T. HARRIMAN, who spent the past few months at his home in Ft. Kent, Me., is now in Washington with his family and plans to remain there until after January 1. Says he hasn't made any definite plans for next season.

AERIAL ORTONS, while en route home from Boston after playing the Hand-Motion Circus, stopped in Peoria, Ill., and caught Polack Bros. Circus, renewed acquaintances and enjoyed a dandy show, they say. They arrived home in Adel, Ia., in time for Thanksgiving (30).

THE EVANSVILLE (Wis.) REVIEW, weekly newspaper, in its December 7 issue devoted front-page space to the accomplishments, as a contortionist, of Yvonne Zwickey, a three-year-old local girl, the daughter of Mr. and Mrs. Delbert Zwickey.

MEMBERS of McLeod's Royal Scotch Highlanders, playing the Torch Club, near Canton, O., renewed acquaintance with Sterling (Duke) Drukenbrod and Rex de Rossett while in that city recently. All were on Cole Bros. Circus together in recent years, the Highlanders being with Drukenbrod's side show.

SILVERS JOHNSON will clown and present his midget Austin at the Shrine

Circus, Canton, O., and at the Stadium Circus, Chicago, for Barnes-Carruthers. While in Canton Silvers says that he and Mrs. Johnson were invited to join the Charles Biegert Club. They will attend the club's next meeting on December 17.

MYRNA KARSEY and her pythons are reported to be showing to good advantage at Huber's Museum, New York, where she is in her fifth week. Martha Karsey has joined her sister, Mrs. Burt Wallace, for a much-needed rest in Florida. Myrna and Martha will be back with a circus next season.

MARION WALLICK and partner, Aretta Pierre, did their knife-throwing, whip-cracking and rope-swinging acts on November 24 at the Canton (O.) Merchants' Circus, which was staged by Jack Malloy. Two performances were scheduled, but a third one had to be given to accommodate the crowd. The circus is to be an annual event with Malloy in charge.

ED HILER, general agent of Barnett Bros. Circus, is placing elephants and camels in Christmas parades at Sparrowsburg, Greer, Laurens, Clinton and Union, all in South Carolina, with others to follow, he says. Bill Woodcock is in charge of elephants, with two assistants. Hiler has been re-engaged for next season with the Barnett show.

AFTER CLOSING with Russell Bros. Circus November 20, Madam Bedini, Freddie Gunlup, Harry Hammond and Chuck Sajtá left with Bedini's stock for Aurora, Ill. Madam Bedini states her act beautiful will have new flashy wardrobe next season. Freddie Gunlup will again work stock. Hammond is now back at the Wells Lunch, Chicago.

BILLY MACK and **ART LARUE**, who returned to Los Angeles formerly from Chicago, opened at the Biltmore Bowl in the former city December 18 with their comedy and novelty dog act. With them are George Brindemour, magician; Wally Wartenberg, juggler; Chief Englefeather, novelty tap dancer, and Fred Laurence and orchestra.

S. P. (SPEED) WILLIAMS, who was better known as Bud Williams when he was connected with Buffalo Bill about 40 years ago, has been conducting a nightly 10-minute sports program for Spalding Bakery over WBAX, Wilkes-Barre, Pa. In 1921 and 1922 Williams was with the Rubin & Cherry and George L. Dohyans shows. Since then he has been connected with professional baseball.

PROF. JOHN H. GILL, 68, spy old trouper of Columbus, O., where he conducts a music studio, read two columns in *The Ohio State Journal* of December 2 with his reminiscences of old circus days. Prof. Gill joined the Walter L. Main Circus at 21 as a clarinetist and

later became band leader. For the last five years of his circus career he was director of the Forepaugh-Sells Circus band.

GEORGE DEMOTT, juggling clown, formerly with Hagenbeck-Wallace, Cole Bros. & Clyde Beatty, Barnes Bros. and other circuses, is clowning and juggling in the toy department of Fosemyer's Department Store, Harrisburg, Pa. Frank Gans, 72, formerly with circuses, is Santa Claus in the same store. He has natural whiskers for the job. Bob Lingle, clown, and Indian Chief Joe Thunder Bird, of the Seminole tribe of Florida, are also working there.

FUNNY BONES HARTZELL, after closing with Ringling-Barnum, journeyed to the show's winter quarters in Sarasota, Fla., to rebuild props, paint trucks and make a new wardrobe preparatory to leaving for Havana with Fred Bradna's unit. He says the Havana papers report him and his wife to be the first American white-face clowns ever to play the National Traction Co. The Hartzells' daughter, Glenna, is with them in Havana, doing a single swinging ladder number with Santos & Artigas Circus.

REGARDING CIRCUS PARADES, C. E. Doble, Jeffersonville, Ind., agrees with William F. Hewitt, who recently commented on them in this column. Doble writes: "I agree with William F. Hewitt, who says the day of big circus parades is probably over. I will add that the golden age of the circus has come and gone. Hewitt says what is needed today are 20, 25 and 30-car circuses that will give a first-class parade. During the past two years there was a new Wild West show of about 30-car size, with first-class equipment, which closed after a three weeks' tour because of financial difficulties and poor business. In 1938 there was a 30-car circus on the road that gave parades. Poor attendance caused this circus to bring its season to an end after 16 weeks. In 1939 there was a 15-car circus, which also gave parades, but because of poor business was forced to close much sooner than expected.

"The writer believes that a few circuses of 10-car size would have a better chance of success than the 20, 25 and 30-car shows. The W. H. Harris World Famous Nickel Plate Show, 10 cars, was operated for more than 20 years until time shows and always a money-maker, showing at popular prices thru the Middle West and South. Others in that class were the Dode Fisk Circus, operated successfully 1907-10. I was with that show in 1910. Sun Bros. World's Progressive Shows, on the road for over 25 years, was another money-maker for its owners, George and Peter Sun. There was no parade with this show but an outside exhibition instead.

"We all know great changes have taken place in the past 30 years, especially in the last 10 years, and what the future holds for the circus remains to be seen. I believe, however, that a few 10-car shows of the kind mentioned above, with popular admission prices, would stand far better chances of success than the 20 to 30-car circuses."

The Corral

By ROWDY WADDY

ADDRESS all news in care of Rowdy Waddy, The Corral Department, 23 Opera Place, Cincinnati, O.

GIVE the Letter List in this and every issue the once-over. Your name may be advertised therein.

RALPH B. (BUCK) BUCHANAN, vice president of the Bear Club Rodeo, Waco, Tex., has returned to his home after attending the Chicago meetings last week.

DIXIE MASON, of Sarasota, Fla., handled the microphone at the Sarasota Rodeo, November 29-December 1. Proceeds of the event were used by the Sarasota Lions Club to provide glasses for children with faulty vision.

COME ON, boys and girls, get those pens to working a bit. Tell Rowdy what's doin' in your diggin'. Turk Greenough, Montie Montana, Tommy Horner, Ted Allen, Lucky Boy Williams, Bill Pickett, Snake-Horse Roger, Tex and Ginger Harrison and Johnny Mullens.

EVERYONE in rodeo circles wants to know what his summer cronies are doing this winter. Now's the time to let 'em know what's happening, especially since this is the time of the year when so much of the column's space does not have to be given over to rodeo results.

WILLIAM SWITZLER was recently elected president of Pendleton (Ore.) Rodeo. Board of directors, who named were A. L. Powers, vice-president, Lowell Stockman, treasurer, and Roy Ritzner, business manager and secretary. Re-elected directors were E. N. Boyin, John Hales, M. D. Zell, Allen Folsom, D. H. M. Hankins, C. L. Leullian, and Kirkpatrick, George Stangler, Herbert Thompson and Donald Robinson. Area director's duties were assigned to Boyin, while Powers drew the grounds assignment and Hales was placed in charge of competitive events.

RESULTS of the recent T. E. Robertson Rodeo at Little Rock, Ark., of which T. E. Robertson is president and C. A. Studer, secretary: Bronk Riding—first go-around, George Yardley; Eddie Curtis and John Burnett split second and third. Dude Colbert. Second go-around, Eddie Curtis, George Yardley, Doc Blackstone and Joe Coker split third and fourth. Third go-around, Ernie Barnett, Joe Coker, George Daniels, Eddie Curtis. Extra performance, George Yardley, Doc Blackstone, Morris Cooper; Tack Bolton and Ernie Barnett split fourth. Final, Eddie Curtis and George Yardley split first and second; Doc Blackstone, Tack Bolton.

Bull Riding—First go-around, Eddie Curtis and Sylvester Roane split first and second; Dale Adams, Jimmie Oest, Second go-around, Hughie Long, Tack Bolton, Jimmie Oest, Charles Colbert. Third go-around, Charles Colbert and Hughie Long split first and second; Dale Adams and Bob Wilkinson split third and fourth. Fourth go-around, Bob Wilkinson; Fee-Wee Morris, Johnnie Morris (See CORRAL on page 54)

Where Are You Wintering?

Kindly give the information on this blank and mail to *The Billboard*, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show
 Kind of Show
 Is it Flat-car, Baggage or Motorized?
 Owner
 Manager
 Winter Quarters Address
 Office Address
 Opening date and stand for 1940 if definitely set

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

NAAPPB MEET UNDISCIPPED

Devisers Tackle Fun Zone in NY; Sales Pondered

NEW YORK, Dec. 9.—American Recreational Equipment Association, exhibit wing of the 21st annual NAAPPB convention, touched off powwow proceedings Monday afternoon with an attack on the 1939 World's Fair in New York. Direct hit of the expo's amusement area policy was delivered during George A. Hamid's presidential address, subject consuming better part of his 17-minute speech in the North Ballroom of New Yorker Hotel.

Calling the expo's midway problem a depressing question, Mr. Hamid launched into a terrific tirade, complaining about "baby treatment" and "lack of consideration" on the part of those named by the fair to direct the fun zone. "We were saps and suckers in 1939, but let's hope we'll do better in 1940," he declared, following which he appointed a committee of World's Fair participants to study the situation with a view to ironing out the manifold difficulties in co-operation with expo officials who would be ap- (See DEVISERS TALK-SALES on page 34)

Annual Award May Perpetuate Name of Baker

NEW YORK, Dec. 9.—Following award of plaques to exhibitors at the NAAPPB convention, a plan was started to perpetuate the name of the association's deceased former president, Harry C. Baker, by means of an annual award. Probability is that it will be added to the three trophies and offered at the 1940 powwow.

Fred W. Pearce award for new mechanical equipment on current market went to Custer Specialty Co., featuring Bubble Bounce, N. S. Alexander plaque for most elaborate and meritorious exhibit was won by the Philadelphia Toboggan Co. John R. Davies trophy for a supply, accessory, service or vendor was raised by the International Microscope Reel Co.

Each was in a different section of the display. Philadelphia Toboggan exhibited in the Grand Ballroom, Custer in the mezzanine and International Microscope in the anteroom between the ballroom and mezz. All were in practically the same compass alignment.

Denver Pilot



ARNOLD B. GURTLE, Denver, is 1939 president of the National Association of Amusement Parks, Pools and Beaches in his own right, having been elected to the post at the New York annual convention on December 4-8. As first vice-president, he had been serving out the unexpired term of the late Harry C. Baker. He is president of Ellitch Gardens Co., having gone there as park manager in 1924.

54 Exhibitors Have 83 Units; Late Biz Better

NEW YORK, Dec. 9.—With business opening light at beginning of the week, 54 exhibitors who covered 83 booth units reported trading slightly increased upon the arrival of carnival men the latter part of the five-day convention of the National Association of Amusement Parks, Pools and Beaches, combined with the American Recreational Equipment Association, which opened here Monday in the Hotel New Yorker. A scarcity of major new items was noticeable, but those on display attracted interest. Showmen at the meeting availed themselves of the opportunity to renew old acquaintances and plans for next season filled the air.

Some exhibits were placed around the mezzanine floor overlooking the main lobby of the hotel, with accessories displayed in the anteroom of the North Ballroom. Rigas and food concession equipment in the main were seen in the ballroom proper, but this was one of the few times that firms were unable to show complete rides. R. E. Chambers Co. exhibited a Circle Swing unit in the hotel. (See 83 EXHIBIT UNITS on page 61)

Convention Chatter

NEW YORK, Dec. 9.—Rex D. Billings Jr. visited the convention but left for Montreal Tuesday night to attend the first of a series of "Anti-Ditcheburg Dances" he is putting on in the Canada city. Rex reports that the press is really going to town on this move to annihilate the j-jugs and that he hopes soon to restore dancing as a calm, peaceful, artistic and dignified pastime.

GEORGE BAROK, representative of the Kenney Co. in the Columbus (O.) area, attended to introduce a new game to the park boys. He recently acquired a large tract in Ohio and is considering a park of his own.

J. J. CUSTER was jubilant over the award made Bubble Bounce. Much of Custer's time was spent in the Panel

Carnival Men Scarce; Exhibits Split; Registry Fee Criticized

Officials argue registration charge needed to offset added expenditures—WF boss, surprise speaker, sounds hopeful note—Gurtler prez—Hodge re-elected secy.

NEW YORK, Dec. 9.—Assembling in New York for the first time since 1932, the National Association of Amusement Parks, Pools and Beaches last night concluded its five-day deliberations and showing of riding devices, equipment and accessories for the 1940 market, latter classifications being staged by the American Recreational Equipment Association, manufacturers' wing of the parent association. As freely predicted, absence of a major portion of the prospect field, represented by the carnivals, great majority of which were in Chicago the first half of this week attending the International Associations of Fairs and Expositions' renewal as result of a complicated split-up for the first time since the amusement body powwows seven years ago, brought interest and buying power, in addition to actual sales, down to a minimum.

This loss was even more accentuated due to an exhibit hall which was diverted into three different channels on the mezzanine level resulting from inadequate physical facilities of the New Yorker Hotel for such layouts. To further add to an incongruous situation, which was proclaimed freely by most exhibitors and others, entry to the display sectors was made difficult by restricting point of come-in to a corridor opposite the elevators. With elevator service limited to the lobby, the result was a convention of showmen who displayed their leathery wares on 30 floors and occupied 750 rooms, conditions were further aggravated.

No entry from the lobby to the exhibits said a floor above was permitted. There was also a good deal of criticism, some of it allegedly unjustified, directed at the \$2 registration fee and several outright prospects were known to have turned away. A. S. Hodge, national secretary, and his chief assistant-adviser, Belle Cohen, stated that the cost of bringing the confab to New York, plus the tabs asked by the hotel for its services and facilities, were so great that added revenue had to be sought to offset the expenditures. On this basis the devisers agreed to waive their usual 25 per cent share of the profits from the exhibit and also put in no disclaimer to the \$2 registration fee, at a meeting called by President George Hamid of the AREA a month before the convention expressed itself as opposed to a \$2 fee. Trouble seemed to be with cashiers wishing to escape the tax and posing as prospects, but legitimate buyers were in many cases classed indiscriminately with the phonies, according to many leading exhibitors. False registrations appeared to be numerous and NAAPPB officials said this is always difficult to control.

Gibson Has Message

A surprise speaker shared the spotlight in the second main session on Thursday with a discussion of the social security tax on bands. Pulled out of the hat was Harvey D. Gibson, board chairman and boss of the World's Fair, who was introduced by Norman S. Alexander,

Woodside Park, Philadelphia, a past president of the association and high in its directing ranks. Mr. Gibson, smooth as silk and oozing good will, addressed his message to showmen in general and 1939 expo concessioners in particular, saying they would be given opportunity to catch up on their losses of the past World of Tomorrow. He concluded on an anecdotal note and then presented, with vigorous praise, "my amusement adviser" Lincoln G. Dickey, general manager of Billy Rose's Aquacade, who arrived in from the Chicago meetings. Mr. Dickey said he hoped the amusement area at the fair could be revamped into a winner and expressed himself as willing to go to the limit for Mr. Gibson, the fair and concessioners to help bring success about. He emphasized that he has no official status with the expo but has been retained in an advisory capacity to Mr. Gibson. Cameras clicked and the packed North Ballroom stood up as one man and cheered the banker as he made his way to and from the speakers' platform. It was one of the greatest ovations ever accorded a speaker at a park men's parley and was distinctly sincere in its enactment.

Schott Hits Band Tax

It was young, energetic Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati, who furnished the fireworks on that day (Thursday) with a paper attacking the "unjust social security tax on name bands." Mr. Schott, explaining that the address was prepared by a social security accountant of Cincinnati, declared that the status of a name band in its legal or U. S. Government sense, is confusing and disturbing. He cited tax payments made on these name bands or independent contractors during the three-year period 1936-'38, amounting to more than \$100,000. (SEE NAAPPB MEETING on page 59)

New First V-P.



ADRIAN W. KETCHUM, who was named first vice-president of the National Association of Amusement Parks, Pools and Beaches at the New York annual meeting last week, is general manager of Forest Park Highlands, St. Louis, Mo. He is no novice in the field, having begun his connection with the Highlands in 1911.

Since Inception



ALFRED R. HODGE, re-elected executive secretary-treasurer of the National Association of Amusement Parks, Pools and Beaches at the 21st annual meeting and trade show in New York last week, has been secretary of the organization since its inception as NAAP in 1920. He has been in amusement business about 27 years, his first connection having been with Riverdale Park, Chicago, as publicity manager.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Conventional Comment

How come there is no president for the pool division of the NAAPPP? Arnold B. Gurtler, newly elected president of the association, is an excellent leader, but I think there should be one pool man to preside over those in the aquatic biz as Sol Pincus used to when he was associated with Cascades twin tanks, New York City. Come to think of it, Len Schlosser, of Glen Echo, also served in two capacities a few years back.

"Stoo bad Chaucey Hyatt, Chicago hedge official, couldn't make the confabs. He was slated to lead the discussions at one of the pool sessions but was forced to cancel his trip to New York at the last minute. Messrs. Ziegfeld, Ackley and Schlosser, incidentally, were very fine discussion leaders.

J. O. Ziegfeld, who operates Meadowbrook and Five Oaks swim tanks in Baltimore, offered a most interesting experience at the first pool get-together. "Ziggy" revealed the great success he had last summer with night bathing. He reported that he actually solved the problem and drew as many as 800 to 1,000 swimmers on many evenings. How did he do it? Merely by price reduction. Of course he advertised and ballyhooed his night swimming, which had something to do with it. He cut his tariff to two bits and says that many persons came in groups after business hours. In his opinion, the night bathing problem can be solved if one cuts prices and lets the public know about it.

Cute remark of "Cap" Scully, of the Red Cross, was, "Modern life guards not only have a coat of tan but brains!" "Cap's" speech was very well received, as was also that made by Art French, general manager of Manhattan Beach, New York. The paper *A Doctor Looks at Swimming*, prepared by Dr. Howard Beard and read by Harry Ackley, was well written and showed that the doc had a clear picture of his subject, but it was much too long.

Big representation of Philly pool men attended. Eric Armith, Fisher's pool, who is pres of the Philly pool group, sat with Charlie Schrouder, of Boulevard matatorium. "We're the big and small of it," pointed out Schrouder, he claiming the biggest plunge in Philly and Armith the smallest.

Glad to hear of the appointment of Paul Huedepohl as assistant general manager of Bantock, of W. G. 2, Eastland, Ore. Paul certainly deserves the honor. A telegram from Harvey Wells,

1939 Park Season

In Review

and

Important Events and Happenings of the Year

These features will be found in the

Holiday Greetings Number

Dated December 30

pres of Hayden Island Amusement Co., which operates the park, was read. Paul will assume his new duties on April 1.

Harvey Gibson, prey of World's Fair, certainly deserved his seat to all park and pool men present when he attended the fourth day of confabs. He is trying hard to understand the amusement biz and he is going about it in the right way. Hope Gibson won't mind, however, if I come out publicly and report that the swimming pool gag he told at the convention was an oldie. Still it showed him up as the man he is.

Bill Rabkin, who puts in all those color-operated devices at swim tanks, had a time for himself taking pictures of all those present on opening night of the Pent House Club. Wonder how much hush money he had to give me negative of pix he snapped of yours truly. He took one of Paul Huedepohl doing a Spanish tango—costume and all!

At the suggestion of this column Jack Mellon, manager of St. George Indoor tank, Brooklyn, played host to 12 visiting pool men at his mammoth tank. The visitors were taken through the plant and evidenced much interest in the majesty of the place.

When these lines are read the conductor of this pillar hopes to be in sunny Miami. I'll have more to write about the convention next week, however, and will try to keep you informed for the next month of swim activities down south.

DEVICERS TALK SALES

(Continued from page 33)

pointed to confer with the committee. At the same time President Hamid lauded the progress developed by Harvey D. Gibson, W. F. Bond chairman, who assumed active charge of the fair in mid-stream. Among members of the committee named by Hamid are Norman Bartlett, Maurice Piesen, Cy Bond, Fred Markey, Harry Traver, Norman Alexander, C. S. Starckweather, Albert K. Kling and Jordan Mott, all of whom have interests at the expo.

Parachute Jump Success

Attendance at the stanza was dim owing to the fact of its being held in the afternoon, when most member-exhibitors were busy creating their displays in Exhibit Hall on the mezzanine floor. Exhibits could not be put up before Monday morning because of an industrial banquet in the section on the previous evening. Afternoon session was curtailed to permit several ARA members to exhibit. Abner K. Kling, of Eyerly Aircraft Corp., and others to take the afternoon train for the Chicago convention of fair men-showmen, these brackets meeting apart from the park men, who will be in town from that time since 1932, when the NAAPPP parley was staged in New York.

President Hamid's sharp rebuke to the fair contrasted with a stirring success-story word picture delivered by Commander J. H. Strong, head of International Parachuting, Inc., operator of the Parachute Jump at the fair which drew 551,000 paid entries and nearly \$222,000 gross gathered from a 40-cent admission. Jump was the most successful paid attraction on midway proper, its take being topped only by Billy Rose's Aquacade, not regarded as an midway proper, and fair's thematic Perisphere show, located on main part of grounds.

The naval man, a prepossessing personality, did not dwell, however, on success phases as much as he did on the development of the tower itself as a training instrument for naval-military uses, tracing its growth from that type of function to its adaptability to amusement parks and resorts. Several of the figures he toyed with were credited to the exclusive series in *The Billboard* based on a survey made by Market Analysts, Inc. of which Sanford Griffith

Long Island

By ALFRED FRIEDMAN

Local amusements are organized to compete with Manhattan in satisfying palates of Christmas and New Year's celebrators who are residents of the Island. This year the scene has been set, particularly by taverns and roadside spots, to keep trade at home. Ted Ornstein has been selected to fill the vacancy left by the death of Long Beach's late Mayor Edwards. Bill Strinning, former leader of many shore enterprises, is now manager of Capitol Bowling Alleya, New York City.

There is a pause in activities in Rockaway's Playland Park relating to preparations for next summer, but there will be a resumption right after the holidays. A resort of no small proportions is arising in the area of North Beach, with tourists being lured by the flying field activities. Fire Island is scheduled to expand as a resort, with plans for this step completed.

Movement is afoot to populate the westerly section of Long Beach's \$2,500,000 Boardwalk with concessions. Riss Park's provisions for about 15,000 parked automobiles may be increased. Long Beach's plan to liquidate the debt resulting from work carried out in improving the waterfront by charging a quarter toll for bathers is working out effectively. Last summer's receipts were more than enough to defray expenses of the park and building and underwriting maintenance costs.

is president. In treating the subject of device sales men on a percentage arrangement, Abner Kline emphasized these points: 1. The seller should treat each sale individually. 2. Credit standing of prospect should be studied—get a third or fourth party to take up for you, if possible. 3. Make sure that the conditional contract of sale is as legal and as holeproof as possible. 4. Study the laws of the State in which you are doing business.

Discussion was picked up by W. F. Mangels, W. F. Mangels Co., who hinted that there is a tendency in percentage basis sales to "oversell." He urged conservation because by "flooding" the market with devices on liberal terms you are bound to take up many who are not qualified, who will perhaps never qualify and particularly to those who do not have the experience to properly merchandise your wares. Other phases of the question were taken up by Cy Bond, Deane Corp.; L. L. Custer, Custer Specialty Co., and Lee U. Eyerly, of the firm bearing his name. In addition to R. S. Uzzell, of Uzzell Corp., who is AREA secretary.

The Reconstruction Finance Corp. has money and is willing to lend it in all its legitimate phases, the ruling being that amusement parks are legitimate businesses," said Wallace St. Clair Jones, William B. Berry Co., a paid president of AREA. Mr. Jones said the results obtained by New England amusement man from RFC loan applications.

"If you are a going concern in healthy state and your accounts receivable are in good condition, you are eligible," Mr. Jones said. ARA is looking for mortgages on property, security as collateral, interest rates averaging between 3 and 5 per cent and, in most instances, a period of 17 years for retirement of loans, he declared.

Other details of the recent trip of W. F. Mangels, who spoke about contracts with firms in belligerent and neutral countries involved in the European theater of controversy and conflict, stating that some raw materials necessary for the manufacturing business have increased in price; H. B. Williams and J. W. Queens Jr., of Joseph T. Ryerson & Sons, Inc., who discussed price, delivery and new types of steel; and Mr. Uzzell, who dwelled on novel ramifications in the wage and hour law.

Arnold B. Gurtler, of Elitch Gardens, Denver, greeted the devicers in behalf of the paid org. of which he is president, as did R. Hodge, secretary. A standing tribute was paid to Harry C. Baker, deceased president.

C. V. Starckweather, of Allan Herschell Co., was elected to head the association for 1940. R. E. Chambers, of B. E. Chambers Co., Inc., was named first vice-president, and Ray Lusse, Lusse Bros., second vice-president. W. F. Mangels becomes treasurer, succeeding the late Harry C. Baker, and R. S. Uzzell remains as secretary.

Transformation in Waste Land Is Seen At New Beatty Zoo

PORT LAUDERDALE, Fla., Dec. 9.—City of Beatty's new Junior Farm and Zoo here opened on December 2 to a good gate. Beatty and staff being pleased with initial attendance. On December 1 Beatty was host to 3,000 Broward County youngsters at the preview.

Construction crew did a fine job in reclaiming the waste land and putting it to use, the site having been filled and graded, cleared of undergrowth and planted with palms and other tropical plants.

Front has been cleared from gate to highway side to form an ample parking lot. Two box offices flank entrance gates, made of bamboo strips. A wide path, flanked on each side by a row of artificial terraced waterfall. On both sides of the walk lakes have been formed, about 50 by 150 feet. In one of these is August, 4½-ton hippo. Ducks and penguins are also on hand. On each side of the waterfall are baricop portraits of the Cincinnati and St. Louis type Monkeys of all types are in screened cages. Beatty owns several hundred feet behind the farm and plans to expand in that direction.

Of the four elephants two are being used for rides. Beatty's cats are in a wooden building, which, with a grandstand seating about 700 and the arena in which his lion show is presented, form group of structures overlooking the lakes and entrance walk. The December 3 show was well attended, running 40 minutes and being well paced.

First on the Kinko program, contortion act, followed by Capt. Eugene Scott with three performing elephants; Florens, clown, and his dog, Chickie; Alfredo; Harriet Beatty and her tiger riding on an elephant, and Jean Evans, aerialist. Kinko and Florens amuse while Beatty's performance is set. Beatty's showmanship always stands out, and Sunday's spectators were very appreciative.

Glad-hander in the attractive front to start soon include a half-hour remote broadcast from the zoo via Florida's newest station, WFTL. Miss Knecht will also conduct her own program from the station studios, featuring jungle stories and animal questions and answers. Staff includes Jack Walts, grounds superintendent; Eugene Scott, animal man; Bernie Sylvester, construction and maintenance superintendent, with his wife, Pauline, in the cashier's cage, and Arthur Deitch, in charge of public-address system. Admission to park will be 50 cents for adults and 25 cents for children, which will include the show.

Out's AAU Benefit Draws As Fla. Swim Season Opens

MIAMI, Fla., Dec. 9.—Alexander Ott began the winter pool season with a benefit show at MacFadden Deauville, Miami Beach, on December 2. Show featured to earn funds for the National Amateur Athletic Union convention in Hollywood Beach Hotel on December 8. City Recreation Director J. B. Lemmon, secretary-treasurer of Florida AAU, was in charge of arrangements. Prompt for the night for \$10 per ducent was good, the weather was threatening in the afternoon.

All participants turned in good performances. Professional swimmer performing part were Des, former Olympic diving champion; Marshall Wayne, present titleholder; Sam Howard and Jackie Ott, clown divers. Katharine Rawls Thompson returned to the field here after a six-month rest, she appearing here as Marjorie and Ruth Hoeger; Peggy Douthett and Evelyn Rawls; Pat and Skippy Fibrelbrother and Betty Joyce MacMinn. After the pool show the Deauville Room was the scene of a floor show headed by Tony Sharpe, orchestra, and Chet Reynolds' Orchestra, with Betty Taylor at the Hammond organ. I. Q. Cross handed exploitation.

BALTIMORE.—Carlin's Park here is doing good business with promotion of boxing and wrestling matches and operation of roller and ice-skating rinks, reports Harry J. Bowen.

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American Recreational Equipment Association

By R. S. UZZELL

AT THE CONVENTION.—Despite all handicaps, it's a great convention! The loyalty of members, faithfulness of committee members and efficiency and devotion of officers have never shown better to the very best interests of the association than at this 1939 meeting. Reports are elsewhere in this issue.

Mrs. Harry A. Ackley is the only woman who has attended all of our meetings except two since the days at the Auditorium Hotel in our beginning, while A. R. Hodge and your author are the only men present who have attended all meetings since the beginning.

William Jenkins Hewitt was first to propose an exhibit in connection with our convention.

Jack Lambie, of Euclid Beach, Cleveland, tells us he attended school, preparatory school and college, then went into the amusement park business and began to learn something.

McSwigan Museum Plan

Leonard Schiess never misses an opportunity to boost the museum of our industry. The trustees of this institution held a very serious meeting. A. Brady McSwigan, of Kenneywood Park, Pittsburgh, has set out on a very ambitious undertaking for the museum and has the unanimous approval of his fellow trustees. We are hoping.

The whirlwind trips of some of our men to Chicago brought them back for the Thursday sessions.

Committee of AREA on the New York World's Fair met Thursday morning at

11 o'clock and decided to co-operate fully with the Committee of Concoctioners of the amusement area of the exposition. The next meeting of our committee is not likely to occur before the latter part of December.

Harvey Humphrey brought his son to the meeting. Here is a grandson coming up in succession at Euclid Beach. This is surely one good way to accumulate a thorough knowledge of amusement park business and to pass it along. They have nine representatives at the convention. Surely this after their years of attendance shows the value of our association and its meetings.

Rex D. Billings, manager, and L. M. Lymburner, president, of Belmont Park, Montreal, came to this meeting. Rex coming up from Florida and Mr. Lymburner journeying from Canada's largest city. It is the president's first convention but one of his sons attended one Chicago meeting.

More W. F. Confidence

Frank De Rice, Canada's hot-dog king, came from Montreal. For 15 years he has been president of the Hot Dog Concoctioners in Belmont Park and now has numerous roadside stands in Canada's metropolises.

Paul H. Huedepohl, Portland, Ore., tells us he had to put more "back" in ladies' swimming suits. They object to

the sun burnings they have been getting. Then Paul says, "A change was imperative and no more of the suits could be taken off." We are not competent to argue the subject.

H. B. Auchy would be happy here. This is the first convention his daughter has attended. She knows all of us by name and has been connecting names and faces here and has enjoyed it as much as a small boy does a circus. She assures us she will not miss another convention if at all possible to attend.

On the visit of Harvey D. Gibson, chairman of the board of the New York World's Fair, he asked in his address for our co-operation in 1940. We were so well pleased with him that we shall surely do what we can to help in making a greater fair for 1940. Lincoln Dickey, adviser to Mr. Gibson, made us feel more confidence for 1940 operation.

Bands Draw at Norumbega

AUBURNDALE, Mass., Dec. 9.—Policy of keeping Totem Pole Ballroom open during the winter is proving highly successful in Norumbega. For here receipts have been so good that plans are being considered for keeping several other attractions open next winter. Ballroom draws heavily from nine near-by colleges.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Ware, of Chicago Skate Co. Among other prominent Eastern operators attending the meeting were V. J. Brown, Dreamland Rink, Newark, N. J., and Fred H. Freeman, Winter Garden Rink, Boston.

DAN E. DAVIS' new roller rink opened in Kingston, Pa., on December 7, with B. W. Davis in charge. Rink has a 60 by 142-foot floor and is equipped with tables for skaters and space for spectators.

ARENA Gardens Rink, Detroit, is concentrating on holiday activities, a Christmas party being scheduled for December 24 with a New Year's Eve party to follow a week later. Favors will be distributed. Arena Year Book will be distributed on December 20, making the fifth year the publication has been printed. Skate dancing has become so popular that an extra instruction period, in charge of Marjorie and Bob Martin, has been scheduled for Sunday afternoons. Jess Bell recently returned from a deer-hunting trip.

EL-OO-NELL Rink opened recently in Shreveport (La.) Coliseum after a long stay in Little Rock, Ark. Raymond Cook and C. A. Nelson are operators. They intend to promote series of firm-sponsored hockey games, masquerades, waltz events and races during the winter. Rink has 9,000 feet of heated floor space. Dorothy Donelson is organizer. Private parties are held after 11 o'clock.

SPURT in business during recent weeks at Playland Roller Rink, South Bend, Ind., is reported by Owen Al Walsh and Eddie Robbins, manager. Rink's activities have received good publicity in newspapers during recent weeks. Management was host to orphans recently and had school patrol members as guests on December 6. Party is scheduled soon for newboys of *The South Bend Tribune*. Rink's Children's Safety Club now has more than 7,000 members and meets on Saturday afternoons for skating, games, prizes and free candy. Playland Travelers' Club met recently and elected Harold Castleman, president; Henry Haslanger, vice-president; Mary

Capatina, secretary-treasurer, and voted Owen Walsh, who sponsored the group, an honorary membership. One of the club's functions is to visit other rinks and has scheduled a trip to Grand Rapids, Mich., for December 30. No charges are made for food or initiation, expense money coming from parties staged periodically in the rink.

Unorthodox Skating

By E. M. MOGAR

For many years roller rinks have advertised the fact that skating gives one erect and graceful carriage. If this belief is to be retained, managers will have to enforce rules against jitterbug skating and against wheelbarrow tactics or else create a crop of crippled skaters. In New Jersey and some parts of Pennsylvania this kind of skating seems to predominate. No owner who has the best interest of the business at heart will tolerate either style. As I mentioned in a previous article, the wheelbarrow style, when performed either backward or forward, is indecent and should be curbed. After some investigation I have found the jitterbug style is not wholly the fault of the skater, but to large extent is due to certain types of music played or not played by electric organists.

The instrument has been a boon to rinks. It is capable of producing every known tone and the finest classical music. Many organists do not pay enough attention to the organ, and have having rhythm or delicate swing. Just because a song is popular with the masses is no indication that it is suitable for skating. Music is one of the essentials of skating and should be given strict attention. I is indecent and should be curbed. Few organists are like a person learning to type, the one-finger kind who pecks and seems to think if he predominates on the fast pedal that's all that is necessary. The organist who does not hesitate to use the skater to improvise steps that coincide with the music, hence the jitterbug style.

It is not only ungraceful but also dangerous, creating many falls and accidents. Falls are caused by the manner in which skaters handle their feet, throwing them sideways and backwards. The motion of the body is ridiculous to the better skater. Falls are caused by the organist not producing incentive to learn the art of skating. As to the wheelbarrow style, the less said the better. However, this freak is also responsible for many accidents. Those who skate in this manner invariably take to the rails and if there is a space of six inches between the rail and a couple skating sanely in front of them they will push their way thru. In addition, the woman usually has one hand on the rail and does not hesitate to use it to push the couple in front out of the way. They seem to believe the entire floor has been reserved for them. Skating of this type often results in the legs of the woman swinging wide and interlocking with skates of someone else, resulting in falls.

Managers who have interest in their business should see that the jitterbug and wheelbarrow styles of skating is not tolerated. In addition, more attention should be paid to the type of music played and the way it is played. There is no excuse for poor music. Records are now produced by some of the best rink organists and are played in the rinks. If your organist is unfamiliar with these records it might be a good idea to take him where he can hear them. A list of new organ records being produced is available and from this list the type necessary may be obtained.

From observation my conclusions are that skaters will skate to music if properly produced. If not they will improvise steps to coincide with the music given them. In the future, more attention of text this means falls and accidents, besides producing awkward skaters.



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CLARENCE A. COREY, who with Frederick L. Watson converted Arcadia Ballroom, Manchester, N. H., into a successful summer roller rink during the past season, has taken over Montclair Hall in that city for winter skating, reports E. R. Coker. Arcadia Rink closed on October 18 with 400 members in its club. Manager Corey plans to reopen it in April. Rink is equipped with Chicago skates and an RCA Victor sound system. Montclair Rink will stage afternoon sessions five days weekly, with dancing on Saturday nights.

New roller rink in Rock Springs Park, Chester, W. Va., is under direction of R. L. Hands, park manager. Hammond organ has been installed with William Lodge at the console. Rink operates four nights weekly, with Saturday and Sunday matinees, when a special price for children prevails.

E. M. MOGAR, of Carman Roller Rink, Philadelphia, reports business in that area is good, the spring-like weather prevails.

RICHARD FLATH, operator of Coliseum Rink, Escanaba, Mich., and Buckeye Rink, Gladstone, Mich., was a Chicago visitor last week. Operator Flath, a veteran rinkster, reports that his past season was very satisfactory and he anticipates an excellent winter season. In addition to straight skating sessions, he enlivens his rink by frequent use of skating acts and bands.

MOONLIGHT Skating Club, Moonlight Roller Rink, Springfield, Ill., staged a Fall Festival skating party on November 25, proceeds of which were used by about 40 members to travel to Bloomington, Ill., where they were guests of Circus Roller Club on December 2, reports Alvin Hysler, president. Collegiate Fox-Trot was introduced by Moonlight skaters and exhibitions were given by Ruth and Lee, Frank and Bonnie, Dutch Rollers (Mr. and Mrs. Hysler) and Bill Richardson. Winter carnival will be staged by the Moonlight Club on January 19, to be followed by a trip to St. Louis. Dutch Rollers gave an exhibition on December 3 in Charles Sandke's Joyland Rink, Beardstown, Ill. Rink has a 45 by 98-foot floor, all music is furnished by electric organ.

New roller rink which opened recently in Shrine Temple, Cedar Rapids, Ia., is drawing good crowds nightly.

Following the Board of Control meeting of the Roller Skating Rink Operators' Association of the United States in Fred Bergin's Skateland, Dayton, O., on November 24, Earl Van Horn, proprietor of Mineola (I. T.) Rink and EBERCA, vice-president, visited rinks in Cincinnati, Chicago and Pittsburgh, returning to Mineola on November 30. While in Chicago he was guest of Ralph

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IAFE SCORES BIG TURNOUT

Entertainment Given Spotlight By Acts, Bands, Midways Talk

Grand-stand and dancing subjects bring out much discussion on two days—Herring new president, Green is moved up and Secretary Kingman starts second term

CHICAGO, Dec. 9.—Discussions of entertainment features of agricultural fairs held the spotlight on December 5 and 6 at the 49th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here. Discussing all phases of their business, the assembled fair executives, representing nearly every major annual in this country and Canada, generally swung back to grand-stand attractions, ballroom operation and midways. Bookers and producers of attractions took in the meeting, several taking a leading part in the program's progress. Despite the fact that comparatively shortly before the meeting was scheduled it had been necessary to change the place of convalescence from Toronto to Chicago, Secretary Frank H. Kingman, Brookton, Mass., reported that attendance was one of the best in IAFE's long history.

As usual the meeting was held in conjunction with the yearly get-together of the Sherman League of America and American Carnivals Association. Carnival operators, supply-house reps and other caterers to outdoor show business joined the fair officials in business and fun. Before disbanding for another year L. B. Herring Jr., Beaumont, Tex., was elevated from vice-president to president, replacing the retiring Sid W. Johns, Saskatoon, Sask. Charles W. Green, Sedalia, Mo., was elected vice-president and Frank Kingman was re-elected secretary, a post he filled for the first time this past year. Roy Rupard, Dallas, and (See IAFE Scores Turnout on page 28)

Building Program Planned For Ark. Live-Stock Show

NORTH LITTLE ROCK, Ark., Dec. 9.—State board of Arkansas Live-Stock Show Association recently authorized the board of governors to act in financing construction of a merchants' building and rodeo arena on the grounds here. About \$20,000 is to be spent, \$13,000 for the merchants' unit and \$7,000 for the arena. Certificates of indebtedness will be issued by the board if it is deemed necessary to partly finance the project thru WPA. Certificates would be used by holders for tickets, exhibit space and other uses of the plant over a period of several years. T. E. Robertson was again named director of the 1940 rodeo. He consented to plan purchase of materials for the rodeo arena, cost to be repaid him within five years. Board expects the \$12,500 annual grant by State Legislature in 1939 to be repeated in 1940.

Re-Elected



FRANK H. KINGMAN was re-elected for a second year as secretary-treasurer of the International Association of Fairs and Expositions at the 49th annual meeting in the Hotel Sherman, Chicago, on December 5 and 6. He is secretary-manager of Brookton (Mass.) Fair.

1939 Fair Season In Review

and

Important Events and Happenings of the Year

These features will be found in the

Holiday Greetings Number

Dated December 30

Many Displays Greet Visitors

CHICAGO, Dec. 9.—With no official exhibit hall in the hotel this year, major part of selling and good-will work centered in private rooms this week when much of the outdoor amusement industry assembled at the Sherman Hotel.

Hotel officials reported that as near as could be figured more rooms were occupied by conventionites than last season, although it was virtually impossible to obtain a complete account.

A partial list of exhibitors included: New York World's Fair; Conklin Shows; Barnes-Carruthers Fair Booking Association; Erie Young Attractions; Selden, "The Stratosphere Man"; Auslet, Gross & Banta; Performers' Consolidated Attractions; Clem Schmitt; Gold Medal Shows; World of Mirth Shows; George A. Hamid. (See MANY DISPLAYS on opposite page)

GGIE Liquidation Delayed

SAN FRANCISCO, Dec. 9.—Liquidation proceedings to wind up affairs of Golden Gate International Exposition were continued until December 13 by Burton J. Wyman, federal referee in bankruptcy, who expressed belief expo attorneys had not filed proper papers. Numerous technicalities, including lease of the land from the city and expressions of support from State, federal and foreign governments, must be overcome before another management could take over.

With IAFE Delegates in Chi

CHICAGO, Dec. 9.—Milton Danninger, Eastern States Expo, was lauded highly by President Sid W. Johns for his very excellent work as chairman of the IAFE's government relations committee. Mitt, they say, last year spent more time in Washington on committee work than he did in Springfield, Mass.

CHARLES A. NASH, Eastern States Expo, was welcomed back to the meeting. Charlie missed it last year for the first time in years. You can't keep him away long. . . . And there were several new faces around the Sherman this year.

TUESDAY AFTERNOON program session looked more like a band bookers' convention than a fair meeting. They were all there for the Home Bands at Grand Stand Attraction discussion. Noted in attendance were W. H. Stein,

New Prez



LEWIS B. HERRING JR. was elected president of the International Association of Fairs and Expositions, having been advanced from the post of vice-president, at the 49th annual meeting in the Hotel Sherman, Chicago, on December 5 and 6. He is secretary-manager of South Texas State Fair, Beaumont.

Dallas Directors Move for a Circuit Of Summer Shows

DALLAS, Dec. 9.—State Fair of Texas plans an elaborate summer open-air amusement project in its enlarged Fair Park. Project is for a new show each week, all to be completed before the annual fall fair. Plans were discussed at the annual stockholders' meeting in the fair association's offices in the Educational Building Tuesday night.

President Harry L. Seavy said the officers had already contacted a number of fair associations in the Middle West with the idea of forming a summer circuit in cities that have suitable facilities for producing outdoor shows and (See Dallas Summer Shows on oppo. page)

Tampa Is To Add Service for Guests

TAMPA, Fla., Dec. 9.—Anticipating record attendance of fair and outdoor show executives during the Silver Anniversary Jubilee, the 1940 Florida State Fair here has set up a special department to aid guests in securing accommodations during the annual, said General Manager P. T. Strieder.

With all indications pointing to the biggest tourist year since the boom of (See Tampa Adds Service on opp. page)

CDFS Born At Chi Meet

New IAFE offspring gets healthy start—aims mean much to smaller annuals

CHICAGO, Dec. 9.—The new baby of the International Association of Fairs and Expositions, the County and District Fairs Section, held its first meeting this week in the Hotel Sherman here in conjunction with the 49th annual convention of the parent IAFE. Organized thru efforts of Frank H. Kingman, IAFE secretary, the meeting was attended by more than a dozen representatives of the smaller fairs throughout the country. A. W. Lombard, secretary of Massachusetts Agricultural Fairs Association, Boston, presided.

Secretary Kingman is optimistic over prospects of increased membership within the next year and holds the opinion that much good can be done by the new org. Function of the section is to attempt to bring more reps of small fairs to annual meetings of IAFE, to settle problems facing small fairs and, most (See CDFS BORN on opposite page)

Fredericton Plant Loses Exhibit Halls In \$100,000 Blaze

FREDERICTON, N. B., Dec. 9.—Fire believed to have been of incendiary origin destroyed buildings on Fredericton Exhibition grounds the night of November 29, causing damage estimated by Vice-President C. Hedley Forbes and Secretary C. L. Sypher at \$100,000. It was the third fire in 10 weeks at the plant, which has been occupied by soldiers since outbreak of the war. The second having been of undetermined origin.

The blaze broke out at 7:15 in an unoccupied section of the old main building. (See Fredericton Fire on opposite page)

SHREVEPORT, La.—Robert T. Carr, president of Louisiana State Fair Association, is in a local sanitarium in serious condition as a result of having been suddenly stricken recently with illness.

Next in Line



CHARLES W. GREEN was elected vice-president of the International Association of Fairs and Expositions at the 49th annual meeting in the Hotel Sherman, Chicago, on December 5 and 6. He is in line for the presidency for 1941, according to the custom of the organization. He is secretary-manager of Missouri State Fair, Sedalia.

O. N. CRAFTS' movies of his new North Hollywood winter quarters drew (See IAFE DELEGATES on page 38)

Fair Grounds

ALBURNETHY, Sask.—North Qu'Appelle Agricultural Society here has erected, in a 40 by 30-foot exhibit building which includes a secretary's office and refreshment booth.

SASKATOON, Sask.—As a token of appreciation of the work of Eld W. Johns, manager of Saskatoon Exhibition, in successfully managing Saskatoon's Red Cross campaign, members of the local Red Cross held a luncheon in his honor recently and presented him with a silver medal bearing a gold cross, emblem of the society.

MANFIELD, O.—Financial report submitted to directors of 1939 Richland County Fair here by Secretary R. D. Hale showed profits of about \$1,300. It marked the first time in recent years the fair has been in the black. Increased revenue was attributed to the fact that the fair was held earlier than formerly. Profit was applied to the society's debt, reducing it to \$5,700.

NACOGDOCHES, Tex.—Joseph L. Mock, secretary-treasurer of Nacogdoches County Fair and Live-Stock Exposition, reported profit of \$2,400 for the 1939 annual, an increase of \$200 over 1938 figures.

COLUMBUS, O.—Ohio racing commission announced gross play in 1939 at the 17 State-licensed tracks was \$6,244,485, compared to \$8,228,301 in 1938. Consequently the State's tax collections dropped from \$1,125,889 in 1938 to \$1,000,000 in 1939. State take, including license and application fees, decreased from \$139,142 to \$104,186.

PLYMOUTH, Wis.—Stockholders of Sheboygan County Agricultural Association voted to assess 25 cents per share on outstanding stock for the purpose of clearing inadequate records and remove deficit of \$2,875.98.

CHEWANING, Mich.—Chester M. Howell, secretary of Chewaning Fair and Michigan Association of Fairs and a State senator, was the subject of an art layout in a recent issue of *Charger Magazine*.

YOUNGSTOWN, O.—County Engineer Robert J. Schomer has submitted plans and specifications to Manufacturing County Agricultural Society for the new fair grounds on Canfield Fair grounds here at estimated cost of \$1,600. Commissioners will approve the project when the fair board posts necessary funds for construction.

ESTEVAN, Sask.—Executives of Estevan Agricultural Society, meeting recently to devise means of replacing buildings destroyed by fire, recommended to the board of directors and city officials construction of two 30 by 100-foot horse barns with lots at cost of about \$2,800. Cows and sheep pens have been constructed, roofs of cattle sheds have been treated and race-track railings have been repaired in connection with an improvement project now under way.

ELKHORN, Wis.—Walworth County Agricultural Society had total receipts of \$61,683.50 and disbursements of \$41,503.79 during 1939, leaving cash on hand of \$20,179.71 and liabilities of \$469.89 as of December 1, according to annual statement released by Secretary E. M. Porter and Treasurer J. C. Woodford.

EUROENE, Ore.—Allen Wheeler, manager of Lane County Fair, released figures showing cash balance of \$2,922 for 1939.

Fair Elections

RANDY CREEK, N. Y.—Oswego County Fair elected Paul J. Woodard, president; Harry L. Stone, Edward Gould, vice-presidents; Carl Moon, secretary; Norman L. Clark, treasurer.

WAPAKONETA, O.—Auglaize County Fair Association re-elected E. W. Linn, president; A. J. Gierhart, vice-president, and J. H. Frische, treasurer, reports Secretary Harry Kahn, whose term runs for another year.

COLUMBUS, Ga.—Chattahoochee Valley Fair Association re-elected F. H. Schomburg, president; Felix Jenkins, secretary. Others named were H. E. Weathers, J. E. Knight, vice-presidents; Myrtle Layfield, treasurer.

PLYMOUTH, Wis.—Sheboygan County Agricultural Association elected Homer Melvin, president; Charles Voigt Sr. and Emil Tiedt, vice-presidents; Henry

Ott, treasurer; W. H. Eldridge, secretary; Louis Prange, general superintendent.

NACOGDOCHES, Tex.—Nacogdoches County Fair and Live-Stock Exposition re-elected G. C. Muckelroy, president; Joseph L. Mock, secretary-treasurer, and named Sam Stripling, vice-president.

HICKORY, N. C.—Catawba Fair Association re-elected E. L. Moore, president; J. O. Lutz, vice-president; John W. Robinson, secretary; J. H. G. Mitchell, treasurer.

LOCH LOMOND, N. B.—Loch Lomond Fair Association re-elected Thomas J. Jordan, president, and named Walter Watters to succeed the late Alexander F. Johnstone as secretary-treasurer.

URBANA, O.—Champaign County Agricultural Society re-elected O. B. Proctor, president; G. C. Wiskul, vice-president; Marion Apple, treasurer; John W. Yoder, secretary.

MARYSVILLE, O.—J. O. Mapes has been elected president of Union County Agricultural Society. Others named are J. P. Sidler, vice-president; Paul Tosney, treasurer; Harry A. Taylor, secretary.

CENTRALIA, Wash.—Lewis County Fair Association re-elected C. D. Foster, president; James W. Davis, Henry Bouchard, vice-presidents; Tom Woods, secretary; Charley Voegel, treasurer.

Kinnan Plugs No-Pass Rule at Annual Meet of O. Group

MILLERSBURG, O., Dec. 9.—Packing an address with suggestions to aid in dispelling financial difficulties which have beset Holmes County Agricultural Society here in recent years, Win H. Kinnan, manager of Ohio State Fair, Columbus, principal speaker at the society's recent annual meeting, labeled the "no pass" rule the biggest curse of fairs today. He advocated strict adherence to the "no pass" system as a means of increasing revenue.

Manager Kinnan pointed out that the 1939 State Fair adopted the passless system this year and that with the aid of good weather and good exhibits the fair closed in the black. He said three other fairs in the State followed the same procedure and made money. In support of his policy he said fairs are for the people of the county and they should be willing to pay to view them and support them.

S. Tex. Bucks Advertisers in 1939, Closing in Black

BEAUMONT, Tex., Dec. 9.—Operating profit for 1939 was assured by President Howard W. Gardner of South Texas State Fair here at the recent fall board meeting, despite a drop of 17,000 in attendance to 171,710. Report showed gross revenue was \$1,578,25 less than in 1938, while expenses increased \$3,103, with \$1,600 of the higher expenses going to premiums, \$400 for added lighting, \$300 for repairs and \$600 for publicity.

Midway gross was lowest in 10 years, he said. President Gardner and Secretary-Manager L. B. Herrington Jr. cited the following adverse factors: Dates missed major community pay rolls, usually called good weather, calling off Children's Day, which school boards failed to co-operate. Fair was praised for its chemurgic display, with runner-up honors going to improved midway and bigger poultry department. Proposals were made to add permanent displays in 1940 and change dates.

MANY DISPLAYS

(Continued from opposite page)

Inc.'s Mighty Shovelway, Lewis Bros.' Circus, Fair Publishing Co., Print Exchange, Donaldson Litho Co., Endy Bros.' Shows, Gold Medal Shows, Wilno, Dee Lang's Shows, World's Exposition Shows, Crafts' 20 Big Shows, Charles T. Gass, Sky Buster's Air Circus, Snapp's Greater Shows, Imperial Shows, Greater Show World, U. S. Tent and Awning Co., Messmore & Damon, Baker-Lockwood, Prince Karma, Theatre-Duffield Fireworks Co., Jimmie Lynch, Lucky Teter, Flash Williams, John J. Fox, Exposition, Racing Corp. of America, Globe Poster Corp., WLW Janboro, Ell Bridge Co., Branderburg Bingo Blowers, American Guild of Variety Artists, Ed Schooley's Revue, Curtis Wilson Shows, Tommy Sacco Attractions, So's Liberty Shows, Bernie Shapiro, Wisconsin De Luxe Corp., Triangle Poster Print, Goodman Wonder Shows, O. Henry Tent and Awning Co., Strates Shows, Gus Sun Booking Agency, Charles Lenz, Art

Lewis Shows, Hennies Bros.' Shows, United Fireworks, Spillman Engineering Co., Allan Herschell Co., Frank Wirth Attractions, Dodson & Baillie Shows, Ringling-Barnum Circus Amusement Corp. of America (Royal American Shows, Beckmann & Greety Shows, Rubin & Cherry Exposition, Hennies Bros.' Shows).

CDFS BORN

(Continued from opposite page)

important, to act as a clearing house for the many State fair associations scattered throughout the United States. At its first meeting the organization resolved to attempt to eliminate conflict in future meeting dates of organizations of fair associations, to arrange better distribution of fair dates, to promote the circuit idea in smaller fairs and to aid small fairs in matters of legislation, etc.

Second meeting of CDFS will be held at the same time the IAFE meets next year in Chicago. Members attending the initial session included Julius Cahn, Kenawee County Fair, Luxemburg, Wis.; William H. Clark, secretary, Indiana Association of County and District Fairs, Franklin; C. E. Edwards, president of Indiana Association of County and District Fairs; O. C. Heidemann, Manitowoc County Fair, Kiel, Wis.; A. W. Kalbus, Wisconsin Association of County Fairs, Beaver Dam; George W. Kiel, Manitowoc County Fair, Manitowoc, Wis.; A. W. Lombard, secretary Massachusetts Agricultural Fairs Association, Boston; W. B. Marsters, Manitowoc County Fair, Two Rivers, Wis.; Secretary William E. Price, Muncie, Ind.; A. F. Raak, Manitowoc, Wis.; E. D. Roapke, Manitowoc County Fair, Manitowoc; H. W. Steele, president Minnesota Federation of County Fairs, Appleton, and W. A. Ushmeier, Marshall, Wis., secretary Kingman, attending the meeting as official rep of the IAFE.

FREDERICTON FIRE

(Continued from opposite page)

ing and spread rapidly thru the structure. Firemen and soldiers fought to save exhibition buildings, but all were burning within a half hour. Other buildings destroyed were the transportation buildings, exhibition office, restaurant, caretaker's home and two new buildings erected by military authorities.

Altho the association will receive about \$50,000 in insurance money, it is believed that plans for erection of new exhibition buildings would be met for some time, since new structures would not be suitable for military quarters. Vice-President Forbes said he believed military authorities would erect temporary sheds.

Investigations are being made by civil and government authorities in an effort to fix responsibility for the fire.

DALLAS SUMMER SHOWS

(Continued from opposite page)

that many fair officials have announced their interest in summer shows. President Seay and Secretary Roy Rupard were to discuss the idea with representatives of Middle West fairs in Chicago. J. J. Shubert, New York theatrical producer, will confer with them on plans for a summer circuit and talent to be used.

Twenty-four directors were elected at the meeting. Officers elected for 1940 include Harry L. Seay, president; Roy Rupard, secretary; Fred Florence, treasurer; Hugo Schoelkopf, T. M. Cullum, vice-presidents.

Profits of the 1939 fair were announced as \$98,851, from which reduction of fixed charges would leave net earnings of \$14,500. President Seay recommended to directors that the fair begin at once a policy of using the Texas annual as a means of developing commercial and friendly relations with Mexico, Central and South American republics and that the plan be developed to include all South American countries. He recommended that South American countries be invited to exhibit at the fair yearly and that this contract be expanded by Dallas business firms.

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TAMPA ADDS SERVICE

(Continued from opposite page)

1925, Florida is getting set for the greatest winter season in years. Housing accommodations are now nearing the premium stage and for the first time in a decade building operations have become lively, and new residences, apartments and hotels are being erected. Manager Strieder estimates that more than 600,000 will clock thru the turnstiles during the 11-day run. Last year the three-week De Soto Exposition drew over 750,000.

Radical change in entertainment policy is expected to prove popular, with three name bands, including those of Hal Kemp and Eddy Duchin, to feature grand-stand attractions. A third band is to be selected later. Bookings have been made thru Music Corp. of America.

Puerto Rico is in with a pretentious exhibit and negotiations are under way with South American nations for displays in Pan-American Hall, Temple of Progress, built by the federal government for the De Soto Exposition last year, has been turned over to the State for departmental exhibits. Two days of auto racing, two days of auto thrill stunting and possibly two days of motorcycle racing will be on the track menu.

THERE IS ONLY ONE

RUBE LIEBMAN

Rube of All Rubes

AS USUAL CONNECTED WITH BARNES-CARRUTHERS

Outdoor Men Give Nod to Names For Grand-Stand and Dance Duty

Bands hypo ground attendances—gives fair much needed publicity—fair execs welcome jitterbug trade—George Hamid, outdoor booker, dissents

(Continued from page 11)

I found it above the heads of an agricultural public. Also, a careful study of orchestration is necessary and what it means in your location." Mueckler believes that youth's tastes should be catered for, youngsters compose a good percentage of the attendance, particularly that of the repeat figures. Youth, he pointed out, wants modern music and that is the type they should get.

Mrs. Ethel M. Simonds, Oklahoma Free State Fair, defended jitterbug and urged the secretaries to cater to them. She revealed that the last two years the fair used the free act type of attraction the grand-stand feature failed to pay for itself. But the first year bands were used, she said, Herbie Kay, with the help of a great publicity campaign, managed to wipe out a \$10,000 deficit of the previous year and ended with a substantial balance. The following season Clyde Lucas, with a show headed by Rufe Davis, increased the normal attendance by 60,000.

W. H. Stein, vice-president of Music Corp. of America, stated that bands are the long-sought shot in the arm needed to stimulate attendance figures. He reviewed the part bands played at the recent San Francisco and New York fairs and predicted that "five years from today, a name band policy will be the fair man's religion." Talking into consideration costs of attractions, he assured the men that their regular budgets can buy these "modern" fair features, including band and show, complete with scenery and production ideas.

Stein agreed with California's Robert Mueckler that variety in entertainment pays. He, too, urged the use of several bands, to be changed off about every other night.

Hamid Dissents
All the strong band publicity at the Tuesday meeting brought forth some unscheduled comments from George A. Hamid, leading fair booker, who, while not denying the popularity of bands during the last couple of years, urged the men to adopt a watchful talent-buying policy. He urged them to give the true and tried attractions full consideration before making any radical changes in their grand-stand entertainment policy.

At the Wednesday meeting, four fair secretaries who have used bands as dance attractions admitted that they bring increased attendance, revenue and publicity. Arthur R. Corey, Iowa State Fair, brought out that acoustics and appearance of the dance pavilion are important in attracting profitable grosses. While their profit with a combination of bands that included Paul Whiteman, Don Bestor, Abe Lyman and

Griff Williams was small, he felt that they were valuable fair properties because of the fine publicity they netted. He revealed that the bands for the dance engagements cost \$8,878, with the total grosses amounting to \$8,728. "Name bands attract the younger element which may otherwise not come," he said, "but be sure that they are good dance bands and that they have appeal to youth."

Dr. Linwood W. Snow, Michigan State Fair, reiterated the facts pointed out by the previous speaker and backed them up with the experience at the annual Detroit event. Herbert H. McElroy, Central Canada Exhibition, advised smaller dance admission fees, claiming that their 50-cent and 75-cent charges kept the jitterbugs in all night to get their money's worth, even if it meant missing all of the exhibits. Also, he stated, the fair should have a strictly modern ballroom and impress upon the dancing public that the bands are presented in the most up to date surroundings. He explained that the average public can't imagine a modern dance palace on fairgrounds.

E. Wood A. Hughes, Canadian National Exhibition, strongly advised the consideration of bands as dance attractions, but couldn't see them as grand-stand features. While the CNE uses brass bands as free acts, he is not convinced that a name band of the usual size can impress a grand-stand crowd. As dance pavilion magnets, however, Hughes claimed that popular name bands are on top, provided the fair is staged in a large enough city to meet the cost. CNE has been using topnotchers for several years with profitable results.

Manie Sacks, MCA's fair department head in New York, did not make his scheduled address. Reports have it that the convention committee decided to limit the office to only one speaking representative.

Rodgers Leads Texas Sale

HOUSTON, Dec. 9.—Nat D. Rodgers, who recently staged a successful advance ticket sale for Arkansas State Live-Stock Show, Little Rock, has been signed for the third successive year to direct the advance sale for 1940 Houston Fat Stock Show, officials report. Prospects for the 1940 sale indicate a decided increase over 1939. Secretary-Manager W. O. Cox reported indications of a big increase in all departments of the show.

IAFE DELEGATES

(Continued from page 36)
many to the rooms where he and General Manager Roy E. Ludington, of Crafts 20 Big Shows, were hosts. Coming in from the Coast for the meetings,

Fair Meetings

Indiana Association of County and District Fairs, January 2 and 3, Claypool Hotel, Indianapolis. William H. Clary, secretary, Frankfort, Ind.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 4-6, Hotel Stockton, Stockton, Calif. Tevis Paine, secretary, Sacramento, Calif.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Minnesota Federation of County Fairs, January 9-12, Lowry Hotel, St. Paul. L. O. Jacob, secretary, Anoka.

Ohio Fair Managers' Association, January 10 and 11, Desher-Wallick Hotel, Columbus. John A. Detrick, secretary, Bellefontaine.

South Carolina Association of Fairs, January 15, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Western Canada Association of Exhibitions, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage la Prairie, Man.

North Carolina Association of Fairs, January 17, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield. A. W. Lombard, secretary, 136 State House, Boston.

Virginia Association of Fairs, January 18-19, John Marshall Hotel, Richmond. Charles B. Balston, secretary, Staunton.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Chesaning.

Pennsylvania State Association of County Fairs, January 25 and 26, Reading. Charles W. Swoyer, secretary, Reading.

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Miles City, Mont. J. M. Stuckstoff, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Pete H. Smith, secretary, Plainview.

Association of Tennessee Fairs, February 6, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Association of State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Manager Ludington will make some side trips and Owner Crafts planned to go east before returning to California.

MUSIC CORP. OF AMERICA on the closing night of the convention entertained 31 fair people at the Palmer Hotel and exhibit an opportunity to hear Tommy Dorsey's Band, which is going in for fair dates.

NEW YORK WORLD'S FAIR was officially represented at the annual powwow by Lincoln G. Dickey, new head of Housenow and exhibit opportunity, and Frank D. Shean, a member of the fair's amusement control committee. Dickey sat at the speakers' table at the Showmen's League of America banquet. Both men renewed old friendships created three years of experience in the outdoor show field.

AMONG FAIRS booked by Gus Sun Agency for Bill Blomberg's Barker Bros. Circus and Rodeo, it was announced, are those in Princeton, Kendallville and Coates, Ind., and Tupelo and Laurel, Miss.

ETHEL MURRAY SIMONDS talked on the success of a name band which she used for the first time at the Oklahoma Free State Fair, Muskogee, this year, and wound up her remarks by saying that her fair believed in catering to the younger generation, especially heel kickers, because "there is gold in them their heels."

IAFE SCORES TROUBT

(Continued from page 36)
P. T. Strieder and Tampa were elected directors for terms of three years and Harry G. Templeton, Indianapolis, was

selected to fill the vacancy the board created by Green's elevation. Settling all rumors that the org would move its place of meeting to another city next year, it was resolved to meet again at the Sherman here on dates to be set later by officers and board.

Dance Band Discussion

Highlight of the two-day program centered around Tuesday afternoon's discussion of the merits of name dance bands as grand-stand attractions, with fair secretaries and band bookers entering into a controversy that went down to earth as creating more general interest than any other subject presented to the membership in several years. General thoughts expressed was that bands, properly exploited and presented, are excellent occupants of grand-stand stages. Details of the discussion will be found elsewhere in this issue.

On Wednesday the bandsman came back and again spoke of the musician, this time as a dancing feature at fairs. Subjects presented received, that it did not create the intense interest in grand-stand topic of the previous day.

Under the direction of Secretary Kingman, program sessions followed the general pattern of previous IAFE meetings, with several departments and problems covered. Average fair getting recognition on the floor was the 25-cent Gate—Does It Pay, one of the more comprehensive discussions, had Raymond A. Lee, Minnesota State Fair; Ralph E. Ammon, Wisconsin State Fair, and Charles W. Green, Wisconsin State Fair, explaining advantages and disadvantages of the two-bit entrance fee at their respective fairs. All agreed that price of admission to any fair is strictly a local problem and dependent on spending power of near-by communities. To prestige the fair holds in its section of the nation.

What About Circuits? was the subject Ernest L. Richardson, Calgary, Alta., handled from the floor. He explained the workings of a circuit, pointing out advantages of fairs joining groups to get dates, purchase attractions, etc., and to promote better exhibits. A. W. Kelbas, Wisconsin State Fair, presented figures and data obtained thru a survey of statewide agricultural exhibits. Last speaker, A. W. Lombard, secretary of Massachusetts Agricultural Fairs Association, discussed Co-Operative Exhibits for State and County Fairs, and Douglas K. Baldwin, manager of Alabama State Fair, talked on agricultural exhibit displays.

Other subjects discussed included Evaluating Fish and Game Exhibits, Revenue From Pari-Mutual Racing, Rodeos and the Box Office, Racial Exhibits—Definite Influence on Ticket Sales, Crowd Line Attendance Prices, Obtaining Substantial Results From Advance Ticket Sales and Dancing as a Feature for Fairs.

Performer Union Activity

Before the meeting disbanded an impromptu discussion arose concerning recent activities of the American Guild of Variety Artists, performers' union that has been carrying on a steady drive to organize performers playing agricultural fairs. AGVA has urged fairs to mail to employ only organized actors and grand stands and carnivals and advised fairs to consider the field the field the pressure being brought to bear on fair secretaries' offices. Discussion was cut short, however, with one fair delegate asking that the remarks concerning the union be stricken from the official report of the meeting. The resolution to drop the subject immediately and secretaries were informed that the labor problem was strictly an individual responsibility and that the IAFE would take no stand.

Ralph E. Ammon, Wisconsin State Fair, who when president a year ago suggested strongly that the by-laws and constitution of the organization be revised to meet changing conditions of the fair industry, reported a completely revised book of constitutions at the meeting, and after short deliberation the meeting decided to postpone adoption until the 1940 meeting. Board of directors is expected to work out details before the next convention.

Editorial notes and reports read and addresses delivered at program sessions of the IAFE will be reprinted in The Billboard in future issues.

BALTIMORE—John T. McCallin, director of concessions of Timonium (Md.) Fair, and Mrs. McCallin were recipients of many gifts at their recent 40th wedding anniversary party at their present home in Govans, Md. Among those present were Governor O'Donnell of Maryland, Mayor Mordecai W. Jackson, Baltimore; George W. Cameron, formerly of Baltimore Park Board, and Cho-Gho, clown.

25TH YEAR THE SILVER ANNIVERSARY 25TH YEAR

FLORIDA STATE FAIR AND GASPARRILLA CARNIVAL WORLD'S GREATEST MID-WINTER FESTIVAL

YOU ARE INVITED

Officers and directors of the Florida State Fair again extend a cordial invitation to all Fair and Showmen to attend the Silver Jubilee, January 30 to February 10.

CARL D. BROREIN, President, ALBERT THORNTON, Exec. Secy. P. T. STRIEDER, Gen. Mgr.

OPENS TAMPA CLOSSES 11 DAYS JAN. 30 to FEB. 10 11 NIGHTS

SLA BANQUET-BALL TRIUMPH

Carnivals Org Has Progress

Sixth annual meet of ACA plans for future—Gooding advanced to presidency

CHICAGO, Dec. 9.—"Altho the growth of our association has not been as rapid as some would have liked and others expected, it has nevertheless been endowed with a very definite, normal, natural and progressive growth. The truth of this statement is obvious when one considers that from a humble beginning of five member shows in 1933 it has in a (See CARNIVAL PROGRESS on page 30)

Duffield Heads SLA for 1940

CHICAGO, Dec. 9.—Frank P. Duffield was elected president of the Showmen's League of America for 1940 at the annual election in the league rooms on Monday. Other officers elected were: First vice-president, Frank R. Conklin; second vice-president, Carl J. Sedlmayr; third vice-president, Harry W. Honnert; treasurer, Fred H. Kressmann; secretary, Joseph E. Streiblich (re-elected). League had a very satisfactory year, more than 100 new members having (See DUFFIELD HEADS SLA on page 30)

Lockett Will Join Marks

CHICAGO, Dec. 9.—Ralph Lockett will be secretary-treasurer of the Showmen's League of America for 1940 at the annual election in the league rooms on Monday. He has been an office executive of Johnny J. Jones Exposition four years and succeeds Harold English, who goes to Dodson & Baillie World's Fair Shows as secretary-treasurer. Lockett will be succeeded on the Jones by Howard Ramsey.

Rahn G. A. for Endy Bros.

CHICAGO, Dec. 9.—President David R. Endy announced during the outdoor meetings that Edward A. Rahn, well-known Eastern general agent, will pilot Rahn Bros. Shows during the 1940 season. He succeeds Matthew J. Riley, J. W. (Pitt) Conklin again contracted the Endy Shows for the midway at Quebec Exposition Provinciale, President Endy said.



FRANK P. DUFFIELD, who was elected president of the Showmen's League of America at the annual election in Chicago on December 4. Moving up from the first vice-presidency, he assumed his new duties on December 7, succeeding J. G. McCaffery, who wound up his third term with the calling to order of the annual meeting.

Fifth Unit Will Be Added in '41, ACA Announces

CHICAGO, Dec. 9.—Reporting more than 90 State and regional fairs contracted, a fifth unit in process of formation and several outstanding producers lined up for 1940, the Amusement Corp. of America launched its 1940 expansion campaign here this week during the meetings in the Hotel Sherman. Merger of Hennies Bros. Shows, wintering in Shreveport, La., with the ACA (See FIFTH UNIT FOR ACA on page 30)

Hennies Is Elected To ACA Directorate

CHICAGO, Dec. 9.—At a special meeting of the Amusement Corp. of America in the Hotel Sherman here Wednesday, Harry W. Hennies, former owner of Hennies Bros. Shows, was elected a vice-president and director of the ACA. In attendance were Carl J. Sedlmayr, president; Fred Beckmann, chairman of the board of directors; B. S. Gerety, secretary; Elmer C. Velare, treasurer; J. C. (See HENNIES ACA Director on page 30)

Newell Signs With D. & B.

CHICAGO, Dec. 9.—Floyd (Whitey) Newell, well-known press agent, said here this week that he had resigned as press representative of Mighty Shesley Midway to accept a similar post with Dodson & Baillie's World's Fair Shows for 1940. Newell had been associated with the Shesley interests more than 10 years.

They Said in Chicago That--

WEST will go west. Eleven fairs in Indiana, Illinois and Wisconsin were reported booked for West's World's Wonder Shows by Owner Frank West and G. A. Neil Berk.

SOL'S Liberty Shows will not have the Wisconsin circuit in 1940. Owner Sam Solomon contracted, among others, Clay County Fair, Spencer, Ia.

JOE GALLER, owner of Buckeye State Shows, was called from the conclave on Tuesday to Lakewood, O., by a wire telling of the death of an 8-year-old nephew.

JAMES A. (Uncle Jim) Terry, secretary of La Porte (Ind.) Fair, booked with

Attendance of Over 1,000 Hails Liberty as Theme of Gala Event

Dignified, yet glamorous and lively, throng pays tribute to Americanism—league presents check for \$500 to Toastmaster Hughes for Canadian Red Cross work

CHICAGO, Dec. 9.—Down thru the years the Showmen's League of America has built up an enviable record of good works, and its annual banquet and ball has become a famous institution, invested with a certain glamour and uniqueness. The 27th annual banquet and ball Tuesday night in the grand ballroom of the Hotel Sherman here was tremendously successful and lived up to traditions of its predecessors in every particular. It was, by popular accord, one of the finest affairs in the long history of the league. It was dignified, impressive, yet full of life.

Handed with a finesse born of long experience, it moved smoothly from beginning to end and provided an evening of keen enjoyment to the 1,000 or more who attended. The ballroom was filled to capacity. An overflow of 100 or more persons were taken care of in the annex and on the balcony.

With a goody part of the world in a turmoil of war, the keynote of the banquet and ball was, most appropriately, Liberty. This theme was emphasized in the huge figure of the statue of Liberty on the stage backdrop, in the ice replicas of the statue carried at the head of the waiters' procession and in the remarks of (See SLA EVENT TRIUMPH on page 32)

'39 Carnival Season In Review

and Important Events and Happenings of the Year

These features will be found in the

Holiday Greetings Number

Dated December 30

League Is To Have New Hotel Quarters

CHICAGO, Dec. 9.—Showmen's League of America soon will move to new quarters in the Hotel Sherman. Action on this effect was taken at the regular meeting of the board on November 30. Three propositions were considered; one from owners of the present quarters, one from the Ashland Block and a third from the Hotel Sherman. The latter was considered best and the board of governors voted to accept it. The league will move about March 1 or as soon thereafter (See New League Quarters on page 47)

Kortes Signs Jack Johnson

MINNEAPOLIS, Dec. 9.—Jack Johnson, former world's heavyweight champion boxer, has been signed to appear for four weeks in Pete Kortes' World's Fair museums, reports Roy B. Jones. Johnson will appear for two weeks here and then play a two-week stand with the No. 2 unit managed by Ray Cramer in New Orleans. Negotiations are under way for several name performers to be brought under the Kortes banner during the winter.

English With Dodson & Baillie

CHICAGO, Dec. 9.—J. B. (Jack) Baillie, co-owner of Dodson & Baillie's World's Fair Shows, said here this week that Harold English had been contracted as secretary-treasurer of his organization for next season. English has been secretary-treasurer of James E. Strates Shows.

Goodman Books Three in Midwest

CHICAGO, Dec. 9.—Contracts to play the 1940 Four-State Fair, Tulsa, Okla.; Kansas State Fair, Hutchinson, and Nebraska State Fair, Lincoln, were made among others, during the outdoor meetings, said Owner Max Goodman and General Agent Sam Gluskin, Goodman Wonder Shows.

Last season these fairs were split between two other shows.

Injuries Fatal to Collins

GLASGOW, Ky., Dec. 9.—Carleton Collins, who died in Samsom Community Hospital here on December 4 as a result of burns sustained in an auto accident near Cave City, Ky., about midnight on Saturday, in which he and nine others had a narrow escape from instant death, was a widely known carnival press representative. Details in the Final Curtain.

D. E. Howard Joins D. & B.

CHICAGO, Dec. 9.—Denney E. Howard, past season assistant manager and lot superintendent with Hennies Bros' Shows, signed in the latter capacity with Dodson & Baillie's World's Fair Show for 1940, it was learned here this week.



NAMED first vice-president of the Showmen's League of America at the annual election in Chicago on December 4, Frank R. Conklin, well-known Canadian showman, assumed his new duties at the installation meeting on December 7. Second vice-president this year, Conklin assumes the post left vacant by Frank P. Duffield, who was elected president.



FLOYD E. GOODING, head of F. E. Gooding Amusement Co., who was elected president of the American Carnivals Association, Inc., at the sixth annual meeting in Hotel Sherman, Chicago, on December 4. He held the first vice-presidency this year and succeeds John W. Wilson, co-owner of Cettin & Wilson Shows, who concluded a two-year tenure by presiding at the meeting.

PCSA Members Jam Walpert Show for Club Booster Night

LOS ANGELES, Dec. 9.—Pacific Coast Showmen's Association's Booster Night at Walpert's Walk-a-Show, 112 Glendale boulevard, on December 5, with Mr. and Mrs. Charles Walpert and American Legion Post as hosts, drew a capacity crowd of members of the PCSA, Ladies' Auxiliary and friends. An elaborate entertainment program was presented and reception committee included the Walperts, Mr. and Mrs. Solly Grant, Dan Meggs, Sam Brown, Monte Hall, Danny Bramer and Ernie Bernard. Jimmy Cherry's Orchestra furnished the music. Intermingled with two stirring sprouts was a program of diversified comedy, featuring the Trio de Ruiz, H. A. (Pop) Walpert, Mr. and Mrs. Harry Mason and Walpert Comedy Players. Among contest-

ants in the sprouts were Sammy Allen, Pat Gallagher, Whitey Helm, Margaret Gowdy, Mario Allessandro, Mary Walker, Charles Cobb, Jean Forrest, Billy Steele, Maxine Loe, Joe and Margie Van Haam, Backley, Park, George Hershman, Leonard Barton, Joe Natty, Clark Wear, LaVerne Reames and Vina Walker.

Guests

Guests included Pat Armstrong, Capt. W. D. Ament, Gilbert Attell; Ida Bell, Charles and Jack Bigelow; Frank L. and Mabel Bennett, Lawrence W. Buck, Irene Brooks, Dr. George W. Boyd, Dan H. Crump, Ben Beno, Roy Barnett, Johnnie Branson, Sam Brown, Claude and Leona Barie, Johnnie and Giggles Cardwell, Mr. and Mrs. Hort C. Campbell, Harry and Bert Chipman, Fern Chaney, Olga Celeste, Everett W. and Betty Coe, Walton de Pelaton, Ben and Millie Leary, Dick Dobbert, Grace and Harry De Garro, Frank Downie and Vera Downie, Mr. and Mrs. Ross Davis, Al and Bobbie Fisher, Theo Forstall, E. F. Fitzgerald and Minnie Fisher.

Billie, Hunter and Margaret Farmer; Moe and Lillian Eisenmann, Mr. and Mrs. Bert Goldfarb, Mr. and Mrs. Solly Grant, Mr. and Mrs. A. S. Goldman, Joe Glacey, Bill Harris, Johnnie Gibson, Minnie Hughes, Jewel and William G. Hobbay, Clyde and Topsy Gooding, Hlene Hertl, Lillian, Haman, James and James Hurd, Charles Haley, O. H. Hilderbrand, Harry Horwitz, Mr. and Mrs. Jack Hensley, Mr. and Mrs. Leo Hagerty, Mr. and Mrs. Steve Henry, Mr. and Mrs. Lou Johnston, Mary Lou Johnston, Pat Jones, William Jessup, Leo Leos, William Jack, Ted and Marie LeFors.

Mrs. Pearl Kiancan, Mr. and Mrs. Earl Kelley, Mr. and Mrs. Mark Kirkendall, George and Al Keenan, Dick Kanthe, Jean LeMarr, Rosemary Loomis, William Lowmyer, W. Lowes, Martha and Sam Levine, Mr. and Mrs. Tom Leavitt, G. Lips, Harold Ludwig, Harry Le Mack, Mr. and Mrs. H. B. and Moe Levine, Mr. and Mrs. C. C. Leasure, H. A. Ludwig, Charles and Penny Marshall, George and Ruby Morgan, Delbert McCarthy, Moxie and Babe Miller, Frank Murphy, Mr. and Mrs. John Miller, Mr. and Mrs. Harry Mason, Candy Moore, Mr. and Mrs. Roy Meyer, James McCarthy, Anna Metcalf, Lulu Monroe, Louis Mastro, Emile Meller, Dean Meggs, Mr. and Mrs. F. Markus, Bernice Markus, Charles Youngman, Ward Martin, Harold Mack and Robert Mitchell, Jake and Bell Nalbadian, R. Niles, Al Onken, Ross Oglive, Dean Purdy, Mr. and Mrs. Harry Phillips, Mr. and Mrs. Paul Perry, Mr. and Mrs. Buddie Priest, Louise Perry, Tillie Palmateer, Dale W. Petross, Ming Tol and Ted

Right, Janet and E. J. Rose, Mr. and Mrs. H. C. Rawlings, Frank Redmond, Nina Rodgers, Mr. and Mrs. Clarence Rhinemat, Norman Scheu, Mr. and Mrs. George Simmonds, Lillian Sears, Doreme and Wilma Summers.

Meyer Schlom, Dr. and Mrs. Ralph Smith, Mr. and Mrs. John Steen, Mr. and Mrs. William Steen, Mr. and Mrs. Jack Schaller, Mabel Stark, Royal Spender, Michael Skinner, Charles and Marjorie Steffens, Fred Slay, George Silver, P. Sawyer, F. B. Short, Mr. and Mrs. Fred Thumberg, Mr. and Mrs. George Tipton, M. and Estrella Weiss, Mr. and Mrs. Al Webber, Mr. and Mrs. Harold Webber, Hugh Weir, Mr. and Mrs. I. H. Williams, Harry Wooding, Mr. and Mrs. Ed Walsh, Mr. and Mrs. Frank Ward, Mr. and Mrs. John R. Ward, Nick Wagner, Louis Wall, Mr. and Mrs. George Wiler, Mr. and Mrs. Mel Wiler, Betty Wilson, Mrs. Phil Williams, K. E. Wells, C. A. Weaver, Ed Nagle, Pierre and Fay Ouellette, Hilda Jeager and William Jack.

Lawrence Changes Title of His Show

NEW YORK, Dec. 9.—Sam Lawrence has decided to discard the title of Sam Lawrence Shows, which he has used for the last three years, and next season will operate under the name of Lawrence Greater Shows. Lawrence is set for last week of March.

Lawrence reports 1939 as his banner year. He will be in New York until the early part of January, when he will go to winter quarters of his show in Chester, S. C., to supervise preparatory work for the new season.

McPherson, Mack To Launch New Motorized Show in '40

BUFFALO, Dec. 9.—E. M. McPherson announced that he and J. C. Mack have formed a partnership and will launch a motorized show in 1940, to be known as McPherson United Shows. Organization will carry four R. J. Gooding rides, five shows and about 25 concessions, and will open early in May, playing New York, Pennsylvania and Ohio.

McPherson has been engaged as general agent, and with the assistance of J. C. Mack five weeks have already been booked. Purchase has been made of a 50-kilowatt transformer, which is now being mounted on a truck in quarters here. Two new show fronts are being built and a sound truck is being equipped.

Balyhco Bros. Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Besthold, Tex.
Week ended Dec. 9, 1939.

Des Mixer:

The bosses and staff members returned to the show here on Monday suffering with only a little personal wear and tear. To say that the Big Chicago match and grab was a success would be putting it mildly. Pete Balyhco announced in the cookhouse, "The jam auction was the best in years. We had enough bidders there to make it lively. My brothers and I are proud of the fact that we outbid them all. They raised us but failed to bluff us." In a later dining-car speech he quoted a fair secretary with, "We don't have to sell a gate ticket to win. Balyhco Bros. guarantee covers all of our expenses and will still leave us a nice surplus."

Over 45 fairs are booked, signed and sealed on the hip, thus giving the bosses the best fair to date. They raised contracts to furnish the midway amusements for both the Republican and Democratic conventions during their 1940 trek. The dates or locations at this writing have not been set, but later the show will be routed to fit in. Before leaving Chicago the show's secretary paid the railroads the entire amount of money for the moves for the season. Paying in advance for a coming season has been the show's policy. Many times all salaries are paid the same way, but this depends more on just how many concessioners pay their privileges that way.

With this route already booked, the bosses have started on 1940 building plans. Many innovations in midway amusements will be presented this coming season. The discarding of many of our older attractions should give the show an entirely different pleasure zone. Or at least the fronts will be so arranged to make the shows look different. The operator of the pony ride was given his notice and will be replaced with riding zebras. Rather than pay their hold-backs, the minstrel show cast will be kept intact, but the front will be repainted and retitled as well as lengthened and lifted. There has been some talk of getting an all-new cast for our girl revue. This was quickly killed by the bosses, who thought it bad policy to throw these loyal chorus girls out of work after serving the show faithfully in that capacity for more than 22 years. As this is being written, George and Larry Lantz arrived from the Alhambra fair meeting, saying that he had landed 19 fat contracts, but that as he stepped into his sleigh the next morning for his return journey some did lifted them, thus knocking the show out of an additional route as well as stopping the building of a No. 2 show to play them. Business in this spot up to expectations. Few with it knew what to expect and those who did expect anything expected a bad week. The spot felled up.

MAJOR PRIVILEGE.
P. S.—Those interested in our fair route may secure same by enclosing a dollar bill and photograph. Photos will be returned. M. P.

Early '40 Tour Set For Greater United

LAREDO, Tex., Dec. 9.—Concluding the 1939 tour in Laredo on December 2, Greater United Shows returned to quarters here and made preparations for an early start of its 1940 tour, reports J. George Loos, owner. There will be a short layoff. Early in the new year show will open at Brownsville (Tex.) Charro Days Celebration, to be followed by the 10-day Laredo Washington Birthday Celebration, for which Owner Loos recently signed for another five years, making 21 years his organization has held contracts for the event. Announcement of the signing was made by The Laredo Times of November 28 with a front-page steamer head and picture of Owner Loos.

Business in recent weeks has been mediocre. Fair business was done in Beeville, Tex., week of November 6, under auspices of Southwestern Stockmen's Fair and Rodeo Association. Aided by the weather, the show had one of the best days of the season for the organization, but rain on Friday and Saturday hurt business. Saturday marked close of an American Legion convention, but no prevented delegates from going to the fairgrounds, where shows were located. The Bee-Picayune ran stories and pictures three weeks in advance of the date, including a character sketch of Owner Loos, and city officials gave excellent co-operation.

Cold weather hurt business at Gold (Tex.) Fair week of October 30. Due to late arrival of the train, the midway, in a poor location, did not open until Tuesday night. Fair and rodeo began Wednesday. Henry King's Band appeared Thursday. Ralph Stoker operated the Merry-Go-Round, with Mrs. Stoker working in the side show. Chick Lowman had the Hawaiian show. Burt Harris, electrician, did the lighting on the midway. Booster caravan and sound truck covered towns in a 70-mile radius.

Showmen's Home Trustees Meet

CHICAGO, Dec. 9.—Board of trustees of the Showmen's Home Fund held its annual meeting in the Hotel Sherman on December 3, with J. C. McCaffery presiding. M. H. Barnes, treasurer, reported that the fund, including unpaid pledges, totals approximately \$22,000 and that the money collected to date is kept entirely separate from any funds of the Showmen's League of America.

No definite plans have been formulated for a home for aged and infirm showmen, but members of the board were asked to give serious thought to the matter and be ready with suggestions at the next meeting.

Board members attending were Fred Beckmann, chairman; M. H. Barnes, treasurer; E. W. Evans, secretary; J. C. McCaffery, William B. Hirsch, F. G. Velare, J. W. Conklin, Max Goodman and M. J. Doolan.

Rainbow Management Fetes Members With Turkey Feast

MONTICELLO, Miss., Dec. 9.—Mr. and Mrs. H. W. Barlow, chairman and Mrs. M. Joe Sharp, co-owners of Rainbow Amusement Co., tendered members a surprise Thanksgiving turkey dinner here on November 30 after most of the personnel had celebrated the day on November 29, when the day of the Banquet was observed in the bingo top and was preceded with a prayer by Mrs. Bartholomew. Louis Rose was toastmaster.

Among those attending were Mr. and Mrs. Ed Staley, Mr. and Mrs. Louis Selvis, Mr. and Mrs. George Campbell, Mrs. H. G. Starbuck, R. Y. Renold, O'Dell Beasley, Jack Swan, George Baker and Willie Johnson.

Management expects to remain on the road until about February, when the organization will go to quarters for rebuilding and open early in March. Most of the 1940 route has already been booked. One or two rides are expected to be added next year.

Hale To Fairly & Little

CHICAGO, Dec. 9.—Walter Hale, past season publicity director for Hennessey Bros. Shows, has signed in the same capacity with Fairly & Little. Hale for 1940, it was revealed last week. Hale will be in charge of the show as an official of the Amusement Corp. of America, which recently added the Hennessey Shows to its line-up, during the meetings here.

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THE 7-CAR PORTABLE TILT-A-WHIRL

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with STANDARD CHEVROLET CO.,
East 55. Louis, Ill.

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40-FT. ROUND TOP WITH 30-FT. MIDDLE CHEAP.

CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4811 North Clark Street, Chicago, Ill.

Cub Activities

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 9.—A record crowd attended the installation of officers meeting Thursday night. Many showmen and fair men, including Elwood A. Hughes, Toronto, and J. W. (Patty) Conklin, Hamilton, Ont., stayed over for the meeting. President J. C. McCaffery presided at the start and, after receiving committee reports and giving the committee their honorable discharge, asked for a motion instructing the secretary to cast the vote for the new officers and board of directors. Motion was carried and chair was turned over to Past President Sam J. Levy, who installed the new officers. President Frank P. Duffield assumed the chair and proceeded with the regular meeting. He announced the committee chairman for 1940: House, William Carsky; relief, H. A. Lehrier; finance, M. J. Doolan; ways and means, A. L. Rossman; cemetery, Edward A. Hoch; entertainment, Bernie Mendicino; finance, Robert H. Miller; press, Nat. S. Green; membership, Ned Forti; chairman, and E. Lawrence Phillips, co-chairman; Showmen's Home, hospital and cemetery drive, R. L. Lohmar; advisory committee, Sam J. Levy, chairman, and all past presidents. Morris A. Hat was named counsel; Charles G. Driver, chaplain; Dr. Max Thorek, physician, and Beverly White, Neil Webb again was made Canadian secretary and Louis Herman was named Canadian co-secretary.

Brother Frank Bering, manager of the Hotel Sherman, presented retiring President McCaffery and incoming President Duffield with gavels bearing their names. Brother E. Lawrence Phillips sprang a pleasant surprise when he presented the league with a check for \$730, the receipts from the benefit show on the Johnny J. Jones Exposition. He also presented Jimmy Morrissey, representative of the Heart of America Showmen's Club, a check for \$50 for the club and presented applications for several new members. Phillips said that he and his organization would do everything in their power to advance the interests of the league in 1940. Brother Max Goodman added another pleasant surprise when he informed President Duffield that Goodman Wonder Shows have a check for \$300 for the league as the result of their benefit show. He, too, pledged his hearty support to the league and its work. An especially timely talk was made by Elwood A. Hughes (see SHOWMEN'S LEAGUE on page 31)

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Dec. 9.—Monday night's regular meeting drew 138. On the following night a number of members, guests of Charlie Walper at his open-house walk-a-show. Because President Harry Hargrave was attending the Chicago meetings Vice-President Joe Olney presided. Other officers present were Vice-Presidents Pat Armstrong and John R. Ward, and Ben Dobbert, Lou Johnson and Ross Davis. Feature of the meeting was the decision to accept the following as officers for 1940: Dr. Ralph E. Smith, president; Joe Olney, first vice-president; Mike Kekoa, second vice-president; Everett W. Cox, third vice-president; Earl Douglas, fourth vice-president; Ross R. Davis, treasurer; Al Weber, secretary.

Harry H. Hargrave was named chairman of the board of governors, which also includes Patrick Armstrong, John Alexander Pollitt, John M. Miller, O. H. Hildebrand, Sam Boschwitz, Harry Taylor, Ed Walsh, Harry Levine, Ben Dobbert, Frank Downie, H. A. Ludwig, Leo Hargerty, Al Fisher, Joe de Mouchelle, Mark T. Kirkendall, Abner K. Kline, Roy Landington, Nick Wagner, Hugh P. H. Weir, John Branson, Milt Runkle, George Silver, Clyde Gooding, John R. Ward, Charles Hays, Abe Rubin, W. T. Jessop, Cal Lipka, Nate Miller and William Hobday, Action, in accord with by-law provisions, obviates the necessity of a detailed annual election inasmuch as the ticket was the only one in the field, thus making it possible to take acclamation action at the annual meeting, which will be held on December 26.

Christmas Day will find members partaking of a turkey dinner, to be served by Brother Norman (Dutch) Schue and his committee. Pop Ludwig reported that all arrangements for the Boomer Night at Charlie Walper's show had been made. Charles Miller, of Crafts 20 Big Show, is ill at his home in Ontario, Calif.

Ted LeFors, Louis Leos, Louis Wald, Johnnie R. Miller, Joe Krug and Frank Redmond all made home-coming speeches. Past President Archie Clark and wife are at Gilman's Hot Springs. Joe Motter qualified in the popularity contest, after which came adjournment and refreshments.



NATIONAL SHOWMEN'S ASSOCIATION INC.

Palace Theater Building, New York

NEW YORK, Dec. 9.—Herbert H. Lovess, CPA, has prepared the annual audit and will report on it at the December 19 meeting. Requests for absentee ballots from out-of-town members are coming in daily and interest in the coming election is at a high pitch, because 18 members in good standing may nominate a ticket for all or any number of offices to be voted on. Members sponsoring an Independent Ticket are Dave White, Casper Sargent, Harry Sandler, Sam Miller, Harry Horner, Sam Lager, Frank Piza, James Davenport, George J. Rector, Jack Linderman, G. Milann, Neal Carr, Jackie Owen, Lew Lange and Sam Brock. They are sponsoring these candidates for the Board of Governors: Harry Kaplan, Charlie Lawrence, Ross Manning, Sam Peterson, Harry Rosen and Charles Rubenstein. This means that those who intend to vote for independent candidates must vote for individual candidates, thereby splitting their vote between the Regular and Independent tickets.

Do not vote for more than 82 members for the Board of Governors, otherwise ballot is void. If you vote a straight ticket, a cross in circle at head of that ticket is all that is necessary. However, if you vote for individual candidates, an X alongside of each candidate's name is necessary. Max Linderman, visiting the rooms before leaving for the Chicago meetings, was defeated in a game of billiards by Leonard Traube. Ike Weinberg has declared his intentions concerning the winning of a coveted Gold Life Membership Card.

Sam Lawrence visited and reported his wife, who has been ill, is almost recovered. Sam Rothstein pens from Miami Beach that he is located at Brothers Frank Miller and Nat Bernstein's Millburn Hotel. Jack Lichter also is sojourning there. George W. Traver is holidaying at Hearn's Department store here. Secretary Jack Rosenthal, up for the third vice-presidency, has been seen in the clubrooms frequently. Christmas dinner will be served in the rooms again this year by Harry Schwartz and Mildred Schwartz, aided by the members of the Auxiliary. Among those contributing to the dinner fund were (see NATIONAL SHOWMEN on page 50)

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Dec. 9.—Club's regular meeting was held November 30 in the clubrooms. President Anna Jane Pearson, being the Hot Springs with her mother. Past President Neil Allen presided. Sick committee reported Florence Parker was out of town attending the funeral of a relative. French Deane spent a few days in Barnes Hospital for a minor operation. Secretary Grace Goss read a letter from Bootsie Paddock, who stated that the recent benefit show on Johnny J. Jones netted the club \$35. Check for that amount was inclosed and Mrs. Paddock was given a rising vote of thanks.

Viola Blake, who was in the city en route to Chicago, presented the club with a Mexican lunch cloth. Weekly award went to Grace Goss, who presented it to Viola Blake. Other members in from Southern states were Norma Lang, Florence Cobb and Dorothy Bloom. A few games of bridge and Prisco were played after conclusion of business and Neil Allen and Dorothy Bloom ordered refreshments from the bar.

MILTON MORRIS, vet showman, has joined the staff of Cezlin & Wilson Shows as legal adviser to succeed Doc Hamilton, who has gone to Dick's Ideal Exposition Shows. Announcement was made by John W. Wilson during the Chicago meeting.

meeting were approved. Routine business followed. Communication was read from C. B. Rice, of Chicago. An invitation from the Showmen's League of America to the IASO to be represented at its banquet and ball was read. Brother Jimmy Morrissey will attend. A letter from Brother Frank B. Soding, of the Billboard, requesting that allotment of \$100 for advertising. The Billboard be credited to the Hospital and Cemetery Fund was read and upon motion of George Howk a vote of thank was given. The Billboard, requesting that Brother Levin submitted a design for a new emblem in the form of a lapel button which was adopted and will soon be of fered members. Brother Bill Wilcox submitted a letter from Brother Neal Walters, setting forth his withdrawal as a candidate for nomination for the presidency. Next came nomination of officers for the ensuing year. Brother Harry Hennies was unanimously nominated for the presidency for 1940. A rising vote of thanks was given Brother Bill Wilcox for his splendid work in bringing about a peaceful settlement within the nominating committee. Other nominees for election are Art Brainerd, first vice-president; Paul Parker, second vice-president; Chester Levin, third vice-president; Harry Altschuler, treasurer; O. C. McGinnis, secretary; George Elser, warden; J. F. Rodebaugh, chaplain; Jack Ruback, John Castle and Sam Ansher, directors. Adjournment followed.

Brother Tony Martone is confined to (see HEART OF AMERICA on page 50)

3000 BINGO

Heavy weight cards, black on white. Wood numbers printed two sides. No duplicate cards. Put up in the following sets and prices: 25 cards, \$3.00; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$6.25; 200 cards, \$7.50; 250 cards, \$8.75; 300 cards, \$10.00. Remaining cards, \$9.00 per 100. No. 100—Extra Heavy Green Both Sides. Per 100, \$9.50.

3000 KENO

Made in 20 sets or 100 cards each. Shared in 3 ways across the odds, up and down. Light weight cards. Per set of 100 cards, 100 cards, 100 cards, \$5.50.

Black and Leticia sets are complete with wood markers. All 150 numbers shown. All 150 cards.

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be written on with pencil. 2,000, size 5 1/2" x 3 1/2". \$1.25 in lots of 1,000, \$1 per 100, calling per 1,000. 500, \$1.00. Automatic Bingo Shaker, Real Glass \$12.50
3,000 Jack Pot Sets (strips of 7 numbers), per 1,000 1.25
Lightweight Lancers, 8 1/2" x 10" 1.50
3,000 Small Thin "Brownie" Bingo Sheets, 7 1/2" x 5 1/2", 250 per 1,000, per 1,000 1.25
7 colors, per 250, size 4 1/2" x 3 1/2", 1,000 1.25
3,000 Featherweight Bingo sheets, 5 1/2" x 3 1/2", \$1.25 per M. Standard pads of 25, Per M 1.50
250 cards, 5 1/2" x 3 1/2", 1,000 1.50
Bingo Card Markers, in strips, 25,000 for 1 1.50
Die boards and pads, wood, 25,000 for 1 1.50
Nothing but the best in appearance and quality. Cards and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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GREAT LAKES EXPOSITION SHOWS

Now Booking Attractions For 1940
Address: AL WAGNER, Mr., 2047 Charleston Road, Toledo, Ohio

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Dec. 9.—Large number of members turned out for the weekly meeting. Second Vice-President Mel Knight filled the chair, with G. C. McGinnis acting as chairman. Harry Altschuler, treasurer, at the table. Meeting was called to order and minutes of the last

REYNOLDS & WELLS

Enlarging Season 1940 Enlarging

All people the last two years trying to contract with this show can now get in touch, as we will have some openings this coming season. We are seeking Good Shows, Concessions. Can use the very best of Attractions for Shows with or without own outfits. A few Concessions open that gives a prize for every dime. Write what you have. Nothing but the best in appearance and character. This Show will tour the following states season 1940: North Dakota, Minnesota, Wisconsin, Iowa, Missouri, Kansas and Texas. J. Barton and James Madison, write to hear from you. Winter quarters: P. O. BOX 552, Arkansas City, Kansas.

MILLER BROS.' EXPOSITION

We Wish All A Merry Xmas and Happy New Year

WANT FOR SEASON 1940

SHOWS—The Shows of all kinds. Will furnish complete outfits to reliable parties. CONCESSIONS—All kinds. Will furnish complete outfits to reliable parties. Will furnish good Business Manager, capable of handling Concessions. WILLIAMS' MODERN RIDE, largest traveling museum in our country. Will furnish new semi-trailers for same. CAN USE good Carnival People in all departments. Will furnish in East or Central States, will be pleased to hear from you. Will furnish in New-Or. Tilla-W. with You Show Ride and Show Booth, suitable for first-class park or big show. First \$1,200.00 sets it. Stored in North Carolina. WILLIAMS' MODERN RIDE, largest traveling museum in our country. Will furnish in East or Central States, will be pleased to hear from you. All address: MORRIS MILLER, 215 N. Washington St., Burenton, Pa., Ill. Xmas after that permanent address: BOX 210, Balaria, Ohio.

Los Angeles

LOS ANGELES, Dec. 9.—H. B. Brown in here visiting carnival friends, while Bill Harns came in from the East to look over the beaches. Jack Greenleaf, former carnival promoter, is in his office on Highland avenue. Hollywood, Ben Dobbert is back from a trip north. Abe Rabbin is owner of a poster press business here. Skip Fordyce visited while on route from San Francisco to California. Jack and Fred Lillian Stratton have returned from a winter tour. George W. Rehm came in and will winter near here. Joe DeMouchelle is doing well with the Harry Mason animal unit, and C. Rawlings sold his animal act and is operating pinball games.

Captain Gutierrez was here en route to El Centro, Calif. Waldo G. Tupper and Earl Hall are planning a thrill show unit to play the larger cities. Mr. and Mrs. J. F. Frattall came down from Wrightwood, Calif., for a few days' visit. Unusual warm weather has attracted large crowds to beaches and several carnivals wintering here have seen an increase in membership. In the city, Bob Winlow is working at a downtown department store. Irene McAfee is working toy poodles in a downtown department store. Joe Horwitz is driving a taxi during the winter. Waldemar (Pop) Lewis is working at a clothing store. An advised Virginia Park is doing well. C. H. Alton's Silver State Shows opened Monday night in Glendale, Calif., to fair business. Mr. and Mrs. Roy E. Ludington attended the Chicago meetings. John A. Barnes, touring after Crafts 20 Big Shows quarters during the absence of Owner O. N. Crafts and Roy Ludington. Harry Hargrave was among the group making the Showmen's League of America banquet at Chicago, as were Harry and Fred Taylor, Max and Mrs. Johnny Brantman, Edith Bullock and John G. (Spock) Hagland. L. M. Schoettlin is back from the Western State Shows and will join the Coast Defenders. Ed J. J. of Detroit, was a recent visitor. C. C. Rhinehart is back for the winter, and H. W. McCleakin has been sighted around showfields' banquets.

Tiny Epperson came back from an Eastern trip. Fred Greenwood, former city superintendent of Tulare County Fair grounds. Bob V. Montgomery is visiting from New York and will go to Honolulu. Mert Hassmussen is with his brother in the tire business in Hamilton, Ont.

John Randall, after a short visit in Southern California, sailed for the antipodes. Louis Leos reports the West Coast Amusement Co. chalked up a satisfactory season. Earl (Spock) Hagland is here, as are Fred J. Redmond, after making special visits. Captain W. D. Ament is recovering from a recent illness. L. V. Liddell was noted among the trouper flock here, and James Marston was seen in a recent Billboard.

W. C. G. Smith, with Jack Hiner, in the property division at Metro-Goldwyn-Mayer Studios.

SLA EVENT TRIUMPH

(Continued from page 39)

the toastmaster. Above the speakers' table American and Canadian flags were draped.

The dinner served was all that could be desired, and as it neared conclusion the toastmaster, Fred Lewis, directed the leaders bearing the statue of Liberty replica in ice and the others carrying trays of artistically molded ice cream. After a preliminary tune by Lew Diamond's Orchestra, the first act of the show was presented by the Midshipmen, an act which regaled the audience with lively songs mostly of nautical flavor. J. C. McCaffery, retiring president of the league, introduced Maj. Edmond D. Thorek, president of the American, the Canadian National Exhibition, Toronto, as toastmaster. Major Hughes is an able and witty speaker and his brief remarks were well chosen. At the speakers' table, in the order in which they were seated, were: Fred Lewis, Bill Harns, the league's counsel; Harry W. Hennies; John Francis; Dr. Max Thorek, of American Hospital; C. J. Sedlmayr; L. B. Herring Jr., newly elected president of the IAFE; Lincoln G. Dickey, representing the New York World Fair; Frank P. Duffield, the league's new president; J. C. McCaffery, retiring president; Sid W. Johns, retiring president of the IAFE; Frank B. Conklin; George Hamid, president of the National Showmen's As-

sociation; Harry Hargrave, president of the Pacific Coast Showmen's Association; Al Rossman and James Morrissey, representing the Heart of America Showmen's Club; Fred H. Kressmann, the league's newly elected president; and Joseph E. Streiblich, secretary of the league. Congratulatory wires were received from the International Association of Showmen, St. Louis; John M. Liddy, for National Showmen's Association, Pacific Coast Showmen's Association; Heart of America Showmen's Club; Mayor E. J. Kelly; J. Ed Brown, "ex-mayor of the Gateway" at the Golden Gate Exposition; Mrs. W. H. Donaldson, Joe Archer and M. G. Dodson.

Excellent Entertainment

The entertainment program was short but very good. Sid Page was emcee, in addition to the Midshipmen, the John DeBecker Singers, eight men and eight women, entertained with topical and popular songs; Armand Tokoyan, tenor, introduced the orchestra, led by Thorek and Johnny Burke, at the speakers' table and dressed in tux instead of his usual soldier's uniform, gave his famous monologue, which kept the audience in continuous laughter.

President McCaffery, after thanking the officers and members of the league for their loyal support during his three-year administration, called Dr. Max Thorek to the microphone and presented him with a gold watch in recognition of his wonderful work Dr. Thorek has done for the league since its inception. Dr. Thorek in his response pledged himself to continue his work for the league as long as he is able. In recognition of the services of M. J. Doolan, who has handled the memorial services for many years, was presented a beautiful bronze elephant in appreciation of his work. President McCaffery presented a check for \$500 from the league to the Canadian Red Cross. Major Hughes made an eloquent response. Fred Beckmann, chairman of the Old Showmen's Home board, was introduced and received an

ovation. President McCaffery also introduced Sam J. Levy, chairman of the banquet and ball committee; Ted Lewis, band leader; Al J. Moran, balliff of the Municipal Court, and James Parsons, secretary of the league. Major Hughes then presented President McCaffery with a gold life membership card in the league.

Father Edward J. Flanagan, founder of Boys Town, Neb., was introduced. In introducing him Toastmaster Hughes said the point emphasized by the convention was liberty and Americanism, both of which were well exemplified in the life of Father Flanagan. The noted priest delivered an eloquent talk on Boys Town, the principles it represents and the splendid work it has accomplished in rehabilitating "bad" boys. Father Flanagan pleaded for a more common-sense kindling of juvenile delinquents whom he said should not be judged by adult standards. He made an interesting and inspiring talk that was received with generous applause.

Concluding the program, Toastmaster Hughes on behalf of Sid W. Johns, president of the IAFE, thanked Sam J. Levy and Frank P. Duffield for their successful handling of the banquet and ball, and Al Rossman for providing a beautiful printed program.

Fred Tokoyan and his orchestra next were introduced and played several popular selections, the grand march, led by Bettinger President McCaffery and Mrs. McCaffery and the incoming President Frank P. Duffield and Mrs. Duffield. This was followed by a two-hour session of dancing.

President McCaffery; Sam J. Levy, chairman of the banquet and ball; Frank P. Duffield, chairman of the entertainment committee; Al Rossman, who so ably handled the ball; and the chairman of the program, and the chairman and members of the various committees all were highly complimented on their splendid work in making the affair an outstanding success.

Banquet Registrations

A
H. E. Abbott, Indiana Board of Agriculture; Mr. and Mrs. Percy W. Abbott, Edmonton (Ont.) Exhibition; Rolland Adams, Barnes-Carruthers Fair Booking Association; Miss E. Aikins, Leamington (Ont.) Fair; Tom M. Allen, Johnny J. Jones Exposition; Mr. and Mrs. Ralph E. Ammon, Wisconsin State Fair; John J. Anderson, Answell, Bell Printing Co.; J. R. Appleburn, Randolph Printing Co.; Harry A.

B
Mrs. Ethel Ballie, James E. Strates Shows; Eddie Band, Central Canada Exhibition, Ottawa, Ont.; Adeline Bann, Wisconsin Association of Fairs; Dick Wayne Barlow, Barlow's Roller Rink; B. Ward Barn, Beam's Congress of Daredelris; Henry W. Beaudoin, Midwest Fair, Memphis; Walter Beachler, United Fireworks Co.; Mr. and Mrs. Fred Beckmann, Beckmann & Grey Shows; Jack Bell, Radio Station WGLW; Ida Benjamin; D. S. and Mrs. Edna Bennington, Greater Exposition Shows; Mr. and Mrs. Sonny Berner, Globe Poster Co.; Harry Bert, Berner & Co.; Charles E. Berk, West's World Wonder Shows; Phil V. Bessey, NEA; Jack Ballie, Dodson & Ballie World's Fair Shows; Mr. and Mrs. A. L. Biken, Tri-State Fair, Burlington, Ind.; Felix Wiley, Bill Blomberg, Gus Sun Agency, Mr. and Mrs. Oscar John Bloom, Gold Medal Shows; B. W. D. Bond, Illinois Department of Agriculture; Elsie Bonn, Disappearing Water Ballet, Inc.; H. K. Booth, South Mississippi Exposition, Hattiesburg, Miss.; Ed. C. B. Boucher, Ringling-Barnum Circus; Emory Boucher, Exposition Provinciale, Quebec City, Que.; Charles Andrew Brakebill, Tennessee Valley Agricultural and Industrial Fair, Knoxville; Mr. and Mrs. Harry Branch, Acme Shows, Ocala, Fla.; Max B. Brantman; Ruth BreCount; W. M. Breeze, Amusement Corp. of America; Sam C. and Olga T. Brin, Lincoln O. Dickey and Associates; L. M. Brophy; Oswald Brown, Henry T. Brown; George C. Brown, Ontario Department of Agriculture; Mrs. L. M. Brumleve; G. Hodges and Mae L. Bryant, Coastal Empire Paper Festival; Ray March Brydon, International Congress Exposition, Bismarck, N. D.; Bunker Valley Fair, Waco, Tex.; Edward Buckner; Edith Bullock; Mr. and Mrs. J. S. Bullock, Bullock Amusement Co.; Corp. Johnny Burke; Frank Burke, Paul Williams Orchestra; Mr. and Mrs. F. W. Burrows; Henry C. Burns; Fred C. Clyde, E. Byrd, Arkansas Live Stock Show; Mr. and Mrs. Herbert W. Bye, Amusement Corp. of America.

C
Mrs. E. C. Cady, Cady & Son Insurance; Charles W. Campbell, Champion Textile Finishing Co.; Arthur E. Campbell, Baker-Lockwood Co.; Norman E. Campbell, Paul Whiteman Orchestra; Mrs. and Mr. Forth Campbell, Fair, Superior, Wis.; Victor Canares, Imperial Shows; Mrs. Myrtle Sorcho Campfield; E. S. Carpenter; Mr. and Mrs. William Carsy, Casey Concession Co.; Mr. and Mrs. Sharpe, Carruthers, Barnes-Carruthers Fair Booking Association; John F. Courtney, Velare-Courtney Co.; Eddie and Fannie Cavanaugh, Radio Station WCFI; J. A. Cayce, Tennessee State Fair; Eddy Cervone, Cervone's Band; B. B. Clark, Adams' Travel Agency; Wayne A. Christy; William H. Clark, Indiana Association of County Fairs; Tex Clark, Swope Park Zoo; Ralph Clawson, Amusement Corp. of America; J. W. Clements, Southern Power Service; George C. Conchly, Kentucky State Fair; Mrs. Bert Clinton, Performers' Consolidated Attractions; Mr. and Mrs. Wallace A. Cobb, World of Mirth Shows; W. T. Cobb, Louisiana State University; Mr. and Mrs. Albert R. Cohn, Conklin and Co.; Charles C. Courtney, Big Coy. Carnivals Association, Inc.; Mr. and Mrs. Emory and Irene Collins, Racing Corp. of America; Mr. and Mrs. J. W. and Frank R. Conklin, Conklin Shows; Mrs. and Mrs. Caruthers Shows; E. E. Condon; H. N. Connaughton; William U. S. Attorney; F. A. Conway, United Fireworks Mfg. Co.; A. R. Corey, Iowa State Fair; Robert M. Costello; Edward L. Cook, Armour & Co.; Mr. and Mrs. E. C. Cook, Curran's Curran's Big Coy. Big Shows; George H. Cramer, Spillman Engineering Corp.; Mrs. E. S. Criddy; Evelyn Cross, William Morris Agency; J. Lee Cuddy, Johnny J. Jones Exposition; J. B. Cummins, Indiana State Fair; J. C. Curry, Curran's Curran's Big Coy. Douglas J. Curwan, Jackson County Fair, Black River Falls, Wis.

D
Jack Dadswell, Amusement Corp. of America; Gordon Dalglisch, Canadian Exhibition, Winnipeg, W. Can.; Pearl M. Darling, Sensational Wizard; Dell Darling, Erie Lithographing Co.; A. H. Dathe, Minnesota State Fair; Mr. and Mrs. Orrin B. Deavenport; A. H. Davis, Grand Trunk Railway; A. B. Deaton, Paradise Scout, Plains Fair, Lubbock, Tex.; E. T. Davis, Iowa State Fair; George Davis, Johnny J. Jones Exposition; William B. Davis, Bennies Bros.' Shows; Francis L. Deane, Fulton County Exhibition, Fulton, W. Va.; DeBord; E. F. Belmont; Mr. and Mrs. H. A. Derenthal, Minnesota State Fair; E. D. Derenthal, George A. Harmel & Co.; Lincoln G. Dickey, New York World's Fair; Mrs. Mary Dinkins, Mis-

sissippi State Fair; Robert Doepker and Alice Doherty, The Billboard; Mr. and Mrs. Jack Dondlinger, Hennies Bros. Shows; L. L. Dorsey, Indiana State Fair; Dr. J. S. Dorton, North Carolina State Fair; Mrs. M. Kelly, Ontario National Exhibition; Richard S. Donnelly, Mr. and Mrs. E. G. Dove, Wisconsin Association of Fairs; Charles G. Driver, O. Henry Tent & Awning Co.; Mrs. Ed. Druman, Coding Shows; Freda J. Draper, Chicago Opera; Frank and Jack Duffield, Theatrical Duffield Fireworks Co.; Lew Dufour, Dufour & Rogers; Sis Dyer, Hennies Bros.' Shows.

E
Frank G. and J. W. East; C. E. Edwards, Indiana Association of Fairs; C. H. Egoft; Nieman Eszman, Nieman Studios, Inc.; D. T. Elliott; H. and Mrs. Rosalie Ellis; F. T. Little Shows; Claude R. Ellis, The Billboard; Edna L. and Lillian Emond; David B. Endy, Endy Bros.' Shows; E. W. Evans, The Billboard; R. Evartsen, O. Henry Tent & Awning Co.

F
Noble C. and Viola Fairly, Fairly & Little Shows; Frank Fellow, Springfield Wagon & Trailer Co.; C. W. Finney, Goldie Fisher, Sol's Liberty Shows; It. Rev. Edward J. Flanagan; Richard O. Flanagan; W. of Mirth Shows; W. C. Fleming, James E. Strates Shows; Jack Flynn, William Morris Agency; Peggy Foley, Kentland Newton (Ind.) Fair; E. M. (Frank) Ford, Gold Medal Shows; E. B. Fratzen, Louisiana State University; Mr. and Mrs. John A. Francis, Greater Exposition Shows; Mr. and Mrs. Grant W. Frederick, Lake County Fair, Crown Point, Ind.; Theima Frenzel, Gold Medal Shows; Mr. and Mrs. Harry J. Frost, Minnesota State Fair.

G
Joe Gallier, Buckeye State Shows; B. S. Gerety, Beckmann & Grey Shows; Mr. and Mrs. Joseph Gerl, Sonora Radio; Loye M. German, Michigan State Fair; Mr. and Mrs. Jack Gilbert, World of Mirth Shows; M. H. G. Goodman, Goodman Wonder Show; Myra B. Good, Gold Medal Shows; Mr. and Mrs. A. W. Gooding, A. W. Gooding Amusement Co.; Mr. and Mrs. P. E. Gooding, Gooding Greater Shows; Mr. and Mrs. M. and Mrs. J. G. Goodman, Goodman Wonder Show; Mrs. Edna Gordon, Performers Consolidated Attractions; Tom Gorman, RKO Corp.; Mr. and Mrs. Charles Goss, Standard Chevrolet Co.; Mr. and Mrs. William J. Goutsch, Coding Shows; M. H. O. Grangaard, Willmar Farmer's Threshing Co.; M. O. Grangaard, Minnesota State Fair; Mr. and Mrs. Nat and Virginia Green, The Billboard; L. B. Greenhaw, Equiper Printing Co.; Irving H. Green, Sun Bookings Agency; Max Gruberg, World's Exposition Shows; Ewing Griffin, CFA; Mrs. O. E. Geoffroy, Royal American Shows; Mrs. Gene Gushman; O. Henry Tent & Awning Co.; William Green, MCA; Mr. and Mrs. H. W. Gardner.

H
Mr. and Mrs. M. A. Haft, O. Henry Tent & Awning Co.; Walter Hale, Fairly & Little Shows; L. L. and Pearl Hall, Hall Concession Co.; Jack and Leona Halligan, Conklin Shows; James E. Halstead, Grand National Amusement Co.; George W. Hamid, George W. Hamid, Inc.; George W. Haman; G. H. Hanes, CRIP Railway; Mr. and Mrs. R. E. Haney, Sol's Liberty Shows; Mr. and Mrs. E. B. and Cecil Ann Hansen, South Dakota State Fair; Mrs. and Mrs. Harry H. and Mrs. Clara Hollie Harker; Mr. and Mrs. Alle O. Harris, Patty (Irish) and Virginia Harris, Bullock Amusement Co.; A. O. Hartmann, The Billboard; E. J. and W. R. Hays, Fred Quinn (Ill.) State Fair; D. G. H. Hays, Hays Shows; Don H. Hawthorn, World of Mirth Shows; F. Bernie Head, Moulou Rouge; E. Hellman, South Dakota State Fair; J. B. Hendershot, Mighty Sheeley Midway; L. B. Herring Jr.; Mrs. and Mrs. Fred Hess, Fred Hess Shows; Mr. and Mrs. Harry W. Hennies, Hennies Bros.' Shows; William A. Hellich, H. and T. Concession Co.; Phil H. and Ruby Heyde, Sol's Liberty Shows; Mrs. Helen Heyde; E. H. Hickman, Jackson W. Hickey, Judge Litton Hickman, Tennessee State Fair; Raymond J. Higgins, Arkansas Live Stock Show; H. Stanley Higman, Central Canada Exhibition, Ottawa, Ont.; C. W. Hince; Mrs. D. H. Hinton, Hinton Shows; Carl E. Hoffman, Iowa State Fair; L. Peasy Hoffman; Max Hoffmann; Larry S. Hogan, Amusement Corp. of America; Mr. and Mrs. Sam Honenberg; Mr. and Mrs. John Hooks, The Billboard; Mr. and Mrs. John Honigan; Irish Honor, Jimmie Lynch and his Death Dodge; Mr. and Mrs. W. Horder, Canadian Pacific Railway; Morris Horrow, Horrow Novelty Co.; Mr. and Mrs. Max Horwig.

Concession Co.; George Howk, Highland Park, Kansas City, Mo.; Daily Studies, Indiana State Fair; Elwood A. Hughes, Canadian National Exhibition; Beecher Hugghey; A. J. Humke, Granite Bros., Inc.; and Bonnie Gloria Best, Ringling-Barnum circus; Mr. and Mrs. Jack Hunt, Oriental Theater, Chicago; C. Hunter, Christian County, Missouri; Taylorville, Ill.; W. R. Hirsch, Louisiana State Fair; James K. Huttsell, Missouri State Fair; Mr. and Mrs. William Hyland; Mr. and Mrs. Hogan Blacklock, MCA; James C. Spring; J. Jack Hawthorn, Conklin Shows.

I-J
 Harry A. Illinois, Maynes-Illions Corp.; Paul Lasser, World of Mirths; W. D. Jackson, London (Ont.) Exhibition; Dorothy Jekyll, Disappearing Water Ballet, Inc.; S. T. Jessop, United States Tent & Awning Co.; Frank B. Joelting, The Billboard; Sid W. Johns, Saskatoon (Sask.) Exhibition; Ash Johnson, The Printed Word; W. Johnson, United States Tent & Awning Co.; William O. Johnson, Minnesota State Fair; E. Paul and Ruth Garner, Jones State Fair of Texas; M. J. Joyce, Mid-South Fair, Memphis; Robert M. Keith, California State Fair; Mrs. Mrs. R. F. Judy, World of Mirth Shows.

K
 Florence Kaiser, The Billboard; A. W. Kubus, Wisconsin State Fair; Hans E. and Karen Kandel, Eaton County, Wis. Fair; Charles E. and Andrew Kasin, Inc.; J. Jones Exposition; Al Kaufman, Conklin Shows; Mr. and Mrs. Lou Keller, Casey Concession Co.; L. Clifton Kelly, H. B. Kelley; Bill and Mrs. Lolla Koller, Hemlock, Wis.; J. E. K. and Mrs. C. Snyder, Frank H. Kingman, Brockton (Mass.) Fair; Win H. Kinnan, Ohio State Fair; Mrs. Mary Kistenmacher; Mr. and Mrs. Abner K. Kline, Eyerly Aircraft Corp.; Johnny J. Kline, Greater Chicago, Ohio State Fair; Myrtle Kottler, Iowa State Fair; G. E. Kohn, Fulton Bag & Cotton Mills; Mr. and Mrs. Peter Kortas, Beckmann & Gearty Shows; Mr. Krieger, United Fireworks Mfg. Co.; Ruby R. Kuppel; Lois Kniffley; Fred Kressmann, Cansler-Carruthers Fair Booking Association.

L
 Mr. and Mrs. Dee Lang, Dee Lang Shows; Max H. and Vernice Lavine, Ill.-State Fair, Superior, Wis.; Stanley G. Laybourne, Ohio State Fair; Myrtle Lehter; John Lemport, Racing Corp. of America; Charles A. Lenz; Jack Leonard, Rock-Ola Mfg. Corp.; Louis Leonard; Mr. and Mrs. Jack Levine; Mr. and Mrs. Sam J. and June Levy, Buffalo, N. Y.; Fred Lewis, World of Mirths; S. S. Lewis, York (Pa.) Interstate Fair; Mae Lewis, Mae Lewis Circus Tent; Paul M. Lewis, Lewis Bros. Circus; Mr. and Mrs. S. Lieberwitz, Sol's Liberty Shows; Edward R. Liebigner, Mr. and Mrs. E. N. Lersch, Midsummer Festival, Milwaukee; Gates Lilla, Nebraska State Fair; Jimmie E. Limbaugh, Beckmann & Gearty Shows; Max Linderman, World of Mirth Shows; W. A. Linderman, Minnesota State Fair; Paul Linn, Little Shows; William D. Littleford, The Billboard; S. E. Little, London (Ont.) Exhibition; Ralph G. Lockett, Chazy J. Jones Exposition; Vincent Lohmeyer, A. W. Lombard, Wisconsin Agricultural Fairs Association; John and Mrs. Martha Lorman, Goodman Wonder Show; Mr. and Mrs. Albert Wender, Sweet Attractions; Mr. and Mrs. Harold O. Lory, State Fair; Roy E. Ludington, Crafts 20 Big Shows; George H. Lux, Erie Lithographing & Printing Co.; Jimmie and Ross Lynch, Jimmie Lynch and his Death Dodgers; Ralph Lynch

M
 Billy (Booz) Mack, Amusement Corp. of America; James P. Madigan; H. G. Macle; C. C. Mast, Adam County Fair, Colney, Ill.; Austin J. Mangin, Imperial Colony; Mr. and Mrs. H. Bernstein, Farming, Fred E. Mardiga; Robert Mansfield, James E. Strates Shows; John Marnat, Johnny J. Jones Exposition; Mrs. Anna M. Marbury, Alabama State Fair; Mr. and Mrs. Andy Markham, Riverside Park; Mrs. M. E. Martin, State Fair; Mr. and Mrs. W. A. Martin; Mr. and Mrs. Harry Martin, Hennies Bros. Shows; Raymond Maternski, Brown County Fair, De Pere, Wis.; Lottie Mayer, Disappearing Water Ballet, Inc.; J. Maxwell, Iowa State Fair; Mrs. John P. Mellic; N. W. McBeath, Iowa State Fair, Des Moines; Hallie McCabe; and Mrs. J. C. McCaffery, Amusement Corp. of America; Mary McCaffery, Champion; Mrs. M. E. McCall, Charles Jr. and Mrs. Earl J. McCaree, Anderson (Ind.) Free Fair; Hugh Lorne McCaughey, Grand Tour Canadian National Railway; A. E. McClanahan, Tennessee State

Fair; Mary McCoy; John McCulloch, Calgary (Alta.) Exhibition and Stampede; Frank McDaniel; Mrs. F. M. Glenn; H. H. McElroy, Central Canada Exhibition Association; M. D. McClean, Dee Lang Shows; Mr. and Mrs. B. A. Mendelson, O. Henry Tent & Awning Co.; Lola Merr; Norman A. Meyer, Miller Amusement Enterprises; J. P. Mullen, Iowa State Fair; Mr. and Mrs. Charles E. and Mrs. R. Miller, Miller Amusement Enterprises; Morris Miller, Miller Bros. Shows; Nancy Miller, Beckmann & Gearty Shows; H. B. Miller, Ace Industrial Supply Co.; W. H. Miller; Louis M. Miner; S. M. Mitchell, Kansas State Fair; J. T. Monseur, Louisiana State Fair; Mr. and Mrs. C. D. Moore, All-Iowa Fair, Cedar Rapids; Dinty Moore, Mighty Sheesley Midway; Robert H. Moore, World of Mirth Shows; Dr. William Moore, North Carolina Department of Agriculture; Loretta Moran; Charles R. Morris, Indiana State Fair; James Morrison, Rockwood Mfg. Co.; W. S. Moscrip, Minnesota State Fair; R. D. (Duke) Molewirth; Evelynne Mueller; D. D. Murphy; J. P. Murphy, Gooding Shows; Joe Murphy, Mighty Sheesley Midway; Roy Murphy.

N-O
 Charles and Richard Napolitan; Joseph Natali; Mr. and Mrs. William B. Naylor; Dr. W. T. Needham, Johnny J. Jones Exposition; George H. Neises, Lake County Agricultural Society; John Nelson, Ind.; Hyman Nettlich; Minnie Nelson; Merrick E. Nutting, Conklin Shows; A. J. Obenberger; Midsummer Festival, Milwaukee; John Obluck; Mr. and Mrs. C. D. Thomas; P. O'Donnell; George C. Olsen, U. S. Tent & Awning Co.; Charles Owens, Chicago Nite Life News; Charles O'Connor.

P
 Mr. and Mrs. Thomas Pace, Montgomery Ward & Co.; Ralph and Rita Pacini, Pacini Novelty Statuary Co.; Mr. and Mrs. Harold Paddock, Johnny J. Jones Exposition; Helene Palmer, The Billboard; George Pappas, Conklin Shows; Billy Pallesco, Globe Poster Corp.; Joseph Paresse, U. S. Tent & Awning Co.; Robert K. and Leona Parker, Disappearing Water Ballet, Inc.; N. P. Parkinson; Margaret V. Payne; Anna Jane Pearson, Pearson Shows; Art Pearce; Dave Picard, Conklin Shows; Lucille Pick, Club Madrid, Milwaukee; H. L. Piker, Iowa State Fair; Mr. and Mrs. Samuel E. Pines, Casey Concession Co.; Mr. and Mrs. Polak, Polak Bros. Shows; Robert Porritt, Jr., Hennies Bros. Shows; J. H. Powell, Lucky Teter's Hell Drivers; D. J. Poyner, Joplin (Mo.) Fiesta; Pat Purcell, Jimmie Lynch and his Death Dodgers; E. S. Priddy, Indiana State Fair; Mary Jane Pulver, Tennessee State Fair.

R
 Howard Ramsey, Johnny J. Jones Exposition; Mrs. Tom Rankine Sr.; Mr. and Mrs. Paul F. Rapp, Rapp & Son; Olga Reece; H. W. Reinhart, Princeton (Ill.) Exhibition; Mrs. E. E. Reiser, Jr. and Mrs. E. L. Richardson, Calgary (Alta.) Exhibition and Stampede; Mr. and Mrs. William Rinderknecht, All-Iowa Fair, Cedar Rapids; G. E. Ritcher, Christian County Fair, Taylorville, Ill.; John Dodson, Robert E. Robertson, T. E. Robertson Rodeo, Inc.; Perry Reed, Nebraska State Fair; Irma Roach, Imperial Shows; F. H. Roper, Fred Roper's Midgets; Mr. and Mrs. Michael Rosen, Dodson, Rodeo, World of Mirth Shows; Emanuel Rosenberg; A. L. Roseman; Jack Ruback, Western States Shows; Mr. and Mrs. H. J. Rushton, Upper Peninsula Fair, Escanaba, Mich.; Mr. and Mrs. Harry Russell, Armour & Co.; James T. Ryan, Jimmie Lynch and his Death Dodgers.

S
 Manie Sacks, Music Corp. of America; Louis Sander, U. S. Tent & Awning Co.; W. F. Sanger, American Trotting Association; John Saunders, London (Ont.) Exhibition; B. Sawyer, Saginaw (Mich.) Fair; A. M. Schub, Newton County Fair, Kentland, Ind.; Mrs. Lester R. Schrader, St. Joseph County Fair, Centerville, Mich.; Sid Schapa, Springfield, Va.; W. E. Schaefer, Saginaw (Mich.) Fair; C. Schoenfeld, Dodge County Fair, Beaver Dam, Wis.; Joe S. Scholtz, Mighty Sheesley Midway; Dorothy Scholk, Amusement Corp. of America; Mr. and Mrs. Gus Schrader, Racing Corp. of America; E. S. Schuler, Chicago State Fair; Hymie Schrieber, B. and N. Sales; D. M. Schwartz, Amusement Corp. of America; Frances Scott, Johnny J. Jones Exposition; A. E. Seldon, "The Stratosphere Show"; J. S. Seligman, Schmitz; J. E. S. S. Shannon, Parry & Little Shows; Jake Shapiro, Triangle Poster Printing Co.; Bob Shaw, Gus Sun Booking Agency; Frank D. Shesn, New York World's Fair; John M. Shees-

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Y-Z
 Elizabeth Yearout, Greater Exposition Shows; J. Charles Yule, Calgary (Alta.) Exhibition and Stampede; William Zentman, Mighty Sheesley Midway; Philip Zent.

U-V
 W. A. (Billy) Uthmeier, Central Wisconsin State Fair; Corey Van Ommering, Van's Concession Co.; Paul F. Van Pool, Joplin (Mo.) Fiesta; Eddie Vaughan; Mr. and Mrs. Melvin H. Sauter; Victor P. Shows; Mr. and Mrs. E. C. and Mr. and Mrs. Curtis Velare, Royal American Shows.

W
 Mr. and Mrs. Al Wagner, Great Lakes

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

ANOTHER great Ch! meet passes.

JACK (HINKY) WYLIE reports he is located in Tiffin, Ga.

WILLIAM WOELFLE, wintering in Canton, Fla., has signed his shooting gallery with O. J. Bach Shows for 1940.

MR. and MRS. DEL CHEVEER signed their midway cafe with O. J. Bach Shows for 1940. Bach reports.

IKE CHAPMAN and family, of W. S. Curl Shows, are wintering in Florida, reports Doc Edwards, general agent.

W. R. POWERS is working on his U-boat chaser at Fort McCoy, Fla., Infos Bob Hilliard.

A LOT of the loud talkers can now go under cover.

CHARLIE AND ALICE LEE, who closed their 1939 tour recently, have returned to Knoxville, Tenn., for winter.

EARL ORLAND and family were among recent visitors to Gallier's Golden State Shows in Vidalia, La.

MAJOR FOX and Chester Long, tattoo artist, are operating a service station south of Charleston, S. C., this winter.

WILLIAM (TEX) KNOLL, sword swallower, and wife are wintering in Florida following close of a successful season recently.

EMIL MOSKOVITZ, who closed with Johnny J. Jones Exposition in Jacksonville, Fla., has returned to Hippodrome Bar in Miami, Fla., for the winter.

MRS. LOIS GENTSCH, wife of the manager of Golden States Shows, recently took delivery on a new trailer while shows were playing Vidalia, La.

SOME showmen never realize they haven't a home—until the show closes.

CLOSING with Gallier's Golden States Shows recently, Charles Zerme left for Little Rock, Ark., to join his wife, reports Harry Hilsco.

BILLY (RED) BURKE, who remained off the road this year, is wintering in Franklin, N. H., and arranging to take two concessions out next season.

GARDING from Brookfield, Mo., Capt. E. Kaylito, card writer and tattoo artist, reports business good during the past two weeks.

EDDIE MADIGAN, well-known cookhouse operator, has signed his eating

Investment

IF I HAD \$1,000,000 I'd invest it wisely in the carnival industry. I'd keep my money working during the long winter months while other carnival dollars were being spent or lying idle in banks. My investments would herd me as the financial genius of the midway world. First, I would contract the entire output of some big pottery for December, January and February. This merchandise I would ship to Florida, on carload to Jacksonville, three to Miami, three to the west coast and four to a central location, say Orlando. Having studied conditions in the State, I am more than convinced that this pottery would sell at profit, hand over fist. The reports from there in the past have been that there are thousands of troupers annually in the State without a pot to cook in. I may even buy several carloads of plate glass to provide those proverbial windows to sling stuff out of.—DIME JAM JOHNSON.

with his new car and trailer, reports Doc Edwards. Pat Hardin will again be in charge of quarters at London, O.

FAMOUS last words: "My general agent wouldn't co-operate with the special agent I had to let the g. a. go."

STATEMENT in a recent issue that Mabel Stark and her Tigers had been signed by C. F. Zelger United Shows for 1940 was incorrect, according to R. Loomis, show secretary.

FOLLOWING a trip thru the Southwest, Dick Gilsdorf, owner-manager of Dick's Paramount Shows, and Mrs. Gilsdorf are spending several weeks in Hot Springs, Ark.

DAVID and Princess Kekal will have their Kiddie ride and musical revue with O. J. Bach Shows in 1940, making the fourth year they have signed with the organization, cards O. J. Bach.

WINDING UP the season with the advance billing crew on Buckeye State Shows, V. A. (Fats) Bernhardt returned to Canton, O., where he resumed his theater duties.

OPERATORS of World's Fair Museum, currently playing Minneapolis, Mr. and Mrs. Pete Kortz, went to Chicago to attend the meetings and Showmen's League of America banquet and ball.

THAT adage, "Money isn't everything," may stand up during the summer season but it's a helluva blank during winter.—Smackover Slim.

HARRY HISCO, who has pop corn at Gallier's Golden State Shows, made daily trips across the river to Natchez, Miss.

"TOPPED ALL RIDES"

Writes F. A. Steinberger, who has No. 5 BIG ELEGANT with the Bob Hurst Carnival in Texas. For "sure" profits put your money in the Old Reliable BIG ELEGANT Wheel. Time-Tested for pre-making over the past 40 years.



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CONCESSIONERS the past season with Red Watson on West's World's Wonder Shows, Red and Laverne Webster posed for this snapshot while the organization was playing Eufulka, Ala., final stand of the season. Red is holding their pet Boston terrier, Muggsy. Photo furnished by Ted Woodward.

OPERATING his dart gallery and grocery store on Gallier's Golden States Shows is C. B. Moore.

establishment with Dodson & Baillie's World's Fair Shows for 1940.

SOME of those over-bidders may drown in their own wash.

ENDING a successful season with Endy Bros' Shows, Mr. and Mrs. Michael Roman, cookhouse operators, went to Miami, Fla., for the winter, where they plan to enlarge their concession.

FINISHING the season with World's Greater Shows in Hot Springs, Ark., Virginia Howard left for Harwarden, Va., where she will winter.

WHILE filling employees' hearts with sunshine, don't forget their tummies.—Annie Fay, ball-game queen.

JOE KARR reports from Leakesville, Miss., that he opened his winter tour at Wiggins (Miss.) Community Fair to good crowds and fair business.

LAST SEASON with Lorrow Bros' Illusion Show on Hennies Bros' Shows, Prof. L. Levitch is working as a mentalist at the Silver Dollar, Baltimore nitery.

BOB SICKELS, past season manager of P. H. Bee Shows, and Clifford Mathews, secretary of Sickels United Shows, are wintering in Jackson, Tenn.

WINTERING at Little Village Camp, Long Beach, Miss., are Mr. and Mrs. Joe Warren, who closed a successful tour with the Charles Oliver Amusement Co. at Lake Village, Ark.

LOU (BUDDY) DAVIS cards that the name of his museum at Mount Ida, Ark., has been changed from "Look" to "Laugh at Life." Melvin Justin is still with it.

"AFTER a fair 1939 season, my wife, Babe, and I have settled here for the winter," pens Gene Padgett from Houston. "There are numerous carnival and circus folk around the Auditorium Hotel here."

FLASH! Lyle trouper leaves estate of 6,000 hotel fowels.

MR. and MRS. W. S. CURL, owners W. C. Curl Shows, are visiting Mrs. Curl's mother in Pittsburgh and will leave soon for Florida, writes Doc Edwards, who will again be general agent in 1940.

JACK GALLUPPO writes that he and I. Firsiede have opened a cafe in the bar room of Palmetto (Fla.) liquor store for the winter.

FOLLOWING close of W. S. Curl Shows, Don Waggoner, electrician, left for Florida

ATTENTION
MATE LEON OR JACK FENTON

Contact me at once. Also want to hear from A. I. multi-producing Press Agent. Must be user and trustworthy. All reply

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109, 201 S. Main, Rockford, Ill.; week Dec. 18, Aurora, 12 Main St.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$25.00—Set Chicago Aluminum Skate Wheels.
\$25.00—Fun On Snow Skated Mirror, 25c in Test.
\$19.50—Two-Headed Gnomes Twin, Bargain.
\$14.00—Way Back of Show Stages, Outlier.
\$50.00 per 100—Criminal Law Cases and Statutes.
WE BUY ALL KINDS OF RINK SKATES AND CONFESSION BENTS.

WEIL'S CURIOSITY SHOP,
20 So. Second St., Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

to work his dog collars and key checks while boys were playing Vidalis. La.

BOSS CRAWFORD cards from Laurel, Md. he is snugly ensconced in Buckeye State Shows' quarters there and that an extensive building campaign will get under way immediately after January 1.

APTER Smith's Greater Atlantic Shows closed and went in quarters at Sumter, S. C., at Merrea Smith. *The Billboard* mail agent, reports she went to her home in Salisbury, N. C.

VIRGINIA SENIOR scribes from her home in Peru, Ind., that Mrs. Anna Jane Pearson, owner of Pearson Shows, visited her November 29. Mrs. Pearson was en route from Huntington, Ind., to her home in Ramsey, Ill.

LEO BALLMANN cards from Isolation Hospital, St. Louis, that he was stricken with typhoid fever after closing a successful season recently with the Borts Shows and expects to remain in the hospital until near Christmas.

FAIR meeting cost showmen thousands of dollars daily but evidently it's like buying a second-hand car—the initial cost means nothing—Oscar, the Ham.

"CLOSED a successful season as manager of Virginia Laughlin's bingo stand with West Bros.' Shows and expect to return in the same capacity in 1940," cards H. S. (Curley) Clark from Kansas City, Mo.

DOC EDWARDS, general agent of W. E. Carl Shows, and Mrs. Edwards are operating a photo gallery in Wilmington, O., over the holidays and report good business. He reports a successful season for the shows.

K. H. GARMAN, manager of Sunset Amusement Co., under which title he has operated for the past 10 years, letters from Decatur, Ill., that he is in no way connected with the organization now operating under that title in Florida.

WHILE Golden States Shows were playing Vidalia, La., co-managers J. A. Gentch and Robert Hughes made several trips to quarters in Natchez, Miss., where some of the organization's equipment is stored.

MR. AND MRS. SAM GOLDEN, side-show operators at John E. Ward's Shows, played host to members of their unit at a Thanksgiving Day dinner in Jesmerette, La., reports Bobby Burns. Show's miniature band furnished the music.

NIRVIEST man I know of is the one who sold off in the dark all season and who at closing time wished his departing unpaid help "Merry Christmas."—Cousin Peleg.

FOR THE PAST FOUR YEARS owner-operated the colored revue of Mighty Shredley Midway. Charles Taylor will take his unit on the road in 1940 under the Dodson & Ballie's World's Fair Shows' banner.

CHARLES and Etta Morris, glass blowers, report they closed recently in Kinston, N. C., with Duke Jeannette's Side Show on Cetlin & Wilson Shows and are now playing dates in that area. They report bookings for several weeks.

VAL RUSSELL, who is visiting Mrs. Frances Monroe in Diverson, Ill., reports she closed recently in Bunkie, La., with the Fair with Park Amusement Co., and returning equipment in Georgia. They report that both their shows did well.

MR. AND MRS. WALLY BLAIR are in Miami, Fla., for the winter after closing a successful fair season at Baton Rouge (La.) Fair with Park Amusement Co., and returning equipment in Georgia. They report that both their shows did well.

CHARLES S. REED, general agent of Windas Shows, reports he was released from Veterans' Hospital, Memphis, on December 2 after undergoing a successful operation for removal of a cataract and left immediately to attend the Chicago meetings.

B. H. (BILL) NYE inked from Winston-Salem, N. C., that he is headed for Florida for the winter, where he will handle several indoor dates. He plans to open the Four Star Shows in Georgia, carrying four rides, four shows and about 30 concessions.

ARCADE eavesdropping: "Watch me tear up this machine." . . . "Just watch Elmer boop it." . . . "Ouch! Oh! Oh!" . . . "Look, Elmer missed the bag and punched himself."

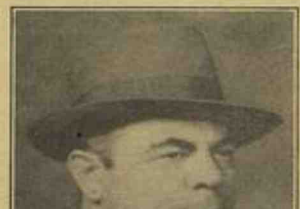
FRANCIS KELLY info that he has bought a night club in Farmington, Conn., and will operate it under the name of Kelly's Dine and Dance with Curley Lane tending bar, Mrs. Kelly directing the kitchen and Mary Kelly handling the dining room.

"JUST closed with West Bros.' Shows as manager of Hi Hat Revue," pencils Tricie Clark from Kansas City, Mo., and expect to reopen with the shows next spring for the third year. Am now back on the job playing drums in Charley Bruno's night club."

RAY (OLD FOLKS) COON, concessioner, who has been laid up with a broken ankle, was released from a Chicago hospital on December 8. Last season Ray was with Leona Wheelock concessions and Athletic Show on Royal Midway Shows.

MIL0 THE MYSTIC, who spent last season on Joe Geller's Buckeye and Golden States shows, links from Keokuk, Ia., that he is playing theater and school dates with his acts, assisted by Happy and Babs Evans. He closed with the Golden States Shows about a month ago.

AFTER a profitable season with Blue Ridge Shows, Mr. and Mrs. Roy Sutton,



LOUIS ROSENBERG, who recently closed his second season as a representative of Ideal Exposition Shows, is currently handling promotional work for a Pittsburgh advertising agency. He says that business conditions in that sector are greatly improved and that best fortunes now working to capacity and fighting up the district along the banks of the rivers remind one of carnivals as he approaches them.

MR. AND MRS. C. Daley, Percy and Mose Jackson and Mr. and Mrs. Louis Augustino are en route to Augustino's tourist camp in Georgia, where they plan to winter.

CUSSING concessioners "up hill and down" for failure to promptly pay their privileges should be done in the office—if at all—and not in front of the cook house.—Colonel Patch.

ALEX LINTON, who is doing a sword swallowing and impalement act with Singer's Congress of Freaks, reports he recently played the Colonial Theater, Portland, Me., thus making a record of having appeared in every State in the Union and in Hawaii and Alaska.

LOUIS COLLINS scribes from Piedmont, Mo., that Orville and Goldie Stevens are operating their photo gallery there, while Walter Bolinger, past season corn game operator on Al C. Hansen Shows, is promoting Golden Globe fights in the same city.

GOLDEN STATES SHOWS' winter unit, managed by J. A. Gentch and Robert Hughes, played to poor crowds and weather in Vidalia, La., recently, reports Harry Hisco. Because a new bridge is being constructed there, pay rolls are

big but none seem to be spending, Harry adds.

RAY CRAMER reports from New Orleans that everything is in readiness for opening of Pete Kortes' No. 2 World's Fair Museum there. Cramer is constructing a new front, which will carry blowing of water balloons and will be similar to the one now being used by Kortes in Minneapolis.

LINE-UP of Bob Zell's Palace Museum of Oddities, playing Winston-Salem, N. C., includes Bobbie, dog-faced girl; Sealo; Prince Dennis and wife, midgits; Sisto; Iron tongue; Winsome Winnie, fat girl; Ray Rayette, annex; T. A. (Tommy) Larson, lecturer; and M. Hughes, mentalist.

WHEN a fair sec informed a grab-stand operator that his privilege would be collected Mr. advances, the 2-bit short concessioner wanted to put up as security his cash register, remarking, "I won't need it in this spot."

BILLPOSTER on West's World's Wonder Shows, playing Woodward, and wife have been visiting their folks in Decatur and Springfield, Ill., where they will remain until January 1. Then they'll make their annual trek to Florida. Next season will mark Ted's sixth with the West contingent.

CAPT. AND MRS. FREDDIE LEACH and daughter, Betty Jo, who card from Bruce, S.C., that they spent Thanksgiving Day there with Veterans' Hospital, Biloxi, Christmas holidays with the captain's folks in Bon Air, Ala., and then return to Bruce. They will be on the road again in 1940 with Buckeye State Shows.

ARTHUR A. (WHITEY) BONNER, the past two seasons with C. D. Scott Shows, reported from Veterans' Hospital, Biloxi, Miss., that he was scheduled to be transferred to Hines Hospital, Chicago, on December 3. He expects to remain there some time and would like to hear from friends.

BARNEY O'DARE, better known as the Duchess, writes from Orlando, Fla.: "Recently appeared on the program of the Better Baby Contest in Municipal Auditorium here before opening at Jack Holloway's new cocktail bar, where I'm doing my comedy rumba and novelty dances. Am booked in this city for an indefinite time."

BOB JOHNSON letters from Roanoke, Va., asking that anyone knowing whereabouts of Don Thompson, motordrome rider, have him contact Johnson immediately. Bob says he is taking care of a man who has been injured and unable to work and who claims to be Thompson's brother.

YES, it is true that our agent saved our circuit of Southern fairs in a "cat and dog fight" with another show two years ago, but anyone could have done the same thing by following MY instructions.—Manager, Gate & Banner Shows.

JACK LYDICK has returned to his home in Cleveland after being released from a hospital there in which he was confined five months. He says he will remain at his home until January 15, when he must again enter a hospital for a series of X-ray examinations. He advised his condition is slightly improved.

HARRY KELLERT has been mourning the loss of his dog, Collie, which he buried recently in Pensacola, Fla., where he has been wintering since closing with Johnny J. Jones Exposition. Collie had tramped for more than 13 years with many shows and was well known among showfolk. Kellert is an Indianapolis concessioner.

AMONG recent visitors to Zeechini Bros.' Shows quarters in Tampa, Fla., were L. C. McHenry, Crescent Amusement Co.; Sherman Husted and Al Bartell, Crescent Amusement Co.; Bert Rosenberger, former owner of Royal Exposition

Shows; Harry Winters and Carl Bartell, Winters Shows, and Al Reed, concessioner.

LOBBY of O'Brien's Theatrical Hotel, Philadelphia, is scene of nightly hot-stove and jackpot sessions among showfolk wintering there, reports Johnnie Walker. Hospitality is managed by Jack Roof, well-known talker, and troupers registered there include Tom Scully, Lew Powers, Evelyn Cusaway, Doral Dina Deshon, Al Shepherd and Jack Rosen.

LOCAL GALS who have had all the luxuries of home life and contemplate a midway wedding should first look over all of the living wagons, tops and trailers and should pack and unpack their duds in and out of trunks and suitcases weekly for awhile before taking that trouping matrimonial step.—Muggin' Machine Mazo.

MR. AND MRS. SCOTT, of Scott Bros.' Shows, accompanied by Mrs. C. L. Crockett, Mrs. C. D. Maupin and Mrs. Mae Winn, spent several days last week visiting friends and relatives in Roanoke, Martinsville and Rocky Mount, Va. Scott

EVANS

MONEY MAKERS

Makes your Concession the LIVE SPOT! Rely on EVANS' 47 Years' Experience for the Latest in a & B & I

Amusement Equipment.

PADDLE WHEELS

OF ALL KINDS \$7.50 UP

Long Range Shooting Galleries and Supplies for all makes. Wheel of every type. Everything for the Midway.

FREE CATALOG

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

FLYING SCOOTERS

TOPPED THE MIDWAY

Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE
Streamlined - - - Light-weight
Loads on one truck
Price and terms you can easily meet
Write for details

BISCH-ROCCO AMUSEMENT CO.
3441 Cottage Grove Avenue, Chicago, Ill.

TIPS THE WORLD IN RIDE VALUE

PROVEN MONEY MAKERS

LOOPO-PLANE-OCTOPUS ROLLO-PLANE

Leading All Sales for 1939

Write for descriptive literature.

EYERLY AIRCRAFT CO., SALEM, ORE.

ADNER K. KLINE, Sales Mgr.
European Suppliers: LUGSE Bros., Ltd., Blackpool, Eng.

advises that quarters have been closed to all, except the few who are building fronts and repainting equipment there.

REFUTING rumors which he says have been making the rounds of late to the effect that he is dead, C. B. Rice letters from Chicago that he did suffer a heart attack three years ago, but is fully recovered and at present is the "livest dead man" he knows. He says he hopes his friends who have heard the rumor were not shocked when he appeared on the magic carpet at the Chicago meetings.

SKY-HIGH ALCIDOS closed a 32-week season recently (20) with West's World Wonder Shows and 12 weeks of fairs, reports D. M. Downing. They plan to play Florida fairs in January. Equipment is being reconditioned in Montgomery, Ala., and they plan to leave for New York soon to purchase a new wardrobe. Burly P. Clements, rigging man, is visiting friends in West Virginia and Pennsylvania and will rejoin the troupe in New York.

CONCLUDING his season as manager and talker on Craton Show on World of Mirths Shows and inside lecturer for Doc Gerfield, Bob Lethisher is working a Roanoke, Va., department store with foot (See MIDWAY CONFAB on page 51)

20TH ANNUAL BANQUET BALL AND CONVENTION

OF
**HEART OF AMERICA SHOWMEN'S CLUB
AND LADIES' AUXILIARY**
REID HOTEL, KANSAS CITY, MO.

**CHRISTMAS TO NEW YEAR'S
TACKY PARTY DANCE, DECEMBER 30TH
BANQUET AND BALL, NEW YEAR'S EVE
MAKE RESERVATIONS NOW. TICKETS \$2.50**

Showmen's & Fair Secretaries' Convention All Week

\$ HUNDREDS OF DOLLARS IN GIFTS \$
(Donated by Manufacturers and Supply Houses)

GIVEN AWAY DURING WEEK

FOLLOWING FIRMS HAVE MADE CONTRIBUTIONS—
Baker-Lockwood Mfg. Co.—Crowds Pub. Co.—Haas & Wilkerson, Ins.—
Paul Van Pool, Coca-Cola Bottling Works—U. S. Printing & Engraving
Co.—Midwest Mds. Co.—Cresswell Photo Shop—Eyerly Aircraft Co.

**"The Convention Where
Sociability Reigns."**
HEART OF AMERICA SHOWMEN'S CLUB
Reid Hotel Kansas City, Mo.

LAWRENCE GREAT SHOWS

NOTICE CHANGE OF TITLE

**Season's Greetings and Best Wishes To Our Host
of Friends Everywhere Who Made It Possible
For 1939 To Be Our Banner Year**

**NOW CONTRACTING ATTRACTIONS FOR 1940
GET ABOARD With the UP AND COMING SHOW**

WANT

**SIDE SHOW, MONKEY SHOW with or without equipment, FUN HOUSE,
MOTORDROME, RIDES—Any New and Novel Ride not conflicting with
those we own. CONCESSIONS—Cook House and Grab, Studio Scales and
all clean Concessions; no racket. Bingo and Custard sold. CAN PLACE
People for Fat Show, Man and Women; Illusion Show and Snake Show.
Have complete outfits, banners and all for same. Help in all Departments.
Must be capable. Also Press Agent.**

All address SAM LAWRENCE, Mgr., Piccadilly Hotel, New York City,
until January 5; after that, Winter Quarters, Chester, S. C. Show opens
the Last Week in March.

With the Ladies

At the Showmen's League Banquet-Ball

—By VIRGINIA KLINE—

CHICAGO, Dec. 9.—The rooms of the Ladies' Auxiliary of the Showmen's League at the Sherman Hotel were the meeting place for all the visiting women, and ample entertainment and amusement were graciously provided by the Chicago members during the convention. The rooms were large, so there was generally a representative group to be found there at all times, playing bridge or Bunco or visiting and partaking of the generous lunch and cocktails. Leah Brumlove, the retiring president of the auxiliary, is to be congratulated on her choice of entertainment committee for the convention as every angle of entertainment was well taken care of. Not only women were entertained but many of the men stopped in now and then. Among the men I noticed Frank Joelling, of the St. Louis office of *The Billboard*; E. Walter Evans, of the Cincinnati office; "Tommy" Thomas, of the Johnny J. Jones Shows, and Roy Ludington, of the Crafts Shows, who were very en-

thusiastic over the hospitable welcome given all visitors.

As usual, the banquet and ball were the climax of the week. This year there were several women who attended for the first time. Edith Bullock, secretary of the Los Angeles auxiliary, was among these, as was Mrs. Mae Taylor, also of the L. A. auxiliary. Edith wore a black net gown with an unusual arrangement of red gardenias in her hair. Mae Taylor wore a demure blue lace gown that gave her just the right colors for her beautiful complexion. The grand march gave us all a chance to see the beautifully colored gowns to perfect advantage as the black clothes of the men made a frame for the gorgeous colors of the women's gowns. Sara McCaffery took her huge sheaf of red roses and joined her handsome husband in the lead, making us sad to lose her as first lady but knowing that it had to come some time and a new president would be chosen, we were glad to give a warm welcome to Mrs. Frank Duffield, wife of the incoming president of the Chicago league. Sara McCaffery's gown was a clever combination of pale blue and bluish pink with a bustle bow of soft blue. Mrs. Duffield's gown was a warm shade of green blue that complimented her very dignified carriage as she marched beside the new president. Rose Hennes in a white crepe gown with gold, Ruby Velare in a three-tiered gown (See WITH THE LADIES on page 51)

Ida Chase Elected Ladies' Aux. Prexy

CHICAGO, Dec. 9.—Ladies' Auxiliary, Showmen's League of America, held its installation of officers Wednesday night at the Hotel Sherman, with Mrs. Nan Rankine officiating. Ceremonies were impressive and these were inducted into office for 1940: President, Mrs. Ida Chase; first vice-president, Mrs. Joseph E. Streiblich; second vice-president, Mrs. Mary Francis; third vice-president, Mrs. Rose Hennes; secretary, Hattie Clinton; treasurer, Mrs. Phoebe Carisky, and chaplain, Clara Barker.

Hotel Sherman thru courtesy of Mr. Hutter, gave club a grand sendoff by displaying a pleasant arrangement, consisting of trays carried thru the room with sparklers forming the words "Welcome Ladies." After the display orange trees were brought in, and each guest selected an orange from the trees. Wires congratulating the new officers were received from Bruce Chase, Marlo LeFors, president, Ladies' Auxiliary, Pacific Coast Showmen's Association; Dorothy Packman, president, and Anita Goldie, secretary, National Showmen's Association's Ladies' Auxiliary. Bouquets and baskets of flowers were received from Missouri (See *IDA CHASE ELECTED* on page 51)

Tampa

TAMPA, Fla., Dec. 9.—Tampa Morning Tribune and Tampa Daily Price will sponsor a midnight show on December 16 for benefit of a joint Christmas Stocking Fund, show to be staged in a local theater and featuring carnival and circus acts. Committee includes Frank Winick, chairman; Dolano Lett, Frank Newberry and Jack Dudewill.

Dixie Mason, back after emceeing at the Sarasota Rodeo last week, reports it was a line show.

Here for the winter at Lafayette Hotel: Edsel Coe, secretary of Lipsick & Packok Johnny J. Jones Exposition; I. H. Zolun, Rubin & Cherry Exposition; Harry Dennis, Beckmann & Grety Shows; Eddie MacDonald, Royal American Shows, and Mrs. H. D. (Doc) Hartwick, Beckmann & Grety Shows.

Willie Davis, of Gruber's World's Exposition Shows, left last week for Chicago, where he will enter the American Hospital for special treatment.

Chips Deegan for Ed Nathan Nelson, has returned from a hunting trip. DeKolt Troupe, rolling globe, wintering in Tampa after a long summer season at parks and fairs, expect to appear at Florida fairs this winter.

Witt, and Roy Delano left last week for New Orleans, where the former expects to lecture for the Kortez Museum.

FOR SALE

1 Smith & Smith Chacoplans, complete with Poles and Ticket Box. Like new. 1 No. 125 Working Organ. 1 2 1/2-Ton International Truck. 1 1/2-Ton Chevrolet with 75-ft. Trailer. 1 1/2-Ton Chevrolet. 1 1/2-Ton Trailer. 10 Concessions, including Flash Switchover and Cable. All above practically new. A-1 condition. No junk. Will sell all or any big cheap for cash. H. F. ARDIE, Box 94, 222 Delta Ave., Clarkdale, Miss.

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS
FOR 1940 SEASON

Address: P. O. BOX 223, Caruthersville, Mo.

NOTICE

Sunset Amusement Co.

OF AURORA, MO.
is in no way connected with the outfit using the same name at St. Augustine, Fla.
Winter Address: P. O. BOX 448, Daville, Va.

New Firm Has New Ride; Tampa To See First One

CHICAGO, Dec. 9.—A new ride which promises to carry the Ferris Wheel into an entirely new sphere was announced here today by Velare-Courtney Co., a newly formed corporation. Device is to be called Sky Rider.

Curtis J. Velare, director of the Amusement Corp. of America and for years concession manager of Royal American Shows, is president. John F. Courtney, inventor, is general manager and superintendent of construction. Roscoe R. Hickman and Denny Pugh are officers and will be active in production and distribution.

Device resembles a double Ferris Wheel and stands 81 feet 10 inches above the ground. Each of the wheels accommodates 20 passengers. While one wheel is being loaded the other is on the upper elevation rotating at reasonably high speed. One wheel can be loaded while the other is in motion.

Each of the passenger-carrying wheels operates on axles at the extreme ends of supports which are pivoted in the center and operated by a master gear system.

The first device is under construction and will make its initial appearance at the Florida State Fair, Tampa, on the midway of Royal American Shows.

ACA Retains Hickey, Ward

CHICAGO, Dec. 9.—Bob Hickey and Sam Ward have been recontracted for 1940 for two of the midways of the Amusement Corp. of America, it was announced here this week by Jack Dedewill, ACA publicity director. Hickey is widely known for 23 years' active post agency in the circus and outdoor field and Ward is equally well known in theatrical and orchestra circles. To which midways they will be assigned was not stated in an announcement from the corporation's headquarters here.



WALTER HALE, who tendered his resignation as publicity director of Hennes Bros. Showmen during the Chicago meetings, has accepted a similar position with Fairly & Little Showmen. Before joining the Hennes organization last year, Hale spent part of 1938 with Beckmann & Grety Shows. A member of the Outdoor Press Club, he is reputedly a keen student of pictorial publicity.

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

Zacchini Bros.

TAMPA, Fla., Dec. 9.—Quarters work is rapidly progressing and all equipment is being overhauled. Two Zacchini arrived with new Tilt-a-Whirl and is vaunting prior to going out after Jan. 1 to play several Florida fairs. General Representative Percy Martin is shipping a route into shape. Ferris Wheel has been placed in Sulphur Springs Park temporarily. Crew here were guests at Thanksgiving dinner and theater party. Mrs. Bob White is contemplating a trip to Ambridge, Pa., to spend the holidays with her son, who is school there. Writer has made several trips contracting attractions and concessions. Mrs. Elsa Zacchini is busy taking care of five Mexican hairless puppies. Olga and Katherine Zacchini were hosts at a Thanksgiving party at which the writer and wife were among guests. Benito, Emmanuel and Mario Zacchini returned from a trip to Houston and the Shrine Circus. John Denton, of Knoxville, Tenn., reports he will have his new bingo on the shows in 1940.

BOB WHITE.

Fuzzell's United

NORTH LITTLE ROCK, Ark., Dec. 9.—After two weeks' vacation a crew of six has begun work of repairing and building show fronts and interiors. Fronts are to be studded with lights in solid panels and have scenery and chromium trimming. Trucks will be painted green and red. Joe Kahn is in charge of building and Margie Kahn supervises commissary department. Frank Stone is in charge of building concessions and Pat Kahn, mechanic, is in charge of concession trucks. Mr. and Mrs. T. A. Fuzzell, owners, returned from a two-week fishing trip at Corpus Christi, Tex., and spent December 3 at Hot Springs, Ark., visiting members of the show. Owner Fuzzell, accompanied by General Agent C. S. Noel and Concession Manager Roy Goldstone, attended the Chicago and Iowa fair meetings. Mrs. Leslie Allen, mother of Mrs. Fuzzell, has been on the sick list for the past two weeks, but is improving. Mrs. Roy Goldstone has been under a doctor's care at Hot Springs. Leonard

Hand gave a fish supper at his home on Lake Hamilton in Hot Springs to show members. Christmas party is planned for members and guests at Hot Springs and North Little Rock. The writer has also been ill.

F. W. PRATT.

Penn Premier

STROUDSBURG, Pa., Dec. 9.—There is considerable activity about quarters here, as Manager Lloyd Serfass plans to increase size of show in 1940. Crew of five is making advance preparations for the rebuilding program, which includes new marquees with more than 600 50-watt lights, which are to be lighted with a power unit that has already been installed in a new wagon. Six new tops are planned by the management. All shows with the exception of three will be owned by Manager Serfass in 1940. New trucks are to be delivered soon and a 26-foot office trailer has been received. Bob Cunningham left quarters recently for Elmira, N. Y., where he has a winter position. Cliff Swisher will handle press, entertainment and radio work during the coming season. Mr. and Mrs. Serfass, whose car was damaged by fire recently while en route from Lehighton, Pa., have left for a deer hunting trip in Northern Pennsylvania.

CLIFF SWISHER.

Crystal Expo

CRYSTAL RIVER, Fla., Dec. 9.—Work on the new highway leading to quarters is progressing. Mr. and Mrs. Percy Martin were week-end guests of Mr. and Mrs. Bunts and all spent Sunday aboard the Irene Crystal cruiser, purchased recently by Manager Bunts. Other guests on the cruise were Harry Benjamin, concessioner, and the writer. Walter Bunts, public relations director, attended the Army-Navy football game in Philadelphia. He was accompanied by several friends. Mr. and Mrs. John Bunts report a pleasant visit with relatives in Ohio. Mr. and Mrs. Billy Bunts are busy entertaining friends here, this being the home of the latter. Mr. and Mrs. John Vaday are wintering in Inverness, Fla., where John is operating his photo

gallery to good business. Mrs. Vaday is in poor health. Mr. and Mrs. R. G. Felmet visited last week. They are en route to Havana, Cuba.

CHARLES (CHUCK) STAUNKO.

Jack Oliver With Wallace; Quarters Work Is Started

JACKSON, Miss., Dec. 9.—Announcements at quarters of Wallace Bros. Shows here this week revealed that Jack Oliver had signed as business manager for 1940. Other appointments included Mrs. Margaret Miller, secretary; M. F. Tillotson, special agent, and Mr. Cook, late of the Barker Shows, lot superintendent.

Among those booking concessions for next year are Mr. and Mrs. Frank Sparks, cookhouse; Mr. and Mrs. Abe Franks, corn game; Jimmy Owens, diggers and penny arcade. Owner and Mrs. E. E. Farrow returned from Memphis, where they purchased a new car. Quarters work is under way, with a crew of 10 on hand. Among daily visitors are Slim Spencer and son.

Zeiger Leaves Hospital

LOS ANGELES, Dec. 9.—C. P. (Doc) Zeiger, owner of Zeiger's United Shows, who recently underwent a successful appendectomy in Methodist Hospital here, has been released by the hospital, reports Mrs. Zeiger.

NEW LEAGUE QUARTERS

(Continued from page 39)

after as the quarters can be prepared.

It was the unanimous opinion of officers and members that moving to the Hotel Sherman will benefit the league in many ways. Its prestige will be enhanced, operating expenses will be greatly reduced and a much larger attendance at meetings will result.

New quarters will be on the second floor of the Sherman. They will face on both Clark and Randolph streets. They will consist of a secretary's office, a commodious reception room and a large meeting room. Management of the

Sherman has agreed to make all necessary alterations and completely furnish the shows.

THEY SAID IN CHI—

(Continued from page 39)

to appear in 1940 for the second season with John H. Marks Shows. General Agent C. W. Cracraft represented the shows.

FRIENDS of J. Ed Brown, who was "Mayor of the Midway" at Golden Gate International Exposition, San Francisco, learned that he is still holding down the Gayway at that spot during the winter.

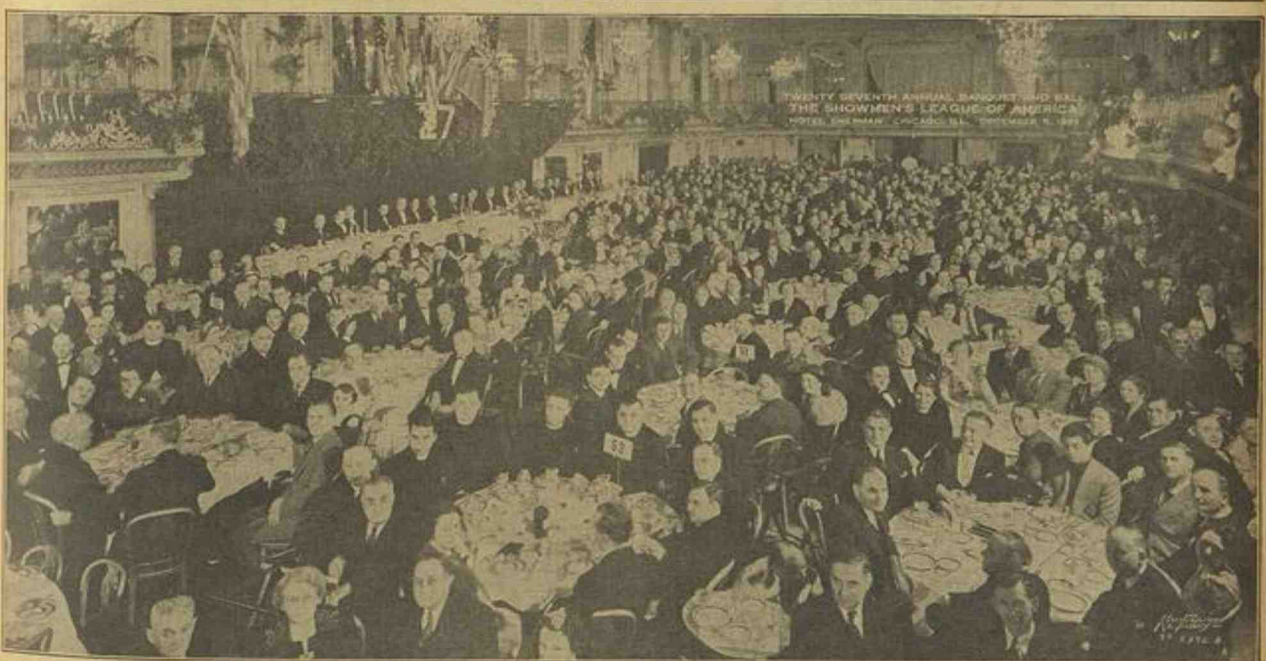
MEL SMITH, former carnival and circus executive and now manager of Sally Rand's road show, came in from the West Coast and reported big business for La Rand's troupe in Washington State.

TAKING to the air Abner K. Kline, of Eperly Aircraft Corp., was able to appear in the Sherman lobby Tuesday night, after having addressed the device's meeting at the New York park men's convention the same afternoon. George A. Hamid arrived by rail on Tuesday.

JOE E. WALSH, former carnival special agent and promoter, renewed acquaintances, while passing thru Chi on business. With the J. C. Harlackner interests, he is active this winter in new angles on trade shows.

REUNION after 30 years was enjoyed by Cliff Wilson, snake show tycoon, and Arthur Strouss, Indiana Harbor, Ind. Cliff had been interviewed in The Chicago Tribune during the meeting on the passing of much outdoor show slang. Art read the story and immediately dropped in on Cliff and the duo did much cutting up ancient memories of the old Strouss Hotel in Chi.

MAX GRUBERG is still having trouble with his hearing and was set to go back to a hospital for another operation after returning to Philadelphia from last meetings.



VIEW OF THE 27TH ANNUAL banquet and ball of the Showmen's League of America in the Grand Ballroom of the Hotel Sherman, Chicago, on Tuesday, December 5.

Classified Advertisements

COMMERCIAL

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Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements set by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or refuse copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

AGENTS AND DISTRIBUTORS WANTED

BIG MONEY APPLYING INITIALS ON AUTO-MOBILES. Easiest thing today! Free samples. Also sideline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass.

EXPERIENCED SUBSCRIPTION MEN WANTED — Also Crew Managers. Attractive club national magazines. Liberal proposition. PUBLISHER, 630 Shukert Bldg., Kansas City, Mo. de16x

LOCAL AGENTS WANTED TO EARN BONUS Suits and Demonstrate to Friends. U. S. 1 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples absolutely free. **PROGRESS TAILORING**, Dept. A-117, 500 Throop, Chicago. de16x

MAKE PRODUCTS YOURSELF — FORMULA Catalog free. **KEMICO**, 50, Parkridge, Ill.

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127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. de16x

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A BIG ASSORTMENT ANIMALS, REPTILES, Birds, Puma Cubs, Agoutis, Kangaroo-Rats, Peccaries, Monkeys, African Porcupine, etc. **ARMADILLO FARM**, Compton, Texas. de30

ALIVE—WHAT IS IT?—ALIVE. LOOKS LIKE Fox, Ant-Eater, Opossum, Raccoon, Monkey. Eats same food as human. Must see to believe. Real Attraction. \$500.00 takes Animal. Collier, Chicago. **WATSON HAUSER**, 224 Ridge Ave., New Kingston, Pa. de16x

ARMADILLO BASKETS, LAMPS, ETC. — THEY are different and distinctive. Also have live Armadillos. Write for our low interesting quotations. **APLET ARMADILLO FARM**, Compton, Tex. de16x

PLENTY SNAKES—ALLIGATORS, GILA MONS- ters, Armadillos, Agoutis, Monkeys, Coati-munda, Prairie Dogs, Puma Cubs, Peafowl, Ocelots, Parakeets, Racing Terrapins, Guinea Pigs, Ferrats, Rats, Mice. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. de23

WRITE FOR OUR CATALOGUE — IT COVERS the Animal Kingdom. **MEEMS BROS. & WARD, INC.**, Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

WHOLESALE CATALOG — ASSORTED NOVEL- ties, Cartoons, Books, Photos, etc., \$1.00 up. **W. B. S.**, 910 Whalley Ave., New Haven, Conn. de16x

BUSINESS OPPORTUNITIES

EXCELLENT OPPORTUNITY TO OPEN MOVIE Theater — Splendidly located building available for neighborhood theater in growing city of 30,000. For further information write **W. C. MacFADDIN**, 423 8th St., S. Fargo, N. D. de30x

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TURN TIN CANS INTO MONEY AT HOME! Big profits. 25c easy instructions mailed. **M. CHANEY**, 1130 E. 16th St., Jacksonville, Fla.

U. S. GOVERNMENT'S LARGEST BUSINESS permits participation by man or woman for private profit to own and operate route of machines dispensing U. S. Postage Stamps. Spare time. Can earn up to \$250.00 monthly, depending on operation. \$295.00 cash investment required for equipment. If conservative and desirous of a business write **SHIPMAN MANUFACTURING COMPANY**, 1326 S. Lorens St., Los Angeles, Calif.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF RECONDITIONED Vending Machines of all kinds at real bargain. Send for list. **ASCO**, 383 Hawk Ave., Newark, N. J. de20x

ALL MAKES SLOT MACHINES, \$25.00; Wurlitzer 616, perfect, \$75.00; Zephyr Cigarette \$27.00; Pyramax, \$25.00; Snooks, \$22.50; Skov-ricket, \$22.50; Battering Champ, \$22.50; Gun Club, \$20.00. 1/2 deposit, balance C. O. D. Write for complete list. **MITCHELL & CO.**, 1070 Broadway, Brooklyn, N. Y.

BARGAINS IN PERFECT RESULTS—TWINKLE, F.P., \$45.00; Davy Jones, F.P., \$35.00; Sporter, F.P., \$35.00; Variety, \$45.00; Chevron, \$35.00; Pyramid, \$25.00; Snooks, \$22.50; Skov-ricket, \$22.50; Battering Champ, \$22.50; Gun Club, \$20.00. 1/2 deposit, balance C. O. D. Write for complete list. **MITCHELL & CO.**, 1070 Broadway, Brooklyn, N. Y.

D. TRACK L. BEACH, BOO HOO, MERCURY, D. Dozen, Pearekes, Ball Film, Madcap, Challenger, Ramco, \$7.50 to \$12.50; D. Jocks, Variety, \$12.50 up; Jokers, \$15.00; Rock-Old, \$22.50; P-10s, \$20.00. **OKAMO SUPPLY**, Galena, Kan.

FOR SALE — WESTERN BASEBALL MACHINES in original crates, purchased two months ago, like new, \$120.00. **BOX C-353**, Billboard, Cincinnati.

FOR SALE — SLIGHTLY USED TRIPLE ENTRIES and Savings. Want late Track Records, Man-O-War. Please quote prices and quantity. **TOLEDO COIN MACH. EX. CO.**, Toledo, O.

FOR SALE — THREE LATE MODEL WURLITZER Will trade for Rowe Cigarette Vendors. **SHELBY VENDING CO.**, P. O. Box 342, Shelbyville, Ind.

FOR SALE — FINE CONDITION, CHICKEN Thief, \$198.50; Tom Mix, Rifle, \$39.50; Wurlitzer, 616A, \$79.50. 1/2 deposit. **A. CAPLAN**, 123 Arch St., Albany, N. Y.

LATEST USED FREE GAMES — MR. CHIP, Thriller, Follow Up, Lucky, Twinkle, Pick 'Em, Triple Threat, Golden Cafe, \$69.50 each. Big Six, Rebound, Scoop, Punch, Nippy, \$79.50 each. Champion, Buckaroo, Lotfa Fun, \$59.50 each. Scoffem, Lift and Up, \$69.50 each. Chevron, Fair, Sky Rocket, \$55.00 each. Variety, \$64.50; 1-2-3, \$99.50; Sports, \$67.50; Ocean Park, \$53.00; Multi Races, \$15.00; Ad-aptor, Topper, \$49.50 each. Pot Shot, Cowboy, \$49.50 each. Gun Club, \$25.00. Let us know what you want. Write for details. 1/2 deposit. **LEHIGH SPECIALTY CO.**, 2d and Green, Philadelphia, Pa.

PENNY ARCADE EQUIPMENT — 2 MILLS Punching Bags, \$30.00 each; Best Tester and Squeezer, \$35.00; 1 Liter, \$30.00; 1 Golf Game, \$35.00; 1 Foot Ball Game, \$35.00. All rebuilt and refinished. **BOX 331**, Poplar Bluff, Mo.

PHONOGRAPH BARGAINS—WURLITZER 412, \$39.50; in new Marbitto and Life-Up Girl, \$65.00; Wurlitzer 616, \$69.50; in new Marbitto and Squeezer, \$95.00; \$110.00. **EAST COAT**, 455 W. 45th, New York.

SNAKES THREE COMPARTMENT VENDORS, \$7.50; Northwestern all-purpose merchandisers, \$4.50; Northwestern ball gum vendors, \$3.00. **WARD PETERS**, Baton Rouge, La. de16x

VENDERS — 18 IN HOT PEANUT; 30 "MAGNA" Nut-Charm; 16 Advance Gum. Like new. **Bargains, SILENT KEELEY CO.**, Marion, Ind.

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WANT TARGET SKILLS — CHALLENGER, Came Hunter, Red, White and Blue, latest Model F, **SAM HORROCKS**, Alden St., Orange, N. J.

WURLITZER 24s, \$139.50; 616s, \$87.50; 412s, \$45.00; Dime Opt., \$47.50; Golden Cafe, free list, \$29.50. Best circulars. **COLEMAN NOVELTY**, Rockford, Ill.

5% BALL GUM FACTORY FRESH, 12c Box; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING M.**, Pleasant, Newark, N. J. de16x

50 SLIGHTLY USED TO WESTERN EMPIRE Cigarette Vendors, \$105 each. **BUREAU OF CO.**, INC., 679 Orleans, Chicago, Ill. de16x

200 LIKE NEW TWO-COLUMN 1 VENDERS, \$25.00 each. **BUREAU OF CO.**, INC., 679 Orleans, Chicago, Ill. de16x

500 IC SNACKS THREE COMPARTMENT VEND- ors, like new, equipped with latest ad-juster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO.**, INC., 679 Orleans, Chicago. de16x

1937 TRACK TIMES, \$49.50; TANFORANS, \$25.00; Derby Day Comics, \$27.50; Parlay Races, \$35.00; Longchamps, \$59.50; Dark Horses, \$20.00; 1938 Skill Times, \$89.50. **CLEVELAND-CHICAGO AMUSEMENT SALES CO.**, 3729 Prospect Ave., Cleveland, O.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; Shoes, 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. **CONLEY**, 310 W. 47th, New York.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. de16x

FORMULAS — ALL KINDS GUARANTEED. Catalog free. **KEMICO**, 51, Parkridge, Ill. de16x

THAXLY FORMULAS FOR PERFECT PRO- ducts. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO.**, Washington, D. C. de16x

FOR SALE—SECOND-HAND GOODS

CARAMELCON OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all-electric; Burners, Tanks, Stoves, Popping Kettles. Formulas free. **NORTHSIDE CO.**, Indianapolis, Iowa, Ia3x

DELCO LIGHT SYSTEM — DELUXE MODEL, fully automatic, 850 watts, 32 volts, D.C. Practically new. For sale cheap. **H. A. YUTZLER**, 6859 Ogontz Ave., Philadelphia, Pa. de16x

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inch. Covers a wide angle of view. Only \$1.00 each. **HURRY! CHICAGO SALVAGE**, 509 S. State St., Chicago. de16x

POPCORN, POTATO CHIP, CRISPETTE, CAR- amel popcorn, and Cheese Coated popcorn machines. **LONG EAKINS CO.**, 1976 High St., Springfield, Ohio. de3x

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CIRCUS BLEACHER SEATS—ALL SIZES, NEW and used, out or indoors, with or without footrests. **PENN BLEACHER SEAT CO.**, 1207 W. Thompson, Philadelphia, Pa. de16x

FOR SALE — THREE ABREAST HERSHELL Carousel, ten rides, new top; Margalo's Egg Car Wheel. Both rides have been overhauled and painted and are ready to operate. Also two Organs in good condition. Terms for reliable parties. Address **B. HAROVITZ**, 1521 Van Horne St., Apt. 4, Montreal, Que., Canada. de16x

ROLO FUN HOUSE—1938, PORTABLE, WITH Sound System. Cost \$5,000; price \$2,700. Perfect. **BAKERMAN**, 77 Highland Blvd., Keansburg, N. J.

12 ELI SEATS IN CRATES—146 BAND ORGAN, 125 Band Organ, 105 Band Organ. **COLSON**, 690 Park Ave., Brooklyn, N. Y. de16x

HELP WANTED

FERRIS WHEEL FOREMAN—MUST BE A-1 IN every respect; also M-C-R. See Chairman Foreman. All write O. M. BECKER, 474 S. Main St., Elmira, N. Y.

HAMMOND ORGANIST—EXPERIENCED FOR roller rink work. Steady job year round. **SHOLES HILLSGROVE COUNTRY CLUB**, Pawlucket, R. I.

TWO THOROUGHLY EXPERIENCED CIRCLES for Traxco Work, Immediately. See picture to **W. WALDRUP**, 468 Palisades Ave., West New York, N. J.

TRUMPET, VIOLIN, DRUMMER WITH VIBRA- phones for dinner-dance ensemble. All must be first class work, moderate salary. **CLARENCE SCHENK**, Pensacola, Fla. de16x

MAGICAL APPARATUS

CATALOGUE OF MINDREADING — MENTAL- ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Places, Palmistry, Graphology Charts, Books Wholesale, Largest stock. New 150-page illustrated catalogue. **30c NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. de23

FREE—NEW 220-PAGE PICTORIAL CATALOG. Latest Tricks, fine Magical Apparatus, Books, Ventriloquist Figures, Large stock, prompt shipments. **KANTER'S**, 1309 Walnut St., Philadelphia, Pa.

MINNEAPOLIS LEADS WITH SUPERIOR Magic—New 25c Catalogue and 25c Secret 100c with 10c. Folders free. **EAGLE MAGIC FACTORY**, Minneapolis, Minn.

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY**, 1261 North Wells St., Chicago. Illustrated folder free.

PROFESSIONAL VENTRILQUIST FIGURES, \$5.00; with slides, 10 effects, \$23.00; instruction, patter **J. TURNER**, 4402 Lincoln Trail Bldg. St. Joseph, Mo.

WANT TO BUY USED STANDARD MAGICAL Apparatus, Books. No junk wanted. List free. **OTTO WALDMAN**, 332 E. 77th St., New York.

MISCELLANEOUS

SPECIAL READS FOR THEATRICAL FOLK — Trailer Meadows Camp, Dana, Ia., Highway No. 1, near Miami. Beautiful shade trees, near ocean. de23x

M. P. ACCESSORIES & FILMS

NEWS AND DISPLAY ADVERTISEMENTS OF interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold, \$5.00, \$7.50 red. **NO. 221-E STATE THEATRE**, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRICAL Communities, Sound Equipment. Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis, Tenn.

ATTRACTIVE BARGAINS — 16MM. VICTOR Factory Rebuilt Sound Projectors, \$125.00 up. Westerns, Comedies, Cartoons, Features, Complete Programs, \$4.00 real up. **SOUTHERN VISUAL**, 246 N. Merchants, Tampa, Fla. de16x

BARGAINS IN USED PROJECTION MACHINES Opera Chairs, Screens, Spotlights, Stereo Opticons, etc. Projectors repaired. Catalogue free. **MOVIE SUPPLY CO., LTD.**, 1311 S. Wabash, Chicago, Ill. de16x

CLEARANCE SALE OF 35MM. SOUND STORIES in Excellent Condition. Features, \$15.00 up; 100 Westerns, \$35.00 each. **WALDO FILMS**, Box 524, Cincinnati.

TRIAL ORDER WILL CONVINCED YOU THAT we handle the better type of equipment. **BUSSA FILM EXCHANGE**, Friendship, O. de16x

16MM. FILMS — RENT, SALE, EXCHANGE. Silent-Sound. Complete rental library. Catalogue large, hours, \$1.00. **GARLAND EXCHANGE**, 317 W. 50th, New York. de16x

35MM. PORTABLE PROFESSIONAL TALKIE Outfits Cheap—Send for 100-page catalogue. Write large, hours, \$1.00. **S. O. S. CINEMA SUPPLY CORP.**, New York. de16x

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — MODEL A HAMMOND ELECTRIC Organ; Tone Cabinet, Model 340, used twenty-one hours. Price \$1,050.00. **BOX C-346**, Billboard, Cincinnati.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles" show. **PIATEAU**, 1122 Tulane in America. Address: Art Film, 1001 E. Ave., New Orleans, La.

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ALL 4 FOR 10 OPERATORS—CUT PRICE ON
all Machines and Supplies. Full Length
Cameras. **WABASH PHOTO SUPPLY**, Terre
Haute, Ind. del6x

FREE—1940 DIRECT-POSITIVE CATALOG.
Just off the press, with biggest stock of
equipment for 4-for-dime operators in the
country. Write for yours now! **MARKS &**
PHOTO, INC., Dept. BC-33, Rochester, N. Y.
del6x

PHOTO MACHINES—NEW MODELS GET THE
best in Professional Direct Positive Equip-
ment. **A-SMILE A-MINUTE PHOTO CO.**,
Sinton, Kan.

ROLLS DEVELOPED—TWO PRINTS EACH
and two Free Enlargement Coupons. 25¢
per roll. 2¢ each 100 or more. 1¢. **SUMMERS'**
STUDIO, Unionville, Mo. del6x

SALESMEN WANTED

SALESMEN—AMERICA'S FINEST DELINE.
40% commission daily. 725 fast selling
repeat items. Every business uses and must
buy. No investment. Sales portfolio free.
DAVID LIONEL PRESS, 312 S. Hamilton, Dept.
IL, Chicago. del6x

TENTS—SECOND-HAND

SEVERAL GOOD AS NEW TENT BARGAINS—
12x12s, 20x30s, 20x40s, 30x50s,
30x60s, 40x60s, 40x80s, 40x100s,
40x200s. State size. Stamp with inquiry.
SMITH TENTS, Auburn, N. Y. del30x

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100,
del20. 50% deposit. Balance C. O. D., with
shipping charges. **THE BELL PRESS**, Winton,
Penn. del6x

WINDOW CARDS—14x22, NON-BANDING,
100, \$2.50; 2-Colors Ink, \$2.95; Handbills,
100, \$1.75; \$1.75; \$1.75. Quick service.
SOLLIDAY, Knox, Ind. del6x

WANTED TO BUY

WE BUY PORN MACHINES—ALL TYPES,
Betsey, All-Electrics, Automatics, Venders,
Caramelcorn Equipment, Peanut Roasters,
Write **NORTHSIDE CO.**, Indianapolis, Ia. del30

Show Family Album



ONE of the principal attractions with the Joseph G. Ferari Shows in 1915 was Hamda Benn's Arabian Nights show, the above picture of which was snapped during that year at New York State Fair, Syracuse. From left to right are Belle Barlow, Clara Bronge, Nellie Fink, Bobbie Dunn, Mrs. Hamda Benn, Hamda Benn; Jack Kane, tickets, and Sadani, flagpole player.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-27 Opera place, Cincinnati, O.

TAMED RUSSIAN BROWN BEAR OR BLACK
Bear—Between 1 1/2 and 2 years old. Call or
write immediately, **W. WALDORF**, 458 Parkside
Ave., West New York, N. J. Phone: Union
7-6402.

BAND LEADER FOR SEASON 1940—CIRCUSES
and Dramatic Shows. Also Orchestra Leader.
Address **MUSICAL DIRECTOR**, 2055 Howe St.,
Chicago, Ill.

SCENIC ARTIST, ORGAN REPAIRING, TUNING,
etc.—Eighteen years' experience. **ACR** fore-
man. Sober, reliable. **L. E. QUINLAN**, 52
Third Ave., Ottawa, Ont., Can.

Geo. BURKHART—Comedy Magician, "King of
Clowns" Illusionist and Elaborate Puppet Show.
Laughing, everything I present. 35 years
experience in every branch of amusement for Theatres,
Museums, Unita Schools, Department Stores, Night
Clubs. Has high-class equipment and my own
transportation. All Agents please communicate.
255 Sussner Art, Hookville, N. Y. del23

RIDICULOUS TRIO—Three Eccentric Clowns, best
of their kind. Four acts. Go anywhere. Address
see The Billboard, Chicago, Ill. del23

AT LIBERTY
MAGICIANS

HERMES—"THE INTERNATIONAL MACI-
cian." Recently completed a successful Can-
adian tour of six months. Available for clubs,
hotels, vaudeville, etc. 846 S. Grove St.,
Irvington, N. J.

YOUNG & DAILEY, CLOWN MAGICIANS—
Work schools, churches, clubs and celebra-
tions of all kinds. One-hour program. De-
cember, January, February. Western Michigan
only. Percentage or reasonable rates. **ROY**
YOUNG, Holland, Mich. del30

A-1 MAGICIAN—With new and different effects
at liberty. Change for two weeks. Bits in acts.
Availability during New York. Address
RUNNINGER, Greentown, Ill.

AT LIBERTY
MISCELLANEOUS

GRAPHOLOGIST—WRITE
BOX C-354, Billboard, Cincinnati, O.

SOUND OPERATOR WITH
A-1 Portable Equipment—Also car and pub-
lic address system, wants immediate engage-
ment. **FILMOSOUND**, Box C-347, Billboard,
Cincinnati, O. del6

YOUNG MAN DESIRES POSITION AS STAGE
Electrician in theater or with large roadshow
attraction. Expert projectionist and electrician.
Prefer South. **B. K. DRURY**, Lake City, Va.

BOOKKEEPER, CLERK or what can you offer
man of intelligence? **BOX 414, The Billboard,**
Chicago, Ill.

YOUNG MAN—Experienced in radio broadcast
script, production and creation of character
ship ideas. Desires to connect with an assignment
organization looking for a man who is always on his
feet, but never on the lips of others. Address **AL**
MYERS, Princeton, Mo.

AT LIBERTY
M. P. OPERATORS

PROJECTIONIST—EXPERIENCED. HANDLE
anything. Now employed but desire to
change location. Prefer South. **B. K. DRURY**,
Lake City, Va.

MOVIE PROJECTIONIST—Can operate 16 mill-
imeter or 35. 100-city rental. Three
experiences. Prefer Southern territory. **FRANK**
O'CONNELL, Rio Rock, Tenn.

AT LIBERTY
MUSICIANS

ALTO SAX—DOUBLING TENOR, BARITONE
and Clarinet, Union. No take-off. Prefer
smooth style band. Sing vocals and arrange.
Married, have 1937 Ford coach and instrument
trailer. Age 27. Have photos. **CID BROD-**
RICK, Troutwood, O.

AT LIBERTY—TRUMPET MAN. ALL ES-
sentials, player, student, classic. Wants 1000.
Ligon, Mich. del23

CELLIST—DOUBLE GUITAR. LOTS OF TRIO
experience. Make cello fit in swing. Guitar
rhythm and feature. South for season. **GENE**
SMITH, 908 H St., N. E., Washington, D. C.
del23

DANCE TROMBONIST WANTS NON-UNION
work in vicinity Columbus, O. Wants 1000.
Has fifteen years' experience. **PAUL SMITH**,
Box 853, Good City, O. del23

DRUMMER—GOOD SOLID TUBS. CAN BRING
Tenor Man. Does vocals. Go anywhere,
consider anything. No car. **DAVIE MILLER**,
1305 6th Ave., Moline, Ill. del23

FIRST ALTO SAX AND CLARINET—UNION.
arrange, experience. **JOE BOATMAN**, Pryor,
Okla.

GUITARIST AND VOCALIST—DOUBLE ON
Blk. Alto Sax. Has own amplified guitar.
FRANK SCHIEVELLA, Box 452, Port Jefferson,
N. Y. del23

HAMMOND ORGANIST—WITH OWN HAM-
mond, street and dance, classic. Wants 1000.
location. **BOX C-357, Billboard, Cincinnati,**
O. del23

SAX MAN—ALTO, TENOR, CLARINET. CUT
any 1st, 2d or 4th chair. Fine tone and read-
ing. No take-off. 22 years, sober, reliable.
Plenty of experience trouping and location.
Prefer large swing combination. Southeastern or
Eastern location. No car. **BOB LONG**, 326
Clinton St., Jackson, Mich. del23

TENOR MAN—DOUBLING ALTO, CLARINET.
Also Drummer, Vibes, Vocals. No parics.
1120 WOODWARD AVE., Detroit, Wis.

TENOR ALTO, CLARINET—AGE 23, SINGLE.
1 year's experience at scenicists. **WANTS 1000.**
Tudor Arms Hotel, 354 Franklin St., Buffalo,
N. Y.

TENOR SAX, CLARINET AND ARRANGER—
Young and single. **SKEE ELDER**, 3 Columbia
Place, Albany, N. Y. del23

TROMBONE ARRANGER—ALL ESSENTIALS.
Dorsey style. Young. Join immediately.
HIS NICHOLS, Angell's Tourist Courts, Monroe,
La. del6

TRUMPET—PLAY SHOWS, READ, FAKE, CO.
big tone. **LEWIS F. SMALE**, General Delivery,
Miami, Fla.

VIOLIN—DOUBLING STRING BASS. EX-
perience. South preferred. **BOX C-344,**
Billboard, Cincinnati, O. del23

A-1 TROMBONIST—Wants job immediately with
mass band or fine band making dough. Fine
player, street and dance, classic experience.
reliable. Will not say job. Have also about 100
ghosts you can use. Also may bring the 3d Alto
sax and 2nd Clarinet. Starting at \$200.00. Bands 60¢
and good tone, and will not say job. Want job
immediately. Write "Billboard" for more in-
formation. Write me at once. Please outline, say
you saw in "Billboard". **SLIM BURNS**, 604 St. Clément St.,
Newark, N. J. del6

ACE ALTO SAX, CLARINET—Read, fake, etc.
Have own car and home. Young. Excellent
appearance. **Write JOHN EDWELL**,
Box 47, Greentown, Ill. del6

ALTSAXOPHON—Doubling Clarinet, Accordion
and Solosist. Arranging. Thoroughly
prepared. Go anywhere. **BOX 112, Hill**
1864 Broadway, New York, N. Y. del6

ARRANGER AND COMPOSER—Wishes to solo
or do work for a dance orchestra in New York City
or elsewhere. Has own car and fine instru-
ments. Arranging and composing music for
five shows, etc. Will do work for an approval.
Write me immediately. **MAO MILAN**,
534 Ave. A, Easttown, New York City. del6

CAPABLE VIOLINIST, plays classical and popular,
has excellent technique. Young. Available
Christmas. Can furnish excellent references. Write
full particulars in first. **ALLAN PHILLIPS**,
del6

COMPETENT VIOLINIST—Can furnish excellent
musical references. Has fine music library for all
occasions. **VIOLINIST**, 10099 Bayshore, Joliet, Ill.
del6

DRUMMER—Recording experience. Versatile,
has excellent technique. Young. References.
Can join at once. Write or write **G. SMITH**,
Perry Lodge, Ottawa, N. Y. del23

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Minimum 25¢ Cash With Copy

AT LIBERTY
ACROBATS

BAR PERFORMER—THOROUGHLY EXPERI-
enced in all lines. Aerial or Ground Bars.
BAR PERFORMER, Billboard, Chicago.

AT LIBERTY
AGENTS AND MANAGERS

A-1 AGENT—WILL BOOK ALL-GIRL HILL-
top. Other box-office attractions con-
tract. **RAY SALZER**, General Delivery, Kansas
City, Mo.

SKATING RINK MANAGER, OPERATOR—EX-
perienced. Knows promotion. Can join after
season. **GEORGE J. WEST**, 1109 E. Second
St., Michigan City, Ind.

ADVANCE AGENT—20 years' experience post-
ing and booking shows and vaudeville. Close contact
with local exploitation agents. **PRESS AGENT**,
Box 418, Billboard, Chicago, Ill.

AGENT—Experienced, capable. Established
book territory. Approximately fifteen weeks
openings. Only high class educational novelty
acts considered. Must be suitable for all ages. Good
paper material. Good prospectus to art selected.
AGENTS, 613 N. Main St., Greenville, S. C.

AT LIBERTY
BANDS AND ORCHESTRAS

BOOKERS—AVAILABLE NOW. A SIX-PIECE
band. Uniforms, fronts and novelties. Pre-
fer location. Travel anywhere. **JOHNNY**
WONG, 5127 25th Ave., Kenosha, Wis. del6

ENTHUSIASTIC DANCE AND COCKTAIL
Unit—Three men and a girl featuring two
acts. Outstanding vocals and specialties.
High class propositions only. **BOX C-338,**
The Billboard, Cincinnati, O. del23

NOTICE, MANAGERS AND BOOKERS—HAVE
4-Piece Cocktail Combination. All experi-
enced entertainers. Play solid dance rhythm
or stroll. Featured singers. Leave here on no-
tice, considered superior. All one call. **WILL**
BEATLEY, General Delivery, Danville, Ill.

5-PIECE ALL-GIRL ENTERTAINING ORCHES-
tra—All double, vocalists, novelties, special
arrangements. Union. Locations only. State
full details first letter. Available on two weeks'
notice. **BOX C-352, Billboard, Cincinnati,**
O. del6

AFTER DEO. 8TH—Seven-Piece Dance Band.
Three saxes, 3 rhythm, 1 brass. Union, young,
versatile, considered superior. All one call. Well
organized. Location preferred but have transportation
for a few out nights. Go anywhere. Prefer
South. Give exclusive booking to reliable agent.
Please state all in first letter. **KLAYTON**
WILCOX, Box 901, New London, Mo. del23

CECIL KRISTAL and His Orchestra—Six Capable
Musicians. Uniform, P. A. system. Sing and
sue music. Available Jan. 1st. Arrangement if nec-
essary. **Milner Hotel**, Mason, Ga.

FINE MODERN SOUTHERN BAND at Liberty—
Six or seven men and versatile girl singer who
fronts band. Available after January 1st.
Have modern library of special arrangements, both Dixie
land and sweet. Best of equipment and referen-
ces. Excellent music. This is a professional
unit. Reliable backs, night clubs and bookers,
contact the manager. Address **LEADER**, Room 19,
Burrill Hotel, Texasark, Ar.

BOB GENTNER and His Orchestra—Five to ten
solo men, all doubling on various instruments,
playing sweet, swing and specializing in requests.
Complete library, uniforms, fronts, P. A. system,
novelties, also three vocalists. Address **BOB**
GENTNER, Consider steady location near Buffalo. Re-
liable bookers and promoters, write. Picture upon re-
quest. 457 1888th, Buffalo, N. Y. Phone:
Humbolt 1888.

AT LIBERTY
CIRCUS AND CARNIVAL

AT LIBERTY—CONCESSIONER, WOULD LIKE
to get exclusive rights on popcorn; also
handling concessions, \$5.00 each per week, from
train and back, with large carnival fifty-fifty.
See me or write **JOHN FRUITT**, 4 First St.,
Denim Station, Greensboro, N. C.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM HALL—Communications to 1564 Broadway, New York

Grand Jury Approves Bingo As Test Case Goes to Court

LONG ISLAND CITY, N. Y., Dec. 9.—Recommending that the law fit the behavior instead of making the behavior fit the law, the November Quorum County Grand Jury decided that bingo must stay and that the statutes that ban the games must be repealed. In compliance with the request of the jurors, copies of the findings will be sent to Governor Lehman, to the president pro tem of the State senate and to the speaker of the Assembly, District Attorney Charles P. Sullivan said.

Since this ruling "five legal guinea pigs," whose cases will test the operation of the laws that forbid bingo for charity were before Judge Charles S. Colden. The defendants pleaded not guilty and were paroled in custody of their attorney, I. T. Platto, for trial January 15.

Jury Studies Bingo

The grand jurors, after thoroughly studying bingo, said: "We believe the game as now conducted, primarily for charitable purposes, is in itself a harmless pastime and it has resulted in providing modest incomes for many churches, hospitals and other charities conducted by worthy non-profit organizations of a public or semi-public nature.

"Many thousands of persons apparently participate and derive pleasure from the playing of this game.

"Therefore, we recommend that a change be made . . . so that this game, when played under circumstances similar to those existing in this country, be legalized, provided the entire proceeds are used for the exclusive benefit of the legal charities."

The "five guinea pigs" were arrested in November, 1938, for operating a bingo game for the benefit of the Society for the Prevention of Cruelty to Children. They were indicted by the Grand Jury.

Seek Test of Law

The indicting jurors viewed their ac-

tion as a test to demonstrate the feasibility of repealing the State's laws against bingo for charities. They made it plain that they wished the legality of bingo definitely decided by the Court of Appeals. If the five men are convicted, it is expected that their cases will be appealed for that purpose.

After their arrest last year the five men had their case transferred from Special Sessions to Queens County Court to secure a trial by jury and air the whole matter. The transfer was approved by Supreme Court Justice Thomas C. Kadwin, hoping that the case would "establish a precedent which will regulate a matter of general interest."



H. (FRENCH) DIX, manager of Bazaar and Novelty Co., Toronto, dropped into The Billboard's New York office a few days ago to talk over the bingo situation in that locality where the game is being successfully conducted to aid charities. He gave many interesting facts on the game, especially on the type of merchandise that is demanded.

ST. MARY'S CLUB, which is associated with St. Mary's Church, Toronto, has the biggest and most successful game, Dix reported. The hall seats about 800 people and many are turned away from the games because of lack of accommodations. St. Helen's Hall accommodates 600 and is also unable to take care of crowds. At St. Mary's about 90 per cent of the attendance is from outside the parish. They are attracted by several things—a quiz game, amateur play or singing song contests before games start, and eight door prizes and the general run of merchandise.

THE PROVINCIAL GOVERNMENT approves wholeheartedly of bingo when it is conducted for charity, but no one, under the law, is to be paid in money. This means that the help must accept prizes for its work. Churches pay workers in this manner, as do legions. The government also stipulates that no prize shall be worth more than \$5, and the average prize, so Dix tells us, is worth about \$1 or \$1.50 wholesale. Games are free, but a charge is made for the entertainment that precedes the bingo. The average admission is 20 games for 25 cents, but at the halfway mark extra cards are sold for 10 cents to allow players to use two cards for the last 10 or 12 games. After this the cards are collected and put out again at the rate of five games for 10 cents. When the games have been completed, cards are sold again for five games. This makes the average evening of bingo cost the player about 35 cents.

ONLY HOUSEHOLD goods go at bingo games in Toronto. Toasters, irons, clocks, hassocks, lamps, blankets (which can't be obtained now because mills are turning them out for the government), quilts, bedspreads, dishes, cutlery, scatter rugs and kitchen utensils are the usual prizes. Popularity of cards and chances is surpassed by box cameras, and whistling tea kettles are about the only novelty ticklers. Radios are not used because the wiring has to be approved by the Provincial Hydro Commission,

Churches Sponsor Bazaars For Funds; Mdse. Sales Up

Bingo continues to hold spotlight as merchandise takes place of cash prizes—attendance at events beyond expectations, organization reports show

NEW YORK, Dec. 9.—With drives for increased funds for additional activities scheduled for Christmas week, bazaars and social events sponsored by churches, fraternal and civic clubs have given the wholesale merchandise industry one of the biggest boosts of the season, it is reported. Coming at a time when business from the amusement field has tapered off, the spurt of orders from organizations is a big aid to firms. Attendance at the functions has been above expectations. The growing preference for merchandise at booths which formerly used cash prizes has resulted in more sales for merchandise houses.

Bingo Still Popular

Bingo, as in former years, continues to hold the spotlight with the growing popularity of merchandise prizes. Alert manufacturers, sensing the importance of the game, have supplied lines of streamlined items that are appealing and seasonable. With such merchandise on stands, the boys are packing them in to increased takes. Household items still lead the parade, operators say, with novelty lamps, radios, percolators, trays, aluminumware, kitchen pans, electric food warmers, smoking stands, end tables, chinaware, glassware, toasters, irons and similar numbers the favorites. Increased demand has also been noted for items that are more or less decorative or out of the staple class. Topnotchers in this line include cocktail shakers, humidors, compacts, bedspreads, mirror vanity dressers, handbags and jewelry numbers.

More Mdse. Given

Bazaars are understood to be passing out merchandise on a bigger scale than ever before. Not only are bingo stands at these events getting the play, but other booths are also claiming top attention. While bingo stands feature the widest variety of prizes, other spots are also using more merchandise than was ever expected.

Major merchandise items such as console radios, electric refrigerators, automobile radios and electrical appliances are favored as grand prizes. The plan of awarding several smaller prizes the first night, larger prizes on succeeding nights and leading up to the grand prize on closing night is being followed. Demonstration numbers are making a fast play for popularity. While mechanical toys are back as favorites, special attention is being given electric shavers and pants pressers. The last two named items are meeting with big success where prize users want items that have definite appeal as yuletide gifts. Demonstrators working the pants presser report sky-high demand for the item.

which would run up the cost. For those who may get the bright idea of buying them in the States and taking them to Canada here is this bit of information: When buying items for resale in Canada add 75 per cent to the cost to learn how much the item will cost delivered in Canada.

IN CASES of ties the Canadian games have worked out a good system for dealing with this phase of the game. Those who hold bingo draw and the winner takes his choice. The others are allowed to select prizes from a special table that contains, only prizes to be awarded in the case of ties.

THE MONEY received from bingo games goes for various projects. St. Mary's Club uses its funds to distribute baskets of groceries to the needy and maintain a free dental clinic. The funds are not turned over to the church but expended by club officers.

TORONTO BINGO attracts so many (See BINGO BUSINESS on page 54)

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS

By BEN SMITH

It isn't too much of a problem to get volume turnover on a premium item these days. The tremendous buying wave for Christmas, giveaways, takes care of that. However, the smart manufacturer is beginning to think of next year and, despite the rush, is already laying groundwork for development of new numbers for the salesboard market. As soon as the Christmas drive is out of the way he will be all set to go. Are you that manufacturer? You're missing a grand opportunity for some real business and a sure-fire preventive against a slack season if you're not.

Talking of new items, have you ever thought of confining an item to the salesboard market exclusively without offering it thru other sales channels? Operators would gladly pay a premium for such protection and order in greater volume on top of that. A protected item is a natural on a deal. It gives the player additional incentive, for he is shooting for something he can't obtain anywhere else. And there is no chance of the item's being murdered by a piece-cutting retail outlet.

We are not attempting to infer that all items offered salesboard operators should receive protection. That would be silly. There have been too many items which were successfully promoted at the same time on a board and thru other channels for us to go out on a limb with any such suggestion. However, premiums which had such protection in the past produced a turnover for longer stretches than the average run of items which had no protection.

Novel Art Nut Co. has a promotional idea for the sale of nuts which we believe salesboard operators should be able to use to profit. It involves store locations and looks like a honey. Meet about this later.

It looks as the Howard Mfg. Co. has another winner in an unusual clock just brought out. It is being promoted with the theme, "A man in good health can tell time by his stomach," and is shaped in the figure of a rotund, well-fed character who looks as tho his greatest cheer in life is eating. The clock stands 12 1/2 inches high, is beautifully finished and has the Howard electric pendulum movement with 4-inch silver dial.

Mike Abrams of H. M. J. Fur Co. reports that his expectations for a big Christmas season are being realized, and the more so because despite the general (See DEALS on page 54)

Rugs Come to Fore As Popular Prizes

NEW YORK, Dec. 9.—Bingo operators and concessioners are finding rugs one of the best items of the season. With the public out shopping for Christmas items, workers are pushing both scatter and hooked rugs to get some of the cash that was put in circulation when Christmas savings clubs paid off.

Reports from Philadelphia reveal that hooked rugs, handmade and in floral patterns, are going at top speed in that section. When placed on bingo stands, their red, green and blue colors make an exceptionally flashy display. As an eye-catcher, the boys report that they have not had anything in recent months to equal the drawing power of the rugs. Average size of the number is 24 by 48 inches.


.00001467% Queer Money at N. Y. Fair

WASHINGTON, Dec. 9.—World's Fair concessioners received little "hot" money, the U. S. Secret Service reported. Counterfeit money passed amounted to \$1,376.20, a percentage of .00001467. Receipts totaled \$93,772,195.

Officials said the counterfeit percentage was reduced to the negligible figure because special agents were assigned to the grounds on opening day to instruct cashiers and others in the art of detecting "hot" money.

NEUTRALITY PINS

Cash In Now While They Are Hot



No. B4121—Yellow Gold Finish, Enameled in Red, White and Blue. Everyone is a prospect for this pin. Cut actual size. Individually carded. 12 on display. **\$3.50 Per Gross**

No. B4122—Five Pins, Yellow Finish, Enameled in Natural Colors. Every patriot will want one. Individually carded. 12 on display. **\$3.50 Per Gross**

3 Sample Cards, One Dues, Each Priced \$2.00. Ask for latest Catalog B96 with Big Holiday Line just off the press. Mention your business; we will relate.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO

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.

Rota-Knife

Here is a smart-looking knife of new design that is a sure-fire seller. Carter Products Corp reports. A new principle in knives is involved. Swing the handle clockwise on its pivot and the blade lock opens. Swing it back again and the blade locks shut. You do not touch the blade and there is no spring to snap it shut on your fingers. It is both sturdy and flashy in appearance, and is offered in satin-finish stainless steel or other finishes. Since it is new and low-priced in quantities, it will give workers quick turnover and fast profits, it is said.

E-Z Way Utility Bag

There's plenty of feminine appeal and flash packed into the new E-Z Way Utility Bag introduced in a wide range of floral designs and colors by Gail Mfg. Co. Made of high-quality percale material, it makes an ideal clothespin bag that slides along the line when mildy is hanging clothes. It also may be hung anywhere in the home as a utility bag. The colorful item should be a money-maker for workers, for it sells itself, the firm reports.

Memo-Clock

Here's a new three-purpose number from Gift Headquarters, Inc., that is popular with bingo and prize-board operators. Called Memo-Clock, its gold-embossed cover is two-tone antique Spanish finish brass-koid and is open at the clock face so the time is always visible. The cover raises back, revealing a daily date calendar and memorandum, so the time of each appointment and time of day are seen at a glance. It is flashy as well as useful, and is offered at a price that allows a nice margin of profit, the firm reports.

New Figuring System

The booklet, *Friendly Numbers*, is making friends quickly all over the nation and pitchmen are making in on the item. A. R. Phillips & Co. report. The book, small enough to fit into a man's coat pocket or a woman's purse, gives systems of faster figuring. Systems include simplified addition, simplified multiplication, faster percentages, squaring numbers quickly and oddities. The systems are applicable to business or may be used for entertainment. The item was recently introduced and new low prices are offered, the firm reports.

Stuffed Toy Panda

The Cuddly Panda Bear Clown Doll is sweeping the country and is making money for prize users, Chicago Stuffed Toy Mfg. Co. reports. The Panda Bear is 24 inches high, has plush head, roly-poly eyes and comes in diverty suits of assorted flashy colors. The number is said to be clicking because it has instant appeal to Christmas shoppers. Workers are offered an opportunity to make money, as prices for the item in both large and small quantities are extremely low, the firm reports.

Tinselled Signs

With the deadline on tinselled signs rapidly approaching, the boys are making every effort to glean all the cash possible. The Gem and Liberty companies report that their lines of signs are clicking and offer canvassers and streetmen an unusual opportunity to make money. There is still time to cash in on the signs and low prices are now effective, the firms report.

FAST MOVING ITEMS FOR HOLIDAY SELLING



TWO SCOTTY DOGS

No. BIN30 Per Gross Sets **\$10.50**
Per Dozen Sets **1.00**

ELEPHANT and DONKEY

No. BIN41 Per Gross Sets **\$10.50**
Per Dozen Sets **1.00**

MEN OF WAR

Two Soldiers Fighting. Act Same as Dog.
No. BIN46 Per Gross Sets **\$10.50**
Per Dozen Sets **1.00**

Two Scotty Dogs, Elephant and Donkey or Men of War mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or toin around when placed tail to tail. Also will perform many other tricks.

N. SHURE CO., 200 West Adams St., **CHICAGO, ILL.**

BREAKING ALL RECORDS

A NATURAL SALEBOARD ITEM



This beautiful Ship Lamp is 16 1/2 inches high and 17 inches long—the hull and waves are made of heavy acid-treated glass. Sails and all metal parts are chrome plated. Available in Walnut or Swedish Modern.

PRICED LOW!
No. 9637—\$3.85 Each. **\$3.75**
In Lots of Three

FOR REAL PROFITS WRITE! WIRE! NOW!

25% DEPOSIT REQUIRED.

WIS. DE LUXE CORP.
1900-12 No. Third St., MILWAUKEE

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS



The Toys listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25% deposit must accompany O. O. D. orders. Order from this ad. Postage must accompany each order.

No.	Toy	Doz.	Gross
B339	Coopie Ape	8.85	9.50
B340	Wacky Donkey	.90	10.80
B341	Giant Penguin	2.65	30.00
B353	Crawling Baby (White)	1.00	11.50
B356	Crawling Baby (Negro)	1.00	11.50
B357	Tumbling Clown	.80	9.00

No.	Toy	Doz.	Gross
B358	Prancing Penguin	4.75	8.50
B359	Concealer Monk	1.85	22.00
B360	Leaping Airplane	1.00	11.50
B3744	Dancing Couple 6 1/2 in.	1.75	22.00
B381	Dancing Couple (4 in.)	.85	9.50
B382	O. U. Dog (Small)	.85	10.00
B383	O. U. Scotty Dog	1.75	20.00
B384	Walking O. U. Dog	2.65	30.00
B385	Pop-Pop Beasts	.75	8.00

15 ITEM ASSORTMENT (One of Each of Above Items), \$1.62

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The Best Values in FUR COATS & JACKETS

the best buys—latest styles

Mink, Muskrat, Fox, Seal, Beaver, Rabbit, Squirrel, Skunk, Coyote, Coon, etc.

\$8.00

BUY DIRECT FROM THE MANUFACTURER.

Best Made for Rings, Coats and Suit Boards.

Write for FREE Price List and Catalog!

COHEN BROS. & SONS
145 West 28th St., New York City

New Ladies' Swiss Watches, Yellow Top, Concrete Wrist Bands and Bands. In Duzen Lots. Each **\$3.00**

SPECIAL — ELGIN AND WALTHAM



WHIST WATCH, EA. O. Size 7 1/2. Strap and box with 19 Lots of \$3.00 Each.

POCKET WATCHES V

12 1/2, 7 1/2 Elgin and Waltham Knife Edge **\$3.25**

16 Size, 7 1/2 Elgin and Waltham, **\$2.50**

Hunting Yellow Gases, Lots of 3, Each **1.50**

10 Lots of 3, Each **1.50**

Same 6 Size, 7 1/2 Lots of 3, Each **3.25**

Same 6 Size, 7 1/2 Lots of 3, Each **3.25**

Ladies' Diamond Rings, Yellow Top, Lots of 3, Each **3.00**

Special Prices for Quantity Users. 25% Deposit. Balance C.O.D. Sample 50c Extra. Band for Catalog.

N. SEIDMAN 175 Canal Street, New York, N. Y.

PACKARD Lektro SHAVERS

AC-DC Current

IN LOTS OF 7 OR MORE



\$4.41 EACH

No. 81663 — PACKARD ROUND CUTTING EDGES will remove the toughest beards or the thickest fuzz without the slightest irritation, leaving the skin clear and smooth. Cordless with cord and plug. For 110-120 Volt, AC or DC current. GUARANTEED FOR ONE YEAR.

Each \$4.90. In lots of 7 or more, each \$4.41.

DEALERS ONLY—Write for Catalog. State Type of Business.

ROHDE - SPENCER CO.
223-25 W. MADISON ST., CHICAGO

REPEAT ORDERS ASSURED BY OUR FREE FUR COATS CATALOG

Our latest and greatest catalog is now ready with market tall models in Coats, Bluffs, Capes, etc. 80 varied mersey materials. ALL GENUINE Fur, all styles, sizes. Our increasing business proves that our line has highest value. Guaranteed satisfaction or money refunded in 3 days. Same size. 400-1000. 25% Deposit. Bal. C. O. D. LOWEST PRICES.

H. J. FUR CO.
150 W. 28 ST. N.Y.C.

WATCHES ELGIN OR WALTHAM GUARANTEED LIKE NEW

MEN'S WRIST AND Pocket Watches **\$2.95**

20% WITH ORDER, BALANCE C. O. D.

Write for Catalog of other MEN'S and LADIES' Watch Bargains.

JOSEPH BROS., Inc.
28 E. MADISON STREET, CHICAGO

FAST MONEY---FLASH---QUICK SALES

New "ONE SHOT" Board Deals—New 1c to 39c Deals
BIG VALUE Candy Deals—FLASH Toy Deals
HOLIDAY Catalog Ready—All Xmas Leaders
Mechanical Toys—Xmas Cards—Giftwares.

Today Service

ALONE PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

Holiday Goods--Big Profits!

Big XMAS CARDS WITH ENVELOPES—UNUSUAL VALUES!

SEND 6c FOR 3 SAMPLE BOXES.

Xmas Wreaths, Seals, Ribbons, Turkey and Posh Cards, Parafans, Electric Globes, Lamps. FREE CATALOG. Hundreds of New Items for Weapon Sets, Aprons, Premium & House Giftwares.

UNDERWOOD ELECTRIC SHAVERS
\$1.00 Each Plus Postage In Lots of 50 — Each 90c (25% Deposit)

CHAMPION SPECIALTY CO., 814-H Central Street, Kansas City, Mo.

IT "CLICKS" ON SIGHT



Peace and patriotism are in every real American's heart. Everyone who sees this patriotic button made in American colors, red, white, and blue, wants it on sight! Unquestionably America's best seller! Cash in now! Send 10c for sample and quantity prices. AGENTS WANTED.

WESTERN BADGE & NOVELTY CO.
402 No. Exchange St. at 6th St. Paul, Minnesota

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Just Out!

NEW CATALOG

No. 24

FEATURING:

- 50 Engraving Pins with either '40 year guards—styles that are crating!
- Hand, baseball, roller-skating and bowling pins.
- Also all the best quality, heavy-duty styles like "Mushy-of-a-Pearl" Lockets
- Best Selling Whitestone Rings
- Cameo Rings
- Billboards
- Compsels

Send \$2.00 for complete samples.

JACK ROSEMAN CO.
307 FIFTH AVENUE, NEW YORK CITY.

HARRY PAKULA & CO.

5 No. Wabash Ave., Chicago, Ill.

for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

QUALITY VARIETY VALUE

OK RUBBER

FLASKS **GLASS** **BALLOONS**

Holiday Specials

Ok offers a wonderful variety of Christmas and New Year "prints" and Santa Claus "Tootsies." Get started now and make some real money with these timely, popular balloons.

Sold by the Leading Jobbers

The Ok Rubber Co. Ravenna, O.

FREE CATALOG!

Showing newest fast-selling items, highly polished, in Lockets, Rings, Engraving Jewelry, Cameos, White-Stone Rings. Send \$2.00 for complete samples.

JACK ROSEMAN CO.
307 FIFTH AVENUE, NEW YORK CITY.

WALTHAM REDUCES PRICES ON ALL FOUNTAIN PENS

PEARL PLUNGER PENS, \$18.00 Gr. Two-Piece Combinations \$19.50

Lowest prices on new push filler type pens. All new low prices are now in effect. Even if you have received our old price tag, be sure and get on new one, as it has the lowest prices in the world today. All pens come complete with the WALTHAM name. America's fastest selling fountain pen. Write at Once for New Low Prices.

WALTHAM PEN CO.
300 W. Adams St., Dept. B-347, Chicago, Ill.
Mrs. J. Waltham Pens and Pencils

ELGIN & WALTHAM REBUILT WATCHES \$175

J. Jewel, 18 Size, in S. H. Engaged Cases, at the price of \$1.00.

CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

UNDERWOOD

PENS • PENCILS • COMBOS
BUY DIRECT FROM MFRS.

PLUNGERS—SPECIAL \$14.50 Gross

GRODIN PEN CO., 693 Broadway, New York City.

WHY WEAR DIAMONDS?

When Diamond-Dusting ZIRCON (Mimic Diamonds) from the Mines of Germany is used as an effective and inexpensive. Stand acid; cut glass; true beauty; heavy; exquisite mounting. Write for catalogue and prices.

THE ZIRCON CO.
Dept. 103-A, Wheeling, W. Va.

MEDICINE MEN

Write today for new catalogue of Tonic, Oil, Salva, Caps, Tablets, Herbs, etc. Low prices—rapid service.

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Manufacturing Pharmacists
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VETERANS' SERVICE MAGAZINE ANNOUNCES

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BIG PROFITS

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HART MFG. CO.,
811 Degrav Street, Brooklyn, N. Y.

Sell Improved Originals

45,555 51 U.E. SIGNS, 500,000 Beautiful Christmas Signs, 80,000, 100,000 Postcards, Rush. Experience unnecessary. Extraordinary Money Makers. **KOHLER'S** 329 Gault, St. Louis, Mo.

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

MUSICAL MAY MACK... she is with the Stevens & Mossman Shows.

THOMAS MULLALLY writes from Hotel Cosmos, Denver: "There are not many pitchmen in this territory. Those I caught I didn't know. Stores here can be had, and the passouts in them are fair. Pueblo and Trinidad, Colo., seem to be okeh, and the smaller towns, Greeley and Longmont, are good for three days in a week. Weather has been ideal, but money slow. Am going to hit the trail for the warm country soon. I would like to hear news of Dr. Elmer Steele."

ARE YOU on your toes, you specialty men? The next few weeks should provide an excellent opportunity for you to garner some of that long green.

MAXINE TAYLOR is back in circulation again, working for certain pens at the Murphy Store, Washington, to good takes, according to David Francis.

CLEMSON RIDDLE, Jack Campbell working oil in Danville, Va., and doing okeh. Says he also met Dr. Frank Curry and Texas John Stenhouse, who were well dressed and carrying a fat br. "How they do it, I don't know," pens Riddle. Doc Lamb and W. Y. Rowe are asked to pipe in.

STANLEY NALDRETT is still holding down the McLellan spot in Birmingham, Ala. Says he may cancel his booking at Woolworth's in New Orleans and remain in Birmingham until Christmas. Marty Robbins is asked to pipe in.

ONE FELLOW we KNOW attributes his success to the fact that he is able "to pitch hard and snappy and make it pay."

BERNIE SCHILLER and Mark Anthony are working Max-Lax med in the Brock Drugstore, Birmingham, Ala.

DOC MORGAN is in Pizitz's store, Birmingham, Ala.

GEORGE AND ALICE FOX are working Newberry's store, Birmingham, Ala.

PROFESSOR LEROY was sighted recently in Silver's store, Birmingham, Ala.

PITCHMEN'S SAYINGS: "If all you ladies will make one vegetable salad a day, it will spell health in large letters for the entire family."—Ben Brown.

J. H. MCCASKEY, who has been off to road three months because of his mother's death, scribes from Petersburg, W. Va., that business throughout that section is above average. Says he had a very good Saturday in Petersburg at the R. B. Time Recording Co. plant.

DOC D. D. LOCKBOY has closed his mind o'pry and is in winter quarters in Greenville, S. C. He says the season was a pleasant one and that he can afford to rest this winter. Host of the show: Mrs. D. D. Lockboy, manager; Doc D. D. Lockboy, lecturer; Otis Lockboy, second comic; Lowell Guthrie, blackface; Bill Lockboy, singing and dancing. Doc says the show will reopen about March 1. Prof. Thomas, who did a wire act, left the show four weeks before closing, when a nine-pound girl was born to his wife.

THE FELLOW who takes care of his own business finds that he hasn't time to mind someone else's.

A \$200 LICENSE FEE is required of itinerant vendors to do business in Athens, Ga., under a new ordinance passed by city council. Vendors must post a bond of \$500 to insure

compliance with provisions of the ordinance. Itinerant vendors are classified by the ordinance as those who sell merchandise from wagons or trucks while traveling from place to place, or those who establish a temporary business for less than three months.

MOST PITCHMEN will tell you that essentials necessary for success are persistency, common sense and more persistency.

JIMMIE NEAL is back in Boston after a season at Flowers on Public, New York World's Fair, where he pitched glass knives.

BERNARD WOLFF has several pitchmen active in Boston shopping spots.

ANYBODY WORKING vegetables knives? How are they going?

BARNUM HAWLEY is back in Boston after a season at the Winter Sports Show and will follow with pitches at various sportsmen's shows.

KING ORANGE JAMBOREE, big parade preceding the annual Orange Bowl Football Festival in Miami, Fla., will draw a crowd in excess of 100,000, officials predict. Affair should be of interest to novelty workers. The jamboree is one of the major features of the winter season at Miami and will draw the year's largest gathering to be climaxed by the inter-sectional football game in the Purdine Stadium January 1.

THEY DON'T invite you back unless you leave your tip with a good impression.

JIM KELLEY, who has been absent from his office in New York for several months, is back on the job and looking fit. While Jim lets on that he has been over to Ireland, confidentially the old boy has been laid up at his home in East Orange, N. J., and is now fully recovered.

MR. AND MRS. F. EMARD are working ties in Rochester, Minn., to good business and expect to be there until Christmas. Say they would like to see pipes from Dutch Vargo and wife and Jack Flowers and wife.

WE'RE ALWAYS in a receptive mood for news contributions to this pillar. Don't be so stingy with them, boys and girls.

EDDIE DELOY arrived in Los Angeles November 25 and says some of the boys are chiseling a few shekels there. He would like to read a pipe from Morris Kahnstroff, Doc Ward and Sallie Walker.

BERT DAILEY shoots from Panama City, Fla.: "Business in this section is a large blot. I advise boys not to work Daytona Beach or Orlando. Would like to read pipes from Dr. Billy Sanders, Phil Babcock and Dewey Owens."

ARE YOU constantly striving for better things in your profession? It needs your support.

L. L. WITTICK blasts: "Pitchmen, stay out of Dallas; it's no go. There are a number of blade workers on the streets, however. I tried working rad but was stopped." So now am working coal and motor oil."

A NUMBER of pitch folk are reported to be working to good results with novelties on Main, Towne and Spring streets in downtown Los Angeles.

JAY ROGGS tells that he's working New Orleans for coffee. "Streets here are jammed with pitchmen," he pens. "You can work here for \$7.50 a month, but it isn't worth it. I tried rad and Chinese key rings with

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no success. Many conventions have canceled New Orleans this year because of a political scandal."

ANYTHING happening in the hot stove and radiator leagues? Tell Bill about it.

IN A FEW WEEKS you will have added another year's experience. Has it been beneficial?

Pitchdom Five Years Ago

B. E. (Frenchy) Thibaut was in Louisville working Fukum to a pitch route... Doc Birds opened a pitch route on Madison street, Chicago... After working to good results in Arkansas and Texas for a few weeks, Gene Golin rammed into St. Louis... Hartone's Ideal Comedy Co. closed the 11th week of the fall season in Bremen, O... Harry Corey was promoting wrestling shows in St. Louis, following a good season... Doc Coy D. Hammack's med show was still managing to do business in Illinois despite inclement weather... Tommy Atkins was vacationing in Jacksonville, Fla... Reagan Brothers, Frank, Mike and Bob, were in their fifth week in South Boston, Va... Frank C. Bekart, John Hermer and Don Smith

were doing well with their new musical act... Ben Gross, Harry Lavan, Chief Barefoot and Mr. and Mrs. Johnny Heeks were managing to gather some lucre in Mexico, Mexico... Los Angeles proved anything but good for Seymour and is headed for San Francisco and the East... Ruth and Sunshine Rogers were finding a show on almost every crossroad in Georgia... Red Bowen was finding conditions in Washington to his liking... Herb Middendorf, of rad note, quit the rad in favor of operating a barber shop in Braed, Ind., his home town... Frank Libby was working his glass-cutting tool to good results in Indiana... W. G. Bernard, ace peddle demonstrator, signed to take over all concessions, demonstrations and pitches for the Cleveland Auto Show... National Union of Professional Demonstrators held its convention in Paris week of November 11... Harry Menefee, Homer Bogner, blades, strops and razors, and O. M. Roberson, soldier, were clicking in Fort Wayne, Ind... Madaline E. Kaplan was working the only pitch store in New York on Sixth avenue and getting good business... That's all.

Events for 2 Weeks

December 11-16
FLA.—Panama City, Legion Charity Circus, 14-15.
Ill.—Quincy, 7th Ward Civic Club Circus, 13-15.
MICH.—Lansing, Junior Live-Stock Show, 13-14.
December 18-23
CALIF.—Huntington Beach, Forty Miles of Xmas Smiles, 20-23.
GA.—Albany, Fat Cattle Show, 19-20.
O.—Canton, Santa Circus, 19-21.

BIRTHS

(Continued from page 29)

for Station WEBB, Buffalo, Mother is a theatrical impresario.
A daughter to Mr. and Mrs. Leland Sasahie in Detroit November 27. Father is booker for 20th Century-Fox Films in that city.
A daughter to Mr. and Mrs. Peter Van Steeden December 6 in New York. Father is orchestra leader on the Fred Allen radio program.
A boy to Mr. and Mrs. Roland Hamel in Williamsburgh Hospital, New York, December 6. Father is associated with Station WED.
A daughter to Mr. and Mrs. Art Linkletter in San Francisco November 30. Father has the Roving Reporter assignment at Station KISPO, that city.
An 84-pound son, Richard Allen, to Mr. and Mrs. Milton Horn in Millard Fillmore Hospital, Buffalo, November 28. Father is assistant chief engineer at Station WEBB, Buffalo.
A 9-pound girl to Professor Thomas and wife recently. Father did a wire act with Doc D. D. Lockboy's Med Opry the past season.
An 8½-pound son, Robert Flynn, to Mr. and Mrs. Flynn Stubblefield in Miami, Fla., November 30. Father is manager of the Strand Theater, that city.

FINAL CURTAIN

(Continued from page 29)

radio singer, recently in the Nova Scotia Tuberculosis Sanitarium, where he had been a patient about four months. He had also served as choir director of St. Andrew's Presbyterian Church, Princeton, N. S. Survived by his widow and two brothers and sisters. Interment in New Glasgow, N. S., his home.

MAYER—William, 82, bandmaster-musician, December 9 at his home in Latonia, Ky. He was the father of the late Joseph H. Mayer who was also a writer and editor of *The Billboard* and later publicity and exploitation man for Universal Film Co. Burial in St. John Cemetery, Latonia, December 12.

MELLITT—Joseph, 61, concessioner at the Strand Theater, Bridgeport, Conn., for 18 years, in that city November 24 after a three-week illness.

MEYER—William Henry, 73, stagehand at the Gennett and other theaters in Richmond, Ind., in that city November 8. Survived by his widow and three children. Burial in Richmond.

MOESTA—Henry, 74, operator of the Meosta Tavern, Detroit, from 1892 to 1917, at his home in that city November 20 after a month's illness. The Tavern, founded in 1875 by his father, was for many years an immediate adjunct of Detroit's famed Riverview Amusement Park at the Belle Isle Bridge, and closely associated with it, according to older patrons. Three children survive. Burial in Elmwood Cemetery, Detroit.

MUNGER—Mrs. Emma A., 66, wife of Harry B. Munger, formerly with Sun Bros. Collar and Forepaugh-Bells circuses, and mother of William L. (Red) Munger, electrician and *The Billboard* agent with carnivals in the Middle West, at her home in Battle Creek, Mich., December 1. Burial in Rose Cemetery, Battle Creek, December 3.

NELLY—Omer, 64, former owner-manager of the Neely Hotel, Jackson, Tenn., and well known to many performers and show managers stopping there, at his home in Jackson, Tenn., December 3, after a heart ailment. He had been retired since 1919. Survived by his widow, Lillie J., and one son, B. D. Neely, former manager of the Marlow Midget Hippodrome Circus, services in Jackson December 3, with burial in Hollywood Cemetery there.

O'DONNELL—Mrs. Mary, 62, mother of Anne V. O'Donnell, manager of Excellent Pictures Corp., Detroit, at her home in that city December 3 after a lingering illness. Two children survive. Burial in Escanaba, Mich.

REDDING—Jerome, 99, inventor and associate of Thomas A. Edison, at his home in Stratford, Conn., November 24. He credited with having invented the dynamic telephone receiver, which is now an integral part of radio broadcast receivers.

REEVE—T. W., 61, member and past president of the Theatrical Trade Employment Board, 35, Weston, Mass., in that city November 24 of a heart ailment. At the time of death he was employed by the Galveston Wharf Co. Survived by his widow, Laura Christine; one daughter, two sons, two sisters and one brother. Services in Weston, November 25, with burial in Galveston Memorial Park.

ROBERTSON—Ritchie, 69, for 23 years director of public school music in Springfield, Mo., in that city November 3. He organized a number of bands in Springfield, and his Boy Scout band was made the official Missouri band at a Century of Progress, Chicago. Robertson had directed the U. S. Navy and Josephine's bands, among others, when they appeared in Springfield some years ago, and in 1935 the Southwest Music Conference and Festival met in Springfield in his honor. He was a member of the Shrine, Rotary, Kiwanis and Masonic lodges. Survived by his widow, Mrs. Margaret Peters; two sons, James, now public school music director at Springfield, and David, director of music at Hendrix College, Conway, Ark.; two daughters, Mrs. M. Margaret Robertson, and Doreen of Springfield, and three sisters in Scotland, Mrs. Robert Brown, and Mrs. Jack Luke and Mrs. Alex Collins. Services in the First and Calvary Presbyterian Church, Springfield, November 11.

SCHULZE—Francis T., actor and dancer in many Dillingham musical shows, at his home in Hartford, Conn., December 4. He had also staged shows for soldiers during the World War. Requiem mass at Calvary Church, Hartford, December 5.

SEAVER—George W., 90, in Danbury, Conn., December 3 at the home of his daughter after a short illness. He was a New York theatrical producer many years ago, but his fame is that of a soldier's field cemetery, Newington, Conn.

SHANOR—Hon. Perry A., 78, former circus man, at his home in New York recently. Shanor, in his time, was a lawyer, Past National Counselor of the Junior

Order of Mechanics, Past Chief Justice of the Supreme Forder of the Elks, Past Grand Master of Odd Fellows, Past Master of the Moose, Past Grand Master of the Supreme Governor of the Moose, Past Chief Justice of the Moose Forum, Moosehaven Governor, Past Grand Commander of the Moose Legion, prominent Knight Templar, 34d Degree Mason, a Shrine and a Red Mason. All these orders were represented at the funeral. Survived by his widow, the former Etta K. Robinson, of Erie, Pa., and one daughter, Mrs. Harold Snavely, Pittsburgh. Remains were cremated and interred in Fernside Cemetery, near New York.

SMON—Charles, 63, proprietor of the Buckley Club, Havana, O., in Cleveland Clinic Hospital December 4 after an operation. Prior to engaging in the night club business he was a pop-corn concessioner. Three sons and a brother survive. Services and burial in Havana.

STAMBAUGH—George Fowler, 69, widely known Ada, O., race horse breeder and trainer of race horses, known to hundreds of Midwest fair horsemen, November 22 in Lima Memorial Hospital, Lima, O., of an infarct of the heart, after a long illness. He was well known in Ohio through his ties and had extensive holdings in Youngstown, O., industries. His widow survives. Services and burial in Ada.

STARR—Abraham I., 75, father of Herman Starr, vice-president of Warner Services at the Church St. in Detroit, 28. He leaves his wife, six sons and a daughter.

TREMAINE—William, 78, prominent figure in the legitimate theater a number of years ago and author of more than a score of plays, several of which were produced in the town of Montpelier, Vermont, in that town in Montreal December 2. He was considered an authority on Shakespeare. As a young man Tremaine took this country with the late James O'Neill and later, in collaboration with the late Logan Paulty, wrote the comedy *Last, 34 Hours*, one of the first long-run plays, with the late Robert Hilliard starring in the Broadway production. Among his best known works were *A Free Lance*, *Scenes From My Past*, *The Day After Tomorrow*, *The Book of Feather* and *J. Brown*, M. D. Retiring some 10 years ago, much of his time in later years had been spent in furthering the little theater movement in Montreal. Services at the Church St. in Montreal, in Evangelist, Montreal, with burial in Mount Royal Cemetery there.

THOMPSON—Eva Marie, 41, acrobat with Cole Bros.' Circus the past three years, in Anderson, Ind., November 20 of a heart ailment. Previously she had been with other major circuses and amusements for many years. The Thompsons, name of the act of which she was a member, played indoor dates since closing the 1939 road season with Cole Bros.' Circus.

UNDERNER—Mark, 64, former manager of the old Cleveland Theater, Cleveland, December 4 at his home in Zanesville, O., after an extended illness. He had been connected with a large department store in Zanesville in late years. His widow and a daughter survive. Burial in Zanesville.

WALTER—Mrs. C. F., sister of Mrs. W. G. Wyatt, formerly with the Johnny J. Jones and the C. R. Leggett Shows, at her sister's home in Atlanta November 28.

WEKKEHEISER—William, Dannel, 62, well known in vaudeville as a bass singer with the Eureka Quartet and brother of Beale Mae Dawson, at New Haven, Conn., recently.

WILHITE—Ernest (Bill), manager of the Frank H. Cincinnati, and well known to many show people who stopped there, in General Hospital, Cincinnati, December 2 of a heart ailment. Body was shipped to Des Moines for burial.

WILSON—Jack Bert, 64, boss canvasman with circuses some 15 years ago, recently in Picklin, Ga., of injuries sustained in a fall from a wagon. Survived by his widow, Louise Akins; a stepson and two sisters. Services in Crawfordsville, Ga.

WOLTHUIS—Mrs. Anna, 68, foster mother of Antonia Eric, musician and orchestra conductor, in Oakland, Calif., December 3. Survived by her husband, John.

WOODRUFF—Malcolm B., former police chief at Atlantic City and friend of many showmen, recently in that city in Interment in Philadelphia (N. J.) Cemetery.

YOUNG—Charles, 72, father of George Young, manager of the Roxy Theater, Cleveland, November 18 at his home in that city of bronchial pneumonia. He had been in the show business for 60 years. Survivors include two daughters, Mrs. Jessie Corrigan and Mrs. Eleanor Strickland. Burial in Calvary Cemetery, Cleveland.

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Hartmann's Broadcast

EVIDENCE presented to the convention of the International Association of Fairs and Expositions in Chicago last week fully proved that the larger fairs made no mistake by going in strong for cash attractions in the last six or seven years, thereby capitalizing on the security of performing talent in the theater during that period. And it also proved that they made no mistake when they went in for name bands, which have been a feature in the fair field for only a couple of years.

The attraction-program discussions reminded us of a paper which we read at the IAFE meeting in Chicago in November of 1932, in which we said in part: "Don't let your institutions grow stale. See that your patrons are offered the best in exhibits, industrial, agricultural and educational, and by all means an amusement program that will send them home not only well pleased but talking about it. Strive for some features that are outstanding, and especially those that can't be seen anywhere else but at the fair."

"The main situation in the theater today offers you a wonderful opportunity. You should capitalize on it. People are flesh hungry, but it must be the right kind of flesh. During the past year many fairs cut down on their program in retrenching and some depended on their amusement budgets. The premium reduction drew little if any objection from the exhibitors, while some fairs that cut to the bone on their amusement end felt bad effects. On the other hand, the ones that stuck to the old amusement budgets came out winners, as a rule."

"Let me stress the importance of getting as much showmanship into your fairs as possible. Showmanship, you know, is knowledge and some of it, plus exploitation, and then delving into it. You must look upon the crowds that enter your gates not as so much money, but as so many customers who must be supplied with the things they want."

We, at the time, also commented on a paper read to the meeting by E. W. Abbott, secretary of the Edmonton Exhibition, Edmonton, Alta., Can. We shall reprint part of the item as it is appropriate in connection with this subject—cash attractions.

"Exhibitors," the speaker said, "are the foundation of any agricultural fair, but it takes more than exhibits to put a fair over. It has always been our conviction that without the right kind of attraction, no fair, and especially in these times, can succeed financially. Exhibits attract many people, but the real pulling power lies in the amusement program."

We are glad to see the views of Percy Lewis, the outgoing president of the IAFE, coincide with ours on this subject of amusement. His views are based on data received as a result of a questionnaire which he sent to the fairs in the association, 16 of which replied.

"From the reviewing statements by these 16 fairs," Mr. Abbott said, "I think in every individual case there has been a reduction in the matter of money needed for attractions. The reduction was from a very small amount to a very considerable percentage. I am convinced, gentlemen, that in these times the majority of our patrons visit our fairs for the purpose of being entertained. A small percentage of those who pay the admission fee to your grounds go there for the purpose of seeing your exhibits. Our grounds happen to be so set and so designed that it is a very easy matter for us to discover who of the patrons of the fair visit the show departments and who are disappointed to see the small number of people, compared to the total attendance, that go there for the purpose of seeing the exhibits. Believing that to be the case in most of our fairs, it leads one to the logical conclusion that the majority of our patrons go to be amused. For that reason, entertainment must be furnished.

"Withstanding the very trying conditions that we have at present, and the very disappointing experience we have had in the matter of financial returns in the last two or three years, I am convinced that our standing of attractions should not be lowered. I believe that in the attraction world there are the same conditions as we have, and that for 1933 we are going to

be able to buy attractions equal in standard and quality to what we have had in the past, and buy them for much less money. And I believe that we should continue to provide our patrons with a standard of attractions which is equal, if not superior, to those we have provided in the past."

Notes From the Crossroads

By NAT GREEN

IT'S Thursday as this is being written. The showmen's conventions are over, the Sherman lobby has been denuded of its myriad posters, and hundreds of showmen have departed either on their way taking with them memories of a strenuous four days. It was a big meeting—one of the biggest in years. Before the convention there was some fear that because of the NAFEB meeting in New York the same week attendance would not be as large as usual. But it didn't turn out that way. There were many new faces, and all of the "regulars" were on hand. Perfect weather prevailed and it was hard to realize it was December.

Just how many contracts were signed or how many changes in show status were made during the week we don't know. Doubtless our colleagues will have something to say elsewhere in this issue. Expansion of the ACA was a constant topic of conversation and as this is written everyone is still guessing as to what the name of the new show that will be announced will be. There were more band bookers present than at any previous meeting. Thrill Day men also were out in force—Terrell, Lynch, Williams, Hinck—and probably John Sloan and his auto racing fit into the thrill category; also Ralph Hankinson.

There was a surprisingly large number of circus men at the convention. John Robinson IV was up from Cincinnati, Mel Smith, now manager of Sally Rand, flew in from the West Coast. Paul M. Lewis came over from Michigan with his wife, and Frank Mayer was here from New York. Others seen around the lobby were Frank Braden, Orrin Davenson, Irv Polack, Dan DeBaugh, Jess Murden, Arthur Hopper, S. L. Cronin and Mrs. Cronin, Bill Linderman, Eddie Johnson, I. B. Greenhaw, F. A. Boudinot, Terrell Jacobs, Art Concello, Don Cooke, Gardner Wilson, "Frenchy" Snellens, Rhoda Roubt, Bob Artney, Dave Hahn, Charles Critchlow, Bernard Frank, and Royce, C. W. Finney, W. B. Naylor and

Doc St. Clair. Ralph Clawson was there, too, but he's now in the carnival ranks as you probably know.

Random notes: Frank Mahara and Harry Lusk have contracted to bill the Tampa fair for P. T. Strieder. . . . Wallace Cobb, trainmaster of the World of Mirth Shows, his wife and mother were in for a few days and paid the Crossroads desk a visit. They soon be back in Escanaba, Mich., getting ready for some winter hunting, which they all enjoy. . . . Terrell and Dolly Jacobs hurried from Sarasota to Minneapolis, where their young daughter is ill with pneumonia. . . . Harold P. DePue, secretary of North Montana State Fair, Great Falls, showed the boys some interesting movies of his fair while at the convention. And Dan DeBaugh ran off his circus movies (in color) for a group of friends. . . . Ted Lewis, orchestra leader, was hobnobbing with the outdoor bunch and it looks as if he might be one of them next season. . . . Jack Daddwell must have taken a thousand pictures during the week. Ought to have some interesting shots. . . . We ran across Roy Lee and Charlie DeKroo reminiscing in the lobby about the time (1906) when DeKroo was playing Minnesota State Fair and Ray called him for working too strong. . . . New York World's Fair couldn't have sent two better good-will ambassadors than Lincoln Dickey and Frank Shean, who were in for the week. . . . Frank Braden left Thursday for a visit in Oklahoma, then a trip to Mexico City with E. Paul Jones of the Dallas Fair.

The ghosts who partook of Art Brieser's hospitality at a duck dinner at Gus are still talking ecstatically about the wonderful feed. . . . MCA pulled a clever publicity stunt during the meetings. A bellboy rang the hotel calling out "Peggy Sue, Dr. Snow, pug dog, Reelby Ammon" and other secretaries. Behind him came a comely miss dressed in drum major style and whenever one of those paged responded "Miss MCA" introduced herself and invited the secretary to come up and inspect the MCA display. . . . Rubie Liebman's attentional voice called the secretaries to meetings. This week his voice will be heard from the mezzanine of the Savery Hotel in Des Moines, where he is touring the grounds with Julius Cahn, Count of Luxemburg, who ran in plenty of plugs for Wisconsin cheese. . . . Showmen's League booth in the Sherman lobby was a great convenience. League members registered, and someone was constantly on hand to give out information.



Leonard Traube

Bands at Fairs

NEW YORK, Dec. 9.—Although a second piece on thrill shows was announced for this week's column, another subject raises its head vigorously for attention. The communication which follows is from Isabelle Walsh, representing an outdoor attraction office, and is published without comment. It does not necessarily reflect the viewpoint of either of this corner of *The Billboard*, L. T.

"I have been reading with great interest the great 'tidal wave' of name bands that is about to overtake the fairs. Won't you do something for the fair secretaries to prevent a catastrophe such as occurred at our recent Flushing Meadows, where the name bands didn't even draw files?

"Mesmerism is fascinating but not practical. Most name bands are composed of good-looking drummers with lots of toothy combs putting on beautiful shows, or specially arranged music worked out for them by the executive department of their agents.

"Will you remind them that at the rodeo of the New York World's Fair a name band was engaged, with radio experience, rehearsed for three weeks with the show, at the end of which time the tempo was so bad it frightened the animals to a point of prostration?

"Will you remind the fair secretaries how they can revive, animal and variety acts? How year after year some grand parade of specially arranged music bands to the disgust of their public? That the fairs that sit them on the straw are the ones that buy complete units carrying their own bands? Will you tell them that the showmen who buy the bands have their own specially arranged music and that often they do not meet the band leader until they reach the grounds and one rehearsal is not enough to smooth out a show?

"The fairs need are not name bands but experienced bands that know how to play fairs—real musicians, can parade, ballyhoo, give concerts and, above all, play for the acts. Secretaries need the good old-fashioned showman and the outdoor business, most important is the 'forgotten man,' the experienced outdoor band director. Set fair secretaries straight on the fact that there is no substitute for experience; that agents of name bands are often good salesmen but not miracle men. They cannot, because they sign up a fair, make a handsome orchestra leader into an experienced outdoor band director over night. "If you do this, then I will not be just a fair secretary, I will be a fair boss. You can see straight. Thanks for the use of the hall should you decide to rent it."

Snoemaker and Paul Kinney are assisting Owen Macey fairs.

Present plans call for the unit to remain here throughout the holidays at least and then go to South Texas as far as Brownsville before heading for the West Coast for the remainder of the winter. A 25th unit headed by Ed J. Macey, will remain in Florida. Mrs. G. E. Macey left immediately after opening for Newport News, Va., where her mother is seriously ill.

Kortes' Minneapolis Unit Chalks Business Increase

MINNEAPOLIS, Dec. 9.—Business at Percy Kortes' World's Fair Museum has shown a decided pickup, with Thanksgiving bringing the best daily gross to date, reported Roy B. Jones. Although unchalked profitable patronage during its stay here two years ago, receipts to date are about 50 per cent higher than on the previous stay. Weather has been remarkably warm and the exterior decorations have attracted numerous visitors to the museum block. Sontain, European Headless Girl, in charge of Victor Roper, was added this week.

Two Italian giant, Idaho Lewis, singing midgut cowboy, and Tiny Kistler, Iowa fat boy, were used by The

(See KORTES' UNIT on page 59)

Exhibitors' Address Communications to Cincinnati Office

Zorda Museum Starts Well at Atlanta Stand

ATLANTA, Dec. 9.—Exceptionally good business was done the first week by Frank Zorda's World's Fair Museum, which opened at 133 Whitehall street here on November 21, reports Ted Grace. Saturday business was best of the week, with 2,000 paid admissions and an annex drawing 2,112. Management plans to add several attractions and stay here the remainder of the year. Co-operation from city officials and merchants has been good. Among visitors on opening day were Sam Evans, Arch Johnson and Charles Leroy, of Dodson & Ballie World's Fair Shows.

Personnel includes Slim Webb, tickets; Dolly Dixon, singing midgut; John Baylor, Popeye act; Eddie Hayes, anatomical wonder; Mrs. Webb, sword box; Tex and Mary's Trick, whips and knife throwing; Robert Huddleston, pony boy; Lady Crystal, mentalist; Zippo and Pilpo, pinheads; Babe LaBarr, annex; Ted Grace, publicity, banners and annex front.

Pitt Stand Continues Good For Harry Lewiston's Unit

PITTSBURGH, Dec. 9.—Harry Lewiston's World's Fair Freaks continued to garner good results in their third week here, reports Paul D. Spargus. Recent additions included Mr. and Mrs. Dick Flagle, midgut married couple and normal baby show. Driving Manager Lewiston's absence pythons are being

Philadelphia

Philadelphia, Dec. 9.—Good business continues at local museums. South Street Museum has Slim Johnson Revue; Excelsior physical culture exhibit. Neil Johnson, band puncher, and Mme. Camille, mentalist, in the main hall. In the annex are dancing girls. Eighth Street Museum is presenting Major O'Satdaye, human pin cushion; Billy Taylor, magician; Robert Ernest, sword swallower; Callahan, human enigmas; Joseph O'Brien, escape artist; Poes Plastique; Myterya and Headless Woman illusions. Dancing girls are in the annex.

Maxey Art Exhibit Has Fair Opening in Texas

FORT WORTH, Tex., Dec. 9.—H. B. Maxey's Wax Art Exhibit opened an indefinite stand at 704 Houston street here on November 27 and business the first week was reported as very good. Unit came in from Oklahoma and Mr. and Mrs. George E. Maxey, W. F.

Hilderbrand's United Has Rough Going in Escondido

ESCONDIDO, Calif., Dec. 9.—Combination of cold weather and hostile attitude of city and county officials resulted in poor business for Hilderbrand's United Shows here on November 28-December 2, reports John H. Hoday, Best business among rides was done by the Merry-Go-Round, followed by the Big Wheel. Fred Stewart's Temple of Mystery, managed by Karl McKinley, topped the midway. Among grind shows Jack Arnot's Posing attraction broke the tape for the first time. Holywood Skyrocks and Capt. Charles Soderberg, free acts, were popular. John Cardwell closed here and went to Los Angeles. He plans to rejoin in the spring. John Danzell added a ball game to his string of concessions. J. B. Graham, who recently took over the cookhouse, added Mr. and Mrs. Jack Henley to his staff. Manager Pickles Pickard returned from a booking trip in conjunction with Lucille King and also brought with him trailer, Art Armitage, concessioner, address, Lowe and Curley Holton as agents, Mr. and Mrs. Sammy Apple returned to their home in Los Angeles. Grover Melton bought another automobile, and Reggie Marrion, owner of Holywood Skyrocks, contemplates purchase of one. Panco Florez, India rubber man, joined the Temple of Mystery.

Serfass Signs Geo. Milliken

STROUBSBURG, Pa., Dec. 9.—Lloyd Serfass, general manager of Penn Premier Shows, has signed George P. Milliken as general agent for 1940, reports Cliff Swisher, press representative. Milliken formerly was connected with Miner Model and other organizations in the same capacity. Since signing he has booked many shows here and plans to attend winter fair meetings.

Miami Prepping Tank Shows

MIAMI, Fla., Dec. 9.—Ella Carter, high fire diver, will headline the card of events at the opening of the Hotel Floridian's Miami Beach pool show on December 15. Bill for the winter series is not complete, but tentative commitments have been made, assuring good shows. As in previous years shows will be staged every Sunday night thru the winter, with the last show some time in March. Only professional and nationally known AU swimmers will appear. Morton Mencher will stage the shows. Exploitation will be supervised by I. Q. Gross, who in former years handled publicity for Alexander Ost shows. Gross spent the past summer with Jones Beach marine shows.

ROUTES

(Continued from page 26) Ortiz, Luis (Club Gaucha) NYC, no. Owen, Bill (Chicago) Chi, t. Owen & Parker (Mother Kelly's) Miami, Fla., no.

Padeken, Lily (St. Regis) NYC, h. Parnell, Ed (Grand Terrace) NYC, no. Paris, Frank (Beverly Hills) Newport, Ky, no. Park & Clifford (Radio City) NYC, mli. Parker, Patsy (Biltmore) NYC, h. Parker, Eddie (Gay '30s) NYC, no. Parker, Bobby (Oriental) Chi, t. Parker, Marjorie (Greenwich) NYC, no. Parraga, Gertrude (Le Ruben Blue) NYC, no. Patfield, Tom (Diamond Horseshoe) NYC, no. Paul & Paulette (Topsy's) South Gate, Calif., no. Pavlovsk, Olga (Casino Russe) NYC, no. Peck, Kathryn (Grand Terrace) Chi, no. Perry, Martha (Philadelphia) Phila, h. Peterson, John (Lockett) Minneapolis, t. Petty, Ruth (Plaza House) Covington, Ky., no. Pfahler, Jane (Piazza) NYC, h. Peterson, Don (Marie's) NYC, no. Pinck, Bobby (Grace Hayes Lodge) Hollywood, no. Polakova, Natalia (Russian Kretchma) NYC, no. Popp, Glen (St. Moritz) NYC, h. Post & Lurie (Swingland) Chi, no. Powell, Jack (Oriental) Chi, t. Powell, Jack (Waltham) NYC, no. Price, Ruth (Columbia) Chi, no. Quinn, Katherine (Cinderella Club) NYC, no. Quinn, Kathlyn (La Belle) Chi, h.

Randon & Benita (La Martinique) NYC, no. Rand, Wally (Silver Cloud) Chi, no. Ray, Ed (Casino Russe) NYC, no. Reber, Victoria (New Russian Art) NYC, no. Reese, Erna, Symphony Orch. (Radio City) NYC, no. Ray, Sam (Algonquin) NYC, h. Ray & Nadi (Algonquin Room) NYC, no. Reed, Ed & Co. (Coca-Cola) NYC, t. Reynell's Water Poles: Atlanta 10-16; Nashville, Tenn., 11-30. Reed, Casper (Le Ruben Blue) NYC, no. Reekless, Dolly (Greenwich Village Casino) NYC, no.

Red River Dave (Village Barn) NYC, no. Reed & Carly (Grand Terrace) Chi, no. Reed, Diane (Royal) NYC, no. Reed, George (Silver Lake Inn) Clevel., no. Rees, Paul (Embassy Club) Phila, no. Reno & Reynolds (Baker's) Jacksonville, Fla., no. Rhythm Rockets, Twenty (Capitol) Washington, D. C., t. Rich, Don (Marie) Washington, D. C., t. Richards & Jerry (McVan's) Buffalo, no. Richards & Carson (Village Barn) NYC, no. Richmond, Fred (Coca-Cola) NYC, no. Ring & Harris (Warwick) NYC, h. Ringer, Jimmy (Criss Cafe) NYC, no. Ritz, Ed (Minesota) NYC, no. Rita, Rosita Havana-Madrid NYC, no. Rita & Ed Oshman (State) NYC, t. Ritz, Olympe (Coca-Cola) NYC, no. Robbins, Bros. & Marg (RKO Boston) Boston, t. Roberts, Ed & Bud (Blackhawk) Chi, no. Roberts, Dave & June (Golden Gardens) St. Louis, Ind., no. Robinson Truss (Mayflower) Akron, h. Roche, Charlie (Howdy Club) NYC, no. Rod, Drigo & Francis (Mt. Royal) Montreal, Que., h. Rodriguez, Paola (Club Gaucha) NYC, no. Rogers, Dick (Pennsylvania) NYC, h. Rogers, (Boulevard Tavern) Elmhurst, L. I., no. Rondell, Bena (Belmont Club) Miami Beach, Fla., no. Ross, Jean (Jimmy Dwyer's) NYC, no. Rosella, Jennie (Silver Cloud) Chi, no. Rosta, Paul (Crescent) NYC, no. Ross, Edward (Le Ruben Blue) NYC, no. Ross, Dr. Sydney (Rainbow Room) NYC, no. Ross, Roy (Parker) NYC, no. Roth, Lillian (Oriental) Chi, t. Ropal, Yvette (Green Derby) NYC, no. Rota, Helen (Havana-Madrid) NYC, no. Russell, Bob (Walton) Phila, h. Ryan, Patricia (La Marquise) NYC, no.

Santos & Elvira (Casino Casino) NYC, no. Sato, Ruth (Village) NYC, no. Sava, Marusia (Casino Russe) NYC, no. Scheff, Fritz (Diamond Horseshoe) NYC, no. Schell, Mabel (Troc) NYC, no. Scott, Hazel (Case Society) NYC, no. Scott, Claire (Diamond Horseshoe) NYC, no. Scott, Roy (Troc) NYC, no. Selton, Monroe (Boulevard Tavern) Jamaica, L. I., no. Sharkey, Marley (Old Heidelberg) Chi, no. Shaw, Etna (Lexington) NYC, h. Shaw, Wini (Beverly Hills) Newport, Ky, no. Shaw, Rita (Ambassador) NYC, no. Shaw, Eddie (La Cava) NYC, no. Sherwin, Julie (Chicago) Chi, t. Sherman, Sam (Coca-Cola) Brooklyn, h. Shore, Willie (Hi-Hai) Chi, no. Sinclair Sisters (Capitol) Washington, D. C., t. Sit & Co. (Village Vanguard) NYC, no. Slepushkin, Stephen (Casino Russe) NYC, no. Smart, Richard (Felix's Monte Carlo) NYC, no. Smith, Katherine (Philadelphia) Phila, h. Smith, Chubby, & Sammy Grand (Pioneer Nat Club) NYC, no. Snodgrass, Harry (Continental Club) Kansas City, Mo., no. Sosa, Jimmy (Topsy's) NYC, no. Spauld, Marjorie (Village) NYC, no. Spaxelick, Geraldine (Felix's Monte Carlo) NYC, no. Stedman, The (Chez Paree) Chi, no. Steele, John (Brown Derby) NYC, no. Stefansku, Georges (Casino Russe) NYC, no. Stephens, Frank (Coca-Cola) NYC, no. Stevens, Harry (Beverly Hills) Newport, Ky, no. Steves Bros. & Big Bear (Minnesota) Minneapolis, t. Stewart, Bernice (St. Regis) NYC, no. Stone, Hal & Judy (Silver Cloud) Chi, no. Stone, Bebe (Grand Terrace) Chi, no. Story, Betty (Harry's New Yorker) Chi, no. Strickland, Charles (Coca-Cola) NYC, no. Stuart & Lee (Jefferson) St. Louis, h. Stump & Stumpy (Boxy) NYC, t. Sullivan, Maxine (Continental) NYC, no. Sumner, Helen (Ivanhoe Gardens) Chi, h. Suzanne 'n' Christine (Brown) Louisville, h.

Tamara (Chez Paree) Chi, no. Tanner Sisters (Biltmore) NYC, h. Tanya (Jimmy Kelly's) NYC, no. Tapa & MacIvora (Havana-Madrid) NYC, no. Taylor, George (Lea) NYC, no. Taylor, Leo (Club Max) Bronx, N. Y., no. Taylor, Dorothy (McVan's) Buffalo, no. Thomas, Patsy (Gramercy) Chi, h. Thornton, Red (Royal Palm Club) Miami, no. Toddle Trio (Coca-Cola) NYC, no. Toledano, Max (Coca-Cola) NYC, no. Tolan, Jack (Royal Box) NYC, no. Troy, Ednor (Paradise) NYC, no. Uncle Willie & Patsy (Pappy's 66 Club) Dallas, no.

Valentina, Ann (606 Club) Chi, no. Valladares, Eiba (Havana-Madrid) NYC, no. Van Sickle, Margaret (Palmer House) Chi, h. Webster, Harry & Co. (Minnesota) Minneapolis, t. Veronica, Helen (Harry's New Yorker) Chi, no. Walker, Buddy (Belmont Club) Miami Beach, no. Wallace, Betty (Earl Carroll's) Hollywood, no. Wallis, (Algonquin) NYC, no. Walters, Walter (Oriental) Chi, t. Walters, Jean (Jimmy Kelly's) NYC, no. Ward, Will J. (Anna Marie) NYC, h. Ware, Dick (Celebrity Club) Chi, no. Warner & Valerie (Silver Lake Inn) Clevel., no. Washington, George Dewey (3100 Club) Chi, no. Wayne, Jane (Troc) NYC, no. Weeks, Ann & Band (State-Lake) Chi, t. Weeks, Ted & Band (Lyric) Indianapolis, t. Ward, Will J. (Anna Marie) NYC, h. Whalen, Maurice & Betty (Sherman) Chi, h. White, Jack (St. Regis) NYC, no. White, Jerry (Village Vanguard) NYC, no. White, Madalyn (Queen Mary) NYC, no. White, Olive (Marie) Washington, D. C., t. White, Lillian (Oriental) Chi, t. White, Lawrence (Ambassador) NYC, h. Whitman, Pio, Revue (Thompson's 18 Club) NYC, no. Whitley, Dorothy (Gay '30s) NYC, no. Wicks, Guy (Gay '30s) NYC, no.

Wilken, Dorothy (Netherland Plaza) Cincinnati, h. Wild, Harold (Gay '30s) NYC, no. Willink, Lucille (Grand Terrace) Chi, no. Williams, Helen (Queen Mary) NYC, no. Williams, Midge (Coca-Cola) NYC, no. Williams, Rosa (Bill's Gay '30s) NYC, no. Wilson, Fred (Coca-Cola) NYC, no. Willis, Frances (Colombia) Chi, no. Wilson, Tommy (Sherman) Chi, h. Winchen, Paul (Lyric) Indianapolis, t. Winn, Twins, The (Riverdale, Milwaukee, t. WLV Wood County Jamboree (High School) Wood County, Wis., t. Wynn, Frank (Majestic) Newark 13; (High School) Bethel 27. Wood, Johnny (Earl Carroll's) Hollywood, no. Woods, Al (Weylin) NYC, h. Woods, Al (Open End) Capitol Washington, D. C., t. Worlby, Mildred (Diamond Horseshoe) NYC, no. Wright, Charlie (Essex House) NYC, h. Wynn, Brock & Anna (State-Lake) Chi, t.

Yost & Tanya (Earl Carroll's) Hollywood, no. Yost, Tom (Earl Diamond Horseshoe) NYC, Yost, Kate, Variety Night (Amusement) NYC, h. Young, Helen (Wm. Penn) Pittsburgh, h. Young, Betty (Sidwalk Club) Cincinnati, no. Yun, Helen, (Coca-Cola) NYC, no.

BURLESQUE (First Circuit Shows)

Barrel of Fun: (Howard) Boston 10-18; (Lyric) Bridgeport Conn., 17-22. Bill & White Revue: (National) Detroit 8-14; (Garrick) St. Louis 16-21. Bring On the Girls: (Mayfair) Dayton, O. 10-14; (Pittsburgh) 17-22. Corio, E. Ann, Girls in Blue: (Empire) Newark, N. J., 10-15; (Gayety) Baltimore 10-15. Darling Daughters: (Lyric) Bridgeport, Conn., 10-15; (Empire) Newark, N. J., 17-22. Fast & Loose: (Garrick) St. Louis 9-15; (Old Howard) Boston 17-22. LaRose's, Rose, Models From Montmartre: (Troc) Phila, 17-22. Revue: (Lyric) Phila, 10-15. Ringers, Bezo, Show: (Casino) Pittsburgh 10-15; (Sherbert) Phila, 17-22. Top Hat Revue: (Pittsburgh) 10-15; (Hudson) Union City, N. J., 17-22. Topical Teasers: (Gayety) Baltimore 10-15; (Garrick) Washington, D. C., 17-22. Undressed Parade: (Gayety) Washington, D. C., 10-15. Vaudevauser: (National) Detroit 15-21.

DRAMATIC AND MUSICAL

Abie Lincoln in Illinois: (Hanna) Cleveland 14-16. Barrymore, John: (Selwyn) Chi. Carrillo, Leo: (Curran) San Francisco. Chatterbox: (Rialto) Phila. Cornell, Katharine: (Parkway) Madison, Wis. 14; (Lyeum) Minneapolis 15-16. Colburn & Jones: (Royal Victoria) Victoria, B. C., 15-18. Farrell, Charles: (His Majesty's) Montreal, Que., 15-16. Horton, Edward Everett: (Erlanger) Chi. Hot Mikando: The (National) Washington D. C. 10-14; (Rialto) Tucson, Ariz., 15; (Orpheum) Phoenix 16. Hot Hot: (Gayety) Boston. Leave It to Me: (Hartman) Columbus, O., 16-18. Lee & Fontaine: (Biltmore) Los Angeles. On Borrowed Time: (Memorial Aud.) Louisville 14. Outward Bound: (Harris) Chi. Steward, Ford's: Baltimore. Tobacco Road: (Plymouth) Boston. Waters, Ethel: (Cass) Detroit. When We Are Married: (Wilbur) Boston. White's, George, Scandalous: (Porter) Phila.

MISCELLANEOUS

Arthur, Magician: Woodland, Ala., 13-14; New Hope 10-16. Helios, Flying: (Auditorium) Canton, O., 16-18. Bernie, W. C. Magician: Sparta, Ga., 15-16; Hillsdale 17-18. Campbell, Louis: (Capitan) Marietta, Minn., 12; Crookston 13; McIntosh 14; Nevis 15; Backus 16; Crosby 19; Coleraine 20; Hising 21; Evelyn. Circus Union: (Auditorium) Canton, O., 16-21. Deane, B. A., Magician: West Frankfort, Ill., 11-16. Engelson Animal Show: Burnwell, S. C., 11-16. Thriller, Magician: (H.D. Thriller) Truman Mich., 13; (High School) Grand Rapids 13; (Town & Auld) Conklin 14; (High School) Grand Rapids 15; (Coca-Cola) Kalamazoo 16. Ellis, John, Rip Van Winkle Co.: Washington 11-16; O. 12; Charleston, W. Va., 13; Portsmouth, O., 14; Jackson, Ky., 15. Emerald Sisters: (Caddick Tavern) Phila 11-16. Geddis, Geo., & Pat Rowdy: (Lee Hotel) Charleston, W. Va. Green, Magician: Barrie, Ont., 11-16; Galt 18-23. International Congress of Oddities: Rockford, Ill. Jaxon, Ventriologist: (Moran's Windup) Milwaukee 11-17. Johnson, Silvers: (Auditorium) Canton, O., 16-21. Kelly, Bernice, Circus Revue: (Indoor Circus) 11-15. Lewis, Ralph: (Club Rio) Allentown, Pa., 11-17. Lindqvist, Magician: West Edgecombe, N. C., 13; Benson 14; Hillsboro (night) 15; (Central High School) Fayetteville 15; (Riverside) Raleigh 20. Long, Leon, Magician: Brookhaven, Miss., 12-15; McComb 14-16; Jackson 17-20. Long, Leon, Magician: (Paseo, Ill.) 12; Pontiac 13; Paxton 14; Ripon 15; Frankfort, Ind., 16; season closes.

McNally's Variety Show: Port Norris, N. J., 11-16. Mel-Roy, Magician: Wichita Falls, Tex., 17-22. Miller's Modern Museum: Scranton, Pa., 11-12. Novelty, Two, & Trolley: (Tower Theater) Kansas City, Mo., 11-16. Schneider, Doc: St. Petersburg, Fla. Shields, Fari, Romeo, S. C., 11-16. Slout, L. Verne, & Theater Workshop: Tomah, Wis., 12; Mondovi 13; Boyeville 11; Superior 15. Spurr, Horton: (Hippodrome Theater) Baltimore 15-21. Vitell, Magician: Troy, Ala., 12; Oark 13; Blakely, Ga., 14; Bainbridge 15; Cairo 16; Mountair 19; Ocala 20; Homerville 21. Wasson, Two, & Trolley: (Theater) Tulsa; Farmers Exchange 13; Parrish 14; Hobart 15-16.

CARNIVAL (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

B. & H. Am.: Neesee, B. C. International Am.: Moncks Corner, S. C. Craig Bros.: Hancock, Md. Evangeline: Lake Arthur, La.; New Iberia 19-20. Fleming, Mad Gody: St. Marys, Ga. Frances Expo: Mt. Pleasant, S. C.; North Charleston, S. C. Gallen's Golden State: Water Proof, La. H. & H. Am.: Mendoc, Ga. Hilderbrand, Eric, & Co.: San Francisco, Calif. Miller, Ralph R., Am.: Raceland, La.; Golden Meadow 18-23. Ohio Valley: Marietta, Ga. Paradise: Waldo, Ariz. Rainbow Am.: Heidelberg, Miss. Roberts, Gerald: Pleasanton, Ala. Silver State Attr.: (Allan & San Fernando) Glendale, Calif. Sun Valley: Ponce Park, Ga., 11-19; Barwick 21-30. Texas Shows: Edinburg, Tex. United Shows: Douglasville, Ga. Wise Greater: Valdais, Ga.

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PROSPECTS

Prospects for the 1940 Coin Machine Show and annual convention are considered very encouraging. This is a reasoned statement, based on observations of previous conventions, and also on wide reports from the trade itself.

It is good business, not only for the manufacturers, but for everybody in the industry to boost the annual trade convention. Trade morale plays a much larger part in business than it would seem on first thought. The annual convention in any industry is a public display of the spirit and morale of the industry as a whole. And morale is a thing that can be bolstered considerably by the proper publicity and boosting.

It is good business for everybody who makes a living by any particular trade or industry to help to maintain the morale of the business as a whole, and in turn to have his own spirits lifted up by the buoyant and gay spirit that prevails at successful conventions.

The organization and planning back of the 1940 convention has been generally harmonious, energetic and aggressive. The publicity and news announcements from now until convention time will indicate the effort and expense that is being put into making it a record convention. The exhibition and general programs are sponsored by the manufacturers and the first list of exhibitors published gives some idea of the unusual support that is being given to making a great showing of coin-operated machines and auxiliary products. The support of manufacturing firms is seen to be so nearly unanimous that the magnitude and quality of the exhibits and displays is already assured.

Again, the tobacco distributors have their annual convention in Chicago during the same week, and also the refrigeration show is being held in Chicago during the same week. These industries are giving publicity to the coin machine convention, while our industry is giving publicity to their conventions. While there may not be any immediate results evident from the exchange of these courtesies, yet the moral support is mutual and will accumulate benefits as the courtesies are exchanged from year to year.

Indications are that cigaret vending machines will assume importance at the 1940 Coin Machine Show greater than any previous convention of the industry. The year 1939 seems to have been generally favorable to cigaret vending machines and the promise of new machines in greater numbers for 1940 will attract unusual attention to this field. This will mean that the doings of the tobacco trade will become of increasing interest to the coin machine trade. It is not so evident yet how important refrigerated vending machines will become, yet the year 1939 has shown that beverage venders are a definite and established type of machine in the industry.

The music division of the industry will be prominent again at the 1940 Coin Machine Show. Operators from all parts of the country will be keenly interested in the 1940 models that they are expecting to see on display. Record manufacturers and their representatives will help to make the music division a success. Records are coming in for in-

creasing national attention and the attendance of record people at the convention will be an important factor.

Reports from the music field indicate that prospects for phonographs during 1940 are excellent. This optimistic outlook will be a great boost to the 1940 convention. Distributors of phonographs are making optimistic reports as they look toward 1940. They say that the movement to modernize phonograph routes has already gained momentum among operators, and that replacements of machines three and four years old will make 1940 a record year in sales of new machines. Reports also indicate new, unusual and unexpected uses for coin-operated phonographs, which means that a considerable volume may be needed to fit into entirely new fields. One example reported is the use of phonographs by department stores to boost retail sales. This use is very small in itself but it indicates the new and unusual ways in which phonographs may be used.

The expansion of the music business by operators and distributors who develop and originate new business ideas is expected to be one of the factors in operating progress during 1940, and the outlook for such expansion is expected to be evident at the convention.

December is usually a dull month in the amusement games field, but December, 1939, has been enlivened by the prominence of bowling games and target machines. The interest which these machines have created in the last month of the year is certain to carry over to the convention and will help to give the year 1940 a good start. That ideas for new games of the standard type are in the making goes without saying. The displays of these machines will be made in full volume. Every manufacturer in the standard games field will have ample displays.

The upsurge of bowling games and target machines indicates there is plenty of life in the amusement games industry, from manufacturers to operators in every part of the country. It indicates that ideas and improved mechanisms can still be had and that the industry can still depend on a succession of such developments at the opportune time.

The sponsors of the 1940 Coin Machine Show have made progressive plans for giving the industry a good sendoff in public relations. This time there is united support back of the plans and a new chapter should be written in creating more favorable conditions for the industry. Ideas were gained a year ago which are being put into full use, with an excellent program planned, and something outstanding each day to make the time worth while for all who come.

The plans are all in experienced hands, with good committees at work, so that everything should move with spirit and efficiency from the opening program to the final floor show. Operators who come from far and near can be assured of fun, entertainment, good displays and worth-while ideas.

In view of these excellent prospects, it is good business for everybody to boost the 1940 convention and the industry in every way possible.

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"Mile-a-Minute"
On Bally Alley

CHICAGO, Dec. 9.—An interesting sidelight on the Bally Alley bowling game was recently disclosed by Ray Moloney, president of Bally Mig. Co. It concerns the speed of the bowling ball. "Although there is a certain amount of Einstein to my calculations," Moloney explained, "the figures do show a terrific speed—certainly greater than ever before attained in any coin-operated machine."

"This is due to the manner in which the ball is propelled. A magnetized ball is held in a magnetic 'clutch' and rotated at a rate of 8,000 to 15,000 revolutions per minute. The scientific lads at the factory tell me that the ball is then storing up a charge of kinetic energy. When the trigger is released, thus releasing the ball from the magnetic 'clutch' device, the stored-up energy goes to work and propels the ball."

"The ball diameter is one-and-a-half inch, so the circumference is a little less than four-and-three-quarters inches. In other words, one revolution propels the ball about an inch and three-quarters. Taking the maximum speed of 15,000 r. p. m. the ball travels 70,688 inches or 5,890 feet per minute. Of course, the science sharks, who are always taking the joy out of life, say that the coefficient of friction cuts this down considerably, but the fact remains that the ball really travels."

"On the other hand, the player can, if he desires, release the ball for a slow hook that just ambles up the alley and calmly nudges the No. 1 and 3 pins for a neat strike. This is part of the triple control the player has over the ball—control over speed, control over aim and control over the hook—'English' or curve. And, this control is the reason why players are flocking to Bally Alley wherever it is placed on location."

E · X · H · I · B · I · T ' · S
FOOT EASE
VITALIZER

REG. U. S. PAT. OFF.

FOOT EASE

GET MORE MILES OUT OF YOUR TIRED, ACHING FEET! STIMULATES THE CIRCULATION AND RELIEVES PAIN!

1¢ TRY IT! 1¢

offers

YEARS of MONEY
MAKING OPPORTUNITY

Once on location it stays "put" to earn for you indefinitely.

Creates a daily habit to treat tired aching cold feet by patrons on every location.



NOT A NOVELTY

It's a public necessity, as permanent as scales with TEN TIMES MORE PROFIT.

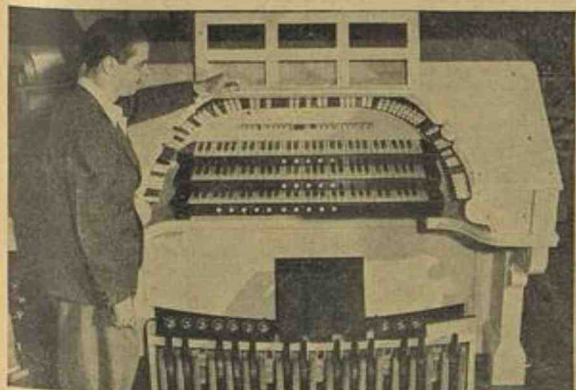
INVESTMENT GOOD FOR MANY YEARS

LEGAL EVERYWHERE

WRITE—WIRE FOR ALL FACTS AT ONCE!

MANUFACTURED UNDER U. S. PATS. Nos. 2,174,648 - 1,157,931 - 1,175,731

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO



BERNIE ARMSTRONG, staff organist, admires the console of KDKA's new Mighty Wurlitzer Organ for which he wrote specifications. The organ will be used on his half-hour program every Sunday evening as well as on the "Treasure Trails of Song" program, which is broadcast during the afternoon. Special dedication services, including musical selections played by Jesse Crawford and Dick Liebert in New York, and NBC organists in Chicago and Hollywood, were broadcast over an NBC Network.

Stars Will Shine at Noon

By JACK NELSON

Vice-President and General Sales Manager, Rock-Ola Mfg. Corp.

Has your favorite astronomer told you? Stars will still be shining at 12 noon on Tuesday, January 16! But you won't be able to see them anywhere except at the Celebrities Breakfast at the Hotel Sherman on the second day of the 1940 Coin Machine Show—January 15, 16, 17 and 18.

Furthermore, these stars are going to be of a very special type—the kind that sing, dance, laugh and entertain at Chicago's night spots. Stars of stage, screen and radio gathered together to make this the most remembered event of 1940 Show Time.

If you attended the Celebrities affair last year it won't take any urging to bring you out for the fun. For those among you who missed this part of the 1939 Show this is a wonderful opportunity to catch up with the crowd. Show time comes but once a year. It's your show. The fun, action and entertainment are for you. So get your share of relaxation. After a little play you'll go

back to your daily activities with all the zest and vigor so necessary to this business. So hop on the fun wagon for a ride of thrills!

You'll be interested to know, too, that the breakfast is from 12 noon to 2 p.m. This will give you plenty of time to recuperate from an exciting first day and be full of pep for the big surprise feature. And this alone, we promise you, is worth your trip. We won't mention another word



JACK NELSON

about this big special surprise except you'll be plenty disappointed if you don't attend.

In addition to seeing and hearing stars at this most unusual noon-day breakfast, you will also have an opportunity to talk with many outstanding personages. The Celebrities Breakfast on Tuesday and Dr. Bradley's important message on Monday are a good sample of what you can expect at the 1940 Show. There will be something entertaining and interesting every day, and to top it all off January 18 there will be a grand glorious party.

The 1940 Annual Banquet will far surpass any such event in previous years. The grand banquet will be followed by the finest night club floor show available. Many of your radio favorites will be there in person to entertain, plus a big-name band to keep everyone dancing. And, of course, there'll be door prizes. Not just a few, but many! So this gives you an exceptional opportunity to walk off with a very worthwhile remembrance of the show.

What, did someone ask. "Is there only going to be one show?" Yes, you're right! But WHAT a Show!

EASTERN FLASHES

NEW YORK, Dec. 9.—The exhibit of the National Association of Amusement Parks, Pools and Beaches at the Hotel New Yorker this week attracted many of the local column. International Mutoscope Machine Corp., Mike Munves and Metropolitan Amusement Co. exhibited their wares. Richard Groetchn, in town from Chicago, was a visitor. Other column seen making the rounds of the booths were Tony Gasparro, Dave Robbins, Ben Becker, Eddie Ross, of Baltimore, and many more.

FITZ EXCITED . . . Over at the Bally building, Jack Fitzgibbons is all pepped up over the shipment of Bally Alleys he's just received. "It's the sweetest job you've ever put out," he told Ray McKoney via long distance. "It has more of what it takes to make real dough for ops than any game I've seen since I've been in business." Fitz also stated that Bally Alley is in full production and that he's getting games in carload lots and shipping them out as fast as they come in.

AROUND THE TOWN . . . Herman Gross, Jack Weldman and Harry Rosen were seen chewing the fat for an hour over the history of the coin machine. The boys went way back to recall names of machines that are only memories today. . . . Altho the ops are in a stew over bowling games and shooting machines, the coming convention is uppermost in their minds. Ops who passed up the show the past few years are rarin' to get to the 1940 show. Looks like the Chi show will be the biggest ever. . . . George Ponsor Co. won the sales contest on the Mills Throne of Music. . . . Jack and Harry Pearl are mighty sorry about the war in Europe for more reasons than one. They were doing a swell foreign biz until they started shooting bullets instead of balls over there. Local biz is okeh, however.

TEN STRIKE FESTIVAL . . . Over at Brooklyn Amusement Machine Co., Charley Aronson and Bill Alberg are making plans for a gala Ten Strike festival "to celebrate the fact that the machine is making so much profit for ops here," as they put it. The festival

will take the form of a giant celebration and the date will be announced soon. "Bill Alberg is in Chicago now, arranging for faster deliveries of Ten Strike," Charley Aronson stated. "The games show on location are clicking so well that the moment games come in they seem to disappear immediately. So we feel sure Bill will successfully arrange a faster delivery schedule."

ALBANY NOTES . . . Ops in the New York State capital are eagerly looking forward to the coming convention. Buying has fallen off a bit as a result. . . . Henry Seiden, Seiden Distributing Co., expects it to be the best year in the history of coin biz. He represents Seicurg here. . . . Art Herman, of Art Novelty, is doing a marvelous job with Wullstans. Herman also has an office in Yonkers and commutes between the two cities. . . . Johnny Geel, manager of the George Ponsor offices here on Mills Throne of Music, is a newcomer to the local music ranks, but knows the angles, as he's an old-timer in the phono operating biz.

SHADOWS . . . Seems that many of the phono ops are going strong for Artie Shaw's recording of Shadows, not only because the Frankie Carter tune is a crackerjack number, but because this was the last one issued by Shaw before the maestro laid down his baton. Shaw's numbers were always good money-makers for the boys and they hated to see him step out of the music picture. Frankie Carter incidentally, is the pianist for Horace Holt and wrote the ace phono click, *Sunrise Serenade*.

OKES BLUEPRINTS . . . Nat Cohn, of Modern Vending, put his okeh on blueprints for his new office this week. Contractors already have begun to knock down the walls. Nat says the new offices will be ready in three weeks.

ENTHUSIASTIC . . . Dave Robbins is enthusiastic over the new counter game Totalizer. "Every operator who sees the game," Dave claims, "places an order immediately. Both playing principle and scoring games are well liked and the machine will make money for every op. I believe it will be the best counter game since Bingo."

SPECIAL!!
BRAND NEW FREE PLAY
IN ORIGINAL CARTONS
FOLLOW UP . . . \$59.50

NOVELTIES

Alport . . . \$25.00	Davy Jones . \$27.50
Bang . . . 23.00	Golden Gate 47.50
Chevron . . . 25.00	Speedy . . . 12.50
Club . . . 12.50	Rally Royal . 8.00

1/3 WITH ORDER. BAL. C. O. D.
WRITE FOR FREE PLAY
GAMES PRICE LIST!!

George Ponsor Co.
11 EAST RUNYON ST., NEWARK, N. J.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise
Department

THIS WEEK AND EVERY WEEK

MERIT CUTS PRICES ON

Big Score, Pa. \$18.00
Contact, Pa. 22.00
Majors, Pa. 19.00
Spotless, Pa. 20.00
Red Head Girl Times 20.00
Fairgrounds, Green Camp, Baltimore 18.50

MERIT MUSIC SERVICE,
622 N. Eutaw Street, Baltimore, Md.

WONDER JACKPOT

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$1.80 1/2 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at.	\$2.28 1/2
1200 hole F-5275-Horses at	2.58
800 hole F-5270-Pocket Dice at	1.63 1/2
720 hole F-5255-Pocket Jack at	1.30 1/2
600 hole F-5305-Royal at	1.32

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

Senator To Address Convention

CHICAGO, Dec. 9.—A prominent United States senator will address column at the 1940 Coin Machine Show Tuesday, January 16, at the Celebrities Breakfast, reports the chairman of this event, Jack Kelner.

For certain reasons the name of the senator cannot be revealed until the big event—not even his initials—since that would reveal his name, as he is so well known.

"Have just received definite confirmation by wire that he will be on hand, and gentlemen, when he talks there will be fireworks," Kelner stated.

He will discuss such subjects as "Reel Machines—a Federal Problem or a Local Political Football?," "Payout Awards—Can They Be Taxed and Controlled Like Racing?," "What Does Congress Think of These Things?," "What Does Congress Think About Federal Jurisdiction of Labor Questions?," "Is Congress Contemplating a Change in Cigaret Taxes?"

"This senator does not mince words; he is an unerring analyst, a keen thinker and chairman of several important committees. He is not behind the Washington scene, but in it! It will be worth \$10 to every operator in this country to hear what the senator has to say," Kelner declared.



BALLY ALLEY WAS THE CENTER OF ATTRACTION at the recent grand opening of the new B. D. Lazar Co. quarters in Philadelphia.

You Made Money

with 'CONTACT'
with 'REBOUND'

NOW! make More Money than ever before with Exhibit's

JUMPER

'CONTACT' and 'REBOUND' gave you entirely new action and player appeal. ... NOW ... 'JUMPER'—again scoops the market with AMAZINGLY—NEW DIFFERENT HIGH SCORE FEATURES.

- NEW HEAVY DUTY STEP UP UNITS
- BRILLIANT CHROME BALLS
- ARC PROOF SUPER SENSITIVE DISC TYPE BUMPERS

Order from your Distributor **TO-DAY**

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



Milwaukee Coin Has Bowling Game

MILWAUKEE, Dec. 9.—"Here's proof that operators are always assured of the latest and greatest history-making game successes of the industry at the Milwaukee Coin Machine Co.," declares Sam London.

"In addition to our large line, we have recently become distributors in Wisconsin for Evans' Ten Strike, an original bowling game and most sensational hit of recent times. Ten Strike has our wholehearted indorsement as the proven No. 1 legal big-money game of the industry."

"In the three months it has been on the market, it has put all types of territory back in the big earning class and been a boon to operators everywhere."

"More Ten Strikes," Begs Jack Kauffman

PHILADELPHIA, Dec. 9.—With the approaching Christmas season Jack Kauffman, head of the K. C. Novelty Co., is asking for only one gift. The request is being made of H. C. Evans & Co., of Chicago, he says.

"Perhaps it would restore my faith in Santa Claus," he said. "If I addressed the gentleman at the North Pole via The Billboard, asking the Evans firm to

Back Home Again . . .

The Indiana Operators' Association at its first annual convention, December 2 and 3, welcomed Jim Gilmore, manager of the 1940 Coin Machine Show, back home, as it turned out that he was a native Hoosier. He was given a royal reception to the speakers' stand.

"Jim had a great time himself, and we enjoyed a great speech," the Hoosier operators commented.

relieve the sorrows of a harassed distributor by sending immediately only 50 instead of the hundreds now on order of the new Ten Strike.

"I realize their plant is working overtime and that they are doing their best to send Ten Strike out to the distributors. But this is little comfort to me since I have to face the impatient operators who are anxious to place this game on location immediately. Many have told me that they are suffering a financial loss by not having game. There is little that I can do to comfort them since the previous shipments that I received were sold out long in advance.

"I am asking for only 50 games in spite of the fact that I could use immediately many times that amount. However, this number would relieve me to some extent of the reproachful looks that some of the operators give me. And I would be

in a happier frame of mind on Christmas Day knowing that I have made many operators happier!"

"Contesto" Boosts Bulk Vender Biz

CHICAGO, Dec. 9.—"It's good news for operators of bulk vendors," says E. J. Burel, head of Burel & Co., in announcing a contest plan for customers of bulk vending machines.

Contesto is a prize-winning plan for the customers. Location tests in the Chicago area indicate that it will be a prize-winner for operators, according to Burel. It is described as a flexible plan for stimulating play of bulk vendors, and inasmuch as it is "a contest of skill" it is legal in all territories.

A large display panel near the vending machine shows 15 gifts. Patrons of the vending machine and others may participate in the contest by obtaining without cost an entry blank from the location. Contestants follow simple rules for writing either a slogan or a rhyme, or may state in a few words why they like the particular confection vended by the machine.

The Contesto plan will be supplied to all operators, Burel said, contest blanks being supplied without cost with each order for the display panel and premiums.

The display panel may also be used with numbered tokens which are placed in the vender. As token is received by patron, gift with corresponding number is given.

Invitation

The officers and directors of the Coin Machine Industries, Inc., invite the president and/or secretary of all active trade associations in the coin machine industry registered at the 1940 Convention and Coin Machine Show in January to be their guests at dinner on Wednesday, January 17.

The object is to all get acquainted with each other and provide an opportunity for an open forum of constructive suggestions for the good of the coin machine industry in general.

The meeting will be held in the Rose Room of the Hotel Sherman, and dinner will be served promptly at 6 p.m.

That we may know how many will attend, we suggest that when you register in advance you advise us that we can count on you to be our guests at this dinner. Both your president and secretary are welcome to attend.

James A. Gilmore,
Secretary-Manager,
Coin Machine Industries, Inc.



IMMENSE WOODWORKING SHOPS of H. C. Evans & Co. are producing thousands of cabinets for Evans games, particularly Ten Strike. H. C. Evans produces its own cabinets, one of the few manufacturers to do so.

START MAKING MONEY

Day and Night without selling. **NEW** Low cost Professional Vender

"King Jr."

\$3.95

EA.

Newest, most modern, money-maker for all locations. Just the right size for small cash bases. Vends Peanuts and small candies. Also all types of Breath Mints, Choc. 2 Bars, Candy, Icing Hammarlid Dish.



11 to 24 \$3.85
25 Over 3.75

Rush Your Order NOW!
1/3 Deposit, Balance C. O. D.

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PHILA., PA.

EXPERIENCED OPERATORS WILL TELL YOU TO BUY

Northwestern

BULK VENDING EQUIPMENT

Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

THE NEW MODEL 39

THE NORTHWESTERN CORPORATION
1195 E. ARMSTRONG ST., MORRIS, ILL.

Used Cigarette Machines

Low Prices—Exceptional Values

National No. 9-30—Enclosed Stand. \$58.75
National No. 6-26—Enclosed Stand. 35.00
National No. 6-26—Enclosed Stand. 27.50
Gretta Cigar—Six Columns 26.00
Gretta Cigar—Four Columns 12.00
Same With Free Machine 15.75
Same—Six Col. Free Machine 15.75
Rosa—Five Col. 40 Matches 7.50
Simplex—Six Columns 12.50
Simplex—Four Columns 12.50
National No. 6—Five Columns 6.00

F. O. B. New York City.
TERMS: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER

381 FOURTH AVE., NEW YORK, N. Y.

BRAND NEW ADVANCE CIGARETTE MACHINES

2 Col. 40 Pack Capacity **\$7.50 EACH**
4 Col. 80 Pack Capacity **\$12.50 EACH**

1/4 Deposit Must Accompany All Orders, Balance C. O. D.

Write for Complete List of New and Used Cigarette Machines.

X. L. COIN MACHINE CO., Inc.
1363 Washington St., Boston, Mass.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

REWARD SEAGRAM'S

Candy Bar Sales High

CHICAGO, Dec. 9.—"One Hundred and Eighty Million Bars Sold Annually via Vending Machines in New York Subways," declares a headline in *The Confectionery-Ice Cream World*, trade paper for the candy and ice cream industries.

Coin-operated vending machines, for many years confined principally to the penny field, have definitely taken their place as a major factor in the retailing of 5-cent candy and ice cream bars, bottled soft drinks and carbonated drinks served by the cup, a recent survey indicates.

In one year, 490,000,000 sticks of chewing gum, 190,000,000 bars of candy and 6,250,000 pounds of peanuts were sold thru the machines, which were mostly of the 1-cent kind, in the New York subways, alone.

One large chain reported its candy vending machines sold 20,000,000 worth of 5-cent candy bars in one year.

There is hardly a theater, hotel lobby, railroad station, filling station, rest-room, factory or large office that has not one or more coin-operated machines "on location."

Wisconsin Cig Ops To Hear Roach in Cig Law Definition

MILWAUKEE, Dec. 9.—John W. Roach, chief law enforcement officer of cigaret tax collections in the State of Wisconsin, will address a meeting of Wisconsin cigaret machine men Sunday afternoon, January 7, at the Schroeder Hotel in Milwaukee. His subject will be "The New Wisconsin Cigaret Law," which he will explain in detail. He will apply it as it affects cigaret vendors. Time set for a combined dinner-meeting is 1 p.m.

Jack Keiner, district manager for the Rowe Mfg. Co., will be chairman of the event and will introduce the speakers.

The attorney-general of Wisconsin has rendered an opinion that cigaret vending machine operators are in the eyes of the law considered wholesalers and therefore must purchase a \$50 license, reports "Mc." Roach will explain this and will enlarge upon the suggestion made by him that serially numbered small decals be placed inside the display windows of cigaret machines to comply with State regulations," concludes Keiner.

The membership of the Milwaukee Cigaret Vending Operators' Association, headed by President Herb Geiger, has expressed its willingness to join the State association and will be present at the scheduled meeting as a body.

Important speakers scheduled in addition to Roach are Clinton S. Darling, secretary of the National Merchandising Vendors Association, and an unnamed Wisconsin State Senator.

Further information in regard to the meeting or the new cigaret law may be had by addressing Jack Keiner, 540 Lake Shore drive, Chicago.

Vt. Assn. Warns Minors

BURLINGTON, Vt., Dec. 9.—Sam Ginsburg, Burlington manager of the Rutland Novelty Co., has designed a card bearing the following legend: "It is unlawful for persons under 16 years of age to play this machine. The Vermont Coin Machine Association requests all minors to refrain. The card is being placed on all publicly machines owned by association members."

Stop Feeding Your Profits To the Pigeons

By H. F. BURT
Automatic Games, Chicago

Operators today have many new conditions to face in the bulk vending field. One of the most important of these is increased competition; and with this comes a decrease in location earnings.

It was only natural, in the trying period of the last few years, that many people entered this self-supporting and profitable business. A few hundred dollars and a minimum of energy would establish a definite and secure income.

The invasion of the field by a large number of new operators brings us to the point of this article, *Vendors* locations with less investment." The dyed-in-the-wool, old-time operators will say this is impossible. We disagree to the point of saying that it is not only possible but absolutely necessary. The smaller operators are to survive. Any operator with experience will admit that earnings per location have been smaller. The solution to this is unquestionably more locations to augment the weekly or monthly profit.

To do this, an operator must be willing to accept more locations that do not warrant or earn enough for expensive equipment. By following this rule, the larger and more expensive vendors can be utilized only on spots that produce a proper turnover in merchandise. Thus, waste in stale merchandise is eliminated and you have less investment in the poorer locations.

It is a startling fact that a small vendor will often make more money than a larger one, due to the fact that it can be kept full and fresher merchandise can be vend.

Another phase of the vending business that is extraordinarily profitable and little or no competition in the vending of breath pellets. In the larger towns and cities that are over-crowded with peanut and ball gum vendors, operators have no trouble in placing pellet machines.

Pellet vending brings fancy profits of \$1 to \$1.25 per pound. With good equipment to be purchased so reasonably, and this service necessary, this is one of the most satisfactory phases of the vending industry.

Photomatic Film Daylight Loading

LONG ISLAND CITY, N. Y., Dec. 9.—William Rabkin, president of International Mutoscope Reel Co., Inc., has announced a new development for daylight loading of Photomatic, picture-taking machine which has firm conditions.

The new device is of interest to operators of Photomatics, for it marks the first time that the Photomatic can be loaded with the patented photoframes containing the sensitized photographic paper under dry conditions. A dark room is no longer necessary for loading the Photomatic, and the new daylight loading device cuts down the loading time appreciably.

Mutoscope reports that it will supply Photomatic operators with the daylight loading base without cost. To use with this new device the firm's technicians have developed daylight loading photoframes. There is a simple standard method of inserting the carton of photoframes into the loading base which, in addition to saving time and eliminating the necessity for a dark room, does away with waste and spoilage in loading.

The new daylight loading process is undoubtedly one of the greatest advancements in automatic picture-taking history," said Rabkin. "We have spent a great deal of time and money in its development, but we feel that in thus furthering the interests of Photomatic operators throughout the world we are forming a valuable service. Daylight

OPERATORS

Order This Coin Counter
Penny-Nickel combination, slotted coin-receiver, polished chrome finish, lifelike guarantee. Quanta pinions and nickels (like magic) flared, coin-size reworkable. Total cost only \$1.00 each (plus freight) each with 50¢ coin. Also stands of all sizes and types. Vendors elsewhere. Write to CHALLENGER SPECIAL. Also Stands, Vendors, Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago

USE "PAL" & "PAL JR."

The modern Handy Service Kit "PAL" has 45 containers, "PAL JR." has 32 containers. Both "PAL" and "PAL JR." are made of \$4.80. Original aluminum Penny Counter, 1/2-Cent, the best. Also Stands of all sizes and types. Vendors elsewhere. Write to CHALLENGER SPECIAL. Also Stands, Vendors, Brackets, etc.

Better Business Bureau Warning On Vender Frauds

CHICAGO, Dec. 9.—Chicago's Better Business Bureau has again warned investors against unscrupulous "reloader" who are playing the vending machine field. The coin machine industry has fought misuse of its products in this manner in the past in many schemes by confidence men. In this it has had the help of Better Business Bureau everywhere.

In a recent ad by the Chicago bureau, headlined "Vending Machine 'Reloaders' Are Relining Their Pockets—Again," the better business group warned, "Certain vendors who recently bought vending machines on promises—yes, even 'guarantees'—of handsome monthly profits, are now being asked to send good money after bad."

"This time, according to the 'reload' artists, the money is needed to recover funds belonging to a bankrupt vending machine concern, and which 'have just been uncovered in a bank in a distant city.'"

"There are no such funds or any such bank, according to bureau investigation. It's all part of a 'come-out' scheme to attract your dollars. Keep them safe in your own pockets. Don't let the promoter line his with your money."

"'Reloading' investors is the disreputable process of 'switching' them out of one worthless enterprise into another. He who perpetrates the fraud is called a 'reloader.'"

"Use good sense and save good dollars. How? 'Before You Invest—Investigate!'"

Pepsi-Cola Pays Dividend of \$15

CHICAGO, Dec. 9.—Directors of the Pepsi-Cola Co. have cut one of the biggest dividend melons of the year—the dividend voting payment of \$15 a share out of the company's recently expanded earnings.

Chief benefactor was Loft, Inc., manufacturer and distributor of confections and foods. Loft controls the soft-drink unit, holding around 78.5 per cent of the outstanding shares.

The total payment approximated \$3,900,000. The previous disbursement was \$2 in 1936.

In addition, Pepsi-Cola directors voted a Christmas bonus for employees amounting to two weeks' salary for those employed one year or more and a week's added pay for those employed less than a year.

loading as a forward step is exemplary of the constant effort we are making to improve our standard equipment and to develop new and greater money-making for veteran Mutoscope operators. As a business to operate our sound steady light machines."

Cigarette Merchandisers' Associations

The cigaret vending machine industry has set to take its place among the top factors in the tobacco sales field. News of the Census Bureau's plan to include a survey of the tobacco field in its work has met with the favor of CMA members. The bureau is taking steps to make a thorough survey of the field, of commodity blocks on the retail schedule to be used in the Census of Business, six will request specific information on the sale of cigars, cigarettes and tobacco. Those in the field recognize that a large amount of cigars is sold thru vending machines and the survey will bring facts and figures out into the open.

The Census Bureau will canvas a number of stores to learn the amount of total income represented by tobacco sales. The work of gathering this valuable information will be entrusted to 11,000 investigators especially trained in gathering such data. The figures will be for statistical information only and confidential contents of individual reports will not be divulged.

The average operator may ask, "What does this mean to me?" It means that as a member of a CMA group he will be in a better position to secure additional benefits. The cigaret vending machine business is larger than the public generally credits it with.

Murray Wiener, U-Need-A-Pak sales manager, returned recently from a month's trip thru New York State. He visited a number of operators who are using machines made by his firm.

Plans are moving forward for the big banquet to be held by the CMA of New Jersey February 10. Those who plan to attend should see James Cherry now about reservations.

New Citrus Vender Ready

TAMPA, Fla., Dec. 9.—Comment was made recently in *The Tampa Times* on the new citrus fruit vender which the Florida Citrus Exchange will place in operation shortly. Following is the item as it appeared:

"The popular slot machine principle,



BANQUET SHOWS of bygone years will be recalled at the 1940 Coin Machine Show, according to CMI officials.

with a cup of fresh citrus juice as the jackpot, will be put into operation by the Florida Citrus Exchange next month to collect nickels to help Florida growers pay off the mortgage on the old homestead. The new sales promotion contrivance is in the form of a self-operating juice vending machine which cuts and squeezes the fruit and serves the juice to the customer in a paper cup in a 3-cent operation which requires only 20 seconds to perform. Six of these mechanical salesmen will be "employed" by the Exchange and placed in service in New York about the first of next month, according to schedule. They were booked for delivery the first of November but war orders from Europe interfered with the factory work schedule and caused the delay.—*Tampa Times*.

Automatic Games' King Jr. Vender

CHICAGO, Dec. 9.—"Because we have realized for some time that operators must be supplied with real professional equipment in a smaller size, we have spent many months in combining all the good features of larger expensive vendors into a low cost junior line," reveals H. P. Burt, official of Automatic Games.

"With smaller, less expensive vendors it is possible to take the smaller locations. It is true that these locations individually will probably make less money than larger more profitable locations. But for the same investment as for a route of expensive vendors, a greater number of smaller vendors may be purchased. Even if the returns on each small vender are smaller, the aggregate returns of them all are higher than a route of expensive machines in fewer better locations. This route of locations with less investment is more profitable than a route of expensive machines."

"Our new vender, the King Junior, is of unusual strength, good looks and trouble-free operation. Since our first announcement of King Junior, orders have been pouring in far beyond our expectations."

What To Do With Old Gum? Slogan Needed

A chance to be a friend to man, and especially Mayor La Guardia, of New York, is a pretty head recently.

Aroused by the amount and extent of old chewing gum thrown away annually, even daily, and particularly on sidewalks and in railroad stations, Mayor La Guardia is promoting a "campaign of education" that will drive this unsightly and sticky habit from our shores.

His idea is that gum chewers should save the wrapper and use this later on to wrap the old gum in. That is the theme of his campaign, and several of the major companies have promised to suggest this when they print up the wrappers for 1940.

Slogan Is Needed
But so far no slogan has been invented, and this creates today's opportunity to do a good turn. There should be a "catchy" slogan," Mayor La Guardia says, which will drive the point home and make the country more-careful-disposal-of-old-chewing-gum conscious until the unwrapped-chewing-gum-evil is no more. The slogan should be short, and make its point in as few words as possible, as all good slogans do. "Don't drop it, wrap it," has this virtue, but doesn't seem quite adequate. Or possibly it should be some little jingle, such, for a rough suggestion, as "That is mamma's little man, put it in the garbage can." Or "Stick your gum behind your ear, you may want it later, dear."

These are only tentative, but indicate the right thought. On the other hand, such a slogan as "All right, so we ain't neat" would obviously not be helpful.

May Not Be Solution
Possibly wrapping isn't the solution. Maybe a better slogan would be "Oop! a lout spits it out," or "Don't be a goop, eat it oop." The exact wording of course is a matter of personal taste. Undoubtedly any suggestion would be well received.

And while you're at it, thinkers, you might figure out what they are going to do with 10,000 neatly wrapped packages of old gum after it is wrapped. In accordance with the La Guardia Plan,—Robert M. Yoder in *The Chicago Daily News*.

Something New—Something Different
PEP UP YOUR SALES WITH
Cocoanut Cream Nibbles
(Not Hard Shell Processed)
A NEW
BULK VENDOR CONFECTION
WRITE FOR PRICE LIST
PAN CONFECTIONS-CHICAGO
343 W. Erie St. CHICAGO, ILLINOIS
ORIGINATORS OF HARD SHELL CANDIES

BULK VENDER OPERATORS
Write today for our new Money-Back Plan. Guaranteed to increase your collections 200 to 2,000%.
BUREL & COMPANY, INC.
679 Orleans St. Chicago, Ill.

RE-CONDITIONED VENDORS!
25 EVERREADY 4-Col. 1c Nut and Confection Vendors \$ 5.50 Ea.
50 Double Col. 1c Block Gum Vendors 3.50 Ea.
20 Columbus 2c Peanut Vendors 2.50 Ea.
10 Ring & Orlis Cross 1c Counter Games, with Ball Gum Vender 7.50 Ea.
10 Rows Aristocrat 6 Col. 1c Cigarette Vendors, with Slug Proof Slots 18.50 Ea.
D. ROBBINS & COMPANY - 1141B De Kalb Ave., Brooklyn, N.Y.

ADVANCE REGISTRATION FOR COIN MACHINE SHOW

Hotel Sherman, Chicago, January 15, 16, 17, 18, 1940

(To be used only by qualified operators, distributors and jobbers of coin-operated machines.)

The 1940 Coin Machine Show management announces that members of the trade may have their admission badges waiting for them at the Registration Desk by mailing in the following blank in advance:

Name
(Please write or print plainly with pencil)
Address City and State
Check whether Operator Jobber Distributor
Check type of machines used:
 Amusement Music Merchandise Scales
 Other types, if so list

I buy from (name two)
Date Signed by
(Please enclose letterhead or business card as identification)

You may register for others in your firm by listing on a separate piece of paper and attaching to this registration blank.

Your registration blank will be delivered to the 1940 Coin Machine Show management by mailing it to

The **Billboard**
54 W. Randolph St., Chicago

South Carolina Games Revenue \$11,530 in Nov.
COLUMBIA, S. C., Dec. 9.—Revenue from South Carolina's special taxes during the month of November, 1939, showed a considerable increase over revenue from the like month in 1938, according to figures released by the tax commission.

Coin machine tax collections totaled \$11,530 during the month, contributing to the \$1,100,000 rise in general collections. In the period of 1939, from July to November, \$58,900 has been collected in coin machine taxes.



MUSIC MERCHANDISING



First State Convention Is Held by Indiana Group

Two-day program shows district meeting idea to be great success

By WALTER W. HURD

INDIANAPOLIS, Dec. 9.—The first annual convention of the Indiana State Operators' Association, Inc., was held at the Claypool Hotel, Indianapolis, Saturday and Sunday, December 2 and 3. It was an important meeting in that it marked the climax of a period of several months of building up a State organization. The first public meeting was held in Indianapolis last April, and then followed a series of district meetings in various cities over the State, where a one-day meeting would be held and operators invited to take membership in the organization.

The Indiana organization has appealed especially to operators of phonographs and vending machines. Probably 80 per cent of its members have phonographs. The big crowd at its annual meeting was full proof that the plan of holding district meetings is an effective way to build up a State organization.

Good Program

While the State convention had been announced only about three weeks and time was very short, still the program had been carefully planned and worked out smoothly. A record firm had arranged a two-hour tour of a record manufacturing plant for Saturday afternoon. This took care of the afternoon and is another indication of how record firms and their representatives are contributing much to help make operators' meetings a success. A roomy exhibit hall had been arranged and several good displays of machines were on the floor. The exhibits were open during both days.

The banquet and dance program was arranged for Saturday evening. A total of 127 persons were served, and informal social gatherings were about the hotel during the evening, as well as on the dance floor. Homer Caphart was the guest of honor and when called upon to speak he stressed the fact that after all is said and done the coin machine trade must cater to the public. The public patronizes our machines and that is what we must always keep in mind.

Big Invitation

James A. Gilmore, secretary-manager of the Coin Machine Industries, Inc., was present and was invited to speak. He gave a hearty invitation to all operators and members of the trade and allied products to attend the 1940 Coin Machine Show to be held in Chicago January 15 to 18. This was probably the first State meeting of operators to which Mr. Gilmore had been invited to speak. He showed his ability as a speaker, and his long experience in trade association work no doubt will be used more and more by the trade in general.

Shep Fields, well-known orchestra leader, left his work at the Lyric Theater long enough to speak a word of greeting to the gathered phonograph operators. Several other persons were introduced to the group and made brief talks.

Business Sessions

The business sessions for the convention were held Sunday afternoon. The sessions included a meeting of officers and directors, also a meeting of the grievance committee, a session

for members and nonmembers at which time about 30 new applications were received, and a session for members only. This gave a rather complete program for business matters and back of it all was the general rejoicing that after several months of planning and hard work here was an energetic and successful trade organization celebrating its first general State meeting.

That its plans, methods and success will help other organizations over the country and will be studied by them was indicated by the presence of a delegation from the Minnesota operators' association, also a very successful and active organization of operators.

The officers and directors of the Indiana organization will be at the 1940 convention in Chicago to contribute their experience and ideas in any meetings of trade association officers or operators that may be held during the national trade convention.

Buffalo Phonograph Distributor Opens

BUFFALO, Dec. 9.—With grand flourishes a phonograph distributing firm in charge of T. L. (Andy) Anderson, opened new offices at 1448 Main street. Many operators of the Buffalo area, as well as fellow distributors from other areas, were present at the opening. Cliff Bailey, a factory district manager with offices in New York, attended and expressed confidence that Anderson would enjoy the finest of business in Buffalo. He cited the large attendance at the opening.

Officers of the new organization are described as being "the finest of their kind." Sound-proof rooms and good visual display within the building and from display rooms are features commented upon by visiting operators. A conference room for use of operators as well as repair, supply and parts departments augment the firm's services.

Anderson was enthusiastic and declared: "Our line of phonographs is the finest and we intend to prove to operators in this area that this is a fact. We hope to make our new offices a headquarters for operators in this area. Needless to say, we have the finest set-up to give the best of service to all phonograph operators."

Present at the meeting were the following: C. J. Baile, E. V. McCabe, L. Beiring, Mike Gimbroun, C. Allen, L. Buffington, J. Griffin, J. J. Golder, Al Bergman, E. Hayes, E. Pettit, Bill Gersh, Al Stevens, C. Meiers, J. Meriers, B. Blacher, N. Steinke, M. D. McKay, Angelo Delaporte, Karl Berg, D. Conny, M.

Prouty, K. Berg, J. Blakeslee, J. Benz, W. Bailey, E. R. Cohen, J. W. Connor, A. S. Cotton, E. Daniels, D. Levitt, H. E. Deaman, P. J. Donahue, W. Enger, R. H. Evans, L. Fein, W. Flynn, Doc Forrest, P. Gartrell, L. Gasser, J. Dubude, M. Epstein, A. Framer, E. Prackelton, J. Friedrich, M. D. Garfield, J. Goodbody, M. Garney, E. Gray, N. Grupp, Neal Harze, H. Harker, B. Kleiman, J. Lipman, M. Martin, D. D. Rice, G. Roeling, H. Ross, H. Schafer, V. H. Schmidt, A. Seiwert, R. Seltz, W. Shaw, H. Silverstein, V. Scalfari, L. Stehlin, C. Sorenson, M. Steinhorn, E. Trippl, S. Vostola, T. Steadford, N. Shmittman, A. Von Yearney, and many others.

Operators Okeh Phonograph Changeovers

CHICAGO, Dec. 9.—"The earning power and value of our phonograph changeover equipment is not a new story to operators—but it is certainly one that they like," say Paul Gerber and Max Glass. "We base this conviction from the numbers of orders operators are placing. Our equipment is being used from Coast to Coast, with every day seeing more and more phonographs modernized with our modernization aids."

Gerber & Glass report that one operator recently wrote: "I recently placed a good-sized order with you for grilles and some changeovers. They've proved so valuable to me that I've come to the conclusion that I really need them on many more of my machines."

"So I'm going to give myself a Christmas present by installing more of these grilles and domes on my older machines. Some Christmas presents to my location owners, too, for collections will be increased and he'll have a nicer looking instrument. My Christmas will not end December 25, for I'll be collecting Christmas presents in the form of increased earnings for a long, long time."

Decca Record Nets \$373,992 for Year

NEW YORK, Dec. 9.—Decca Records, Inc., and its subsidiary manufacturers of records, with twenty-one branch offices in the United States, reports a net income of \$373,992 for the fiscal year ended August 31. The net income for the preceding year was \$267,122. For the twelve months ended September 30 the net income was \$378,367.

According to Jack Kapp, president, in a letter to stockholders, directors have taken action to change the company's fiscal period from August 31 to correspond with the calendar year. Sales are now running about 50 per cent ahead of last year, it was also reported. Total sales of records for the fiscal year ending August, 1939, were \$3,640,998.14 as compared with the corresponding period of the previous fiscal year, \$2,462,505.17. The report showed that artists' fees and cost of recording master records for the fiscal year just ended totaled \$103,931.60.

Phono-Mike Production Up

PHILADELPHIA, Dec. 9.—Sale of the Phono-Mike, manufactured by the Economy Production Co., Philadelphia, has risen to such a high level that it has been found necessary to enlarge the productive facilities of the factory, the firm reports. The factory force has been increased during the past month and additional space devoted to the making of the patented phonograph microphone.

"Altho patrons must insert 5 cents in the coin chute of a phonograph in order to use the Phono-Mike, the device has been in such great use that many operators have informed Economy Production it has been most profitable," firm officials declare.

"The public is afforded an opportunity to sing, speak or vocally entertain such as the amplifier of the phonograph with the use of the Phono-Mike, which is easily attached to any type and make phonograph."

"The Phono-Mike is placed directly on the side of the phonograph, thus assuring the operator that the greatest attention will always be concentrated upon the phonograph. A patron does not have to travel any distance to insert coin in the machine, but stands directly near it while he sings into the microphone. This feature helps increase use of the phonograph and results in increased collections."

New Names Will Appear on Disks

NEW YORK, Dec. 9.—A new batch of bands and singing stars recently signed by the various record companies are scheduled to make their disk debut in the near future.

Decca has signed Arthur Godfrey, popular Washington singer, and Harlan Leonard, leader of a Kansas City string band, is expected to be signed by the end of next week.

Mitchell Ayres and orchestra is the newest band to be signed by Victor. Band will record under the Bluebird label.

Over at Columbia, Count Basie climbs up from the Vocalion label to the more expensive Columbia tag. The Marshall, two boys and two girls, are making four novelty numbers for Columbia.

El Oberstein, of United States Record Corp., has signed up four more bands to record under the Varsity and Royals labels. Lang Thompson and orchestra, Carlos Molina and his rumba band, Charles Baum and orchestra, and Lennie Hayton and crew are the newcomers.

Punton Joins Badger Novelty Co.

MILWAUKEE, Dec. 9.—Badger Novelty Co. has announced that W. F. Punton has joined the firm's sales force. He is a former district manager for the States of Wisconsin and Northern Michigan for a phonograph manufacturing firm.

"Punton is well known among the operating trade through Illinois, Wisconsin and Northern Michigan," revealed William R. Hoppel Jr., Badger official. "His experience for many years in the phonograph lines is valuable to the phonograph operators in helping them solve various problems that come up in their particular lines."

Talent Agencies Use Phonos at Convention

NEW YORK, Dec. 9.—Artist representative offices are finding that the automatic phonograph a valuable adjunct to their business these days.

At the National Association of Amusement Parks, Pools and Beaches show at the New Yorker Hotel this week, the Music Corp. of America, Williams Artists Agency and Consolidated Radio Artists had phonographs in their booths packed full of the latest recordings made by the bands they represent.

Whenever a prospective talent buyer appeared, the boys not only told the prospect all about the band but let the clerk leader sell himself with his own music.



"THE BIGGER THE SELECTION of records, the greater the profit," says John T. Hogen Sr., right, of the La Fayette Distributing Co., La Fayette, Ind. His listeners are his son John T. Jr., center, and Philip Dearing, manager of the service department. "Wurlitzer 24-record phonographs get more play because they have more records," he stated. "And—because an operator's overhead remains pretty well fixed regardless of the record capacity of his phonograph—those extra nickels represent just that much more profit for the operator," he concluded.

COMPLETE 1940 CHANGEOVERS



for 616-716-412 with
ILLUMINATED DOME, FRONT
GRILLE and DOOR PLASTIC
AS ILLUSTRATED **\$19.95**

AVAILABLE SEPARATELY
GRILLE—DOOR PLASTIC **\$13.66**
SIDE LOUVERS

NEW 1940 DOMES **\$8.95**
FOR 616-716-412

GERBER & GLASS
914 Diversey Blvd., Chicago, Illinois

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 24 W. Randolph, Chicago, Ill.

Detroit

To the Editor:

I found when I entered the phonograph business as an operator a little over a year and a half ago, that I had a lot of things to learn, and I am still learning. But it is a very interesting business, and I find that I am getting along pretty well and have had very satisfactory returns.

I supply my machines with a large variety of records, and keep changing them. If I learn of a record that has been going good and is a hot one in some other city, I buy it and try it out.

I like *In the Mood* by Glenn Miller and expect it to become one of the most popular in the next couple of weeks. It takes a record a month or so, usually, to become popular. Erskine Hawkins has a number of good records out, one of which, *Tuxedo Junction*, has proved a hot number in my locations.

You Find the Nicest People in Your

Dreams, by Fats Waller; Lionel Hampton's recordings of *Hot Mallet* and *One Sweet Letter to You*, and *Please Tell Me the Truth*; by Ella Fitzgerald, are well on the way to the top around here. SABORIS WALTON, Detroit.

Moosic, Pa.

To the Editor:

The record of the moment is *Oh, Johnnie, Oh*, with Orrin Tucker's recording being far superior. However, at this writing we are anxious to hear the Andrews Sisters' rendition of the number, which has just been released.

Pushing *Oh, Johnnie, Oh* for top ranking is *Scatterbrain*, Freddy Martin being tops, and *She Had To Go and Lose It at the Aftor*, recorded by Johnnie Messner. For novelty-type records, the last-mentioned recording is the best that has come along in quite a while and is certainly gathering in the nickels.

Also going over in a big way are the records of the Andrews Sisters, which makes us that much more anxious to get their record on *Oh, Johnnie, Oh*. Their *Yodelin' Jive* is about the best of the current releases. The most popular band is still Glenn Miller, with *In the Mood* being a necessity on every machine.

South of the Border by Ambrose; *Josephine* by Wayne King or Tommy Dorsey, and the *Beer Barrel Polka* by Will Glabe are all hanging on with tenacity. If all the *Beer Barrels* we have worn out were laid end to end, what an operator's party we could have.

The most puzzlin' problem of the

Attention: Last Call! PHONOGRAPH OPERATORS

In the very near future a Phonograph Manufacturer will have a message for the trade that will astound the entire industry. A message that will be of vital interest to you, personally, because it will have a decided bearing on your income in the future.

THEREFORE—

We would appreciate your opinion on the following questions. All replies will be held in the strictest of confidence. You need not sign your name.

A MERCHANDISE CERTIFICATE FOR \$50.00 WILL BE GIVEN TO EACH OF THE 10 BEST LETTERS AND ANSWERS SUBMITTED.

- 1) Is it your opinion that too much plastic affects the tone quality?
- 2) Have we reached the maximum on plastic effects? Or should we go further with it?
- 3) From your experience what make or model do you consider the ideal cabinet size for operating?
- 4) For average phonograph operation, what do you consider the ideal number of records?

10 — 12 — 16 — 20 — 24 —

THANK YOU—

We hope with your prompt support in this matter we may bring to you SPEEDY MESSAGE that will bring you joy and go down in the history of this fine industry the most outstanding success in years.

WE AWAIT YOUR REPLY.

BOX 416

THE BILLBOARD

CHICAGO, ILL.

WURLITZERS

REBUILT WITH NEW LIGHT-UP FRONTS AND GRILLS AT LOWEST PRICES

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

A-1 EQUIPMENT AT NEW LOW PRICES

Seeburg Model A	Each	\$25.00	Mills Zephyr	Each	\$24.50
Seeburg Model C or D	29.50	Wurlitzer 409	29.50
Seeburg 1935 Selectophones	17.50	Wurlitzer P-12	25.00
Seeburg 1939 Selectophones	20.50	Wurlitzer 412	29.50
Mills Deluxe	15.50	Rockola 48-Record	49.50
Mills Swing Kings	22.50	Seeburg Model A, with Illum. Grill and Moving Background	35.00
Mills De Re Mi	29.50			

All Ready for Location. Immediate Shipments. Send Deposit With Order.

SOUTHERN AUTOMATIC MUSIC COMPANY

312 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND. 222 S. 2nd St., LOUISVILLE, KY.

moment is whether it is better to use the *South of the Border* side of the Sammy Kaye record or the *Hottiger Schottische* side. The only solution seems to be to buy two records and use one of each, I dunno!

FRANK GROVER,
Sterling Service.

Wilkes-Barre, Pa.

To the Editor:

While waiting around for another record to take the place of *Beer Barrel Polka*, I thought I might take time out to say that *Oh, Johnnie, Oh* shows promise of being a rival to the *Beer Barrel* but I don't think it will equal the pulling power of the *Polka*.

At the present time *Oh, Johnnie, Oh* is leading the disc parade at my stop, with the recordings of Orrin Tucker and the Andrews Sisters getting the biggest play. *Scatterbrain* by Freddy Martin is close behind, with *I Only Want a Buddy*, *Not a Sweetheart and Angry*, by Tidy Hall, coming up.

I notice there is a gradually increasing demand for old-time songs, both in their natural state and also those revitalized—to coin a phrase. The trend seems to be

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.



See Your Distributor or Write

THE ELDEEN CO.,
176 W. Wisconsin
Milwaukee, Wis.


slowly going away from the jitterbugs, with straight dancing coming back into its own.

My Prayer, by Jimmy Dorsey, is exceptionally good. *South of the Border* is still going strong, with the *Beer Barrel Polka* beginning to show a little the worse for wear. Another song on the upswing *All Those in Favor Say Ape*.

In the vocal division, Bing Crosby is still tops, with the Andrews Sisters and the Ink Spots giving Bing a run for the money. I might add that the best record



FIRST VISITORS to Mills Novelty Co.'s newly opened Mills Music Hall. At the left stands Connie Flynn admiring the Mills Throne of Music.

THESE POPULAR PLATTERS PILE UP THE PROFITS!!!

- 2800 CIRIBIRIBIN
Yodelin' Jive Ft. Vc.
Bing Crosby and the Andrews Sisters
- 2767 SCATTERBRAIN
At Least You Could Say Hello Ft. Vc.
Guy Lombardo & His Royal Canadians
- 2732 MY PRAYER Ft. Vc.
South of the Border (Down Beat) (Wm. 1482)
Ambrose and His Orchestra
- 2840 OH JOHNNY, OH JOHNNY, OH!
South American Way Ft. Vc.
The Andrews Sisters
- 2816 MY WUBBA DOLLY (My Rubber Ditty)
You're Gonna Lose Your Gal Ft. Vc.
Mlle Fitzgerald and Her Famous Orchestra
- 2838 IT'S A WONDERFUL WORLD
In Spots Ft. Vc.
HONEYLY
Jan Savitz and His Orchestra
- 2790 MY PRAYER Ft. Vc.
Give Her My Love (In Spots)
- 2810 MY PRAYER Ft. Vc.
You're the Greatest Discoverer (Wm. 1482)
Jimmy Dorsey and His Orchestra
- 2834 BLUEBIRDS IN THE MOONLIGHT
In Spots Ft. Vc.
IT'S A HAP-HAP-HAPPY DAY Ft. Vc.
Guy Lombardo & His Royal Canadians
- 2494 EL RANCHO GRANDE (My Ranch)
IDA SWEET AS APPLE CIDER Ft. Vc.
Bing Crosby, Assisted by The Foursome
- 2788 SOUTH OF THE BORDER (Down Beat)
Does Your Heart Beat for Me? Ft. Vc.
Tony Martin
- 2794 GOODY GOODYVE Ft. Vc.
Two Blind Loves Ft. Vc.
Ted Weems and His Orchestra

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL,
QUEBEC

ATTENTION! New England OPERATORS!

Mr. R. E. Strobel, representing the TRIMOUNT COIN MACHINE CO. will be at the HOTEL HIGHLAND, Springfield, Mass., Dec. 14 and 15 for the purpose of showing the new

PENNY PHONO

Plays music for a penny . . . One record carries 20 different tunes . . . Lowest operating cost . . . 10 times more play.

Trimount Coin Machine Co.
1292 Washington St., BOSTON, MASS.

BUDDY CLARK

VOCAL SENSATION OF THE YEAR
SINGS FOUR TERRIFIC HITS!

- 8100 IN AN OLD DUTCH GARDEN F.T.
- LEANIN' ON THE OLE TOP RAIL F.T.
Buddy Clark, Vocal in Dance Tempo
- 8101 ON A LITTLE STREET IN SINGAPORE F.T.
- VAGABOND DREAMS F.T.
Buddy Clark, Vocal in Dance Tempo

The United States Record Corp. New York
VARSITY RECORDS DOUBLE YOUR TAKE!

Advertise in The Billboard—You'll Be Satisfied With Results.

for vocal is the combination of Bing Crosby and the Andrews Sisters in Yodelin' Jive or its reverse side, Chirt Bird Bin.

As for the orchestras, Tommy Dorsey and Glenn Miller are running a close race, with Russ Morgan, who comes from near-by Nantucket, right behind. By the way, a number which I think will bring those nickels along is the waltz Viennese Citizen, a Marek Weber recording. It goes big at every spot we install it. HANS LINDESMAN, Roth Novelty Co.

Indiana Ops In Convention

INDIANAPOLIS, Dec. 9.—The first annual convention of the Indiana State Operators' Association, Inc., was held December 2 and 3 at the Claypool Hotel here. It marked the successful close of a year of organization work, according to officials of the group. Among the highlights of the convention was a tour of the local record manufacturing plant of the RCA Mfg. Co. Saturday afternoon. John Smith, vice-president of the local firm, greeted the operators. Kiefer-Stewart Co., of Indianapolis, distributor of records, helped arrange the tour.

The banquet and dance Saturday evening had a registration of 127 persons, considered a very creditable number. Homer E. Capehart was introduced as guest of honor and spoke briefly. James A. Gilmore, secretary-manager of the Coin Machine Industries, Inc., was president and invited all members of the trade to attend the great 1940 Coin Machine Show in Chicago, January 15-18. Shep Fields, prominent orchestra leader, was introduced to the operators. Tom Crosby, president of the Minnesota operators' association, and others with him were introduced. Jack Keller, Rowe Mfg. Co.; Mr. McKelvey and Pete Otis, of J. F. Seeburg Corp., and several others were introduced. Ben Stern was master of ceremonies, and Fred Johnstone assisted in introducing visitors and guests. The Ambassadors Orchestra of Wabash College and Babe Lynn furnished the music.

Invited Program

The grievance committee met at 11 o'clock to hear complaints. A directors' meeting was held later, at which Charles W. Hughes, president; Henry J. Windt, secretary-treasurer, and other officers were heard. At the open meeting Sunday afternoon 80 membership applications were received and passed to the membership committee for action. One application listed 40 mules and two tractors as equipment. Investigation showed it was that of Homer E. Capehart. He was voted an honorary life membership in the Indiana association.

The directors held a later meeting to hear Tom O'Mara, attorney, discuss the Indiana gross income tax. He is making a study of the law and met again with the directors December 6 for further discussion.

Machine Displays

The hotel's assembly room was used as an exhibit room for displays of machines. Altho the plans for exhibits had been announced very late, some creditable displays were on the floor. The displays included Guarantee Distributing Co., Wurlitzer phonographs; Du Greuter Sales Corp., cigaret machines; Stoner Corp., candy and cigaret ma-

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Lilacs in the Rain. Taking a sudden spurt in the affections of nickel-droppers in enough locations around the country to land it up here in a more or less unopposed hurry, this lovely ballad now definitely cannot be ignored by those operators who thus far have been blind to its phono appeal. Sort of an in-and-out since its appearance some weeks ago (due not to any lack of merit but rather because of a multitude of melodic songs released since the summer), this now seems to have hit a nice stride. Bob Crosby and Dick Jurgens lead in the record popularity sweepstakes, with Charlie Barnet getting the nod in some machines.

In the Mood. Glenn Miller.

Scatterbrain. Frankie Masters, Benny Goodman, Freddy Martin, Guy Lombardo.

Oh, Johnny, Oh, Orrin Tucker.

South of the Border. Shep Fields, Guy Lombardo, Ambrose, Tony Martin, Sammy Kaye, Horace Heidt.

My Prayer. Glenn Miller, Ink Spots.

What's New? Bing Crosby, Benny Goodman, Hal Kemp.

COMING UP

Recordings listed below are those which operators report are not yet top-notch records 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.

Yodelin' Jive. This has still not reached the stage of universal hitdom, slightly surprising considering the potency of its attraction for phono patrons. Altho it was clear from reports last week they were going for this side rather than the reverse, *Ciribiribin*, the picture is confused once again, with both sides coming in for a pretty equal share of attention. The only disk under discussion, of course, is the Bing Crosby-Andrew Sisters recording.

I Didn't Know What Time It Was. Finding its way onto more and more reports each week, this superior romantic song from the score of Rogers and Hart's latest Broadway musical comedy hit, *Too Many Girls*, has now reached a position where it can't be overlooked by operators desirous of giving their patrons the tunes they want to hear. And the recording of it that they apparently want to hear is Benny Goodman's.

Last Night. Reports on this Nick Kenny item this week are a little confusing. The network territory is finding it one of the strongest numbers under the needles, it's reported as being on the way up around Chicago, but there's silence on it from the rest of the country. No reports other than the two mentioned refer to it at all. From that, it would hardly seem to be vital in the boxes, and yet there's no side-stepping the fact that New York and Chicago are finding it to be a profitable thing. In these areas it's Glenn Miller and Bob Crosby who are being awarded the palm.

Bluebirds in the Moonlight. There's no predicting the music business, and nobody has the insight into the public mind to state flatly that such-and-such a song will be a hit or a flop. In some instances, using certain established facts as a base, predictions may be reasonably safe, but there's still no guarantee that they'll come true. This song is a case in point: the plugging resources of a large publisher, and, most important of all, the distinction of being part of the score of a much-heralded movie, *Gulliver's Travels*. It looks like a big number, but there isn't anybody who can predict unhesitatingly that it will fulfill its promise. At the moment it's selling nicely, in the Glenn Miller, Dick Jurgens and Guy Lombardo versions. Operators at least ought to be prepared.

Chico's Love Song. Pulling a fair amount of buffalo heads in many spots is this Andrews Sisters' recording. It's doing a nice enough job for operators in a quiet way and despite the fact that it will probably never be a front runner those ops not doing so already ought to make it available, for it has proved itself to be worth the space it takes up on the phono.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Silent Night. Once again it's the time of year when Christmas songs find their way under needles, and as usual, Bing Crosby's recording is the most prominent of all Christmas carols in the best bet. For a novelty, Tommy Riggs, creator of the radio character, Betty Lou, has recorded the same song in the childish treble of the little girl, an unusual and appealing item for the machines. Any record of *Jingle Bells* is obviously a timely attraction also on the identification slips.

Tuxedo Junction. An Erskine Hawkins recording that is creating a bit of a stir in one or two spots, not enough possibly to consider it a real comer as yet, but definitely enough to rate it a strong possibility. Look into this one.

Between 18th and 19th on Chestnut Street. A clever number, made by Will Osborne (co-author of it with Dick Rogers, vocalist with the band), which has an excellent chance to click in a big way. The title, the lyrics and the vocal by Rogers and Dale Jones are right up the automatic phono alley.

In Our Little Part of Town. Jimmy Walker, ex-mayor of New York and writer of the old favorite, *Will You Love Me in December as You Do in May?*, has turned out this first work in many years. A great deal of publicity has naturally been given it so far, and more can be expected. That alone can do a lot for the song in the machines, and the number itself is definitely in the proper phono vein.

(Double-meaning records are purposely omitted from this column.)

OPERATORS!
HERE ARE THE LATEST
HIT DISKS BY
AL DONAHUE
and his Orchestra
"THE BAND EVERYBODY
IS TALKING ABOUT"



- ★ Love Never Went to College
- ★ In the Mood
- ★ Darn That Dream
- ★ My Silent Mood
- ★ Opening Jan. 1st
- ★ THE MEADOWBROOK, N. J.

ON VOCALION RECORDS

chimes: Rock-Ola Sales, Rock-Ola phonographs; Markepp Co., Cleveland, orange juice and pop-corn vending machine, Kiefer-Stewart Co., Victor and Bluebird records; Southern Automatic Music Co., Seaburg phonographs; Decca Record Corp., Decca records; National Cigaret Machine Co., cigaret machines; Indiana Distributing Co., Mills phonographs; Barton Distributing Co., Brunswick, Vocalion and Columbia records; Rowe Mfg. Co., cigaret machines. Award for the most attractive booth was given to Kiefer-Stewart Co.

The Arrangements Committee was composed of Paul Jock, Guarantee Distributing Co.; Sam Weinberger, Southern Automatic Music Co., and Ray Walters, Indiana Distributing Co., all Indianapolis firms.

Officers of the Indiana association are Charles W. Hughes, president, Ladoga, Ind., and Henry J. Windt, secretary-treasurer, 3329 North New Jersey street, Indianapolis.

San Antonio

SAN ANTONIO, Dec. 9.—Sam May and wife are showing off their new Baby girl. Little Dolly Mary made her appearance at the May home October 22.

The Simplex Distributing Co., formerly owned and operated by Earl Reynolds,



TOP-FLIGHT BAND MAN HORACE HEIDT, who recently broke all records at a Buffalo theater, listens with a smile of satisfaction as the Wurlitzer phonograph plays back one of his recordings. Bandsmen Heidt declared appreciation of the exceptional tone quality of the Wurlitzer in playing records he has made. Thousands of Heidt's recordings are used each year in phonographs in all sections of the world.

has been purchased by Joe Williams, of Dallas, and the firm's name has been changed to Commercial Music Co. It distributes Wurlitzer phonographs.

K. F. (Wilky) Wilkinson, of the United Amusement Co., and Sam May, of Sam May & Co., were recent visitors to the Bally gathering in Chicago. Both boys report that the new Bally bowling game, as well as the Bally radio-rifle machine, Bull's Eye, are wonders. Both May and Wilkinson will attend the January Coin Machine Show.

T. E. Beck is keeping his Lone Star Vending Co. out in front with plenty of new equipment and real service. Beck is one of the pioneer ops of the coin machine row in this city.

D. S. French is another old-timer of the Alamo City. French says he may attend the big Show in January.

The Coin Machine Show interest is running high and it looks like a big San Antonio crowd will join the Texas delegation at Dallas on January 13. At the present time it looks like at least ten or twelve coinmen will visit the big show.

Winter tourist business will soon start in this city of sunshine, and when the rich start dropping in the cash boxes start rising. Ops will enjoy a nice tourist business in many spots during the next few months.

Speaking of pioneer ops of this town we can't overlook E. L. Chitwood. E. L. has been keeping the coin chutes going for several years and is still going strong.

Danny Odum, ex-circus executive and now operator, is seen along the row almost daily. Odum likes the Texas climate and especially the soft San Antonio sunshine.

Nick Malas, with his De Luxe Amusement Co., can still be found in the Milam Building.

Earl Reed and L. E. Morenger, ops supreme, are busy with their string of machines and report business fair.

Natchez, Miss.

NATCHEZ, Miss., Dec. 9.—December is bringing improved business to ops in this section, according to operators themselves, who say that the pick-up is welcome as the coming of good Ole St. Nicholas himself. There are a number of new locations and all ops are looking forward to a better and brighter 1940.

Sam McCabe, of the Seramae Co., is out again after being ill for several days.

Rosso Brothers, Woodville, Miss., ops, were here on a visit recently with Sam McCabe and Sam Serio, Seramae Co. owners.

Mrs. Bonnie Tucker, widow of Dan

THE NEW 1940
ACME DOME \$8.95 EACH



AMERICA'S FINEST 616 PARTS

Two short corner pillars of brilliant red plastic edged with polished aluminum frames \$2.50
Two long corner pillars of brilliant red plastic edged with polished aluminum frames \$5.50
One complete speaker grille of highly polished, beautifully designed aluminum flanked by extra wide brilliant yellow columns of cured plastic. \$8.25
Three chromium bands that run the entire width and add beauty and imperviousness \$1.75
One coin guard and fittings \$1.00
Plastic for original program holder \$500
Complete instructions \$500

YOUR 616 REMODELED AT OUR Factory, \$2500
F. O. B. Brooklyn

IMPORTANT
PRICE INCREASE ON REMODELING YOUR 616 WILL BE IN EFFECT AS OF JAN. 1, 1940 \$29.50, F. O. B. Brooklyn

Two aluminum lips for holding new program holder \$500
Complete instructions \$500

FOR SALE:
Completely Remodeled 616 (as illustrated), \$119.50
Deluxe Remodeling 412 with Louvers, \$57.50

Get. Des. With Order, B.S.F.C.O.D., F.O.B. Brooklyn.

ACME SALES CO.
New Address: 1775 CONEY ISLAND AVE. BKLYN, N.Y.
N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

A Smash Hit!!
The Latest Recording by
LARRY CLINTON
AND HIS ORCHESTRA
on VICTOR No. 26417
★ MY SILENT MOOD (Vocals by Terry Allen)
★ TOSELLI'S SERENADE
ORDER IT FROM YOUR LOCAL VICTOR DEALER TODAY!

IT'S TOMMY TUCKER TIME

They'll come flocking around your music boxes to hear

TOMMY TUCKER'S
VOCALION RECORD of that naughty nifty
THE MAN THAT COMES AROUND
Vocalion No. 5199

Tucker, of La-Ark-Tex Co., reports several new spots have been opened by her company in this and surrounding territory.

Golden States Shows, which played here recently, reported good business with diggers and other coin-operated machines on midway. Show is in charge of J. A. Gentsch and George Higney, of Hughey Bros.

Several new beverage machines have been noted in various locations in this territory. These machines, somewhat new in this area, seem to be catching on nicely.

Operators in this locality report that cigaret machines are doing especially well for them. Peanut vending machines, too, are getting a good play.

Vinci Brothers, ops of St. Francisville,

SELLING OUT ALL USED PHONOGRAPHS
(Immediate Deliveries)

Wurlitzer Mod. P-30, 1935, 12 Rec. 5 24.45
Wurlitzer Mod. P-312, 1936, 12 Rec. 37.45
Wurlitzer Mod. P-412, 1936, 12 Rec. 37.45
Wurlitzer Mod. 616, 1937, 16 Records, 74.85
Wurlitzer Mod. 716, 1937, 16 Records, 77.85
Wurlitzer Mod. 616-A, 1937, 16 Rec. 82.45
Wurlitzer Mod. 64, 1938, 24 Records, 136.45
Wurlitzer Mod. P-412, 12 Records (in new Seaburg Lighted cabinets) 79.45

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La., report installation of new machines, including the latest model phono. They say business was never better. St. Francisville is on the Mississippi line between Natchez and Baton Rouge.

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RECONDITIONED PHONOGRAPHS

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CONSOLES

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PHONOGRAPHS

<table border="0"> <tr><th>Model</th><th>Price</th><th>Model</th><th>Price</th></tr> <tr><td>Wurlitzer P-10</td><td>\$ 30.00</td><td>Wurlitzer #16</td><td>\$ 90.00</td></tr> <tr><td>Wurlitzer P-12</td><td>45.00</td><td>Wurlitzer #16</td><td>94.50</td></tr> <tr><td>Wurlitzer P-12</td><td>45.00</td><td>Wurlitzer #24</td><td>165.00</td></tr> <tr><td>Wurlitzer #12</td><td>55.00</td><td>Wurlitzer #9</td><td>65.00</td></tr> <tr><td>Wurlitzer #12</td><td>50.00</td><td>Wurlitzer #1</td><td>60.00</td></tr> <tr><td>Wurlitzer #100</td><td>55.00</td><td>Wurlitzer Model</td><td>25.00</td></tr> <tr><td>Wurlitzer #12</td><td>75.00</td><td>Bi-Telephone, 10 Revs.</td><td>20.00</td></tr> </table>	Model	Price	Model	Price	Wurlitzer P-10	\$ 30.00	Wurlitzer #16	\$ 90.00	Wurlitzer P-12	45.00	Wurlitzer #16	94.50	Wurlitzer P-12	45.00	Wurlitzer #24	165.00	Wurlitzer #12	55.00	Wurlitzer #9	65.00	Wurlitzer #12	50.00	Wurlitzer #1	60.00	Wurlitzer #100	55.00	Wurlitzer Model	25.00	Wurlitzer #12	75.00	Bi-Telephone, 10 Revs.	20.00	<table border="0"> <tr><th>Model</th><th>Price</th><th>Danceomatic</th><th>\$115.00</th></tr> <tr><td>Danceomatic Deluxe</td><td>20.00</td><td>Danceomatic Deluxe</td><td>20.00</td></tr> <tr><td>Zephyr</td><td>50.00</td><td>Do-Do-Be!</td><td>35.00</td></tr> <tr><td>Stoodle</td><td>30.00</td><td>Swing King</td><td>30.00</td></tr> <tr><td>Galloping Dominoes</td><td>100.00</td></tr> <tr><td>Whirling Tails</td><td>39.50</td></tr> <tr><td>Multiple Rider</td><td>64.50</td></tr> </table>	Model	Price	Danceomatic	\$115.00	Danceomatic Deluxe	20.00	Danceomatic Deluxe	20.00	Zephyr	50.00	Do-Do-Be!	35.00	Stoodle	30.00	Swing King	30.00	Galloping Dominoes	100.00	Whirling Tails	39.50	Multiple Rider	64.50
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CONSOLES

<ul style="list-style-type: none"> Track Time Madnick Club Flashing Thru 	<ul style="list-style-type: none"> Liberty Bell Lucky Lucre 	<ul style="list-style-type: none"> Trigon Credit Snappy Lamp Beach Home Stretch Skill Roll Roundup DeLuxe Propetector Ace
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Fifth in Series Of L. A. Articles

The name of Bob Gans appears at least six times in the fifth installment of a series of articles entitled, "The Lid Off Los Angeles," which has been running in Liberty magazine. The fifth of the series appears in the issue dated December 9, 1939.

Bob Gans is referred to in the article as "former slot machine king of Los Angeles." Pinball games are not mentioned in the fifth installment. But the fourth installment in the series made several references to pinball games and also to the California Amusement Machine Operators' Association.

The series of articles have the earmarks of a publicity stunt for Clifford E. Clinton, a professional reformer in Los Angeles, and also an attempt to make a national issue of a Los Angeles political situation.

Clinton's adeptness at publicity was shown recently when he started a monthly pocket magazine supposedly devoted to needed reforms in Los Angeles. While several commendable articles appeared in the first issue of the magazine, it also gave much space to two pet peeves that seem for some reason to gall Clinton very much—a certain prosecuting attorney and pinball games.

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Dary Jones, 25.00	Nippy ... 57.50
Snappy ... 45.00	Score & Go ... 25.00
Bar ... 35.00	Alps ... 20.00
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5 Free Races	Triple Play
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Free Play Game, \$35.00 each, 8500 and G. Jones, Bubbles, Fair, Rink, Miami, Ohio, 1000, 210, \$50.00 each, Mr. Ohio, Golden Gate, 25 Master 77 Venetian, chrome finish, 60, 50 Master 14, all porcelain, \$8.00 each, 1000, 210, \$50.00 each, 10, \$4.00, 10 Smoke, \$10.00 each, 18, \$10.00, 5, \$10.00 each, 1, \$10.00, 1/3 Deposit.

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"In the Bag," Say Evans Execs

CHICAGO, Dec. 9.—"The cat's not yet out of the bag, but there's something going on at the H. C. Evans & Co. plant that those in the know like very much. They hold out great expectations for it," declare Evans officials.

"The experimental department is in a hustle-bustle of excitement—the engineers rush about and the smile on their faces tells that they're happy over something.

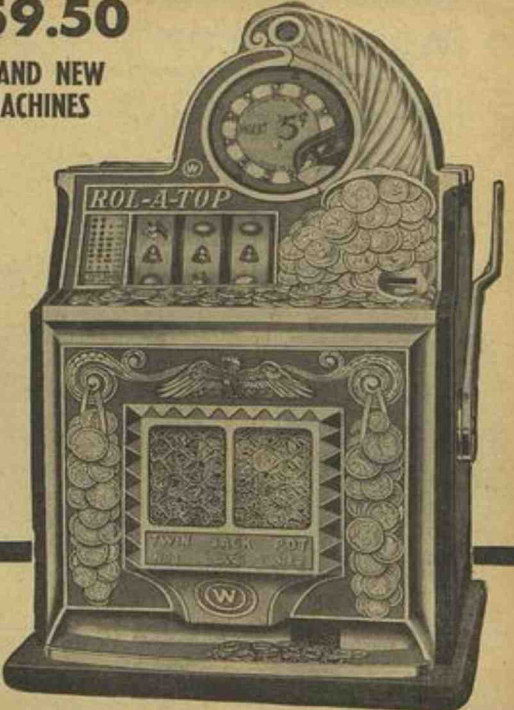
"It's a secret what the excitement is about, but everybody knows what the rumors are. For instance, the grapevine has it that Evans is placing the finishing touches on a new game that's earmarked for repeating the sensational success of Ten Strike.

"The new game is said to be neither a pinball nor any make-believe play, but another absolutely legal real play hit based on one of the most popular sports of the day. It is expected to be ready for the market about the time of the big show at the Sherman Hotel in Chicago. It is to be distributed thru the regular Evans distributors, who will thus be kept in a commanding position for making money.

"Meanwhile production of Ten Strike is proceeding at top speed in every department of the big Evans factory, and an amazingly large number of completed units are being turned out every day. The demand for the trade for this phenomenal game seems to be growing more overwhelming every minute."

\$59.50

BRAND NEW MACHINES



Operators Laud Western's Baseball

CHICAGO, Dec. 9.—"About a year ago coinmen all over the country were writing us and saying that they believed our Baseball game to be the top game of the year, both from an earning and mechanical standpoint," stated Don Anderson, sales manager for Western Products, Inc.

"We believe they were right from a sales point of view as well. These coinmen always comment about what they think is the best contribution to the industry every year. Lately we have begun to receive letters from many of these same operators and many new ones—letters that tell us they believe the greatest contribution of the year goes to Western again, but this time it goes double.

"They tell us that operation has proved our new Deluxe Baseball game to be one of the biggest profit makers they've ever known, and that, aside from offering an improved money-maker, we offered it to them in a manner that made it easier than ever to buy it—on our convenient time-payment plan. This, more than any other single factor, has been responsible for the financial success this year of many operators all over the country."

PRE-INVENTORY SALE
BRAND NEW MACHINES

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout, Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE
WATLING MANUFACTURING CO.
 4640-4660 W. FULTON ST., CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770
 Cable Address, "WATLINGITE," Chicago



"HOW'S BUSINESS?" they ask of Edward Spooner, vice-president of Rock-Ola's furniture division. "It's booming," he answers. "As you know, one of Rock-Ola's specialties is the manufacture of imported needlepoint covered upholstered furniture. The needlepoint covers are imported from Europe and the frames, authentic in period, are fashioned in the Rock-Ola plant. Demand for this furniture has been rising steadily."

SUPERIOR
LEADING THE FIELD IN IDEAS!

SUPERIOR'S greatest money-maker for the fall season, SCRIMMAGE, the first mechanical football board ever created by a salesboard manufacturer. Complete, authentic, realistic . . . an instant hit with sports fans the country over!

All the action is contained in one board. There are no mechanical parts to wear out . . . guaranteed against mechanical defects.

Write for complete literature on other football boards as well as new Fall Catalog.

FORTY-SEVEN NEW BOARDS JUST RELEASED!

SUPERIOR PRODUCTS
 14 N. PEORIA STREET, CHICAGO, ILLINOIS

Takes in 1600 Re @ 5c. . . \$80.00
 Pays Out . . . 43.49
 Total (Average) Profit . . . \$36.51
 Semi-Thick Board Complete With Goals



Is Your Subscription to The Billboard About To Expire?

So hot—it can't wait until SHOW TIME

Groetchen has done it again—pioneering another important achievement in counter game construction:

CLOCK MOTORS

Effective immediately, Mercury and Sparks Token Payout Games, already tremendously popular, will come equipped with these constant-speed timing clocks which are far superior to vacuum pumps or dashpots commonly used.

Buy Groetchen's Mercury and Sparks—the original Token Payout Games—and have the assurance that you will never have any service calls because your games operate too fast or too slowly.



A new price schedule is going into effect December 1—be sure to send at once for samples of the new "motorized" Mercury and Sparks Games.

GROETCHEN TOOL COMPANY 130 N. UNION ST. CHICAGO



Boost YOUR Kitty WITH POKER KITTIE

A definite payout board with 130 winners to keep players shooting! Easy-to-open, easy-to-read Poker Hand tickets. Striking color combination stands out in any location.

PRICE EACH **\$5.92**
Send for Catalog of Other Money-Makers

No. 1402 1400 Holes
Takes in.....\$70.00 GROSS
Definite Payout... 37.50 PROFIT **\$32.25**

HARLICH MFG. CO. 1413 W. Jackson Blvd. Chicago, Illinois

Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available

MINT VENDING COMPANY

211 N. 17TH STREET

BIRMINGHAM, ALABAMA

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS... AT FACTORY PRICES
SEND FOR YOUR FREE COPY OF CATALOG No. 52

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—and for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments... at prices that defy competition. Jammed with profit-making deals that are destined for fast play and swift profit! Write today!

If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG No. 51

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

GETTING ANY SLUGS?

Pace's 1940 ROCKET BELL will stop that menace for you once and for all. Mowry talks with this machine—and all slugs are politely handed back.

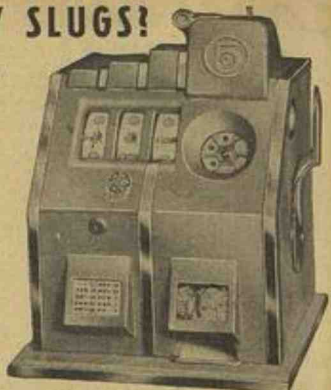
All 1940 Bells
Are Now Ready—

PACE'S SMOKE BELL
1940 SARATOGA
1940 PACE'S REELS
and Others

Write for All the Newest Circulars.

1940 WILL BE A PACE YEAR!

PACE MANUFACTURING CO., INC. 2909 INDIANA AVE. CHICAGO, ILL.



Production of Big Six Continues

CHICAGO, Dec. 9.—According to Jack Keeney, head of J. H. Keeney & Co., there has been no let-up in orders being received for the firm's latest game, Big Six.

"Operators the country over praise Big Six and tell us it's one of the finest games we have ever produced," said Keeney. "And the orders these comment have placed for Big Six is conclusive evidence that they mean every word sincerely."

"Even with doubled production forces we had a very difficult time attempting to 'catch up' with orders. However, we've at last gotten to the point where we are able to just about keep pace with sales."

"Big Six isn't the only machine, however, that is going at full-time production in the Keeney plant. Our all-time high-earning consoles, '39 Super Track Time, Triple Entry and Pastime, have kept the Keeney employees busy day in and day out. '39 Super Track Time, with the new odd or even feature on a nine-coin head, is setting earning records for all console operators. Triple Entry fascinates players with its three dials, nine-coin head and odds up to 200-1. Pastime, with its "match point" principle and double lite that doubles odds, is drawing in the nickels on locations everywhere."

Genco's Follies Of 1940 Booming

CHICAGO, Dec. 9.—Genco, Inc., manufacturer of Follies of 1940, reports that it has gone into day and night production on the game. "So tremendous and insistent has been the demand for the game as a result of terrific earnings re-

ported that every production facility of the Genco factory is being strained to hitherto unattained levels in order to fill record-breaking orders," stated Dave Gensburg, Genco official. "Altho we didn't believe it possible," continued Gensburg, "it seems that Follies of 1940 is going to outsell our recent sensation, Mr. Chips. The appeal of four different ways to win seems to be attracting the players to the game."

"Test reports gave us an indication that we had something really terrific in Follies of 1940. Now after several weeks of the greatest collection reports that we have ever had on a novelty game and after the largest number of repeat orders in our entire history, it seems to be pretty certain that we have the year's outstanding money-maker. It comes at a perfect time, at the time Christmas usually cuts into operators' collections a bit. With Follies of 1940 collections, in stead of taking the expected drop, are skyrocketing to new highs."

Christmas Biz Big at Monarch

CHICAGO, Dec. 9.—"Judging by the orders that we have received for coin-operated equipment during the past 10 days, operators have found it necessary to prepare for the holiday season immediately. Our business for the comparable period last year was much lower than this year's big turnover," reveals Al Stern, Monarch Coin Machine Co. official.

"For the sake of operators I hope that they may enjoy the time between now and December 25 with bulging cash boxes. Our business mirrors the extent of operations and the returns from coin machines. From this I believe that operators are currently enjoying the most profitable weeks of the year. And Monarch's dependable equipment is helping them to turn in ever-growing receipts."



HUNDREDS OF PENNSYLVANIA OPERATORS attended the recent grand opening of the new B. D. Lazar headquarters in Philadelphia. Photograph shows a few "grand openers."

ATLAS VALUE PARADE

2 HOLIDAY SPECIALS 2

SEEBURG MODEL K-20 (20 Records) . \$99.50
 Factory Reconditioned
GOTTLIEB TRIPLE GRIP (Like New) . \$8.50

RECONDITIONED PHONOGRAPHS

Seeburg Model A \$ 39.50	Wurlitzer 412 \$49.50
Seeburg Model B 32.50	Wurlitzer 400 49.50
Seeburg K15 (15 Records) 79.50	Wurlitzer 616 39.50
Seeburg K15 (20 Records) 119.50	Wurlitzer 616A 39.50
Seeburg Royale (20 Records) 129.50	Rockola Imperial 20 79.50
Seeburg Casino (20 Records) 152.50	Rockola Rhythmic King (12 Rec.) 44.50
Seeburg Regal 179.50	Mills Deluxe Dancestar 21.50
Wurlitzer 312 47.50	Mills Swing King 24.50

Beautiful Illustrated Guide Installed on All Models, \$10.50 Extra.

HUNDREDS MORE IN STOCK — WRITE FOR COMPLETE LIST.

Send for Your Copy of Our Illustrated Phonograph Catalogue.

TERMS: 1/3 Deposit — Balance C. O. D.

CABLE ADDRESS: ATNOVCO.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
 1901 Fifth Ave., PITTSBURGH.
 Associate Office: Atlas Automatic Music Co., 2962 E. Jefferson St., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS



riding high ali-baba

■ Tops in novelty appeal. High score, 30,000 to 50,000 (adjustable). Eight skill lane roll-over switches — Two are mystery and one a free ball return — 24 beautiful and entirely new type bumpers. Play is thrilling — tantalizing — exciting — the perfect game for player competition.

Convertible \$99.50

STONER CORP.
 AURORA · ILLINOIS



EXCLUSIVE N. Y. DISTRIBUTORS FOR Stoner's ALI-BABA

With the sensational, new "Exquisite Bumpers" that are absolutely fool-proof! The slipper high-score game ever built!
 Rush Your Order Today!



Herman B. Budin

FREE PLAYS	FREE PLAYS	NOVELTIES	
Up & Up	\$29.50	Cherion	\$25.00
Conquest — Write for Price		Bull Champ	17.50
Glissor	\$54.50	500 Tennis	25.00
Kenna-Ball	49.50	Box Score	14.50
Hi-Lite	35.00	Lo-o-Pun	29.50
Davy Jones	29.00	Bottom	25.00
		Bang	\$23.50

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-1940

SPECIAL FREE PLAY	SPECIAL NOVELTY		
1 Mills 1-2-3 Anim. Reels	\$92.50	3 Contact	
2 Rebound	55.00	2 Airport	
1 Lucky	52.50	2 Bar Champ	
1 Golden Gate	52.00	1 Topper	
3 Contact, F.P.	22.50	1 Bally Royal	
1 Keen-a-Ball	45.00		

1/3 DEPOSIT WITH ORDER.

C. MINGUS

129 N. CHURCH ST. SPARTANBURG, S. C.

QUALITY SPEAKS FOR ITSELF

Call Address: Mascoy-Cleveland.

1938 Tractlines	\$57.00	Box Score, F.P.	\$26.00
1938 Kentucky Clubs	58.00	Bible, F.P.	22.50
Carving Dummies	35.00	Cowboy, F.P.	58.00
Game Roomsets	17.00	Free Room, F.P.	17.00
Goat Horse	20.00	Access-Board, F.P.	17.50
Big Gold	20.00	Sideline, F.P.	22.50
CLOSE-OUT ON SLOTS		Chief, F.P.	22.50
20 Slot Front	\$37.50	Mills 1-2-3, Metered	39.00
20 Roll-A-Top, 5-10c	22.00	Stop & Go, F.P.	22.50
Chief	35.00	Majors, F.P.	39.50
Exc. Front Gold Awards	40.00	Fire Alarm	22.50
Complete Slots	35.00	Revol	17.00

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, Inc. 2618 Carnegie Ave., Cleveland, Ohio

FOR SALE

Each
 10 616 Wurlitzers with Grilles \$ 79.50
 3 24-Record Wurlitzers

134.50
 These machines are in perfect condition, ready to place on location.

1/3 Deposit With Order, Balance C. O. D.

ROYAL DISTRIBUTING CO.

124 Market St., Philadelphia, Pa.

J. H. WINFIELD CO.

122 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of

Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

ENTIRELY NEW AND DIFFERENT

Penny Counter Ball Game. Plays with 9 steel balls. 100% legal everywhere. Completely mechanical. Payout awards whenever permitted. Irresistible appeal. Write for low price.

PENNY PRODUCTS CO.

LANSLOWNE, PA.

QUICK SALE

15 Brand-New Challogers, in their Original Cases, \$22.50 Each.
 Specially Built Stands, \$4.00 Each.

GO GETTER JAR CO.

BOX 691, TYLER, TEX.

all the Advertiser in The Billboard Where You Got His Address.

Heavy Demand for Rock-Ola Ten Pins

CHICAGO, Dec. 9.—"Never before in the history of the coin machine industry has the demand of operators made it necessary for two manufacturers to make a game with the same playing principles under the same patents," declare officials of the Rock-Ola Mfg. Corp. and the H. G. Evans Co.

"Coin machine operators were perhaps astonished by this announcement that Rock-Ola would manufacture the bowling game Ten Pins under the patents of H. G. Evans—but it had to be. Operators wanted the bowling game. The flood of orders and requests for the game were so great that the huge Rock-Ola factory and its organization were called upon to manufacture the game.

"Because of the heavy demand for the games operators were offering distributors as much as \$50 over the regular operator's price in order to get delivery.

"Rock-Ola has hired hundreds of additional workmen and secured many carloads of materials in order to speed up production. Even so, demand exceeds production. Rock-Ola engineers are laying plans to boost production even more.

"Outstanding features of the bowling game are the manikin bowler, the automatic pin boy, a regulation-type bowling pin and the automatic scoreboard showing frames played and the total score as well as recording the spares and strikes as they are made."

Nagel Entertains Customers

CLEVELAND, Dec. 9.—"The Ice Follies of 1940 has nothing on Genco's Follies of 1940," said Art Nagel, of Avon Novelty Co., after entertaining a group of customers at the Cleveland Arena this week, where the Ice Follies played to a capacity crowd. "Genco's new game, Follies of 1940, is the greatest game that's hit the market since Mr. Chips," says Nagel. "It keeps the nickels rolling in fast and keeps me calling Chicago to rush deliveries."

Chicago Coin's

CRIB

-Best-
'cause it's making
more money for
operators!

**THE CASH BOX
TELLS THE STORY!**

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous colors for unusual flash—plenty of real football action. Order immediately and cash in on the full football season.

Form 20-BT. Football symbol tickets. Takes in 2000 holes @ 5c—\$100. Pays out (average) \$46.16. Profit (average) \$53.84. Semi-thick board—Outfield protectors over jackpots. Protected winners.



PRICE
7.90

GLOBE PRINTING COMPANY 1023-27 RACE STREET PHILA., PA.

LEGAL

Equipment—Every Machine Perfect. Reconditioned in Every Respect and Can't Be Sold From New.	
A. B. T. 10 Guns (3-Shot Model C)	\$ 9.50
A. B. T. 10 Guns (5-Shot Model C)	9.50
Wurlitzer 1938 Model 24	125.50
Pull-to-Balls, New	3.00
Crystal Game, New	12.75
10 Cigarette Vendors	4.00
1/3 Deposit—Balance C. O. D.	
4-Fl. Bumper Bowling, Latest Units	\$75.00
Wurlitzer Sixe Balls, 26 Triple Score	29.50
7-Fl. Magic Rolls	32.50
Rock-Ola World Series	39.50
10-Fl. Kenny Bowlerettes	39.50
16-Fl. Kenny Bowlerettes	39.50
14-Fl. Rock-a-Balls, Latest High-Score Units	42.50

WINNER SALES COMPANY

3307 ARMITAGE AVE. "Pick a Winner With Winner" CHICAGO, ILL.

LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.	
Seaburg 1938 Regals	\$109.50
Seaburg 1938 Game	129.50
Rock-Ola 1938 Monarchs	139.50
Wurlitzer 1938 Model 24	125.50
Seaburg 1937 Regals	124.50
Seaburg 1937 Illuminated Regals	129.50
Rock-Ola Imperial 20s Illuminated	22.50
Mini Dance Master De Luxe	16.50
With Regular Game Masters	16.50
Write for Our New Bargain List, Listing Over 500 Reconditioned Machines. Used Phonograph Records. All Usable. Our Choice Per Hundred. \$3.00.	
2-Fl. Oak With Order, Balance C. O. D.	\$64.50
Wurlitzer Sixe Balls, 26 Triple Score	29.50
Rock-a-Balls De Luxe, 12 Fl.	64.50
Regional Games Plus, New	59.50
Western Baseballs	29.50
Exhibitor's Baseballs With Base	29.50
Wurlitzer Sixe Balls, 26 Triple Score	29.50
Kenny's Bowlerettes	39.50

BADGER NOVELTY COMPANY

2540 N. 30TH STREET MILWAUKEE, WIS.

B. D. Lazar In New Quarters

PHILADELPHIA, Dec. 9.—Local operators and distributors turned out en masse recently to help Monty Spigal, manager of the B. D. Lazar branch here, celebrate the opening of his new building at 1425 North Broad street. The affair was attended by more than 200 operators, as well as every jobber and distributor in the vicinity.

"Our old quarters on Spring Garden street, due to the rapid expansion of our business, had become too small to adequately take care of the increasing business," Spigal said. "The larger quarters will enable us to display many more games."

"In addition we have taken on more service men to help operators with their repair problems. We are now equipped to handle a greater volume of trade during the forthcoming year."

Crusader Seems To Tone Down

LOS ANGELES, Dec. 9.—The December issue (No. 2) of Clifford E. Clinton's *Civic Digest*, new pocket magazine issued by the reformer, seems to be more reasoned in expressing the attitude of the editor-publisher toward pinball games.

In a review of the three propositions to come before voters in the special election December 12 Clinton states specifically that he does not wish to advise "Yes" or "No" on the pinball question, since that might influence others by his personal views. The article seems to present fairly some arguments used by both sides of the question.

Considerable mention of the pinball question is made throughout the magazine, apparently stressing the question above other problems that would seem to be most important for the city.

The magazine presents the first installment of an expose article by Martin Mooney, a reporter specializing in exposes. The reporter says he is deliberately passing over other matters to expose "pinball games as a definite evil to the community."

The series of articles on Los Angeles crime currently appearing in *Liberty* magazine are given strong approval. The series of articles appearing in *Liberty* have the earmarks of being "inspired" publicity for Clifford E. Clinton.

High Court Will Hear Tax Appeal

WASHINGTON, Dec. 9.—Vending machines will figure in a case which the United States Supreme Court has agreed to review. The review relates to application of the New York City special sales tax of 2 per cent as it applies to certain types of sales. Three separate cases will be considered in the high court's review.

The city appealed in the three cases, seeking to sustain levies against city sales of A. H. du Grenier, Inc., of Haverhill, Mass., manufacturer of vending machines; the Gulf Oil Corp. and the

PICK-A-PACK

NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME
Producing amazing earnings
in all types of Locations!

PENNY PLAY

Beautiful appearance! **\$23.75**
Sturdy, long-life construction! F. O. B. Chicago

GUARANTEE
Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded.

BAKER NOVELTY CO., Inc.
2626 Washington Blvd., CHICAGO

RED HOT PRICES ON JAR DEALS OF ALL KINDS

The most sensational Jar Deals of the year! Located in "Star" and "Take to mass" and operators' needs—at Rock Bottom Prices!

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.



NEW ORLEANS OPERATORS AND DISTRIBUTORS, together with hundreds of friends, recently bid good luck to Andy Monte on the opening of his new firm, the A. M. Amusement Co. Left to right, seated: L. L. Leuter, Ernest Petrowsky, secretary; Mrs. A. M. Monte and Morris Karnofsky, Stands; Mr. Simmons, of a phonograph firm; Phil Nuth, The Billboard correspondent; Dan Cohen, Ed Rodriguez, R. N. McCorstuck, Decca Distributing Co.; Ernie Oerle, Brunswick record distributor; Al Mendes, district sales manager for Wurlitzer, and A. M. Monte.

BOWLING ALLEY • LITE-O-CARD



SMART MONEY
still going on
BOWLING ALLEY!

BE PATIENT, PLEASE!

Simple as a-b-c!
3 ways to score!

FREE PLAY

\$99.50
(Convertible)

IMMEDIATE DELIVERY

When it comes to
SEQUENCE GAMES—
LITE-O-CARD
is still in a
CLASS
by Itself!

Alluring SELECTOR Feature!

FREE PLAY

\$104.50
(Convertible)



STILL IN PRODUCTION ON DE LUXE GRIP SCALE GREATEST LEGAL OUSTER GAME!

D. GOTTlieb & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

Immediate Delivery

GOTTLIEB BOWLING ALLEY

NATIONAL COIN MACHINE EXCHANGE

1407 DIVERSEY BLVD.

CHICAGO

WE RECOMMEND

Immediate Delivery

BANNER SPECIALTY CO.

1530 FARRISH

GOTTLIEB'S BOWLING ALLEY

PHILADELPHIA, PA.

NATIONAL'S VALUES

NOVELTY GAMES—FREE PLAY

Wipe 1-2-3	Animal	\$39.00
Mr. Ohio	...	62.00
Pickers	...	59.00
Deluxe Gates	...	59.00
Bookends	...	58.00
Bumps	...	54.00
Variety	...	54.00
Loop-Frame	...	47.50
Crowds	...	47.50
2 Sports	...	47.50
Excuses	...	45.00
Keno-Balls	...	44.50
Premiere	...	42.50
See	...	42.50
Contact	...	37.50

NOVELTY GAMES—REGULAR

Choice	...	\$22.50
Majors	...	19.50
Del. Features	...	19.50
Del. Scores	...	19.50
Side Kicks	...	18.00
Bits	...	13.00
Roller	...	12.00
Zetas	...	12.00

\$10.00 Each

PHONOGRAPHS

Wurlitzer 616-A's	...	\$89.00
Rock-Ola Imp. with Grilles	...	89.00
Wurlitzer 619's with Grilles	...	79.00
Rock-Ola Ambass. with Grilles	...	69.00
Rock-Ola Reg. 12's with Grilles	...	39.00

COUNTER GAMES

A. B. T. Target, Mod. F	...	\$12.00
New Wonder Bell	...	9.00
Penny Pecks	...	8.00
Daily Race Jrs.	...	7.00
Roll Race	...	4.50

178 Dep. Bul. C. O. D.—F. O. B. Chicago
NATIONAL COIN MACHINE EXCHANGE
1407 Diversey Blvd., CHICAGO

Atlas Co. Offer On Counter Games

CHICAGO, Dec. 9.—"In order to secure a large number of counter games we have arranged a trade-in offer of any and all counter games on Western's Whooper-doo," report Atlas Novelty Co. officials. "Whooper-doo is an automatic token payout counter machine and is being sold on this tremendous trade-in plan—with no strings of any kind attached to the deal. We need used counter games and we are making this offer in order to get as many as possible.

"Atlas is enabling operators to modernize their equipment on all of their counter locations," the officials continued. "It is just such offers as this that have helped us to build our reputation of personal and friendly service. We want, at all times, to help operators capitalize on anything we can offer—and this is one of the greatest offers we've ever made. We sincerely advise all operators to take advantage of it immediately."

Irving Ovitz Led to Altar

MINNEAPOLIS, Dec. 9.—Irving Ovitz was married Sunday, December 3, to Marion Wilensky in Minneapolis. Ovitz is well known as sales manager of the Atlas Novelty Co., Chicago. The couple is enjoying a three-week honeymoon in Miami Beach, Fla. Attending the ceremony were relatives and close friends of the bride and groom.

Eddie Ginsburg, Atlas head, and his mother attended along with a host of the groom's friends from Chicago. A reception was held after the ceremony.



MET. N. Y. AND N. J. OPERATORS

SENSATIONAL PROFIT PRODUCING GAME OF SKILL

SEE **TEN-PINS** AT OUR OFFICES NOW!

IF YOU CAN'T CALL WRITE - WIRE - PHONE FOR DELIVERY TO

INTER-STATE COIN MACHINE SALES CORP.
248 WEST 55TH ST., NEW YORK
All Phones: Circle 7-6420

XMAS SPECIALS \$12.75 EACH THREE FOR \$36.00

- Chubbie
- Gun Club
- Majors
- Speedy
- Stop & Go

OF COURSE National's Used Game Are Truly Reconditioned. Look and Work Like New!

5% DISCOUNT on U.S. Games if You Send Full Cash With Order.

Write for New Price Bulletin, "National's Newsies," and Illustrated Catalog. Free on Request.
EXPORT
"We Cover the World."
Care Address: "NATIONAL COIN MACHINE SALES CORP., MERRICK, N. Y."

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



FREE GAME
CONVERTIBLE
\$99.50
F. O. B. CHICAGO



KICK UP

YOUR COLLECTIONS

WITH GENCO'S NEW SENSATION

FOLLIES OF 1940

4

THRILLING WAYS TO WIN!

Socko combination of the most thrilling features ever built into one novelty game. 4 DIFFERENT WAYS TO WIN! . . . by high score; by lighting all 10 numbered lights, after which each bump is a free game; by lighting numbered lights 1 to 6 and then hitting special 1,000 bumpers, which light up and give free game for each hit; by ball going thru No. 5 lane Extra spine-tingling feature is successive scoring. Each roll passed in rotation. FOLLIES OF 1940 has absolutely EVERYTHING! RUSH YOUR ORDER TODAY!!!

GENCO-INC. 2621 N. ASHLAND AVE.
CHICAGO

**BERT
LANE
Says:**

HONESTLY,
WE'RE DOING OUR
LEVEL BEST TO SUPPLY
THE
RECORD-BREAKING
DEMAND FOR

FOLLIES OF 1940

BIGGEST BONANZA
SINCE THE GOLD RUSH!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

SAVOY'S WEEKLY SPECIALS

RECONDITIONED
AND GUARANTEED

FREE PLAY	CONSOLES	SLOTS
Golden Gate \$50.50	Paces King Pin \$700.	J. Silly Dix. Mel. Bell \$39.50
Twinkle 45.00	Rev. Cab. 30-1 Odds \$89.50	J. Silly Chief \$50.00
Topper 45.00	Mills 25c 5c. Ball . . . 69.50	J. Circle Pr. Chfs. \$50.00
Snooki, Steel Gears . . . 45.00	Kentucky Club 49.50	J. Blue Chfs. \$50. same
Davy Jones 27.50	J. Multiple Races . . . 49.50	4c. \$50. Silly Chfs. . . 25.00
Majors 27.50	Skittles Rd. Hd. 5c '37 39.50	J. Red Chiefs \$50. . . 25.00
Contacts 27.50	Skittles Rd. Hd. 5c '37 39.50	Mills 5c. Milan Ball . . . 49.00
Wild Tearing 27.50	Skittles Rd. Hd. 5c '37 39.50	Mills Roman Hd. 5c. 9c. d. p. 10c. Rd. Fr. 10.50
Double Feature 27.50	E. Gall. Dem. 1937 . . 39.50	COUNTER AND ARCADE
Circus, Gamin 22.50	E. Gall. Dem. 1938 . . 39.50	Groetchen's Mercury . . \$27.50
NOVELTIES	J. Lib. Bell, Flat Top. 29.50	Pick-a-Packs, Used . . . 9.50
Daily Dazen R. \$9.50	J. Flash, Thru & Stand 29.00	Ball Jump & Stand . . 22.50
Bally Reserve 9.50		Mills Flip Skill 9.50
Robin Hood R. 9.50		

1/3 Deposit With Order, Balance C. O. D., F. O. B. Baltimore, Md.

SAVOY VENDING CO. 406 S W. FRANKLIN ST.
BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED AND GUARANTEED

NOVELTY GAMES	SMOOKS (with new metal gear)	FREE PLAYS	DAVY JONES, Brand New, Original Cases.
Airport \$27.50	Zip 20.50	Variety \$55.00	Western BASEBALL, 1939, Light-Up Backboard, L. 10c New, \$89.50
Bar, Champs 19.50	Bar 25.00	Keep-A-Ball 49.50	
Bar Score 14.00	Triple Threat 35.00	Chubbie 27.50	
Cherion 29.00	Conch 25.50	Cowboy 42.50	
Chubbie 12.50	Review \$7.50	Up & Up 90.00	
Contact 17.50	Resista 7.50	Davy Jones 29.50	
5th Inning 19.50	Bally Reserve \$20	Lucky 59.50	
Majors 14.00	Float 7.50	Cherion 32.50	
Pyramid 19.50		Kick 15.00	
Slide Kick 10.00		Fair 17.50	
Spook 25.00			
South 17.50			

1/3 DEPOSIT WITH ORDER, BALANCE SHIPPED C. O. D.

SAVOY VENDING COMPANY, INC.
651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel. NEXIM 8-3183)

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
28th & Huntington Sts., Philadelphia, Pa.

EMPIRE

Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Challenged. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



\$17.50
1/3 Deposit.
BALL GUM
15c a Box
(100 Pieces)
CASE (100 Boxes) \$12.00.
1922 Freeman,
Cincinnati, O.

SICKING, Inc.
Tell the Advertiser in The Billboard
Where You Got His Address.

TEXAS

OPERATORS SWAP WITH WILKY
Rock-Ola--Bally--Groetchen

Phone O-1431

UNITED AMUSEMENT CO.

310 SO. ALAMO, SAN ANTONIO, TEXAS

ADVERTISE IN THE BILLBOARD—YOU'LL BE
SATISFIED WITH RESULTS.

Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available

CLEVELAND COIN MACHINE EXCHANGE
2025 PROSPECT AVENUE CLEVELAND, OHIO

SPECIAL NOTICE!

OPERATORS AND JOBBERS IN VIRGINIA, NORTH AND SOUTH CAROLINA. PROMPT DELIVERY ON BALLY BOWLING ALLEY AND BALLY RAY GUN, ALSO EVANS TEN STRIKE, EITHER FROM RICHMOND, VA., OR CHARLOTTE, N. C. ALSO ON ALL PIN GAMES AND CONSOLES BOTH NEW AND USED.

WRITE, WIRE OR PHONE US FOR YOUR NET COST.

- | | |
|---------------------------------|--|
| 5-BALL NOVELTY FREE PLAY | CONSOLES |
| 1 Headliner, F.P. \$35.00 | 1 Bally Skill Field \$35.00 |
| 1 Bally Vortex, F.P. 57.50 | 1 Mahab Special 65.00 |
| 1 Genoa Fair, F.P. 20.00 | 1 25¢ Barb-Tail, small odd drum, 65.00 |
| 1 Bally Chevro, F.P. 27.50 | 7 25¢ Barb-Tail, 62.50 |
| 5-BALL NOVELTY | AUTOMATIC FAVORITE |
| 1 Major \$18.50 | 1 Bally Klondike \$19.50 |
| 1 St. Moritz 12.50 | 1 Mills Hi-Boy 29.50 |
| 1 Palm Springs 10.00 | 2 Mills 1-2-3 Cash 65.00 |
| 1 Tally Ho 7.50 | 1 Parnes Barometer 5.50 |
| 1 Mike 7.50 | PACES RACED |
| 1 Cirgo 4.00 | 1 Rayz Track \$25.00 |
| 1 Marvel 3.50 | 1 25¢ Pace Races, finished Cab., Cash, 65.00 |
| 1 Bumper 3.50 | 1 25¢ Pace Races, Light Cab., Cash, 120.00 |
| 1 Beam-Life 3.50 | PHONOGRAPHS |
| 1 Bally Suspense 7.50 | 2 Soubors 10 Record, \$20.00 |
| 1 Register 2.50 | 2 Rock-Ola Regular 24.50 |
| 1 Carnival 7.50 | 2 Gabel Jr. 22.50 |
| COUNTER GAMES | 5 616 Wurritzer 79.50 |
| 1 3-Way Grip Tester, \$ 9.00 | 2 312 Wurritzer 39.50 |
| 1 1-Way Grip Tester, 5.50 | 10 412 Wurritzer 41.00 |
| 4 Vest Pockets 25.00 | 1 Mills Dance Master, 15.00 |
| 1 Challenger Targets, 15.50 | 1 Wurritzer Counter, 15.50 |
| 5 Mod.F. A.B.T. Targets 13.50 | Model D1 65.00 |

The above machines are F. O. D. Richmond, Va., and are offered subject to prior sale. Prices are effective December 16, 1939. Also write for our list of Brand-New Machines.

MOSELEY VENDING MACHINE EXCHANGE, INC.
100 BROAD STREET, RICHMOND, VA.

Day Phone, 3-4511 — Night Phone, 5-5328

NOTICE:

If it is more convenient for you to deal with us through our Charlotte, North Carolina, office, WRITE, WIRE OR PHONE US at the address below for prices on BRAND-NEW and SLIGHTLY USED MACHINES, as in every complete line of machines in Charlotte as we do in Richmond.

- | | |
|---------------------------------|--------------------------------|
| 5-BALL FREE PLAY NOVELTY | CONSOLES |
| 4 2in. F.P. \$30.00 | 1 Klondike \$19.50 |
| 2 Top, F.P. 27.50 | 2 Big Races 22.50 |
| 1 Genoa, F.P. 20.00 | 1 Wurritzer 39.50 |
| 1 Chevro, F.P. 27.50 | 1 Rock-Ola Regular, 62.50 |
| 1 Double Ball, F.P. 19.50 | SLOT MACHINES |
| 3 Double Feature, F.P. 22.50 | 1 5c Mills Bonus, \$62.50 |
| 6 Corners, F.P. 27.50 | 12 5c Mills Melon Bell, 48.50 |
| 2 Features, F.P. 27.50 | 3 Vest Pocket SU, 25.00 |
| 4 Six Scorers, F.P. 17.50 | 7 Spinner Wintzlers, 11.50 |
| 1 27in. Inning, F.P. 25.50 | 2 5c Mills Blue Fronts 35.00 |
| 1 Liberty, F.P. 27.50 | 4 5c Mills Cherry Bells, 45.00 |

The above machines are F. O. D. Charlotte, N. C., and are offered subject to prior sale. Prices are effective December 16, 1939. Also write for our list of Brand-New Machines. The latest hit is Evans Ten Strike — Bally's BOWLING ALLEY — Bally's BULL'S EYE and GOLD CUP.

MOSELEY VENDING MACHINE EXCHANGE, INC.
425-427 SOUTH TRYON STREET, CHARLOTTE, N. C.
Day Phone, 3-8463 — Night Phone, 3-6964

Exhibit Jumper Has Mystery Ball

CHICAGO, Dec. 9. — "Reviewed by some of the most successful jobbers and distributors from Coast to Coast and judged by coin machine men who know mechanics, Jumper, Exhibit Supply Co.'s new game, has met with approval as the greatest game Exhibit has ever built," declares Leo J. Kelly, vice-president of the firm.

"Break-down laboratory tests show that Exhibit's new step-up unit is 12 times more durable than anything heretofore used. New relays of improved type and design, new non-arcing bumpers and complete elimination of radio interference are just a few of the mechanical and electrical improvements that make Jumper a game that will give months of trouble-free, money-getting performance.

"Jumper is crammed full of player appeal. Balls disappear thru holes on the playing field—mysteriously add to the score—then reappear thru other holes. Over the switching 1,000 lights—the practically noiseless operation—out-ball return—maintaining ball action—and you begin to realize that Jumper is a smash sensation.

"Don't take my word for it—don't take

the word of hundreds of operators and distributors who have already placed their stamp of approval on the game." Kelly concluded: "See it for yourself and you will concur with our estimation of its worth."

Six Good Words Describe O'Boy

CHICAGO, Dec. 9. — "Six words tell more about our newest hit machine, O'Boy, than a thousand other words could. Those words are 'the cash box tells the story,'" declared the heads of Chicago Coin Machine Mfg. Co. "We could talk and talk about how great a game O'Boy really is, but it isn't necessary, for operators all over the country are telling us that it is great.

"In O'Boy we brought operators a game that had proved to be of greater value than anyone had anticipated. It is earning unusually high profits in all sections of the country, according to the reports of operators and Chicago Coin distributors.

"Naturally we try in every game we build to give operators big money-makers. And many times we give them games that earn profits that are far greater than our fondest expectations.



BILLS' FAMOUS BELL LINE is shown above, with workmen busily fitting the machines for waiting operators. The chap in the black suit, left of center, is Joe Luba, foreman of the department.

EVANS' *Implements*

TEN STRIKE

WHOLLY SKILL REAL BOWLING AUTOMATIC

THE ORIGINAL!

PROVEN BEST BY ACTUAL LOCATION TEST!

OK'd

BY AMERICA!

Operators in the know pick Evans' TEN STRIKE — the original, because it's the sure bet! In 3 months' use from coast to coast this phenomenal game created amazing earning records that started the bowling game trend! Be smart! Choose TEN STRIKE, the game that's proven tops!

No Make-Believe Play!
No Payout! No Lost Locations!
No Legal Entanglements!

TEN STRIKE
GOLD STRIKE!

Fully Covered by U. S. Pat. 2,181,984 and D-116,550

H. C. EVANS & CO.
1520-1530 W. ADAMS ST., CHICAGO

EXCLUSIVE DISTRIBUTORS

STATE OF WISCONSIN

IMMEDIATE DELIVERY

EVANS' *Implements*

TEN STRIKE

WHOLLY SKILL REAL BOWLING AUTOMATIC

The Original!

TEN STRIKE
GOLD STRIKE!

MILWAUKEE COIN MACHINE CO.

1455 W. Fond du Lac Ave. Milwaukee, Wis.

You can ALWAYS depend on JOE ASH — ALL WAYS

ON HAND FOR IMMEDIATE DELIVERY
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS
WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

COIN OPERATED

I. L. MITCHELL & CO.

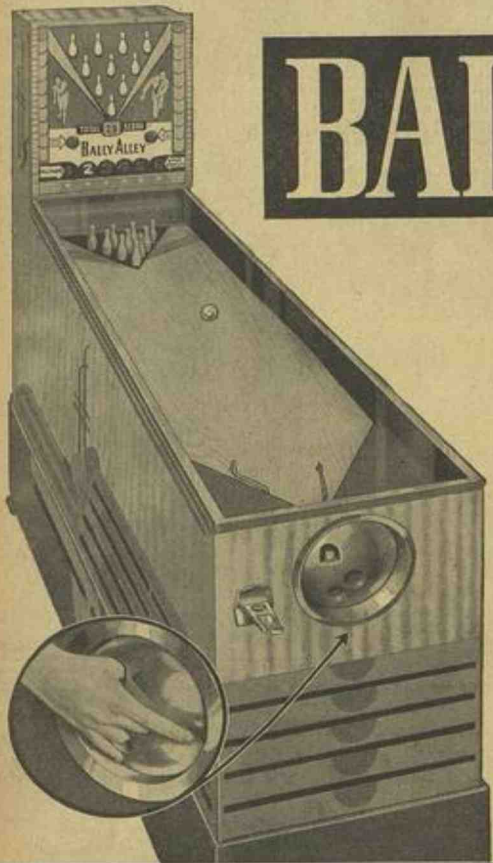
Get Our LOWDOWN PRICES on Used Pin Games BEFORE YOU BUY!

PHONE: GLENMORE 3-8450.
1070 Broadway, BROOKLYN, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

NOW! VOLUME DELIVERY ON . . .

BALLY ALLEY



Okay, operators! Get your share of the big bowling profits! No more waiting! No more delays! Because Bally's big main factory is now geared for huge double-shift production of **BALLY ALLEY** . . . and carload shipments to every section of the country are bringing you the greatest one-hundred per cent legal big money-making opportunity of a life-time. If you're one of the many operators who got your orders in early, you're sitting pretty now. If you haven't yet ordered **BALLY ALLEY**, hurry to your nearest jobber now . . . before competition beats you to the choice locations. For biggest earnings and longest life on location, order **BALLY ALLEY**—the game that duplicates all the thrills of real bowling!

BULL'S EYE RAY GUN TARGET GAME

● Here's the Ray-Gun that puts the \$ sign back in so-called closed territory! New **SKILL-BONUS** feature insures **REPEAT PLAY** from ALL types of players—amateurs and sharpshooters. **BULL'S EYE** is designed to catch the play in a hurry—and hold the play too! Designed to produce quick profits now and be your meal-ticket machine for many months to come. For big, steady profits and freedom from legal worry, hit the bull's eye with Bally's **BULL'S EYE**. Write or wire for **FRANCHISE TERRITORY** details.

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO





The most modern mechanism,
the most modern cabinet, the
most magnificent tone, and
the biggest money-maker of
them all • MILLS THRONE OF MUSIC

ONLY 2 MORE WEEKS

LEFT TO GET YOUR
FREE ROUND TRIP
TO THE GREAT CONVENTION
IN CHICAGO... Here's How...



If you operate in New York State; Northern New Jersey; Connecticut (Fairfield County); Pennsylvania (Wayne, Susquehanna, Bradford, Tioga); just purchase 10 or more of the "RICHEST and RAREST OF PHONOGRAPHS" Mills Throne of Music between now and December 31, 1939, from all over the country acclaim Throne of Music. See how Mills features Throne of Music. KNOW you've bought the best in 1939 for 1940. PLACE YOUR ORDER TODAY AT ANY OF OUR 4 OFFICES!

GEORGE PONSER COMPANY

519 West 47th St., NEW YORK. | 11-15 E. Runyon St., NEWARK, N. J.
1001 E. Fayette St., SYRACUSE, N. Y. | 754 Broadway, ALBANY, N. Y.

PRICES Slashed
by Grand National

HAWTHORNES...\$69.50 | DERBYTIMES...\$44.50 | SPORT PAGES...\$59.50
KUREKAS...\$4.50 | COWBOY, F.P....\$4.50 | SPOTTEM, F.P. \$2.50
CHEVRON, F.P. \$2.50 | TOPPER, F.P....\$4.50 | CONTACTS, F.P. \$2.50

For New Low Prices—Write for Our Complete List. Immediate Delivery on All the New and Latest Games.

GRAND NATIONAL SALES CO.
7304-00-02 Ardmore Avenue Chicago Illinois Aurdager 4150

THE Only PHONO YOU CAN SAFELY BUY in '39 FOR 1940!



VIRGINIA, NO. CAROLINA, SO. CAROLINA OPERATORS

Mills Throne of Music—is the ONLY phono you can safely buy in '39 for 1940! BECAUSE the Mills Throne of Music you BUY TODAY will be the VERY SAME featured during 1940!! Mills Throne of Music SPEEDILY ZOOMED into FIRST PLACE with operators EVERYWHERE because it OUTSHINES, OUTPLAYS and OUTEARNs any phono ever built! And NOW—you're GUARANTEED that the same Mills Throne of Music you buy TODAY is the machine you'll see in FIRST PLACE in 1940! NO CHANGE! Get the BEST spot! STEP UP call! Get AHEAD IN PROFITS for '40 in '39! WRITE, WIRE or PHONE ME TODAY FOR SPECIAL DEAL!

Joe Calcutt.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. Cable Address COINSELDS

Here Are America's Finest "Better Machine Buys"!

FREE PLAY NOVELTIES
Contacta Majors
Dial Features
Taps
Chevrons
Zip
Hold Tight
Up & Up
Cowboys
Triple Threats
Champion
Follow Up
Twinkle
Box Score
Rings

ORDER TEN STRIKE
For Immediate Delivery.
LATEST FREE PLAYS IN STOCK.
Kenny's BIG SIX
Exhibit's CONQUEST
Gullitt's BOWLING ALLEY
Bally's TOPNOTCHER
MILLS PHONOGRAPHS

SLOTS
Mills Melons \$49.50
De Q.T. (Use new) ... 40.00
Blue Front D.J. 27.50
Blue Front S.J. 32.50
Se & 4c Q.T. 32.50
Wild Dial 35.00
Walling in Gossamer 10.00
Jenn. 1★ Chief 17.50
Jenn. 4★ Chief 22.50

COINSELES
Brown Paces Races ... \$59.50
Black Paces Races ... 49.50
Parlay Races 59.50
1937 Sixty Times ... 45.00
Jenn. Liberty Bell 22.50

143 Deposit, Balance O. O. D., F. O. B. Baltimore, Md.
Write for Prices on Any Equipment You Want. Ask Latest News!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Advertise in The Billboard—You'll Be Satisfied With Results.

Nationwide Sales of ROCK-OLA

Luxury Lightup PHONOGRAPHS

Sold by the greatest distributorship organization in the industry

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Birmingham Vending Company
2117 Third Avenue, North
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Standard Automatic Music Co.
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Tel. 40584-7924-22469

COLORADO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

DELAWARE

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA

Twenty Record Phonograph Corp.
206 Washington Street
Tampa, Fla. (Tel. 2020)

GEORGIA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAHO

J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

ILLINOIS

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

INDIANA

Automatic Sales Co.
456 Massachusetts Ave.
Indianapolis, Ind.

Ohio Specialty Co.
713 East Broadway
Louisville, Ky. (Tel. Wabash 2465)

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

IOWA

A. A. Becker
4541 Shirley St.
Omaha, Nebr. (Tel. Glendale 2679)

Monarch Coin Machine Co.
1731 W. Belmont Avenue
Chicago, Ill.

KANSAS

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

KENTUCKY

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA

Sam Gentilich
517 Canal Street
New Orleans, La. (Magnolia 2966)

Louisiana Amusement Company
822 Carondelet Street
New Orleans, La. (Raymond 1770)

MARYLAND

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MEXICO

Navarro Automatic Co.
Aguiles Serdan, 235
Mexico, D.F.

MICHIGAN

B. J. Marshall, Inc.
3726-32 Woodward Avenue
Detroit (Tel. Temple 1-4111)

MINNESOTA

La Beau Novelty Sales Co.
1946-S University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

MISSOURI

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

MONTANA

H. B. Brinck
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Butte, Mont. (Phone 6726; 2-4101)

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A. A. Becker
4541 Shirley St.
Omaha, Nebr. (Tel. Glendale 2679)

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Interstate Coin Mach. Sales Corp.
248 W. 55th Street
New York, N. Y. (Circle 7-6420)

B. D. Lazar Company
1425 N. Broad Street
Philadelphia, Pa. (Tel. Market 2170)

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Denver Distributing Company
1856 Arapahoe Street
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Interstate Coin Mach. Sales Corp.
248 W. 55th Street
New York, N. Y. (Circle 7-6420)

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Rex Amusement Company
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Syracuse, N. Y. (Tel. 2-3692)

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W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

Ohio Specialty Co.
12 W. Court Street
Cincinnati, O. (Tel. Parkway 2900)

William Trau
1427 Lakeland Avenue
Cincinnati, O. (Tel. Valley 5902)

Art Nagel
2923-25 Prospect Avenue
Cleveland, O. (Prospect 4551-2)

OKLAHOMA

Boyle Amusement Company
522 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

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B. D. Lazar Company
1425 N. Broad Street
Philadelphia, Pa. (Tel. Market 2170)

Keystone Vending Company
1334 Spring Garden St.
Philadelphia, Pa.
(Tele. Stevenson 1450—Race 2279)

B. D. Lazar Company
1635 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 7818)

SOUTH CAROLINA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
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Earl Montgomery
1074 Union Avenue
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H. C. Payne Company
314 Broadway
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2206 S. Harwood Street
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Denver, Colo. (Tel. Cherry 4800)

CALL YOUR NEAREST DISTRIBUTOR TODAY — *Make more money with Rock-Ola*



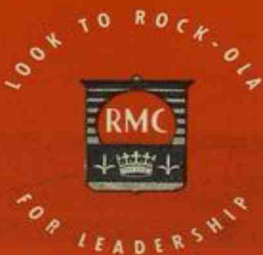
Our Industry Marches On . . . We are soon at the turn of a new year—speculative questions and rumors fill the air, and rightfully so, it is your industry and our industry and its future is of mutual concern.

We feel that you will be interested in knowing that we will hold to our established policy of introducing seasonal models at show time, and I am sure that you can profitably defer 1940 commitments in anticipation of our sensational 1940 models.

It is with a sincere feeling of confidence that I predict a great 1940—a year bountiful with advancements and new profitable avenues of earning—together we can proceed with chin up, looking to the future in full confidence that our industry is marching on.

Success and good wishes,

David Rockoff



OVERWHELMING PREFERENCE

G NEWS

THE WEATHER
Partly cloudy today and tomorrow. Not much change in temperature.

TUESDAY, NOVEMBER 28, 1939

THIRTY-SIX PAGES

PRICE THREE CENTS

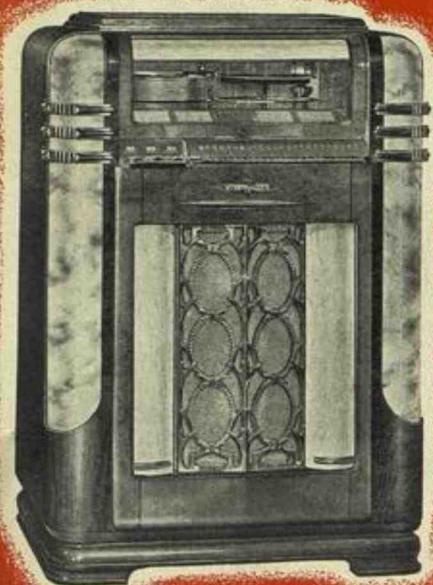
WURLITZER WINS

NATION-WIDE SURVEY SHOWS MORE WURLITZER PHONOGRAPHS ON LOCATION THAN ANY OTHER MAKE

62-TON TRUSS WILL BE PLACED

Operators say Wurlitzers Have Always Been The Big Money Makers

on the Picture Page
HUC



MODEL 500

There are more Wurlitzer Phonographs on location than any other make. Every operator knows it—and knows why. Wurlitzers get the greatest play—make the most money.

The present Wurlitzer Models 500 and 600 are no exception. They are the only automatic phonographs to offer ALL the big money making features—from 24 records to visible record changers—from brilliant plastic illumination to magnificent tone.

Why limit your income from the start with phonographs that lack Wurlitzers proven profitable features?

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

LEAD WITH THE LEADERS - OPERATE

WURLITZER

COMMERCIAL AUTOMATIC PHONOGRAPHS EXCLUSIVELY

A Name Famous In Music For Over Two Hundred Years