

# The Billboard

The World's Foremost Amusement Weekly

OCTOBER 12, 1940

15 Cents

Vol. 52, No. 41



EDDY  
HOWARD

*Maurice Seymour*  
CHICAGO

# What this symbol



# stands for . . .

We don't know who first penned the phrase, "The first law of sound business is service," but we do know that it is an axiom that has guided The Billboard for the past 45 years.

When W. H. Donaldson started this paper on its way some 45 years ago, his goal was to give the amusement industry a paper that would serve it well . . . not only by publishing the news of the business accurately and fearlessly, but in a personal manner that would help the joey on the small-time show as much as the headliner at the Palace. Thruout the 30 years he guided The Billboard's destinies he constantly drove home to his co-workers the credo that the primary purpose of The Billboard must always be **to serve**.

That's why before the turn of the century he already had the mail forwarding service functioning and was publishing such trade service features as routes, fair lists, coming events, etc.

In keeping with the Founder's tradition, his successors have increased the number and value of services offered by The Billboard. The number of services has grown considerably. Just count the little black symbols as you flip thru this week's issue. Each one designates a service. Each symbol is a reason why showfolk long ago called The Billboard "The Showman's Bible," affectionately refer to it as "Billyboy," and for 45 years have acclaimed it "THE WORLD'S FOREMOST AMUSEMENT WEEKLY."

*A.C. Startmann*      *Chas Ungerman*

EDITORS



TRADE SERVICE FEATURES OF

# The Billboard



## MAIL FORWARDING DEPARTMENT

Approximately one-half million pieces of mail were handled by The Billboard Mail Forwarding Department last year. More than 150,000 names were published in the Letter List.



## MATERIAL PROTECTION BUREAU

Facilities of this bureau enable readers to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright office. More than 5,000 packets on file.



## MUSIC POPULARITY CHART

### NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

Listing of 10 best selling retail records both nationally and territorially as reported weekly by the nation's leading retail record stores. Appears weekly in Music Department.

### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

Listing of top 15 sheet music leaders including both national and territorial leaders based on reports from nation's outstanding sheet music dealers. Appears weekly in Music Department.

### SONGS WITH MOST RADIO PLUGS

All the songs that have received five or more plugs over the networks and independent New York stations. Appears weekly in Music Department.

### RECORD BUYING GUIDE

Listing of recordings which are currently "Going Strong" and "Coming Up" on the 400,000 automatic phonographs thruout the country as reported by at least four of the leading operators in the 30 leading operating centers thruout the country. Appears weekly in the Coin Machine Department.

### BROADWAY RUNS

Listing of current plays on Broadway with opening date and number of performances. Appears weekly in the Legit Department.

### REVIEW PERCENTAGES

Consensus of leading New York dramatic critics about new plays of the week. Appears in Legit Department every week after new play opening.



## SELLING THE BAND

Weekly review of outstanding exploitation, promotion and showmanship ideas being used by outstanding bands of the day. Appears weekly in the Music Department.



## "POSSIBILITIES"

Suggestions for exchange of talent in various amusement branches. 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 show business.



## FAIR LISTS

Listing by State and Province of every coming State and county fair in the United States and Canada with dates, sponsor and officials in charge. Approximately 2,000 listings. Appears last issue of every month.



## PARK LIST

Complete list of all amusement parks in the United States and Canada. Published annually in the Spring Special Number.



## LISTS OF COMING EVENTS

Listings by State of civic and fraternal celebrations, festivals, homecomings, jubileas, horse shows, etc., for coming five weeks. Fourth of July, Labor Day and similar holiday celebrations listed separately. Average listing 500. Appears last issue every month.



## LISTS OF EVENTS FOR NEXT TWO WEEKS

Listing by State of celebrations, festivals, homecomings, etc., for next two weeks. Appears weekly in General Outdoor Department.



## ORCHESTRA ROUTES

are published weekly in the Music Department. Approximately 500 listed weekly.



## ACTS, UNITS, AND ATTRACTIONS ROUTES

are published weekly in the Night Clubs-Vaude Department. Approximately 500 listed weekly.



## CIRCUS, CARNIVAL, REPERTOIRE, TENT, AND MISCELLANEOUS ROUTES

are published weekly in General Outdoor Department. Approximately 400 listed weekly.

# The Billboard

Vol. 52  
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The World's Foremost Amusement Weekly

October 12,  
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## POST-FLUSHING FAIR PLANS

### Peace-Time Draft Brings New Crop of Gags and a Few Songs

NEW YORK, Oct. 5.—Show business is cashing in on conscription, but in most cases it is done in fairly good taste. With Registration Day only a few days away (October 16) and the draft bill directly affecting some 16,000,000 people, gags, songs, skits, and what not are being devised and dumped into the nation's entertainment market.

Not all the music publishers are rushing to get conscription theme songs on the market, most of them waiting to see what the reaction on the first couple of tunes will be. Broadway Music Company published *What Are the Girls Gonna Do for Loving When the Boys March Off to Camp?*, by Helen Pope (former Rae Samuels pianist), and Leeds Music Company is represented by *Is It Love or Is It Conscription?*, written by Walter Bishop and Lou Singer. Reps of big music publisher firms stated that it might be bad business to make fun of a serious situation—serkous, at least, for those directly concerned.

Above-mentioned tunes, meanwhile, are being recorded by Victor and Columbia, the latter having assigned them to the McFarland Twins' orchestra. Decca is holding off recording plans of all conscription material. If the trend proves popular enough it will probably join the

parade, according to executive Dave Kapp.

Night club comedians and singers have been using draft theme material for a couple of weeks. Most of the emcee gags date back to the last war with fresh trimmings here and there. Warblers use special material. Helen Kane at the Club Encore here has been using Helen Pope's song. Dana Kent, warbler, has assigned Bobby Kroll, writer, to prepare special conscription songs.

Radio advertising agencies are permitting "decent conscription gags" to slip into the material of commercial programs. In vaudeville and niteries, not so limited, comedians elaborate on these comedy bits with off-color dressings.

Ted Wilde, press agent, has written a 10-cent gag book, *1001 Ways To Beat the Draft*, which, reportedly, is rolling in nice sales.

One of the more familiar soldier acts to cash in on the draft angle is Johnny Burke, who has been using the same material since the last World War and is now in great demand.

In burlesque, old doughboy skits are being revived by the comics, and burly strippers are now coming out with talking songs centered around the conscription before the usual peeling parade.

### TA Revives Two Old Rules on Benefits, Writes a New One

Ban on "celebrity nights" and cuffo political shows on books for years—new rider added to contracts puts penalties on acts, but not on agents or employers

NEW YORK, Oct. 5.—Three regulations, two of which are really revivals, have been announced by Theater Authority. One goes into effect immediately, and the other two, aimed more directly at night clubs and vaudeville, become effective November 1. The regulations are: (1) All artist representatives, bookers, and employers (night club or theater operators and owners) will be required to sign a supplementary document to all employment contracts agreeing to rule out free performances. Copies of the contract supplement will be sent to all agents, booking offices, vaude and presentation houses, and night clubs. Effective November 1. Penalties are \$100 fine, expulsion, or suspension from union membership.

(2) A resolution to be sent to all performers will prohibit anyone's appearing on a celebrity night show without proper compensation, under penalty of \$1,000 fine, suspension, or expulsion from union membership. Effective November 1.

(3) Free shows for political parties are ruled out. Effective immediately.

The measures were put thru by a committee representing Actors' Equity Association, American Guild of Variety Artists, American Guild of Musical Artists, American Federation of Radio Artists, Screen Actors' Guild, and Chorus Equity Association. The contract rider to be signed by the bookers, agents, and employers is as follows:

"Whereas the artist or artists mentioned in the contract attached hereto is or are members of the following organization or organizations (the six branches of the Four A's are listed) . . . and,

"Whereas the above-named organizations have constituted the Theater Authority, Inc., as the control board for benefit performances and have ruled that no artist shall appear in any benefit performance. (See TA REVIVES RULES on page 42)

### Showmen Look Ahead; Figure '40 Run Better Than '39; Rose Show Seen by 8,000,000 in Two Years

NEW YORK, Oct. 5.—Attractionists and impresarios at Flushing's Forty Fair, while engaged in routine tasks during closing weeks and arranging for post-expo demolition, are burning the midnight oil prepping for the future. Most of the mob won't emerge on the October 27 shutter-date with pens in hand ready to sign unrudderized million-dollar checks; but, with a portion of original investment retired and little-to-big nest eggs laid away from week to week, the boys figure the second edition quite a few furlongs better than the baptismal issue, when the gate fell about 14,000,000 short of the most conservative pre-opening estimates.

This year's draw will be in the neighborhood of 17,000,000—and may even come very close to being a million more. If it does, it will mark a drop of about 31 per cent over 1939's 26,000,000 gate. Chi fair's drop on the 1931 re-run was closer to 40 per cent.

When it comes to people and money, Billy Rose's *Aquacade* is so far in the van that his nearest competition has been lapped several times. About 5,000,000 customers took in the H2O opera last year, and they paid more than \$2,500,000 for the privilege. This year the figures will read about 3,000,000 and \$1,500,000. This would mean 8,000,000 people who gave up half as much money for the two editions.

There is talk of a roadized *Aquacade*, but the Rose office is mum on this point. Fair-inspired units definitely set are Mike Todd's *Streets of Paris*, which will be condensed for houses by Bill Miller; *World's Fair Highlights*, drafting talent and ideas from the New York and Sanfran fairs and presented by Almon R. Shaffer, general manager of New York's Winter Wonderland Village, and Albert Johnson's touring *American Jubilee*, fathered and financed by the expo this year. Other plans would shape up about as follows:

Jack Sheridan — Living Magazine Covers: Eying a night club spot with similar girl-posing layout, or identical units on tour. If neither materializes,

### Ice Looks Cold as New Field For Acts, Say Operators; Cite Difficulties, Dough, Few Dates

NEW YORK, Oct. 5.—Possibility that the appearance of Joe Cook with the Wirtz-Henle ice revue, *It Happens on Ice*, may inaugurate a trend whereby vaudeville, radio, and night club performers will switch to ice as a new and fertile field of employment was minimized by ice show operators this week for several basic reasons. The few performers, such as Joe Jackson Jr., Serge Flash, and the Seiler Brothers, who have been able to switch to ice are exceptions rather than the rule, it was pointed out.

Ice producers have been experimenting during the summer with the idea of obtaining skating recruits from among established performers, and have come to the following conclusions:

(1) Only the rare, exceptionally talented performer is dexterous enough to master the blades to the point where he or she can be as good on skates as off. This despite the fact that skaters

who have had earlier training as dancers make the better dance-skaters. Tests in— (See ICE COLD FOR ACTS on page 62)

### Ray Rogers Denies Rail Circus Rumor

CINCINNATI, Oct. 5.—Ray Rogers, manager of Wallace Bros.' Circus (motorized), denies the rumor that he is planning to have a rail show on the road next season of 15 or 20-car size, and that he had bought the entire equipment of the defunct Haag Bros.' Circus at Abingdon, Va., and the Gene Austin Tent Show trucks, light plants, etc., at Newport News, Va., for that purpose.

When queried by *The Billboard*, he replied by wire today from Sumter, S. C.: "Rumor not correct. Closing today good season."

he'll go back to designing covers for *The Saturday Evening Post*.

Almon R. Shaffer — Winter Wonderland: See above. First date carded for Cleveland Auditorium, then Detroit Convention Hall, bringing the contingent up to about December 15. Milwaukee, Chicago, St. Louis, Cincinnati, and Memphis are slated for January thru March, but in between Shaffer resumes work as boss of the Florida Orange Festival (See Showmen Look Ahead on page 32)

### Workers' Groups' Help Is Asked in Alien Registration

WASHINGTON, Oct. 7.—Earl G. Harrison, Director of the Alien Registration Division, Department of Justice, is requesting the co-operation of trade unions and organizations in helping non-citizens comply with the Alien Registration Act of 1940. The registration, which started on August 27, continues thru December 26.

Director Harrison points out that all workers' organizations can do a great service to their non-citizen members by acquainting them with the requirements (See Workers' Groups' Help on page 32)

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# Bombing Forces English Theaters To Stagger Show Hours as War's Workers Get New Entertainments

LONDON, Sept. 14.—Alteration of legit and vaude theater hours to meet problems created by intensified air raids has extended beyond London. In Manchester, for example, by agreement between police chief and entertainment representatives, city theaters now close not later than 9:35 p.m., cinemas finishing between 9:40 and 10 p.m. In Manchester suburbs, continuous performances are substituted for twice-nightly shows Saturday nights.

At the Hippodrome in Coventry, one of the province's finest vaude houses, twice-nightly has been dropped for two-a-day policy, afternoon show beginning at 3:45 o'clock and night at 6:20.

In the September 7 raid local theaters suffered their first casualty when a bomb hit one of the outer district vaude houses.

After a run of 10 months, and to make way for *Black Vanities*, George Black's *Black Velvet* closes at the London Hippodrome tonight. Its total of 635 performances has been exceeded only twice in the 40 years history of the house.

Nelson Clifford and Marie Marlon are staying on with Jack Hylton's *Garrison Theater*, which follows Palladium run by provincial tour and short season at Blackpool.

Vic Oliver and wife, Sarah Churchill, signed for C. B. Cochran's first program of new BBC radio series.

New night spot is De Brett's, one of a number of clubs taking the place of

dwindling bottle parties.

For the benefit of members of the combatant forces and war workers, the Garrick Theater reopened with non-stop policy under direction of Sir Seymour Hicks Monday (9). Name has been changed to the Uniform House and, for small admission charges, soldiers, sailors, airmen (and their girl friends), war workers in uniform or wearing badges or brassards, will have programs made up of music, plays, singing and dancing. Profits will be given to Lord Mayor's Red Cross and St. John Fund.

## B'nai B'rith Banquet

NEW YORK, Oct. 5.—Executives of the major film companies will be present at the first annual banquet of the Cinema Lodge of the B'nai B'rith, to be held at the Pennsylvania Hotel Saturday, October 26.

Staging the affair is a committee which includes Barney Balaban, Joseph Bernhardt, Nate J. Blumberg, Harry Brandt, Jack Cohn, Max Fleischer, Nathan Levy, Abe Montague, Charles C. Moskowitz, Dr. David De Sola Pool, Abe Schneider, Samuel Schneider, Murray Silverstone, Nate Spingold, Herman Starr, Major Albert Warner, H. M. Warner, and Abraham S. Weber.

# The Broadway Beat

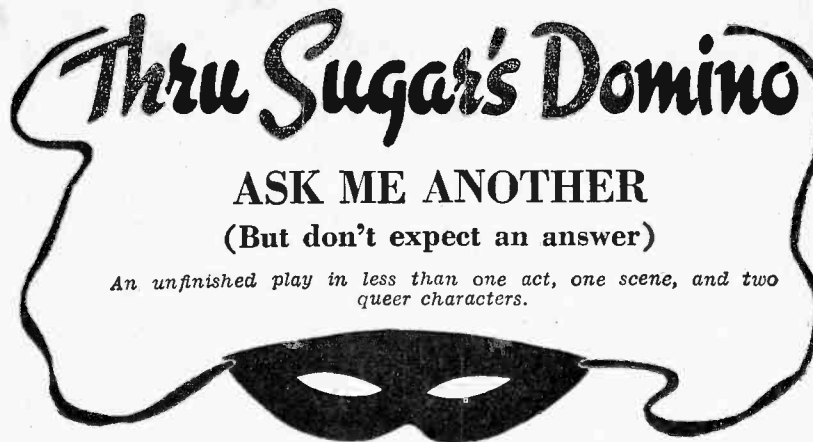
By GEORGE SPELVIN

HERMAN LEVIN, attorney and for years a worker in the city's charity and commerce departments, is a backer of the Daltry Gilbert and Sullivan company at the 44th Street. He asked the press agent not to reveal his interest in the show until after he'd read the notices. . . . Adia Kuznetzoff, basso at the Russian Kretchma, has just returned from Hollywood, where he portrayed one of the two Russians in RKO's *Second Chorus*. The other Russian was Fred Astaire. . . . Al Jolson's ad libbing, kidding of the customers, and sessions of reminiscent warbling, the high spots of *Hold On to Your Hats*, lengthen out so often that making the 11:35 deadline has frequently become an exciting race for the cast. After 11:35 it's union overtime. . . . Many of the top network programs are now opening with a BMI tune right off the bat. The last Kate Smith and Johnny Green shows opened with *Practice Makes Perfect*. . . . Incidentally, one of the members of the ASCAP board is betting that the radio trouble will be settled by March 1 at the latest.

JIMMY VAN HEUSEN, whose Tin Pan Alley stock has soared in the past few years with ditties like *Deep in a Dream*, *So Help Me*, *Imagination*, and *All This and Heaven Too*, got his pilot's license and his biggest assignment to date last week. Latter is the score for the Bing Crosby-Bob Hope *Road to Zanzibar* flicker, and the former gives him the right to chauffeur his own plane—which he's calling ATAHT. . . . Critics may rave and Pulitzer Prize Committees may swoon, but Blackie Shackner, who plays the harmonica in the current engagement of *The Time of Your Life*, is taking no chances. He has a civil service job on the side and doubles into the show. . . . Lou Levy, Maxine Andrews, Vic Schoen, and Poppa Andrews all bought new cars last month—proving that trio singing is still in the heavy dough. . . . Associated Music Publishers has contracted for disks by Larry Clinton and Enric Madriguera. Both will wax the transcriptions under their correct names. Formerly, Madriguera used to disk as Ramon Lorenzo. . . . Helen Kane, now co-manager and entertainer at the Club Encore, recalls that the last time she worked on Broadway was at the old Club Richman—and the cover charge was \$6 per person.

THE BILLBOARD'S radio skipper, Paul Ackerman, claims he doesn't want to call any attention to it, but the situation seems to be getting serious. For some time now he has been receiving miniature tombstones, neatly wrapped up, plugging some stone quarry down south and urging his patronage in preparation for darker days. He expects—and receives—the hunks of marble once every four months. Now, however, Ackerman also receives literature from the Franciscan Friars of the Atonement, who request: "Make Provision for Yourself While Still Alive for Gregorian Masses To Be Said After Your Death."

KITTY DONER, who was featured in a *Liberty* mag article when she retired from the show business and bought a chicken farm, is back in the show game—this time as operator of a dance studio in Brooklyn. . . . Gypsy Rose Lee, originally scheduled to replace Betty Allen in *DuBarry*, went into the show last week on schedule, but primarily as a stripper. The script was rewritten to allow Miss Allen to continue to sing the title song. . . . Imogene Coca, whose outstanding drolleries have deserved better legit shows than they got, makes her night club debut at La Martinique later in the month. . . . The booker of a key Broadway house recently decided to pay his respects to the management of an out-of-the-way spot by catching its opening night in person. But the assistant manager who happened to be in charge when he got there o. o.'ed his card and sent it back by an usher who remarked, "He doesn't know you, and if you want to get in you'll have to pay." The usher remained deaf to argument, so the booker paid and went in. But the offending house no longer has show-catching privileges at the Broadway spot.



ASK ME ANOTHER  
(But don't expect an answer)

An unfinished play in less than one act, one scene, and two queer characters.

Scene: Outside of the Lakeside Chapel, on Upper Broadway, New York.

Crowds are milling, most eyes are on the last car of the funeral cortege bearing away to their resting place the bones of a man of some eminence in the theatrical profession. This is a busy city street. Auto horns are tooting, the shrill notes of a traffic cop's whistle are heard. Broadway is out in full force. There is a variegated assortment of actors, managers, agents, and Broadway characters of uncertain occupation among the crowd that has just filed out of the chapel. As the funeral procession passes out of sight the deceased seems to pass just as quickly out of mind. Broadway pals are hailing each other; comedians are living up to their reputations. Their gags are being spilled fast and furiously in an attempt to cover up softness and sentiment of which they feel slightly ashamed.

Characters:

JOE ASAFETIDA—one of those singular creatures who is quite funny on the stage in his pantomimic act but who is a bore socially because he refuses to observe the amenities. He is known among the boys at the Friars' Club as a gink who talks too much about so-called serious things. He seems to end every sentence with a question mark. Conversation with him, which takes place only if unavoidable, is usually confined to dodging answers to questions that are difficult to answer. Joe is Broadway's human questionnaire. A terribly disturbing fellow. When a guy is out to get some laughs Joe tries to make him think. Most of his friends would like to see him banished to a two-year run at the Follies Club, Saskatchewan.

ED PALOMINE—probably the best liked guy on the street. Ed isn't very deep; neither is he shallow. Ed happens to be one of Joe's few close friends. Ed seems to understand Joe, and Joe doesn't find it hard to understand Ed because Ed is as obvious as a broad smile dotted with twinkling eyes. Ed must have found out long ago that there isn't any Santa Claus and that a Broadway-ite's slap on the back is a form of cheap exercise. Maybe that's why he isn't quite as deep as Joe. Joe managed to be frugal. He has hoarded many of his illusions. Like the spiritual miser that he is, he takes them out frequently to admire them. Lest they be broken, he puts them back again.

ED (wiping his forehead and with a lightning stroke taking a dab at his left eye where a tear hangs uncertainly)—

Gee, it's tough to see them cart Bill away. I can't believe it. It seems as if I had lunch with him at the Tavern only yesterday. He was telling all about his new house; how he was going to surprise the wife and kids. He'd be alive and kicking right now if it weren't for the blood he spilled trying to build up (See SUGAR'S DOMINO on page 42)

## CKCK Personnel Shift

REGINA, Sask., Oct. 5.—Changes at CKCK, Regina, include shifting of Lloyd Westmoreland from announcer to program director and addition of continuity editor responsibilities to those of publicity director for Don MacMillan. Moves follow exit of J. Lyman Potts, production manager, for CKOC, Hamilton, Ont.

## RCA Tele Dream

NEW YORK, Oct. 5.—Radio Corporation of America figures that when the FCC finally lets television roll, tele stations will eventually outnumber radio stations and will each have separate staff of performers, writers, and scenic designers. Figuring that most small radio stations use wax rather than live talent, RCA execs figure the industry is likely to use more talent than radio.

## EDDY HOWARD

(This Week's Cover Subject)

EDDY HOWARD, as he is known in show business, but Edward Evan Duncan Howard to his parents, began his responsibilities in life as a medical student, but has since switched over to increase the heartbeat of musical America with both his songwriting and singing talents.

Just passing his 26th birthday, Eddy has cemented the cornerstone of his success as a songwriter with such beautiful ballads as "Careless," "My Last Goodbye," "A Million Dreams Ago," "Now I Lay Me Down To Dream," and "If I Knew Then." These numbers were done while he was featured vocalist with Dick Jurgens' orchestra, which he joined after leaving George Olsen. Since then his ability as a songster has reached the attention of radio, films, and legit.

Howard's musical inclinations went to work for him while attending school at the San Jose State College, California, for his medical degree. He supported himself during this time by playing guitar in the school band. Later he entered show business for keeps by identifying himself with Olsen and later Maestro Jurgens.

Since then, working as a single, he has broken records at Chicago's Oriental Theater and has also waxed for Columbia Records. On the air he was singing star of the Luxor Musical Powder Box program and featured with Edgar A. Guest on the "Heap o' Livin'" show.

Howard is exclusively managed by Biggie Levin.

# Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

HELEN CRAIG—young legit actress now appearing in the leading role of *Johnny Belinda* at the Belasco Theater, New York. Her current job is an outstanding and amazing piece of acting, in which she portrays a deaf mute with understanding, tenderness, and great effect. Has tremendous sincerity and a glowing quality that has brought rare beauty to all her work.

## For LEGIT MUSICAL

THE COLSTONS—ballroom satirists now appearing at the Strand, New York. Have set of routines good for a steady flow of laughs and, in addition, present a solid background of ballroomology that is demonstrated by a fine assortment of spins and flips. Would click solidly in a spot in a legit revue.

<p>SPECIAL PRINTED ROLL or MACHINE</p> <p>100,000</p> <p>FOR \$20.00</p> <p>ELLIOTT TICKET CO.</p>	<p>TICKETS</p> <p>RESERVED SEAT — PAD — STRIP</p> <p>COUPON BOOKS — RESTAURANT</p> <p>CHECKS — SALES BOOKS AND</p> <p>ALL ALLIED FORMS</p> <p>409 LAFAYETTE ST. N. Y. C.</p> <p>82 W. WASHINGTON ST., Chicago.</p> <p>615 CHESTNUT ST., Phila.</p>	<p>STOCK ROLL TICKETS</p> <p>ONE ROLL \$ .50</p> <p>TEN ROLLS 3.50</p> <p>FIFTY ROLLS 15.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price</p> <p>No C. O. D. Orders Accepted</p>
		<p>409 LAFAYETTE ST. N. Y. C.</p> <p>82 W. WASHINGTON ST., Chicago.</p> <p>615 CHESTNUT ST., Phila.</p>

# Add Multiple Sponsor Layouts On Chicago Stations; Good Biz

CHICAGO, Oct. 5.—With the addition of four new participation programs on WIND and WJJD, and two new shows of this character to the WBBM schedule, co-operatively sponsored programs are apparently on the upgrade in the Windy City. Value of such programs as income-boosters is rapidly being realized by station program and commercial departments. Chief reasons for their promotion by radio stations is (1) and hour sold in small parcels to a number of advertisers brings in greater returns than when sold as a full period to one sponsor, and (2) a 15-minute time buyer can be sold on the advantage of gaining the larger audience held by a longer program.

New participating shows on WJJD are *Supper-time Frolic*, two-hour program opened to co-operative sponsorship this fall; professional football broadcasts of

the Chicago Bears games, and *The Laugh Music Hall*, one-hour show, starring Bill Anson, which was launched September 30. New show on WIND is a four-hour dance period of requested recordings on Sunday afternoons, beginning October 6. One of the new WBBM participating periods begins today, a two-and-one-half-hour variety show, which will be sold in 15-minute and half-hour parcels. The other WBBM co-operative, sold on the same time basis, is split into two sections aired Saturday morning, one recordings under the title *Saturday Sunshine*, the other (news and recordings) under the tag of *The Norman Ross Revue*.

### WIND Gimmick

WIND recently made its four-hour *Night Watch* program, aired in the wee hours, a participating feature. Sold only to night spots and restaurants, seven in number at present, it accomplishes the miraculous by getting club owners to pay higher rates for time on a recorded shot than they would have to pay for putting their own bands on remote. Object, of course, is to benefit from the *Night Watch* following. Another WIND co-operative is *Sports Edition*, four hours in the afternoon of races, news, sports interviews, and music, which has been on for two and one-half years.

Recorded ballroom programs on WCFL, WAAF, and WGN, constitute their only venture in the co-op field. WCFL, however, is the Chi outlet of the NBC *Breakfast Club*, which is also sold to different sponsors. Still running on WBBM is the co-operatively sponsored *Musical Clock*. WLS is represented with *Feature Foods*, half-hour morning shot which may be considered an old-timer. Sold on a special rate basis, lower than time-card rates, it weaves gossip comment about products of sponsors into the continuity rather than offering formal announcements. WMAQ and WENR have no participating shows other than those on which they sell spot announcements.

Another angle taken into consideration by station program departments is the possibility of selling an ad agency on a co-op feature so that it in turn persuades more than one of its accounts to buy time on the program, thus doing a double selling job. Two current examples are H. W. Kastor & Sons, which bought WJJD *Supper-time Frolic* for two clients, Beaumont Laboratories (Four-Way Tablets) and Campbell Cereal Company (Malto-Meal); and Mitchell-Faust, which has WLS *Feature Foods* for both the Rap-In-Wax Company and the Michigan Mushroom Company.



NAPOLEON

DIDN'T NEED LAFAYETTE

P. A.

but you do!

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### 600 Honor Quigley

NEW YORK, Oct. 5.—Approximately 600 members of the motion picture industry attended the luncheon in honor of Martin Quigley, trade paper publisher, held at the Hotel Edison, Wednesday (2). The affair was tendered by the AMPA, honoring Quigley's 25th anniversary as a publisher.

Other trade paper representatives at the luncheon included Terry Ramsaye, Peter Harrison, Elias E. Sugarman, Jay Emanuel, Abel Green, and Red Kann.

### Two More Loop Shows

CHICAGO, Oct. 5.—A Broadway mystery play and a Hollywood revue were added to the local legit fare this week. The mystery drama, *Ladies in Retirement*, opened Monday at the Harris and drew rave reviews from the critics. Play marks the start of the 13th consecutive Chicago season of the Theater Guild.

The Hollywood revue, *Meet the People*, opened at the Grand Opera House Saturday (28). Staged by Danny Dare and presented by the Hollywood Theater Alliance, the show is pleasing in spite of amateurish production and direction, and it was given a hearty welcome. A youthful, breezy cast provided a delightful melange of humor, music, and dancing. The spontaneity of the show glosses over some of its faults, and it bids fair to go well with the public.

WASHINGTON, Oct. 5.—Two Spanish-speaking announcers are to broadcast play-by-play descriptions of home games at the University of Pennsylvania, beginning today (Saturday). The broadcasts will be directed to South American listeners. This will be the first use of international short wave of college football, it is believed.

### New Op Group Starts

CHICAGO, Oct. 5.—Harry Zelzer today announced a newly formed organization to be known as the Opera Theater, whose purpose it is to present works generally neglected in the repertory of major opera companies. Artistic director of the group is Giacomo Rimini; Giovanni Cardelli is general director, and Zelzer is business manager. The Opera Theater will present six productions this season. First will be *Il Matrimonio Segreto*, by Domenico Cimarosa, to be given at the Civic Theater October 20. Cast will include Rimini, Virginia Haskins, soprano; Maria Data, contralto; Joseph R. Luporini, tenor, and Victor Carell, baritone.

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# WAR NEWS HYPO ON CBS

## 300% Jump on Int'l News Since War; Time Estimate \$4,100,000

NEW YORK, Oct. 5.—Since the outbreak of the war in September, 1939, and for a 12-month period thru August, 1940, the Columbia Broadcasting System has aired a total of 254 hours of international broadcasts. This figure is four times as great as the number of hours of international news aired on CBS over a similar period of 12 months prior to the war, from September, 1937, thru August, 1938. Figure for the year in 1937-'38 totaled only 66 hours, the comparison showing at a glance how extensively radio has gone afield to take care of hypoed listener interest in news.

CBS estimates that had the time devoted to international broadcasts been sold commercially the sum would have totaled \$4,100,000 for 11 months since September, 1939.

Glance at appended chart will show that international news broadcasts were most extensive during first month of the war, then sharply declined and gradually arose to a substantial figure. In no month following September, 1939, however, did intentional news reach the September high of 34 hours and 44 minutes.

### Commercial News

Since the war commercial news pro-

grams have increased very considerably, but not sensationally, according to figures prepared by CBS. The jump, however, gives added point to trade opinion for some years, namely, that sponsors are becoming more conscious of news as an advertising medium.

Total commercial hours broadcast over CBS for the first 12 months of the war, from September, 1939, thru August, 1940, totaled 255 plus hours, as compared with 160 hours during a similar 12-month period in 1937 and 1938. Chart covering commercial broadcasts since the war shows little deviation during the successive months, with the exception of the first war month, September. Commercials then totaled only seven hours on CBS, but advertisers quickly jumped aboard, the remaining months all showing figures three times as great as September. May, 1940, was the high spot with 26.5 hours.

### Sustaining News

Hours devoted to sustaining news on Columbia show a sizable increase in the past 12 months, the first year of the war totaling 1,872 hours as contrasted with 1,065 during a similar period during 1937-1938.

### How WMCA's Steele Does It

NEW YORK, Oct. 5.—Altho many listeners believe that newscasting is compounded primarily of fireworks and oatmeal, fact is that some of the lads work very hard over their programs. Johannes Steele, who broadcasts over WMCA, does a six or seven-hour research job before each program. He is likely to read or peruse as much as 150,000 to 200,000 words of copy while checking material in his extensive files. He subscribes to about 150 foreign publications and special news services and spends for this material about \$3,000 a year. He knows his way about in 10 languages, which means he can figure out the others.

P. S.: He says the British will win.

### CBS International Broadcasts

September, 1937, Thru August, 1938 Before the War

1937	No. of Hours	No. of Broadcasts
September	6:00	15
October	4:30	16
November	3:15	10
December	5:15	16
<b>1938</b>		
January	1:00	4
February	1:45	6
March	7:00	22
April	4:15	11
May	7:30	18
June	7:45	19
July	13:15	36
August	4:30	13
<b>TOTAL</b>	<b>66:00</b>	<b>186</b>

## NBC Sets Deal for Washington Tele

WASHINGTON, Oct. 5.—National Broadcasting Company and representatives of the Wardman Park Hotel here have signed a lease covering space for NBC television studios and equipment at the hotel. NBC plan is to present sports and special events and to repay programs thruout the country when relay facilities are adequately developed. Niles Tammel, NBC prexy, and Thomas D. Carson, president of Washington properties, Inc., signed the deal.

The FCC is expected to okeh construction shortly.

Trammel, stressing importance of Washington tele programs, said that NBC hopes to make Washington an originating point linking the capital with Philadelphia and New York City.

Station will be the second constructed by NBC, the first being W2XBS, New York.

## Allen's Theme Song a Mystery

NEW YORK, Oct. 5.—One of most interesting by-products of the Fred Allen debut Wednesday was a deep mystery as to program's theme song. Al Goodman, musical director, when queried whether the show had BMI music, said the theme was BMI's. Checkup with BMI, however, elicited statement that the tune was an original, written for the program and belonging to neither BMI or ASCAP. This, BMI pointed out, is perfectly okeh for BMI, because it indicates agencies are trying to get by on non-ASCAP music.

Buchanan agency, which handles the Texaco show, stated tune was written especially for the show by Will Irwin, and that BMI would publish it. Allen had first sought to use a parody of *Mother*, tune controlled by the Robbins Music Company, which would spell out the letters of the word Texaco. Robbins refused permission.

BMI as yet has been hesitant about announcing what progress has been made in persuading agencies to switch to BMI themes on commercial programs. By November, however, the music company expects to give out some hot information on this point.

## Dept. Store Uses Boys' Show

CHICAGO, Oct. 5.—Henry C. Lytton Company is sponsoring a new program for boys, starting next Saturday over WGN. Called *The Boys' Parade*, show will be written by boys and feature talent acts by boys. Boy Scouts and various other boys' club in Chi are co-operating. Each Saturday a Boy Hero of the Week will be selected. Harry P. Everingham will act as emcee. Account is handled by Sehl Advertising Agency.

### CBS Newscasts Before and Since the War

1937	No. of Sustaining Hours	No. of Commercial Hours	Total No. of Hours	1939	No. of Sustaining Hours	No. of Commercial Hours	Total No. of Hours
September	20:30	16:00	36:30	September	25:01	7:34	32:35
October	14:30	15:45	30:15	October	21:11	19:07	40:18
November	9:00	15:15	24:15	November	16:34	21:55	38:29
December	17:30	16:15	33:45	December	19:00	21:35	40:35
<b>1938</b>				<b>1940</b>			
January	11:35	16:45	28:20	January	14:56	22:30	37:26
February	10:40	15:15	25:55	February	13:59	20:40	34:39
March	11:10	20:30	31:40	March	15:06	21:35	36:41
April	19:20	11:25	30:45	April	16:36	25:45	42:21
May	18:45	11:00	29:45	May	12:51	26:50	39:47
June	17:05	10:30	27:35	June	11:42	22:25	34:07
July	21:30	4:15	25:45	July	19:17	23:50	43:07
August	14:30	7:30	22:00	August	28:36	21:30	50:06
<b>TOTAL</b>	<b>186:05</b>	<b>160:25</b>	<b>346:30</b>	<b>TOTAL</b>	<b>214:55</b>	<b>255:16</b>	<b>470:11</b>

## Advertisers, Agencies, Stations

### NEW YORK:

AMONG those present at the Fred Allen party Wednesday were John Griggsby, Alice Quinlan, Howard Fitzpatrick, Elizabeth Sullivan, and Morris Hastings. They are, respectively, radio editors of *The Toledo Blade*, *Boston Herald-Traveler*, *Boston Post*, *Boston Globe*, and *Boston Transcript*. . . Nash-Kelvinator sponsoring John B. Kennedy in news broadcasts 9:30-35 p.m. Monday thru Friday on NBC-Blue net starting Monday (7). . . Mrs. Alice Smart, assistant secretary of J. W. Pepper, Inc., appointed time buyer and program director of agency's radio department. . . Mutual network's billings for September, 1940, totaled \$283,463, an increase of 34.6 per cent over last year's September figure. . . Don Hart, program director of WMPF, left Plattsburg for New York last week. Will take in World's Fair, Radio City, and trek to home town in Jamestown, N. Y. . . Ashton Dunn appointed NBC personnel manager. . . Effective October 14, Herbert C. Sanford joins N. W. Ayer as assistant to H. L. McClinton, vice-president in charge of production. . . Joey Nash, wax vocalist, in Montreal at the Fay D'Or. . . The Quintones are recording for five transcription companies, Associated, NBC-Thesaurus, World, Standard Radio, and Lang-Worth.

Script Library and National Export Advertising have inked contract providing for Quaker Oats sponsorship in Puerto Rico of Travilla MacNab's *Murder in the 400*. Yarn has 26 episodes, and is broadcast by only two central characters. . . S. C. Johnson & Sons, Inc., manufacturers of Carnu, have renewed sponsorship for 13 more weeks of *Las Estrellas de Hollywood* (*Stars of Hollywood*) and *La Vida en Hollywood* (*Life in Hollywood*), both to be short-waved to Latin America via NBC's WRNI and WRCA. . . Guy C. Hickok, of NBC's in-

ternational division, off on a one-month trip to South America.

Ben Crauer has been signed as announcer for the Kay Kyser program when it comes to New York October 23. He will relinquish the Vitalis show.

### PHILADELPHIA:

EVE KNIGHT back at WIP for a new featured song series with Joe Frassetto's house band. . . Carsie Lee, WHAT songstress, also back at the mike following a honeymoon tour. . . Columnist Cal Tinney started a sustaining series tabbed *The Man Who Brings the World Down to Earth*. . . Ralph Brent, formerly of WINJ at near-by Trenton, N. J., has joined WFPG in Atlantic City as program director. Bob Lewis also added to the station's announcing staff. . . WCAU's central casting bureau for dramatic talent got under way this week with more than 200 names already registered. . . Martin Oebbecke, assistant technical supervisor at WIP, due back this week from a Honduras vacation cruise. . . Charles S. Cheston, of Smith, Barney & Company, investment house, elected to the board of directors of Philco Radio & Television Corp. . . JOHN THORPE, KYW farm editor, celebrates the second anniversary for his R.F.D. 1020 show. . . John J. Radley, who solves heart and home problems via a WIP mike, has opened offices in town for private consultations. . . Mort Lawrence gets the nod at WFIL to emcee an early ayem hillbilly.

Canada Notes: Stewart MacKay, announcer with CJCA, Edmonton, Alta., has joined the staff of CJRC, Winnipeg, Man. . . Dorwin Baird succeeds Dick Diespecker as news chief of CJOR, Vancouver, B. C. Diespecker is now with the Canadian Active Service Force. . . Former manager of CFAC, Calgary, Gordon S. Henry, is now managing CJCA, Edmonton. . . New announcer with CJRM, Regina, is George Robertson. . . J. R. Barclay, formerly an announcer with WMAQ, Chicago, is stationed with the Royal Canadian Air Force in Regina.

### HERE AND THERE:

Dixie Dabbles: Ted Nabors, KTRH staff member, has rejoined faculty of University of Houston as assistant in speech and microphone technic. . . Jud Collins, of WSGN (Birmingham) announcer staff, to same capacity at WSM, Nashville. . . Bill Terry again taking over

football assignment for Alabama network, including WSGN, WSFA, WDAK, WHBB, WJBY, WMOB, and WJHO. . . Jerry Bozeman in charge of football airing over KWKH and KTBS, Shreveport, and Bill Brengel again at mike for games thru Louisiana network of WSMB, New Orleans; KLMB, Monroe; KALB, Alexandria; WJBO, Baton Rouge, and KPLC, Lake Charles, for a soft-drink sponsorship now in its 10th year. . . Leon Adams joins WWL, New Orleans, as publicity and merchandise manager. . . WWL has installed lobby display in Hotel Roosevelt showing outstanding programs from day to day with pictures of talent. Station also using all leading dailies of the State advertising its programs. . . WCOV, Montgomery, replaces WSFA, that city, as CBS link. WSFA switches to NBC. . . WJBO, Baton Rouge, carrying large ads in local dailies explaining that station was forced to take Red address over NBC Blue last Wednesday night.

Canada Notes: Stewart MacKay, announcer with CJCA, Edmonton, Alta., has joined the staff of CJRC, Winnipeg, Man. . . Dorwin Baird succeeds Dick Diespecker as news chief of CJOR, Vancouver, B. C. Diespecker is now with the Canadian Active Service Force. . . Former manager of CFAC, Calgary, Gordon S. Henry, is now managing CJCA, Edmonton. . . New announcer with CJRM, Regina, is George Robertson. . . J. R. Barclay, formerly an announcer with WMAQ, Chicago, is stationed with the Royal Canadian Air Force in Regina.

Bruce Chick, announcer on CKLW, Detroit, has taken on added duties in charge of continuity staff, replacing Don Sims, who has gone to WMSL, Decatur, Ala. Frank Purke, another announcer, has been placed in charge of promotion.

## WINX, Wash., Debut Set

WASHINGTON, Oct. 5.—WINX, newest local station to be licensed, is expected to go on the air about October 15. Lawrence J. Heller, Washington lawyer, real estate operator, and owner of WINX, plans elaborate opening ceremonies to dedicate the 100-watter.

Station plans a program of "intense localization," a substantial portion of the evening broadcasts given over to high fidelity classical recordings. Standard will supply the library, while INS will serve with news.

### September, 1939, Thru August, 1940 Since the War

1939	No. of Hours	No. of Broadcasts
September	34:44	105
October	15:32	67
November	16:44	63
December	17:38	69
<b>1940</b>		
January	17:20	65
February	17:19	61
March	18:12	66
April	18:34	64
May	21:30	76
June	25:01	99
July	28:08	99
August	23:18	88
<b>TOTAL</b>	<b>254:00</b>	<b>922</b>

Note: A minute percentage of hours of international broadcasts as given in these columns was devoted to broadcasts not strictly news, as lectures. But percentage, according to CBS, is not enough to appreciably affect figures as given.

SEE NEXT WEEK'S ISSUE OF

# The Billboard

FOR THE SENSATION SUCCESS STORY  
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# CARROLL LEVIS

A CANADIAN SHOWMAN WHO  
REALLY MADE GOOD IN  
ENGLAND

## Radio Talent

New York By JERRY LESSER

**ANNOUNCER** GEORGE PUTNAM is quite a man with the women. He will have *Portia Blake* in the afternoon and *Ellen Randolph* in the morning. . . . **STERLING FISHER**, CBS director of education, is brushing up on his Spanish, in preparation for the extension of *School of the Air*. . . . **GEORGE HER-RICK**, assistant chief engineer of WINS, has been appointed instructor of radio communications at Brooklyn Technical Night School. . . . With **CHARLES STARK'S** recent assignment as announcer of *I'll Never Forget* over WOR, he becomes one of the few announcers to have current shows running on all three major networks. . . . **HELEN HAYES**, who has played so long and successfully in **LAURENCE HOUSMAN'S** stories of *Victoria Regina*, recently met the author and said, "I feel, sir, that I owe you a great deal." Whereupon **HOUSMAN** burst into laughter. "You?" he said. "You owe me nothing, my dear. I am the one who is in debt. You have made me a very rich man."

**EXPERTS** agree that **TOSCANINI'S** music is a great factor in building good will, so it comes as no surprise that the conductor will once more visit the Latin Americas, starting next May and ending in September. . . . Three former waxed shows go live October 7, with the following in the leading roles: **LUCILLE WALL** in *Portia Faces Life*, **AUDREY EGAN** in *We, the Abbotts*, and **HELEN LEWIS** in *Kate Hopkins, Angel of Mercy*. . . . Newest thing in radio is to have a "stock company" for a program, artists

used on dramatizations from week to week. One of the leaders in that trend is *Crime Doctor* on CBS. Regulars on the series are **RAY COLLINS**, **JOHN MCINTYRE**, **JEANETTE NOLAN**, **ALAN REED**, and **AGNES MOOREHEAD**. . . . They tell me that **ROBERT OBER** will play the role of Banker White on *Society Girl* starting Monday. . . . that **JOAN BLAINE** is a steady customer at the hospital these days. She isn't sick, but her spaniel is. . . . that **BARBARA LEE** will be a newcomer to the cast of *The Shadow*. . . . that **KENNY BAKER** blew out 28 candles last week. . . . that **YVETTE**, hailed by NBC as its singing discovery of 1940, told **PAUL BRENNER** all about her life on his *Request Club* program on WAAT, Friday, October 4.

**ERIC DRESSLER** was awakened at 3 a.m. one night last week by State troopers who very timidly informed him that his telephone lines were down due to a storm and that they had a wire for him. On opening it, he found it to be a message requesting him to contact Radio Registry immediately. . . . **CURTIS ARNALL** is studying voice with **LUCILLE PETERSON**. Feels that *Pepper Young* can't go on forever. . . . **CHICK VINCENT**, who is directing *This Small Town*, has a winner in the first of his free lance directorial assignments, if we may judge by the first three episodes. . . . **AVERILL HARRIS** is back from the Coast, where he worked in two pictures. . . . NBC directors finally get a break from job-seeking actors by having new officers with locked doors.

## Chicago

By NORMAN MODELL

**EVELYN MORIN**, of the sister trio, became a mother last Friday (27). . . . **RED GREEN** and **IKE EVERLY**, known as the North Carolina Boys, are added starters on the *Sunshine Jubilee* revue on WJJD. . . . **MARLIN HURT** claims he knocked 'em over at the personal appearance of the *Show Boat* at the Omaha Food Show. . . . **CARLTON KADELL** is the new announcer on *Stepmother*, **DON HANCOCK** having pulled up stakes for New York to bark for *The Goldbergs*. . . . **PIERRE ANDRE**, who was the first announcer on *Helen Trent* when it began

eight years ago, has been put back on it again. . . . Same show has two new thespians in its cast: **VIVIEN FRIDELL** and **LEWIS KRUGMAN**. . . . **PAT BARRETT'S** *Thoughts for the Day*, which closes the Uncle Ezra broadcasts, may be syndicated.

**ETHEL OWEN** planned from New York to play the lead in Saturday's (5) *Knickerbocker Playhouse*. . . . Playing opposite her was **HENRY HUNTER**. . . . **FRAN CARLON** may have next week's lead. . . . Now that *Orphan Annie* is off

## FCC Sets Up Three FM Classes; To Avoid Confusion; Tele Angle

WASHINGTON, Oct. 5.—For the first time in regulation of radio, a clear-cut policy for broadcasting has been developed by the Federal Communications Commission, which this week announced new rules for FM stations. Steps were taken to avoid the confusion prevalent in standard broadcasting, and the Commission also barred the way to monopoly of facilities.

Three classes of stations are set up for FM which correspond to classes in standard broadcast stations. A counterpart to clear channel stations will be FM outlets designed to cover wide rural areas, at least 15,000 square miles normally, and tho they may serve the cities in which they are located they can not sacrifice their rural service. The FM outlet which would correspond to a present regional station would be a "basic" station, serving a "basic trade area." This would consist of a principal city and the normal trading area recognized by standard retail authorities. A "limited" FM station would serve a city within a trade area and would be similar in character to standard local stations.

Various high frequency channels have been set aside for the different classes of service, and the FCC clearly states that stations serving a substantial part of the same area shall not be assigned adjacent channels.

Keeping in mind Commission experience with standard broadcasting, the FCC now rules for FM that stations in large cities will not be permitted to serve beyond their normal trading area. This will be done by regulating the amount of power used or the height of the antenna. FCC explains that "to permit the stations in the large cities to extend their areas beyond the trade area would necessarily result in a situation where some areas which could otherwise support a station (of their own) would not be able to do so, and as a result, the plan for uniform distribution of service where technically and economically feasible would be impaired."

The new rules are expected to put new vigor in FM sales, which some quarters represent as drooping due to pooh-poohing by television interests.

the air, **GEORGE ROOSEN** is peddling two new strippers. . . . **BILL LAYDEN** is off to Turkey Run to whip the flu. . . . **DICK TURNER**, **JACKIE HARRISON**, and **CHUCK GRANT** are new cronies of Bud Barton. . . . Two new characters in *Girl Alone* are played by **JOHN HODIAK** and **CARLTON BRICKERT**. . . . Proud Papa **LOU COWAN** got up a radio review announcement of his

newborn son, named **PAUL SMITZ COWAN**. . . . Announcing staff of WGN is making personal appearances at the F-M demonstration at Marshall Field's. **RENE GEKIERE** is the demonstrator. . . . **DORIS DOUGLAS** and **BOB BARON**, who were married in Hollywood recently, are back in Chi and will remain as long as Bob has the role of Blackbeard on *Jack Armstrong*.

## Hollywood

By DEAN OWEN

**CHARLES CORRELL** and Mrs. Correll spent a week-end on the wing, flew to Reno, Lake Tahoe, stopped off at Virginia City, and wound up at Burbank in time for the *Amos 'n' Andy* broadcast Monday. . . . **DENNIS DAY** back, ready to resume his assignment on **JACK BENNY** show. . . . **HUGH BEAUMONT**, New Orleans winner in the Gateway to Hollywood series, gets role as Doolittle Jones in *Captain Danger*. . . . **MARIAN AND JIM JORDAN** are back in Hollywood after a trailer and fishing trip. . . . **KNO MANNING** planned to Boston where his mother, Mrs. Charles K. Manning, is reported seriously ill. . . . **ANNE STONE** will play the part of Josie, a glamorous French adventuress, when I

*Love a Mystery* resumes this week. . . . **MARY LEE** has garnered herself a regular berth on the Gene Autry show after a guest spot. . . . **BOB CROSBY** and his crew are due to stick around for a spell, since the maestro finally made his weight and is taking his cinema bows before the cameras at RKO. *Camel Caravan* will originate from here during Crosby's flight with the flickers.

NEW YORK, Oct. 5.—According to Joseph D. R. Reed, president of Freed Radio Corporation, FM network stations are broadcasting 60 hours of programs heard in the New York area. Freed Radio Corporation has just completed a check-up on FM broadcasts.

# FALL PROGRAM REVIEWS

## 'Ford Sunday Evening Hour'

Reviewed Sunday, 9-10 p.m. Style—Classical music. Sponsor—Ford Motor Company. Agency—N. W. Ayer. Station—WABC (New York, CBS network).

Classy and sometimes sleepy. That sums up the debut program of the "Ford Sunday Evening Hour."

Talent layout, studied individually, is impressive. Andre Kostelanetz was guest conductor of the symphony orchestra, Lily Pons warbled prettily as guest soloist, and William J. Cameron spoke with impressive diction and sophomore thought on the fact that the times were "grim." We decided, at this time, that we missed Linton Wells very much. But casting aside Mr. Cameron's international double-talk, program did not shape up as having an entertainment standard equal to the Ford summer hour. Miss Pon's rendition of the *Bell Song* and other classical numbers was tops, and ditto the orchestra under hub-by Kostelanetz; but those lighter tunes sung during the summer by Jimmy Newill and Jessica Dragonette were sadly missed.

Program's producers, no doubt, are aiming the show at a very classy audience segment; but a bit more emphasis on operetta material is likely to be palatable to the regular customers and may also draw a batch of newcomers.

Wind-up was a hymn, *Praise to the Living God*, sung by Ford Chorus with orchestral background. This left the listeners sober as judges. Plug for Ford seemed inconsequential at the end of all this finery. *Ackerman.*

## Kate Smith

Reviewed Thursday, 8-8:55 p.m. Style—Variety. Sponsor—Grape Nuts. Agency—Young & Rubicam. Station—WABC (New York, CBS network).

This program, the second of the Kate Smith series this year, shaped up as another sock layout despite absence of Abbott and Costello. The incomparable Kate has the same honied accents and true vocal delivery, Ted Straeter's chorus is excellent as usual, and Ted Collins is suave as emcee.

Wille Howard, veteran musical comedy and vaude comic, appears without brother Eugene. His piece in this show was the familiar French lesson, a gibberish of dialects and nonsense of known value to metropolitan audiences who have a clear mental picture of the master's gestures. Just how Howard will go over the network cannot be ascertained yet.

Edward Arnold, guest, appeared in a

dramatic opus, *The Lady and the Gardenia*—a sort of modernized version of the Pygmalion and Galatea legend with a theatrical background. Arnold played a producer who builds a great actress and falls in love with her. Ending is unusual, however, and well in keeping with the character Arnold creates.

Kate and Collins help on the plugs, really making the product seem terrific fodder. *Ackerman.*

## "Colonel Stoopnagle"

Reviewed Sunday, 5:30-6 p.m. Style—Comedy and quiz. Sponsor—The Mennen Company. Agency—H. M. Kiesewetter. Station—WABC (New York, CBS network).

F. Chase Taylor, Colonel Stoopnagle to the radio audience, had for some time struggled along under the trade opinion that his comedy was too subtle for radio. This is scarcely true now—for the good Colonel convulses as often as he confuses, and the new edition of *Quizie Doodles*, his nonsensical program, should sell a lot of stuff and things for Mennen.

Program involves a \$35 giveaway, six people getting or not getting this sum according to answers given to the Colonel's "Quizie Doodles," which are trick questions calling for sharpness of mind rather than formal knowledge. Listeners submitting quizies receive \$5 if questions are used.

Prior to embarking on the quiz, Stoopnagle and his straight man, Alan Reed, indulge in give and take comedy, the aim of which is to give the Colonel a sort of nut build-up. This is eminently successful, the Colonel giving an account of his career as a prize fighter.

The quizies, as indicated, are very tricky. Best of them on this program was an item titled *The Invisible Man*. Idea was to describe the appearance—height, weight, etc.—of a man who could not be seen but whose voice was heard. The mysterious voice proved to be that of a midget, and the situation occasioned plenty of laughs.

Program still includes the daffynitions and samples of Stoopnagle's peculiar treatment of sentence structure.

Reed is program's handy man, throwing in plugs in addition to stint as foil for the Colonel.

It's a good show. *Ackerman.*

## "Screen Guild Theater"

Reviewed Sunday, 7:30-8 p.m. Style—Dramatic. Sponsor—Gulf. Agency—Young & Rubicam. Station—WABC (New York, CBS network).

Guild's opener this season was *Shop Around the Corner*, last year's film click. The trimmed radio version retained much of the charm of Nickolaus Laszlo's story and Margaret Sullivan and James Stewart were on hand to play the roles they created so well on the screen.

Shopkeeper was Frank Morgan, his role being primarily one of narration. One or two other characters had bit parts; but in general the adaptation was a remarkably economical one, providing for good development of the story thru the two leads and a few simple incidents.

*Guild Theater*, which has earned some \$570,000 for the Motion Picture Relief Fund, continues to operate under the same set-up, the sponsor paying \$10,000 weekly to the Fund. Jean Hersholt, Fund's prexy, made a brief introductory speech telling something of the Fund's activities.

Program is likely to go along well, as it did last year, using pix names. Roger Pryor continues host, with background music by Oscar Bradley orchestra. Plugs for Gulf not obtrusive. *Ackerman.*

## "Ben Bernie Musical Quiz"

Reviewed Tuesday, 8-8:30 p.m. Style—Variety show. Sponsor—Emerson Drug Company (Bromo-Seltzer). Agency—Ruthrauff & Ryan. Station—WJZ (NBC-Blue). New York.

Discounting the usual "first night" mishaps, particularly noticeable at the end of the program when nearly a minute was left with nothing to do, Ben Bernie's new show is entertaining and has considerable audience appeal. The appeal to some degree is due to the quiz portion of the program, which offers cash to both listeners and participants.

It is comparatively simple to understand and to visualize.

Publicity-getting personality on the show is Carol Bruce, *Louisiana Purchase* songstress and glamour girl, who at this first stint was on for two tunes and some comedy chatter with the old maestro. Despite the overabundance of publicity given her, usually cause for suspicion, Miss Bruce warbles pleasantly in an easy-to-take contralto voice and handles lines like a veteran. This is her first steady job on a weekly show, although she has made numerous guest appearances. Her songs included *Our Love Affair* and *I Am an American*, the entire company furnishing audible support for the latter.

Bernie's method of entertaining is the same as it has been for years, and there is no reason why he should change at this stage of the game. While the material is not always uproariously funny, it is generally amusing. Still pitches in diplomatic plugs for the sponsor (this time the Bromo-Seltzer people) and carries on in a pleasant manner with the entertainers and announcer, Dan Seymour.

Quiz chapter, labeled *Say It With a Song*, employs three men and three women from the audience, a mixed team used for each musical question and answer. Band plays the musical strains while the participants have to name the titles. (Example: *When Did You Leave Heaven?*, *Three O'Clock in the Morning*.) Participants dip their hands into a bowl of silver coins for their reward (losers can use only one hand). Listeners are invited to send in questions and answers, and for each set used a \$5 check and a bottle of Bromo-Seltzer are mailed.

A nonsensical audience-participation talk skit under the heading of *Give a Guy a Hand* had little listener appeal.

The Bailey Sisters, song duo who are a regular feature with the Bernie band, swing out with generous portions during the show. They were on early with the maestro for *The Sailor With the Baby Blue Eyes* and later assisting Miss Bruce's patriotic song.

Seymour's commercials are well written and well delivered. *Honigberg.*

## Helen Hayes

Reviewed Sunday, 8-8:30 p.m. Style—Dramatic. Sponsor—Thomas J. Lip-ton. Agency—Young & Rubicam. Station—WABC (New York, CBS network).

Helen Hayes, one of the top figures in the classiest phase of the show business, the legitimate theater, brings a definite amount of radiance to an air show. Her debut, in a piece titled *Victoria and Albert*, was successful as a brief episodic sequence of events tending to portray Victoria and Albert as a couple of love birds rather than royalty.

Early in the radio play the Queen develops a yen to talk to Albert while he is shaving. Successive scenes center around the birth of a girl, an attempt at assassinating the Queen, an attempt by Albert to assert himself in order to prove he is not only a lover but a man, and so on until Albert's death. With the exception of the last, the scenes encompass a span of very few years, from 1839 thru 1842. The last jump brings the time to 1862.

Much of the success of playlet depended upon the compactness of the script and direction which pared away material extraneous to the central theme. Casting, too, was highly economical, Miss Hayes and Paul Henried (Albert) doing almost all the talk with the exception of one sequence in which a bit of talk was given to Victoria's ladies-in-waiting. Henried spoke with an accent as befitted the part.

Yarn at times had a tendency to become too mawkish, but brakes were put on in time.

Ork music by Mark Warnow good. Commercials by Harry Von Zell very unobtrusive. *Ackerman.*

## "Professor Quiz"

Reviewed Tuesday, 9:30-10 p.m. Style—Quiz. Sponsor—Velvet Tobacco (Liggett & Meyers). Agency—Newell-Emmett. Station—WABC (New York, CBS network).

The pioneer cerebellum agitator, Professor Quiz (Craig Earl) has started his 201st broadcast under a new sponsor. He has done similar duty in the past for

Kelvinator, Nash, and Noxema, and is using the same set-up under the current sponsor. Should do a good selling job.

No departures from the old format are apparent. The professor lines up five contestants, puts them thru their paces with queries involving factual knowledge and one round calling for ability to use the noodle. The invitation for mail is also retained, with the sender getting \$25 for an acceptable list.

The questions are varied and interesting; the Professor knows his pacing and retains interest thruout.

Bob Trout is announcing again with his customary smoothness. *Cohen.*

## "The Shadow"

Reviewed Sunday, 5:30-6 p.m. Style—Dramatic. Sponsor—Koppers Coke. Agency—Ruthrauff & Ryan. Station—WOR (Mutual Network), New York.

The omnipresent, psychological, and mysterious Shadow (Bill Johnstone in the flesh and blood) returned to Mutual in the interest of law enforcement, to send home the crime-doesn't-pay stuff, and to get customers, of course, for Blue Coal. Show is in its fourth year of continuous broadcasting.

Set-up seems tuned to a softer pitch, judging by the first offer, *Death in a Minor Key*, but the modification in no ways alters *The Shadow's* favored position, at least with this listener. Still gadding about with unparalleled nonchalance and always sure to take the radio listener into his great confidence, the Shadow, known as LaMont Cranston for purposes of fiction, disclosed the tale of Terry Mason, a young lad who, crazed by a jilting and confined to his uncle's sanatorium, had brought about a series of murders among the other patients via the uncommon method of a trained snake. Circumstantial evidence would have heaped the guilt on the uncle and his friend, the doctor, had not the benevolent Shadow taken matters in his own hands.

The plot is standard pattern, but it is a diet which doesn't tire. Weaving in of a mild love potion which seems likely with presence of Cranston's sidekick, Margot (Marjorie Anderson) should make the *The Shadow* palatable even for the ladies. *Weiss.*

## "Double or Nothing"

Reviewed Sunday, 6-6:30 p.m. Style—Quiz. Sponsor—White Laboratories, Inc. Agency—William Esty & Company. Station—WOR (Mutual Network), New York.

The ad lib. twist to this quizzer opens up unlimited avenues of comedy, even tho the ad libbing is not by professionals—audience participants who are unpredictable. The first show indicates that *Double or Nothing* (title is slightly inaccurate summary of quiz procedure) will hit the uppermost ranks among quiz shows and is destined to become a must for regular listening.

As conducted, contributors of questions (via mail) receive \$5 for acceptances. Contestants in the studio receive \$5 for first correct answer. Then, during the minute of ad libbing on the subject listed in the question, Walter Compton, quiz master, adds to the pot with awards for good contributions. Total earnings ranged between \$10 and \$20. Then the contestant is given a wind-up question which has remote relations to the first, and with his ad libbing and correct reply thereto wins the dough accumulated during the free for all. Otherwise the money, in the contestant's name, is turned over to a charity selected by the losing contestant.

Compton is fast on the trigger. He keeps the show in an uproar minus confusion. Musical interludes by Frank Forrest, tenor, and Eliot Jacoby's orchestra were well-timed breathing spells.

If fun, laughter, and relaxation perform gastronomically all that is claimed for them the show may obviate need for the sponsor's product. *Weiss.*

## "Speak Up, America!"

Reviewed Sunday, 6:30-7 p.m. CST. Style—Quiz. Sponsor—Better Speech Institute. Agency—McJunkin. Station—WENR (Chicago, NBC-Blue network).

Here is an educational series built to measure for a sponsor. Show is effective

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★ **GOLDEN GATE**  
● **QUARTET**  
★ **and their**  
● **DEEP SOUTH SPIRITUALS**  
★ **in Swing**  
● **Opening Tuesday, October 8—**  
● **The New**  
★ **CAFE SOCIETY—(Uptown)**  
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★ **After 9 Consecutive Months**  
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● **Sheridan Square, N. Y.**  
★ **On the Air: CBS Coast to Coast**  
★ **Sundays 5:30-6 P.M. EST.**  
★ **"FLOW GENTLY SWEET RHYTHM"**  
● **Featured in the New Show**  
● **Mondays, Wednesdays, and**  
★ **Fridays 10:30-45 P.M., EST.**  
★ **"BACK WHERE I COME FROM"**  
★ **Dir.: Columbia Artists, Inc.**



enough to sell anything from soap to sardines, but tie-in with Better Speech Institute makes the whole half hour a potent commercial. Objective is to sell a self-teaching course in English, titled *Practical English and Effective Speech*.

Show is excellently constructed and well calculated to keep one pace ahead of the audience, objective in view being the reaction, "If I can't answer all the questions, perhaps I, too, need the institute's course." Four contestants are selected from the audience to constitute a panel whose object it is to detect errors in speech, grammar, and pronunciation as perpetrated in short, specially devised skits enacted by professional Thesps. Participants are rewarded from \$2 to \$6 for each error detected. Contestant who detects all errors is paid a bonus of \$25 from the Treasure Chest, which is made up of cash awards for uncaught errors. Entire contents of Treasure Chest is awarded to listener who submits next week's most embarrassing blunder, which is dramatized toward end of program. Another feature of the show is the Steeplechase, which permits contestant to elect whether he will answer a \$5, \$10, \$15, or \$25 question.

From the point of view of economy, show is unnecessarily elaborate, with a large orchestra, an impressive line-up of actors, and two announcers, Carlton KaDell and Vincent Pelletier, who do nice jobs. College professor from the University of Cincinnati emceed the quiz as the Word Master. Tho only tentatively set for the job, which requires flawless command of English, his showmanly execution of the role, would dictate continued employment. *Modell.*

**"Marriage Club"**

Reviewed Saturday, 8-8:30 p.m. Style—Audience participation quiz. Sponsor—Continental Baking Company. Agency—Benton & Bowles, Inc. Station—WABC (New York, CBS network).

*Marriage Club*, holding down the spot filled last season by *Sky Blazers*, is intrinsically a smart program idea. Conducted by Haven McQuarrie, show is presented from different cities, local couples competing for some \$100 in cash. Couples are required to answer queries sent by listeners, these queries being of particular interest to married folk. Questions on this program had to do with henpecked husbands, the advisability of a husband kissing his wife before leaving in the morning, etc. Husbands and wives have a chance to answer, each couple getting \$20 and a loaf of Wonder Bread. In addition, prize of \$25 is give for best contribution to a round-table discussion of some domestic problem.

Program has plenty of strong comedy angles, some foolishness, and a chunk of human interest. Studio audience seemed to be remarkably appreciative of the business, which at times became boring to bachelor listeners on the receiving end.

Program wind-up is a "pop the question" sequence, McQuarrie moving thru audience with a movable mike and passing out \$1 bills for questions answered. Commercial copy good. *Ackerman.*

**"Dear John"**

Reviewed Sunday, 8:30-8:45 p.m., CDST. Style—Serial drama. Sponsor—Welch Grape Juice. Agency—H. W. Kastor & Sons. Station—WENR, Chicago (NBC-Blue network).

Following the success of her first serialized story, *Glorious One*, Irene Rich comes up with another one which promises to be even better. Like *Glorious One*, *Dear John* follows the woman's mag formula. A problem story, it is about the efforts of a woman striving to be accepted in the home of the man she married. Resented by her husband's daughter, she is also actively opposed by a terrifying old dragon who for two decades has dwelt in the house by virtue of a distant kinship with the first Mrs. Chandler.

Dramatization is bracketed in a letter narrated by the lead to an uninvolved correspondent named John. Device is a good substitute for the generally unin-

**Allen Takes First Round in Debut Show Opposite Cantor**

**Fred Allen**

Reviewed Wednesday, 9-10 p.m. Style—Variety. Sponsor—The Texas Company. Agency—Buchanan. Station—WABC (New York, CBS network).

Fred Allen returned to the air Wednesday for the Texas Company in a one-hour program opposite Eddie Cantor, who is doing a half-hour stint for Allen's previous sponsor, Bristol-Myers. Allen switched because of his insistence on a one-hour show, and, according to the strictly sock layout on debut program, his decision was eminently justified.

With Allen are a few of his cronies from the Bristol-Myers program, including Charles Cantor, John Brown, and Minerva Pious. In place of Allen's old announcer, Harry Von Zell (who is now with Cantor), Texaco has Jimmy Wallington, who was once Cantor's announcer. Portland Hoppla, of course, is back with a stint similar to that on the old program.

Format of Allen's new program is not much different from the old, but opener presented a string of bellylaughs from beginning to end. Much of the comedy was particularly slanted for the trade, but was undoubtedly equally hilarious to an intelligent listener. A satire on *Take It or Leave It*, titled *Grab It or Leave It*, approached ecstatic comedy heights, with John Brown playing a belligerent mental giant to whom the sponsor owes the sum of \$1,200,000. Allen dominated program thruout, with typically subtle humor and a honey of a script.

Two spots on program might have been improved. One was a round-table discussion, titled *The Question of the Week*, in which a few audience listeners participated. Some lag here. Also the introduction given the appearance of Christina Carrol, operatic soprano grabbed for the occasion from Major Bowes' amateur program of the preceding week, was much too long.

Others in the cast rose to the level set by Allen. Charles Cantor, dialectician supreme, did a wonderful job in three or four spots. His dope dialect is out of this world. Kenny Baker warbled pleasantly, clicking best with a sweet rendition of *Blueberry Hill*. Al Goodman's orchestra, with its solid musicianship and smart arrangements, was consistently delightful. Program also includes the Hugh Martin Chorus, which is an expanded version of the Martin Quartet of *Louisiana Purchase*. They sang very softly into the mike, and inasmuch as this program was caught in the playhouse, it is difficult to say just how well they scored over the air.

Program's commercials were particularly smart and loaded with comedy. They were written by Don Johnson.

Jimmy Wallington and Larry Elliott spieled okeh. *Ackerman.*

**"Ahead of the Headlines"**

Reviewed Sunday, 11:45-12 noon. Style—News. Sponsor—Knapp-Monarch Company. Agency—Cramer-Kraselt Company. Station—WJZ (NBC-Blue network), New York.

Featuring the editors of *Newsweek* magazine, this program is a cross between the old *March of Time* and any current topic forum. It is hardly dramatic in form, as claimed by the announcements. It is simply a series of comments which take on editorial and interpretative form, offered by four news editors who tee off on their respective subjects after George Hicks reads a news head.

To most listeners the program is another news show. It will appeal more directly, tho, to readers of *Newsweek* and to the followers of the following editors who appeared on the show: Admiral William V. Pratt, Joseph B. Phillips, and Ernest K. Lindley. *Wetss.*

**Eddie Cantor**

Reviewed Wednesday, 9-9:30 p.m. Style—Variety. Sponsor—Bristol-Myers. Agency—Young & Rubicam. Station—WEAF (NBC-Red network).

Eddie Cantor's first sponsored air show in 15 months indicates that the comic has spent the intervening time in ways other than brushing up on radio. His technic and ideas are essentially the same as those of the days when he aired for Chase & Sanborn. As Galileo once observed, the world does move. Cantor obviously has not, and therein lies one of the major faults of the first airing of this show.

Cantor was also handicapped by a non-too-brilliant script. This fact was especially evident during the first 10 minutes of the program when Cantor reparteed with Harry Von Zell, announcer.

However, Cantor's inherent showmanship should be effective in ironing out some of the mistakes of the premiere in subsequent broadcasts.

The show perked up in interest with the bowing of the supporting talent. The inclusion of Dinah Shore and Nan Rae, and Maude Davis pumped life into the show. Miss Shore's contribution, *Yes, My Darling Daughter*, with choral background at the close, was nicely done. She should not have been restricted to one number.

The Rae-Davis bit with Cantor spoofing quiz shows also rated laughs. The femme pair apparently had visual in-

terest for the studio audience, too.

On the musical side Eddie contributed *Down by the O-Hi-O*, not so colossal. Bobby Sherwood's ork is capable.

Conspicuously absent on the program are the references to Ida and Cantor's all-femme offspring. An oversight?

Von Zell handles the plugs nicely, getting good assists from Cantor.

Giving the surrounding talent a better chance to shine would aid the program tremendously. *Cohen.*

**"Reflections in Rhythm"**

Reviewed Monday, 9-9:30 p.m. Style—Popular music, songs. Sustaining over KDKA (Pittsburgh).

The show starts swell. A signature that's different. Then it fails to live up to expectations.

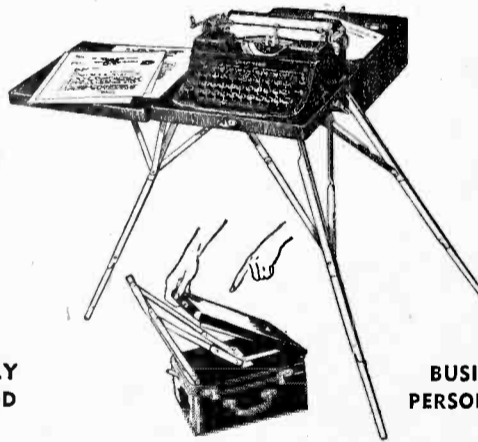
In his first showcase program as director of the KDKA station pop combination Bernie Armstrong has performed a commendable job. The arrangements are adequate, sometimes very good. The instrumentation is satisfactory, sometimes unusual. Faye Parker and Billy Leech are pleasing enough on their vocals, occasionally extra good, especially Leech. But the whole lacks sparkle compared to what can be done to improve the outfit's output even more.

An effort at choral vocalizing needs more schmaltz, and the title introductions are coy. But program shows promise as unpretentious presentation of current tunes. *Frank.*

**BMI Adds Four**

NEW YORK, Oct. 5.—Broadcast Music, Inc., this week added four stations, total number of subscribing stations now being 392. Additions are WSTV, Steubenville, O.; WIBG, Glenside, Pa.; WHCU, Ithaca, N. Y., and WTAQ, Green Bay, Wis.

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# AFM TO HELP BANDMEN

## Cautious Committee To Urge BMI, ASCAP End Tiff; Rosenberg Wants Band Leaders Not Be Pro-ASCAP

NEW YORK, Oct. 5.—Altho name band leaders finally got up a committee Wednesday (2) to join Local 802 representatives and call on Broadcast Music, Inc., and later on ASCAP, the radio networks continue to pressure leaders into using at least three non-ASCAP tunes on each program, whether a remote, studio sustaining, or commercial. In three meetings the past couple of weeks, leaders have come to the realization that their valuable libraries, composed overwhelmingly of ASCAP tunes, will be worth almost nothing on broadcasts after January 1.

Turning to their union this week, they received cautious support. Jack Rosenberg, president of Local 802, said he would accompany the band leaders' committee in visiting BMI and ASCAP and urging them to mediate, but added he was going in order to lend the union's prestige to the committee and not necessarily to make any threats. This apparently was in answer to a few leaders who have been urging the union to threaten a music strike.

Rosenberg admitted that eventually "the AFM would have to step in." He said there was a report from California that a band had been taken off the air due to the BMI-ASCAP fight, and that it was the job of the committee to see that the band leaders are not made "pawns in the fight." Acknowledging the urgings of some leaders that James C. Petrillo, AFM president, be called into the fight, Rosenberg said "Petrillo will give us all the action we want."

### 802 Cautious on ASCAP

But Rosenberg warned that band leaders should not take it for granted that the union will side with ASCAP, reminding the 16 band leaders and 26 band representatives present that every AFM convention produces about 20 or more resolutions attacking ASCAP for keeping musicians out of taverns because of allegedly high music charges.

He said "a plague on both their houses," altho he admitted that in New York Local 802 and ASCAP have had cordial relations even though occasionally there is a clash of interests. For example, only recently, he said, Long-champs Restaurants dropped a five-piece band, and blamed ASCAP's allegedly high music rate.

"Our committee should not necessarily be for ASCAP," he added. The committee elected is composed of Meyer Davis, Johnny Green, Eddy Duchin, Fred Waring, Nat Shilkret, and Ben Cutler. Green, Waring, and Shilkret are also members of ASCAP. The committee also agreed to try to get Glenn Miller to come along and lend his prestige, and elected Duchin temporary chairman.

The problem of theme songs was aired and Russ Morgan, who had taken the

initiative and called the three band leader meetings, commented that his own theme song, written by himself, is an ASCAP tune and therefore will not be able to go on the air after January 1.

Fred Waring, who urged leaders to take a cautious course in entering the ASCAP-BMI fight, pointed out that a lot of musical programs may go script after January 1, and said his own contract ended January 1, and that he, too, didn't know what would happen after that.

Johnny Green, Class C member of ASCAP, described ASCAP's attitude toward the radio industry and claimed the BMI fight was only a phase in the radio industry's perpetual struggle to undermine and eventually destroy ASCAP. He denounced the "nefarious practices of the National Association of Broadcasters" to wreck ASCAP and also the attack of "vested capital" on ASCAP.

Green said radio sponsors were siding with BMI and that they were already preparing for January 1. He said George Washington Hill, head of American Tobacco Company, bought for \$8,500 the *Information Please* program starting in November and that obviously he was preparing himself against either or both of his two current musical programs—*Hit Parade* and *Kay Kyser show*—going off the air January 1.

### Get Ready, Says Green

Green, stressing the fact that he was pro-ASCAP, warned that band leaders had better be realistic and stock up on non-ASCAP arrangements, because BMI apparently had as much legal right to be in existence as ASCAP.

Later, Green pointed out that BMI represented a \$2,000,000 investment and that the leaders had better build up a BMI and public domain catalogue. Even if the fight is settled, he said, there would surely be some arrangement to keep in circulation BMI songs.

At the Monday meeting at the Waldorf-Astoria around 60 bandmen and managers met to drink and eat at BMI's expense and to listen to BMI counsel Sidney Kaye explain that BMI was here to stay, that ASCAP was in the wrong, that the radio industry loved creative artists, that the interests of the broadcasters and band leaders were the same, and that—most important—leaders had better stock up on non-ASCAP songs. Not only that, but the radio industry was doing band leaders a favor by insisting on an infiltration of non-ASCAP tunes on current musical programs, he said. Otherwise, he insisted, radio and the leaders would "be caught with their pants at half-mast" January 1, when

### But It's Fun!

DETROIT, Oct. 5.—Those elusive fifth columnists may be hiding under the guise of hot jazz notes. Deploring a condition that has made potential army draftees "soft and in a deplorable state of physical unfitness," no less an authority than Lieut.-Col. Joseph L. Bachus, army recruiting officer for Michigan, blamed some of it on modern dancing. Said the Colonel: "Our recruiting experience indicates many of the men will not be fit for service. Jitterbug dancing does not contribute to health."

radio would no longer have the right to play ASCAP tunes.

Summing it all up, neither ASCAP nor BMI is eager to press negotiations at the moment. Both are sparring for time and hoping the other side gets panicky. And the band leaders, caught in the middle, are panicky already but don't know what to do about it. The best they could do is a committee to urge mediation. If BMI and ASCAP refuse the committee's suggestions, leaders admit they don't know what they can do next.

### Maestri Seek Meeting

NEW YORK, Oct. 5.—Latest developments in the band leaders' endeavor to effect negotiations between the embattled ASCAP and radio forces found the election of Fred Waring to the chairmanship of the committee of maestri attempting to safeguard orkdom's interests in the present impasse.

Second development was the immediate dispatch by Waring of a letter to NBC, CBS, and Mutual execs. stating the leaders' case and plight, and asking a radio-ASCAP arbitration meeting, inasmuch as each side claims to be open to negotiation. The letter asks for a preliminary conference between the leaders' committee and the network biggies to complete arrangements for a "get together" of all principals.

If the broadcasters assent, the powwow will probably take place the early part of this week.

### Busse at Hollywood Casa As Lunceford Treks East

HOLLYWOOD, Oct. 5.—Jimmy Lunceford, on winding up his engagement at the Casa Manana here, headed for a series of one-nighters, starting at San Diego, Calif., on the 27th; Houston, Tex., September 30; Little Rock, Ark., October 1, and Memphis, Tenn., on the 2d. He hit the New York Fiesta Danceteria for a run October 4.

Henry Busse, who just closed at the Orpheum Theater, Los Angeles, takes over at the Casa Manana for six weeks. Basil Fomeen brought a society rhythm crew into the new swank *Ciro's* here yesterday (4). Spot has no show, depending entirely on band for its draw.

## 25-Cent Records on Drug, Cigar Store Counters in NY Area

NEW YORK, Oct. 5.—New record labels of both popular and classical tunes reached the retail market this week, thru a tie-up made by the Music Craft Corporation with the Whalan Drug Stores and United Cigar Stores in this area. Music Craft, an indie firm managed by Henry Cohen engaged in the recording and manufacturing of records, moved to larger quarters in Times Square, and started production of five pop tunes a week. Pops will sell under the Tempo label at 25 cents, and classicals will sell under the Masterpiece tag and retail at 29 cents.

While Music Craft execs would not divulge details of the wholesale deal with Whalan and United, it was admitted that the wholesale prices will be governed by the number of purchases made by each firm. Nothing definite on the production of Masterpiece records as yet, its regularity to be governed by the demand.

Scranton (Pa.) Record Manufacturing Corporation, which had been pressing all Varsity and Royale records, has been contracted for the Music Craft job. Names of bands will not be featured, instead, only the tunes of the moment and the price which is 10 cents lower than the cheapest pop recorders of Decca, Bluebird, and Okeh, all 35-centers.

## Irving Mills Lines Up Picture Scores

HOLLYWOOD, Oct. 5.—Irving Mills has lined up the musical scores of several new films for his American Academy of Music, and also six songs out of the 11 in *Meet the People*, musical comedy now touring eastward as a vaude unit.

Mills will publish two songs from *Dance, Girl, Dance* (RKO), featuring Maureen O'Hara and Lucille Ball; four songs from *Hit Parade of 1941* (Republic), which will feature Frances Langford, Kenny Baker, Six Hits and a Miss, Jan Garber's band, and Borrah Minevitch, and *America, I Love You* from *Tin Pan Alley* (20th Century-Fox).

He has also sold three song titles to Universal, *I'm Nobody's Sweetheart*, *Margie*, and *I Can't Give You Anything But Love*.

### Count Basie Pulls 3,773

BIRMINGHAM, Ala., Oct. 5.—Count Basie played to 3,773 paid admissions, with a gross of over \$3,000, at a performance here at the Municipal Auditorium September 25. This, according to Martel Britt, promoter, was the biggest turnout ever recorded for a colored dance at the aud, with the exception of the appearance here last year of Jimmie Lunceford, who drew 4,101.

FOND DU LAC, Wis., Oct. 5.—Frank Lacone reopened his Club 41 near here September 28 with Jimmy Paris and Merv Maney orchestras.

### Wanted—A Tin Pan Alley Solomon

NEW YORK, Oct. 5.—Jack Robbins, head of Robbins Music, and Lou Levy, of Leeds Music, are looking around for a Solomon to decide who shall be the parent of a new tune, *Down the Road Apiece*. Seems that Don Raye, who wrote the lyrics, is under contract to Leeds, and Freddie Slack, pianist with Will Bradley, who composed the music, is contracted to Robbins.

Consequently, ownership of the song has been under dispute for the past few weeks, with everyone involved refusing to give up his particular hold. It's still up in the air, and neither can publish the song until a disposition has been made. Worst that can happen is a 50-50 partnership on the song, which will make the writers happy and the publishers unhappy.

### Band Leaders in Minority At Own Meeting Last Wk.

Band leaders (16 of them) at the band leaders meeting at the Astor Wednesday:

Gray Gordon, Barry Winton, Rudy Vallee, Eddy Duchin, Russ Morgan, Al Kavelin, Bobby Day, Sleepy Hall, Johnny Green, Fred Waring, Lang Thompson, Van Alexander, Pancho, Ben Cutler, Nat Shilkret, Teddy Powell.

Band representatives (26 of them): Harold Oxley, Jim Peppe, Artie Michaud, Mike Vallon, Artie Pine, Cork O'Keefe, Tom Morton, Milton Krasny, Meyer Davis, G. Philbin, Ed Kirkeby, Sidney Mills, Harry Goodman, Mort Davis, Paul Specht, John O'Connor, Fred Williamson, Herb Gordon, R. P. Johnson, Meyer Davis, Bert Gervis, Bill Savitt, Stan Zuckor, D. George, Harold Morse, and John Gluskin.

Musician (only musician non-band leader): Lew Sherwood, of Duchin's band.

## Varsity Bands Ogling Other Disk Ties as U. S. Co. Idles

NEW YORK, Oct. 5.—While the United States Record Corporation is head over heels in legal entanglements since filing a petition for reorganization, competitive recording firms are in a mad scramble to grab off the cream of the U. S. artists. Altho there is still some confusion centering around the legality of the move, it is understood that bands under contract to U. S. have been talking deals with the other major recording competitors. Regardless of any court ruling, a number of U. S. bands will be free of contract obligations within the next two months anyway.

The first to move out of the U. S. picture was Sammy Kaye, who returned to Victor. Next in line were the Korn Kobblers, offsprings of the original Schnickelfritz band, who were dissatisfied with their first recording efforts for U. S.

Johnny McGee's contract expires next month, and his manager, John Gluskin, has been talking deals with Leonard Joy

of Victor. Nothing will be consummated before McGee is free, however.

The appointment of Manie Sacks, formerly of Music Corporation of America, to the chief talent and tunes post of Columbia, will mean the addition of a number of MCA bands to the Columbia artist roster, among them several U. S. artists. Columbia prospects from the latter rolls include Harry James, Lang Thompson, Griff Williams, and Jack Teagarden.

Scranton Record Manufacturing Corporation, which has been pressing all Varsity and Royale records for U. S., reports that a number of releases will be pressed for U. S. next week, a temporary deal having been made with the U. S. execs and cleared by the Federal Court.

Recording activity at the U. S. studios here has been at a standstill since filing for permission to reorganize nearly a month ago.

## U. S. Disk Execs Said To Be in Contempt of Court

SCRANTON, Pa., Oct. 5.—A further sour note in the recording tangle here was sounded during the week when counsel for the Scranton Record Manufacturing Company, now in process of reorganization, petitioned U. S. Judge Albert L. Watson to hold J. Lewis Ash and Lowell A. Mayberry, counsel and treasurer respectively of the United States Record Corporation of New York, in contempt of court.

Revelation that Ash and Mayberry had appealed to the Southern District Federal Court of New York for a restraining order involving three petitions which are to be acted upon by Judge Watson October 7 prompted the latest developments.

The two New York men are charged in the petition with "flagrant and manifest disregard of the exclusive jurisdiction of and sovereignty of your honorable court" by appealing to the New York court to halt proceedings which they allegedly agreed were to be decided by Judge Watson.

Counsel for the Scranton company also asked that U. S. Record be restrained from further procedure in the Southern District Federal Court of New York. The U. S. Record firm also is undergoing reorganization.

Both companies' counsel appeared before Judge Watson September 24, when it was allegedly agreed that the question of jurisdiction was to be placed before him. Special Master William Goldstein subsequently certified the proceedings to the Scranton Federal Court September 26.

It is now alleged that on the same day Ash and Mayberry petitioned Federal Judge Alfred C. Coxe, of the New York Southern District Federal Court, for a restraining order involving the same proceedings. In this order the Scranton company was directed to appear before Referee Kurtz, New York, on the same day—October 7—that Judge Watson had fixed for a hearing on the jurisdictional question. This order is on a rule to show cause why the Scranton firm should not be enjoined from ejecting U. S. Record from the sixth floor of the premises occupied by the Scranton firm.

The restraining order also seeks to enjoin Scranton from the use of, or permitting others to use, master records which are now in its possession.

## Summit Beach Closes After Fine Year; J. Dorsey Tops

AKRON, O., Oct. 5.—Summit Beach Park Ballroom here, under the direction of Lew Platt, shuttered Monday (30), with Charlie Spivak drawing 1,218 admissions at 30 cents a person.

Park ballroom enjoyed a successful season. Jimmy Dorsey August 25 was the biggest draw of the summer, having attracted 3,768 paid admissions for the all-time high. Bob Chester's combo was the season's second best draw. Other good bets were Clyde McCoy, Rudy Bundy, George Duffy, Johnny Martone, Paul Burton, Jimmy Richards, Arden Wilson, and Tiny Hill.

## Midwest Territorial Band Taken Over by Larry Herman

DES MOINES, Oct. 5.—Larry Herman has taken over the former Wally Wallace band, popular territory combo. Wallace has dropped out of the band business to open a music studio at Sioux Falls, S. D.

Herman, who was part-owner of the band, is keeping the outfit intact, with Rocky Donovan, bass fiddle, fronting. Herman, who has been pianist for the last two years, will continue at the ivories. He formerly was with Al Menke band.

### He Didn't Get It

PHILADELPHIA, Oct. 5.—Ace Pancoast's *Eventually, Why Not Now* finally came back from the New York publishers with a rejection slip inclosed. Fact that the tune was turned down doesn't upset Ace, who has many of his offerings on the black-and-whites.

But what he can't figure out is why the song title didn't even give the publisher in question the desired hint—since it took the pub a full year to decide.

# Orchestra Notes

By DANIEL RICHMAN

### Broadway Bandstand

**B**ILL STEIN, of Music Corporation of America, is seriously ill at the Fifth Avenue Hospital. . . . **SONNY WERBLIN**, another top man at MCA, is recuperating from the illness that has kept him away from his desk for several months now at his home in Ridgefield, Conn. . . . chances are that he'll be back in his office in December. . . . MCA signed **JACK MEAKIN'S** new band to a management pact. . . . Patricia (*Ol' Man Mose*) Norman, Jack's missus, is doing the vocal chores with the band. . . . That troublesome appendix of **BOBBY BYRNE'S** is finally scheduled for a coming-out party . . . the opening will take place in Fort Worth the middle of next month, that Texas town being the home of Bobby's wife . . . extension of his stay at Glen Island Casino, New Rochelle, N. Y., nixed Byrne's idea of going under the knife between his closing there and his current date at the New York Strand. . . . Childs restaurant chain is dressing up its place in the Paramount Building, giving it the name of the Paramount *Rendezvous*, and also giving **HENRY JEROME** and his band a prominence which they hadn't enjoyed in their past year there . . . Jerome gets a "gala opening" and a radio wire. . . . **OZZIE RESCH** is back at his trombone post with Sammy Kaye. . . . Maestro-pianist-leader **JOHNNY GREEN** is in the midst of knocking out the score for the Broadway musical that will feature Max Baer, *H'ya Gentlemen*. . . . The orchestral backing on Barry Wood's Columbia disks is being supplied by **MARK WARNOW**, the first time the *Hit Parade* batoneer has ever cut commercial platters. . . .

### Midwestern Murmurs

**L**OU BREESE gets the call to follow Larry Clinton at the Hotel Netherland Plaza, Cincinnati, November 7 for a three-week engagement. . . . **AL TRACE** brings his orchestra back to the Ivanhoe restaurant, Chicago, for the fall and winter. . . . **PAUL SPOR**, who completed a summer engagement at the Villa Supper Club, Toledo, O., took his band into the New Hotel Willard, that city, September 30 . . . Spor also appears twice a week at the Paramount and the Rivoli theaters in Toledo. . . . Newest member of the Glenn Miller orchestra was discovered by Miller in Indianapolis recently . . . he is **HERMAN (TRIGGER) ALPERT**, and he replaces Rolly Bundock on bass for his first assignment with a big-time outfit . . . Bundock left the Miller ork to devote more time to the technical study of his instrument. . . . **JANALEE MOORE**, billed only by her first name, left the vocal spot with Ray Noble, and leaves for California soon to undergo a throat operation . . . her successor is **EDYTHE HARPER**, Little Rock, Ark., songstress, who has been warbling under the name of Edythe Hendrick on CBS sustainers in Chicago. . . . **VERNE BUCK**, band leader in Jones, Linick, & Schaeffer theaters the past nine years, is retiring from the business . . . last week was his last as batoneer of the Oriental Theater, Chicago, and he's bound for the Coast to

take up permanent residence there. . . . **STAN MYERS** takes over the baton at the Oriental. . . . **MARTY DELL** opens at the Van Cleve, Dayton, O., October 17 . . . it's a new band for this erstwhile arranger for other crews. . . . **BILLY BAER** returns to the Schroeder Hotel, Milwaukee, Tuesday (8) for his third repeat there . . . the band just wound up 14 weeks at the Bear Mountain (N. Y.) Inn.

### Penn-Jersey Patter

**J**IMMIE PRESTON back at Hotel Moon-glow, Chester, Pa. . . . **DICK HILL** comes to Hi-De-Ho Cafe at Germantown's Harlem in Philadelphia. . . . **BOB BENNETT**, back in Philadelphia after a season at Newport, R. I., already preparing for Miami wintering. . . . **BUDDY BONDS**, featuring his electric organology, places at Castle Cole Cafe, Norristown, Pa. . . . New faces on Philadelphia bandstands find **JIMMIE WALL** at Bell's Corner Cafe; **PAULINE PAIGE** and her all-fem ork at McGee's Club 15; **RICHARD BACH** at 20th Century Tavern; **MARLENE TURNER** and her High Hatters at Murray's Rhythm Bar, and **BILLY LAPATA** at Mayo's Show Place. . . . **JACK BARLOW** gets the nod for the Saturday nights at Old Heidelberg Restaurant, Trenton, the same New Jersey town finding **BUD LEWIS** housing at Pine Tavern, **ART LECKIE** and His Royal Arcadians at Rudy's Cafe, and **TONI ZOLA** and his Blue Jackets at the Lawrence Bar. . . . **HARRY FULTON** first in at Wayne's Inn, Northfield, N. J. . . . **HAROLD MARTIN** for the fall at Benson's, Atlantic City. . . . **GEORGE WHITE**, formerly with Jan Savitt, joins Joe Frassetto with WIP, Philadelphia, replacing Morris Spector at the drums. . . .

### Of Maestri and Men

**D**ICK STABLE goes into the Totem Pole, Boston, for a two-weeker starting the 11th . . . and in the same town **JACK TEAGARDEN** follows **CHARLIE BARNET** at the Hotel Brunswick October 28 . . . Barnet's stretch there begins the 14th. . . . **AL KAVELIN** plays the Auto Show in Pittsburgh October 19-26. . . . **JOHN KIRBY** makes a week of it at Michael Todd's Dancing Campus at the New York World's Fair beginning today (5). . . . Set for the William Penn Hotel, Pittsburgh, late this month is **LEIGHTON NOBLE**. . . . **SYL COLETT** orchestra terminated a six-week stay (that started out originally as only a two-weeker) at the Graywolf Tavern, Sharon, Pa., to fulfill a date at the Coral Gables, Lansing, Mich. . . . the monther commenced September 27. . . . **ALEXANDER HAAS**, musical director, was re-appointed as contractor for the bands at the Martin Beck, Henry Miller's, 51st Street, Biltmore, and Cort theaters in New York's legit house belt. . . . **GERRY GERARD** has been signed for a six-week return at the Battle House Hotel, Mobile, Ala. . . . After four weeks at the Henry Grady Hotel, Atlanta, **BENNY STRONG** goes back again to the Tutwiler Hotel, Birmingham, Ala., for a month. . . . **CARVEL CRAIG** gets a holdover ticket at the Trianon, Seattle, Wash.

## Song Plugging Takes On an Academic Aura at Drake U.

DES MOINES, Ia., Oct. 5.—Knowing what college dance dates mean to name bands of all varieties, the old college spirit, at least here at Drake University, has graduated from the whoops and yells of the student cheering section to the more mentally muscular method of song plugging (revised edition, 1940) among the nation's crop of name bands.

Adding tune plugging to its after-hours curriculum, Drake is circularizing all of the band leaders (whose addresses it can get its hands on) with a personal letter and a book containing the Drake school songs, asking them to include one or more of these songs in the leaders' Coast-to-Coast broadcasts.

Those in charge of the project are credited with having received their training in contacting band leaders at New York's Brill Building School of Advanced Song Plugging Sciences, because the approach is gentle, the technique

subtle, and the cost very slight.

Letter runs along the lines of "your band will be playing college medleys and songs," and orchestra leaders in the past "have found Drake tunes both helpful and useful." It ends with the sentiment that "Drake will appreciate it if you can use any." A note is appended that both the students and the alumni will be listening in on the programs.

Band leaders are slightly up in the air as to what to do about it, figuring if they don't use any of the tunes they are out completely on the next Drake dance, and if they do, there will still be other bands competing for the same job. In any case, they say the kids are learning things outside of chemistry, history, and ROTC.

One band leader, however, who won't have any compunctions about playing the Drake theme song, *Fight, Drake, Fight*, is Fred Waring. He wrote it.

### Progressive

PHILADELPHIA, Oct. 5.—Morton Howard's S. 15th Street record shop here has been bannered the slogan, "Where It's Fun to Buy Music." Now that he's moving his store next door, slogan is being edited to read: "Where It's More Fun Than Ever."

## New Nebraska Dance Spot; Names Monthly

BEATRICE, Neb., Oct. 5.—Taking over the management of dancing thru the winter here is a stockholder organization of 40 leading business men, called the Homesteaders, and the new city auditorium will house the terp sessions. Bob Latta, high school coach and manager of the summer Riverview Park Pavilion, has been signed as the manager of the dancing enterprise.

First big date of the season was Thursday (3) with Will Osborne. There will be hoofing sessions once a week on the average, with names attempted about once a month. Latta indicated the Vic Schroeder Agency in Omaha would have a great deal to do with the steady bookings, after the VSA bands showed a nice profit at Riverview this summer.

## Va. Beach Places Open After Season

VIRGINIA BEACH, Va., Oct. 5.—The influx of naval officers at near-by Norfolk has given local clubs here a wave of comparative prosperity, causing delay of the usual Labor Day shutterings. The Virginia Beach Club just closed after a fairly successful season. This spot used name and semi-name bands which included Leighton Noble, Everett Hoagland, Paul Pendarvis, Eddy Duchin, Hal Kemp, Russ Morgan, Glen Gray, Jack Denny, Buddy Rogers, Dick Barrie, and Dean Hudson.

The Terrace Club, which started out with a name policy, finished with local bands after the engagement of Dick Stable. Stable appealed to the AFM for collection of his salary.

The Bay Shore Beach Club is attempting to stay open during the fall.

## Cugat's "Symphonic Rumbas" for Col.

NEW YORK, Oct. 5.—With Xavier Cugat's switch over from the Victor label to Columbia's 50-centers, he plans an ambitious series of recordings in the Latin American vein, along with his regular disk output. Following his first Columbia recording date on October 14, he will do a series of six platters of "symphonic rumbas," utilizing the services of 50 musicians for the sides. Cugat's idea is to do for the rumba what Paul Whiteman did for jazz some years ago.

The Cugat band played at a Farewell Ball given for the Friends of Latin America at Windsor Hall here September 28, dragging in a record attendance of 4,300 people.

## Lawson Okeh With \$575 On Two Turnpike Casino Nights

LINCOLN, Neb., Oct. 5.—Doc Lawson, at 55 cents per person, brought \$575 into the Turnpike Casino wicket (28-29). Preceding him, Harold Trombla, a new band which manager R. H. Pauley fostered in his Antelope Park place for five weeks, got \$225 on a one-nighter (27), very good. Lawson was making his first appearance locally since April, and it was an excellent money turnout for him.

Jimmy Barnett, at Pla-Mor, got \$300 on the same two-day week-end with Lawson, but was priced at 25 cents per

## SEDAN BUSES FOR SALE

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# On the Records

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

By DANIEL RICHMAN

## HENNY YOUNGMAN (Bluebird) Gags and Super-Gags—Part 1 and 2.

ONE of the few straight talk recordings issued by the disk firms currently comes this week from Bluebird. This is pure, unadulterated gag patter, no double talk and no novelties, and Youngman's stuff, thru 80 per cent of both sides, is uproariously funny. Only the inclusion of some material whose ashes ought to be allowed to rest in peace spoils an otherwise perfect six minutes of laughs. Youngman's delivery is fast, and makes the most of every line, and even if a couple of his cracks are hollowed with age, they're followed up so quickly with a genuinely humorous gag that the offending puns are forgotten in the successive enjoyment. Most of the material Youngman uses here is stuff with which he has convulsed theater and night club audiences, and hearing it without the expected mass laughter and applause (particularly if one listens to the disk alone) is odd and tends to minimize the effect of the lines, which of course isn't the comic's fault. But sprung on a crowd of party guests, this is worth a good deal more than the 35 cents involved. That's its sole reason d'être, and as such it ought to be a fine retail seller.

## GLENN MILLER (Bluebird)

Beat Me Daddy, Eight to a Bar—FT; VC. Falling Leaves—FT.

THE boogie-woogie tune on the A side here has become almost the exclusive property of the Will Bradley band because of its superlative projection by the outfit on both sides of a Columbia release a number of weeks ago. That being the case, Miller wisely refrains from trying to duplicate the style or interpretation given the song by Bradley, and instead performs it in much slower tempo and with the accent on dressed-up arrangement rather than the basic eight-to-a-bar Bradley treatment. Instead of the relentless drive and pace of the Bradley disk Miller uses trickiness of scoring which gives his version a more superficial spectacularity but at the same time makes it less true to the real eight-beat spirit. *Leaves* is Frankie Carle's latest effort in the tradition of his *Sunrise Serenade*, and is the best rewrite he has yet done of his original smash. This new one is a lovely melody, and played here in the same delicate, beautifully shaded style that Miller brought to his record of *Sunrise*. Either side has potent music machine possibilities, and home sales should be even better than on most Miller disks because of the contrast of the plattermates, their inherent quality, and the typically excellent Miller treatment.

## ALEC WILDER OCTET (Columbia)

The Children Met the Train—Instrumental. Seldom the Sun—Instrumental.

THIS pressing—which marks the Columbia debut of composer-conductor Wilder—will be lost on any but genuine students of musical subtlety. It's not swing, and it's not serious music; it's an original jazz style in the most modified sense of the word jazz. Instrumental line-up of the octet, including clarinet, flute, oboe, bassoon, bass clarinet, harpsichord, drums, and bass, is unusual, and is productive of equally unusual tonal coloring and rhythmic patterns. It all adds up to extremely interesting stuff, but it's way over the head of the average record buyer.

## VAUGHN MONROE (Bluebird)

The Donkey Serenade—FT; VC. Salud, Dinnero Y Amor (Health, Wealth, and Love)—FT; VC.

MONROE'S new band is being carefully nurtured thru a steady series of dance remotes from his present location in Massachusetts, and is being groomed slowly for eventual nationwide prominence. It won't take as long a time to achieve the latter as is perhaps planned on if he continues to knock out sides like these, in particular the *Donkey* ditty. This is played fast, spectacularly, and most important, well. It's solid arranging and execution from rim to label, which takes in the best vocal chorus that Monroe's baritone has been heard on since he started recording for Bluebird a couple of months ago. The drive, power, lift, color, and imagination displayed here presage great future things for this outfit. The reverse is almost on a par with *Serenade* as far as Monroe's work is concerned, but Spanish-flavored swing isn't too good in itself, no matter how excellent the delineation.

## FRANKIE MASTERS (Okeh)

God Bless America—Instrumental; V. Marching Along Together—Instrumental; V.

These are sincere, simple arrangements of the No. 1 patriotic aria of the day and a martial tune of a number of years ago. Vocal work is good, and so are the instrumental ensembles. Whether this version of *America*, however, can amount to anything so long after other disks of the song have established themselves is problematic, no matter what its worth.

## DUKE ELLINGTON (Victor)

Five O'Clock Whistle—FT; VC. There Shall Be No Night—FT; VC.

One time when the Duke doesn't live up to the standards he himself has set. Neither side here is anything other than grade B stuff, with the arrangements lacking the usual Ellingtonian color and inventiveness. Ivie Anderson's A side vocal is as helpful as Herb Jeffries' word-selling on the reverse is detrimental.

## GENE KRUPA (Okeh)

Drummer Boy—FT; VC. Looking For Yesterday—FT; VC.

The Krupa ork seems to get better and more versatile as it goes along. The title of the first side is of course practically a memo to Krupa fans that here is a ditty right up his hide-beating alley. It's all of that, and Gene makes the most of it, with a good assist from Irene Daye on the vocal. Plattermate is solidly straight. Fine saleable material here.

## BOB CHESTER (Bluebird)

We Three—FT; VC. Off the Record—FT.

When a band can bring the amount of musical ingenuity and concrete listening

appeal to a record that Chester brings to the second side here, it's a shame that the effect must be mitigated by obvious style stealing on the disk's other side. The ballad is Chester's usual Glenn Miller aping, but the swing companion piece is at times brilliantly played and highly effective all the way thru.

(See ON THE RECORDS on page 72)

# On the Air

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

By SOL ZATT

## Marvin Dale

(Topsy's Cafe, Southgate, Calif., Mutual Network, Tuesday (1), 1:35-2 a.m.)

DEVOTING his musical output chiefly to pop tunes and his own rendition of same, Martin Dale, with the aid of two singing instrumentalists, Russ Brown and Ernie Mathias, broadcasting from a West Coast proving ground, is inclined along average lines.

There isn't anything the band does that is faulty, but the time he spends on the air could be put to better use than just a hacking thru of chorus after chorus of songs, with nothing much else to back up or justify the performance.

Dale's crew has a certain listlessness that could be easily improved, because a few examples of solid musicianship did creep in to show that the band has capabilities but isn't using them to the best advantage.

## Phil Harris

(Wilshire Bowl, Los Angeles, Mutual Network, Tuesday (1), 1-1:30 a.m.)

PHIL HARRIS, who has performed the zaniest programs on the airwaves in the past, returned to a happy hunting ground last Tuesday (1) and aired one of his screwball programs that was stocked with life and vitality.

Harris himself is the life of the party. From a musical standpoint, the remote is as unconventional as could possibly be, and from a view of showmanship, the maestro has everything at his fingertips. He sings, he clowns, he jokes, and if the program were televised he would probably do a strip tease.

The remote is completely entertaining and a bulder for the band. Earl Evans and Ruth Robin complete the picture with their vocals.

# On the Stand

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

## Johnny McGee

(Reviewed at the St. George Hotel, Brooklyn, N. Y.)

MCGEE'S year-old outfit is still in the stage of development. Recently remodeled in both the musical and song departments, it has made the grade calling for passable dance tempos and entertaining dance sessions. With the exception of McGee, who plays fine cornet, outfit does not boast of any individual musicians who do unusual work. Together, however, they compose an agreeable group.

Since leaving the trumpet section of Richard Himber's ork, McGee has been striving to develop a semi-sweet, semi-swing style which would be agreeable to both hotel and ballroom patrons. In hotels the sweet strains are emphasized, particularly where the confines of the room preclude anything akin to jive.

Instrumentation includes four brass, four sax, and three rhythm, in addition to the leader's busy cornet. His vocalists are strong. Betty Bradley, formerly with Eddie Varzos, is an attractive and capable swing warbler who, on occasion, also pitches in with moody vocals that are just as good. Alan Gerard, tenor, handles the ballads in good voice. On the more amateurish side are the Tiddly-Winks, harmony quartet who joined a couple of weeks ago. Their vocal work isn't bad, but manner of presentation lacks polish. Quartet consists of the Worrall Sisters (Bette, Marge, and Jane) and Bud Lawrence. Honigberg.

## Harry James

(Reviewed at the Esquire Ballroom, Buffalo)

JAMES, the trumpeteering Benny Goodman graduate who has fronted his own unit now for almost two years, has succeeded in building up band that purveys danceable music in solid sending style. Brass section predominates almost all the way, with drums the sole stand-out above the horns. James's chief concern is a musical band, rather than a strictly commercial brand of swing. Books are geared to include anything from semi-classics to jive.

The band is young, clean-cut, and showmanly, and James himself does not go in for much personality hoke, but buses himself with some straight fronting and a great many of the excellent trumpet solos for which he is famous. The James horn is equally good whether giving out with hot or muted sweet style offerings, and fine is the only word for his tootling technique.

Instrumentation includes four sax, three trumpets (without James), three trombones, and four rhythm. Occasionally one trumpet doubles in the reed section, making a somewhat softer five sax, five brass set-up. Style fits ballroom stands satisfactorily with its strictly solid horn section.

Altho saxes don't shine much as a group, Sam Donahue and Vito Musso

come in for some fine featured spots on tenor, and Dave Matthews, also a former Goodman man, handles a featured alto. Dalton Rizzotto carves himself a niche with hot trombone solos. Red Kent, guitarist, and Mickey Scrima, on hot rhythmic drums, give spark to their section and solo well. Arranging is handled by Jack Mathias (not with band), but Matthews and Donahue also supply some readings.

Vocal chores are capably handled by baritone Dick Haymes. Young and endowed with a nice range, the lad puts across the sweet-styled ditties with ease. Red Kent is up for all torrid tunes and acquits himself gratifyingly. Warner.

## Doc Lawson

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

LAWSON, the electric organ grinder, is offering a more populous band this season than the one with which he closed the indoor route last spring. Formerly with 10 men, including himself and a singer who played no instruments, he now has an even dozen, and they all work.

Musically the band is smoother, and even the more men work at it, the volume is softer and the whole effect more substantial. This is unusual because five of the boys handle three trumpets and two trombones. Lawson and two others attend to rhythm, Doc working at both piano and organ. Four of the men are reed workers.

Lawson's organ interludes are the band's outstanding property, but he doesn't overwork it. Don Wiley, alto sax, is the arranger, and Riney Rinehart, bass, doubles at the mike for announcements. Roger Brown and Al Coburn, from the brasses, lay down tools often enough to provide the lyricizing. Improvement is evidenced here all around. Oldfield.

## Eddy Duchin

(Reviewed at the Waldorf-Astoria, New York)

DUCHIN continues to be the bright bandstand personality he has been for a number of years. Not only is this personality in evidence when plunking on his widely publicized piano, but also when fronting his 11-piece group. He doesn't permit a dull moment to creep in, keeping on the alert every minute the boys dish out instrumental rhythms.

And musically the Duchin outfit is also of topnotch caliber. It dishes out smooth, lilting rhythm, tiring neither the feet nor the nerves. Instrumentation of five rhythm (including Duchin's piano), four sax, and three brass is nicely balanced, particularly for the needs of a class hotel room. Library includes usual melange of waltzes, standards, pops, and Latin tempos, but current hits get the emphasis during each dance set.

Recent innovation in the song department is a vocal trio labeled the Earbenders, consisting of Duchin's male vocalists, Lew Sherwood, Johnny Drake, and Tony Leonard, who sing in good harmony. On occasions, the boys are joined by the outfit's femme warbler, June Robbins. Miss Robbins does quite well on her own, doing justice to pops with a sweet voice and a winning personality. Honigberg.

MEL CROCKER, formerly at the Club Trocadero, Mobile, Ala., has signed for an indef engagement at the Battle House roof garden and cocktail lounge.

## Song Hall of Fame

NEW YORK, Oct. 5.—Musicians' Club Lounge, tucked away in a corner of the Forrest Hotel here, has established a Song Hall of Fame wherein a dozen autographed copies, considered to be the best of the crop in 1940-'41, will hang for posterity.

Judges are to be "an impartial committee of musicians," as yet unannounced, but the first selection set for lobby immortality is Abner Silver and Gladys Shelley's *There Shall Be No Night*.

Any resemblance between this and publicity is purely coincidental, no doubt.

## More Maestri Dos and Don'ts In NBC "Remote Tightening"

NEW YORK, Oct. 5.—Again being placed in the middle of the fight between the broadcasting interests and the American Society of Composers, Authors, and Publishers, band leaders with NBC remote wires were tackled recently with other regulations, other than playing three non-ASCAP tunes, aiming toward curtailing ASCAP domination, and policing the leaders in the effort.

Latest set of rulings, entitled "Procedure and Regulations Governing Dance Band Remotes," was issued to the maestro who use the broadcasting facilities of NBC, telling them what they can and cannot do in the performance of their broadcasts. An NBC exec explained that these rulings were brought about because the network wants to watch what goes out over the airwaves.

Rule No. 1 states that no music is to be broadcast which does not appear on the approved music sheet.

Number two provides that no changes or additional numbers may be performed unless an emergency arises. An emergency involves switching of bands, line breakages, and sickness. "Song pluggers asking orchestra leaders to change numbers at the last minute are not emergencies," say the rules.

Number three is one of the most important rulings, from a performance standpoint, forbidding the use of medleys on sustaining programs. "The reason for the restriction on medleys is to safeguard against these small connecting fragments of music which we have

learned from experience cause copyright trouble," declaims NBC.

Number four calls for a ban on production credits of all sorts. "We want to give the public more music and less talk," the NBC exec said.

Number five calls for the banning of the names of hotels, cafes, or restaurants unless the name is the spot where the broadcast is being held.

Number six states, "If the band leader is okehed by NBC to announce the numbers on his program, he is not to include in his announcements any material other than the announcement of numbers." NBC said this also fitted with the less talk idea. When asked if this would curtail production efforts on the part of leaders trying to build a particular style, the NBC official said that the rules were flexible, and reasonable ideas would get the go ahead sign from the station.

In all, said the station official, NBC is "just tightening up on its remotes." One band leader involved commented, "Yes, with a whip."

## Karzas Spots Repeat Double Band Series

CHICAGO, Oct. 5.—William Karzas' Aragon and Trianon ballrooms here are offering a series of double-features this month in an attempt to emulate the success of their spring promotions. Name bands, including Guy Lombardo, Jan Garber, and Kay Kyser, proved to be socko attractions in combination with house bands earlier this year.

Management, however, found it difficult to secure name attraction for October, owing to the fact that bands have to be caught immediately after a Chi engagement or when passing thru Chi on tour.

Current series featured Carl Ravazza September 28 and 29, and will present Tommy Tucker and Tony Di Pardo October 12 and 13, and Herby Holmes October 19-20, with another band as yet unset skedded for October 26-27. Present house bands are Dick Jurgens at the Aragon and Lawrence Welk at the Trianon.

## Names for Columbus Club

COLUMBUS, O., Oct. 5.—The Club 37, formerly the State Restaurant, now operated by Tom Jones as a theater restaurant, opened with Bob Sylvester orchestra. Jones said bands will be presented each week.

## 400 at Canadian 1-Nighter

REGINA, Sask., Oct. 5.—Jack Mills and his orchestra, of Detroit Lakes, Minn., drew 200 couples at \$1.25 per pair on a one-nighter at the Trianon Ballroom here September 27.

## Roseland, Long a Swing Mecca, Turning to the Sugary Rhythms

NEW YORK, Oct. 5.—Roseland Ballroom here, long partial to swing bands, has been edging more and more to sweet outfits. Johnny Long's band, a sweet combo, ends a 16-week run here October 27, altho originally it was booked in for only 11 weeks. Peter Kara's band, doing sweet and Latin tempos, is playing its return engagement. Opened Labor Day and has just signed a 10-week extension.

Gene Krupa succeeds Long October 27 for two weeks, with Long returning about November 23 for another run. Long is a tall, blond youth who makes a good front for the band, which started off several years ago as a university outfit, with the boys sticking together after leaving school. A left-hander, Long occasionally fiddles, the rest of the band, including four brass, four reed, and four

## Blackout Jitters

NEW YORK, Oct. 5.—Since the war broke out in Europe Abe Lyman has been having the commercial jitters every time his band plays its theme song, *Lights Out*. Maestro feels that it's too suggestive of the blackouts and is a reminder of gloom in the midst of gaiety.

So he traded gloom for patriotism, with the result that his new theme song is *Moon Over America*. He figures he knocked off two birds, because it rhymes with June and it also fits in with the patriotic wave.

## Crowley Leaves MCA To Book in Philly

NEW YORK, Oct. 5.—John Crowley, formerly in the one-night department of Music Corporation of America and recently appointed head of its revived club department, resigned from the office this week to resume activities as the head of his own booking office in Philadelphia. Crowley has booked bands independently in the Quaker City prior to his joining MCA here several years ago.

Resumption of his own office will find him working in close harmony with MCA, booking bands thru that office for the numerous college and university dances and social functions in the Philadelphia territory. Crowley's former office there likewise catered to the college trade.

MCA's club department activities will be handled by the office's one-night department, under the supervision of Harry Moss, with no replacement now contemplated for Crowley.

## Jack Wardlaw Operating Night Spot in Raleigh

RALEIGH, N. C., Oct. 5.—Jack Wardlaw, popular maestro in this territory, is operating a Saturday night spot near here, the Carolina Club at the old Carolina Pines Clubhouse. His 12-piece "rolling rhythm" ork is the featured attraction.

Wardlaw has also opened a branch office of his Southeastern Orchestra Service at the Bland Hotel in Raleigh, and in addition to his activities with his own band he is managing and handling publicity for several college bands in this area.

## Moreno With Dick Jurgens

CHICAGO, Oct. 5.—Buddy Moreno, vocalist, is leaving the Griff Williams orchestra and will join Dick Jurgens the end of October. Jurgens's other featured singer is Harry Cool. Ronnie Kemper left Jurgens several months ago to remain in California.

NEW JUNGLE ROOM of Club Diamond opened in Wheeling, W. Va., with Eleanor and Her Swinghearts, five-piece all-femme combo.

## Music Items

### Songs and Such

LANNY ROSS, whose network time has been upped from three commercial broadcasts to five a week, is apparently going to devote some of that fresh air time to plugging his new song, *Marianna Annabella*, which has been placed with Shapiro-Bernstein. He has already recorded it for Victor.

Latest screwball song to stock the shelves is called *Abercrombie Had a Zombie*, by Mort Green and Vee Lawnhurst. Leeds Music publishing.

Babe Wallace, one of the boys in Ella Fitzgerald's band, finally found out what to do with his song, *A Chicken Ain't Nothin' But a Bird*. He's having it published by American Academy. He was doing the song a year ago when he was emceeing in Boston and Ella passed thru and hired him.

Lee Ricks, youthful lyric writer, was signed to American Academy.

Carson Robinson, one of the best selling names in the Western song field, is having his second volume in prairie jive published by Robbins under title of "Carson Robinson's Buckaroo Song Book." Numbers published for the first time include "Lay Down Dogies," "The Cowboy Romeo," "Sing Me to Sleep With a Song of the West," "Midnight on the Prairie," and "The Big Corral."

*I'm Gonna Salt Away Some Sugar* is a new song by J. Fred Coots, Joe Seymour, and Morrey Davidson, which is being published by Larry Spier.

Jesse Stone, feeling that the novelty tune field is for him after his episode with *Papa's in Bed With His Britches On*, went to work on another novelty and wound up with *Big'n Fat'n Forty-Four*.

### Publishers and People

THE boys over at Feist are really putting out the welcome mat for Harry Link for his success with *Our Love Affair*, from Mickey Rooney's picture *Strike Up the Band*. Link went out to the West Coast to head the contact campaign from there, and with his hopping all over California and excursioning thru the West the song drew 55 major plugs during the first week of the campaign.

Leeds Music is looking forward to hearing *Well, All Right and Yodelin' Jive* in a Universal short featuring Six Hits and a Miss.

Excelsior Music is concentrating on two late releases, *Hey, Stop Kissin' My Sister* and *Ashes in the Tray*. They have been recorded by Fats Waller and Erskine Hawkins respectively.

Robbins Music is publishing Louis Alter's piano solo of his latest composition, *Side Street in Gotham*, which completes his musical impression of Manhattan. Other Alter big-town works include *Manhattan Serenade*, *Manhattan Nocturne*, *Manhattan Masquerade*, and *Manhattan Moonlight*.

Jerry Vogel burst thru last week with promotion on a series of oldies comprising a Memory Lane series, *Chloe I'm Waiting* and *The Story of a Rose*.

Bregman-Vocco-Conn landed several good breaks with the introduction of three of its newest tunes on Coast-to-Coast commercials. Dick Powell introduced "He's My Uncle" on the Good News show, and Kay Kyser did the initial plugging for "The Bad Humor Man" and "I've Got a One Track Mind" on his "College of Musical Knowledge."

### Philly Pickings

POLITICALLY inspired, "Tip" Barclay and Mrs. Carl C. Austin, local society figures, come forward with *Wendell Willkie, We Want You*. Frank Capano, Billy Hays and Charles Mahoney not only shot back with *We Need You, Franklin D.*, but also got the jump by having their ditty disked at the RCA-Victor plant.

Another patriotic pop comes from the pen of Frank Di Enna with *Defend Your Country*.

Clay Boland, the Mask and Wig hit parade composer, and Al Bose, arranger for Clarence Fuhrman's KYW studio band, are making swing versions of three University of Pennsylvania songs, to be introduced between halves at the football games.

Ink Spots are Decda dinking Tony Stornantis' *Don't Say We're Thru*, with Moe Gale, foursome's manager and publisher in his own right, showing interest in Genevieve Dougherty's *Just Another Way To Break My Heart*.

## Boogie-Woogie Gets Int'l Significance

NEW YORK, Oct. 5.—Not only is boogie-woogie coming into its own, but a trend seems to be in progress to transpose the eight-to-the-bar style into every known sectional and racial quirk, and also to give it the international touch to penetrate the musical tastes of those who like their nationalism set to jive.

Setting the pace is Don Raye, contract writer for Leeds Music, who started off with the Texas boogie-woogie with his *Beat Me Daddy, Eight to the Bar*. For the downright colored version, Raye knocked off *Down the Road Apiece*. Creeping into the foreign market, he wrote for the Irish, *Scrub Me Mama With a Boogie Beat* (nee *The Irish Washerwoman*), and for the Italians, *Patsy's Pizza Beat*.

## Akron Dansant Opens Week Late After Legal Trouble

AKRON, O., Oct. 5.—East Market Gardens, downtown dansant, bowed September 30 for the fall and winter, with Mel Marvin's band as the initial attraction. Ballroom is again under the management of C. A. Sarchet.

Opening was originally scheduled for September 23, but an injunction granted Russell Golden, local roller rink operator, who claimed to have the ballroom under lease until next April 1, prevented the earlier opening. Sarchet won his case in court just prior to the opening.

AKRON, O., Oct. 5.—Merry-Go-Round, downtown nitery, has been leased by local business men and will be redecorated and enlarged to reopen Thursday (10). Jerry Porte, who owns the Continental Grill, heads the company.

Johnny Martone may be the opening band attraction, to be followed by other road bands.

### MELODY WRITER WANTED!

Prolific lyric writer offers unusual opportunity to musical Melody Writer living in New York who has ability to compose and demonstrate melodies for popular songs. Give full particulars, letter held in strictest confidence. Collaboration basis only. No amateurs considered. BOX 182, The Billboard, 1564 Broadway, New York, N. Y.

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

**A**  
Abb, Vic (Stuyvesant) Buffalo, h.  
Alpert, Mickey (Cocoanut Grove) Boston, nc.  
Alvarez, Don: (Conga Casino) Asbury Park, N. J., nc.  
Andrews, Jimmie (Horseshoe Club) North Attleboro, Mass., nc.  
Apollon, Al: (Biltmore) Atlanta, h.  
Armstrong, Louis: (Paramount) Los Angeles, t.  
Arnheim, Gus: (Plantation) Houston, nc.  
Arthur, Artie: (Ken) Boston, nc.  
Arthur, Zinn: (St. George) Brooklyn, h.  
Austin, Gene: (Old Vienna) Cincinnati, re.  
Ayres, Mitchell: (Chatterbox) Mountainside, N. J., nc.

**B**  
Baer, Billy: (Schroeder) Milwaukee, h.  
Bakay, George: (Wilson's) Phila, nc.  
Barnet, Charlie: (Fiesta) NYC, re.  
Barnhart, Jackie: (College Inn) Cleveland, nc.  
Barrett, Hughie: (Ritz Carlton) Atlantic City, h.  
Basile, Joe: (Fair) Danbury, Conn.  
Basie, Count: (Sports Arena) Bluefield, W. Va., 10; (Arena) Beckley 11; (Armory) Charleston 12.  
Becker, Howard: (Dellwood) Buffalo, b.  
Beekman, Jack: (Brown) Louisville, h.  
Beelby, Malcolm: (Adolphus) Dallas, h.  
Belvet, Joe "Flash": (Gray Bar Club) Youngstown, O., nc.  
Benedict, Ben: (Heidelberg) Salt Lake City, cb.  
Benedict, Gardner: (Netherland Plaza) Cincinnati, h.  
Bergere, Maxmillian: (Versailles) NYC, nc.  
Berigan, Bunny: (Dancing Campus) World's Fair, NYC.  
Berry, Ed: (Mill Club) Ogden, Utah, nc.  
Betourne, Earl: (Dreamland) Kankakee, Ill., b.  
Biltmore Boys: (Park Plaza) St. Louis, h.  
Bono, Richard: (Statler) Cleveland, h.  
Borr, Mischa: (Waldorf-Astoria) NYC, h.  
Bowers, Freddy: (Club Nomad) Atlantic City, nc.  
Bradley, Will: (VPI German Club) Blacksburg, Va., 10-12.  
Bragale, Vincent: (Beachcomber) Boston, nc.  
Breese, Lou: (State-Lake) Chi, t.  
Brigode, Ace: (Marigold) Chi, b.  
Brown, Les: (Arcadia) NYC, b.  
Bruno, Anthony: (Latin Quarter) Boston, nc.  
Burton, Paul: (Palm Beach) Detroit, c.  
Byrne, Bobby: (Strand) NYC, t.

**C**  
Cabot, Tony: (Villa Moderne) Chi, nc.  
Cameron, Cecil: (MacDonald) Edmonton, Alta., h.  
Camden, Eddie: (Cold Springs) Hamilton, Ind., h.  
Cappo, Joe: (White City Park) Herrin, Ill., 12-13; (Hotel Peabody) Memphis, Tenn., 15; McKenzie 16.  
Carlsen, Bill: (Elitch Gardens) Denver, nc.  
Castana, Count: (Beachcomber) Boston, nc.  
Catan, Larry: (University Club) Albany, N. Y., nc.  
Cats & the Fiddle: (Royal) Baltimore, t.  
Chavez: (Beachcomber) NYC, nc.  
Clark, Lowry: (Book-Cadillac) Detroit, h.  
Clarke, Buddy: (Park Central) NYC, h.  
Clinton, Larry: (Strand) NYC, t.  
Cobina, Carlos: (Biltmore) NYC, h.  
Coleman, Emil: (Chez Paree) Chi, nc.  
Colett, Syl: (Coral Gables) Lansing, Mich., b.  
Collins, Bernie: (Newman's Lake House) Saratoga Lake, N. Y., h.  
Columbo, Harold: (Royal Cafe) Camden, N. J., c.  
Condullo, Joe: (Latin Quarter) Boston, nc.  
Conrad, Lew: (Steubens) Boston, re.  
Cordoba, Lolita: (El Chico) Pittsburgh, nc.  
Coyle, Fred: (Anthony Wayne) Hamilton, O., h.  
Craig, Carvel: (Trilanon) Seattle, b.  
Cromwell, Chauncey: (Tutwiler) Birmingham, Ala., h.  
Crosby, Bob: (St. Catherine) Catalina Island, Calif., h.  
Courtney, Del: (Memorial Union) Minneapolis 11, b.  
Crowley, Ted: (Tic Toc) Boston, nc.  
Cugat, Xavier: (Statler) Detroit, h.  
Cummins, Bernie: (Nicollet) Minneapolis, h.  
Cutler, Ben: (Rainbow Room) NYC, nc.

**D**  
Davidson, Bill: (Star Dust Inn) Pleasantville, N. J., nc.  
Davis, Eddie: (La Rue's) NYC, nc.  
Davis, Jimmy: (Lake Merritt) Oakland, Calif., h.  
Davis, Coleridge: (Southland) Boston, nc.  
De Lao, Rafael: (Cuban Casino) NYC, nc.  
Delmar, Jerry: (Silver Lake Inn) Clementon, N. J., nc.  
Dennis, Dave: (Hollywood) West End, N. J., h.  
DeSalvi, Emil: (L'Aiglon) Chi, re.  
Devine, Paul: (Gull Lake) Battle Creek, Mich.  
Dickler, Sid: (Anchorage) Pittsburgh, nc.  
Donahue, Al: (Flatbush) Brooklyn 10-16, t.  
Dorival, Gus: (Charlie's Harlem Grill) Albany, N. Y., nc.  
Dowell, Saxie: (Henry Grady) Atlanta, h.  
Duchin, Eddy: (Waldorf-Astoria) NYC, h.  
Duke, Jules: (Tutwiler) Birmingham, h.  
Dunham, Sonny: (Rainbow Rendezvous) Salt Lake City, b.

**E**  
Ebv, Jack: (Royal Palm) Miami, nc.  
Ellington, Duke: (Sherman) Chi, h.  
Ellis, Joe: (Queen Mary) NYC, re.  
Emma, Pete: (Lakeside) Albany, N. Y., h.  
Engel, Freddy: (Igo's) Albany, N. Y., re.  
Esquires, The: (Book-Cadillac) Detroit, h.  
Evans, Bobby: (Cotton Club) Phila, nc.

**F**  
Farber, Burt: (Sign of the Drum) Cincinnati, nc.  
Faye, Lew: (Fiesta Danceteria) NYC, re.  
Fens, Eddie: (Hi Hat) Chi, nc.  
Fidler, Lew: (Washington-Youree) Shreveport, La., h.  
Fidler, Johnny: (Plaza) San Antonio, h.  
Fisher, Freddie: (Happy Hour) Minneapolis, c.  
Fisher, Art: (Club Minuet) Chi, nc.  
Fisher, Buddy: (Trocadero) Henderson, Ky., nc.  
Fisk Jr., Charlie: (Gabriel's) Columbia, Mo., re.  
Flindt, Emil: (Paradise) Chi, b.  
Fontaine, Sonny: (Walton) Phila, h.  
Forker, Alice: (Bonanni's) Trenton, N. J., c.  
Freed, Carl: (Park) St. Paul, nc.  
Freedley, Bob: (Troc) NYC, nc.  
Fuller, Walter: (Grand Terrace) Chi, nc.

**G**  
Gailford, Slim: (Stamp's) Phila, c.  
Gaines, Charlie: (Lexington Casino) Phila, nc.  
Garr, Glenn: (Rustic Cabin) Englewood Cliffs, N. J., 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.

Gasparre, Dick: (Plaza) NYC, h.  
Gaston: (Monte Carlo) NYC, cb.  
Gentlemen of Rhythm: (De Witt Clinton) Albany, N. Y., h.  
George, Milton: (Fox & Hounds) Boston, nc.  
Gerard, Gerry: (Battle House) Mobile, Ala., h.  
Gilbert, Jerry: (Cawthon) Mobile, Ala., h.  
Gill, Emerson: (Green Mill) Saginaw, Mich., nc.  
Glass, Billy: (Pastor's) NYC, nc.  
Golden, Neil: (Capitol City Club) Atlanta, nc.  
Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., ro.  
Gordon, Gray: (Edison) NYC, h.  
Gordon, Paul: (Chateau) Milwaukee, cc.  
Graffolier, Frenchy: (The Oasis) Sioux City, Ia., nc.  
Grant, Tommy: (Maxinsula House) Seabright, N. J., h.  
Green, Hy: (Harmony) Hurleyville, N. Y., cc.  
Grenet, Eliseo: (Club Cuba) NYC, nc.

**H**  
Hale, Tige, Concert Band: (Fair) Fort Gains, Ga.  
Hall, Sleepy: (Homestead) Kew Gardens, N. Y., h.  
Harbourt, Kip: (Dance Casino) South Langhorne, Pa., b.  
Hardy, Bob: (Casa Manana) Boston, nc.  
Harper, Don: (Grove) Orange, Tex., nc.  
Harris, Jack: (Stork Club) NYC, nc.  
Hayes, Joe: (Streets of Paris) Phila, nc.  
Hays, Billy: (Open Door Cafe) Phila, nc.  
Heatherton, Ray: (Biltmore) NYC, h.  
Heed, Helen: (Swiss) Trenton, c.  
Hendricks, George: (Cobb's Mill Inn) Weston, Conn., nc.  
Herbeck, Ray: (Log Cabin) Armonk, N. Y., ro.  
Herman, Sylvan: (Barclay) Phila, h.  
Herman, Woody: (New Yorker) NYC, h.  
Herth, Milt: (Roxys) NYC, t.  
Hill, Benny: (Tops) Phila, c.  
Hoagland, Everett: (Statler) Boston, h.  
Holman, Syd: (Blue Room) Beach Arlington, N. J., nc.  
Holmes, Miller: (Gym) University, Miss., b.  
Holst, Ernie (Ambassador East) Chi, h.

Kaye, Sammy: (Commodore) NYC, h.  
Kelley, Billy: (Essex) Boston, h.  
Kemp, Hal: (Ainsley) Atlanta, h.  
Kendis, Sonny: (Beachcomber) NYC, nc.  
Kent, Roger: (The Embassy) Brooklyn, re.  
Kent, Larry: (Utah) Salt Lake City, h.  
Kent, Peter: (New Yorker) NYC, h.  
Keys, Van: (Tantilla Garden) Richmond, Va., nc.  
King, Russell: (Steve's) NYC, nc.  
King, Teddy: (Chez Ami) Buffalo, nc.  
King, George: (Bill Green's Casino) Pittsburgh, nc.  
King's Jesters: (Philadelphia) Phila, h.  
Kinney, Ray: (Lexington) NYC, h.  
Klaiss, Viola: (Crescent Log Cabin) Gloucester Heights, N. J., nc.  
Knecht, Charlie: (Buck Horn Casino) Belvidere, N. J., nc.  
Kolkner Bros.: (Piccadilly) Baltimore, nc.  
Korn-Kobblers: (Ballantines Inn) World's Fair, NYC.  
Kovach, Johnny: (Dave Meyer's) Fords, N.J., nc.  
Kraft, Joe: (McLean's Log Cabin) Merchantville, N. J., nc.  
Krupa, Gene: (Glen Island Casino) New Rochelle, N. Y., ro.  
Kunn, Dick: (Ritz-Carlton) Atlantic City, h.  
Kurtze, Jack: (Erie Press Club) Erie, Pa., nc.

**L**  
La Combe, Buddy: (Igo's) Albany, N. Y., nc.  
Ladd, Lew: (Bordewick) Tuckahoe, N. Y., ro.  
Lake, Sol: (606 Club) Chi, nc.  
Lamb, Drexel: (Roseland Inn) Jackson, Mich., nc.  
Lane, Eddie: (Bossert) Brooklyn, h.  
Lang, Lou: (White) NYC, h.  
Leary, Jerry: (Heidelberg) Phila, nc.  
Le Baron, Eddie: (La Conga) NYC, nc.  
Lee, Bobby: (69th St. Rathskeller) Phila, nc.  
Leonard, Gene: (Windsor) Rochester, N. Y., h.  
Le Roy, Howard: (Ohio) Youngstown, O., h.  
Lester, Earle: (Colonial) Bridgeport, Pa., h.  
Lewis, Bud: (Pine Tavern) Trenton, N. J., nc.  
Livingston, Jerry: (Chanticleer) Milburn, N.J., nc.  
Long, Johnny: (Roseland) NYC, b.

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

**M**  
McCullough, John: (Tally-Ho Tavern) Albany, N. Y., nc.  
McCoy, Clyde: (Beverly Hills) Newport, Ky., cc.  
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.  
McGee, Johnny: (St. George) Brooklyn, h.  
McGrane, Don: (Diamond Horseshoe) NYC, nc.  
McGrath, Joe: (Moose Club) Phila, nc.  
McGuire's, Jimmy, Rhythmaires: (Willson's) Trenton, N. J., nc.  
McHale, Jimmy: (Westminster) Boston, h.  
Machita: (Club Cuba) NYC, nc.  
Madden, Bill: (Traymore) Atlantic City, h.  
Mallory, Joe: (Newhouse) Salt Lake City, h.  
Mann, Milton: (Joe's Casino) Wilmington, Del., nc.  
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.  
Marinero, Joe: (Park Lane) NYC, h.  
Marlowe, Tone: (Kaufman's Cafe Madrid) Buffalo, nc.  
Martell, Paul: (Arcadia) NYC, b.  
Martin, Bobby: (Jiggs) NYC, re.  
Martin, Lou: (Leon & Eddie's) NYC, nc.  
Masters, Charlie: (20th Century Tavern) Phila, nc.  
Masters, Frankie: (Paramount) NYC, t.  
Mathey, Nicholas: (Russian Kretchma) NYC, re.  
Matteo, Dan: (Air-o-Dance) Albany, N. Y., nc.  
Maya: (La Conga) NYC, nc.  
Meadows, Frankie: (Swing Club) NYC, nc.  
Messner, Johnny: (McAlpin) NYC, h.  
Meyers, Jack: (Book-Cadillac) Detroit, h.  
Miguel, Don: (Gaucho) NYC, nc.

**N**  
Jordan, Snooks: (Pinto's) NYC, nc.  
Joseph, Joe: (Lido Venice) Phila, nc.  
Juneau, Tommy: (Show Boat) St. Louis, nc.  
Jurgens, Dick: (Aragon) Chi, b.

**K**  
Kaahue, Johnny: (Roosevelt) Pittsburgh, h.  
Kara, Peter: (Roseland) NYC, b.  
Karson, Maria, Musicales: (Miami) Dayton, O., h.  
Kassel, Art: (Bismarck) Chi, h.  
Kay, Johnny: (Club Eldorado) Trenton, N. J., nc.  
Kay Kris: (Casino Russe) NYC, nc.

**N**  
Nakash, Michael: (Riverview Casino) Paterson, N. J., nc.  
Nanette, Marie: (Mary Hubbard Inn) Berlin, N. J., nc.  
Nave, Sal: (Montgomery House) Conshohocken, Pa., h.  
Navis, Mary: (Yacht Club) Phila, nc.  
Newman, Ruby: (Ritz Carlton) Boston, h.  
Nielsen, Paul: (Greystone) Mansfield, O., nc.  
Noble, Ray: (Palmer House) Chi, h.  
Noble, Leighton: (Cleveland) Cleveland, h.  
Nodell, Harold: (Hayes) Billerica, Mass., nc.  
Norman, Duke: (Pleasant View) Reading, Pa., h.  
Norwick, Wladyslaw: (Adria) NYC, re.

**O**  
Oger, Bill: (Hillcrest) Toledo, h.  
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.  
Olman, Val: (La Martinique) NYC, nc.  
Oliver, Eddie: (Stevens) Chi, h.  
Oliver, Ted: (Carroll's) Phila, nc.  
Oliver, Fred: (Warwick) NYC, h.  
Olsen, George: (Michigan) Jackson, Mich., 10-12; (Michigan) Ann Arbor 13-14, t.  
Orlando, Don: (Chez Paree) Chi, nc.  
Osborne, Will: (Chase) St. Louis, h.  
Ovando, Manuel: (Nixon) Pittsburgh, nc.  
Owens, Harry: (St. Francis) San Francisco, h.

**P**  
Palermo, William: (La Marquise) NYC, nc.  
Palmquist, Ernie: (Trocadero) Wichita, Kan., nc.  
Panchito: (Versailles) NYC, nc.  
Pantone, Mike: (New Pine Inn) Albany, N. Y., nc.  
Parks, Bobby: (Child's Spanish Gardens) NYC, re.  
Pastor, Tony: (Lincoln) NYC, h.  
Patrick, Henry: (Stork Club) Phila, nc.  
Paul, Toasty: (Happy Hour) Minneapolis, nc.  
Pell, Herbie: (Walnut Room) New Orleans, nc.  
Perez, Milo: (885) Chi, nc.  
Perry, Ron: (Belvedere) NYC, h.  
Petti, Emilie: (Savoy-Plaza) NYC, h.  
Pinelli, Sam: (Martino's Grill) Asbury Park, N. J., nc.  
Powell, Teddy: (Famous Door) NYC, nc.  
Prager, Col. Manny: (Lookout House) Covington, Ky., nc.  
Prospero, Fritz: (Rainbow Room) NYC, nc.

**Q**  
Quartell, Frank: (Colosimo's) Chi, nc.  
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

**R**  
Raeburn, Boyd: (Club Trocadero) Evansville, Ind., nc.  
Ramos, Ramon: (Drake) Chi, h.  
Raus, Hal: (Cronecker's) Sea Isle City, N. J., nc.  
Ravel, Arthur: (Belmont Plaza) NYC, h.  
Rearick, George: (The Cave) San Bernardino, Calif., nc.  
Reichman, Joe: (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Resh, Benny: (Bowery) Detroit, c.  
Reynolds, Howard: (Palumbo's) Phila, cb.  
Ricardell, Joe: (Claremont Inn) NYC, nc.  
Rizzo, Vincent: (Walton) Phila, h.  
Roberts, Red: (Madura's Danceland) Hammond, Ind., nc.  
Rodman, Will: (Blackstone) Wildwood, N.J., c.  
Rodriguez, Johnny: (La Conga) NYC, nc.  
Rogers, Eddie: (Keatings) Clarence, N. Y., nc.  
Rohde, Karl: (Blinstrub's Village) Boston, nc.  
Rose, Frankie: (Nick's Nook) Trenton, N.J., nc.  
Roth, Eddie: (Alabam) Chi, nc.  
Rudisell, Rudy: (Gibson) Cincinnati, h.  
Russell, Mark: (Chez Paree) Omaha, nc.  
Russell, Jack: (White City) Chi, b.

# Bands on Tour—Advance Dates

**LOUIS ARMSTRONG:** Paramount Theater, Los Angeles, Oct. 9 week.

**AL DONAHUE:** Flatbush Theater, Brooklyn, Oct. 10 week; Windsor Theater, Brooklyn, 17 week; Astor Theater, Reading, Pa., Oct. 25-26.

**TOMMY TUCKER:** Flatbush Theater, Brooklyn, Oct. 17 week; Windsor Theater, Bronx, New York, 24 week.

**COUNT BASIE:** Sports Arena, Bluefield, W. Va., Oct. 10; Beckley (W. Va.) Arena, 11; Charleston (W. Va.) Armory, 12; Apollo Theater, New York, Oct. 8 week.

**GEORGE OLSEN:** Michigan Theater, Jackson, Mich., Oct. 10-12; Michigan Theater, Ann Arbor, Mich., 13-14; Keith Theater, Grand Rapids, Mich., 17-19.

**DUKE ELLINGTON:** Savoy Ballroom, Chicago, Oct. 11; Club Dunbar, Gary, Ind., 13.

**DEL COURTNEY:** Memorial Union Ballroom, Minneapolis, Oct. 11.

**WILL BRADLEY:** Empire Ballroom, Allentown, Pa., Oct. 16; Olympia Theater, Altoona, Pa., 21; State Theater, Conneville, Pa., 22; Penn Theater, Butler, Pa., 23.

**BEN CUTLER:** Edison Hotel, New York, Oct. 17.

**RAY NOBLE:** Memorial Coliseum, Cedar Rapids, Ia., Nov. 18.

**TED LEWIS:** Metropolitan Theater, Houston, Tex., Nov. 8 week; Majestic Theater, San Antonio, Tex., 16 week; Majestic Theater, Dallas, 23 week.

**JIMMY DORSEY:** Chicago Theater, Chicago, Nov. 11 week; Earle Theater, Philadelphia, Nov. 18 week; Earle Theater, Washington, Nov. 25 week; Hippodrome Theater, Baltimore, Dec. 1 week; State Theater, Hartford, Nov. 8-11.

Miller, Russ: (Jack & Bob's) Trenton, N.J., nc.  
Miller, Glenn: (Pennsylvania) NYC, h.  
Miller, Murray: (Dempsey's Broadway Bar) NYC, c.  
Miller, Ted: (Monarch Grill) Springfield, Ill., nc.  
Mills, Skippy: (Asbury-Essex) Asbury Park, N. J., h.  
Mills, Jay: (Colony Surf Club) Asbury Park, N. J., nc.  
Monchita: (Colony) Chi, nc.  
Monroe, Vaughn: (Seiler's Ten Acres) Wayland, Mass., nc.  
Moore, George: (Albany Arms) Atlantic City, c.  
Morris, George: (Whirling Top) NYC, nc.  
Morton, Gerry: (Plaza) NYC, h.  
Mulford, Don: (Sweet's) Oakland, Calif., b.  
Murphy, Prof. F.: (New Goblet) Albany, N. Y., nc.

**N**  
Nakash, Michael: (Riverview Casino) Paterson, N. J., nc.  
Nanette, Marie: (Mary Hubbard Inn) Berlin, N. J., nc.  
Nave, Sal: (Montgomery House) Conshohocken, Pa., h.  
Navis, Mary: (Yacht Club) Phila, nc.  
Newman, Ruby: (Ritz Carlton) Boston, h.  
Nielsen, Paul: (Greystone) Mansfield, O., nc.  
Noble, Ray: (Palmer House) Chi, h.  
Noble, Leighton: (Cleveland) Cleveland, h.  
Nodell, Harold: (Hayes) Billerica, Mass., nc.  
Norman, Duke: (Pleasant View) Reading, Pa., h.  
Norwick, Wladyslaw: (Adria) NYC, re.

**O**  
Oger, Bill: (Hillcrest) Toledo, h.  
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.  
Olman, Val: (La Martinique) NYC, nc.  
Oliver, Eddie: (Stevens) Chi, h.  
Oliver, Ted: (Carroll's) Phila, nc.  
Oliver, Fred: (Warwick) NYC, h.  
Olsen, George: (Michigan) Jackson, Mich., 10-12; (Michigan) Ann Arbor 13-14, t.  
Orlando, Don: (Chez Paree) Chi, nc.  
Osborne, Will: (Chase) St. Louis, h.  
Ovando, Manuel: (Nixon) Pittsburgh, nc.  
Owens, Harry: (St. Francis) San Francisco, h.

**P**  
Palermo, William: (La Marquise) NYC, nc.  
Palmquist, Ernie: (Trocadero) Wichita, Kan., nc.  
Panchito: (Versailles) NYC, nc.  
Pantone, Mike: (New Pine Inn) Albany, N. Y., nc.  
Parks, Bobby: (Child's Spanish Gardens) NYC, re.  
Pastor, Tony: (Lincoln) NYC, h.  
Patrick, Henry: (Stork Club) Phila, nc.  
Paul, Toasty: (Happy Hour) Minneapolis, nc.  
Pell, Herbie: (Walnut Room) New Orleans, nc.  
Perez, Milo: (885) Chi, nc.  
Perry, Ron: (Belvedere) NYC, h.  
Petti, Emilie: (Savoy-Plaza) NYC, h.  
Pinelli, Sam: (Martino's Grill) Asbury Park, N. J., nc.  
Powell, Teddy: (Famous Door) NYC, nc.  
Prager, Col. Manny: (Lookout House) Covington, Ky., nc.  
Prospero, Fritz: (Rainbow Room) NYC, nc.

**Q**  
Quartell, Frank: (Colosimo's) Chi, nc.  
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

**R**  
Raeburn, Boyd: (Club Trocadero) Evansville, Ind., nc.  
Ramos, Ramon: (Drake) Chi, h.  
Raus, Hal: (Cronecker's) Sea Isle City, N. J., nc.  
Ravel, Arthur: (Belmont Plaza) NYC, h.  
Rearick, George: (The Cave) San Bernardino, Calif., nc.  
Reichman, Joe: (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Resh, Benny: (Bowery) Detroit, c.  
Reynolds, Howard: (Palumbo's) Phila, cb.  
Ricardell, Joe: (Claremont Inn) NYC, nc.  
Rizzo, Vincent: (Walton) Phila, h.  
Roberts, Red: (Madura's Danceland) Hammond, Ind., nc.  
Rodman, Will: (Blackstone) Wildwood, N.J., c.  
Rodriguez, Johnny: (La Conga) NYC, nc.  
Rogers, Eddie: (Keatings) Clarence, N. Y., nc.  
Rohde, Karl: (Blinstrub's Village) Boston, nc.  
Rose, Frankie: (Nick's Nook) Trenton, N.J., nc.  
Roth, Eddie: (Alabam) Chi, nc.  
Rudisell, Rudy: (Gibson) Cincinnati, h.  
Russell, Mark: (Chez Paree) Omaha, nc.  
Russell, Jack: (White City) Chi, b.

**S**  
Sacacas: (Colony Club) Chi, nc.  
Sabrasia, Juanito: (Havana-Madrid) NYC, nc.  
Sanders, Roy: (Emerson) Baltimore, h.  
Sandler, Bernie: (Glen Casino) Glen Park, Williamsville, N. Y., nc.  
Saunders, Red: (Club Delisa) Chi, nc.  
Saunders, Hal: (St. Regis) NYC, h.  
Saunders, Charles: (Club Frolics) Albany, N. Y., nc.  
Scherban, George: (The Yar) Chi, re.  
Schroeder, Gene: (The Pirates Den) NYC, nc.  
Senators, The: (Pal's Cabin) West Orange, N. J., nc.  
Shand, Terry: (New Kenmore) Albany, N.Y., h.  
Sharkey, Bill: (Troc) NYC, nc.  
Shaw, Artie: (Palace) San Francisco, h.  
Shelton, Dick: (Blackhawk) Chi, re.  
Shepard, Les: (Forest Park Casino) Toledo, O., nc.  
Shevlin, Pat: (Evergreen Casino) Phila, nc.  
Shilling, Bud: (Terrace Gardens) Port Clinton, O., nc.  
Silva, Romeo: (Brazilian Pavilion) World's Fair, N. Y., re.  
Simpson, Hayden: (New Louvre) Salt Lake City, nc.  
Siry, Larry: (Ambassador) NYC, h.  
Sissle, Nobel: (Diamond Horseshoe) NYC, nc.  
Small, Wilson: (Hillside Tavern) Albany, N. Y., nc.  
Smith, Stuff: (Kelly Stables) NYC, nc.  
Sousa III, John Philip: (Faxon) Omaha, h.  
South, Eddie: (Capitol Cocktail Lounge) Chi, c.  
Spitalny, Maurice: (Mission Inn) LaRobe, Pa., nc.  
Spitalny, Phil: (Lyric) Indianapolis, t.  
Stanley, Roger: (London Chop House) Detroit, nc.  
Steck, Gus: (The Brook) Summit, N. J., nc.  
Straker, Ted: (Pierre) NYC, h.  
Strickland, Don: (Radisson) Minneapolis, h.  
Stoefler, Wally: (Belvedere) Baltimore, h.  
Story, Lew: (Graemere) Chi, h.  
Strong, Benny: (Tutwiler) Birmingham, h.  
Sudi, Joe: (Schroeder) Milwaukee, h.  
Suns, Three: (Stuyvesant) Buffalo, h.  
(See ORCHESTRA ROUTES on page 28)

# London in August Saw Seven Openings as Big Raids Began

Audiences, during last month before total war, stayed in theaters until "all clear" sounded—customers and casts entertained—some new talent discovered

By EDWARD GRAVES

(Due to war conditions, this report on London theaters in August was delayed almost a full month in transit.)


LONDON, Aug. 31.—The last days of August—12th month of war—saw intensified air attacks on London and, as far as the capital's theaterland is concerned, produced ample proof that "The show must go on" is something more than a mere slogan. Every night during the month's final week alarm sirens sounded after performances had begun. In accordance with security regulations, announcements were made from the stage, and opportunity given to those so wishing to leave for their homes or outside shelter. An analysis of reports from all theaters and vaude houses, covering the period August 26 to 31, shows that very few left.

On those occasions when performances came to their normal end before sounding of the all clear, entertainment of an impromptu nature was the rule, contributions by artists and house orks being augmented by turns from members of the audiences. Some theaters kept the fun going by turning stage or foyer into a temporary dance floor. Audience contributions produced one or two "discoveries," a notable example being a crooning aircraftman from Canada who responded to Vic Oliver's appeal for extra turns at the Hippodrome.

After two nights of raid alarm experience, certain houses completed plans for pooling after-show resources. Players, prop men, staff, and audience of the Palace and Shaftesbury theaters alternated in visiting each other for a combined concert on nights when alarm was still in the air. Transfer was simple, the houses being separated only by the narrow Shaftesbury Avenue, but each individual party would remain put in the event of any possibility of bomb-dropping in the vicinity. Combined plans by the managements of the Queen's and Globe, adjacent houses, had artists and audience from the former transferring to the latter for special entertainment prepared by the *Thunder Rock* Company. Until all clear sounded each night special sketches and solo items were given by the two companies; players and audience contested charades and guessing competitions; prizes were given for the best amateur turns from the audience.

Striking an average, as the final week progressed, there was a tendency for business to pale, this being largely attributable to many potential theatergoers seeking early sleep to make up for raid disturbance and varying periods spent in their home shelters.

Up to the end of the month no resumption of the not-too-successful (See LONDON OPENINGS on page 62)



### Review Percentages

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

- "Boys and Girls Together"—100%**  
 YES: Winchell (*Mirror*), Whipple (*World-Telegram*), Anderson (*Journal-American*), Brown (*Post*), Lockridge (*Sun*), Mantle (*News*), Atkinson (*Times*), Watts (*Herald-Tribune*), Kronenberger (*PM*).  
 NO: None.  
 NO OPINION: None.
- "The Gondoliers"—44%**  
 YES: Coleman (*Mirror*), Lockridge (*Sun*), Whipple (*World-Telegram*).  
 NO: Kronenberger (*PM*), Anderson (*Journal-American*), Brown (*Post*), Watts (*Herald-Tribune*).  
 NO OPINION: Mantle (*News*), Atkinson (*Times*).

## Hepburn's 24G in Philly

PHILADELPHIA, Oct. 5.—Doing a near-capacity business for its single week ended tonight (5), return engagement of Katharine Hepburn in *Philadelphia Story* gave the Forrest Theater a socko \$24,000. Low scale, \$2.50 top, kept the gross down. Maximum at that scale is about \$27,000 for the house. Crix generous in raves, and the fact that there was nothing else on local boards during the week helped gate plenty.

Next definite booking for town is October 21, *Lady in Waiting* relighting the Locust Street Theater that night for a fortnight. Possibility that Forrest may get *Panama Hattie* for single week on the same night. *Twelfth Night* definite for Forrest, fortnight starting October 4, and preem of *Night of Love* definitely set for Forrest November 18. *The Male Animal* added to the long list of tentative bookings for the town.

## Milwaukee Gets a Broker

MILWAUKEE, Oct. 5.—Donald Larsen, formerly connected with the Davidson Theater here, has opened Milwaukee's first ticket broker's office in the Marino Recreation Rooms. Larsen's Central Ticket Service will handle ducats for theaters and sports thruout the Middle West. Before going to the Davidson, Larsen was associated with the Riverside and Palace theaters here.

# An Open Letter to the Council Of the Actors' Equity Association

By THOMAS F. TRACEY

(Mr. Tracey is, in point of membership, one of the oldest members of Equity, and has appeared in countless plays, both on Broadway and on the road. His letter, which was unsolicited, expresses the viewpoint of many members who voted against the amendment, passed at the Equity meeting last Friday (27), which forbids Communists or their sympathizers to hold an Equity office.)

It is designed to give this communication place in the columns of a reputable journal of our profession rather than to post it privately to the council for two good reasons: First, because its content is of vital concern to every clear-thinking, American-minded Equity member; and, secondly, because it expresses the fears and feelings of a small conservative minority of calm, clear-headed actors who, at the quarterly meeting on Friday, September 27, after several valiant efforts had been made, found their cause inarticulate in the confusion and emotionalism which swayed the gathering.

At the outset, permit me to emphasize the fact that neither the Equity member whose name is at the head of this letter, nor any of the ladies and gentlemen whose mind it reflects, come in any way whatsoever within the reach or purpose of the amendment which was passed, designed to restrict the activities of the small few who choose to exercise in their own way a broad basic privilege. The argument contained herein is a purely objective defense of certain natural human rights which Equity has invaded; a defense which would have been made on the floor except for the hysteria that was permitted to dominate the meeting, and the barrage against parliamentary

BROADWAY RUNS	
Dramatic	Opened Perf.
Johnny Belinda (Belasco)	Sept. 18--- 22
Journey to Jerusalem (National)	Oct. 5--- 1
Kind Lady (revival) (Playhouse)	Sept. 3--- 30
Life With Father (Empire)	Nov. 8--- 382
Man Who Came to Dinner	
The (Music Box)	Oct. 16 '39--- 408
Separate Rooms (Plymouth)	Mar. 23--- 225
Sim Sala Bim (Morosco)	Sept. 9--- 32
There Shall Be No Night (second engage.) (Alvin)	Sept. 9--- 32
Time of Your Life, The (second engage.) (Guild)	Sept. 23--- 16
Tobacco Road (Forrest)	Dec. 4 '33--- 2901
Musical Comedy	
Boys and Girls Together (Broadhurst)	Oct. 1--- 7
DuBarry Was a Lady (46th St.)	Dec. 6--- 350
Gilbert and Sullivan Repertory (44th St.)	Sept. 30--- 8
The Gondoliers	Sept. 30--- 4
The Mikado	Oct. 3--- 4
Hold On to Your Hats (Shubert)	Sept. 11--- 30
Louisiana Purchase (Imperial)	May 28--- 151
New Hellzapoppin (Winter Garden)	Dec. 11--- 344

## Detroit Gets Feast; W&L Stock Planned

DETROIT, Oct. 5.—Detroit's long-lasting legit famine is likely to turn into a feast, according to plans announced this week. Instead of one house playing legit, and that dark nearly half the time, Detroit is likely to have three going at one time.

Newest addition is the Lafayette, which has been boarded up for most of six years, except when the WPA occupied it for a few productions. This house is set for stock, according to a deal practically completed on Wednesday by representatives of Wee & Leventhal.

Program will be for inexpensive productions, largely thru the use of one-set shows, it is understood, with *Kiss the Boys Goodbye* named as typical. Local negotiations were just about completed, and representatives went east to conclude arrangements. Opening will probably be set for about three weeks from now.

The other legitimate houses will be the Wilson, with Shubert musical stock, mostly new productions on a tryout basis, and the Cass, housing regular roadshows.

## New Philly Gets Legit

NEW PHILADELPHIA, O., Oct. 5.—First legit here in several years is set for October 31 at the Union Theater, when *The Man Who Came to Dinner* will play a single performance.

# Snarls Ironed For Pro Groups

## Equity and Dramatists' Guild about ready to okeh set-up for experimental theaters

NEW YORK, Oct. 5.—All major points of controversy in drafting regulations whereby experimental theaters may be sanctioned have been ironed out by Actors' Equity Association and the Dramatists' Guild committees, whose reports are now in the hands of Equity's legal department for contractual phrasing. Upon ultimate ratification of the governing bodies of both organizations (favorable action predicted by October 15), the experimental theater plan will be put under the auspices of the National Theater and Academy. Equity's five-man board, however, will remain the controlling, licensing force.

Among the more important points settled by the committees are the following:

(1) Upon sale of the play's rights, the experimental group will be guaranteed 2 per cent of gross receipts.

(2) In place of the difficult issue of how much control the governing board shall exercise over the disposal of the play and the wording of the sales options (Dramatists' Guild opposed granting the board powers of disposal normally reserved by the playwrights), the committees agreed that the Guild's standard contract would remain in effect, but the Guild would issue a supplementary contract which will guarantee that no one but the author will exercise control over the first and subsidiary rights, and that, in case of sale, the group will be guaranteed its share of the money.

Other details still to be worked out, but not expected to block negotiations, concern the starting point of the six-month term during which the experimental group retains rights to the play. The Guild suggested that the term start with the first rehearsal, whereas AEA reps recommend the count from the first public performance, arguing that among less experienced groups rehearsal may run much longer than the Broadway standard periods. Disposal of subsidiary rights and percentages which will be turned over to the group have yet to be worked out.

The sponsorship by the National Theater and Academy represents the first activity that organization has definitely undertaken. According to plans, the Academy will "sponsor" and "promote" the groups, but just what practical aid it may offer could not be learned.

## "People" \$4,500 in Denver

DENVER, Oct. 5.—Meet the People, the Hollywood Theater Alliance production, on its first road date en route to Chicago, grossed \$4,500 September 25 and 26 at the Municipal Auditorium. Prices for the two night performances were scaled from 56 cents to \$2.24.

Arthur M. Oberfelder, under whose management the show appeared in Denver, has announced that Tallulah Bankhead in *The Little Foxes* has been set for November 27-28 and *The Man Who Came to Dinner* for January 13-19.

withholding certain privileges and opportunities within the organization itself which are the common right and property of all members alike. This wrong is wicked enough per se; but when its roots reach down to the rank soil of religious, political, racial, class, or color antagonism, then it is a slimy evil that should be ruthlessly extirpated at whatever cost in whatever coin the expurgatory process may demand. The individual member in good standing has every just right to claim and receive all the privileges and benefits which his full dues-paying senior membership guarantees him, and you cannot withhold or abridge these rights without resorting to the orderly process of constitution and bylaw amendment.

If the association demands and gets the individual's full compliance, then his just quid pro quo in turn is complete participation in all the benefits and privileges his organization affords. This simple right the Actors' Equity Association has gone on record as destroying in the case of a small minority of its members who hold certain lawful political views. The high-handed illegality of (See OPEN LETTER on page 62)



44TH STREET

Beginning Monday Evening, September 30, 1940

THE GONDOLIERS

An operetta with libretto by W. S. Gilbert and music by Arthur Sullivan. Directed by Charles Alan. Musical direction by Joseph S. Daltry. Settings designed by Samuel Leve and constructed and painted by Studio Alliance, Inc. Costumes by Brooks Costume Company. Choreography by Felicia Sorel. Press agent, Paul Vroom. Associate press agent, Ivan Black. Stage manager, Carlton Bentley. Assistant stage manager, Judson Pratt. Presented by Joseph S. Daltry.

The Duke of Plaza Toro (a Grandee of Spain) ..... Frank Kierman  
Luiz (His Attendant) ..... Walter Tibbetts  
Don Alhambra Del Bolero (the Grand Inquisitor) ..... Paul Reed  
Venetian Gondoliers:

Marco Palmieri ..... Allen Stewart  
Giuseppe Palmieri ..... William Geery  
Antonio ..... James Pease  
Francesco ..... Frederick Loadwick  
Giorgio ..... Ernest Eames  
Annibale ..... Robert Eckles  
The Duchess of Plaza Toro ..... Catherine Judah  
Casilda (Her Daughter) ..... Marjorie King  
Contadine:

Cianetta ..... Miriam Bentley  
Tessa ..... Kathleen Killcoyne  
Fiametta ..... Janet Webb  
Vittoria ..... Anne Dawson  
Giulia ..... Carol Wolfe  
Inez (the King's Foster-Mother) ..... Anna Handzlik

Chorus of Gondoliers, Contadine, Courtiers, Etc.—Sibyl Barbre, Reta Baum, Lillian Bennett, Jeanette Bittner, Jane Bivins, Agnes Cassidy, Marileis Ditto, Marie Fox, Dean Gehring, Kathryn Lewis, Regina McMahon, Ellen Merrill, Mary Margaret Merrill, Dorothea Mueller, Mary Ten Eyck, Phyllis Reed, Mary Roche, Avonelle Shaffer, Gabrielle Winship, Carlton Bentley, Ernest Brown, William Calvin, James Chartrand, Robert de Lany, Thomas Donahue, Clifford Jackson, Michael Kozak, Charles Laterner, Glenn Martyn, Dana Maddocks, Sidney Morton, Rupert Pole, Leonard Stocker, Frank Stone, Evans C. Thornton.

ACT I—The Piazzetta, Venice. ACT II—Pavilion in the Palace of Barataria. An Interval of Three Months Is Supposed To Elapse Between Acts I and II. Period: 1750.

There are so many pleasant things about the Lyric Opera Company, the group of young singers that Joseph S. Daltry is presenting at the 44th Street Theater in a series of Gilbert and Sullivan revivals, that there is an almost irresistible temptation to gloss over everything else. But, after all, the youngsters are presenting G&S in a professional theater at professional prices and must be judged accordingly. Judged professionally, they appear to be a group of top-ranking amateurs.

There are some exceptionally good voices in the troupe; the chorus and orchestra are directed beautifully by Mr. Daltry, and there is a pleasant freshness about the performance. But, on the other hand, in all the departments that require experience, the Lyric Opera youngsters fall pretty badly. The magnificent satire of G&S, which takes a sure and knowing hand, is painfully maltreated, with the laughs few and far between; there is a constant tendency to overplay in the usual amateur tradition; the satirical songs are sung with an almost uniform lack of effect; even the better voiced principals show an unhappy inability to keep their hands from becoming the most prominent parts of their anatomies; the chorus has been directed into a series of rigidly set movements that look more like a gymnastic drill than stage background, and the whole is overlaid with a heavy aroma of torch-bearing. That, in general terms, tells the story. During the magnificent choruses and sometimes fine solo work, the Lyric Opera Company looks as tho it were going to be a world-beater; but when the equally important angles of acting, satire, comedy, and satirical singing roll round, the company gives a beating, not to the world, but merely to Gilbert and Sullivan.

In view of its assets and shortcomings, the troupe was probably wise to open with *The Gondoliers*, which inaugurated its season Monday night. *The Gondoliers*, having more straight singing and less satire than most G&S, started them off on the right track, and for the first few moments it looked as tho a new standard of Savoy production were about to be set. Too much praise can't be given to Mr. Daltry's handling of the music and his management of the chorus; it's quite probable that the opening sections of *The Gondoliers* have never been given better treatment.

And the youngsters playing the younger leads all perform commendably. In William Geery, for example, the Lyric crew has one of the finest young G&S tenors within memory. With a lovely, lyric voice that he uses to excellent advantage, Mr. Geery also shows an ability to fit into the G&S scheme. Vocally and otherwise, he's very near the top. And not far behind is Allen

New Plays on Broadway

Reviewed by Eugene Burr

Stewart, a pleasant and fine-voiced baritone who plays Marco. Kathleen Killcoyne is a vocally acceptable Tessa—tho her hands do insist on getting into attitudes almost as queer and quaint as those of the Gentlemen of Japan—and Mariam Bentley shows terrific possibilities in the soprano role of Gianetta. Except for a lack of depth in her breathing, Miss Bentley displays an outstanding voice. She's way above average right now; in a couple of years, if she works in the right direction, there'll be no holding her. Marjorie King does a better vocal job with Casilda than we're accustomed to hear, and Walter Tibbetts is an acceptable Luiz.

But the satirically key roles of the Duke and the Grand Inquisitor suffer badly at the hands (and voices) of Frank Kierman and Paul Reed respectively. Mr. Kierman is totally ineffective as the Duke, never getting his performance into proper focus and really scoring only when he takes over Martyn Green's little skipping dance step during the Etiquette number. As for Mr. Reed, he stamps thru his role missing all of the finer points and never cashing in on its humor, and seems far too interested in getting the lyrics out properly to give the music its necessary value. Catherine Judah, as the Duchess, is the only member of the company who reads with professional point, but her voice is hardly any better than that of a D'Oyly Carte company contralto. That isn't very good.

The amateurishness that is the distinguishing defect of the company will probably be overcome with the aid of time and smoother stage direction. Also, it may have been caused in part at

least by the excitement of a Broadway opening. In any case, the company has real possibilities in certain spheres, and Mr. Daltry's musical direction is to be unreservedly commended.

BROADHURST

Beginning Tuesday Evening, October 1, 1940

BOYS AND GIRLS TOGETHER

A revue starring Ed Wynn. Dialog by Ed Wynn and Pat C. Flick. Lyrics by Jack Yellen and Irving Kahal. Music by Sammy Fain. Staged by Ed Wynn. Dances directed by Albertina Rasch. Settings designed and painted by Oden Waller. Costumes designed by Irene Sharaff and executed by Veronica. Musical director, John McManus. Orchestrations by Hans Spielac. Additional arrangements by Russell Bennett and Don Walker. Settings constructed by McDonald Construction Company. Press agents, Richard Maney and Ted Goldsmith. Stage manager, Herbert Burns. Presented by Ed Wynn.

PRINCIPALS: Ed Wynn, The De Marcos, Dave Apollon, Jane Pickens, Jerry Cooper, Walter Long, Lucienne and Ashour, Sally Craven, Florence Foster, Marjorie Knapp, Edna Sedgwick, The Six Willys, Paul and Frank La Varre, Al Baron, Jack Conover, Dick and Dot Remy.

SHOWGIRLS: Dorothy Koster, Drucilla Strain, Lynn Lawrence, Mira Stephans, Iris Marshall, Ione Smith, Kay Paulsen, Dell Parker.

DANCING CHORUS: Billie Bernice, Betty Bartley, Trudy Burke, Eleanor Brown, Maude Carroll, Gloria Costa, Patricia Deering, Adair Dollar, Helen Devlin, Gloria Gaffey, Georgia Jarvis, Eleanor Marek, Mary Joan Martin, Hazel Nevin, Mary Ann Parker, Jane Petri, and Davenie Watson.

There can be no doubt, particularly after the opening of *Boys and Girls Together* at the Broadhurst Theater Tuesday

night, that Ed Wynn is a very funny fellow. But there can also be no doubt that too much apple pie or strawberry shortcake or even laughing gas is apt to dull the enjoyment of the partaker. Mr. Wynn, tho very funny, has still to learn the value of restraint. You get so much of his addle-pated and sometimes hilarious humor in *Boys and Girls Together* that you begin to wish for a nice, relaxing excerpt from *Hamlet*, just to relieve the tension.

At first glance, so many are the good things that Mr. Wynn has assembled in his various roles as producer, director, dialog writer, and star, it is hard to see how there could be too much of anything. Yet on second night the show began to drag before the first-half curtain came in sight; and, from reports of the opening, it appears that a terrific amount of material had been lopped out even then.

Among the good things are performers of excellent ability, including several newcomers to legit; a good deal of excellent material, a lot of which is unfortunately stretched out just long enough to lose its best effect; the underlying idea, which is very cute and consists in having Mr. Wynn come out to tell in what ways his show differs from all other shows, then presenting typical bits of such other shows and thus rounding out a very full evening; the magnificent costumes designed by Irene Sharaff, which are among the loveliest within memory and constitute one of the show's most outstanding features; a lovely and capable dancing chorus; and, of course, Mr. Wynn himself. On frequent occasion in the current show he (See NEW PLAYS on page 28)

OUT-OF-TOWN OPENINGS

"Panama Hattie"

(Shubert Theater)  
NEW HAVEN, CONN.

A musical by Herbert Fields and B. G. DeSylva, with music and lyrics by Cole Porter. Presented by Mr. DeSylva in costumes and scenery by Raoul Pene DuBois, with a cast headed by Ethel Merman, Arthur Treacher, Betty Hutton, James Dunn, Phyllis Brooks, Joan Carroll, and Rags Ragland.

B. G. DeSylva will have three hits on Broadway when this one arrives, but his latest is not necessarily the best. Unlike *DuBarry Was a Lady* and *Louisiana Purchase*, *Panama Hattie* is an involved book with gags that occasionally fall flat. It needs a lot of weeding out and possible shifting of cast, for Ethel Merman is not adequately supported and is required to work harder than she should to keep it moving. James Dunn, particularly, is weak in the singing parts.

The tunes being hummed after the premiere here were *What Say, Let's Be Buddies*; *Who Would Have Dreamed*, and *My Mother Would Love You*. People were giggling over the comedy of *They Ain't Done Right by Our Neil* and *You Said It*.

Betty Hutton and Arthur Treacher shared generously in the applause, and there was unanimous approval of the novel dances arranged by Robert Alton and the vividly colorful costumes, several of which may be responsible for facts in ladies' fashions.

The presence of soldiers and sailors in the cast and plenty of headdresses and vulture feathers in the parades makes *Panama Hattie* a festive entertainment for the conscription season.

Julian B. Tuthill.

"The Enchanted Well"

(Tivoli Theater)  
SAN FRANCISCO, CALIF.

Civic Opera Guild tried to bring music back to the Tivoli Monday night but was doing it the hard way, with inspiration that was nine-tenths perspiration. L. Sabrana, a local banker with European musical training, supplied the book, music, and lyrics to a loosely contrived story.

Its artificialities were consistently unredeemed, with a few exceptions, in the acting, singing, and dancing. The book, a mechanically contrived affair, altho a few of the musical numbers are commendable.

Story deals mainly with the love affair of a Spanish tavern keeper's jealous daughter and her rival, the governor's niece. The effects of love draughts from the well upon the various principals are aimed at comedy that never quite comes off.

Musical Director Frederic Carroll's choruses are fairly effective, and Francesca Ludova's ballet teaming with George Pring is skilled. Prospects for any run or return on the investment are nil. Edward Murphy.

From Out Front

By EUGENE BURR

IT IS triply heartening that the Actors' Equity Association, at its meeting last Friday (27), gave an overwhelming vote of confidence to Paul Dullzell, its executive secretary, in his dealings with Representative William P. Lambertson of Kansas, who had accused several Equity councilmen of Communism.

Mr. Dullzell, in his efforts to uphold the basic guarantees of Americanism, had come perilously close to being the butt of Communist charges himself—a fate that seems inevitable, these days, for anyone rash enough to defend the theories of our Founding Fathers. Such intimations were, to anyone who knows either Mr. Dullzell or his record, the height of absurdity; they'd have been funny if they weren't tragically indicative of a growing Fascist spirit in American thought. At any rate, the membership of Equity disposed of them in a way that proves the American way of life still continues.

The same meeting also passed a resolution condemning Communism, Fascism, and Nazism, and (after a spirited debate) added to that resolution an amendment brought forward by Winifred Lenihan, forbidding members of such groups to hold Equity office. A comment upon that amendment, written by Thomas F. Tracey, one of Equity's oldest members, appears elsewhere in this issue. This corner can only add that, since the amendment also includes in its ban members and sympathizers of "any Fascist party," Equity had better do some clarification immediately. Certain Democrats have called the Republican Party fascist; certain Republicans have called the New Deal fascist. Unless Miss Lenihan or someone else does a bit of defining, it will be quite possible to prevent either Democrats or Republicans from holding Equity office.

As for the original resolution condemning Nazism, Facism, and Communism, this corner is in hearty agreement with it. As a matter of fact, I wish the meeting had gone a step further and condemned all those who put the interests of any alien power whatsoever above the interests of the United States. Except that such wording would have condemned some of those most prominently supporting the resolution.

\* \* \*

MEANWHILE, Congressman Lambertson, in addition to adding still more material to *The Congressional Record*, gave an interesting reason for labeling one of his victims with the stigma of Communism. It should prove fear-provoking to every American who hopes against hope for the continuance of a free theater in America, since it indicates the extent to which free opinion in the arts may be throttled.

In reply to protests, Congressman Lambertson wrote to one of his theatrical victims and told him that he had been accused of Communism because at an Equity meeting he had voted to allow a resolution favoring peace to reach the floor after several Equity officials had ruled it out of order.

In other words, the Congressman is saying that you are a Communist if you want peace. More than that, he is saying that you are a Communist if you are merely willing to allow the supporters of peace to be heard.

I'd always believed that willingness to hear all views was the mark not of a Communist, but an American.

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FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNEGIE HALL, NEW YORK

# UNITS SEEK FILM NAMES

## Producers Blame Unit Scarcity On Lack of Available Film Names; 14 Big Units Out; Many Smallies

NEW YORK, Oct. 5.—Despite new units being put on the road, the shortage of first-class units suitable for large houses is still apparent. Unit producers claim the primary factor causing the unit scarcity is the shortage of film names. One important agent just returned from a month on the Coast reports that film stars are unwilling to desert Hollywood as long as the slightest chance remains for a part in a picture. Many film names claim that the start of a personal-appearance tour, either as a unit or as a single, is considered in Hollywood as an automatic admission that they find roles difficult to get.

Younger film players, however, are usually more willing to go on the road. Producers claim that a p.-a. tour will give them a chance for a build-up. However, film players who have appeared in pictures too infrequently don't always justify their salary at the vaude box office.

Another factor causing the shortage of units is the fact that many of the larger houses maintain their own production staffs and are unwilling to bear production costs of road units. These houses prefer to book a single name and have their own staff do the staging.

One unit producer, Harry Howard, made two fruitless trips to the Coast in an effort to sign names. He was forced to produce the second edition of his *Hollywood Hotel Revue* without film names. The cast includes the Diamond Brothers, Bobby Morris, six Lindy Hop teams from the Harvest Moon contest, and a line. Opens at the Plymouth, Worcester, Mass., October 7 and is scheduled for the Century, Buffalo, October 11; RKO Strand, Syracuse, October 18, and the RKO Temple, Rochester, October 25. This unit will open the latter house for vaude for the first time in several years. Howard is also planning the *World's Fairest Revue* unit.

### Fischer Revue on Road

The closing of the fairs at San Francisco and New York will also release several units. Clifford C. Fischer's second edition of the *Folies Bergere*, after the run of the San Francisco fair, is current at the Golden Gate, San Francisco, and will play the Coast territory. Appearance of this show in the East is improbable for some time. The William Morris Agency is handling this unit.

From the New York Fair Mike Todd's *Streets of Paris* is also set for a tour, with Bill Miller handling the unit.

Another new unit is also in production, with Charles Yates, of Consolidated Radio Artists, setting up the dates. The outfit will include Fifi D'Orsay, Ann DuPont's band, Marie Bartell and the Williams Brothers, and Stars on Strings, a puppet act.

Benny Davis's new edition of *Stardust* will open at the Strand, Syracuse, October 11. The unit is also set for Loew's State here October 17. The combo will include Dorothy Kelly, Harrison Sisters, Raymond Baine, Ruby Ring, Bob and Betty Brown, Duke Art, Marie Austin, Two Caballeros, and Jerry Bressler.

Louella Parsons is also set to take a new unit out this year. Already signed for the tour are Ilnona Massey, Sabu, Brenda Joyce, Binnie Barnes and her new husband, Mike Frankovitch, and Bill Orr. Another name will probably be added. No dates are as yet set. Music Corporation of America is booking it.

Also booked by MCA is the Laurel and Hardy unit, which played the Orpheum, Omaha, last week. The unit contains, besides the comic leads, a line of 10 Danny Dare girls; Cass, Owen, and Topsy; Lew Parker and Company, Maxine Conrad, the Fredericos, Darlene Gardner, and carries its own band leader, Carlton Kelsey. This 32-page unit also carries its own gag man and company manager. Further full-week dates for this unit include Riverside, Milwaukee, October 4; Chicago, Chicago, October 18, and the Lyric, Indianapolis, November 2.

### Siegel Plans Protegee Unit

Al Siegel, local vocal coach, is also mulling a unit to consist of his own

finds. Probable personnel will include Ethel Barrymore Colt, Connie Russell, Joan Merrill, and the Ross Sisters.

In addition to these units, shows already on the road include *Bali Bali*, set up by RKO for its own houses; George White's *Scandals*, Joe Penner's outfit, George Jessel unit, *Funzafire*, Blackstone, and Sally Rand, who will not work theaters until the completion of her run at the Club Bali, Philadelphia, which begins October 9.

Producers and bookers would like to see more units in operation, since units are easy to sell and buy and are instrumental in opening new territories.

There is, however, the possibility that new units suitable for class houses will be formed. As picture commitments become more definite, players may be persuaded to go on the road.

Already available for p.-a. tours are Edmund Lowe and Ann Dvorak, who are teamed and will play the State-Lake, Chicago, October 11. There is also a likelihood that Simone Simon will be paired with Eddie Foy Jr. for a tour which will include Loew's State, New York.

### Nixon-Grand To Go

PHILADELPHIA, Oct. 5.—Nixon-Grand Theater, most popular house here in the old vaude days but dark for many years, will make way for a parking lot. House had made several attempts to keep open with traveling units and colored stage-shows.

### Shenandoah Club Adds Stage

SHENANDOAH, Va., Oct. 5.—Club Verbena is installing an air-conditioning plant in preparation for next summer's trade. Further alterations include a new p.-a. system and a stage in the dining room.

Floyd Stanley operates the spot.

## Maisie Writes—Things Are Tough, But She's Learning Agency Angles

Dear Paul Denis:

I HAVEN'T written you for a long time, Paul, but Hal and I have been having so many troubles that we just haven't had time to write. You know how conditions are. We've been teamed now for more than a year and a half and worked only four and a half weeks—four weeks at break-in salary, and a half week at If Money (if you make good, you get another \$5 a week). We also played 383 benefits, 43 auditions in rehearsal halls, and 26 auditions in floorshows "to see how the customers like you." Our longest run was in Joe Pursent's office, where we visited for five weeks consecutively, playing the left armchair and the folding chair near the door from 1 to 4 p.m. daily.

The run in Joe's office wasn't bad because I was busy all the time reading back issues of *The Billboard* and Hal was busy figuring out on the margins of *The Racing Form* how much money we are going to make with our new ballroom act.

We hung around Joe Pursent's office so much that it wasn't long before all the other acts recognized us as Joe's star act. They kept away from our favorite chairs and even left messages for Joe with us. One of the acts was a juggler who had lost his mind, and he always wrote out a personal check for us every day. He always gave us a \$1,000,000 check, but when the stock market fell he would sometimes cut us to \$100,000. Once he got into a fight with Joe Pursent and didn't leave a check for a week. Finally, Joe made up with him by promising him a definite "maybe" on a club date. The poor juggler was overjoyed, because Joe was the first agent who ever gave him a maybe on a job and really meant it.

Hal and I learned quite a bit while hanging around at Joe's office for so long. We know now that a smart agent never says "Yes" or "No." He always says "Maybe." To relieve the monotony he often says to acts "come around tomorrow" and to employers "I got something terrific, and it won't cost you much."

Once Joe was absent-minded and said "it won't cost you much" to an actor, and "come around tomorrow" to an employer—and did he have to do a lot of explaining!

And another thing. A successful agent must have a protege who made good. That's absolutely essential. Every agent must be able to point to some movie star and say, "Why, Deanna used to play kiddie club dates for me. I booked her first good job. I remember the day I called up Darryl and told him about Deanna. Yes, sir, I'll bet Deanna would go crazy with joy if I dropped in on her some day in Hollywood."

So, you see, Paul, we're getting wise to this agency business. Some day, when we can't get work, Hal and I might open our own agency. But, first, we must find a protege who will be famous by the time we become agents. Got any suggestions? MAISIE.

### Minister Uses Night Club for Bible Class

WEST ALLIS, Wis., Oct. 5.—Rev. Raymond H. Ewing, of the Blue Mound Community Baptist Church, is conducting a young people's Bible class Sunday mornings in the Club Sahara, the church-approved liquor-less nitery here.

The Reverend Ewing took over the night club for the class when his church proved too small. A few of the Bible students have been recruited from Ray Tomson's ork, which plays the Club Sahara.

### Philly Niteries Hit by Liquor Board Citations

PHILADELPHIA, Oct. 5.—Biggest gloom in local nitery circles was cast last week when 10 leading spots were cited for revocation of license by the State Liquor Control Board, all charged with Sunday sales and entertainment.

In the downtown zone, all but Jack Lynch's Walton Roof and Ike Beifel's 1523 Club were cited. Hearings on the charges will be held October 10 and 11.

Board's citations also included 10 other clubs around town and two night clubs at near-by Chester, Pa., the Seven Seas Cafe and Martin's Cafe, charged with allowing "obscene" entertainment.

### Henry in Charge of Morris Club Dept.

NEW YORK, Oct. 5.—William Morris Agency has formed a club department, with Dick Henry in charge. This is first time this office has gone after private entertainment dates, altho it has often sold acts to club bookers.

According to Henry, the department will be set up so that middleman costs will be eliminated.

Henry was formerly in the foreign department of the Morris Agency, but the war ruined this field.

### Miami Night Clubs Set for Season; Union Warns Gals

MIAMI BEACH, Fla., Oct. 7.—Five o'clock club will reopen about November 1, according to Sam Barken, owner. Barken, recently returned from New York, has hired Pancho's orchestra to open December 12. Arthur Warren's band will start. Both are MCA units. De Moya's rumba band will work throughout the season. Barken operates without shows, but has continuous music from 4:30, cocktail time, until 4 a.m. The club is opening for its fifth season.

Mother Kelly, back from a season at Saratoga, will open his Miami Beach club around November 1. Kelly has again hired George Owen and Tony Parker, singing team, to head the show. This will be the third season for the duo. There will also be a girl singer and Don Baker's band. Kelly intends to put in a small dance floor this year.

Kitty Davis, Chicago night spot operator, is now in Miami Beach with her husband dicker for a club site. The Davises have been most interested in the Belmont Club, altho the Club Continentale has also been mentioned.

The Miami musicians' union is definitely against non-union women leading bands and playing any instruments. Even if girl only shakes marracas or beats the claves, she is classed as a musician and must be union. All she can do is appear in front of the band and sing. Many clubs that have considered hiring rumba units with girl leaders are now in a quandary.

Pete Clifford, emcee, will operate his own club this year. It will be called Pete Clifford's Club, on the site of the Polo Club.

El Chico, Miami Beach, is waiting the suit which the owner of the El Chico, New York, threatens. The name "El Chico" was incorporated in the State of Florida several years ago by owner Paul McCastland. He is the sole owner of the club now, his former partner, George Wells, selling out and going to California.

George MacArthur is now associated with the Sunny Isles Club, North Miami Beach. MacArthur is known for sponsoring odd but successful night club ideas.

### Abilene Fair Floorshow Again

FORT WORTH, Tex., Oct. 5.—Abilene, a town of only fair population, west of this city, is bringing on a big show in connection with its West Texas Fair, October 7-12.

Johnny (Scat) Davis's band will play for dancing and the floorshow, which will feature Dixie Dunbar and other acts, booked by Music Corporation of America.

This fair experimented successfully with night club shows last year.

### Orta To Stage for Bali

NEW YORK, Oct. 5.—Sergio Orta, producer of shows at the Havana-Madrid, will do the floorshow for the Club Bali, Philadelphia, starting December 11. Orta will do also emcee. This is the first production to be done by Orta outside New York. Diosa Costello will probably be the headliner.

Music Corporation of America, booker of the spot, says this show does not preclude a change of policy for the Bali.

### Allentown Gets Hirst Unit

ALLENTOWN, Pa., Oct. 5.—Lyric Theater here returns to the Izzy Hirst wheel, showing the units Fridays and Saturdays. Shows come in from near-by Reading, Pa., where they play the Orpheum Theater Wednesdays.

Manny Davis is now managing the Lyric here, former manager Jack Beck going to Utica, N. Y., for one of Hirst's houses. David Brodstein again at the helm in Reading.

## 1,000-Seater Puts Big Clubs Back on Stem; Others Open

NEW YORK, Oct. 5.—Huge night clubs will make a return to Broadway with the opening of Treasure Island on the site of the former Ivan Frank's Hofbrau. The spot will seat about 1,000 and is being decorated with scenes from the Robert Louis Stevenson novel. The club will have a band and girl-show policy. Nano Rodrigo will provide the music, with Wally Wanger readying a girl line. A popular-price policy will be in effect. Nato De Angelis, who will manage the spot, is reported to be one of the backers. The management of the Swiss Pavilion at the World's Fair is also reported interested financially in the spot.

The former New Hollywood Restaurant will take on a new name and policy with its reopening as the Club Tropicana. Ella Fitzgerald and her band will head the first show.

The Algonquin Supper Club will start its second season October 15, with Greta Keller in the show. This will mark her second season at this spot. The room has been enlarged by merging the Oak and China rooms with the club.

The opening of Joe Moss's new Fairway Yacht Club has been postponed until Thursday (10). The management claims the postponement is due to the difficulty of signing proper talent. The club, situated on the East River, will have three decks and will seat about 250. The Raleigh Room of the Hotel Warwick will reopen October 15 with Ray Benson's ork. This will be the first season that this room will have a full-size crew. One specialty act will also be on the program. MCA is booking.

A new spot will open on 52d Street October 10 with the bowing of the Club Waikiki. A Hawaiian policy will prevail. The name of this club has been changed from the Club Samoa.

The Greenwich Village Inn, operated by Jim Riley, has postponed its opening to Tuesday (8).

## Kenmore, Albany, Has Good Floorshow

ALBANY, N. Y., Oct. 5.—One of the most artistic dance acts to appear here in the past two years is Marc and Paul Faulen, featured in the new floorshow in the Rainbow Room of the New Kenmore Hotel. Beneath the classical adagio shines a quality of free and physical movement, expressed beautifully.

Burton and Kaye offer an amusing satire on the modern dance, while Margie Bane and Bob Wilde present an acrobatic dance a little off the beaten path. Kittie Morrison, whose exhibition of muscular control and difficult contortions created such a sensation last week, is held over.

Terry Shand, with Louanne his engaging vocalist, carries on with his band. Band has five Coast-to-Coast broadcasts a week. Gene Prigle and his rumba band alternate for continuous dancing during the evening. G. W. Herrick.

## Impersonators Back in Camden

CAMDEN, N. J., Oct. 5.—Mrs. Adella Oreb has converted her German Kitchen into the Gaye Club, opening this week, with Walt Whittle managing. Floorshow will be a revue with Texas Plante, Jo Ann, Sandy, Frances, and the Triad band. Marks the first showing of fem impersonators here in many years, altho many outside roadhouse spots have been featuring them.

With a race track assured for the territory, local clubs are preparing for bigger things, having won a long fight for a referendum on keeping bars open Sundays.

Dale's Inn, at near-by Haddon Heights, will relight as Abe's Browning Lane Inn, with Mrs. Abe Morrovitz operating.

## Units for Milwaukee

MILWAUKEE, Oct. 5.—Starting yesterday (4) with the personal appearance of Joe Penner, J. J. Weisfeldt's Riverside has booked the Laurel and Hardy, George Jesse, and Louella O. Parsons units for future weeks.

## W.-B. Club Reopens

WILKES-BARRE, Pa., Oct. 5.—The Travelers' Club has reopened for the season with a local orchestra and weekly or bi-weekly lines, singer, and emcee.

## Buy an Encyclopedia

WESTON, Conn., Oct. 5.—Cobb's Mill Inn is making a bid for the intellectual trade by introducing a series of lecture luncheons. Frazier Hunt, war correspondent, will be the first speaker of the series and will talk on "Propaganda in America."

If this is the start of a trend, then Einstein may develop into the highest priced night club entertainer in America.

## Names for Lowell Auditorium Sundays

LOWELL, Mass., Oct. 5.—Sunday name vaude has been revived at the Lowell Memorial Auditorium here under the sponsorship of Eddie McMann, local sportsman.

Already appearing on the shows, which began September 22, were Cab Calloway band and Helen Morgan on the opening show, and Rudy Vallee band and Shep Fields band the following week.

Belle Baker and Russ Morgan will head the bill October 6. Ben Bernie has been booked for October 13.

The sponsors hope to continue the shows for 40 Sundays.

## Sunday Vaude for Rutherford

NEW YORK, Oct. 5.—Rex Theater, East Rutherford, N. J., will renew Sunday vaude October 6. The initial bill includes Lewis and Ames, Al Ferguson, Rhythm Rascals, and Wynn and Hurwin. Marty and Irving Barrett book.

## Roxy, Atlanta, to Open

ATLANTA, Oct. 5.—Roxy Theater will open October 20 with a name-band policy. Ina Ray Hutton will headline the first show. Also booked for that house is the Tommy Tucker band for November 17. Intervening dates are to be set. Music Corporation of America is servicing the house.

## Loew Settles Out Of Court Bridg't Auto Crash Suits

NEW YORK, Oct. 5.—Settlement out of court has been made between attorneys representing six performers involved in an auto crash May 25 and attorneys representing Loew's, Inc., WHN Artists Bureau, and the Poli Theaters of New England.

Legal action was taken as a result of an auto crash in which Jay Bee (Schriftman) and Max Maurice were killed. Jay Bee was killed instantaneously, while Maurice died a week later. Those injured in the crash were Natalie Boyle, Al Vincent (partner of Maurice), Estelle Shurry, and Paul Gerson. The crash came as a result of the blowout of a rear tire when the car (a nine-year-old) was on its way to fill a one-night vaude stand at the Loew Poli Theater, Bridgeport, Conn.

Details of the amounts of the settlement were not made public by the attorney. However, it was learned from the Surrogate's Court that the estate of Jay Bee received \$7,250. Approval is expected to be made Monday (7) of the settlement of Miss Shurry who was awarded \$500. Both of these settlements need the Surrogate's approval.

All the claims were settled en masse. Attorneys representing the litigants included Jonas Thomas Silverstone, John M. Keesing, and George Abrams.

Settlement of these suits came as a surprise, since the Loew legal department indicated that the litigation would go to the courts and disclaimed any legal or moral responsibility for the mishap.

The performers were booked by the WHN Artists' Bureau, a Loew subsidiary. Original papers filed by the plaintiffs accused the defendants with negligence in failing to provide safe transportation.

The car making the trip had no public carrier license and was bought by Maurice for less than \$100.

## Big Versailles Opening

NEW YORK, Oct. 5.—The formal opening of the season at the classy Versailles yesterday (4) was one of the most impressive in years.

Audience included many top celebrities and the show, tho consisting of only two acts, lasted 80 minutes. Both Sheila Barrett and Paul Draper stayed on for 40 minutes each on the floor.

## More AGVA Meets On Kelly; "Red" Charges Denied

NEW YORK, Oct. 5.—Due to further deliberation between the national executive board of the American Guild of Variety Artists and its executive secretary, Hoyt S. Haddock, the formal reinstatement of Tom Kelly to the post of exec secretary of the Philadelphia local has been delayed. Haddock would not comment on the matter.

The board, in the meantime, has been busy dispatching a formal statement to the press denying charges that AGVA has any Communists within its ranks or permits any foreign "isms" to flourish among the members or officers. Statement issued by Dewey Barto, president, reads: "With a view to eliminating some of the scurrilous criticism against AGVA, its officers, employees, and members, the National Board adopted a resolution expressing its unalterable opposition to communism, fascism, nazism, and any other foreign isms. That there may be no criticism on the part of anyone to the effect that this action was simply window dressing, the National Board went further and resolved that any person who is proven to be a member of any such organization, or sympathetic with any such organization, shall be ineligible to become a member, hold office, or in any way be in the employ of the guild."

Haddock this week wrote a letter to Congressman William Lambertson denying charges that he is either a Communist or has ever been a member of the party. Lambertson has been lambasting theatrical unions, claiming that there are plenty of "Reds" among its members.

PHILADELPHIA, Oct. 5.—In spite of action taken by the national board of AGVA, Tom Kelly, ousted local executive secretary, is still out and office is being handled by Lee Traver. Furthermore, Travers was seated as AGVA's delegate to the Central Labor Union this week. The local members rallying around Kelly having resolved to secede from the union, it is expected that Kelly will revive the independent United Entertainers' Association.

NEW YORK, Oct. 5.—New York local of AGVA won a closed shop this week with Cafe Society uptown. Minimums call for \$45 for principals. Spot uses colored talent.

## Alliance Gets Shows

ALLIANCE, O., Oct. 5.—First stage-show of the new season at the Columbia Theater here will be *Bell's Hawaiian Follies* unit October 11 to 12, reports Ray Wallace, manager.

House has been maintaining double-feature first-run films all summer.

Units will be offered one and two days thruout the fall and winter season whenever available, Wallace said.

# Club Talent

### New York:

ELVIRA RIOS has been set for the Rainbow Room show beginning December 3. . . . ROMO VINCENT has signed for another four weeks at the Hurricane.

JOHN BUCKMASTER, now at the Plaza, will go to the Savoy Plaza January 30.

VALERIE DESLAYS, dancer, titled *The Girl in Cellophane*, who opened recently at the White Way Casino, Flushing Fair, comes from Rudd's Beach Club, Schenectady, N. Y. Also known as Betta Dodd.

### Chicago:

ANGELITA HARMES is the new vocalist in the Glass Hat at the Congress Hotel, singing with the Joe Vera combo, which is completing its eighth month at the Glass Hat. . . . JACKIE HILLIARD is emceeing at the 606 Club. . . . CARL MARX, light-up clown, has completed four years in the College Inn of the Hotel Sherman and shows no sign of losing popularity. . . . The TERRIBLE SWEDES (Jack Ring, Pete Peterson, and Frank Bradley) have opened an indefinite engagement at Old Hickory Inn. . . . MARY JANE TICE, young Los Angeles accordionist, is in Chicago for night club and radio work.

ST. CLAIR AND DAY and the Ross Sisters open October 12 at Edgewater Beach for the David P. O'Malley office, which also has booked Joe and Betty Lee, dance team, for the show to follow. . . . RAY LYTE, of the O'Malley office, also has booked the Mangan Troupe, the Littlejohns, and Ballard and Ray for the new show at Colosimo's October 31.

### Atlantic City:

WAYNE SCULL has taken over the management of Wayne's Inn. . . . JACKIE WHALEN winds up five months at Club Nomad, being succeeded by LESTER LEE. . . . THE GREAT LEROY takes over at Ritz-Carlton Hotel. . . . THERESA OLIVER and AUDREA two newcomers at Gables Inn. . . . MAILEEN GLORIOUS, local radio songstress, makes her bow at the Wagon Wheel. . . . TOM McDONOUGH goes into a week-end policy at his Erin Cafe for the fall season.

### Philadelphia:

CLIFF HALL set to return to the Bellevue-Stratford Hotel lounge. . . . DOROTHY JOHNSON takes over the lead at Open Door Cafe. . . . DIGATANOS added starters at Club Bali. . . . ROY SEDLEY in the lead spot at Palumbo's.

ALAN GALE back this week at Stork Club. . . . ALYCE CERF at Carroll's new nitery. . . . NORA WILLIAMS back at Venice Grill.

### Here and There:

ARCHIE ROBBINS will join the Sally Rand unit which starts at the Club Bali Wednesday (9). . . . GOWER AND JEANNE go to the Baker Hotel, Dallas, October 18. . . . FLORENCE AND BOB ROBINSON are current at the Little Rathskeller, Philadelphia. . . . VERA FERN is set for the Beverly Hills Country Club, Cincinnati, October 31. . . . ETHEL SHUTTA is in the new show at the Chez Maurice, Montreal. . . . CARMEN MIRANDA opens at the Chez Patee, Chicago, October 18. On the bill are also Sampson and Bailey. . . . MIMI KELLERMAN is set for an extended run at the Troika, Washington. . . . YVETTE DARE is set for the Latin Quarter, Boston, for November 11. Also booked at that spot are Pierce and Harris November 11 and the Antaleks for October 13.

ROSE MARIE after completion of two weeks at the Ohio Villa, Cleveland, goes to the Bowery, Detroit, October 14. . . . JOE KENNEDY, a former performer, is now golf pro at the Municipal course, Knoxville, Tenn. . . . THE DE LA MARS, a Latin dance team, returned to the Roosevelt Hotel, Jacksonville, Fla., after an extended stay at the Club Bali, Miami.

ETHEL SHUTTA, after winding up at Beverly Hills Country Club, Newport, Ky., remained over in Cincinnati a few days to take in the first two games of the World's Series with her husband, George Kirksey. . . . JOHNNY KAAT-HUE'S Royal Hawaiians return November 8 to the Hotel Gibson's Sidewalk Cafe, Cincinnati, where they hold the long-run record. . . . THE CAPTIVATORS, male stroller trio, go into the Cocktail Terrace of the Netherland Plaza, Cincinnati, October 14, succeeding Jack and Jill. . . . JEAN MARSHALL, accordion-

ist, is back in the Keyhole Bar of Hotel Gibson, Cincinnati.

COLEMAN CLARK opens at the Mount Royal Hotel, Montreal, October 7. While in Paterson, N. J., his troupe of table tennis exponents played the police benefit show. . . . MICKEY LORRAINE, after a lengthy illness, is convalescing at her home in Huntington, Ind. . . . DON RICARDO opened October 4 at the Bismarck Hotel, Chicago. . . . RAVAYE AND MARGO are playing Curly's Cafe, Minneapolis, on the bill with George Givot. . . . LEW FOLDS, after a run at the Chez Ami, Buffalo, opened at the Ray-Ott, Niagara Falls, N. Y. . . . BUDDY AND BEVERLY CAMERON, recently at the Cat and Fiddle Club, Cincinnati, have moved to the Dublin, Columbus, O. . . . BALDWIN AND BRISTOL are set at the Roosevelt Hotel, Jacksonville, Fla. . . . BOB EMERICK is completing his third month at the Monmouth Hotel, Monmouth, Ill.

## St. Regis Hotel, New York

**Talent policy:** Show and dance band; rumba band; ice show at 8 and 12. **Management:** Vincent Astor, hotel owner; Gaston Luuryssen, hotel director; Barbara Sempé, publicity director. **Prices:** Dinner from \$3.50.

Originally intending to bring in another production ice show for the fall and winter season, this luxury hotel changed its mind almost at the last minute (due to the war situation no doubt) and opened its third season of ice entertainment Thursday (3) in its Iridium Room.

Current five-people ice revue is the same type as the hotel's first ice show three years ago. Five punchy figure skaters do quick specialties and joining for a finale. Short, but bright entertainment.

Dorothy Lewis, pert and graceful, is being featured for the third successive season and again scores with her showmanship and dancing ability on the quick blades. The Heasley Twins (Jack and Bob), in their second season, impress with their handsomeness and their skill. Bill and Betty Wade, who scored at Winter Wonderland at the World's Fair this summer, are new here and made a nice impression with their youth and competence.

Costumes by Kiviette are cunning. Show music, including Morton Gould's new *American Caprice* and also *I Dream Too Much*, is all right. Accompaniment by Hal Saunders sweet orchestra is just right. Saunders, first band that the hotel has ever switched from the roof to the Iridium Room, also offers excellent dance rhythms, alternating with Gus Martel's rumba-tango orchestra which is making its St. Regis debut with this show.

The ice show has enough stunts and changes in musical tempos, and the specialties are short and changing, with the result that the divertissement is thoroughly enjoyable. Gustave Lussi directed.

And the food. We had *perdreau a la bourgreignonne* (partridge to you) flown in from Oregon that same afternoon. That's the St. Regis! *Paul Denis.*

## Club Kona, El Cerrito, Calif.

**Talent policy:** Dance and show band; floorshows at 9:30, 11:30, and 1:15. **Management:** Phil and Henry Molino. **Prices:** Dinner, \$1.50; drinks from 35 cents. **Bookings by Sam Rosey**

Fourteen miles across the Bay Bridge from San Francisco, spot has been doing a steady business in the three years of its existence. A small and intimate room in South Sea decoration, but only semblance to it in entertainment is a lone hula dancer.

Opens with the Mary Landa miss in a group of Hawaiian interpretative dances and plenty good. One of the best native grass-skirt swingers seen in these parts in some time. A good looker, too.

Dorothy Devin sings pop tunes. Well appearing, she lacks only experience in floorshow work. On next is Elsie Long in tap and acro contortions. Girl is amazingly talented and about ready for the bigger places.

B. B. B. comes on offering zany songs and parodies, a little on the blue side, but evidently enjoyed by patrons. Best of the lot is a parody on *Oh, Johnny*.

Show closes with the ballroom dancing of Zerby and Weire, formerly Zerby and Layton. New partner is sister to the

Weire Brothers now with Fischer's *Folies Bergere*. Girl is still a bit awkward, but shows possibilities.

Four-piece combo under the direction of Johnny Strangio plays solid rhythms for both show and dancing. Group now in third year here. *Edward Murphy.*

## Drake Hotel, Camellia House, Chicago

**Talent policy:** Small dance band; floorshows, 9:30 and 12. **Management:** Harry O'Neal, hotel manager; Frank Amstedt, room manager; Marvin Green, publicity. **Prices:** Dinners, a la carte; drinks, from 50 cents; minimum, Saturday nights only, \$2.50.

A better appointed setting of reserved sophistication exists nowhere in Chicago. This newly opened room, luxuriously upholstered in rose-colored satin, designed to carry out the camellia motif, will undoubtedly continue to enjoy its first rush of society trade.

Spot offers little in the way of entertainment. Trade goes there to dine, wine, and dance, and is apparently satisfied with the additional offerings of musical comedy singer Mary Jane Walsh. Miss Walsh puts personality into her low, vibrant voice and enhances her effectiveness thru poise and gestures. Specialty number, *Sophisticated Lou*, is sock.

Ramon Ramos's rumba combo is admirably suited to this atmosphere. A society outfit whose background includes the Ambassador, New York, its musical product is sweet, stringy, but enjoyably rhythmic. It consists of piano, bass, drums, three violins, and an accordion, with the accordion taking to violin when one of the regular violins takes up the clarinet or sax. Leader is a suave Latin who conducts his septet with a quiet but pleasant dignity. *Norman Modell.*

## Hotel St. George, Bermuda Terrace, Brooklyn

**Talent policy:** Dance band. **Management:** Alvin Kallman, manager; Jim Klarnet, press agent, assisted by Selma Weiskopf and Charles Pfeiffer. **Prices:** Dinner from \$1, drinks from 50 cents; minimums Friday, \$1; Saturdays, \$1.75.

This is the only hotel in Brooklyn with a full musical outfit in its dining room. It caters to a good middle-class dinner trade and attracts the younger element at supper hours.

Johnny McGee and band, year-old organization, is on the stand for a four-week run, with usual options. Playing semi-sweet and semi-swing, the group (12 musicians and six singers) is a suitable one for hotels and middle-class niteries.

While far from the top musically, the boys, nevertheless, play in good dance rhythm and keep the dance sets generally entertaining. McGee, young and vibrant, leads with fine cornet work. Considering its infancy, the organization is promising.

Vocal corps includes Betty Bradley, attractive and capable swing songstress; Alan Gerard, possessing a good tenor voice which lends itself nicely to ballads, and the Tiddy-Winks, harmony

quartet which McGee recently hired in Philadelphia. Act consists of the Worral Sisters (Bette, Marge, and Jane) and Bud Lawrence. Fair bandstand asset.

Band is heard over NBC three times weekly. No entertainment during intermissions.

In the neighboring Cafe-Bar Erskine Hawkins, colored performer, entertains at the piano with popular and original songs. *Sam Honigberg.*

## Roosevelt Hotel, New Orleans

**Talent policy:** Dance and show band; shows at 7:30 and 12:15, with Saturday and Sunday matinees at 4:15. **Management:** George V. Riley, hotel manager; Ray Samuels, publicity. **Prices:** Dinner from \$1.50.

Redecorated and finished in what is described as the modern baroque motif, the hotel's Blue Room, town's only Class A spot, reopened Tuesday (1) with a return engagement of Ted Lewis and ork.

The floorshow featured pretty faces, topped by the tall brunette, Joan Woods, who clicks with a rumba. Then followed the Tell Sisters, harmony trio, who also sing with the band, climaxing with *Dinah*.

Geraldine Ross sings while working on her girdle to bring giggles. Kay, Katya, and Kay, two men and a girl, combine ballroom grace with a vigorous adagio. Jeanne Blanche, singing while Lewis caresses a mike with *Isn't She a Pretty Thing?*, agrees in voice and sentiments.

Lewis's shadow, Snowball Whittier, is back and getting plenty of encores. Lewis's showmanship is at its peak and he gets plenty of laughs by panning himself in one number.

Forgetting the Hawaiian attachment to the room's name the past two seasons is easy enough. Dusty rose on walls of the terrace section and large mirrors are the only parts of the spot now void of the blue motif. *Phil Muth.*

## Hotel Sutton, New York

**Talent policy:** Show and dance quartet; continuous entertainment. **Management:** Emil H. Ronay, director; William J. Rajtery, manager; Ray Burgess and Frank Law, publicity. **Prices:** Dinner \$1; drinks from 50 cents; no cover, no minimum.

This East Side hotel takes its first flier in the night club business with the conversion of its restaurant into a smart tropical - effect well - appearing nitery dubbed the Cafe Sutton.

Despite the tropical motif, complete to the point of a girl serving salads in a sarong, entertainment policy is the extreme opposite of what one would expect and, surprisingly enough, it turned out to be a smart piece of showmanship. Point in question is a cowboy act. Sons of the Purple Sage, who sing, do rope tricks, shoot cigarettes out of each other's mouths, and play for dancing. They are extremely versatile and just as entertaining.

Six feet tall and redheaded June Bentley handles pop songs with a lot of finesse and loads of talent. She sings every type of song imaginable, from *Hold Tight to La Paloma*, with ease and poise. Sonya Yarr, Russian singer, is lively with her Continental tunes and table strolling with a guitar, but pop songs are not up her alley.

Intermission piano pounding and singing are handled by Charlie Murray.

Sol Tepper booked the show. *Sol Zatt.*

## Chase Club, Hotel Chase, St. Louis

**Talent policy:** Dance and show band; floorshows at 9:30 and 11:30. **Management:** Sam Koplal, hotel director; Harold Koplal, floor manager. **Prices:** Dinner from \$1.75; minimum, \$1.75.

Business at this popular night spot has been big the past several weeks, with turnaway crowds Saturdays and Sundays. According to the management, the all-time week-end business record was smashed September 27, 28, and 29.

Raymond Scott and orchestra opened here September 20 and will close their 19-day engagement Tuesday (8). Connie Boswell is now in her fourth week and will continue for an indefinite period.

Scott is one of the newer bandleaders, having organized his current band June 3. Altho a composer of note, this is his first venture at directing his own dance orchestra, and with a little more polish and experience on leading, he and his

band of 13 pieces should climb rapidly. The band has good swing and rhythm and is very danceable.

Scott emceed the floorshow, which is opened with a pantomime number by the orchestra, with only the piano and drums being played softly. Steve Markert, trombonist, is featured in this. Clyde Burke, young vocalist, sings several ballads in fine style. Art Ryerson then does a guitar solo. He's a wiz on this instrument, but should get rid of that dead-pan expression. Next Scott presents the Quintet in two jazz novelties. Quintet is comprised of Markert, trumpet; Slats Long, clarinet; Stan Webb, tenor sax; Orville Searcy, drums; Mike Rubin, bass, and Scott, piano.

Connie Boswell, who has endeared herself to the patrons of this popular spot, is then brought on. There is no question she is one of the greatest singers of pop songs. She sang *The Nearness of You*, *Blueberry Hill*, *Lullaby in Rhythm*, *I'll Never Smile Again*, and *Six Lessons From Madam LaZonga*.

Acts and bands here are booked thru Music Corporation of America, and Susan Spratt handled publicity for Scott.

Scott goes from here to the Blackhawk, Chicago, for an extended engagement. *Frank B. Joerling.*

## Club 37, Columbus, O.

**Talent policy:** Dance and show band; floorshows at 8:30 and 11:30 p.m. and 1:30 a.m. nightly. **Management:** Tom Jones, manager and operator. **Prices:** No cover; \$1 minimum.

Tom Jones switched his Club 37 from a private organization, sponsored by the 37th Division veterans' organization, into a public theater restaurant, and already is presenting bands such as Barney Rapp, Don Bestor, and now Bob Sylvester, a former arranger for Hal Kemp before he organized his own 13-piece orchestra.

The policy change came because of lack of patronage from the soldiers and the fact Columbus had few topnotch night spots outside of hotels.

Jones has been in the business for years. Policy calls for traveling bands and best available talent.

Sylvester features a good-looking capable songstress in Jeti Paul, who also works with the band's glee club; Tubby Woole and Hamp Richardson and a hill-billy unit, all from the band.

The current show offers Dawn and Darrow, ballroom dancers, and the Three Samuels, two boys and a girl, dancers.

Service is good, surroundings excellent, and prices average.

The Munson Compton trio, with Miss Lee Anderson, entertains between dances. *Albert Redman.*

## Casino Russe, New York

**Talent policy:** Dance band and Gypsy relief orchestra; shows at 9, 12, and 2 a.m. **Management:** Sasha Maeef, owner; Alexis Alva, host and emcee; Peter, headwaiter; James P. Davis, press agent. **Prices:** Dinner from \$1.75; drinks from 60 cents; supper minimum, \$2 week nights, \$3 Saturdays and Sundays.

This three-year-old continental spot located in the neighborhood of Carnegie Hall is making a strong bid this season for the class trade. A personality to draw the night clubbing socialites is Alexis Alva, former dress designer who has many contacts among the wealthy. He has been associated with name dress houses in Paris and New York for years, and this is his first venture as host and emcee. Speaks with a charming accent and possesses all the assets that appeal to the Park Avenue trade.

Another attraction is Olga Baclanova,



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Russian chanteuse. Also on hand is Cornelius Codolban, Gypsy violinist, and formerly of the Plaza, who plays with soul-stirring emotion.

The room is smartly designed and draped in red, gray and white. Atmosphere is authentic, and food and service excellent.

The show includes several acts, each of foreign design. Performers include George Dubrovsky, baritone who sings in French and Russian; Gypsy Markoff, talented accordionist; Regina Cova, good Russian contralto; Nadia and Sasha, character dance team who work with swords and plenty of flash; Miss Baclanova and Codolban, who doubles on the floor with stirring violin solos. Miss Baclanova's songs are light and pleasing. Tempo of entire bill is slow and pensive. The entertainment is refreshingly different from that seen in an average cafe.

At 2 a.m. the entertainment program moves into the adjoining and more intimate Bagdad Room, which remains open until daylight. This room has been drawing professional people, particularly those with European backgrounds.

Codolban directs a five-piece dinner combination which also plays the intermission sets. Kris Kay, formerly with Meyer Davis, leads a six-piece outfit for dancing. Tempos are soft and sweet, in keeping with the room's atmosphere. Instrumentation includes three sax and three rhythm. *Sam Honigberg.*

**Coq Rouge, New York**

*Talent policy: Prima donna, dance band, trio; floorshows at 9:15 and 12:15. Management: Frank Bonacchini, manager; Dorothy Ross and Seaman Jacobs, press agents. Prices: Dinner from \$2.50; drinks from 75 cents; \$1.50 minimum after 10.*

An East Side spot relying on its food and the services of a spotlighted prim to pull the mob. It featured socialite warbling for a long session, but when caught had Hollace Shaw in the singing spot. Miss Shaw has appeared in *Very Warm for May* and *Higher and Higher*, legit musicals; several film shorts, and on the air as Vivian on *Hour of Charm* program. She has an outstanding voice, one of the few real voices that have been developed in recent years, and the response she gets is a perfect answer to those who claim that night spots won't take real singing. She was held on for six numbers, and even then had trouble getting off.

Giving her excellent backing and also doing a commendable job on the dance sets are Val Ernie and his outfit, six men, with the leader coming in with superior fiddling. They give Miss Shaw three-fiddle backing on some of her tunes, with the bass and sax men stepping down to flank the leader on the scraping.

While the Ernie crew is off, the podium is held down by the Tisdale Trio, colored lads in full formal dress—a tenor, a baritone, and pianist—who perform singly and together. A lass billed as Carine of Shanghai reads palms at the tables.

Prices are pretty high; service is excellent. *Eugene Burr.*

**Bismarck Hotel, Walnut Room, Chicago**

*Talent policy: Dance and show band; floorshows at 8, 9:45, and 11:30. Management: Karl Eitel, general manager; W. T. Padgett, Walnut Room manager and in charge of advertising and publicity. Prices: Dinner from \$1.85; drinks from 40 cents; minimum weekdays, \$1; Saturdays, \$2.*

Collette and Barry, gifted musical comedy dancers, headline the new show in the Walnut Room, and Art Kassal and His "Kassels in the Air" occupy the bandstand for a return engagement that marks their 11th year at the Bismarck. It was here Kassel first made his repu-

tation and popularized several of his tunes, such as *Hells Bells* and *Doodle De Doo*. A capacity crowd welcomed him back.

Kassel's sweet style is especially adapted to the conservative Walnut Room clientele and the band also has a substantial following among the younger set, which was much in evidence on opening night. A pleasing variety of old and new tunes is offered, most of them of the ballad type interspersed with novelties, and all danceable. Marian Holmes, cute brunet vocalist, handles her songs nicely and at show caught scored handsly with *That's Why the Lady Is a Tramp* and *Sing a Song Blues*. Harvey Crawford, drummer and vocalist, got a nice hand for his *Here Lies Love*.

Collette and Barry also are playing a return engagement. A graceful and talented pair, they are delightful dancers who rate up among the leaders. Their *Blue Danube* and *Gorgeous Dancing Doll* routines were beautifully done and elicited well-deserved applause, as did their comedy number encores.

Don Ricardo, juggler, is a youngster of promise, evidently new to the game. He was handicapped by extreme nervousness on opening night and missed a number of tricks. Some of his work was very good and he should improve as he learns showmanship.

The Jane Hadley Dancers offered several entertaining routines, one a hunt number, another to *Only a Rose*, toe number, and a third to *Hells Bells*, at the finish of which the girls assembled a jigsaw portrait of Art Kassel. Betty Grey continues to entertain at the organ during intermissions. *Nat Green.*

**La Conga, Erie, Pa.**

*Talent policy: Floorshows at 11 and 1:30; four-piece band. Management: Charles Swartz, manager. Prices: Drinks from 25 cents; dinner from 55 cents; no cover, no minimum. Booker, Frank Sennes.*

Jimmy Fisher emceed a small floorshow the night caught and made the entertainment seem royal. His good looks and polite, informal introductions got attention. His renditions of *You and the Night* and *the Music, Lucky in Love*, and house-leading of *Wild Irish Rose* were pleasing.

Dorothy Barlow, high kicker and acrobat, got great hands in two numbers. Most inspired performer was George Shepherd, who highlighted hot tapping with a shot at Bill Robinson style and hit the bull's-eye. Sammy Campbell, colored jive artist, and Prince Mondri, crystal gazer, were also to have performed, but were ill, according to Fisher.

Good-looking and capable performers all were Gordon and His Men About Rhythm, dance and show band. They gave a full house plenty of pop tunes, oldies, and spirited rumbas. Jimmy Gordon, leader, baritoned some choruses and was liked. *Walter Rudolph.*

**Club Cuba, New York**

*Talent policy: Dance and relief band. Management: Sherman Billingsley, operator; Bobbie Martyn and Fred Armour, managers; Gertrude Bayne, publicity. Prices: Suppers from 90 cents, drinks from 75 cents; minimum, \$2.*

Billingsley has refurbished this companion venture to his Stork Club, known last year as the Nine o'Clock Club. The mirrors of last season have been removed and have made way for the murals of Charles Kenny depicting Cuban street scenes. The spot is intimate and an okeh habitat for the Stork Club's overflow.

The rumba and conga rhythms of Eliseo Grenet's ork provide the chief diversion. Grenet, a composer of note, is equally adept in handling the crew, consisting of two saxes, trumpet, piano, bass guitar, and drum, with Grenet wielding the maracas in lieu of the baton. The crew, heavy on rhythm, has sufficient coaxing qualities to keep the floor well occupied. Grenet and the guitarist divide the vocal chores capably.

Relief when caught was provided by John Lopez, whose personnel is similar to that of Grenet. Many of the men work with both leaders, only a section at a time getting breathers. Machito's Afro-Cuban combo were taking advantage of the six-day week at viewing.

Femme interest chiefly centers around Aleida Johanson, a genuine Cuban (according to the p. a.), whose father was a Swede. The gal is a looker, and quite a decorative item, doing little but wiggle and turn. It's a stationary dance and contains much sight interest. Celia Florez, working at the opposite end of the bandstand, does occasional chirping. *Joe Cohen.*

**The Famous Door, New York**

*Talent policy: Dance band, shows at 12 and 2 a.m. Management: Teddy Powell, operator; Martin S. Sherman, host. Prices: Drinks from 60 cents; minimum \$1 week nights, \$2 Saturdays and holidays.*

This 52d Street jive spot has had as stormy a career as most of its neighbors on the lane. Its latest venture in the hands of Band Leader Teddy Powell, however, promises, from all indications, to be a comparatively success one. Both Powell and Pickman, his manager, have many friends in the profession who will probably show up frequently. And the strong swing policy will draw both visitors and localities who still want their entertainment dished out in unorthodox fashion.

Prices are very reasonable and entertainment generous. In addition to Powell's band (only full outfit on 52d Street), show features include Al Siegal's latest protegee, Connie Russell; Sid Tomack and the Reis Brothers and the Ross Sisters (3), also products of Siegal's songsmith factory. (According to an arrangements with Pickman, the club is scheduled to feature a new Siegal warbler every four weeks.)

Each act is highly suitable for the intimate confines of this spot. Tomack and the Reis Brothers, presenting new material, are vibrant nitery personalities. They punch away from beginning to end, scoring with the imbibers. Their stuff, all in a nonsensical vein, includes a tale in rhyme on disappointed comics, a swell satire on *Sonny Boy* and screwy versions of *Hold Tight*. Didn't do any dancing here, for the simple reason that most of the floor is taken up with tables.

Connie Russell, a young, attractive brunette with a sharp, popular voice, looks like a coming Ethel Merman. She has plenty of personality, appeal and works with an abundance of showmanship. Her set included *Lisa*, then an original song about a girl who loses her home town sweetheart, *Down Argentine Way* and *The Lord Done Fixed Up My Soul*. She is backgrounded in the last two tunes by the Ross Sisters for harmony, a smart production idea. The Ross kids, poor on looks, do well vocally in the opening spot with such tunes as *Shortenin' Bread* and *Get Happy*. Siegal is at the piano for both acts.

Powell's band is swing-minded in every number, featuring the five-piece brass section for blary effects. Good stuff for jive addicts. As a front, Powell makes a youthful and entirely pleasant personality. His singers include Peter Dean, jive specialist; Jimmie Blair, tenor, and Ruth Gaylord, cute brunet swingstress.

Charles Murray is at the piano for intermission music. *Sam Honigberg.*

**Hotel President, Atlantic City**

*Talent policy: Dance band for dinner and supper sessions. Management: Samuel S. Perper, president; Harry N. Norton, manager. Prices: Luncheons from 75 cents; dinners from \$1.25; drinks from 60 cents; no cover, no minimum.*

Biggest play at this lobby-floor salon is during the summer when name bands and floorshows hold forth. However, year-round operation has become a profitable venture, too. Room is heavily draped in smart and gay colors and terraced.

Current are Whitey Varell and orchestra, a second season for the popular and white-haired drummer lad. It's just a five-piece band, but the music is distinctive and highly danceable. Armen Camp is featured vocalist and ever in fine voice for ballads.

During dinner sessions Harry Miller at

the piano and Benny Musicant at the accordion make for instrumental delight with semi-classical selections.

Cuisine is in keeping with the room's Continental atmosphere. *M. H. Orodender.*

**Arabian Supper Club, Columbus, O.**

*Talent policy: Floorshows at 9 p.m., midnight, and 1:45 a.m., and dance and show band.*

Danny White, popular emcee here, held over for a third week, continues to please with his mimicry.

Heading the floorshow with White is the lovely Lois Kaye, who has appeared as vocalist with Vincent Lopez and Jan Garber. She sells her contralto voice, sticking to ballads, and keeps the attention of male customers in particular.

Backing Danny White is Denny White, of Burns and White, doing smart steps in tap and comic styles. The Four Shamrocks, three men and a girl, make their initial appearance in Central Ohio. Their smooth voices and their melodies, mostly pop, are appealing.

Under the leadership of Addie Capital, the Muriel Kretlow Dancers have changed their routines and are being held over. They work between the other acts.

Paul Decker and orchestra, featuring Marian Jones, have become one of the best local units, playing for both show and dance sessions.

The interior of the club has been done over and raised in several places so that the show is visible without any neck-cranning. *Albert E. Redman.*

**e lenore  
\*\*\*wood**



**A Whirlwind of  
Flaming Rhythm**

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COCOANUT GROVE  
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MANAGER OF ONE OF NEW YORK'S  
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Still showing in her own novel thrill attraction. The only girl sensational enough to be featured in two World's Fairs.

Write for open dates.

Management—WILLIAM McCLOSKEY, New York World's Fair, Flushing, Long Island, N.Y.



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

A

Abbott Dancers (Palmer House) Chi, h. Aiken, Ginger (Emerald) Atlantic City, c. Al & Freddie (Southland) Boston, c. Alexander Twins (Strand) NYC, t. Allen & Kent (Beverly Hills) Newport, Ky., cc. Allen, Betty (Beachcomber) NYC, nc. Alma & Roland (Henry Grady) Atlanta, h. Ambassadors, Four (Casa Manana) Hollywood, nc. Anderson, Erna (New Yorker) NYC, h. Anderson, Maury (Club Bali) Phila, nc. Andrews Sisters (Earle) Phila, t. Arden's Artists' Models, Don (Lookout House) Covington, Ky., nc. Arnolds, Three (Orpheum) Omaha, t. Arthur, Magician: Dawson, Ga., 11-12. Auld, Aggie (St. Francis) San Francisco, h. Austin, Virginia (Village Barn) NYC, nc.

B

Baclanova, Olga (Casino Russe) NYC, nc. Baird, Bill (Colosimo's) Chi, nc. Baldwin & Bristol (Roosevelt) Jacksonville, Fla., h. Barclay, Irene (Barney Gallant's) NYC, nc. Barnes, Johnny (Paramount) NYC, t. Barnhart, Jackie (College Inn) Cleveland, nc. Barron, Blue, & Band (Orpheum) Omaha, t. Barry, Collette (La Martinique) NYC, nc. Bates, Peg Leg (Urca) Rio de Janeiro, nc. Beachcombers, South American (Southland) Boston, c. Bell's Hawaiian Pollies (Columbia) Alliance, O., 11-12, t. Belmonte, Gloria, & Ramon Serrano (La Conga) NYC, nc. Below, Pappy (Village Barn) NYC, nc. Bentley, June (Sutton) NYC, c. Bernard, Ben (Gay '90s) NYC, nc. Berry Bros. (Earle) Phila, t. Birch, Magician: New Philadelphia, O., 8; Alliance 9; Canton 10; Minerva 11; Sandusky 14; Norwalk 15; Clyde 16; Swanton 17; N. Baltimore 18.

C

Bird, Nicholas & Yvonne (Harry's New Yorker) Chi, nc. Blackstone, Ann (Cocoanut Grove) Boston, nc. Blackstone (Strand) Syracuse, N. Y., t. Blake, Arthur (Club Madrid) Milwaukee, nc. Blayne, Beverly (Leighton's Halfway House) Darien, Conn., ro. Boles, John (Atlantic) Rio de Janeiro, nc. Boran, Arthur (Westminster) Boston, h. Boris, Ruthanna (Music Hall) NYC, t. Bowes, Major, Unit (Buffalo) Buffalo. Bowley, Kay (Old Heidelberg) Milwaukee, nc. Brett & Young (Old Harbor House) Boston, nc. Brent, Harriet (606) Chi, nc. Brewster, Charles & Jean (Harry's New Yorker) Chi, nc. Brill, Billie (Esquire Club) Washington, D. C., nc. Brook, Betty (Applegate Tavern) Atlantic City, c. Brown, Red (Gay Paree) Dallas, nc. Burke, Martha (Cocoanut Grove) Boston, nc. Burnett, Martha (Hollenden) Cleveland, h. Burns, Martin (President) Atlantic City, h. Butterfield, Erskine (St. George) Brooklyn, h. By-Gosh Co. (Avon) Lenoir, N. C., t.

D

Calle, Jeanette (Harry's New Yorker) Chi, nc. California Varsity Eight (Beverly Hills) Newport, Ky., cc. Cameron & Cameron (Cat & Fiddle) Cincinnati, nc. Camp, Armen (President) Atlantic City, h. Campbell, Loring: Plattsburg, N. Y., 8; Danmora 9; Malone 10; Lisbon 11; Madrid 14; Norwood 15; Ogdensburg 16; Beaver Falls 17; Gouverneur 18. Carlisle, Kitty (Chez Paree) Chi, nc. Carmen, Lillian (Hi Hat) Chi, nc. Carmenchita (Yacht) Phila, nc. Carrer, Chas. (Earle) Washington, D. C., t. Carroll, Janet (Latin Quarter) Boston, nc. Carson, Shorty (Bismarck B-Bar-H) Chi, h. Caston, Bobbie (Southland) Boston, c. Cella (El Chico) NYC, nc. Chaney & Fox (Park Plaza) St. Louis, h. Cherney, Guy (Brown) Louisville, h. Chick & Lee (Palmer House) Chi, h. Clark, Coleman & Co. (Mt. Royal) Montreal, Que., h. Clifford, George (Embassy Club) Phila, nc. Coates, Margie (Sawdust Trail) NYC, nc. Cole, Jack & His Balinese Dancers (Chez Paree) Chi, nc. Colleen (Minuet) Chi, nc. Collette & Barry (Bismarck) Chi, h. Collins & Anita (Chez Ami) Buffalo, nc. Colstons, The (Strand) NYC, t. Comedy Harmonists (Music Hall) NYC, t. Cook, Joe Jr. (Tic Toc) Boston, cb. Cook, Ralph "Cookie" (Miami Club) Milwaukee, nc. Cooper Jr., George & Ernestine (Coconut Grove) St. Louis, nc. Copp, James (Cafe Continental) NYC, nc. Corley, Audrey (Orpheum) Omaha, t. Costello, Diosa (State-Lake) Chi, t. Crackerjacks, Five (Southland) Boston, c. Craig, Mildred (Harry's New Yorker) Chi, nc. Crawford Trio, Don (MacGarvey's) Vermillion, O., nc. Currito & Coral (Gaucho) NYC, nc.

E

D'Aubour & Rene (Primrose) Newport, Ky., cc. Daks, Nicholas (Music Hall) NYC, t. Dale, Dorothy (Palmer House) Chi, h. Dalton, Jack (Russell's Silver Bar) Chi, nc. Daniels, Billy (Stork Club) Phila, nc. Darc, Kay (Monte Cristo) Chi, nc. Davenport, Janice (Colosimo's) Chi, nc. Davis, Eddie (Leon & Eddie's) NYC, nc. Davis, Roy (Pal.) Cleveland, t. Dawn & Darrow (Blinstrub's Village) Boston, nc. Day, Gloria (Chez Paree) Chi, nc. Daye, Ruth (Latin Quarter) Boston, nc. DeAngelo & Porter (Atlantic) Rio de Janeiro, nc. Deana & Del Camp (Henry Grady) Atlanta, h. Debonairs, Six Dancing (Palmer House) Chi, h. Debs, The (1523 Club) Phila, nc. DeMarco, Isobel (L'Algon) Chi, re. Del Rio, Jose (Frontenac) Detroit, nc. Delaney, Geri (Pinto's) NYC, nc. Demons, Three (Deer Head Inn) Haslett, Mich., nc. Dennison, Carol (Babette's) Atlantic City, nc. Del Rios (Michigan) Detroit, t. De Shon, Maxine (606) Chi, nc. Deuhart, Pobby (Harry's New Yorker) Chi, nc. Dick, Dan & Dinah (Music Hall) NYC, t. Dickson & Gloria (Tic Toc) Boston, cb. D'Orsay, Fifi (Tic Toc) Boston, cb.

(For Orchestra Routes, Turn to Music Department) TRADE SERVICE FEATURE OF THE Billboard 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; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Dorben, Dorothy, Girls (Edgewater Beach) Chi, h. Dorsey, Jimmy, & Orch. (Pal.) Cleveland, t. Downey & Reed (Casey) Scranton, Pa., h. Doyle, Helena (Weber's Silver Lake Inn) Phila, re. Duanos, The (Hi Hat) Chi, nc. Dubrow, Herb (Walton) Phila, h. Duffins, The (Hollenden) Cleveland, h. DuKish & Del Mar (Club Verbenia) Shenandoah, Va., nc. Dulo, Ginger (Leon & Eddie's) NYC, nc. Dumas Twins (Book-Cadillac) Detroit, h. Dumont, Marie (Crisis) NYC, nc. Duncan, Jackie (Top Hat) Dennison, O., nc. Duncan, Red (Chicagoan) Chi, h. Dustman, Edith (New Yorker) NYC, h.

Early, John (Chez Maurice) Montreal, Que., nc. Ebsen, Vilma & Buddy (Michigan) Detroit, t. Eiggins, Five (Blinstrub's Village) Boston, re. Eltinge, Julian (Diamond Horseshoe) NYC, nc. Emerick, Bob (Monmouth) Monmouth, Ill., h. Estela & Papo (Havana Madrid) NYC, nc. Estelle & LeRoy (Urca) Rio de Janeiro, nc. Estes, Del (Minuet) Chi, nc. Evans, Fred, Girls (Chez Paree) Chi, nc.

F

Faconi, Norbert (Brevoort) NYC, h. Fargo, Torchy (Primrose) Newport, Ky., cc. Farney, Evelyn (Beverly Hills) Newport, Ky., cc. Farnum, Frankie (Colosimo's) Chi, nc. Faye & Wellington (Royal York) Toronto, Ont., h. Faye & Andre (The Lobby) Juarez, Mex., nc. Feilden, Johnny (Fountain Square) Cincinnati, h. Fennard, Lou (Old Harbor House) Boston, nc. Fitzgerald, Lillian (Lexington Casino) Phila, nc. Floretta & Boyette (Gibson) Cincinnati, h. Folds, Lew (Chez Ami) Buffalo, nc. Ford, Whitey & Ed (Tower) Kansas City, Mo., t. Fornaca, Louise (Music Hall) NYC, t. Forrest, Helen (Capitol) Washington, D. C., t. Foster, Gae, Girls, Sixteen (Earle) Washington, t.

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

Francine (Colosimo's) Chi, nc. Francis, Jeanne & Jerry Grey (Earl Carroll's) Hollywood, nc. Friars, Three (Chicagoan) Chi, h. Froman, Jane (Paramount) NYC, t. Froos, Sylvia (Club Royale) Detroit, nc. Galenta & Leonardo (Bali) Phila, nc. Galvan & His San Souci Dancers (La Conga) NYC, nc. Garr, Eddie (Michigan) Detroit, t. Georges & Jo Ann (Northwood Inn) Detroit, nc. Georges & Jalna (Cocoanut Grove) Los Angeles, nc. Gibson, Margaret (606) Chi, nc.

CYNDA GLENN International Comedienne Currently COPACABANA CASINO Rio de Janeiro, Brazil

Glover & LaMae (St. Moritz) NYC, h. Gomez & Minor (Copacabano) Rio de Janeiro, h. Gonzalo & Christine (Nicollet) Minneapolis, h. Gordon, Grace (Traymore) Atlantic City, h. Grace & Nikko (Earle) Washington, D. C., t. Grant, Mary (Colosimo's) Chi, nc. Gray, Gilda (Diamond Horseshoe) NYC, nc. Gray, Loretta, & Co. (Cappy's) North Easton, Mass., ro. Gray, Glenn, & Casa Loma Orch. (Earle) Phila., t. Green, Jackie (Beverly Hills) Newport, Ky., cc. Green, Magician: Shellbrook, Sask., Can., 7-9; Marceline 10-12; N. Battleford 14-19. Grey, Jon (Chez Maurice) Montreal, Que., nc. Grimaldi, Marie (Music Hall) NYC, t. Guizar, Tito (Colonial) Dayton, O., t.

H

Hall, Charley "Red" (Glen Park Casino) Williamsville, N. Y., nc. Hallahan, Tom (Kravis' Paddock International) Atlantic City, nc. Halliday, Hildegarde (Sprivy's) NYC, nc. Hamilton, Jean (Dorr St.) Toledo, nc. Harden, Selma (Cat & Fiddle) Cincinnati, nc. Harmes, Angelita (Congress) Chi, h. Harris, Claire & Shannon (La Conga) NYC, nc. Harris, Marcia (Embassy Rest) Brooklyn, nc. Hayes, Peter Lind (Roxy) NYC, t. Hays, Virginia (Rainbow Room) NYC, nc. Haywood, Billie, & Cliff Allen (Spivy's) NYC, nc. Healy, Dan (Club Encore) NYC, nc.

Heathen, Boyd (Blinstrub's Village) Boston, nc. Herbert, Hayes & Ginger (Geo. Washington) Jacksonville, Fla., h. Hildegarde (Savoy Plaza) NYC, h. Hilliard, Jackie (606) Chi, nc. Hilliard, Harriet (Michigan) Detroit, t. Hollis & Lambert (Royale) Detroit, nc. Holly, Harry (69th St. Rathskeller) Phila, re. Honey Family (Latin Quarter) Boston, nc. Hoveler, Winnie, Dancing Darlings (Harry's New Yorker) Chi, nc. Howard, Marguerite (Evergreen) Phila, nc. Howard, Russ (Crawford House) Boston, h. Howard, Mysterious: San Antonio, Tex. Hughes, Bud, & Pal (Chicago) Chi, t. Hyers, Frankie (Club 18) NYC, nc.

I

Ink Spots, Four (Blackhawk) Chi, re. Intimates, The (Lamb Tavern) Springfield, Pa., nc. Irmagard & Alan (White) NYC, h.

J

Jackson & Lyman (New Yorker) NYC, h. Jackson & Nedra (606) Chi, nc. Jarvis, Sammy (Book-Cadillac) Detroit, h. Jaxon, Ventriloquist (Sunset Gardeps) Burlington, Ia., nc.

POLLY JENKINS And Her MUSICAL PLOWBOYS Oct. 11-12, Opera House, Barre, Vt. For Dates and Terms: JOHN SINGER, Mayfair Building, 701 Seventh Ave., New York City.

Johnson, Peter (Cafe Society) NYC, c. Jones, Owen (Leone's) NYC, re. Jose & Paquita (El Chico) NYC, nc. Joyita & Maravilla (El Chico) NYC, nc. Julian, Don & Marjori (Rainbow Grill) NYC, re.

K

Kane, Helen (Club Encore) NYC, nc.

Karavaeef, Simeon (Russian Kretchma) NYC, nc. Karen & Crockett (Utah) Salt Lake City, h. Karnaks, Magicians: Ludington, Mich., 9-10; Holland 11-15; Coldwater 16-19. Kaye, Selma (Music Hall) NYC, t. Keith, Sally (Crawford House) Boston, h. Kellerman, Mimi (Blinstrub's Village) Boston, nc. Kelt, Bobby (Pinto's) NYC, nc. Kenmore, Stubby (The Lobby) Juarez, Mex., nc. King, Kenn (Dorr St.) Toledo, nc. Konrad & Simmons (Harry's New Yorker) Chi, nc. Kuznetzoff Adia (Russian Kretchma) NYC, re.

L

La Fond, Baron (Ken) Boston, nc. La Gitanela (Gaucho) NYC, nc. LaLonde, Lawrence, Magician: Clarkdale, Ariz., 9; Flagstaff 10-11; Williams 12; Winslow 13-14; Holbrook 16-18. La Mar, Adeline (Colosimo's) Chi, nc. Landis, Carol (Colonial) Dayton, O. Lane Bros. (Diamond Horseshoe) NYC, nc. Lane, Anita (606) Chi, nc. Lang & Lee (Auditorium) East Moline, Ill., 10-13. LaRue, Bobbie (Dorr St.) Toledo, nc. Laurel & Hardy Unit (Orpheum) Minneapolis, t. Laurence, Paula (Ruban Bleu) NYC, nc. LaVola, Don, & Carlotta: McCook, Neb., 9-10; North Platte 11-12; Sidney 16-17. Lawrence, Lucille (Taddock) Atlantic City, nc. Layne, Jackie (Lookout House) Covington, Ky., nc. Lazanders, The Four (Chicago) Chi, t. Lee, Joe & Betty (Royale) Detroit, nc. Lee, Mona (The Lobby) Juarez, Mex., nc. Le Fleur & Manners (Blinstrub's Village) Boston, nc. Leonard, Eddie (Diamond Horseshoe) NYC, nc. Le Roy, Hal (State-Lake) Chi, t. Lewis, Joe E. (Riviera) Fort Lee, N. J., nc. Lewis, H. Kay, & Hollywood Varieties: Salt Lake City 7-14. Libuse, Frank (Aquacade) World's Fair, NYC. Little, Little Joe (Greystone) Mansfield, O., nc. Lloyd & Willis (Samovar) Montreal, Que., nc. Lloyd, Louise (Ken) Boston, nc. Long, Leon: Mobile, Ala., 8-14; Pensacola, Fla., 15-22.

Long, Walter (Roosevelt) New Orleans, h. Louis & Cherie (Cartier) Timmons, Ont., t. Lucky Sisters (Kit Kat) NYC, nc. Luis, Lydia (Club Gaucho) NYC, nc. Lu Pae, Donna (Old Heidelberg) Milwaukee, nc. Lynne, Don & Bette (Tic Toc) Milwaukee, nc.

M

McCauley, Jeri (606) Chi, nc. McNellis, Maggi (Armando) NYC, nc. Mack, Ernie (Village Nut Club) NYC, nc. Mack, Mae (Lookout House) Covington, Ky., nc. Mackie & Paul (Cappy's) North Easton, Mass., ro.

Magda & Three Le Vernes (Tic Toc) Boston, cb. Maldonado, Yayito (Russian Kretchma) NYC, nc. Malo Trio (Oriental) Chi, t. Manchino's, The (Little Rathskeller) Phila, nc. Marcia (606) Chi, nc. Margo (606) Chi, nc. Marianne (Moonlight Gardens) Saginaw, Mich., nc. Marino & De Voll (Roosevelt) Jacksonville, Fla., h. Mario & Floria (State) NYC, t. Mariquita (Cafe Continental) NYC, c. Marlowe, Donald (Ritz) Portland, Ind., nc. Maroni & Corolee (Colosimo's) Chi, nc. Marquis, Magician (Bison) Shawnee, Okla., 9-11; (Rialto) Alva 13-15; (Civic) Wichita, Kan., 17-19, t. Marsh, Rae (Maxim's) Bronx, N. Y., nc. Martin, Nona (606) Chi, nc. Martin, Tony (Lookout House) Covington, Ky., nc. Massey, Louise, & Westerners (Chicago) Chi, t. Mathews, Emmett (Southland) Boston, c. Maurice & Cordoba (Hurricane) NYC, nc. May, Marty (State-Lake) Chi, t. May, Bobby (State) NYC, t. Max & His Gang (Copacabano) Rio de Janeiro, h. Michael & Chico (Ball) Phila, nc. Miller, Gloria (Mayfair) Detroit, nc. Milton, Vera (Sawdust Trail) NYC, nc. Miranda, Carmen (Urca) Rio de Janeiro, nc. Mona, Jean (Village Barn) NYC, nc. Moore, Monica (Book-Cadillac) Detroit, h. Morell Sisters & Billy (Tower) Kansas City, Mo., t. Morley & Gearhart (Brevoort) NYC, h. Mouradoff, Grant (Music Hall) NYC, t. Murphy Sisters (69th St. Rathskeller) Phila, re. Murphy, Senator (Oriental) Chi, t. Murray, Ken, Revue (Colonial) Dayton, O., t.

N

Nadie & Ray (Chicago) Chi, t. Nadine & Charles (Lookout House) Covington, Ky., nc. Nelson, Ozzie, & Band (Michigan) Detroit, t. Nelsons, Young (Gates) Lowell, Mass., 9-12; (Woonsocket) Woonsocket, R. I., 13, t. Nightingales, Three (Park Central) NYC, h. Nixon, Nina (Pinto's) NYC, nc. Note-Ables, Niesen (Ambassador West) Chi, h. Novelties, Four (Venice) Phila, re. Nunn, Claire (St. Francis) San Francisco, h.

O

O'Conner, Ann (Hi Hat) Chi, t. Oehman Twins (Gibson) Cincinnati, h. Orta, Sergio (Havana-Madrid) NYC, nc. Ost, Shirley (Roosevelt) Jacksonville, Fla., h. Overman, Wally: Burley, Idaho; Pocatello 13-19.

P

Page, Virginia (Tic Toc) Boston, cb. Paine, Billy (Cocoanut Grove) Boston, nc. Palm Room Boys (Penn-Atlantic) Atlantic City, h. Pastines & Fanchon (Park Central) NYC, h. Paulson, Viola (Pinto's) NYC, nc. Pedro, Don (Oriental) Chi, t. Penner, Joe, & Co. (Riverside) Milwaukee, t. Pitchmen, Three (Strand) NYC, t. Platt, Bette (Pinto's) NYC, nc. Poliakova, Nastia (Russian Kretchma) NYC, nc. Powell, "Scat" (Park Central) NYC, h.

R

Radio Ramblers (Capitol) Washington D. C., t. Radio Rubes, The (Village Barn) NYC, nc. (See ROUTES on page 32)

DRAMATIC AND MUSICAL

Bankhead, Tallulah, in Little Foxes (Palace) Flint, Mich., 8; (Temple) Saginaw 9; (Gladmer) Lansing 10; (Keith) Grand Rapids 11; (Shrine) Ft. Wayne 12. Ellis, John, Rip Van Winkle Co.: Playing Chicago schools. George, Gladys, in Lady in Waiting: (Wilbur) Boston. Hepburn, Katharine, in Philadelphia Story: (Masonic Aud.) Rochester, N. Y., 8; (Strand) Ithaca 9; (Erianger) Buffalo 10-12. Lawrence, Gertrude, in Skylark: (Hartman) Columbus, O., 8-9; (Taft Aud.) Cincinnati 10-12. Male Animal: (Selwyn) Chi. Man Who Came to Dinner: (Cass) Detroit. Meet the People: (Grand) Chi. Panama Hattie: (Shubert) Boston. Pins & Needles: (Bushnell Aud.) Hartford, Conn., 8-9; (Shubert) New Haven 10-12. Second Helping: (Shubert) New Haven, Conn., 7-9. Slout, L. Verne, Theater Workshop: Orem, Utah 8; Clearfield 9; Burley, Idaho, 10; Declo 11; Buhl 14; Boise 15; La Grande, Ore., 16; Weiser, Idaho, 17; Emmett 18; Boise 19. Susanna and the Elders: (McCarter) Princeton, N. J., 12. Tobacco Road: (Columbia) Louisville, Ky.

BURLESQUE

(Midwest Circuit Shows) Week October 4 Company No. 1: (Roxy) Cleveland. Co. No. 2: (Capitol) Toledo, O. Co. No. 3: (Gayety) Cincinnati. Co. No. 4: (Fox) Indianapolis. Co. No. 5: (Grand O. H.) St. Louis. Co. No. 6: Open. Co. No. 7: (Alvin) Minneapolis. Co. No. 8: (Rialto) Chicago. Co. No. 8A: (Avenue) Detroit. Co. No. 9: (Casino) Toronto. Co. No. 10: (Palace) Buffalo. Co. No. 11: (Globe) Boston. Co. No. 12: Open. Co. No. 12A: (Grand O. H.) Canton, O.

ICE SHOWS ON TOUR

Ice-Capades of 1941: (Produced by Arena Managers' Association) Nov. 4-11, Duquesne Gardens, Pittsburgh. Lamb-Yocum Ice Revue: Sept. 6-Oct. 17, Netherland Plaza Hotel, Cincinnati.

REPertoire-TENT SHOWS

Marlowe, Donald, Players: Danville, Ind., 4-9; Tilden 10-15.

# Vaudefilm Grosses

## Rooney 44G Non-Holiday Record at State; Byrne Opener 42G; Roxy Big

NEW YORK.—Broadway vaudefilm house managers continue wearing wide grins. Business generally has been fine. Also adding to the gate has the upping of admission prices from 25 to 35 cents mornings, and from 75 to 85 cents evenings. The Roxy will continue with 75 cents weekday evenings but 85 cents week-ends and holidays. The Roxy has also switched from Friday to Thursday openings, aiming for a larger week-end trade due to reviews coming out on Friday instead of Saturday. Business was also upped by the two days of the Jewish holiday, Thursday and Friday.

The Paramount (seating capacity, 3,664; house average \$36,000) wound up the engagement of Jan Savitt band, Andrews Sisters, Jerry Lester, and film, *Rangers of Fortune*, getting an okeh \$26,000 for week ended Tuesday (1). New bill arrived Wednesday with Frankie Masters' band, Jane Froman, Three Stooges, and film, *I Want a Divorce*. First week of this layout indicates a \$45,000 week. Previous week of the Andrews Sisters-Savitt bill did \$42,000.

The Strand (seating capacity, 2,758; house average, \$33,500) pulled a strong \$42,500 for week ended Thursday (3) with the first week of Bobby Byrne's band and *City for Conquest* on the screen. Second week is expected to do around \$36,000. Bill will stay a third week. Previous bill with Larry Clinton and *No Time for Comedy* did a total of \$106,000 in three weeks.

The Music Hall (seating capacity, 6,200; house average, \$84,000) pulled a good \$85,000 for week ended Wednesday (2) with the first week of *The Howards of Virginia* on the screen, and Dick, Don, and Dinah plus usual MH layout on stage. Second week is expected to do around \$75,000. Previously, *The Ramparts We Watch*, in a single week, grossed \$84,000.

The State (seating capacity, 3,327; house average, \$22,500) approached the house record with the engagement of Mickey Rooney's unit, drawing around

## Jessel Opens Philly Earle Big; Topping 22½G, Fay's 7G Oke

PHILADELPHIA.—Earle Theater, returning to the vaude fold after an absence of 10 months, again proved the town will turn out for the flesh fare. house (seating capacity, 4,000; house average, \$14,000) cornered a tidy \$22,600 for its first week ended Thursday (3), with George Jessel in the lead, along with the movie starlets, including Rochelle Hudson, Jean Parker, Isabel Jewell, Steffi Duna, Lya Lys, Jean Gary, Betty Jane Cooper, and Marion Silva. Screen showed *Dr. Kildare Goes Home*. Gross not terrific, bad weather and Jewish holidays hitting into the take, but it's almost twice as good as the house normally does on a straight pic policy. Jessel and the girls made plenty personal and radio appearance all week to hypo gate.

New Bill opened Friday (4) with Glen Gray's band and the Andrews Sisters sharing the billing, and *The Girl From Avenue A* on the screen got off to a big start and is expected to hit close to the \$25,000 mark. Stage total draw here, pictures being in the sub-classes.

Fay's Theater (seating capacity, 2,100; house average, \$6,900) also hit bad breaks at the tail end of the week and just topped the house average with \$7,000 for week ended Wednesday (2). Fem leads were Julie Bryan, Margie Kelly, and Isabel Brown, with vaude contingent including Ross and Pierre, Gus Howard, Mark Huling and "Sharkey," and Martin and Marvel, along with Harry Kohn's house ork and house line of 16. *Lucky Cisco Kid* on the screen.

New bill opened Thursday (3) with Burly's Sunya (Smiles) Lane and June Taylor in the leads going great guns for the first half of the week. Points for a heavy \$7,600. Vaude acts include Charles (Slim) Timblin, the Lewis Sisters, Arnaut Brothers, Lalage, Miller, and Wright, and *Charlie Chan at the Wax Museum* on the screen.

\$44,500. Rooney did seven less shows for the week than is usual for big names and played nearly to capacity at every show. Record is held by Eddie Cantor, who drew \$50,146 during the July 4 week of last year. However, Rooney broke the non-holiday week record for the house. Pic was *I Love You Again*. New bill in Thursday (3) includes Mario and Florida, Benay Venuta, and Leo Reisman's ork, and should pull around \$20,000. Pic, *Rhythm on the River*.

The Roxy (seating capacity, 5,886; house average, \$36,000) slumped dismally for the second week of *Brigham Young* and stage bill featuring Barry Wood and Dennis Sisters, getting \$24,000 for six days of the show which ended Wednesday (2). However, prosperity returned to this house with the new bill Thursday (3). Deanna Durbin's new pic, *Spring Parade*, plus bill headed by Milt Herth Trio, Peter Lind Hayes, and Betty Jane Smith, should pull about \$55,000 or more.

## Regan, Fields Ist 2 Colonial Features; Good

DETROIT.—Stanley Fields, heading a revue at the Colonial Theater this week, grossed \$6,800, just about equaling the mark set by Phil Regan, who preceded him in for the first week of vaude this fall.

Business was just slightly above normal, but reflects general show business in this town, which has been badly hit by baseball fever.

Continuing a policy of booking attractions, Manager Ray Schreiber has booked in Frankie Connors to open this week, followed by a Major Bowes unit and then by Fats Waller and his band.

Opening-week stagershow, headed by Regan, did better than 10 per cent above average (1,500 seats; average gross, \$6,000). This was about 25 per cent better than Regan did a year ago here, despite double handicap of weather and a Sunday opening. First two days were very hot, followed by a rainy Tuesday night.

## Tom Tucker Good \$15,000 in Mil'kee

MILWAUKEE.—Tommy Tucker, in his first local appearance, connected for a \$15,300 take at the Riverside Theater for the week ended October 3 at 28-cent and 44-cent admission prices.

Show included Amy Arnell, the Calgary Brothers, Kerwin Sommerville, Donald Brown, Bernice Stone, and Val Setz. Fair weather prevailed during most of the week.

Pic, *Slightly Tempted* (Univ.).

## Nelson 15C Over Ind'p's Average

INDIANAPOLIS.—With Ozzie Nelson's orchestra the Lyric just did manage to scramble above the break-even line of \$8,000 by \$1,500 for week ended October 3.

Business was disappointing in view of past performances here by Nelson. Newspaper reviews, while favorable, complained gently about the "same old stuff."

Pix was *Up in the Air*.

## Laurel & Hardy Big \$16,600 in Omaha

OMAHA, Neb.—Laurel and Hardy opened a personal-appearance tour here with a dandy \$16,100 for seven days at the Orpheum. Regular admish price of 30 and 44 cents for dual films was tilted to 40 and 55 cents for vaudefilm. Screen had *Dr. Kildare Goes Home* (MGM).

Weather was perfect, but show had fairly strong competish from annual food show in City Auditorium, which drew about 3,000 nightly.

## Balmy Weather Cutting Chicago Grosses; Poor 27G for Jarrett; Fair Week Ahead

CHICAGO, Oct. 5.—Balmy weather, which favored trips to the country, kept many people away from the theaters during the past week and none of the vaudefilmers rolled up big grosses. State-Lake and Oriental each had a fair week, but the Chicago, with Art Jarrett's ork and the pic *Brigham Young*, took a sharp tumble to a very unsatisfactory 27G. Movie names at the State-Lake were responsible for a fair gross of \$14,500. The Dead End Kids and the Little Tough Guys failed to click at the Oriental, which grossed only a fair 15G.

Current week is expected to be somewhat better for all three houses, but nothing big. Opening day, following the Jewish holiday, was big, but weather is still too warm. Oriental has Ina Ray

Hutton and her ork, pegged as an excellent draw, but a weak pic, *The Secret Seven*. May hit a satisfactory 17G. A fair stage bill but devoid of names, and an entertaining pic, *No Time for Comedy*, should bring the Chicago Theater around \$33,000. Lou Breese and his ork, popular locally and on the air, and an excellent stage bill plus a fair pic, *They Drive by Night*, are expected to bring the State-Lake an excellent gross of 17G.

Next week should be big for Chicago Theater, which will show *Knute Rockne, All American*, on the screen.

## Talent Agencies

HET MANHEIM, publicity man and screen writer, has joined the literary department of the William Morris agency. Hugo Morris, another addition, will concentrate on new talent. . . . GEORGE KUTTIN, of the Varsity Entertainment Bureau, New York, set the show for the New York Tobacco Council. Already set are Morey Amsterdam, Gil Lamb, Radio Aces, Gracie Barrie, Carr Brothers, Paul Duke, and a Guy Martin line. . . .

ARTHUR ARGYRIES, Rochester, N. Y., is setting talent at the Murray's Inn, Albany, N. Y., and Gene's Inn, Watertown, N. Y.

HARRY GANS has severed connections with Arthur Fisher's office. He has been replaced by Al Rickard, formerly of the WHN Artists' Bureau.

JACK (JAKE) BIBEN, who has been manager of the vaude booking agency operated in Philadelphia by his brother, Harry, has decided to go into the booking business on his own. He had managed the office for 10 years.

FRANK MALEY, former tab and burlesque comedian, has been named manager of the Jack Wald Theatrical Agency, Cleveland, with Wald moving on to Los Angeles to open another office. . . .

NOAH SCHECHTER and Bert Yamin have opened the Cincinnati Artists' Bureau, Cincinnati, to book and handle publicity. . . . BOBBY MEEKER, St. Louis booker, spent a couple of days in Chicago last week scouting for talent. . . . ELLIOT KALCHEIM, brother of Harry, Nat, and Jack Kalcheim, has opened up his own law office in the Burnham Building, Chicago. . . .

DOROTHY DORBEN, of the Edgewater Beach Hotel, Chicago, is back after a week of looking over acts and orchestras in New York. . . . JOHNNY PETERSON, receptionist at MCA, Chicago, has left that office to go with a paper house. . . .

ENTERTAINMENT MANAGERS' ASSOCIATION, Chicago, resumes its regular meetings Thursday (10). . . . JACK KALCHEIM has been auditioning people for Danny Dare, who staged the Hollywood musical, *Meet the People*.

## Bowes Big 16G in Buffalo; Meroff Off; Blackstone Dandy

BUFFALO.—The Buffalo opened week of October 4 to good crowds, with the Major Bowes *Talent Parade* on stage, with supporting film fare, *I Want a Divorce*. Gross is expected to reach \$16,000. Average take is \$12,500. Cyril Smith is emcee, and talent includes Steven Phillips, Robert Mellin, Dickey Ludwig, Ginny Wayne, Four Harmonica Esquires, Harry Robinson, the Bertay Sisters, Hank Woods, Rigoletto Trio, and Sonia and Alex.

For week ended October 3 the Buffalo did well with the strong picture, *Strike Up the Band*. Gross of \$16,000 was \$4,000 above average. *March of Time* was added attraction.

The Century had a good opening week of October 4, with Benny Meroff's *Fun-zafire* nutshow, altho the day fell 10 per cent below Meroff's opening of last year. Last year's gross for Meroff was the season's weekly record take of \$20,600, but this week management will be pleased to get \$15,000. Show includes Meroff's band, Den and Roy Paige, Wynn Twins, Four Buster Browns, Eight Daughters of Satan, Louise Shannon, Billy Morosco, Al Spiro, Joe Bennell, Al Divito, Terry Howard, and Jack Talley. Pic is *Three Faces West*.

Blackstone the Magician rang up a good gross at the Century for week ended October 3 despite the many half-price kid admissions that were sold. Take of \$12,200 exceeded expectations. House average is \$8,000. Picture, selected for kid trade, was *Tom Brown's Schooldays*.

## 'Bali-Bali' \$7,600 At Colonial, Dayton

DAYTON, O.—The new musical revue, *Bali-Bali*, making its debut in this city at the Colonial Theater, drew a gross of \$7,600 last week. The show started ragged, but was whipped into good shape before the close of the week.

## Sp'rd Over Average

SPRINGFIELD, Mass.—Another vaudefilm bill for the three days ended Saturday (28) brought the Court Square Theater (1,250 seats) better than average business. Film was *The Mystery Sea Raider*.

On the stage were the Rexors, Helen Barry, Renna and Company, Buddy Walker, Richard Adrian Dancers, Jerome and Delaine, and Four Melodears.

## Spokane Average

SPOKANE, Wash.—The Three Cope-lands, Toy Yat Mar, Buck and Chickie, Nelson and Knight, and Sid Page and Company did average business of \$1,750 at Post Street (950 seats) September 27 to 29.

Supporting films, *Carolina Moon* and *Doomed To Die*, didn't help.

NICK LUCAS, at the San Francisco fair, wound up the season by playing to the biggest audiences of the year Sunday (21). . . . HARRY VAN FOSSEN, old-time vaude player, is seriously ill at his home at 2526 Faraon Street in St. Joseph, Mo. . . . KIRK AND CLAYTON open October 9 at the Orpheum, Los Angeles. They are current at the Palomar, Seattle, Wash.

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## Paramount, New York

(Reviewed Wednesday Afternoon, Oct. 2)

A long (70 minutes) but entertaining show, conducted in a crispy style by Frankie Masters, a veteran emcee and baton wielder. Also in the line-up, slated to remain two weeks, are Jane Froman, the Three Stooges, Johnny Barnes, and Bob Evans.

The Masters outfit is a smooth, alert, up-to-the-minute aggregation playing smartly styled arrangements of pop tunes and standards with much showmanship. And most of this pleasant effect is due to the gracious selling ability of the leader. The boys are heard in such tunes as *Down By the O-H-I-O* (snappy show opener), *South American Way*, *Perfidia*, and a clever bottle novelty. The vocal department is graced by the lyrical voice of the leader himself and his shapely songstress, Marian Francis, who sings with admirable appeal. Miss Frances delivers *The Nearness of You* and is joined by a male trio doubling from the band (The Masters' Voices) for *I'm Nobody's Baby and Rumbaogie*. Good production effect. Still another Masters personality worth a mention is Jay Matthews, trick trumpet man, who is singled out in an impressive triple-tongue trumpet solo.

Johnny Barnes, lanky tapper with expressive feet, scored with a couple of refreshing routines and a strong take-off of Bill Robinson. Most of his work is executed in swing tempo, making him a pushover for the jitterbug trade.

Bob Evans, young newcomer among ventriloquists who received his education in midwest inns, gave a fine account of himself and his Dead End Kid dummy. In addition to accomplishing the routine ventriloquism tricks, Evans feeds the dummy with a high falsetto and, for an encore, surprises with a good commercial tenor voice. His cross-fire talk with the "toughie" isn't bad, either.

The Three Stooges (Howard, Fine, and Howard), specialists in the low-brow comedy field, stopped the show. The audience couldn't get enough of them, despite the fact that the material is full of familiarities. The laughs were long, loud, and frequent, and the band, following their act, made several unsuccessful attempts to do a number. They had to come back for a curtain speech.

Closing spot found Jane Froman at a disadvantage. The audience was restless but, much to the credit of Miss Froman, they gave her an attentive ear after her opening number. She is still a charming personality and a possessor of a sweet mezzo-soprano that lends itself creditably to most of her selections. Only exception was her closing song, *I Am an American*, which went big only because of its patriotic theme. Her set also included *You Can't Brush Me Off*, *Maybe*, *Begin the Beguine*, and *Lover, Come Back to Me*.

On screen, Paramount's *I Want a Divorce*. Business off second show opening day. Weather bad. Sam Honigberg.

## State-Lake, Chicago

(Reviewed Friday Afternoon, October 4)

Opening day crowds were larger than usual, probably due to the fact that Thursday was a Jewish holiday. This week's State-Lake bill is more band than vaude. Lou Breese's outfit is exceptionally good, but too much music and too

# Vaudeville Reviews

few acts do not go so well. Practically a packed house of first show.

Leading off with its theme song, Breese's ork played several pop numbers that included an entertaining medley featuring a sax solo by Billy Cervantes, a violin solo by Allen Hill, and a number by the brass section, and concluded with *Tennessee Fish Fry*, nicely vocalized by Skip Moor. Marty May, comedian, on for a few quips, then the band again took over with *Trail of Brass*, featuring the theme songs of various orks. In later sessions the Glee Club offered several numbers, those done straight being excellent, but the comedy efforts not so good. Skip Moor's *Old Man River* and *Breezy Rhythm Stomp* drew nice applause, and guitar-player Barry Warren was a near show-stop with his singing of *When the Swallows Come Back to Capistrano*, *Where or When?*, and *I'll Never Smile Again*.

Diosa Costello, a sinuous, shivering, shimmying Latin, billed as the "South American Bombshell," sang Spanish tunes with great gusto, selling them nicely, and her contortionistic dance routines pleased the customers.

Marty May gave impressions of voices heard on the air, dished out some ancient borderline quips that got a fair reception, and finished strong with a bit of violin comedy.

Hal Leroy, musical comedy dancer, has a breezy personality and garnered generous applause for his entertaining dancing session.

Picture, *They Drive by Night*, is entertaining. Nat Green.

## Roxy, New York

(Reviewed Thursday Evening, Oct. 3)

Aided by a strong pic, *Spring Parade*, the current layout is set to stay more than a single week here. Booker Jesse Kaye has assembled a strong show consisting of the Milt Herth Trio, Peter Lind Hayes, and Betty Jane Smith. An innovation, not present at this house for some time, is the addition of 12 men to the chorus. This group, which has been rehearsing with the highly trained Gae Foster girls for one week only, did remarkably well, displaying the needed precision and going thru the routines with the same skill as the femmes.

A sock tapster, Betty Jane Smith, is at her best in intricate turns, spinning and pirouetting with the agility of a highly trained ballerina. A single number gives her a tremendous hand.

For the first time in many weeks, Paul Ash's house band gets a chance to rest. The Milt Herth Trio mounted on a miniature stage give out with a trio of swing numbers. The group, consisting of Milt Herth at the Hammond, Marty Jacobs at the piano, and Jack Connor at the drums, are skilled musicians. In a smaller house than this 5,886-seat theater, they would have registered better. Despite this, they captured a good hand. During the playing of the *Rhumbaogie*, the Roxettes in Cuban costumes with tom-toms dangling from their sides, did a nice rumba. Connor did a good turn at the vibes and they exited with a torrid rendition of *Shick of Araby*.

Peter Lind Hayes does sock impressions and satires of radio, stage, and screen personalities. Went over big and

encored singing *Begin the Beguine*.

The augmented line opened with a tap done in their usual polished manner and closed with a clever routine in the Gay '90s manner in which the enlarged bustles of the femmes each concealed another girl. A sock close to the show.

Full house when caught.

Joe Cohen.

## Chicago, Chicago

(Reviewed Friday Afternoon, October 4)

Entertaining, but not a money show, is the new Chicago bill of four acts. The two production numbers, *Dude Ranchettes* and *Nautical Frolics*, tie in with the acts. The Lazanders, three men and a girl, open in a fast tumbling and balancing act. Accomplished performers, they do some very difficult tricks, interspersed with clever comedy numbers that put them over big.

Louise Massey and the Westerners, well-known on the radio, are seasoned show people who know how to sell their stuff. In classy Western dress they make a nice appearance and offered a pleasing melange of songs of the range. Louis and her brother Curt do most of the singing, and the musical accompaniment consists of violin, accordion, guitar, and bass. *Gay Ranchero*, *Mexicali Rose*, *Rancho Grande*, and a medley of Western songs won the group a big hand.

Maidie and Ray are a clever pair of dancers and rope-spinners and offered a thoroughly entertaining routine, leading into the production number, *Dude Ranchettes*, in which the line girls appear in Western dress for a colorful dance session.

Buster West and Lucille Page have a sure-fire comedy act. Miss Page is a remarkable contortionistic dancer and her straight acrobatic numbers and comedy bits brought a storm of applause. Buster West brought howls of laughter with his goofy antics, and the two scored solidly in their concluding *Hillbilly Willie* bit. The *Nautical Frolics* production number that followed was mildly entertaining.

Picture, *No Time for Comedy*, is very good. Nat Green.

## Hippodrome, Baltimore

(Reviewed Friday Evening, October 4)

A good stage bill with a strong pic, *Dance, Girl, Dance* (RKO), should help box-office returns if crowds at opening are an indication. Featuring Jay C. Flippen, Larry Adler, and the Mills Brothers, show is opened by the Hollywood Co-Eds, duo of acrobatic tapsters. Girls present an entertaining routine plus a number of fast twirls and flying cartwheels. Dick King, follows with humorous imitations, including Hugh Herbert, Penner, W. C. Fields, and Bill Robinson and also pulls off a few gags aided by Flippen.

Larry Adler, returning to his home town after an absence of six years, received a tremendous ovation. He proves his worth as past and present master of the harmonica, producing an inconceivable amount of music and tone from the instrument. His renditions of *Rhapsody Americana* and Liszt's *Hungarian Rhapsody* are so well received he returns to encore with *St. Louis Blues*,

begs off and returns later in the show to play Ravel's *Bolero*.

Jay C. Flippen, emcee never fails to get a laugh as he intersperses his intros with some clever gags. Using fresh material, he jokes with performers, band, and audience, also taking time out to sing his version of *Small Fry*. Flippen keeps the show moving at a fast clip.

Closing spot is reserved for the Mills Brothers, four on voice and one on guitar. Their style is still popular today as prior. They were forced to return for three encores. Selections included *Dinah*, *I'll Never Smile Again*, *Pennsylvania 6-5000*, and *Sweet Lucy Brown*. Phil Lampkin, celebrating a year's anniversary here, leads the Hipp band thru its usual good accompaniment.

Phil Lehman.

## Beacon, Winnipeg, Man.

(Reviewed Saturday Afternoon, Sept. 28)

Headlined are Mark and Lucille, comedy bicycle act, with props of a break-away bike, slack pants, and hobo clown get-up. Mark's zany antics, including putting the wheel together in impossible ways and riding it, went over slugola with the crowd. A more conventional wheeler bit, featuring Estelle in a balancing routine on a circling bicycle, did not hit as well.

Parker and Ardelie, ballroom dancers, connect well for a second week on three more individualized dances in classic, tango, and jitterbug impressions.

Buddy Stevens, a youngie who is good on the accordion ivories and taps and has a heavy load of stage presence, went to town on a display of each.

Agnes and Annette did an opener of controlled acrobatics.

Charles Murray, straight tenor, continues in his fifth week as emcee. He does well with his singing of *Ah, Sweet Mystery of Life* and *Donkey's Serenade*.

Pics are *The Marines Fly High* and *House Across the Bay*.

Edgar Whitehouse.

## Loew's State, New York

(Reviewed Friday Evening, October 4)

A swell variety bill that looks ordinary on paper but that plays exceedingly well. The film is *Rhythm on the River*, which is not expected to draw well.

Leo Reisman's band is on the stage thruout and does a fine job. Show opens with the stage dark and only Reisman's baton and drummer's sticks luminous. A couple of brunettes sway, only their phosphorescent grass skirts being visible during the *Hawaiian War Chant* number. It's a punchy opener. Then a boy vocals *Such Stuff Are Dreams*, getting applause.

Bobbie May comes on for a breezy, sock eight minutes during which he juggles balls, hats, cigars, and clubs with his entire body and even upside down standing on his head. Sure-fire novelty turn, as ever.

The band (four sax, five brass, and five rhythm) then swings out a fine arrangement of *Ferryboat Serenade*, with tall and blonde Jean Carrol doing a fair vocal. This paves the way for Mario and Florida, in their first date since reuniting after a four-month split. Florida was exquisite in a smart white gown and they went thru four numbers, punching each across. First is a pictorial Viennese waltz, then a tango with a slick heel slide, then *Make Believe*, a bouncing, gay affair, encoring again with the 1912 Turkey Trot. Made the



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Benay Venuta, tall and blonde, and last seen on Broadway in *Kiss the Boys Good-by*, sang four numbers, spicing them with talk introductions that give her act a touch of informality. Did *It's All Yours, I Can't Resist You, Good By Jonah*, and *I'll Never Smile Again*. The numbers contrast nicely and Miss Venuta sold them well.

After the band's excellent "original version" of *Begin the Beguine*, Don Rice had the customers laughing almost continuously for 17 minutes. He clips off rapid-fire gags, using plants and stooges and props for effective assistance. Altho the style is familiar and some of the gags have made the rounds before, Rice sells them well. He is fast and breezy and should continue to develop. Rang up a show-stop.

The band closed the strong bill with a swingy number. (Ruby Zwerling's pit band is off this week.)

Next week gets the Jessel unit of film players and the first local showing of *Argentine Nights* (Universal).

Paul Denis.

### Orpheum, Omaha

(Reviewed Friday Afternoon, October 4)

Blue Barron and his orchestra present a complete change of pace from the Laurel and Hardy tour inaugural last week. Barron's combo of 12 remains on the stage thruout. Show opens and closes with the maestro's theme, with Barron handling the emcee chores thruout, giving show a radio performance tone. A good novelty act up near the opener would get audience in a more appreciable mood.

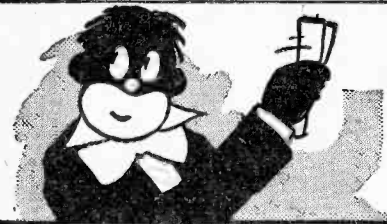
Three Blue Notes, members of the band, do nicely on *I Want To Be Happy*, followed by Charlie Fisher, sweet-voiced soloist, who offers *Down by the O-Hi-O*. Audrey Corley, billed as the "intercollegiate baton-twirling champ," was spotted next for a routine twirling act, which added little except leg interest. Ork follows with *Tuxedo Junction*, and then Allan Holmes, soloist, gives out with good renditions of *Sierra Sue* and *It's the Nearness of You*.

Two novelties, one with Charlie Fisher in *I Must See Annie Tonight*, and Tiny Wulf, 350-pound bass slapper, in *I Must Have Been a Beautiful Baby*, were well received. Three Arnolds, tumblers, are on next to offer some neat body-bending antics.

Barron then swings to a medley of top hits, with Russ Carlisle on the vocals. Allan Holmes does a good novelty bit playing a dozen different instruments and ending on two saxes at once.

Stump and Stumpy, colored tappers, get the best hand for their slap-happy routines, and show closes with ork doing *Do I Love You?* and *Night and Day*. *Hired Wife* (Univ.) is on screen.

John A. Scott.



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### Loew-Poli-Globe, Bridgeport, Conn.

(Reviewed Saturday Evening, Sept. 28)

Show this week, tho highly entertaining, is a great letdown from that of last week.

Gus Meyer Jr. and his pit band in a snappy overture drew a nice round of applause.

Opening turn was Jack Lane and His Lovebirds, a real novelty act in which Lane, a personable chap, puts a dozen canaries thru almost unbelievable tricks, such as pushing a miniature baby carriage, wire walking, balancing, loop-the-loop, and singing.

Next came Ralph Rogers and company, which included a very hefty female warbler who really could sing. Rogers' comedy was corny and at times very bad, and practically all of the many laughs garnered were due to their innumerable breakable prop instruments. Pair performed well on several instruments.

The Three Shaw Sisters blend their pipes well in several harmony numbers. Gals have looks also, and their act is nicely costumed.

Stepin Fetchit came on to a round of applause in his familiar act of doing less than any performer on the stage today and getting away with it. Has a new valet in his act who certainly can tickle the ivories.

Cirrelino and Fortunello, two comedy acrobats in sailor attire, closed the show. These veterans know how to time their laughs, and their low comedy tomfoolery scored heavily.

Business at last performance was standing room on lower floor. House plays four-a-day, with admission at 15 and 25 cents. Harry Rose is house manager, and WHN Artists' Bureau, of New York, books. *Up in the Air* was the screen attraction and did not mean much at the box office.

Samuel A. Lefkowitz.

### RKO Palace, Columbus, O.

(Reviewed Saturday Evening, October 5)

Because of the dearth of suitable units, RKO got busy and turned out one of the most promising and elaborate units since the golden '20s. RKO started work on *Bali Bali* a month ago and opened in Dayton, O., last week.

After a shaky afternoon performance, production came thru in good style at the supper show, and the late show was a knockout. Produced by Dave Bines, show is new and fresh, with plenty of comedy and specialty turns. It's probably the nearest thing to old-time vaudeville that one can imagine.

The Three Sailors headline and are plenty good. They've made a number of twists in their act, but still get plenty of laughs. Clyde Hager's conception of the No. 1 Pitchman is the same stuff he has been doing for years and the "Get away boys, you bother me" and his material still corrals plenty of laughs.

Two Negro lads, Tip and Tap, cut dance capers atop a wooden drum and shared top applause honors with Bob DuPont, a juggler. DuPont not only is a nimble, resourceful juggler but he has a sense of humor in his routine and timing of tricks. The Jungle Queens and the Royal Samoan Band collaborate in a colorful tableaux, dance patterns being highlighted by the spirited stepping of the Goona-Goona line, a Cleveland product, under Mlle. Cooke. The Tiger Foursome does well in a sword-play novelty.

*Song of India* and *Digga Digga Do* make for the best-chorus numbers of the group. Music is aided by an enlarged pit orchestra under direction of Henry Cincione, with much of the music carrying an Hawaiian flavor. *Flowing Gold* is on the screen.

Albert E. Redman.

### 2 More Comerford Houses Take Vaude

WILKES-BARRE, Pa., Oct. 5.—Satisfied that the time is ripe for the return of stagershow, three more houses have been added to Comerford theaters playing vaude.

Three-day shows have been playing for over a year at the Irving Theater here and the Family Theater in Scranton. New houses will include three days at Feeley, Hazleton, Pa.; Mondays and Tuesdays in the Hippodrome, Pottsville, and Wednesdays and Thursdays at the Strand, Carlisle.

### Fingerprint N. Y. Nitery Employees

NEW YORK, Oct. 5. — Despite protests made by the Hotel and Restaurant Employees' International Alliance and Bartenders International League of America and the American Guild of Variety Artists, nearly 200 night club employees, including performers, reported to the police department this week to have their fingerprints taken.

Action is in compliance with an order issued by Police Commissioner Lewis J. Valentine who said fingerprinting was necessary to drive criminals and racketeers out of the night club industry. The above mentioned unions claimed it was a violation of civil rights.

The fingerprinting rule applies to persons employed in one place for 30 consecutive days. Deadline for fingerprints will be October 31.

### Deny Lyric Controversy

CHICAGO, Oct. 5.—In a joint statement issued today, AGVA and Frank Dart, booker for the Lyric Theater, Indianapolis, deny that complaints have been filed by any AGVA members regarding the minimum salaries paid for the so-called showing dates at the Lyric. It was stated that AGVA and Dart have agreed on an increase in minimum salary and that round-trip transportation will continue to be paid acts playing the Lyric. Minimum agreed upon could not be learned, as Graham Dolan is in Detroit and Dart could not be reached.

### Al Schacht Trick Doubling

DETROIT, Oct. 5.—Al Schacht, current at the Bowery Cafe, has been doing some long-distance doubling. He commuted by air to Cincinnati for both games of the World's Series, where he also appears. Fortunately, the week-end games of the series were played right in Detroit.

### Louisiana Clubs Hit

LAKE CHARLES, La. Oct. 5. — An "anti-honky-tonk" ordinance, to clean Southwest Louisiana of "undesirable" night clubs and dance halls, was passed this week by the police jury of Calcasieu parish.

The ordinance regulates serving of liquors at all spots by women.

### More Philly Spots Resume for Season

PHILADELPHIA, Oct. 5.—Philadelphia Room at Hotel Philadelphia ushered in the new season last night (4) with Jack Millard, emcee; Carol Horton, Buttons Bankey and Billie Kenney, Fernando and Fair, Collins and Wanda, Paul McCurdy, Johnny Gilliland and Bill Morgan, Six Frolicettes, Hays Watson, and Johnnie Strange band.

Johnny McGee reopened his Club 15 the night previous with Olive Faye, Marlyn Roth, and Pauline Paige's all-girl band.

Bill Deppenschmidt, in taking over the operation of the suburban Bell's Corner Cafe, inaugurated Wednesday, Friday, and Saturday floorshows.

Benny the Bum took over the Club Madrid yesterday, using intimate entertainment.

Only openings still to be set are the Ritz-Carlton Hotel and Anchorage Inn, latter renamed the Park Casino and now in receivership. Federal men shut the spot last summer for taxes due.

### Singer Sued for Breach of Contract

NEW YORK, Oct. 5.—Wynn Murray, vaude and legit singer, is being sued by Milton Bender, agent, for \$50,000. Bender claims that sum for his promotion services, seeking half that sum from Miss Murray and the other half from her father, Joseph F. Murray, of Scranton, Pa.

Bender, charging contract violation, claims he discovered the singer in Scranton and induced her to come to Broadway, where he obtained for her a part in *Babes in Arms*. He claims that he further aided her until her earnings reached \$15,000 annually.

The contract was admitted by Miss Murray, but claims that because she is under 21, she cannot legally make a pact. She also claims that Bender had no employment agent's license.

### Jack Curtis Bankrupt

NEW YORK, Oct. 5.—Jack Curtis, producer and agent, has filed a voluntary petition of bankruptcy, listing liabilities at \$31,610 and \$100 in assets. Curtis is currently handling several vaude and night club performers.

## HUDSON WONDERS

**From THE BILLBOARD**  
Reviewed Sept. 27, 1940  
**ORIENTAL THEATRE, CHICAGO**  
"The Hudson Wonders, who have been pleasing audiences since they were kids, grow better each year. Marvelous acrobatic dancers, they give a classy performance. It's a new act they are presenting—new routines, new warriobe. Their high kicks, back and front flips, traveling splits, and various other difficult acrobatic feats and graceful dance steps put them over to a solid hit."

THANK YOU,  
TRADE PAPERS,  
FOR YOUR  
FINE  
CONSIDERATION  
OF OUR  
NEW ACT

**From VARIETY**  
Reviewed Sept. 27, 1940  
**ORIENTAL THEATRE, CHICAGO**  
"Hudson Wonders continue to grow up but manage to overcome this handicap with a continued array of smart acrobatic dance routines and a load of stage training that tells 'em how to sell their stuff."

Direction: WILLIAM MORRIS AGENCY

## MALO TRIO

**"International Novelty Dancers"**  
currently  
**ORIENTAL THEATRE, CHICAGO**  
Opening Friday (October 11)  
**HOTEL NICOLLET, MINNEAPOLIS**  
Direction: Jack Kalcheim, William Morris Agency

## BETTY JANE SMITH

**Balletapper**  
Now Appearing at **ROXY THEATER, New York**

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

**PATRICIA PERRY**, stripper, and George Corwin have switched Hirst shows. Left the one with Jack (Tiny) Fuller and Benny (Wop) Moore for the one with Harry Levine and Harry Clexx. New burly principals in the former are Barry Lewis, tenor; Val Eddy, xylophone player; Jessica Rodgers, stripper, and Loretta Moore, dancer. . . . **JACK MONTGOMERY** in town last week to finish producing the Hirst show that opened October 5 the wheel's newest house in Norfolk, Va., and which Moe Costello is managing. . . . **LUCIA BAXTER** (Mrs. Benny Moore) is recovering for a lengthy illness at her home in Peoria, Ill. . . . **VAL DeVAL** is another new dancer in burly. Opened at the Eltinge September 27. . . . **GINGER BRITTON**, taken suddenly ill September 29, left the Eltinge and planned to Cleveland with husband William Malone, night club operator. . . . **DIANE GRAY**, stripper, managed by Nat Mortan, is in the Hirst show that opened in Norfolk. . . . **BETTY DUVAL** opened at the Casino, Boston, last week. . . . **JEANNE PAR-DUE** is at the Gayety, Boston.

**BOBBY MORRIS**, comic, gave in his notice to the Hirst Circuit to reopen in Harry Howard's second *Hollywood Hotel* in Worcester, Mass., October 7. Replacing Morris were Harry (Boob) Myers and Irving Selig. . . . **RONNIE JOHNSON**, new stripper at the Gayety, September 27, is a former model. Was also a show-girl last winter in Miami for producer Pal Brandeaux. . . . **JERRY AND LOUISE RENEE**, dance team, and Princess Aloha and Princess Lyandra played the Republic week of September 27 when the chorus was increased from 18 to 24 and the ork from 5 to 7. Eddie Innis, comic, left to open at the Shubert, St. Louis, October 11. . . . **GLADYS FOX** is back at the Gayety. . . . **DIANE KING** returned to the Eltinge September 27. . . . **MARNEE** shifted from the Star, Brooklyn, to the Gayety for October 11 opening, with Doris Weston replacing her at the Star.

**JACK (TINY) FULLER**, comic with a Hirst show, has conceived and put on a new bit, *Pot of Gold*. It is a satire on the radio program. . . . **LILLIAN HARRISON**, "Hello Jake" Fields, Tamara, and Frankie Lee, comic, all Tommy Levene booked, became new principals at the Triboro October 4. Lucella Wray, dancer, came in the week before. Exiting October 5 were Patsy Ginger Johnstone, Artie Lloyd, Sammy Spears, and Ann Mitchell. Harry Kane and Jack Shaw are part of the opening cast, held over. Sid Goren is co-manager with Dave Rosen. Sammy Kurtz is ork leader. House policy is four-a-day with a Saturday midnighter. . . . **MARLENE** moved from the Gayety to the Hirst wheel. . . . **HAROLD MINSKY**, Gayety's operator, finally yielded to the pleas of Basil Brigadier, former lunch-counter man with a heavy Russian dialect, to stooge for comics Herbie Fay and Eddie (Nuts) Kaplan. Started September 27. Stooing is lots better than sandwiching, said Basil. . . . **BETTY DEANE** sends word from Canton, O., that she is happy in her new spot at the Grand, that Sally Walker is part of the stock cast, and that Frankie Fairbanks heads a new bunch of kids in the chorus. Also, that she acquired a family while in Florida, a wire-haired puppy, Gypsy. . . . **HOWARD MONTGOMERY**, former burly producer, is back at Barclay's nitery, Brooklyn, while brother Jack is number producing with Natalie

Cartier for the Hirst Circuit. Another brother, Cyrus, is scenic artist for the Hudson, Union City, and Empire, Newark, both Hirst wheel spokes.

**MARIANE MILLER**, during her second week at the Eltinge, drew better houses than during her first. . . . **BENITA FRANCIS** closed at the Gayety, Portland, Ore., after 40 weeks of engagement, to go to the Oasis Club, Seattle, Wash., for an indefinite stay. . . . **FLO ASH** is doubling between the Gayety and the Clover Club, Portland, Ore. . . . **DOROTHY O'DAY**, of *China Wedding* in Gay New Orleans, Flushing Fair, will be a burly strip-tease principal this season. . . . **DONNA DARNELL**, with the Carney-Joyce show on the Midwest Circuit, is another protegee of H. K. Minsky. Worked for him eight months consecutively and promoted by him from chorus to principal. . . . **WALTER BUDD** is now straight man and producer at the Piccadilly Club, Baltimore, the only nitery featuring burly shows.

## CHICAGO:

**JACK BUCKLEY**, who no longer straights at the Rialto Theater, is trying to crash radio. . . . **KENNY BRENNAN** writes from Australia that he is going over well and will return to the U. S. in December. . . . **MIDWEST CIRCUIT** has renewed its options on Bob Carney and Joey Cowan for 12 weeks. **ANOTHER RENEWAL** is Pinky Lee. **SEED AND WHITE** are closing on the Midwest Circuit. . . . **JOE SCHUSTER** was in Chi visiting his brother Milt last week. . . . **GLADYS CLARK** closed on the Midwest Circuit at Cleveland. **EMPRESS THEATER**, Milwaukee, which has been postponing its opening on account of bad business conditions, has put it off again, being skedded now to open October 11.

## FROM ALL AROUND:

**STANLEY MONTFORT**, stage manager and house straight at the Gayety, Cincinnati, last season, is now at the Fox, Indianapolis, in the same capacity. **MILDRED DEVOE**, former burly feature woman, has recovered from a lengthy illness and is working club dates in the Hoosier capital. Prior to her illness, she emceed for two years at the Casa Grande, Cincinnati. . . . **LILLIAN DROLLETTE**, cashier at the Gayety, Cincinnati, the last four seasons, is now in the box office at the Fox, Indianapolis. . . . **LESTER LAKE** (Marvelo) did his Chinese magic and sand painting as an added feature with the Amy Fong show at the Mayfair, Dayton, O., last week. **HARRY WHITE** of the Red Marshall show, claims a record opening day at the Capitol Theater, Toledo, O., September 27. The cast includes Dolores Dawn, Hap Hyatt, Milt Frome, Mignon and Patricia Cornell, and Marshall and Joan. . . . **JACK DICKSTEIN** is the resident agent for a newly incorporated theater in Minneapolis to be known as the Fox Amusement Company. Charles Rothstein and Arthur Clanage are also associated with the venture.

## Another for St. Louis

**ST. LOUIS**, Oct. 5.—Shubert Theater, for many years a leading playhouse, but dark the past three years, will reopen Thursday (10) with burlesque under management of Sam Reider. Plans call for a line of girls, with a change of principals and specialty acts weekly. Productions will change Thursdays, with matinee and evening performances daily. With the opening of the Shubert, St. Louis will have three burlesque houses, the other two being the Garrick and Grand.

## From Burly to Vaude

**CHICAGO**, Oct. 5.—Alvin, Minneapolis, former burly house, will go to vaude-pictures starting October 11, playing full weeks. Booked by Leo Salkin, of the William Morris Agency.

First week's vaude bill includes Rich and Gibson, Bobby Gilbert and Company, Chick Thomas, Jarolnieri, La Fons, Dick Conrad, and Beverly Clark.

## Norfolk Takes Units

**NORFOLK**, Va., Oct. 5.—Burly opens at the Gayety here today. House is being operated on a two-a-day policy, with midnight shows Friday. Admission runs 40 to 75 cents. Shows are changed weekly and come here from Gayety, Baltimore.

## Burlesque Reviews Midwest Units

(Reviewed Sunday Evening, September 29, at the Grand, Canton, O.)

The combined talents of Joe De Rita, John D'Arca, and June St. Clair are sufficient to insure a good show, but the supporting cast is above the average and the improved chorus routines make it an outstanding show. De Rita is definitely one of the favorites with local patrons. Kept the audience in an uproar. He is one of the best comics on the Midwest Circuit. He gets plenty of help from D'Arca, who employs a Chaplin make-up. Much of their material is new.

June St. Clair, shapely blonde, is the featured underdresser and she upholds her assignment well. A smooth worker, her featured number is done in a boudoir setting which is genuinely beautiful. Vickie Davis, Phyllis Vaughn, and Joyce Breazelle are other stripping beauties. Val (Speedy) Williams is the possessor of a better-than-average voice for burlesque. *Fools Rush In* is his best, altho his *Smokey Joe* stops the show. Frank Scannell is a capable straight.

Rekoma and Loretta, long a standard turn, has Rekoma doing a splendid contention routine and some sensational hand balancing. He comes on in a wheel chair, garbed as a Civil War veteran. An unusual novelty.

Best production number is the Chinese Garden. The Gardenia scene is a close second. Betty Keane is in charge of line numbers and her fast improving chorus. Miss Breazelle is an accomplished dancer.

Next in is Charles (Klutz) Country, Charles Naples, and Freddie Lewis.

Rex McConnell.

(Reviewed at Rialto, Chicago, Friday Afternoon, October 4)

Outstanding feature of the show is the Booms-a-Daisy number led by Stella Mills. The line girls coax aisle-sitters up onto the stage to dance the daisy dance with any girl they choose. The comedy resulting was naturally more spontaneous than the spider-spun wit of Messrs. Lexing and West or King and Coyle. Manny King plays a good dance turn. Material in *Desdemona* and college skits is plenty suggestive. The same goes for Megs Lexing's stuff. Latter's straight man, Paul West, does a good job.

Featured stripper is Marie Cord. For variety, she strips to an oilskin slip and parasol. Stella Mills gives the jaw-hangers their money's worth—not only an eye-ful but a cute personality, who breaks up the monotony of the stereotyped strip with a song or two that manages to get by. Jean Carter, buxom blond stripper, is received well.

Ruth Tanner accompanies production numbers at the mike. Voice is okeh. Line girls hit it off surprisingly well, especially in finale. The one vaude act scores, as vaude acts seem to do when placed in close contrast to burlesque offerings. She is Rita De Vere, whose acro dancing is climaxed by a dance as a bronze nude.

Norman Modell.

## Hirst Unit

### "The Whirl of Gayety"

(Reviewed at Troc, Philadelphia, Tuesday Evening, October 1)

They just can't miss with Billy (Cheese 'n' Crackers) Hagan on the bill in this town, comic being a stock principal here for many years. Has sheared much of the blue edge of his material, ably depending on his mugging and mannerisms. Truly a funny man.

However, Hagan doesn't have a clean sweep. Shares the nonsense with Johnny Barry, who is just as big in his tramp roles. Best bits are where the comics combine to make *Living Statues* bit outstanding.

Charles Harris and Ben Hamilton give able support as straights, latter also lending a nice tenor voice to production scenes. Strip principals serve as fem fols.

Undress parade tees off with Evelyn Brooks, a brunet lovely emphasizing the tease. Pat Morgan, a potent platinum package, precedes her peel with throaty singing of *I'm Nobody's Baby*.

Lead light shines on Zorita, dancing with a snake in a sensuous bit depicting the "wedding of a snake."

Excepting for the costuming, striking thru-out, production numbers are nothing great. Only real flash of talent is in the sock acrobatic dance of Lovey Stacey in *Study in Modern Art*. Miss Brooks

## Magic

By BILL SACHS

(Communications to Cincinnati Office)

**WILL ROCK**, under the guidance of Claude T. (Kid) Long, has been given all the Bert Levey Time on the West Coast, which means seven weeks of work. . . . **JARVIS THE MAGICIAN**, with J. C. Roberts on advance, cracks the fall and winter season in West Virginia October 15. Jarvis will tote an eight-people layout and will travel on four-pieces of rolling stock. A new sound car has been added for bally purposes. . . . **SI STEBBINS**, veteran card expert, has teamed with the singing midget, Dolly Dixon. The pair opened September 27 at Old Heidelberg Gardens, Bay City, Mich. . . . **RAY-MOND** postals that he's set in Maryland until October 21 on high school and fraternal dates. He reports a busy September on similar engagements. . . . **LE BROWN**, Dallas youngster, has begun his third season as a professional under the direction of the Rodden Enterprises. He opened October 1 in Purlmela, Tex., and is set for three weeks in that area. . . . **L. M. PITZER**, Los Angeles magician-mentalizer, has recovered from a serious illness and is again staging his biweekly spook shows at the Navarro Hotel in the City of Angels. . . . **MATTHEW** is working on a new type astro-mental turn for his first attempt at public work in several years. Illness, the result of a disability suffered in the last World War, has kept him off the stage. . . . **PACKED WITH** magic and mental effects, Percy Abbott's new Catalog No. 6, just released, is the fattest and one of the best works of its kind we've ever browsed thru. Catalogue carried 544 pages and first copy goes for free, but Abbott is charging \$1 for additional copies. . . . **RUSSELL MURDOCK**, Anderson, Ind., magish, now in his second season of magic lecture dates for World Celebrities stopped off at the magic desk last Tuesday (1) en route to Goldsboro, N. C., for an engagement. He's in his fifth week of the new season. Murdock has just concluded his ninth summer as district manager for Freeman Exposition, under-canvas exhibit-show attraction. . . . **BILL NEFF**, Indiana, Pa., mystery man, typewrites: "This season will be the best ever, without doubt, and magic is really going to town—in the East at least. Bookings for us are better, jobs are much easier to get, and the public is more interested. Have six weeks already booked for next season and the agent has an option on 10 more, which he says he'll fill before spring. The only ones who think magic is dead are the ones who are dying themselves."

**GEORGE KRINOG**, of New York, is presenting a new spook show that incorporates several new stunts, including parachute jumpers, a glowing skeleton dance, and glowing balls tossed to the audience as souvenirs. He also has put the accent on comedy. There are eight people in the unit. . . . **GALLI-GALLI** has returned to Philadelphia after an absence of several years, this time at the Club Ball. . . . **OZZIE WELLS** features his legerdemain in the new revue at Cusano's, Philadelphia. . . . **HARRY WONG**, Oriental magician who has been working thru Nevada, Utah, and Arizona since July 7, is now on a string of one-nighters in Idaho. He says he's playing the sticks and doing fine. . . . **DUKE MONTAGUE**, who last winter worked the Elwyn Spook Party, is now doing spooks under his own billing in Harris-Veller, Morris, and other Idaho and Northwest theaters, with Ned Jensen out ahead. Montague and members of his troupe caught the Virgil show recently at Burley, Idaho, and report it's the best magic layout to play those parts in several years. Harry Snider, club magish, (See *MAGIC* on opposite page)

adds a subdued cooch dance for the *Old-Fashioned Girls* ballet. Vaude specialty added is in the show-stopping groove, again indicating burly fans' liking of good entertainment. George Roche, youthful tapster, starts slowly, but by the time he taps it out in tuneful fashion on a set of five dinner plates he has the house on his side. Chorus of 16 allows six for show strutting. It's average. Johnny Kane handles production; Merrick Valinote is the pit conductor. *Vani-Teasers*, with Rose LaRose, Bob Ferguson, Max Coleman, Mary Murray, and Winnie Garrett, next in. *M. H. Orodener.*

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**CHORUS GIRLS, ATTENTION!**  
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Shower — Bath — and Radio.  
Impossible To Beat These Prices.  
Largest Rooms in Greater New York.

## Slout Unit Opens; Set For Long Tour

ROCK SPRINGS, Wyo., Oct. 5.—L. Verne Slout and his Theater Workshop opened their fall and winter season here September 27, jumping then to Kemmerer, Wyo., and then to Salt Lake City for five days.

Present tour will take the company up to the holidays, with bookings in Utah, Idaho, Wyoming, Oregon, Colorado, Missouri, Illinois, and Kentucky. After the middle of the year the unit will play Michigan, Ohio, Indiana, Pennsylvania, and the New England States. Most of the engagements will be played in schools and colleges.

Supporting Slout this season are Ora Ackley and Richard Breuer. What is known as a "laboratory style" performance is given, thus approaching an educational assignment from an entertainment angle.

## M&M Winding Up Successful Season

SOUTH SIOUX CITY, Neb., Oct. 7.—Mitchell & Mitchell Tent Show, which closes the middle of this month after what has been described as a good season in South Dakota and Northern Nebraska, will go into quarters here.

Show was routed this season by General Agent M. E. (Skip) Dean, who is rounding out his 21st season with the same troupe.

Paul and Dixie Herbert will go south to winter in Arkansas. Ray and Eva Kinkle plan on going to Milwaukee. Mr. and Mrs. Jimmy Murphy have an eye on circle stock. Beverly Sutherland will probably remain here. Conway Cruze figures he'll be in the army before spring.

Dean, who doubles comic, will go to Lincoln, Neb., and work out of there with Banjo Bill Lottridge and Ed Holden, making up their regular winter Sandhill Billies Trio.

## They're Different

By E. F. HANNAN

THAT it pays to present entertainment which appeals to different racial groups is apparent. A tent outfit playing New England the past summer remained over in nearly every city it played and had increase in business on holdover weeks. Much of this success was due to the work of the comedians, who appealed to the French-speaking population of that section.

A small trick comes out of Montreal every season and does well in the East with plays done in the French language. In the Northwest, where many of the residents are of Scandinavian extraction, the Ole Oleson-type show outdraws all others. And it is not generally known, even in show business, that over 20 colored dramatic groups are active every winter. In larger cities Jewish groups seldom stage a flop when they confine their efforts to Jewish sections, and as for Italian groups, they are among the most active of all groups in amateur and semi-professional dramatics.

Shows playing the sticks should go out after talent that can bring in business by being able to get under the skin of the various racial groups in their territory, as such talent is a rest and change from the cut-and-dried-type of performer usually with small shows.

## Botts Moving Indoors

CINCINNATI, Oct. 5.—Botts' Fun Show, operated by R. C. Botts, former rep agent, is reported enjoying satisfactory business in Western Nevada. The mystery, vaude, and picture combo is operating under canvas but will soon go into schools and halls in that section, moving into Eastern California and Western Texas as the season advances.

## WANT—ACTORS, MUSICIANS

Need two Gen. Biz Men, doubling Orchestra, Specialties. Also Stage Mgr., double Parts. Other Useful People. Write or wire, state all and lowest. Going south. **TOBY'S COMEDIANS**, Billy Toby Young, Mgr., Chetopa, Kans. Perm. Address: Collinsville, Okla.

## BARGAIN SALE

32x64 Khaki Top, 8-ft. Wall, brand new last year. \$75. Come see it in air. Have 16MM and 35MM Film for sale. Want 16MM Features, Shorts.

## GLENN NEWTON

Towns, Georgia

## Rep Ripples

LOYD GILBERT, Donald Marlowe, Francis and Klink Gilbert, Paul Palmer, and Howard Hardy are new additions to T. J. Reynolds's Majestic Showboat, now playing Ohio River towns in Indiana. . . . STEVENS & MACK SHOW is reported doing satisfactory business in Central Missouri. . . . BOB LINK SHOW, four-people trick playing Central and Eastern Texas under canvas, will move into halls soon with a short-cast version of *Peck's Bad Boy*, written by E. F. Hannan, and a new picture outfit. . . . TOBY NEVIUS, former rep comedian, has left the Lincoln, Neb., radio station to become a member of Station WLW's Boone County Jamboree in Cincinnati. . . . LEONARD WALKER, who spent several weeks in Cincinnati after closing with the "SeaBee" Hayworth Players on the Hal Stone tent in the hopes of landing a radio or nitery engagement, left the Queen City last week to fatten up at his ma's table in Charleston, W. Va., for a few weeks before rejoining the Hayworth fall and winter circle in North Carolina. . . . DAVE FREELS has a vaude-pic outfit in Northern Wisconsin. Show is working the dance-after-the-show idea, and reports satisfactory business. . . . SMALL'S TENT SHOW, operating all summer in the gulf section of Mississippi, will go into schools after a brief layoff in Jackson, Miss. . . . MRS. SADIE MORRIS, Brick Hanley, Mrs. Bette Lee Kilpatrick and Mary Rose Morris, all of Kansas City, Mo., visited Kaye Lee and Johnny Rupee, of Billroy's Comedians, at Eldorado Springs, Mo., September 29. Mrs. Morris is Miss Lee's mother. . . . DAN F. ROWE posts from San Antonio, Tex., that he's framing an eight-people unit to play theaters in Texas, opening in November. Besides himself, troupe will feature Barney Rowe, Gertrude Rowe, and Danny Rowe.

BETTY BRYANT, forced out of the Bryant Showboat cast recently by illness, returned to the line-up last Sunday (6). Bebe White, who has been subbing for her, returns to her duties as dance instructor in Cincinnati schools. Bebe's son, Sanny Lee, 5, made his stage

debut with the Bryant troupe last week, doing a piece of business in a drill scene in the Bryant version of *Gone With the Breeze*. . . . GEORGE NEWMAN and wife, Lucille Blackburn, who recently closed the season with the Midge Kinsey tent in Ohio, were visitors on the Bryant Showboat in Cincy last week. They are rejoining the Kinsey organization for a circle season in Ohio, opening this week. . . . MADDEN-STILLIAN Players recently wound up a successful 20-week tent season in Iowa. . . . CHARLES WHIT-CHURCH is expected to leave Kansas City, Mo., in a few days to launch a circle in Northern Missouri and Southern Iowa for the winter. . . . CHARLES TRUMBO has joined the Avon Players for their fall and winter season of Shakespearean productions. . . . MID TILTON is launching a circle to play Illinois. . . . HARVEY E. STROMBERG spent several days in Kansas City, Mo., last week en route from Hollywood to Des Moines, Ia., to visit relatives. . . . AL CLARK, director with the Ward Hatcher Players the past summer, is sojourning in Kansas City, Mo. . . . JACK AND JUNE ALFRED, former managers of the Jack and June Alfred Players, are now located in Hollywood, working in pictures. . . . HAL BARBER, veteran character and heavy man, after closing the season with the Madden-Stillian tent in Iowa, jumped into Kansas City, Mo. . . . BOB AND GLADYS FEAGIN, with the Skippy Lamore Tent Show in Michigan the past summer, are in Kansas City, Mo. . . . FRANK CAPP has returned to Kansas City, Mo., after a trip to the West Coast.

MONTGOMERY, Ala., Oct. 5.—Milt Tolbert Tent Show packed them in here Monday night. By certain time it was necessary to turn the crowds away. Admission was two bits, adults, and 15 cents for children for the regular show. The after-show concert, which held the crowd, was extra.

Next to the girlie features, Slim Williams was best received. Show was given near Cranton Bowl, athletic stadium, which has plenty of parking space.

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## Montgomery Gives Tolbert Big Biz

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## Storm Damages Walker Tent

MYSTIC, Ga., Oct. 5.—Walker's Tent Show, picture outfit, suffered \$300 damage to its canvas here September 27 when a windstorm hit the show. They finished out the week with sidewalls, while the big top was being repaired. The Walker organization has been enjoying good business in this territory. George Gilbert is building a new house trailer. Charles (Bounding) Johnson is free act with the show.

## MAGIC

(Continued from opposite page)

joined Virgil and Montague and their respective groups for an all-night session at a local cafe. . . . SYDNEY LEVINE, Montreal trixter, who now resides in Gaspe Harbor, Que., is vacationing for two weeks in Montreal. Levine says Gaspe didn't have a magician all summer. He keeps magic alive in those parts by treating the natives to an occasional magic show. . . . MAURICE F. RAYMOND (The Great Raymond) is framing a new show in Akron, O., for a tour of Central and South America. . . . DR. R. C. FINKLE, Seymour, Wis., was elected president of the Wisconsin Houdini Club at the annual meeting September 29 at the Hotel Retlaw, Fond du Lac, Wis. R. M. Vetter, Madison, Wis., was chosen vice-president; Judge Frank W. Carter, Eagle River, Wis., secretary, and Elmer Johnson, Milwaukee, treasurer. High-lights of the convention included an escape-act contest when Ben Berger, assisted by Mrs. Berger, was awarded a trophy by Mrs. Harry Houdini. A magic show sponsored by the Knights of Pythias attracted capacity crowds at two performances. Participants included Werner C. (Dorny) Dornfield, emcee; Edward Reno, Dave Coleman, Ben Berger, Ray Conlin, Elmer Gylleck, Mahendra, and Winston Freer.

## Lancaster Vaude Threatened

LANCASTER, Pa., Oct. 5.—Saturday vaude at the Capitol Theater here is being endangered. Management plans to drop stagershow entirely if the musicians' union goes thru with its demand for more money for pit men.

## Statler, Detroit, Resumes

DETROIT, Oct. 5.—Statler Terrace Room reopened for the winter Thursday, with Xavier Cugat band back. Floor-show includes Carmen, Lina Romay, and Raul and Eva Reyes.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Fail To Halt Columbus Derby

COLUMBUS, O., Oct. 5.—An injunction to close the roller derby in progress at the Ohio State Fair Coliseum was denied by Judge Leach, of Common Pleas Court. A taxpayer had asked for the injunction, holding that leasing of the building was unfair to owners of theaters and other businesses who were forced to compete for attendance. Denial was issued when no proof was offered to uphold the complaint. Decision on the legality of the Department of Agriculture action in Teasing the building was denied.

## Fort-Bailis First in B. R.

BATON ROUGE, La., Oct. 5.—George W. Pughe's Derbyshow of 1940 came to a wind-up last Saturday night, with Bill Fort and Adele Bailis nosing out Al and Ruthie Smith for first award. Don and Tillie Donnison were third, and Larry and Hilda DeCorrado fourth. Contest played under canvas on the Highland showgrounds.

## One Year Ago

SAMMY MANN and Mary Ann Carroll won the Fox-Pughe Jamboree in St. Louis. Eddie Johnson and Virginia Connors were second, and Marge and Wally Hoppy third. . . . RED NORTON'S contest in Los Angeles was in the stretch, with four couples remaining. . . . FRANCIS AND CLIFF SHAW had left the field and were residing in Galveston, Tex. . . . JIMMIE HORAN, after his marriage to Ann Swanson, was attending the Jean Carol school of art and costume designing in Hollywood. . . . CLYDE WOOD was with the athletic show on the Buckeye State Shows. . . . FRANKIE AND ALICE DONATO were working at the New York World's Fair. . . . PETE AND POLLY SCOTT were working the buried alive show at Fred Sheldon's Club Mayfair, Louisville, Ky. . . . JOHNNY GUILFOYLE and Odette Herrington were in

their sixth week at the Stork Club, Los Angeles. . . . BILL ROSS, after winding up with the Zeke Youngblood contest in Terre Haute, Ind., rejoined his wife, Joan, in Minneapolis.

GEORGE WALKER types that he is now in his 18th week as emcee at the Winter Garden Casino, Buffalo. Red Hall is also there with George, and Muggsy Hurley is supposed to join soon.

LOU JARVIS, Eddie Leonard, and Phil Murphy are reported to be in Chicago, getting rid of some of their bonus dough from the Joliet, Ill., contest. Lou, according to the report, is appearing nightly at the Blackhawk Hotel—in the lobby.

INQUIRIES HAVE BEEN received on Bill McCoy, Hal Brown, Jerry Bresnahan, Tex Johnson, Jack Cominsky, Johnny Russo, Marvin and Jean Hobaugh, Bobby Abel, Al Smith, Duffy Tarantino, Monte Hall, Earl Harrington, Ruthie Carroll, Billy Willis, Curly Linder, Kenny Gruwell, Eileen and McKay Thayer Jr., Vernon Balfour, Frank Austin, Dud Nelson, June McDermott, Eddie Glaves, Sammy Allen, Cloris Wears, Harry Hamby, and Tommy Loring. How about taking time out for a couple of minutes, kids, and drop the column a line on your whereabouts and activities?

BETTER KEEP AN EYE on the Letter List. A hasty perusal of the list recently showed several well-known walkie names there.

KENNY GRUWELL cards from Alhambra, Calif., that he recently visited the San Francisco Derbyshow, which, according to Kenny, was a sellout from the start. Kenny inquiries about Bobby Sells, Johnnie Billie, and other kids who know him.

POBBIE EFFORD, formerly of the walkies, is reported to be working as emcee at Mandell's, one of Baltimore's newest restaurants.

**HAL J. ROSS**  
**DERBYSHOW**  
OPENS  
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**TACOMA, WASH.**

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Last show 5 years ago. Over  
250,000 drawing pop. Business  
conditions the best of any city its  
size in U. S. A. This should be  
another sensation. Three more  
spots to follow. Write airmail  
letters to HAL J. ROSS, Tacoma  
Hotel, Tacoma, Wash.

**Dallas Derbyshow**  
Opening postponed to October 16.  
Teams contact.  
Address  
**GEO. W. PUGHE**  
or **GEORGE JACOBSON**  
Cliff Towers, Dallas, Texas.

**LAST CALL**  
**WATERLOO, IA., TUESDAY, OCT. 15**  
Good teams write at once for acceptance.  
**KING BRADY, HAL BROWN, LENNY PAIGE**  
Russell-Lamson Hotel

# Roadshowmen Foresee Big Season as They Prepare Fall and Winter Bookings

NEW YORK, Oct. 5.—Reports gathered from roadshowmen in all parts of the country the past week indicate that the coming fall and winter months will see more activity on the part of roadshowmen than ever before. Thruout the country roadshowmen have been working like beavers for the past month lining up bookings in schools, churches, institutions, and organizations. Dates have been set and programs agreed upon. Many roadshowmen have filed reservations for film with their libraries for months in advance so as to assure themselves of having the film available when their showing dates come up.

Back from booking trip thru Vermont, Massachusetts, and Connecticut, M. Milcowitz, of the Berkshire Film Company, Canaan, Conn., reports he's pretty well set with his school circuit for the coming year and that he expects to get going by the middle of October. Milcowitz has lined up many prep schools. "Many of these schools are able to finance the showing of some of our school features," he reports, "and we look forward to doing good business in this field during the year."

Milcowitz also has been concentrating on deals with public libraries for showing of historical and educational films adapted from some well-known novel like *Last of the Mohicans*. Another deal on which he is working is in association with the State Grange Organization. This organization has many posts thruout Connecticut and Milcowitz's plans are to put on shows which will help it raise funds to carry on its important work. He also has had posters made up for photographic and department stores in near-by cities. These stores use these cards to advertise the fact that they have been designated by Berkshire Film Company to book

complete film programs for birthday parties, wedding socials, and other private entertainments.

While his film commitment schedule hasn't been entirely set as yet, Milcowitz states that in addition to the *Count of Monte Cristo* and *Last of the Mohicans*, it most probably will include *Tarzan's Revenge*, *The Gladiator*, *Movie Crazy*, *The Hoosier Schoolboy*, *In Old Louisiana*, *Beyond Bengal*, and *Make a Wish*. "These subjects," he points out, "are all tentative and are subject to the conclusion of a deal whereby we may show a group of Paramount or Universal features, which include, among others, *Buccaneer*, *The Plainsman*, *That Certain Age*, *Letter of Introduction*, *Sutter's Gold*, *Union Pacific*, and *Beau Geste*."

Milcowitz has just concluded a busy summer in which he serviced camps for Torch Films of New York. "We worked on a straight salary proposition," he stated, "and serviced camps from Poughkeepsie, N. Y., to Winsted, Conn. Of the seven weekly programs given, films most popular were *Movie Crazy*, *The Shadow Strikes*, *Fit for a King*, and *Hoosier Schoolboy*. A number of camps have already re-signed for next year's season," he concluded.

### Church Bookings

Busy lining up bookings for religious films has been N. W. Kennedy, well-known New England roadshowman. For several years Kennedy has featured films such as *The Passion Play*. This season, however, he intends to shift to shorter religious subjects in the belief that as a relief from the war atmosphere, audiences will appreciate lighter film fare. During the past summer Kennedy has had a combined picture and vaude show working in Maine and New Hampshire.

From E. F. Hannan Play Bureau of Boston comes news that Roadshowman Wilbur F. Senter Jr. of Rockland, Me., started off his fall season with the showing of *Knox County on Parade* before the Rockland Lions Club. Pic was in color and made by Senter himself. He expects to present religious pictures thruout Knox County during the coming months.

Another showman that's already lined up a busy schedule for showing of religious pictures during the coming months is Albert Griffin, president of the Religious Helping Hand Society of New York. Griffin founded the society two years ago to help Negro churches raise money. Now he's kept busy answering calls from pastors of Negro churches thruout the East for showing of religious films. Two most popular subjects are *Thine Is the Kingdom* and *I Am the Light*. After several showings in New York and Brooklyn, he opens a tour of churches in vicinity of Washington next week.

### Lawn Shows

A new stunt being used by John Golde, of Da-Lodge Sound Pictures, for extra business in Miami is the staging of lawn movies. As it is warm in the evening in Florida this time of the year, Golde has been putting on shows for large apartment houses on the lawn. "I put up a small screen in order not to attract too much attention and distract the neighbors. As many as four shows can be given, all silent pictures."

Golde has laid out an ambitious program for himself in the Florida territory after a successful barnstorming tour thru other Southern States. In addition to lawn movies, he's been putting on programs for hotels and night clubs in Miami. He's also bagged a weekly contract at one of the YMCAs and opened an outdoor movie theater on the outskirts of town for a week's tryout showing of old-time movies. To attract attention and get potential customers interested in this venture, Golde has painted the fence around the lot white, dubbed it the "Old-Timer Wall," and in large letters asks passers-by to "Write your choice of picture on the wall."

"You should see the number of people who stop their cars just to read the pictures requested," Golde states. "Over the Hill, with Mary Carr, is asked for a lot." Golde plans running a Charlie Chaplin night one evening. He also has a girl standing in front of the "Old-

Timer Wall" to answer questions and get people to mark down their choice. Golde is looking forward to a bang-up season in Florida this winter after which he intends picking up a sound truck, making a barnstorming tour back to New York, and spending next summer operating an outdoor movie theater in New York State.

### NEW PLAYS

(Continued from page 17)

reaches his top vein of zany humor—and his top vein is very high indeed. Led by the star, the first 15 minutes or so threaten to start off one of the funniest shows since *Hellzapoppin*.

But Mr. Wynn seems never content to let well enough (or even extremely well) alone. Time after time he sends you into panic gales of laughter, and then stays on and on until the effect is dissipated. Time after time he continues to hold the stage after introducing his supporting acts, attracting the attention and detracting from his conferees' effects. As a matter of fact, the only performers he fails to appear with are the dancers; and he seems off stage only long enough to change his endless series of insane costumes. He'd have been, at least to this reporter, three times as funny if he'd appeared only a third as much; and several of the other acts in the show might have benefited greatly by getting the customers' undivided attention.

Those, however, aren't the only reasons the excellent material fails to wear too well at the Broadhurst. The show is, in essence, a super vaudeville; but the routine is by no means the best, with the juxtaposition of certain numbers sometimes detracting; and the pace as a whole is slow and stumbling. This last, of course, is largely due to Mr. Wynn's own overlong sessions.

Individually, many of the players sparkle brightly. Lucienne and Ashour, for instance, an apache team not hitherto seen by this reporter, turn in a session that is about as exciting as any within memory, doing a terrific and outstanding job. Also outstanding are Dick and Dot Remy, a stout lass and normal-sized lad who indulge briefly in practically unbelievable acrobatics. Jane Pickens, lovelier than ever, reading lines beautifully and doing her level best to lift the pace, sings in her familiar manner and scores charmingly. Dave Apollon, that comic wizard of the mandolin, seems shamefully wasted, coming on late in the second half for a couple of musical solos, and for the rest being relegated to a brief and meaningless appearance. Renee and Tony De Marco are, I am told, among the finest ballroom teams in the country. Paul and Frank La Varre, acrobats, offer an excellent session that includes one slow-motion lift that is sensational. Jerry Cooper handles the male singing assignment. The Six Willys do a sock juggling turn. Walter Long contributes several excellent sessions of tap. Marjorie Knapp shouts a couple of the swinger numbers. And Sally Craven, Florence Foster, and Edna Sedgwick offer dancing of various types.

Albertina Rasch staged the dances, which are adequate but hardly unusual. The tunes, which seem determinedly conventional, are the work of Jack Yellen, Irving Kahal, and Sammy Fain. Oden Waller designed serviceable and sometimes striking sets.

But the total effect is still too much of a good Wynn.

### ORCHESTRA ROUTES

(Continued from page 15)

Sylvester, Bob: (Ramona Pavilion) Sister Lake, Mich., b.  
Sylvio, Don: (Bertolotti's) NYC, nc.

Tan, Jimmie: (Kaufman's) Buffalo, nc.  
Taylor, Russ: (Wagon Wheel) Pleasantville, N. J., nc.  
Terry, Frank: (McVan's) Buffalo, nc.  
Thomas, Joe: (Royal) Wilmington, Del., h.  
Thompson, Lang: (Village Barn) NYC, nc.  
Thornhill, Claude: (Mark Hopkins) San Francisco, h.  
Tisdale Trio: (Coq Rouge) NYC, nc.  
Tisen, Paul: (Commodore) NYC, h.  
Tito: (Sir Francis Drake) San Francisco, h.  
Torres, Raymond: (Rainbow Inn) NYC, nc.  
Tovaro, Pedro: (Henry) Pittsburgh, h.  
Towne, Jack: (El Morocco) NYC, nc.  
Travers, Woody: (Covered Wagon Inn) Stratford, Pa., nc.  
Trini, Anthony: (Greenwich Village Inn) NYC, nc.  
Tucker, Tommy: (Flatbush) Brooklyn 10-16, t.

Ulmer, Ernest: (Plantation) Corpus Christi, Tex., nc.  
Unell, Dave: (Alabam) Chi, nc.

Varell, Whitey: (President) Atlantic City, h.  
Varral, Tommy: (Club Ball) Brooklyn, nc.  
Verse, Danny: (College Inn) Phila, nc.

46th YEAR

# The Billboard

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The Billboard reserves the right to edit all

advertising copy.



Vol. 52 OCTOBER 12, 1940 No. 41

Varzos, Eddie: (St. Moritz) NYC, h.  
Viera, Pete: (Caca Loma) Flint, Mich., nc.  
Vierra, Al: (Ivanhoe) Chi, re.

Wagner, Tony: (Tony's Black Horse Inn) Mt. Ephraim, N. J., nc.

Waller, Fats: (Blatz Palm Gardens) Milwaukee, nc.

Walsh, Jimmy: (Rainbow Room) Denver, nc.

Walters, Lee: (Blue Lantern) Detroit, nc.

Watkins, Sammy: (Biltmore) Dayton, O., h.

Watson, Leo: (Oxy) NYC, nc.

Weber, Jack: (Libby's Club Era) Chi, nc.

Weeks, Ranny: (Mayfair) Boston, nc.

Welk, Lawrence: (Trianon) Chi, b.

Weems, Ted: (Edgewater Beach) Chi, h.

Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.

Williams, Chick: (Gay '90s Cafe) Phila, nc.

Williams, Clem: (Spread-Eagle Inn) Stratford, Pa., nc.

Williams, Bill: (Manatawny Log Cabin) Earlville, Pa., nc.

Williams, Sande: (Astor) NYC, h.

Willis, Forrest: (Emerald Inn) Albany, N. Y., nc.

Wilson, Teddy: (Cafe Society) NYC, nc.

Woods, Howard: (Tantilla Gardens) Richmond, Va., b.

Wright, Charlie: (Stork Club) NYC, nc.

Young, Roland: (Lombard's) Bridgeport, City, Mo., nc.

Zahler, Al: (Log Cabin) Trenton, N. J., nc.

Zarin, Michael: (Tavern on the Green) NYC, re.

Zipp, Eddie: (Old Heidelberg) Milwaukee, nc.

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# The Final Curtain

**BABCOCK**—R. B., recently in Mentor, O. Survived by his widow.

**BACCHIOCHI**—Gallien, 4, son of Joseph Bacchiochi, owner and operator of Joe's Castle, Bridgeport, Conn., night spot, September 29 in Orange, Conn., when he fell from a car and was hit by another one following.

**BEESLEY**—Alvin A., 67, founder, president, and manager of the Beesley Music Company and former president of the Salt Lake City Federation of Musicians, in that city September 26 of a heart ailment. Beesley's orchestra was organized by the deceased. Survived by his widow; six sons, Jerrold P., Irving P., Douglas, Horace, Sterling, and Alvin. Services September 29 in the Assembly Hall on the famed Mormon Tabernacle grounds.

**BYERLY**—Mrs. Dorothy 27, wife of Edward F. Byerly, music instructor at Woodbury, N. J., September 24 at her home in Woodbury, N. J., after an illness of two weeks. Survived by her parents and a brother.

**CLEMENTS**—Charles H., 77, veteran Detroit hotel and night spot operator, September 30 in Receiving Hospital, Detroit. In 1898 he opened the Metropole, one of the best known pre-Prohibition cabarets of Detroit; erected the Palmetto, theatrical hotel, in 1925, and also operated the Chez Paree there a few years ago. He founded and was for 16 years president of the Detroit Convention and Tourist Bureau, which brought many major shows to Detroit. His widow and two children survive.

In Loving Memory of My Darling Son  
**EUGENE CLIFTON**  
Late Quartermaster S. S. Exeter, who was killed at Klamath Falls, Ore., October 14, 1939.  
I'm waiting for ships that never come in.  
Sadly missed by his mother, **TRUDIE CLIFTON**,  
Blue Ribbon Shows

**CRAGO**—L. J., 71, operator of the former Crago Stock Company, September 26 in Denver, where he had been visiting a daughter. The Crago show, which headquartered in Merrillan, Wis., disbanded a few years ago. Survived by his daughter and son.

**CRAIG**—Blanche, 74, retired stage and screen actress, September 23 in Hollywood.

**DeARMAN**—Raymond, 29, member of the Light Crust Doughboys, a musical aggregation heard daily on Station WBAP, Fort Worth, Tex., and the Texas Quality Network, in Fort Worth Hospital September 23 of burns sustained when the gasoline tank of his automobile exploded. Survivors are his widow, one son, and his parents, of Fort Worth; two sisters, and two brothers. Services in Fort Worth September 24 with burial at Springtown, Tex.

**DE TUCICH**—Serge, 67, playwright, October 2 at his home in Sunnyside, L. I., N. Y., after a long illness. Among the plays he had written were *Truly, Truly, Dom*, *The Liberators*, *Golgotha*, and *The Precipice*. He was the first director of the Bulgarian National Theater at Sofia, established by King Ferdinand in 1904.

**DUFFY**—Jim, former trick rider and clown with the Barnum & Bailey and other circuses, recently in Youngstown, O., of injuries sustained when a horse drawing a buggy, which he used for street advertising, bolted and threw him to the street. Body was taken to New Castle, Pa., for services and burial.

**FOOTE**—Charles H., 60, night watchman with Patrick's Greater Shows, September 24 in General Hospital, Walla Walla, Wash., of injuries sustained in a collision between one of the show's trucks and a car near Walla Walla Airport September 23. Survived by his widow. Services in Walla Walla September 30, with burial in Mountain View Cemetery there.

In Memory of  
**CHARLES FRANKLYN**  
Who Passed Away Oct. 7, 1939.  
A Loving Husband and Father  
**MONICA FRANKLYN**  
**CHARLES FRANKLYN**

**GAURA**—Edward M., 32, saxophone and clarinet player, September 24 in a Milwaukee hospital. Gaura was a member of the Milwaukee Musicians' Association. Survived by his parents, two brothers, and two sisters.

**HAIINE**—Horace J., 72, former singer, actor, and producer, October 3 at Columbia-Presbyterian Medical Center, New York, after a lingering illness. He sang at the Metropolitan Opera House in the 1890's. From 1893 to 1900 he was with the Casino Theater Company as actor, stage manager, and producer. Later he was stage manager for several shows produced by Lee and J. J. Shubert. Haine entered the motion picture industry in

1917. Survived by his widow, Maude LeRoy Haine, former actress.

**HALLETT**—Louis, 75, theatrical manager, September 29 at the Roosevelt Hospital, New York. For many years he was head of his own company and at one time was connected with Daniel E. Bandmann. He conducted a school of acting in San Francisco for several years and later produced vaudeville sketches. Funeral under auspices of the Actors' Fund of America, with burial in Kensico Cemetery.

**HEDDEN**—George S., 63, veteran ballroom operator, October 1 in Grace Hospital, Detroit, after a short illness. He was for many years manager of the old Pier Ballroom at the old Riverview Park, Detroit, and later managed the ballroom at the new Eastwood Amusement Park in East Detroit for several years, retiring about four years ago. His widow survives. Interment in Oakview Cemetery, Detroit.

**HODGES**—Louis H., former vaudeville performer, September 26 at St. Luke's Hospital, New York. He appeared in vaudeville, burlesque, and musical productions, and his act was known as the Four Musical Hodges. Buried in Lodi, N. J.

**KELLER**—Frank, 62, former manager of the Keller Theater, Northeast, Pa., and nephew of the late Harry Keller, magician, recently at St. Vincent's Hospital, Erie, Pa., after a long illness. Keller, who also formerly managed another picture house in Westfield, N. Y., was one of the founders of the A. K. D. print shop, Erie. Survived by his widow, a daughter, and a brother.

**MALLARD**—Ernest L., 55, circus fan of Macon, Ga., killed in an automobile collision near Homerville, Ga., September 26. Mallard was traveling salesman for a tobacco concern and visited circuses throughout the South. For seven years he lived in Charlotte, N. C. Funeral services and burial in Macon September 29.

**MAXWELL**—John, 63, chairman and managing director of the Associated British Pictures Corporation, in Witley, Surrey, England, October 3. Maxwell entered the motion picture business in 1912, and soon controlled more than 500 theaters. Among the stars Maxwell claimed to have given their first film roles were Herbert Marshall, Freddie Bartholomew, and Madeline Carroll. Recently he had been associated with Erick Pommer in producing new Charles Laughton films.

**NADELL**—Ralph, 48, partner in the Detroit Sports Park, October 1 in that city when shot by another investor in the park, apparently in a fit of insanity. Nadell also operated various cabarets in former years, including the Weaver House, Grosse Points, Mich., and the Hollywood Gardens, Detroit. His widow and a daughter survive.

**NEILL**—Lucy, connected with the legitimate stage the past 40 years, at her home in Toledo, O., September 24. Years ago she also sang in Gilbert and Sullivan light operas, and had appeared with Jessie Bartlette Davis. Survived by her husband, James K. Dunseith. Interment in Woodlawn Cemetery, Toledo.

**RAMSEY**—Howard (Crouse) 73, former magician who has been retired the past 10 years, at his home in Baltimore August 22, it has just been learned.

**ROY**—Gladys Carr, 50, former actress in silent pictures, in Hollywood September 27. Deceased was among the earliest film actresses, working with the old Vitagraph Company in New York.

**SPERONI**—Peter J., 44, of Rock Falls, Ill., owner-operator of the P. J. Speroni Shows, in St. Mary's Hospital, Quincy, Ill., October 3 from pistol wounds alleged to have been inflicted by Jimmy Murphy, athletic show owner with the organization, in Mt. Sterling, Ill., October 2. Well known in outdoor show circles, Speroni was born in Italy July 4, 1896, and has been in amusement business since 1918, when he was with the Athletic Show on Dodson's Shows. Prior to that he had been a preliminary wrestler at shows promoted shortly after the World War by E. Freadhoff and H. E. Kidd at the Academy of Music, Quincy, Ill. Speroni also was with Hort Campbell, J. C. Fields, Central States, C. F. Zeiger, and J. T. McClellan shows before operating his own athletic show independently. In 1928 he organized his own shows and operated them until his death. An overseas veteran of the World War, he was a member of American Legion and Veterans of Foreign Wars posts, and Chamber of Commerce of Rock Falls, Ill. Besides his widow, Mrs. Esther Speroni, he is survived by his mother, Mrs. Peter Speroni

Sr., of Rock Falls, and a brother, Jack Speroni, of Sterling, Ill.

**SUGARMAN**—Morris (General Pipkeh), novelties concessionaire at fairs and circuses, September 16 in an Atlanta hospital after a major operation. Services and burial in Atlanta.

**WALLACE**—Vernon, former vaudevilian, September 22 at Will Rogers Memorial Hospital, Saranac Lake, N. Y. He was part of the act known as Powers and Wallace.

**WALSH**—Sam, 40, piano accompanist for Sheila Barret, September 27 in New York of a heart ailment. He formerly was accompanist for Beatrice Lillie. He leaves his mother.

**WITHNELL**—John H., 75, charter member of the International Alliance of Theatrical Stage Employees, recently in Omaha, Neb. He leaves three daughters and three sons.

**YOUNG**—Donald S. T., 36, officer in the Royal Canadian Air Force, killed recently while testing a training plane near Ottawa, Ont. For two seasons, with his wife, he operated the Show Boat, a floating night club at Shediac, N. B. Survived by his widow, a daughter, and a son, born two days after the death of his father. Buried in St. John, N. B., his home town.

## Marriages

**COOPERSTEIN-KAPLOWITZ**—Samuel Cooperstein, assistant manager of the Warner Theater, Bridgeport, Conn., and Edith Kaplowitz in New Haven, Conn., September 29.

**CLARK-CRONK**—Jack Clark, popcorn stand agent with the W. E. West Shows, and Fannie Cronk, of Stillwater, Okla., recently in Pawnee, Okla.

**ELLIS-MILLER**—Sidney H. Ellis, managing director of the Broad Theater, Philadelphia, and Sylvia Miller, nonpro, September 15 in that city.

**FIDLER-SCHREIBER**—Carl C. Fidler and Maxine Schreiber, daughter of Nathan Schreiber, Detroit theater owner, in that city September 29.

**FLINCH-KEITH**—Bob Flinch, marionette worker, and Irene Keith, singer in Dorchester, Mass., September 29.

**FRANKOVICH - BARNES**—Mitchell Frankovich, radio sports announcer and former football star, and Binnie Barnes, British film actress, in Hollywood September 29.

**JUST-CAMERON**—Eric Just and Yukon Cameron, actress, both of New York, in Danbury, Conn., September 21.

**KOENIGS-MOORE**—Sylvester Koenigs and Cleo Elaine Moore, employee at the Fond du Lac Theater, September 28 at Fond du Lac, Wis.

**LEE-STOUT**—Joe Lee, midget show talker with Beckmann & Gerety Shows, and Mae Stout, of Chattanooga, Tenn., September 24 in Memphis, Tenn.

**LOCKETT-SCOTT**—Ralph Lockett, treasurer of the Johnny J. Jones Exposition, and Frances Scott, daughter of Mrs. Harold Paddock, in the Palm Room of the Henry Grady Hotel, Atlanta, September 24.

**MERRYFIELD-ALDEN**—Maury Merryfield, director of public relations for Philco Radio and Television Corporation, Philadelphia, and Jane Alden, New York, radio performer, September 14 in Connecticut.

**PERNA-PALUMBO**—Michael Perna, nonpro, and Yolanda Palumbo, president of the Palumbo Company, operating night clubs in Philadelphia, Atlantic City, Miami, and Wildwood, N. J., September 25 in Philadelphia.

**POTTS-BOLE**—Lyman Potts, production manager of Station CKCK, Regina, Sask., and Mildred Bole, nonpro, October 3 in Saskatoon.

**REMYINGTON-McCULLOCH**—Charles Alden Remington and Mrs. Dora Johnson McCulloch, NBC artist appearing on the *Ma Perkins* show, September 28 in Kenosha, Wis.

**RUBINSTEIN-ROBINS**—William Rubinstein, director of Ring Entertainments, Ltd., promoters of Liverpool Stadium Circus, and Marjorie E. Robins, actress, at Plymouth, England, August 18.

**SARTIN-KRISER**—George Sartin, connected with James Dealy Theatrical Representatives Agency, and Drema Kriser, dancer, recently.

**WAGNER-ARDEN**—Tex Wagner (Russell L. Hye), imitator and whistler, and Flo Arden (Florence M. Hartman) in

Columbus, O., June 18, it has just been revealed.

**WILLIS-ALTER**—William K. Willis, nonpro, and Helen Alter, of the Metro-Goldwyn-Mayer picture exchange, Philadelphia, September 22 in that city.

## Coming Marriages

James Edwin Goodwin Jr., of the Winter Advertising Agency, Des Moines, and Eileen Elizabeth Grennell, singer with the Iowa Broadcasting Company, Des Moines, in that city October 26.

Martha Gregory, specialty dancer with the Cetlin & Wilson Shows, and Jack Manzie, with the same organization, soon.

George W. Fuerst, traffic chief for stations KGO and KPO, San Francisco, and Jill Cody, nonpro, October 19 at St. Paul's Church, San Francisco.

Joan Grace Warner, actress-daughter of H. B. Warner, and Edward Charles Crawford October 10.

Lucile Fairbanks, actress and niece of the late Douglas Fairbanks, and Owen Crump Jr., scenarist, soon.

Arlene Radke, of the Radke Sisters, acrobatic act, and Edward Kell, nonpro, in St. John's Catholic Church, Goshen, Ind., October 12.

Eugene Weiner, nonpro, and Lillian Roth, singer and actress, soon.

George Whitney, member of Bert Robertson's orchestra, and Verna Summer-son, nonpro, soon.

## Births

A son to Mr. and Mrs. Sig J. Bonhomme September 28 at Marshall, Tex. Father is a circus clown, and mother is an aerialist.

A son, Paul, to Mr. and Mrs. Al Ehrlich September 25 in Philadelphia. Father is a Philadelphia night club operator, formerly associated with the Bally-Hoo Cafe.

A daughter, Dorothy Dolores, to Al and Alice Alfredo in Dr. Stanford's private hospital, Cartersville, Ga., September 24. Parents are side-show operators.

A daughter, Betty Jo, to Mr. and Mrs. W. R. Owens, September 16 in Bryan, Texas.

A son to Mr. and Mrs. Robert E. Austin September 27 at Jewish Hospital, Brooklyn. Father is a member of the New York office of *The Billboard*.

A son recently to Mr. and Mrs. Walter Savidge Jr. Father is the son of Walter Savidge, of the Savidge Shows.

A girl, Carole Lynn, to Mr. and Mrs. Harold Sandelman, in Detroit September 26. Father is salesman for Metro-Goldwyn-Mayer in Detroit.

A son to Mr. and Mrs. Henry Koppin recently in Detroit. Father is manager of the Mack-Uptown Theater, Detroit.

A son to Mr. and Mrs. Earl Lake September 27. Father is assistant to his brother, Lester Lake, magician known professionally as Marvelo.

A son to Mr. and Mrs. Alfred Sporrer at the Little Company of Mary Hospital, Chicago, September 27. Mother is Evelyn Morin, member of the radio trio, the Morin Sisters.

A son to Mr. and Mrs. Jack Shaw in Richmond, Va., September 28. Father is boss rigging man for the Hamid-Morton indoor show, also of the St. Louis Police Circus.

A son, Andrew Patrick, to Mr. and Mrs. William P. Buckner Jr., September 29 at Le Roy Sanitarium, New York. Mother is Adelaide Moffett, night club singer.

A son, Forrest Nelson, to Mr. and Mrs. Forrest M. Pickett Jr., September 19 at Spokane, Wash. Mother, a former danseuse, has danced in motion pictures, including *Broadway Melody of 1940*, and was assistant dance director for *Gone With the Wind*.

A son to Mr. and Mrs. Thomas V. Killeen at Mercy Hospital, Wilkes-Barre, Pa., September 28. Father is district manager of Comerford Theaters for Wilkes-Barre, Pa.; Hazleton, Pa., and Mauch Chunk, Pa.

A daughter to Mr. and Mrs. Joe Elicker in Danville, Pa., September 28. Father is director of publicity for Nassau in the Bahama Islands.

## Divorces

Hedy Lamarr, film actress, from Gene Markey, producer, in Hollywood September 27.

# NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I. May 11 to Oct. 27

# GOLDEN GATE

INTERNATIONAL  
EXPOSITION

SAN FRANCISCO May 25 to Sept. 29

## Average Daily Attendance Hits 100,000 Mark

Post-fair activities of showmen-concessionaires are described in an article beginning on page 3.

NEW YORK, Oct. 5.—For the first time this season, average daily attendance hit the 100,000 mark, assuring a 17,000,000 minimum gate for the 170-day run. Strangely enough, the past week produced a new low with Wednesday's 12,940, but the week-end, with nearly 500,000 customers, brought up the average. When the weather in town is cool the nights out at Flushing call for almost wintry garb. Yet it took the closing weeks of the Forty edition to bring the gate up to pre-fair expectations. October may not prove to be the best month of the stretch, as it was last year, but if any kind of decent weather comes around, it can't miss being in there battling for turnstile supremacy.

Harry Batt, boss of "Pontch" Beach in New Orleans, arrived on the scene with unofficial news of a planned Pan-American expo in the Crescent City for 1942. Batt, his wife and sister-in-law were entertained by Bill Rabkin, arcade-photomat-skyfighter concessionaire, and took in most of the major attractions.

Tomorrow's Newspaper Day is looked to establish a high mark, with several local journals backing up the event by coupon ads. A free feature of the 50-cent attractions bargain will be a 93-mile auto race in the International Zone. Fireworks will give a "Salute to the American Press" on Liberty Lake.

Tomorrow also inaugurates Contest Week, open to those who have participated in national competitions. A spaghetti guessing event is sponsored by Buitoni Restaurants.

Board Chairman Harvey Gibson wired a congratulatory message to Marshall Dill, president San Francisco Fair, which closed last Sunday, characterizing his work as "a superb job." Bill Monahan, GGIE's general manager, is expected for a visit here week after next.

## SLA Receives NSA for Huddle On Terms of Benefit Set-Up; Await Duffield for Decision

NEW YORK, Oct. 5.—Following the official announcement this week of a Showmen's League of America benefit at the World's Fair Music Hall on October 17, members and officers of the National Showmen's Association were literally up in arms about being shut out, at least momentarily. News of the benefit circulated swiftly around the country. NSA President Max Linderman, World of Mirth Shows, in Winston-Salem, N. C., this week tried unsuccessfully to reach Frank P. Duffield, League president, in Birmingham, Ala., wired League members here protesting the shutout, and said he was ready to entrain for New York should he be needed. Vice-President Art Lewis, Art Lewis Shows, in Petersburg, Va., was also among Eastern NSA'ers who are League members who registered official beefs about the League's unprecedented action, which gives it control and management of a charity show right in the back yard of its Atlantic Coast contemporary.

George A. Hamid, past president and president emeritus, burned up typewriter, telephone and telegraph lines with allegations of the League's unfairness in staging a benefit at the expo without seeking co-operation from an organiza-

Paid Attendance (21st Week)	
Saturday, September 28....	221,094
Sunday, September 29....	273,947
Monday, September 30....	36,349
Tuesday, October 1.....	24,629
Wednesday, October 2.....	12,940
Thursday, October 3.....	95,094
Friday, October 4.....	107,461
<b>Total .....</b>	<b>771,514</b>
Previously reported .....	13,954,783
<b>Grand total, 21 weeks.....</b>	<b>14,726,297*</b>
First 21 weeks, 1939.....	19,636,271**
1940 decreases .....	4,909,974
Daily average .....	100,179
**The period May 11-October 4 of 1939 drew...20,090,315	

### Highlights Set in Detroit

DETROIT, Oct. 5.—World's Fair Highlights, booked for December dates in Convention Hall here, will be the first strictly amusement attraction big enough to use the entire resources of the building in some 15 years. Engagement will be sponsored by the Knights of Pythias, with H. H. Shuart, former manager of Detroit Automobile Show, in charge. Hal Ressler will be publicist. Plans are to use the four major halls for exhibits, shows, stage with seating for 2,500, and rides and concessions, with a night club and floorshow with free admission. Fank Buck's show will be in Woodward Annex, with 14,000 square feet. General admission will be 30 cents.

### On the Flushing Front

By LEONARD TRAUBE

NEW YORK, Oct. 5.—As these lines are being written word was awaited of the expected arrival in New York of George M. Potie, who was coming from Lisbon, Portugal. Expoists here who get around will recall that Potie, a Belgian by birth, came to this country to build the Belgian Village at A Century of (See FLUSHING FRONT on page 34)

tion which has worked for nearly two years to swing a deal at Flushing. He, too, indicated an intention to be here on the spot should his presence become necessary.

Meantime, an official committee of the National Showmen, consisting of Joe Hughes, Sam Rothstein, William Rabkin (Rabkin is a concessionaire at expo), and John Liddy, executive secretary, met by appointment with a League committee headed by general chairman Frank D. Shean, co-director of expo amusements, in the conference room of the Boathouse last night to state the NSA position. In a joint statement after the meeting, which was brief, it was stated that the Eastern club was naturally interested in becoming associated with the League in the staging of the benefit. Distribution of net proceeds was not discussed. Chairman Shean told the NSA committee that a decision would have to be reserved until the arrival back here of President Duffield, expected on Monday.

Ticket sale started on Thursday, preceded by an avalanche of advertising thruout the grounds, including tons of teaser buttons with the words, "Midnight, October 17?"

## Finale Windfall For Ops; Official Figures Pending

SAN FRANCISCO, Oct. 5.—Golden Gate International Exposition spenders gave ops, big and little, the kind of lucre they had not seen in months in the record closing day on September 29. Afternoon and night brought a gross estimated at \$500,000, with thousands turned away at the Aquacade, Salici's Puppets, Rhythm on Ice, and America—Cavalcade of a Nation. The Aquacade cleaned up the heaviest all season, with standing room the order at all four final shows.

Only closing-day official attendance figures are available, pending revenue control breakdown on admissions and grosses, which will be released in full about the end of the this month.

### Last-Day Gate 211,020

Official attendance on closing day was 211,020, bringing estimate total attendance for the season to 6,545,776 during the 127 operating days. Total attendance in 1939 was 10,496,203 for a season of 254 days. Average per capita spending over the 254 days last year was \$1.47. This year it is estimated at \$1.25.

Expo creditors who stayed with the 1940 repeat performance are expected to receive more than 80 cents on the dollar, as against about 20 cents received by those who pulled out at close of the 1939 run. All figures, of course, remain indefinite, pending demolition and salvage of property.

Clifford Fischer's *Folies Bergere* is current at the Golden Gate, vaude house, and probably will go on tour. Salici's Puppets are at the Alcazar for a week's run.

### Equipment Up at Auction

Major Art McChrystal, who operated Rhythm on Ice and last year was concession director when Mel Smith resigned, may become assistant United States military attache to London. He is an army reserve officer. Rhythm on Ice cleared \$22,000 for McChrystal and his partner, Eddie Saunders.

Frank Zambreno wound up affairs at Ripley's Odditorium and flew back to New York on Thursday. Show was the top money earner on the midway. With the exception of rides, most of the equipment on the fun zone will be sold.

Fair equipment will be auctioned on October 11. Value of merchandise is set at \$300,000. Assistant Manager H. C. Botoroff announced his office will be the scene of the opening of bids. He said the expo is interested only in wholesale bids from dealers and others who can use the equipment in mass lots.

### Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 5.—Hundreds of thousands paid their last respects to this most remarkable of shows during the last three days of its life. Thousands of sad-eyed people with bared heads had tears streaming down their cheeks as the Camp Liggett bugler blew taps on the closing night. As the lights, which made this the most glorious night fair that mortal man ever conceived, gradually were extinguished, the vast crowd heaved sighs of sorrow. When the glow of the last light disappeared, leaving only the majestically beautiful Tower of the Sun still aglow, it was as though the great 450-foot finger of grace and beauty, the nail of which was the golden twoton phoenix, was pointing out the pathway to the heavens of a departing soul, the tower itself remaining to "mark the spot." Over 16,000,000 people were made

happy by the expo's existence. It will leave an indelible impression on the minds of the present generation. It marks the end of this type of exposition in America. An era is terminated.

Louis Berg, internationally noted fashioner of things in canvas, arrived from Honolulu, to be "in at the death" and to get a show together for tour of the Hawaiian Islands. Pop Ludwig, manager of Virginia Park, Long Beach, came to watch the expiring gasps. Bob Sandberg Jr., who was working on the Gayway all season, returned to the University of Washington for a course in radio engineering. Sol Grant, who came in from the north where he has been playing Canadian fairs, said he had a fine season, and he had a pocketful of applications for membership in the PCSA. Tom Wolfe, in from New York, will again have his Glassblowers of the World in Miami, Fla., for the winter. Harry Goodman is back from Canadian fairs, where, he said business was great but taxes very high. Charlie Duffield said his pyro displays on the island made an unprecedented record, 128 regular and five extra performances consecutively, without one postponement. Abe Gore, owner, and Jeff Asher, manager of Ocean Park, Calif., and Louis Salle, Long Beach Arcade operator, were here for the obsequies. Appreciation: This telegram was received by Expo General Manager W. W. Monahan from the president of the PCSA: "Your generous check amounting to \$1,000 received and, in behalf of the showmen's club, I wish to thank you and all those who participated, from the bottom of my heart. Sincerely yours, Dr. Ralph E. Smith."

Dr. Boyd, noted veterinarian, who has been with the Jungland show all season, has formed a limited partnership with Terrell Jacobs for presentation of a unique animal show. They will make a tour thru Illinois, Indiana, and Ohio. The partnership will not affect Jacobs' winter date in which Dr. Boyd will not be interested. Autos to the number of 870,000 were parked by the Auto Parks Company on Treasure Island during the '40 fair. On closing day 24,000 cars were handled with an average load of four and one-half passengers. During the '39 season 1,600,000 cars were parked. Another record made was the good behavior of visitors on closing day. According to Police Sergeant Hoeckle, with 211,000 people, it was not necessary to make an arrest. During the two years of operation only 57 arrests were made, all for minor offenses. There was not one traffic accident. Keys System busses carried millions without injuring a person. Remarkable business of the final week put the Salih Elysium show on the right side, operator Salih saying that a satisfactory profit has been made on the fair. Miss America show was visited by about 15,000 on closing day, said Manager Joe Trosey. About 250,000 paid to see the Pantheon de la Guerre in the four months of operation, despite the worst location on the grounds. It is believed most of the capital investment in this attraction is lost.

Owing to lack of a satisfactory deal, the Miller-Melville Skooter will be stored temporarily. Nate is buying an auto and will use the car instead of planes, except on long trips. Mrs. Bertha Melville will visit the southern beaches before returning to Florida. Walter Oswald may become interested in a company to operate refrigerated coin-operated apple machines. All of Walter's many ventures on Treasure Island were successful. Tex Cameron returned from Pomona Fair which he says was the greatest ever. He has a number of permanent concession buildings there. Cameron said he would retire from active business, returning to his ranch in Arizona. Elmer Bose, general manager of the Donut Corporation's California interests, said the company's concessions struck about the same average as last year. In '39 (See GGIE GLEANINGS on page 34)

## Speroni Murdered; Alleged Slayer Is In Hands of Police

QUINCY, Ill., Oct. 5.—Peter J. Speroni, 44, owner-operator of the P. J. Speroni Shows, died in St. Mary's Hospital here early Thursday morning from pistol wounds alleged to have been inflicted by Jimmy Murphy, Athletic Show owner on the organization, late Wednesday afternoon while shows were exhibiting in Mt. Sterling, Ill. Murphy is being held in the Schuyler County Jail, Rushville, and State's Attorney Vernon Briggs, Mt. Sterling, was expected to file a murder charge against Murphy following an inquest. Murphy, police say, confessed to the shooting during an argument with Speroni.

Mrs. Esther Speroni, widow of the murdered man, was with him at the time of his death. During the shows' stand this week in Mt. Sterling, Speroni and Murphy are reported to have had considerable argument over the latter's Athletic Show. On Wednesday about 6:45 p.m. they were standing near the Ferris Wheel, which was owned by Speroni, when, it is alleged, Murphy renewed the dispute and then whipped a .25 automatic revolver from his pocket and shot Speroni four times. Two bullets struck the victim in his left side, one in his back, and one in his left arm. Speroni dropped to the pavement and, after receiving first aid, was rushed to the hospital here.

Sheriff Otto Shoopman, of Brown County, arrested Murphy shortly after the shooting, when Murphy, it is said, admitted he had shot his employer. Argument is believed to have started over the handling of tickets by a woman ticket agent on the Athletic Show.

## Sparks' Biz Below Par at West Point

WEST POINT, Miss., Oct. 5.—J. F. Sparks Shows, furnishing the midway at Clay County Fair here, October 23-28, played to fewer persons with less money than at any other spot of the season to date, Ray Allen, press representative, reported last week. Drought for the second consecutive year was blamed for the poorest attendance the event ever has registered.

Rain which hit this section for the first time in five months kept shows closed the second night and left the midway in poor condition the remainder of the week. Committee gave good cooperation. Personnel exchanged visits with members of the Gold Medal and United American Shows, playing nearby. Visitors included Mr. and Mrs. Harry Bloom, C. A. Vernon, Walter Hall, and DeWitt Jones. Hazel Steen, who spent the summer with the organization, visited her father, Joe Steen, here from her home in Jackson, Miss.

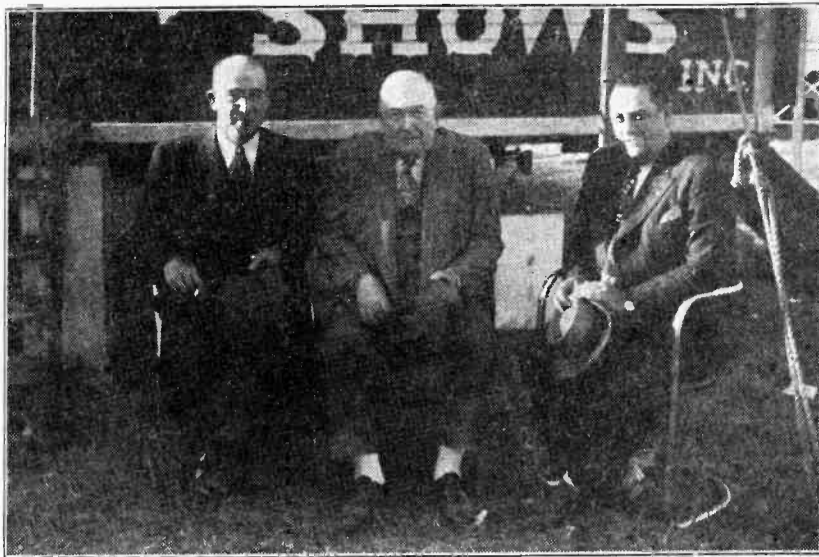
## RAS Tops Midway Gross at Nashville

KNOXVILLE, Tenn., Oct. 5.—Royal American Shows closed the stand at Tennessee Valley A. and I. Fair here on September 28 to an estimated 10 per cent increase in business over last year's figure. Elmer C. Velare, co-owner, reported. Lottie Mayer's Watercade chalked up an excellent week, profiting from fact it had pleased customers and had good press notices last year.

Royal Ice Palace Show, new here; Walter Kemp's Thrill Arena, and the Hawaiian Show were among other shows which did better-than-average business. Of a page of pictures on the fair run in the leading local newspaper on September 22, the day before opening, all but two photos were of midway attractions. Art work was placed by Edward A. Johnson, shows' press representative.

## Hale With Tom's Amusement

COSHOCTON, O., Oct. 5.—Tige Hale said here this week that his band had been signed by Tom's Amusement Company for southern fairs, opening in Georgia. Band's tour with Gooding Greater Shows this summer and the trek of Michigan and Ohio fairs with Jack Raum's Circus and Rodeo, together with the new contract, gives the unit 35 weeks of consecutive employment for the season, which ends the week before Christmas, Hale said.



PHOTOGRAPHED in front of the office wagon on Endy Bros.' Shows while discussing their various interests in outdoor show business at the 1940 Provincial Exhibition in Quebec City was this trio of leading showmen. Left to right, they are Frank R. Conklin, Conklin Shows; Joe Hughes, George A. Hamid, Inc., and David B. Endy, head of Endy Bros.' Shows, which provided the midway at the exhibition.

## Williams' 22-Week Trek Is Successful

NEW YORK, Oct. 5.—Ben Williams Shows wound up a successful 22-week season at the Mineola (N. Y.) Fair last Saturday and most of the equipment is being stored at the fairgrounds there. After attending to winter quarter details, Williams will take a vacation in the South. His daughter, Mildred, secretary-treasurer, will remain in their Long Island home. Movements of other personnel follow: Matthew J. Riley, general agent, to New York for the time being, then to Florida. Sid Goodwalt, manager of cookhouse, wintering in Miami, where he contemplates building new outfit. Ed Selman, lot foreman, in New York.

Jess Trout, general superintendent of lot, to tourist camp, Richmond, Va., with Mrs. Trout. Evelyn Howe, manager Monkey Circus, joined Art Lewis Shows for the remainder of the season. Hank Sy-low, manager Gang Busters, is lecturing in schools. Pop Kuntz, operator of side show, joined the James E. Strates Shows with Mrs. Kuntz.

Arthur King, Glamour Girls, back to Boston for the time being. K. C. McGary, Paradise Revue, came here, as did Lew Delmore, girl show. William Purchase, Funhouse, south for a few weeks; his wife to her home in New York.

Marion Berry, Eve Show, to Boston arranging for her son's schooling then store shows. M. B. (Doc) Rutherford, advance and publicity for the shows, will winter in Boston. Williams announced that he plans to emerge next year with

## Weather Hurts BG At Memphis Fair; Tupelo Start Okeh

TUPELO, Miss., Oct. 5.—Inclement weather on the first three days of the Mid-South Fair, Memphis, September 23-28, knifed attendance for Beckmann & Gerety Shows, which furnished the midway there, William B. Naylor, press representative reported here this week. A 50-cent gate, with no free acts, also was credited with holding down attendance. Shows remained over Sunday at fair's request and all shows and rides did fair in the afternoon, but night attendance was poor. A free gate and 25-cent grandstand fee prevailed for the extra day.

Shows pulled down early and arrived here Monday afternoon and all was ready for opening of Mississippi-Alabama Fair here, Tuesday at 10 a.m., when more than 20,000 school children paraded to the grounds from the new football stadium. Day business was good, but cool weather hampered night attendance. Wednesday night's business showed an increase however. J. C. McCaffery, general manager, Amusement Corporation of America, stopped over here on Sunday while en route to Shreveport, La.

Concessionaires presented Whitey Weis, head of the concession department, with a watch. Harry Dennis made the presentation. Memphis papers were liberal with space and gave shows good cooperation.

a modern array of rides, shows, and equipment, opening early in May.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Crossroads, La.  
Week ended Oct. 5, 1940.

Dear Editor:

For years Notes County Fair has been trying to operate under a no-midway policy. Due to the event being too dull and colorless, amusement seekers became fewer and fewer, with attendance falling off until it became a case of either closing the annual or reviving it with something other than a midway. Half of the fair board were dyed-in-the-wool farmers who could only see the farm side of life, while the other half was made up of business men who were used to the bright lights. During the last meeting of the board of directors, the city members held out for a midway, while, as usual, the farmer half still wanted to glamorize the show with 15 pigs. After many heated arguments, the board split and two separate fairs were promoted.

Hearing of the split, Ballyhoo Bros. contacted the renegade half and quickly cut themselves in. Both fairs were billed for the same week, with our billers taking the best of it. Our billing promised the natives that ours would be a fairless

fair without a grandstand or any exhibits, while the opposition billed itself as The Crossroads Funless Fair. On Sunday, after the train arrived and the erecting of attractions got under way, thousands of curious natives crowded the lot. Across the street from our lot the other event was as desolate as a cemetery. This proved to our competitors that our arrival alone was big news and big activity.

The show's employees hardly knew what to make of the event. Those who worked for a salary or a guarantee were satisfied, but not the concessionaires, who paid a higher rate for fair dates, and those who worked on a percentage basis, with the fair percentages paid being much less than at still dates. The entire midway split on the issue. Pete Ballyhoo, sage of the show, described the event as a fairless fair with much promotional value. This made the doings a cross between an anti-agricultural event and a gala celebration with nothing to celebrate.

On Tuesday both fairs opened with the pay boxes facing one another. Our

## Hilderbrand United Control to Arthur; New Title for 1941

SALT LAKE CITY, Oct. 5.—During Hilderbrand's United Shows' stand at Utah State Fair, which ended here on September 21, O. H. Hilderbrand, who booked his equipment in under the Monte Young Shows' banner, turned control of his organization over to Martin Arthur, of Arthur Bros.' Side Shows, who purchased it recently, said Walton de Pellaton, press representative. Altho Hilderbrand is still actively interested in the shows' activities, Arthur assumed control immediately and is now operator of the organization, which will continue under its present title until end of the season at Arizona State Fair, Phoenix, in November.

Arthur plans to take the shows out next season under his own title. All rides, trucks, and show paraphernalia were disposed of by Hilderbrand in the sale, but he retains his elephants, lions, and kleig lighting and sound system.

De Pellaton said he and Hilderbrand would go to Phoenix, Ariz., to open an office in connection with the fair there, while Manfred Stewart, John Hobday, and Delbert McCarty remain with Arthur and will continue with the shows until their arrival in Phoenix. General Agent Lucille King, having completed her work with the shows, left for Los Angeles, and George and Ruby Moran, special agents, assumed their duties and left for Prescott, Ariz.

After the shows' dates in Phoenix, Hilderbrand will return to Los Angeles to begin construction work on a circus which he plans to take out in 1941 under the title of Hilderbrand's Combined Circus.

## T. J. Tidwell Chalks Win at Iowa Park Fair

IOWA PARK, Tex., Oct. 5.—T. J. Tidwell Shows closed their stand at the 12th annual Wichita County Free Fair here last Saturday night to one of their most successful runs of the season. Big crowds prevailed the four nights of the fair, which drew more than 50,000 for the event, officials stated.

The Tidwell organization played here several years ago and were unprepared to handle the 1940 crowds when they arrived to care for a 1936 version. The midway was so crowded that it was difficult to work, and an almost hopeless task to take care of all patrons.

Mrs. R. E. Van Horn, fair manager, and fair board including T. Leo Moore, Dr. Gordon Clark, Kindel Paulk, Sidney Krings, Walter Taylor, Red Hill, and C. C. Hudson, co-operated.

amplifiers, band, and callope not only brought the crowd on our lot but blanked out the opposition entirely. But on Wednesday the fat stock parade knocked our receipts down 50 per cent from the day before. This called for a midway parade on Thursday. Truck after truck, carrying bands, girls in wardrobe, minstrel people, freaks, callopes, and talkers, made the main stem with a "Follow-the-parade-to-the-showgrounds. Big-free-react-on-arrival" announcement. Again the lot was packed. Our opposition then threw their gates open for a free event to kill the midway if possible.

On Friday the free gate was hurting our attendance to some extent, so we took our gate off. Now attendance was on a par. The tip walked from lot to lot, enjoying the exhibits and spending on the midway. Seeing the folly of the whole set-up and the loss of the midway earning power, our competitors came to talk it over. Here was a perfect fair, if we combined. Quickly a contract was drawn up between the two factions, the gates made into one, and Saturday both the midway and fair did capacity.

We have signed up to return next season. No use kidding each other that we are not essential to each other's success. Potatoes and hogs sell better by the bushel and pound on the market than on shelves and pens on a fair-ground, while shows, rides, and concessions need that early-morning rural business before the city folks come out at night. Fairs were made to order for shows and shows have made much profit for fairs. We can't all see it alike, but both need what the patrons like.

P. S.: The concessionaires paid three privileges during the week—still date, celebration, and fair scale, while the percentage people worked on the usual carnival arrangement (?).

MAJOR PRIVILEGE.

# Showmen Look Ahead; Figure "Forty" Better

(Continued from page 3)

in Winter Haven end of January. John Krinsky—De-Bunk Her: Three projects in mind, (1) a play on Broadway, (2) entertainment layout hooked up with an all-year ice rink, and (3) a tour with gal-throwing units. International Parachuting Company: Working on similar installations in Eastern amusement parks.

Charles L. Cagney—Cagney Bros.' Gimbel Trip Around the World: Will plug for miniature railroads of similar type.

William de L'Horbe Jr. — Flying Skooters: Going to Chicago for outdoor conventions, following which he'll resume field work as company rep in charge of sales, "if not caught in the draft." Also eying South America.

Harry Illions—Magic Carpet and Giant Ferris Wheels: Sales and operation in outdoor showbiz, picking up his interests in several parks. Rumor has Illions considering framing of own show.

R. E. Oviatt, Harry Bloom, etc.—Various device corporations operating Octopus, Coaster, Whip, etc.: Regular device business.

Clif Wilson—Live Monsters and Glass House: Miami for winter, operations with carnivals in season.

Joseph Drambour—Lucky Kick operator, also superintendent of Coaster: In business for himself as builder-operator of amusement devices.

Cy Bond—Dodgem: Promoting Dodgem's 1941 sales after claimed record of having more customers on Dodgem than any other WF device.

Frank Buck—Jungleland: Operating camp in Long Island, animal importations when international situation permits, also personal appearances in theaters.

William Rabkin—International Mutoscope Reel Company: Domestic game business, including Arcades, Sky Fighters, anti-aircraft machine guns, photomatics,

penny weighing scales. Says future operations may depend greatly "on the outcome of the Battle of Britain."

Maurice Piesen—Skee Rolle-Chime Ball and Ferris Wheel. No immediate plans.

Phillip Gelb—Why Do Show: Intends to produce a revue this winter.

Joe Dobish—Wall of Death: Seasonal operation of 'drome.

Richard M. Edwards—Hot and Cold, Plantation, and Honeymoon Cottage: Will engage in promotions.

Abraham Fox—Quick Finish Photos: Similar layouts in night clubs.

Dufour & Rogers—Rondevo Cafe, Nature's Mistakes, Palace of Wonders, Scroll of Life, Crimson Tower, age-scale stands (with Murray Goldberg), ball games, etc.: Most immediate concentration (Joe Rogers) is conversion of Jack Dempsey's restaurant into a popular-priced eatery.

Sam Minkin—Quick Finish Photos: Indoor operations in winter, fairs in season.

Michael Todd—Streets of Paris, Gay New Orleans, and Dancing Campus: Interested in Broadway productions, and appears definitely set to present a girl layout in connection with the Ringling circus, names to be emphasized.

Morris Ross—Newspaper Headlines: No immediate plans.

Irving Reiss—Popcorn: Promoting sale of used machines and working on new items in popcorn confections.

Charles Kawa—Frozen Custard, etc.: Amusement park next season.

Aleck G. Whitfield—Rheingold Inn and Aviation Grill: Will continue in restaurant field.

Thomas W. (Slim) Kelly—Associated with Dufour & Rogers in operation of Nature's Mistakes, Palace of Wonders, and two ball games: Independent showman with carnivals, as usual.

Bill Kaye—Graphologist: Booked with Al Shaffer's Highlights on road.

John A. Johnson—Builder of scores of structures at expo and interested in several projects, including Magic Carpet, Tally-Ho game, Fisherman's Paradise, etc.: Most likely an amusement park hook-up plus association with Harry Illions on road and fixed spots.

William McCloskey—Zorima Gardens: Similar layouts for theaters, night clubs, etc.

Betty and Benny Fox—Sky-dancing

free act for full season: Theaters and outdoors.

J. Gilbert Noon—Multiple shooting galleries: Similar enterprises on road and stationary spots.

Harry Hargrave—War museum and Whale Show: Back to Pacific Coast on ride and other operations.

Tom Wolfe—Glass Blowers of the World: Similar seasonal operations.

Frank Zambreno—Ripley's Odditorium: No plans reported.

## Showbiz Veterans

Hundreds of years of show business are represented on the midway. Experience sweepstakes has the Cagney Brothers as leaders, with nearly half a century's background. Not so far behind are Sam Minkin, with 38, and the young-old Al Shaffer, with 33. Cliff Wilson has been in it for 31 years and Harry Illions for 30. Slim Kelley's start goes back to 1911 and Joe Dobish's to 1913. In the approximate quarter-century class are Dick Edwards, Lew Dufour, and Harry Hargrave. With 20 years' experience are Bill Rabkin, Cy Bond, and Joe Drambour. Charles Kawa has 15, and Messrs. Krinsky, Gelb, and Piesen an even dozen. Bill de L'Horbe Jr. has a record of 11, and the 10-year olds are Aleck Whitfield and Morris Ross. Abe Fox, the quick-finish photog, goes way back to Coney Island history, but it's hard to figure Frank Buck, as his vet animal hunting adventures didn't reach authentic showbiz until modern times. Tom Wolfe doesn't say, but he's figured in the 25-30 bracket at minimum. Comparative newcomers are Sheridan, Larry Mott and Commander Strong, Zambreno, and Johnny Johnson. Associates in the Harry C. Baker device firm go back about 30 years.

## WORKERS' GROUPS' HELP

(Continued from page 3)

of the law. Some aliens have difficulty with the English language and do not fully understand the steps they must take to register. Others, who do not understand the law or its intent may have certain fears about it, and would need such assistance as the organizations to which they belong can give them. Inasmuch as an alien is subject to \$1,000 fine or six months' imprisonment if he does not register by December 26, it is important that non-citizens be made aware of the registration requirements in plenty of time to get the information called for in the registration questions and report to post offices for registration and fingerprinting.

The co-operation of many workers' groups with the Alien Registration Division has already been favorably noted in Washington.

As has been indicated by the President and officials of the Department of Justice, the Alien Registration Act of 1940 represents no change of policy toward the non-citizen in this country. He retains all of his rights and privileges as an American resident.

Some persons are in doubt as to whether they are citizens. By consulting the official regulations and instructions on alien registration available at all post offices or from the Alien Registration Division, such doubt, in most cases, can be removed.

Workers' organizations can help their non-citizen members by publicizing the requirements of the Alien Registration Act in their meetings and on their bulletin boards. In this connection use might be made of the specimen or sample registration blank, which is available at all post offices, or which may be obtained from the Alien Registration Division.

## ROUTES

(Continued from page 22)

- Rando, Barbara (Pinto's) NYC, nc.
- Raquel & Tarrisa (La Conga) Hollywood, nc.
- Readinger Twins (Capitol) Washington, D.C., t.
- Reardon, Caspar (Ruban Bleu) NYC, nc.
- Reisman, Leo, & Orch. (State) NYC, t.
- Reise & Nari (Swiss Castle) Milford, Conn., nc.
- Reyes, Raul & Eva (Beachcomber) NYC, nc.
- Reynolds, Helen, Girls (Towne Club) Boston, nc.
- Rhodes, Carole (Coo Rouge) NYC, nc.
- Rhythm Rockets (Capitol) Washington, D.C., t.
- Ricardo, Don (Bismarck) Chi, h.
- Rice, Don (State) NYC, t.
- Richards, Danny (Deauville Inn) Detroit, nc.
- Richman, Harry (Ben Marden's Riviera) Fort Lee, N. J., nc.
- Ringo & Harris (100 Club) Sioux City, Ia., nc.
- Rios, Rosita (La Conga) NYC, nc.
- Roberts & White (Pal.) Cleveland, t.
- Roberts, Robert (Park Central) NYC, h.
- Rodeo Ramblers (Rondevo) World's Fair, NYC, re.
- Roecker, Edward (Earle) Washington, D. C. t.
- Rollickers Trio (Erie Press Club) Erie, Pa., nc.
- Rooney, Pat (Diamond Horseshoe) NYC, nc.
- Rosario & Antonio (Waldorf-Astoria) NYC, h.
- Ross Sisters (Famous Door) NYC, nc.
- Rossillanos, The (Village Barn) NYC, nc.
- Royce, Rosita (Little Rathskeller) Phila, nc.

Russell, Slim: Natchitoches, La.

Ryans, Three (Colosimo's) Chi, nc.

St. Clair & Day (Edgewater Beach) Chi, h.

Samuels Bros. & Vivian (37 Club) Columbus, O., nc.

Samuels, Al (Primrose) Newport, Ky., cc.

Santos & Elvira (Club Nomad) Atlantic City, nc.

Sawyer, Sallie (Wappner's Wonder Bar) Mansfield, O., nc.

Scott, Dotie (Old Harbor House) Boston, nc.

Seller Bros. (Ohio Villa) Cleveland, nc.

Selwyn & Josie (Cappy's) North Easton, Mass., to.

Setz, Val (Astor) NYC, h.

Sharon, Nita (Keyhole Bar) Chi, nc.

Shaver, Buster (Atlantico) Rio de Janeiro, nc.

Shayne, Betty (606) Chi, nc.

Sherman Bros. & Tessie (Hofbrau) Lawrence, Mass., nc.

Sherman, Muriel (Cocoanut Grove) Boston, nc.

Shore, Willie (Hi Hat) Chi, nc.

Siegel, Irving (Townsend) Marshfield, Wis., b.

Sillman, June (Brevoort) NYC, h.

Silva, Myrta (Gauch) NYC, nc.

Smith, Maxine (The Lobby) Juarez, Mex., nc.

Smith, Betty Jane (Roxy) NYC, t.

Spear, Harry (Latin Quarter) Boston, nc.

Stewart, Austin (Cat & Fiddle) Cincinnati, nc.

Stone & Victor (Kibby's) Baltimore, nc.

Stone, Charles & Helen (Tower) Kansas City, Mo., t.

Stooges, Three (Paramount) NYC, t.

Storm, June (Ambassador West) Chi, h.

Stump & Stumpy (Orpheum) Omaha, t.

Swanee, Frank (Lexington Casino) Phila, nc.

Sylvio & Melba (Beachcomber) Boston, nc.

Tana (Ruban Bleu) NYC, nc.

Taylor, Jeanne (Zinck's Log Cabin) Atlantic City, nc.

Tell Sisters (Roosevelt) New Orleans, h.

Thompson, Aineen Aileen (St. Mortiz) NYC, h.

Tiebor's Seals (Capitol) Washington, D. C., t.

Titan Trio (Urca) Rio de Janeiro, nc.

Tonya (Primrose) Newport, Ky., cc.

Toy & Wing (Atlantico) Rio de Janeiro, nc.

Triesault, Ivan (Music Hall) NYC, t.

Trixie (Palmer House) Chi, h.

Tucker, Sophie (Riviera) Fort Lee, N. J., nc.

Tufts, Sonny (Belmont Plaza) NYC, h.

Twins & Bob, The (Schlitz Palm Garden) World's Fair, NYC, re.

Valentine, Cleo (Club Nomad) Atlantic City, nc.

Valley & Lynne (Jimmie's) Miami, nc.

Vanderbilt Boys (Pal.) Cleveland, t.

Vaughn, Grace (Brevoort) NYC, h.

Venuta, Benay (State) NYC, t.

Vernon, Wally (La Conga) Hollywood, Calif., nc.

Vincent, Romo (Hurricane) NYC, nc.

Virgil, Magician: Walla Walla, Wash., 9;

Lewiston, Idaho, 10; Palouse, Wash., 11;

Spirit Lake, Idaho, 14; Spokane, Wash., 15;

Ritzville 16; Grandview 17; Toppenish 18.

Vogue, Charlotte, & Count Boris (Leon & Eddie's) NYC, nc.

Von Dell, Cecil (606) Chi, nc.

Walker, Georgie (Glen Park Casino) Williamsville, N. Y., nc.

Wells, Billy (Weber's Hofbrau) Phila, nc.

West, Buster, & Lucille Page (Chicago) Chi, t.

Whalen, Jackie (Two-Four) Phila, nc.

White, Jerry (New Yorker) NYC, h.

Wilbert, Raymond (Strand) NYC, t.

Wood, Barry (Roxy) NYC, t.

Wood, Eleanor (Park Central) NYC, h.

Woods & Bray (Jefferson) St. Louis, h.

Woods, Laurie (Sawdust Trail) NYC, nc.

Woodward Sisters (Park Central) NYC, h.

Wyman, Frances (Primrose) Newport, Ky., cc.

Wynn, Nan (Ambassador East) Chi, h.

Yost's, Ben, New Yorkers (Roxy) NYC, t.

Zorn, Vaida (Cat & Fiddle) Cincinnati, nc.

Zurke, Bob (Ambassador East) Chi, h.

## GRAND-STAND AND FREE ATTRACTIONS

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

- Bogash & Bardine: (Fair) Salisbury, N. C.;
- (Fair) Greensboro 14-19.
- Christy Circus Unit: (Fair) Danbury, Conn.;
- (Indoor Circus) Providence, R. I., 14-19.
- Crazy Ray and His Calliope: New Orleans, La.
- Cooke & Cooke: (Fair) Weldon, N. C.;
- (Fair) Angler 14-19.
- Dayton, Joe & Eddie: (Fair) Dallas, Tex., 5-20.
- Fisher's, Bob, Fearless Flyers: (Fair) Blakely, Ga.;
- (Fair) Nashville 14-19.
- Kays, Sensational: Lancaster, S. C.
- Lorenzo, Paul, & Vicki: Monticello, Ind.
- LaTona Troupe: (Fair) Senath, Mo.
- Romas, Flying: (Fair) Luverne, Ala.;
- (Fair) Ozark 14-19.
- Sailors, Four Crazy: (Fair) Salisbury, N. C.;
- (Fair) Greensboro 14-19.
- Zolar, Ruth & Eddie: Camden, S. C.

## MISCELLANEOUS

Coronado Entrada Pageant: Las Cruces, N. M., 11-13.

Original Floating Theater: Rock Hall, Md., 7-12.

## CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: (Fair) Natchitoches, La.
- All-American Expo.: Paris, Ark.
- All-American Shows: Hollis, Okla.
- Anderson-Srader: Kingman, Kan.
- Antique Am. Co.: Ray City, Ga.
- Atlas: (Colored Fair) Huntingdon, Tenn.
- B. & H. Am. Co.: Lamar, S. C.
- Bantley's All-American: Morganton, N. C.;
- Lancaster, S. C., 14-19.
- Barfield's Cosmopolitan: (Fair) Fayetteville, Ga.;
- (Fair) Dublin 14-19.
- Barker: Parma, Mo.
- Baysinger, Al: Holland, Mo.

## ZACCHINI BROS.' SHOWS

WANT FOR JOHNSTON COUNTY FAIR, SMITHFIELD, N. C., OCTOBER 14TH TO 19TH

All Concessions open except Cookhouse, Bingo, Popcorn, Candied Apples, Snow. Can use Wheels, Grind Stores, Photo Gallery, Concessions of all kinds. Shows with own outfits not conflicting. All those booking now will have preference in all of our fairs. This show is booked solid until November 11th with 10 Florida Fairs. Address all communications to Fair Grounds, Louisburg, N. C., this week; then Smithfield.

## TWENTY-FIFTH ANNIVERSARY

## GOLDEN BELT FAIR

HENDERSON, NORTH CAROLINA, WEEK OCTOBER 14

Want legitimate Stock Concessions and all Eating and Drinking Stands. Want Colored Performers. Grind Shows with own equipment. All address

## CETLIN & WILSON SHOWS

Albemarle, N. C., this week.

## BARNEY TASSELL UNIT SHOWS WANT

Rides, Shows, Concessions, week Oct. 14th, Lynchburg, Va., Six-County Colored Fair; week Oct. 21st, Brookneal, Va., Tobacco Festival; week Nov. 4th, Nassau County Fair, Fernandino, Fla. P.S.: This is only show that will play these Fairs. No other show ahead of it. Write, wire this week, Durham, N. C., County Colored Fair.

## JOHN R. WARD SHOWS WANT

Minstrel Show Comedians, fast-stepping Girls, Musicians, office salaries. Out all winter. Talker and Girls for Dancing Show and Posing Show. Manager for Snake Show. Place all Stock Concessions, Penny Arcade. Want Tilt-a-Whirl Foreman and capable Ride Help; drive semis, trucks. Jonesboro, La., Fair this week.

## ROYAL EXPOSITION SHOWS

Mt. Carmel Negro Fair, Owings, S. C., week Oct. 14 to 19; Bishop Community School Fair, Bishop, Ga., week Oct. 21-26, with Fairs until Thanksgiving week. Want Concessions of all kinds except Bingo, Custard and Popcorn. Shows: Want a good organized Minstrel Show with or without outfit. Especially want Colored Girls for Girl Show at Mt. Carmel. Also want 10-in-1 with own outfit and transportation, Monkey Show, Big Snake, or what have you? E. C. Evans, can use your Arcade and Concessions. Come on. Please pay your wires, we pay ours. Address this week: H. B. ROYAL, Manager, Ware Shoals, S. C.; then as per route.



"TENTS—BANNERS"
NEW TENTS
USED TENTS
NEW BANNERS
USED BANNERS
MAY WE SERVE
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BAKER-LOCKWOOD
603 Hardesty, KANSAS CITY, MO.
America's Big Tent House

J. F. Sparks Shows
WANT

Legitimate Concessions and complete
Girl Show or will furnish complete Out-
fit for Center, Alabama, Fair, October
14 to 19. Ononta, Hartselle and
Albertville Fairs to follow. Replies
to Cullman, Alabama.

HUGHEY & GENTSCH
SHOWS

WANT for Fair at Belzoni, Miss., Oct. 14th to
19th, and several more good dates in the
Mississippi Delta. Want Side Show. Will fur-
nish 80-ft. Top and Front. Want legitimate
Stock Concessions. Also can place a few capable
Concession Agents. Want Help for Rides. Want
Musicians and Performers for Colored Minstrel;
enlarging for one-night-stand show. Address:
Gloster, Miss., this week; then Belzoni.

WANTED

For Taylor County Fair, Butler, Ga., Oct. 7-12;
Marion County Fair, Buena Vista, Ga., Oct.
14-19; Turner County Fair, Ashburn, Ga., Oct.
21-26. Shows with or without outfits, Fun
House Operator, Place Corn Game, Diggers,
Fish Pond, any Stock Concessions, Ride Help.
Out until Xmas. All wire

BILL FRANKS AS PER ROUTE.

Franks Greater Shows

SHOWS, RIDES AND
CONCESSIONS

We have room for a few more. All
fairs. No racket.

Southern States Shows

Blakely, Georgia, this week;
Nashville, Georgia, next.

WORLD OF FUN SHOWS
WANT

For three of the best Colored Fairs in the South,
York, S. C., Oct. 14 to 19; Greenville, S. C., Oct.
21 to 26; Augusta, Ga., Oct. 28 to Nov. 2, legiti-
mate Concessions of all kinds except Bingo, Fish
Pond, Cook House, Grind Shows with own outfits.
Good spots for Minstrel Show, Pearl Shields, answer.
WORLD OF FUN SHOWS
Durham, N. C., this week

BURDICK'S ALL-TEXAS
SHOWS

Want Concessions of all kinds, reasonable privilege.
Independent Shows, 25 per cent. Place Kid Rides,
Loop or Roll-o-Plane for Little World's Fair, York-
town, Texas, Oct. 14-19. Out till Xmas.
San Marcos, Tex., this week

CARNIVAL WANTED

B. P. D. Elks' Spalding County Farmers' Fair
and Expo.
Griffin, Ga., week November Fourth.
Want Demonstrators for Exhibit Halls. Address:
SECRETARY, Elks' County Fair, P. O. Box 5000,
Griffin, Ga.
P.S.: Can change date if necessary.

PARADISE SHOWS WANT

For following Fairs: Marked Tree, Ark., Fair this
week; West Memphis, Ark., next. Concessions all
open. No exclusive. Ten-in-One or Five-in-One.
Have complete frame-up. Want experienced Man
for No. 12 Eli Wheel. Wire for space. don't write.
Out all winter.

AT LIBERTY

For southern route, 5 Rides or any part of same,
Wheel, Kiddie Auto, Whip, Loop-o-Plane and
Smith & Smith Chairplane. Address:
TIM NOLAN
617 Whitehorse Ave., Columbus, Ohio
P.S.: J. C. Roberts, notice.

Beckmann & Gerety: Columbus, Ga. (Fair)
Blue Ribbon: (Fair) La Grange, Ga.; (Fair)
Albany 14-19.
Bortz: Bernie, Mo.
Brown Family Rides: Soperton, Ga.
Buck, O. C.: Frederick, Md., 7-11.
Buckeye State: (Fair) Cleveland, Miss.
Bullock Am. Co.: St. Matthews, S. C.; (Fair)
Saluda 14-19.
Burdick's All-Texas: (Fair) San Marcos, Tex.;
(Fair) Yorktown 14-19.
Burke, Harry: (Fair) Marksville, La.
Burke, Frank: Artesia, N. M.
Byers Bros., No. 1: Parkin, Ark.
Byers Bros., No. 2: Caraway, Ark.
Central Am. Co.: (Fair) Gibson, Ga.; (Fair)
Elberton 14-19.
Central States: Alva, Okla.
Cetlin & Wilson: (Fair) Albemarle, N. C.;
(Fair) Henderson 14-19.
Clark's Greater: Delano, Calif., 13-20.
Colley, J. J.: Foreman, Ark.
Cotton Carnival: Steele, Mo.
Crafts 20 Big: Oxnard, Calif., 8-13.
Crescent Am. Co.: (Fair) Central, S. C.;
(Fair) Milton, Fla., 14-19.
Crystal Expo.: (Fair) Pageland, S. C.; (Fair)
Carthage, N. C., 14-19.
Cudney Border State: (Fair) Pearsall, Tex.;
(Fair) Tomball 14-19.
Cumberland Valley: (Fair) La Fayette, Ga.;
(Fair) Summerville 14-19.
Dailey Bros.: Erick, Okla.
Davis & Parrott: (Fair) Liberty, N. C.; (Fair)
East Bend 14-19.
Dixie Belle: Mayfield, Ky.
Dodson's World's Fair: (Fair) Spartanburg,
S. C.; (Fair) Macon, Ga., 14-19.
Down East Attrs.: (Fair) Orangeburg, S. C.,
8-11; (Fair) Batesburg 14-19.
Dudley, D. S.: (Fair) Breckenridge, Tex.;
Littlefield 14-19.
Elite Expo.: Henryetta, Okla.
Empire Am. Co.: Floresville, Tex., 7-10.
Endy Bros' Expo.: Washington, N. C.; Green-
ville 14-19.
Evangeline: (Fair) Plain Dealing, La.
Falls City: (Poplar Level Road) Louisville, Ky.
Fairly & Little: San Augustine, Tex.; Crockett
14-19.
Fleming, Mad Cody: (Fair) Cumming, Ga.;
(Fair) Jefferson 14-19.
Florida Expo.: (Fair) Greenwood, S. C.; (Fair)
Salley 14-19.
Franks Greater: (Fair) Butler, Ga.; (Fair)
Buena Vista 14-19.
Frisk Greater: (Fair) Hamburg, Ark.; (Fair)
Warren 15-19.
Funland: (Fair) Woodland, N. C.; (Fair)
Edenton 14-19.
Fuzzell's United: (Fair) Rison, Ark.
Gibbs, W. A.: Winfield, Kan.
Gold Medal: (Fair) Enterprise, Ala.
Goodman Wonder: Abilene, Tex.; (Fair)
Waco 18-27.
Grady, Kellie: (Fair) Athens, Ala.; (Fair)
Red Bay 14-19.
Great Bright Way: Mullins, S. C.
Great Lakes Expo.: (Fair) Luverne, Ala.;
(Fair) Ozark 14-19.
Great Southern: (Fair) Senath, Mo.; (Fair)
E. Prairie 14-19.
Greater United: Rosenberg, Tex.
Groves: Gideon, Mo.
Happy Attrs.: Roseville, O.
Hennies Bros.: North Little Rock, Ark.
Henry, Lew, & Clyde's United: (Colored Fair)
Lynchburg, Va.; (Colored Fair) Ahsokie,
N. C., 15-19.
Heth, L. J.: Milledgeville, Ga.; (Fair) Coving-
ton 14-19.
Hilderbrand's United: Superior, Ariz.
Hottle, Buff: Farmersville, La.; Ruston 14-19.
Hughes & Gentsch: Gloster, Miss.; Belzoni
14-19.
Hurst, Bob: (Fair) New Boston, Tex., 14-19.
Hyde, Eric B.: Lawrenceville, Va.
Ideal Expo.: Weldon, N. C.
Imperial: Moberly, Mo.; Barry, Ill., 14-19.
Jackson Am. Co.: Orangeburg, S. C.; Bates-
burg 14-19.
Jones, Johnny J., Expo.: (Fair) Danville, Va.;
(Fair) Greensboro, N. C., 14-19.
Joyland: Hanford, Calif.; (Fair) Marysville
15-20.
Kaus, W. C. (Fair) Winston-Salem, N. C.;
(Fair) Angier 14-19.
Kaus Expo.: (Fair) Chase City, Va., 8-11;
(Fair) Goldsboro, N. C., 14-19.
Keystone Modern: (Colored Fair) Atlanta, Ga.
Landes, Malden, Mo.
Lang's, Dee, Famous: (Fair) Lufkin, Tex.;
(Fair) Center 14-19.
Lawrence Greater: (Fair) Camden, S. C.;
(Fair) Aiken 14-19.
Lewis, Art: Salisbury, N. C.
Mac's Caravan: Cherry Valley, Ark.
Mack's: (Fair) Monroe, N. C.; (Fair) South
Boston, Va., 14-19.
Mighty Monarch: (Fair) Bayboro, N. C.;
(Fair) Bamberg, S. C., 14-19.
Miller Bros.: (Fair) Warrenton, N. C.
Miller Am.: (Fair) Jonesboro, La.; (Fair)
Mt. Hermon 14-16; Thomastown 17-18.
Nail, C. W.: (Fair) Olla, La.; Winnboro 14-
19.
Nye's Four Star: North Tazewell, Va.
Oklahoma Ranch: (Fair) Pond Creek, Okla.;
(Fair) Mooreland 16-19.
Ozark Am.: Booneville, Ark.; Mulberry 14-19.
Page, J. J.: (Fair) Cherokee, N. C.; (Fair)
Lawrenceville, Ga., 14-19.
Paradise: Marked Tree, Ark.; West Memphis
14-19.
Park Am. Co.: (Fair) De Ridder, La.; (Fair)
Many 14-19.
Parker United: (Fair) Bloomfield, Mo.
Patrick's Greater: Spokane, Wash., 7-19.
Peach State: Riceboro, Ga.
Pearson: Findlay, Ill.
Prel's World's Fair: Beaufort, N. C.
Reading's Friendship and Scotts Hill, Tenn.;
(Colored Fair) Brownsville 14-19.
Reynolds & Wells: Teague, Tex.
Rogers Greater: Obion, Tenn.
Rogers & Powell: (Fair) Macon, Miss.; (Fair)
Forest 14-19.
Royal American: (Fair) Jackson, Miss.
Royal Expo.: Ware Shoals, S. C.; (Fair)
Owings 14-19.
Rubin & Cherry Expo.: (Fair) Dallas, Tex.,
5-20.
Santa Fe: Quitman, Tex.
Scott Bros.: Vidalia, Ga.; Swainsboro 14-19.
Shugart, Doc: Enloe, Tex.
Smith Bros.: Boswell, Okla.
Smith's Greater Atlantic: Farmville, N. C.
Snapp Greater: W. Monroe, La.; Eunice 16-20.
Southern Attrs.: Flemington, Ga.
Southern State: Blakely, Ga.; Nashville 14-19.
Southern United: (Fair) Geneseo, Kan., 9-14.

Sparks, J. F.: (Fair) Cullman, Ala.; (Fair)
Center 14-19.
Strates, James E.: (Fair) Gastonia, N. C.;
(Fair) Sumter, S. C., 14-19.
Steffens Superior: (Fair) Del Mar, Calif., 5-13;
Rosemead 16-19.
Stritch, Ed: (Fair) Giddings, Tex.; San
Marcos 14-19.
Tassell, Barney: (Fair) Durham, N. C.; (Fair)
Lynchburg, Va., 14-19.
Texas Expo.: (Fair) Pittsburg, Tex., also
(Oil Show) Kilgore, Tex., 7-12.
Texas Kidd: McGregory, Tex.
Texas Longhorn: Vernon, Tex.
Tidwell, T. J.: (Fair) Lamesa, Tex.
Tip Top: Fillmore, Calif.
Tom's Am. Co.: Fort Gaines, Ga.; (Fair) Col-
quitt 14-19.
Wallace Bros.: (Fair) Waynesboro, Miss.;
(Colored Fair) Jackson 14-19.
Ward, John R.: Jonesboro, La.
West Coast Am. Co.: (Fiesta) San Francisco,
Calif., 7-13; Emeryville 14-20.
West, W. E., No. 2: Lincoln, Ark.
West's World's Wonder: (Fair) Attalla, Ala.;
(Fair) Alexander City 14-19.
Wilson: Astoria, Ill., 10.
Wolfe Am.: Crawford, Ga.; Walhalla, S. C.,
14-19.
World of Fun: (Colored Fair) Durham, N. C.;
(Colored Fair) York, S. C., 14-19.
World of Mirth: Raleigh, N. C.
World's Fair Shows & Coe Bros.' Circus: Las
Vegas, N. M.
Zacchini Bros.: (Fair) Louisburg, N. C.;
(Fair) Smithfield 14-19.
Zimdars Greater: (Fair) Van Buren, Ark.;
(Fair) Danville 14-19.

CIRCUS

Anderson, Bud E.: De Witt, Ark., 9; Stuttgart
10; Fordyce 11.
Bell Bros.: Indianhead, Md., 8; Marbury 9;
Nanjemoy 10.
Cole Bros.: Santa Monica, Calif., 8; Ingle-
wood 9; North Hollywood 10; Huntington
Park 11; Long Beach 12-13; Pasadena 14; San
Bernardino 15; Riverside 16; Pomona 17; Santa
Ana 18; San Diego 19-20.
Fred's Kiddie Circus: (Lincoln Theater) New
Martinsville, W. Va., 12.
Miller Bros.: Moberly, Mo., 10-11.
Orange Bros.: Lawn, Tex., 8; Tuscola 9; Syl-
vester 10; McCaulley 11; Lueders 12.
Polack Bros.: (Auditorium) Pueblo, Colo.,
14-19.
Ringling Bros. and Barnum & Bailey: Galves-
ton, Tex., 8; Beaumont 9; Alexandria, La.,
10; Baton Rouge 11; New Orleans 12-13;
Mobile, Ala., 14; Montgomery 15; Birming-
ham 16; Columbus, Ga., 17; Chattanooga,
Tenn., 18; Knoxville 19.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Blythe, Billy, Players: West Burke, Vt., 7-12.
Breed, Dick: (Penguin Hotel) Nahant, Mass.,
7-12.
Brown, Red: (Gay Paree) Dallas 7-12.
Craig Bros.' Show: East Otto, N. Y., 7-12.
Daniel, Magician: Pocatontos, Ark., 7-12.
Delahanty Sisters: (Torch Bar) Youngstown,
O., 7-12.
Fishers, Flying: Luverne, Ala., 7-12; Ozark
14-19.
Girls Friends, Six: (Club Morocco) Detroit
7-12.
Heckler, Jack: (Phillips Hotel) Kansas City,
Mo., 7-12.
McNally's Variety Show: Huntington Center,
Vt., 7-12.
Playland, Helen and Dick John's: Coshocton,
O., 7-12; Circleville 16-19.
Raum, Jack, Circus & Thrill Show: Tipton,
Ind., 7-12.
Tip Top Girls: (Club 76) Battle Creek, Mich.,
7-12.

CHENILLE SPREADS

Best WHEEL Item
of the Year

From \$1.35 To \$10.00

WISCONSIN DELUXE CORPORATION
902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

MIGHTY MONARCH SHOWS WANT

For Bamberg County Fair, Bamberg, South Carolina, week October 14 to 19, Concessions of all kinds.
No exclusive. Want Roll-o-Plane, Ride-o-Pony, Ride and Silver Streak. Shows of merit, also Motor
Drome. Our Florida Fair season starts with Alachua County Fair, Gainesville, Florida. In answer
to many inquiries: Yes, we play the Kingdom of the Sun Fair at Ocala, Florida, and all choice Florida
Fairs all winter. We boast of best route in Florida. All address:
N. P. ROLAND and GEORGE GOFFAS, Pamlico County Fair, Bayboro, N. C., this week.

FAIRS FAIRS
SCOTT BROS.' SHOWS

Best County Fairs in Georgia. Crops Good.
Want Kiddie Rides, Grind Shows, Musicians and Performers. Out until Xmas. Ride Help,
Truck Drivers, come on Swainsboro Fair, week Oct. 14; Eastman Fair, week Oct. 21;
Vidalia, Ga., this week. Want Cook House; join Swainsboro.

FAIRS FAIRS
CRYSTAL EXPOSITION SHOWS

Want for the following Fairs: Moore County Fair, CARTHAGE, N. C., next week, Oct. 14 to 19;
Marion County Fair, Marion, S. C., Oct. 21 to 26; Colleton County Fair, Walterboro, S. C., Oct.
28 to Nov. 2; Dorchester County Fair, St. George, S. C., Nov. 4 to 9; Brunswick, Ga., Nov. 11 to 16.
Want legitimate Concessions that work for stock. Fish Pond, Pitch Till You Win, Bowling Alley, Ball
Games, Scales. Good proposition for Shows not conflicting. Want for Circus Side — Working
Acts, Magic, Man and Wife for Sword Box and Ticket Seller. Want Ride Men and Mechanic.
Salary sure. Billy wants Cook that can stay sober. Address all mail and wires
PAGELAND, S. C. (FAIR) THIS WEEK.

GM DIESEL
LIGHT PLANTS



Constant
Money Savers!
Cost Less Than 1c
Per K.W. Hr. To
Operate
CALL—WIRE—
WRITE TODAY!

J. W. (Diesel) Clements
Southern Power Division of
LEWIS SUPPLY CO.
477 S. Main, Memphis, Tenn.
(Phone: 5-2733)

CONCESSION MERCHANDISE

Exclusive, unusual items with real
sales value and eye appeal for
PARKS, CIRCUS, CARNIVAL, FAIR
trade. When writing for catalog, state business.
TIPP NOVELTY CO., TIPP CITY, OHIO

NOW—1941

MODEL TRUCKS & PASSENGER CARS
Available for Immediate Delivery
Originators of the Showman's Finance Plan
WRITE WITH CHAS. T. GOSS
STANDARD CHEVROLET CO.
East St. Louis, Ill.

INSURANCE

Charles A. Lenz

"Showman's Insurance Man"

A738 Insurance Exchange. CHICAGO

WANTED

Calliope—Tangley

Good condition. Complete with DC Motor. Write
BOX D-98, The Billboard, Cincinnati, O.

CARNIVAL WANTED
LAMAR COUNTY FAIR

Barnesville, Ga., Week October 28.

M. J. WALKER, Secy. Box 182, Barnesville, Ga.
CAN CHANGE DATE IF NECESSARY.

Will Book Girl Show

with or without own frame up. Want organized
Minstrel, Monkey Show or any Show not con-
flicting. Want Agent for Coupon Bowling Alley.
Will book Juice and Grab, Mitt Camp or Con-
cessions not conflicting. Rison, Arkansas, Fair
this week; then Malvern Fair.

Fuzzell's United Shows

## IDEAL EXPOSITION SHOWS, INC.

AMERICA'S BEST AMUSEMENTS

Week of October 14-19, Great Coastal Fair, Wilmington, N. C.  
Week of October 21-26, Clinton, N. C., Fair.  
Two of the best fairs in North Carolina.

Shipyards working to capacity in Wilmington.

Can place Colored Minstrel Show, Side Show and any other good Attractions.

Will book all Wheels, Grind Stores, Palmistry, Glass Store, Penny Pitch, Eating Stands and Soft Drinks. Will sell exclusive on Scales and Novelties. All Concessions open except Bingo.

Write or wire WM. GLICK, Mgr., this week, Weldon, N. C., Fair.

## CONCESSIONS WANTED FOR THE GREAT COASTAL FAIR

Largest Fair in Eastern North Carolina

WILMINGTON, N. C., WEEK OCTOBER 14 TO 19

This is a six-county fair. Best crops and conditions in years. Twenty thousand tickets now sold. Automobile being given away free. Advertised for seventy-five miles. Can place Concessions of all kinds. Real opportunity for Photos, Lead Gallery, Scales, Guess-Your-Age, Penny Pitches, Palmistry, Novelties, Wheel, Grind Concessions, Eats and Drinks, Candy Apples. Good locations for Pitchmen and Demonstrators, Peelers, Juice Extractors, Jewelry, Pens, etc. Decorator for Streets and Store Fronts with equipment. Address replies to WM. A. PESCHAU, Secretary-Treasurer, Great Coastal Fair, 125 Princess Street, Wilmington, North Carolina.

## AVAILABLE FOR WINTER EXHIBITIONS

Clif Wilson's

## 20 MONSTER PYTHONS

Measuring from 15 to 30 feet.

All these pythons were exhibited at New York and San Francisco World's Fairs.

Address CLIF WILSON

Paramount Hotel, New York City, Until Oct. 29; Then 4646 Pine Tree Drive, Miami Beach, Fla.

## WANTED --- L. J. HETH SHOWS --- WANTED

SHOWS—Organized Side Show with or without outfit. Illusion Show, Snake Show, Geek Show or any other Show not conflicting.  
Musicians and Performers for Minstrel Show. Salary out of office. Experienced Ride Help wanted.  
CONCESSIONS—All Concessions open except Cookhouse and Corn Game.  
For Newton County Fair, Covington, Ga., week Oct. 14; Pulaski County Fair, Hawkinsville, Ga., week Oct. 21; Sumter County Fair, Americus, Ga., week Oct. 28. Address all inquiries to L. J. HETH SHOWS, Middle Georgia Fair, Milledgeville, Ga., this week.

## TOM'S AMUSEMENT COMPANY, INC., WANTS

For Colquitt, Georgia, Fair, Oct. 14-21; also Decatur County Fair and Livestock Exposition, Oct. 21-28, Bainbridge, Georgia; Sylvester, Qultman, Moultrie to follow; others pending. Playing Bainbridge in City Park, center of city. Few more Grind Shows and legitimate Concessions. Want one more outstanding Free Act for Bainbridge.

TOM E. RICH, Fort Gaines, Georgia; then as per route The Billboard.

## KAUS EXPOSITION SHOWS, INC., WANTS

FOR WEEK OCT. 14TH, GOLDSBORO, N. C., FAIR, AND BALANCE OF SEASON: LEGITIMATE CONCESSIONS OF ALL KIND OPEN EXCEPT BINGO. EAT AND DRINK STANDS, SCALES, GUESS YOUR AGE, ETC. RIDE HELP IN ALL DEPARTMENTS.  
ALL ADDRESS: A. J. KAUS, MANAGER, CHASE CITY, VA., FAIR THIS WEEK; GOLDSBORO, N. C., NEXT WEEK.

## LEW HENRY AND CLYDE UNITED SHOWS WANT

For Ahoskie, N. C., Colored Fair, week of Oct. 14-18, and Suffolk, Va., Colored Fair to follow, Concessions of all kinds except Bingo and any money-getting Show with or without own outfits. Address: LEW HENRY or GEORGE C. SMITH, Ahoskie, N. C., after Wednesday.

## W. C. KAUS SHOWS, INC.

WANTS FOR ANGIER, N. C., FAIR, FOLLOWING THAT DILLON, S. C., FAIR

Open to all legitimate Concessions and Stock Wheels. Eating and Drink Stands, Diggers, Shooting Gallery and Palmistry. Novelties and Guess-Your-Weight or Age Scales. Very low percentage to Shows with own outfits. Can use complete Ten-in-One with or without own outfit. Write or wire W. C. KAUS, MANAGER, WINSTON-SALEM, N. C.

## FLUSHING FRONT

(Continued from page 30)

Progress of 1933 in Chicago—a village which was tremendously successful that year and the next. Potie returned to Brussels and the exposition there in 1935, but came here again for the Cleveland Great Lakes expo. A year or so before the Flushing Fair opened he was negotiating for a Belgian Village, but these plans never materialized.

According to this column's informant, Potie, accompanied by his wife and their small child, fled Brussels during the German invasion of that small country. A councilman from his section of the city, he left a new home which he had built not long before. During his dash for safety he and his family went thru a series of bombardments while traveling in their car thru France and Spain, thence to Portugal. It is reported that he was bringing the car with him to show the effect of the bombardment.

Potie has been in the expo business in all parts of Europe. He will be a welcome sight at the fair here.

Visitors Parade. . . . Bill Schmidt, Riverview Park, Chicago. Appeared interested in purchase of transformers. . . . Louie Fox, of Revere Beach, Mass. . . . Clyde Beatty, who o.o.'ed Buck's Jungland. . . . Benjamin Krasner, Lakeside Park, Denver, who bought a Whip in Coney from Mangels and looked over the expo's Flying Skooter. Was also set to complete a deal for some of the fair's park benches. . . . Squire Riley, of Ben Williams Shows, chewing the rag in Rondevoov with Clif Wilson and Slim Kelley. . . . Ben Williams himself, dining in Ballantine's, being strictly in character by selecting the outdoor section of the cafe.

## GGIE GLEANINGS

(Continued from page 30)

the company had a gross of over \$350,000. Jules Charbneau, owner of wonderful collection of miniatures of everything imaginable, located in one of the exhibition palaces, did the greatest business of his long career. He will have his attraction in a number of department stores. Californians, Inc., estimated that the expo brought 630,237 visitors to San Francisco, who put \$17,166,837 in circulation. It is estimated that Billy Rose's Aquacade made net profit of \$300,000; Fischer's *Folies Bergere*, \$150,000; Sallet's Puppets, \$30,000; hot dogs, \$100,000; coin-operated machines, \$50,000; Keys System busses, \$75,000; Ice Show, \$40,000; Svengard's Cafeteria, \$40,000; Estonian Village, \$40,000; Donut Shop, \$40,000; Ripley's Believe-It-or-Not, \$35,000; Baby Incubators, \$30,000; Nude Ranch, \$15,000; Julian Harvey Enterprises, \$30,000; Sid Wolfe's concessions, \$30,000; steak sandwiches, \$15,000; Tex Cameron's restaurants and Happy Valley Ranch, \$60,000; Walgreen's wheel chairs, \$25,000; ham and bacon wheel (Driver's), \$15,000; Davis novelties, \$25,000; Sandwich Slide, \$15,000; Glassblowers of the World, \$12,000; Miller-Melville Skooter, \$10,000; Chinese Village, \$50,000; Lexel's horoscopes, \$10,000; Maury Goldstein's Hum-a-Tune, \$8,000; Owl Drug Company, \$75,000, and Claude Bell's Sand Sculptors, \$10,000.

Millions all over the world listened to the broadcasts of the colorful closing ceremony. From 10:30 p.m. until midnight in the Federal Plaza on the huge stage where the reviews had been held, the story of the fair was enacted from the first thought of it up to the closing minute. Wherever it was possible to do so, the original people acted the parts, reading their lines into the mike, and telling the world the story. All of the

great radio announcers of California assisted, including John Hughes, Art Linkletter, and Mal Ventnor. Secretary of Agriculture Henry Wallace, Governor Olson, Mayor Rossi, George Creel, and a host of other dignitaries took part, including President Dill; Leland Cutler, former expo president; General Manager Monahan, Fred Sandusky, and Morton Downey. Never anywhere in the world have I seen such a fitting climax. Never can I remember of anything better done. Never have I seen so many people, men and women, with tears streaming unashamedly down their cheeks. Never before have I seen a crowd of over 100,000 so quiet at times that the dropping of a pin might have been picked up by the mikes. I could go on with this for an hour but *The Billboard* is a trade paper, not a story book. Carrie Jacobs Bond concluded the show with her *The End of a Perfect Day*. Charlie Duffield put on the greatest fireworks show of his career at end of the closing ceremonies. The Gayway was still doing business at 3 a.m. with a crowd as large as the usual 4 p.m. Sunday throng.

Flotsam and jetsam—you've had the gleanings;

All of these bits were most careful screenings.

To friend, Al Hartmann, I've constantly fed 'em

And my only hope is that somebody read 'em.

FINIS.

## ERIC B. HYDE SHOWS WANT

For Five County Fair, Apex, N. C., next week, and balance of season, one more Flat Ride. Have outfits for Girl Show, Snake or any worthwhile attractions that can get money. Want Performers for Minstrel, organized company. Concessions of all kinds.

ERIC B. HYDE  
Lawrenceville, Va., this week

## ROBBINS BROS.' CIRCUS

Wants Aerial Acts doing several turns. Novelty Acts of all kinds for stage, Clowns, Bandleader, Promoters, Butchers and Candy Pitch Man. Out all winter, auditoriums. Jack Erwin, Lee Smith and Joe Levine, write. Address: FLOYD KING, Robbins Bros.' Circus, Greenville, Miss., Oct. 11 and 12; Greenwood, Miss., 14.

## FOR SALE

## Smith & Smith Chairplane

Complete Major Ride, \$400.00.

BOX D-93, The Billboard, Cincinnati, Ohio

## CALLIOPE WANTED

Tangley, complete with DC Motor, ready to operate. Wire or write age, condition, low price for each.

BOX D-96

The Billboard, Cincinnati, O.

## WILL BUY RIDES

Merry-Go-Round and Chairplane, cheap for cash. Must be operating within 300 miles for inspection. Will buy any other Ride or Carnival Property now or after your season closes. Address:

SHOWMAN'S EXCHANGE  
P. O. Box 614, Thomaston, Ga.

## BARLOW'S INDOOR CIRCUS

16th Season Opens in NOV. Midwestern City Under Auspices.

WANT high-class, capable Promotional Men, Advance Agent, Advertising Solicitors, Press-Radio Man, Acts, Decorator, Calliope Player. Write HAROLD BARLOW, Mgr., 529 N. 52nd St., East St. Louis, Ill.

## WILL MURPHY

Who sold Novelties in Pittsburgh and Philadelphia last spring, communicate at once with

## GALLAGHER

at The Gardensin, Pittsburgh, Pa.

## CENTRAL AMUSEMENT COMPANY WANTS

For Elbert County Fair, Elberton, Ga., Oct. 14-19. Any flat, flashy Ride or Kiddie Ride—25%. Shows of all kinds (except Girl) for 20%. Concessions: Bingo, Cookhouse, Arcade, Rat, Pan, Penny Pitch, Scales, and any Stock or Percentage Concessions. Can also use two Stock Wheels. Want one more Free Act to join on wire. All address: Sherman Husted, Manager, Central Amusement Company, Gibson, Ga., Fair, this week.

P.S.: Also contracting Rides, Shows and Concessions for Bushnell, Florida, Fair—Rodeo-Armistice Celebration, Nov. 4-11, and our Winter Fairs in Florida.

## WANTED FOR MERCHANTS' FALL FESTIVAL AND CORN SHOW

SHOWS, RIDES, CONCESSIONS

Four days and nights, October 16, 17, 18, 19, on streets at Eaton, Ohio.

No Girl Show, no Grift. Address all mail or wires to HARRY L. (BABE) DAVIS, 621 Western Avenue, Connersville, Ind., until Sunday, October 13, thereafter General Delivery, Eaton, Ohio.

# Showmen's League of America



Sherman Hotel  
Chicago, Ill.

CHICAGO, Oct. 5.—Club is on its way for the fall and winter of 1940-'41. Opening meeting on October 3 saw Brother L. C. Kelley presiding in the absence of regular officers. Routine matters were given attention and the following were elected to membership: Paul S. Miller, John H. Haye, Frank Lindover, John C. Ray, Harry G. Seber, W. B. Jones, Wolfe W. Rosenstein, Burke L. Pike Jr., and George P. Smith Jr. Several applications are being held for further investigation. Meeting opened with a silent invocation and all remained standing revering the memory of Brothers Morris J. Duncan, Izzy Steier, C. W. Cracraft, R. F. Trevellick, W. R. McCurdy, and Morris Miller, who died since the last regular meeting. Sad news of the death of Brother Cracraft reached the club on September 28. Messages of condolence went forward immediately.

Welcome letters were received from James P. Sullivan, Wallace Bros.' Shows of Canada, and J. Ed Brown, of Golden Gate International Exposition, with enclosures showing good co-operation in the 1940 drive for funds. Brother Sullivan sent thru a check for \$210 from his benefit shows, while Ed Brown's letter carried checks made from D. C. Cross, Rolloplane, Max Schwartz, Artists and Models; J. M. Anderson, Miniature Train; Nate Miller, Stratoship; M. E. Engineering Company; Frank Stirnmann, crane; Nate Miller, Auto Skooter; D. W. Nicholson, Fountain of Youth; Cyclone Coaster Company, Inc.; Fred W. Salih, Edmund S. Martine, diving bell; Better Babies, Inc.; Island Concessions, Inc.; Jungle Camp, Pantheon, and De La Guerre. Checks totaled \$1,000. Reading of the letters was greeted with rounds of applause.

Other good news was the message of the big benefit to be held at the New York World's Fair October 17. Roster of the committees in charge bespeaks event's success. L. S. (Larry) Hogan is in the hospital for a general check-up. No late reports came from Brother Arthur Hopper. Tom Rankine is still confined in his home. Chairman Sam J. Levy advised he is working on the 1940 Banquet and Ball on December 4. Secretary Joe Streibich returned from a visit to the Conklin Shows, at Leamington, and Wallace Bros.' Shows, at Simcoe, Ont. Applications were received from John H. Haye, John C. Ray, Frank Lindover, and Harry G. Seber, as were dues and Showmen's Home pledges from Merrick J. Nutting, Ben Custock, Alex Lobban, Charles W. Taylor, Al Kaufman, James George, Fred and George Bischoff, Maurice Ohren, Maxie and Betty Herman, A. W. Morris, Neil Webb, Dave Picard, William G. Chilton, A. R. Cohn, Arthur Radtke, Paul Oleksy, Edward Gamble, George Pappas, Joseph Bula, Alex Dayton, John J. Halligan, John Saladin, Simon Koven, David J. Mulvie, James P. Sullivan, and Philip Cronin.

The new film of League activities was completed and sent to Sunny Bernet for a premiere at the Johnny J. Jones Exposition benefit in Atlanta. It will eventually make the rounds where all may see it. Perhaps a duplicate might be made to permit use on conflicting dates. Brother Charles R. Hall, manager of the Coliseum, came in for his first visit in a long time. Walter F. Driver is among the regulars at the rooms, as is Zebbie Fisher. Louis J. Berger closed with Imperial Shows and plans to winter here. Sam J. Levy dropped in to advise he has not overlooked the 1940 Banquet and Ball.

President Frank P. Duffield left New York by plane to several engagements which require his personal attention. Others dues received during the week from John O'Seah, Bob Revolt, Oliver Barnes, Jack Polk, Emmett Barfield, Nate Miller, Herman Aarons, Orval W. Harris, Joseph A. Rowan, Edw. L. Karns, and Carl A. Mann. Are your dues paid up? New grandfathers are Frank P. Duffield and Zebbie Fisher.

### Ladies' Auxiliary

Club held its first meeting of the season on October 3 at the Sherman Hotel, with President Ida Chase presiding. Seated on the rostrum with her were First Vice-President Mrs. Joseph L. Streibich, Second Vice-President pro tem Mrs. Lew Keller, Secretary Mrs. Bert Clinton, and Treasurer Mrs. William Carsky. Meeting was well attended. New

# Club Activities

applications were received from Miss Keating, of Goodman Wonder Shows, and Jane Treveau, Beckmann & Gerety Shows.

After adjournment cake, donated by Mrs. Chase, and coffee were served. Dues for 1941 are payable now. Address, all mail to the Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Chicago, Ill. All luggage award books are to be forwarded to Jeanette Wall, chairman. Club will hold a social on October 10, with Fannie Plaisir as hostess. Make it your business to attend.



## National Showmen's Assn

Palace Theater Building  
New York, N. Y.

NEW YORK, Oct. 5.—Club members are looking forward to the Danbury (Conn.) Fair, where Endy Bros.' Shows will stage a huge jamboree for the club. From present indications it promises to be one of the outstanding events of the season. The following committee has been appointed to work in conjunction with the Showmen's League of America for the showmen's benefit at the New York World's Fair: LaMotte Dodson, Max Tubis, Norman Bartlett, Joe Dobish, Joe Drambour, Harry Kaplan, Casper Sargent, Joe Rogers, Jack Tavlin, Andre Dumont, T. W. (Slim) Kelly, George P. Smith Jr., Frank Duffield, Fred Murray, Edwin P. Coronati, Joseph (Ajax) Milano, and William Lish.

Working with this committee are Secretary Sam Rothstein, Matthew J. Riley, Fred Phillips, Johnny J. Kline, Arthur Campfield, and Joe Hughes. President Max Linderman advises the jamboree for the club on his World of Mirth Shows in Richmond, Va., proved a big success, financially and in obtaining new members. Speaking of new members, Charles Lewis, Art Lewis Shows, is still leading the field in an attempt to cinch a life membership card. Get behind your favorite and help him get his gold card. New applications were received for A. Robins, proposed by George Hamid; Sam S. Levy, by Sam Rothstein and Lloyd D. Serfass; Joseph B. Mannheim and Ralph N. Endy, proposed by Dave Endy.

Endy Bros.' Shows' jamboree at Trenton State Fair netted club over \$250. Of this amount George A. Hamid contributed \$25 and the Endy Brothers \$50. Kangaroo court brought in over \$50. Members are again warned about the October 15 deadline for their 1940-'41 dues. Make certain you are up to date by then.

With ads coming in for the banquet program, for the banquet to be held at the Hotel Astor November 27, members are requested to obtain at least one ad to help make the program the best yet. Please send in your reservations early as the choice locations are beginning to go. Members who have been away from the rooms all summer, but who have visited lately, include Jack Zupan, Max Sharp, Happy White, Joe Hughes, Sid Goodwalt, and Harry Decker. All were pleasantly surprised to see that Ike and Mrs. Weinberg, and Daddy Simmons have taken over the lunch counter concession.

Birthday congratulations to Thomas J. Sanders, October 8; Max Goodman, George Gerber, 9; Al Flosso, Luther C. Miller, Frank Hargadon, Joseph E. Drambour, 10; Mack Brooks, Edgar H. (Doc) Kelley, Edward Berner, 11; Edward Joseph Gennett, 12; Leo Poorvin, Clyde Van Voast, 13; R. Jackson, 14; Plato Guimes, Louis Meisel, Frank Mazzone, James Davenport, 15.

### Ladies' Auxiliary

Sister Bella Brengk writes that she is still working fairs. Rosa Donatella's Chicago address is needed in the secretary's office. Many members of the auxiliary are making the Roxy Grill sub-headquarters, with Brother Sam Schwartz a genial host. Included in delegation to New Jersey State Fair at Trenton, scene of jamboree on Endy Bros.' Shows, were Midge Cohen, Dorothy Packman, Anita Goldie, Bess Hamid, Helene Rothstein, Sherry Mopper, Mabel Schoonmaker, Vi Lawrence. Magnolia Hamid, Irene Greene, Jean Winsor, Rose

Weinberg, and Lillian Tobias. All were delighted to greet Sisters Vera LaBrequé, Stella Feldberg, and Margaret Lux. Members regretted the absence of Betty Endy, who went to Pottsville, Pa., for the burial of her father. Sympathy was extended to her and Dave Endy. Cleo Hoffman, an old friend of President Cohen, is the latest member from Endy Bros.' Shows. Secretary Anita Goldie will be in Danbury, Conn., attending to auxiliary business. Sister Rose Lange is in town for a couple of days. Vi Lawrence, away on the road with husband, Charles, in behalf of the Katharine Hepburn play, will be missed locally. Shirley Lawrence is back in the hospital. Why not drop her a line? Address is Park East Hospital, 112 East 83d Street, New York.



## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Oct. 5.—Principal topic here centers about the Southern California engagement of Cole Bros.' Circus. Club and auxiliary were guests of the management Monday night and all reported an enjoyable time. Performance is a snappy one. John Barrimore and Dr. Ralph Smith received special appointments in connection with an outstanding athletic event. Circus officials showed members the utmost in consideration and courtesy.

Change in the meeting dates of the Western Fairs and Rodeo Association has made it imperative for club to switch the date for its annual banquet and ball to December 17. It will be held at Biltmore Hotel as usual. Bill Hobday, committee chairman, is in conference with his associates making plans for the event. President Smith has turned on the green light and with preliminary plans well in hand the committee will have advance publicity moving soon.

Applications for membership and reinstatement for the next meeting were signed by Robert H. Francis, James P. Gallagher, John Krause, John T. Kemsley, William J. Linstedt, John Enright, F. M. Reves, Robert F. Clark, M. C. Hutton, Plain Dave Morris, John H. Stone, Ralph Meeker, Nick Hofstee, Sam Adleston, William Rainwater, Joseph B. Mana, William Henry Slover, C. F. Corey, James H. Marsten, Lloyd Leroy Hole, Morris J. Shaw, Cecil L. Lynch, Glen Baker, Farrel Richard Quail, Duncan Walton, Sol Golden, Bernard Lohmiller, Edward Paradis, Russel W. Faulkner, J. C. Rice, Ross O. Keeler, Jack Grimes, and George French.

Club will resume its regular weekly meetings on October 7, having just obtained the necessary refrigeration to air-condition the buffet room.

## Heart of America Showmen's Club



Reid Hotel

Kansas City, Mo.

KANSAS CITY, Mo., Oct. 5.—With the closing of some of the shows in this section, club once more is becoming the mecca for outdoor showmen. Brother Chester Levin, Midwest Mercantile Company, left for an extended trip to San Francisco and other Coast points. He then will go to New York, Boston, and other Eastern cities. Brother Jimmy Morrissey, Baker-Lockwood Company, and Vance Weinbrenner planed to New York on business. Brother Frank Capp left by plane today for Chicago to attend the wedding of his cousin. Brother George and Hattie Howk are on a trip to Dallas, Beaumont, Tex., and Shreveport, La. Henry Harris is a new member of the club. Brother (Heavy) Miller came in from Springfield, Mo. Mr. and Mrs. Bud Lyons, of Sunset Amusement Company, came in on business.

Brother Lyle and Mrs. Henderson went to Springfield, Ill. Mrs. Tony Martone closed with the State Fair Shows and returned here for the winter. Redecorating and reconditioning of the rooms is

finished. The Banquet and Ball Committee reports the advance ticket sale for the annual event, which will be held as usual on New Year's Eve at the Hotel Phillips, is surpassing any other year in the club's history.

Members, now in the city, are asking when the show owners are going to stage their benefit performances. Secretary McGinnis reports that dues are coming in well and many new members have been added to the club's roster this season.

### Ladies' Auxiliary

Since it was decided to begin the regular meetings on October 8, much activity prevails around the clubrooms and, as Mrs. Hattie Howk is out of town, Jackie Wilcox is in charge of the social meeting which will open the season and she's planning a special affair for the event. Ruth Martone may be seen around the hotel again.

Catherine Boyd visited the Mel Vaught Shows last week, and Rely Castle Burglon joined Goodman Wonder Shows. Billie Willis left for Dallas. Bird and Artie Brainerd entertained Raymond and Grace Elder Friday, and on Saturday Helen B. Smith and the Brainerds visited Paola, Kan., and James Patterson, who has just returned from a summer at Corpus Christi, Tex.

Elizabeth Yearout advises she expects to be in town within the next few weeks. Mrs. C. H. Pounds was elected a member by the summer committee. Books sent out by Viola Fairly are coming in nicely and a full list will be given soon.

## THE MIDWAY CHAMPION



### THE 7-CAR PORTABLE TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

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FARIBAULT, MINN.

## SHOW TENTS AND CONCESSION

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Our Specialty for Over 46 Years  
**UNITED STATES TENT & AWNING CO.**  
701 North Sangamon Street, Chicago, Ill.

**NOW—1941**  
MODEL TRUCKS & PASSENGER CARS  
Available for Immediate Delivery  
Originators of the Showman's Finance Plan  
WRITE WITH **CHAS. T. GOSS**  
STANDARD CHEVROLET CO.  
East St. Louis, Ill.

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Sixteen Two-Burner Coleman Lanterns, New, While They Last, \$5.00 Each.  
CHARLES DRIVER—BERNIE MENDELSON  
**O. HENRY TENT & AWNING CO.**  
4611 North Clark Street, CHICAGO, ILL.

**SHOWMEN, ATTENTION!**  
Only 3 people out of 116 who replied to our last 2 ads stated their salary —2 were hired. We positively will not reply unless you state all. **INTERNATIONAL CONGRESS OF ODDITIES**, now showing 113 Catalpa, Monroe, La.; week Oct. 14, 513 Main, Little Rock, Ark. Always first to open, last to close.

**CONSISTENT MONEY MAKERS**

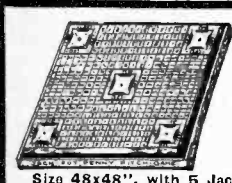


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**Octopus**  
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**PENNY PITCH GAMES**

Size 48x48", Price \$20.00.  
Size 48x48", With 1 Jack Pot, \$30.00.  
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**PARK SPECIAL WHEELS**

80" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

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75-Player Complete \$5.00  
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SEND FOR CATALOGUE. Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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Oulja Bottle, Answers All Questions, Each . . \$ .25  
Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . 5.00  
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Samples of the 4 Readings Four for 25c.  
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Gazing Crystals, Oulja Boards, Planchettes, etc.

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Pol- icy, 1200 Dreams, Bound in Heavy Gold  
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**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound, Samples, 25c.

**PACK OF 79 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc., 35c.  
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The Miniature "High Striker" FORMERLY \$35—NOW FOR \$22.50

To make room for the new Coin Slot Models soon to be announced. Slot Models will be timed for an intake of over \$6.00 for each hour operated.

**J. C. MOORE**

Lock Box 234 Fredonia, Pa.

**HEALTHBURGERS! SOMETHING NEW!!**

"America's Most Unique Chef" has originated and perfected Meatless Hamburger. Looks, smells and tastes like meat but contains none of any kind. Learn to make "HEALTHBURGERS" yourself. For information to secure "HEALTHBURGER" recipe write

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**MIDGETS WANTED**

for World's Fair Highlights Exhibit, opening in Cleveland, Ohio, November 19. Apply

**WALLY JACKSON**

145 West 45th St., New York City  
Phone: BR-yant 9-1630

**Midway Confab**

(Communications to 25-27 Opera Place, Cincinnati, O.)

**"WAY Down Yonder"—in the money?**

JACK NEALS, with diggers, joined Miller Bros.' Shows in Warsaw, Va.

JACK SIDNEY is manager of the pan game on Lawrence Greater Shows.

M. S. EARL, with two concessions, joined Lawrence Greater Shows in High Point, N. C.

RAIN and "reform" make tough opposition.

GENE STITES took over the new Ex- pose Show on Funland Shows in Selma, N. C., reports Ted C. Taylor.

FORMER carnival and circus conces- sionaire, Roy Alexander has his mini- ature circus on display in a store window in McKinney, Tex.

NEW secretary of Lawrence Greater Shows, Eddie Reick is capably filling in in the office for Mrs. Shirley Law- rence, who is ill, Frank Braun reports.

WHO'S tougher on concession games than a reformed political boss?

MR. AND MRS. J. A. WATERS, of Snapp's Greater Shows, were called home to Advance, Ind., from Leesville, La., by the sudden death of Waters' mother.

CURRENTLY residing in Huntington, W. Va., is A. B. (Pete) Jones, who re- cently closed his show in Charleston. He plans to leave soon for Hot Springs, Ark.

Mitchell is in University Hospital, Okla- homa City, suffering with heart disease and dropsy and would like to read letters from friends, reports Duke Boyle.

AFTER the season's check-up some No. 2 and No. 3 units probably will be brought back home where they belong.—Cousin Peleg.

"MY SEX SHOW is still working to good results on Cotton State Shows," cards Mae-Joe Arnold from Cooter, Mo. "Mable the Mystery Girl has been added to the annex."

AFTER their stand in Coeur d'Alene, Idaho, American United Shows will go to the barn in Seattle, where equipment will be stored for the winter, reports Leon Sides.

SUCCESSFUL Orland (Calif.) Fair re- sulted in good business for Golden State Shows, which furnished the midway, re- ports Manager Ben Dobbert. Motordrome obtained exceptionally good play.

CAN it be that the sudden politeness in the midway cookhouse has anything to do with the no-ex during fairs?—Mrs. Upshaw.

BOB WHITE infos from Zebulon, N. C., that Zacchini Bros.' Shows have been contracted to furnish the midway attrac- tions and cannon act for Sumter County Fair, Bushnell, Fla.

FRANCINE COWAN and mother, Mrs. Bill Cowan, closed with Cetlin & Wilson Shows in Shelby, N. C., and left for West

Mrs. Ed Murray celebrated their 32d wedding anniversary. They were pre- sented with a gift by Mr. and Mrs. Pete Smith, owners of the shows.

AMONG office guests during Hilder- brand's United Shows' Las Vegas, Nev., stand were Pete Siebrand, Ted and Marlo LeFors, Mr. and Mrs. Glenn Henry and family, Johnnie Steffans, and Curly Cummings.

WHILE HILDERBRAND'S UNITED SHOWS were playing Las Vegas, Nev., Mrs. Dolly Nelson was stricken with ptomaine poisoning and rushed to a hos- pital. She is now reported on the road to recovery.

YES, Horace, one of those so-called minnows also paid a whale of a reader "South of the Border" not so long ago.

CLOSING with Hilderbrand's United Shows in Las Vegas, Nev., were Monte Frye and Nina Woolworth, who departed for Los Angeles, and Dave Shannon, who returned to his home in Beaver Creek, Ore.

FORMERLY with the Palace of Won- ders at the New York World's Fair, Mr. and Mrs. Sid King are in Roosevelt Hos- pital, New York, and would like to read letters from friends, reports R. (Goldie) Fitts.

AUGMENTING concession row on Kaus Exposition Shows in Lexington, Va., were Phil Meigs, cotton candy; Louie Lozier, ball game and ice cream, and Winnie and Frank Wozniak, two ball games.

COOKHOUSE Gossip: "I've never played any of these fairs before but I know they are n. g."—Megaphone Mike, Champ An- nouncer.

BOOTS McLEMORE, operator of a string of concessions on Greater United Shows, has recovered from a recent at- tack of malarial fever and is about again handling his duties, W. H. (Bill) Bonta reports from La Grange, Texas.

WALTER SAVIDGE rides closed the 1940 tour on September 10 and went into quarters in Wayne, Neb., where rides will be put in shape for next season. Man- agement reports the season as a whole was good, altho business was off about 30 per cent from 1939.

I HOPED this season would teach me a lesson, but I didn't expect a whole education.—Lefty Lugg.

FOLLOWING an injury to his knee sustained during a performance in the Athletic Show on Hilderbrand's United Shows at the stand in Coalville, Utah, Earl and Mrs. McCann left for their home in Salt Lake City, Walton de Pellaton reports.

CELEBRATING their second wedding anniversary while playing Lynchburg, Va., with Art Lewis Shows were Mr.



MEMBERS of Monte Navarro's Parisian Follies on the Lawrence Greater Shows, this group of show girls was photographed while the organization was presenting the midway attractions at the recent Hatfield (Pa.) Fair. In the picture are Cherte LaMar, Gene Gannon, Hope Daniles, Ann Harris, Doris King, and Maude Turner.

JOINING the Ten-in-One Show man- aged by Floyd Brazel on Bowen's Joyland Shows in Woodland, Calif., were Helen and Ardell Funk, reports D. C. Clipperly.

A FEW shorts are reported in the cane and cotton circuit.—Milo McGoof.

AFTER a successful stand in Van- couver, B. C., Mrs. Virgie Waters rejoined Patrick's Greater Shows in Lewiston, Idaho.

HAVING SIGNED with Bill Usher's concession on Hilderbrand's United Shows, Mrs. Marshall Brown joined the unit in Las Vegas, Nev.

AFTER their stand at Utah State Fair, Salt Lake City, the Hollywood Skyrockets closed with Hilderbrand's United Shows and joined the Tip Top Shows in Bishop, Calif., as the free attraction.

LESS'N two months left to get Chi con- vention dough!—A. Gent.

OPERATOR of the mike on the corn game on Elite Exposition Shows, Phil Jackson was host to the Hillbilly Club on the shows at a skating party in Falls City, Neb.

IT HAS been ruled by the Secretary of State for War in England that no more .22 ammunition will be available to shooting galleries and miniature rifle ranges open to the general public.

VET TROUPER William (Greasy Bill)

Palm Beach, Fla., where Francine will enter school.

SWEDE EDWARDS is still ill at his home in Mingus, Tex., where he has been for the past month after closing with Kaus Shows in Charleston, W. Va. He says he'd like to read letters from friends.

PLAYING a string of still dates during the fair season down yonder is at least somewhat original—if not disastrous.

ASSISTANT MANAGER of the Law- rence Greater Shows, W. M. Breese left in High Point, N. C., for Chester, S. C., to arrange details with Chamber of Com- merce officials to again winter the shows there.

SON of Alice Martin, dancer with Eva Perry's Girl Show on Silver State Shows, Ronnie Martin celebrated his fourth birthday anniversary at the Martins winter home in San Fernando, Calif., recently.

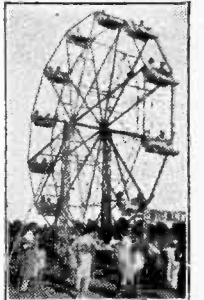
WELL KNOWN among concessionaires, M. P. (Pa) Tate, Clearwater, Fla., is in a Ravenna, O., hospital, where he is recuperating from an operation which he underwent on September 25. He hopes to be released soon.

KEEPING the BACK end intact is some- times as hard as keeping the FRONT end under control.

WHILE exhibiting in Mount Vernon, Ga., with Peach State Shows, Mr. and

**NO. 5 BIG ELI**

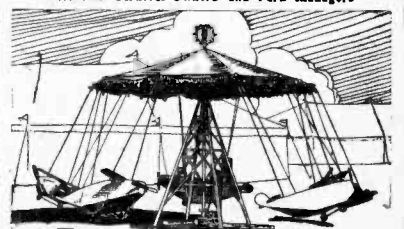
How many parts do YOU say there are in a Standard No. 5 Wheel? We'll pay TEN SILVER DOL- LARS for the closest guess to the correct answer. Five other Silver Prizes in our Silver Anniversary Contest. Send for Rules and an entry Card.



**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Case Avenue, JACKSONVILLE, ILL.

**The Improved Kiddie Airplane Swing**

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand- decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springville, Erie Co., N. Y.

and Mrs. E. E. Davies. At a party in which close friends participated Mrs. Davies was presented with a cake by Mrs. James Buccini.

"I AM here resting," our g. a. wrote to the boss. He should have said, "still resting."—Cat Rack Annie.

LINE-UP of office-owned Circus Side Show on Miller Bros.' Shows includes Captain Lewis, contortionist; Max Stevens, juggler; Bluey Bluey, fire-eater; Hanson's educated dog, Queenie; Bertie Murphy, sword box; Ruby Murphy, turtle act; Whitey Usher Jr., talker.

CONCESSIONAIRES reporting fair results during the stand in Las Vegas, Nev., with Hilderbrand's United Shows were Mr. and Mrs. Ralph Balcom, Frank Dykes, Mr. and Mrs. Herb Usher, Mr. and Mrs. Frank Casteel, Mr. and Mrs. Bill Oberhansli, Mr. and Mrs. Myles Nelson, Jerry Jackson, and Tommie Miller.

THIS season I've seen more shakes than in the day; when I was a soda jerker.—Whitey Cooks.

HARRY AND MILDRED BEACH, well-known concessionaires, advise they recently closed one of their most profitable seasons in years with F. E. Gooding Amusement Company. They left for Tallulah, La., on Monday to join their old friend, Cliff Liles, owner of Park Amusement Company.

NEW SET-UP on Carl J. Lauther's Side Show on Cetlin & Wilson Shows includes L. E. (Connie) Smith, inside talker; Billy Kay Burke, who is now associated with Claude Claudette in the annex; Woodrow Olsen, first talker; Jack Manning, second talker; Kumu, man with iron eyelids, and Clara Bolton, iron tongue and electric chair.

WHAT'S this about men mellowing with age? The boss is getting tougher and tighter every day.—Side Show Sal.

DOC H. CAPELL cards from Jet, Okla., that he has booked his Athletic, Monster, and Crime shows and five concessions with J. O. Ellis' Oklahoma Ranch Shows for fairs in Pond Creek and Mooreland, Okla. At conclusion of these he plans to frame a winter show to play the cotton section of Arkansas, as has been his custom for the last 10 years.

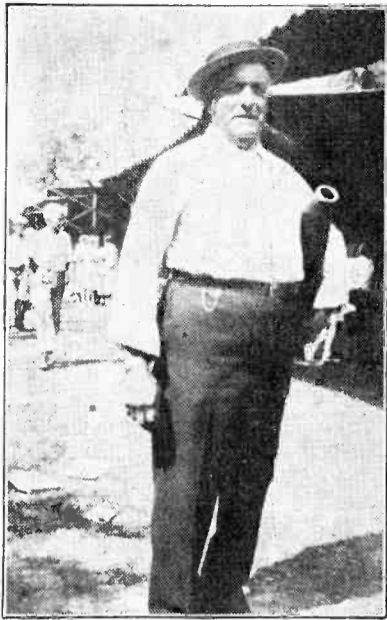
BETTER KNOWN as the Three Musketeers, Ned Torti, of Wisconsin De Luxe Corporation; Sunny Bernet, of Globe Poster Corporation, and Pat Purcell, of Jimmie Lynch's Death Dodgers, were much in the limelight at the recent Ozark Empire District Fair, Springfield, Mo.

WHEN the boss takes the p. a. to the Chicago meetings it's a sign the scribe is in strong with the Old Man—or is it?—Six Syllable Webster.

CHARLES H. MAUGHAN, widely known among outdoor show agents, has left Station WREC, Memphis, Tenn., to take a post on *The Memphis Labor Review*, organ of unions affiliated with the American Federation of Labor. As a former outdoor show press agent, he probably will be looking for labor angles in the dope served up by the press boys.

OWNER-MANAGER of Crystal Exposition Shows, W. J. Bunts recently was presented with a membership in the Charles Siegrist Showmen's Club by Billy Siegrist. Billy Siegrist Troupe has been with Bunts' shows since spring, and after closing with the organization will visit Miami, Fla., and return to Ohio for the holidays.

LOBBY of the Sherman during the Chi meetings might be called "The Wheat Pit of



LATEST PHOTO of Johnny J. Bejano, vet side-show operator, was snapped on the midway of the Fairly & Little Shows in Cleburne, Tex., a few days prior to his 80th birthday anniversary on September 22. Members of the shows tendered him a surprise party in celebration of the event in the girl show top on September 20, when he was recipient of numerous gifts and good wishes from his many friends in show business. Bejano started his career in show business 47 years ago and still is active in operation of his show.

Outdoor Show Business." Or the auction block.—Colonel Patch.

"SINCE closing a successful season with W. S. Curl Shows, Doc and Cedora Edwards have been playing some late Ohio fairs with their concessions and Illusion Show." L. E. (Roba) Collins advises from Utica, O. "Gladys Collins is now in the picture studio for Mrs. Edwards. Concessions had a fair week in Prospect, O., with Motor City Shows, under direction of Owner Vic Horwitz and General Agent Benson."

MRS. HOMER HARGRAVE, better known as Colleen Moore, former silent picture actress and currently gaining much publicity with her Doll House, visited the L. J. Heth Shows' midway at Rockdale County Fair, Conyers, Ga., recently. Accompanying her were her husband, Chicago broker, and brother, Cleve Morrison. They are visiting Mrs. Hargrave's parents, who reside on a large plantation just outside of Conyers.

FREE FAIRS will soon be a misnomer for some of them that continue to hike space rates higher than a grandstand flagpole.—Muggin' Machine Mazie.

CONCLUDING a successful season on Hennies Bros.' Shows are Ben and Ann Sims. This year is Ann's first in carnival circles and she is working one of the ball games for Mrs. Jackie Dondlinger, who has been with Hennies for the past six years. Ben has been in the concession business for many years and this season is with Sammy Ancher, operator of the Razzle-Dazzle concession on the shows.

"COLD WEATHER at second annual fair here hurt business for all," letters Rex M. Ingham from Mayodan, N. C. "Mighty Monarch Shows presented the midway for the five-day event and opened a day late because of a long haul from their previous spot. The writer, long a friend of Norris and Mrs. Roland, visited the lot several times and enjoyed visits with Mrs. Roland, Freddy Boswell, and Jimmy Simpson. County and city police gave shows good co-operation."

IN trying to cut the nut I've gone from knockoff de luxe hostilities to commercial hotels to rooming houses to shooting galleries. I've heard it's healthy to kip in a concession top.—Smackover Slim.

"CLOSED with the Douglass Shows in Puyallup, Wash., after jumping from Billings, Mont., to Spokane, Wash.," letters Irish (Jack) Lynch from Portland, Ore. "I saw Cole Bros.' Circus' three-day stand here and my old pal Boston Towne has the side show. Also visited with Frank Shepherd, Joe Hayworth, Betty

McLean, Tom Lovett, and Andy Kelley. Made the State fair in Salem, Ore., where I renewed acquaintances with a number of friends. Saw Tommy Gibson, vet trainer, in Tacoma, Wash., and I'm now en route to Los Angeles."

NOTES from Texas Exposition Shows by Doc Wilson from Donaldsonville, La.: Shows closed in Port Arthur, Tex., on Friday night to make the long jump here and to be ready for opening on Sunday afternoon. All shows, rides, and concessions were open and doing business at 9 p.m. Downtown parade at 11 a.m. brought a big crowd out to the fairgrounds and the midway was crowded until 11 p.m. Ray Marsh Brydon's Congress of Oddities and Scotty Norton's French Casino topped the midway. Rolloplane and Thriller led rides. All concessions reported good results. Art Lewis's Chinatown and Al Grant's Beef Trust Revue were popular. Business on Monday, Colored Day, dropped about 50 per cent.

MRS. ROSE HENNIES was guest of honor at a surprise party tendered her in the cookhouse on Hennies Bros.' Shows by Mr. and Mrs. Eddie Phillon on September 20 in Springfield, Mo., in celebration of her birthday anniversary. Mrs. Hennies received numerous gifts in addition to a bouquet of American Beauty roses. Guests included Harry W. Hennies, Ralph Clawson, Mr. and Mrs. Whitey Miller, Mrs. Daisy Hennies, Jack Dondlinger, Frank Fellows, Mrs. Maude Benjamin, Irvin Ray, Mr. and Mrs. Bill Kemp, Mrs. Denny Pugh, Mrs. Sis Dyer, Mr. and Mrs. Red Huntsinger, Mr. and Mrs. Roxie Porritt, Mrs. Dorothy Hennies, Mr. and Mrs. P. Reeves, Mr. and Mrs. Chuck Moss, Mr. and Mrs. Jimmie Heath, Mr. and Mrs. Skeeter Lorow, C. B. Perkinson, Sammy Steffin, Teddy Shulman, Sammy Ansher, Eddie Choate; Mrs. Jackie Dondlinger, toastmistress; Marvin Tucker, Swede Oleson, Mr. and Mrs. Blackie LaRue, Mattie Lee Tucker, C. E. Fritz, Paul Hoffman, Mr. and Mrs. Harry Martin, Irving Sief, Jack Nardini, Mrs. Ray Westman, Billy Shulman, and Helen Keller. After the party in the cookhouse a large number of the guests were entertained at a local night club by Harry Hennies. Ray Westman served the party.

**EVANS' DICE WHEEL**

A Sensational Money-Maker! Popular! Flashy! Fast!

Beautifully Designed Perfectly Balanced  
Extra Durable! Uniform Percentage!

**WHEELS OF ALL KINDS!**  
Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc.; Shooting Galleries, and everything for the Midway. Send for Free Catalog.  
**H. C. EVANS & CO.**  
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**MAKE \$50.00 A DAY ON CANDY FLOSS**

Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINEER. Other models. Free literature.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So., Nashville, Tenn.

**BAND ORGANS**  
HAVE YOUR BAND ORGANS OVERHAULED DURING THE WINTER — READY FOR THE 1941 SEASON  
For Information Write  
**THE RUDOLPH WURLITZER COMPANY** North Tonawanda, N. Y.

**CRESCENT AMUSEMENT CO. WANTS**

Santa Rosa County Fair, Milton, Fla., week Oct. 14; I. O. O. F. Big Apple Festival, Cornelia, Ga., week Oct. 21 (first show in 8 years); Barbour County Fair, Eufaula, Ala., week Oct. 28; De Funiak Springs, Fla., Armistice Day Celebration, week Nov. 4th thru 11th, POSITIVELY the biggest and best Armistice Day Celebration in the entire South. Our 5th year. "There must be a reason."  
Concessions joining now will be given location at De Funiak Springs and Florida Fairs. WANT Long Range, Devil's Bowling Alley, Cigarette Gallery, American Mitt, Ball Games, Custard, Sno Balls, Candy Apples, Candy Floss, Novelties, Scales. Will sell exclusive on "Rat Game."  
SHOWS—Monkey Show, Midget, Unborn, Crime. Now booking Shows and Concessions for De Soto County Fair, Arcadia, Fla., week December 2, with Clewiston, Fla., Dec. 9th. This will be our third year in Florida playing only established FAIRS, not promotions. Want Motordrome, Capt. Perry, write. Address: Central, S. C. (Fair), this week.

**BARFIELD'S COSMOPOLITAN SHOWS WANT**

For Laurens County Fair, Dublin, Ga., week Oct. 14; Upson County Fair, Thomaston, Ga., Oct. 21, and other good ones to follow, one or two more Shows, one more Ride. Prefer Octopus, Roll-o-Plane or Double Loop-o-Plane. Good opening for Grind Stock Concessions, also Lead Gallery and Custard. Address: Fayetteville, Ga., this week; Dublin, Ga., next week.  
P.S.: Want experienced Wheel and Whip Men.

**FAIRS FAIRS FAIRS FOR OUR FLORIDA CIRCUIT OF FAIRS**

Opening date (Jay Fair and Live Stock Show) Oct. 21st, Jay, Florida, followed by (Blountstown Tri-County Fair) Oct. 28th, Blountstown; (Bay County Fair) Nov. 4th, Panama City; (West Florida Fair and Live Stock Show, along with Armistice Celebration) Nov. 11th, Marianna, and more to follow. Can use a few more Rides and Shows. Few choice Concessions open. Mace, wire again. Our wire failed to reach you. Sweet Marie, contact me. All people contacted, contact us at once. Time is short, so wire or write Leo Bistany, Concessions; Sid Smith, Shows and Rides.  
**ORANGE STATE SHOWS, Jay, Florida.**  
P.S.: Can use one more Free Act.

**READING'S SHOWS**

Want Grind Shows. Also want Concessions—Photo, Novelties, Ball Games, Palmistry, Stock Joints of all kinds for Brownsville, Tenn., Colored Fair, week of Oct. 14 to 19; State Live Stock Show at Grand Junction, Tenn., week Oct. 21. Want Photo to join this week at Friendship, Tenn. Community Fair also Concessions for Scotts Hill Community Fair this week. Want Athletic Show Manager to take charge of show for balance of season. Address: W. J. WILLIAMS, Mgr., Friendship, Tenn., or come on.

**Second Guesser**

At a recent fair down yonder the real doings did not officially open until Wednesday, altho the show got under way Monday night to a thin crowd. The mourners along concession row gathered in the cookhouse and called for crying towels. Cookhouse general agent No. 1 then made the pronouncement that this fair was just another one of those things, and the others concurred in this opinion. At the conclusion of the engagement, which was the second best of the entire season, another gathering was held and No. 1 cracked, "I told you that this spot looked okeh to me and that we would all get some money here." Selah.

# Direct From the Lots

## Cetlin & Wilson

Shelby, N. C. Week ended September 28. Location, fairgrounds. Auspices, Cleveland County Fair Association. Business, fair first part of week, excellent Saturday. Weather, cold and unsettled.

Because of inclement weather, only one banner day. Saturday was reported. Dr. J. S. Dorton, fair secretary, gave good co-operation. Cold weather hurt ride business early in week. However, business on Saturday was good. Henry Crugar, grandstand announcer, co-operated. Lee and English's Silver Streak ride joined and did well. Bert Clawson's Whip, Drive-Yourself, Skooter, Savage's Caterpillar, Walter's Miniature Railway, and Kiddies Aeroplane did well. Clarence Lauther and family from Sam Prell Shows, visited Mr. and Mrs. Carl Lauther; Mr. and Mrs. Claude Diehl, tattoo man from Lenoir, N. C., visited Tex Yates, knife thrower, and Mr. and Mrs. G. R. Lewis, secretary of Western North Carolina Fair, Hendersonville, with their son and daughter, visited Mr. and Mrs. I. Cetlin and Mr. and Mrs. John W. Wilson. Fred Utter, chief electrician, celebrated his 10th year with the shows this week. Boots Brown is doing well as assistant electrician. Harry Dunkle enjoyed visits from his many North Carolina friends. E. K. Johnson, special advance agent, is doing a swell job. Curly Williams, who is in charge of Merry-Go-Round, celebrated his 10th anniversary with the shows here. Mrs. Mabelle Kilder, of Superba Show on World of Mirth Shows, visited her daughter, Jean Walker, and children, Gay and Irvin. Clarence Lineback, formerly of Harlem Show, is now in charge of the light towers. Louis Nulty is building a number of new fronts. Betty Sue Laughridge visiting the press department. RAYMOND D. MURRAY.

## Dee Lang's

McKinney, Tex. Week ended September 28. Location, downtown. Auspices, Collin County Free Fair. Business, excellent. Weather, perfect. Hammond Moore, president of the Chamber of Commerce and fair secretary,

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices.  
 65 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.  
 No. 140 Extra Heavy Green Both Sides. Per 100, \$8.50.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS**  
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.  
 Automatic Bingo Shaker. Real Class \$12.50  
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
 Lightweight Lapcards, 6x16, Per 100 .50  
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 1.25  
 3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25, Per M 1.50  
 Postage extra on these sheets.  
 Bingo Card Markers, in strips, 25,000 for. 1.25  
 Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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 Oct. 28 to Nov. 2  
 Big Rice Crops.  
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**GUS MEYERS, Chairman, Stuttgart, Ark.**

reported this year's fair here was the largest of the 12 that have been under his direction. Shows' grosses were up about 35 per cent. Noble and Viola Fairly, of Fairly & Little Shows, visited Sunday night, while Jack Ruback, Benny Hyman, and Larry Mullins, of Alamo Exposition Shows, were callers Tuesday. On Friday the writer and Dee Lang motored to Leonard and Dennison, Tex., to repay the visits. Harry Davenport, former trainmaster, operates a sign shop here. Mr. and Mrs. Douglas Cassidy, sons, Bob and Jack, also visited. Jimmy Foster, local haberdasher and showfolks' friend, brought his family to the office Saturday night.

Terrell, Tex. Week ended September 21. Location, new fairgrounds. Auspices, Tri-County Fair. Business, fair. Weather, hot, except Saturday.

Jump from Hope, Ark., was made in good time. Truckmaster Ralph Hatton has trucks in good condition. Date was Terrell's first fair and agricultural and livestock exhibits were praiseworthy. Thursday brought good crowds of children, as did Friday, Negro Day. Saturday a large crowd attended despite a drizzling rain. Visitors included the Les Cotteros, aerialists, who were en route to North Hollywood, Calif., having concluded their Eastern and Northern fair dates. Hammond Moore, secretary McKenney Free Fair, and H. H. Blackburn, president-manager of Leonard (Tex.) Fair, and Mrs. Blackburn also visited. Free act. The Sky High Girl, booked by Billy Senior, joined here. DAN J. MEGGS.

## Kaus Expo

Lexington, Va. Week ended September 21. Auspices, Rockbridge County Fair. Business, good. Weather, good.

Shows have been playing this fair for a number of years, but this year's attendance set a new record. Children's Day, Wednesday, and County Children's Day, Thursday, drew large crowds. Saturday had the largest single-day attendance since the fair was established. Business in all departments was good. The Silver Streak, new ride, proved popular, as did the Ferris Wheels. Lewis Scott's Cotton Club, with new Burt Stanley, had one of its best weeks of the season. Mrs. James Carl visited her granddaughter, born recently to Mrs. Dorothy Overman, on Lawrence Greater Shows. Marjorie Burns celebrated her third birthday anniversary here, and Mrs. Humphries, wife of the fair secretary, presented her with a cake. Marjorie entertained several friends at a party. Art Lewis, of the shows bearing his name, visited. LESTER KERN.

## John H. Marks

Rocky Mount, N. C. Week ended September 28. Location, South Church Street Showgrounds. Auspices, American Legion Post Tobacco Celebration Committee. Business, fair. Weather, cold.

Cold weather the last three nights hampered attendance here. Committee co-operated and Station WEED sponsored a successful Saturday Kid Matinee. A tie-up was made with the Tobacco Growers' Association thru Ed Johnson, public relations counsel, whereby Queen Antoinette, John Robinson elephant, was hitched to three wagon loads of tobacco hauled to the auction warehouse No. 1. Bugs Barringer, staff photographer of *The Evening Telegram*, took pictures of the event, and Vernon Seichrist, managing editor of *The Telegram*, was liberal with space. John Robinson IV arrived Saturday and was greeted at City Hall by Mayor John Quincy Robinson. At noon he was a guest star at the Tobacco Market broadcast over Station WEED and interviewed by Ed Johnson. Trade Days, sponsored by local merchants, helped attendance the last three days of the week. John H. Marks and Willie Lewis went to Richmond, Va., to look over the new winter quarters site. Owner Marks also enjoyed a visit here from Tom Turles, local restaurant owner, with whom he attended school. Charles Hansgen, assistant to Capt. George Thompson, elephant trainer, was taken to Cincinnati by John Robinson to enter a hospital there for treatment for injuries sustained in a fall. T. A. (Red) Schulz, *The Billboard* sales agent, accompanied by Harry Rubin, Leo Pontier, and Blackie Edwards, went to Tarboro, N. C., and placed a floral wreath on the grave of the late Jack V. Lyle, carnival general

agent. Jack's youngest daughter, Hortense, visited shows here. Maurice Miller, general manager Miller Bros.' Shows, visited Saturday afternoon. Personnel was deeply shocked by the sudden death of C. W. Cracraft, and a blanket of flowers was wired to Lynchburg, Va. James M. Raftery was sent to Lynchburg, Va., to make funeral arrangements. WALTER D. NEALAND.

## Funland

Selma, N. C. Week ended September 28. Auspices, Tri-County Fair. Business, fair. Weather, cold.

After a long jump from Tennessee, shows were up and ready for opening on Tuesday night. American Legion Post gave good co-operation and was largely responsible for a good Saturday's business. Cold weather and little business prevailed the remainder of the week. Pinky and Bessie Hollis were here with their two free acts for the fair. Walter Lankford's American Band joined and Lankford also booked his new Monkeyland Revue. Cecil Purvis and Mrs. Purvis, with girl show, left here to fulfill some previously contracted fair dates. Sam Weintraub visited and booked his five stores to join at Woodland, N. C. Capt. Billy Sells' Lions joined for the remainder of the season. Miller and Heth's eight stock stores continue popular, while J. J. Marion's Hollywood Revue topped the midway here. Con and



MANAGER - OWNER of Dailey Bros.' Shows, H. T. Freed is seen here with one of his young pals on the shows, son of Mr. and Mrs. Marvin Smith, operators of the Merry-Go-Round and corn game on the shows. Currently playing Oklahoma territory, Freed reports that all with it have reported a successful season to date.

Dixie Cunningham closed with their cookhouse and returned to their home. Visits were exchanged with members of the John H. Marks Shows in Fayetteville, N. C. TED C. TAYLOR.

## Frisk Greater

Malden, Mo. September 23-29. Business, fair. Weather, fair.

Shows moved here from Cooter, Mo., without incident and opened Monday night to a large crowd. A number of concessionaires, including Sam A. Moore, with bingo and fishpond; Mr. and Mrs. Woods, bumper game; E. L. Cobb, cork gallery; W. Logsdon, pitch-till-you-win, and Mr. Kelly, horse show, joined here. Messrs. Hoeschen and Moss made a business trip to Little Rock, Ark.

Cooter, Mo. September 19-21. Business, good. Weather, good.

Stand here ended with a good turnout on Friday and Saturday. Merry-Go-Round led the rides, while Joseph Sima's Animal Show topped shows. Committee co-operated. KEN SOMMERS.

## L. J. Heth

Marietta, Ga. Week ended September 28. Auspices, Cobb County Fair. Business, good. Weather, cold and rain first part of week.

Everything was ready Wednesday, opening day, but rain and cold handicapped business. Friday, Children's Day,

saw 10,000 on the midway by late afternoon. Rides worked to capacity, but shows and concessions failed to click. The Swooper ride did well. It was said to be the first time this ride had been seen in this section. Doc Howell joined with his Monkey Show, as did Johnnie Dunning and His Circus Side Show. Joe Sparks left with his concessions to join the J. F. Sparks Shows. Grounds were small and hard to lay out, but George Kelley, lot superintendent, did a good job. A welcome visitor was H. B. Shive, of Gold Medal Shows, as were Jerry Kohn, of Fulton Bag and Cotton Mills; Bernie Shapiro, Globe Poster, and C. D. Scott. ALFRED KUNZ.

## Reynolds & Wells

Corsicana, Tex. Week ended September 28. Auspices, Corsicana Livestock and Agricultural Fair. Business, good. Weather, good.

Children's Day, Tuesday, opened to one of the shows best crowds of the season, and shows and rides did well the remainder of the week. Fair Secretary R. W. Knight and the local press gave good co-operation.

Graham, Tex. Week ended September 21. Auspices, North Central District Fair. Business, good. Weather, good.

Shows' first fair date in Texas proved a winner and Secretary Glenn Burgess and President Harrison co-operated. There are several new faces on concession row, but personnel of shows and rides remain the same. Buck McClanahan's Octopus, Tilt-a-Whirl, and Ferris Wheel vied for top honors among rides. Claude Williams' Girl Revue is leading shows, with the Congress of Oddities running second. W. J. LINDSAY.

## Byers Bros.

Kennett, Mo. Week ended September 16. Location, Wells Showgrounds. Business, satisfactory. Weather, ideal.

After 10 consecutive Illinois fairs this still date gave personnel plenty of time for fishing and readying equipment for shows' string of Arkansas fairs. Shows winter quarters are located here and much visiting was done. Jake Moore and Blackie Sullivan kept the shows well supplied with fish from near-by St. Francis River. Fred Rainey took delivery on two sets of diggers and his cookhouse continues popular. Mesdames Jessie Byers, Daisy Rainey, Grace Byers, Veronica Byers, and the writer spent Wednesday in Memphis doing their fall shopping. Jimmie Byers, co-owner, and Mrs. Byers visited Tuesday and Wednesday from the No. 2 Unit. Jimmie reported a satisfactory season to date. Johnnie Buley is doing a good job as lot man. Jack Dragonski's Mickey Mouse Show didn't open here, as he is building a new trailer. Joe Brenham took delivery on new trailer, and Mrs. Jake Moore visited her parents at near-by Parma, Mo. MRS. JEWELL ROBINSON.

## West Coast Amusement

Yreka, Calif. September 20-22. Auspices, Siskiyou Fair. Business, good. Weather, good.

Concessions operated by Harry Meyers, Charles Walpert, and Hunter Farmer had one of their largest weeks of the season at this spot. Rides and shows' business, however, fell off some 20 per cent from last season. Jack Joyce's Circus Unit and the Three Meteors provided the grandstand attractions. Ted and Ming Toy Wright's Girl Show topped the midway. Jack Joyce left as soon as the last afternoon show was over and loaded his stock into a freighter at San Francisco, which left for Honolulu the following Tuesday. He signed to return to the shows next season. W. T. JESSUP.

## United American

Starkville, Miss. Week ended September 28. Auspices, American Legion Post Fair. Business, slow. Weather, cold and rainy.

Move of 44 miles from Macon, Miss., was made without mishap and shows opened on schedule Monday night to fair crowds. A two-day rain, followed by unseasonably cold weather, held attendance to a minimum until Saturday when warmer weather brought out fair-sized crowds. With three shows, United American, J. F. Sparks, and Bloom's Gold Medal, within a radius of 25 miles, much visiting was done between attaches of the three organizations. Manager C. A. Vernon and the writer visited the other shows briefly and also made hurried business trips to Kosciusko and Greenville, Miss. Mr. and Mrs. Frank Huntley

joined with their performing elephant, Burma, from Batesville, Ark., and act drew much attention. Minstrel Show, under Curly Adams, has been augmented and is doing well. Visitors here included Jesse and Mrs. Sparks, Mr. and Mrs. R. J. Lennon, Charles Q. Troop, Arthur Sorrell, Marshall Gibson, and Henry DeLon, of J. F. Sparks Shows; William Foster, agent Silas Green Minstrels; Herb Hoffman, Continental Premium Mart; Wyatt Jones, secretary of Macon (Miss.) Fair, and Matt Dawson, Acme Supply Company. **WALTER B. FOX.**

**Lawrence Greater**

*High Point, N. C. Week ended September 28. Auspices, High Point Agricultural Fair. Business, good. Weather, cool and rain.*

Shows moved here in good time and were ready to open on Sunday night, and Manager Lawrence was well pleased with business on Monday and Tuesday nights. Cool weather on Wednesday resulted in only fair business. Rain on Thursday and Saturday nights held attendance down. Parisian Revue, under management of Monte Navarro, led shows, with the Casino Beautiful running second. Rides did their share of business, with the Twin Ferris Wheels leading. Ridee-O, Rolloplane, Chalroplane, Whip, and Merry-Go-Round also clicked, as did Art James's pony ride. Shows and rides are being painted while shows are en route. Mrs. Shirley Lawrence suffered a relapse and was returned to a New York hospital for a rest. Visits were exchanged with the Kaus Exposition Shows. Charles Lenz, insurance broker, and Mr. Dies, of the Dies Tent & Awning Company, visited. Harry Greenburg has the exclusive on novelties. Mrs. Mary Pulp and Ruth Lenor, sisters of Monte Navarro, visited the Parisian Revue. Billie Love, Monte's wife, also visited. Maguero, free act, joined here. The writer enjoyed a visit from Frank Harden, of Station WBIG, Greensboro, N. C. Station WBMR here gave much time to shows and also carried a remote broadcast from the fairgrounds. **FRANK BRAUN.**

**Paradise**

*Trenton, Tenn. Week ended September 28. Business, poor. Weather, cold and rain.*

Organization encountered much rain and cold weather the first part of the week at this colored fair and the only good night was Saturday. C. S. Reed, general agent of Zimdars Greater Shows, visited. Concessionaires joining here were E. Motley, Jack and Rose Holston, Gabe Reed, Charlie Milner. Personnel exchanged visits with showfolks from Reading United, Rogers Greater, and F. H. Bee shows. Manager and Mrs. J. Miller visited relatives in Memphis and the writer contemplates taking delivery of a new trailer soon. After an absence of several weeks, Mr. and Mrs. Bill Lazier returned to the shows here. Manager Miller purchased a new animal show. **RUTH MURPHREE.**

**Hilderbrand's**

*Las Vegas, Nev. Five days ended September 28. Location, Helderado Racing Grounds. Auspices, V. F. W. Post. Business, good. Weather, hot and windy. Pay gate, 10 cents.*

Under the new ownership of Martin Arthur, shows opened here to exceptionally good business the first few nights. High winds that swept this part of the desert held down attendance the latter part, however. The long jump from Salt Lake City thru rainstorms and cloud-bursts was made without incidents. Hilderbrand's elephants made the front pages of all local dailies. O. H. Hilderbrand assisted Martin Arthur in the reconstruction of the shows, as did Manfred Stewart. Robert Downie, of Downie Bros., Inc., and Mrs. Downie visited for two days. Phyllis Walker was rushed to General Hospital, Ely, Nev., where she underwent an operation. Present reports reveal she is on the road to recovery. Her mother, Mrs. Violet Walker, re-

remained at her bedside, while her father, Bull Montana Walker, returned to the shows. Mr. and Mrs. Herb Usher made a flying trip to Venice, Calif., to visit their daughter. Concessionaires joining here were Mr. and Mrs. Frank Casteel, with cookhouse, bingo, and ball game; Charles and Mae Case, photo gallery; Mr. and Mrs. Myles Nelson, shooting gallery; Mr. and Mrs. Jack Williams, pin concession; Mr. and Mrs. Bill Oberhansli and daughter, ball game, penny pitch, and hi-striker. Side Show and Sin and Reptile shows were added here by Mr. and Mrs. Martin Arthur. Special Agents George and Ruby Morgan left on a booking tour of Arizona. Pop Slover visited briefly and then returned to his home in Provo, Utah. The present office staff consists of Martin Arthur, owner-manager; Delores Arthur, treasurer; John Hobday, secretary; Manfred Stewart, lot superintendent; Delbert McCarty, klieg light and sound-car operator; Al Tennason, electrician; George and Ruby Morgan, special agents, and Burt Warren, night watchman. Frank Dykes and Tommie Miller returned from a week's fishing trip and resumed work with the digger concession. Eddie Duffy, residing in Las Vegas, was a nightly visitor. Mr. and Mrs. Martin Arthur plan to take out a winter show after close of the shows at Arizona State Fair, Phoenix.

*Salt Lake City. Eight days ended September 21. Location, fairgrounds. Auspices, Utah State Fair Commission. Business, good. Weather, rain.*

Since the Hollywood Skyrockets, Capt. Bill Foix's lions, and Hilderbrand's Elephants were booked with the fair committee as one of the featured attractions, the rides were booked with the Monte Young Shows, while concessions booked under Monte Young at Blackfoot, Idaho, and with the Tip Top Shows at Ruth, Nev. Among concessionaires going to Blackfoot were Jerry Jackson, Mr. and Mrs. Herb Usher, Mr. and Mrs. Peter Richards, Ida Mae Langer, Mr. and Mrs. John Oberhansli, and Frank Dykes. Those booked with the Tip Top Shows were Mr. and Mrs. Ralph Balcom, Mr. and Mrs. Montana Walker, and Mr. and Mrs. Marshall Brown. Monday, Children's Day, was a record-breaker, and rides clicked. Mr. and Mrs. Martin Arthur's augmented Ten-in-One topped the midway. Eating establishments, under supervision of Art Gardner, did exceptionally well. Mrs. Nina Rogers managed the midway for Monte Young. The Octopus, Loop-o-Plane, and Mr. and Mrs. Harry Sucker's Baby Ride topped rides. Following the big day, the remainder was only fair. Mr. and Mrs. Monte Young and Mrs. Nina Rogers did everything in their power to make the engagement a success.

*Coalville, Utah. Four days ended September 12. Location, Carbon County Fairgrounds. Auspices, Carbon County Fair Association. Business, good. Weather, fair. Pay gate, 10 cents.*

Altho a continuous grandstand program, which started at 10 a.m. and continued until 11 p.m. kept the crowds away from the midway, the shows fared well at this fair. Committee co-operated with the shows. Captain and Mrs. John White gave their farewell performance with their trained dogs here and then left for previously contracted engagements. Charles Marshall rejoined the Hollywood Skyrockets and gave his first performance since his accident last spring in San Pedro. Several showfolks, including Jerry Jackson, Kenneth Thorsen, Al Keenan, and Manfred Stewart, made daily trips to Salt Lake City. Mr. and Mrs. John Oberhansli and daughter joined with three concessions. Henry and June Meyer's photo gallery did well, and the Ovitt Borthers joined with their grab stand. **WALTON de PELLATON.**

**Patrick's Greater**

*Lewiston, Idaho. September 18-22. Location, downtown lot. Business, good. Weather, good. Pay gate, 10 cents.*

Move in here was the most disastrous of the season. A large semi-trailer loaded with panel fronts overturned on the Lewiston hill, and the trailer with the two large Diesel motors, which furnish the lights for the shows, rolled into a ditch at Pullman, Wash. Hard work by Don Meredith, electrician, put the light plants in good working order by Wednesday night, however. Opening was scheduled for Tuesday night, but because of a cloudburst Tuesday afternoon and night, Owner Patrick postponed opening until Wednesday. Parade downtown was led by American Legion Post Drum and Bugle Corps and Capt. Eric Van DerWall's lions. Thursday, merchants' matinee, was light, while Friday, an ideal day, saw one of the largest crowds in the Lewiston Round-Up history here. Saturday and Sunday also drew well. The city

built carnival grounds at the end of Fifth Street and colored lights were strung from the main street to the carnival grounds. Shows continued to run all day Sunday, and date marked the first time a carnival had a pay gate during the round-up. Mr. and Mrs. McCarthy were here with their ball game, as was Penny Clark. Mrs. Clark visited each night. Bob Evans joined with his diggers. Because of limited space only 28 feet of paneling could be put up for the front-gate entrance. This was shows' second visit here this year. Tommy Reed, Grover Wright, Eddie Lane, and many other boys came in here after playing the Vancouver (B. C.) Fair. Visitors included Mr. and Mrs. Lloyd Kennedy, Mr. and Mrs. Ray Johnston, Floy Naive, and Al Wagner. **DANNY CONGDON.**

**Miller Bros.**

*Spring Hope, N. C. Week ended September 28. Location, fairgrounds. Business, fair. Weather, rainy and cold.*

Stand here was affected by inclement weather and one night was lost because of a flooded lot. William C. Murray, general agent and party of Lions Fair Committee visited here. Group was escorted around the lot by Maurice Miller and Agent Murray. Jack Schaffer, with Penny Arcade, joined for this date. Tommy Carson, new business manager, assumed his duties here. Fair committee from Enfield, N. C., led by George Ivey, visited. New managers for various attractions include H. Van, Rumba Rumbus; Joe Sirman, Chez Parce, and Leo (Pat) Julien, Betty's Revue. White Dill, Tilt-a-Whirl foreman, is sporting a new car; Phil Bender's candy apples and popcorn stands are doing well. King's Jungle and Snake Show added a new shipment of reptiles. Allan Rifeey does a good job with the parade truck.

*Warsaw, Va. Week ended September 21. Location, fairgrounds. Auspices, Northern Neck Fair Association. Business, good. Weather, fair.*

Spot proved one of the banner ones of the season. Fair association co-operated and rides and shows did good business. Ridee-O joined here. Jerry Jackson's Jitterbug Minstrels clicked as did the Midget Show. Jay-Dee, free act, is proving popular. Bill Hartman has been promoted to lot man. Rocco Masucci closed here as business manager and was replaced by Tommy Carson. Chester DeVore, son of Mr. and Mrs.

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DeVore of the Midway Cafe, enlisted in the U. S. Army.  
**Culpeper, Va. Week ended September 14.** Location, fairgrounds. Business, fair. Weather, rainy and cool.  
 Shows pulled in here from Frederick, Md., after one of their best weeks of the season. Flying High Alcidos, free act, left here and was replaced by the Great Jay-Dee. Among visitors was Judge Reems. Reported by an executive of the show.

**West's World's Wonder**

**Huntsville, Ala. Week ended September 28.** Auspices, Madison County Fair. Business, good. Weather, fair; cold at night.

This is a well-balanced fair and it presents a good grandstand show. Exceptionally cold weather and a late cotton crop hurt shows' gross. Manager West decided to stay over Monday, but the day proved a disappointment. However, a nice crowd visited the midway on Sunday. General Agent Neil Berk was called home by the illness of his wife, who is in a hospital in Miami Beach, Fla. A number of Alabama Fair officials visited during the week, and Mr. and Mrs. Hermann Singer took over the management of the Side Show. Sherman (Pop-Eye) Forgotch is now selling tickets on Art Spencer's Wall of Death. Paul (Curly) Lessenbee is handling tickets with the Franco Sisters. Ethel Clarke, after a number of years on the shows, is still holding down her job as pianist on the Summer Follies. **EDDIE EGER.**

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 Late Model Single Loop-o-Plane, with iron fence built all around, with or without Ford Truck. Stored in Knoxville, Tenn., Fair Grounds. Can be seen by appointment at any time and will give free storage until spring. Address all replies to

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 and  
**JOE (MURPHY) WILLIAMS**  
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**Dee Lang's Famous Shows**  
 Lufkin, Texas, Oct. 7-12; Center, Texas, Oct. 14-19.

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**AMONG MANY PROMINENT VISITORS** to Bantly's All-American Shows' midway at the recent Courier-Record Fair, Blackstone, Va., was Gov. James Price of Virginia. In the photo, left to right, are one of the governor's aids; Kirk Colburn, advertising manager of The Courier-Record; Mr. and Mrs. Herman Bantly, owners of the shows; Alex Hudgins, fair manager, and Governor Price and another of his aids. Sig, the Bantlys' dog, was looking at the "birdie" when L. C. Miller snapped the picture.

**Bowen's Joyland**

**Woodland, Calif. Week ended September 21.** Location, fairgrounds. Business, good. Weather, good.

Two days of strong winds and dust kept patrons away early in the week, but eased off, with good crowds prevailing the latter part. Owner and Mrs. H. C. Bowen were presented with a new typewriter by the personnel to replace the one destroyed by fire a few weeks ago. Frank H. Van Wle, former front man on Ten-in-One Show, and now assigned to the inspector's department of the Ninth Corps Area, U. S. Army, visited, as did Marie Veet, who formerly operated concessions. Owner Bowen enjoyed a successful hunting trip here. Shows reported good business. Merry-Go-Round and Whip topped all rides, and bingo was popular. Bessie Bassette joined the Ten-in-One Show. Don Gonzales, knife thrower on Ten-in-One Shows, reports Mrs. Gonzales has been suffering for some time with Chinese rheumatism.

**Sonora, Calif. Week ended September 14.** Location, Tuolumne County Fairgrounds. Business, fair. Weather, good.

Girl Show, with Dot Whaley managing, and Athletic Show, with Pinky Coleman directing, vied for top money honors. Jimmie McLaughlin took over the balloon store for Eddie Harris, and Blackie and Mrs. Ford left for their home in Mercer, Calif. Red Hanna Mayer took charge of the bottle game for Cal Enfield. Owner Bowen took delivery of a car.

**Fresno, Calif. Week ended September 6.** Location, Italian Entertainment Park. Auspices, Italian Community. Business, excellent. Weather, good.

Saturday and Sunday crowds jammed the midway and many reported sellouts. Cookhouse was popular, as were concessions. Date was one of the best of the season so far. Ten-in-One led shows and Ferris Wheel topped rides. New wagon and office trailer were added here, replacing the ones lost in a fire recently. The writer visited Young Corbett and Malio Stagnaro here.

**D. E. CLIPPERLY.**

**St. Louis**

**ST. LOUIS, Oct. 5.**—Sam Fidler, owner Fidler's United Shows, visited *The Billboard* Monday while en route to Heber City, Ark. He reported a fair season to date and plans to remain out in Southern territory until the middle of November. L. S. (Larry) Hogan, general agent Amusement Corporation of America, left Sunday for Chicago, after

spending several days here. Sam Gluskin, general agent Goodman Wonder Shows, was here executing railroad contracts Tuesday. Red McCoy and Slim Downing returned this week after a good season with their concessions on the Burrell & Rust Shows.

L. Clifton Kelley, until recently general agent of the Johnny J. Jones Exposition, visited *The Billboard* office Tuesday. He was en route to Chicago after visiting Hennies Bros.' Shows and Rubin & Cherry Exposition. John Francis, of Greater Exposition Shows, spent several days here last week making arrangements for winter quarters in East St. Louis again. Victor Canares, agent of Mighty Sheesley Midway, is here arranging railroad moves and visiting friends. James O'Neill, of the Sensational O'Neills, stopped over between fair dates for two days. Mr. and Mrs. Charles T. Goss returned Tuesday after an extended trip thru the South, on which they visited various carnivals.

Tom W. Allen renewed many acquaintances when he visited Hennies Bros.' Shows last week. Walter Hale, who has been suffering with an infected foot for the past several months, passed thru the city Monday while en route to Sherman, Tex., to visit the Fairly & Little Shows, on which organization he is operating the girl show. Altho still on crutches he expressed hopes of a complete recovery soon.

John W. Galligan, concessionaire of note, passed thru the city Wednesday and visited *The Billboard* office. He advised his concessions at the Tennessee Valley Fair, Knoxville, last week did much better business than last year. Mrs. Eddie Vaughan left last week for Dallas, where she plans to winter. Eddie will remain here for the time being.

**American Carnivals Association, Inc.**

By MAX COHEN

**ROCHESTER, N. Y., Oct. 5.**—As we are unofficially informed that the IAFE will convene in the Hotel Sherman in Chicago, beginning on Monday, December 2, the annual meeting of our association probably will be called to order in the Hotel Sherman Monday night, December 2, at 11 p.m., to continue nightly until completion of business.

We have received a request from Ralph Whitehead, president of the Circus, Carnival, Fairs, and Rodeo International Union, for permission to address our organization, and we have consented that such an address be made on the night of the second session, Tuesday, December 3.

We are preparing our annual report and we find that, in view of world conditions, it will be necessary to consider some subjects which hitherto have been taken for granted. Accordingly, we should appreciate it greatly if any of our members and others interested have any ideas on the subject which they wish submitted at the annual meeting, that they communicate with us immediately so that this subject matter may be included in the annual report. In accordance with our by-laws, due notice of the annual meeting will be sent to member shows.

**Jones Showfolk Attend Lockett-Scott Nuptials**

**ATLANTA, Oct. 5.** — Ralph Lockett, treasurer of the Johnny J. Jones Exposition, and Frances Scott, daughter of Mrs. Harold Paddock, were married in the Palm Room of the Henry Grady Hotel here on September 24. The Reverend Mackay, of the First Methodist Church, officiated, with Johnny J. Jones Jr., son of the founder of the Jones organization, as best man. Miss Scott selected Caroline Ward, Columbia, S. C., as her bridesmaid.

Members of the shows' staff and personnel attended the ceremonies and wedding breakfast in the Henry Grady banquet hall. Mr. and Mrs. Lockett left for a brief honeymoon in Asheville, N. C., after which they will resume their duties on the shows.

**LOOK**  
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**Where Will You Winter?**  
 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 .....

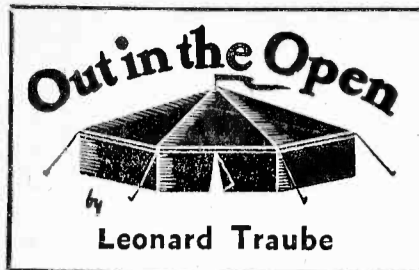
Manager .....

Winter Quarters Address .....

Office Address .....

Opening date and stand for 1941 if definitely set .....





Showmen's Strategy

SOME years ago Courtney Ryley Cooper, the great writing man who died the other day and whom I was proud to measure among my friends, turned in his membership cards to the Circus Fans of America and the Circus Saints and Sinners' Club. His reason was that he was about to launch a series of realistic articles pertaining to the circus business and allied fields. While he did not indicate the form which these articles would take, he said that he wished to be free to discuss important phases of the outdoor industry without being accused of infidelity to the organizations to which he belonged. His ethics would not permit him to do otherwise than divorce himself from these clubs and, as a result, from the obstacles membership might impose upon him.

I do not wish to even faintly compare myself with Ryley Cooper, who happens to have been one of the most successful authors in the country and, in the words of FBI Director J. Edgar Hoover, "the most important writing man in America on the subject of crime." But readers will forgive me for offering a present parallel.

If anyone with an official connection with the National Showmen's Association thinks I should turn in my card as a result of what I am about to say, I will not challenge his right to do so or his logic in requesting to do what I myself have suggested.

For two seasons the NSA has had opportunity to run a benefit at the New York World's Fair. For two seasons nothing has been done that would even closely approach co-ordination and teamwork calculated to mobilize the factors, people, and support necessary for a successful benefit. To be sure, there has been a good deal of running around, writing of letters, and heaps of chewing of the proverbial fat. But there has been no definite action.

The other day the Showmen's League of America, home-based in far-off Chicago, took the bull by the horns and before anyone could say Jack McSquawkerty had rounded up all the essential elements down to the minutest detail, including naming of committees and a thoro plan for promoting the ticket sale. This constituted great initiative and unprecedented aggressiveness looking toward swelling a fund intended strictly for charitable purposes. This was showmanship and fast stepping on the part of the League, the kind of coup d'etat that plunged Napoleon on the throne of France.

Because the National Showmen's Club is a New York organization with the Fair its back door, you would think that the move on the part of the Chicago League was no surprise to the Gotham group. The contrary is the case in a very pronounced sort of way. In short, the NSA was thrown off its pins by the announcement. Could anything sound more ridiculous? Yet these are the facts.

The first thing that NSA members with or without official complexion could think of to yell was "foul!" Well, it may not have been foul in the most awful use of the word, but the League could be accused, successfully, of having cold-shouldered its Eastern contemporary, whose strength, at least potentially, is not inconsiderable, and whose opportunities for answering and correcting an abuse of its local autonomy may bring far-fetched repercussions.

However, it is foolish if not downright incompetent to beef about a fact after it has been accomplished. The NSA should have known, if its field men and active operatives were on the job, that the League, with some strength of its own at the fair and many of its members in key expo positions, could have been persuaded to play ball on a share-and-share-alike basis, perhaps with a cut-in for the Pacific Coast showmen, represented here by the popular Harry Hargrave. But the NSA's intelligence corps should have known of the League's plans prior to official announcement before asking to negotiate. The surprise element introduced was cleverly executed, it is true, but it is difficult

to imagine why the New York group was not on the job to detect what was going on at its own home grounds.

In all likelihood the Showmen's League will give a percentage of the net receipts to the NSA and the Pacific Coasters. To do otherwise would not be in the spirit of other League activities. But by its strategy it runs the works, controls everything from tickets to performance. That the NSA could do a better all-round job is subject to question. That both, or all three, working as a unit, could do a better job than any one of the three working alone is the only logical thing to assume. On this point the League must be criticized by one who has tried very hard to prove that he is impartial.

It is therefore this column's carefully considered recommendation, based upon what appears on the surface, that the other clubs be called in officially to help the deal along and that shares from proceeds be worked out by mutual agreement.

This would not seem to be the proper time for partisanship. This benefit is for charity. As such it should have the NSA, the SLA, and the PCSA as beneficiaries. I enter that plea in the name of fairness, charity, and common sense. I enter it in the name of harmonious relationship between brother associations working for the common good.

Hartmann's Broadcast

WE FEEL that an interesting feature of this column each week, or at least occasionally, would be a short yarn on how people still living broke into the amusement business. But we must have your co-operation to make this possible.

A short time ago we read in a daily newspaper that the late Dexter Fellows started Walter D. Nealand, press representative of the Marks Shows, on his show career. We didn't know whether to believe this, altho we were under the impression that such was the case, so we asked Walt for the lowdown and he gave it.

It was Dex, all right, who put the idea into Walt's head. This happened in 1897 when Dex was press agent for the Buffalo Bill Wild West Show and Walt was city editor of The Troy (N. Y.) Morning Record. But it was the late J. Charles Banks who, while press agent for the Sig Sautelle Circus when it was on wagons, taught Walt the fundamentals of press agency. Banks was a Troy and Lynn (Mass.) newspaper man who handled the press for Sig in 1898, and was one of the best publicists in show business in Walt's opinion. Banks died about 20 years ago. His brother, Sam J. Banks, was also a circus press agent and of late years has been a lecturer.

Who's going to be the next one to tell us how he or she started in show business. Big or small, you are all invited to kick in.

FLORAL pieces in abundance surrounded the coffin containing the body of C. W. Cracraft at a funeral home in Covington, Ky., the night before his burial. Among them was one worthy of special mention. It was from the children of the neighborhood, with whom the late general agent of the Marks Shows was very popular. Attached to this floral piece was a card reading as follows: "From the Neighborhood Kiddies to Daddy Cray."

"Cray" became very popular with his neighborhood kiddies thru his generosity. Frequently thruout the year he would shower gifts upon them. In a sense, he was looked upon as somewhat of a Santa Claus. Christmas time always was a big event with him in making these children happy. Halloween was another occasion, and when he would return home from the road several times during the year he would never fail to remember the kiddies with some kind of a gift. And for those reasons we say: If only "Cray" could have seen that floral piece from those youngsters!

"Cray," by the way, always took great delight in telling a story in which some of these youngsters figured. The story goes something like: One evening "Cray" had two distinguished men invited to a party at his home. The men were strangers in "Cray's" neighborhood and had some difficulty in locating his house. After scouting around for a while they stopped at what was "Cray's" residence but weren't aware of it. Some of the neighborhood children happened to be in front of the "Cray" home at the time. Approaching these children, the two men

inquired where "Mr. Cracraft" resided. None of the youngsters could answer, and as another kiddie joined the group he was asked. This kiddie knew "Cray's" name, and to the other children said, "Sure, you kids know him—he's Peanuts's papa and lives right here," pointing to the "Cray" home. The big laugh of this was in the fact that Peanuts is the name of the Cracraft dog, out of which "Cray" made quite a pet.

"We know "Cray's" many friends in show business will be glad to learn that the Almighty spared him for about 45 minutes after his fatal auto accident near Appomattox, Va., September 27, during which time he was able to make funeral and other arrangements with his wife, apparently realizing that he was going to die. Altho the report from Lynchburg, Va., was that his neck was broken, the Covington undertaker gave the cause of "Cray's" death as a ruptured liver.

KNOWING W. B. (Bill) Naylor as well as we do, we cannot account for the absence of his name from our list of ex-circus men (issues of August 31 and September 14) who were either in the carnival and other outdoor fields this year or still are engaged therein. Directing our attention to the oversight, Bill, in a sort of kidding way, wrote:

"Dear Al—Did you ever hear of a circus man called William B. Naylor who is now with a carnival and likes it? He wasn't in your list, altho I know it must have been an oversight because you DO know him—and for 20 years at that."

Sorry, Bill, for the oversight. The names of two other ex-circus men have also come to mind. They are H. Keith Buckingham, who is special agent of the James E. Strates Shows, and James E. Dewey, publicity director for the F. E. Gooding Amusement Company.

With these additional names our list now numbers 25. Putting them in alphabetical order, they are:

Art Aldridge, George Barton, Harry C. Bert, A. C. Bradley, H. Keith Buckingham, Ralph Clawson, Charles E. Davis, James E. Dewey, Duke Drukenbrod, Dan Fast, Tom Gorman, M. H. (Hank) Gowdy, Doc Hamilton, Al Humke, Jack Joyce, Al Kadel, H. M. Kilpatrick, Harry Mack, W. B. Naylor, Murray A. Pennock, Milt Robbins, Clint Shufford, Sam Stratton, J. (Capt. Jim) Stutz, and Beverly White.

Notes From the Crossroads

By NAT GREEN

AS SMART a piece of show promotional material as we've seen in many a day is A Day at the Circus, recordings made on location with Ringling Bros. and Barnum & Bailey Circus and issued in attractive book form—red and yellow cover with blue binding, decorated with photos taken on the circus lot. In the book are two records carrying four circus recordings. Building the Tented City, The Menagerie and Gargantua, In the Big Top, and Clown Alley are the subjects covered. F. Beverly Kelley is the commentator and originated the idea. Subjects are interestingly and entertainingly treated and cannot help creating new enthusiasm for the circus and a desire to see the show. While these records are not for radio reproduction, Kelley himself has appeared on scores of stations thruout the country during the last three years and has done a magnificent job of selling the circus.

The air lanes are becoming more and more important as a means of selling all sorts of outdoor shows. Success of the

recent rodeo and thrill show at Soldier Field was due almost entirely to the spot announcements made over the air for more than two weeks prior to the show. From a professional standpoint the thrill and rodeo features of the show were mediocre. But the promoter worked up keen interest in the event via the air and gave the crowds quantity and variety—and they liked it, even tho the professionals didn't. We're not saying that the radio will guarantee the success of a mediocre show. It won't. The public can't be fooled for long, and unless a show has merit neither air lanes, newspapers, nor billing will bring the crowds—more than once. If the show has no merit, misleading publicity won't save it, but will merely make it tough for the next show that comes along. Which is good and sufficient reason for showmen who have something of merit to offer to combat the shysters who grossly misrepresent.

In the mails: A correspondent who for obvious reasons signs his letter "A Carnival Man" writes from Atlanta: "I read your fine article on the thoughtfulness of visiting show people lying helpless in a bleak hospital. I was of the same opinion until this summer when I happened to be passing thru a town where I knew a carnival man to be lying in a hospital. Like you, I took the time to find the hospital, only to be met at the door by one of the patient's relatives with the information that the husband does not want any visits from carnival people. Now please tell me what is the right thing to do in a case like this." Well, you've got us, brother. All we can say is it takes all kinds of people to make a world!

As we've remarked before, you just can't keep up with those Thearle-Duffield people. Art Briese, supervisor of fireworks for the New York World's Fair, writes from the Flushing fantasia: "You mentioned that I was in the South handling fairs and that Frank and Jack were closing the World's Fair. I've been on a long 'one-week stand' here since I returned by plane from Billings, Mont. Jack is the one who is in the South on fairs. I will remain here to close this one in a blaze of glory with Frank, who is now in Birmingham and will run down to Dallas, then back here around the middle of October." Thanks for the info, Art, and here's hoping the SLA doings on October 17 will be a turnaway.

Larry Hogan is taking a week's rest at Alexian Bros.' Hospital and the boys and gals have been dropping in to wish him well. . . . Eddie Allen likes his job of managing Gene Autry. "He's really a grand fellow," says Eddie. "Wish you could come up for the rodeo." Wish we could, too, Eddie, but we're on a merry-go-round and can't get off. . . . From Temple, Tex., Mickey Coughlin writes that he visited Arthur Hopper at Hot Springs and found him getting along fine. Says Mickey: "The doctor says when Hopper comes out in three or four weeks he'll be in better health than he has been in years." . . . We never tire of watching those Hudson Wonders, who seem to have been graduated entirely from the fairs to the big vaude houses. We've watched them grow from little tykes to lovely womanhood. After seeing their act at the Oriental last week we wonder why some smart producer doesn't grab them again for musical comedy. They've appeared in the Follies Bergere, a couple of Earl Carroll productions, and others, and never fail to click. . . . From L. A. comes word that Cole Bros. had two straw houses there. They should get well on their Western tour.

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IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10c) CENTS

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**  
(Communications to 25 Opera Place, Cincinnati, O.)

## Big Program Draws Ohio Annual Is Successful At Kokomo Festival

KOKOMO, Ind., Oct. 5.—Non-profit Fall Festival sponsored by the Chamber of Commerce here on September 18-21 as a good-will gesture to residents of the city and surrounding territory featured a strong array of attractions and drew an estimated 125,000, reported W. O. Tarkington, committeeman. It was held in Foster Park, two blocks from center of town, and had a free gate. Weather was ideal.

General committeemen were Leroy Lacey, chairman; R. W. McCaw, Harold Freeland, Gerald Murphy, Robert A. Loder, R. C. Stangland, Clint Jackson, and O. M. Booher. Special committees prepared programs for Home-Coming and Old Settlers' Day, which drew an estimated 25,000 on Wednesday; Patriotic Day on Thursday, featuring parade and fireworks, with attendance of 30,000; Good-Will Day on Friday, highlighted by numerous contests and community singing, with an estimated draw of 30,000, and Rural Day, Saturday, which pulled 40,000 with a special farm program.

Bee Kyle, high diver, gave afternoon and night performances, and F. E. Gooding had two Ferris Wheels, two Kiddie rides, Merry-Go-Round, Roll-o-Plane, Flying Skooter, Silver Streak, Octopus, Funhouse, three light towers, and a special front. Parisian Follies, Ausie the Kangaroo, and Johnny Howard's Hollywood Museum. Howard, substituting for Ray Marsh Brydon's International Congress of Oddities, topped the midway. Concessionaires included George Golding, bingo and cookhouse; Charles Jessop, popcorn and candy; Verne Disney, blankets; Earl Seneff, lead gallery; Frank Grote, frozen custard; Stoval, photos; Harris, jewelry.

## Ohio Event Biggest in Years

NAVARRE, O., Oct. 5.—Climaxed by a parade on the final day, which included more than 40 visiting fire trucks and musical units, the Volunteer Firemen's Home-Coming and Street Fair here on September 26-28 was one of the most successful ever held here and the first outdoor promotion of such magnitude in recent years. It opened with a children's pet and costume parade which attracted hundreds. On the midway were F. E. Gooding's Eli Wheel, Merry-Go-Round, Sky Ride, and two Kiddie rides, in charge of Carl Spellman; Grieves' photo gallery, Art Hill's mouse game, R. Otterbacher's four stores, and Betz's two stores. Fair weather prevailed, but it was chilly at night.

PAIGE AND JEWETT, unicyclists; Hal and Grace Krider, comedians, and Sevrige Sisters, dance team, set thru C. A. Klein Attractions and in charge of Beatrice Cassidy, were free acts at the recent Cambridge Springs (Pa.) Community Fair.

PITTSBURGH, PA., OCTOBER 14-19

POLICE AND ISLAM GROTTO

RODEO

Circus Grounds—5th & Penn.  
All Concessions open.

Gill, Jake Fisher, Joe Gerber. Guaranteed attendance 100,000. 4 matinees—6 nite shows. I hold the Ex. on the Midway and Grand Stand. Can use 20 Candy Butchers.

W. J. MURPHY, Rodeo Headquarters,  
336 Fourth Avenue, Pittsburgh, Penna.

WANTED

Thrilling Outside Aerial Attraction for  
AMERICAN LEGION CELEBRATION

November 11th

Two Performances—Afternoon and Night.  
J. W. WADSWORTH, Post Adjutant, American Legion, De Funiak Post 61, De Funiak Springs, Fla.

FOOD SHOWS, INDOOR CIRCUSES AND  
SPONSORED EVENTS

Secure your Specialty Acts, Revues, Novelty Acts and organized Indoor Circuses from us. Highest quality, reasonable prices.

J. C. MICHAELS ATTRACTIONS

Reliance Bldg., Kansas City, Mo.

FREDERICKTOWN, O., Oct. 5.—Seventh annual Community Street Fair here on September 17-21 was one of the most successful in recent years, said Secretary Irl Willits. The event offered a costume parade and colt show; agricultural, commercial, and poultry exhibits; flower and dog shows, and a junior fair. On the midway were F. E. Gooding's Merry-Go-Round, Eli Wheel, and Kiddie ride, in charge of R. K. Gooding, and an Octopus in charge of Johnny Enright, who also had on several novelty stores, along with about 15 other concessionaires, including Daisy and Harry Reeve's.

## Krekos Gets Calif. Picnic

LOS BANOS, Calif., Oct. 5.—Arthur P. Craner, director of the Miller and Lux Spring Picnic, Barbecue, and Celebration here for the past four years, reports he has been appointed manager of the 64th annual in 1941 and is making advance preparations. Next year's event will include a two-day amateur rodeo and stock horse show, three parades, dancing to name bands, fireworks, and a midway, Mike Krekos' West Coast Amusement Company having been booked for the 12th year.

## N. C. Festival Successful

RALEIGH, N. C., Oct. 5.—Favored by weather, the annual American Legion Post Fall Festival here on September 16-21 was successful for both the sponsor and Ideal Exposition shows, which furnished 10 rides, 12 shows, and 32 concessions, reported Secretary L. F. Brown. Two free acts, Captain Jack, high fire diver, and Four Laddies were on the midway and drew well.

## Shorts

FALL Festival at Salem, O., under auspices of the American Legion Post and Merchants on September 27 and 28, had three F. E. Gooding rides and several Larry Larrimore's stores.

MOTOR City Shows were featured at the annual Ridgeway (O.) Street Fair on October 3-5. There were also band concerts, street dancing, pulling contests, and agricultural and commercial exhibits.

W. S. CURL'S rides, shows, and concessions provided the midway for the annual London (O.) Fall Street Festival under auspices of firemen and policemen for their Christmas benefit fund. There were also free acts.

EIGHTH annual Prospect (O.) Fall Festival and Corn Show on September 25-28, under Commercial Club auspices, had the best attendance in years, said President G. F. Gast. Motor City Shows were on the midway. Other features were corn and baby shows.

DESPITE inclement weather, large crowds attended the recent Toronto (O.) Street Fair under auspices of the American Legion Post. R. H. Wade's Eli Wheel, Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane, Merry Mix-Up, Kiddie Autos, and concessions were on the midway.

PINCONNING (Mich.) annual Home-Coming drew 40,000 on September 28 and 29. United Booking Office furnished acts, including Mary Andrews, radio personality; Pelletiers, hand balancing; Sam and Jenny, blackface act; Wren Family, Scotch novelty, and Terry and Her Dogs.

RIPON (Wis.) Advancement Association's annual fall festival and fair on September 20-22 attracted double last year's attendance. Free acts were Harry and Ruby Haag, Raymond Duke and his clown ensemble, and Harriet Hageenia. Music for dancing was offered on Saturday night by Ed Walters' band and on Sunday night by Arch Adrian.

HANDLING advance sale for the annual ball of the Minot (N. D.) Police De-

partment, J. W. DuCett reports indications point to the sale exceeding the \$4,000 mark. Best sale previously totaled \$1,400 and the sponsor is hiring two halls and two orchestras to handle the crowd. Proceeds are used to buy equipment and uniforms.

VOLUNTEER Firemen's Street Fair and Home-Coming at Post Washington, O., on September 27 and 28 was well attended and the event will be an annual affair, with an expanded midway next year. Pat and Doll Richards, dance team, and Donna Shaw, aerialist, set by C. A. Klein Attractions, were offered nightly as free acts. Midway had several concessions.

MANSFIELD (O.) Fall Festival and Street Fair on September 18-21 under auspices of merchants was successful, said C. L. Beal, who handled the promotion. F. E. Gooding furnished six rides and there were 40 concessions, including Von Black's popcorn and C. & B. Novelty Company's rapid-fire guns. Also on the midway was Homer Moore's Unborn Show. Weather was cold at the start but it moderated and Saturday's crowd was estimated at several thousand.

## SUGAR'S DOMINO

(Continued from page 4)

that damned union. To think that he gave up a promising career. For what? I ask you, for what? His best friends turned against him. They cut him in the back like a hunter strips the hide of a bear. But didn't you notice, Joe, most of them are here today. Funny how a guy's death wipes off all of the poison in his enemies' arrows. Why the hell do the guys who sell a guy down the river when he's alive weep alligator tears at his funeral? I dunno. Maybe it's because we're human beings and that's what the Big Boss up there wants us to be.

JOE (shaking his head and rubbing his chin)—I guess you're right, Ed. But what are you going to do about it? It's been that way ever since I broke my first act in at the Pottstown cockroach farm. Say, Ed, what in hell happened to that report I been reading about in *The Billboard* that was made by that accountant—I think his name is Reis—to the Four A's? This Reis feller—if that's his name—was ordered to get up a report about a year and a half ago that would represent a clear picture of the financial structure of the various actors' unions. This report was supposed to be the base on which to build what they refer to as "one big union." He was told to go to work about a year and a half ago; he finished his job about six months ago. And so far there's no dice. I wonder if the report had a lot of stuff the big shots didn't—

ED—Hell, I don't know what the report's all about, Joe. What's the difference anyway? No matter what happens the actors get it in the neck. And maybe they deserve it. Take poor Bill, for example. It's a long shot to take an oath on a guy's honesty on Broadway, but I'd do it for Bill any time. Why, he was the salt of the earth. The boy had guts, he had intelligence. He even knew what it meant to give up luxuries for an ideal. I'd like you to show me a guy on the street who could match that. They crucified him because some loud-mouthed lice who saw a chance to get good jobs for themselves spread some poison about him. The actors didn't take the trouble to inquire. They took what they heard at its face value. They joined the mob. They threw stones like the others because it seemed the right thing to do. Why, they went so far as to—

JOE—Take it easy, Ed. With your blood pressure you get so excited! Listen, if you can't or don't want to answer my first question how about telling me what the heck has happened to the Four A's? They seemed to be able to push mountains about a year and a half ago. Is there a Four A's today? Or is it as it used to be: a few pieces of paper stuffed into a pigeonhole? I'd like to know because, after all, I'm an actor and—

ED (waving Joe aside gently but impatiently)—Joe, please don't bother me with all that union business. What good does it do you or anybody else to raise a fuss about why this and that happened or failed to happen? It's all the same in the end, as I've always told you. Today you've got a great big union movement and you're still worrying about where you're going to work next week despite the fact that the guy—what the hell's his name—on the *Times* constantly finds some excuse to compare you with Booth, Shakespeare, or some gink like that. Don't you see, Joe, the actor will never get anywhere in the

movement to better himself if he doesn't take a real interest in the work of the men who practically elect themselves to represent him because he's too darned lazy to make his own choice.

JOE—I guess you're right, Ed, but I don't know why you're not interested in what I'm trying to get you to talk about. You say on the one hand that the actor should take an interest in his unions and here you are doing just the opposite. For cripe's sake, you're the most inconsistent guy I've ever met. Tell me, Ed, have you ever been able to find out from your friend, Billy, why Dorothy Bryant resigned from the AGVA? Have you ever found out from Art the real story behind the sudden resignation from the AGVA of Jean Muir? I don't believe that the film contract was as important to her as—

ED—There you go again. I think what you need is a stiff drink. How about dropping in on Marty. We haven't been in his joint in a long time.

JOE—Be serious for a minute, will ya? You know the answers to my questions. Why don't you give them to me? After all these years do you want me to believe that you are one of those guys who refuses to do a little thinking because he's afraid it might hurt him? I want to ask you, too, if it is going to do any good: What happened to that working agreement that was supposed to be made between the stagehands and the Four A's? You know, the one they talked about after knocking the smithereens out of the AFA. They were supposed to work together and they were supposed to extend the agreement to the AFM. I can't see that anything has happened on it. Gee, Ed, there must be something wrong with the whole picture. Maybe the goddamned world is nuts and the actors are nuts, too. I've been trying to figure things out but honest, Ed, I can't. It just don't make sense. The actors fight for years for a place in the sun. They get it. They start fighting among themselves. They act like a pack of wolves. Do you think the actor will ever—

ED—Listen, dopey! For the last time, will you shut? Don't you see the answer in Billy's dressed-up corpse. Weren't you sufficiently impressed by Dick Doubletalk's speech? Couldn't you read between the marcel-waved lines? Can't you see it's all a lot of boloney but changes with the seasons in size, shape, and odor? Why don't you stop giving yourself a buggy ride and become a man. You know what I mean. A guy who shaves every day and smokes cigars. Again I say, How about a couple o' drinks at Marty's. You'll feel a little better after you warm your belly. (He hails a passing figure) Hey, Jim, how'd'ja make out at the Shubert office?

Any similarity between characters in this play to living persons is purely coincidental.

## TA REVIVES RULES

(Continued from page 3)

formance not sanctioned and approved by Theater Authority, Inc., under penalty of fine of \$100, suspension, or expulsion from union membership.

"Notice is hereby given that said artist or artists may not be sent or be caused to be sent to any affair where his or her services are to be rendered gratuitously unless approval of Theater Authority has been obtained."

The regulations, reported as new in the dailies, actually are not so new. For example, the Theater Authority heads met to "consider ways and means to put a damper on celebrity nights" three years ago, according to a *Billboard* story dated October 2, 1937. For years night clubs and hotels here and elsewhere have continued with cuffo guest nights.

The ruling on free political shows is not new, either. TA has often before proclaimed its intention to end political benefits. The supplementary contract is a new angle, but it goes over old ground. Years ago TA distributed among night clubs pledges whereby the owners agreed not to make performers work free shows. However, Alan Corelli, executive secretary, who is to enforce the policies decreed by the governing board, declares that the night club owners' pledges were inaugurated about six months ago, but that TA efforts were concentrated primarily in Philadelphia rather than in New York.

The contract amendment places entire liability upon the performers and makes no provision for disciplining the employer or agent compelling participation in a free show. Failure of AGVA to obtain contracts in majority of night clubs and vaudeville theaters adds to the difficulty TA may encounter trying to enforce its regulations.

# Turnout Is Big At RSROA Class

**Martin presented with plaque—intensive curriculum given by faculty**

DETROIT, Oct. 5.—First school for professionals of member rinks of the Roller Rink Operators' Association of the United States in Fred A. Martin's Arena Gardens Roller Rink here closed on September 20 after two weeks of intensive study and practice of present-day problems of roller skating. School was opened on September 7 by Association President Victor J. Brown, Newark, N. J., with other addresses by First Vice-President Fred H. Freeman, Boston, and Secretary-Treasurer Fred A. Martin. Upon completion of the school, Gordon R. Woolley, Salt Lake City, in behalf of attending professionals, tendered an engraved silver plaque to Secretary Martin as a memento of the occasion. Presenta-

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

tion was made before the intermission on closing night and the token was placed on display.

Professionals were given a graphic picture of the vital interests of the RSROA and close connection between RSROA work and their profession was pointed out. The wider field which is constantly opening in roller skating for the professional teacher was also emphasized. On opening night Robert D. Martin, RSROA chairman of the figure-skating committee, lectured on *Ethics of the Professional and His Decorum When Teaching the Sport*, and on September 9 Fred J. Bergin, Dayton, O., chairman of the skate dance committee, took the floor for instruction in skate dancing. Other faculty members were R. L. Hudson, Chicago; Joseph Goeller, Jamestown, N. Y.; Melvin Umbach, Boston, and Walter Kiefer, Saginaw, Mich. Frequent quizzes were given and some 85 RSROA proficiency tests were made. Splendid results were obtained in proficiency tests and much practice was had in judging by the class. Much improvement was noted in technique and morale of pros. On September 16 a recess was called to allow pros an opportunity to visit the Ford plant, 60 taking the excursion by bus.

large sums of money in a fine building and then lay a floor so that skaters going around corners are compelled to skate against the grain, which gives the effect of skating on a washboard? Such a floor was recently laid in a beautifully equipped building near Philadelphia. At another spot where an operator has an investment of nearly \$35,000 the floor staff is attired in soiled sweaters, with sleeves rolled up and uniform caps worn slanted over one eye. One of the highlights of the program is a music pause of 15 minutes when all skaters are allowed to execute aerial sprints, compelling those who come there to enjoy skating to stand aside or be knocked down by some female performer trying to wind her legs around her partner's neck. When the writer sought to advise this owner that this was a dangerous procedure and not allowed by even professionals on well-regulated rinks, the owner became very indignant. This man, like many others before him, will find there is more to operating a clean, orderly place than erecting a building costing more than he will ever take in.

The national defense program has claimed two former employees of Carman Rink and one from the Circus Garden, Philadelphia. Bill Cole, winner of last year's *Daily News* waltz contest, enlisted for aviation service. Fred Serpo, winner of Circus Garden *News* contest, chose the army and is at Ft. Slocum, N. Y. Roy Walters, of Carman, is in the navy and training in Newport, R. I.

Ray Haggard, Cumminsville, O., who was a visitor at Carman Rink, is now one of Uncle Sam's marines. O. M. Oviatt, former old-time speed skater of Akron, O., visited in Philadelphia recently. Jesse (Pop) Carcy received a letter from Joe Forrest, former pro speed skater, written in Minneapolis, in which Joe expressed a longing to get back on the little spoons. Mrs. Elizabeth Kelly, of Chez Vous Rink, Upper Darby, Pa., will introduce dance steps and figure-skating this season. Her daughter, Violet, who attended the school sessions in Detroit Arena Gardens, will be instructress. It was gratifying to note that Fred (Bright Star) Murree had recovered his health sufficiently to attend the birthday party tendered him annually by Detroit Figure Skating Club. This, his 80th birthday, was in reality a double celebration, as Mrs. Murree accompanied him to the Motor City and they celebrated their golden wedding anniversary on October 4 and the birthday on October 7.

NETHERLANDS (Pa.) Roller-drome opened on September 26.

JOE SMYTHE, skater, appeared in the new fall revue at Palumbo's Cafe, Philadelphia.

DOT EATON, former ice-skater, appeared at Miller's 41 Club, near Maple Shade, N. J.

FLYING HOWARDS recently headlined the floorshow at Nebiolo's night club in Melvindale, Mich.

NILES and Jo-Anne, billed as Society Skaters, open recently at College Inn, Philadelphia, for an indefinite engagement.

CONTRACT for construction of a \$65,000 roller rink in Columbus, O., has been awarded to Skilken Brothers, announced Joseph Skilken. Rink will be located downtown, and will be about 112

by 206 feet. Acting for the owners, which he did not name, Skilken said the latest type of equipment and skating floor will be installed. The building will be air-conditioned and acoustically treated.

WARREN STEFFIN, former organist at Puritas Park Roller Rink, Cleveland, has been engaged by Manager Jack Dalton to play at the Roller-cade, Cleveland's newest rink.

ARTICLES of incorporation have been filed in Fremont, Wis., by Joyland Roller Rinks. Names of T. Grottko, A. Bergstreser, and C. Bergstreser are given as incorporators.

CYRIL BEASTALL, Chesterfield, England, frequent contributor to the Rinks and Skaters column of *The Billboard*, reported his engagement to Ellen Winifred White, Chesterfield skating enthusiast, was announced on August 31.

DIXON'S Roller Rink opened on October 5 in Company K Armory, Monroe, Wis. Skating is offered Wednesday, Friday, Saturday, and Sunday nights, with matinees on Saturdays and Sundays.

FRANK HOLTZCLAW, Boise, Idaho, reports he has taken over a building formerly occupied by bowling alleys and will operate it as Frank's Roller Rink. He operated Skateland, Boise, in 1939. Building has been remodeled and new equipment has been added. Opening was slated for October 4.

ROLLERCADE, Villa Park, Ill., which operated to good business this summer, recently installed an electric organ, reported Operators Kuenzel and Frye. Glenn Davis, former organist in Armory Roller Rink, Chicago, is at the console. Rink has a 65 by 100-foot floor and has been in operation since July, 1939.

ROCK SPRINGS Park Roller Rink, Chester, W. Va., reopened on October 1. It has been redecorated and the floor has been refinished, said Manager R. L. Hand. Rubber matting is used around the edge of the floor to deaden noise. Lois Steiner, 11-year-old fancy skater, gave an exhibition on opening night. Sessions are held on Tuesday, Thursday, Saturday, and Sunday nights, and matinees on Saturdays and Sundays. Bill Lodge is organist.

PRIVATE club preview in Arena Gardens Roller Rink, Detroit, on September 6 and opening night of the regular season on September 7 were well attended, officials said. The warm weather prevailed for about 10 days following the opening, attendance did (See RINKS AND SKATERS on page 62)



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## 250G Rink Outlay Planned in St. Louis

ST. LOUIS, Oct. 5.—Work on a \$250,000 roller rink will be started within 10 days on Chippewa Street near Kings-highway in South St. Louis. The streets are two of the main traffic arteries in the city and the site is in a thickly populated district.

Property on which the building will be erected has frontage of 307 feet and a depth of 320 feet. Missouri Press Brick and Improvement Company, a holding organization for the Koenig operating interests, planned and will erect the building. It will have frontage of 200 feet and depth of 320 feet, with a skating floor of 54,000 square feet, surrounded by arena-type spectator seats. In the basement will be 42 bowling alleys, heating and air-conditioning plants, a Diesel generator, and maintenance rooms. Parking space will be provided on grounds surrounding the structure.

The Missouri Press Brick and Improvement Company is headed by Henry C. Koenig and his son, Edwin C. It owns, leases and operates a number of amusement enterprises in the city, including the Crystal, Lorelei, and Chouteau skating rinks, and the old Palladium Rink building which was recently leased for a night club.

## New Menace

By E. M. MOOR

PHILADELPHIA, Oct. 5.—It appears strange that with all the improved methods of operation and the opportunity to secure spots, especially in large cities, there still are those who leave nothing undone to usurp business of legitimate operators who have given years of hard work and money to uplift the game. A recent case was that of an operator who moved into the territory covered by an established rink and within four blocks of it. He did not make any bones about the kind of place he intended to run, advertising freely the fact that skaters could skate as they pleased. In addition, his advertising was distributed at the doors of the various rinks in the city. I have also been advised that no tax was collected on opening night, unless the price of admission was supposed to cover the tax and, in that event, he cut the price standard of all rinks in that city. It is a pity that rules of the RSROA do not permit drastic action in such instances.

The new menace confronting Eastern rinks, said, to have originated in New Jersey, is the barrel roll. This is almost as unsightly and vulgar as the wheelbarrow. It is not only a disgraceful way to skate but it can damage a floor as well, creating a dangerous situation for other skaters. Should this outlaw skate make its appearance in other territory, managers should stop it at once and eject the parties demonstrating it.

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No. 479

## Greater American To Open at Wabash, Ind., October 21

PERU, Ind., Oct. 5.—The Greater American Circus, of this city, will open in Wabash, Ind., October 21, playing daily under auspices of schools, Lions' clubs, Kiwanis clubs, Parent-Teacher associations, and American Legion groups. Several weeks of dates have been booked.

The performance, 16 acts, will run one and one-half hours. Acts will include Jim Conley's horses; the Rooks, head-balancers and high perch; St. Clair Sisters and O'Day, cyclists; Eva May, aerialist; Yelnoc Riding Troupe; the Lerches, comedy table rock and Roman rings; Miss Frieda's pets. Smaller numbers will complete the program. Joe Lewis, formerly with Ringling-Barnum, will be producing clown.

The advance sale in each city has been completed with a new type of merchants' guest tickets, with a successful advance in each town.

Roster: J. L. Keyes, manager; Pat Kramer, legal adjuster; Kenneth Arnest, advance agent; L. Claude Myers, band director; John St. Clair, equestrian director; George Valentino, front door; H. E. Brooks, advance tickets; H. Bockover, lithographs; Nick Carter, concessions; Mike Tabor, head rigger.

## Good Take for RB At Fort Worth, Tex.

FORT WORTH, Tex., Oct. 5.—According to records of the Texas State Comptroller's Department, the Ringling-Barnum circus took in nearly \$32,000 in four performances here, September 21-22, in rainy weather. The circus was forced to pay State admission taxes amounting to 10 per cent of the total admission, which was \$3,198.52 for the Fort Worth engagement.

## Weil Shop Badly Damaged by Fire

PHILADELPHIA, Oct. 5.—A \$50,000 fire swept thru Weil's Curiosity Shop here Wednesday morning, consuming curios and antiques, stuffed animals, oiled tarpaulins, and theatrical costumes. Benjamin Weil, proprietor, who opened the shop in 1907, sold show property to carnivals, circuses, and other shows.

Indicative of the maze of articles on hand were recent orders filled by Weil. They included a large shipment of binoculars to Australia; an airplane, Merry-Go-Round, and motorboat for movie props, and 1,500 wax specimens of parts of the body, sold to medical centers, doctors, and carnival men.

## Arnold's Barnyard Frolics On Fall and Winter Tour

AKRON, O., Oct. 5.—Arnold's Barnyard Frolics, novelty animal show, with headquarters here, is playing thru Central and Southern Michigan for the School Assembly Service, for which agency he started working September 16. Arnold Masino, owner-manager, said his bookings will take him into Illinois and Indiana and the immediate Chicago territory, returning to Ohio about the middle of November to play Youngstown and Cleveland.

The Arnold unit recently completed several weeks of fairs and sponsored celebrations in Western Pennsylvania for the KDKA Artists Bureau. Before starting on the fall and winter tour a new trailer was added to the caravan to accommodate additional stock and equipment.

## Canton Members Entertained

CANTON, O., Oct. 5.—Members of the Canton Showmen's Club were entertained with luncheon and refreshments at the close of the meeting October 2. Lucretia Shaub Leyser was the hostess. Felix Hinkle, manager of Station WHBC; George (Red) Bird, director of Massillon High's famous marching swing band, and Mac Wickersham, former Thespian and dramatic teacher in the same school, were admitted to membership.

At the Swiss Club October 24 the annual dinner of the Showmen's Club will be held. A souvenir history book of the club will be given each person attending. Several members of the club will stage a pre-dinner broadcast over WHBC on October 23.



CLYDE BEATTY and Robert Good, former trouper of Allentown, Pa., snapped on the opening day of the Trenton (N. J.) Fair, where Beatty's wild animal act was the featured attraction.

## San Antonio Zoo Plans 3-Ring Show

SAN ANTONIO, Tex., Oct. 5.—The San Antonio Zoological Society is planning to start a three-ring circus at the Brackenridge Park Zoo, Richard H. Friedrich, society president, revealed last week. Two performances will be given on Sundays and holidays.

Elephants were purchased by Friedrich from Meems Bros. & Ward, who have been exhibiting the animals at the San Francisco fair. The elephants' trainer will accompany them here and will either remain permanently to train them or teach an employee at the zoo to handle them. The elephants' trappings were also purchased.

A trainer from New York will be brought here to train the young cats at the zoo for the show.

Performances will be given with no extra gate charge, Friedrich says. Present admission fees are 15 cents for adults and 10 cents for children. Friedrich also announces that the society plans to make Elephant Island, a part of the zoo, a permanent memorial to the late Harry Hertzberg.

## Hearty Welcome for Cole Show In L. A.; Publicity Is Heavy

LOS ANGELES, Oct. 5.—Cole Bros.' Circus, after an absence of three years on the Coast, returned to Southern California and received a hearty welcome. Opening in the Los Angeles sector at Glendale September 27 to a fair matinee and a good night house and following with good week-end business here at the Washington and Hill streets lot. The usual Monday night letdown was experienced. Weather has been ideal.

The show, on a week stand here and with a few changes in program, really went over in a big way with the audiences. Always popular with the movie folks, it had many of them in daily attendance. All local dailies gave the show especially good notices. Ora Parks has planted likely the most art and stories that have been given any circus—half pages of art, some three-quarters, and a most interesting resume of the show by George Jackson, feature writer of *The Los Angeles Herald Express*. Steve Healy, publicity director of the Earl Carroll show, had the backyard on two days filled with selected beauties of that show, taking intimate shots of performers and girls.

### In California Until October 22

According to the route card, the show will be in Southern California until October 22, doing 20 days in Los Angeles County alone, which is a record.

At Monday night's show Station KMTR, with Cliff Dalton in charge, had a broadcast that went over in a splendid manner. Big show announcer Jack A. Ryan, with the necessary equipment, interviewed members of the flying act as to their reactions before doing the feature thrills, and Ryan then told of his reaction before divesting himself of the radio rigging and taking off from the top pedestal for a hand catch. He is not a performer. Dorothy Herbert, noted equestrienne, in Hollywood to do a picture, appeared for several performances

## Indoor Show Again at Macon

MACON, Ga., Oct. 5.—Al Sihan Shrine will again have an indoor circus. The committee is composed of D. C. Ferguson, chairman, serving for his seventh year; G. P. Lockhart, J. V. Kennedy, F. V. Bradford, M. R. Arden, and William M. West. Ferguson is in charge of bookings. Plans call for six night performances and one matinee at the Macon Auditorium.

## Kelley-Miller Has Good Date at Weir

FAIRLAND, Okla., Oct. 5.—The Al G. Kelley-Miller Bros.' Circus entered Oklahoma Sunday, September 29, and played its first date in the State here the following day. It will have several more stands in Oklahoma before entering Texas.

The show had a good matinee attendance and a capacity night house at Weir, Kan. The largest advance ticket sale of the season was enjoyed for that date, which was sponsored by the high school. Weather was chilly, but the school was 100 per cent for the show. Hattie, a large performing elephant, is one of the big attractions with the show.

Mr. and Mrs. Ted La Velda and John Grady spent Sunday (29) in Miami, Okla. Obert and Kelley Miller made a trip to the show's winter quarters week before last to make sure things would be in shape to house the equipment for the winter.

## Notables Attend Cooper's Funeral

NEW YORK, Oct. 5.—Funeral services for Courtney Ryley Cooper, the author who wrote tons of stories about the circus, were held here Tuesday morning, the mystery of his suicide still unsolved. People prominent in political, literary, and amusement circles attended the services, officiated over by Rev. Dr. Randolph Ray. Among them were J. Edgar Hoover, chief of the Federal Bureau of Investigation; Homer Croy, author; Fred Stone, actor; John O'Hara Cosgrave Jr., illustrator; Vincent Sardi, the restaurateur, and a delegation from the Circus Saints and Sinners, including F. Darius Benham, Fred P. Pitzer, Frank V. Baldwin Jr., and Leonard Traube.

Cremation took place in Union City, N. J.

## Mills Changes Quarters From Canton to Berea

CANTON, O., Oct. 5.—Equipment of Mills Bros.' Circus, stored at the Stark County Fairgrounds here since the day following the closing of the show, September 12 at New London, O., has been moved to the Cuyahoga County Fairgrounds at Berea, where Jack Mills, owner, explained facilities are better for wintering the circus and larger workshop space is available.

Mills said here this week that he had started work on indoor dates, the first of which will be held in November. Promotions will get under way at once, he said. He also revealed plans for the purchase of some performing stock, wardrobe for a spec, and other equipment in preparation for the 1941 tour of the circus, which is to be enlarged.

Work at winter quarters will continue uninterrupted thruout the winter, under direction of Superintendent Johnny Wahl and three assistants. Mills said he expected to have two elephants at quarters within another month, in addition to some small performing stock.

## Wallace Bannerman Joins Hamid-Morton

GOLDSBORO, N. C., Oct. 5.—Bonham Stevenson, bannerman with Wallace Bros.' Circus, left that show here September 26 to join the Hamid-Morton forces at Toronto for the winter dates, reports Walter D. Nealand, who caught the Wallace show at Goldsboro on the 26th. Stevenson stopped off in Rocky Mount, N. C., to visit the Marks Shows and Bill Woodcock and other circus folks.

The Wallace show had a capacity matinee crowd here, to which point Frank A. Conway, of the United Fireworks Company, Dayton, O., accompanied Nealand. They visited with Manager Ray Rogers, O. C. Cox, lessor, and Harry Mack. Mack joined the show recently.

## Myers' Band Scatters

CANTON, O., Oct. 5.—L. Claude Myers' band, the past eight weeks with Klein's Attractions playing fairs, disbanded following the Carroll County Fair at Carrollton, O., departing from there for their respective homes and new assignments.

Myers went to Peru, Ind., to ready for taking over the post of band leader with the Keyes' indoor circus; Harry Shell, trumpet, to Farmington, Mo., after a visit en route with Russell Bros.' Circus; Mike Guy, trombone, to New York City and later to Penn Yan, N. Y., to resume his duties as band leader with the James M. Cole Circus; Jack Campbell, trombone, Shreveport, La., to work the State Fair and then resume dance work; Vernon Elbrecht, bass, Indianapolis, Ind., back to school at Arthur Jordan Conservatory and resume duties for Myers & Thompson Booking Agency; Jack Carroll, trumpet, to his home in Hammond, Ind.; Kack Sweetman, drums, to his home in Circleville; Jake Mills, trumpet, to Cleveland to assist his brother with indoor promotions.

Hart, and Frank Nash, on the front; John Gibbs, ticket taker. Frances O'Conner, armless girl, joined in Los Angeles, and P. G. Lowery has added three entertainers to his minstrel show.

Joe Haworth, legal adjuster, has as associates M. H. McClain and Doc Partello. The last-named is recovering rapidly from a recent severe illness.

### Press Dinner

Following the usual custom in Los Angeles, the Cole show again had as dinner guests publishers, managing editors, city editors, feature writers, and other notables of major dailies.

The affair was strictly an invitation one, handled by Press Representative Ora Parks. Steward Mitt Carle, of the circus, had the cookhouse appropriately decorated. Waiters wore white uniforms. Al St. Clair was headwaiter and Georgia Blue handled the serving of the dinner. In the cocktail lounge, with Mike Malloy in charge, George Gibson and Hal Harmon, assistants, served refreshments. The dinner was served at 6 p.m. and consisted of sea-food cocktails, stuffed celery and ripe olives, chicken noodle soup, steak with mushrooms, string beans, fried chicken, French fried potatoes, cream gravy, peas, corn on cob, potatoes (See *Welcome Cole Show* on opp. page)

### Zack Terrell Host

Manager Zack Terrell was host to 115 members of the Pacific Coast Showmen's Association and the Ladies' Auxiliary Monday night, President Ralph E. Smith receiving a special announcement from Jack A. Ryan, announcer. The organization sent a banner for front of the marquee and a large floral horseshoe. Terrell had Mr. and Mrs. S. L. Cronin, John M. Miller, and George Hines as guests. Charley Murray, screen comedian, was a daily visitor. Others noted from the film colony were Tyrone Power and party, John Barrymore, Jack Benny, Hedy Lamarr, Fred Astaire, John Boles; Mr. and Mrs. Frank Mattison, Warner Bros.' unit production manager, and guests of the Noyelles Burkharts. Show-folk visitors included Charley Farmer, Dan Dix, Frank Chicarelli, Carl Knudson, Homer Hobson, Harry and Grace De Garro, Minnie Fisher, Bert Chipman, Frank and Mabel Bennett, Jimmie Dunn, Doc Harris, Meyer Schlom, Lou Johnson, Ben Beno, Mr. and Mrs. Mark Kirkendall, Peggy Forstall, Jack Bigelow, Harry Callan, Paul Eagles, Leo Haggerty, Eddie Steward, Harry Phillips, Wynne Heldestorn, and Billie Richards.

There have been several changes in the side show since the opening of the season. Boston Towne is now manager; Arthur Windecker, inside lecturer; Judge A. B. Palmer, auditor of the side show and checker-up on all other important departments; Frank Loving, Thomas D.



# With the Circus Fans

By THE RINGMASTER

CFA  
 President  
**WILLIAM H. JUDD**  
 25 Murray St.  
 New Britain, Conn.

Secretary  
**W. M. BUCKINGHAM**  
 P. O. Box 4,  
 Gales Ferry, Conn.

(Conducted by **WALTER HOHENADEL**, Editor  
 "The White Tops," care Hohenadel Printing  
 Company, Rochelle, Ill.)

**ROCHELLE, Ill.** Oct. 5.—Members of the Antoinette Concello Tent, CFA, at Gainesville, Tex., enjoyed the visit of Ringling-Barnum circus in their territory the middle of September. Roy A. Stamps and Gideon D. Bell with party of friends visited at Wichita Falls and purchased tickets for the 100 members of the circus to attend the night show at Fort Worth September 22. Mr. and Mrs. Stamps, Mr. and Mrs. Bell, Mr. and Mrs. A. Morton Smith and children, and Mr. and Mrs. Alex Murrell were backyard visitors at the Fort Worth stand. Mr. and Mrs. Joe Leonard were guests of Mr. and Mrs. E. Paul Jones, of Dallas, when the show was there night of September 24, and Mr. and Mrs. Smith spent the day with the Concellos, Pat Valdo, Milt Taylor, and other friends at Paris September 25.

The annual Grotto Circus at Norwich, Conn., will have to be called off this year, as it is unable to obtain the National Guard Armory.

The *Oak Leaf*, house organ published by the Oak Rubber Company and edited by CFA Tom Gregory, had a picture and story of Mr. and Mrs. Fred Bradna in the September issue.

Justus Edwards, of Russell Bros.' Circus, recently called on Karl Kae Knecht in Evansville, Ind.

CFA Joe Beach and his grandson, Wally, of Springfield, Mass., attended the closing day, September 21, of the annual Grotto Circus in Pittsfield, Mass., which this year was held under canvas. Packed houses greeted the show for the three-day engagement and the closing performance was a turnaway. Acts were furnished by Frank Wirth. In the backyard they visited with Laddie Lamont, Hip Raymond, Frankie Prevost, George Hanneford Family, Mike Cahill, and others of the show.

Fans Stuart M. English and G. H. Barlow III, of Binghamton, N. Y., motored to Homer, N. Y., and inspected the old Sig Sautelle Circus winter quarters there. The ring barn is still intact, with the roof supported by a center pole. The horse and animal barns, painted red, are still intact. Sig Sautelle's home, octagon in shape, is still standing along the main road. Old characters living on the estate remember Sautelle, as well as David Harum (Hannum), as Homer was the home of the latter who was the famous character in Wescott's novel, *David Harum*.

On September 29 the Chenango Boots and Saddle Club held its annual horse show and round-up at State Park, near Binghamton, N. Y. Stuart M. English is president of the club and also acted as general director and announcer for the show. In the program was Bill Mossman, formerly of the Ringling show and now a State trooper under Capt. Dan E. Fox at Sidney Barracks, N. Y. Mrs. William Weaver, of Cortland, N. Y., acted as judge. Mrs. Weaver at one time had 60 horses on tour in various acts and shows in the States. She owned two statuary acts on the old Ringling show. She was featured for many years with leading circuses, on vaudeville circuits, and at fairs. There were about 100 horses in the ring. One thousand people were in attendance.

On September 21 Fans Fred E. Page and G. H. Barlow III motored to Sidney, N. Y., and inspected the famous barracks of the Spotted Horse Troop and the great riders of Capt. Dan E. Fox. Some very famous show horses are still quartered at the barracks, including several

from the 101 Ranch Wild West show. The office of Captain Fox is a veritable museum of circus and show pictures. There are many celebrities of the circus, rodeo, theatrical, and political world displayed upon the walls and under the glass of the big desk in the center of the room. The hundreds of pictures are hung from the ceiling to the very baseboards of the room. In another room is a huge trophy case with hundreds of miniature carved elephants and other animals. They are done in ebony, bronze, and ivory.

Jacob Wagner, a charter member of the Circus Fans' Association, who was elected its president in 1929, retired as general manager of the Des Moines Union Railway September 30, a job he had held for nearly 47 years. Wagner earned the title of "the savior of the American circus" because of his activities as a mediator during the Ringling circus labor dispute in 1938. The title was bestowed upon him officially by a formal resolution passed at the Circus Fans' Association convention in 1939.

## Dressing Room Gossip

**COLE BROS.**—The writer has had letters asking if Ann Sutton is still with the show. She opened with it and is still here and doing very well. Ken Maynard has a grand Wild West and for the Los Angeles engagement had added Ted Merchant and Betty Case. Here is the line-up: Maynard, Bertha Eowland, Ann Sutton, Betty Case, Marie Wolf, Clarence Canary, Jack Wolf, Eddie Robinson, Ted Merchant, Stan Ainsley, Jimmy Lindsay, Shorty Evans. Johnny Armstrong came to the lot with a black eye. He said he got it catching in the acrobatic act. Golda Grady is now in the big riding act.

Lots of visitors at Glendale—Dorothy Herbert and husband, Everett Hart, Homer Hobson Sr., Dail Turney, Jim Turney, Hughie McGill, Alfred Weise, John Agee, Doyle Mack, Cheerful Gardner, Dian Lovett, Bernie Griggs, Alex Lowande. Show has been augmented for the Los Angeles and Hollywood dates by the following: Art Borella Trio, Danny McAvoy, Art LaRue, Harry Lareno, the Acevodos, doing three acts, two wire acts and a juggling act. Spec also has been enlarged by the addition of 16 dancing girls. The dressing room was shocked to hear of the death of Shorty Flemm. Was a personal friend of the writer for years. He was a great clown and a greater person. Germana, Albertina, Justin, Sefta, and Alphonse Loyal paid show a quick visit the opening day in Los Angeles. They had to hurry back to Pomona to make the matinee. They are members of the Loyal-Repensky riding act which was here the first part of the season. Frank Shepherd has introduced a grand finish to his act. He does a somersault to a breakaway. He doesn't use any net.

The Escalante boys are having a big time as Los Angeles is their home. Having so many visitors in Los Angeles, the writer can't keep up with them. Charley Murray, of the films, was in dressing room all day visiting his Joey friends, as were Richard Dix, Jack Benny, and numerous others. Ben Beno, Lavern Houser, Harry Cress, and Richard Cromwell also were visitors. Blackie Escalante, who broke a finger a week ago and was out of program, went back to work first day in L. A. Dorothy Herbert gave a party for the Reiffenach Family and Clarry Bruce. Had a nice talk with Jack Benny, of radio fame. Asked him if there was any more vaudeville and he said this is it, meaning the circus. Will have to tell Jimmie Reiffenach that this is a week stand and his clothes rack will still be there in the morning.

FREDDIE FREEMAN.

**JOE LEWIS**, clown, and wife, Eva May, closed a successful fair season and are now preparing for a string of indoor dates with Keyes' unit, the Greater American Circus. All dates will be in Indiana and are under strong auspices, Lewis declares. Lewis says he closed one of the most successful fairs in Michigan, the Hillsdale County Fair at Hillsdale. The last for days he reports an estimated attendance of 40,000 each day. Free acts in front of the grandstand were Power's elephants, Wen-Hal Troupe, Palenberg's Bears, the Gaudsmiths and their dogs, Eva May Lewis, aerialist, and Joe Lewis, clown cop, working grandstand come-in.

# Circus Saints AND Sinners' Club

By Fred P. Pitzer (National Secretary)

**NEW YORK, Oct. 5.**—Despite terrific bombing, London is still doing business, for this morning we received a catalogue from Ifan Kyrle Fletcher in which he lists many circus items for sale. The death of Courtney Ryley Cooper was a terrific shock to the writer who knew him well and admired his work. That Ryley should take his own life was farthest from our mind, for whenever we met him he was the life of the party. We remember a dinner meeting at Sardi's when we were members of the now defunct P. T. Barnum Tent of the CSSCA. Ryley and the writer stopped at a costume store and purchased a pair of jet black mustachios. Putting them on we walked into the meeting and during a very serious debate first Ryley and then I would jump up, wave our arms and shout things in a foreign language. We portrayed agitators so successfully that the meeting adjourned. Ryley had everyone in tears with laughter at the manner in which he shouted his word-age. And as we walked home that night we laughed whole-heartedly at our little escapade. Ryley was also liberal with his time and suggestions when the writer was editing a pocket magazine called *The Circus Scrap Book*. His letters were always vibrant with hope. Many members of the CSSCA attended the funeral services.

Some of the new members brought into the Dexter Fellows Tent during the past two weeks are Robert R. Coles, associate lecturer in astronomy, American Museum of Natural History; George Mayo Crump, president, United Corporation; John L. Faherty, New Jersey Motor Vehicle agent; Phillip A. Green, president, P. A. Green Company; Dr. William T. Henderson, owner, Wickersham Hospital; Svend Jorgensen, president, Wivel Restaurant, Inc.; George E. Warren, vice-president, Chase National Bank, and John B. Walker, Eastern manager, United Air Lines.

Sinner Arvid Paulson has a fine appreciation of Mrs. Richard Mansfield and Walter Connolly in the September 1940 issue of the *Equity* magazine. Arvid himself is an actor of no mean repute. Sinner Bob Howard sends us the menu to be splashed before the national convention luncheoners. The luncheon is for Friday, October 18, and is well balanced between fish and fowl.

Jim Schonblom, press agent for the Lillian Leitzel Tent, Bradford, Pa., writes: "To review the past year of the Lillian Leitzel Tent, we held three general meetings. On February 1 we had our annual meeting at Casey's, electing the same officers: Lew Mallory, president; Jim Casey, treasurer, and myself, secretary. The Hon. James Coit, mayor of Bradford, was the fall guy, and the Buffalo Bill Tent of Buffalo was organized with Mayor Tom Holling as president and Gordon Streich, secretary. On April 10 seven of our members enjoyed the Dexter Fellows Tent's meeting with John Ringling North as fall guy in New York. On May 6 we had our second meeting at Casey's with Raymond Brennan the fall guy. On June 13 our third meeting was to be held between performances of the Ringling-Barnum circus, but had to be called off because of the lateness of the circus's arrival. However, we pitched our tent and carried on as best we could. Harold Hoffman, national president; Freddy Benham, founder; Les Kramer, comical kop, and Chuck Tremaine, delegated director, were welcome visitors. Under the circumstances, I'm afraid we were rather bad hosts. However, we had an impromptu luncheon at Casey's while waiting for the circus to come in. The governor entertained with some choice poetry, and Les couldn't be outdone in the story line. I think Freddy was all over the place at one time, meeting and introducing everybody, and Chuck was too busy giving the kids his attention to even get in the beer tent. At present

we have 54 members, altho there are five who haven't been initiated due to our postponed circus meeting. We are planning to have a meeting October 16 to draft these five into the fold before going to New York."

## WELCOME COLE SHOW

(Continued from opposite page)

O'Brien, cold turkey, cold chicken, Virginia ham, ice cream (circus figures), assorted cakes, ice tea, and coffee. Smokes were served.

This dinner occasioned Capt. Arthur Marek, of *The Herald Express*, to call Steward Mitt Carle, Al St. Clair, Chef Elmer Vorys, and Wilfred Wolf, assistant, before the guests, who gave them a rousing vote of thanks. After dinner the guests were shown thru the backyard of the circus, the menagerie, and side show.

Guests: From *The Los Angeles Examiner*, Mr. and Mrs. John Campbell, Alex Campbell, Warden Wollard, E. J. (Jean) Withers, Prudence Penny, Mrs. Estelle Romine, Robert Mount, Mr. and Mrs. Verne Libbey, Florence Lawrence, and Jessica Sanfield. From *The Los Angeles Times*, Manny Godgeaux, Mr. and Mrs. H. L. Coney, Mr. and Mrs. C. O. Bensing, and Marian Manners. From the City News Service, Mr. and Mrs. Cheatham Moss, Mr. and Mrs. C. H. Penn, and Marvin and Willard Keith. From *The Daily News*, Mr. and Mrs. George McElroy, Helen Penny. From *The Herald Express*, Mr. and Mrs. Neal Hellis, Capt. Arthur Marek, Barbara Brien, Mr. and Mrs. H. W. Krauch, E. W. Krauch, Mr. and Mrs. Howard Ballew, and Mr. and Mrs. Lewis Young. From *The Hollywood Citizen News*, H. A. Reuter, Kathleen Sanders, Madeline Reader, Mr. and Mrs. Harley Martin, Harlan Palmer, Cliff Westselman, Toney Hartman, Mr. and Mrs. R. A. Hamlett, Roy and Betty Manners, Dudley Murphy, Clyde Pangborn, and Mr. and Mrs. Hal Hubbard. From *The Los Angeles News*, Mr. and Mrs. A. G. Pollack, Helen Moore, and F. L. Bowers. From *The Billboard*, Mr. and Mrs. Steve Henry. Special table guests were McDermott Quinn, Roger Barclay, Mr. and Mrs. J. B. McClay, Helen Ainsworth, Harry Lippon, Mrs. Margaret Cooney, Creighton Hadley, Gustave Wally, Thomas Beecher, and Signe Hassa, new Swedish screen star.

**QUIET JACK MOORE** writes from Wichita, Kan., that he's going into the Veterans' Hospital there October 9 for about three weeks and will be pleased to hear from old-time vaudeville and circus friends. Jack has not trouped since 1939, when he was out with the Walter L. Main week-stand show for three weeks. Jack saw the Ringling-Barnum show in Wichita and visited with the few that were on the show when he was with it the last time in 1911. They included Joe Boynton, in ticket wagon; Fred and Ella Bradna, Cap Charles Carroll, Pat and Laura Valdo. Jack also had a chat with Capt. Bill Curtis, boss canvasser, with whom he trouped in 1909 on the Sells-Floto Circus.

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# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

MARION DREW, lady juggler, is playing night clubs in and out of Boston.

CARL H. RICHARDSON, circus drummer and cornetist, is at Soldiers' Home in Washington, D. C.

RUSSELL BROS.' CIRCUS had two fair crowds at Richmond, Ind., September 21. The Russell Brothers, local jugglers, visited with Eddie Woeckener.

JAKE MILLS, band leader of Mills Bros.' Circus, joined L. Claude Myers band on Klein's Attractions for its final fair stand at Carrollton, O.

L. B. GREENHAW, contracting agent of Cole Bros.' Circus, stopped over at Detroit, visiting billposters' headquarters, en route to the Lewis circus headquarters at Jackson, Mich.

GEORGE BRINTON BEAL was not connected with the Police Circus in Boston, held week of September 16. In last week's issue it was stated that he handled some of the press.

Prosperity is the fruit of labor and industry.

AL ROSS (Helwig), formerly with the Jordan and Knight troupes, now working single, is playing night clubs in and around Cincinnati. He was at Buckeye Lake Park, Buckeye Lake, O., the past summer.

BARNEY AND JIMMY ARNESEN, comedy acrobats and tight-wire performers, wound up their fair season at Logan, O., for Klein's Attractions and returned to their home in Canton, O., to await the start of winter dates.

HUGH MCGILL cards that he had a wonderful time on Cole Bros.' Circus in Los Angeles, as Zack Terrell and J. D. Newman gave him the run of the show. He attended every night and visited with his friends on the show.

PAIGE AND JEWETT, unicyclists, closed eight weeks of fairs with Klein's Circus Unit and Revue at Cambridge Springs, Pa., September 28 and went immediately to Atlanta, Ga., for the first of several theater dates in the South.

TESSIE, 15-year-old Ringling-Barnum elephant, died en route to Little Rock, Ark., September 26 from Texarkana. The elephant had been with the show about a year. It had been with the Hagenbeck-Wallace Circus.

GEORGE FICKETT and Rube Simonds are in their 14th week at the Hickory Tree Wild Animal Farm, Georgetown, Mass. The former was one of the features in the 40 and 8 parade of the American Legion convention in Boston, doing his Irish Biddie.

WHILE PLAYING the Lexington (Va.) Fair, Rusy Bader, who is with Ezra Buzington's Pine Ridge Revue, visited with circus musicians who are playing with the Virginia Military Institute Band there. They included Martin Osmundsen, Bill Swihart, Bill Kubler, and Johnnie Pope.

MIKE GUY, trombonist, who joined L. Claude Myers' band for the final week of the county fair season for Klein's Attractions, will rejoin the James M. Cole Circus unit. High school bands will play for the circus program, Guy arriving early each day to rehearse the band before the matinee performance.

IN LAST week's issue there was an item regarding Ed Raymond being with Lewis Bros.' Circus. This was in error. He has been with Hamid-Morton and Wallace Bros.' circuses this season. Raymond advised that Wallace Bros.' show would close at Sumter, S. C., October 5 and that it had a good season.

You may have troubles, but so do others.

FRANK B. HUBIN reports that the

Atlantic City Boosters returned home from the American Legion Convention at Boston. Tom Taggart, Atlantic City mayor, headed the delegation. The Resort City boosters expect to have the legion convention in 1942 and will keep on boosting. Hubin says.

L. CRAZY RAY CHOISSER made the fair at Columbus, Miss., with Bill Blomberg's Barker Bros.' Circus and Rodeo, playing his callopie in front of the grandstand. From there he went to Tupelo, Miss., to play the fair there October 1-5, after which he will be in New Orleans for an engagement.

JOHNNY AUTRY, who has Wonder Horse, has added a new member to his show. The addition is Samanthly Slop-Pocket. She is out of the hills of Arkansas. Show is now on Station WJHL daily at Johnson City, Tenn., but will soon be on Station WKPT, Kingsport, Tenn. Autry says it's the only band that consists of five men, a girl, and a horse.

HERB TAYLOR and his clowns played the Police Circus at the Boston Garden, Boston, week of September 16-21. Taylor will open for Bob Morton and George Hamid at the Shrine Circus in Toronto. Troupe consists of Herb Taylor, Dick Taylor, Zack Taylor, Rube Simonds, George Fickett, Marco Songoni, and Harold Peckham.

WILLIAM H. LANGE attended Cole Bros.' Circus at the first night performance of its seven-day Los Angeles run. With a straw house, he said it looked like the good old circus days. He praised the spec and the festoons of colored lights over the three rings, and said the baby panda in the menagerie drew much favorable comment.

JOHNNIE MURDOCK, emcee for the DeWaldo Attractions, is back in Chicago and reports an enjoyable season playing fairs with a grand bunch of troupers. Among the acts were Mann Brothers, Echo Trio, DeWaldo's cycle act, the Avalons, Romanoffs, teeter-board; Aerial Christiansons, Juggling Clairs, Ora and Minerva, LaTona Troupe, Musical Sinclairs, Truex Trio, the Leroys, Devon Brothers, and Lerford Clown Trio, featuring Chester Sherman in grandstands.

Never argue unless a dollar is involved.

CAREY C. EMRIE, ex-circus performer and clown, always has a wonderful time on Russell Bros.' Circus, and his visit to the show when it played Wilmington, O., September 19, was no exception. Jumping to Wilmington from his home in Cincinnati by bus, he caught the matinee and said the performance was the same as he has always found it, highly pleasing. Among those with whom Carey mingled on the lot were the Webbs, Mme. Bedini, the Ray Family, and Eddie Woeckener.

HAROLD J. CONN, who was with Cole Bros.' Circus part of the season, doing little old man clown policeman (he was called home on business), played parks and fairs until September 21. On October 1 he opened at the J. W. Knapp Department Store, Lansing, Mich., for its 45th anniversary sale, doing clown cop thruout the store. On November 1 he starts clowning for the same store in the toy department and will remain there until Christmas. This will be his second year at the store after being at the Vandervoort's Land of Toys in Battle Creek for six years.

FRED TIMON tells of a party held recently at the home of Circus Fan John Vincent Leonard, Ithaca, N. Y. Those present included F. M. Farrell, Leonard, John Williamson, Clayton Hawks, Harry Phillips and Timon. After dinner, photos taken during the summer were exchanged. Hawks then showed his circus movies. He spent a week this summer on Bell Bros.' Circus and had two reels of that show, depicting scenes from its arrival in town to setting up of tents and the complete show. Everyone at the party had visited the Bell show several times this summer and were always royally treated by Sam Dock, Earl Annon, and Mr. and Mrs. H. R. Brison.

More shows should have leaps. It is an excellent number.

M. W. BILLINGSLEY, since closing the village of Hopi Indians in the Arizona

Cliff Dwellers' Village at the New York World's Fair, has been operating the Hopi Indian Village on the Apache Trail, 28 miles east of Phoenix, Ariz. The village, built by the Hopi chieftains and headmen, is located on Billingsley's ranch, which is on three continental east and west highways, Numbers 60, 70, 80, and 89. Among the several primitive constructed buildings are the ancient Hopi Kiva or Temple, Trading Post, and Watch Tower. The regular winter season opens in November and closes in March, with continuous village activities and ceremonial dances. Having retired from touring with his Hopi Indians, Billingsley has been elected recorder of El Zaribah Shrine Temple of Phoenix.

DOC WADDELL letters: "Clem Herchelrode, the 81-year-old showman, and wife, Margaret, of Dayton, O., have taken residence at the Ohio Masonic Home, Springfield, making 21 old-school showfolk therein. The *Springfield Daily Sun* gave the Herchelrodes front-page story with pictures. Achbar Grotto band, of Columbus, directed by Sir Edward Whelpley, honored the 600-odd Ohio Masonic home residents with a concert Sunday, September 29. The opening number, *Robinson's Circus March*, by Karl L. King, was a gesture to me. In the band are a number of old circus musicians, including John Napier, clarinetist, and Ben Heber, of the circus-owning Heber Brothers family. The show colony observed the 'service of the dawn' in remembrance of Courtney Ryley Cooper, found dead in New York, also for J. J. Daniels, once champion bicycle rider, who passed on in Columbus."

## Air Raids and Showfolk

The following editorial appeared in *The World's Fair*, Oldham, England, on September 14:

Showland unfortunately has not come out unscathed in the recent air raids on London and the deepest sympathy of all our readers will be extended to the bereaved families. We have received reports of some remarkable escapes and exciting experiences, but defense regulations preclude us from publishing these as the details might give news which would prove of value to the enemy. Many of the showmen have had their tackle damaged but, apart from one death, we have not heard of anyone receiving injuries.

Showmen situated in more fortunate districts will have every sympathy with those who are passing thru such trying times. As is to be expected, entertainments of all kinds are suffering greatly thru the air raids, but we are sure that the authorities will do everything they can to make it possible to carry on. None of us wants to see the melancholy experience of 12 months ago repeated, when at the outbreak of war all forms of entertainment were closed down. Our amusements offer a tonic that is invaluable in keeping up the spirits of the people, and we are certain that the authorities will hesitate to impose restrictions which will mean the abandonment of reasonable relaxation.

open a three-day stand September 30, the exhibition got off to an unheralded opening a day early because it had to give its October 2 date at Athletic Field to a football game. With good weather, average attendance for the three nights was 800. Major George Rajotte was promoter and event was sponsored by the Disabled American Veterans' Post. A free matinee performance was held for orphans on September 30. Show marked the first time a rodeo played the city. Performers included Blackie Karman, Texas Art Guimond; Whitey, clown; Buck Dowell, Alvin Farshley, Jim Austin, Slim Denken, Jack Kennedy, Art Floyd, Steve Tranholm, Francis Fowler, Beatrice Lindstrom Jr., Sidney Lindstrom, Ellen Hibbard, Ora Rajotte, and Mrs. McDonald.

FIRST rodeo ever staged in Coeur d'Alene, Idaho, attracted more than 8,000 September 27-29. A downpour cut Friday's opening attendance to a few hundred. Good weather boosted Saturday's crowd to 3,000, and Sunday's to 5,000. Veterans of Foreign Wars sponsored the show. Rodeo honors went to Vic Blackstone, of Midland, Tex., in riding, and Oral Zumwalt, Wolf Creek, Mont., in roping and dogging. Tommy Kunz sustained a broken nose; Jim Jackson, wrenched knee, and Ernest Emery, lacerations of foot and head. Results: Bronk Riding—First day, Vic Blackstone, Ernest Emery, Bob Olson, Lynn Frost. Second day, Lynn Frost, Bob Rayburn, Curly Kelly, Pete Dupree. Third day, Curly Kelly, Bob Olson, Dick Slappert, Bill McGuire.

Bareback Riding—First day, Howard Pilgrim, Albert McEuen, Vic Blackstone, Jim Jackson, Irving Paul, John Tubbs. Second day, Jim Jackson, Vic Blackstone, Red Billingsley, Wally Lindstrom; Tommy Kunz and R. Mitchell tied for fourth. (See CORRAL on page 60)

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

DIAMOND TED LEWIS sailed September 26 for Hawaii for the winter season with the E. K. Fernandez Circus, reports Monte Lewis.

RESULTS of the Green River (Wyo.) Rodeo: Bronk Riding—Buck Peterson, Eddie Taylor, Homer Cook. Bareback Riding—Eddie Taylor, Terry Lockyer. Calf Roping—Jim Laycock, Paul Scott, Jim Wilkinson. Ross Meeks won the Wild Cow Milking event.

LUCYLE RICHARDS, bronk and trick rider, who has taken part in rodeos all over the country, was picked by the Civil Aeronautics Authority as the first woman instructor for college aviation training courses in the Southwest. She has been attending a school for civilian pilot instructors in Fort Worth, Tex., in preparation for her first class of students at Lon Morris College, Jacksonville, Tex.

JE RANCH RODEO, after a 16-week season in the East, has returned to its Eastern quarters at Waverly, N. Y., writes Herb Maddy, general representative. Only one of the 16 weeks proved to be a loser. Col. Jim Eskew, owner-manager, plans to start out in early spring with a route of 25 weeks, first six of which are to be played in ice hockey buildings in Toledo, Cleveland, Pittsburgh, Philadelphia, New Haven, Conn., and Providence.

FORCED REVISION of dates started the Don Martin Rodeo off on the wrong foot in Manchester, N. H. Skedded to

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PREMIUMS AND SPECIALTIES

**Sue There? Wrong Number**

KNOXVILLE, Tenn., Oct. 5.—None of the horses in the Tennessee Valley A. and I. Fair Horse Show, September 23-28, did any dating, but it wasn't the fault of University of Tennessee boys, who tried hard enough. Most of the calls on the horse-barn telephone were requests for Sue, Jane, Dorothy, or Imogene—and few of the horses had such names. What happened was that one of the university dormitories had been given a new telephone number a few weeks ago, and its old number was assigned as a temporary one for the horse barn. It was a tough week for the horse show folks.

**Trenton, With 238,000, Stirs At Night Gates**

TRENTON, N. J., Oct. 5.—New Jersey State Fair, which ended last Sunday with Hankinson-directed auto races as sole attraction, pulled a total of 238,000 on the eight-day stretch, George A. Hamid, president and director, announced. This is a big advance over last year's draw. Daytime grandstand traffic was at peak at opening Sunday and Monday, dropped off Tuesday, fizzled Wednesday in the rain, picked up sturdily on big Thursday when the politicians staged their traditional day, pulled okeh on Friday and was almost capacity Saturday.

Best stand evenings were Tuesday and Saturday, latter credited to return of Lucky Teter and His Hell Drivers, who appeared on Sunday and Monday previous. Teter's return was an attempt to test the potential strength of Trenton nightwise, this locality being one of the few with a so-so night fair. Hamid said he is satisfied that as a result of thrill-night pull after-sundown periods can be jolted into winners.

Standing out in promotion and advance was a record pre-fair ticket sale, said to have been in the neighborhood of \$7,000, with George Deffenbach in (See TRENTON AT NIGHT on page 51)

**Ozark Paid Gate Is Down in Rain**

SPRINGFIELD, Mo., Oct. 5.—Ozark Empire District Fair here on September 22-28 had total attendance of about 150,000 altho there was considerable inclement weather. This marked the fourth year of this successful fair, and for the first time there was a paid gate, admission being 15 cents. The fair has had to make its way without State or county aid, and because of its rapid growth, requiring improvements and housing additions necessary to take care of thousands of exhibits, it was deemed necessary to put on a small pay gate. Whether the paid gate harmed attendance is considered problematical because of rain and cold weather thruout the week, altho attendance was lower than in the past two years.

Glen B. Boyd, formerly superintendent of concessions at Missouri State Fair, Sedalia, took over duties of secretary-manager of this early in summer and did a good job. Exhibits were especially (See OZARK PAID GATE on page 51)

**Neb. Mutuels Split Sought**

LINCOLN, Neb., Oct. 5.—Suit has been filed here by Kimball County Fair, Kimball, against the State Racing Commission for division of \$35,000 held in the commission treasury as income from pari-mutuels. The fair's move has approval of Nebraska county fair managers, who claim they are victims of a holdout. When pari-mutuels were legalized in Nebraska it was a part of the law that income from them be split evenly each year, after office expenses were taken out, among county fairs. It is contended that the \$35,000 is above actual needs of the office and is therefore subject to splitting.

HILLSDALE, Mich.—Hillsdale County Fair Association re-elected Howard Williams, president; Harry B. Kelley, secretary; J. I. Post, treasurer. One new director, James Meeks, was elected, others continuing in office.

**L. A. CLOSE TO 740,000**



PICTURED AT CLEVELAND COUNTY FAIR, Shelby, N. C., September 24-28, are, left to right: Ralph A. Hankinson, Hankinson Speedways; I. Cetlin; Dr. J. S. Dorton, secretary of the fair, and John W. Wilson. Hankinson's auto racing, Cetlin & Wilson Shows on the midway, George A. Hamid grandstand acts, and fireworks were on the pretentious entertainment bill and given much credit for the success of the fair. Photo by Ray D. Murray.

**Pomona Rolls Up Best Count**

Gate crowds goal set for 19th annual—heavy mutuels take chalked on 14 days

POMONA, Calif., Oct. 5.—The 19th annual Los Angeles County Fair here on September 13-29 set gate records, unofficial figures giving total attendance of nearly 740,000, claimed to be a new high for any county fair. Officials had set a goal of 750,000. Largest attendance, 100,373, was on September 21.

Total mutuels take for 14 racing days was \$2,550,205, topping 1939 figures by about \$701,636. High day for mutuels was \$281,767 and average daily handle was \$182,150.

Secretary-Manager C. B. (Jack) Afflerbaugh said it was the most successful fair ever held here. State aid of \$125,000 was given to the fair, of which \$102,008 was paid back, he said.

The Fair Follies of Forty grossed \$76,500 in eight nights at the grandstand, there being continual turnaways at the stand, which seats 10,500. This revue, booked by Barnes-Carruthers and in charge of Fred H. Kressmann, was pronounced by Secretary Afflerbaugh to be the most colorful and pleasing to patrons of any show ever presented here.

Daytime grandstand acts included Healy, Mack and Montrose, high trampoline; Necker's Doberman Pinschers, and Brannock Troupe, springboard. The night spec was presented on a stage with (See POMONA COUNT BEST on page 51)

**Defense Plans May Curb Mich. Annuals**

DETROIT, Oct. 5.—Future of Michigan State Fair here and of about 150 county and local fairs may be affected by the possibility that the State Fairgrounds may be taken over for national defense purposes, as was done during the World War. Proposal calls for training an anti-aircraft regiment of the National Guard on the grounds, but a number of high officers of the Guard are opposed to this move.

They consider the grounds and buildings only partially suitable for such mill- (See Mich. Defense Plans on page 51)

**Halifax Plant Goes to Navy**

OTTAWA, Ont., Oct. 5.—All property of Nova Scotia Exhibition Association, Halifax, has been sold to the National Defense Department in Ottawa. Nova Scotia Exhibition had been held there many years but due to the war the 1940 fair was canceled. Premises were temporarily taken over by the Royal Canadian Navy some time ago. Military authorities in Ottawa had asked to be allowed to buy the grounds. No price was announced and details will be worked out by executive board under the chairmanship of Minister of Agriculture J. A. McDonald.

**New Gate Mark For Bloomsburg**

Grandstand records nightly sellouts—Strates Shows do good midway business

BLOOMSBURG, Pa., Oct. 5.—Despite a Wednesday afternoon rain, which caused cancellation of the program, the paid gate at Bloomsburg Fair on September 23-28 was 94,713, highest in the fair's 86-year history. Total attendance was 158,813, with opening day, Children's Day, setting a record. Thursday's attendance of 24,459 was best of the week.

Total grandstand attendance was 37,094, nightly sellouts being registered. With exception of Alf Loyal's Dogs, booked by Frank Wirth, attractions were furnished by George A. Hamid. They included Christy Bros.' circus unit, with dogs, ponies, elephants, and high school and Liberty horses; Flying Comets; Torrence and Victoria, high pole; Sally and Her Dog; Emerson's Mountaineers, musical sextette; Nouvelle Brothers, comedy; Antaleks, high perch; (See BLOOMSBURG GATE on page 51)

**Mid-South Takes Skid Into Red With Ban on Usual Concessions**

MEMPHIS, Tenn., Oct. 5.—Mid-South Fair here on September 23-28 hit a financial toboggan which carried it deep into the red, largely because of unusually cool weather and a police ban which closed most of the concessions. Most if not all of the closed concessions operated at the fair here in previous years, the same as they have operated at fairs in various parts of the country. Their closing was a great disappointment to the public. Week's attendance was 145,420.

Police officials, headed by Commissioner Joe Boyle, visited the fairgrounds on opening night and when they left only four concessions were open. The rest had been ordered closed and they remained closed. The ban followed a recent vice and anti-gambling drive which began when Boyle took office last winter. He had warned fair officials previous to the fair.

Closed as a consequence were bingo games, in line with the ban against such, even in churches, along with weight guessers, all throwing and wheel games, and palmistry booths. Efforts to "sell" the commissioner on their concessions failed all the operators. Some

tore down and left town. Some operators remained thru the week, losing it entirely. Almost as severe a blow was the weather. Monday was fair. Tuesday it rained thruout the day, later turned cool and the thermometer hovered in the 50s practically the rest of the week, holding crowds to a minimum.

Henry Beaudoin, fair manager, said it was impossible to definitely state the loss until a more complete check is made, but he commented that "it looks bad." Earlier, Raymond Skinner, fair president, told newspapers the loss would approach \$20,000 to the fair association alone but hoped to reduce that thru a free day on Sunday, which postponed official closing 24 hours. No accurate check of Sunday crowd was kept but Beaudoin reported it good in the afternoon and off at night because of cool weather. He said the attendance, however, did ease the financial situation somewhat.

Beckmann & Gerety Shows on the midway had a poor week generally due to the concession ban and weather. The shows remained over on Sunday. Rodeo and Hoaglan's Hippodrome Sensations (See MID-SOUTH SKIDS on page 51)

**Okla. City Bucks Rain and Picket Line to Big Gate**

OKLAHOMA CITY, Okla., Oct. 5.—Oklahoma State Fair and Exposition here, September 21-28, bothered by labor troubles and bad weather for four days, made such a strong comeback on its final four days that the 277,887 attendance mark ranks fourth in the fair's history.

Oklahoma City Building Trades Council apparently irked at the fair association because non-union laborers had been used by WPA on the Future Farmers of America clubhouse on the grounds, put pickets at all gates the day before the fair opened. Union truck drivers refused to enter the grounds and union (See Rain, Pickets in Okla on page 51)

**Rettie Succeeded by Woman**

BRANDON, Man., Oct. 5.—Miss B. Benson, accountant for Brandon Provincial Exhibition board, has been appointed secretary of both the annual exhibition and the Winter Fair, succeeding J. E. Rettie, resigned. Annual Winter Fair will be held on the exhibition grounds early next year, directors announced, despite loss of Arena buildings, now used as a depot of the Royal Canadian Air Force. Miss Benson is believed to be the first woman to hold an executive position in the Western Canada Class A circuit. James T. Carroll was elected president of the Winter Fair; W. J. McGougan and A. L. Singleton, vice-presidents.

**Audit Shows Syracuse Rise**

SYRACUSE, N. Y., Oct. 5.—Final tabulation of ticket collections by the State Department of Audit and Control reveals attendance at the 1940 New York State Fair here totaled 272,685, nearly 15,000 more than at first reported. At close of the fair attendance was given as 257,892. Revised tabulations show previous records were broken. Paul Smith, fair director, announced exhibits at the New York World's Fair by State departments will be turned over to the commission for the 1941 State fair.

## Expansion To Follow Knoxville Success; Revue, Midway Score

KNOXVILLE, Tenn., Oct. 5.—With their Silver Jubilee annual of September 23-28 on the books as one of the best in history, Tennessee Valley A. and I. Fair officials this week began formulating a \$400,000 expansion program to give Chilhowee Park adequate buildings before the 1941 fair. President M. Jacob said he would recommend the project to directors at a November meeting and an effort would be made to get city and federal aid. Fair is held in municipally owned Chilhowee Park, where buildings erected 30 years ago as temporary structures for the Appalachian Exposition, have burned one by one during the past few years.

A new \$225,000 main building of steel, concrete, and cinder block was near enough to completion to house industrial and agricultural exhibits. "Our plans call for a modern women's building, expanded poultry building and livestock shelters, and a roofed livestock arena," President Jacob said.

Attendance was given by President Jacob and Secretary Charles A. Brakebill as 200,000, an increase of 25,000 over last year. "Opening day 10,000 was largest in our 25-year history, despite threatening weather," Secretary Brakebill said. Friday, combining Rural and City School Days, drew 55,000 for one of the biggest single days on record. That day brought a Knoxville record for Ernie Young, who has brought a number of grandstand shows here. "It was the first time we ever had to give four shows in one day here," he said.

An advance ticket sale by Parent-Teacher Associations accounted for 36,000 admissions. This sale of 6,000 books of six single admissions each (at \$1 per book) was highest for the 15 years the promotion feature has been used. With the 60,000 feet of floor space in the new main building, as compared to tent space last year, there was an increase of at least 25 per cent in agricultural and industrial exhibits, said Leigh H. Smith, in charge of commercial exhibits. Livestock exhibits were so much ahead of expectations that temporary quarters had to be built the week before the fair. Many entries came from Kentucky and Tennessee State Fairs. Award money totaled about \$36,000.

Reviewers called Ernie Young's grandstand show, *Liberty Belles*, one of the best ever booked here and its quality

was reflected in its record attendance. His show brought Rexola Trio, perch pole; Monahan and Morris, xylophone novelty; Larimer and Hudson, bicyclists; La Temple, magic; Bernhart Dancers, adagio; Driskill Wolfe, vocalist; Wilfred DuBois, juggler; Maidie and Ray, ropers and dancers; Spiller's Seals; Three Comets, comedy skaters; Lillian Burke and Sixteen Senoritas, and Bobbie Jean Bernhart and her Flying Colors, human cannonball act.

Royal American Shows, on the midway for the second year, had a gross estimated at 10 per cent above last year's. Lot was too small for all the 24 shows and 18 rides. Horse show presented no new features, with two night performances Thursday and Friday, and work-stock show Thursday afternoon. Fireworks by Ohio Display Fireworks Company, under supervision of Tony Gennoc, were put on at 7 p.m., getting crowds out early and not interfering with grandstand and horse shows.

New fair publicity director, Raymond R. Stripling, had the best press and radio co-operation ever. WNOX, city's largest station, put on more than hour a day of broadcasts from grounds, including the *Midday Merry-Go-Round*, one of the station's popular features. Director Stripling furnished a press workroom for the first time. He also initiated an effective advertising idea in confining each advance newspaper advertisement to separate feature of the fair.

Contact with county school superintendents resulted in getting a full school holiday on Friday in 27 East Tennessee counties. Secretary Brakebill said 60 school busses were counted in the park vicinity that day. Gains were made, despite a worse break in the weather than last year. First two days were threatening, with rain Tuesday night that caused postponing of Wednesday's Horse Show events until Thursday.

## Six-Year Gate Mark Set By Carrollton (O.) Annual

CARROLLTON, O., Oct. 5.—After a slow start the first two days, Carroll County Fair here on September 25-28 attracted near-capacity crowds to give it its best patronage in six years. Grandstand draw on Saturday was 2,300, 1,000 more than for the same day in 1939, when the weather was rainy and cold, and the ticket office was closed before 8 p.m. with hundreds lining the track to see the horse show and Klein's Circus.

Concessionaires reported takes off about 50 per cent. On the midway were Roy Gooding's Eli Wheel, Merry-Go-Round, and Kiddie Autos; F. E. Gooding's Octopus and Merry Mixup; Mose Smith's Monster Show; Gooding's Monkey Speedway, in charge of Johnny Enright, who also had novelties; Larry Larimore's 11 stores; Barney Fleeger's, Charles Martin's, and Richie Russell's cookhouses; Dave Roberts, grab stand; Boy's rootbeer, Gilchrist's photo gallery, May's popcorn, Lester Rodgers' peanuts, Helen and Dick John's Playland and anti-aircraft guns, and Bob Wagner's anti-aircraft guns.

Klein's Rhythm Revue, in charge of Mrs. Margaret Klein, including an eight-girl line, Jimmy Harrison's band; Paige and Jewett, unicyclists; Hal and Grace Krider, Silvers Johnson, and Arnesen Brothers were presented the first two nights and Klein's Circus unit appeared on the last two days and night. It included the Conner Troupe, Roberta's Circus; Lillian Strook, trapeze; Kotch Brothers, comedy bars; Capt. Billy Sells' Lions, Flying Valentinos, and L. Claude Myers band. Floyd Manfull was in charge of privileges, replacing Tom Blazer, who was ill.

INDIANOLA, Ia.—Warren County Fair here on August 5-8, despite several days of rain, had a profit of about \$418, the first time in several years that the fair has paid all premiums. Secretary Harold Felton reported receipts of \$7,494.45 and expenses of \$7,076.64.

## Grand-Stand Shows Hutchinson Biz Is Defi to Polio

ON THE bill at High Point (N. C.) Fair, September 23-28, were Ruth and Eddie Zolar, the latter emceeing the show. There were also fireworks.

JOE KENNEDY, who formerly did roller skating and blackface acts on the Keith Circuit and has been a professional golfer in Knoxville, Tenn., since 1930, reports he renewed acquaintances with troupers who appeared in the Ernie Young revue at Tennessee Valley Agricultural and Industrial Fair in Knoxville on September 23-28. Among those appearing were Wilfred DuBois, juggler; Larimer and Hudson, comedy cyclists; Monohan, xylophonist, and Maidie and Rae, comedy Western turn. Mrs. Kennedy, who was known as Marie DeRoss when she was a danseuse at the New York Hippodrome, and Kennedy's sister, Mabel Blondell, are now beauticians in Knoxville.

AFTERNOON and night grandstand sellouts were recorded at Cobleskill (N. Y.) Fair, September 16-21, reported Frank Wirth, who furnished the Salute to Freedom show, which included Capt. John Tiebor's Seals, Five Eltons, Jules and Clifton, Don Tranger, Loyal's Dogs, Dobas Family, Noval Troupe, and Ben Yost's Varsity Eight. Show received excellent comment and on the last night Ben Yost was authorized by Dr. Beard, attractions chairman, and Vic-President Phil Schuyler to announce that his group had been re-engaged for 1941.

FRANK WIRTH reported his Les Ambassadors Revue, first show of its type to play Vernon (N. Y.) Fair, drew heavily on September 11-14. In the cast were the Hackett Girls; Don Tranger, emcee; Randow Trio, Poodles Hanneford and Company, Lester Brothers, and D'Arcy Girls.

ACTS at Tulare County Fair, Tulare, Calif., which broke attendance records on September 24-28, were booked thru Stafford & Howard Attractions and included Mazur Brothers, head and hand balancing; Peter Raye, dancer and balancer; Ben Chavez and Company, magic; Al Gordon's comedy dog; LaBard Dancers; Upside Down Millette, trapeze head balancing; Paige and Nona, bounding wife; Great Ricardo, high pole; Jack Stary and Company, comedy bicycles, and Three Kings, trampoline.

FLYING ROMAS, reports Roy G. Valentine, leaper, have been playing Tennessee and Alabama fairs and are contracted for seven more weeks in Alabama, running their schedule up to November 25, when they will begin indoor dates. Personnel includes Mary Valentine and Pat Bowers, leapers, and Wayne Bowers, catcher.

MANISTEE County Fair, Manistee, Mich., closed on September 28 with the best business in 10 years, according to Henry Lueders, United Booking Office, who furnished attractions, including the Pelletiers, hand balancing; Harry Bardell, juggler; Free Family, aerialists; Terry's Dogs, and Hill and Hill, acro-dancers.

CAPT. ROCKY WOLFE, motorcyclist, who broke his leg in five places while performing with Fearless Fosnaugh's Hollywood Stuntmen on July 7 in Exposition Park, Aurora, Ill., reports that condition of his leg demands his retirement from the business.

BABY LEROY SCHAD, contortionist, is in Physicians and Surgeons' Hospital, Denver, suffering from a serious infection of the eyes, face, and right hand and is expected to remain there for some time, reported Joseph P. Schad. The infection resulted from a monkey bite on the hand, inflicted at Beaver (Okla.) Fair on September 15, and spread to the eyes, causing them to close.

## Weather Hurts Wapakoneta; Attractions Program Large

WAPAKONETA, O., Oct. 5.—Exceedingly cold weather and some rain put the brakes on Auglaize County Fair here, September 22-27, and it closed in the red for the first time in seven years, said Secretary Harry Kahn. Attendance was below that of other years despite nightly change of program.

Opening day was free and 15,000 attended at night. Monday night cold weather kept many from seeing Henry Lueders' Minstrel Show. Rain fell Tues-

HUTCHINSON, Kan., Oct. 5.—In the face of an infantile paralysis epidemic, which seriously affected attendance of children, Kansas State Fair here on September 15-21 drew 225,000, only 25,000 below the 1939 figure, said Secretary S. M. Mitchell. Success of this year's edition was attributed to perfect weather. Warm nights were a big help, enabling the grandstand to draw a crowd equal to that of last year and the fair to pay all premiums and have a small balance after payment of operating expenses.

Sunday grandstand business was heavy, but it dropped materially on Monday and Tuesday. However, capacity crowds Wednesday, Thursday, and Friday nights helped equalize poor business on the second and third nights. Barnes-Carruthers' State Fair Revue was exceptionally well received by patrons. It was presented on a 50 by 80-foot concrete stage completed a few days prior to opening of the fair. The stage, equipped with dressing rooms and shower and toilet facilities in the basement, drew favorable comment from M. H. Barnes and show personnel, which included Vernon Ames Dancers, Six Melody Men; Wilson, Keppel, and Betty; 12 Precisionists, Five Maxellos, Mandel Brothers, Aero-Rays Girls, Lorenzo and Vicki, Peepjay Ringens, Walkmir Trio, Milt Britton's band, and Ann Ashley, prima donna. Nightly presentations were followed by Thearle-Duffield Fireworks Company displays.

Goodman Wonder Shows, on the midway for the first time here, did satisfactory business, according to Owner Max Goodman. However, the expected gross did not materialize because of absence of children.

Auto races on Sunday, Friday, and Saturday, under direction of Tom Holden, of Mile High Racing Association, drew large crowds. One of the largest fields ever to enter competition here were on hand and competition was hard fought. Harness races on Tuesday, Wednesday, and Thursday drew satisfactory crowds, altho attendance was considerably below that drawn by automobile competitions. Three harness and three running races were staged each afternoon. Interspersed between races were acts by the Hoagian combination, booked thru Barnes-Carruthers, who also furnished State Fair Thrills for School Day, Monday, which had mediocre attendance because of the polio scare.

The 4-H Club Encampment, an annual feature, was canceled because of the epidemic. However, exhibits in beef and dairy cattle departments were largest ever recorded and quality of animals was high. Three tents were needed to house the overflow. Swine and sheep displays were larger than usual, with high quality prevailing. Feature of the swine show was a market barrows carcass demonstration. It called for prize-winning barrows in each of the two weight divisions of seven breeds to be slaughtered at conclusion of the judging on foot. For remainder of the week carcasses were on display in a refrigerated case under auspices of the National Livestock and Meat Board. For the third year the farm machinery show had a big increase. More than 20 acres were devoted to the show, an increase of about five acres over what has been displayed in the past. All types of power farm equipment and much industrial machinery were on display.

day night, but program was put on. Boone County Jamboree played to only half a house Wednesday night because of continued cold and Norman Kendall's *Bombshells of Rhythm* played to a poor crowd Thursday. Calvert, magician, and an auto giveaway were featured Friday night when about 10,000 were in the grandstand. On the midway were Thompson's lunch, Andrews' frozen products; Hornsby and Roebuck, games; Morse's games and scales, six R. A. Jolly rides, Krousky's Pony Ride, Tanner's photos, Peter's Freak Show, Edith Sterling's Hopi Indians, Harry Moore's Animal Show, and Montana Meechy. Chilcott's Dogs were the free act before the grandstand. There was racing on Wednesday, Thursday, and Friday, and track records were broken.

Among visitors were Major Burton, Cleveland; Don Elbright, State treasurer; Ed Hummel, candidate for secretary of State; Win H. Kinnan, manager of Ohio State Fair, Columbus; John T. Brown, State director of agriculture, and Byron Sandles Jr., State junior fair director.



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**GREENVILLE COUNTY FAIR**

OCTOBER 28-NOVEMBER 2, GREENVILLE, SOUTH CAROLINA

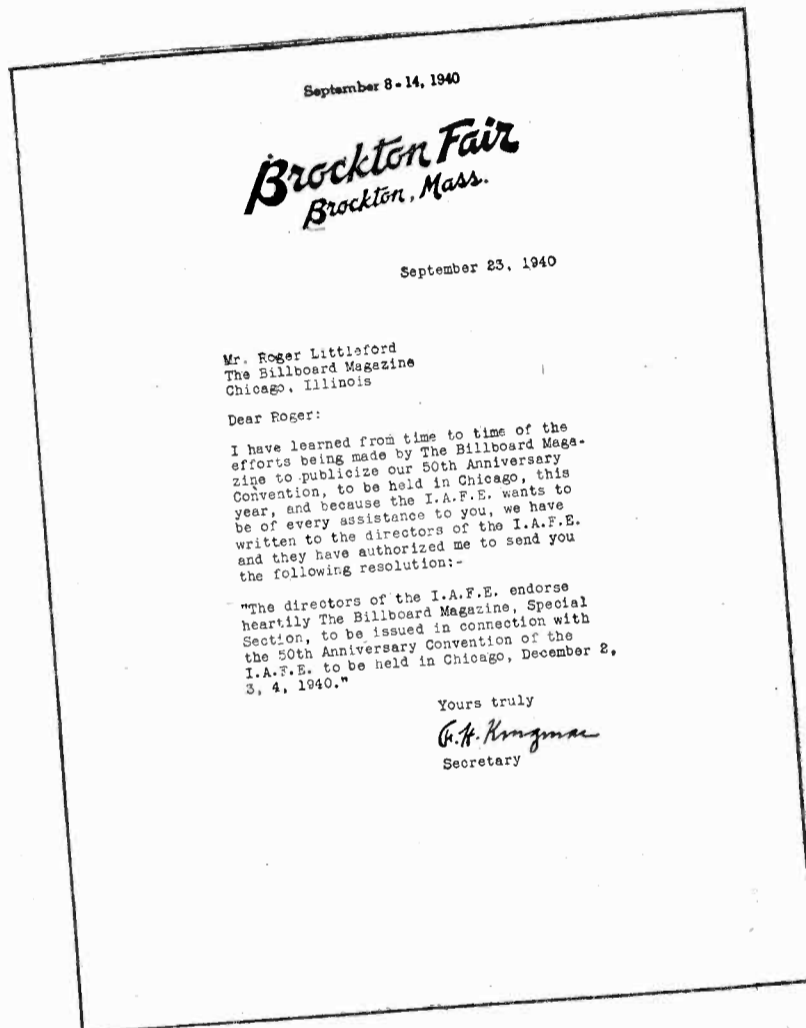


# IAFE GOLDEN JUBILEE

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**T**HE annual convention in Chicago, December 2, 3, and 4, will mark the 50th anniversary of the IAFE. In connection with the convention, The Billboard will publish a special Golden Jubilee IAFE Section in its November 30 Christmas Special-Outdoor Convention Issue. It will show how the "forerunner" organization was started; what events led to the formation of the IAFE itself; its growth up to the present; the work of the Government Relations Committee and many other important factors.

Since its inception 50 years ago the IAFE has accomplished many very important things for the benefit of each of the 2,000 county, district and state fairs held annually in the United States and Canada. There are many show people and others who will want to join The Billboard in congratulating the IAFE and wishing this friendly organization continued success. This special Jubilee Section provides a splendid opportunity. We invite them to send for a copy of the complete plans and information.

**[ WATCH THESE PAGES FOR FURTHER DEVELOPMENTS AND DETAILS, OR WRITE TODAY FOR COMPLETE INFORMATION ]**

**THE BILLBOARD PUBLISHING CO.**  
CINCINNATI, OHIO



## Agricultural Situation

Condensed Data From September Summary by U. S. Department of Agriculture, Washington, D. C.

**A**NOTHER good harvest is being made. Silos are being filled, cotton picked, tobacco cut, fruit picked, late potatoes dug, and rice harvested. Picking and husking of corn, under way in the Deep South, will expand soon all over the corn and hog belt. In the plains country the seedbed is being prepared for winter grains. Government indication is that about the same acreage of wheat will be seeded for harvest next year as this.

About 12,000,000 workers are busy with the fall harvests and other farm activities—about one-fourth of all the people now employed in the United States. Total farm production is a little smaller this year, but with carry-overs the supply of food, feed, and fibers is more than enough for domestic needs. Large quantities of farm products are available for export and domestic reserves.

Prices of farm products have been averaging higher this year than last, total cash farm income will be larger. BAE estimate for 1940 is \$8,900,000,000 from marketings and government payments. This is \$360,000 more than in 1939. It is the second largest in 10 years.

### DEMAND: POINTING UPWARD

Economic conditions affecting the domestic demand for farm products continued to improve in August. Industrial production in July and early August was maintained at the higher rate which had been attained between April and June, and there probably was further improvement in industrial employment and pay rolls. Furthermore, weekly indexes by mid-August were indicating renewed gains in industrial production. Some additional improvement in the domestic demand for farm products is expected during the remainder of the year.

There is growing evidence of the stimulating effects on industry of the defense program. Construction contracts awarded in July were the highest for any corresponding months since 1929, and output in the steel, machinery, airplane, and chemical industries continued to expand. In addition, automobile output passed the low point incident to introduction of 1941 models in the week of August 10, and probably will increase rapidly for two or three months.

The United Kingdom is taking an increasing share of our industrial exports now that Continental European import markets are closed, but the probable adverse effects on domestic demand for farm products of any loss of industrial exports which might follow an end to the European conflict will become less as industrial operations in connection with our domestic defense program expand.

The adverse influence of the loss of a considerable portion of our export market for farm products on the one hand and the stimulating effects of improving domestic consumer demand on the other have resulted in little change since June in the average level of prices received by farmers. Improving consumer demand, however, has been reflected in higher farm prices for some of the important farm products which are largely consumed domestically, particularly dairy products and hogs.—P. H. BOLLINGER.

### PRODUCTION: AVERAGE

Plus signs appeared in the August estimates of production of many of the principal crops this year compared with last. These include wheat, oats, flaxseed, rice, grain sorghums, hay, peanuts, and vegetables. Minus signs appeared against corn, cotton, tobacco, sweet potatoes, sugar cane, sugar beets, apples, peaches, and grapes. The Crop Reporting Board said that "aggregate crop production is expected to be about average, and considering stocks on hand, supplies of most crops will be ample."

The board added "One of the outstanding features of the crop situation this season is the prospect that the general level of crop yields again will be much above the average, even though not quite equal to the exceptionally high yields of the last three seasons. Most of the increase appears to be the result of an upward trend in the yields (per acre) of a number of leading crops, particularly cotton, corn, tobacco, beans, and potatoes, due to technological improvements, new varieties, changes in cultural and fertilization practices, and shifts of acreage to higher yielding areas."

### PRICES: HIGHER

The government index of prices of

farm products was 96 for August, compared with 95 in July, and with 88 in August last year. Prices of dairy products, eggs, and citrus fruits advanced during the past month, but there were substantial declines in prices of potatoes and apples, and smaller decreases in grain and cotton. Prices of most farm products were higher in the first eight months of this year compared with last. Hogs were the principal exception. Hogs may do better after turn of the year when marketings decrease. It is expected that during the remainder of this year, the average of prices of all the principal farm products will be maintained around current levels.

Farm income usually rises sharply this month as the new cotton crop goes to market and the totals for meat animals are increased. Peak of income from all commodities is usually in October. The October average in the last four years was approximately \$1,000,000,000. Income was probably higher this August than last, but total for the last four months of the year—September thru December—may be about the same as in 1939. Total consists of cash from marketings, commodity loans, and government payments.

## \$5,000 Being Sought To Better Fla. Fete

WINTER HAVEN, Fla., Oct. 5.—Seeking \$5,000 to underwrite the 1941 Florida Orange Festival, a special committee is going into the hinterlands in search of sufficient friends of the annual citrus show to put up \$50 to \$100 each to insure its operation next January. E. B. Walthall, chairman of the board, said signed pledges would be accepted in lieu of cash, provided signees would deliver by February 10, in the event of a deficit. The notes, however, will be non-bankable.

Festival buildings are mortgaged for \$20,000, with interest amounting to \$24,000, accrued over the past two seasons. E. C. Langston, Orlando, holder of the mortgage, has said that the interest must be paid after close of the '41 festival. Underwriters will not be required to stand the burden of paying off either the principal or interest, said Chairman Walthall.

Working with him on the solicitation plan are H. B. Mabson, secretary; George Spangler, Peter Schaal, and Charles Lathers. Fair directors C. C. Stanley, Powell Ott, Frank Holland, and Ralph Thompson were appointed by Festival President George Burr to aid the committee in rounding up underwriters.

"The Festival Association has been operating below the established budget,

## Hillsdale Attracts 120,000 Despite Rain and Epidemic

HILLSDALE, Mich., Oct. 5.—The 90th annual Hillsdale County Fair on September 22-28 drew about 120,000, 4 per cent under last year's mark of 125,000, said Secretary Harry B. Kelley. Rain hurt Tuesday, Children's Day, and low temperatures hindered business badly on Wednesday. Pickup on Saturday, with about 35,000, brought the fair back, however. Juvenile and interstate patronage was off considerably because of infantile paralysis in Indiana.

Total gross was about 5 per cent ahead of last year. Grandstand showed an increase of \$500, a 10 per cent gain. Concessions showed improvement, but income from A. W. Gooding rides dropped because of cold weather. There were four days of harness racing, the drawing being 6,000 on Saturday. Tuesday was rained out. A track record was set Saturday, said Race Superintendent Andy Adams. Public-address system was installed by Jack Norton Sanders, who had the Michigan State Fair contract, and Interstate Fireworks Company had a contract.

Two 60-people revues, *International Extravaganza* and *Cuban Nights*, alternated before the grandstand. One booked by Henry Lueders had LeRoy and Curtis, comedy knockabout; Gregory, Raymond, and Cherie, musical turn; Jack and Adele Martin, ballroom team; Al and Jean Johnson, xylophone; Harry Harper, banjo; DeRonda and Barry, ballroom team; Pelletiers, hand balancing; LeRoy and Sharp, ventriloquist, and Four International Rollos, skaters. In the Barnes-Carruthers show were Gaudsmith Brothers, comedy dogs; Wen Hai; Powers' Elephants, and Pallenberg's Bears. Eva May, high wire, also appeared.

Visiting fair men were Lester Schrader, Centerville, Mich.; Clarence Harnden, Saginaw; C. B. Baker, Tiffin, O.; Ralph Tew and Frank Bradish, Adrian, Mich.; Joseph Brickner, Ottawa, O.; E. W. Delano, Allegan, Mich.; N. E. Stuckey, Van Wert, O.; Edwin L. Shreve, Hudson, Mich.; Harry Dickinson, Montpelier, O., and Paul File, Cassopolis, Mich.

but due to last year's 'freeze' and the resultant loss of attendance, we came out on the 'short end.' It was decided by directors to take this means of underwriting the fair next season so that the festival could be better than par," said President Burr.

Almon R. Shaffer, fair manager, has been re-engaged for the 1941 show, and in New York he will scout acts for free grandstand attractions in the amphitheater facing Lake Silver. He is expected to fly here the latter part of November to lay groundwork for the '41 show.

The festival, scene of the annual Florida Press Breakfast, patterned after Washington's Gridiron Dinner, plans to inaugurate a Citrus Growers' and Buyers' Banquet next season and, if successful, it will be made an annual event.

## N. M. State Batters 125,000 Gate of '39 In Adverse Weather

ALBUQUERQUE, N. M., Oct. 5.—A substantial attendance increase marked the third annual New Mexico State Fair here on September 22-29, said Manager Leon H. Harms. Before gates were opened on the last day the 125,000 gate of 1939 was topped, he reported. Exhibit halls were filled to capacity and premium money was nearly double that of last year. There were several days of threatening weather and scattered showers. Two parades and radio plugs and programs stirred interest. On Albuquerque Day a half holiday brought co-operation from merchants. Other days were devoted to veterans, school children, Indians, bands, and pioneers.

Postponed the first night, the grandstand show gained in interest and its draw was better than last year's so-so mark. George Ball presented his *Treasure Island Follies* with Mark Cook, tenor, as emcee. Chet Wallen's auto thrill show and fireworks topped the Albuquerque Day program. C. F. Zeiger United Shows were on the midway, with the Four Australian Peaches, on a 127-foot tower, a popular nightly attraction. The independent midway, with palmtree, lunch stands, and concession games, was considerably smaller than at the previous two fairs. Refreshment stands were scattered in other parts of the grounds. There were eight days of horse racing.

Annual ram sale brought \$13,857 for 423 animals with \$165 the top price. 4-H Clubs and Future Farmers of America calf sale brought \$7,141, \$500 more than in 1939. Band contest finale was a massed concert of 300 young musicians.

## Saginaw's Strict Pass Rule Is Aid in Fighting Weather

SAGINAW, Mich., Oct. 5.—Saginaw County Fair here on September 8-14 drew 157,000 and the 5,000 below the record mark of 1939, when perfect weather prevailed, was one of the most successful in history and it closed in the black, said Secretary-Manager C. H. Harnden. Rain cut attendance and receipts, but because passes were kept to a minimum, paid attendance was about equal to other years when weather was good and a more liberal pass policy was in effect.

All first-day attendance records were broken on Sunday, and Monday, Children's Day, was up somewhat over 1939, altho rain prevented the night grandstand show. Cold weather and a wet track prevented races and grandstand show, slated for Tuesday, from going on. While Wednesday was cool, there was a good crowd at the afternoon show and races and two night shows were well attended. Thursday, Farmers' Day, broke all attendance records and there were two grandstand sellouts at night. Friday, Industrial Day, had rain at night which kept crowds down and caused cancellation of two shows. Attendance was big on Saturday, when children were admitted free. Barnes-Carruthers' *Belles of Liberty Revue* was featured attraction and Jimmie Lynch's Death Dodgers put on two shows to pleased crowds. Thearle-Duffield fireworks were presented nightly.

Departments were filled and crop exhibits were good despite an adverse growing season. Farm machinery show was large, covering more than 10 acres. Premiums and harness race purses totaled \$19,000. An improved drainage system and new roofs on several buildings helped offset inclement weather.

## Macon Arranging Program

MACON, Ga., Oct. 5.—Under Chamber of Commerce operation activities of six-day Georgia State Fair and Exposition here have been greatly enlarged. Two new buildings will be available as exhibit halls, bringing the total to 10. E. Ross Jordan, general manager nearly 20 years, continues in his post. Paul M. Conaway, publicity director, also was retained and is in his 11th year. Administration offices, located in Chamber of Commerce quarters, were moved to the fairgrounds recently. Among scheduled events this year are contests and the livestock show of the Future Farmers of (See MACON PROGRAM on page 57)



AFTER ACTS, BAND MEMBERS, AUTO RACERS, and fireworks and other attraction contracts had been paid in full, Manager Phil C. Travis, Tennessee State Fair, Nashville, September 16-21, decided to relax a bit and went from the business office to that of the concession department. As he was reading the latest issue of *The Billboard*, Mrs. Travis, cashier in the concession department, glanced over his shoulder, and both were smiling over the big success of the fair when a photographer stepped in. The board of fair commissioners and Mr. and Mrs. Travis will attend the Chicago meetings in December.

## Heavy Rains Cause 5G Deficit for Iowa

DES MOINES, Ia., Oct. 5.—Altho unprecedented rainy weather dogged Iowa State Fair this year, Secretary A. R. Corey reported that final figures will show a deficit of only about \$5,000.

The board, however, is prepared for such an emergency and the loss will be paid from a cushion fund of \$50,000 set aside from profits of the 1939 fair, Secretary Corey said. No rain insurance was carried. It was pointed out that the 1940 experience illustrated that purchase of rain insurance is not necessary, since the premium would have cost as much as was lost.

Secretary Corey said that receipts so far totaled \$284,652, with about \$10,000 still outstanding. Budget was \$308,000, but expenses ran to about \$300,000, with elimination of \$6,400 in races purses and \$1,100 for special acts for two thrill days. Both thrill days and all harness races was canceled because of rain. It was the first time in history that no races were held.

Attendance figures of 360,599 indicate that if weather had been favorable former marks probably would have been broken. On the last two days, when weather cleared, attendance was more than 10,000 greater each day than for the same days of 1939.

Daily attendance, with asterisks indicating rainy days, was: Wednesday, 8,513; Thursday, 11,423; Friday, 55,709; Saturday, 33,569\*; Sunday, 56,957\*; Monday, 29,161\*; Tuesday, 33,175\*; Wednesday, 47,984; Thursday, 41,817, and Friday, 42,291.

## Fair Grounds

CHICKASHA, Okla.—Grady County Fair here on September 16-18 had a paid gate for the first time in history and will show a surplus. Attendance was about 20,000. Walter Noakes is president and George Beeler is secretary.

DURANT, Okla.—New livestock building for Bryan County Fairgrounds here has been underwritten by business men. It will cost \$20,000.

HASKELL, Tex.—State Fair Shows have been signed for the midway at Central West Texas Fair here, according to Secretary Homer Neal.

SASKATOON, Sask.—Work of the International Association of Fairs and Expositions was the subject of Sid W. Johns, secretary-manager of Saskatoon Exhibition, when he spoke at a Kinsmen Club dinner recently.

LYNCHBURG, Va.—Lynchburg American Legion Agricultural Fair Association staged its most successful fair on September 23-28, agricultural, horticultural, and domestic science departments being filled with exhibits superior in number and quality to anything previously seen, reported Chairman Abe Cohen. Art Lewis Shows, which were on the midway, have been signed for 1941. Fair Manager George S. Marr did an exceptionally good job in making the fair successful.

LONGVIEW, Tex.—Charter has been filed at the State capital for incorporation of Gregg County Fair Association for conducting an annual fair here. No capital stock has been issued. Incorporators include W. P. Hurst, L. L. Mackey, and John W. McDavid.

HAZLEHURST, Miss.—Copiah County Fair here, September 26-28, had the biggest days' attendance in its six-year history on Friday when 15,000 patrons, including 6,000 school children, jammed the grounds for School Day. Fair was held on a new \$30,000 site overlooking Lake Hazle. The special day opened with a pageant and a new attendance peak was assured in the face of the worst crop year in a decade. Twice during the past year efforts to continue the fair were dropped, only to have the sponsorship taken over by the Chamber of Commerce. Grounds include two exhibit buildings, a midway, and temporary

grandstand. About \$1,200 in premiums was announced.

LOGAN, O.—Hocking County Fair, September 26-28, first here in 14 years, was disappointing from an attendance standpoint, said Secretary J. H. Barker. Attendance on Thursday and Friday was below expectations, but the final day's crowd lent encouragement to the sponsor. Harness racing was carded for each afternoon and Klein's Rhythm Revue was offered on the final two days. Unit included an eight-girl line, Jimmy Harrison's swing band, Slivers Johnson, Barney and Jimmy Arnesen, and Banard's circus acts. Revue was under the direction of Mrs. Margaret Klein, with Jack Klein as emcee. Exhibits were satisfactory.

WOOSTER, O.—Wayne County Fair here, September 9-13, was 6,188 admissions behind last year, according to figures released by Secretary W. J. Buss. Total attendance was 36,812. Unseasonably cold weather was blamed for the drop in attendance.

DOVER, O.—C. C. Shepher, treasurer of Tuscarawas County Fair here, September 18-21, reported 8,577 general admissions and 2,919 grandstand admissions, compared with respective figures of 13,167 and 2,474 in 1939, when the fair broke even. Drop in admissions amounted to nearly \$1,600, but the increase in grandstand attendance cut the loss, to \$1,500. Officials blamed poor patronage on an infantile paralysis scare.

NAPOLEON, O.—Henry County Fair, September 25-28, experienced its best patronage on Thursday and Saturday, said Secretary James Murray. Exhibits were on par with former years and from indications the fair will be a financial success. On the midway were J. R. Edward's Eli Wheel, Merry-Go-Round, Tilt-a-Whirl, Bullet Ship, Merry Mix-Up, and Kiddie Auto ride. Jack Raum's Attractions were offered before the grandstand, presentation being divided between circus acts, thrill show, and a rodeo. The grandstand take was better than in 1939 and rides and concessions reported best grosses on Thursday and Saturday.

## MID-SOUTH SKIDS

(Continued from page 47) provided the grandstand bill, which was free all day on Monday and Friday afternoon. Both shows were excellent but receipts were low.

Exhibits were far above average. In the Women's Building four daily free acts were Elmer, comedy magician; Four Blenders, Jewel Cowboys, and the Neapolitan Trio. Auto races Saturday afternoon sold out the grandstand, it being the only show that got a good financial break.

Fair association again tried the policy begun last year of selling general admission tickets previous to the fair for 25 cents, half the regular price. An excellent advance sale was reported and the plan probably will be continued next year. For the first time in the fair's 33 years, coin-operated turnstiles were used.

Directors probably will meet next week to canvass results and determine a future course, particularly as to the deficit. The 1939 fair wiped out a previous deficit and made a slight profit.

## BLOOMSBURG GATE

(Continued from page 47) Reg Kehoe's Marimba Queens; A. Robins, pantomime comedy; Gray Family, singing and dancing, and *Echoes of Broadway*, with the Gae Foster Girls; Doris Reed, prima donna; Lee Barton Evans, emcee, and scenic and electrical effects. Stetson's band furnished music for concerts and revue.

Concessions were more numerous than for several years and under supervision of J. F. Murphy held up the reputation they have attained since his connection with the fair. Ben Weiss and H. W. Jones had bingo. James E. Strates Shows had 20 shows and 15 rides on the midway and show officials reported excellent business. Illumination and show fronts showed a big improvement over previous years. General Manager Strates booked Prof. George J. Keller's Animal Circus for the engagement. Professor Keller teaches art in a Bloomsburg high school and makes a specialty of animal training.

Continuing the policy of making some plant improvement each year, 1940 additions were a neon-illuminated brick of-

fice at the entrance and new entrances and ticket offices at the grandstand. Jimmie Lynch's Death Dodgers on Friday and Hankinson auto races on Saturday played to capacity grandstands. Trotting, pacing, and running races were held four days. Industrial, agricultural and floral exhibit buildings were filled to capacity, and stock, cattle, and poultry displays were unusually good. Pennsylvania visitors included Governor James; Joe Fickes, York Fair; Dr. W. B. Jacobs, Center Hall; Mrs. Doc Butler, and Mrs. Leslie Hess, Hazleton, and Frank D. Phillips, former tintype man, now a Bloomsburg business man.

## TRENTON AT NIGHT

(Continued from page 47) charge of downtown store on the main drag. It was claimed that about 40 per cent of the sale entered the gates Saturday night, indicating that Tuesday's announcement of return of Teter had its favorable effect. Gate attendance in total was about 24 per cent ahead and grandstand about 36 per cent.

Endy Bros.' Shows, on the midway, did its best business early in the run. Later in the week, with augmented programs in front of the stands, including Friday Defense Day and Thursday's political bigwigs, the crowds exited about an hour later than usual, thus taking that much play away from the midway, but Dave Endy, of the shows, expressed satisfaction with the engagement as the two units split up, one going South for this week's stand and the other laying off until today, when the Danbury (Conn.) Fair has its preview. Saturday afternoon feature was midget auto races under Sherman Crise direction, drawing well.

Visitors noted were Paul Whiteman, the orker; Major Harold Dibblee and Frank Moore, of Madison Square Garden; Irving Rosenthal, Palisades Amusement Park; Arthur Campfield, Baker-Lockwood Company; Jake Shapiro, Triangle Poster; Max Gruberg, Gruberg Shows. National Showmen's Association jamboree Thursday night brought out many others.

## POMONA COUNT BEST

(Continued from page 47) a 200-foot scenic line and gorgeous lighting, with 24 line girls in superb dancing and ensemble numbers; Loyal Repensky Troupe, 10 people and 8 horses; Garo Neilson and 16 Aristocrats; the Juvelys, head balancing; Dick May and Company, novelty acro dancing; Five Albanis, aerialists; Four Franks; Rogers, Smith and Eddy, eccentric dancers, and 12 Ambassadors, acro rope dancing.

Many grounds improvements were noted, including streamlined food patios and new central 60-foot neon-lighted tower with seven color changes. Three elephant trains carried patrons on tours of the grounds, and others provided free rides from the parking area to fair entrances. Parking space had capacity for 25,000 cars. Over \$200,000 in prizes and purses was offered. The annual \$1,000,000 stock parade featured on closing day. Secretary Afflerbaugh and Publicity Director Roy Driscoll said extensive plans are on for some modernistic buildings for the 1941 fair.

## RAIN, PICKETS IN OKLA.

(Continued from page 47) carpenters working on the grounds left their jobs. Electricians', stagehands', and musicians' unions, however, refused to recognize the strike.

The fair won when Rubin & Cherry Exposition, Barnes & Carruthers grandstand show, and Thearle-Duffield fireworks equipment was unloaded successfully. Street car and taxicab transportation to and from grounds was stopped by new picket lines on Monday, but a Federal Court order led to a truce, and all pickets were withdrawn. Said to have been angered by newspaper criticism of the transportation tie-up, the Building Trades Council went to District Court later in the week and sought an injunction to close down Rubin & Cherry midway attractions, but a writ was denied.

With crowds coming in at the end of the week, business was good. Capacity of about 12,000 saw the *Forty Fair Revue* grandstand show, Wednesday and Friday nights and the stands were packed for the acts and Capt. F. F. Frakes' airplane crash on those afternoons. Auto races were held Wednesday and Saturday.

*Forty Fair Revue* was well received, altho it had a wet stage to contend with on several nights and aerial acts had to be canceled twice. These acts, especially

Lorenzo and Vicki and Peejay Ringen's "Ride of Death," was among the most popular offerings. Luke J. Pasco and his sheep dog got a big response at afternoon shows. Rubin & Cherry Exposition had a so-so week, as result of the damp days opening the fair.

The 277,887 attendance mark has been exceeded only by fairs in 1929, with 298,669; 1938, 290,438, and 1937, 281,031. Average for the past 20 years is 230,144; for the past 10 years, 242,521. There was rain on each of the first four days, with more than a fourth of an inch on Sunday, Monday, and Tuesday. On Wednesday, the first clear day, the temperature was 52 degrees.

A new all-time record for Friday, and second biggest day in fair history, was set on the next-to-last day, with 75,179. The final Saturday crowd, totaling 31,159, was the biggest for closing day since 1937. Other good days were Monday with 56,201, and Wednesday with 52,335. Attendance on opening Saturday, when Jimmie Lynch and His Death Dodgers gave the grandstand show, was 4,715.

## OZARK PAID GATE

(Continued from page 47) good and there was an overflow of livestock, about 200 more head than last year. Harness racing was held Monday, Tuesday, Thursday, and Friday afternoons, with some of the fastest horses in America participating on Thursday. Races were run on Tuesday in a down-pour and all purses were paid. Dr. W. A. Dellzell was director of speed and N. F. O'Hair official starter.

On Sunday John A. Sloan presented auto races to a capacity crowd. Wednesday, second auto race day, again drew well. Saturday was Thrill Day, with Jimmie Lynch and His Death Dodgers and Captain F. F. Frakes presenting their stunts in front of a packed afternoon grandstand. Pat Purcell, in charge of Thrill Day events, did a bang-up job of publicizing the day. Paid admissions on Sunday were in excess of 24,000, biggest single-day attendance. Paid attendance was 22,000 on closing day. Friday had more than 20,000.

The *Cavalcade of Stars* was presented in front of the grandstand Sunday and Monday nights. From Tuesday night until Saturday night the revue and show was presented in the Coliseum, the move being necessitated because of weather. The spacious Coliseum was completed just before the 1939 fair and proved a lifesaver, as all the stage settings were transferred there and the show went on as per schedule. Music Corporation of America furnished the grandstand show and Hogan Hancock, of that organization, was here on the last four days. Eddie Elkort managed the show for MCA. Featured were Herbie Kay's orchestra; Dorothy Byton Girls, with Eleanor Christian; Nelson and Evans, Australian Jumping Jacks; Bud Hughes and Pals, dog act; Karris, perch act; June and Adele Parrish, accordions and violin; Hibbard, Bird and Larue, comedy dance trio, and Chaz Chase. Herbie Kay was emcee for all shows in addition to leading his orchestra, which featured Ken Nealy and Ellen Connor, vocalists. After the regular night show the entire show was again presented, beginning at 11 p.m. as a floorshow with additional admission of 50 cents, which included dancing after the show until 1 a.m. Selden, "The Stratosphere Man," with his high-pole free act, afternoon and night, made a big hit. It was his first appearance in this vicinity.

Hennies Bros.' Shows, on the midway for the second successive year, had a gross under that of last year. Harry W. Hennies and Ralph Clawson, of the shows, said receipts were satisfactory, considering weather.

## MICH. DEFENSE PLANS

(Continued from page 47) tary purposes, with year-round use for living quarters impossible because of lack of heating. A site in Wayne, Mich., is favored by other Guard officers.

Plan would be to take the grounds for six months "or more," which would automatically cause a loss of \$25,000 in leases for various events during the next few months, such as the Shrine Circus and special shows and for storage. It would probably interfere with running races on the grounds, it is pointed out, thereby killing the revenue which goes to pay some expenses of fairs out in the State, and if the Guard kept the grounds over six months it would probably make it impossible to hold a State fair next year. Move is being opposed by members of the fair board and high State officials.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# UP AND DOWN NEAR BUFFALO

## Celeron Tops Big '39 by 20%

Best period in years registered with adverse June and late August weather

JAMESTOWN, N. Y., Oct. 5.—Celeron Park, owned and operated by J. G. Campbell, completed the most successful season in many years, with receipts 20 per cent ahead of 1939, a big year. Park would have done even better had it not been for a cold, rainy June and late August. Gate is free. Concessionaires had a worth-while summer in every department and all are planning to return next summer. New rides included an Aerial Joy Ride from Spillman Engineering Corporation and an Octopus from Everly Aircraft Corporation.

The \$30,000 roller rink, Skateland, did exceptionally well and Operator Campbell has just put \$2,600 into it for elaborate redecorations and a new organovachord combination. Rink is an all-year enterprise, and is expected to do even better this winter than last year, its first season. Dave Hutchinson is manager.

Pier Ballroom, the biggest park attraction, had the most successful season in its history, grossing nearly \$26,000 with 15 Saturday name band one-nighters. Attendance was about 27,000 at these dances and receipts far in excess of the 1939 summer. Glenn Miller set a record with \$5,200 and Guy Lombardo followed with \$2,840. A new policy of house band, with Morrey Brennan plus floorshows of four acts during weekdays, proved very satisfactory. Nitery policy will continue in the ballroom, which has (See CELERON GAINS 20% on page 63)

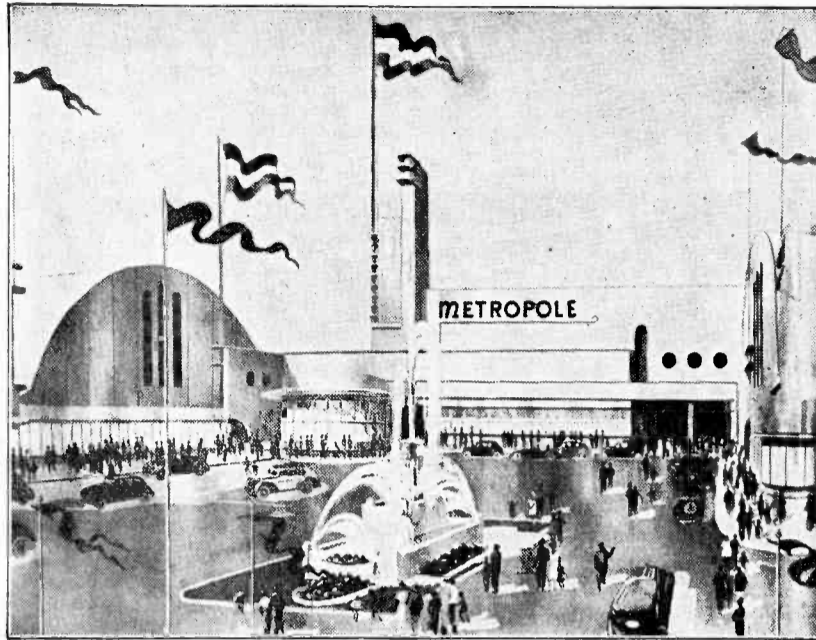
## Big Play for English Spot After Air Raid

LONDON, England, Oct. 5.—On the outskirts of London is a small amusement park which for some 30 years has opened every summer week-end. The war has not altered this policy, but on a recent Sunday night when an air raid warning was sounded, the proprietor resigned himself to experiencing a thin time. Instead, business went exactly the opposite way. After about an hour the all-clear signal was given and from then until closing time the place was thronged, receipts for the night being the best since war began.

Jack Shillan, who operated the Meteor ride at the 1939 New York World's Fair, has been running an amusement zone the past summer at Walney Island on the Lancashire coast. Zone opened daily at 2 p.m. and closed at dusk. Rides installed by Shillan are Brookland's Speedway, with petrol cars; Demon Whirl, introduced by Shillan about two years ago; Caterpillar, Auto Skooter track, and, for children, a Noah's Ark and Monorail. Most of the business was done on Saturdays and Sundays when workers flock to the island for recreation.

For the first time within memory, Southend-on-Sea Pier, longest in the country, was closed to the public at the end of August. About a mile and a quarter in length, attractions comprised concerts, dancing, waxworks, games, aptomatic machines, and an electric railway running from the pierhead to the steamer landing-stage. Since coming under ownership of Southend Corporation, the pier has contributed 90,000 pounds toward relief of local rates.

WILDWOOD, N. J.—The sum of \$25 an inch for 18 inches of Boardwalk, paid by Morris Dresnick in purchasing property adjoining his Seaside Baths from the city, recalls the realty boom of 1925, when \$1,000 an inch was paid for 14 inches. An owner had built a solid wall, shutting up large windows in an adjoining store. To obtain possession of the entire block in the heart of the resort two persons purchased the 14 inches at \$1,000 an inch.



THIS PARTIAL VIEW OF LUNA PARK amusement center in Ginneken, The Netherlands, depicts in the background the latest feature of the spot, Metropole Palace, music hall, which has been added to the line-up of rides, exhibits, and cafes. Under date of last August 6, the proprietors, A. and N. Hommerson, wrote to The Billboard, "We have just received The Billboard of April 27 and we can assure you that we were very glad to have our old friend again in our office. In these days when fairs are stopped here we wish not to be out of touch with the recent happenings in the American amusement field. The Billboard makes a long trip to reach The Netherlands, but when it arrives we don't mind the news being three months old. We give it a warm welcome."

## Grab for Publicity Plum Seen in AC

ATLANTIC CITY, Oct. 5.—This resort's publicity and advertising set-up is again being attacked by out-of-town organizations trying to get a foothold on this annual \$100,000 plum. A nationally known publicity organization, which has been handling several Florida resorts, Bermuda, Egypt, and several foreign countries on their tourist publicity, has (See PUBLICITY IN AC on page 63)

## Rain Hampers Park Island

LAKE ORION, Mich., Oct. 5.—Final checkup at Park Island here shows business off about 15 per cent from 1939 in most departments, said Carl Ruebelman, park manager. Early business was off because of rain, but July showed a spurt and this was lost thru 20 rainy days in August. Indoor attractions suffered as well, the ballroom showing the worst drop of any department. Beer garden, however, held its own better than other departments under the handicap of weather.

## Steel Pier Seeks \$100,000 Slash On Tax Roll; Further Cuts Asked

ATLANTIC CITY, Oct. 5.—A reduction of about \$100,000 in the tax assessment on Steel Pier, Atlantic City, was requested by the pier owners before Atlantic County Tax Board, which last year reduced the assessment \$79,000, and the city, in accepting the board's figures, assessed the pier building at \$97,500 and the land at \$165,500, for a total of \$263,000, exclusive of personal property, for 1940.

Two real estate brokers, H. G. Myers and Walter Cavileer, testified that in their opinion the property was worth \$150,000 with an assessment of the building of \$75,000 and a similar amount on the land. Myers said he based his land valuation at \$500 a front foot. He added that the pier had been operated at a loss for several years and that there was no market for sale of the pier property.

Steel Pier Company also appealed from an assessment of \$347,650 on the land in "Steel Pier block" on the inside of the Boardwalk opposite the pier. Myers and Cavileer estimated value of the land at

## Stephan Named ZPAA Prexy; Cincy Zoo Trades Animals

CINCINNATI, Oct. 5.—At the recent annual convention of the Zoological Parks and Aquariums Association in Cleveland Dr. Sol Stephan, curator of the zoo here and youngest member of the national association, was elected president for the ensuing year. Others named were Martin Perkins, Buffalo, secretary; John Ireland, Detroit, vice-president, and (See STEPHAN ZOOS' PREZ on page 63)

## Forced Belle Isle Closing

DETROIT, Oct. 5.—Belle Isle Park here was closed several days this week when a water main broke, its first closing in over half a century. Although in the Detroit River across from the water works, no pure water supply was available. Two of the city's swankiest boat and yacht clubs were forced to cancel arrangements for parties with orchestras booked. The zoo on the island was not affected, as a fire engine was plugged into the river and the director reported the animals could drink the unpurified water without harm.

## Crystal Victim Of Border Fear

Beach receipts heavily cut by cancellations of outings usually had from States

BUFFALO, Oct. 5.—Crystal Beach Park, Ont., at close of the season found receipts off about 10 per cent as compared to 1939, which, according to President George Hall, was due entirely to a drop in attendance from the States. "Border hysteria, more than bad weather during June and late August, killed our business," said the head of Crystal Beach Transit Company, Inc., "and the unique situation of running a Canadian amusement park from the American side of the border has never been more involved."

Altho regulations permitted Americans to commute across the border as usual, there was so much speculation and talk on the subject that many Buffalo company picnics, mainstay of the park's business, were canceled at the last minute. Spending was good as a whole, and Canadian trade increased 100 per cent, but loss of much American business was felt keenly. There is a free gate.

The S. S. Canadiana fell short of last year's figures 10 per cent, mainly due to the feeling that kept people from driving across the International Peace Bridge by car. Week-end showboat entertainment cruises, however, which were exempt from customs inspection, were 15 per cent ahead of last season's. Especially successful was the innovation of special Canadian cruises Sunday afternoons. Talent booked by Walter J. Gluck, Buffalo, went over well with patrons.

Crystal Ballroom, managed by Harold Austin, who also supplied music with his own band, showed its biggest year and (See CRYSTAL BEACH on page 63)

## Pageant Kickback for AC?

ATLANTIC CITY, Oct. 5.—The city has a good chance of getting back the \$10,000 it advanced to the Beauty Pageant Committee. It is also possible that after all pageant bills are paid and the city's money is returned, there may still be a small surplus. Paul J. O'Neill, treasurer of the pageant committee, said the group is planning to return the money to the city. At City Hall it was reported attendance at Auditorium events of the pageant during Labor Day week was considerably higher than had been anticipated. Appropriation had been made with the understanding that it would be returned from revenues of the various events but city officials are said to anticipate only a partial return.

## Island Eyes NYWF Salvage

FAR ROCKAWAY, L. I., N. Y., Oct. 5.—Right now the main topic in amusement circles' conversation in the Island region is how salvaging of the World's Fair at Flushing will affect the resorts. From the standpoint of transplanting some of the structures. It is known that several big operators at the beaches are in the market for acquiring some of the buildings and moving them to new locations. It is felt that Long Islanders will have the inside track in getting equipment because of their comparatively close proximity.

MILWAUKEE.—Washington Park Zoological Society, which began its new fiscal year on October 8, embarked upon a one-week membership campaign on September 30 to raise \$20,000 for purchase of new animals and to enlarge the zoo. Money raised will be used to buy a pair of black panthers, two pairs of kangaroos and a pair of rhinoceroses. The zoo, now in its 34th year, numbers 777, including 338 mammal specimens and 83 species, 414 bird specimens and 154 species, and 25 reptiles and four species. Last year 1,194,675 persons visited and to date this year the number has reached 767,540.

## American Recreational Equipment Association

By R. S. UZZELL

These October days our thoughts automatically turn to the annual convention and the exhibit of amusement supplies and equipment. Soon the program will be announced, but to all who desire any selection in location there is little time left, as we have only the smaller room available. In it some of the better locations are still available, but by the time this issue reaches the readers it may be about sold out. Now is the time for all to act who have not yet contracted for a definite space.

The program is in the hands of live park men who have been working since late July. They are trying to make the meeting respond to the demand of our times. Professor Quiz is coming before us again with an accumulated experience, not only as a park man but also with the two past years' experience as our professor on the quiz. Knowing him as the writer does, we can assure you that his actuating motive is to make the delegates do all of the talking. Ask your question and get it up for discussion and contribute from your accumulated experience in responding to the other fellows' questions. This makes a helpful meeting—your meeting. If only your prime question could be submitted in advance of the meeting you could be assured of more and better answers. The exposition concessionaires are sure to tell us of their varied experiences and just how they came out, if they did.

### Fire Hazard Time Again

New England park men are sure to join in the movement up there for repeal of some of the old blue laws, especially the ones which so rigidly control dancing and Sunday operation. All of us everywhere are going to listen to talks on taxes as we have never done before. Ignorance of the law excuses no man, so study should start immediately and be kept up to become familiar with old laws and more recent enactments. Public liability insurance must become part of our annual budget and concerted action alone gets results. The insurance committee needs your help and most assuredly you need it.

When parks close and the leaves begin to fall our fire hazards increase. We have more fires during our inactive season than when in operation. Double precautions pay good dividends. Alertness in detecting fire hazards and removing them diminishes losses and lowers our experience rating. Only a few minutes' time is needed to remove leaves at little expense, whereas it requires a half year and huge sums to rebuild after a fire.

### Maybe Sibley Can Tell

San Francisco's exposition has sung the swan song and is the first one in America to get a larger proportionate attendance the second year than the first year of its operation. Not yet has it appeared what per cent the creditors will get. Perhaps not until the close of the year will we learn what rate bondholders of the New York World's Fair will get. Nevertheless it is determined to finish with vigor and vim. Week-ends are better than during summer months. Many park managers, carnival men, and secretaries of fairs are coming to New York City for these gala closing days. A lot of the California concessionaires are coming for a look-in on their cross-continent rival. Perhaps Walter Sibley will make us a comparative statement. He has lived with the Golden Gate Exposition for three years and surely knows the inside workings of it. He knew Belgium and he knew Paris. Come on, Walter, open up!

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Selling Out

Is this business of selling out a pool or a beach for a night worth while? Does it create bad will? What should be done? Those are the questions usually asked by pool men. That many tank managers make a play for such patronage is a known fact. As many organizations as possible are lined up by some pools and are offered exclusive use of plunges whenever desired, with the public barred on those nights. Some aquadrome managements do not look for this biz, but when they are approached and, given proper incentive in the form of greenbacks, do close their doors to reg-

ular swimmers on certain nights so that private organizations can have exclusive use of the establishments.

Selling out a pool to clubs and such does have its advantages, to be sure. It makes for a guaranteed income on those nights, for usually a flat sum is paid for the tank. Such private parties are customarily staged on Monday nights or other slow evenings, so pool managers look upon them as lifesavers—and so much gravy. All of which may be so. But objectors to the idea, on the other hand, claim that commercial pools which close their doors to the public, even if only for a few hours, are playing with fire. They claim that it creates bad will, no matter how much advance notice is given to regular swimmers, and that it tends to break down patronage.

Some pool men won't rent out their tanks for a night or even for an afternoon for love or money. Even if it means a couple of grand, three times as much as they could ordinarily take in that night, these operators won't take the chance of offending a single customer. Both classes may be right, depending upon location of tank and type of clientele attracted. Still I should think the logical and most practical course to take is one which strikes a happy medium. In other words, if you think that club biz, renting out for exclusive use, means upping your income, why not go after such trade sensibly? Try to cultivate enough of that biz during the entire season so that you can rent the pool one night a week. And make sure that that night is the same every week. In this way you can close the tank to the general public on that one night. And by having it the same night each and every week you will be able to educate your regular swimmers to that situation. And no bad will or lost patronage will result. Sell out if you like. But do it right.

### Year Round Operation

Art French is trying something new this year at his Manhattan and Brighton beaches, Coney Island, N. Y. He is continuing his band policy for free dancing thru fall until cold weather sets in. In the past beaches used to curtail the music policy right after Labor Day, altho beach facilities, featuring handball, remained open all winter for season bathers. French feels that his extension of dancing, while it means an added expense, will bring him dividends next spring when he starts his campaign for season lockers. He is one outdoor pool man who devotes all his efforts to seasonal patronage over transients.

### Indoor Seasonal Biz

Writing about season lockers reminds me to make a mental note to ask Harry Lanzner, Park Central Pool, N. Y. C., operator, why enclosed tanks don't go in more for season locker biz. A few of them attempt to sell so-called season tickets. But no great effort is made, all relying upon transient trade. In the majority of cases this condition exists, I imagine, because there is a limited number of lockers available and operators feel that they can make more on transients. Then, too, indoor pool men feel that persons do more continual swimming in summer out of doors and that few habitual swimmers patronize private club pools or gyms, so that it won't really pay to spend too much time or money in selling season membership. Nevertheless, with a big indoor plunge like Brooklyn's St. George, one would think that pushing a certain number of season lockers would pay. It would mean money in advance and continual patronage.

### Dots and Dashes

Carl Erbe and Harold Pearl, who beat ballyhoo drums for Dempsey Vanderbilt outdoor pool, Miami Beach, Fla., leave soon for Southern climes to handle that and other Floridian accounts. . . Why doesn't Clyde Beatty build an outdoor pool adjacent to his Jungle Farm in Fort Lauderdale, Fla., or is he already considering that? . . . Lakeshore indoor tank, Chicago, will play host to visiting pool men attending the confabs in December. . . High Diver Lucille Anderson off to Honolulu for a complete winter's booking. . . Sister of Martha Norelius, former Olympic and pro marathon star, now working for Martin Stern, secretary of the National Swim-for-Health Week Association. . . And don't forget to run an Election Night Party at your indoor tank.

FORT WORTH, Tex.—Miekey, 15-year-old spider monkey in Forest Park Zoo here, that died recently of old age, had lived in the zoo for the past 12 years, said to be a record life for a spider monkey in captivity.

# U. S. BANKRUPTCY SALE

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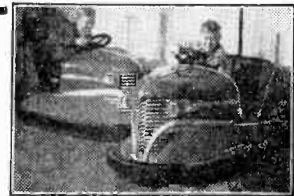
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### AC Still Talking Aquacade

ATLANTIC CITY, Oct. 5.—Million-Dollar Pier here, operated by George A. Hamid, is set for a stellar attraction for the 1941 season. Tom Mix and his Wild West Show, which put in a banner week the past summer, will be back for a month's engagement. It is said Billy Rose is still intent on bringing his Aquacade to the city next summer and

there is much sounding out about having Convention Hall house the water show instead of the usual ice show.

DETROIT.—Douglas Glazier, former operator of Park Island, Lake Orion, Mich., for several years, who has been operating in Indiana for the past two seasons, has returned to Detroit and is active in the pin game field in this territory.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Annon, Karl, 3c
Bellew, Dick, 3c
DeClaire, Ford, 5c
Douglas, Melvin, 16c
Glenny, Mrs. D., 5c
Gravitoy, The, 3c
Griffin, Willard, 3c
Griffith & Wells, 6c
Harrison, Edw., 14c
Hearne, Frank, 8c

Women

- Abel, Mrs. Barney
Allison, Mrs. John
Alton, Mrs. Tom
Alviso, Miss Chad
Anderson, Helen
Anderson, Mrs. Quinten
Apcilo, Jean
Archangeolo, Anna
Asher, Arithia
Ashworth, Sally
Atkins, Marguerette
Baits, Mrs. Anie
Baker, Marie
Bladwin, Mrs. Jackie
Bales, Vada Lee
Barber, Fannie
Barard, Mrs. Leo
Barnett, Mrs. C. E.
Barnett, Mrs. E. L.
Barr, Betty
Barrett, Mrs. Lyle
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Beard, Dorothy
Beatty, Mrs. May
Bedwell, Mrs. B.
Beecher, Mrs. Joe
Beil, Mrs. Jack
Belanger, Helen
Bell, Lillian
Bell, Lucille
Benjamin, Nellie
Bennett, Imogene
Berry, Mrs. Grant
Bert, Bertha
Biron, Pearl
Blakey, Mattie Lee
Blakey, Betty
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Boque, Mrs. D. C.
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Boswell, Mrs. B.
Bradley, Mrs. Jess
Brahmer, Mrs. Mary
Brook, Mrs. Della
Brown, Miss Fritzie
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Bryant, Bonnie
Buckskin, Betty
Burge, Miss Shorty
Burgess, Mrs. Ted
Burkhardt, Martha
Burrell, Mrs. Nina
Butlers, Mrs. Mayme
Canipe, Ieasae
Carmen, Mrs. Viola
Carr, Joan Roberta
Carroll, Merilyn
Carver, Ella
Carver, Mrs. Sam
Chancellor, Ruby
Chapin, Helen
Chapin, Marshall
Chase, Ethel
Chase, Mrs. H. A.
Chatbam, Ada
Claire, Madam
Clark, Gladys
Clark, Helena
Clachery, Mrs. Burt
Claude, Mrs. Leo
Coffman, Christine
Cole, Dorothy
Cole, Mrs. Walter
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Comerford, Viola
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Cooke, Mrs. O. S.
Cooke, Mrs. Sonja
Coon, Mrs. Virginia
Cooper, Virginia
Coronado, Eliza
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Coriell, Vernell
Corso, Mrs. S. T.
Cox, Edna
Crandell, Leroy O.
Crawford, Clara
Crawford, Mary
Culbertson, Mrs.
Cunningham, Hilda
Cunningham, Walter
Cunningham, James L.
Cutler, Rose & Louis
Cutshall, Mrs. Geo.
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Dalmer, Mrs. E. J.
Dalmer, Ruth
Dalrymple, Mavis
Davis, Mrs. A.
Davis, Mrs. Clyde
Davis, Mrs. Jimmie
Dawn, Dolly
Dean, Aloha
Debalstrier, Hattie
DeBals & Torrence
Denson, Mrs. Shirley
DeRossignob, Mrs. Lois
Detroitier, Mrs. Annie
DeWitt, Bobbie
DiMaggio, Anna
Dobbs, Joyce
Dodge, Vivian



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Shaw, Ruth
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Sirkel, Mrs. Virginia
Siska, Mrs. Dick
Sisty, Alice
Sky-Eagle, Dorothy
Sly, Mrs. Harold
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Able, Ernest
Ackley, A. V.
Adair, Elmer
Adams, Billie
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Adams, Skooter
Adolph, Clarence
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Alcido, Sydney
Allen, Bill
Allen, B. O.
Allen, Chas. E.
Allen, Geo.
Allen, Punch
Alessandro, Mavis
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Anderson, Quintin
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Anthony, Mark
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Archer, A.
Are, Bill
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Baker, Wm. H.
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Ball, Paul
Ballenger, Robt. G.
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Banks, Cal
Barcia, Norbert
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Barfield, Dave
Barfield, O. B.
Barlow, Billy
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Barnes, Floyd
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Barnett, Otto
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Baron, Jerry
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Barry, Geo.
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Turner, Mary
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Ebers, Frank S.
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Fenton, Jack
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Ferguson, Pete
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Filner, George
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Finn, James
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Fisher, Steve
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Fleming, Dug & Dot
Fleming, Jack
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Fletcher, A. M.
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Forrest, Jas.
Forrest, V.
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Foster, Lucky
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Franks, Three
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Friedricksen, Knud
French, Lloyd
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George, Ephram
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Gibson, Hoot
Gidaro, Joe
Glidden, Floyd
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Gordon & Oliver
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Gordon, Sam
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Gregory, Wm.
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Hart, Lloyd B.
Hartung, Robt. R.
Harvey, Earl
Harvey, Earl (Ruth Dare Act)
Harvey, Henry
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Haskell, W. C.
Haynes, Rastus
Heater, Art
Heiden, Wendell
Hefley, Wm. F.
Helm, R.
Hemingway, H. C.
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Herrington, Odies
Herrold, Robt.
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Hill, Albert J.
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Hinden, Theodore
Hiren, Robt.
Hoar, Geo.
Hockberry, Louie
Hoff, Rudy
Hoffman, Blinky
Hoffman, Clown
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Holtz, Jacob
Honeycutt, J. B.
Hood, D. F.
Hoover, Wm.
Hoop, Jack
Houck, Paul
Houghton, Manfred
Houston, Eddie
Howard, Bert
Howard (Road Show)
Howard, E. A.
Howard, Joe
Hudson, Ted
Huey, Oscar W.
Huff, D. J.
Hughson, Ed
Hull, Sam
Huller, Dillon
Huller, Players
Hullinger, Vernon
Hummel, Jack
Humphreys, M. Colleen
Humsacker, Bob
Hunter, Leroy
Hutchinson, Eugene
Hutchinson, Jr., Jack
Hutton, Marshall
Irvine, Van R.
Irwin, Van R.
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Jackson, Charlie
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Johnson, Louis J.
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Johnston, Jimmie
Jones, Al (Rangers Rodoo)
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Jones, Johnny J.
Jones, Loyd
Jones, Percy M.
Jones, Ralph
Jordan, Otis
Jordan, George
Jordan, Wm.
Kammere, Vernon
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Kapal, W. M.
Karis, Johnny
Karmak, H. W.
Karr, Dr. Frederick
Karr, Joe
Karrigan, Kid
Kasher, V. C.
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Keenan, Frank
Keith, Frank
Keller, Clifford
Keller, Ray
Keller, Alvin
Keller, Shipwreck
Kelly, T. W.
Kelly, Jack
Kelso, Frank
Kenney, Howard L.
Kenyon, Jack
Kenyon, R. H.
Kevins, Kay
Kildare, Robert
Killingbeck, Murl
Kimmel, Don
King, F. B.
King, Howard
King, J. F.
King, Ray
King, (Cowboy)
King, Rex Roy
King, Tom-Ball Game
King, Whitey
Kingley, Red
Kirk, Jack
Kirsch, K. J.
Kitchen, Josh
Knob, Conrad
Koban, Kaloh
Kohn, M.
Kortie, Rajah
Krooks, Kay
Krell's Tent Show
Kridello, Sid
Krimm, Billie
Kurr, Jimmie & Joanne
Kutin, John
LaFontaine, Paul
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LaMan, Harry
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LaMoun, Jerry
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Lamont, Frank
Lane, Sugar
Lankford, Walter
Lantini, Frank
Lapore, Josef
Larpe, H. P.
Larkin, Karl
Larson, Bill
Latreux, Dreama L.
Laverne, Joe
Laycock, Wally
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Lee, Arthur William
Lee, Bob
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Lee, Clubby
Lee, Jimmie P.
Lee, John
Lee, Lewis
Lee, Ralph
Legarde, Mack
Lenox, Jack
Lentini, Frank
Leonard, Harry
Leonard (Clown)
Leonard, Lou
Leonard, Sid M.
Leorford Clown Trio
Lesters, the 5
Levi Jr., H. Clyde
Levine, Ben
Levine, Sam
Lewie, Willie
Levitch, Prof. L.
Lewis, Dick
Lewis, James P.
Lewis, Perry
Lewis, R. J.
Lewis, R. V.
Lewis Trio, The
Libby, Clarence
Lieberman, James
Lind Jr., Art
Lisle, Loring
Little, Jack
Littlejohns, The
Littleton, Carl
Livermore, Norman
Lockwood, Eugene
Lotter, Happy & Marie
Lovell, Pat
Lovalo, Pat
Loy, Clifford
Loyd, Harry
Lucas, Don
Lynch, E. J.
Lyons, Earl
Lytton, Luke
Lytton, Louis
MacAlease, John
McCall, J. J.
McCall's Marvin
McCartner, R. C.
McCarthy, Dan
McClaine, Wm. F.
McClellan, J. T.
McClusky, Frank
McClusky, C. C.
McClusky, Jessie
McCracken, Howard
McDonald, Claude
McDowell, Harold
McEwin, Capt. Virginia
McFarland, Fred J.
McFarland, Tobo D.
McFarland, John Chas.
McGill, John
McGill, Walter
McGone, Ariz. Ken
McGowan, Claud
McHenry, Frank C.
McHenry, Bobby
McHenry, Bud
McHenry, Elmer
McIntyre, Ray
McIntyre, Robert B.
McKay, Wm. A.
McKenzie, Paul
McKinney, Douglas
McLane, P. J.
McLaughlin, Bill
McMahon, Pete
McNeely, Orr F.
McNeely, Wm.
McNeil, Frank
McNeill, L. Roy
McQue, Tom
McTavish, A. H.
Mack, Anthony & Mack, Lawrence & Slim
Mackey, Chief Paul
Maddy, Herb
Madison, Silvers
Madore, J. H.
Maggie, Victor E.
Lee, Mrs. Leaster
Lee, Sherry
LeRoy, Mrs. Anna
LeRoy, Eva M.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

Thursday for Following

Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS & PARODIES

SNAPPY VENTRILOQUIAL DIALOGUES, MONOLOGUES, any subject, one dollar each. Stamp for list. GEO. TIZZARD, 104 W. 71st St., New York.

AGENTS AND DISTRIBUTORS WANTED

BIG MONEY TAKING ORDERS — SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. oc26x

CASH IN ON NEW FAST SELLING 10 CENT article that pays Big Money. Write today. LOVELY, 1734-B Washington, St. Louis, Mo.

CHRISTMAS CARDS — BIG PROFITS WITH America's finest line. Season here. Write quick for samples. ROBINSON CARDS, Dept. 649, Clinton, Mass. x

FAST SELLERS — SPECIAL NUMBERS, SNAPPY Novelties, Funny Jokes. Lowest prices. Fast service. LA FRANCE JOBBERS, 55 Hanover St., Boston, Mass. x

GOOD SIDELINE FOR PRINTING AND ADVERTISING Salesmen—Decalcomania Name Plates in small quantities. Great demand. Also make money applying initials on automobiles. Free samples. "RALCO," 1305 Washington St., Boston, Mass. x

HOT AND FRISKY — 50 MATCH BOOKS FEATURING Zito "Dogs" on covers; beautiful gift box; 50c item sells on sight. Send \$1.00 for 4 boxes postpaid. HOFFMAN STUDIOS, Box 282, Station G, New York, N. Y.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 De-graw St., Brooklyn, N. Y. oc19x

SAVE YOUR PANTS — JUST OUT! U. S. Patented Trousers-Guards. Protects men's pants from fraying and wear on bottoms of cuffs. Sensational. No competition. Retail 25c. Illustrated details free. NATIONAL TROUSER-GUARDS COMPANY, 222 Simon Bldg., Shreveport, La. x

RED HOT SELLER! — EVERYBODY SEES IT wants one. Salesboard and premium men, write at once. ENTERPRISE NOVELTY CO., Box 294, Baltimore, Md.

SELL CHRISTMAS CARDS! — DOLLAR BOXES, 28c. Bargain Packages, 1c each; Dollar Gift Wrap Boxes, 25c. Illustrated catalog free! ELFKO, 440 N. Wells, Chicago. tfnx

SELL ORIGINAL 1940 CHRISTMAS SIGNS — You've tried the rest, now try the best. (Since 1890). KOEHLER, 335 Coetz, St. Louis, Mo. no2x

SELL MERCHANTS' WALL SIGNS—COST 1c, sell 10c. Send 15c for samples. RICHARDS, 127 E. New York St., Indianapolis, Ind. oc12

SELL NEW, USED CLOTHING FROM HOME, Auto, Store — Men's Suits, 77c; Leather Jackets, 29c; Overcoats, 54c; Dresses, 20c; Ladies' Coats, 36c. Other bargains. Catalog free. NATIONAL, 436 E. 31st, Chicago. x

TOP VALUES XMAS CARDS — BIG VARIED line, boxes, imprints, relations, humorous, religious. Sample No. 95, Box 21 folders, 25c. Sample No. 49, 21 cards, folders, 20c. Write quickly for complete list money makers. UFFERT CO., 19 E. 17th St., New York. oc29x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. no2x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. oc26x

ANIMALS, BIRDS & PETS

A FRESH SHIPMENT CHINESE DRAGONS — Also, plenty Snakes, Animals and Birds for show folks. Prices reasonable. SNAKE KING, Brownsville, Tex. oc12x

ALLIGATORS, LARGE VARIETY; SNAKE DENS, Chameleons, Iguanas, Wild Cats, Bears, Racing Turtles, Fox, Opossums, Squirrels. Price list. ROSS ALLEN, Ocala, Fla. oc12

ARMADILLOS, \$1.50; COTI-MUNDIS, \$12.00; Ocelots, \$25.00; Silver Orange Squirrels, \$8.00 pair; Black Squirrels, \$8.00 pair; Donkeys, \$18.00; Prairie Dogs, \$2.00; Kangaroo Rats, \$2.00; Mexican Lions, \$70.00; Jaguars, \$150.00; Wild Cats, \$6.00; Badgers, \$7.00; Ringtail Cats, \$15.00. Wire NATIONAL PRODUCTS COMPANY, Laredo, Tex.

FOR SALE—WILD ANIMALS. LIONS, BEARS, Leopards, Hyena, Pumas, Baboons, Monkeys, Foxes, Coyotes, Raccoons, Pheasants, Wildcats, Coati-Mundis, Kinkajous, Badgers, Skunks. CHASE WILD ANIMAL FARM, Egypt, Mass. oc19x

SPECIAL — CHINESE DRAGONS, FRESH, \$5.00; Leopard Iguanas, \$2.50; Mexican Beaded Lizards, \$10.00; Giant African Horned Toads, \$2.00; Boa Snakes, 5', \$5.00; Mexican Green Rattle Snakes, 5', \$5.00; Dens Rattle Snakes, \$10.00; Harmless Snakes, dens, \$10.00. Wire NATIONAL PRODUCTS COMPANY, Laredo, Tex. x

TAME SKUNKS, \$5.00; ODORLESS BEAUTIES. Japanese Mice, \$1.25 pair; Bears, \$40.00; Fancy Pheasants, Pigeons, Quail, Fowls, Armadillos, Kinkajous. Want Monkeys, Parrots, Freaks, Birds. BIRDMAN LAMB, 3330 W. Lafayette, Detroit, Mich.

WRITE FOR OUR 1940 CATALOGUE — Largest, most complete ever published. MEEMS BROS. & WARD, Oceanside, N. Y. Direct importers from all over the world.

4 TRAINED DOVES, WITH ALL PROPS—REAL act, work for anybody. Live arrival guaranteed. Fifteen dollars. THOS. FINN, Hoosick Falls, N. Y.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

THRILLING, SNAPPY, CUBAN, MEXICAN Pictures, Books, Miscellaneous. Sample, lists, 50c (refunded). JORDANART, Cedarway-16, Boston, Mass. x

BUSINESS OPPORTUNITIES

DO YOU NEED MONEY? — J. W. DUCETT Sales engineer money raising Campaigns, Police and Firemen's Benefits, Programs, etc. If you need money contact DUCETT, Route 3, Box 95, Seattle, Wash.

START PROFITABLE SIGN BUSINESS — MAKE Signs, Show Cards, Gold Window Letters easily with Master Patterns and free copyrighted instructions. ECONOMIC SIGNS, 1572-C N. Halsted, Chicago. no2x

PATENT YOUR IDEA — NEW, USEFUL IDEAS often very valuable. Two books, free, tell how to apply for patent protection; give 6 basic ways to sell your invention. Experienced patent counselors. Fees reasonable; deferred payments. Write today. VICTOR J. EVANS & CO., 523-L Victor Bldg., Washington, D. C. x

4 FAST, LEGITIMATE WAYS EARN DOLLARS Daily — Few cents starts you. Positively guaranteed. Price dollar. DICKENS, Box 339, Augusta, Ga.

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.

BALL GUM, 5/8", FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. oc12x

BALL GUM, ASSORTED COLORS, AND PRIZE Balls at attractive prices. All sizes. Bulk, boxed. RAKE'S, 3 S. 22d, Philadelphia, Pa.

BARGAIN — FIFTY CABINET-TYPE PURITAN Peanut Machines, excellent condition, \$2.00 each. C. O. D. Minimum sale, ten. BOX 115, Neosho Falls, Kan.

BARGAINS — 5 TOM MIX GUNS, \$32.50 each; 2 Rolla-Score, \$29.50 each; 3 Exhibit Roll Chute Diggers, \$22.50 each; 4 Exhibit Novelty Candy Venders, \$69.50 each; 2 Exhibit Rotary, \$44.50 each; 1 Seeburg XF Phonograph, \$49.50; 1 P-12 Wurlitzer, \$34.50; 2 Rock-Ola Rhythm Master, 16 grill, \$49.50 each; 2 Keeney Anti-Aircraft, \$99.50 each. E. & R. SALES CO., 813 College Ave., Grand Rapids, Mich.

GALLOPING DOMINOS, \$40.00; CLUB HOUSES, \$30.00; Dominole, \$20.00; Deluxe Bell, \$20.00; 25c Dixie, \$75.00; Turf Time, \$7.50; Skill Draws, \$7.50; Deuces Wilds, \$8.00; Kounter King, \$7.50; Tallys, \$5.00; Reel Spots, \$4.50; Reel Dice, \$4.50. Write for list of Pay and Non Pay Tables. Want Chicken Sams, Convicts, Columbias with Jackpots. What have you to trade? COSBY AMUSEMENT COMPANY, Lake Worth, Fla. x

Additional Ads Under This Classification Will Be Found on the Next Page.

Classified Advertisements

Weekly offering of

BIG BARGAINS—SPECIAL SERVICES

EXCEPTIONAL OPPORTUNITIES

Quick Results

Small Cost

Commercial Rate

10c a word

CASH WITH COPY MINIMUM \$2.00

Forms Close in Cincinnati

Thursday for Following

Week's Issue

Name .....

Street .....

City and State .....

Your count of words .....

Amount enclosed \$ .....

Classification preferred .....

Uses The Billboard 19 Years Find It Most Profitable

For the past 19 years we have been advertising almost exclusively in The Billboard and have received excellent results. We keep our classified advertising constantly before your readers twelve months of the year and find it most profitable. In fact, we get more results from The Billboard than from all other publications put together—and we advertise during the season in about a dozen different magazines. Northside Mfg. and Sales Co.

(Name and Address Must Be Included in Copy)







# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## Demand for Campaign Items, Patriotic Novelties Soars As Election Day Draws Near

NEW YORK, Oct. 5.—With candidates in the presidential race rounding the far turn and preparing to unleash their most powerful drives as they come thundering down the stretch in the final weeks of the campaign, interest in the outcome is reaching the fever-pitch

stage. Affiliates of both parties are waxing enthusiastic over the abilities of their respective candidates and are showing their enthusiasm in concrete form by buying thousands of dollars worth of campaign buttons, banners, license plates, and other campaign novelties. Red-white-and blue items also are feeling the boom and pitchmen and wholesalers alike say business is booming.

### Buttons Bigger Than Ever

One of the leading manufacturers of buttons here says the demand for this campaign is much greater than for past presidential races. Big reason is that manufacturers have augmented their lines of traditional photo buttons and those featuring only the name of the candidate and the emblem of his party, to include many of a more humorous nature. As a result, instead of purchasing only one button, people are buying whole sets of them. Popularity of the large-sized, jumbo buttons has also hyped sales.

Among the humorous buttons clicking are those featuring such slogans as "We Don't Want Eleanor, Either," "No More Fireside Chats," "No Fourth-Term Either"; "Roosevelt No, No, 1,000 Times No!"; "Thanksgiving Day, November 5"; "Roosevelt for Ex-President," "We Women Want Willkie for President," "No Royal Family," "Two Good Terms Deserve Another," "Willkie for President of the Commonwealth & Southern," "If I Were 21 I'd Vote for Willkie," and "I Am a Willkie Democrat." One of the newcomers attracting attention is the "Salesman's Safety Campaign Pin," which bears the portraits of both presidential candidates topped by the slogan "Our Next President."

Willkie and Roosevelt presidential banners, license plates, decals, window stickers, and the traditional donkey and elephant charms are also getting big plays. Buttons take the lead, however. In fact, the September 30 issue of *Newsweek* revealed that American button manufacturers had already turned out 21,000,000 campaign emblems boosting Roosevelt, and 33,000,000 extolling the merits of Willkie.

### Patriotic Items Boom

While most buttons and campaign items are done in the red-white-and-blue motif, sales of patriotic novelties, themselves, have increased as the presidential campaign fever mounts. A new one that is a real comer, according to reports, is the patriotic plaque. Other red-hot patriotic items are auto plates, stone set metal flag pins, lapel flag buttons, banners, suction flag holder sets, and patriotic balloons.

Pitchmen and wholesalers, with many banner weeks behind them, predict that the busiest and best days are still ahead. Every day from now until November 5 is expected to be a red one.

### Joke Items Get Publicity Break

NEW YORK, Oct. 5.—PM, newest daily paper here, gave purveyors of joke items a real publicity break in a recent issue when it devoted a full page to describe various items from the Franco American Novelty Company catalogue.

Editorial entitled "How to be the Life of the Party," which described various joke items, was in the middle columns while cuts and descriptions from the catalogue formed the borders.

## Boston, Natchez Celebrations Okeh For Souve Workers

NEW YORK, Oct. 5.—Pitchmen, streetmen, and souve workers converged on two cities in past weeks, and upon completion of festivities scheduled there branched out again to work fairs and celebrations near-by. In the East, the attraction was the American Legion Convention in Boston. Down South, the dedication of the Natchez-Vidalia Bridge was the drawing card. At both spots reports indicated workers did better than all right for themselves.

Unofficial sources estimate \$20,000,000 was spent in Boston during Legion festivities. About 3,000,000 stood for more than 12 hours to witness the annual parade and an additional 2,000,000 lined the sidewalks for the 40 and 8 parade the night before. Pitchmen reported excellent business with novelties and souvenirs. Patriotic numbers naturally got a great play. Thousands of celluloid "Welcome American Legion" lapel pins were sold along the parade route, along with the "God Bless America" pin. Motorists went strongest for "Welcome Legionnaires" silk banners, and the usual souvenir buttons and novelties featuring Boston scenes got a good play. Canes were the most popular single item, with the cane featuring a map of Boston rolled inside on a roller heading the list. A new baton with an illuminated head was well received.

Many workers came here at the close of the Springfield and Brockton fairs and pulled out immediately after the parade to take in the Mineola, L. I., and Trenton, N. J., fairs. Some, however, remained until the end, and then traveled along with the Legion crowd to New York, where many took in the World's Fair.

### Down South

About 50,000 who took in the formal opening of the Natchez-Vidalia Bridge at Natchez, Miss., September 26, proved a bonanza for pitchmen and novelty workers. Everyone was in a holiday mood and spent liberally. Fred Callender, novelty dealer in Natchez, reported business of sell-out proportions. Bridge-picture banners and Roosevelt buttons were the big sellers, with patriotic novelties, balloons, flying birds, military batons, whips, and canes also going big.

Many of the men made this date as part of their route of Southern fairs and celebrations. Some came down from Mid-South Fair, Memphis, Tenn., for the day and left afterward to take in the last two days of the fair. Others left for Picayune, Miss., for Pearl River County Fair, and Mississippi County Fair, Blytheville, Ark. Other fairs and celebrations that they intend taking in during the coming weeks include National Cotton-Picking Contest, Blytheville, Ark., October 14 and 15; Tallahatchie Fair, Charleston, Miss., September 30-October 5; American Legion Fair, Caruthersville, Mo., Oct. 2-6; Clay County Fair, Piggott, Ark., October 3-6; Cotton Festival, Clarksdale, Miss., October 7-10; Dunklin County Community Fair, Senath, Mo., October 7-12; Harvest Festival, Parkin, Ark., October 17; Lee County Livestock Exhibit, Marianna, Ark., October 17-19, and Young Men's Business Club Community Fair, McCrory, Ark., October 17-19.

movies attests the growing popularity of bingo.

MORRIS MANDELL reports that he is now set to go ahead on his new bingo blower and that he will probably make an announcement soon. Mandell says his new blower has many features, including an automatic ball return. Mandell says it will be popular-priced.

**DEALS**  
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Play on inexpensive fur garments is coming up to expectations, say fur coat manufacturers generally, and indications are that before the season is out as many fur coats and jackets will be distributed on cards and boards as were given away last year. Operators who have had deals out the past few weeks report encouraging returns and there is every reason to believe that as the season progresses there will be even greater action on furs.

Talking of furs, S. Angell advises that the new process he has added to the manufacturing of his coats has brought an interesting and favorable response from buyers. In the finishing of the coat he now adds a cloth called Sta-rite, which Angell claims prolongs the life of the coat and prevents rips and tears. Cloth is specially processed and is attached to the skins or to the plates of furs from which the coat is made.

E. W. F., Hope, R. I., writes: "I am new to *The Billboard* and note in the September 14 issue that you try to help those who ask. Here is my problem. I want to buy printed salesboards from the same firm supplying merchandise. Any type of deal will do. Am now handling a camera deal and a clock deal offered by Goldwyn, of Chicago. They are both good."

From time to time complete deals are advertised in *The Billboard* and you can catch them as they come up by reading the paper every week. Names of a number of deal distributors were given to E. W. F. and will be forwarded to anyone else interested.

De Luxe Products Company expects to do a big job with its new lamp, "The Lamp Moderne," which wouldn't be at all surprising, for the item certainly has eye appeal. As the firm says, it is a regular kaleidoscope of color—red, green, white, and blue. The light itself has the color value of neon. It is claimed that it can be used anywhere.

Mr. Manufacturer, Mr. Distributor, and Mr. Operator, have you anything to say? How about dropping us a line now and then?

HAPPY LANDING.

**BINGO BUSINESS**  
By JOHN CARY

JUDGING by the number of letters that have been crossing this desk the past few weeks, one of the big problems to which all operators are seeking the answer is how to speed up their games and still give the crowd 30 or more a night. Answers to this knotty problem are being sought, especially by those just beginning their fall series.

At St. Paul's Church, Yonkers, N. Y., the rule has been put into effect that bingo can be won by covering the four corner numbers on the card in addition to any of the usual ways. To speed up round-robin games the four corner numbers are given free in addition to the center number. Same procedure is followed in full card games.

In Connecticut many spots are coping with the problem by selling special game cards at the door at a special rate to cut down the time usually taken up by selling cards before each special. At one game where six 15-cent special games are run, special game cards for each of the six games sell at the door for 75 cents. Practice is reported to be working out well not only in speeding up the game but also in boosting the revenue from specials, since many people who ordinarily wouldn't play all six special games can't resist the lure of six specials for the price of five.

The man who can do more than anyone else to speed up games, however, is the announcer. By pronouncing his numbers distinctly, by keeping the game going at a fast tempo, by checking off the winning cards as fast as possible, and by paying attention to other details that consume time, the problem can be solved.

Incidentally, if you've hit upon any unusual methods of coping with the problem, let us know about them.

WIDESPREAD popularity of bingo was recognized by William F. Rodgers, national general sales manager for Metro-Goldwyn-Mayer, September 27. In an address before the Allied Motion Picture Theater Owners of New Jersey at the Hotel President, Atlantic City, Rodgers stated that theater men must recognize the fact that bingo, along with dog racing, radio, and night baseball, is becoming an increasingly important medium of entertainment for the American public. The fact that more and more people are going to bingo games instead of the

*Long May It Wave*  
  
**GOD BLESS AMERICA**

**PATRIOTIC AUTO PLATES**  
 Size 5 1/2 x 10"  
 Each in Envelope with Fasteners

TRIAL DOZEN ..\$1.75  
 DOZEN LOTS ... 1.35  
 GROSS .....

**\$15.00**

**REWARD**  
 \$100 REWARD  
 FOR THE ARREST OF THIS MAN  
  
 REWARD ... HE IS AT LARGE!  
 OBTAIN THIS MAN  
 SEE DESCRIPTION BEHIND

Comical Novelty  
**"FIFTH COLUMNIST"**

Wow! A knockout, sure-fire seller! Face shows masked man outfit. Inside surprises everyone! Each in Envelope.

TRIAL DOZ...40c  
 PER GROSS...\$3

All Prices  
 F. O. B. Chicago

No C. O. D. Orders Without Deposit  
 Order from your jobber or direct.  
**JOEBERS: WIRE OR AIR MAIL FOR QUANTITY PRICES!**

**H. FISHLOVE & CO.**  
 714 N. FRANKLIN 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.

## Cutlery Line

Burns Manufacturing Company maintains its line of serrated edged knives is made to order for pitchmen and fair workers interested in adding something new to their staple line of peelers. Firm says its patented serrated edge never becomes dull or requires sharpening. Firm markets a complete line, including both single and double-edged paring knives, orange peelers, slicing knives, peeling hooks, corers, carving sets, and bread knives.

## House-Broke Pete

The name that the Joseph Hagn Company has tacked on its fast-selling novelty liquid extinguisher ash tray is House-Broke Pete. Each tray consists of an ash receptacle, beside which Pete, a plastic dog done in four colors, has a

# PATRIOTIC and POLITICAL NOVELTIES FOR BIG SALES!

## POLITICAL BANNERS

Roosevelt and Willkie Banners. Same quality as "God Bless America" Banners shown above. Made of white rayon satin. Imprinted in red, white and blue with picture of candidate.

Size 5x6 1/2 Inches.  
 B48N41—Roosevelt. Per Gross \$6.75  
 B48N40—Willkie. Per Gross

Size 9x12 Inches.  
 B48N43—Roosevelt. Per Gross 13.50  
 B48N43—Willkie. Per Gross 1.20

Stone Set Metal Flag Pin. Stripes set with red and white brilliants. Stars white stones.

No. B35J29— Per Gross \$8.50  
 Per Dozen .75

As above but set with larger stones.

No. B35J16— Per Gross \$1.50  
 Per Dozen



Lapel Flag Button with stars and stripes in red, white and blue. Size of Flag 5/8 x 1/2 inch. Each on a card.

No. B51N1— Per 100 \$1.00

## BUTTONS

R. W. B. Roosevelt Button with Pin. Diameter 1 3/16 inch. No. B3N548. Per 100 \$ .75

## DONKEY CHARMS

White Celluloid Donkey Charms with cord attached. No. B11N16. 1 1/2 inch. Per Gross \$ .75

No. B11N11—1 5/16 x 1 5/16 inch. Per Gross \$3.60

No. B11N10—1 1/2 x 1 1/2 inch. Per Gross \$3.60

## BUTTONS

R. W. B. Willkie Button with Pin. Diameter 1 3/16 inch. No. B3N547. Per 100 \$ .75

## ELEPHANT CHARMS

New Style G. O. P. Streamlined Elephant Charms with cord attached. No. B11N17. Pearl Finish, 1 5/16 x 3/4 inch. Per Gross \$ .85

No. B11N13—White Finish, 1 5/16 x 1 inch. Per Gross \$1.00

No. B11N14—White Finish, 1 1/2 x 1 3/4 inch. Per Gross \$4.00



## This Is Tops For Premiums or Board Operators

Automatic Cigarette Box. Made of Wood with colored decorated design. Size of base 7x3 3/8 in. Height overall 4 1/2 in. Each in box. No. B25A172—Per Dozen \$4.00

3/4-Inch Metal Disk with Bracket for attaching to auto. Celluloid face with reflecting American flag. No. B3N540—Per Gross \$10.50

Per Dozen .90

3 1/2-Inch Reflect-o-Lite. Unbreakable red reflector. After election imprinted celluloid can be removed, leaving reflecting surface.

No. B3N541—Willkie. Per Gross \$10.50  
 No. B3N542—Roosevelt. Per Dozen .90

Transparent Stickers for Automobiles or House Windows. 12 in envelope with directions. No. B3N534—Willkie. Per Gross \$1.50  
 No. B3N535—Roosevelt. Pieces

IF YOU HAVEN'T A COPY OF OUR CATALOG B134 WRITE FOR ONE NOW. State Business You Are In As We Do Not Sell Consumers.

**N. SHURE CO.** 200 West Adams St. Chicago, Ill.

**IN OUR American Dresden Bric A Brac Line**

We have produced a number of Miniature Vases and Pitchers in beautiful colors, decorated with the bric a brac flowers, in high relief, exact reproductions of natural flowers in shape, colors and tints. A magnificent line of goods, selling at sight, because of their beauty and novelty. Prices run from \$3.00 per doz. up, and illustrated price list will be sent on application.

**LEO KAUL**  
 Importing Agency  
 115-119 K South Market St., CHICAGO

**Baker Automatic BINGO BLOWER**

Electric Master Boards for Indoor Bingo Games. Write for Circular and Price List.

**BAKER'S GAME SHOP**  
 2907 W. Warren Detroit, Mich.  
 Five games of every description.

**EXCLUSIVE FUR COATS**

**JACKETS** ★  
 Luxuriously Marked  
**BOLEROS** ★  
 Beautifully Styled  
 Quality Workmanship at Popular Prices. We offer \$8.00 Up

Beaverettes, Caraculs, Marminks, Krimmer, Squirrel, Persian, Raccoons, Skunks, Foxes.

Buy direct from manufacturer and profit. Write for FREE List and Illustrated Catalog. Concessionaires, Bingo and Salesboard Operators, secure the best values. Ask for special details.

**S. ANGELL & CO.** Manufacturing Furriers  
 238 W. 27th St., Dept. B-35, New York, N. Y.

**BINGO JOBBERS**

Buy your Bingo Specials direct from the Printer. Up to 3,000 Combinations—No 2 Cards alike. Write to

**ST. MARKS PRINTING CORP.**  
 80 Fourth Avenue, New York, N. Y.

**SPECIALS**

Waltham Electric Dry Shavers, black, boxed with \$10 tag, each (in doz. lots) \$0.50

Waltham Electric Dry Shavers, Ivory, leather pouch, boxed with \$15 tag, each (in doz. lots) .85

Billfolds, genuine pig grain, gross 9.60

D. E. Blades, uniform quality, per 1,000 3.00

S. E. Blades, uniform quality, per 1,000 4.50

**SCHULZ BROS.**  
 709 So. Los Angeles St., Los Angeles, Calif.

**ADVANCE NOTICE**

Get on our mailing list today for a PREVIEW showing of

**15**

NEW and different HOT Premium Items for the FALL and HOLIDAY Season. Each item a SMASH HIT. New Circular Just Out.

**GOLDWYN COMPANY**  
 1570 Milwaukee Ave., Chicago, Ill.

**LEADING SELLERS IN FUR COATS**

Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG!

**LOWEST PRICES! H. M. J. FUR CO.**  
 150 West 28th St., N. Y. C.

**IF YOU TYPE YOUR LETTERS**

you need Letter-Gram. Most business-like way to handle all SHORT written messages. Free samples and particulars.

**VALLEY PRINTING CO.**  
 Indianola, Nebr.

**ELGIN--WALTHAM GRUEN--BULOVA--HAMILTON**

Wrist and Pocket Watches. PRICES START \$2.95

GUARANTEED LIKE NEW. Write for Catalog.

**JOSEPH BROS., Inc.**  
 60 E. MADISON STREET, CHICAGO

**BINGO JOBBERS**

Buy Your Bingo Specials Direct. Complete Line

**MORRIS MANDELL**  
 1123 Broadway, New York City

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
*Today's Big Money Maker!*

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE.

**NO EXPERIENCE REQUIRED**

NO FILMS—NO DARK ROOM.  
 Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES.

Big attraction. Watch photos develop in daylight in one minute.

Easy to operate. Simple instructions show you how.

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—EVERYWHERE—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.

P. D. Q. Photos are guaranteed NOT TO FADE. About \$80 starts you in this interesting, Big Money business.

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB10, Chicago, Ill.

**LOOK!**  
 Zeller, Mass., writes: "Did \$20 Sunday with P. D. Q."  
 Seymour, Pa., states: "Am located in a fair size park. Run about 400 pictures each Saturday and Sunday."  
 Busby, Mo., writes: "Am having great success. Making better pictures all the time."  
 Keeler, Neb., writes: "It's a wonderful machine. I want another P. D. Q."

**CONCESSIONERS—OPERATORS**

YOUR BEST AND CLOSEST SUPPLY HOUSE

**LATEST FLASH—QUICK SERVICE—LOWEST PRICES**

Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Canes, Candy, Plaster, Dolls. Write for catalog.

**ACME PREMIUM SUPPLY CORP.**  
 3139 OLIVE ST. ST. LOUIS, MO.

**BULOVA — GRUEN — WALTHAM — ELGIN**

**WE LEAD FOR PRICE AND QUALITY**

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

**NORMAN ROSEN**  
 Wholesale Jeweler  
 801 SANSON ST., PHILADELPHIA, PA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



CATALOG no. 25...JUST OUT! NEW ENGRAVING LINE

Brand-new "engraving pin" styles... "big sellers that really 'get money'..."

HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

NEW LINE 1940 JEWELRY NOW READY Signet Pins, Rings, Bracelets...

WALTHAM New Push Filler Pens—Lever Pens—Combinations.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

SELL TINSELLED, ULTRA-BLUE SILK XMAS BANNERS & NOVELTY XMAS SIGNS

Operators, Demonstrators, Concessionaires 1940 3V-861

COUPON WORKERS • SHEET WRITERS Push Fillers Plungers Lever Fillers Combinations

CHEWING GUM 23¢ BOX RETAILS FOR \$1.00.

Wholesale Catalog 4000 BARGAINS For Salesmen and Distributors

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

ANYBODY GOIN' South this winter?

AL BURDICK... pipes from Eustace, Tex., that he is managing McGee Bros.' Tent Show...

RED FEATHER'S MED SHOW... is at Winchester, Ind., reports George W. Russell...

WE'RE IN the last lap of the season. What'll it be this winter?

A NUMBER OF THE BOYS... report from the South that they have been getting good pass-outs...

IS ANYBODY meandering around Boston? Let's have some word from you fellows working the Hub City.

IT WON'T BE LONG now until you'll know if your season was a successful one.

STILL CLICKING... with Sudzene in McCrory's, Newark, N. J., is Mike Madden...

WHAT'DOIN'... Doc Tom Neely? Still routing the Pueblo Med Company in Oklahoma-Colorado territory?

BEST WAY to make enemies is to betray the confidence of a friend.

ANYBODY DOING... any business with the Roosevelt and Willkie novelty balloons?

AFTER CLOSING... a reported successful stand at the fair in Tulsa, Okla., Frank L. Sullivan headed for Texas territory...

SOREHEADNESS on your part breeds only melancholia and enemies.

JACK HENDRIX... is working Columbus, O., and vicinity with car polish and smear to good biz.

WHY NOT make arrangements now for that winter job or itinerary?

RAY HERBERS... pens: "I have just been discharged from the North Chicago Hospital. I was

clipped by a Packard and sustained a broken nose, fractured knee, and bruises on my face. I will be here for a few more weeks until I get the final report from my doctor.

LOOKING FOR a good demonstration of self-help and energetic spirit? Consult the pitchman.

WHO SHOULD RAMBLE... into Cincinnati last week from Chicago but Harry Corry, portly and highly capable exponent of the auction jam pitch.

JERRY, THE JAMMER, SEZ: "Forget about the fellow who says it can't be done. Go out and try it."

AN ORDINANCE... requiring the registration of house-to-house salesmen became effective in San Diego, Calif., recently.

TRIPOD OPININGS: "The total of your sales depends for the most part on the impressiveness of your lecture."

JOE GILLEN... pencils from Chicago: "After playing the Beardstown (Ill.) Fish Fry with West World's Wonder Shows, which was a red one for me. I moved on to Chicago. Will be here until May."

COMMON DECENCY and honesty is demanded of the pitchman by his public. Give it to them and they'll repay the compliment.

FRANK HAITHCOX... after several weeks of treatment at the H. F. Long Hospital, Statesville, N. C., has improved sufficiently to return to his home there.

with tropical fever. Doctors say he may go to work in about 10 days. He expects to open in Winston-Salem, N. C., on a lot he has worked many years.

MEMORIES: Do you remember when Dr. Lockboy did blackface comedy? When Dr. Dudley sold monuments? When Deafy Dan sold notions, and when Frank Beach purveyed the same line?

BABE SHERWIN PLAYERS... closed the outdoor season at Oilton, Okla., September 28. Altho business did not equal that of the past two seasons, Managers Babe and Dan Sherwin say financial results were satisfactory.

WHAT THEY'RE SAYING: "We're glad to welcome pitchmen to our store. If they can't appear constantly, then we are happy to have them in our establishment at intervals."

Pitchdom Five Years Ago

Tom Sigourney was the only pitchman in Tulsa, Okla. There was no money there and he found spots hard to get.

OAK-HYTEX FEATURE SUPERMAN INFLATABLE RUBBER TOY

NEW JEWELRY for ENGRAVERS, Fairs, Demonstrations and Promotions!

Events for Two Weeks

- October 7-12: ARK.—Dumas. Desha Co. Livestock Show, 10. CALIF.—Madera. Old-Timers' Day, 12. Pittsburgh. Water Fiesta, 11-12.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!

ROLLED GOLD PLATED WIRE (Gold Filled)

MEDICINE MEN Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc.





COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

# Freedom

**National Newspaper Week reminds every citizen that he has a stake in all news mediums**

About 5,000 daily and weekly newspapers are said to have joined in observing National Newspaper Week October 1 to 8. Editorials on the business of news and of publishing appeared in many papers, and advertisements in behalf of newspapers, sponsored by the Newspaper Publishers' Committee, were also widely published.

This is a great program of promotion and public relations. It was planned by experts, and many editorials and articles have been written in keeping with the theme of the newspaper world.

Most of the editorials, articles, and advertising in connection with the "Week" said much about the freedom of the press. The very fact that so much is said about "freedom of the press" indicates there is something wrong somewhere. Some of the papers went so far as to imply where they think the trouble is—that certainly the newspapers are not to blame. So few newspapers expressed any criticism of the press at large that it is safe to say the press is almost unanimous in agreeing that newspapers never abuse the "freedom of the press."

When a world crisis is so evident, the wisest kind of public relations for newspapers (or any other business) would be to admit their own faults and make a brave attempt to discipline the press. The publishers should recognize that it is not only their "freedom" that is at stake, but the freedom of the people as well. In such an emergency the rights of the people should frankly come first.

When freedom is at stake the people need mediums of non-partisan, unbiased information, and it is at this point that the press in general is failing the people. Because the evidence is so overwhelming on this point, the whole program of the organized press to parade the banner of "a free press" begins to raise questions of doubt.

It is to the credit of a few brave publishers and editors that they frankly admit the faults of newspapers today. The Chicago Daily Times, October 1, used its editorial space on the subject of "Truthful Reporting" and closed the article with the following statement:

"When the people do not believe their newspapers, whom shall they believe? It's a fair question for newspaper men to consider during Newspaper Week."

It would have been a much better public relations job for newspapers to err in criticizing themselves than to give so many people the impression the organized press is trying to cover up. The masses of the people have no effective ways in which they can express their criticisms of the press, and for that reason they would be pleased if the press made a real effort to correct its own faults.

One of the advertisements sponsored by the Newspaper Publishers' Committee carries the heading, "A Few Cents' Worth of Freedom." The implied meaning here is that the few pennies that readers pay for a newspaper is all they pay for it. This bit of salesmanship has been used with apparent success for many, many years and seems still to satisfy a majority of the people.

But newspapers should become aware of the fact that there are millions of people who now understand the busi-

ness thoroly. The largest group of people who distrust newspapers generally are known as independent voters. The estimates of the independent voters vary from 9,000,000 to 12,000,000. A big majority of these independent voters feel that newspapers are constantly agitating the partisan spirit in the United States.

These independents understand that it is not the few pennies paid for a paper that counts, but it is the indirect tax paid to the paper in the purchase of advertised goods that counts.

These independents are becoming aware that people of all parties, religions, and racial groups are compelled to support the press when they purchase advertised goods. It is no longer a question of not buying a paper if a citizen does not like its editorial policy. It would be necessary to stop buying advertised goods in order to stop supporting the paper. Intelligent people are beginning to check the advertised goods they buy and see just what papers they are supporting and how much of an indirect tax they are paying to such papers.

The independent voters are simply waiting for a leader and then they may ask for a day of reckoning with the press. They will object to partisan news and to paying an indirect tax to partisan papers thru the advertised goods they buy.

Independent voters are usually the voters that think. They will be perfectly willing to support the press in every way provided the press in return gives non-partisan news services. The independent voters are beginning to feel with George Washington that the real danger in the United States is partisan strife. They know that the newspapers are the chief agitators, day in and day out, of this partisan strife. The independents feel that a press supported by people of all parties and beliefs should be strictly and completely non-partisan if freedom is to be preserved.

In their move for a better press the independents will draw support from the consumer movement and from thousands of teachers in schools and colleges. If the leaders of the organized press are wise, they will recognize that eventually a leader will come on the scene to lead the independent movement for disciplining the press, and that such movements usually end in the adoption of extreme measures.

The advertising profession also has a great responsibility in correcting abuses of the freedom of the press. In many ways the advertising world has higher standards than the editorial field. Many people have more confidence in advertising than in the news columns. But when the day of reckoning comes the advertising profession will suffer as well as the editorial workers.

Intelligent voters recognize, of course, that it is the selfish whims of publishers that have degraded the press to the position of partisan agitation. Many of these publishers have monopolies on features and services which are a necessity to the public and then abuse the intelligence of people with partisan stuff. The millions of independent voters in the United States do not like it.





"MORE GUNS!" SAYS M. Y. BLUM, left, Ajax Novelty Company, Detroit, as he hands check to George Jenkins, general sales manager of Bally Manufacturing Company. "And rush them," adds Ajax's Chris Christopher (center).

### Chi Coin Dixie In Seventh Week

CHICAGO, Oct. 5.—"A well-informed coin machine trade knows that our free-play game, Dixie, is now in its seventh big week," state officials Sam Wolberg and Sam Gensburg, of the Chicago Coin Machine Manufacturing Company.

"They realize, too, the significance of this seventh week. It tells coinmen everywhere that Dixie has proved that it is one of the biggest profit makers available to operators today.

"We have incorporated brand-new ideas into the play of Dixie, and this is partly responsible for the tremendous appeal to players everywhere. In beauty Dixie is unsurpassed. The same rigid rules have been enforced in the construction of Dixie as in the construction of other Chicago Coin hits in the past.

"Above average materials have been used in the production of this game. The finest workmanship available has been employed. Result—the most dependable free-play game ever offered."

### Machine Inquiry From Palestine

Jim Gilmore, manager of the Coin Machines Industries, Inc., recently received the following letter from a firm in Tel-Aviv, Palestine. The letter was dated July 21 and reached Chicago September 19:

"Gentlemen: We are interested in the purchase for our own account of various kinds of coin electrical-operated amusement machines, new and used ones being in good condition, and we would much appreciate it should you kindly let us have your duly detailed and illustrated offer along with the prices FAS New York.

"Should your prices prove to be convenient, then you could count on the immediate placing with you of our order. We await your news by return.

"U. T. COMPANY,  
"Palestine."

Note: The complete address may be had from the Coin Machines Industries, Inc., Sherman Hotel, Chicago, or from *The Billboard*.

### Liberty Changes For Various Coins

CHICAGO, Oct. 5.—Operators express gratification for the fact that Groetchen's Liberty Bell can be converted, on location, from penny to nickel play or vice versa, according to Richard Groetchen, head of the firm.

"This enables operators to give each location exactly the type of Liberty best fitted to its particular needs and does not require an inventory of both nickel and penny play machines.

"Furthermore, Liberty Bells with fruit symbols can be converted into Sports Parades at small cost when territory restrictions make it inadvisable for an operator to display fruit symbols on his games.

"Popularity of sports emblems accounts for the tremendous sales increase in Liberty Bells, and again Groetchen has demonstrated his leadership in providing operators with exactly the right kind of equipment to use to best advantage in their territories."

### Allied Sees Big Fall Season

CHICAGO, Oct. 5.—"Judging by the number of orders we have been receiving for both new and used games, we believe that operators are expecting an exceptionally profitable season this fall," reports Samuel Kleiman, of Allied Novelty Company.

"The operators' continual and repeat purchases are the best business barometer we know. When an operator purchases additional equipment it means he is making money."

Harry LeVine, head of the company, who is on the road most of the time, reports that all operators seem to have the same opinion about future business prospects. "They agree that their present volume is up and that anticipated business promises still better times. That's what we like to hear," LeVine declared. "It means better business for everybody."

# Wolverine SERVICE Sets the Standard FOR DETROIT AND MICHIGAN



One formula guides Wolverine's service to Music Merchants: INCREASED EARNINGS FOR YOU ASSURE INCREASED CONFIDENCE IN US.

That's why customers have been good enough to say our service sets a new standard for Detroit and Michigan.

We are distributors—EXCLUSIVELY. We believe that by confining our efforts to distribution of Wurlitzer Phonographs and Auxiliary Equipment, we can render a finer brand of service to you.

Come in—meet the men and inspect the facilities that make Wolverine service possible.

*H.P. Graham*  
President



Partial View of Wolverine's Display Rooms

WOLVERINE MUSIC AND SPECIALTIES CO.

1010 Beaubien St. Cherry 7946 Detroit, Mich.

DISTRIBUTORS FOR

# WURLITZER

## Automatic Phonographs

**HOLLYWOOD**

Hollywood, with its stars and glamour, is always a center of attention just like the great PHOTOMATIC machine, whose universal and never-ending appeal is founded, like Hollywood's, on pictures. In busy locations, all over the world, PHOTOMATIC is the steadiest, surest, BIGGEST LONG-RUN MONEYMAKER in coin machines!

**INVESTIGATE!**  
International Mutoscope Reel Co., Inc.  
44-01 11th St., Long Island City, New York

# Largest Seller

After ten months Imp is still the fastest selling counter game in U. S. A. Thousands of operators have made fortunes with routes of Imps. Every spot on your routes has room for one or more Imps. See or write to your distributor for full details. A product of Groetchen, 130 N. Union, Chicago.

**BARGAINS FROM DAVE MARION**

Mills 5c Mvs., Extraordinary, Reprinted . . . \$27.50	Q.T. 1c Orange, . . .
S.V. . . . \$29.50	S.V. . . . 27.50
Q.T. 5c Blue . . . 27.50	Mills 5c Dial, F.P. . . 12.50
1c Little Duke . . . 11.00	Kounter King . . . 7.50
6 Column Cig. . . 19.50	Tickette . . . 3.00
Slot Cabinets . . . 12.50	Penny Phone . . . 44.50

Write for September List. We Buy, Sell or Trade. Jobbers — Write Us for Quotations — All Types. 1/3 Deposit Required — Immediate Service.

Write for Complete Bargain List.  
MARION COMPANY, Wichita, Kansas.

## Daval Tells of Games Guarantee

CHICAGO, Oct. 5.—To remind the trade of the two-year unconditional guarantee on Daval counter game mechanism, the Daval Company has prepared a series of announcements advising that the guarantee always has been in effect on Daval counter games and is now in effect on American Eagle and Marvel.

"For many years," Al S. Douglas, of the firm, says, "we have made this guarantee on our games. On American Eagle and Marvel we repeat this guarantee. New operators, jobbers, and distributors who are purchasing these two great counter games should know about this guarantee.

"The machines will go on and on giving the great service for many years to come. There are instances where Penny Packs have been on the same locations for over seven years. These machines have never been touched, except for a little painting and cleaning every once in a while by the operator to freshen them up a bit.

"As far as American Eagle and Marvel are concerned, there is no doubt that they will equal these records. To give operators even greater confidence in these machines, let them remember that our two-year unconditional mechanism guarantee applies to every American Eagle or Marvel purchased from any of our distributors anywhere in the country."

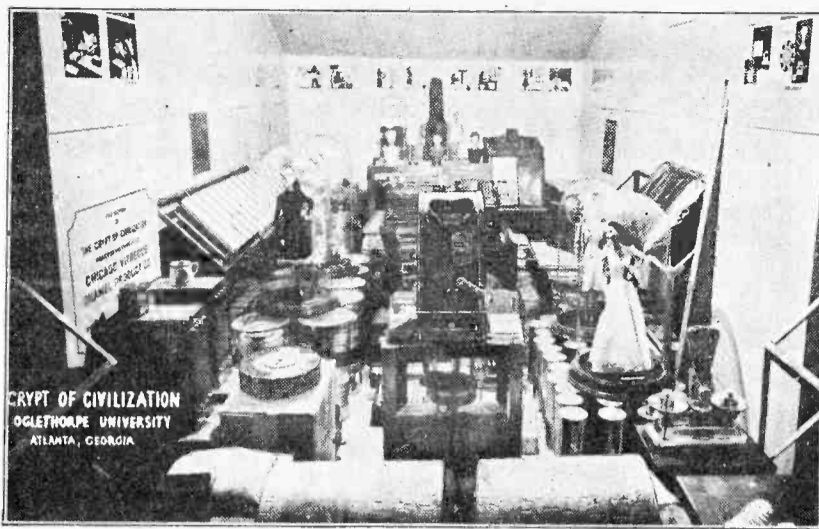
## Owl Mint To Enlarge Quarters

BOSTON, Oct. 5.—Owl Mint Machine Company is enlarging its quarters to facilitate shipping and receiving and make room for a larger repair department to aid New England operators.

Approximately 4,500 feet of floor space will be added thru extensive alterations. The added space will affect the office as well as the mechanical and shipping departments. Room is being made for larger warehousing to enable Owl Mint to keep more merchandise on hand to meet the growing demand.

When completed the alterations will give Owl Mint another entrance on Stanhope Street. Business continued brisk during the alterations, Ed Raverby reported, and there was a noticeable spurt in the sale of music machines.

Raverby also declared that the Owl Mint staff was kept busy during the Legion convention greeting members of the industry who were attending the convention and to whom invitations to an open house had been extended.



THE WORLD OF 7940 A. D. will inspect this Mutoscope Reel machine preserved in Oglethorpe University's "Crypt of Civilization" as an example of the wonders of 20th century science and civilization. Special reels will picture the various customs of the present day. The machine is a product of International Mutoscope Reel Company, Long Island City, N. Y.

## Speed Up Gold Star Production

CHICAGO, Oct. 5.—Sol Gottlieb, factory representative of D. Gottlieb & Company, who has been making direct factory contacts with the trade, is taking a brief respite from his activities on the road to assist in speeding up delivery on Gold Star at the factory, reports D. Gottlieb & Company.

"With Gold Star orders flooding in from all quarters of the country," said Dave Gottlieb, company president, "it is necessary that every Gottlieb facility be trained on production. Sol has been pushing orders thru fast and furious and now he'll be here to see them thru production to delivery.

"Gold Star is proving to be the greatest game we have ever built. It's a sure-fire winner for distributors, a gold mine for operators, and for the player it packs the biggest wallop of game satisfaction ever built into a machine. No game has ever brought in such a constant stream of compliments and congratulations.

"In building Gold Star the Gottlieb Company climaxes the greatest year in its history with the greatest game in its history, an achievement of which we are very proud."

## Progress

### In the Coin Machine Industry

By CHARLIE ROSEN

IT is extremely gratifying to note the progress that has been made in the coin machine industry in the past few years.

What is even more gratifying is the fact that the future looks even brighter.

When I first became a part of this fascinating business a few years ago I could not help noticing the many operators who didn't have good reputations participating in the business.

The deplorable fact was that these individuals were proud of their reputations and stuck out their chests when the general public classed them as racketeers.

I am not referring only to the small operators but also to many of the large ones. The only difference being that the large ones hired men of their own caliber, which added to the bad effect.

Today I am proud to say that most of the people in the coin machine business are as responsible and honest as in any other legitimate business. Fine men and women of high intelligence and integrity are the rule rather than the exception.

I base my statement on facts and not on theory. In the past four years I have started at least 12 gentlemen who are doctors and lawyers in the coin machine business. In addition to this, there have been many others who formerly had good positions and good businesses and who wanted new fields to conquer.

The public is gradually changing its opinion of coin machine men. In the past anyone in the coin machine business, to the public way of thinking, was in a racket.

We have made great strides. Let us all continue to strive to put this industry on the high pedestal to which it rightfully belongs.

After all, we are giving relaxation, pastime, and amusement to the sorely troubled people of this topsy-turvy world. Surely this is a public service and adds to the happiness of the human race.

May I suggest to manufacturers, jobbers, distributors, and operators that I think it is an excellent idea to donate amusement machines to boys' clubs, girls' clubs, orphanages, and hospitals for free use.

Our benefits would be manifold. The public would like it. We would be making a lot of kids—and grown-ups, also, for that matter—very happy. Finally, our own personal feeling of doing a good deed is satisfaction enough.

In conclusion, may I say again that the coin machine industry is making wonderful progress.

## Grand National Notes Biz Spurt

CHICAGO, Oct. 5.—"We're borrowing pages out of the piano, wash machine, and vacuum cleaner sales books," reports Al Sebring, head of Grand National Sales. "It's the same old tried and true sales method applied in a new way to Rapid-Fire. Here's how it works—

## Pool Bowling in Coin Op'ted Model

CHICAGO, Oct. 5.—"Happy news indeed for operators who have tasted the sweet profits from Pool Bowling," said Vincent Trabucco, president of Pool Bowling Manufacturing Corporation, Steger, Ill., "is the announcement that this game is now available in a coin-operated model.

"Since the introduction of Pool Bowling, leading distributors and operators have been demanding a coin-operated model. Coin-operated Pool Bowling is the answer to that demand. It now enables all operators in all territories to cash in on this public favorite.

"The new coin unit is a marvel of simplicity," he continued. "As many as four persons may play at one time by simply inserting a coin for each player. One line of numbered score sheet is released for each coin, thereby at the same time metering play and furnishing a cross-check on operation. Standard ABT slug-proof slot, last coin visible, is used, available in 5 or 10-cent play.

"The game itself, however, is unchanged. We couldn't improve one iota upon that appealing sport. It is the same combination of billiards and bowling entirely dependent upon science and skill, equally fascinating to men and women, old and young. It is positively not a game of chance, as there are no awards of any kind.

"The play is so simple that anyone may play it. Each shot must be banked on the opposite cushion before it enters the alley, and that's where 100 per cent science and skill are required for perfect shots. The play is fast. Scoring, strikes and spares are exactly as in bowling, the only difference from bowling is in its smaller size and the fact that regulation billiard balls and cues are used instead of bowling balls.

"Coin-operated Pool Bowling has proved amazingly profitable. Comments from those in the know enthusiastically endorse the coin-operated model as the standout game success they have long been looking for."

## Iowa Operators Visitors at Atlas

CHICAGO, Oct. 5.—Pete Wright, John Plank, and Jim (Loop River) Heitkamp were surprise visitors during the week to the Atlas Novelty Company, Chicago.

Wright is a veteran operator and showman from Iowa. Heitkamp is of the same category, while John Plank concentrates his operations in Northwestern Iowa.

While in Chicago they visited many of the factories and declared they were amazed at the activity of the industry. "The extent of the coin machine industry can only be visualized by viewing the tremendous activity in many Chicago plants," they declared.

They also viewed the large stocks of new and used machines on display at Atlas headquarters. Refinishing, sales offices, and personnel of the Atlas organization all received praise from the Iowa operators.

We are absolutely sure that Rapid-Fire will catch on in almost every location. We are so sure of it that we have been backing up sales boast with a 15-day money-back guarantee.

"Operators were hesitant when we first proposed this plan. However, they soon saw that we meant business, so they gave us a rush putting Rapid-Fire in what might normally seem to be quite ordinary locations. Rapid-Fire succeeded with the usual superior earning record. Now operators are coming back for more."



Imp

Destined To Go Past 50,000 the First Year

\$12.50

Each Case of 6, \$67.50

GERBER & GLASS

914 Diversey Blvd. CHICAGO, ILL.

THE WINNER and NEW CHAMPION!

GOLD AWARD AMERICAN EAGLE



SOLD TO YOU BY ATLAS ON 10 DAY MONEY BACK GUARANTEE! 10 FOR \$275

Sample \$32.50.  
Ball Gum Model \$2.00 Extra.  
Gold Award Model \$1.50 Extra.

AND—50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS!!!

1/3 With Order — Balance C. O. D.

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES { ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT  
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

QUALITY SPEAKS FOR ITSELF		
PAYOUTS	FREE PLAY	FREE PLAY
Hawthornes .....	Triumph .....	Champion .....
Big Prize .....	Red Hot .....	Circus .....
1938 Tracktimes .....	Big League .....	Rebound .....
1938 Kentucky Clubs .....	Supercharger .....	Lot-a-Fun .....
Bull's Eye .....	Variety .....	Cowboy .....
Bally Alley .....	Scoop .....	Up & Up .....
1937 World Series .....	Vogue .....	Conquest .....
Western's Baseball .....	Bangs .....	Golden Gate .....
Exh. Bowling Game, F.P. .....	Pot Shot .....	Chevron .....
Ray-o-Lite Gun .....	Big Six .....	Speedy .....
Santa Anita .....	Twinkle .....	Gem .....
	1/3 Deposit With Order—Balance C. O. D.	

MODERN AUTOMATIC EXCHANGE, INC.  
2618 CARNEGIE AVENUE, CLEVELAND, OHIO

EASTERN FLASHES

NEW YORK, Oct. 5.—Several local coinmen were on hand for Bill Rodstein's wedding at the Ritz-Carlton, Philadelphia. Bill spent part of his honeymoon here. Seymour Pilch returned from the festivities a casualty. . . . Teddy Seidel has had to recall his challenge to fight any operator for the time being. Teddy fell down a flight of steps and was laid up for six weeks. . . . Joe Eisen and Dave Margolin have spent a mint of money setting up their new offices on Coinrow, and their beautiful offices and showrooms are evidence in themselves of how wisely this money was spent. . . . Eddie Lane, of B. rde, Richard, & Pound Advertising Agency and brother of Bert Lane, has written two more songs. One is The Village Fire Brigade, an English novelty number to which Eddie wrote the American version. The other is a ballad called Let's Dream This One Out, co-authored with Bob Reed, of the Major Bowes staff. Both numbers are set to be recorded soon, Eddie says.



FRANK P. MERKLE, sales director of the Herbert Corporation, Chicago, reports that his firm is about to introduce several new products. All of them will be connected with the automatic phonograph field.

AROUND THE TOWN

Dave Firestone, well known to all merchandise machine operators, is now sales manager for Cent-a-Mint Sales Corporation here. Firm has a 1-cent vander featuring Curtiss and Mason mints. . . . Charley Aronson and Bill Alberg, of Brooklyn Amusement, started off with a bang with Buckley Music Systems. "They started off with 10 installations the first day," Doc Eaton, of Buckley, revealed. Eaton also stated now that they have established themselves so solidly in this territory, they intend expanding by appointing sales representatives in Philadelphia and New England. . . . George Ponsler reports that the showing of the Mills Panorama in Hollywood was impressive. "Reporters from all the leading papers and wire services were on hand," George stated, "and coinmen came in from all parts of the country." . . . Nat Cohn reports that the pictures taken at his 10th wedding anniversary party turned out swell. . . . At Dave Simon's headquarters, Murray Sandow, Marty Rosen, and the rest of the staff are going at top speed supplying the demand for Keeney's Speed Demon. Dave, incidentally, sent Sam Taran, of Mayflower Novelty, St. Paul, a pair of boxing gloves and a punching bag for his new son. "To start him off right," Dave claims.

FAST FLASHES

Hymie Rosenberg is seeking a new item to present to the trade. . . . Mike Munves was showing all his friends a batch of wires and air mail letters ordering used games. Most of them came from the Southwest. . . . "Three carloads in one day—that's the sales record we hung up on Genco's Big Chief," says Bert Lane, of Seaboard Sales. With the demand for the game plus the rapid rate at which he's booking orders for Mutoscope's Sky Fighter, Bert says he's never been so busy in all his years in this business. . . . Homer Capehart is due here soon with Rudy Greenbaum for the presentation of Packard's new product. Right now Cape is on the West Coast. . . . Leon Berman says he'll soon have a new locking system for ops that will be the best ever. . . . At Weston Distribs, Tony Gasparro, back from a Chicago trip, says the day he can keep up with deliveries for Exhibit's Leader will be one of the happiest in his life. "The more games I get in, the faster orders come in to take them out again," he explains. . . . Nick Barra, of Commonwealth, reports an unusual amount of interest in his firm's Organ-Lite Speaker from the music machine trade. . . . Stoner's new Hold-Over and popular Double Feature are the reasons for all the activity at the offices of Hymie Budin. . . . "For seven weeks Chicago Coin's Dixie has been burning up the

profit records on free-play machines here," Jack Semel and Al Simon, of Savoy Vending, state, "and the way it looks, it will be a long time before the fire is out.

MEN AND MACHINES

Sam Sachs, of Acme Sales Company, reports that he has been perfecting a number of new remodeling designs during the past few weeks which he predicts will bowl the boys over when he flashes them at the Coin Show. . . . Irv Blecker, of Savoy, is yearning to take in the Pacific Coast Show in November. . . . Willie Blatt, of Supreme Vending, says: "Supreme is coming back stronger than ever in its history." . . . Jack Fitzgibbons is now busy lining up spots where operators can spin 15 or more Bally's Rapid-Fire guns to give the public a chance to get in some real target practice. . . . Want to see a busy man in action? Tag along behind Sam Kresburg. With Seeburg's products clicking so well and with Modern Vending doing such a bang-up job, Sam says he's on the go all day long.

Miss A. M. Strong, of G. V. Corporation, reports sales of DuGrenier Adams Gum Vender will set a new record for the firm this year. . . . Jack Mitnick, of the Ponsler forces, reports he has been arranging some mighty big deals for Mills Empress and that things look rosier than ever. . . . Over at the DuGrenier offices in the International Building, Mike Chance is busy taking care of inquiries on DuGrenier's Candy Man—new selective 5-cent candy vender. . . . While Joe Fishman is out of town for a few days, Marvin Liebowitz takes over the firm's duties. . . . Earle Backe, of National Novelty, claims he's making it so easy for out-of-town operators to buy new or used equipment that many operators have written him to thank him for the help he's given them.

JERSEY JOTTINGS

Sam Stern, of Keystone Vending, Philadelphia, announces that he has taken over North Jersey for Rock-Ola. Sam says he'll be around more often now to get this part of Jersey using more Rock-Ola music equipment. By the way, Stern expects to become a father any day now. . . . Sidney Middleman, of Newark, married Eileen Williams, a radio singer. . . . Dave Stern, of Royal Distribs, is telling the boys to wait for the surprise he will have for them when Rudy Greenbaum, of Packard, returns. . . . Irv Orenstein still wishes he had games to advertise. . . . Irv Morris, of the George Ponsler offices, is rushed these days. "With Gottlieb's new Gold Star getting off to a whirlwind start, with Chicago Coin's Dixie still going strong in its seventh week, and with our out-of-town customers calling on us for more used games, we're just about at the end of our rope here," he says. . . . Jack Berger, of Newark Coino, is reported putting on more weight.

OFF THE CUFF

Irving Mitchell finally took his first vacation in years when he left Wednesday for the holidays. . . . Those Blitzkrieg spots on Broadway are getting a big play. The Sky Fighters are in action from morning to midnight. John Christopher reports. . . . Joe Ash, of Active Amusement, Philly, reports he has more orders for reconditioned games on hand than he can fill.

WANTED

Shop Mechanic capable of repairing Anti-Aircraft, Counter Games, Pin Balls, Slots and Rayolites.

L. M. KIDD

3315 N. Blvd. Richmond, Va.

Advertisement for Ideal Novelty Co. featuring a list of amusement machines and their prices. Includes sections for Free Play Games, Automatics, Consoles, Legal Equipment, Counter Games, and Slot Machines. The ad also includes the slogan 'Price Plus Guaranteed Satisfaction' and 'WHY EXPERIMENT! DEAL WITH "THE OLD RELIABLE"'. The company address is 1518 Market St., St. Louis, Mo.

Advertisement for Liberty Sports Parade counter game. Features an illustration of the game machine and the text 'it's a Strike!'. The ad describes the game as a favorite 1c or 5c play and includes contact information for Gerber & Glass at 914 Diversey Blvd., Chicago, Illinois.

# MUSIC MERCHANDISING

## Tells How Phonograph Music Increases Work Efficiency

Editorial sees humor in selecting records to please all classes

BIRMINGHAM, Ala., Oct. 5.—A good testimonial to the usefulness of phonographs and recorded music was heard at a meeting of the Birmingham Chapter of the National Office Management Association here September 26. A speaker stated that phonograph music at regular intervals during the day has been of great help to workers in many lines, reducing errors and relieving fatigue.

The speaker, C. A. Sossong, based his talk on a recent magazine article in which it was said that production increases up to 20 per cent resulted from the music-while-you-work plan.

The idea for music with work, he said, apparently was suggested by the old-time habit of Negro section hands of singing and chanting while driving railroad spikes.

Tests, he said, showed that with music played alternately every other 15 minutes during working hours speeded production, eliminated "clock watching" and other distractions.

### Test in Minneapolis

A test made in the Minneapolis post office last year, he said, showed that 55 clerks made 420 errors, talked, joked, and otherwise wasted much time during a 50-hour test period. When phonograph music was played, he said, fewer errors were made.

Faster heartbeat, stimulated glands, and other favorable physical signs, he added, were observed with individual workers in places where music was played during work hours.

### Humorous Editorial

The *Birmingham News*, September 28, commented editorially on the idea of using music to increase the efficiency of workers, suggesting that the problem of selecting records to "please the boss" would be a big one. Operators of music machines will appreciate the humor in the job of selecting proper records to please all tastes. The editorial is as follows:

"MUSIC WHILE YOU WORK. Now regarding this idea that you can speed up a worker's output thru playing music for him, we wouldn't know exactly. Perhaps the expert is right. Certainly he has support for his basic thesis in the work-chants of the Negro, in the sailor's chanteys, in the boat songs of the Volga, and even in the old spinning songs.

"But there is a lot of doubt in our mind. Workers in this country aren't regimented, as yet. They don't all like

the same kind of music. They would not respond alike.

"Imagine, for instance, a large office, the boss of which had rather limited musical tastes. (There are some like that.) He might decide that the tempo of work that day called for *Tuxedo Junction*. Or he might choose *The Beer Barrel Polka*, or *Blueberry Hill*. That would be all right for many in the office, it may be supposed, but perhaps there were some in the office whose tastes were different. If speed was what the boss wanted, they would do better by Mendelssohn's scherzo from his incidental music for *Midsummer Night's Dream*, or Strauss' *Perpetuum Mobile*. (There are people like that, too.)

"But suppose the boss rather leaned to the high-brow. (There are bosses like that, and some of them pretty good.) If the tempo of work that day was rather slow, he might call for the largo from Dvorak's *New World Symphony*. That number, however, might be only irritating to a jitterbug in the office who wanted something in the boogie-woogie style.

"As we said, however, there may be something to the idea. Experiments indicate it has value. But we know of one editorial writer who begins to throw things when *Memphis Blues* is played."

## RCA-Victor's Red Seal Disks Okehed for Phonos

CAMDEN, N. J., Oct. 5.—Answering the growing demands of operators of better locations, RCA Manufacturing Company here has paved the way to make the Victor Red Seal concert and classical records available to the music machine trade. W. W. Early, recording and record sales manager, this week informed operators that the restriction on the Red Seal label would be removed, effective immediately.

Move on the part of RCA throws open a new fund of musical recordings never before available to the music machine industry. Since a vast majority of the Red Seal recordings are 12 inches and thus not practical for music machine use, RCA has gotten up a special catalog for operators listing those recordings in the required 10-inch size. If the use of classical music in machines grows to any sizable proportions it is a certainty that the needs of operators will be kept in

## Ontario Phono Operators Hold First Meeting

TORONTO, Oct. 5.—First general meeting of the newly formed Ontario Phonograph Operators' Association is scheduled to be held Tuesday (8) at the King Edward Hotel here. Association officers are confident of the attendance of practically every operator in the territory.

A showing of all the latest models of music machines and a discussion of subjects of interest to coin machine operators are on the program. "Discussion will follow plans for the betterment of the industry not only in Toronto but in all Canada," the association indicated.

A public relations department will function as part of the association, releasing timely news items to Ontario newspapers. Experienced coin machine men will direct a program designed to create good will thruout the province of Ontario.

Local distributors are said to be co-operating to the fullest extent and have, it is said, expressed the hope that an annual coin machine show sponsored by the Ontario operators will be held in Toronto.

## Reliable Specialty Has Wall Organ

CLEVELAND, Oct. 5.—Reliable Specialty Company, Cleveland, manufacturer of cabinet stands and auxiliary speakers, announced today that it is now in production of its new Wall Organ.

The Wall Organ features a Magnavox speaker, indirect illumination, and a two-tone high-gloss Art-Lite finish. It has an inclined baffle board which directs the sound to the floor from any height, making it easily adaptable to any location.

The Wall Organ is fully enclosed with switch and volume control. Orders are already pouring in, Reliable heads claim, and indications point to a heavy demand.

mind on all future recordings.

A letter has gone out to all operators informing them that the license for use of Victor-Bluebird popular records in machines has been extended to include the classical disks.

## Jennings Releases Telephone Music

CHICAGO, Oct. 5.—O. D. Jennings & Company have thrown their hat into the telephone music field. Along with this announcement came the news that Dick Wiggins will head the sales department for the new product.

"The Wiggins transcription method has been in operation in several cities for the better part of a year," reported Jennings officials. "Dick Wiggins, now associated with Jennings, will give operators the benefit of his counsel and experience in guiding their operations," they stated.

"Jennings' Telephone Music will handle 15 locations from one central studio," declared Wiggins. "The studio unit is compactly built and one operator can handle the 15 turntables with the greatest of ease.

"Inasmuch as tests and actual operations have proved that several locations will pay all the operating and overhead expenses, it is easy to see that a unit of 15 locations will turn in a good profit.

"The equipment has been tested under the most rigid location conditions and has functioned perfectly. Beautiful and acoustically designed cabinets, compact studio units, and the strictest compliance with telephone company requirements make this product outstanding in the telephone music field.

"We are not content to sell a unit and forget about it. We have a competent staff whose duty it will be to answer questions and to aid operators in any problems which may arise.

"We realize that many operators would not feel able to pay for the complete installation at once. For those who wish to finance their purchases we have worked out a very liberal finance plan," concluded Wiggins.

## Clarke Covers Ohio for Buckley

CHICAGO, Oct. 5.—Ed Clarke, field representative for the Buckley Music System, Inc., has been spending considerable time in Cleveland and surrounding territory, according to the Buckley factory in Chicago. At the same time they announced that his next headquarters would be established in Cincinnati.

Clarke advises that Ohio music operators are enthusiastic about the direct touch-to-touch action of the Buckley Music System. "It would seem that there are as many music locations in Ohio today as there are in any other State in this country," declared Clarke.

"Among the great number of locations there are the average number of top spots which earn more money than others. Ohio operators have found that an average location becomes a top spot as far as earnings are concerned when a Buckley Music System is installed."

Clarke reports that he has been happy to meet coinmen personally in order that he might acquaint them with the facts of operation of the Buckley Music System.

## Boston Music Men Consider Various Plans

BOSTON, Oct. 5.—Members of the Automatic Music Association and distributing firms here agreed on several points for the mutual benefit of the music business, according to reports.

Distributors will assist the organization in its membership drive. Lloyd F. Tuttle, an official of the AMA, said that eight new members had been received during the last month and that several former members had returned to active membership. He also reported that one city in the area boasts of every music operator being a member of the association.

Installation problems were discussed with the distributors and factory representatives, also the problems of competition with non-members.



FRANKIE MASTERS AND SONGSTRESS MARION FRANCIS listen to a Wurlitzer play their music. Masters' orchestra is one of the many top-flight bands whose appearances have been heralded by tie-in publicity banners placed on Wurlitzer automatic phonographs.

## Greased Records Reported in 1938

With Japan appearing in the news columns at the present time, the following news item from our files of 1938 becomes of interest to the music trade. The item appeared in *The New York Times* way back in 1938 A. D.:

"Greased phonograph records that permit the needle to run smoothly in the grooves, thereby eliminating needle noise or hiss, are promised in patent (No. 2,150,409) granted to Yakichi Yasoshima, of Tokyo, Japan.

"The records are of aluminium, the surface of which has been made porous by an electro-chemical treatment. The pores in the surface are filled with a varnish-like preparation that contains linseed oil, China copal, and a lead soap that acts to 'grease' sound grooves cut in the record.

"It also is pointed out that the porous surface of the record may also be readily dyed.

"The patent is assigned to a Japanese corporation, Riken Arumaitokogyo Kabushiki Kaisha, of Tokyo, Japan."

## Phonos Flourished Fifty Years Ago

CLEVELAND, Oct. 5.—The column "It Happened in Cleveland," by Russell M. Bacon, in *The Cleveland Plain Dealer*, September 30, contained the following interesting bit of phonograph history: "Phonograph concerts are flourishing all over the country," *The Plain Dealer* reported 50 years ago next Saturday (October 5, 1890). "Cleveland has one permanent one, which is doing a rushing business. Selections from popular operas, orchestras, and brass bands are given. The effect is novel. As a musical reproduction of quality, however, the phonograph is not a decided success. Every piece is characterized by a phonographic twang which is far from pleasing."

Well, practice makes perfect—and those good people in the adjoining apartment who have been changing records eight hours a night for what seems a half century must be nearing perfection.

## Reorders Hail Pfanstiehl Needle

CHICAGO, Oct. 5.—"More reorders than ever before," said Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, as he discussed the September business on the 4,000-play Pfanstiehl Needle.

"While we like to receive new orders for our needle, the repeat orders give us the greatest satisfaction. When a man reorders he has put the needle to test and found that it was everything we have claimed for it. An example of the enthusiasm of operators and distributors for the 4,000-play Pfanstiehl Needle is the letter received from George Nelson.

"Nelson is with the Denver Sales Company. He said that some operators in his territory are receiving 6,000 plays with the needle. While we only recommend 4,000 plays for the needle, this letter illustrates the results that many of the operators are receiving.

"We're quoting this letter not as an exceptional case but merely as an example of the many letters we receive every day."

## Philadelphia

PHILADELPHIA, Oct. 5.—The introduction of the long-heralded coin machine movies is promised this month. Mario Castagnaro, John Seitz, and Ralph Hammeras, distributors for the Techni-process machines, have advised operators that they expect to be ready with the machines soon.

Sylvia Froos, singing at Club Bali, grabbing off much publicity in local papers over the fact that she is one of the first performers making the machine movie reels. Emphasis on that angle is easy to understand, considering the fact that Si, Max, and Joe Kaliner, operators of the Club Bali and the Little Rathskeller as well, have invested for the Phonovision franchise in this territory.

Target machines, which have been so good all summer, are getting a fresh play all over again. Submarines as targets have caught the fancy of the players as much as the airplane shooting.

Thomas F. Joyce, vice-president and advertising director of the RCA Manufacturing Company, Camden, N. J., has been thrilled over the comeback of records and phonographs. The song hit *I'll Never Smile Again*, Joyce told a meeting of company employees, was first declared a flop. After being recorded by Victor 35,000 records were sold in a week, he said. Another indication of the rise of the phonograph in public favor and sales was cited by H. C. Bonfig, RCA commercial vice-president, who pointed out that two years ago an average of only 500 units for playing records and automatic record changers were manufactured weekly by the company. Production for the balance of the year, he said, has been stepped up to 10,000 weekly.

It was quite an event last Sunday (29) at the Ritz-Carlton Hotel for the amusement machine gentry, occasion being the marriage of Bill Rodstein, treasurer of the Philadelphia Amusement Machine Operators' Association, and Ester Rosenberg.

Sanitary Automatic Candy Corporation had a display at the annual convention

of Allied Theater Owners held the last week in September at Hotel President, Atlantic City. Max Eskin was in charge, explaining the candy vending machines, with free samples as well, to the theater owners, all potential location owners.

Morton Howard's South 15th Street record shop always carried the slogan, "Where It's Fun To Buy Music." And now that he's moving the counter to the next-door store, the slogan is being edited to read: "Where It's More Fun Than Ever."

Current gag among the music machine operators, in view of the increased popularity of recorded programs on the radio, is the one about the local station which suddenly went off the air the other day—it ran out of phonograph needles.

All the night club comics are incorporating the bit from the *They Drive by Night* movie into their routines, and it seems that no evening at any night club in town is complete without one of those impersonations of the gent playing a game.

Molly Jacobs, secretary of the Pasadena Novelty Company, back from her honeymoon and getting used to being called Mrs. Donald J. Pressman. It was a September 15 matrimonial merger.

Ed Wexler, the former University of Pennsylvania spinning fullback, has just sold his millionth whirling record as local salesman for Columbia Record Corporation.

Coinage of pennies at the Philadelphia Mint in August set a new record with a production of 90,201,772. The previous record output was 86,173,000 in July. An extra force of 300 skilled workers has been taken on, bringing the total to 680 on a 24-hour-a-day basis. Officials at the Mint said that the increased activity will continue at least until January 1, pointing out that the demand for pennies is caused by the odd-cent tax on amusement admissions and cigarette vending machines. As a result of the increased production at the Mint, the deficit on orders has been reduced from as much as \$150,000 in certain coin denominations to between \$50,000 and \$100,000. All coining for foreign countries has been stopped until domestic orders are filled.

## Fort Worth

FORT WORTH, Tex., Oct. 5.—Plans are already under way for handling the usual Texas delegation which will visit the 1941 Coin Machine Show at the Sherman Hotel, Chicago.

Mr. and Mrs. C. W. Percy, of Dallas, were recent Fort Worth visitors. Percy has been appointed distributor for the Kirk Guesser Scale, and ample stock will be carried in Dallas.

Joe Sherburn, local coinman, has opened distributing offices on 13th Street to distribute several makes of coin-operated machines. Sherburn has also installed a complete workshop for overhauling all types of machines.

F. C. Ewing Company, merchandise vending machine distributor and nut roaster, has made considerable improvements to its place on East Lancaster Street. Larger roasting kitchens have been installed and larger warehouse



CHICKEN CHARLIE'S well-known dining spot in Kalamazoo, Mich., has a Rock-Ola Super Phonograph which harmonizes with the modern interior.

# BIGGER PROFITS

... THAT'S WHY MORE AND MORE MUSIC OPERATORS ARE INSTALLING THE BUCKLEY MUSIC SYSTEM WITH DIRECT "TOUCH-TO-TOUCH" ACTION! IF YOU HAVEN'T YET GOT ALL THE DETAILS, GET THEM TODAY!

## BUCKLEY MUSIC SYSTEM, INC.

4225 W. LAKE ST. - CHICAGO - ILL.

EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N. Y.

## NEW JERSEY MUSIC OPERATORS

### GET 30 DAYS' FREE TRIAL ON BUCKLEY MUSIC SYSTEM

Pick out any one of your locations. Phone us TODAY and we'll install BUCKLEY MUSIC SYSTEM on 30 DAYS FREE TRIAL! You can't lose —you keep the income! "Shug" Sugarman, ROYAL SALES CO., 641 Hunterdon St., Newark, N. J. Tel.: Bigelow 2-8881.

space has been created by building on a brick addition to the main building.

Chancellor Brothers, operators of penny merchandise machines in Fort Worth and surrounding area, are in the midst of an expansion program which calls for a complete remodeling of their headquarters on West Richmond Street.

Counter games continue to be tops in this city as far as amusement games are concerned. Mills, Grotchen, Daval, and Bally counter models lead the parade.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c.

MAESTRO POINT

2000 PLAYS

See Your Distributor or Write

THE ELDEEN CO.,

176 W. Wisconsin Milwaukee, Wis.

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs

For Every Make and Size Machine

No. 4 Adjustable Pad—Accommodates all makes and sizes. **\$10.25 each**

No. 30 Adjustable Carrying Harness—Accommodates all makes and sizes. **\$6.25 each**

6" Carrying Strap **1.75 each**

Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproofed. Write for prices on other pads to your specifications.

BEARSE MANUFACTURING CO.

Ino. 1921. 3815-3825 Cortland St., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

# Manhattan Distributing Opens New Offices With Gala Party

**Attendance runs over 1,500 —Eisen, Margolin perfect hosts—talent present**

NEW YORK, Oct. 7.—Joe Eisen and Dave Margolin, of Manhattan Distributing Company, Wurlitzer distributor in metropolitan New York, introduced themselves officially to the music merchants yesterday with one of the finest parties ever held by the trade in this city. Beginning at 2 p.m., guests poured into the spacious headquarters at 525 West 43d Street until the early hours of the morning. It is estimated that some 1,500 people took in the affair. Food and liquor were plentiful. In keeping with the policy of giving nothing but the best, Joe and Dave hired the services of Louis

Sherry, famous caterer. The offices and showrooms, designed by Paul Fuller, had only been completed a few days before and were the main attractions.

Wurlitzer executives who came into the city were Carl Johnson, Bob Conner, Jim Broyles, Mike Hammergren, Bill Bolles, Lee Hayden, Walter Reed, Dave Lee, Joe Darwin, and Mort Twilliger. In addition to Eisen and Margolin, Jerry Thorne, Hilda Schwartz, Florence Goldberg, Evelyn Weng, Rose Beinart, and Jessica Russell, of the Manhattan staff, all joined in to assist in making the guests happy.

Recording, radio, and stage talent was part of the elaborate entertainment supplied. Among those who appeared were Jack Leonard, Abe Lyman; Frankie Masters and his singing star, Marion Frances; Betty Allen, Dina Shaw, and the Charloters. Many visitors appeared from out of town. Many wires of congratulation were received and the showroom was filled to capacity with flowers from good wishers.

Manhattan Distributing raffled off a Wurlitzer 700 and the winner was Lord Gunn, of Brooklyn. A consolation prize of \$50 was presented to Mr. and Mrs. Max Cohn, of this city.

A list of the many visitors will appear in next week's issue of *The Billboard*.

recordings of the orchestra appearing locally.

This publicity naturally contributes to soaring public interest in the band appearance. It enables operators to cash in on rocketing play appeal brought about by local publicity on the engagement.

### Bigger Collections

Liveller location play is reflected not only before and during the band's appearance but for weeks afterward, according to music merchants who have participated. James Noonan, owner of the Noonan Amusement Company, Bronx, N. Y., reports: "This co-operative sticker program seems to serve everybody equally well. The bandleaders get real publicity; the theaters get more box-office traffic, and we get heavier cash tills. That's quite a combination."

Ed Grohowski, of Jolly Music Company, Detroit, says: "Those Sammy Kaye stickers proved to be a real hypo, for the play meters on my machines did some fancy twirling while the sticker tie-up was ripe. Thanks."

"Many thanks for the stickers you sent us on Orrin Tucker's stand here," comments Music Merchant Jack Cohn, of Cleveland. "We had one on every phonograph and our route men came back with glowing reports—plus the proof to back them up."

The acceptance of the promotion by West Coast phonograph operators is indicated by this report from George Young, of Selma, Calif.: "During several weeks after, as well as the same week of Phil Harris' appearance here, our average receipts soared. Will certainly order more stickers whenever we have the chance to get in on more band appearances."

A prominent Oklahoma music merchant states: "Be sure to let us know when the next top-flight orchestra will be in these parts so we can order stickers and tie in with the publicity again. It has been a real asset in terms of customer play appeal."

**Reliable WALL ORGAN**

The WALL ORGAN contains a Magnavox speaker, is indirectly illuminated through a maximum illuminated in two-tone high gloss Art-Ished in fully enclosed with switch lite. Fully enclosed with switch lite. Volume control. Inside dimensions: 20 1/2" high x 17 1/2" wide x 9" deep. Outside dimensions: 30" x 10 3/4" x 22".

**\$24.95**

With SPEAKER... COMPLETE READY TO INSTALL

**RELIABLE SPECIALTY CO.**  
2920 PROSPECT COURT, CLEVELAND, OHIO.

The NEW DELUXE ILLUMINATED SPEAKER CABINET

You'll want to see and hear the new Reliable Wall Organ. Features an inclined baffle board to direct the sound to the floor from any height. DISTRIBUTORS: Your territory may be open.

Terms: 1/3 with order, bal. C. O. D.

Send for complete detailed information today.

## New Orleans

NEW ORLEANS, Oct. 5.—In town for a few days was Mike Hammergren, general manager of the Rudolph Wurlitzer Company. On a business trip, Hammergren left for Jackson, Miss., and Chicago before returning to the North Tonawanda, N. Y., factory. He conferred here with Jules Peres, head of J. H. Peres Amusement Company, Wurlitzer territory distributor. Peres reports a steady demand for installation of the two-wire remote control system for Wurlitzers.

Back from a month's stay on the Pacific Coast was Louis Boasberg, accompanied by Mrs. Boasberg and their son, Jack. Mark Boasberg, manager of the Sport Center, is spending his off time farming.

Ray Bosworth, of the New Orleans Novelty Company, with Jackie Atz, Sr. and Jr., were in Detroit and Cincinnati this week viewing the World Series.

Operations of claw machine has stepped up in tempo here. All operators have increased the number of prizes in machines and many locations heretofore void of the claws have given them prominent space. Particularly popular to patrons are the try for free ducats to Tulane U. football games.

Many downtown restaurants and bars have placed on their counters nickel boxes of salted peanuts with awards of \$5 and 25c pieces to lucky buyers. "The prize awards are an inducement to try our fine peanuts," the boxes say.

Sales of Columbia and Okeh records during the first week of October show marked increase over the preceding two months, according to Ernie Oertle, head of the Southern Music Sales Company. Oertle also reports a steady demand for the J. P. Seeburg remote control systems.

Ed Stern, district sales manager of the J. P. Seeburg Company, headquarters at Dallas, is due in the city today.

Buster Ciesl, of Great Southern Novelty Company, may have one of two things on his mind. Preparedness or duck hunting. He's busy cleaning guns at his office. Louis Sahuc has been added to the staff of the company.

Alex Merhige, of the New Orleans Coin Machine Exchange, is back from a trip thru Central and Southeastern Louisiana, where he found a good demand for second-hand machines of all types.

Amor North has organized the Southern Coin Machine Exchange, with headquarters at 502 Dryades Street. North was recently in charge of the big coin machine sportland at Pontchartrain Beach.

Dixie Coin Machine Company reports a growing interest by interior operators in the Mills new free-play bells.

## Music Men Hail Talent Tie-Ins

NORTH TONAWANDA, N. Y., Oct. 5.—In a report on the success of its plan for tying in automatic phonographs with personal appearances of well-known orchestras, the Rudolph Wurlitzer Company finds that music merchants from Maine to California have joined in acclaiming the plan.

"Bigger earnings and busier phones in entertainment spots have resulted from the campaign, according to messages we have received from operators," declared a Wurlitzer spokesman.

### How the Plan Works

Wurlitzer music merchants are notified regularly in advance of ace band bookings in their vicinities. Free stickers are supplied them for display on the visible record changer windows in locations, plugging the current engagement and inviting patrons to listen to the

## FOR SALE

Well-established Music Operation in a prosperous Pennsylvania City. Approximately 300 machines on location, mostly Wurlitzers, including several remote control jobs. \$45,000.00 yearly net intake. Bargain price for quick sale. Require about \$25,000.00 cash to swing deal. Good reason for selling. Write BOX D-99, The Billboard, Cincinnati, Ohio.

USE ADJUSTABLE Fulco PHONOGRAPH COVERS

Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine.

Fulton Bag & Cotton Mills  
Manufactured Since 1870  
ATLANTA ST. LOUIS DALLAS  
MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY

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THE PON TON IN LOS ANGELES makes recorded music available with a profusion of Keeney Wall Boxes, five of which may be seen above at the counter. Installation is said to have increased earnings of the location considerably.

# Talent and Tunes Supplement Inspires Columnist To Study Success Formula of Phonos

CHICAGO, Oct. 5.—In his column "Sharps and Flats," Robert M. Yoder, columnist for *The Chicago Daily News*, comments on the automatic phonograph business and the recent Talent and Tunes Supplement published by *The Billboard* (September 28). With the permission of *The Chicago Daily News* the column is printed here in its entirety. It appeared in the paper's issue of October 1.

"Probably never before has anyone shown such tender regard for what the public wants in the way of music as now, when there are 5,000 to 10,000 men who would dearly love to humor the public's slightest whim. These, of course, are the nation's music box operators, who profit by a rain of nickels every time they provide a successful number. As yet, even under the music box impetus, the magic formula hasn't been found—the key to what makes a hit tune, and how it differs from a flop, especially as they sound so much alike. But it may please you to know that the maesters of the music boxes are trying very hard indeed.

"*The Billboard* magazine, for instance, devotes considerable space to this problem and publishes reports each issue from 30 correspondents, spotted in 30 key cities, on records that are making a name for themselves. If the Detroit saloon crowd is tiring of *Ain't It a Shame About Mame* and is turning to *No Name Blues*, the well-informed music box op knows it as fast as *The Billboard* can slip the word to him. And the other day, in an excess of the scientific attitude, *The Billboard* carried a whole symposium on the subject, with leading minds of the music box business telling how they go about it. Fortunately, it appears that the end is not yet in sight. Tastes still vary.

"Charles D. Aitro, for instance, operates in the New Haven country, and if you think pleasing those Yale music box fans is simply a question of giving them *The One o'Clock Jump* then you are no man for the music box biz. Current hits, it appears, may flop at Yale as if by magic, and even nationally known bands may arouse no interest whatsoever. What do they want, then, these finicky young snobs? Well, says Mr. Aitro, they seem to go for music by exotic orchestras playing in the St. Regis, the Savoy Plaza, or the Rainbow Room. There is a touch of autumn about Mr. Aitro's paper, and you sense that out-guessing the young music lovers of Yale is no pipe.

"A little more confidence shines forth in the second paper of the symposium, one by Everette Johnson, writing from the Harlem area. Not that Mr. Johnson knows a sure-fire test for an ace-nickel-grabber, as the ads call it. But he's working on it. He knows, for instance, that the 14 to 18-year-old Southern Negro Harlem soda fountain group will respond to hot swing, while it is well to mix in a little sentimental music for the more docile 18 to 25-year group. For the next classification, the 25 to 40 probably-married-beer-garden-set, he chooses straight sentimental. No jive, no mixture of jive and sentimental. Just good beery sentimental.

"That you may say, 'is working it down to the fine points,' but you are smiling too soon. None of Mr. Johnson's findings, it is plain, will be any good to Louis Herman, of Mount Vernon, New York, who must cater to the music box aficionados of Westchester County, where juke joints, he knows, are bustling with representatives of the smart set. For smart-set nickel nabbers, his experience shows that the music has to be soft and sweet.

"Yet his experience is no help to Max Lipen, of Detroit, who supplies phono music in the Detroit manner for the drunks of Detroit's saloons. This is a cosmopolitan crowd, for which Mr. Lipen has learned to set out a variety of bait. "The typical tavern," he writes, "is a little world in itself—a true cross section of the people in its community. From noon until midnight it caters to every type of musical taste." Here, you think, we will find the answer. What pleases a typical Detroit tavern full of typical Detroiters must please a cross-section of the country. But no. All Mr. Lipen

has discovered is that Detroit likes its music mixed. He loads his Detroit juke boxes as you would pack a picnic basket—two hillbilly, two Viennese waltzes, two polkas, four ballads, and so on. Obviously, altho we've heard from Westchester, Harlem, Detroit, and Yale, we're no closer to the ultimate truth than if we'd caught a nap.

"But it is easy to see just how valuable the formula would be. According to *The Billboard*, there are 400,000 music boxes in the country, and while this is higher than some other estimates, it doesn't sound improbable, only discouraging. Assuming that they were all in play at once, it would mean that patrons had put in 400,000 nickels or \$20,000. Continuing this bad dream, suppose that some Orrin Tucker should turn out a wonder-record music box fans would play 15 times an hour eight hours a night. On 400,000 machines this colossus of hit tunes would bring in \$2,400,000 a day. As it is, a tune played only once a day brings in \$20,000 and gets 400,000 repetitions. It indicates the possibilities, both for revenue and for such musical punishment as the country has as yet not even dreamed of.

"ROBERT M. YODER."

Editor's Note: The author, Mr. Yoder, used the term "juke boxes" in his column. We have substituted the more favorable term, "music boxes," instead.

## Seattle

SEATTLE, Wash., Oct. 5.—Business is on the up-and-up, and dealers in the State give optimistic views of future transactions and activities.

Joseph Kolodny, executive secretary of the National Association of Tobacco Distributors, visited the Pacific Northwest this week. Jobbers from all parts of the State attended an evening meeting, where general discussions of the Walsh-Healy Bill, the Wage and Hour Law, and other legislation pertinent to the tobacco and candy business were held. Many tobacco dealers agree that their volume of business and profits are augmented regularly because of the coin machines they have installed. They are magnets that draw the trade and leave money in the cash registers.

Keeney Wall Boxes are becoming more plentiful hereabouts. The Half Way House, popular eating place on the Seattle-Tacoma main highway, has installed the equipment.

Moving picture theaters have found their experiments with candy, popcorn, and soft drink machines so satisfactory that the machines will be permanent in-



WHEN THE PHOTOGRAPHER TOOK THIS PICTURE at the Style Inn, Denver, he found a group of patrons who wanted to have their picture taken along with the Seeburg wireless remote-control installation. One Seeburg Wall-o-Matic is in evidence on the bar.



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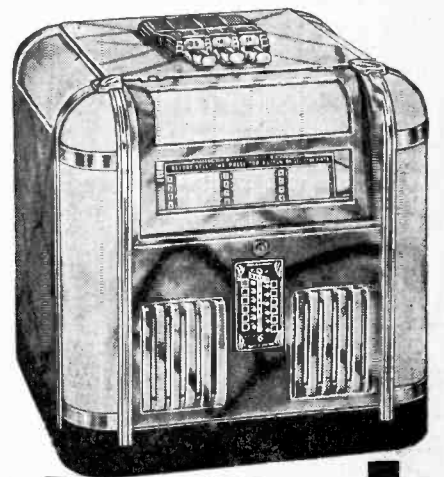
**J. H. Keeney & Co.** 2001 CALUMET AVE. CHICAGO - ILLINOIS

"The House That Jack Built"

stallations. The West Coast Automatic Candy Company, of which Jimmy O'Neill is manager, has placed the bright, shiny machines in the downtown district theaters.

Northwest Sales, Inc., distributors of Rock-Ola phonographs and Dial-a-Tunes, report business has been exceptionally good.

Anti-Aircraft games are proving more popular each day—the players seem to respond to these machines with a patriotic spirit. Pleasurable and educational, the games are recommended by operators and distributors.



## NOW! A 16-RECORD COUNTER MODEL PHONO!

NEW! The one and only counter model complete with perfect reconditioned Rock-Ola 16-record mechanism! Beautiful quality cabinet with fine marbled finish, gorgeous lit-up plastics and chrome trim! Includes auxiliary speaker, with cabinet to match! Never before such a buy at \$99.50. Cabinets only, without mechanism, \$44.50.

Complete line of remodeling parts and rebuilt phonographs. Write now for prices and details!

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**Conscription Trend**

WITH registration day for selective service in the army set for October 16, the music publishing industry and the recording companies are busy preparing songs and records based on the draft bill. Efforts have been made not to do anything in poor taste and most of the material will be of the kidding variety. Plans already have been made by Columbia and Victor to record *Is It Love or Is It Conscription?* and *What Are the Girls Gonna Do for Loving When the Boys March Off to Camp?* Decca's plans are indefinite, but Dave Kapp, Decca executive, stated that some draft songs will be recorded if the general trend is a popular one. McFarland Twins will do draft tunes on the Okel label for Columbia. Leonard Joy, recording manager for Victor, is negotiating with Helen Kane (former boop-a-doop girl) to record *Is It Love or Is It Conscription?*

**News Notes**

Teddy Wilson, pianist who recently formed his own band and recorded for Columbia, has rejoined Benny Goodman. . . . Kenny Baker is in New York to make fresh recordings for Victor. . . . Several recordings of tunes in the picture "Down Argentine Way" are being rushed to get on locations by the time the feature is released nationally (October 15). One of Bluebird's already on the market is "Two Dreams Met," featuring Yvette, singer. Roy Rogers, cowboy star, is Decca's latest addition to its hillbilly roster. . . . Bob Crosby will record his own song

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

"Let's Find a Song," which is also used in his forthcoming RKO picture. . . . Under the revamped recording department set-up at Columbia, Manie Sacks, formerly of Music Corporation of America, will have charge of the selection of talent and tunes, while Joe Higgins will remain as assistant.

orchestra played the Buffalo Theater in that city.

**Deanna Durbin Songs**

THE release of a new Deanna Durbin picture is usually good news to operators, for each of her films has a number of possible song hits and each is given nationwide publicity. Her latest screen play, *Spring Parade*, was released last week and, concurrently, record companies have placed on the market recordings of most tunes used in that picture. In addition, Miss Durbin has been assigned by Decca to record her *Spring Parade* repertoire. The songs in the picture, written by Gus Kahn, lyricist, and Robert Stolz, Viennese composer, are *It's Foolish But It's Fun*, *Waiting in the Clouds*, *When April Sings*, and *Blue Danube Dream*.

**Territorial Favorites**

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.

**HOLLYWOOD:**

**I'm Stepping Out With a Memory Tonight. Glenn Miller.**

Despite the fact that this record has been declining in popularity in many key cities the last few weeks, West Coast operators indicate that the tune is getting more plays every day. The operators include it in their "coming up" classifications and report that the Glenn Miller record will continue to be a strong favorite for many weeks to come.

**TORONTO:**

**Fifteen Minutes' Intermission. Cab Calloway.**

Operators from this area say they want more records of this type. It has particular appeal for music box patrons, Calloway in his record addressing himself to a crowd of patrons in an informal way and keeping the conversation up thruout the song. Location owners tell the operators such records keep the customers interested.

**PORTLAND:**

**Whatever Happened to You? Xavier Cugat.**

Locations around here want good music, and Cugat's band is popular because of these tastes. Above tune was recently recorded by the Spanish leader and is typical of his style and standard.

**CHARLESTON:**

**Now I Lay Me Down To Dream. Guy Lombardo.**

Altho Lombardo's band seldom makes personal appearances around this West Virginia area, his name is a strong attraction on music boxes. Not all of his recordings are accepted with equal fervor, but most of them are sure to get a fair trial in many locations. His latest, mentioned above, is given a better than average chance of clicking, operators say.

**Radio's Leading Songs**

THE following is a comparative list of 10 songs broadcast most often during the week ended October 4 and the week before, ended September 27. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1.—A Million Dreams Ago. . . . .	—
2.—Practice Makes Perfect. . . . .	2
3.—Now I Lay Me Down To Dream. . . . .	—
4.—Same Old Story. . . . .	—
5.—Maybe. . . . .	5
6.—Call of the Canyon. . . . .	—
7.—Our Love Affair. . . . .	—
8.—Trade Winds. . . . .	9
9.—Blueberry Hill. . . . .	—
10.—Ferryboat Serenade. . . . .	—

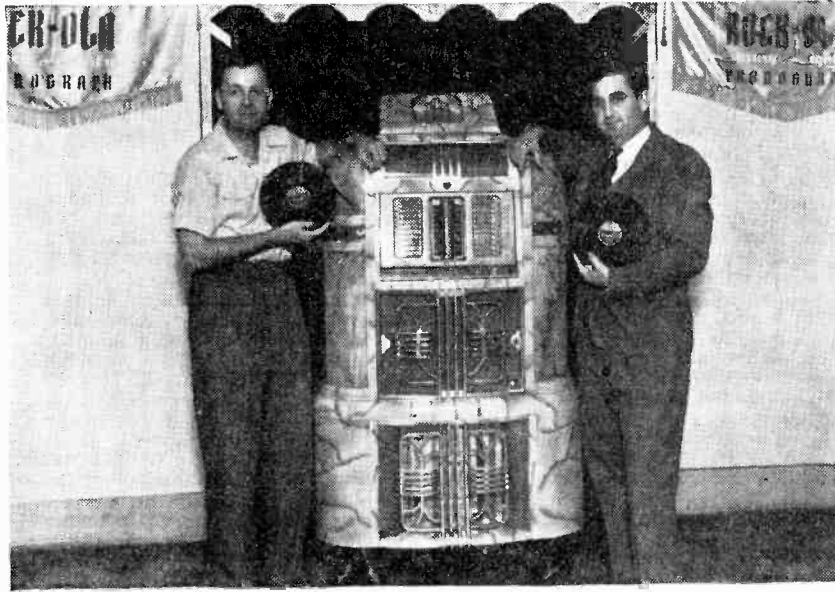
## Royal Sales Host at Party

NEWARK, N. J., Oct. 5.—With Pat Buckley in from Chicago and with DeWitt Eaton, Eastern division manager for the Buckley Music System on hand. Barnet Sugarman, Abe Green, and Harry Goldberger, of Royal Sales Company, attracted a great crowd to their offices to celebrate their exclusive distributorship of the Buckley Music System.

The firm's offices and showrooms were crowded all Tuesday with operators from New Jersey. Across the street from their offices and showrooms, at the P. O. N. Cafe, one of Newark's best music locations, the firm had a Buckley Music System installation featuring the new Ultratone Speaker. Here, while looking at this installation and seeing it in actual operation, the men also had the opportunity of enjoying themselves.

"Doc" Eaton, Eastern division manager for the Buckley Music System, stated: "When I completed arrangements with Sugarman for the handling of the Buckley Music System as exclusive distributor for the State of New Jersey, I believed at that time that Royal Sales Company would find this its most profitable distributorship. Now they have more than proved me right by the tremendous number of orders which they took at this great celebration."

Some of those present during the day were Everett Masterson, of Automatic Music Service, Elizabeth, N. J.; Archie Kass, of Major Amusement Company, Newark; Bob Slifer, of Automatic Music Service, Elizabeth, N. J.; Frank Savage, Savage Music Co., Nutley, N. J.; Mort Jones, Jones Music Company, Belleville, N. J.; Bill Gersh, Byrde, Richard, & Pound, New York; John F. Niderman, Madison Amusement Company, South Amboy, N. J.; Jack Berger, Newark Coino Distributors, Newark; Don Feinswog, Carteret Amusement Company, Carteret, N. J.; Irv Morris, George Ponsler Company, Newark; Pat J. Buckley, president of Buckley Music System, Inc., Chicago; DeWitt Eaton, Buckley Music System, Inc., Brooklyn; W. A. Brower, River Edge, N. J.; Harry Wichansky, Atlas Vending Company, Elizabeth, N. J.; Dave Stern, Royal Distributors, Elizabeth, N. J.; LeRoy Stein, Amusement Board of Trade, Newark; Ed Marks, Marks Music Company, Bayonne, N. J.; B. Schellin, Bell Music Company, Belleville, N. J.; Andrew Palermo, Bradley Beach, N. J.; Larry Ganzl, Larry's Music Company, Newark; Herby Reutch, G. M. Amusement Company, Woodbridge, N. J.; Billy Ehrenberg, Atlas Vending Company, Elizabeth, N. J.; Tom Burke, American Sales Company, Elizabeth, N. J.; John Manero, G. M. Vending Company, Paterson, N. J.; Jack Kay, Ace Music Company, Newark; Louis Millman, Mid-State Amusement Board of Trade, Belmar, N. J.; Edwin A. Corristen, Palisades Novelty Company, Cliffside Park, N. J.; Daniel Sylvester, Belman, N. J.; Jimmy Hammond, Newark, and Herb Salmon, Staten Island, N. Y.



JIMMIE DAVIS AND BUDDY JONES (right), well-known recording artists, listen to their recordings on a Super Rock-Ola Luxury Lightup phonograph. Davis is noted as composer of the song "Nobody's Darling But Mine."

**This and That**

MATTY MALNECK has been signed by Universal Pictures for a new musical featurette. . . . Some favorable reports from operators have been coming in on Tommy Tucker's *The Man Don't Come to Our House Anymore*, which is a sequel to his popular *The Man Who Comes Around*. . . . Due to a typesetting error, the titles of one of the latest records made by the Four Marshalls advertised in *The Billboard's* second annual Talent and Tunes supplement were incorrect. The correct names of the two songs on Okel Record 5546 are *Little Old Lady From Baltimore* and *Go Tell Aunt Nora the Old Gray Goose Is Dead*.

Will Bradley recorded a sequel to his popular *Beat Me, Daddy*. He calls it *Scrub Me, Mama*. . . . Alfred Bergman, prominent Buffalo operator, entertained Jimmy Dorsey and members of his band at his business establishment when the

**NEW YORK:**

**We Three. Ink Spots. Ray Herbeck.**

Herbeck, an attraction at the Log Cabin, Armonk, N. Y., for the last few months, has made many records in that period but none is as promising as the one mentioned above. Operators claim that the tune has possibilities on locations, Herbeck leading in the classy spots, while the Ink Spots will dominate the colored sections.

**DENVER:**

**There I Go. Vaughn Monroe.**

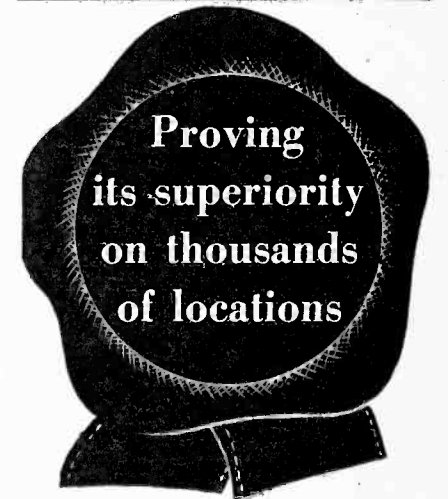
A new tune and a new band, both coming up strongly on music box locations. The song was published by Broadcast Music, Inc., and is one of the first to get coverage among the operators. Monroe, a comparative newcomer in the field, has fashioned a commercial recording out of it, operators say.

## How To Use Patriotic Records

The story appearing in *The Baltimore Sun*, September 14, is one of the most interesting accounts yet seen in newspapers on patriotic records in phonographs.

An editorial on patriotic records in *The Billboard* (July 6, page 64) stated: "The convenience of patrons in public locations must always be respected, of course, and so the national anthem would not properly belong on a phonograph."

After taking a humorous poke at barflies and the national anthem, the newspaper pays Baltimore operators the compliment that they want patriotic songs like "God Bless America" in their machines and not the national anthem.



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Metal Division

# 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.

**Maybe.** Really hitting the high spots now is this ballad from the prohibition era that has found new life in its 1940 reincarnation. It's steady, speedy drive the past couple of weeks, in the INK SPOTS version, has carried it to the point of being one of the top coin phono numbers of the moment. The septa quartet has the only recording to mean anything in a widespread, general way.

**I'll Never Smile Again.** (11th week) TOMMY DORSEY\*.  
**When the Swallows Come Back to Capistrano.** (6th week) GLENN MILLER\*, INK SPOTS, DICK TODD.

**Blueberry Hill.** (5th week) GLENN MILLER\*, KAY KYSER\*, RUSS MORGAN\*.

**I'm Nobody's Baby.** (5th week) JUDY GARLAND, TOMMY TUCKER\*, BENNY GOODMAN\*.

**Trade Winds.** (2d week) BING CROSBY.

## COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Practice Makes Perfect.** Getting better all the time in the music machines is this BMI tune. It's not completely and universally popular yet, but if it does not slacken its present pace any, another week or two may find it enjoying unanimous nationwide favor in the boxes. It's still BOB CHESTER\* with the only record that counts.

**Ferryboat Serenade.** Also getting better, after a momentary setback last week, this follow-up to *Woodpecker Song* is drawing more and more nickels. The number will undoubtedly get even stronger, because its publishers have not as yet started to work on it with the same strength and drive that they intend to use shortly. GRAY GORDON\* and the ANDREWS SISTERS still have no competition from the other recordings at present.

**That's for Me.** This seems to have been a week of considerable improvement in the standings of some of the various up-and-coming phono items, and the BING CROSBY disk here is no exception. Bing's *Trade Winds* (from his new picture) is probably keeping this one from being as big at the moment as it might otherwise be, but it is managing to do all right for itself, with indications of getting better.

**The Nearness of You.** Mixed comment and reports are the thing on this ballad this week. Some operators maintain it's among their most popular numbers, while others are just as vehement in saying that it's either only fair or not much good at all, but all are agreed that it's the GLENN MILLER\* record that stands out, with nobody challenging it at the moment.

**Crosstown.** This cute romantic rhythm song is climbing slowly but pretty surely to a position of importance along the phonograph network. GLENN MILLER\* again, this time aided and abetted by GUY LOMBARDO\*, is helping raise it to that position with the nickel-droppers.

**Only Forever.** Still another BING CROSBY pressing to make an assault upon the numbers nickels accruing to successful music machine records. This ballad, also from the Crosby *Rhythm on the River* picture, has been mentioned in "Possibilities" for the past couple of weeks, and finally it comes out of that category to start its actual phono career.

**The Call of the Canyon.** A promising start has been all but rendered null and void by this Western type ballad for some reason or other. It's the sort of number that makes excellent phono fodder, and it started off nicely, only to run aground last week. GLENN MILLER\* and TOMMY DORSEY\* have the disks here, but neither is very big currently.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong." **God Bless America.** (11th week) Weaker and weaker. KATE SMITH, BING CROSBY.

**Can't Get Indiana Off My Mind.** (6th week) Only fair. BING CROSBY, KATE SMITH.

**Whispering Grass.** (6th week) Beginning to slip. INK SPOTS.

## 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.

**Our Love Affair.** This hit song from the Mickey Rooney-Judy Garland *Strike Up the Band* picture is beginning to attract a little notice on the phonos. It's going to attract a whole lot more before it's finished, so you'd better be prepared.

**We Three.** A ballad whose title and idea are starting to lift it into prominence on radio networks and over sheet music counters. A few ops have already been sufficiently attracted by that prominence to place it in their machines to pretty good returns.

**Beat Me Daddy, Eight to a Bar.** Will Bradley's record of this has caused a great deal of talk, and now GLENN MILLER\* comes out with a disk of it, as well as the ANDREWS SISTERS. Any one of these versions is quite likely to catch on in the boxes in the proverbial big way.

**Looking for Yesterday.** Jimmy Van Heusen has written the music for a goodly number of the nation's coin phono hits, and in this he has penned one of his best melodies to date. With an attractive title to sell the song, it has all the earmarks of a future machine click.

**Falling Leaves.** Few music machine operators will ever forget Frankie Carle's great hit of a year ago, *Sunrise Serenade*. Here is another Carle composition in the same vein, with a melody every bit as lilting and appealing. GLENN MILLER has a disk of it available that gives the tune the same treatment that this band applied to *Sunrise*.

**Goodnight, Mother.** An anti-war song in a ballad pattern that has started to meet with some success in DICK JURGENS' version. This has a great deal of what's necessary to create a phono hit.

\* Indicates a vocal chorus is included Double-meaning records are purposely omitted from this column.

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FORM. TEAR IT OUT AND MAIL  
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	Check Quantities
LOUIS ARMSTRONG	
35660 Heebie jeebies	<input type="checkbox"/>
Potato Head Blues	<input type="checkbox"/>
35661 S.O.L. Blues	<input type="checkbox"/>
Squeeze Me	<input type="checkbox"/>
35662 Save It Pretty Mama	<input type="checkbox"/>
No One Else But You	<input type="checkbox"/>
35663 Twelfth Street Rag	<input type="checkbox"/>
Knockin' A Jug	<input type="checkbox"/>
BIX BEIDERBECKE	
35664 Royal Garden Blues	<input type="checkbox"/>
Goose Pimples	<input type="checkbox"/>
35665 Thou Swell	<input type="checkbox"/>
Louisiana	<input type="checkbox"/>
35666 Ol' Man River	<input type="checkbox"/>
Wa-Da-Da	<input type="checkbox"/>
35667 For No Reason At All In C	<input type="checkbox"/>
Sweet Sue—Just You	<input type="checkbox"/>
FLETCHER HENDERSON	
35668 Sugar Foot Stomp	<input type="checkbox"/>
Wha-Cha-Call-Em Blues	<input type="checkbox"/>
35669 Money Blues	<input type="checkbox"/>
Stampede	<input type="checkbox"/>
35670 Hop Off	<input type="checkbox"/>
Snag It	<input type="checkbox"/>
35671 Can You Take It?	<input type="checkbox"/>
New King Porter Stomp	<input type="checkbox"/>
BESSIE SMITH	
35672 Cold In Hand Blues	<input type="checkbox"/>
You've Been A Good Ole Wagon	<input type="checkbox"/>
35673 Cake Walking Babies	<input type="checkbox"/>
Young Woman's Blues	<input type="checkbox"/>
35674 Lost Your Head Blues	<input type="checkbox"/>
Baby Doll	<input type="checkbox"/>
35675 Empty Bed Blues	<input type="checkbox"/>
HENRY ALLEN	
35676 Rug Cutter Swing	<input type="checkbox"/>
House In Harlem For Sale	<input type="checkbox"/>
BUSTER BAILEY	
35677 Call Of The Delta	<input type="checkbox"/>
Shanghai Shuffle	<input type="checkbox"/>
SHARKEY BONANO	
35678 High Society	<input type="checkbox"/>
I'm Satisfied With My Gal	<input type="checkbox"/>
THE CHOCOLATE DANDIES	
35679 Cloudy Skies	<input type="checkbox"/>
Goodbye Blues	<input type="checkbox"/>
EDDIE CONDON	
35680 The Eel	<input type="checkbox"/>
Home Cooking	<input type="checkbox"/>
JOHNNY DODDS	
35681 Get 'Em Again Blues	<input type="checkbox"/>
Brush Stomp	<input type="checkbox"/>
DUKE ELLINGTON	
35682 Big House Blues	<input type="checkbox"/>
Rocky Mountain Blues	<input type="checkbox"/>
35683 Ducky Wucky	<input type="checkbox"/>
Swing Low	<input type="checkbox"/>
TED LEWIS	
35684 Dallas Blues	<input type="checkbox"/>
Royal Garden Blues	<input type="checkbox"/>
WINGY MANNONE	
35685 She's Crying For Me	<input type="checkbox"/>
Just One Girl	<input type="checkbox"/>
PAUL MARES	
35686 Reincarnation	<input type="checkbox"/>
Maple Leaf Rag	<input type="checkbox"/>
MIFF MOLE	
35687 Imagination	<input type="checkbox"/>
Feelin' No Pain	<input type="checkbox"/>
RED NORVO	
35688 I Surrender, Dear	<input type="checkbox"/>
Old Fashioned Love	<input type="checkbox"/>
DON REDMAN	
35689 Chant Of The Weed	<input type="checkbox"/>
Two Time Man	<input type="checkbox"/>
LUIS RUSSELL	
35690 The (New) Call Of The Freaks	<input type="checkbox"/>
Jersey Lightning	<input type="checkbox"/>

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Address .....

City..... State.....

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Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 392  
LIST PRICE 50c

- 26758 \*I Want To Live  
\*Such Stuff as Dreams Are Made Of  
Leo Reisman
- 26759 \*There'll Always Be an England  
\*Lords of the Air  
The Band of H. M. Coldstream  
Guards
- 26760 \*Old, Old Castle in Scotland  
\*If It's You  
Artie Shaw
- 26761 \*You're Breaking My Heart All Over  
Again  
\*Shadows on the Sand  
Tommy Dorsey

BLUEBIRD "POPULAR" RELEASE NO. 298  
LIST PRICE 35c

- B-10880 \*I Want To Live  
\*You're Nearer  
Tony Pastor
- B-10881 \*There'll Always Be an England  
\*Carry On  
The Happy Gang
- B-10882 \*The Night Has a Thousand Eyes  
\*Tessie, Stop Teasin' Me  
Carl Ravazza
- B-10883 Rock and Ride  
\*Snaky Feelin'  
Harlan Leonard and his Rockets
- B-10884 \*And Tommy Goes Too  
\*I Just Wanna Play With You  
Mitchell Ayres and his Fashions-in-Music
- B-10886 \*Moon Over Burma  
\*Down Argentine Way  
Shep Fields and his Rippling Rhythm
- B-10887 \*Help Me  
\*I Dream of Jeanie With the Light  
Brown Hair  
Abe Lyman and his Californians
- B-10888 Wild Mab of the Fish Pond  
Night and Day  
Charlie Barnet

BLUEBIRD RACE RECORD—LIST PRICE 35c

- B-8535 \*Nothing  
\*That's All I Mean to You  
The Cats and the Fiddle

\*Vocal Refrain  
Order RCA Victor Permo Point Needles from your RCA Victor Distributor today.



Order from Your Distributor  
TODAY!

"Here's That Band Again"  
with some new  
Money-Making Recordings

## DICK JURGENS

And His  
ORCHESTRA  
OKEH RECORDS

- 5801 "GOODBYE, LITTLE DARLING, GOODBYE"
- "Dancing on a Dime"
- 5759 "Our Love Affair"
- "So Deep Is the Night"
- 5730 "Goodnight, Mother"
- "Crosstown"

ATTENTION—  
—Phono Operators

## Lawrence Duchow's

RED RAVEN POLKA Decca 2543

RED RAVEN WALTZ Decca 3022

Booking Address: HILBERT, WISC.

# MUSIC OPERATORS...



The equipment you buy is only as good as the manufacturer behind it...make sure that the organization with which you deal is big enough—all ways—to give you the support that maintains operations at highest levels of efficiency and earning power!

## Seeburg Leadership OFFERS YOU:

A NATIONAL SERVICE NETWORK



TO GO AHEAD-Go-

PROGRESSIVE, NEW IDEAS—  
"FIRSTS" THAT PUT YOU AHEAD!



A COMPLETE LINE THAT MEETS EVERY REQUIRE-  
MENT OF AUTOMATIC MUSIC OPERATING!

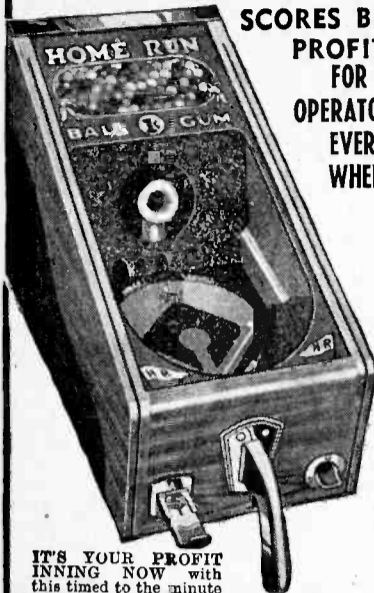
- Seeburg Symphonolas • Wireless Remote Control with the Pushbutton Wall-O-Matic Selector, the Portable Play Boy Selector, the Deluxe SpeakOrgan • Wired Remote Control with the Pushbutton Select-O-Matic • The Seeburg Central Station, a Complete Broadcast Music System for 10 or More Locations

# Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1902

J. P. SEEBURG CORPORATION 1500 DAYTON STREET CHICAGO

# HOME RUN

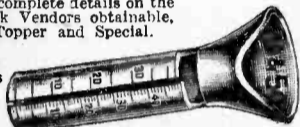


**SCORES BIG PROFITS FOR OPERATORS EVERYWHERE**

**IT'S YOUR PROFIT INNING NOW** with this timed to the minute MONEY MAKER, for

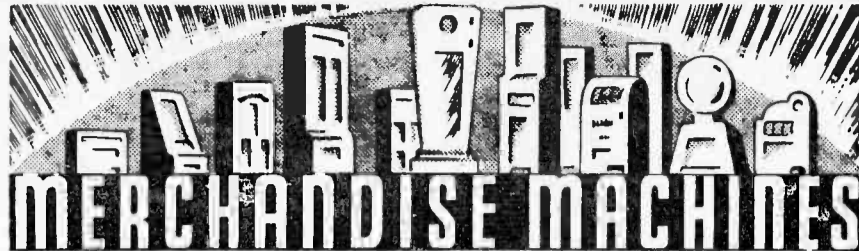
HOME RUN is entirely new in playing principle and operation, you actually BAT the ball thru the air in an effort to score a homer and the ball you bat is a BALL OF GUM. DON'T DELAY ORDER YOUR HOME RUN VENDORS TODAY! HOME RUN in lots of 10 or more \$19.50 each. SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play), ALL FOR \$24.50. 1/3 Cash With Order, Balance C. O. D. Write for complete details on the finest Bulk Vendors obtainable. Esquire, Topper and Special.

Operators, Order This Coin Counter



Penny-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D.

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO



## Skyfighter Sets New Sales Record

NEW YORK, Oct. 5.—Manufacturer of Sky Fighter, the International Muto-scope Reel Company, Long Island City, reports that the gun has established a new high in sales. "Some of our distributors believe that sales will continue at the present high pace for many months to come," declares Sales Manager Earl Winters.

"We have had suggestions that we make Sky Fighters one of our standard products," continued Winters. "It has been said that the anti-aircraft machine gun will maintain popularity for years. "The demand on the product is greater than we have ever enjoyed on any previous machine. Not only has it set a sales record, it has also figured in the setting of a production record in the factory. We have turned out Sky Fighter faster than we have any other product previously manufactured.

"Coinmen know that our careful and precision manufacturing is maintained despite the speedy production. Manufacturing requirements are maintained thru efficient supervision of all departments. Sky Fighter is equal to our Photomatic in precision manufacturing methods."

## Sugar Quota May Continue in 1941

WASHINGTON, Oct. 5.—Candy prices will continue to respond to the sugar quota system thru 1941 if Congress passes the sugar quota bill as unanimously approved by the Senate finance committee October 3. The sugar question is always a strong political issue and the bill may be delayed in debate.

The measure authorizes the Secretary of Agriculture to determine national sugar consumption requirements and allocate quotas to sugar-producing areas. The bill continues a 50-cent tax on each 100 pounds of sugar produced. Proceeds are used for benefit payments to producers co-operating in the program. The House later passed and sent to the White House a Senate resolution reducing penalties on plantings of sugar cane in excess of quotas. It was passed to lighten the penalties on Florida and Louisiana growers, and has no relation to the bill reported by the Senate finance committee.

The resolution provides a grower will be paid his full benefit payment if his excess plantings did not exceed 25 acres, or 10 per cent of his quota. On excesses up to 500 acres the penalty assessed growers will be \$10 an acre and on more than 500 acres it will be \$20 an acre.

## No More 19th Hole

CHICAGO, Oct. 5.—The strategic spot to place a candy vender on a golf course is at the seventh or ninth holes, according to an article in "The Journal of the American Medical Association." Dr. Paul Michael describes studies made of 30 male golfers, pointing out that a deficiency in playing ability between the 9th and 15th holes on foursomes and the 11th and 15th holes in twosomes was offset by the consumption of candy at the 7th or 9th hole.

## Marcor Vender Well Received

NEW YORK, Oct. 5.—A time payment plan which allows the merchandise machine operator to amortize the cost of the machines from his profits has proved successful to the highest degree as evidenced by sales, according to reports from the firm of Marshall Cornine Jr. regarding its recent offering, the Marcor 1-Cent Hershey Vender.

In this way the operator can improve his route and realize more profits by making an initial nominal investment and allowing the machines to actually pay for themselves, it was declared.

While the vender is used for exclusive operation, many operators are reported installing the Marcor Vender alongside machines in their present locations. As operators realize, the additional few minutes needed to service the Marcor Vender is more than worth while and will pay for servicing overhead of other machines—and still bring a fine return on the investment, the makers claim.

## Kaycee Vending License Break

KANSAS CITY, Mo., Oct. 5.—Vending machines in Kansas City would be exempt from the present unit tax if the operators already pay an occupational license tax or fee, according to an amendment to the city ordinance which is under consideration by the city council.

The amendment would do away with the following present taxes on gum and soft-drink machines: \$1.50 a year on penny machines, \$3 a year on nickel machines, and \$7.50 a year on dime machines. Taxes on scales and other coin machines not dispensing merchandise would not be affected by the amendment.

## Candy Trade Urged To Prepare for '41

NEW YORK, Oct. 5.—The Confectionery-Ice Cream World, a trade paper, urged the candy trade to be prepared for the "legislative season" that begins with the convening of many State legislatures next January.

The candy trade will be interested in the many State food laws that will be proposed to conform with the Federal Food, Drug, and Cosmetic Act of 1938, which has been in effect in its entirety since July 1, 1939.

According to the candy trade paper, only 11 States have thus far enacted legislation to correspond with the federal statute. More than 40 State legislatures will convene during 1941. Some of the inspection and labeling requirements in most statutes will relate to candy.

## Denver Cigarette Appeal Keeps Business Waiting

DENVER, Oct. 5.—The Denver city cigarette tax question is still pending before the State Supreme Court and keeps the cigarette business here in an unsettled condition.

Revenue reports indicate the city will receive more than \$300,000 from the cigarette tax if the State loses the court battle. The State is suing the city for 85 per cent of the revenue coming from the city tax, the case being based on a State statute.

Independent retail stores are seeking a judgment whereby the city tax can be passed on to consumers. Chain stores began absorbing the tax, and the small stores feel it should be added to the selling price of cigarettes. There are about 3,500 wholesale and retail tobacco licenses paid in the city, the occupational fee being \$5 per year.

## Tax Pennies Up Use Of Penny Venders

CANTON, O., Oct. 5.—A new corps of penny vending machines has sprung up in this district as a result of the rise in the cigarette tax. They are found in stores and bars, handy to the cigar counter or cigarette machine. With cigarettes selling at 16 cents the city over now, the shrewd owners figured they might just as well snatch those extra pennies received as change from 20 cents.

## Bev Vender Demand

CHICAGO, Oct. 5.—Chicago newspapers report that the Coletrinx Company, maker of beverage vending machines, anticipates that production of its machines will reach 100 a month by January 1. The statement was attributed to A. Cole, owner of the firm.

The company recently moved its plant to Chicago from New York. Capacity of the Chicago plant is double that of the former New York location.

## MY CASH ROUTE PLAN

Starts BIG PROFIT YOU in a BUSINESS



You can get your share of this easy money with a plan that brings big profits day and night. Full or part time. 7 models, low as \$3.95. Buy legal "Silver Kings." All information and complete working plans FREE. Write

**AUTOMATIC GAMES**  
2425 K Fullerton, Chicago, Ill.

## "NEW BIG MONEY MAKER"

THREE-COLUMN 1c CIGARETTE MACHINE. Sells Leading Brands. Govt. Approved. Close-Out Specials

- 100 Penny King Ball Gum (25 Lots). Ea. \$ 1.25
- 50 Advance Ball Gum. Each . . . . . 2.85
- 35 Du Grenier 6-Cml. Cigarette (Lots 5) . . . 10.95
- 15 Rotary 4-In-1, as Is. Each . . . . . 1.95
- 60 S. & M. Nut 1 & 5c Comb., as Is. Each. 2.50

### MIDWAY

432 West 42nd St., New York, N. Y. Cash Waiting. All Type Machines Wanted.

## NEW 1c SKILL GAME



EVERYBODY LIKES TO SHOOT!

Here is the Fastest Penny Getter Ever Made! A penny is shot from gun. Hit the Bull's Eye and receive a reward. All Skillful hits are recorded! Machine holds 1500 Balls of Gum.

A SURE Money Maker! Order Today!

5 or More \$25.00 Ea. SAMPLE \$27.50

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.



## Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

The 1940 Western States Coin Machine Convention, Biltmore Hotel, Los Angeles, November 18, 19, and 20.

National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.

Dairy Industries Exposition, Atlantic City, October 21 to 26.

National Restaurant Association, Chicago, October 7 to 11.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

General meeting Ontario Phonograph Operators' Association, King Edward Hotel, Toronto, October 8.

National Association of Chain Food Stores, Drake Hotel, Chicago, October 14 to 16.

National "Sweetest Day" to be held on October 19.

Ohio Cigarette Venders' Association quarterly meeting, Neal House, Columbus, O., October 20.

## IF YOU WANT THE BEST IN BULK VENDING—BUY



**Northwestern**

More than ever Northwestern leads the bulk vending field. High quality machines for every purse and purpose. Built for years of dependable, carefree service. Write today for complete details!

**THE NORTHWESTERN CORPORATION**  
205 E. Armstrong St., MORRIS, ILLINOIS

## ... FOR SALE ...

- ALL A-1 Reconditioned Cigarette Machines
- 9-50 National 9 "WS" Type DuGrenier
- 6-30 National 7 "S" Type DuGrenier
- 8-26 National 5 "R" Type DuGrenier
- 8 Rows "Imperial" 9 U-Need-a-Pak
- ALSO Candy, Gum, Nut, and Penny Cigarette Machines.

Terms: 1/3 Deposit, Balance C. O. D.

## WANT TO BUY

Cigarette, Candy, Gum, and Nut Machines.

**E & S CIGARETTE MACHINE EXCHANGE**  
242 Mulberry Street, Newark, N. J.

N. Y. Takes Over Two Million in Cig Taxes

ALBANY, N. Y., Oct. 5.—New York State's 2-cent-a-pack cigarette tax drew \$2,094,744 from smokers in the month of August. This was slightly less than July collections, but more than \$100,000 ahead of August, 1939.

The State Tax Department said that the yield in August, fourth consecutive month to exceed \$2,000,000, brought revenue for the first eight months of 1940 to \$15,275,879. Jobbers and others acting as agents of the State Tax Commission received \$110,709 in commissions last month.

New York State, by virtue of population leadership, is the largest cigarette tax collector of all the 26 States which tax the product.

Minneapolis-St. Paul

MINNEAPOLIS, Oct. 5.—Appointment of J. Klein and Company, Balboa, Canal Zone, as agency for Spin-O has been announced by Manny Levine, head of Spin-O Sales Company here. "With a large detachment of United States troops stationed in the Canal Zone doing defense works," Levine said, "the appointment of the J. Klein and Company as our agency comes at an opportune time."

Maurice Strong, colored coin machine operator, has established his own company, specializing in automatic phonographs, pin balls, and scales. Strong's headquarters are at 449 Rondo Avenue, St. Paul.

Gottlieb's Gold Score is doing big business at Hy-G Games, according to Hy Greenstein, head of this distributing firm. Seeburg's remote control is getting excellent reception, while wired music is going to town in a big way, Hy said.

At La Beau Novelty Sales Company, Groetchen's Mercury and Liberty are in great demand. Jennings' Bob-Tails are getting a great deal of play, according to N. L. Nelson. The La Beau organization has made a concerted effort to gather into its quarters a large stock of used machines, which are available for the fall and winter.

A recent visitor to this section was H. C. Abbot, of Chicago, representing the Rock-Ola people.

Hot-shots from Bill (Sphinx) Cohen, of Silent Sales Company: Keeney's five-ball Speed Demon is taking on in great shape. . . . Genco's Chief and Gottlieb's Gold Score, also five-balls, have the ops talking to themselves, so pleased are they

Advertisement for 'HOME RUN' vending machine. Includes image of the machine and text: 'SPECIAL INTRODUCTORY OFFER One Home Run—25 Lbs. of 180 Size Ball Gum, 200 Balls Striped Prize Ball Gum. \$24.50 Home Run makes money—let us show you how. Free instructions with each machine. 10 or More HOME RUNS, \$19.50 each. Send for complete list of new and used machines. RAKE 7 S. 22d St., Phila., Pa. 1/2 Dep., Bal. C.O.D.'

Voids Vending Tax

PITTSBURGH, Oct. 5.—The city license fee on vending machines was voided here by the Allegheny County Court following an appeal by Paul Bradley, operator. The court ruled that "ordinance is attempting to exercise police power delegated to it in order to restrict or prohibit a business which is not a proper subject for regulation under police power. Assuming that the business of vending general merchandise is a business, the present ordinance is unconstitutional in that it discriminates arbitrarily and unreasonably between this method of doing business and the method used by storekeepers who handle the same merchandise." The ruling did not include amusement machines also licensed by city ordinance.

with the results being obtained. . . . Bally's new one-ball Long Shot is here now. . . . Daval's new Gold Award, counter model, is on the way, while American Eagle is selling faster than ever. . . . Demand for the Sky Fighter is on the increase, while Bally's Rapid-Fire is making ops happy with the way it is getting a play. . . . An increased demand for Keeney's wall boxes is being registered throughtout the territory.

Take it from Sam Taran, of Mayflower Novelty Company, Mills' Spinning Reels are doing a tremendous job in this section. Operators report locations are getting extremely heavy play on this game.

Wurlitzer automatic phonographs, according to news from Acme Novelty Sales Company, headed by Ted Bush, are doing a tremendous business, with the fall and winter season just opening and business prospects looking extremely promising.

Seeburg Wall-o-Matics, according to Jonas Bessler, of Amusement Games, continue to push ahead with a great deal of ease. Calls for this product, he said, are showing regular increases each week.

N. L. Nelson, of Labeau Novelty Sales Company, St. Paul, reports his firm is doing a big business with Groetchen's Liberty and Mercury, penny counter games. Jennings' Bob-Tail, automatic console, said Nelson, has been doing extremely well. Rock-Ola sales are good, with wall boxes continuing as the big thing in this area.

Operators are reporting increased interest in classical records, according to Sid London, of Roycraft Company, Columbia-Brunswick distributor. Reduction in price on Columbia's master works has served as an added incentive and the number of automatic phonos carrying classical disks is on the increase, London reported.

M. M. (Doc) Berenson, of Minnesota Amusement Games, said business with his firm has been on the upgrade, in line with general business conditions in this area. The employment rolls are growing and as a result there is more money floating around than ever before.

From Hy-G Games Company, Minneapolis, Hy Greenstein is author of the statement that Seeburg's Shoot the Chutes, gun game, is a big score-maker

these days. Arrival of Gottlieb's Gold Score was a big hit at Hy-G Games, with Harry Leonard, of H. & L. Novelty Company, hot over the new game. Seeburg's remote control moves along at a fast pace, with many new installations marked up. Gottlieb's Three-Score game continues a favorite.

William (Sphinx) Cohen, of Silent Sales Company, reports that out-of-town operators have been coming in to view new merchandise. Operators have checked in from Minnesota, Iowa, Wisconsin, and the Dakotas, and all report business very good in their respective territories, he said.

Boston

BOSTON, Oct. 5.—Apparently one of the oldest music machines still around, an antiquated coin-operated phonograph bearing a trade name believed to be "Regina" has been unearthed by Bill Wells, of the Apex Coin Machine Company. He has been tinkering with it and hopes to have it in good working condition for demonstrations. The machine takes pennies, nickels, dimes, and quarters and vends a stick of gum each time a coin is inserted. The box holds eight steel records which must be changed each time. It is believed the machine is over 15 years old.

Figures are expected soon on the trend in cigarette vending since the addition of federal defense taxes. Machines are now selling packages for 17 cents (except for a few operators who are not members of the CMA). Thus far no installations of penny cigarette venders reported.

Harold Rudman, of Finley Music Company, will be married soon to Dorothy Outler, of Chelsea, Mass. Rudman is a serviceman for Finley.

Considerable interest being shown in the first two wired music installations in Cambridge, Mass. The installations are at Charlie's Tap and at the Stag

Newspaper Ads

MARINETTE, Wis., Sept. 28.—The J. G. Novelty Company here has been using weekly newspaper advertising to plug popular hits available on Mills and Seeburg symphonolas in spots in and around Marinette served by the firm. Copy appears each Friday, runs two columns by five inches deep, and lists some 30 restaurants and taverns where the tunes can be enjoyed. Recent copy suggested that persons having a popular song they would like to play on the symphonolas at the spots listed drop a card to the novelty firm naming their request.

Club. Players in either of the spots can dedicate numbers to persons they know to be in the other location.

Bert Finberg recently closed his summer arcades located at Rowes Wharf, Boston, and at the boat wharf in Nantasket, Mass. Finberg also had the concession on the boats which ply between Boston and the amusement center.

Al and Mike Coulter, of the MAC Vending Company, Worcester, Mass., in Boston for buying trips, reports business good.

Chief subject of conversation is still the increase in business which has resulted from the placing of defense orders in many New England mills.

Ralph Casbold, Massachusetts Cigarette Tax Administrator, reports receiving word of the legality of the 1-cent cigarette venders but has had no applications for licenses as yet.

Operators in town for their fall buying all stop to play the Bally Rapid Fire. In some cases three or four have been seen awaiting their turn to take shots at the diving submarine.

Large advertisement for 'ANNOUNCING' vending services. Text includes: 'At last a COMPLETE SERVICE for all Mdse. Vending Machine Operators Write one order—Pay one freight'. Lists products: 'SALTED NUT MEATS', 'BALL GUM (5/8" dia.)', '5c PACKAGE CANDY', 'HARD SHELL CANDIES', 'CHARMS'. Includes 'PAN CONFECTIONS-CHICAGO' logo and address: '345 W. ERIE ST. CHICAGO, ILLINOIS'. Vertical text on the right reads 'TWO NEW LINES'.

"NEWS"—THAT IS "NEWS"

TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

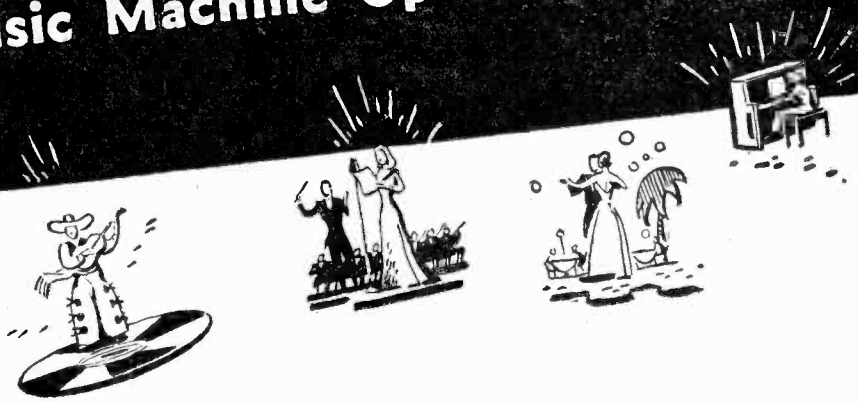
Operators, Write for Full Details Today—NOW!

TORR 2047A-SO. 68 PHILA., PA.

Advertisement for 'ONLY A FEW LEFT!' used cigarette machines. Text includes: 'USED CIGARETTE MACHINES — LOW PRICES'. Lists models and prices: 'FEATHER TOUCH—STEWART & McGUIRE—8 COLUMNS... \$49.50', 'MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand)... 19.50', 'NATIONAL 9-30 (With Enclosed Stand)... 49.50'. Includes 'BABE KAUFMAN 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)'.

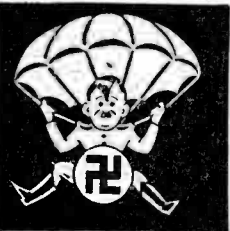
# 6 Big Reasons why The Billboard

Music Coverage EVERY WEEK  
Is Tops for Orchestra Leaders,  
Singers, Retailers of Music, and  
Music Machine Operators.



- 1 MUSIC POPULARITY CHART**—The BEST SELLING RETAIL RECORDS and SHEET MUSIC BEST SELLERS are listed Nationally as well as Regionally according to East, West Coast, South and Midwest. SONGS WITH MOST RADIO PLUGS are listed showing position held last two weeks, which indicates whether number is going up or coming down. Records most popular on Music Machines are also listed.
- 2 SERVICE FEATURES INCLUDE SELLING THE BAND**, a weekly review of outstanding exploitation, promotion and showmanship ideas being used by foremost bands. ROUTES of approximately 500 orchestras are listed in every issue. BANDS ON TOUR are listed when ADVANCE bookings of orchestras are available.
- 3 COMPLETE REVIEW COVERAGE** includes "ON THE STAND"—authoritative reviews of bands on location, in hotels, night clubs, ballrooms, theaters. ON THE AIR—reviews of orchestras on dance remotes. ON THE RECORDS—detailed reviews of LATEST RELEASES stressing the COMMERCIAL VALUE (not artistic performance) TO RECORD RETAILERS AND COIN PHONOGRAPH OPERATORS.
- 4 COMPLETE NEWS COVERAGE—EVERY WEEK** <sup>what's new</sup> in the music world INTERPRETED IN TERMS OF ITS EFFECT ON THE BAND BUSINESS. Complete coverage of union, publisher, performing rights societies, band management and booking activities.
- 5 WEEKLY COLUMNS** are "ORCHESTRA NOTES"—pertinent facts on music business in capsule form. "TALENT AND TUNES ON MUSIC MACHINES"—news of recording bands of importance to coin phonograph operators.
- 6 GROSSES**—Ballroom and theater grosses and attendance figures INCLUDING COMPARISONS WITH OTHER BANDS AT THE SAME SPOTS.

<p><b>RECORD ARTIST</b></p>  <p><b>Bing Crosby</b></p> <p>The Billboard "Music Popularity Chart" feature on tunes is of great value in ascertaining public acceptance of songs, new trends, etc.</p>	<p><b>RETAILER</b></p>  <p><b>Lottie Cozart</b> Warlitzer Music Stores</p> <p>The Billboard "Music Popularity Chart" is a swell idea. Grand help to me in keeping my stock complete on the fastest selling numbers.</p>	<p><b>OPERATOR</b></p>  <p><b>Harry Cohen</b> Ohio Specialty Co.</p> <p>We depend upon The Billboard "Record Buying Guide" and "Music Popularity Chart" to supply us with information on popular tunes that helps us get the maximum return on our investment in Music Machines.</p>
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**KEENEY  
ANTI  
AIRCRAFT  
GUN  
OPERATORS  
ATTENTION!**

These four new inserts are now ready!



Two of the most hated men in the entire world in parachutes—girl petting dog—deer running.

**ALL FOUR  
INSERTS  
FOR ONLY  
\$3.95  
POSTAGE  
PAID**

Can be installed by anyone in two seconds.



These new subjects will keep the play going in same location for months.



No C. O. Ds. No personal checks. P. O. Money Order in full. All orders will be filled in rotation.

**X. L. COIN MACHINE CO., INC.**  
1351 Washington Street  
BOSTON, MASS.

**Detroit**

**DETROIT, Oct. 5.**—Peerless Products Manufacturing Company, headed by Saul E. Gordon and Ben N. Osher, has become distributor for the products of the Victor Vending Company, as well as for the Pan Confection Factory for the Detroit area. The Peerless company itself is bringing out a new coin counter with an open end, which greatly facilitates loading and unloading of coins.

Bud Sauve, of the A. P. Sauve Company, reports 250 installations of Rock-Ola wall boxes for the month of September, making this the banner month for this popular line in Detroit.

Lincoln Amusement Company, managed by Russell Trilck and Frank Staffe, has established what is believed to be the first suburban installation of telephone-type or wired music boxes around Detroit, centering operations in the southern suburbs, with an office on Fort Street in Lincoln Park.

The company uses Seeburg machines and has found the response so big, officials state, that the personnel of the firm has been forced to devote its entire attention to this department the last few weeks.

Elmer Clemons, of Port Clinton, O., formerly head of the Magic Music Company, was in town recently inspecting new games and getting ready for a duck-hunting trip to Canada. Elmer is a brother of Eddie Clemons, of Modern Music Company.

M. Y. (Pete) Blum and V. Christopher, of Ajax Novelty Company, were rushed to do capacity business this week by the demand for new games, with indications that Bally Rapid Fire will be the best seller this firm has ever handled.

Thomas (Mac) Berdis, operating as the Ritzy Music Company, has moved headquarters of his company out to Dearborn, a West Side suburb. Berdis operates a route of Seeburg phonographs.

Harry Green, who has taken over the sole ownership of the H. & L. Vending Company, has moved headquarters from Broad Street to a new location on Blaine Avenue.

Louis Markovich, who was a partner with Green in the old H. & L. Company, has established his own company, the New York Vending Company, with headquarters on Mackinac Avenue. Both companies will operate in the peanut and gum vending field.

Markovich, incidentally, is a strong believer in the selection of machines that are complementary in operation. Gum machines prove good summer venders, but their sales drop in the fall, and he then promotes his nut machines to offset them.

L. G. Monger has succeeded William Swingler as Detroit manager for the Canteen Company, which has moved from its old plant to 3939 Bellevue Avenue. Swingler has gone to the Chicago headquarters of the company. Monger has been in Detroit about 20 years and was formerly assistant manager here.

**Denver**

**DENVER, Oct. 5.**—R. E. Smith, of the Rock-Ola factory, has been spending some time in the Denver area.

Spencer Reese, assistant sales manager for Wurlitzer, was a recent visitor at the D. H. Osborn Phonograph Company, Rocky Mountain distributor.

Milton Pritts, Denver operator, has placed two Keeney anti-aircraft machines side by side at a location and reports good business with the set-up. Patrons get a big kick out of firing at opposite screens.

Denver Distributing Company recently installed a super model remôte control at a dance hall at Cliff, Colo., for O. M. Yant, operator at that city.

**Houston**

**HOUSTON, Oct. 5.**—George French, service man for Houston Electro Ball, and Billie Wiggins were married in Dallas September 1.

The new style Seeburg phonograph

**Southern Automatic**  
OFFERS VALUES THAT CAN'T BE BEAT!  
CHOOSE FROM AMERICA'S LARGEST SELECTION OF AUTOMATIC MACHINES!

**YOU PICK 'EM  
WE SHIP 'EM**  
\$19.50 each YOUR CHOICE \$19.50 each

**ALL FREE PLAY GAMES**

AIRPORT CONQUEST CHUBBIE	CHAMPION CHEVRON DAVY JONES	FOLLOW-UP HEADLINER JUMPER	MAJOR OCEAN PARK	REBOUND TOPPER VOGUE
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**OTHER FREE PLAY GAMES AT NEW LOW PRICES**

Black Out . . . . . \$22.50	Formation . . . . . \$79.50	Spot Em . . . . . \$14.50
Big Town . . . . . 37.50	Fleet . . . . . 79.50	Super Six . . . . . 27.50
Big League . . . . . 39.50	Lancer . . . . . 32.50	Score Card . . . . . 34.50
Bowling Alley . . . . . 34.50	Lone Star . . . . . 57.50	Score Champ . . . . . 39.50
Bally Beauty . . . . . 42.50	Oh Boy . . . . . 34.50	Summertime . . . . . 44.50
Commodore . . . . . 32.50	Oh Johnny . . . . . 59.50	Sporty . . . . . 49.50
Congo . . . . . 39.50	Punch . . . . . 29.50	Triumph . . . . . 32.50
Convention . . . . . 54.50	Power House . . . . . 54.50	Variety . . . . . 27.50
Drum Major . . . . . 55.50	Polo . . . . . 64.50	Wings . . . . . 64.50
Flagship . . . . . 27.50	Stop & Go . . . . . 14.50	Yacht Club . . . . . 52.50

**SPECIAL**

Bally Alley . . . . . \$22.50	Exhibit's Bowling Alley . . . . . 22.50
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**SPECIAL**

Rockola Ten Pins . . . . . \$59.50	Evans Ten Strikes . . . . . 59.50
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**JENNINGS 5c CIGAROLAS . . . . . \$69.50**

Liberty Bells . . . . . 39.50	Keeney Triple Entry, Ticket Model . . . . . 109.50
Galloping Dominoes, Ticket Model . . . . . 89.50	Keeney's Track Time . . . . . 45.00
Mills Automatic Payout 1-2-3 . . . . . 27.50	Snacks Vender with Stand . . . . . 15.00

**Terms: 1/3 Deposit With Order; Balance, Sight Draft.**

**TO AVOID DELAY, PLEASE STATE SECOND CHOICE WHEN ORDERING, AS EQUIPMENT MOVES RAPIDLY.**

**Write Today for New List of Used Phonographs!**

**Southern Automatic  
MUSIC CO.**

*"The House that Confidence Built"*

542 S. SECOND ST. LOUISVILLE, KY.  
NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.  
425 Broad St. 312 W. Seventh 620 Massachusetts

**OUR BUSINESS IS BUILT ON  
YOUR CONFIDENCE IN US!**

**FREE PLAY GAMES**

BIG SIX . . . . . \$12.00	C. O. D. . . . . 15.00	O'BOY . . . . . 25.00	COMMODORE . . . . . 19.50	FANTASY . . . . . 16.50	SHORT STOP . . . . . 36.00	BIG SHOW . . . . . 29.00	BORDER TOWN . . . . . 51.50	TRIUMPH . . . . . 17.50	1-2-3 '39 MODEL . . . . . 49.50	SCORE CHAMP . . . . . 28.00	SUPER SIX . . . . . 19.50	BIG TOWN . . . . . 25.00	BLONDIE . . . . . 49.50	LUCKY . . . . . 17.50	DRUM MAJOR . . . . . 47.00
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ON DECK . . . . . \$40.00	MASCOT . . . . . 35.00	YACHT CLUB . . . . . 49.50	KEEN-A-BALL . . . . . 12.50	SCORE CARD . . . . . 27.50
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**LEGAL MACHINES SPECIAL!**

Keeney's ANTI-AIRCRAFT MACHINE GUN, BLACK CABINET . . . . . \$110.00

GOTTLIEB'S SKEE-BALL-ETTE \$64.50

EVANS' TEN STRIKE . . . . . \$62.50

BALLY ALLEY . . . . . \$32.50

THESE ARE BUT A FEW SAMPLES OF THE BUYS YOU ALWAYS GET FROM PONSER! WRITE US FIRST BEFORE YOU BUY FOR ANY GAME YOU WANT! Terms: 1/3 Deposit Required With All Orders, We Ship Bal. C. O. D.

**PROVEN**

the greatest game Gottlieb ever built—and the Biggest Money-maker Operators Have Ever Had—



**THAT'S  
Gottlieb's  
GOLD STAR**

Wire or Phone Your Order

**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY  
11-15 E. RUNYON ST. NEWARK, N. J.

**HUNDREDS OF FREE GAMES  
\$19.50 EACH**

SEND FOR LIST. WIRE DEPOSIT WHAT YOU NEED.

**LEHIGH SPECIALTY CO.**

SECOND & GREEN STREETS,

PHILADELPHIA, PA.

**A LOCKING SYSTEM**

Which Defeats Thieves and Chiselers. YOU NEED IT.

ASK THE OLD-TIMER

**LEE S. JONES**

3070 Lincoln Ave. Chicago

cabinet displayed at the local Electro Ball office attracted much attention. The floor display included phonographs with interchangeable wired music attachments. The wired music panel can be instantly replaced with an attractive grill and vise versa.

Branch Manager Allen McQuhae said they also carried in stock complete equipment for wired music at small

extra cost to the operator, but to date had received no calls for it.

Men and machines were the object of special attention by thieves one night recently, when two cigarette machines, three phonographs, and two drink-vending machines were broken into and robbed; and Joe Piarano, music operator, had his pocket picked.

# SPARKS GOLD AWARD CHAMPION

**TOKEN PAYOUT GUM VENDER WITH AUTOMATIC GOLDWARD JACKPOT**

Behold that tantalizing display of three large Goldaward coins, and imagine what sensation it will create among the patrons of your spots. Here is a goal to shoot for—a big, juicy award, paid in addition to the regular token awards which are vended at frequent intervals.

NEW SPORTS SYMBOLS feature a variety of best-liked sports in America. Also with Cigarette, Beer or Horse Symbols.

*Pronounced by leading operators as the MOST BEAUTIFUL COUNTER GAME IN AMERICA*

**WITH FASCINATING SPORTS SYMBOLS**



## GROETCHEN 130 N. UNION, CHICAGO

WRITE FOR NEW CIRCULAR S119 GIVING FULL DETAILS

**"UTMOST Security — LOWEST Cost"**

**Assured!**

with this **"Ace" of All Locks**



The famous, patented **CHICAGO ACE LOCK** Note unique 7-Pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember there's a CHICAGO lock for EVERY purpose and all insure—"UTMOST Security — LOWEST Cost." Write for catalog complete line.

**CHICAGO LOCK CO.**

2024 N. Racine Ave., Dept. 6-A, CHICAGO

# Lowest Price

Imp Gum Vender is the lowest priced game which you can buy, yet its earnings are so excellent that it is preferred by operators over games costing many times as much. Product of Groetchen Tool Co., 130 N. Union Street, Chicago. Try six Imps at \$67.50. Let its profits show you why it is the world's

# Largest Seller

### Coin Machine Sales In One County, \$6,590

WILKES-BARRE, Pa., Oct. 5.—Conditional sales contracts as filed with the Prothonotary of Luzern County show that a total of \$6,590 was extended during September for amusement and vending machines. A total of \$7,091 was expended for amusement park devices during the same period.

### N. Y. Incorporation

ALBANY, N. Y., Oct. 5.—Incorporation papers have been filed by the Melodies, Inc., of Albany, authorizing the company to deal in amusement machines of various kinds. The capitalization consists of 100 shares of stock of no stated par value. The stockholders and incorporators are Anna Thompson, Charlotte Feenan, and Janice Hartzell, Albany.

## AOLAC Institutes New Traffic Safety Campaign

LOS ANGELES, Oct. 5.—Taking a leading part in community affairs, the Associated Operators of Los Angeles County (AOLAC) recently conducted a campaign for traffic safety, particularly in regard to traffic deaths among children.

Commemorating a year of safety, during which AOLAC members' organizations did not figure in any traffic injuries, the association's board of directors issued a bulletin to all members which was headed, "A Message from AOLAC" and featuring the slogan:

**"Have a Heart, Mister"**

"This poignant plea coming from the lips of thousands upon thousands of school children is not a cry for food, or clothes, but the plea 'To Let Them Live! More dead than the bombs of the invading enemy, deadlier than the germ of disease, is the germ of the traffic juggernaut that daily takes its tragic toll, especially among children.

"The AOLAC and its members have just completed another year of community traffic safety in which every member participated with magnificent co-operation and excellent results. Once again this organization dedicates itself to the youth of this land—now standing on the threshold of manhood and womanhood and looking forward with hope to lives of achievement and happiness. Let us, as motorists, keep them, these children of today, the youth of tomorrow, free from danger on our streets and highways, to the end that the tragic toll of maimed and shattered bodies of our young people will become a thing of the past.

"As a group of men continuously driving thru the streets of the city and county of Los Angeles, you are an ideal body to deal with this problem effectively. Truly, 'Have a Heart Mister' is a poignant plea, it might be a plea from the lips of your own child, for who knows, 'Will Your Child Be Next?'"

### Children Crowd Streets

"A few days ago the schools in the county of Los Angeles reopened, and daily the streets are crowded with children, and as one glances thru the evening paper and across to the ever-growing list of traffic fatalities, the slogan 'Have a Heart Mister' seems to echo its tragic plea from the wards of the hospitals, thru the tear-dimmed eyes of tiny bodies racked with pain, mangled beyond repair, caused thru the thoughtlessness perhaps of one whose conscience is tortured with the question, 'What Have I Done?'"

"The subject of protection of school children from the hazard of the automobile is of particular importance to every member of this association, and while it is true that the friendly policeman or uniformed guard at congested corners does his utmost to protect the children, it is to you that our appeal is made—a special appeal for added caution.

"It is true that children are proverbially careless and thoughtless—sometimes during play an object in the street is likely to draw a boy or girl into the path of traffic, and it is in that moment of thoughtlessness that the scepter of death acts quickly. Therefore, today, this week, every day, and every week, and more especially so while schools are in session, we again entreat you to take the initiative, participate in all traffic safety movements, for they have the vigorous

support and sentiment of your organization. We are depending upon every member in this great and important problem of co-ordination with safety campaigns.

"There have been many slogans, all are excellent, but no slogan perhaps expresses the thought of your organization as well as 'Have a Heart Mister,' for we seem to picture a little boy, tears coursing down his cheeks, his voice raked with sobs as he points to the lifeless form of his little sister. Truly,

"Have a Heart Mister."  
"AOLAC, Inc.,  
"Board of Directors."

## Business Firms Feel Loss of Pinball Play

NEW ORLEANS, Oct. 5.—Business houses, especially small establishments, are beginning to feel the gloom following the anti-pinball crusade here. Six small restaurants in one block on Poydras Street are said to have closed because they "can't meet rent without the games to attract customers."

Restaurant and tavern proprietors say that the loss of pinball games affects them in more ways than one. They even lose the trade of the kibitzers who stand around and watch the play of the games. Location proprietors say these fellows will at intervals turn away from the games to spend money, then continue to watch the games. He is the "forgotten man" of the coin machine field, some of them say.

Around the corner from the block on Poydras where the eating places closed is *The New Orleans Daily Picayune*, worst crusader against the pinball games. The paper is said to be feeling some of the losses too, altho it would be hard to pinch a newspaper.

The paper is hearing about the complaints of larger firms who had the smaller firms as customers. New Orleans apparently has lost one of the most beautiful race track in the country, perhaps due to too much crusading zeal by newspapers.

The loss of business is beginning to be felt by bigger firms, enterprises that are big enough to speak to the newspapers. The small places may not count, but they buy from larger firms and they are letting the larger firms know that pinball games help them to stay in business.

## Small Locations Gaining in Trade

NEW YORK, Oct. 5.—C. F. Hughes, business editor of *The New York Times*, in his review of retail trade in *The Times*, September 8, said that small retail locations are gaining in trade at the present time. The review, in part, follows:

"With retail trade on the upgrade it is interesting to note that the smaller stores are enjoying better gains than their larger competitors. This is the usual experience on the up side as well as the down side. The larger concerns do a more stable business. A comparison of department stores with independent dealers for the seven months thru July discloses that sales of the former ran 4.7 per cent over the same period in 1939, while the other dealers recorded a gain of 7.9 per cent.

"As the figures indicate, the year's increases were heaviest in lines outside apparel and similar merchandise. Topping the list for the seven months was an increase of 21.4 per cent for motor vehicle dealers. Following them were household appliance dealers with 15 per cent, jewelry stores with 11 per cent, radio and musical instrument dealers with 9.7 per cent and furniture stores with 9.4 per cent.

"None of the independents showed losses for the seven months, altho the food group, filling stations, and shoe stores were only fractionally ahead of their 1939 figures.

"In the July report of the Commerce Department it is found that Pennsylvania, Ohio, and Washington led the increases in the breakdown for States. Cities of from 25,000 to 50,000 population enjoyed the best increase, followed by cities of 10,000 to 25,000. The big cities were third, altho they jumped into the lead in July."



PART OF THE CROWD of New Jersey music machine operators who attended the Royal Sales Company celebration held recently.



### Trade Groups May Get Hint In Oil Cases

WASHINGTON, Oct. 5.—Charges brought by the U. S. Department of Justice against several major oil companies, and particularly the trade association of which they are members, will contain object lessons for all lines of business and also trade associations in other fields.

It is in the nature of a test case to determine what business firms can do thru their trade associations to control prices both in buying and selling and also to keep newcomers out of a business.

The government charges that the oil companies maintain the American Petroleum Institute and that the members of the Institute have unlawfully combined to create and utilize the trade association and its officers and workers to carry out illegal trade practices. The charges infer that the companies had discussed methods for controlling prices as members of the association and that they had agreed on certain practices which would keep out "independents." Cutting prices so that independents would be frozen out is charged against the firms. General discussion and agreement on control of buying and selling prices seems to be included in the charges against the group.

### How States Get And Spend Money

CHICAGO, Oct. 5.—An interesting sidelight on how State governments get their revenue and also the objects for which this revenue is spent was revealed in the recent report of the State of Illinois for the fiscal year ending June 30.

According to the department of finance, the 3 per cent retail sales tax turned in the greatest revenue of any single item. This tax in actual practice amounts to about 5 per cent to the consumer who pays the tax. This rate also falls heaviest upon the small-salaried people and makes them the highest taxpayers in the country with respect to earnings.

The total sales tax revenue reached the sum of \$90,818,210 and more than doubled the next largest income source, the motor fuel tax, which produced \$43,

687,533, or, compared in the same manner, 18½ cents of every dollar.

Among the other important revenue sources were the motor vehicle license tax, amounting to \$24,186,832, or 10¼ cents of each dollar; corporation and insurance taxes, 5¼ cents, and liquor taxes, 5 cents. Federal aid, chiefly for highways and old-age assistance, accounted for 11¼ cents of every dollar that came into the State treasury.

On the spending side, emergency relief was the chief item, taking \$47,707,270, or 20¼ cents of every dollar expended in the fiscal year. Old-age pensions with \$24,919,264, or 14¾ cents, was second, while other welfare activities absorbed an additional 10¼ cents. In all, 45¼ per cent of all funds expended by the State went for welfare purposes.

Expense incidental to the State highways took \$33,974,882, or 25½ per cent, and education \$27,439,752, or 11¾ cents. All other purposes, embracing legislative, judicial, and most executive agencies of the State, accounted for \$22,031,062.

### Promoting Ray Gun Play

By RAY MOLONEY, President, Bally Manufacturing Company

A GOOD name for the modern operator would be amusemerchant. I say this because an increasingly large number of operators are actively merchandising their machines, instead of simply setting out equipment as haphazard nickel traps and hoping for a good catch.

For example, a Delaware operator recently tried the experiment of passing out handbills to call the public's attention to his first Rapid-Fire machine gun. He reports that his advertising stunt brought extra large crowds to the soda parlor where the Rapid-Fire was placed. A considerable percentage of those who flocked to try the gun, out of curiosity, became "regular habit" repeat players.

Another smart merchandising idea is the use of window banners. Of course, such banners cannot be too large, but don't think Ye Olde Sweete Shoppe won't okeh a window sign urging passersby to "come in and shoot 100 shots at a diving submarine for 5 cents." Remember, while players are taking turns at Rapid-Fire, they are also consuming melted milks, cokes, sandwiches, and cigarettes. Thus Ye Olde Sweete Shoppe enjoys extra sales when crowds flock into shoot—in addition to ye sweete splitte on ye cashboxxe.

This brings up another merchandising angle which Rapid-Fire operators are using—selling the merchant on the power of Rapid-Fire to increase store traffic. Maybe pin games are played only by regular customers, but Rapid-Fire is a game that brings them in faster than an expensive air-conditioning job or a pretty new waitress!

### Fourth Year for Denver Distrib

DENVER, Oct. 5.—Gibson Bradshaw, owner-manager of the Denver Distributing Company, is celebrating his fourth anniversary in the coin machine field in the Rocky Mountain region this month. Bradshaw came to Denver in September, 1936, as factory representative for Rock-Ola, coming from Roanoke, Ala., where he was in the operating business for six years. After traveling the territory for several months, he and his brother-in-law, Houston Griffin, formed the firm of Bradshaw & Griffin, and as Rock-Ola distributors opened an office. Early in 1937 expansion of the business necessitated larger quarters.

Late in 1937 Bradshaw bought out Griffin's interest in the firm and moved to its present quarters at 1356-58 Arapahoe Street, where showrooms, stockrooms, and offices are maintained. Marie Blue is in charge of the office. A complete service department, headed by Harold Henderson, was recently added.

Gibson Bradshaw pioneered the Rock-Ola line in this territory and was the first regular factory distributor for a major phonograph. He conceived the idea and worked trade-in deals early in 1937 before the factory itself had advocated such deals. His name has made consistent appearances on Rock-Ola honor rolls of sales. "Brad," as he is known to operators and colleagues in Colorado, Wyoming, New Mexico, Western Kansas, Western Nebraska, and Utah,



Now Offers One of the Largest Selections of Coin-Operated Equipment in the World

### BALLY ONE-BALL PAYOUTS

Grand National	\$99.50	Thistledown	\$64.50
Hawthorne	62.50	Fairgrounds	25.00
Preakness	17.50	Stables	24.50
Gold Medal	64.50	Grandstand	79.50

Wurlitzer 1939 Counter Model 61 Phono, Beautifully Illuminated — With Stand to Match . . . \$85.00

Keeney Anti-Aircraft—Black Cabinet	\$110.00
Mills Jumbo Parade Free Play Console	110.00
Western Baseball—1940 DeLuxe Model, Combination Free Play and Payout—Brown Cabinet	89.50
Rock-Ola 1939 DeLuxe Luxury Lightup	139.50
Western Baseball—1940 DeLuxe Model, Brown Cabinet — Automatic Payout	82.50
Seeburg Hockey — \$29.50	Evans Ten Strike — \$64.50

### AUTOMATIC CONSOLES

Paces Races, Serial over 5500		Mills Square Bell	\$ 74.50
Brown Cabinet	\$ 84.50	Mills Four Bell	245.00
Keeney '39 Super Tracktime	149.50	Keeney Tracktime, 1938	
Evans Lucky Lucre	149.50	Skill Feature	95.00
Jennings Multiple Racer	54.50	Pace Saratoga, Slugproof, '40	94.50
Keeney Pastime	149.50	Keeney Triple Entry	129.50

We suggest you order requirements even though the machines you need may not be listed. We have every type game in stock for immediate delivery — Legal Equipment — Slot Machines — Counter Games — Consoles — Payout Tables — Free Play Novelty Games — Phonographs.

TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

### OUR NEW ADDRESS

MONARCH COIN MACHINE CO. 1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

### THREE GREAT BARGAINS ON LEGAL EQUIPMENT (RECONDITIONED)

EVANS TEN STRIKE	RAY-O-LITE DUCK	EVANS SKI-BALL
\$59.50	\$40.00	\$75.00

### OTHER BARGAINS

PHONOGRAPHS	Mills Do Re Mi	\$ 22.50
Seeburg Sym. Model Vogue	Mills Studio	39.50
Seeburg Sym. Model Concert Grand	Mills Swing King	20.00
Seeburg Sym. Model Royale	Mills Zephyr	39.50
Seeburg Sym. Model Plaza	Rock-Ola Imperial 16 Record	49.50
Seeburg Sym. Model Casino	Rock-Ola DeLuxe 1939 Model	165.00
Seeburg Sym. Model Regal	SHOOTING MACHINES	
Seeburg Sym. Model Rex	Ray-O-Lite, Duck	\$ 40.00
Seeburg K-20	Ray-O-Lite, Chicken Sam	60.00
Seeburg Sym. Model H, I or J	Ray-O-Lite, Jailbird	110.00
Seeburg Sym. Model D	Console Base for Jailbird or Chicken Sam	15.00
Seeburg Sym. Model BX with Illum. Grill	BOWLING GAMES	
Seeburg Sym. Model B	Bally Alley	\$ 35.00
Seeburg Sym. Model A with Illum. Grill	Evans Ten Strike	59.50
Seeburg Selectophone Deluxe	Evans Ski Ball	75.00
Wurlitzer 616	Evans In-the-Barrel	125.00
Wurlitzer 600	Rock-Ola Ten Pins	59.50
Wurlitzer P-12	Terms: 1/3 Deposit, Balance C. O. D.	

W. B. NOVELTY CO., Inc. 1903 WASHINGTON BLVD., SAINT LOUIS, MO. 3105 GILLHAM PLAZA, KANSAS CITY, MO.

### PARTS AND SUPPLIES

COIN CHUTES, LOCKS, BULBS, RECTIFIERS, RUBBER REBOUNDS, DECALCOMANIAS, TOOLS, FUSES, TIPS, COIN COUNTERS, WRAPPERS, ETC. IF IT WORKS WITH A COIN — WRITE US FOR PARTS!!

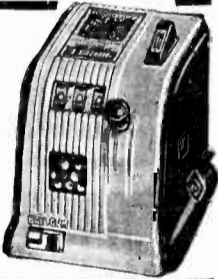
NEW GUARDIAN ELECTRIC SERVICE KIT \$6.50 FOR REPAIRING ALL THE LATEST GAMES—ONLY

FREE—NEW CATALOG—JUST OFF THE PRESS WRITE FOR COPY ON YOUR LETTER-HEAD OR SEND BUSINESS CARD. THE BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA, PA.

Buy THE NEW Gold Award AMERICAN EAGLE from 'The House of Winners'

ON 10 DAYS' FREE TRIAL 10 FOR \$275

SAMPLE \$32.50. Ball Gum Model, \$2 Extra. Gold Award Model, \$1.50 Extra 1/3 Dep., Bal. C. O. D.



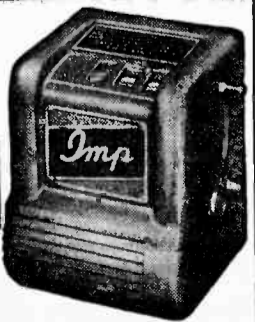
SILENT SALES COMPANY SILENT SALES BUILDING MINNEAPOLIS, MINN.

Groetchen's Crowning Achievement

Imp

\$12.50 Each Case of 6, \$67.50

GERBER & GLASS



914 Diversey Blvd. CHICAGO, ILL.

still retains a trace of a Southern accent and displays a large measure of that famous hospitality and fairness with his customers that has contributed greatly to his success. Married and the father of two children, Robert and Joan, Bradshaw recently purchased a new home in Denver. He likes to fly and says his next venture will probably be the purchase of a plane.

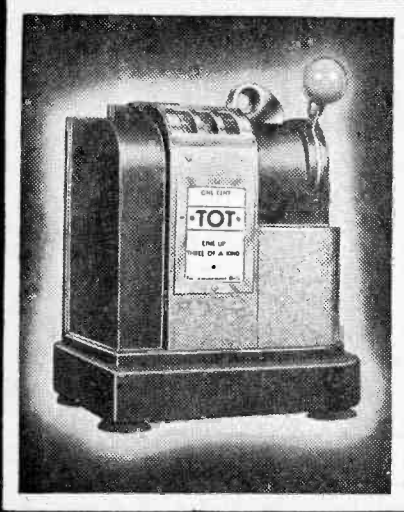
Other than the Rock-Ola line, the Denver Distributing Company is distributor for coin-operated machines of the Groetchen Tool Company, O. D. Jennings & Company, Exhibit Supply Company, and International Mutoscope Reel

Company. With a report of good business on all the lines he distributes and a definitely optimistic view of the future, Brad says the combination of living in Colorado and distributing the lines he does just can't be beat.

### Neb. Incorporation

OMAHA, Neb., Oct. 5.—The Coin Fun, 525 North 15th Street, filed articles of incorporation in Lincoln, Neb., October 1 to lease coin-operated vending machines. Capital stock was listed at \$10,000, with D. G. Miller, B. E. Miller, and G. R. Brown as incorporators.

HERE'S MONEY MAKING NEWS FOR YOU



TOT

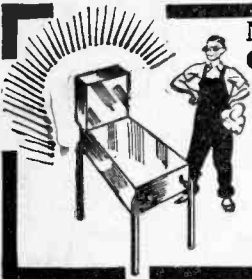
NOW AVAILABLE with GUM VENDER \*

- 1-YEAR GUARANTEE • 1c OR 5c PLAY • BUILT WITH SURE, DEPENDABLE CLOCK • BELL FRUIT SYMBOLS WITH FREE PLAY TOKENS OR CIGARETTE REELS.

ALL THIS FOR ONLY \*Gum Vender \$2.00 Additional

\$24<sup>95</sup> F. O. B. CHICAGO

WESTERN PRODUCTS, INC. 925 W. NORTH AVE CHICAGO, ILL



NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

Our Used Games are shipped out looking like new and acting like new.

- WRITE FOR "NATIONAL'S NEWSLETTER," PACKED WITH GREAT BUYS SUCH AS:
- NOVELTY GAMES
- Mr. Chips .....\$17.50
  - Bangs .....9.75
  - Spottem .....9.75
  - FREE PLAY .....
  - Triumph .....\$20.75
  - Ten Strike .....\$67.50
  - 1940 Model .....82.50
  - 5% Off for Full Cash With Order.

Just two things to do if you want CREDIT: 1. Send your order and 10% Dep. 2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

BETTER BUYS FROM BLATT!

- ALL FREE PLAY GAMES
- Bally Beauty ..\$29.50
  - Chubbie .....9.50
  - Cowboy .....9.75
  - Big Show .....29.50
  - Lite-a-Card ..12.50
  - Chevron .....9.50
  - Dandy .....9.50
  - Headliner ..14.50
  - 1/3 With Order, Bal. C. O. D. Write for Complete List of Novelty or Other Games You Need!
  - Box Score ....\$9.50
  - O'Boy .....24.50
  - Pick Em .....11.50
  - Triumph .....17.50
  - Bally Alley ..19.50
  - Score Champ ..27.50
  - Twinkle .....9.50
  - Vogue .....12.50



Every machine you buy from us is guaranteed perfect—Buy from Supreme and play safe.

SUPREME VENDING CO., INC. 557 ROGERS AVE. • BROOKLYN, N. Y. BRANCH: 201 GRAND AVE, BELMORE, L.I.

Bally Offers Free Play Poker Console

CHICAGO, Oct. 5.—Discussing the new High-Hand free-play poker console, George Jenkins, general sales manager of Bally Manufacturing Company, stated that the game goes into production as a result of wide-spread appeals from operators in free-play territory. "The grapevine," Jenkins explained, "gave them the great news about profits being earned by Bally's Royal Draw payout poker console, and they wanted a share of those collections. High-Hand is the result.

"High-Hand plays poker according to Hoyle! Five reels whirl to shuffle the deck, then click to a stop in rotation, left to right—dealing one card, two cards, three, four, five—while the player tingles

with teasing suspense! When the fifth and final reel stops the all-electric mechanism responds to the show with mystifying accuracy, immediately scoring the proper number of free games on 3-of-a-kind or better! If the first spin doesn't win, player can press buttons to hold desired cards—and draw additional cards by depositing a second coin. No wonder High-Hand is turning free-play spots into gold mines."

Lumber Sales Steady

WASHINGTON, Oct. 5.—Lumber activity in recent weeks has shown little change but has ranged considerably higher over the same weeks one year ago, according to a report by the National Lumber Manufacturers' Association.

In one week, 506 mills produced 275,896,000 feet of hard and soft woods.

Retail Sales Show Big Gains

CHICAGO, Oct. 5.—Augmenting reports from various market centers that coin machine men expected a good fall and winter business are reports that chain and department stores sales are constantly rising.

The most recent monthly report of chain store sales indicates that sales are approximately 14 per cent above last year, the most favorable year-to-year comparison in several months. Shoe and candy chain-store systems registered large increases in sales over a year ago following decreases in mid-year months. Sales of grocery and 10-cent variety stores continued substantially higher.

Department store trade of the nation showed an increase of 10 per cent over a year ago in the week ended September 21. This figure maintained gains shown in the previous week. Of the 12 districts (Federal Reserve districts), San Francisco showed the largest increase, amounting to 39 per cent. Cleveland came second with a gain of 31 per cent. Other districts reporting increases were Richmond, up 19 per cent; Dallas, 15 per cent; New York, 7 per cent; Atlanta, 5 per cent; Philadelphia, 2 per cent, and Kansas City, Mo., 1 per cent.

Losses ranging from 1 to 8 per cent were reported by Chicago, St. Louis, and Minneapolis. Boston was unchanged.

Modern Distributors In Jacksonville, Fla.

JACKSONVILLE, Fla., Oct. 5.—Modern Vending Company in association with Simon Wolfe will conduct a Seeburg phonograph distributing company at 470 Riverside Avenue, Jacksonville, which will be known as Modern Southern Distributors.

Wolfe has been a Seeburg distributor in this city for many years, and also has gained prominence as the vice-president of the Florida Music Machine Association.

Irving Sommer, who conducts Modern's Miami branch, is sending Leon Seiger to Jacksonville to assist Wolfe.

New Inventions Start New Trends

PHILADELPHIA, Oct. 5.—One can never tell how the coin-operated principle may be adapted to new mechanisms and inventions. The coin machine industry has made wide use of the electric-eye principle and it has proved very successful in amusement devices.

Psychologists and psychiatrists have recently been in convention here and one of the new mechanisms they demonstrated was a lie detector that reads the eyes. Possibilities for semi-amusement ideas may evolve from this device eventually.

The device consists of a chair, head rest, a small white sheet of paper, a light which shines obliquely upon the eyes, and a long narrow black tube in which this light is gathered as it is reflected

from the eyes. The subject sits erect in the chair, keeps his head immovable against the rest and looks fixedly at the little white sheet of paper set in front of him.

He tries to keep his eyes immovable. As he stares, the investigator asks a few questions requiring a yes or no answer.

Thru the black tube the light reflected from the corneas—the round, clear "windows" thru which people see—is focused in two fine pin points on a moving strip of photographic film. The beams draw two fine endless lines.

The slightest motion of the eyes is recorded as a wiggle in the lines. There is always motion in eyes no matter how hard a person tries to keep them immovable.

After a short period the subject takes a one-minute rest and then once more stares fixedly at the paper.

This second stare tells whether he has been lying, the inventor said. A person who has told the truth falls in the second look to hold his eyes as still as the liar. The truth-teller's wiggly line wiggles more; the liar's does not change much. He can still keep a bold, steady eye, the inventor said his studies showed.

BEAUTIFUL GIRLS! BEAUTIFUL TICKETS! A BEAUT OF A BOARD!

CUTIE CASH

5 to 15 TIMES \$10 \$8 \$6 \$4 \$2 \$1 56 WINNERS

60% 40% 30% 25%

20% 15% 15%

LAST SALE ON BOARD TAKES ONE PURCH IN QUENTHARTY SECTION

NEW! BLONDE-BRUNETTE-REDHEAD TICKETS!

NO. 800 CUTIE CASH

A neat little board with a "cute-girl" theme! Eight hundred fast moving holes are filled with Gardner's clever new "sweetheart" tickets showing pictures of gorgeous blonde, brunette, and redheaded girls! Big 100 hole jackpot with 10 top awards! Plenty of consolations! 56 winners! One of the most attractive little boards in many years! Big 50% average profit of \$20.00! NOW READY!

NEW FULL-COLOR CIRCULARS SHOWING 13 NEW GARDNER HIT NUMBERS! WRITE NOW!

GARDNER & CO. 2307 ARCHER AV. CHICAGO, ILL

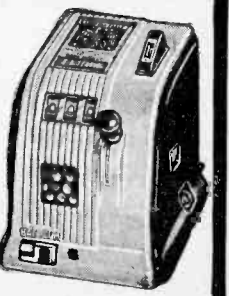
IT'S HARVEST TIME FOR PROFITS WITH DAVAL'S NEW Gold Award American Eagle

10 DAYS' FREE TRIAL 10 FOR ONLY \$275

SAMPLE \$32.50

GUM MODEL \$2 EXTRA GOLD AWARD MODEL ONLY \$1.50 EXTRA

1/3 With Order, Balance C. O. D.



BANNER SPECIALTY CO. 1530-32 Parrish St., Philadelphia, Pa. 1508 Fifth Avenue, Pittsburgh, Pa.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

**MOSELEY'S SPECIALS**

Machines listed below are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit.

- FIVE BALL FREE PLAY**
- 2 Chicago Coin Polo ..... \$57.50
  - 2 Chicago Coin Yacht Club ..... 55.00
  - 1 Chicago Coin Home Run ..... 33.50
  - 2 Chicago Coin Jolly ..... 37.50
  - 1 Bally Limelight ..... 52.50
  - 1 Bally Triumph ..... 17.50
  - 3 Bally Dandy ..... 14.50
  - 2 Bally Chevron ..... 14.50
  - 2 Exhibit Short Stop ..... 37.50
  - 1 Exhibit Pylon ..... 34.50
  - 1 Exhibit Jumper ..... 14.50
  - 1 Bally Sport Special Table Md. 87.50

- CONSOLE & AUTOMATIC PAY**
- 2 Pace Race Jack Pot Md., 5c, Cash, 30-1 ..... \$157.50
  - 1 Baker Pacer, 25c Play, Cash, 30-1 ..... 155.00
  - 2 Baker Pacer, 5c Play, Cash, 20-1 ..... 155.00
  - 1 Pace Race, 5c Play, Cash, No. 5328, 30-1 ..... 94.50
  - 1 Mills Spinning Reel ..... 89.50
  - 2 Skill Time 1938 Model ..... 79.50
  - 1 Lucky Star ..... 67.50
  - 1 Pace Reel Jr. Fruit Reels ..... 67.50
  - 1 Thistleclown ..... 55.00
  - 1 Bally Gold Cup (Console), F.P. .... 55.00
  - 1 Mills 1-2-3 Fruit Reels ..... 24.50
  - 1 Bally Klondikes ..... 14.50

- MISCELLANEOUS**
- 5 Mills B. F. Vend. G.A., 5c, Future Pay, Serial No. over 433000 ..... \$69.50
  - 1 Evans Ten Strike ..... 52.50
  - 1 Big Game Hunter, 5c Play ..... 10.00
  - 2 Comet 1c Token Payout ..... 12.50
  - 1 Penny Pack, Divider Md. .... 9.50
  - 1 Cent A Pack ..... 5.00
  - 3 Mills Vest Pocket Bell ..... 25.00

- PHONOGRAPHS**
- 10 Wurlitzer 618, Perfect ..... \$69.50
  - 8 Wurlitzer 412, Perfect ..... 49.50
  - 1 Rock-Ola Play Boy Speaker ..... 24.50

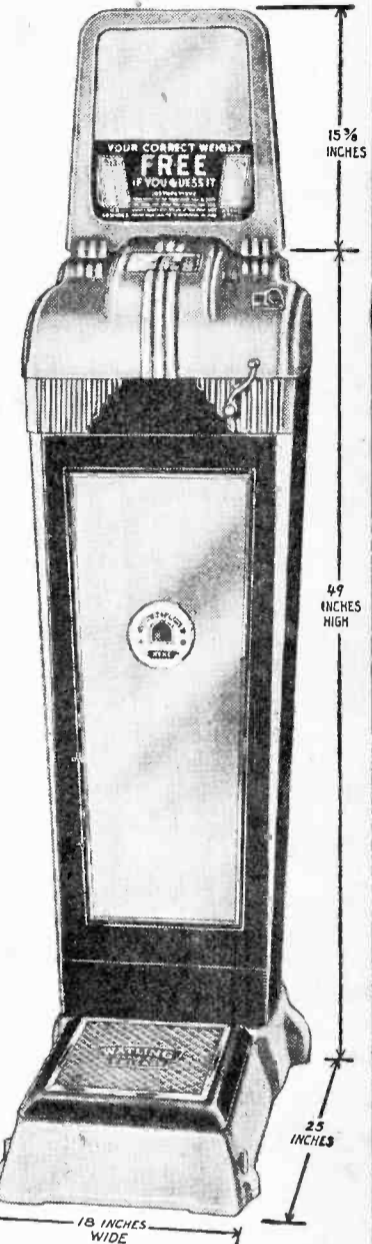
**IMMEDIATE DELIVERY ON BALLY'S RAPID FIRE, FLEET, SANTA ANITA, RECORD TIME, MILLS JUMBO PARADE (BOTH CASH AND FREE PLAY), JENNINGS FAST TIME, CHICAGO COIN'S DIXIE & SKYLINE.** Ask us for your price. The above prices are effective October 12, 1940.

**MOSELEY VENDING MACHINE EX., INC.**  
 00 BROAD ST., RICHMOND, VA.  
 Day Phone 3-4511 — Night Phone 5-5328



MONARCH COIN MACHINE COMPANY'S new headquarters at 1545-49 North Fairfield Avenue, Chicago. The firm has 25,000 square feet of space covering three floors. Drive-in arads for trucks, elevator service, and specially designed display rooms have been prepared for customers.

**\$10.00 DOWN**  
 Balance Monthly



**NEW GUESSING SCALE**  
 Operates Automatically  
 Does Not Require Electricity  
**No Springs--Balance Weight**

**30-DAY MONEY-BACK GUARANTEE**

**WATLING MFG. CO.**  
 4640-4660 W. Fulton St.  
 CHICAGO, ILL.  
 Est. 1889—Tel.: COLUMBUS 2770  
 Cable Address "WATLINGITE," Chicago

**More Sky Fighter  
 Arsenals Spring Up**

LONG ISLAND CITY, N. Y., Oct. 5.—Taking a cue from the success of the Sky Fighter Blitzkrieg Sports Arsenals in New York, a large number of similar spots containing a battery of Mutoscope's Sky Fighter anti-aircraft machine guns are springing up in cities all over the country, Mutoscope officials report. "Blitzkrieg locations are already being set up in Newark, N. J.; Philadelphia, and Chicago. "Being one complete unit," they point out, "with built-in target, Sky Fighter has the advantage of requiring a minimum of space. Ten or 15 Sky Fighters may be set up in two rows along the wall, with aisle space between, in a

location of small frontage. The mere sight of this battery of Sky Fighters is enough to attract tremendous attention, as has been proved in the Blitzkrieg spots now in operation.

"These sports arsenals tie in naturally and very profitably with the rising military trend. Americans are becoming more conscious of the need to learn to shoot, and Sky Fighter offers them the chance to learn conveniently, thrillingly, and inexpensively."

International Mutoscope Reel Company, Inc., manufacturer of Sky Fighter, reports it is in 24-hour production on this machine and still hard put to supply the phenomenal demand.

"Never in our 44-year history have we had such a terrific hit," says Bill Rabkin, Mutoscope prexy. "Sky Fighter was built to help operators cash in on the war news abroad, with Americans becoming defense-minded. It is clicking as few machines have clicked in the annals of the coin machine industry. Busy individual Sky Fighter locations are averaging almost unbelievable earnings week after week. Sky Fighter Blitzkrieg Sports Arsenals have taken the country by storm. The action in these spots is so terrific that many are operating on a 24-hour-a-day basis—and are jammed all day and night."

**Western Coinmen  
 Boost Coast Show**

LOS ANGELES, Oct. 5.—"If the wishes of Western coinmen can make it so, the Western States Coin Machine Convention to be held at the Hotel Biltmore, Los Angeles, November 18, 19, and 20, will be the most successful gathering of operators, jobbers, and distributors ever held in the West," report directors of the show.

H. A. Brocamp, of Rodney Pantages, Inc., stated: "I shall be very happy to put my shoulder to the wheel and lend every assistance to help make our show a great success."

E. C. McNeil, for National Venders, stated: "Personally, I think this is the greatest thing we could have on the Pacific Coast to stimulate the coin machine business. You can be assured we shall do our part to make the show a success, and do not hesitate to call on me for any assistance I can render."

Mac Sanders, prominent Western jobber-distributor, declared: "I shall be glad to co-operate in any way I can. May I express my best wishes for the greatest success in your undertaking."

In conclusion, the show's directors said: "From dozens of prominent men have come wishes for a successful 1940 show. All indications point to the biggest show ever held in the West, and space reservations being made daily testify to the high interest in the show."

**GUY NOEL**  
 Says—  
 The Last Word In Coupon Games Is Our New **ROL-N-PIN**  
 It's Different and Extremely Fascinating. 1000 New Coupons—Not Numbers—Not Symbols. Excellent for Closed Territory. Write Me for Information.

**WE ARE MANUFACTURERS OF 100% UNION MADE COUPON GAMES WITH ALLIED PRINTING UNION LABEL.**  
 Mine of Largest Variety Line of Jar Games—Whirling Derby Games—Baseball Daily and Weekly Series—Tip & Jack Pot Games—Sales Cards.

**WRITE US YOUR REQUIREMENTS.**  
**GAY GAMES, INC.**  
 Dept. BB-10, MUNCIE, INDIANA

**INDIAN SUMMER SPECIALS!**  
 Service! Selection! Genuine Values!

- Western's **BASEBALL**, DeLux Model, Walnut Cabinet, F.P.-Payout Comb. .... **\$ 99.50**
- Rebuilt Mills' **BLUE FRONT** Slots, 10 or 5c, Stipple Finish, Latest Serial Numbers ..... **47.50**
- Keeney's **ANTI-AIRCRAFT**, Black Cabinet ..... **114.50**
- Keeney's **ANTI-AIRCRAFT**, Brown Cabinet ..... **124.50**
- Seeburg's **CHICKEN SAM RAYOLITE GUN**.... **64.50**

**CLOSE-OUTS!** BRAND NEW IN CRATES!  
 WRITE FOR PRICES NOW!

- PAYTABLE BARGAINS!**
- Grandstand ..... \$ 82.50
  - Grand National ..... 107.50
  - Hawthorne ..... 62.50
  - Pacemaker ..... \$92.50
  - Preakness ..... 17.50
  - Stables ..... 22.50
  - Mills' 5c Melon Bell ..... \$54.50
  - Mills' 5c Chrome Bell ..... 89.50

**SLOTS:** HUNDREDS IN STOCK!  
 SEND FOR BARGAIN GUIDE.

- FREE PLAYS**
- Seeburg's Model C—12 Records ..... \$32.50
  - Gem—1938, 20 Records ..... 124.50
  - Regal—1938, 20 Rec. .... 134.50
  - Rev—20 Records ..... 79.50
  - ROCKOLA'S 1939 Counter Model ..... \$89.50
  - Monarch—1938, 20 Rec. .... 89.50
  - Standard—1939, 20 Rec. .... 129.50
  - Windsor—1938, 20 Rec. .... 84.50
  - WURLITZER'S P-12—12 Records ..... \$24.50
  - 412—12 Records ..... 17.50
  - 600—24 Rec., Keyboard ..... 37.50
  - 600A—24 Rec., Sluggproof ..... 47.50
  - 716—16 Records ..... 51.00
  - MILLS' Dancemaster—12 Rec. .... \$17.50
  - DeLux Dancemaster ..... 21.50
  - Studio—1938, 20 Rec. .... 49.50

**ATLAS NOVELTY CO.**  
 The House of Friendly Personal Service  
 2200 N. WESTERN AVE., CHICAGO  
 ASSOC. • Atlas Automatic Music Co., 2982 E. Jefferson, Detroit.  
 OFFICES • Atlas Novelty Company, 1901 Fifth Ave., Pittsburgh.

**COUNTER GAMES GALORE!**

- Booster ..... \$5.00
- ABT Challenger ..... 16.50
- Model F. Blue Cabinet ..... 16.50
- Cent-a-Pack ..... 6.50
- Comet ..... 12.50
- Daily Races Jr. .... 7.50
- Deuces Wild ..... 7.50
- Dixie Domino ..... 6.50
- Gem ..... 4.50
- Get-a-Pack ..... 5.00
- Ginger 5c ..... 14.50
- Grandstand 5c ..... 12.50
- Token Payout ..... 12.50
- Heads or Tails ..... 12.50
- High Stakes ..... 6.50
- Lucky Pack ..... 9.00
- Match-Em ..... 7.50
- Millwheel, Bally ..... 6.50
- New Deal ..... 5.00
- Old Age Pension ..... 9.50
- Pack Dice ..... 5.00
- Penny Draw ..... 4.00
- Penny Play ..... 5.00
- Races ..... 4.50
- Reel Dice ..... 5.00
- Reel Spot ..... 5.00
- Reel 21 ..... 5.00
- Reliance (Payout) ..... 16.50
- Reserve, Bally ..... 4.50
- Sandy's Horses ..... 7.50
- Skill Draw ..... 10.50
- Sum Fun ..... 4.50
- Tally ..... 7.50
- Tavern ..... 4.50
- 36 Game, 5c ..... 5.00
- Tickette ..... 4.50
- Tit-Tat-Toe ..... 4.50
- Tri-o-Pak ..... 7.50
- Turf Flash ..... 5.00
- 21 Vendor ..... 5.00
- Vest Pocket Bell ..... 29.50
- Wagon Wheels ..... 5.00

**TERMS:**  
 1/3 Dep., Bal. C.O.D.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

**Get Your EXHIBIT'S LEADER from Mayflower Novelty Co.**  
 2218 University Ave.  
 St. Paul, Minnesota

**A BARGAIN**  
 4 Evans Automatic Duck Pin Alleys, in good condition, \$650.00 each or \$2400.00 for the 4. Terms: F. O. B., 1/3 with order, balance C. O. D.  
**Tri-State Coin Amusement Co.,**  
 P. O. Box 755, Lansing, Mich.

AS ALWAYS... DAVAL GIVES YOU

# 2 YEAR UNCONDITIONAL MECHANISM GUARANTEE



ON-AMERICAN EAGLE  
WORLD'S GREATEST MONEY-MAKER

**DAVAL, 2043 CARROLL AVE., CHICAGO**

*Pacific Coast Office* - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.

## Tot, Recordit Keep Western Busy

CHICAGO, Oct. 5.—“Speed up production! That is all we seem to hear thru-out our factory,” claims Don Anderson, Western Products, Inc. sales manager. “Our counter game Tot and our new Recordit are holding the spotlight in the coin machine industry.

“Tot, the world's smallest counter machine, has set an enviable profit record. It has ably demonstrated its unusually high earning power in every section of the country and has become one of the biggest sellers Western has known. Dependable construction, profit-building and profit-protecting features have all contributed their share towards making Tot successful.

“In direct contrast with Tot, as far as size is concerned, stands our new Recordit, announced a few weeks ago. Today it is being ordered by operators from every part of the country.

“Recordit offers patrons the chance to record their own voice, hear it played back, then have the record automatically vended to them. Recordit, because of its newness and originality in a coin-operated machine, gives operators a new profit-making method. Mechanically, Recordit is tops—a single revolution of a cam shaft controls all operations.”

## Term Big Chief Genco's Finest

CHICAGO, Oct. 5.—“Swarms of orders and calls for more deliveries of Big Chief, Genco's latest game, definitely stamp it as Genco's greatest hit,” declare executives of Genco, Inc.

“Never in Genco's long and successful history of manufacturing big money-makers has the demand for a game reached the proportions of the nationwide clamor for more and more Big Chiefs.”

Dave Gensburg, Genco chief, said: “It's terrific. I just don't know how to get Big Chiefs off the production line fast enough to fill distributors' orders. We're working day and night now, at a faster pace than we've ever done before, and yet that doesn't seem to be enough.

“The tremendous success of Big Chief is due, according to reports from operators, to the fact that it incorporates two of the most sensational come-on features ever built into a novelty game, as well as incorporating the style and idea of Genco's Formation, the game that was the country's greatest hit up until the release of Big Chief.

“Big Chief has already far outdistanced Formation and has just really started. It is reported that Big Chief is making a lot more money than Formation.”

## A-A Guns in Ohio Fair Arcade

COSHOCTON, O., Oct. 5.—Helen and Dick Johns, arcade and pin ball operators, have purchased a new top and have framed a new unit to play fairs and celebrations.

A battery of four Anti-Aircraft guns are housed in the new top and it is being spotted alongside their Playland. The Johns reports the machines are doing nicely at county fairs in the district.



HARRY COHEN, of Ohio Specialty Company, Cincinnati, and Charles Rosen (left), manager of the firm's office in Louisville, Ky., inspect Leader and pronounce it Exhibit's greatest game.



**NEW MONEY-MAKING SENSATION!**

# PICK-A-PACK

COUNTER CIGARETTE GAME  
*Producing amazing earnings in all types of Locations!*

PENNY PLAY  
**NOW! \$14.75**

SPECIALY PRICED 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



## HORN OF PLENTY

B30K86 — Merchandise Deal. Novel, fascinating. Popular in parks, resorts, taverns, clubs, and shops. Big flashy display, 22" high, 14" wide and 7 1/2" deep. Contains 59 pulls. Last one gets extra package free. Biggest value, fastest selling Deal. Takes in \$5.90, sells to dealers for \$4.45. Each \$2.95.

10 Deals, \$27.50, or 20 Deals, \$50.00.

B30K80—World's Champ Merchandise Deal similar to above. Has 70 pulls at 10c, takes in \$7.00. Sells to dealers at \$5.25. Specially priced, each, \$3.35. 10 deals for \$31.50. Trial order, one of each deal, sent express collect for \$5.00.

**JOSEPH HAGN COMPANY**  
Distributors  
217 & 223 W. Madison Street, Chicago, Ill.



**Imp**

10 Months and Going Stronger Every Day

**\$12.50**  
Each  
Case of 6, \$67.50

**GERBER & GLASS**  
914 Diversey Blvd. CHICAGO, ILL.

**Immediate Delivery**

# EXHIBIT'S LEADER

## Cleveland Coin Machine Exchange

2021 Prospect Ave.  
Cleveland, Ohio



**Mills Vest Pocket**  
Is the best and only Counter Machine ever to be equipped with complete automatic payout, only **\$44.50**

### GUARANTEED FREE PLAY GAMES

Contacts . . . \$10.00	Score Champ . \$35.00
Davy Jones . . . 15.00	Eureka's . . . 35.00
Cowboy . . . 15.00	Big Show . . . 37.50
Big Six . . . 17.50	Sporty . . . 49.50
Variety . . . 19.50	Dough Boy . . . 50.00
Champion . . . 22.50	Blonde . . . 55.00
Lancer . . . 22.50	On Deck . . . 60.00
Pick Em . . . 24.50	Gold Cups . . . 62.50
Lucky . . . 29.50	1-2-3 . . . 64.50
Commodore . . . 29.50	Grandstand . . . 92.50



**10-Day Free Trial American Eagles**  
or Marvels, Lots of 10 **\$275.00**

Sample \$32.50, Ball Gum Model, \$2.00 Extra.

**The Markepp Company**  
3328 Carnegie Ave. 1410 Central Parkway  
CLEVELAND, O. CINCINNATI, O.

Write for Mills catalog and price list

# OLIVE NOVELTY CO.

2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.

## This Week's Bargains in Reconditioned Equipment

THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION.

FREE PLAY		FREE PLAY		FREE PLAY	
3 Airport . . . \$22.50	2 Ocean Park . . . \$30.00	1 Paces Console Slot, 10c . . . \$50.00	1 Red Hot . . . 47.50	5c Play . . . \$50.00	1 Paces Console Slot, 5c . . . \$50.00
1 Arrowhead (1 Ball) . . . 23.00	1 Red Hot . . . 47.50	5 Mills Square Bell . . . 65.00	1 Roller Derby . . . 50.00	<b>COUNTER GAMES</b>	
1 Avation . . . 17.50	1 Roxy . . . 30.00	1 Bally Baby . . . \$5.00	1 Scoop . . . 30.00	1 Daval Races . . . 3.00	1 Reel 21 . . . 3.00
1 Bang . . . 17.50	2 Score Champ . . . 52.50	1 Gem Vender . . . 5.50	1 Score a Line . . . 67.50	1 Penny Pack . . . 5.50	1 Purltan Bell Vender . . . 5.00
3 Big Town . . . 22.50	2 Short Stop . . . 52.50	5 Imps (5c Fruit Reels) Write	4 Snooks . . . 20.00	LEGAL EQUIPMENT	
1 Blackout . . . 27.50	4 Speedy . . . 13.50	2 Watling Rol-o-Top, 10c . . . \$17.50	1 Speedy . . . 13.50	2 Bally Alley . . . \$30.00	2 Evans Ten Strike . . . 45.00
5 Bowling Alley (Gott.) . . . 35.00	4 Sports . . . 30.00	5c War Eagle Mystery, 5c . . . 30.00	1 Champion . . . 22.50	1 Gott. Skee Ball Ette . . . 60.00	1 Chick-Sam (no Base) . . . 70.00
5 Buckaroo . . . 22.50	1 Spottem . . . 15.00	1 Blue Front Mystery, 50c . . . 75.00	5 Champlon . . . 22.50	2 Gott. Skee Ball Ette . . . 60.00	1 Keeney Anti Aircraft . . . 140.00
5 Champlon . . . 22.50	2 Super Six . . . 27.50	15 Blue Front Mystery, 5c . . . 37.50	2 Chubbe . . . 15.00	1 Chick-Sam (no Base) . . . 70.00	2 Mills Cig. Venders . . . 35.00
1 C. O. D. . . . 30.00	2 Topper . . . 27.50	4 Q.T. Old Style, 5c . . . 17.50	1 C. O. D. . . . 30.00	1 Keeney Anti Aircraft . . . 140.00	1 Q.T. New Style, 5c . . . 30.00
1 Eureka (1 Ball) . . . 40.00	1 Trapze . . . 65.00	<b>SLOTS</b>			
1 Fifth Inning . . . 20.00	4 Triumph . . . 25.00	2 Watling Rol-o-Top, 10c . . . \$17.50	1 Eureka (1 Ball) . . . 40.00	1 Keeney Anti Aircraft . . . 140.00	5 War Eagle Mystery, 5c . . . 30.00
3 Follies . . . 45.00	4 Twinkle . . . 22.50	1 Blue Front Mystery, 50c . . . 75.00	1 Fifth Inning . . . 20.00	2 Mills Cig. Venders . . . 35.00	15 Blue Front Mystery, 5c . . . 37.50
2 Follow Up (As Is) . . . 20.00	3 Variety . . . 25.00	4 Q.T. Old Style, 5c . . . 17.50	3 Follies . . . 45.00	1 Keeney Anti Aircraft . . . 140.00	4 Q.T. New Style, 5c . . . 30.00
1 Four-Five-Six . . . 17.50	2 White Sails . . . 32.50	<b>PAYOUTS</b>			
1 Golden Gate . . . 25.00	2 Zip (As Is) . . . 9.00	1 Bang Tails . . . \$42.50	1 Golden Gate . . . 25.00	1 Keeney Anti Aircraft . . . 140.00	1 Derby Day . . . 47.50
2 Headliner . . . 22.50	1 Bang Tails . . . \$42.50		2 Headliner . . . 22.50	1 Keeney Anti Aircraft . . . 140.00	2 Grand Stand . . . 70.00
1 Highlight . . . 15.00	1 Derby Day . . . 47.50	1 Grand Stand . . . 70.00	1 Highlight . . . 15.00	1 Keeney Anti Aircraft . . . 140.00	3 Thistledown . . . 45.00
1 Hold Tight . . . 17.50	1 Lancer . . . 22.50	6 Kentucky Club . . . 45.00	1 Hold Tight . . . 17.50	1 Keeney Anti Aircraft . . . 140.00	2 Longchamp . . . 37.50
1 Home Run . . . 57.50	1 Lucky Strike Console . . . 20.00	2 Longchamp . . . 37.50	1 Home Run . . . 57.50	1 Keeney Anti Aircraft . . . 140.00	1 Paces Reels . . . 105.00
1 Jolly . . . 45.00	4 Majors . . . 52.50	4 1938 Track Time . . . 77.50	1 Jolly . . . 45.00	1 Keeney Anti Aircraft . . . 140.00	
2 Jumper . . . 17.50	1 Merry-Go-Round . . . 32.50		2 Jumper . . . 17.50	1 Keeney Anti Aircraft . . . 140.00	
1 Lancer . . . 22.50	3 Mr. Chips . . . 30.00		1 Lancer . . . 22.50	1 Keeney Anti Aircraft . . . 140.00	
1 Lucky Strike Console . . . 20.00	2 Nippy . . . 30.00		1 Lucky Strike Console . . . 20.00	1 Keeney Anti Aircraft . . . 140.00	
4 Majors . . . 52.50			4 Majors . . . 52.50	1 Keeney Anti Aircraft . . . 140.00	
1 Merry-Go-Round . . . 32.50			1 Merry-Go-Round . . . 32.50	1 Keeney Anti Aircraft . . . 140.00	
3 Mr. Chips . . . 30.00			3 Mr. Chips . . . 30.00	1 Keeney Anti Aircraft . . . 140.00	
2 Nippy . . . 30.00			2 Nippy . . . 30.00	1 Keeney Anti Aircraft . . . 140.00	

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance O. O. D.

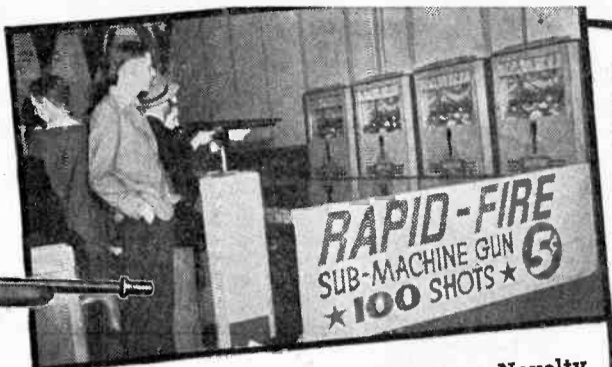
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

GET THIS WORLD'S GREATEST MONEYMAKER FROM *Sam Taran* ON 15 DAYS' FREE TRIAL *Money Back* GUARANTEE!!

**MAYFLOWER NOVELTY CO.** 2218 UNIVERSITY AVE., ST. PAUL, MINN. TELEPHONE NESTOR 7901

**IMPORTANT!!**

WE ARE FILLING ALL ORDERS IN ROTATION AS RECEIVED. GET YOUR ORDER TO US QUICK FOR IMMEDIATE DELIVERY! ASK ABOUT OUR SPECIAL TIME PAYMENT PLAN!



Again—Sam Taran and Mayflower Novelty Company bring you the greatest moneymaker of all time—Bally's Rapid-Fire! Complete battery of Rapid-Fires as in above picture will be set up in your home town and will bring you the BIGGEST PROFITS YOU'VE EVER EARNED!! WRITE! WIRE! PHONE US TODAY FOR COMPLETE DETAILS!!



*Bally* **RAPID-FIRE** MACHINE GUN WITH DUCKING, DIVING SUBMARINE TARGET

**ART NAGEL IS DELIVERING DAVAL'S NEW GOLD AWARD AMERICAN EAGLE On 10 Days' Free Trial**

SAMPLE \$32.50  
 BALL GUM MODEL \$2 EXTRA  
 1/3 Dep. Bal. C. O. D.  
 10 FOR \$275  
 GOLD AWARD MODEL \$1.50 EXTRA



**AVON Novelty SALES CO.**  
 2923 PROSPECT AVE CLEVELAND, OHIO

*Operators Co-Operate With Record Distrib In Disk Promotion*

BUFFALO, Oct. 5.—A new promotion to aid retail and wholesale record sales as well as automatic phonographs has been started by Dick Levy, who heads the W. Bergman Company's record department. This firm distributes Columbia and Okeh disks, and hit upon the idea of using a radio show to promote business for its records on all fronts.

Tie-up between the Columbia manufacturers, Bergman's, wholesaler, and Denton, Cottier & Daniels, prominent record retail outlet, defrays the cost of radio time nightly on WEBR, Buffalo, from 11:15-11:30. Lee Richards pilots the quarter-hour show, titled *Off the Record*, which features music on Columbia and Okeh disks. He injects well-worded short plugs directed at the home record buyers as well as those playing the nickel phonographs.

Chief aim is to promote the popularity of Columbia's records, secondary consideration is to increase the phonograph play of those disks at the locations and also to promote retail purchase of the numbers. Operators are really the ones to profit, as the idea doesn't cost them a cent, but undoubtedly helps the play. At the same time, however, operators' co-operation in using the publicized disks locally will aid the retail sale of the numbers at the Denton store, and for that matter some of the other stores, too.

**IN THE STATE OF KENTUCKY IT'S THE OHIO SPECIALTY COMPANY**

ALWAYS ON DISPLAY—OVER 600 MACHINES OF ALL KINDS

**WE BUY . . . SELL . . . OR TRADE**

Known Throughout Kentucky as Headquarters for Operators

Bona Fide Distributors for All Leading Manufacturers

Please Take Note — We Do Not Operate Any Machines

**OHIO SPECIALTY COMPANY**

539 S. 2d ST., LOUISVILLE, KENTUCKY

**A PROFIT WALLOP IN SPINNING WHEEL ACTION**

**HARLICH'S NEW SENSATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT**

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punch-board has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS—FAST PLAY



Write for our New Descriptive Folder NC-20

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

**HARLICH MFG. CO.** 1413 JACKSON BLVD. CHICAGO, ILL.

**Look To The GENERAL For LEADERSHIP!**

- Contact . . . . . \$12.50
- Doughboy . . . . . 45.00
- Nippy . . . . . 25.00
- Majors . . . . . 15.00
- Red Hot . . . . . 35.00
- Roxy . . . . . 35.00
- Short Stop . . . . . 40.00

GET GOTTLIEB'S GREATEST GAME **GOLD STAR** FROM GENERAL!

- Ten Strike . . . . . \$60.00
- '37 Skill Time . . . . . 37.50
- Triple Entry . . . . . 145.00
- Galloping Dominoes . . . . . 49.50
- Paces Races, Black Cab. . . . . 49.50
- Jen. Fast Time, P.O. . . . . 120.00
- Derby Champ . . . . . 25.00

All Games Expertly Reconditioned. WRITE FOR COMPLETE PRICE LIST!!

1/3 Cash Deposit With Orders — We Ship Balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 2320 N. MONROE ST. BALTIMORE, MD.

# 7<sup>th</sup> BIG WEEK

# DIXIE

Best 'cause it's making more money THE CASH BOX TELLS THE STORY!

Chicago Coin

1725 DIVERSEY BOULEVARD, CHICAGO ILLINOIS



MIRABEN LIGHT-UP CABINETS coming off the production line at the firm's Chicago factory. Firm officials report a jump in sales in recent weeks.

### Keeney Announces New Machine Gun

CHICAGO, Oct. 5.—“All operators know that J. H. Keeney & Company is always striving to make it possible for them to make more money by building better machines,” declared Bill Ryan, sales manager of the firm.

“Toward this end Keeney has always produced machines that are better than the average. Keeney operators always have the advantage in opening new locations and in holding them.

“We could name machine after machine which has proved this Keeney leadership. Recent examples include the Keeney Anti-Aircraft Machine Gun, Keeney Speed Demon, and the Keeney Wall Boxes for music locations.

“Now we are making available a new sensational gun that will prove to be the biggest money-maker of them all. It's something that operators and players will all like. Most important, it's a game that has completely new appeal.

“It's a most unusual gun machine. Many features incorporated on Air Raider will make it the game that will really keep operators on the profit side of the ledger. The biggest feature of Keeney's new Air Raider is the fact that it is a completely self-contained unit.”

### Super-Lock Unit Offered to Trade

CHICAGO, Oct. 5.—Lee S. Jones is introducing a new lock to the coin machine industry and states it is something to think about. W. G. (Bill) Gray, also a pioneer in the industry, joins him in this approval of the lock, he states. “When two old-timers think a lock is good, it must be okeh.”

The device is said to be an entirely new conception of lock security for all kinds of cabinet uses. It is possible to have several thousand combination changes without change of keys or lock by simply changing the tumbler line-up in the barrel of the key.

The lock is a quality unit and is higher in price than ordinary locks, it is stated. Jones says it will be offered to the trade as a “super-lock.”

### OUR SPECIAL DEAL



ON RAPID FIRE HAS SET A NEW SALES RECORD FOR US BECAUSE WE ARE GIVING THE BEST AND EASIEST WAY TO BUY! WRITE! WIRE! PHONE FOR

### JACK FITZGIBBONS

453 W. 47th ST., N. Y. (Tel.: Circle 6-8343)

Special Deal on Bally's

### RAPID-FIRE MACHINE GUN



### Reconditioned Slots

Pace All Star Comet 10c	\$30.00
Pace All Star Comet 50c	50.00
Pace Kitty 10c	40.00
Pace All Star Gold Award 10c	30.00
Mills Blue Frt., Double J.P., 5c	35.00
Mills Blue Frt., Single J.P., 10c	45.00
Mills O.T., Blue Front, Old Style 5c	25.00
Mills Dewey with Jackpot, 5c	75.00
Jennings Chief, Old Style 1c, 5c, 25c	35.00
Jennings Chief, New Style 10c G.A., 25c	45.00
Caille 7-Way A.C. 5c	45.00

### CONSOLES

Keeney Skill Time '38	\$75.00
Keeney Track Time '38	75.00
Evans Lucky Star	85.00
Jennings Multiple Racer	75.00
Western Baseball Payout	85.00

### Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

### SPECIAL SALE OF FREE PLAY GAMES!

AIRPORT	\$12.50	THRILLER	\$12.50
LANCER	19.50	TOPPER	14.50
BIG LEAGUE	27.50	BIG TOWN	29.50
DAVY JONES	12.50	SCORE CARD	32.50
JOLLY	32.50	TWINKLE	12.50
SUPERCHARGER	12.50	COMMODORE	22.50
SUPER SIX	22.50	ROXY	32.50
YACHT CLUB	49.50	O'BOY	27.50
SPORTY	47.50	RED HOT	24.50
UP & UP	9.50	TRIUMPH	17.50

SHORT STOP.....\$34.50  
MERCURY, Mystery Token Payout, Slightly Used, \$19.50  
BALLY ALLEY.....\$34.50

WRITE FOR PRICE ON SKY LINE LANDSLIDE SPEEDWAY

All Machines Guaranteed Perfect—Ready for Location. 1/3 Deposit, Balance C. O. D.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

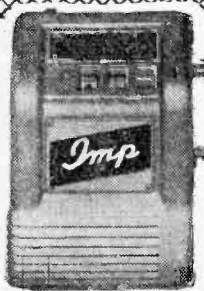


### FAST PROFITS With HOME RUN

DON'T DELAY, ORDER TODAY! HOME RUN in lots of 10 or more, \$19.50 each. Special introductory offer sample Home Run — and approx. 5,000 Balls of Gum (sufficient for \$50.00 play), A.L.L. FOR \$24.50.

THE CALVERT NOVELTY CO. 708 N. Howard St. Baltimore, Md.

1/3 Dep., Bal. C.O.D.



### A PROFITABLE COMBINATION

**IMP**  
Most successful Gum Vender in a Decade. Cigarette or Fruit Reels, \$12.50 Ea.—Six for \$67.50.

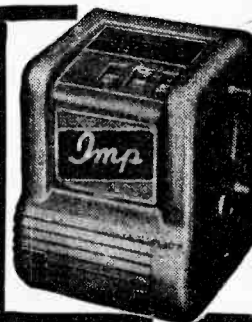
### LIBERTY BELL

Foremost Token Payout Game of the year. Fruit or Cigarette Reels, open or discreet Payout of Cigarette or Free Play Tokens. \$32.50 Ea.—Ten for \$275.00. Ball Gum Mod. \$2.00 Additional.



FOR IMMEDIATE SHIPMENT CONTACT US—WE CARRY THE LARGEST STOCK IN THE SOUTH.

H. G. PAYNE CO. 312-314 BROADWAY NASHVILLE, TENN.



# IMP \$1250

6 for \$67.50  
MOST SUCCESSFUL GUM VENDER IN A DECADE. Cigarette or Cherry Reels.

Biggest Stock in South—We Ship Same Day. Send Your Trial Order.

KENTUCKY SPRINGLESS SCALE CO., Inc. 514-18 S. Second St., LOUISVILLE, KY.

### ATTENTION OPERATORS

### WHILE THEY LAST!

95 MILLS SQUARE BELLS—	
Single	\$72.50
Lots of Five	69.50
78 BALLY GRAND NATIONALS—	
Single	\$89.50
Lots of Five	84.50

This is good, clean merchandise—READY FOR LOCATION and Fully Guaranteed!! Wire 1/3 Deposit for Immediate Shipment!

THE VENDING MACHINE COMPANY 205-15 FRANKLIN STREET FAYETTEVILLE, N.C. Cable Address: COINSLOTS

# ALLIED BARGAINS

## FREE-PLAY GAMES

Mills 1-2-3	\$64.50	Score Card	\$41.50
Bordertown	57.50	Big Town	39.50
Yacht Club	54.50	Big League	39.50
Polo	54.50	Roxy	37.50
Sporty	54.50	Follies	37.50
Ohi Johnny	54.50	Super Six	37.50
Cadillac	52.50	Baseb. Stoner	29.50
Drum Major	49.50	Lucky Strike	27.50
Score Champ	46.50	Davy Jones	21.50
Red Hot	42.50	Big Six	21.50



### AMERICAN EAGLES or MARVELS

List Price \$32.50 Each  
**10 for \$275.00**

Ball Gum, \$2.00 Extra. Liberal trade-in allowance. Write Us.

### AUTOMATIC PAYTABLES

Grand National	\$107.50	Sport Page	\$58.50
Pacemaker	92.50	Mills Melon	
Grandstand	82.50	Bell	54.50
Hawthorne	64.50	Stables	22.50
		Preakness	17.50

### PHONOGRAPHS

Rockola 1939 DeLuxe	\$144.50
Wurlitzer 500, Like New	149.50
Wurlitzer 24, Illuminated	99.50
Wurlitzer 61, Counter (with Stand)	87.50
Wurlitzer 618, 16 Record	54.50
Wurlitzer 718, 16 Record	54.50
Wurlitzer 412, 12 Record	36.50
Wurlitzer 312, 12 Record	31.50

### LEGAL EQUIPMENT

Keeney's Anti-Aircraft Gun (Black Cabinet)	\$118.50
Jail Bird (Seeburg)	87.50
Gottlieb's Skee-ballette	64.50
Evans Ten Strike, Like New	62.50
"Chicken Sam" (Seeburg)	62.50
Rockola's World Series	39.50

Terms: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

# Allied

## NOVELTY COMPANY

Phone: Capitol 4747  
3520 W. Fullerton Ave., CHICAGO

**WANT TO BUY**  
100 MILLS VEST POCKET BELLS  
Also  
FREE PLAY GAMES  
SPORTY, O' JOHNNY, BALLY BEAUTY,  
AND BLONDIE  
Wire or Write Best Prices  
3147 Locust St., St. Louis, Mo.  
**CALL NOVELTY CO.**

**Imp**  
Longest, Heavy Play Counter Game Ever Built  
**\$12.50** Each  
Case of 6, \$67.50  
**GERBER & GLASS**  
914 Diversey Blvd. CHICAGO, ILL.

**MILLS** PHONOGRAPHS  
Distributor CONSOLES  
BELLS  
TABLES  
**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntingdon Sts., Philadelphia, Pa.  
Baltimore Office:  
515 Cathedral St., Baltimore, Md.

**SCENIC VIEWING TELESCOPES**  
Don't overlook the telescope business. An income for life. There are profitable locations available in your territory.  
Write  
**McGUIRE CO.** 1322 Lee Ave., Long Beach, Calif.

## Speed Demon Captures Comment

CHICAGO, Oct. 5. — "It's America's No. 1 game of the free-play type," Bill Ryan, J. H. Keeney & Company sales manager, said as he described the newest Keeney free-play game, Speed Demon.

"Everywhere it is hailed as the most irresistible free-play game ever built. In its short time on locations it has proved to be one of the biggest earning games of this type. New action, excitement, thrills, backboard light-up, bumpers—in fact, new game thru and thru. That's Speed Demon. Operators all over the country have told us that players like the new and diversified ways of scoring. This is the main reason Speed Demon has become so popular in so short a space of time.

"This is the main reason, too, why Speed Demon has become so big a money maker. With increased production facilities we are now able to turn out Speed Demons at a faster rate than at any time in the past. All orders are being filled in rotation and shipments are being made promptly.

"Just as Speed Demon is America's favorite free-play type game, so are Keeney Wall Boxes the most popular equipment for music locations. Music operators agree that Keeney Wall Boxes are probably the most powerful music play producers ever introduced to the trade."

## Business Firms During a Decade

Based on a tabulation released by Dun & Bradstreet, C. F. Hughes, business editor of *The New York Times*, comments on the ups and downs of the total number of business concerns in the United States during the last 10 years.

Since most of the coin-operated machine firms came into being during that 10 years, the comment is of pertinent interest. Mr. Hughes says:

"The total of all business concerns, which is obtained from the Dun & Bradstreet Reference Book for the Continental United States, was 2,213,000 in 1929 and in 1939 it was 2,116,000. Population growth over that period was 7 per cent, so that to keep the same ratio of expansion (without considering other factors) the number of business concerns last year should have been 2,368,000.

"However, the losses over the depression period took a toll of 253,000 concerns. When the low point of 1,961,000 concerns in 1933 was passed the next six years saw an increase of 162,000 concerns, which represented a percentage gain of 8 per cent. In short, while the 1939 total was under 1929, the decade rise of 7 per cent in population was more than matched in six years of recovery.

"Other influences are at work, of course, upon the numbers in business, and over a period of concentration in trade and industry it is interesting to find that the totals hold as steady as they have."



MODERN VENDING COMPANY'S uptown offices in the center of New York's Coin Machine Row. The building was formerly occupied by East Coast Phonograph Company. Modern has redecorated and refurbished the entire building, in which it maintains a complete display of Seeburg phonographs and music systems.

# SKILL

A Stand-Up Bell, with the proven earning power of the counter model, in a new cabinet with skill play for skill territory. Slug-proof. Mills Novelty Company, 4100 Fullerton Ave., Chicago.

# JUMBO

**Remont**  
ON A FUNCHBOARD

Another New SUPERIOR SENSATION  
Increase your profits with—FOUR FOR ONE BOOK—the brilliant new candy-box book-cover! A colorful card with 1000 holes. Slot machine symbols! Four plays on each ticket! Approximate average profit of \$24.00.  
Write for detail on FOUR FOR ONE BOOK and other new best-sellers. Get acquainted with the industry's latest.

**SUPERIOR PRODUCTS**  
14 NO. PEORA ST. CHICAGO, ILL.

**"The House of Proven Winners"**

<b>FREE PLAY GAMES:</b>	Bally Beauty . . . . . \$37.50	Bally Vogue . . . . . \$22.50
Keeney Big Six . . . . . \$17.50	Bally Charm . . . . . 49.50	Bally Pickem . . . . . 17.50
Bally Roller Derby . . . . . 29.50	Bally Champion . . . . . 22.50	<b>NOVELTY GAMES</b>
Stoner Clipper . . . . . 22.50	Exhibit Conquest . . . . . 17.50	Bally Vogue . . . . . \$12.50
Chi. Coin Commodore . . . . . 24.50	Baker's Doughboy . . . . . 49.50	Bally White Sails . . . . . 12.50
Eally Scoop . . . . . 21.50	Bally Triumph . . . . . 29.50	Stoner Chubby . . . . . 10.00
Eally Dandy . . . . . 10.00	Exhibit Congo (1 or 5 Balls) . . . . . 39.50	Bally 5th Inning . . . . . 7.50
Eally Spottem . . . . . 17.50	Keeney Supercharger . . . . . 24.50	Bally Alley . . . . . 29.50
Exhibit Flagship . . . . . 24.50		Exhibit Avaton . . . . . 7.50

One-Third Cash With Order, Balance C. O. D.  
**J. and J. NOVELTY COMPANY**  
4840 MT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN

# IT'S HERE-KEENEYS NEW AIR RAIDER

CONTACT  
YOUR NEAREST  
Keeney  
DISTRIBUTOR!

**SELF CONTAINED MACHINE GUN**  
(NO SCREEN!)  
**THE GREATEST ATTRACTION EVER DEvised—**  
All in one unit!  
**AMERICA'S BIGGEST THRILL!**



**WONDER 3 BAR JACKPOT F-5280**

1025 hole—Takes in \$51.25  
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

**OTHER FAST SELLERS**

- 1640 hole F-5240-3 Bar Jackpot at...\$3.65
- 1200 hole F-5275-Horses at..... 3.92
- 800 hole F-5270-Pocket Dice at.. 1.89
- 720 hole F-5255-Pocket Jack at.. 1.86
- 600 hole F-5305-Royal at..... 2.12

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**Offer Ray Gun Conversion Unit**

ROCHESTER, N. Y., Oct. 5.—Manufacturers of a unit for ray guns report that business on their product has been so good that they have heretofore not advertised it, knowing that they would not be able to meet the demand. Now, however, say officials of the Valley Specialty Company here, production is at a high rate and they are in a position to make immediate shipment on all orders.

The product offered by the firm, called Battle Royal, is a unit which has two parachutists. They are likened to two famous foreign personages. The parachutists are suspended in the sky and drop when hit. This continues until the allotted number of shots have been taken.

Battle Royal comes in one complete unit. Simple removal of motor from old backboard and fastening it to the new board is one of the few minor changes to be made, declare firm execs. The unit works perfectly on circuits of 25, 50, or 60 cycles, the firm claims.

**PERFECTLY RECONDITIONED**

	FREE PLAY	
Brite Spot .. \$48.00	Rotation ..	\$85.00
Blonde .. 44.00	Roxy ..	31.00
Big Town .. 24.50	Super Six ..	19.50
Bowling Alley 23.50	Score Champ ..	24.50
Bally Beauty .. 29.00	Score-a-Line ..	82.50
Big League .. 27.00	Short Stop ..	34.00
Commodore .. 19.50	Thriller ..	11.00
Double Feature (Bally) .. 10.00	Topper ..	13.50
Follies .. 20.00		
Fantasy .. 15.00	<b>NOVELTY</b>	
Home Run .. 32.00	Airport ..	\$10.00
Headliner .. 10.00	Champion ..	10.00
O'Boy .. 24.00	Lucky ..	11.00
	Pick 'Em ..	9.00
	Topper ..	10.00
<b>NOVELTIES—\$8.00 Each:</b> Chubbie, Contact, Exposition, Globe Trotters, Green Lite, Handicap, Jitter Bug, Major, Peachy, Ski Hi, Skooky, Snooks, Speedy, Spottem, Stop & Go, St. Moritz, Variety.		
1/3 Cash Deposit. Under \$18.00 Full Cash.		
For Export Cable: "Coinmachin," N. Y.		
<b>MARC MUNVES, INC.</b> 555 West 157th St. New York, N. Y.		

**ATTENTION OPERATORS**

**WHILE THEY LAST!**

- 95 MILLS SQUARE BELLS—
- Single .. \$72.50
- Lots of Five .. 69.50
- 78 BALLY GRAND NATIONALS—
- Single .. \$89.50
- Lots of Five .. 84.50

This is good, clean merchandise—READY FOR LOCATION and Fully Guaranteed! Wire 1/3 Deposit for Immediate Shipment!

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET, FAYETTEVILLE, N. C. Cable Address: COINSL015

**SLIGHTLY USED EQUIPMENT FOR SALE**

- |  |  |
|--|--|
| Brown Cabinet Paces Races                    | Banktalls                              |
| Practically New Baker's Pacers               | Novelty Tables and All Type Free Games |
| Galloping Dominos                            | Blue Fronts                            |
| Buckley Track Odds                           | Melon Bells                            |
| Square Bells                                 | Jennings Good Luck                     |
| Keeney's Skill Time                          | Multiple Racers                        |
| Keeney's Triple Entry                        | Lucky Lucres                           |
| Keeney's Super Track Time                    | Practically New Columbia Bells         |
| <b>ALL TYPES OF BALLY'S ONE BALL TABLES.</b> |  |
| Write or Wire for Prices.                    |  |

JONES SALES CO.,

1330-32 TRADE AVE., HICKORY, N. C.



EXHIBIT SUPPLY COMPANY'S LEADER is examined by Carl Trippe (right) and Jack Rose, of the Ideal Novelty Company, St. Louis. Both visited the Exhibit factory on a recent trip to Chicago.

**Rubber Suction Cups**

For Counter Machines

All sizes and styles. Made of the finest live rubber with patented rim construction to insure powerful suction grip. Lowest prices. Prompt delivery. Prices listed below are for the popular, standard 8/32 brass machine screw cups.

- 1 1/2"—100 . . . \$ 1.75
- 1,000 . . . 15.00

LOWER PRICES IN QUANTITIES. Write for free illustrated catalog sheets and full information. Full cash on orders of less than 1000. 25% deposit, balance C. O. D. on quantity orders.

**GORDON MFG. CO.**

110 E. 23d St., New York City. Dept. RM9.

**OPERATORS, WRITE...**

**H. C. PAYNE COMPANY**  
312-24 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List. Most Complete Stock of New and Used Coin Machines in the South.

Bang-a-Deers ..	\$55.00	Bally Eagle Eyes ..	\$34.50
Chicken Gams ..	64.50	Bally Shoot the Bulls ..	69.50
Jail Birds ..	94.50	Vest Pocket, Serial 21000, Blue & Gold ..	34.50
Ray-o-Lites ..	32.50	Cabinet ..	22.50
Tom Mixes ..	30.00	Vest Pockets, Green Cabinet ..	12.50
Black Cabinet Keeney Anti-Aircrafts ..	39.50	A. B. T. Challengers ..	22.50
Superchargers ..	16.50	Punch, Free Plays ..	22.50
50 Four Compartment Revolving Peanut & Candy Vendors, Each ..	5.00	45 Lb. New Stands for Peanut, Gum, Grip Mach. or Counter Victrolas. Ea. ..	1.95
<b>S &amp; W COIN MACHINE EXCHANGE</b>			
2416 GRAND RIVER AVE.		(1/3 Deposit)	DETROIT, MICH.



Lazar Gives You  
**15 DAYS'**  
**FREE TRIAL**  
MONEY BACK GUARANTEE  
ON  
*Bally's*  
**RAPID-FIRE  
MACHINE GUN**



Write! Wire! Phone Today to

**B. D. Lazar Co.**

1635 FIFTH AVE., PITTSBURGH, PA.  
1425 N. BROAD ST., PHILADELPHIA, PA.

**News of Hold-Over  
Spreads Quickly**

AURORA, Ill., Oct. 5.—C. R. Adelberg, sales director of the Stoner Corporation, commenting on its latest release, Hold-Over, remarked that greased lightning is slow in comparison to the way the story of Hold-Over has been heard by the trade.

"It's the new carry-over scoring principle that's creating such a sensation," said Adelberg. "The idea of carrying a player's possible free games over from one game to the next, providing he contacts the Hold-Over bumper when lit.

"You can imagine what an attraction this is for the player to try extra games. In addition to the Hold-Over feature the game offers many other play building features: the popular high score, lights out, 5 and 10-cent play, extra awards, and the wild, exciting Hold-Over bumper."

**New City Sales  
In New Quarters**

CHICAGO, Oct. 5.—New City Sales Company, Chicago, is now located in new and larger quarters at 4335 West Armitage Avenue. "Forge forward in '41" is the new motto of the firm, according to Mickey Gordon.

"We are prepared to serve the needs of our customers better than ever, as we have a larger showroom and a larger selection of amusement equipment," declared Gordon. "We have also taken on distribution of products of the Gold Star Manufacturing Company of Detroit. Its complete line of money-making boards is now available.

"Selection from a large stock of machines, quality products, and up-to-the-minute service will march hand in hand with our motto.

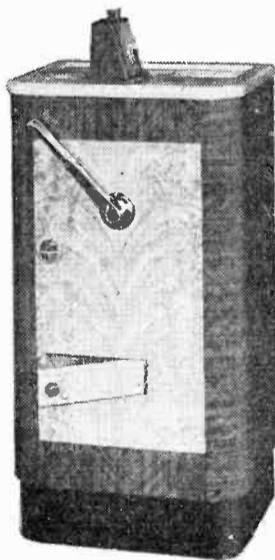
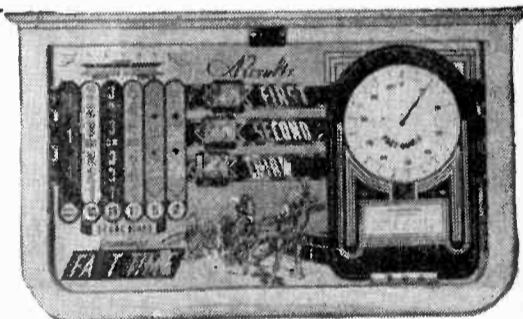
*Novelty Operators*

**Attention!**

IN INTRODUCING the Jennings 1941 line, we have applied strenuous effort to give operators machines which are friendly and acceptable by the most discriminating individuals. They are not only the finest coin operated equipment manufactured today, but are far different from the harsh, hostile machines of the past. You will find the Jennings 1941 line favorably accepted by location owners and authorities in your territory. If you will put forth the effort, you will find that you can operate these machines and secure the benefit of Vendor and Console earning possibilities.

THE JENNINGS LINE FOR '41—Modern Vendor and Fast Time console are characteristic of the smart new Jennings line for '41. Notably a line of equipment where the primary appeal is entertainment, and so modified in appearance as to give it new richness and refinement.

**Free Play  
Fast Time**  
A Deluxe 1c or 5c Console



A deluxe model, newly designed throughout. Played for amusement only. Has no payout of any kind. Mechanism is the famous Jennings Chief, complete in one compact unit. Illuminated playing field.

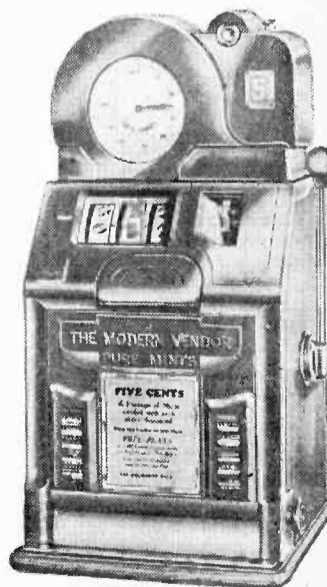
Also available with Skill Top where payouts are made only when ball is shot into skill lane.

New  
**1941**  
Models

**Modern Vendor**

*A Free Play Mint Vender Chief*

Has the appearance and all the play appeal for which Jennings Chiefs are famous. Has no payout of any kind—awards are made only in free plays. Famous Jennings Chief mechanism. Slug rejection plus visibility.



**O. D. Jennings & Company**  
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

TRY THESE ON  
14 DAYS FREE  
TRIAL OFFER



**A NEW CATALOG OF SALESBOARDS AND  
MERCHANDISE DEALS—AT FACTORY PRICES**

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today!

If Interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**WANTED**

Will buy for cash or will allow top trade-in prices against the purchase of anything coin operated that you may desire. **SPORT SPECIALS, F.P. JUMBO PARADES, F.P. FAST TIMES, PACES SARATOGAS**—cash or free play, Cash Model **MILLS SQUARE BELLS, KEENEY SUPER TRACK TIMES or TRIPLE ENTRIES, BALLY SPORT KINGS or SANTA ANITAS, Mills Late Serial Blue Fronts or Cherry Bells, Mills Vest Pocket Bells, Mills Q.T.'s.**

WRITE, PHONE, WIRE what you have and what you can use.  
CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect, CLEVELAND, O.

**ATTENTION  
OPERATORS**

**WHILE THEY LAST!**

95 MILLS SQUARE BELLS—  
Single . . . . . \$72.50  
Lots of Five . . . . . 69.50  
78 BALLY GRAND NATIONALS—  
Single . . . . . \$89.50  
Lots of Five . . . . . 84.50

This is good, clean merchandise—**READY FOR LOCATION** and Fully Guaranteed!! Wire 1/3 Deposit for Immediate Shipment!

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. Cable Address: COMSLOIS

You can ALWAYS depend on JOE ASH—ALL WAYS  
**LEGAL MACHINE SALE!!**



Keeneey Anti-Aircraft Machine Gun . . . . . \$84.50	Evans Ten Strike . . . . . \$54.50
Western Baseball, F.P. Mod. 72.50	Gott. Skee-Ball-Ette . . . . . 49.50
Rockola Ten Pins, Scores up to 150 . . . . . 59.50	Bowling Alley—Roxo or Red Hot—Each (F. P. Pin Games) . . . . . 27.50

1/3 With Orders, Balance C. O. D. WRITE FOR COMPLETE LIST!

**ACTIVE AMUSEMENT MACHINES CORP.**  
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

**THIS WEEK'S SPECIALS**

Evans Ten Strikes . . . . . \$49.50	Anti-Aircraft Guns . . . . . \$94.50
1937 Bang Tails, Refinished Cabinets . . . . . 44.50	1939 Galloping Dominoes . . . . . 97.50

Writes for Complete List of Free Play Games, Counter Games, Automatic Consoles, Slot Machines, Etc. We Ship Subject to Inspection Upon Receipt of 1/3 Deposit.

**AUTOMATIC SALES CO.**

416-A BROAD STREET, NASHVILLE, TENN.

# GENCO BUILDS ITS GREATEST GAME BIG CHIEF

Facts talk . . . and the facts will tell you that **BIG CHIEF** is by all odds the outstanding success of the year. It's making a mint of money everywhere! Get **YOURS** today! \$104.50 . . . free game instantly convertible.

**GENCO MFG. CO.** NOT INC.

2621 N. ASHLAND AVE., CHICAGO



**BERT LANE**  
Says:

*I'll Stake My Reputation On These 2 Terrific Hits!*

**GENCO'S BIG CHIEF**

Fastest seller . . . biggest moneymaker in years! Can't deliver 'em fast enough!

**MUTOSCOPE'S SKY FIGHTER**

\$100 a week and over, week after week, in practically every spot! **THAT'S DOUGH . . . and THAT'S SKY FIGHTER**, sensational hit-of-a-lifetime!

*Rush Your Order Now!*

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

## Place Mutoscope In Crypt To Be Opened in 7940

LONG ISLAND CITY, N. Y., Oct. 5.—At Oglethorpe University, Atlanta, a vault known as the Crypt of Civilization has been sealed. Similar in aim to the famous Time Capsule at the New York World's Fair, it proposes to preserve examples of our present-day science and civilization for the people of 7940 A.D.

One of the most important objects in Oglethorpe's Crypt of Civilization is a Mutoscope moving picture machine. Assuming that people 6,000 years from now will know nothing of 20th-century science and its ways of life, the purpose of the Mutoscope machine is to show them what we did, how we worked, and what we thought.

The crank handle on the Mutoscope is the first movable object the latter day people will encounter on entering the Crypt. It is assumed that they will turn the crank and see the pictures. The first reel will explain how to change reels in the machine. Then each following reel will show some phase of our science and customs. For example, there will be a reel showing how a typewriter works, what methods of communication and transportation we used, our meth-

### EASTERN OPS!

**SKY FIGHTER** is your best bet in locations where rent is high and space valuable . . . because it requires no more floor space than a pin game . . . is one compact, portable unit . . . **AND TAKES IN ITS WEIGHT IN GOLD!**

ods of printing, eating, and so on for many reels.

Thus will the citizen of 7940 A.D. gain a background of our civilization. Special reels have been made up for almost every phase of our times by Mutoscope for this unusual scientific project.

Says William Rabkin, president of International Mutoscope Reel Company: "It is an honor indeed for Mutoscope to be represented with the wonders of modern science in Oglethorpe University's Crypt of Civilization. The role chosen for the Mutoscope machine as an interpreter of the customs of our day in this far-visions project is a highly important one, and one that reflects very creditably on our earnest efforts to produce the wonders of the coin machine world."

## Novelty Games Get Attention

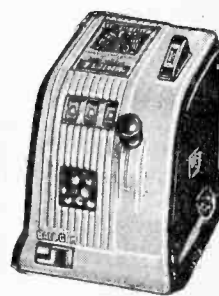
CHICAGO, Oct. 5.—"Here are two machines," declares E. P. Winkel, O. D. Jennings & Company sales executive, "which will satisfy every operator. They are Modern Vender and Fast Time console. Both games are in the novelty class.

"The amusement features of the games have carried them far in novelty territory. Both embody all the factors that have made Jennings machines so popular in the past. New brilliance and added player appeal make them all the better. Each has the popular Jennings Chief mechanism, known for its reliability and endurance.

"Modern Vender has no awards except free plays. In addition, it vends a roll of mints with every coin deposited. For further protection a foolproof coin rejector and visible coin detector are provided.

"Fast Time, already a success, has been improved continually. Its handsome two-tone base and brilliantly illuminated playing field continually draws players. Its coin rejector and visible coin detector, augmented by the new coin chute which eliminates jamming, are only a few of the many features included to make Fast Time the all-round game."

## AMERICAN EAGLE



World's Smallest Fruit Symbol Bell With Automatic Token Award.

**ON 10 DAYS' FREE TRIAL Samples \$32.50**

10 for \$275  
Gold Award Model \$1.50 Extra  
Ball Gum Mod. \$2 Extra  
BALL GUM  
150 per Box 100 Pieces;  
Case of 100 Boxes,  
\$12.75

1/3 Dep., Bal. C. O. D.  
**SICKING, INC.**  
1401 Central Pkwy.  
CINCINNATI, O.



# Hold-Over

Introduces an entirely new scoring principal

plus

These Other Play Building —

— Profit Building Features

Two coin play.. 5c or 10c

High Score .. Lights Out. . .

Extra Awards . . . The Wild,

Exciting Hold-Over Bumper

Players have opportunity of holding over possible free games scored . . . from one game to the next.

The Greatest Come-On Ever Built Into Any Game.



Price \$109.50

**Stoner Corporation**  
AURORA, *The Aristocrat Line* ILLINOIS

WRITE, WIRE OR PHONE TODAY FOR  
**Stoner's HOLD OVER**  
WE ARE EXCLUSIVE DISTRIBUTORS!!

Buy Free Plays From Budin  
VACATION, \$50.00  
SHORT STOP, \$30.00  
1/2 With Order, Bal. C. O. D. BIG LEAGUE, \$32.00

**BUDIN'S, INC.** 174 SO. PORTLAND AVE.,  
BROOKLYN, N. Y. Telephone NE 8-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

Write, wire or phone for  
**EXHIBIT'S LEADER**

**Roy McGinnis**

2011 Maryland Ave.  
Baltimore, Maryland

## Groetchen Sparks Is Streamlined

CHICAGO, Oct. 5.—“Recognizing the importance of beauty of design as an outstanding sales feature, Groetchen engineers have produced a masterpiece of streamline styling in the new Sparks, token payout game,” declare Groetchen Tool Company executives.

“Typical of the many comments received regarding the new Sparks were those of Joe Abraham on his visit this week to the Groetchen plant. Joe stated: “I have seen a lot of machines in my time, but I have never seen one that came close to Groetchen's new Sparks. It's not only the smartest and smoothest operating machine but it's a world beater when it comes to making money.”

The new Sparks, with Gold Award, is supplied with cigarette, sports, number, beer, and race-horse symbols. Groetchen reports production has been stepped up to insure prompt delivery.

**Charter Ridenour Corp. in Maryland**

BALTIMORE, Md., Oct. 5.—The Ridenour Corporation, Hagerstown, Md., has been chartered and incorporated under the laws of Maryland to deal in coin-operated phonographs and other coin machines.

The concern has been capitalized at \$10,000, with the incorporators being Lester Ridenour Sr., M. Viola Ridenour, and Douglas P. Ridenour.

## Lowest Price

Imp costs less money than any other comparable counter game. Its earnings quickly repay your original investment. If you operate 24 or more locations you may be interested in our special proposition limited to bona fide operators. Write your qualifications today. Groetchen Tool Co., 130 N. Union, Chicago.

**CLOSING OUT!**  
**213 ONE BALL AUTOMATICS**  
**AT TERRIFIC GIVE-AWAY PRICES**  
**QUICK—Rush Your Order!**

**WE GOT THESE FROM "VEMCO"**  
**YOU KNOW THEY'RE PERFECT!**

2 BALLY DE LUXE PREAKNESS . . . . . \$22.50	12 KEENEY DERBY CHAMPS. \$19.50
20 BALLY PREAKNESS . . . . . 12.50	3 MILLS BIG RACES . . . . . 14.50
4 BALLY ROVER . . . . . 12.50	18 MILLS 1-2-3 . . . . . 49.50
2 BALLY GOLD MEDALS . . . . . 59.50	1 MILLS RAILROAD . . . . . 6.50
8 BALLY GOLDEN WHEELS . . . . . 8.50	2 MILLS POST TIMES . . . . . 7.50
8 BALLY ARLINGTONS . . . . . 12.50	1 MILLS DOUBLE HEADER . . . . . 4.95
1 BALLY ALL STARS . . . . . 6.50	20 MILLS HI-BOYS . . . . . 17.50
1 BALLY BELMONT . . . . . 6.50	1 PAMCO BELLS . . . . . 6.50
7 BALLY FLEETWOODS . . . . . 17.50	1 PAMCO PALOOKA . . . . . 7.50
10 BALLY STABLES . . . . . 17.50	1 PAMCO PARLAY . . . . . 7.50
2 BALLY ENTRY . . . . . 17.50	19 ROCK-OLA THREE-UP . . . . . 14.50
17 BALLY KLONDIKES . . . . . 14.50	1 STONER TURF CHAMP . . . . . 7.50
12 BALLY DERBY . . . . . 7.50	5 WESTERN DERBY TIMES, 6-Coin Multiple . . . . . 17.50
1 BALLY BONUS . . . . . 6.50	1 WESTERN PIKES PEAK . . . . . 6.50
1 BALLY CLASSIC . . . . . 7.50	3 WESTERN AK-SAR-BEN . . . . . 14.50
14 BALLY FAIRGROUNDS . . . . . 17.50	1 WESTERN FEED BAG . . . . . 16.50
8 BALLY JUMBO . . . . . 4.95	1 WESTERN DEAD HEAT, Jackpot . . . . . 22.50
2 BALLY MAJESTIC . . . . . 4.95	
1 GOTTLIEB MULTIPLE RACES . . . . . 14.50	
1 GOTTLIEB BAFFLE BALL . . . . . 4.95	

TERMS: 1-3 DEPOSIT WITH ALL ORDERS—WE SHIP BALANCE C. O. D.

**BOX No. 181**

Care THE BILLBOARD, 1564 Broadway, NEW YORK CITY

THE STAMPEDE IS ON!  
 OPERATORS AND DISTRIBUTORS ARE CLAMORING FOR

# GOLD STAR

HIT OF THE YEAR  
 BY UNANIMOUS OPINION!

8 WAYS TO WIN!

Plenty Skill Play!

- ★ New! Rainbow-Glow Backboard!
- ★ New! 4-Way Scoring Rollovers!
- ★ New! Duo-Scoring Bumpers!

IMMEDIATE DELIVERY

See Your Distributor Today!

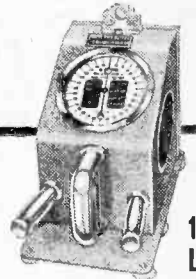


\$104.50

## DE LUXE GRIP SCALE

3-WAY Strength Tester

Has Button Indicator Control for competitive play . . .  
 Tension Adjustment . . . Bell Adjustment . . . Non-  
 Clog Slot . . . 6-Suction-Cup Base! Metal Stand, \$2.50.



100%  
 LEGAL

\$19.50

IMMEDIATE DELIVERY

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2736-42 North Paulina Street

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## 2 GREAT GAMES WITH ULTRA-REFINEMENTS!

### EVANS' GALLOPING DOMINOS

The Original Consoles  
 —And Still Tops!



New Design  
 Playing  
 Top

New Finish  
 Coin  
 Head

Super Jack-  
 pot, \$6.50  
 All Cash!

New  
 2-Tone  
 Cabinet

Machine-  
 Gun Effect  
 Payout

### JUNGLE CAMP

The Free Play Console!  
 SEND FOR CIRCULAR

H C EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

## Monarch in New 3-Story Building

CHICAGO, Oct. 5.—With the completion of moving activities during the past week, the Monarch Coin Machine Company is now settled in its new three-story building at 1545-1549 North Fairfield Avenue. Modern offices and display rooms take up the first floor. Receiving and shipping departments are also located on the ground floor. The second floor is devoted to warehouse storage and the third floor is given over to the reconditioning of used equipment.

"We pride ourself on being one of the largest of the distributing companies, both in point of volume of business done and space occupied," declared Al Stern, official of the firm. Stern in describing the new display system reported that games have been departmentally arranged in separate display rooms. The firm will continue to carry a large stock of used operating equipment of all kinds in addition to the latest new game releases.

The Monarch building is located within a few minutes' drive from many of the coin machine manufacturers in Chicago. Parking space is ample and convenient transportation includes nearby surface and elevated cars.

Drive-in areaways will allow loading and unloading to be done without trouble regardless of weather. Elevator service is expected to speed up service for operators thru quick, efficient handling of machines. Modern equipment has been installed thruout the plant. Direct communication to clients will be made faster thru installation of a Western Union Teletype wire.

"The entire set-up of the firm is certain to make us grow by leaps and bounds," Stern continued. Greater speed, augmented facilities, and many new service assets will enable us to offer coin

## SPECIALS!

1/3 Deposit, Balance C. O. D.	
Evans Ten Strikes, '39 Model . . .	\$75.00
Bally Alleys . . . . .	34.50
Western Baseballs, '39 Models:	
Payouts . . . . .	65.00
Combination . . . . .	75.00
Mills Dancemasters, \$14.50—2 for . . .	25.00
Rockola 12, \$22.50—2 for . . . . .	40.00
Rockola Windsor . . . . .	69.50
Wurlitzer P-12, \$22.50—2 for . . . . .	40.00
Wurlitzer 4-12 . . . . .	29.50
Mills Deluxe Dancemasters . . . . .	19.50
Wurlitzer 24-A . . . . .	69.50
Wurlitzer 616-A . . . . .	59.50
Rockola 12, Rhythm King . . . . .	24.50
Rockola 16, Rhythm Master . . . . .	34.50
Rockola Imperial 20 . . . . .	59.50

WRITE FOR NEW PRICE LISTS!  
**MILWAUKEE  
 COIN MACHINE CO.**  
 1455 W. Fond du Lac Ave.  
 MILWAUKEE, WISCONSIN



*Imp*

### MIGHTY MIDGET

Lowest Price • Largest Seller

\$12.50  
 Each  
 Case of 6,  
 \$67.50

**Gerber & Glass**  
 814 Diversey Blvd.  
 CHICAGO, ILL.

machine buyers a service second to none on new and used equipment of every known description."

## ATTENTION OPERATORS

**WHILE THEY LAST!**  
 95 MILLS SQUARE BELLS—  
 Single . . . . . \$72.50  
 Lots of Five . . . . . 69.50  
 78 BALLY GRAND NATIONALS—  
 Single . . . . . \$89.50  
 Lots of Five . . . . . 84.50

This is good, clean merchandise — **READY FOR LOCATION** and Fully Guaranteed!! Wire 1/3 Deposit for Immediate Shipment!

**THE VENDING MACHINE COMPANY**  
 205-15 FRANKLIN STREET · FAYETTEVILLE, N.C. (Cable Address: COINSLOTS)

Exhibit's

# LEADER LEADS THE WAY



Don't be Satisfied with next best - See Your Distributor Quick

FREE PLAY  
**104<sup>50</sup>**  
CONVERTIBLE

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO

ATTENTION OPERATORS

**WHILE THEY LAST!**  
95 MILLS SQUARE BELLS—  
Single ..... \$72.50  
Lots of Five ..... 69.50  
78 BALLY GRAND NATIONALS—  
Single ..... \$89.50  
Lots of Five ..... 84.50

This is good, clean merchandise — **READY FOR LOCATION** and Fully Guaranteed!! Wire 1/3 Deposit for Immediate Shipment!

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. (able Address COINSLOTS)



**I. L. MITCHELL & CO.**

THE BEST MACHINES — THE BEST PRICES  
Write for Our List of Used Pin Games  
PHONE: GLENMORE 2-5450  
1070 Broadway, BROOKLYN, N. Y.



WESTERN'S NEW SENSATION!

**TOT**

THE WORLD'S SMALLEST COUNTER MACHINE AND BIGGEST COIN CATCHER! **24<sup>95</sup>**  
Write, phone, wire your order today!

SIMON SALES, 437 West 42nd Street, N. Y. C. OPPOSITE LINCOLN TUNNEL

15-DAY MONEY-BACK **GUARANTEE**  
ON BALLY'S RAPID-FIRE  
AJAX NOVELTY CO.  
2707 Woodward Ave., at Sproat St. DETROIT, MICH.

WRITE FOR OUR PRICE LIST ON ANY TYPE MACHINE YOU WANT!!  
ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

**MACHINE CLOSEOUTS**  
14 Ten Strikes ..... \$59.50  
2 Shoot the Bull ..... 62.50  
11 Keeney's Anti Aircraft, Brown Cab. ....  
17 Keeney's Anti Aircraft, Black Cab. \$84.50  
FREE PLAYS  
Supercharger ..... \$17.50  
Vogue ..... 20.00  
Write for Price  
Our Used Machines Are Thoroughly Reconditioned and Ready To Operate.  
**ROBINSON SALES CO.,**  
3100 GRAND RIVER DETROIT, MICH.

**GRAND NATIONAL SPECIALS**

Western Baseball Comb., F. P. & P. O., 1940 Model.....	\$92.50
Western Baseball Comb., F. P. & P. O., 1939 Model.....	67.50
Keeney Anti Aircraft Guns.....	\$116.50
Bally Bull's Eye.....	79.50
Skeeballettes, Like New.....	67.50
Chicken Sams with Base.....	59.50
Evans Ten Strikes.....	54.50
Bally Alleys.....	29.50

Immediate Delivery **BALLY RAPID-FIRE**

Write for our complete Price List of our thoroughly reconditioned Games, consisting of Free Plays, Pay Tables, Counter Games and Slots.

**GRAND NATIONAL SALES COMPANY**

All Phones: Humboldt 3420. 2300-08 ARMITAGE AVE., CHICAGO

Look Over These New Low Prices and Save \$\$\$

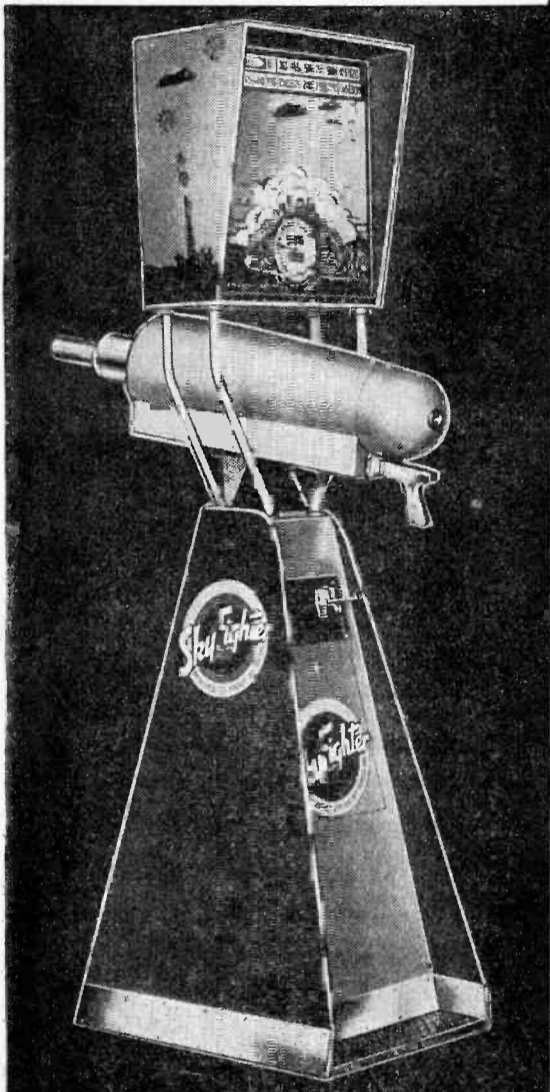
All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

Seeburg 1939 Classics, Marbleglows .....	\$189.50	Wurlitzer 500s .....	\$144.50
Seeburg 1938 Regals .....	134.50	Rock-Ola 1939 De Luxes .....	139.50
Seeburg 1938 Gems .....	119.50	Rock-Ola 1939 Standards .....	129.50
Rock-Ola 1938 Windors .....	69.50	Rock-Ola 1937 Imperial 20s .....	49.50
Keeney Anti-Aircraft Guns .....	99.50	Wurlitzer 616s, Illuminated .....	57.50
Western's Baseballs, De Luxes .....	59.50	Rock-Ola 1937 Rhythm King 16s .....	39.50
Rock-Ola Ten Pins .....	49.50	Wurlitzer 412s .....	32.50
Bally Alleys, Late Models .....	29.50	Rock-Ola 1937 Rhythm King 12s .....	34.50
Rock-Ola World Series .....	39.50	Bally Bull's Eyes .....	59.50

Write for Our Special List Listing Over 500 Reconditioned Machines.  
**BADGER NOVELTY CO., Milwaukee, Wis.**

# WAKE UP NOW!

TO THE GREATEST, SUREST MONEY MAKER EVER BUILT!



# SKY FIGHTER

U.S. PATENT NO. 2,212,257, OTHER PATENTS PENDING

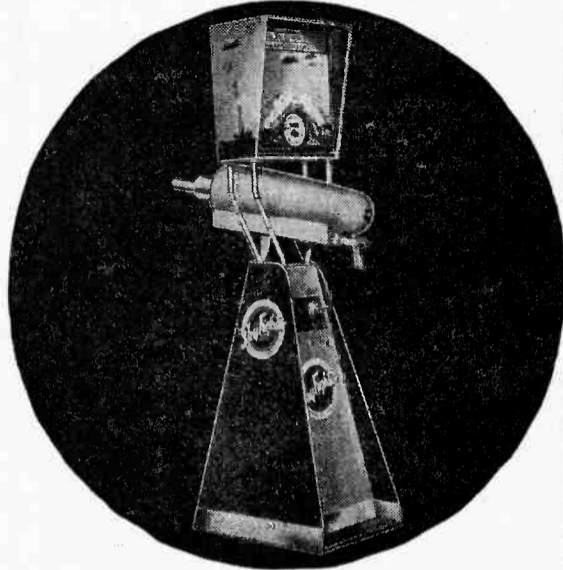
Manufactured by  
**INTERNATIONAL MUTOSCOPE REEL CO., INC.**  
44-C1 Eleventh St.,  
Long Island City, New York

**RUSH YOUR ORDER TO YOUR DISTRIBUTOR TODAY!**

# EVERY AMERICAN

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

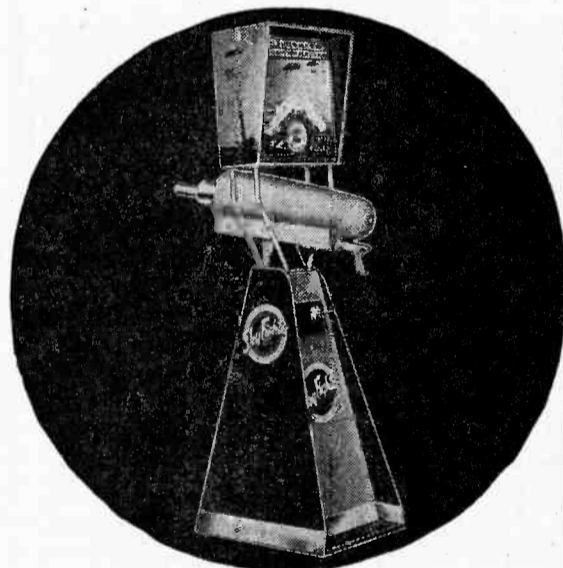


EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

**Bert Lane, SEABOARD SALES, INC.**  
619 Tenth Ave., New York  
WISCONSIN 7-5688

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

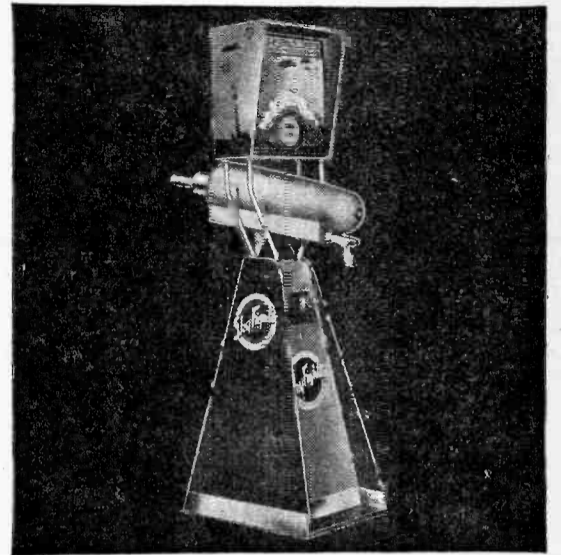


TROUBLE-FREE OPERATION ... PROVEN!

**GERBER & GLASS**  
914 Diversey Blvd., Chicago, Ill.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

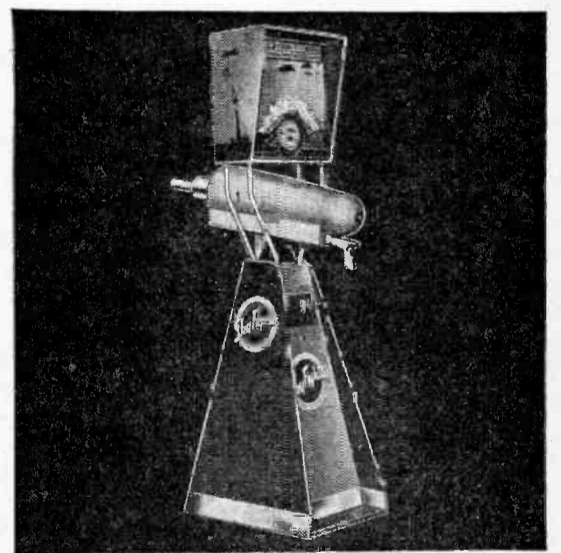


REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!

**Carl Trippe, IDEAL NOVELTY CO.**  
1513 Market St., St. Louis, Mo.

## SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



MONEY FOR MONTHS ON THE SAME LOCATION!

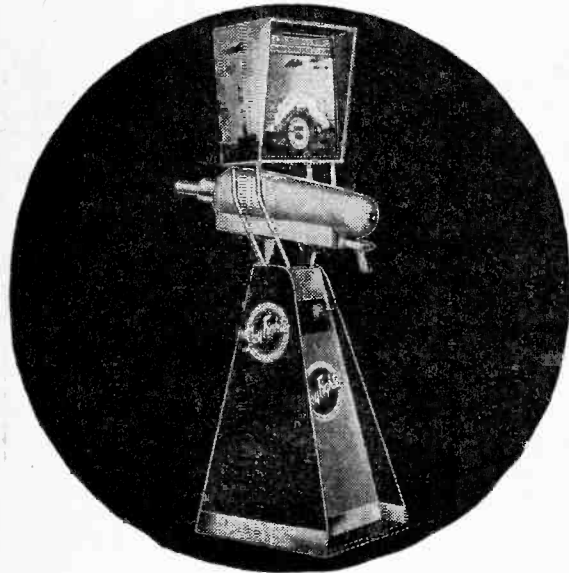
**HANKIN MUSIC CO.**  
258 Pryor St., S. W., Atlanta, Ga.

**P. S.** "BLITZKRIEG" SPORTS ARSENALS, containing barrages of SKY FIGHTERS, are the hottest money-making ideas in years! 3 "BLITZKRIEG" spots territories throughout the country. Because SKY FIGHTER is one compact unit with built-in target, a SKY FIGHTER "BLITZKRIEG" location

**SHOULD LEARN TO SHOOT!**

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

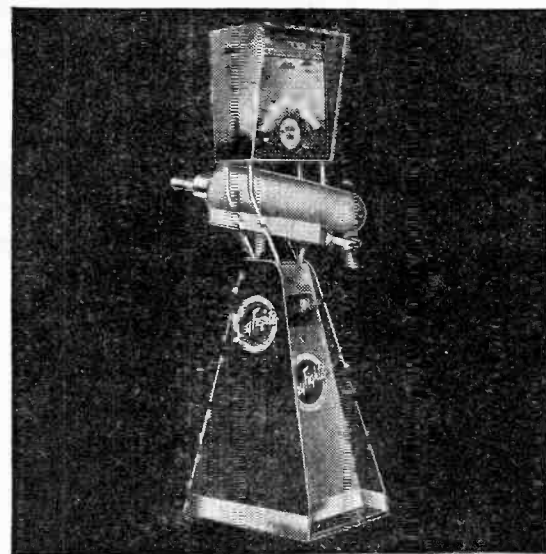


**BUILT TO LAST—  
LIFETIME CONSTRUCTION!  
SOLD ON FINANCE**

**K. C. NOVELTY CO.**  
419 Market St., Philadelphia, Pa.  
Phone: Market 4641 — Market 9953

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

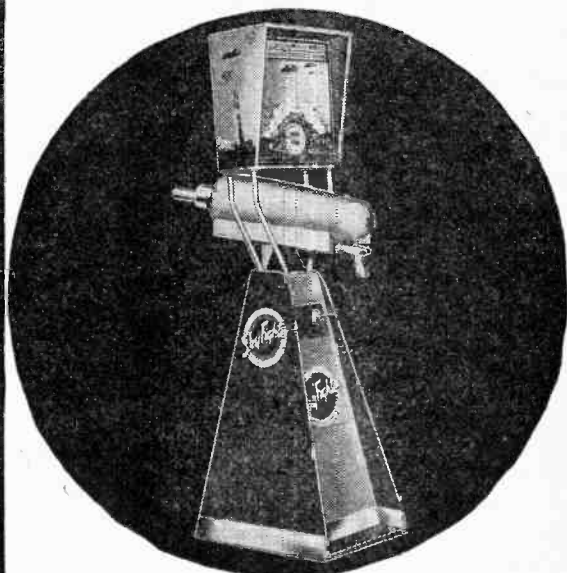


**NO "HANG-OUT" SCREEN  
... HAS LARGE  
BUILT-IN TARGET!**

**J. H. WINFIELD CO.**  
1022 Main St., Buffalo, N. Y.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

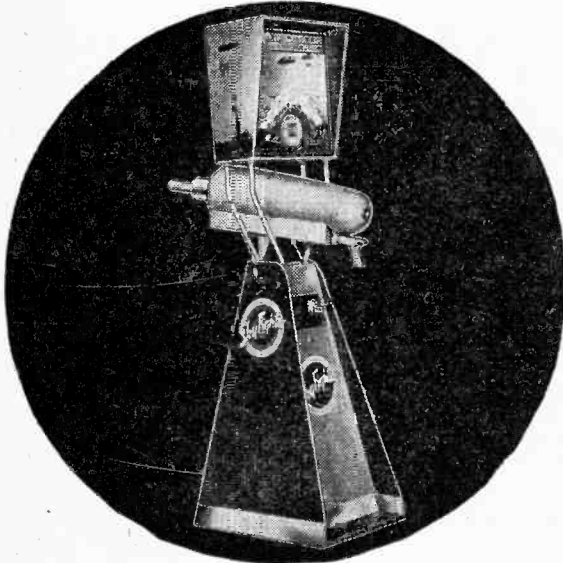


**NO  
PHOTO ELECTRIC  
CELLS!**

**THE MARKEPP CO.**  
3828 Carnegie Ave., Cleveland, O.  
1410 Central Parkway, Cincinnati, O.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

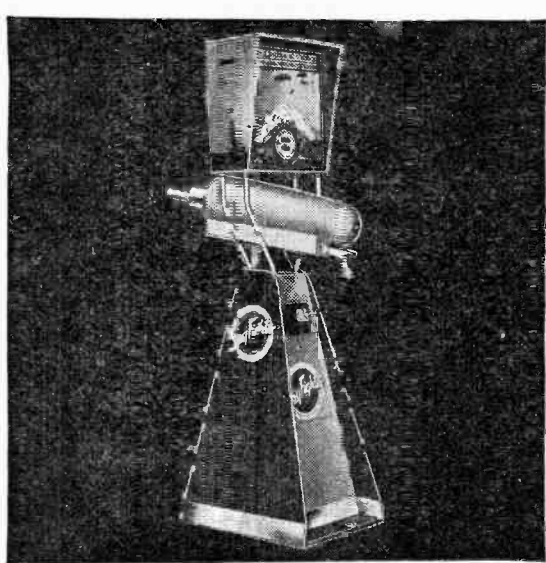


**SAME FLOOR SPACE  
AS A PIN GAME!**

**A. P. SAUVE CO.**  
3002-3004 Grand River Ave.,  
Detroit, Mich.

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.

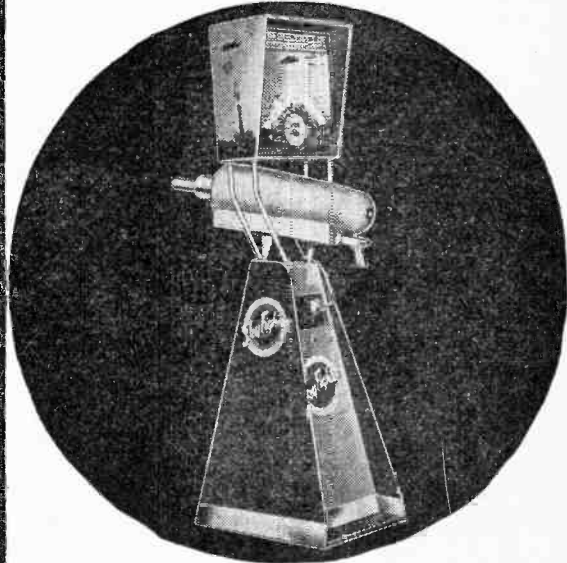


**300  
THRILLING SHOTS  
IN 30 SECONDS!**

**STELLE & HORTON**  
1513 Louisiana St., Houston, Texas

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



**300  
POSSIBLE  
HITS**

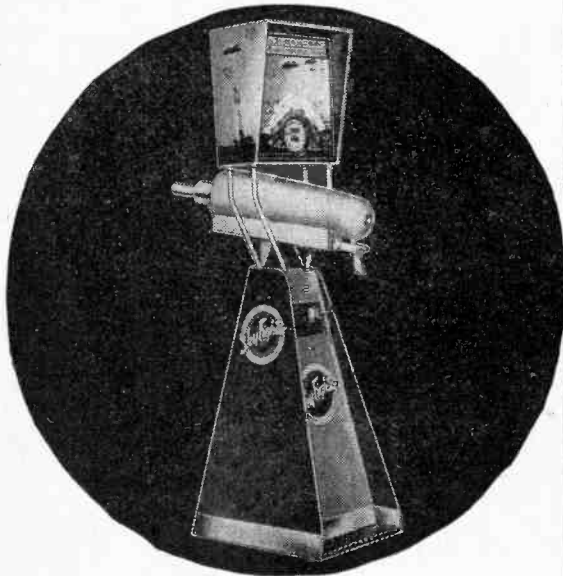
**MILLS SALES CO., LTD.**  
1491 W. Washington Blvd., Los Angeles, Calif.  
1640 18th St., Oakland, Calif.  
1325 S. W. Washington St., Portland, Ore.

are already tremendously successful in New York . . . leases are now being signed for additional locations in New York, Newark, Chicago, Philadelphia, and other can be set up cheaply, with very small frontage, on busy streets in every city. Write, wire, phone for details TODAY!!

WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . . FASTER & FASTER!

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

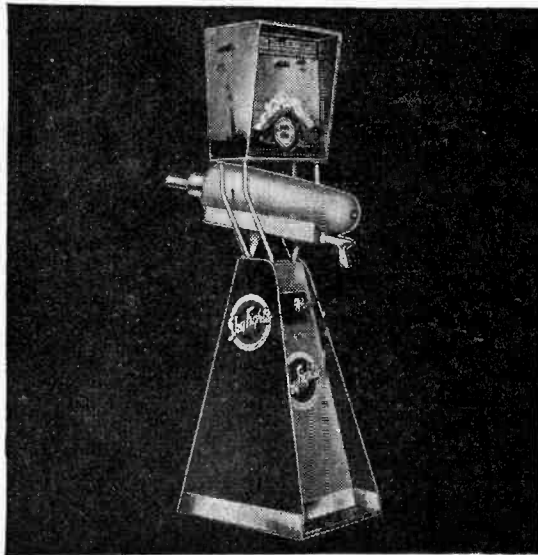


**MAKES  
MORE MONEY  
LONGER!**

**KENTUCKY AMUSEMENT CO., Inc.**  
919-927 W. Jefferson St., Louisville, Ky.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

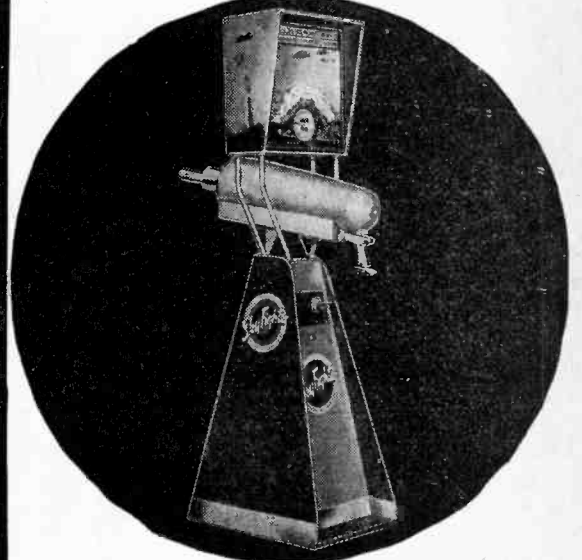


**CASHES IN  
ON AMERICA'S  
DEFENSE-MINDEDNESS!**

**UNITED AMUSEMENT CO.**  
3410 Main St., Kansas City, Mo.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

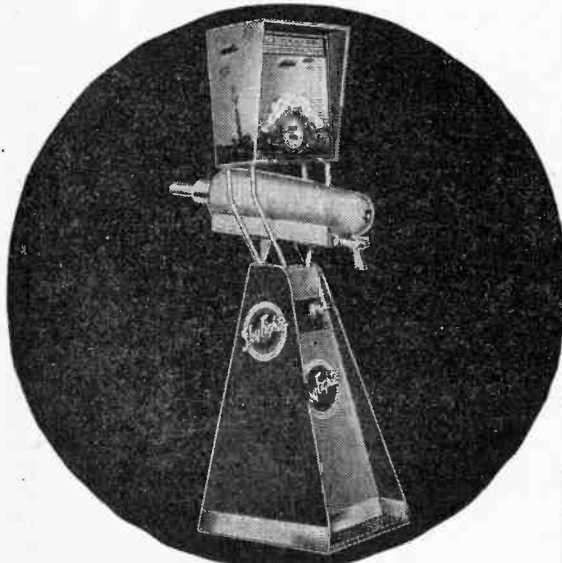


**PACKS SO MUCH ACTION  
WE CAN'T UNPACK 'EM  
FAST ENOUGH!**

**SILENT SALES CO.**  
200-206 Eleventh Ave., South, Minneapolis, Minn.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

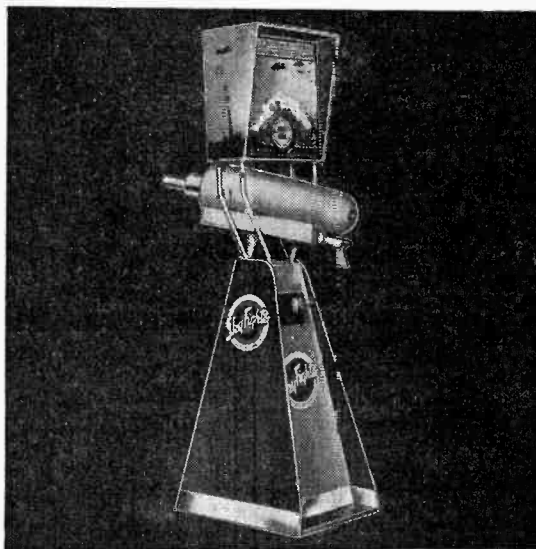


**NEVER BEFORE  
SUCH UNBELIEVABLY  
BIG PROFITS!**

**STERLING SERVICE**  
Rocky Glen Park, Moosic, Pa.  
(Midway between Scranton and Wilkes-Barre, on  
Route 11. 24-Hour Service.)

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

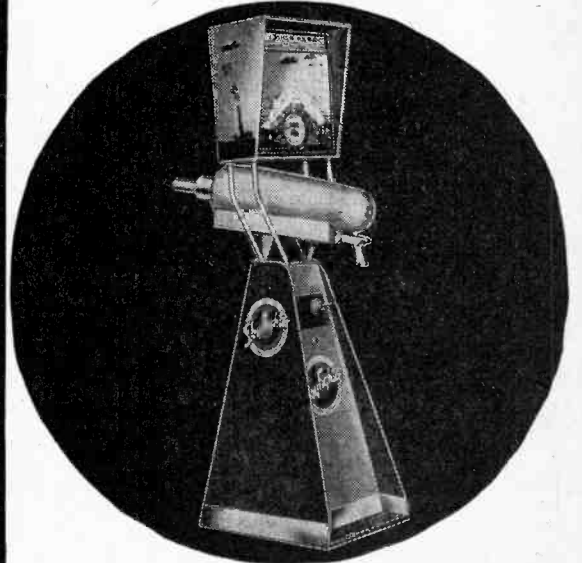


**GIVES 'EM THE THRILLS  
AND CHILLS  
THAT FILLS THE CASHBOX!**

**DENVER DISTRIBUTING CO.**  
1856-58 Arapahoe St.,  
Denver, Colo.

# SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



**THE ORIGINAL  
... AND BY FAR  
THE BEST!**

**SQUARE AMUSEMENT CO.**  
88-90 Main St., Poughkeepsie, New York  
**SQUARE AMUSEMENTS OF ALBANY**  
707-709 Broadway, Albany, N. Y.

**GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!**



**BY POPULAR DEMAND!**

# POOL BOWLING

**COIN OPERATED!**



**100% LEGAL**

**OPENS TREMENDOUS  
NEW FIELD FOR  
OPERATORS!**

**NOW ADAPTED TO ALL LOCATIONS!**

**MOP UP SPECTACULAR**

**PROFITS!**

NOW—you can give ALL your locations the phenomenal game that put strictest territory back into the money! Now you can cash in juicy, big, griefless profits from one end of your route to the other! By insistent demand from operators who tasted its sweet earnings in restricted territory, POOL BOWLING is now built in coin-operated model, PERFECT FOR EVERY LOCATION! POOL BOWLING uses regulation billiard balls and cues. Every shot must be banked against opposite cushion before entering alley, which requires science and skill. Pin action and scoring are same as in bowling. Average playing time for 4 is 17 minutes—earnings easily up to \$1.20 an hour. Occupies no more space than an average pin game.

**OPERATORS: See Your Distributor or Write Direct Today!**

**COIN-OPERATED MODEL—A MARVEL OF SIMPLICITY!**

Fool-proof in operation. Accommodates up to 4 players at one time by simply inserting coin for each player. Each coin releases one line of play on numbered score sheet, which automatically meters play and furnishes cross-check on operation. Has standard slug-proof coin slot, last coin visible. Available for 5c or 10c play.

Coin-Operated POOL BOWLING is the answer to the industry's problem, the greatest boon to operators in years. Be the first to ease up your headaches with this Ace attraction!

**COIN-OPERATED MODEL \$124.50**

**REGULAR MODEL \$99.50**

**IMMEDIATE DELIVERY**

**POOL BOWLING MFG. CORP., STEGER, ILL.**

Chicago Phone: Interocean 9760 (Direct to Factory)

# 15 DAYS TRIAL Money Back GUARANTEE

If you're skeptical . . . if you wonder how an all-fun amusement game can possibly earn pay-table profits . . . here's your opportunity to find out without risking a penny. Try a sample **RAPID-FIRE** on location for two weeks. If **RAPID-FIRE** performance fails to convince you that **RAPID-FIRE** is the long-life, big-money, legal machine you've been looking for . . . simply pack up the sample and use a portion of the money you find in the cash-box to ship the machine back . . . and every penny of your purchase price will immediately be refunded. Get cash-box proof . . . get started with the greatest money-maker you ever operated . . . get your sample **RAPID-FIRE** now. See your distributor or write direct to Bally Mfg. Company, 2640 Belmont Avenue, Chicago, Illinois.

Get 2 weeks' cash-box proof of record-smashing PROFITS!

"\$295.75 IN 3 WEEKS! That's what **RAPID-FIRE** earned in a night-club," reports an Illinois operator.

"**RAPID-FIRE** earned \$37.75 net the first 2 days on location," reports a Chicago operator. "This was in a small neighborhood tavern, and the machine continues to earn money at the same 'rapid-fire' rate."

"All **RAPID-FIRE**s here," writes a New York distributor, "are averaging \$16.80 daily net—over an 8 week period—and next check-up will probably show increase."

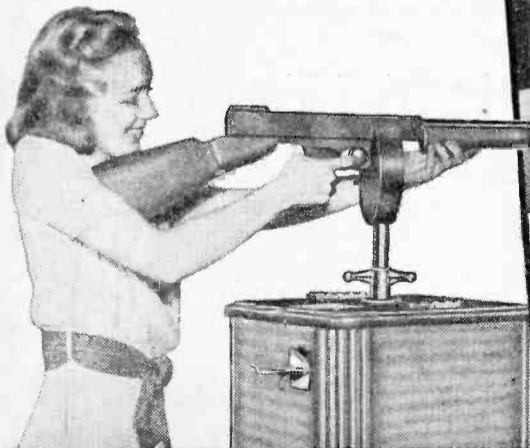
"**RAPID-FIRE** earned \$73 in 3 days," reports a St. Louis operator. "That's net to split between location and me."

"**RAPID-FIRE** machine-guns are earning \$30 to \$60 per week," reports a Michigan operator. "Players crazy about it."

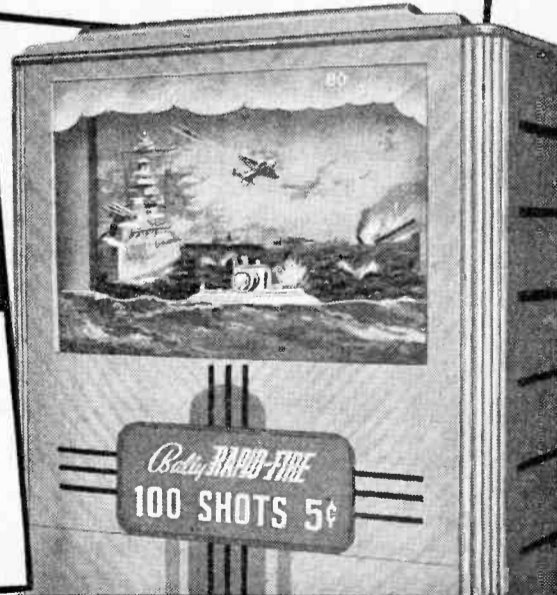
Get Your Share! Get **RAPID-FIRE**!

### DELIVERY PROTECTION

is hereby guaranteed to **RAPID-FIRE** operators with machines already on order. Above sample offer does not change Bally's policy of shipping orders in rotation, as received.



BATTERY OF **RAPID-FIRE** machine-guns at Treasure Island, San Francisco World's Fair, attracts crowds of "gunthusiastic" players, earns hundreds of dollars daily. Start a battery operation in your territory. Vacant stores are gold-mines when equipped with a battery of **RAPID-FIRE** machine-guns and "LEARN TO SHOOT" banners in the window. Get in on the ground floor, ride the biggest amusement boom in history.



# Bally **RAPID-FIRE** MACHINE GUN WITH DUCKING, DIVING SUBMARINE TARGET

# DIAL-A-TUNE

for **Tiny's**

California's Famous Chain of  
Dine and Drink Establishments  
Chooses Rock-Ola Dial-a-Tune  
Wall Box and Bar Boxes



## OPERATORS FROM COAST TO COAST ARE INSTALLING DIAL-A-TUNE IN THEIR SMARTEST LOCATIONS

From the west coast comes a tribute to Rock-Ola's "Dial-a-Tune" Remote Control (the newest and most modern equipment available for simple and efficient installation in locations of all sizes).

Tiny's restaurants are located in every large city in California. They cater to a discriminating selection who demand the best in food and drink and the finest in musical entertainment.

Therefore, Rock-Ola Luxury Lightup phonographs and modern Dial-a-Tune Remote Control were the natural selection to do the job perfectly.

Rock-Ola wall and bar boxes are beautifully finished and colorfully, yet harmoniously, illuminated. They are appealing and act as silent salesmen in the sale of music "as played by a Rock-Ola phonograph."

For your smartest locations . . . for a service-free, simplified Remote Control installation . . . choose the latest and most modern equipment—choose the Remote Control that is selected by the finest establishments throughout the country—choose Rock-Ola's Dial-a-Tune.



Rock-Ola  
BAR BOX



Rock-Ola  
WALL BOX



Rock-Ola Super  
with Rockolite finish

**ROCK-OLA**

MANUFACTURING CORP.  
800 NORTH KEDZIE AVENUE, CHICAGO

"THE ACE DRUMMER MAN"

*Gene Krupa says*



*"When a*  
**WURLITZER**  
*plays our records*  
**IT'S US**  
**ALL OVER**  
**AGAIN"**

SOLD ONLY  
TO MUSIC  
MERCHANTS

**LEADER OF ONE OF AMERICA'S GREATEST BANDS  
PRAISES THE FIDELITY OF WURLITZER**

Another indication that the men who play America's best dance music hold Wurlitzer reproduction in high regard is this compliment from Gene Krupa.

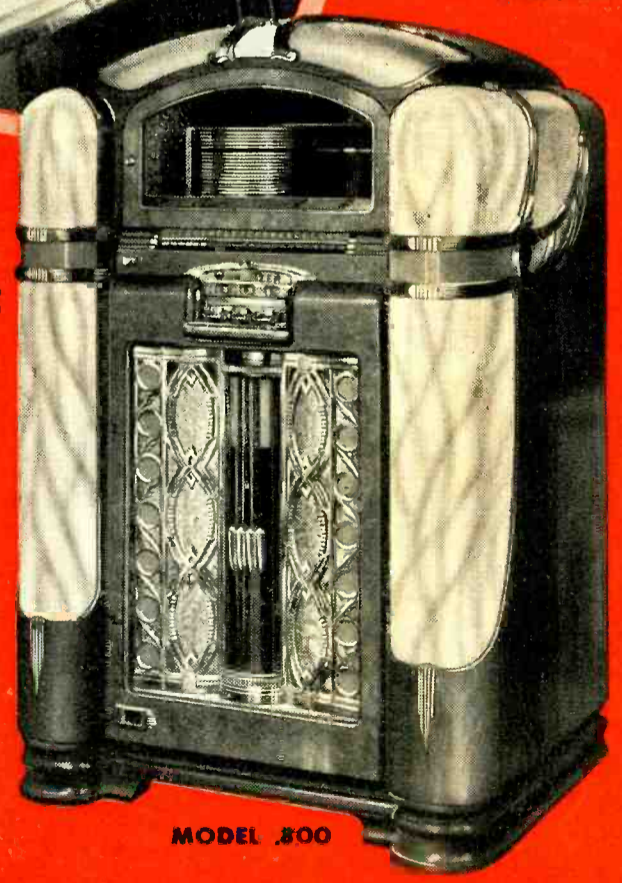
A favorite with millions of America's dance lovers, Gene Krupa "The Ace Drummer Man" ranks with the royalty of the music world. The reception accorded his music wherever he plays is a phenomenal tribute to his talents and those of his band.

Wurlitzer is honored by his regard and that of other leading musicians for Wurlitzer's matchless tone.

It's an opinion shared by location owners and patrons too—the basic reason why Wurlitzer Music Merchants make the most money.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS**



MODEL 800

**WURLITZER** *Automatic Phonographs*

**PREFERRED BY AMERICA'S LEADING RECORDING ARTISTS**